

Oxford 2000

Shifting Approaches to Collection Development:

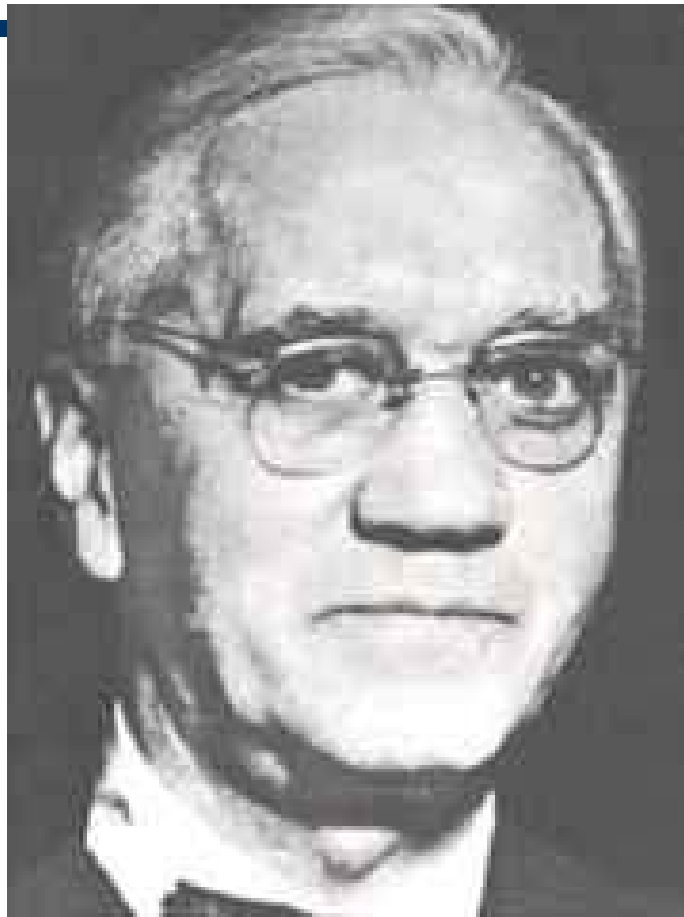
Should We Bother Selecting Journals at All?

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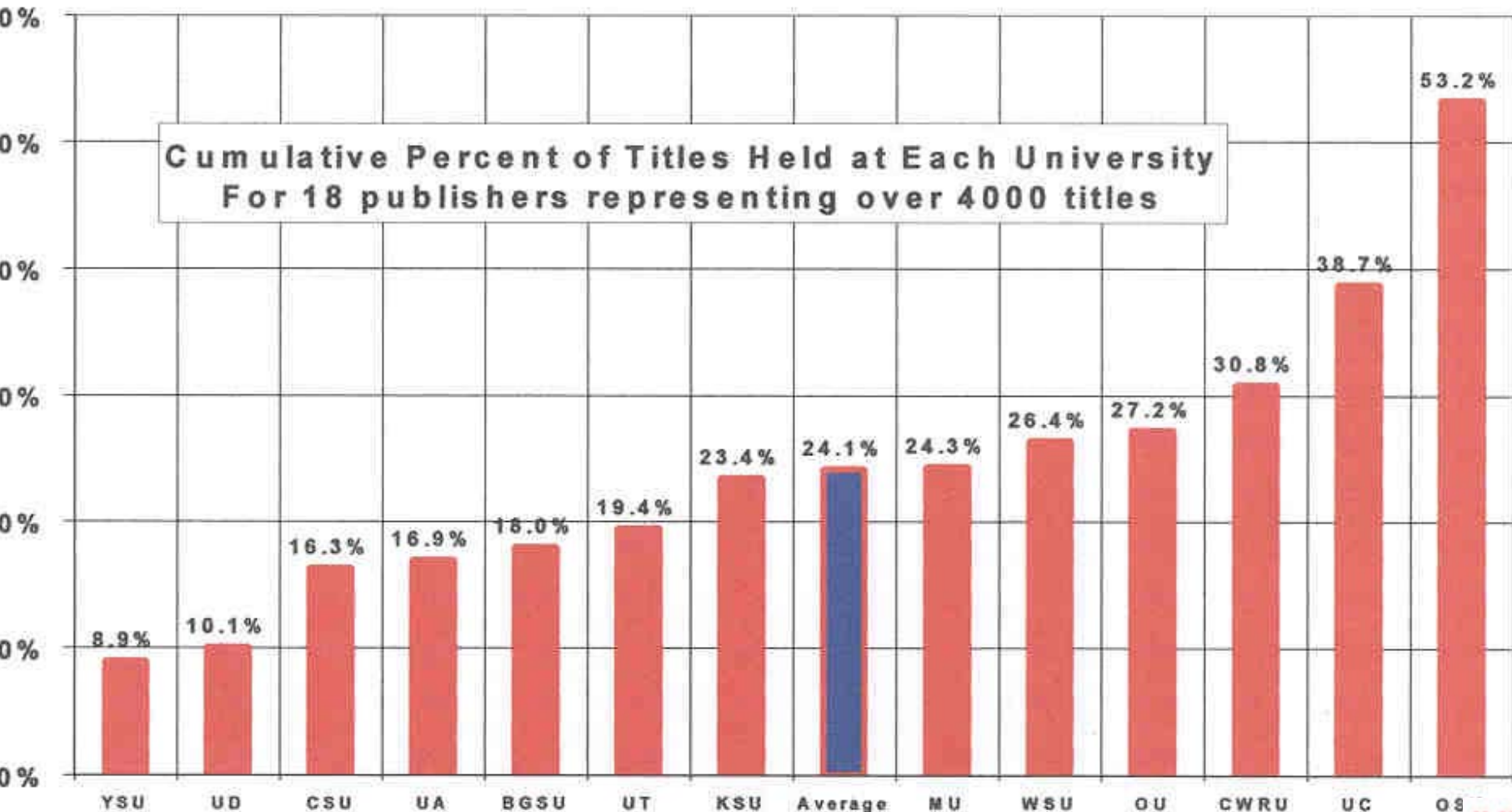
Sir Alexander Fleming (1881-1955)

