Getting the Biggest Bang for Your Buck

Methods and Strategies for Managing Journal Collections

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About the Stanford Libraries

- Libraries
  - Main Library
  - 12 Research Branches
  - 5 Coordinate Libraries
  - Storage Facilities
- Academic Computing
- Stanford University Press
- HighWire Press

- Collections:
  - 6,335,750 Titles/ > 8.5 Million Vols.
  - Books:
    - > 5.1 million (print) / 675,000 (online)
  - Journals/Periodicals
    - > 250,000 (print)
    - > 69,000 (online)
    - ~26,000 active subscriptions in SULAIR (incl. packages)
Library Expenditures Within a University

Library Expenditures as a Percent of University Expenditures for 40 ARL Libraries, 1982-2007

Copyright Association of Research Libraries, 2009
NSF Science & Engineering Statistics
Building and Managing Collections

- Academic Programs
- Institutional Repositories
- Publication Quality
- Demand & Timeliness
- Cost & Commitments
- Shelving/Storage Space
- Licensing Conditions
- Staffing Resources
- Discovery Tools
- Long-Term Preservation
PROGRAMMATIC INFORMATION
Programmatic Information

- Demographics of Primary Clientele
  - Departments/Schools/Centers/Institutes/Labs
  - Number of faculty, graduate students, undergraduate majors, and postdoctoral students
  - Number of students taking classes

- Academic Areas of Interest
  - Program concentrations and strategic directions
  - Personal web pages/blogs of faculty and students
  - Grant funded research
  - Courses taught
Federal R&D Project Summaries
http://www.osti.gov/fedrnd/

Search across scientific databases of federal research and development project summaries. With a single query, discover what is happening in the Federal R&D community.

Enter Search Terms

Search

Databases of contributing agencies

- DoD R&D Descriptive Summaries
- DOE R&D Project Summaries
- EPA Science Inventory
- NASA Research Task Book
- NIH RePORTER
- NSF Award Abstracts Database
- SBA Technology Resources Network
- USDA Current Research Information (CRIS)
WoS > Stanford > Selected Subjects 2000-2009 > Analyze by Source Title
## Tools – Local Journal Usage Reports (LJUR) from ISI

<table>
<thead>
<tr>
<th>I want to see...</th>
<th>LJUR Window</th>
</tr>
</thead>
<tbody>
<tr>
<td>what journals my researchers publish in most often</td>
<td>Source</td>
</tr>
<tr>
<td>what journals my researchers cite most often in their papers</td>
<td>Cited 1</td>
</tr>
<tr>
<td>what journals my researchers cite most often when the papers they cite were published</td>
<td>Cited 2</td>
</tr>
<tr>
<td>what journals cite my researchers when the journals cite my researchers</td>
<td>Citing 1</td>
</tr>
<tr>
<td>what journals cite my researchers when the papers being cited were published</td>
<td>Citing 2</td>
</tr>
</tbody>
</table>
Tools – LJUR Summary View for the Journal *Plant Molecular Biology*
JOURNAL CONTENT AND PRICING
Trends – Content and Pricing

- **Content**
  - Mergers and Acquisitions
  - More Content
  - Print to Electronic – Databases, Journals, Reference, Books
  - XML – Images, Data
  - Articles before Issues
  - Back Volumes Digitized
  - eScience

- **Pricing**
  - Flipped Pricing
  - Open Access
  - Use-Based Metrics
  - Technology Investments
  - Allocations Increase Modestly
  - Prices Increased Above CPI
Identifying New Journal Titles

