

Rationale for alternative acquisition trial

University libraries see an average of 8% or so increase in journal pricing each fiscal year, while also battling stagnant or decreasing holdings budgets. After a particularly difficult journal reallocation in 2005, which left disciplines in the sciences at Murray State University with significantly fewer journals than they were accustomed to, the library administration and Sciences Librarian sought alternatives to provide a more cost-effective acquisition model. In 2009, Murray State signed on with Elsevier, one of the leading scientific publishers in the world, to offer mediated transactional access through the ScienceDirect platform. The platform offers both journal articles and book chapters to registered users at a flat, one-time debit of a library account.

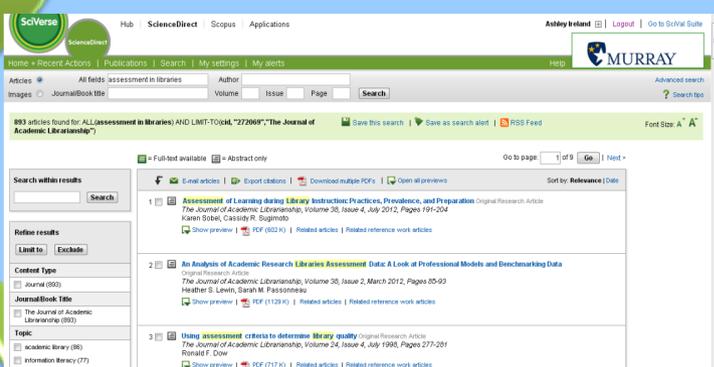
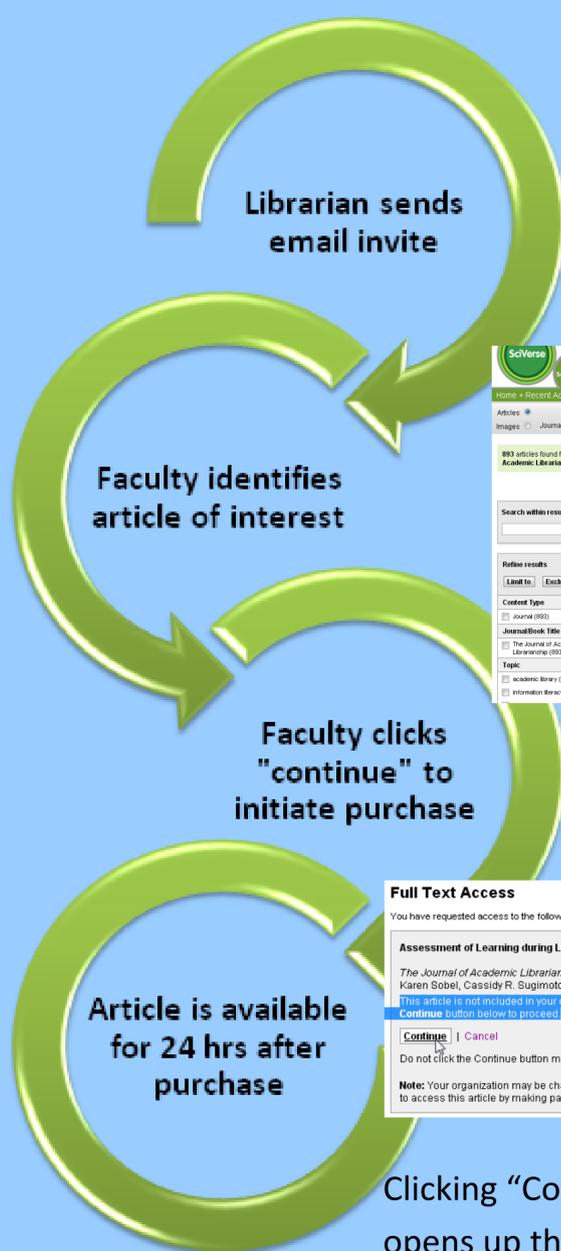


Image Credit: <http://mauiclibrary.blogspot.com/2012/09/spotlight-on-sciencedirect.html> ; <http://goodereader.com/blog/electronic-readers/elsevier-partners-with-kno-for-ebook-distribution/>

Access & Procedures

Access to the PPV accounts are mediated through invitation emails to faculty only. Unmediated access is possible through ScienceDirect, but as we are working with debiting an account, MSU librarians thought it would be best to mediate as to prevent careless use. **Faculty are sent an invitation email** by request or generated by a subject librarian, and **given access to the debit account**.

Faculty members, when logged in to their accounts, may set up alerts for new issues or new items on certain keywords, or simply search the database to generate lists of articles that may be purchased.



Clicking on the PDF icon for the article generates this message:



Clicking "Continue" charges the account, and then opens up the full-text article. Accounts are divided up by colleges and schools simply to keep track of how much money has been spent by different disciplines, but we do not keep track of which accounts purchase which or how many articles.