British bacteriologist and Nobel laureate, discoverer of penicillin

The OhioLINK Dilemma

- ◆ The serials problem is not a shortage of money, but diminished bang for the buck
 - Paying more, getting less
- ◆ False solutions
 - Reduce the price of journals
 - Reduce the amount of money being spent
- ◆ OhioLINK goal
 - Significantly increase access to journal literature
 - Paying more is ok

Proportion of Journal Literature Available in Ohio Higher Education



The OhioLINK Model

- ◆ A consortial, i.e. state-wide, deal
- ◆ Price: Sum of all member's present print subscriptions plus an additional amount
- ◆ Receive: Each library continues to receive their ongoing print copies, plus access to all the publisher's journals electronically

Library “Win”

- ◆ Expanded access to the journal literature
- ◆ Established control over inflationary costs
- ◆ Created universal ownership (w/in state)
- ◆ Eliminated ILL costs (w/in state)

Publisher “Win”

- ◆ Stopped steady cancellation of journal titles
- ◆ Increased overall revenue stream
- ◆ Expanded access to their journals
- ◆ Established predictability and stability in the market

Partial List of OhioLINK Publisher Partners

- ◆ Academic Press
- ◆ Elsevier
- ◆ Kluwer
- ◆ Springer
- ◆ Wiley
- ◆ Project MUSE
- ◆ American Physical Society
- ◆ MCB Press
- ◆ Royal Society of Chemistry
- ◆ Institute of Physics
- ◆ American Chemical Society

Consortial Purchasing is Monetarily Significant

- ◆ OhioLINK spends over \$16,000,000 annually on these deals
- ◆ University of Cincinnati spends about a quarter of its collection budget on consortial purchases

