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## Scholarly Communication Series # 7: University Journal Collections In Tight Budgetary Times

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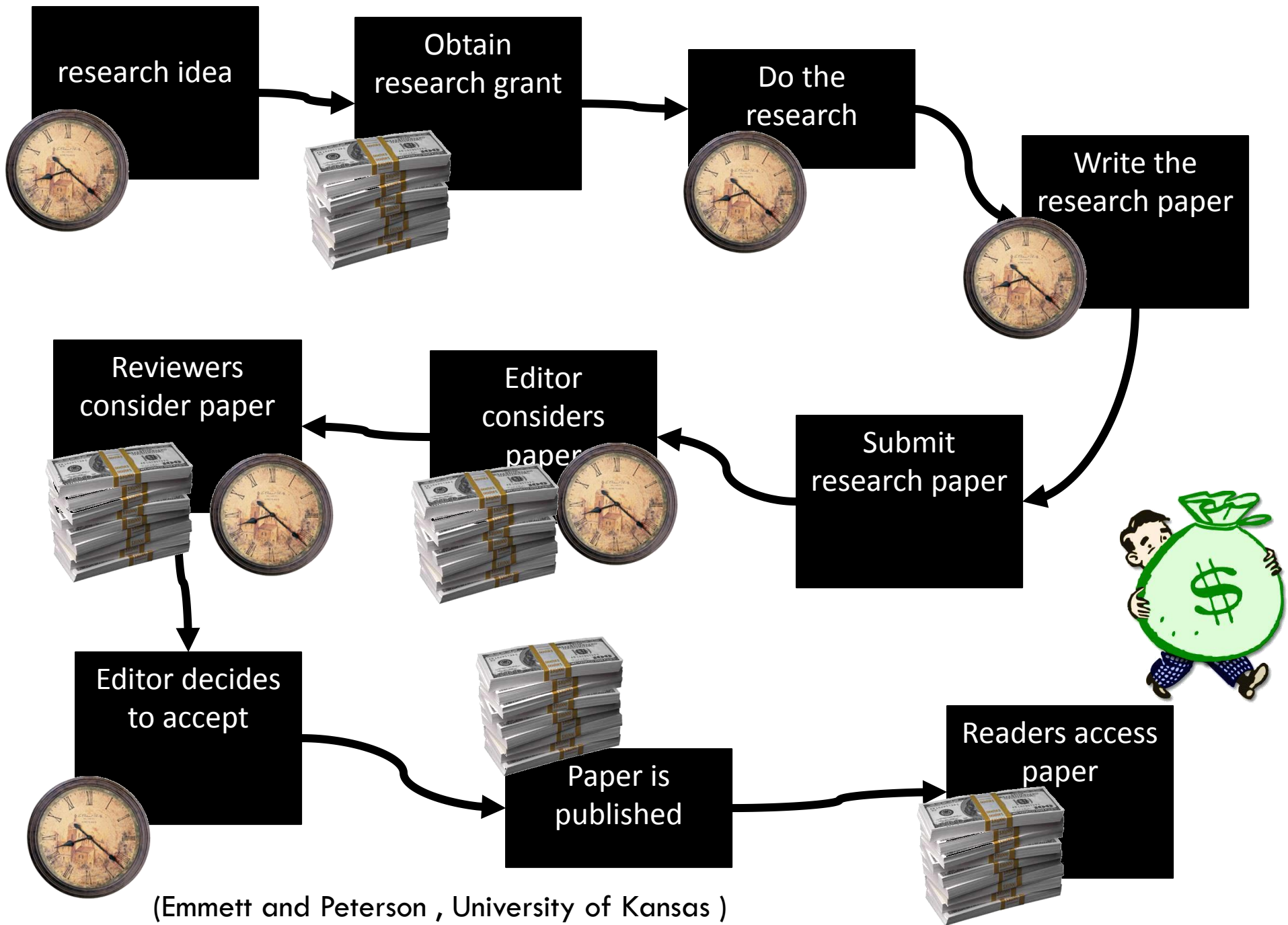
Dr. C.C. and Mabel L.

