

# Using Usage Data to Support Collection Management Decisions During an Economic Slowdown

Virginia Kinman  
Longwood University  
XXVIII Annual Charleston Conference  
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## Outline

- Introduction
- Serials Review
- Vendor Changes
- Database Statistics
- Collection Management Issues
- The Big Picture

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# Longwood University



- Master's I
- State supported
- 4,000+ FTE
- Growing graduate and online programs

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# Serials Review 2006

The first attempt . . .

- Title, cost, type, print usage from ILS
- Holdings start date from catalog record
- Online usage from JR1 files
- Current online access from A-Z list

Holdings Start	Print Usage	Online Usage	Current Online Access	JSTOR	JSTOR Usage	Type
1967	3		Wilson, Hist Coop	JSTOR	104	j
1966	3	178	InfoTrac, Wilson			p
2002	2	22	InfoTrac			p
2002	7		InfoTrac	JSTOR		p
1999	0		Cambridge, InfoTrac	JSTOR	21	p
1999	0		Hist Coop	JSTOR	13	j
1995	0	10	Univ Chicago, InfoTrac	JSTOR	20	j

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## Serials Review 2007

The second iteration . . .

- Similar process to 2006
- JSTOR usage for one year only (2006)
- Current online access split out by category
- Included all serials but only journal usage data

Holdings Start	Print Use	Online Use	JSTOR Use	Current Wilson	Current Gale	Current Muse	Current Other	Current Publisher	JSTOR	Form
1939	4		1,330						JSTOR	j
1949	0		311						JSTOR	p
2002	0									j
1968	1	1	545			Muse			JSTOR	p
1974	3	48	587		Gale			Chicago	JSTOR	j
1959	0							Blackwell		e
1956	6	38		Wilson	Gale					p
1951	5	21				Muse	Oxford			p

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## Serials Review 2008

Serials Review Toolkit - instructions to faculty

- Usage statistics are provided to give a rough estimate. We do not have online usage data for all databases and journals. The absence of usage data does not necessarily mean that a resource was not accessed.
- **Database searches** for FY05-06 and FY06-07 include both purchased and VIVA databases that provide usage data. For purchased databases, the cost is what was paid in FY06-07.
- **Print use** for periodicals represents reshelving instances of bound volumes from (date we started recording in Millennium) to October 2007.
- **Online use** for periodicals is the total number of full-text articles downloaded from January 2005 through September 2007, from both purchased and VIVA full-text databases that provide usage data.

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# Serials Review 2008

## Serials Review Toolkit – the spreadsheet

- 2007 and 2008 price showing % change
- Total use, print use, online use
- Ranking

Total Use	Print Use	Online Use	Rank (see instructions)				
8	3	5	5	4	3	2	1
91		91	5	4	3	2	1
5	5		5	4	3	2	1
7		7	5	4	3	2	1
362	2	360	5	4	3	2	1
191	15	176	5	4	3	2	1
178	4	174	5	4	3	2	1
52		52	5	4	3	2	1

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# Serials Review 2009

## Preparing for potential cuts . . .

2009 Est Price	Format	Total Use	Print Use	FindIt Use	Online Use	Rank	R1	R2	R3	R4	R5
\$	Periodical	3	2	1		4.5	5	3	5	5	
\$	Periodical	8	3	5		4.5	5	4			
\$	Periodical	28	15	2	11	3.7	5	1	5		
\$	Periodical	4		4		1.7	3	1	1		
\$	Periodical	14	9	5		1.0	1	1	1		
\$	Periodical	50	14	2	34	1.0	1	1	1		
\$	Periodical	853		2	851	3.7	5	1	5		
\$	Periodical	10	9	1		3.8	5	1	5		4
\$	Periodical	297	5	2	290	4.0	5	1	5		5
\$	Periodical	31	23	4	4	3.7	5	1	5		
\$	Periodical	186	27	3	156	4.2	5	1	5	5	5
\$	Periodical	479	2	5	472	4.0	5	1	5	5	5
\$	Periodical	131		4	127	4.0	5	1	5	5	
\$	Periodical	37	19	18		4.2	5	1	5	5	5
\$	Periodical	68	1		67	3.5	5	1	5		3
\$	Periodical	6	4	2		2.8	3	1	4	3	
\$	Periodical	2		2		3.0	3	1	5		
\$	Periodical	1		1		3.7	5	1	5		
\$	Periodical	2	2			2.7	2	1	5		

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## Vendor Changes The Problem

- State consortium changed vendor for major multidisciplinary databases in July 2008.
- Vendor journal comparisons did not account for other print or online access.
- Would we lose access to any high-use journals as a result of this change?

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## Vendor Changes The Approach

### What titles would we lose?

- Overlap analysis for all print and online holdings, including both vendors and free collections.
- Copied 493 Title Unique and 76 Holding Unique into Excel.

### How much were those titles used?

- Recorded 2006-2008 JR1 usage for all titles.

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# Vendor Changes The Result

Should we subscribe to any of those titles?