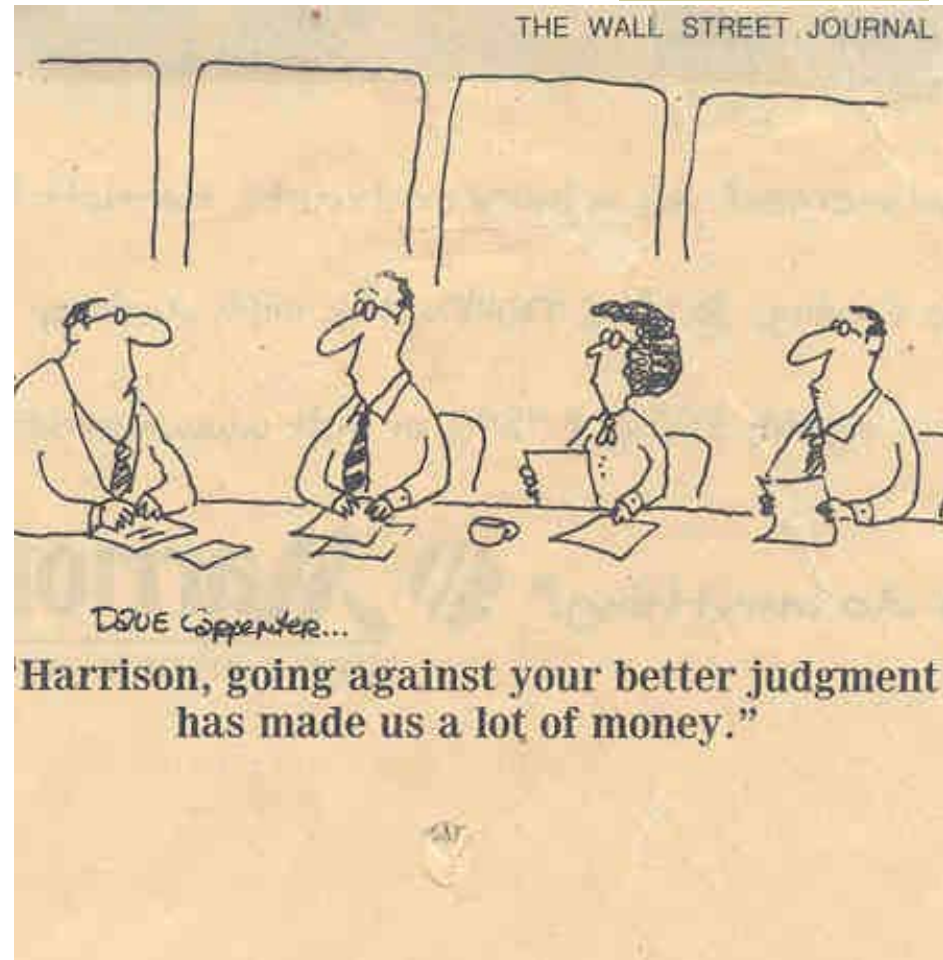
OhioLINK Model is a Win-Win for Libraries and Publishers

But the model focused on mass
additions to increase our journal
access;

Rather than on a thoughtful selectivity
taking into account university
instruction, research and service

The Research Question:

How much use were these newly available journals getting compared to current, ongoing subscriptions?



The Research Context

- ◆ The data investigated were article downloads
 - Viewing the article on screen, OR
 - Printing the article off in hard copy
 - A use was any step past viewing the abstract

What was Available