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FORWARD THINKING BEYOND BOOKS

# Scholarly Communication Series # 7: University Journal Collections In Tight Budgetary Times

April 15 , 2011 – Audrey DeFrank



(Emmett and Peterson , University of Kansas )

# Changing Acquisition Models

- Print – single selection (a la carte)
- Electronic
  - ▣ Aggregator
  - ▣ Publisher packages (bundling or “the big deal”)
  - ▣ Limited single selection
- Open-Access
  - ▣ Journals and Collections (Sparc/DOAJ, etc)
  - ▣ Institutional Repositories
- Resource Sharing (Interlibrary Loan)
- Document Delivery (Pay-per-view)
- 70-80% of Acquisition budgets are for journal and periodical literature

# Scholarly Publishing Industry

- Mergers in the publishing industry have reduced “competition”
- Assumption that the demand for scholarly information is price-inelastic
- Profit-driven, not dissemination motivated
- Journal prices overall increase at a rate of between 7-12% annually

# Publisher Explanation of Price Increases

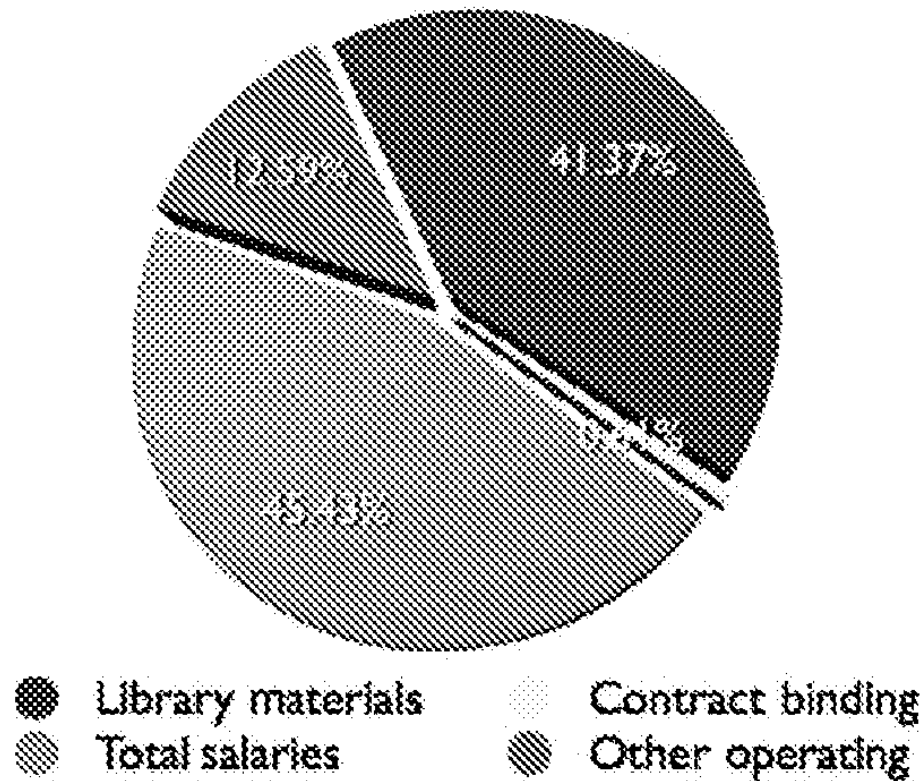
**TABLE 1** Example Breakdown of Typical Factors Causing Publisher Price Increases

General inflation	Additional pages/volumes	Cancellations	Postage increase		Final total increase
3–4%	2–3%	3–4%	1%	=	9–12%

(Powell, 2011, p.109)

