



The Virtual Library of Virginia

BUYING SERIALS FROM THE BIG DEAL TO OPEN ACCESS.

Charleston Conference 2004

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VIVA Members

- ❑ 15 Public Colleges and Universities
- ❑ 24 Public 2-Year Colleges
- ❑ 31 Private Non-Profit Colleges
- ❑ The Library of Virginia



VIVA Fundamentals

- ❑ **VIVA levels the playing field ...**

Providing access to outstanding library collections for every student and faculty member in the Commonwealth.

- ❑ **VIVA is a sharing consortium...**

Member schools share collections, expertise and labor to achieve common goals.

- ❑ **VIVA creates extraordinary value from the Commonwealth's financial investment...**

Leveraging purchasing power, increasing efficiency and developing economies of scale.

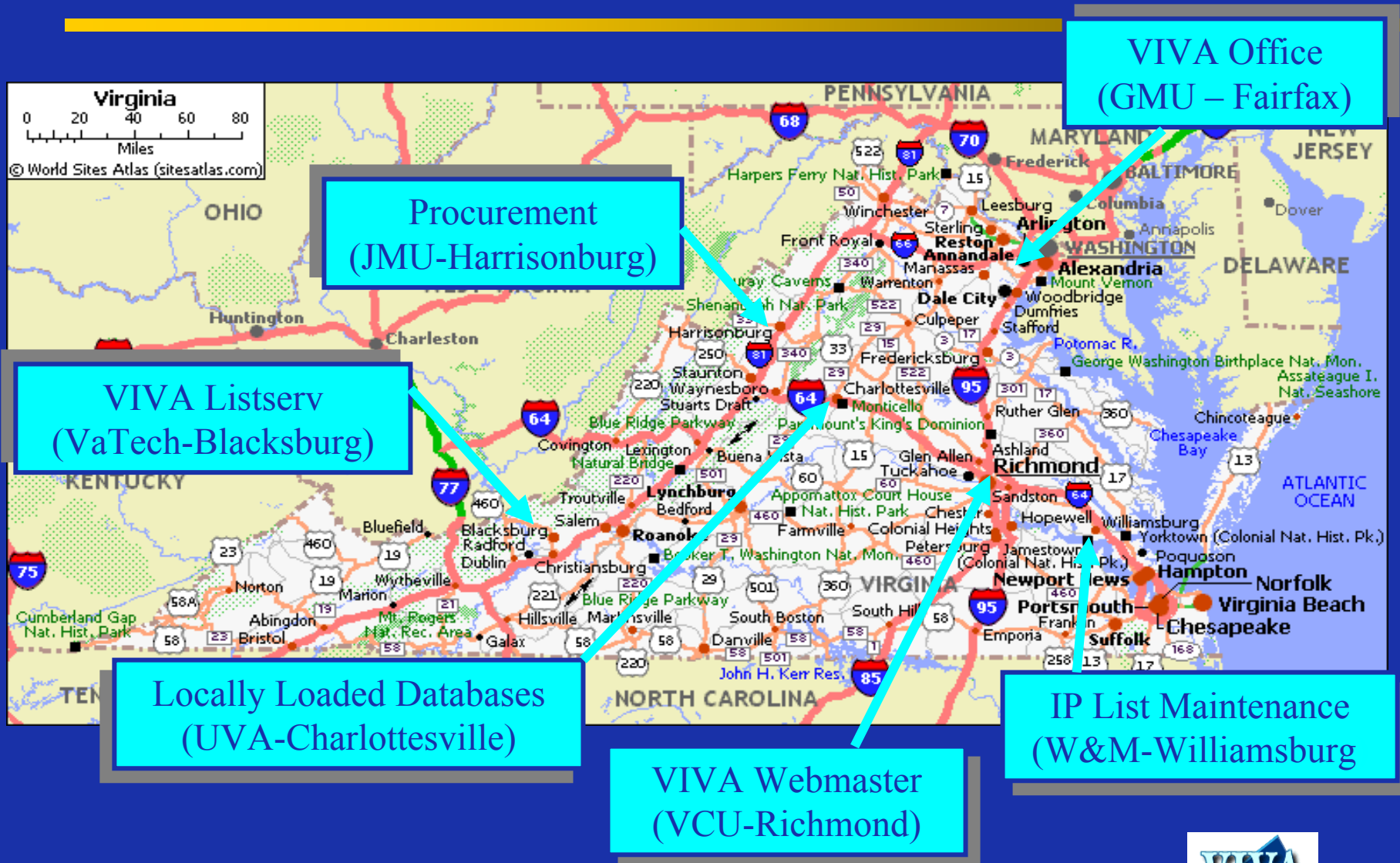


VIVA Governance & Management

- Steering Committee
- Resources for Users Committee
- Resource Sharing Committee
- Outreach Committee
- Ad Hoc Committees as needed
- VIVA Director and 1.5 FTE support staff
- Committees represent member institutions
institutions
- Work of the consortium is highly distributed
distributed

