

"It's the Economy, Stupid": Dealing with High Acquisition Goals in Low Economic Times

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IT'S THE ECONOMY, STUPID: DEALING WITH HIGH ACQUISITION GOALS IN LOW ECONOMIC TIMES

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This program explored ways to collaborate in order to survive budget cuts and increased demand. Moderator Khosrow-Pour provided introductory comments. Hemphill described facing a 38% budget cut, added costs when journals change publishers and evaluating every purchase. Shelburn described maximizing funding sources and exploring repurposing staff and staff funds, consolidation, outsourcing, accepting "good enough," reconceptualizing work and pursuing cancellations and renegotiations. Sayer focused on the importance of libraries "demonstrating value through usage and outcome data" and the need to maximize discoverability and accessibility, using every possible avenue to heighten awareness of library offerings (e.g. integrating content into the library website, email, RSS feeds, pushing content to users, using social networking sites and e-newsletters to keep end-users informed). Data are crucial, but much more readily available for printed materials. Watkins recommended the book *Negotiating to Win*, encouraged librarians to ask open-ended questions, shop and compare and ask for what you need. Wiser noted that librarians don't know their vendors well enough and vendors still don't know how to price content, while our crisis is tame compared to some others. Dove stated that now is the time for transformative change. This is a time to step back, examine fundamental principles and pursue change. With the "the wake up call" of research being more difficult in the digital age because students lack context, there is transformative potential in reference works.