

EVIDENCE-BASED ACQUISITION (EBA)



The image shows a magnified view of a data table. A finger points to the 'Reporting Period Total' column. The table lists 'User Activity' as 'Playbacks' for multiple entries. The 'Reporting Period Total' column shows values ranging from 17 to 1904. The 'Jan-2015' column shows values ranging from 2 to 796.

User Activity	Reporting Period Total	Jan-2015
Playbacks	1904	796
Playbacks	936	639
Playbacks	316	14
Playbacks	222	79
Playbacks	83	10
Playbacks	79	4
Playbacks	32	11
Playbacks	30	4
Playbacks	28	2
Playbacks	25	0
Playbacks	20	13
Playbacks	19	1
Playbacks	18	3
Playbacks	17	1
Playbacks		14
Playbacks		13
Playbacks		11
Playbacks		9



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FACT SHEET

What's EBA?

With evidence-based acquisition (EBA), a patron-focused model, your institution has unlimited use of a massive selection of streaming video content. Patron preferences influence what you, the librarian, choose to purchase for perpetual ownership, but you're in no way obligated to buy the videos that patrons view.

Your users choose among tens of thousands of films for up to a full year. Daily usage statistics—the "evidence"—help you choose what to buy.

- Unlimited patron access to more than 43,000 videos for up to a year
- Full librarian control over the choice of titles
- Perpetual rights to the videos selected

Is EBA the right choice for your library?

EBA is for the library that wants to grow permanent video holdings and has funding for perpetual acquisitions. You decide the EBA access period and the corresponding advance funding commitment—ranging from 4 months to a full year. At the end of the access period, you'll own perpetual rights to videos equal in value to your funding commitment.

EBA gives you flexibility and personalization, letting you build targeted video holdings based on your curricular needs, patron selection behavior, and other factors.

EBA doesn't replace Alexander Street's current acquisition models—including discipline-specific collections—it adds an *additional* way for your library to acquire content across disciplines, serving the video needs of many departments. Is your institution known for its drama program? Select videos of plays and performers that are most watched by students. Does your education department want more targeted resources? Add hands-on training sessions and classroom demonstrations in topics that match your course syllabi.

How does it work?

You begin by making an EBA commitment in the dollar amount that suits your budget. The higher the commitment, the longer period of content access. You'll receive an invoice at the start of the EBA access period. Patrons will have unlimited access to the full content of Alexander Street's video collections for up to one year.

Throughout the access period, use Alexander Street's detailed metrics, along with feedback from faculty and others, to select videos for your permanent collection. The EBA admin module, which works like an online shopping cart for authorized EBA administrators, shows you your video usage stats, items still available for purchase, and the dollars remaining in your commitment balance. At the end of the EBA period, you'll own perpetual rights to the items you've chosen as you've spent down your commitment.

And because MARC records are included for most videos, the program works seamlessly with discovery services.

What support is included?

Alexander Street provides consultative support including a dedicated Account Manager, usage tools, an online Support Center, faculty outreach, training sessions, COUNTER-compliant daily usage stats, and more.

Alexander Street provides:

- The first and only EBA option in video
- The most streaming videos — 43,000 complete films and growing
- The highest quality content from hundreds of partners like The History Channel and CBS News / 60 MINUTES
- Innovative tools to support learning and teaching

What content is included?

The EBA program includes video content from the following collections.

60 MINUTES: 1997–2014	Health and Society in Video
American History in Video	Human Resource Management Online (video content)
Area Studies in Video*	Human Rights Studies Online (video content)
Art and Architecture in Video	Humanities in Video*
Asian Film Online: Volume I	International Business Online (video content)
Asian Film Online: Volume II	LGBT Studies in Video
Black Studies in Video	The March of Time®
Business Education in Video	Meet the Press
Classical Music in Video	New World Cinema: Major Independent Features and Shorts, 1990–Present**
Counseling and Therapy in Video: Volume I	Nursing Assessment in Video
Counseling and Therapy in Video: Volume II	Nursing Assistant Education in Video
Counseling and Therapy in Video: Volume III	Nursing Education in Video: Second Edition
Counseling and Therapy Online: Current Practices	Opera in Video
Criminal Justice and Public Safety in Video	Psychological Experiments Online (video content)
Current Affairs in Video	Psychology in Video*
Dance in Video: Volume I	Rehabilitation Therapy in Video
Dance in Video: Volume II	Religion and Philosophy in Video*
Dental Education in Video	Science in Video*
Medical Imaging in Video	Silent Film Online**
Education in Video: Volume I	Sports Medicine and Exercise Science in Video Series
Education in Video: Volume II	Theatre in Video Series
Engineering Case Studies Online (video content)	Veterinary Education in Video
Environmental Studies in Video	The Video Journal of Counseling and Therapy
Ethnic Studies in Video*	Women's and Gender Studies in Video*
Ethnographic Video Online: Volume I	World History in Video
Ethnographic Video Online: Volume II	World Language and Literature in Video*
Ethnographic Video Online: Volume III	World Newsreels Online, 1929–1966
Fashion Studies Online: The Videofashion Library	
Filmakers Library Online: Second Edition	

* Accessible only through EBA, VAST, and Academic Video Online: Premium

** Available only in North America

Learn more at alexanderstreet.com/EBA