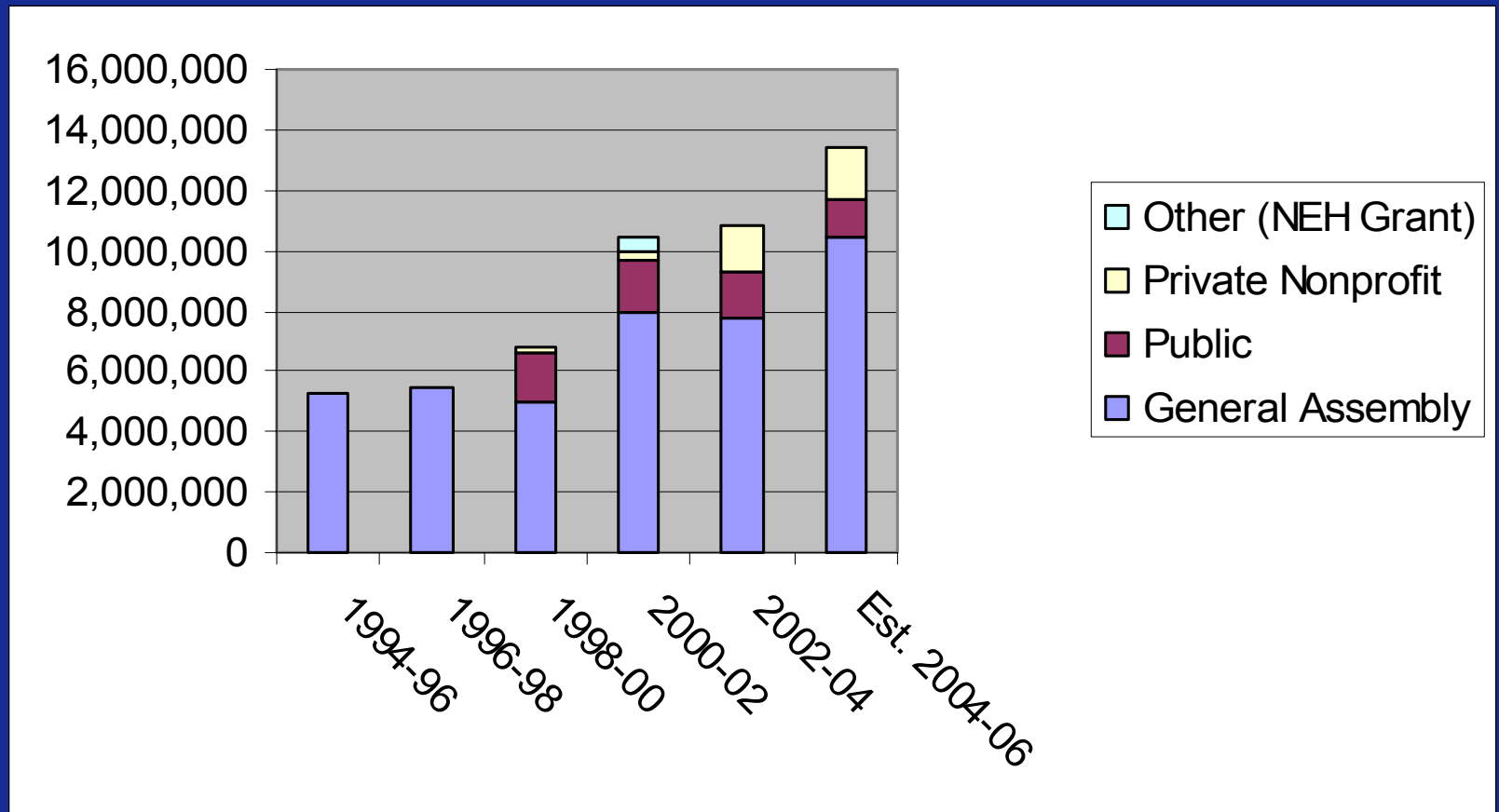


Decentralized Services



Total Biennial Budgets, All Sources

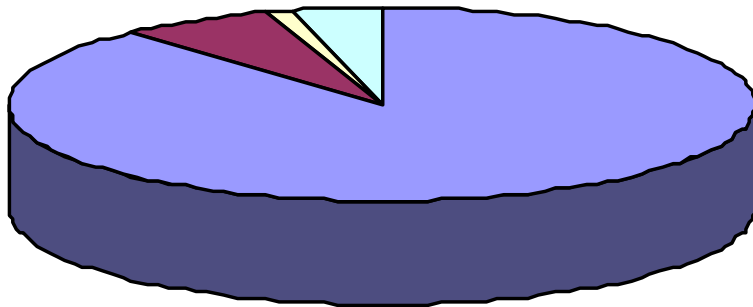
1994-96 to 2004-06



Distribution of VIVA Funds

2002-2004 Biennium

Budget Allocations 2002-04



- Collections, 88%
- Interlibrary Loan, 7%
- Travel & Training, 1%
- Administration, <4%

VIVA Collection Development Principles

- ❑ Support the VIVA Mission – Equitable, Cooperative and Cost Beneficial
- ❑ Data Driven Decisions - Usefulness, Usability and Cost Effectiveness
- ❑ Support Academic Programs at Member Institutions
- ❑ Support Statewide Priorities
- ❑ Represent the Interests of Different Types of Schools
- ❑ Serve a Large Audience (~400K students & faculty)
- ❑ Aim for Consensus



VIVA Political Considerations

- ❑ The vast majority of funding comes from legislative appropriations
- ❑ VIVA is a partnership involving different sizes and types of higher education institutions
- ❑ An emphasis on leveling the playing field
- ❑ The need to demonstrate value to multiple constituencies
- ❑ An emphasis on low administrative overhead
- ❑ Statewide priorities related to enrollment growth, research funding and teaching excellence



VIVA Collection Development Process

- ❑ Respond to input from members
- ❑ Resources Committee members assigned to specific vendors handle first contact
- ❑ Recommendations to Steering Committee from Resources Committee
- ❑ License negotiation by VIVA Director and JMU Procurement
- ❑ New subscriptions and renewals are based on usage data and other factors



Licensing Considerations

- ❑ Publisher must be willing and able to deal with a consortium and able to supply usage data.
- ❑ Licensing terms and conditions must apply equally to all consortium members.
- ❑ Financial benefit associated with consortial licensing must exceed benefit that would accrue to members if they negotiated their own individual licenses.
- ❑ RFPs are used to ensure competitive pricing
- ❑ Support for Open URL and other technical standards
- ❑ Utilitarian and pragmatic



VIVA Licensing Arrangements

- ❑ Consortial Discount; Consortium pays for license.
- ❑ Consortial Discount; Members pay for individual licenses.
- ❑ Consortial Discount; Consortium and members share cost of license.
- ❑ Private, non-profit schools can take advantage of cost sharing and pay for their own licenses under consortial discounts.
- ❑ Occasionally a subset of VIVA libraries form an ad hoc consortium to negotiate a license that falls outside the VIVA mission.



