

June 2006

People Profile: Beth R. Bernhardt

Editor

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Recommended Citation

Editor (2006) "People Profile: Beth R. Bernhardt," *Against the Grain*: Vol. 18: Iss. 3, Article 21.

DOI: <https://doi.org/10.7771/2380-176X.4969>

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age data, evidence of requests by selectors, and obvious links between curriculum and resources, the library can easily justify collection development decisions. But analyzing and documenting such data and making individual selection decisions is very time consuming, and purchasing resources on a title-by-title basis can be quite costly. The cost is felt on the invoice as well as in personnel costs of staff time and lost opportunities of other services that could be provided if the staff wasn't handling such detailed transactions.

Bundling is a means to provide multiple electronic resources which are intended to broadly serve the anticipated needs of users, though peripheral titles included in a package may be considered irrelevant. A publisher may bundle all its e-journal titles into a collection or may selectively group titles based upon subjects. Other bundling options may be contingent upon a library's promise to maintain their current level of subscription expenditures. In this model, pricing may be advantageous to a degree, but restrictions obligate libraries to acquire some content or a format that is not desired. Librarians take seriously their relationships with faculty and students as departmental liaisons and as selectors for their communities and institutions. It may seem less rewarding and fiscally irresponsible to simply choose packages of resources while aiming to support users. Rather more painful is the reality that the makeup of packages changes, and does so too frequently for comfort. Collection decisions really are only the best that can be made at a given moment in time; a publisher may choose to pull titles, offering them via another aggregator or service or perhaps hosting them exclusively on their own site. Lead time with public notices can offer libraries a chance to analyze their options, but it may be more immediate than that. With funds committed for the fiscal year, it may be impossible to provide continuous coverage.

Making an informed decision about purchasing a group of titles is very different from bundling once a commitment to a journal has been made. Price increases at renewal can be significant if there is a remix of what is included, although a cap may be in place to hold the percentage increase to an amount that can be accommodated. As sometimes happens, an association or publisher may move a title to a package arrangement, and selectors then are faced with an increase in the subscription rate as well as unwanted additional titles. A side benefit may be discovered by reviewing usage data, as it is possible that libraries will find that resources initially considered to be peripheral are in fact used by patrons. The availability of the materials leads to discovery.

Pricing Models

A use-based model can incorporate other factors but is essentially an effort to tie use activity statistics when determining the price an individual library pays for an electronic resource. That model assumes a publisher maintains reliable, accurate statistics that can be con-

against the grain people profile

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Beth R. Bernhardt

BORN & LIVED: Lincolnton, NC — Lived in North Carolina most of my life except eight years in Newberry SC.

EARLY LIFE: Grew up in a small town in North Carolina where I was the "eye doctor's daughter." Couldn't get away with anything because everyone knew my parents! Played in the drumline in the high school marching band. But mostly enjoyed water skiing and hanging out at Lake Norman in the summer.

FAMILY: I have one daughter who is 16 and will graduate in 2007. My husband and I just celebrated our 20th anniversary in 2006.

EDUCATION: BA, **UNC Chapel Hill**; MLIS, **University of South Carolina**.

FIRST JOB: Making sandwiches at a independently owned sandwich shop at Lake Norman, NC. I really hated chopping up the onions!

PROFESSIONAL CAREER AND ACTIVITIES: Program Director for the **Charleston Conference**, active in **ALCTS**, Chair of the **Technology and Trends Roundtable** for **NCLA**, **NASIG** Submissions editor for three years.

IN MY SPARE TIME I LIKE TO: Watch sports especially college basketball (women and men), college football and professional football. I also enjoy going to wineries and wine festivals with my husband and friends. My other hobbies are playing the flute and piano.

FAVORITE BOOKS: I love a good murder mystery.

PET PEEVES/WHAT MAKES ME MAD: The rich getting richer and the poor getting poorer.

PHILOSOPHY: Live life to the fullest, because you never know what tomorrow will bring.

MOST MEANINGFUL CAREER ACHIEVEMENT: To work with a dynamic team at **UNC Greensboro** to create a home grown journal management system called **Journal Finder**. Being granted permanent tenure at **UNC Greensboro** and working with **Katina** on the **Charleston Conference**.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: To travel in Europe after my child goes to college!

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: The demand for knowledgeable electronic resources librarians will continue to grow so much that they will be the norm. Then there will be a specialized group of librarians called print librarians. 🐾

sistently described. Standards for use statistics, such as those developed by **COUNTER (Counting Online Usage of Networked Electronic Resources)**, give backbone to such a model. But it doesn't follow that such pricing is affordable. Regardless of the size of an institution, funding is not boundless.¹

Pricing for databases commonly uses the number of full-time equivalent (FTE) students (and occasionally faculty) with fees being based upon those FTE numbers. So, for example, a particular yearly fee would be charged for the Gallup Brain if the FTE level was in the 10,000-20,000 range. The price would vary if the enrollment numbers were above or below that price band. Other deals discard the concept of FTE bands and instead charge per student FTE.

Purchasing based on the number of simultaneous users allows for cost control. Divisions in the number of simultaneous users will differ

according to publishers. Choosing the unlimited option can become the most practical choice when anticipated benefit outweighs the discouragement by patrons who find it difficult to access the product if that simultaneous user level is too low in actuality. The number of simultaneous users may only be one component in a pricing model as with **H. W. Wilson** which allows customers to combine the one-time purchase of an archival database with a simultaneous user model for the current database.

Tiered pricing is common with databases and has been employed by publishers of e-journals. In some cases tiers may define service levels that offer differing options from the basic to the premium, as determined by the publisher. More so today, tiered pricing models are linked to the **Carnegie Classification of Institutions of Higher Education**. Typically there are four or

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