Search Results: Displaying 1-25 of 41 results
Subject: "BIOLOGY - BIOCHEMISTRY" or "SUBJECT: "CHEMISTRY" or "CHEMISTRY - ANALYTICAL CHEMISTRY" or "CHEMISTRY - COMPUTER APPLICATIONS" or "CHEMISTRY - CRYSTALLOGRAPHY" [o] Subject: "CHEMISTRY - ELECTROCHEMISTRY" or "CHEMISTRY - INORGANIC CHEMISTRY" or "CHEMISTRY - ORGANIC CHEMISTRY" or "CHEMISTRY - PHYSICAL CHEMISTRY", Status: Active, Forthcoming, Start Year: From 2009 to 2011, Serial Type: Academic/Scholarly; Features: Referenced; Online-full text Of Online-full content.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>PUBLISHER</th>
<th>COUNTRY</th>
<th>ISSN</th>
<th>START YEAR</th>
<th>STATUS</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACS Chemical Neuroscience</td>
<td>American Chemical Society</td>
<td>United States</td>
<td>1948-7193</td>
<td>2010 [Jan.]</td>
<td>Active</td>
<td>Contact Publisher</td>
</tr>
<tr>
<td>ACS Medicinal Chemistry Letters</td>
<td>American Chemical Society</td>
<td>United States</td>
<td>1948-3875</td>
<td>2010 [Mar.]</td>
<td>Forthcoming</td>
<td>USD 1000.0</td>
</tr>
<tr>
<td>American Journal of Biochemistry and Molecular Biology</td>
<td>Academic Journals Inc.</td>
<td>United States</td>
<td>2150-4210</td>
<td>2009</td>
<td>Forthcoming</td>
<td>Contact Publisher</td>
</tr>
<tr>
<td>Analytical Methods</td>
<td>Royal Society of Chemistry</td>
<td>United Kingdom</td>
<td>1759-9660</td>
<td>2009 [Fall]</td>
<td>Active</td>
<td>GBP 1995.0</td>
</tr>
</tbody>
</table>
New Scholarly Journals – All, Refereed, OA, and OA Plus Refereed (from Ulrichsweb)
eJournals – Comparing Stanford’s Holdings with Selected Libraries (by SFX Category)
## Sticker Shock from UCSF

http://www.library.ucsf.edu/help/scholpub/stickershock

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood (print &amp; online) = $1,750</td>
<td>Round trip airfare between San Francisco and Moscow, Russia</td>
</tr>
<tr>
<td>Science online = $12,000</td>
<td>One carat Tiffany diamond ring</td>
</tr>
</tbody>
</table>

- **Brain Research (online) = $22,000**
- **2006 Toyota Camry V6**
- **MD Consult = $30,500**
- **One year undergraduate education at Stanford University (tuition and room and board)**
Journal Prices

● Many factors affect serials prices:
  ● Currency exchange rates
  ● Increases in number of pages/volumes published
  ● Overall general inflation rates
  ● Serials vendor fees
  ● Evolutionary stage of journal
  ● Postage and handling costs for print versions
  ● Changes to publishers pricing models
  ● Increased editorial costs due to more manuscripts submissions
  ● Technology/ hosting costs for online versions
Journal Prices - LJ Annual Periodicals Price Survey

- Library Journal, April 15th Issue

- Discipline Average Price Per Title
  - Chemistry $3,792
  - Physics 3,368
  - Biology 2,035
  - Engineering 1,925

- “In planning for 2011 and beyond, managers are encouraged to use the traditional six percent to eight percent inflation rate as a guide”
Journal Prices – Vendor Projections & Expenditure Reports

- Projections from Serials Vendors
  - Ebsco > Academic Budgeting Tools
    - [http://www2.ebsco.com/en-us/InfoProfs/academic/Pages/budgetingtools.aspx](http://www2.ebsco.com/en-us/InfoProfs/academic/Pages/budgetingtools.aspx)

- Fund Expenditure Reports
  - From your serials vendor
  - From Acquisitions Module in your integrated library system
JOURNAL USE STATISTICS
Usage Statistics – Publisher Counter-Compliant Reports and SFX

- Publisher Reports
  - Counter-compliant reports that include formats viewed, etc.
  - Most authoritative source for use data

- SFX by Ex Libris
  - Provides reports about the use of electronic resources
  - Number of click-throughs by target
  - Number of click-throughs for a particular journal
  - Journals requested but have no full-text (Rept 12)
Usage Statistics – ScholarlyStats and Serials Vendor Reports

- **ScholarlyStats**
  
  ScholarlyStats delivers consolidated reports to libraries around the globe, providing a clearer view of usage of over 395,359 journals and almost 1249 databases from 59 collection platforms. We can also integrate your consolidated usage reports with 2 integration partners.