Support & Further Reading

Baxmeyer, J. (2010). Pay-per-View Options: Is Transactional Access Right for My Institution? A Report of the ALCTS Cataloging and Classification Section Electronic Resources Interest Group Program. American Library Association Annual Conference, Chicago, July 2009. *Technical Services Quarterly*, 27(3), 304-308.



Weir, R. O., & Ireland, A. (2011). The effect of transactional access/pay per view implementation on interlibrary loan: the case of Murray State University. *Interlending & Document Supply*, 39(1), 40-44.

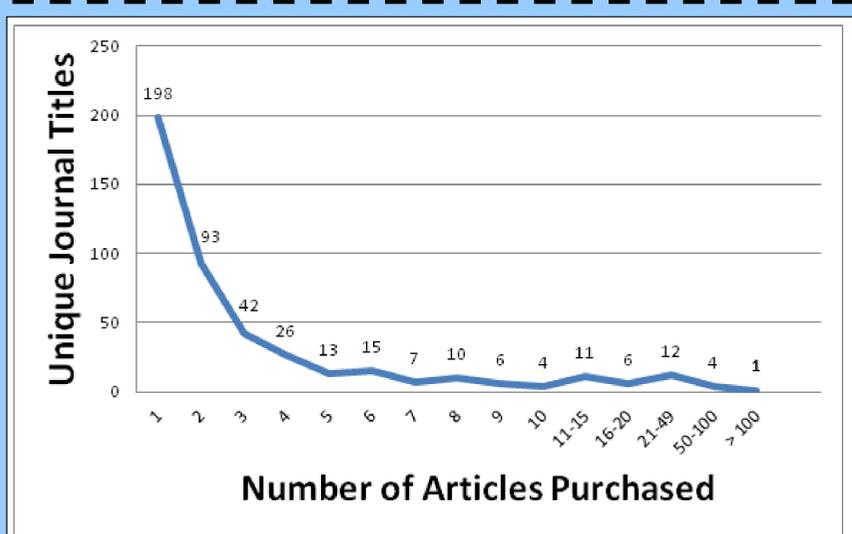


Against the Grain, December 2009-January 2010 Special Issue: PPV

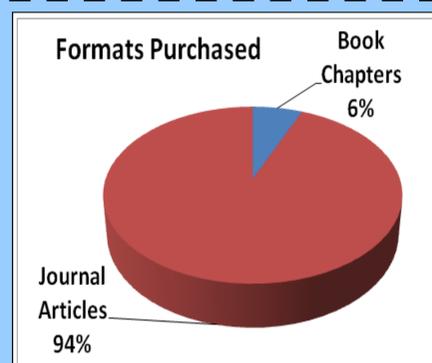


Assessment of a Transactional Access Trial as an Acquisition Method for Journal Articles

Data Analysis

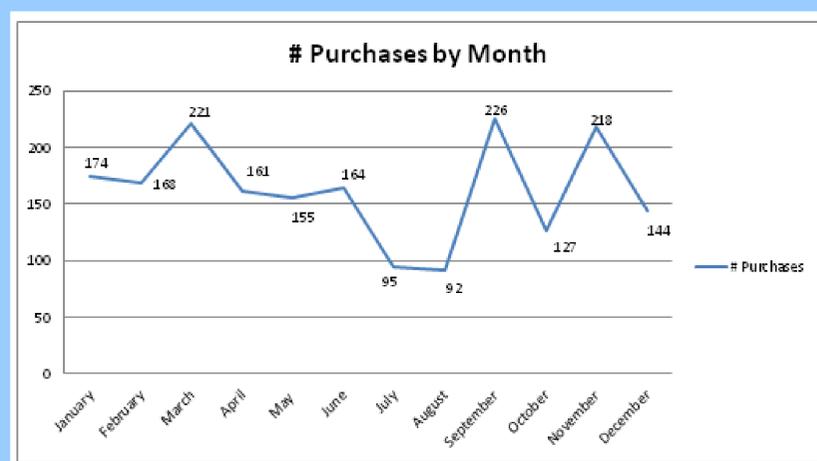


Unique journal titles w/ at least one purchase: 448



Journal articles purchased from FY 2009-2012: 1946
 # book chapter purchases, same time: 134
 Total number of purchases: 2080

March, September, and November are by far the most productive months



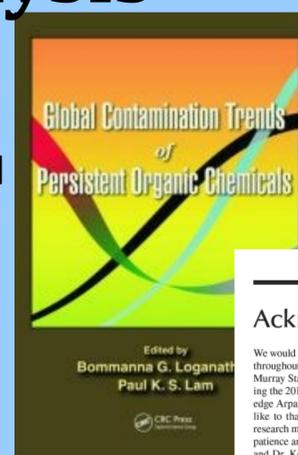
Approximate amount of copyright fees saved: \$13,260

Articles purchased OVER the "rule of 5" per one journal: 1329



Qualitative Analysis

Utilizing this method of access for journal articles allows for trends in research at your institution. This means fewer journal changes from year-to-year, and fewer gaps in our collections. The faculty have embraced this new acquisition model wholeheartedly, and have shown their appreciation for creative models for acquiring needed materials.