Usage 2006- June 2008	Title Name	ISSN	Coverage Dates
85	Real estate weekly	1096-7214	05/15/1991 - present
60	International Wire		08/01/2003 - present
43	Modern brewery age	0026-7538	07/03/1989 - 14 days ago
41	Budget Requests		01/01/2007 - present
39	Sociology review	0959-8499	09/01/1999 - 1 year ago
35	Interactions	1300-574X	09/22/2006 - present
35	Investopedia Advisor		06/04/2007 - present
30	Genome biology	1474-7596	02/21/2007 - present
30	Practically primary	1324-5961	02/01/2007 - present
28	Atlanta Journal-Constitution (Atlanta, GA)		04/01/2000 - present
24	English drama media	1742-5514	06/01/2007 - present
22	Law now	0841-2626	02/01/2000 - present
18	Archives of Environmental and Occupational Health	0003-9896	01/01/2005 - present
18	Semana económica (Apoyo S.A.)		01/07/2007 - present
16	Anales de la literatura española contemporánea	0272-1635	01/01/1999 - present
15	20th Century History Review	1746-6512	09/01/2005 - 1 year ago
14	Estudios de cultura náhuatl	0071-1675	01/01/2001 - present
14	Mississippi (Jackson, Miss. 1982)	0747-1602	11/01/2000 - present
14	NATE Classroom	1753-6162	06/22/2007 - present
14	Pennsylvania law weekly	1075-8801	11/03/2003 - present
13	Encore Magazine		11/01/2003 - present
13	Esprit de corps, Canadian military then & now	1194-2266	02/01/1997 - present
11	Nature Blog		06/05/2007 - present
11	The Mailer review	1936-4679	09/22/2007 - present
10	Child Law Practice Newsletter		03/01/2007 - 14 days ago
10	International Journal of Information and communication technology education	1550-1876	01/01/2005 - present
10	Revista de Biología Tropical	0034-7744	09/01/1999 - present

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# Databases Liaison Reports

All resources and 3 years of usage data:

DeptCode	Prod_Name	Publisher	Source	Type	FT	SessMon	CostSess	ArtMon	CostArt	SrchMon	CostSrch	Start	End
Art	Art Abstracts	Ebsco	LU	cit		10	\$\$\$\$			13	\$\$\$\$	8/1/2008	
Art	Bibliography of History of Art (ends 6/30/08)	CSA	LU	cit						163			6/30/2008
Art	Ceramic Abstracts	CSA		cit						39			
BiolEnv	ASFA: Aquatic Sciences and Fisheries Abstracts	CSA		cit						97			
BiolEnv	Biology Digest	CSA		cit						116			
BiolEnv	BioOne	PCG		ej	FT	44		58		97		8/1/2004	
BiolEnv	Biotechnology & Bioengineering Abstracts	CSA		cit						61			
BiolEnv	Ecological Society of America Journals	ESA	LU	ej	FT	0		2		2			
BiolEnv	Environmental Sciences & Pollution Management	CSA		cit						60			
BiolEnv	GEOBASE	FS		cit		52				55			
BiolEnv	Toxline	CSA		cit						116			
ChemPhy	American Chemical Society Web Editions	ACS		ej	FT			16		49			
ChemPhy	American Institute of Physics Journals	Scitation	LU	ej	FT			7					
HistPolSci	CIAO: Columbia International Affairs Online	CIAO		db	FT	59		16		25			
HistPolSci	CQ Historic Documents Online	CQ Press	LU	db	FT	10	\$\$\$\$	4	\$\$\$\$	10	\$\$\$\$	4/1/2006	
LibArtsSci	Academic OneFile (ends 6/30/08)	Gale		db	FT	2,789		5,421		3,400		8/1/2006	6/30/2008
LibArtsSci	Article First	FS		cit		314				307			
LibArtsSci	Arts & Humanities Search	FS		cit		169				207			
LibArtsSci	Blackwell Reference Online	BRO	LU	eb	FT	23	\$\$\$\$	49	\$\$\$\$	59	\$\$\$\$	4/11/2007	
LibArtsSci	Blackwell-Synergy	Blackwell	LU	ej	FT	345	\$\$\$\$	233	\$\$\$\$	195	\$\$\$\$	1/1/2005	

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# Databases Budget Cuts

Usage data plus payment information . . .

