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Being Earnest with Collections--How Publishers Provide Added Value Through Account Development

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Being Earnest with Collections — How Publishers Provide Added Value Through Account Development

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Column Editor's Note: *One of the great things about this new column is the opportunity to feature the accomplishments of some outstanding colleagues. In doing so the intention is that others will be able to take advantage of new ideas for how to get more out of scarce resource dollars. One way we are trying to increase usage and improve ROI at the* ***University of Central Florida (UCF)*** *is through actively collaborating with publishers and vendors to identify new ways of reaching our users. We hosted a workshop on "how to get published" and a publisher panel that focused on the latest trends in Open Access. Some publishers have hosted "roadshows" or "summits" at the* ***University of Central Florida*** *with invitations going to librarians, faculty, and even guests from surrounding colleges and universities. We are also happy to get advice from our publisher friends on ways we can make better use of their resources and platforms.*

One of the biggest publisher collaborators we have working with the ***UCF*** *is* ***Springer****. The history of successful collaboration and close ties we have with* ***Springer*** *made selection of a topic for this month's column much easier. This month's article is written by a good friend and colleague who played a key role in improving usage and ROI at* ***UCF****. Through regularly reporting, email and phone correspondence, and site visits (everyone at* ***UCF*** *knows* ***Sarah****!),* ***Sarah Schulman*** *has raised the bar high for others who work in the area of account development. —* ***MA***

"Take the Money and Run" may be a rocking tune by the **Steve Miller Band**, but it doesn't exactly fly when it comes to the way scholarly publishing companies strive to support a librarian customer base. The past five or so years have seen major growth in an area that companies refer to as account development, and whose primary goal is to help libraries obtain the best possible ROI from licensed content. I'll be speaking specifically about **Springer** and account development, but certain other publishers have similar programs.

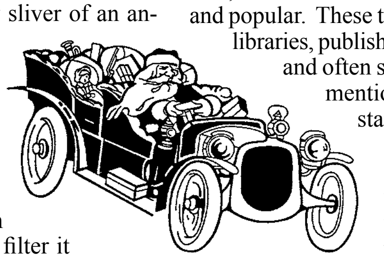
What exactly does account development mean for you and your library? Think of it in terms of what I like to call the **Ikea** analogy: you've just purchased a piece of furniture from **Ikea**, either online or in the store. If you're in the store, maybe someone will help with navigation or heavy lifting, but either way once those purchases are at home you're as good as abandoned. Wouldn't it be nice if — at no additional cost — someone accompanied you home to help hoist your new furniture up the stairs, and then coached you through those maddeningly vague illustrated assembly instruction booklets? Afterward, they might suggest best practices to maximize comfort on your new couch, or perhaps recommend best placement and display options during a party to ensure that guests will find and sit on it.

I've just described account development in a nutshell. Our dedicated team works closely with sales colleagues and is devoted to providing ongoing post-purchase engagement to help libraries maximize purchases. We do this using an ever-evolving list of methods and techniques, including (just to name a few): metrics and statistical analysis, customized collaborations and events, end user engagement, and assistance with implementation and discovery.

Metrics and Statistical Analysis

In the past thirty days as of June 4th, 2015 (as I'm typing this column), half of the traffic to our native platform (SpringerLink) was referred by a Google Website, either Scholar or "regular." The next largest source was direct traffic, followed by **PubMed**. Social media pages like Wikipedia, Facebook, and Reddit showed up in the list of top twenty referrer sources, as did the crudely named Website "IFL Science" (anyone active on Facebook should know what "IFL stands for). California, New York, and Texas were the states with the most visits — specifically Los Angeles, NYC, and Houston. Finally, the two most frequently used search phrases which brought end users to our site in the past month are "dissociative identity disorder" and "telenursing."