- ◆ April, 1998: Academic and Elsevier titles
- ◆ Early 1999: Project Muse titles
- ◆ Fall, 1999: Wiley, Kluwer, Springer, and American Physical Society titles
- ◆ Spring 2000: MCB Press and Royal Society of Chemistry titles
- ◆ Summer 2000: Institute of Physics and American Chemical Society titles

Electronic Use Started Strong and Built Rapidly

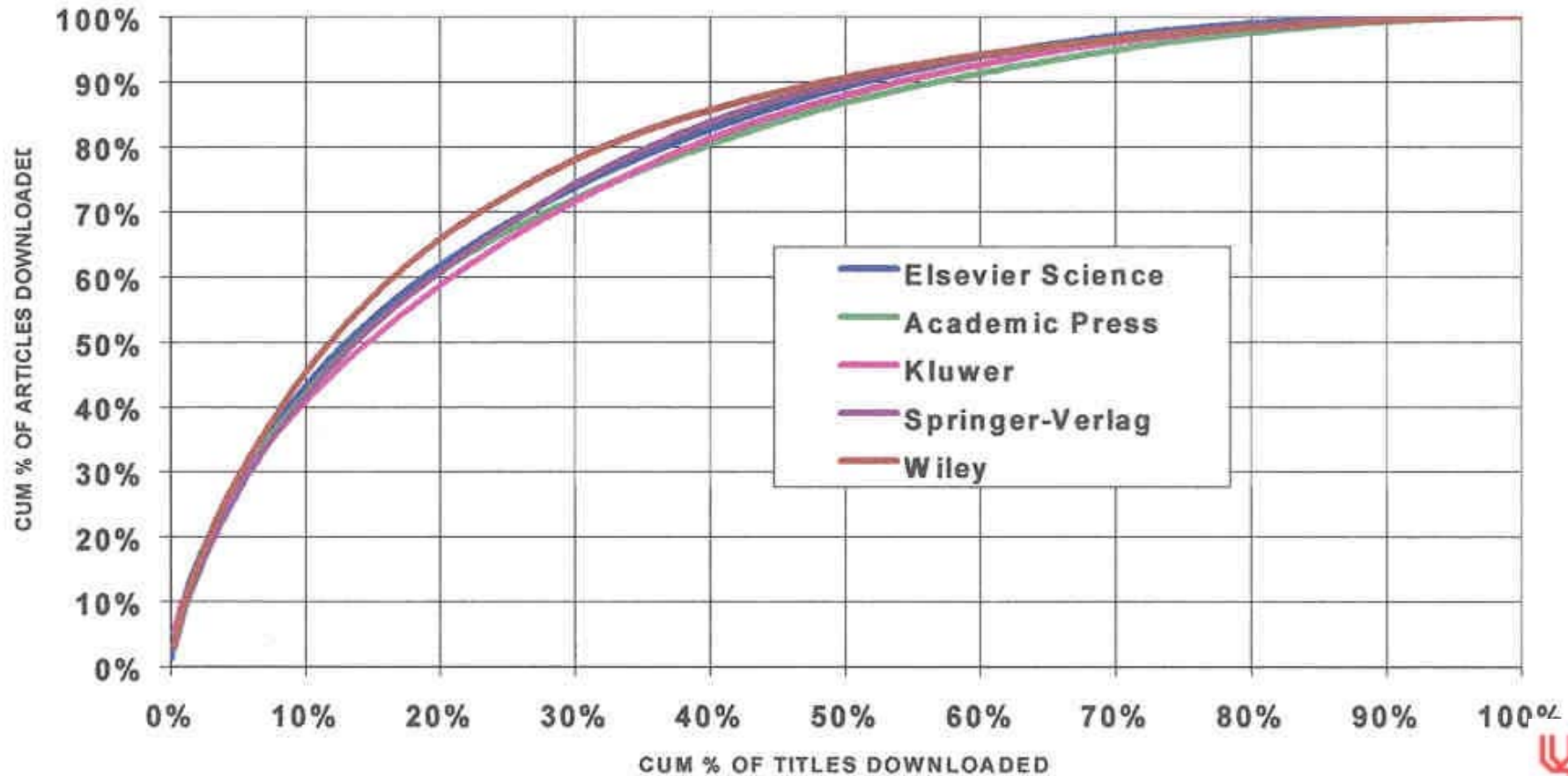
- ◆ Weekly Downloads:
 - Spring/Summer 1998: 2-3,000 articles
 - End of first 12 month period: 12,500 articles
 - Fall 1999: 22,800 articles
 - Winter 1999: 30,100 articles
- ◆ 12 Month Downloads
 - 1st: 280,000
 - 2nd: 740,000

