Taking the plunge:
pay-per-view article service at Lawrence

Jill Thomas / WAAL 2016 / April 21
Lawrence snapshot

- Private liberal arts college + conservatory of music
- 1515 students, 169 faculty, 281 staff
- 23 departments, 13 interdisciplinary programs
- Focus today: two science departments
  - Biology: 106 majors / 20 minors / 10 faculty
  - Physics: 32 majors / 7 minors / 7 faculty
Acquisitions budget

- Longstanding patron-driven CD policy
- Full support for all 23 departments
- Limited support for interdisciplinary programs
  - Only 4 of 13 programs; journals only
- Total acquisitions budget for FY 2014-2015: $882,000
  - Journals: $404K (45%)
  - Books: $355K (41%) – incl. Conservatory scores
Recent budget history

<table>
<thead>
<tr>
<th>Year</th>
<th>Budget Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010-11</td>
<td>$993,000</td>
</tr>
<tr>
<td>2011-12</td>
<td>$1,030,000</td>
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<tr>
<td>2012-13</td>
<td>$885,000</td>
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<tr>
<td>2013-14</td>
<td>$883,000</td>
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<tr>
<td>2014-15</td>
<td>$882,000</td>
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14% forced cut
Price rises

- Journal prices up 6-7% each year (2010-2015)
- Average journal title price (online or print + online):
  - Biology: $2608
  - Physics: $4048
- Rising prices, shrinking budget
- What can we do – besides cut titles and coverage?

Solution for Lawrence

- Try pay-per-view: just in time instead of just in case
- Basic approach:
  - Target depts with high costs: Biology and Physics
  - Negotiate elimination of key high-ticket titles
  - Offset: support PPV purchases from any journal
  - Payment via dedicated dept credit card
- Criterion for cutting titles: high overall cost
  - Except: high use/low cost per use (e.g. Nature)
  - Except: cost shared by multiple depts. (e.g. Nature)
Setting up PPV

- Get department buy-in
  - Discuss idea and operations with chair
  - Receive commitment from department
  - Recommend title cuts and get dept sign off
- Set up credit cards
  - Arrange cards with Financial Office
    - Bonus: Physics card set up previously
  - Train faculty and staff in use
Ground rules for credit card use

Dear faculty ...

- Buy any article in your field
- *Except* ScienceDirect:
  - Contact me and I’ll buy those via WiLS
- For your research and teaching only
- I’ll monitor purchases and deduct them from your department’s allocation
Cuts

- Physics:
  - 11 titles cut: 5 (2012-13); 6 (2013-2014)
  - Mostly American Physical Society Reviews
  - Total cost saved per year: $50,700

- Biology:
  - 6 titles cut (2013-2014)
  - All from Elsevier
  - Total cost saved per year: $22,100
Bottom line?

Physics:
- 2012-2013: saved $28,400 vs. $0 PPV 100%
- 2013-2014: saved $50,700 vs. $100 PPV 99%
- 2014-2015: saved $50,700 vs. $50 PPV 99%

Biology:
- 2013-2014: saved $22,100 vs. $115 PPV 99%
- 2014-2015: saved $22,100 vs. $296 PPV 98%

Total savings = $71,000+ per year
Why?

- Obvious: titles not heavily used – at least currently
  - Just-in-case mindset in library and departments
- Not obvious: Changes in faculty behavior?
  - Anecdotal feedback from Physics
  - Profs requesting articles from authors
  - Also from author web pages and pre-print repositories (e.g. arXiv)
  - Accidental OA consciousness-raising exercise?
Using the windfall

- Partially restored cuts to monographic acquisitions
  - Especially scores for Conservatory
  - $42,500
- Upgraded access to 4 databases
  - Mostly JSTOR for Humanities and Biology
  - $19,500
- Purchased access to 7 new databases
  - Mostly for Conservatory and History Dept.
  - $9,800
Suggestions for implementing

- Start with a few departments
- Begin the conversation early
- Suggest tailoring journal subscriptions to current teaching and research interests – a refresh

You might be surprised at the results!
Taking the plunge:
pay-per-view article services at UWO & LU

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