Title On Order	Format	ISSN	Previous Publisher Price	New Publisher Price	Amount Difference	Percent Difference
INTERNATIONAL CENTER OF MEDICAL ART MEMBERSHIP	MEMBERSHIP		\$ 24.00	\$ 112.00	\$ 88.00	367.5%
NEW ZEALAND JOURNAL OF ZOOLOGY - ONLINE	ONLINE	0005008	\$ 138.00	\$ 167.00	\$ 29.00	20.9%
NEW ZEALAND JOURNAL OF ZOOLOGY - ONLINE	ONLINE		\$ 225.00	\$ 260.00	\$ 35.00	15.6%
JOURNAL OF AFRICAN AMERICAN HISTORY	PRINT	0161387	\$ 120.00	\$ 150.00	\$ 30.00	25.0%
CONTEMPORARY ACCOUNTING RESEARCH - PRINT + ONLINE SINGLE SITE ACCESS	PRINT + ONLINE	0234910	\$ 375.00	\$ 633.00	\$ 258.00	68.8%
ECONOMIC JOURNAL - ONLINE SINGLE SITE ACCESS	ONLINE	0950007	\$ 260.00	\$ 473.00	\$ 213.00	81.9%
JOURNAL OF GLOBAL MANAGEMENT - ONLINE SINGLE SITE ACCESS	ONLINE	0885025	\$ 60.00	\$ 84.00	\$ 24.00	40.0%
REGISTRATION FOR RESEARCH ON WOMEN & COMMUNICATION MEMBERSHIP	MEMBERSHIP		\$ 60.00	\$ 177.00	\$ 117.00	195.0%
SOUTHERN COMMUNICATION JOURNAL - ONLINE SINGLE SITE ACCESS	ONLINE	1530302	\$ 200.00	\$ 250.00	\$ 50.00	25.0%
VITAL SPEECHES OF THE DAY	PRINT	0527424	\$ 75.00	\$ 86.00	\$ 11.00	14.7%
COLLEGE MEN'S REVIEW	PRINT	0738106	\$ 20.00	\$ 30.00	\$ 10.00	50.0%
THE COMMONS & BUREAUCRACY	PRINT	0018113	\$ 21.00	\$ 30.00	\$ 9.00	42.9%
JOURNAL OF CALIFORNIA LAW ENFORCEMENT - INFLA FIRE INDEX	ONLINE	0711202	\$ 150.00	\$ 225.00	\$ 75.00	50.0%
READING HOUSE - ONLINE	ONLINE	1450305	\$ 48.75	\$ 67.00	\$ 18.25	37.4%
JOURNAL OF CALIFORNIA LAW ENFORCEMENT - INFLA FIRE INDEX	ONLINE		\$ 130.00	\$ 156.00	\$ 26.00	20.0%
JOURNAL OF REHABILITATION	PRINT	0084154	\$ 78.00	\$ 95.00	\$ 17.00	21.8%
JOURNAL OF STAFF DEVELOPMENT	PRINT	0726004	\$ 78.00	\$ 101.00	\$ 23.00	29.5%
PREVENTING SCHOOL FAILURE - ONLINE	ONLINE	1601007	\$ 150.00	\$ 163.00	\$ 13.00	8.7%
BLOOD HORIZONS	PRINT	0241002	\$ 33.97	\$ 47.00	\$ 13.03	38.4%
NEPAJAO EDUCATIONAL REVIEW - PRINT + ONLINE	PRINT + ONLINE	0174855	\$ 227.00	\$ 271.00	\$ 44.00	19.4%
NEPA JOURNAL - ONLINE	ONLINE		\$ 30.00	\$ 101.00	\$ 71.00	236.7%
THE BELTA KAPPA - PRINT + ONLINE (PASSWORD ACCESS - SINGLE CONCLUSION USER)	PRINT + ONLINE	0017217	\$ 75.00	\$ 85.00	\$ 10.00	13.3%
RESEARCH IN THE TEACHING OF ENGLISH - PRINT + ONLINE	PRINT + ONLINE	0121023	\$ 60.00	\$ 87.00	\$ 27.00	45.0%
