Shared advocacy through data – looking beyond the high cost of journals

by Jane Nichols & Andrea Wirth
Oregon State University Libraries
Charleston Conference 2011
Making the case...

0 Data shows we’re good stewards of current budget—what we have gets used well and we let go of what is not needed
0 We have a variety of data that shows where we’re not able to fulfill campus research & instruction needs
0 More is required to meet campus aspirations
Invitation

- Campus faculty appointed to work with library administration
- Build a case for improving collections budget using data

Join us!
Faculty Senate
Library Committee

advise

meet
campus
needs

Learn more! http://oregonstate.edu/senate/committees/library/index.html
Inspiration from others

- Who are the patrons/what do they need and use? (Queens Library)
- Do we spend the $$ we have wisely? (University of Victoria)
- Do our resources match curricular changes and institutional directions? (Saint Xavier University)
- Story telling and example “plots” (ER&L 2011)
Data available

Use-based
- ILL services
- Scan & Deliver
- Local Journal Utilization Report (LJUR)
- Circulation
- E-resources use

Budget
- Peer comparisons
- Projecting Rising Costs (eg. Curricular changes)

Collection Gaps
- Wishlist
- New program reviews
- LibQual+ comments
### Most Requested Print Title 5/10-5/2011

<table>
<thead>
<tr>
<th>Journal Title</th>
<th>Number of Requests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal of Personality and Social Psychology</td>
<td>165</td>
</tr>
<tr>
<td>Journal of Wildlife Management</td>
<td>155</td>
</tr>
<tr>
<td>Journal of Consulting and Clinical Psychology</td>
<td>109</td>
</tr>
<tr>
<td>Journal of Counseling Psychology</td>
<td>82</td>
</tr>
<tr>
<td>Psychological Bulletin</td>
<td>82</td>
</tr>
</tbody>
</table>
Projecting Rising Costs

- Price increases (do we need to say more?)
- New tools (ex. Summon)
- Support for new models of publishing
- New faculty = new research areas
- Change in student headcount/FTE
- Curricular changes
- What did we forget?
<table>
<thead>
<tr>
<th>Level</th>
<th>Full-Time Equivalents</th>
<th>APA Data Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>15,000-19,999</td>
<td>$20,775</td>
</tr>
<tr>
<td>6</td>
<td>20,000-24,999</td>
<td>$27,275</td>
</tr>
<tr>
<td>7</td>
<td>25,000-59,999</td>
<td>$28,325</td>
</tr>
<tr>
<td>8</td>
<td>60,000+</td>
<td>Contact APA</td>
</tr>
</tbody>
</table>
Category 1 reviews

- New program development process requires library input
- Individually, collection and service evaluation for a particular group of users
- Collectively, can provide insight into collection (and service) strengths and gaps
## Category 1 proposals with library funding costs 2009-April 2011

<table>
<thead>
<tr>
<th>Program</th>
<th>Resource</th>
<th>Cost (initial)</th>
<th>Cost (ongoing)</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earth Sciences (BS)</td>
<td>Online Encyclopedias and Nature Climate Change</td>
<td>$12,600</td>
<td>$3,500</td>
<td>2011</td>
</tr>
<tr>
<td>Business Admin (MS)</td>
<td>Ebook funding (PDA)</td>
<td>$2,000</td>
<td>$2,000</td>
<td>2011</td>
</tr>
<tr>
<td>Public Policy (PhD)</td>
<td>PAIS database</td>
<td>$10,400</td>
<td>$10,400</td>
<td>2011</td>
</tr>
<tr>
<td>Communication (MA)</td>
<td>Books and Journals</td>
<td>$5,433</td>
<td>$5,433</td>
<td>2010</td>
</tr>
<tr>
<td>Energy Engineering (BS)</td>
<td>Books and Journals</td>
<td>$5,400</td>
<td>$5,400</td>
<td>2010</td>
</tr>
<tr>
<td>Medical Humanities (Cert)</td>
<td>Books and 1 journal recommended by faculty</td>
<td>$1,695</td>
<td>$655</td>
<td>2010</td>
</tr>
<tr>
<td>F/W administration (MS)</td>
<td>databases and ebooks</td>
<td>$5,350</td>
<td>$5,350</td>
<td>2010</td>
</tr>
<tr>
<td>Sustainability dual degree (BA/BS)</td>
<td>AASHE membership</td>
<td>$1,500</td>
<td>$1,500</td>
<td>2010</td>
</tr>
<tr>
<td>Natural Resources (MS)</td>
<td>journals, databases, books</td>
<td>$21,500</td>
<td>$9,500</td>
<td>2009</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$65,878</strong></td>
<td><strong>$43,738</strong></td>
<td></td>
</tr>
</tbody>
</table>
LibQual+

- Foster a culture of excellence in providing library service
- Help libraries better understand user perceptions of library service quality
- Collect and interpret library user feedback systematically over time
- Provide libraries with comparable assessment information from peer institutions
- Identify best practices in library service
- Enhance library staff members' analytical skills for interpreting and acting on data
“the people are great, the collections are spotty. I would like more electronic resources -- but good job getting JSTOR II!!”

“Library service overall is very good. It is critical to maintain high numbers of online journals. In the sciences and engineering, if I can't look up an article on my computer and print it on my printer, that article does not exist to me. Have online access to journal articles is my #1 priority.”

Learn more!
http://ir.library.oregonstate.edu/xmlui/handle/1957/22087
http://ica.library.oregonstate.edu/subject-guide/1246-LibQual
"The library's biggest flaw is the lack of ebooks. Everyone has smartphones, ereaders, & tablets & we want ebooks for loan!"

"The library service is improving... it was very frustrating to do a research project remotely with a paper due in a week and not be able to access information soon enough."

"The most valuable service that the library offers me is access to online databases of journals and technical articles. I am very satisfied with the library website search capabilities, I just wish we had more articles. I am successful at finding a lot, but there are also a lot that I can't access because we don't have subscriptions to them."
FSLC Reactions

0 Status—compare OSU to schools that faculty perceive as “completely inferior”
0 Qualitative comments
0 Informal peer comparisons

http://www.flickr.com/photos/striatic/2192192956/
Telling your story

0 Audience-who is your story for?
0 Scope-tailor details to audience
0 Outlet-where will your audience encounter your story?
Discussion questions

0 Which data best promotes libraries and tells our story?
0 How can collections assessment data be used to strengthen our case for a better budget?
0 Should libraries focus on diminished purchasing power or increased partnerships with faculty?
0 What resonates with you?
References


Thanks!

Contact Information

Jane Nichols  
Collection Development Librarian for Social Sciences & Humanities  
Oregon State University Libraries  
jane.nichols@oregonstate.edu

Andrea Wirth  
Collection Development Librarian  
Oregon State University Libraries  
andrea.wirth@oregonstate.edu