BUYING SERIALS FROM THE BIG DEAL TO OPEN ACCESS.

Charleston Conference 2004

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VIVA Members

- 15 Public Colleges and Universities
- 24 Public 2-Year Colleges
- 31 Private Non-Profit Colleges
- The Library of Virginia
VIVA Fundamentals

- **VIVA levels the playing field ...**
  Providing access to outstanding library collections for every student and faculty member in the Commonwealth.

- **VIVA is a sharing consortium...**
  Member schools share collections, expertise and labor to achieve common goals.

- **VIVA creates extraordinary value from the Commonwealth’s financial investment...**
  Leveraging purchasing power, increasing efficiency and developing economies of scale.
VIVA Governance & Management

- Steering Committee
- Resources for Users Committee
- Resource Sharing Committee
- Outreach Committee
- Ad Hoc Committees as needed
- VIVA Director and 1.5 FTE support staff
- Committees represent member institutions
- Work of the consortium is highly distributed
Total Biennial Budgets, All Sources
1994-96 to 2004-06

- Other (NEH Grant)
- Private Nonprofit
- Public
- General Assembly
Distribution of VIVA Funds
2002-2004 Biennium

Budget Allocations 2002-04

- Collections, 88%
- Interlibrary Loan, 7%
- Travel & Training, 1%
- Administration, <4%
VIVA Collection Development Principles

- Support the VIVA Mission – Equitable, Cooperative and Cost Beneficial
- Data Driven Decisions - Usefulness, Usability and Cost Effectiveness
- Support Academic Programs at Member Institutions
- Support Statewide Priorities
- Represent the Interests of Different Types of Schools
- Serve a Large Audience (~400K students & faculty)
- Aim for Consensus
VIVA Political Considerations

- The vast majority of funding comes from legislative appropriations
- VIVA is a partnership involving different sizes and types of higher education institutions
- An emphasis on leveling the playing field
- The need to demonstrate value to multiple constituencies
- An emphasis on low administrative overhead
- Statewide priorities related to enrollment growth, research funding and teaching excellence
VIVA Collection Development Process

- Respond to input from members
- Resources Committee members assigned to specific vendors handle first contact
- Recommendations to Steering Committee from Resources Committee
- License negotiation by VIVA Director and JMU Procurement
- New subscriptions and renewals are based on usage data and other factors
Licensing Considerations

- Publisher must be willing and able to deal with a consortium and able to supply usage data.
- Licensing terms and conditions must apply equally to all consortium members.
- Financial benefit associated with consortial licensing must exceed benefit that would accrue to members if they negotiated their own individual licenses.
- RFPs are used to ensure competitive pricing
- Support for Open URL and other technical standards
- Utilitarian and pragmatic
VIVA Licensing Arrangements

- Consortial Discount; Consortium pays for license.
- Consortial Discount; Members pay for individual licenses.
- Consortial Discount; Consortium and members share cost of license.
- Private, non-profit schools can take advantage of cost sharing and pay for their own licenses under consortial discounts.
- Occasionally a subset of VIVA libraries form an ad hoc consortium to negotiate a license that falls outside the VIVA mission.
Consortia of Convenience

- Involve various combinations of members and occur outside the VIVA consortial framework
- Made possible by trust and working relationships established within the VIVA consortium
- Parties agree to negotiate with a single voice
- Parties agree upfront to desired terms, conditions and outcomes
- Typically involve the Bid Deal and the Big Audience
Fuzzy Definitions

- The are many ways to categorize suppliers of online journals
- There is considerable overlap in journal titles available from different vendors, publishers and aggregators; the same titles are available from different sources though often with different levels of coverage
- Reference linking services implemented by many libraries blur the distinction between journal collections and Abstracting and Indexing (A&I) services
- Meta-search services make it difficult to count searches and article downloads
- Many A&I services (e.g. Ulrichs, Ovid, CSA) provide direct links to open access titles; that means that by subscribing to those A&I services VIVA is offering open access titles
Fuzzy Numbers

- Journal title counts are a moving target, especially for aggregated titles.
- Title counts do not include number of years available; backfile availability varies widely.
- Number of articles available is even harder to ascertain than the number of journal titles.
- Usage statistics are fuzzy and inconsistent but improving; VIVA is piloting consortial participation in Project COUNTER.
- **Articles delivered** is becoming the key number.
### VIVA E-Journal Licenses FY 2005

#### 2005

<table>
<thead>
<tr>
<th>Category</th>
<th>Titles</th>
<th>% of Journal Titles</th>
<th>No. of Publishers</th>
<th>% of VIVA Publishers</th>
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</thead>
<tbody>
<tr>
<td>Learned Society</td>
<td>135</td>
<td>2.03%</td>
<td>6</td>
<td>33.33%</td>
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<tr>
<td>University Press</td>
<td>387</td>
<td>5.83%</td>
<td>3</td>
<td>16.67%</td>
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<tr>
<td>Commercial Journal Publisher</td>
<td>292</td>
<td>4.40%</td>
<td>5</td>
<td>22.22%</td>
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<tr>
<td>Non-Profit Aggregator (e.g. BioOne, Muse)</td>
<td>333</td>
<td>5.02%</td>
<td>4</td>
<td>22.22%</td>
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<tr>
<td>Commercial Aggregator*</td>
<td>5490</td>
<td>82.72%</td>
<td>1</td>
<td>5.56%</td>
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</tbody>
</table>
VIVA Publishers by Type

- Commercial Aggregator, 1, 6%
- Learned Society, 6, 33%
- University Press, 3, 17%
- Commercial Journal Publisher, 4, 22%
- Non-Profit Collaborative, 4, 22%
% of VIVA Journal Titles

- Commercial Aggregator: 83%
- University Press: 6%
- Non-Profit Collaborative: 5%
- Commercial Journal Publisher: 4%
- Learned Society: 2%
% of VIVA Journal Titles
excluding commercial aggregators

Non-Profit Collaborative  
29%

Commercial Journal Publisher  
25%

Learned Society  
12%

University Press  
34%
Journal Expenditures by Vendor Type

- Learned Society: $489,459, 21%
- University Press: $828,787, 35%
- Commercial Journal Publisher: $342,842, 14%
- Non-Profit Collaborative: $303,983, 13%
- Commercial Aggregator: $412,585, 17%
Average Cost per Article Download
2003-2004

- University Press: $2.79
- Learned Society: $1.88
- Commercial Journal Publisher: $0.52
- Non-Profit Collaborative: $1.11
- Commercial Aggregator: $0.19
Future Possibilities

- Identify core journals based on analysis of union report from Ulrich’s Serials Analysis
- Explore possibilities for greater contributions from members to acquire resources beyond those covered by legislative funds
- Identify funding sources for research journal collections
- Educate member libraries about open access developments
VIVA Cost Avoidance

Cost avoidance through group purchases
July 1, 1994 to June 30, 2004:
$125,000,000

That’s a 1-to-5 payoff for Virginia!
Visit VIVA

www.vivalib.org