



Maastricht University

*Leading
in Learning!*

Evaluating license renewals

Look at the numbers, then decide

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Presentation overview

- Introduction - Maastricht University
- Problem Based Learning
- Focus on big deals
- Evaluation Tool
- Renewal strategies or How to keep control
- Questions/discussion



The Netherlands



Introduction

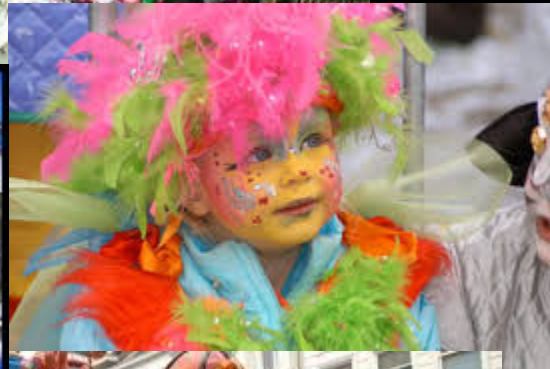
What do you know about us (the Dutch)?

- A lot of people in a small flat country
- 16.877.351 inhabitants
- 190 nationalities
- Amsterdam: 170 nationalities (no. 1 in the world... no.2 Antwerp, no. 3 New York)
- We not only have a king but also a queen
- And: 13 Universities and a Royal Library

Maastricht

- In the “deep” south of the Netherlands
- 121.906 inhabitants
- Meuse River (in Dutch: Maas)
- Rich history (romans, d'Artagnan)
- Once a year: Carnival! And André Rieu
- University since 1976





Maastricht University

Founded in 1976, 2 locations

17 bachelor 56 master programs

15.000 students and 3500 staff members

- Law
- Business and Economics
- Health, Medicine and Life Sciences
- Psychology and Neurology
- Humanities and Science
- Arts and Social Sciences

Problem Based Learning

- Student oriented
- Working in tutorial groups
 - Define and analyze a problem
 - Search for additional information outside group
 - » LIBRARY!
 - Report and synthesize the new information

What does this mean for the library?

STUDY SPACE

- Long opening hours
- Flexible layout, ergonomic workplaces
- Diversity in study rooms
 - big rooms, small rooms, study cabinets
 - studying individually and group-wise
 - silence vs. whispering vs. talking (eating)
 - room for class IT-instruction
- Computer and multimedia facilities



Organisation of the subscriptions at the Maastricht University Library

Packages

- Local deals
- Consortium deals
- 25.000 titles

Individual titles

- Directly from the publisher
- 1000 titles

Hardcopy

- Subscription agent
- 300 titles

Consortium negotiations for big deals

- 5 big deals with major publishers expired 2014
 - Elsevier, Springer, Wiley, SAGE, OUP
- Strong statement Ministry of Education, Culture and Science: OPEN ACCESS
- Consortium uses the negotiations for transition towards OA

Meanwhile in the library...

Investigation!

Big deal: what's in it for us (core title lists, usage)

And the price?

How much money do we have?

Evaluation with the help of our home made tool

Required data to build our tool

- Each faculty supplied a list of core titles
- We looked at usage reports
- Which titles are in the package deal now?
- Which titles will be in it next year?
- Impact factors
- List prices of the individual titles

Value of the total package vs individual titles

After combining parameters in the tool

Evaluation Elsevier – june 2014

Wishlist	Number	FHML	SBE	FdR	FdP	FASOS	With impact	Consulted titles	List prices
FASOS	12	0	0	0	0	12	12	12	X
SBE	84	0	84	0	0	0	83	84	X
SBE/FASOS	2	0	2	0	0	2	2	2	X
SBE/EdP	3	0	3	0	3	0	3	3	X
FHML	141	141	0	0	0	0	139	141	X
FHML/SBE	1	1	1	0	0	0	1	1	X
FHML/SBE	13	13	0	0	13	0	13	13	X
EdP	74	0	0	0	74	0	74	74	X
EdP/FHML	1	1	0	0	1	0	1	1	X
FdR	1	0	0	1	0	0	1	1	X

Total titles in deal	1931								
Total wish list titles	332	156	90	1	91	14	329	332	X
Remaining titles	1599								

Kernlijst	Consultations	Costs per consultation	max consultations	min consultations
FASOS	4899	€ 1,79	1235	31
SBE	94122	€ 1,54	6530	19
SBE/FASOS	7598	€ 0,55	6598	1000
SBE/EdP	3719	€ 1,73	2537	239
FHML	214231	€ 1,66	30706	38
FHML/SBE	1192	€ 1,44	1192	1192
FHML/SBE	29715	€ 2,02	10155	668
EdP	75904	€ 2,11	5122	44
EdP/FHML	3957	€ 0,59	3957	3957
EdR	341	€ 4,14	341	341

Costs Deal in Year X

Total titles in deal	644141			
Total wish list titles	435678	€ 1,71	30706	19
Remaining titles	208463	€ 13,99	3837	0

What does the tool tell us?

- Is it cheaper to subscribe to individual titles that are listed by the faculties as a core title....
- ...or if it is cheaper to subscribe to the ‘big deal’ package?
- Conclusion: we pay 40% less by subscribing to a big package than individual core titles

Renewal strategy or How to stay in control for individual titles

- Price increases up to 30% (just like that...)

Actions:

- We approached all publisher asking for >5% increase – why?
- Collections managers: can we cancel subs?
- Expensive subs: do we really need them?
- Proactive approach in September: new prices

Fantastic reasons the publishers gave us for increasing prices by more than 5%:

- No increase in the last years
- More issues/pages than last year
- We have to keep up pace with others
- Rise of the costs we made
- We don't charge euro's anymore, but GBP
(but still charge the same amount)
- Rise of the postal costs (for an e-journal)
- Rise of the price of kerosene (?!)

Challenges during renewals

- No possibility to cancel core titles
- Small publishers with little or no room for negotiation
- Prices for the next year are not set before November/December
- Adverse exchange rates (dollars, pounds, euro's)

Things to consider when renewing subscriptions

- What is the usage like?
 - Check usage statistics
 - There is no point in paying for a subscription if nobody uses it
- Is there content overlap?
 - Do you offer two products that are very similar?
- Is there demand from faculty for this product?

Negotiating with publishers

- Try to establish a good relationship with your account manager (sales rep)
- Prepare well in advance!
- What does your user want?
- What is the budget? And what is the limit?
- Don't accept a first offer; it is an invitation to negotiate
- List the arguments (price and terms)

Conclusions: so...?

- Inform your payers and decision makers, ask for their commitment
- Keep on talking to the publishers!
- Close cooperation with other libraries and your licensing bureau
- Don't be afraid to cancel

Questions?