Acknowledgments

We would like to thank each author and the reviewers for their invaluable contributions and patience throughout the publication process. The senior editor, Bommananna Loganathan, appreciates the Murray State University Committee on Institutional Studies and Research (MSU-CISR) for awarding the 2010 Presidential Research Fellowship for support in this endeavor. We gratefully acknowledge Arpana Gambaopet and Archana Gambaopet for their technical assistance. We would also like to thank Ashley Ireland, reference librarian, MSU, for her timely help with environmental research materials. We greatly appreciate Carl Woods, at the MSU Science Resource Center, for his patience and meticulous work on the cover design for this book. Our thanks also to Dr. Judy Ratliff and Dr. Kevin Miller, MSU Department of Chemistry, and Cassidy Palmer, Center for Teaching Learning and Technology, for their help during various stages of preparation of this book. This book would not have been possible without the contributions of Dr. Lance Wolos, Richard Tressler and Kathryn Younce, Taylor & Francis Group, LLC, and Suganthi Thirunavakarasu, SPI Global, India.



Ashley Ireland, Director of Public Services
 University Libraries, Murray State University

Most Popular Journal Titles

Title of Journal with more than 15 purchases	# Articles Purchased (in 3 FY)	Estimated yearly subscription
Journal of Chromatography A	141	\$20,768.00
Tetrahedron Letters	69	\$18,660.00
Chemosphere	61	\$7,872.00
Tetrahedron	51	\$23,110.00
Science of The Total Environment	50	\$9,441.00
Analytica Chimica Acta	40	\$13,678.00
Environmental Pollution	36	\$6,755.00
Trends in Biochemical Sciences	35	\$2,581.00
Bioorganic & Medicinal Chemistry Letters	29	\$4,867.00
Geomorphology	27	\$3,489.00
Global Environmental Change	24	\$1,244.00
Talanta	23	\$5,909.00
TrAC: Trends in Analytical Chemistry	23	\$2,585.00
Atmospheric Environment	22	\$9,473.00
Ecological Modelling	22	\$6,585.00
Environment International	22	\$2,495.00
Water Research	22	\$7,630.00
Analytical Biochemistry	20	\$7,573.00
Bioorganic & Medicinal Chemistry	20	\$3,720.00
Marine Pollution Bulletin	19	\$2,446.00
Veterinary Parasitology	19	\$4,904.00
Chemistry & Biology	17	\$2,320.00
The Journal of Academic Librarianship	17	\$490.00

Selected cost savings over subscriptions

Over \$68,000

Over \$60,000

Over \$20,000

Nearly \$10,000

Over \$28,000

Over \$22,000

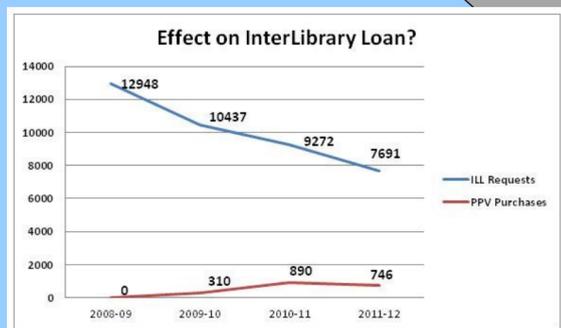
Over \$1,000

Moving Forward

1. Investigating other PPV/transactional access options



2. Re-tasking ILL and offering other options, such as document delivery



3. Subscribe to journal titles that lose their cost effectiveness to PPV



4. Begin to transition journal subscriptions with low but consistent use to the PPV model



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Conclusions

It is impossible to determine the exact dollar amount that we have saved with this service, as we are unable to determine how many of these articles wouldn't have been purchased if they weren't instantly available within the interface. Suffice it to say, however, that the figure is in the tens of thousands accounting one or two journal subscriptions and copyright fees saved alone.

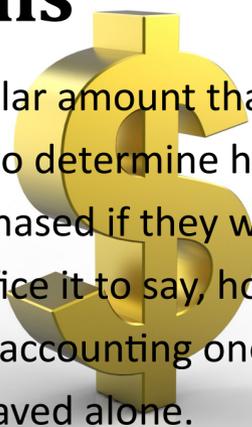


Image Credit: <http://thepropertyman.files.wordpress.com/2011/06/gold-dollar-sign.jpg>