SCHOOL SCIENCE & MATHEMATICS	PRINT	0550002	\$ 120.00	\$ 250.00	\$ 130.00	108.3%
JOURNAL OF QUALITY TECHNOLOGY	PRINT	0022005	\$ 105.00	\$ 158.00	\$ 53.00	50.5%
PSYCHOLOGICAL SCIENCES JOURNAL - JOURNAL DES SCIENCES COGNITIVES - PRINT + ONLINE	PRINT + ONLINE	0121001	\$ 210.00	\$ 400.00	\$ 190.00	90.5%
WITNESS: STUDIES IN CONTEMPORARY FICTION - ONLINE	ONLINE	0302138	\$ 130.00	\$ 167.00	\$ 37.00	28.4%
BLOGS/ESSAYS	PRINT	0265474	\$ 37.00	\$ 39.00	\$ 2.00	5.4%
CHALKER REVIEW	PRINT	0002002	\$ 71.50	\$ 80.00	\$ 8.50	11.9%
REFLECTIONS - A JOURNAL OF WRITING SERVICE LEARNING AND COMMUNITY LITERACY - JRD	PRINT	0441073	\$ 30.00	\$ 50.00	\$ 20.00	66.7%
REACTION REVIEW - LA	PRINT	0082054	\$ 30.00	\$ 37.00	\$ 7.00	23.3%
CONTEMPORARY DRUGS	PRINT	0018108	\$ 30.00	\$ 47.00	\$ 17.00	56.7%
RESEARCHER SOCIETY OF AMERICA MEMBERSHIP	MEMBERSHIP		\$ 60.00	\$ 72.00	\$ 12.00	20.0%
LETTERS QUARTERLY	PRINT	0802004	\$ 41.15	\$ 41.72	\$ 0.57	1.4%
PERFORMANCE - WITHOUT BINDER	PRINT	0128012	\$ 247.24	\$ 258.00	\$ 10.76	4.3%
STUDIOS ONLINE	PRINT	0102016	\$ 60.00	\$ 85.00	\$ 25.00	41.7%
NEW ZEALAND JOURNAL OF FORENSIC SCIENCES	PRINT	0127200	\$ 31.00	\$ 41.00	\$ 10.00	32.3%
JOURNAL OF ADULT SERVICES - PRINT + ONLINE	PRINT + ONLINE	0202006	\$ 100.00	\$ 155.00	\$ 55.00	55.0%
INDIAN JOURNAL STAR	NEWSPAPER	0810103	\$ 210.00	\$ 280.00	\$ 70.00	33.3%
WIT & KNOWLEDGE	PRINT	0151204	\$ 1.00	\$ 1.00	\$ 0.00	0.0%
EDUCY REVIEW - JAV	PRINT	0162045	\$ 20.95	\$ 38.00	\$ 17.05	81.8%
SOVIET INTERNATIONAL - ONLINE - SINGLE SITE ACCESS	ONLINE	0201702	\$ 410.00	\$ 500.00	\$ 90.00	22.0%
BIODIVERSITY ENGINEERING & INNOVATION SERVICES	PRINT	0801119	\$ 200.00	\$ 300.00	\$ 100.00	50.0%
BIOSCIENCE	PRINT	0822004	\$ 30.00	\$ 100.00	\$ 70.00	233.3%
ENVIRONMENTAL & ENGINEERING GEOGRAPHY	PRINT	0121212	\$ 180.00	\$ 200.00	\$ 20.00	11.1%
ISSUES - INTERNATIONAL GEOGRAPHY NEWSMAGAZINE	PRINT	0050200	\$ 30.00	\$ 40.00	\$ 10.00	33.3%
AMERICAN ASSOCIATION OF RETIRED PERSON MEMBERSHIP - AGES 70 AND ABOVE	MEMBERSHIP		\$ 21.00	\$ 38.00	\$ 17.00	81.0%
JOURNAL OF BOWEN STUDIES	PRINT		\$ 30.00	\$ 100.00	\$ 70.00	233.3%
WESTERN - THE JOURNAL OF WESTERN HISTORY	PRINT	0082000	\$ 20.00	\$ 35.00	\$ 15.00	75.0%
WISCONSIN HISTORICAL SOCIETY MEMBERSHIP	MEMBERSHIP		\$ 40.00	\$ 60.00	\$ 20.00	50.0%