OhioLINK User Population

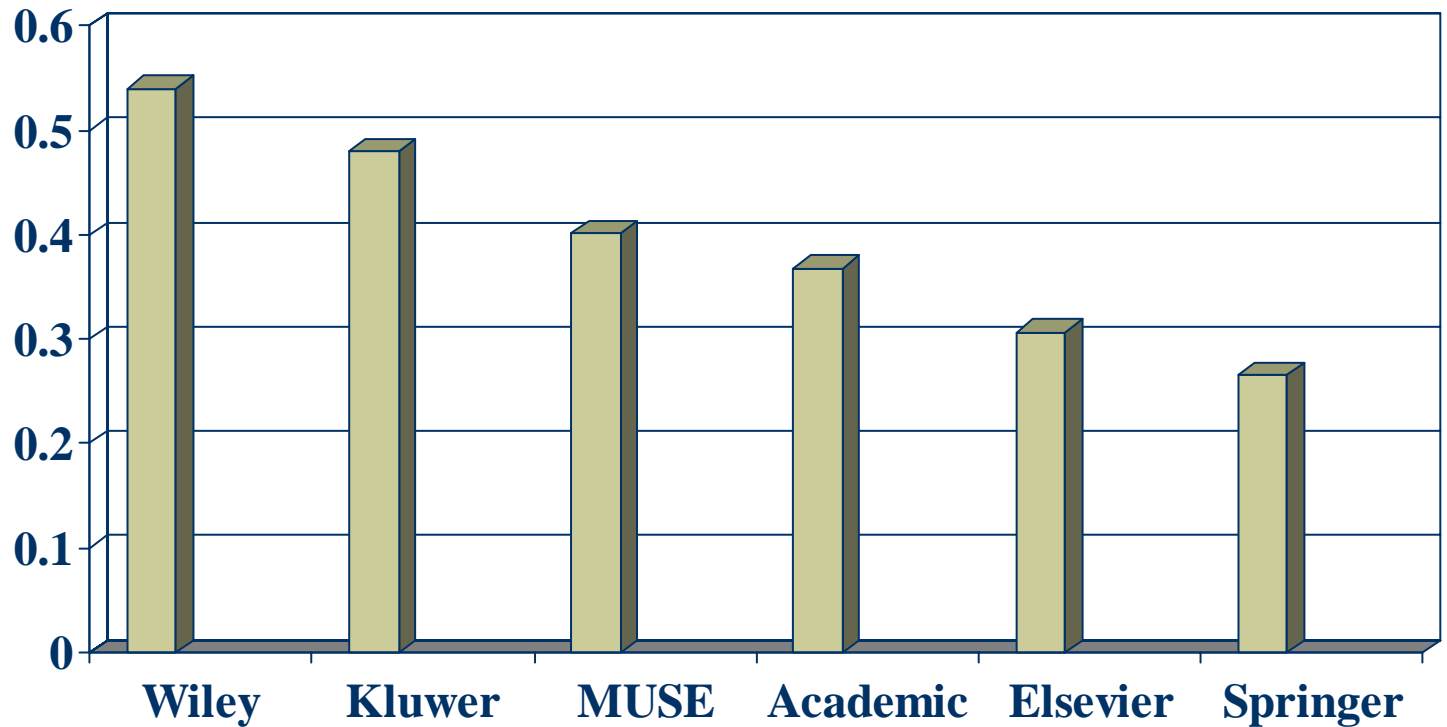
- ◆ All institutions of higher education in Ohio
 - 77 libraries
 - Carnegie I Research Universities to small community and technical colleges
 - Both public and privately supported schools
- ◆ Over 500,000 students, faculty, staff
- ◆ Over 4,500 simultaneous users in more than 104 library locations may use the system at any given time