- **HARRASSOWITZ E-Stats for Libraries**

  HARRASSOWITZ E-stats service harvests your library’s COUNTER usage statistics from publishers’ websites and consolidates them into a single COUNTER-style report and, most significantly, adds acquisitions information, including cost, for each subscription managed by HARRASSOWITZ.
BENCHMARKING
Peer Comparison Between Current Online Subscriptions at UC-Berkeley and Stanford (Using 2004 Journal Citation Reports - Science Edition)
<table>
<thead>
<tr>
<th>JCR Subject Category</th>
<th>Total Number of Titles in 2005 JCR</th>
<th>Total Dollars (2006 List Print Price)</th>
<th>Average Cost per Title for 2005 JCR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analytical</td>
<td>74</td>
<td>$165,898</td>
<td>$2,242</td>
</tr>
<tr>
<td>Applied</td>
<td>59</td>
<td>$76,042</td>
<td>$1,289</td>
</tr>
<tr>
<td>Crystallography</td>
<td>24</td>
<td>$69,087</td>
<td>$2,879</td>
</tr>
<tr>
<td>Electrochemistry</td>
<td>22</td>
<td>$42,972</td>
<td>$1,953</td>
</tr>
<tr>
<td>Engineering, Chemical</td>
<td>117</td>
<td>$166,989</td>
<td>$1,427</td>
</tr>
<tr>
<td>Inorganic, Nuclear</td>
<td>45</td>
<td>$121,543</td>
<td>$2,701</td>
</tr>
<tr>
<td>Medicinal</td>
<td>37</td>
<td>$58,996</td>
<td>$1,594</td>
</tr>
<tr>
<td>Multidisciplinary</td>
<td>130</td>
<td>$137,239</td>
<td>$1,056</td>
</tr>
<tr>
<td>Organic</td>
<td>58</td>
<td>$140,479</td>
<td>$2,422</td>
</tr>
<tr>
<td>Physical</td>
<td>115</td>
<td>$318,208</td>
<td>$2,767</td>
</tr>
<tr>
<td>Polymer Science</td>
<td>77</td>
<td>$149,121</td>
<td>$1,937</td>
</tr>
<tr>
<td>Spectroscopy</td>
<td>42</td>
<td>$98,436</td>
<td>$2,344</td>
</tr>
<tr>
<td>Total Number of Unique Titles</td>
<td>661</td>
<td>$1,279,534</td>
<td>$1,936</td>
</tr>
</tbody>
</table>
Online Journals at Stanford - Number of Titles Grouped by Current Subscription Status

*Note: Data based on 2005 Edition of JCR.*

<table>
<thead>
<tr>
<th>JCR Subject Category</th>
<th>Online All at SU (# Titles)</th>
<th>Online Current at SU (# Titles)</th>
<th>Online Current w/Embargo at SU (# Titles)</th>
<th>Online Back Vols at SU (# Titles)</th>
<th>Online Not at SU (# Titles)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analytical</td>
<td>24</td>
<td>10</td>
<td>9</td>
<td>13</td>
<td>18</td>
</tr>
<tr>
<td>Applied</td>
<td>12</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>29</td>
</tr>
<tr>
<td>Crystallography</td>
<td>9</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Electrochemistry</td>
<td>9</td>
<td>3</td>
<td>0</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>Engineering, Chemical</td>
<td>25</td>
<td>22</td>
<td>10</td>
<td>21</td>
<td>39</td>
</tr>
<tr>
<td>Inorganic, Nuclear</td>
<td>12</td>
<td>4</td>
<td>5</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Medicinal</td>
<td>16</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>Multidisciplinary</td>
<td>43</td>
<td>28</td>
<td>10</td>
<td>7</td>
<td>42</td>
</tr>
<tr>
<td>Organic</td>
<td>29</td>
<td>3</td>
<td>7</td>
<td>3</td>
<td>16</td>
</tr>
<tr>
<td>Physical</td>
<td>46</td>
<td>7</td>
<td>10</td>
<td>20</td>
<td>32</td>
</tr>
<tr>
<td>Polymer Science</td>
<td>27</td>
<td>4</td>
<td>10</td>
<td>9</td>
<td>27</td>
</tr>
<tr>
<td>Spectroscopy</td>
<td>16</td>
<td>3</td>
<td>4</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Total Number of Unique Titles</td>
<td>216</td>
<td>86</td>
<td>71</td>
<td>80</td>
<td>208</td>
</tr>
</tbody>
</table>
Online Journals at Stanford – Cost of Titles Grouped by Current Subscription Status

Note: Data based on 2006 list print prices for journals. Assumes that the list print price and list online price for a journal title are equal.