Consortia of Convenience

- ❑ Involve various combinations of members and occur outside the VIVA consortial framework
- ❑ Made possible by trust and working relationships established within the VIVA consortium
- ❑ Parties agree to negotiate with a single voice
- ❑ Parties agree upfront to desired terms, conditions and outcomes
- ❑ Typically involve the Bid Deal and the Big Audience



Fuzzy Definitions

- ❑ There are many ways to categorize suppliers of online journals
- ❑ There is considerable overlap in journal titles available from different vendors, publishers and aggregators; the same titles are available from different sources though often with different levels of coverage
- ❑ Reference linking services implemented by many libraries blur the distinction between journal collections and Abstracting and Indexing (A&I) services
- ❑ Meta-search services make it difficult to count searches and article downloads
- ❑ Many A&I services (e.g. Ulrichs, Ovid, CSA) provide direct links to open access titles; that means that by subscribing to those A&I services VIVA is offering open access titles

Fuzzy Numbers

- ❑ Journal title counts are a moving target, especially for aggregated titles
- ❑ Title counts do not include number of years available; backfile availability varies widely
- ❑ Number of articles available is even harder to ascertain than the number of journal titles
- ❑ Usage statistics are fuzzy and inconsistent but improving; VIVA is piloting consortial participation in Project COUNTER
- ❑ **Articles delivered** is becoming the key number