Why am I telling you about this? The above metrics represent only a tiny sliver of an analytics resource **Springer** has used since 2013 which works in real time and which I like to describe as "Google Analytics on steroids." This program allows us to drill down traffic to the platform on an intensely granular level, and filter it out by institution, country, region or city. We can also look at any number of factors involved with end user visits, such as duration, browser and device type, and most popular visit times.



My colleagues and I have been complementing standard **COUNTER** reporting and account reviews with detailed metrics reports as we make the rounds visiting your institutions. An increasing number of libraries are using internal metrics to tweak and refine services and practices. Working with a vendor to implement your own metrics might provide unique insights from a different angle.

In addition to metrics and **COUNTER** reporting (which we monitor for all libraries in **Springer's** customer base on a quarterly basis), we have begun bringing authorship analyses to visits. These reports look at authors (of **Springer** content) affiliated with any given institution in the past ten years. In some cases, they have even helped to facilitate library-faculty communications. Which departments and subject areas are most prolific? How does your school's authorship compare with that of a peer institution? How would you or your colleagues use this info to communicate with faculty and researches about the library's resources? Which brings me to…

Collaborations and End-User Engagement

Opportunities for publisher/library collaboration are one of my favorite aspects of being on the account development team. This can mean anything from authoring a guest column in a popular library journal (hi, **Michael**!) to arranging product trainings or customized professional development events at the library or in the region. **Bob Boissy**, who manages the account development team at **Springer**, once co-sponsored a survey with a librarian at a particular college, the results of which they used to co-author a white paper titled, "eBook Use and Acceptance in an Undergraduate Institution."

In recent years, as we look for innovative ways to use the resources at our disposal to help libraries with engaging that elusive end user, author workshops have proven effective and popular. These types of events can benefit libraries, publishers, and end users alike — and often start with one of the aforementioned author reports. The stated purpose is to demystify the publishing process for nascent authors, but they can also help to boost the library's ROI on campus. A high-level editor or editorial director from **Springer** will speak to attendees (usually graduate or PhD students and younger researchers) about the editorial process, including how to submit manuscripts and tips for getting noticed by publishers.

Also in the vein of end user engagement are the DIY marketing resources and templates **Springer** provides. These templates (such as Web banners and fill-in-the-blank HTML email templates which can be used to communicate

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new purchases to end users) can be especially useful for smaller libraries or those without dedicated marketing personnel. Whether a library is looking to enhance outreach, prove value on campus, or simply looking to get a little more bang for their buck, there is really no limit to the types of collaborations the account development team is willing to try. We are always interested in hearing your own ideas, as well.

Everything Else

Earlier, I mentioned implementation and discovery assistance. We communicate regularly with the editorial, platform development, and metadata teams so that we can answer any questions libraries may have about MARC records or how **Springer** works with various discovery services. Occasionally we will perform a "discovery review" on a random library Website. This entails crawling the search environment, searching for **Springer** content, and recording its findability. Exercises like this provide valuable insight — not only into how our content is organized and discovered in the field, but also helps us keep up with trends and changes in the land of discovery.

There's a twelve hundred word limit on this column, so I'm not able to include every single way account development teams work to add value to licensed content. If you see us during conferences or at your campus library, please say hi — we'd love to meet you!

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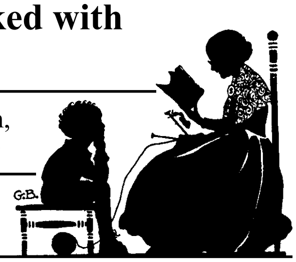
turns to reading while she is away at work. Prewitt was a boxer and bugler and a soldier destined to be a thirty-year man before fate intervenes. Still, reading opened up a whole new world to him, never mind that he was unable to take advantage of it.

Studs Lonigan, the Irish Catholic protagonist in **James T. Farrell's** trilogy tells of a boy's life into manhood. I read that trilogy while I was in high school, and it is among my all-time favorite books. That aside, I thought of Studs as I wrote the lines about Prewitt. However inadvertently, Prewitt discovered literature and, had there not been a war going on, he might have gone on to be a writer much like his inventor, **James Jones**. **James T. Farrell**, on the other hand, does not give such an advantage to his creation. The system didn't allow it, and Studs also dies young. Studs, the right book would have done you a lot of good.

