

July 2016

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Recommended Citation

McKiel, Allen (2012) "Western Oregon University: Changing Library Operations," *Against the Grain*: Vol. 24: Iss. 5, Article 12.
DOI: <https://doi.org/10.7771/2380-176X.6315>

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Western Oregon University: Changing Library Operations

by Allen McKiel (Dean of Library Services, Western Oregon University) <mckiela@wou.edu>

Changing Environment

The following is a summary of some e-book related news of the year:

E-books continue to be a major focus of the evolving world of library operations with offline mobile access becoming a central issue. **ebrary** initiated a survey in March, 2011 of over a thousand librarians. About a third of the librarians reported that their libraries provided offline mobile access with about a third more reporting the intent to provide it. Over 95% of the librarians stated that tethered mobile access (interactive with vendor database) did not eliminate the need for offline mobile access (downloaded copy).

Amazon obtained a settlement between the **Justice Department** and three of the five publishers (**Hachette Book Group**, **Simon & Schuster**, and **HarperCollings**) that, along with **Apple**, **Penguin**, and **Macmillan**, had forced the company to raise prices. **Amazon** has dropped some prices, but the issue is still open since **Apple**, **Penguin**, and **MacMillan** have opted to do battle with the **Justice Department** next summer in court.

Google has settled out of court in its seven year legal struggle with the publishers leaving fair use where they started and providing both with expanded revenue possibilities from book sales. **Google** also announced plans to scale down the **Motorola** phone company it acquired by a 20% reduction in personnel and by trimming down the **Motorola** phone offerings to a few from the dozens it currently offers. They are looking forward to a more intensely wireless user environment in which they want to be intimately familiar with the hardware and software aspects of the environment in order to better compete with **Apple**.

HathiTrust has scanned over 5.6 million e-book titles, over 1 million of which are in the public domain.

Project Muse in January made an entrance into e-book distribution with the University Presses Content Consortium (UPCC).

The ongoing march toward unlimited mobile broadband has taken a step backwards with mobile phone companies structuring multiple layers of access through increasing focused levels of pricing. The bandwidth reportedly cannot handle the demand at the lower rates for unlimited access.

EPUB 3 was adopted as a standard October 11th, 2011. It provides enhanced e-publication features which include facilitation of complex layouts like those in many textbooks, rich media (audio/visual), and interactivity, as well as expanded global typography.

Tablets and Internet phones continue to proliferate. Android 4.0 brings a variety of new features to phones and tablets. Perhaps the most significant is that Ice Cream continues the convergence of WIFI and cellular technologies. **Google** has unified the phone and tablet versions of Android in release 4.0. Formerly,

2011/12 Usage and Expenditures of Print versus Electronic Books and Journals

	Totals	All Material Resources	Percent Physical	All Electronic Resources	Percent Electronic
Usage	328,988	66,036	22%	232,560*	78%
Access Cost	\$464,942	\$90,320	19%	\$374,621**	81%

*All Full Text Accesses; **All Resources including indexes, databases, PPV, and individual title purchases

2011/12 Book & Journal Usage and Cost %

Full Text Use In-house & Chkouts	E-Usage	E-Usage %	E-Cost %	P-Usage	P-Usage %	P-Cost %	Total Usage
Books	14,683	28%	28%	37,180	72%	72%	51,863
Journals	194,177	99%	91%	1,364	1%	9%	195,541
Total	208,860			38,544			247,404

Usage and Expenditures of Print versus Electronic Journals

	Total	Print	Percent Print	Online	Percent online
Usage of Journals	225,933	1,364	1%	194,177	99%
Cost of Journals	\$280,270	\$25,499	9%	\$254,771	91%
# of active titles	115,097	108*	1%	114,989	99%
Average Title Cost		\$236.00		\$2.22	
Average Use Cost		\$18.69		\$1.31	

*Approximately 1,500 bound titles on the shelves

the phone version of Android was Gingerbread and the tablet version Honeycomb.

Google's survey of mobile device users provided a picture of how they are used. The number one slot goes to games with 84% of the respondents selecting the activity. The second most popular activity is searching for information with 78% selecting it. The other choices were emailing with 74%, reading the news 61%, accessing a social network 56%, consuming entertainment (music/videos) 51%, reading an e-book 46%, and shopping online 42%. Games drive the market, but searching for information is right behind it. E-book reading is a bit of a surprise with nearly half the population of mobile users in the survey selecting it.

Changes in Library Operations at Western

Western Oregon University is a regional state university with just over 6,000 students. Our library budget has been on the decline for the past six years; however, as with most libraries, the depth and breadth of e-journal and e-book titles available as well as usage has increased dramatically with the transition from print to e-distribution.

Print Versus Electronic Usage – Books and Journals

E-resources this year accounted for approximately 78% of all library material usage and 81% of the cost for new materials. E-book usage is 28% of total book usage and 28% of total new book costs. Usage of e-books increased significantly this year by 74% from 8,443 uses to 14,684. E-journal usage is over 99% of full text journal usage and 91% of total journal

costs. P-journal usage is 1% of full-text journal usage and 9% of total journal costs. Print usage is 22% of total usage, and the cost is only 19% of total resource expenditures because only 645 books were purchased and usage is of the 225,993 on the shelves. (See *2011/12 Usage and Expenditures of Print versus Electronic Books and Journals* and *2011/12 Book & Journal Usage and Cost %*)

Print Journal versus E-Journal Usage and Costs – Detail

The library will continue its strategy of replacing print subscriptions with less expensive electronic access as it becomes available. The average cost-per-use for electronically accessed journals at **Western** is \$1.31. The average price includes the relatively high cost of some pay-per-use articles (e.g., \$20 - \$40). The cost-per-use is calculated as the total annual cost of access to e-journals divided by the total annual full-text use of e-articles. The library continues to shift resource purchases to those that provide optimal access to available resources for the lowest cost for our usage patterns. (See *Usage and Expenditures of Print versus Electronic Journals*)