Journal Use Patterns are Consistent, but not 80-20

OhioLINK-WIDE DISTRIBUTION OF TITLE%-ARTICLE%
ACROSS 5 PUBLISHERS

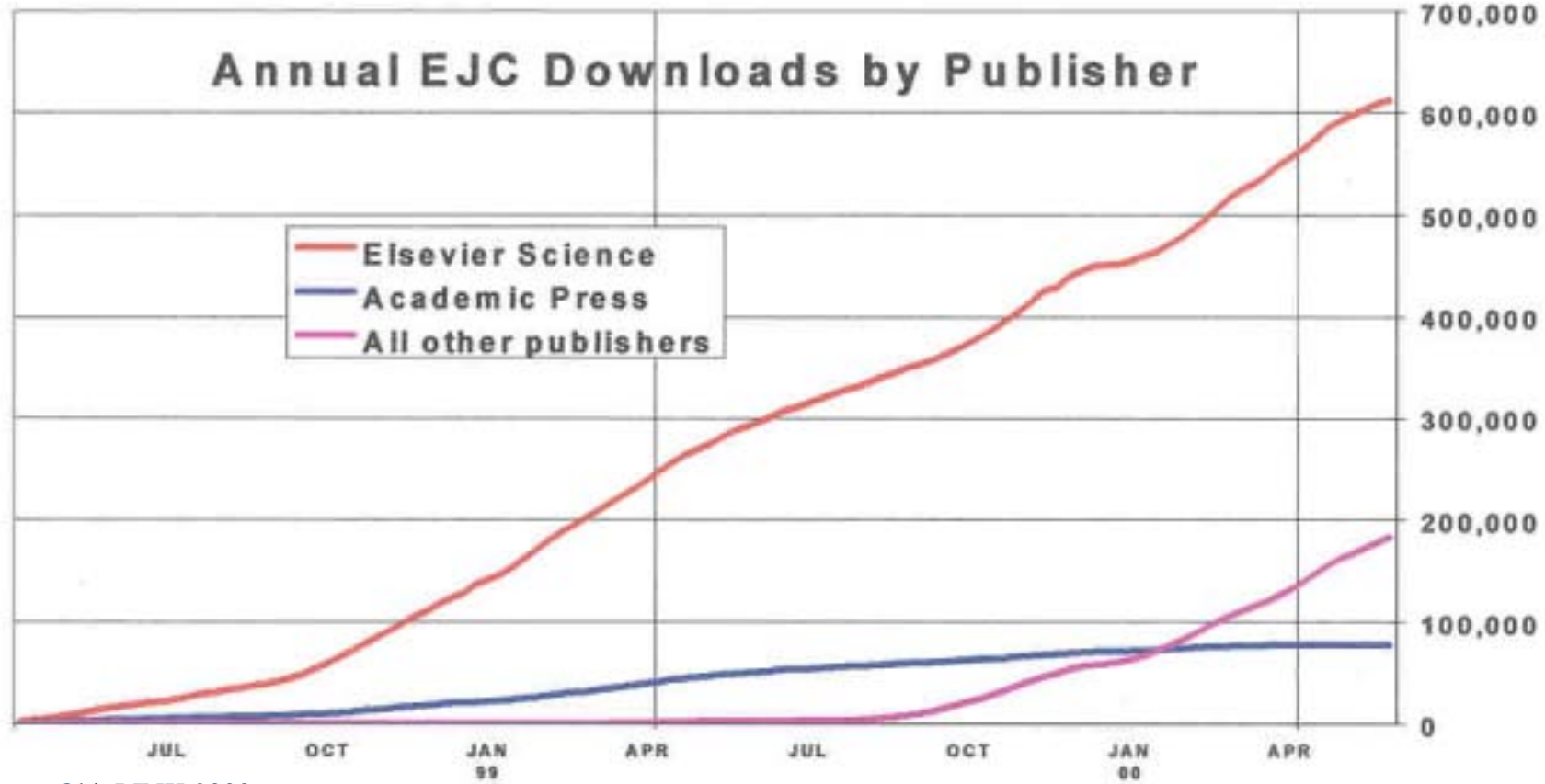


Proportional Use of Available Articles by Publisher



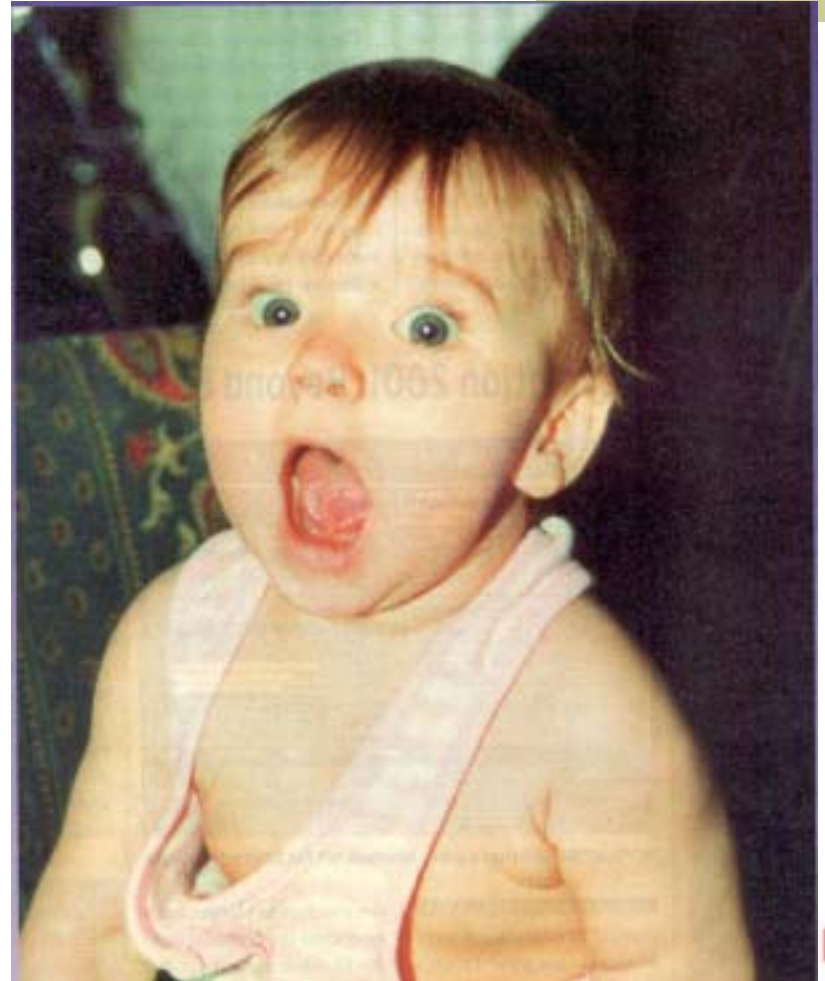
Articles/downloads for a 6 month period (1/1/00-6/11/00); Am.Phys.Soc. (.021) not shown

Articles/Journals not Interchangeable



We were surprised!

Access is more
important than
selection?!