Once children have learned to read, how do we keep them reading? What causes some to read only what is required of them and others like **Richard Wright**, the novelist, to forge signatures in order to check out books from a library that excluded blacks? Nature or nurture or a bit of both? Let them have books!

Let's Get Technical — Moving Technical Services to an Off-site Space

How One Public Library System Worked with Architects to Make this Happen



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Introduction

When we started this column, one thing we wanted to do was to hear stories about problems and solutions from other technical services departments. So, we sent a message to various technical service listservs, asking if anyone would be interested in being interviewed for the column. Our first conversation was with **Pauline Rodriguez-Atkins**, Manager of Cataloging and Interlibrary Loan at the **Metropolitan Library System** in Oklahoma. We were interested in her story of how their technical services team was able to work directly with architects to design a customized space for technical services when their department moved off-site. Working directly with the architects enabled them to design a building specific to the needs of a dynamic, fast-paced, and large-scale technical services section. As **Rodriguez-Atkins** states of working directly with architects: "It was such a great experience. Once in a career experience. For us, very often you know with technical services nobody asks you what you need, they tell you what you get. It was such a great experience to be asked what we needed." The following column is a summary of the phone interview we had with **Rodriguez-Atkins** on May 18, 2015.

The Library System

Metropolitan Library System is a public library system serving Oklahoma County, covering around 700 square miles and serving a population of approximately 720,000 in and around the Oklahoma City metropolitan area. The library system is comprised of 19 library locations, 14 of which are full-service library locations and 5 that provide limited service. Outside of Oklahoma City, the communities served have populations of between 600 and 87,000.

How do Technical Services operate?

Technical services (called Materials Services) is comprised of Acquisitions, Cataloging, Processing, and Interlibrary Loan. The whole unit is centralized for the entire system. Acquisitions includes the staff who select the material for purchase. The Acquisitions staff and selectors have always resided apart from the rest of the unit. When the unit moved to the new building, Interlibrary Loan joined them.

How did you operate before coming together in one building?

Initially, all of the technical services operations were located in the downtown library branch. Because of construction being done around the main library in the 1970s, the Cataloging and Processing units were moved into a smaller 1950s-era branch. It was difficult to operate in that building because Receiving and Processing were located on the first floor and Cataloging was on the second floor. There was only one elevator in the building, and it sometimes malfunctioned. Materials would then have to be moved from hand to hand up and down the stairs. This "temporary" relocation of technical services in 1974 lasted until 2010! By that time, the library system had expanded and the space was just too small to be able to handle the influx of materials.

What was the rationale for having a building just for Technical Services?

The library system does not outsource any technical services operations or buy any shelf-ready materials. Technical services was no longer able to function in their space, despite being creative and utilizing every inch. The idea of moving to a new space was first brought up in 2002 and finally approved by the library commission in 2006, with the units moving into their new space in 2010. The library commission was told that if they wanted to build a huge new library, with a collection of over 100,000 volumes, more space needed to be made for Cataloging and Processing. Within three years, the process went from nothing to design, construction, and moving in. The library system delayed the construction of a new branch library until Technical Services was able to move into their new space.

Why was Acquisitions in a separate location and where is it now located?

When Cataloging and Processing were moved out of the downtown building, there wasn't any room to put selectors or Acquisitions staff in the branch library, so they stayed in the downtown library. When the new downtown library was built, Technical Services was supposed to be reunited with the selectors and Acquisitions in the new building, but the planned technical space was reallocated. There was discussion when the design phase started on the building that currently houses Technical Services that it would include Acquisitions, but at that point there was a desire from the administration to keep Acquisitions in the same building with them, together with financial operations.

Why did you decide to work directly with architects? What were the benefits of being

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