Fund	Product	Publisher	Pd?	Type	FT	Sess Mon	Cost Sess	Art Mon	Cost Art	Srch Mon	Cost Srch	Start	
ac	Resource 36	Vendor 28	C	pd	db	FT				223	\$3.74	7/30/2004	
ac	Resource 8	Vendor 10			cit		51	\$7.07					
ar	Resource 3	Vendor 17		pd	cit		10	\$29.64		13	\$22.04	8/1/2008	
bus	Resource 7	Vendor 8			db		9	\$4.69				11/1/2007	
cd	Resource 14	Vendor 16		pd	db		45	\$1.29		115	\$0.50	7/14/2005	
ch	Resource 49	Vendor 9	C		cit					18	\$32.69		
cj	Resource 19	Vendor 16			cit					181	\$1.27		
cs	Resource 27	Vendor 22	C		ej	FT			4	\$97.38	5	\$95.24	1/1/2007
en	Resource 22	Vendor 13			db	FT							
en	Resource 30	Vendor 37			cit								
en	Resource 54	Vendor 20	m		db	FT	57	\$1.84	173	\$0.60	110	\$0.95	5/1/2006
en	Resource 55	Vendor 40		pd	cit		6	\$9.88		15	\$4.16	8/1/2005	
en	Resource 63	Vendor 23		pd	cit		3	\$9.96		46	\$0.59		
fi	Resource 59	Vendor 38			db	FT	21	\$8.18	89	\$1.96		1/1/2006	
gs	Resource 11	Vendor 4		pd	cit								
gs	Resource 13	Vendor 25			cit								
gs	Resource 16	Vendor 14			db	FT	283	\$0.26	105	\$0.70	159	\$0.46	10/28/2002
gs	Resource 18	Vendor 15		pd	db	FT	29	\$8.27	126	\$1.90	37	\$6.57	8/1/2008
gs	Resource 21	Vendor 20	m	pd	eb	FT	232	\$0.04	214	\$0.04	587	\$0.01	9/1/2004
gs	Resource 31	Vendor 24	m		ej	FT			4,899	\$0.23	2,870	\$0.39	
gs	Resource 32	Vendor 26			db		50	\$4.18				1/1/2003	
gs	Resource 33	Vendor 27		pd	db	FT			1,464	\$0.45	1,355	\$0.49	
gs	Resource 35	Vendor 17			db	FT	21	\$6.69			75	\$1.92	4/1/2005

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# Databases De-Selection Notes

. . . plus the non-quantifiable factors.

Comments
Used by business faculty for promotion and tenure, identifying journals
Contract renewal cost is prohibitive
Print finding tools exist, very little use observed
Highly specialized
Use declined 50% in 07-08, ask Office of Professional Education to cover cost because used primarily by their students
Still have current print (but online version is more suited to graduate students who are perceived primary users)
High use that supplements JSTOR as a journal archive, but as the most expensive had to be included in first \$25K. Our price is a special deal that we would not be able to get back, so dropping would be permanent.
High use but second highest in cost. We still have microfilm up to 2000, full text in LexisNexis and Factiva from 1980 to date, and NYT site now offers searching archives as a finding tool (users would have to go to microfilm for text).
Used by School Library Media, drop may impact cost of two other resources offered with multi-product discounts
We discarded the print, high use by children's literature classes, not as comprehensive as comparable product which we have in print
Unique content that is used by a class. May be able to drop number of users or drop unused content to lower the cost.
Used by history classes.
High use in English 150. We already have the lowest user level of 5 users and we still get turnaways.
Primary index in the discipline with a new major, we are already at 1 user.
Very high use, essential to children's literature program
Primary index in the discipline, unique content, online and distance students
Primary index in the discipline, unique content
Unique content, primary resource for investment classes, already limited to 3 users

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## Collection Management Issues

### Internal Variables

- Cost and fund
- Access points
- Source of access
- Discipline
- Time in use

### External Variables

- Publisher changes
- Pricing models
- Consortium decisions
- Aggregator fluidity
- Embargoes

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## The Big Picture

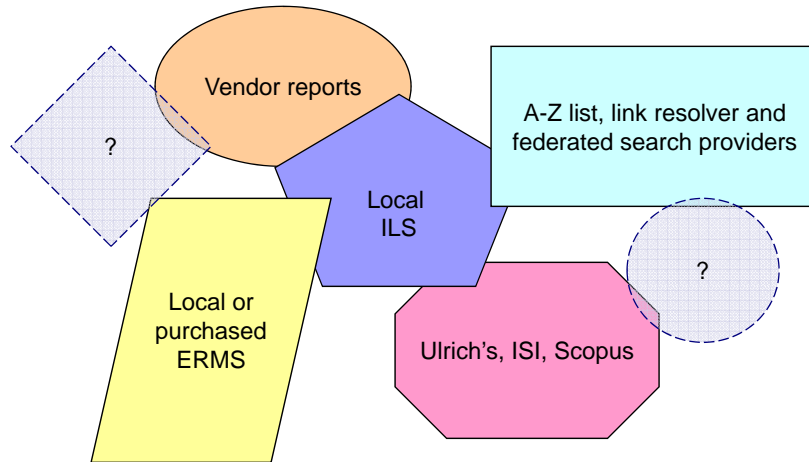
### So what do librarians and faculty want to know?

- What journals are available in my discipline at my institution?
- What other journals should I have?
- Do the databases at my institution provide adequate access to the journals appropriate for our programs?
- What is being used, and if it's not being used, why not?

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# The Big Picture

Where do we get this information?



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# The Big Picture

Is there an easier way?



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# Questions?

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