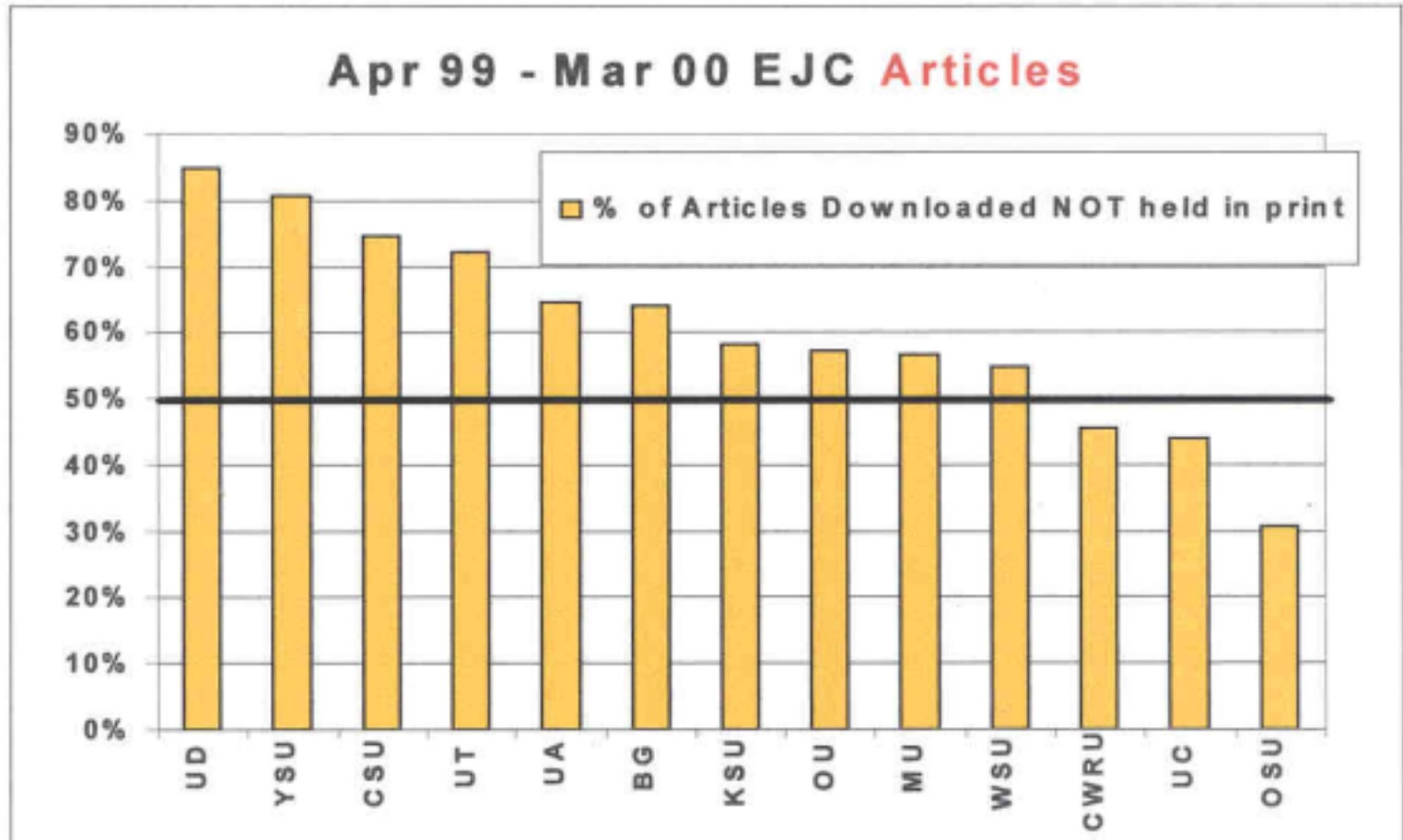


Access Trumps Selection

- ◆ June 1999 through May 2000, 865,000 articles were downloaded
- ◆ Comparison between downloads of articles in journals selected vs unselected in each institution
 - Overall, 58% (502,000) articles were from journals not selected vs 42% from previously selected journals
 - Universities, 51% not selected vs 49% selected
 - Small 4 year/2 year schools, 90%+ not selected



Articles From Non-selected Journals (%)



N=625,500

Can There Be Confounding Factors?