<table>
<thead>
<tr>
<th>JCR Subject Category</th>
<th>Online All at SU (in $)</th>
<th>Online Current at SU (in $)</th>
<th>Online Current w/Embargo at SU (in $)</th>
<th>Online Back Vols at SU (in $)</th>
<th>Online Not at SU (in $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analytical</td>
<td>$76,175</td>
<td>$3,512</td>
<td>$31,133</td>
<td>$37,073</td>
<td>$18,005</td>
</tr>
<tr>
<td>Applied</td>
<td>$23,827</td>
<td>$9,016</td>
<td>$6,633</td>
<td>$10,089</td>
<td>$26,477</td>
</tr>
<tr>
<td>Crystallography</td>
<td>$20,869</td>
<td>$3,970</td>
<td>$28,338</td>
<td>$10,753</td>
<td>$5,157</td>
</tr>
<tr>
<td>Electrochemistry</td>
<td>$29,998</td>
<td>$3,739</td>
<td>$0</td>
<td>$549</td>
<td>$8,686</td>
</tr>
<tr>
<td>Engineering, Chemical</td>
<td>$43,674</td>
<td>$23,839</td>
<td>$25,285</td>
<td>$46,016</td>
<td>$28,175</td>
</tr>
<tr>
<td>Inorganic, Nuclear</td>
<td>$49,242</td>
<td>$3,924</td>
<td>$22,463</td>
<td>$23,716</td>
<td>$22,198</td>
</tr>
<tr>
<td>Medicinal</td>
<td>$29,812</td>
<td>$9,268</td>
<td>$7,161</td>
<td>$3,123</td>
<td>$9,632</td>
</tr>
<tr>
<td>Multidisciplinary</td>
<td>$64,707</td>
<td>$19,405</td>
<td>$19,980</td>
<td>$6,528</td>
<td>$26,619</td>
</tr>
<tr>
<td>Organic</td>
<td>$92,968</td>
<td>$11,057</td>
<td>$18,861</td>
<td>$8,296</td>
<td>$9,296</td>
</tr>
<tr>
<td>Physical</td>
<td>$157,573</td>
<td>$7,015</td>
<td>$31,501</td>
<td>$77,277</td>
<td>$44,843</td>
</tr>
<tr>
<td>Polymer Science</td>
<td>$78,241</td>
<td>$11,421</td>
<td>$10,975</td>
<td>$20,631</td>
<td>$27,853</td>
</tr>
<tr>
<td>Spectroscopy</td>
<td>$53,701</td>
<td>$6,867</td>
<td>$7,284</td>
<td>$20,334</td>
<td>$10,250</td>
</tr>
<tr>
<td>Total Number of Unique Titles</td>
<td>$591,541</td>
<td>$98,964</td>
<td>$189,264</td>
<td>$211,806</td>
<td>$187,960</td>
</tr>
</tbody>
</table>
## Journals Needed at Stanford Based on Analysis of JCR 2005 Data

<table>
<thead>
<tr>
<th>Status</th>
<th>Print Vols Held at Stanford</th>
<th>Status Online Access in 2007 for Stanford</th>
<th>2005 JCR Impact Factor</th>
<th>eJournal Use 2006 for All Available Vols at Stanford</th>
<th># Articles by Stanford Authors 2000 - 2004 (LJUR)</th>
<th>#Times Cited by Stanford Authors 2000 - 2004 (LJUR)</th>
<th>No Full-Text Online via SFX (Find-It @Stanford button) 1/1/07 - 4/31/07</th>
<th># Requests to Get Articles On-Demand (Time Varies by Service w/ Most Covering 2000-2006)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancelled</td>
<td>Back Vols</td>
<td>Back Vols</td>
<td>2.760</td>
<td>366</td>
<td>2</td>
<td>50</td>
<td>87</td>
<td>4</td>
</tr>
<tr>
<td>Cancelled</td>
<td>Back Vols</td>
<td>Current w/Embargo</td>
<td>2.695</td>
<td>560</td>
<td>0</td>
<td>7</td>
<td>68</td>
<td>0</td>
</tr>
<tr>
<td>Cancelled</td>
<td>Back Vols</td>
<td>Back Vols</td>
<td>1.770</td>
<td>785</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Not at SU</td>
<td>Not at SU</td>
<td>Back Vols</td>
<td>1.889</td>
<td>49</td>
<td>0</td>
<td>12</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>Cancelled</td>
<td>Back Vols</td>
<td>Back Vols</td>
<td>2.391</td>
<td>108</td>
<td>0</td>
<td>13</td>
<td>26</td>
<td>2</td>
</tr>
<tr>
<td>Not at SU</td>
<td>Not at SU</td>
<td>Back Vols</td>
<td>1.578</td>
<td>66</td>
<td>0</td>
<td>5</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Cancelled</td>
<td>Back Vols</td>
<td>Not at SU</td>
<td>1.806</td>
<td></td>
<td>2</td>
<td>6</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>Cancelled</td>
<td>Back Vols</td>
<td>Back Vols</td>
<td>4.088</td>
<td></td>
<td>0</td>
<td>0</td>
<td>20</td>
<td>1</td>
</tr>
</tbody>
</table>