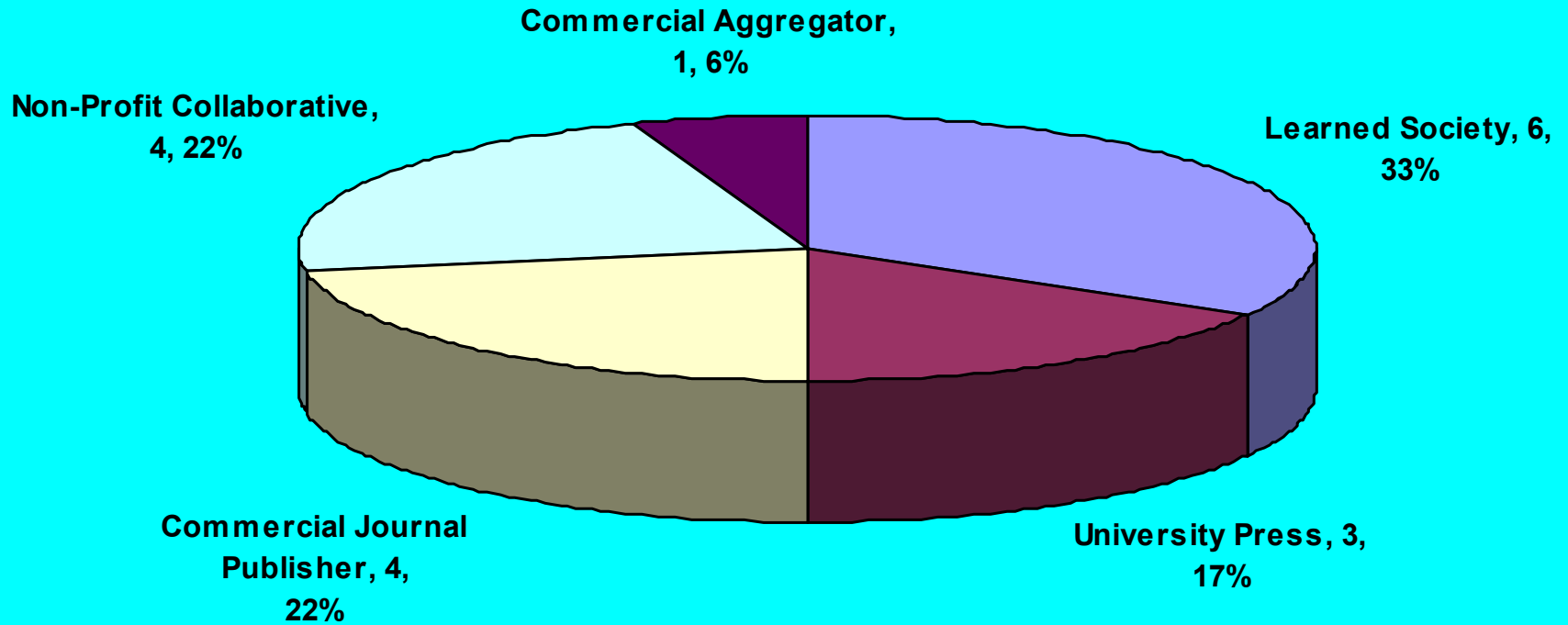
VIVA E-Journal Licenses FY 2005

2005

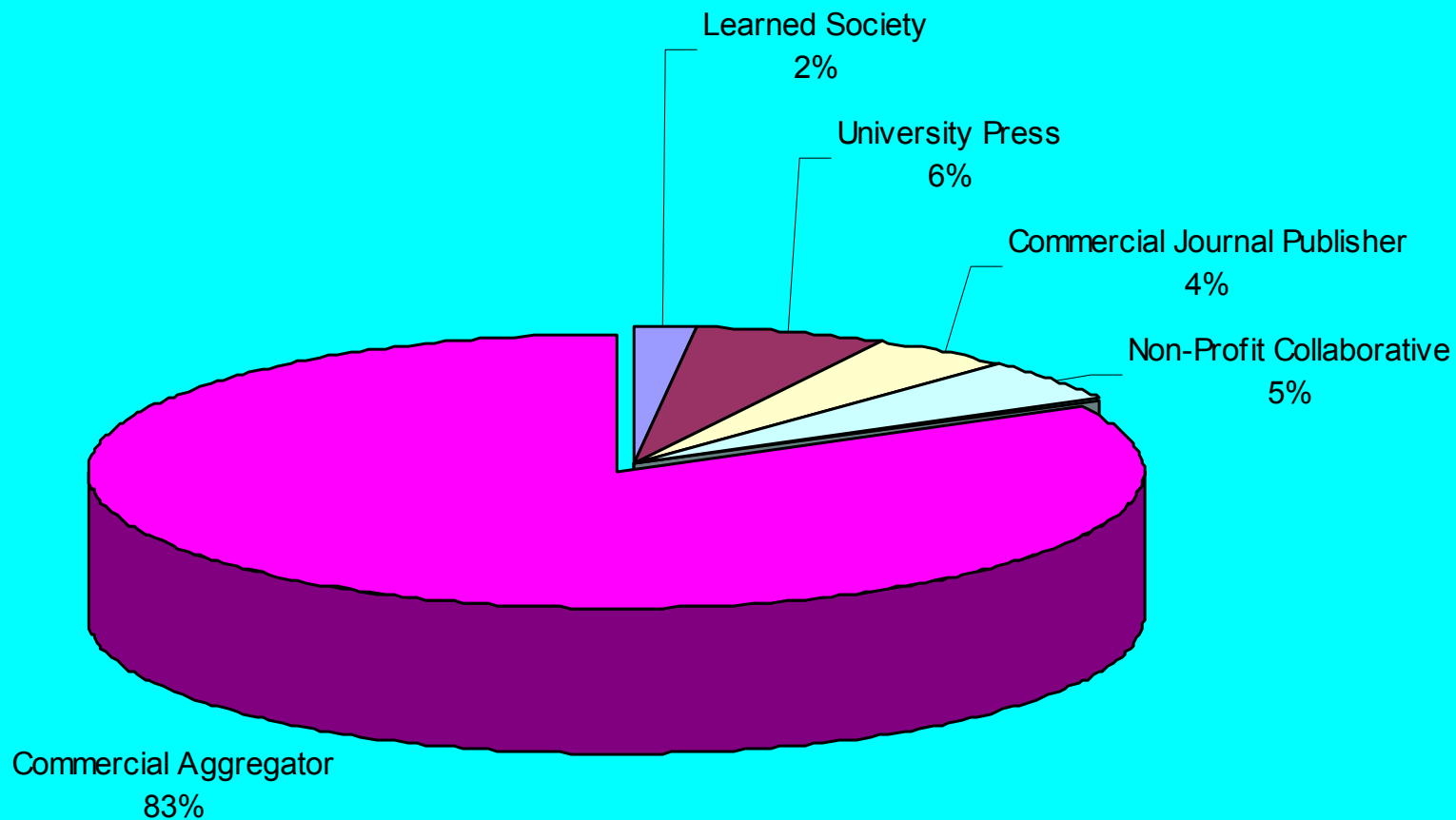
Category	Titles	% of Journal Titles	No. of Publishers	% of VIVA Publishers
Learned Society	135	2.03%	6	33.33%
University Press	387	5.83%	3	16.67%
Commercial Journal Publisher	292	4.40%	5	22.22%
Non-Profit Aggregator (e.g. BioOne, Muse)	333	5.02%	4	22.22%
Commercial Aggregator*	5490	82.72%	1	5.56%