WISCONSIN	PRINT	0051100	\$ 20.95	\$ 35.00	\$ 14.05	67.1%
JOURNAL OF BOWEN STUDIES - PRINT + ONLINE	PRINT + ONLINE	0751008	\$ 100.00	\$ 200.00	\$ 100.00	100.0%
MIDDLE EASTERN SOCIETY FOR SPiritual HISTORY MEMBERSHIP	MEMBERSHIP		\$ 20.00	\$ 100.00	\$ 80.00	400.0%
SOUTHERN STUDIES	PRINT	0738104	\$ 20.00	\$ 47.00	\$ 27.00	135.0%
JOURNAL OF METAPHYSIC AND SPORTS PHYSICAL THERAPY - PRINT + ONLINE - SINGLE SITE	PRINT + ONLINE	0100011	\$ 100.00	\$ 400.00	\$ 300.00	300.0%
CONTEMPORARY ARTS - ENGLAND	PRINT	0801072	\$ 130.00	\$ 156.00	\$ 26.00	20.0%
WORLD NEWS - PRINT + ONLINE	PRINT + ONLINE	0002007	\$ 30.00	\$ 45.00	\$ 15.00	50.0%
PHYSICAL SCIENCE REVIEWER	PRINT	0601214	\$ 12.00	\$ 14.00	\$ 2.00	16.7%
PROFESSIONAL SOCIETY	PRINT	0101005	\$ 30.00	\$ 44.00	\$ 14.00	46.7%
A WISCONSIN PUBLICATION - FRANK	PRINT	0081006	\$ 30.00	\$ 100.00	\$ 70.00	233.3%
GOVERNMENT EXECUTIVE	PRINT	0171004	\$ 30.00	\$ 58.00	\$ 28.00	93.3%
JOURNAL OF PUBLIC AFFAIRS EDUCATION	PRINT	0121003	\$ 100.00	\$ 100.00	\$ 0.00	0.0%
CHRISTIAN ENQUIRY	PRINT	0082001	\$ 40.00	\$ 58.00	\$ 18.00	45.0%
BIBLICAL ARCHAEOLOGY REVIEW	PRINT	0082044	\$ 20.70	\$ 35.70	\$ 15.00	72.5%
OLD TESTAMENT ABSTRACTS	ABSTRACTS	0041001	\$ 20.00	\$ 36.00	\$ 16.00	80.0%
COMPARATIVE SOCIOLOGY - PRINT + ONLINE	PRINT + ONLINE	0801102	\$ 50.00	\$ 77.00	\$ 27.00	54.0%
MIDDLE EAST JOURNAL - PRINT + ONLINE	PRINT + ONLINE	0001141	\$ 140.00	\$ 170.00	\$ 30.00	21.4%
PLAINS ANTHROPOLOGICAL SOCIETY MEMBERSHIP	MEMBERSHIP		\$ 20.00	\$ 40.00	\$ 20.00	100.0%
ADMINISTRATION IN SOCIAL WORK - ONLINE - SINGLE SITE ACCESS	ONLINE	0141076	\$ 80.00	\$ 86.00	\$ 6.00	7.5%
JOURNAL OF EVANGELICAL SOCIAL WORK - ONLINE - SINGLE SITE ACCESS	ONLINE	0141072	\$ 100.00	\$ 100.00	\$ 0.00	0.0%
JOURNAL OF FAMILY SOCIAL WORK - ONLINE - SINGLE SITE ACCESS	ONLINE	0150075	\$ 207.00	\$ 214.00	\$ 7.00	3.4%
SOCIAL WORK/HEALTH CARE - ONLINE - SINGLE SITE ACCESS	ONLINE	0141004	\$ 541.00	\$ 1,176.00	\$ 635.00	117.4%
EDUCY & PRACTICE	PRINT	0200112	\$ 100.00	\$ 200.00	\$ 100.00	100.0%
JOURNAL OF AMERICAN BOWEN AND FRIENDS	PRINT	0121073	\$ 10.00	\$ 10.00	\$ 0.00	0.0%
BLACK AND EAST EUROPEAN COMMUNITARIAN	PRINT		\$ 10.00	\$ 10.00	\$ 0.00	0.0%
EASTERN EUROPEAN STUDIES	PRINT	0001001	\$ 30.00	\$ 30.00	\$ 0.00	0.0%