### Minimum Threshold for Pink Label

- **Impact Factor**: >= Median Impact Factor for 2005 JCR Subject Category
- **eJournal Use**: >= 30 uses for all volumes in 2006
- **Stanford Authors**: > 0 Articles Published by Stanford Authors between 2000-2004
- **Stanford Citations**: >= 50 Cited References to Journal by Stanford Authors between 2000-2004
- **Full-Text Link**: >=10 Time Unable to View Full-Text Articles Using Find-It at Stanford button 1/1/07-4/30/07

### Definitions Used for Online Status

- **Back Volumes**: Older/earlier volumes only
- **Current**: Have online access to most recent year(s)
- **Current w/ Embargo**: 12 month delay to latest issues
- **Not at SU**: Title is not available online at Stanford
“Big Deals” or Packages

- Available from many kinds of publishers
- May be bundled
  - Subject Area: twigged titles, new title launches
  - Time Period: new, archives, all
  - Format: print, online, or both
  - Material type: ebooks, ejournals, eReference
  - Consortia: sold to all or some members
Advantages of “Big Deals” or Buying Journals in Packages

<table>
<thead>
<tr>
<th>Advantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Fill gaps in collections</td>
</tr>
<tr>
<td>● If in consortia, may not need to subscribe to all new or wanted titles</td>
</tr>
<tr>
<td>● Eliminates need to select titles one at a time</td>
</tr>
<tr>
<td>● Discount from list price of individual titles</td>
</tr>
<tr>
<td>● May get capped price increases for multi-year agreements</td>
</tr>
<tr>
<td>● May include enhanced online access (&gt;1 simultaneous user per title)</td>
</tr>
<tr>
<td>● Better usage data</td>
</tr>
</tbody>
</table>
Disadvantages of “Big Deals” or Buying Journals in Packages

- Buy content not needed for academic programs
- Changing contents in package – not reliable for long-term access for a title
- Prohibited from canceling titles (low or no cancellations)
- Even capped price increases may exceed increases in fund allocations
- Non-bundled titles become vulnerable to cancellation
- Protect low use titles and cancel high use ones
WRAP UP
Managing STM Journals

- Key Variables for Evaluating STM Journals

  - About the Journal:
    - Title, Publisher, ISSN, Price, Impact Factor, Licensing Conditions, Fund Code
    - Editorial Board, Author Affiliation, Types of Articles, etc.

  - Local Interest:
    - Programmatic Need
    - Faculty Input/Feedback
    - Stanford Authors for a Publication
    - Times Cited by Stanford Authors

  - Local Demand:
    - Print Use
    - Online Use
    - Interlibrary Loan
    - Full-text Wanted but Not Available – SFX Report 12
    - Delayed Access Options: Aggregator, OA

  - Sources for Data:
    - Harrassowitz Reports, Publishers Sites, Counter Usage Reports, SFX Usage Reports, JCR, LJUR
Guiding Principles

- Support research and teaching by developing and sustaining the best possible collection with available funding.

- Maintain balance among subject areas and between monograph and serial purchases.

- Perform cost-benefit analysis for titles, cancel higher cost per use titles and acquire articles on-demand as needed.

- Retain the ability to select individual journals rather than purchasing primarily via packages. When packages are purchased, retain the ability to cancel some titles.

- Buy not lease when possible and secure archival rights for digital resources acquired by the Libraries.

- Maintain some financial flexibility for acquiring important new resources when opportunity arises.

- Consult to identify the highest priorities for collections.