Conversion to Pay-Per-View for Journals

The most significant optimization of cost-per-use has come from cancelling individual print and e-journal titles when the annual cost of PPV is less than the cost of the subscription. The conversion of e-journal and print title subscriptions to pay-per-view access over three years has resulted in a 25% decrease in cost, a 421% increase in the number of titles

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available, a 17% increase in full-text e-journal article usage, and a 51% decrease in cost per use. (See *Conversion of e-journal and print title subscriptions to pay-per-view access over three years*)

Print Book versus E-Book Usage and Costs

Increased access for e-books via the subscription model costs dramatically less than the purchase of individual titles. The average cost of the 18,065 additions to e-books availability was \$20,146 or \$1.11 per e-book. The average cost of the additional 645 print purchases was \$51,934 or \$80.50 per book.

The cost of print books was 72% of the total book cost, and the usage was 72% of total usage. The usage and cost of e-books were both at 28% of the respective totals. Usage shows a slight preference for e-books. They were 26% of the collection and 28% of the use this year. (See *Usage and Expenditures of Print versus Electronic Books*)

Alliance 37 Library Joint E-book Collection – Patron Driven Access

As a member of the **Orbis Cascade Alliance**, **Western** is participating in the cooperative purchase of e-books through **YBP** and **EBL**. The intent is to purchase a collection as one entity through patron selections. We are still working on the details of the model. An overview from **Western's** vantage point shows access to the 13,463 e-books over the last year



that patrons from across the **Alliance** have access to, pending purchase based on use algorithms. Our price for participation was \$14,000 over last year. That provides access for \$1.04 per e-book available for use by **Western's** students and faculty. **Western's** cost for the 193 titles that were purchased for the whole **Alliance** was \$72.54 per title. The average cost per title for the e-books that **Western** purchased on its own last year was \$140.39.

Cost-per-use of the **Alliance**

joint collection by **Western** students and faculty was \$35. Cost-per-use is about level with e-journal PPV access, but it is nowhere near competitive with subscription e-book cost-per-use of \$1.37. The reason is partially owing to the lack of breadth and depth of the collection. The larger the pool of information is, the higher the chance of a search term finding a match. The 13,463 titles of the **Alliance** pool is a smaller number of titles because it is the first year of the model and titles have not yet accumulated. The subscription model provides access to a collection that has been built over the years. (See *Alliance Joint E-book Collection – Patron-Driven Access*)

Conversion of e-journal and Print Title Subscriptions to Pay-Per-View Access Over Three Years

Year	Cost*	Titles	Article Usage	Cost per Article Used
2008-09	\$317,849	27,265	160,496	\$1.98/
2011-12	\$254,771	114,989	194,177	\$1.31
Change	-25%	421%	17%	-51%

Usage and Expenditures of Print versus Electronic Book

	Total	Print	Percent Print	Online	Percent online
Usage books	51,863	37,180	72%	14,683	28%
# of Titles	304,936	225,551	74%	79,385	26%
Annual Expenditure	\$51,934	\$51,934	72%	\$20,146	28%
Average Title Cost*		\$80.50		\$1.11	

Alliance Joint E-book Collection - Patron-Driven Access

Type of Access	Cost Per e-Book Title	Cost thru Consortium	Cost as Individual Library
Cost per access		\$35.00	\$1.37
Cost per title purchased		\$73.00	\$140.39
Cost per title available		\$1.04	\$1.11

Rumors from page 10

Long-time friend and colleague **Anne Robichaux** <awkr772@gmail.com> (once Associate Director at the **Medical University of South Carolina Library**) and her husband **Ken** (once at **Majors**) were recently in Dublin. They snapped this photo just outside a pub there and sent it to us at *Against the Grain*. They said, however, that they cannot advise us on the offerings inside. We will have to go check that part out for ourselves!



I am sad to report that **Edna Laughrey**, long-time acquisitions librarian at the **University of Michigan**, passed away Tuesday, September 4 at the age of 71. After her retirement, **Edna** established **Laughrey and Associates** and in that capacity was the very first person to sell advertising for the fledgling publication, *Against the Grain*. **Edna** and her devoted husband, **Earl**, attended many **Charleston Conferences** and were instrumental in the establishment of the **Juried Product Development Forums** which continue to this day. **Edna** and **Earl** also loved **BEA** and **Edna** even designed a bookmark for one of **Katina's** and **Bruce's** early fiction attempts. May she rest in peace. Sadly, **Katina Strauch**.

Heard from the glorious **Ed Colleran** <ecolleran2@gmail.com>. He told me that he left **Copyright Clearance Center (CCC)** as of June 30, 2012. He's decided that this is a good time to take a much-needed break and think about his next venture. **Ed** spent 14 successful years with **CCC**. With his experience in publisher relations and international growth, I'll bet that **Ed** will stay active in the rightsholder community. And, he will be in **Charleston** in **November**, of course! You heard it here!

Did you know that **November 11-17** is the **very first university press week** and we have two great articles (this issue, p.66, p.68).

Let's find our **University Press** colleagues and celebrate in **Charleston**!

Paul Kelsey (Head of Acquisitions, Southeastern Louisiana University) and the **2013 Harrassowitz Award for Leadership in Library Acquisitions** invite nominations. The **HARRASSOWITZ Award for Leadership in Library Acquisitions** is presented by the **Acquisitions Section of ALCTS** for contributions by and outstanding leadership from an individual in the field of acquisitions librarianship. The award consists of \$1,500 and a citation donated by **Harrassowitz** in honor of **Dr. Knut Dorn**, retired managing

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