# ARL Library Expenditures

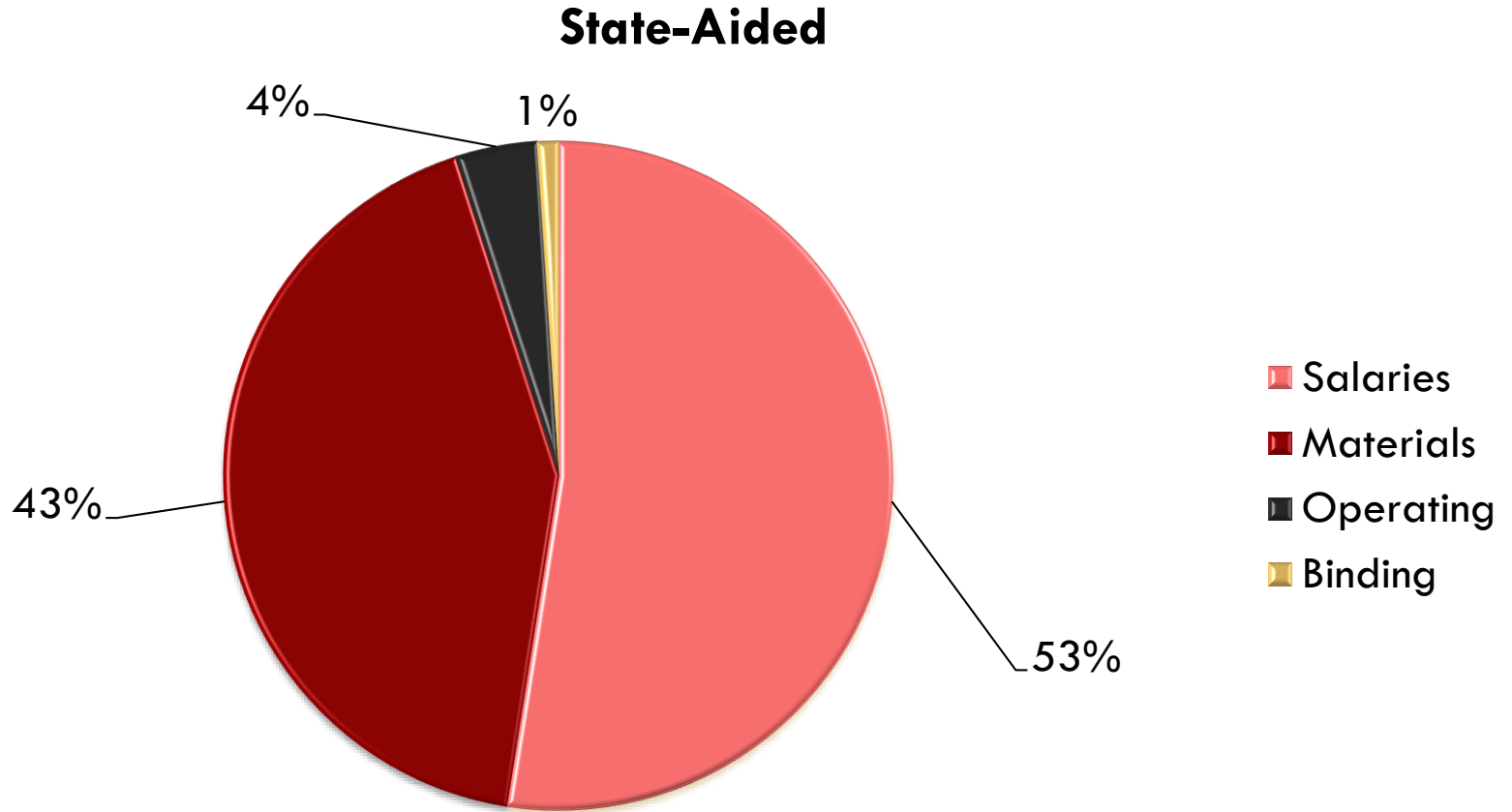


**FIGURE 12** Budget Allocation in Association of Research Libraries.

(Powell, 2011, p.116)



# Criss Library Expenditures



# Challenges (UNO)

- Continued decrease in buying power
  - ▣ Decreased state-aided budget
  - ▣ Enrollment – Library fee – materials supplement
- Increased emphasis on research and creativity activity
  - ▣ externally funded research
  - ▣ DRU: Carnegie Research Doctoral Research Institution
  - ▣ Increasing number of graduate/PhD programs offered
- Collecting and utilizing meaningful journal usage data

# Going Forward (General)

- Appears some publishers may move toward “unbundling” and offer ala carte purchasing
- Market pressures appear to be having some affect on price increase/inflation
- Continue to watch publisher consolidation
- All Publishers COUNTER compliant?
- Open Access publishing
- Alternative Delivery (JIC to JIT)
- Institutional Repositories
- Accreditation / Tenure Changes?

# Going Forward (UNO)

- Evaluate and eliminate duplicate serial titles
- Realign budgets with academic program offerings
- Re-evaluate departmental splits and usage of books and serial format usage and preference/needs
- Develop systemic assessment and evaluation of collection use
- Dialog and communication with faculty and administration

# Thank you!

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**Your Thoughts?**

**Your Questions?**

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# Reference and Resource List-

## University Journal Collections In Tight Budgetary Times

McGuigan, Glenn S., and Robert D. Russell. "The Business of Academic Publishing: A Strategic Analysis of the Academic Journal Publishing Industry and its Impact on the Future of Scholarly Publishing." *Electronic journal of Academic and Special Librarianship* 9.3 (2008): Web. 8 Apr 2011.  
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