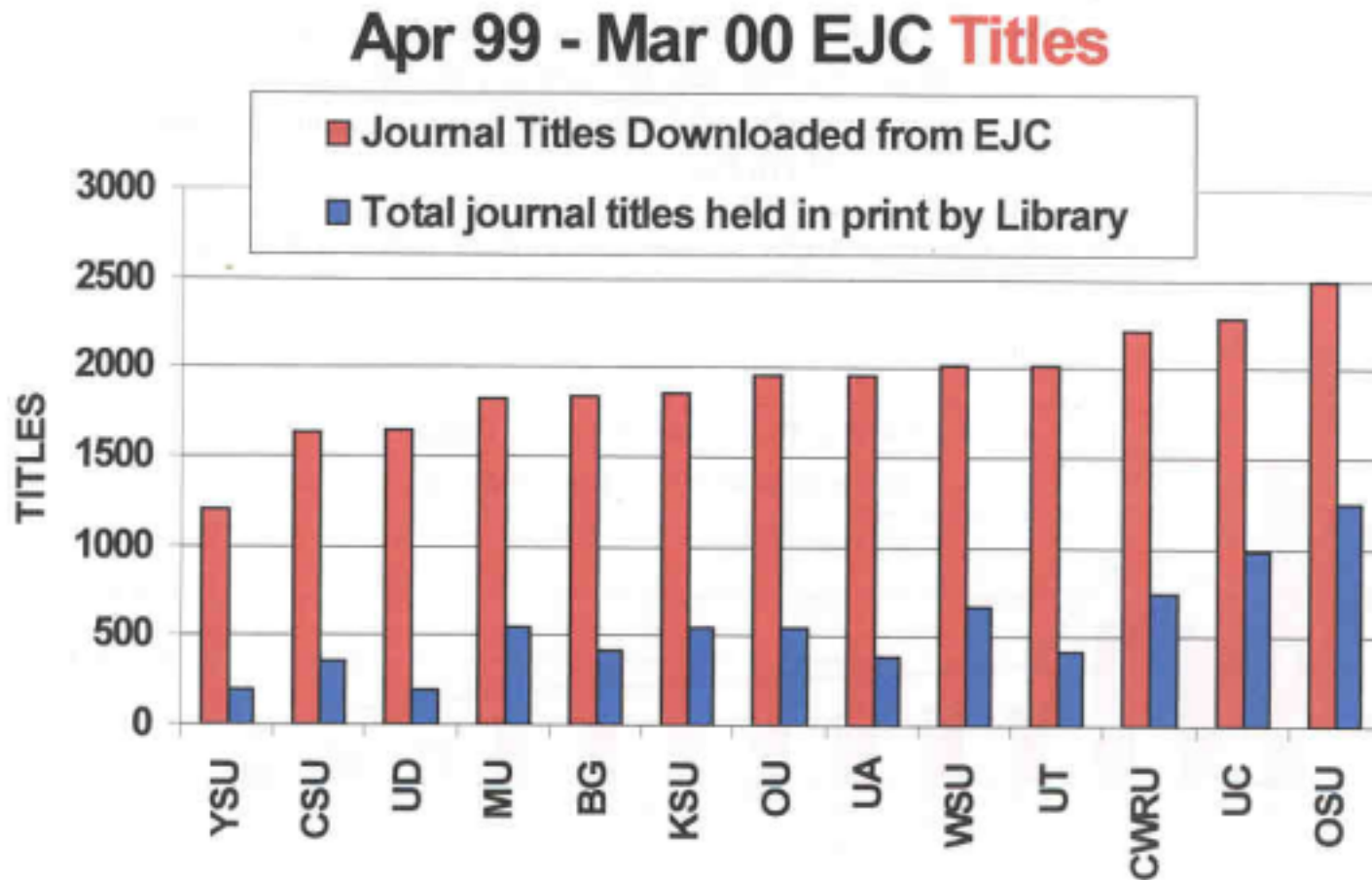
◆ Unresolved Issues

- Selected journals at each institution had print copies available
- Some libraries charge patrons for printing out copies

Selection is Useful, but Seriously Incomplete

- ◆ A comparison of the of the average article downloads for selected journals as UC versus non-selected journals showed:
 - Selected journals – 51 downloads/title
 - Non-selected journals – 23 downloads/title

Doing Better Than We Expected



Transforming Collection Development



Radically Increasing Access

- ◆ Old virtues may be modern vices (they may focus us on the wrong agenda)
- ◆ Redefining “selection”
 - From library commissar to rich environment
 - From individual titles to general profiles (as with approval plans)
 - Patron does selecting
 - Selection is done when need arises

Increasing Access is More Important than Better Selection

Sifting the flour twice won't increase the number of pancakes it'll make

Finding the Cost Effective Mix

- ◆ From single strategy to complex strategy
 - Not sufficient to just spend the budget
 - Meet the information need in a variety of ways
 - Institutional Purchase
 - Commercial Document Delivery
 - Consortial Purchase
 - Consortial coordinated collection development
 - ILL

Drive Down Per Use Costs

- ◆ The OhioLINK model works for both publishers and librarians (increasing revenues while expanding library access) because it is a formula for lowering per use costs

How Do We Continue a Winning Approach?

- ◆ We need to continue to drive down per use costs
 - In Ohio we've expanded the market available to publishers via consortial deal
 - Is the next step to go to all digital journals?

Repricing, not Cancellation

- ◆ Is “use” the only way to price a publisher’s profile?
- ◆ From yes-no to sliding scale
 - Publishers have tested the top
 - Librarians now have the data to test the bottom

The Importance of Consortia

- ◆ Consortia provide both librarians and publishers an important new mechanism for increasing access and profitability
- ◆ National and even international super consortia and deals are beginning to appear
 - Academic Universe deal
 - Oxford English Dictionary deal

In Conclusion...

- ◆ Increased access is more important than better selection
- ◆ Traditional purchase is not the only way for libraries to increase access
- ◆ Driving down per use costs is the key to increased access and profitability
- ◆ Replacing cancellation with repricing
- ◆ Consortia are an important new opportunity for both librarians and publishers