2011

People Profile: John Dove

Follow this and additional works at: http://docs.lib.purdue.edu/atg

Part of the Library and Information Science Commons

Recommended Citation
(2011) "People Profile: John Dove," Against the Grain: Vol. 23: Iss. 5, Article 22.
DOI: http://dx.doi.org/10.7771/2380-176X.5996

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
connecting titles and library resources for the benefit of users. The launch of Topic Pages, an all-in-one starting point for students to begin their research process, further combined quality research, images, and additional library resources such as databases and the library catalog. The nearly 10,000 Topic Pages provide great overview, background, and vocabulary information from Credo Reference content. As our e-reference offerings further developed, Credo launched Publisher and Subject Collections, which enable libraries to further augment their collections with subject-specific and publisher-specific reference titles. Today there are 38 Publisher Collections and 8 Subject Collections, all of which are available for perpetual purchase and subscription.

You can see that Credo Reference’s products have developed around our mission of promoting information literacy and research effectiveness. Since each offering has built on past success and allowed libraries to realize their possibility for impact and to address challenges, we are enthusiastically looking forward to launching our next product, which will combine our current content with information literacy tools and services.

ATG: According to your Website, Credo “provides libraries with General Reference and Publisher and Subject Collections offerings which can be customized to meet their institution’s needs.” How can libraries mix and match these various collections? Can you be more specific about your subscription options? What do you base your subscription pricing structure on? FTE? Budget Size? Why?

JD: Our flagship product, Credo General Reference, is offered as an annual subscription. This service, currently at 560+ titles, or 3.4 million entries, and growing, offers broad coverage across all major subject areas, giving libraries an easy way to ensure they offer their users a well-thought-out collection. Credo General Reference also includes our nearly 10,000 Topic Pages. They provide a simple and smart way for libraries to extend their services and high-value online resources while managing costs. The Credo Publisher and Subject Collections enable libraries to build deep and authoritative reference eBook collections, based upon their unique needs, either by publisher or by discipline or by both. Pricing is based on library type and size (FTE or population served).

ATG: You offer both subscriptions as well as perpetual purchase. Can you tell us how that works? What do you mean by perpetual purchase?

JD: Credo General Reference is offered on a subscription basis. Our Publisher and Subject Collections, offered standalone OR alongside a subscription to Credo General Reference, are available for subscription or Perpetual Purchase. Perpetual Purchase is a one-time purchase that gives libraries the same perpetual rights as if they had purchased the hard copy of a title, but with all the added benefits that come with the Credo Reference technology. All options offer unlimited use in the library and for remote users. Libraries have on-demand access to usage statistics and free MARC records to download for their catalog.

ATG: You recently signed a deal with the Ex Libris Group to provide Credo Reference content to their users via Ex Libris Primo Central Index. Does this offer Ex Libris users access to all Credo Reference products? Are you looking to strike deals with other discovery service partners?

JD: In fact, we have agreements in place with not only Ex Libris but also Summon (ProQuest) and EBSCO Discovery Service. These agreements allow for our customers to access their Credo Reference collections through their discovery system. In addition, our agreements provide for Credo Reference content to be treated differently — so that it is not lost at the bottom of a reverse chronological results list. This special treatment of our content shows the importance of offering a clear starting point for research — reference has always filled that role, and we are thrilled to have these partnerships recognize the value our Topic Pages provide, especially at the start of a research endeavor.