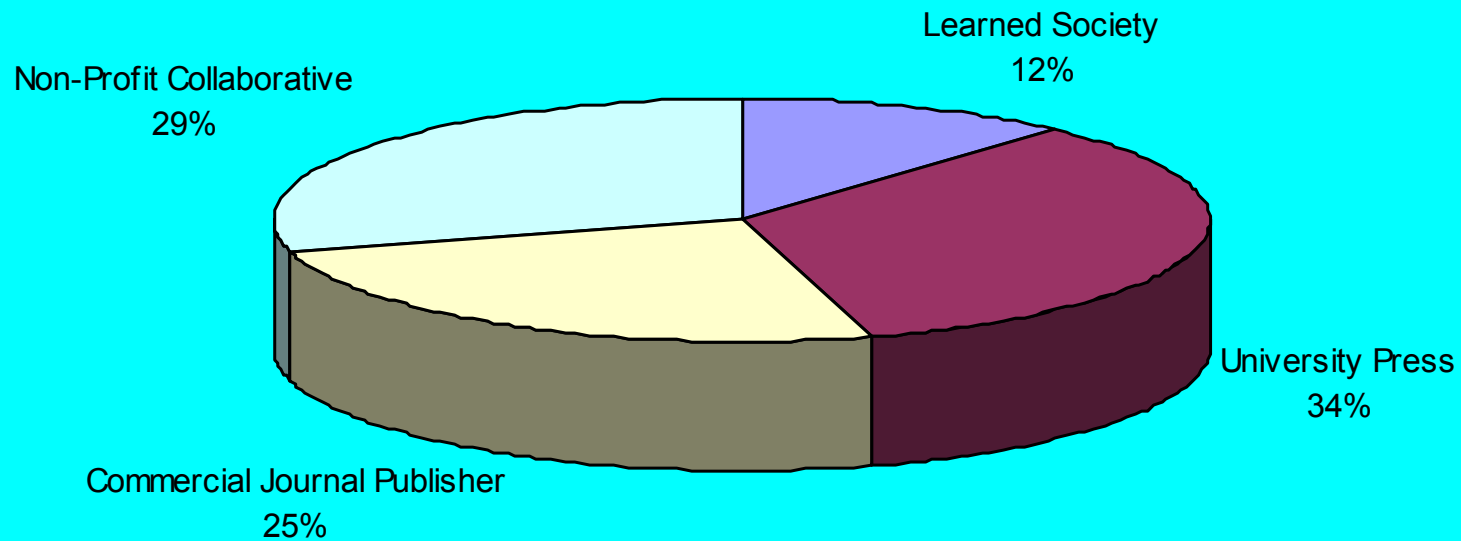
VIVA Publishers by Type



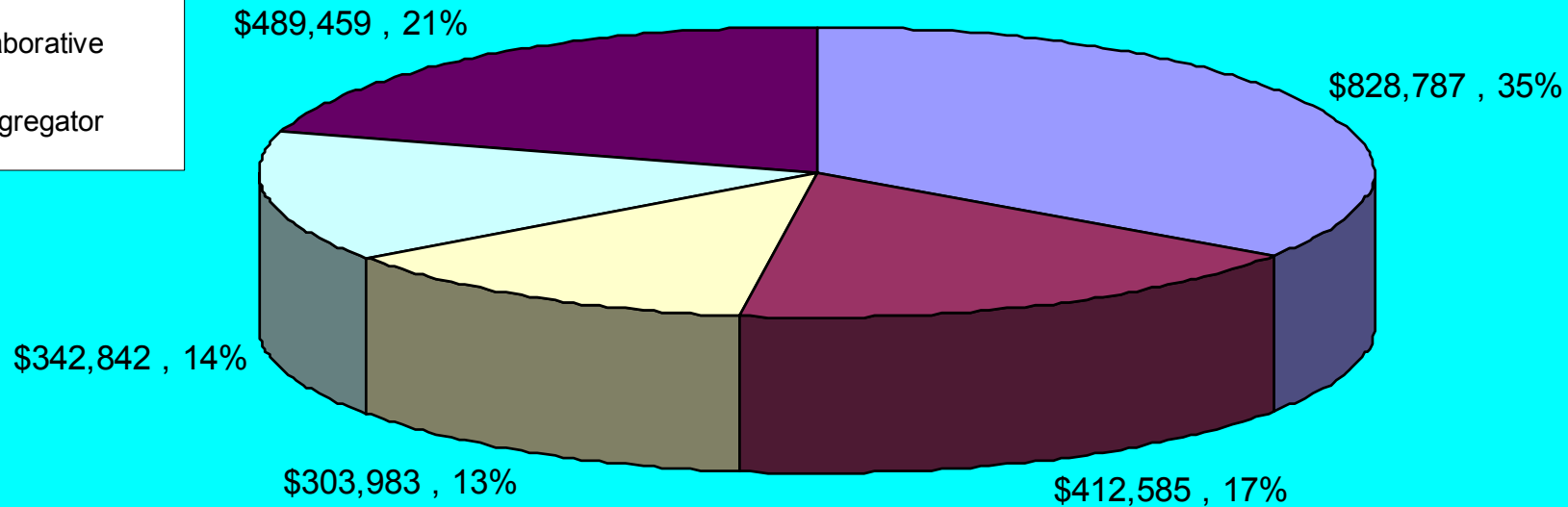
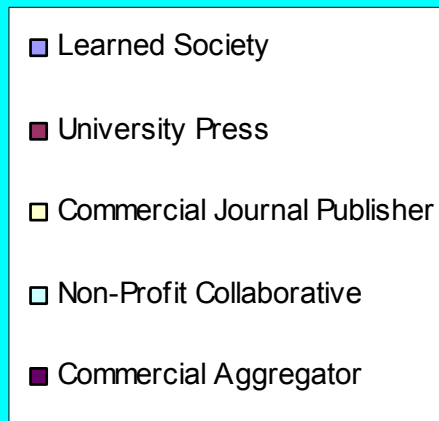
% of VIVA Journal Titles



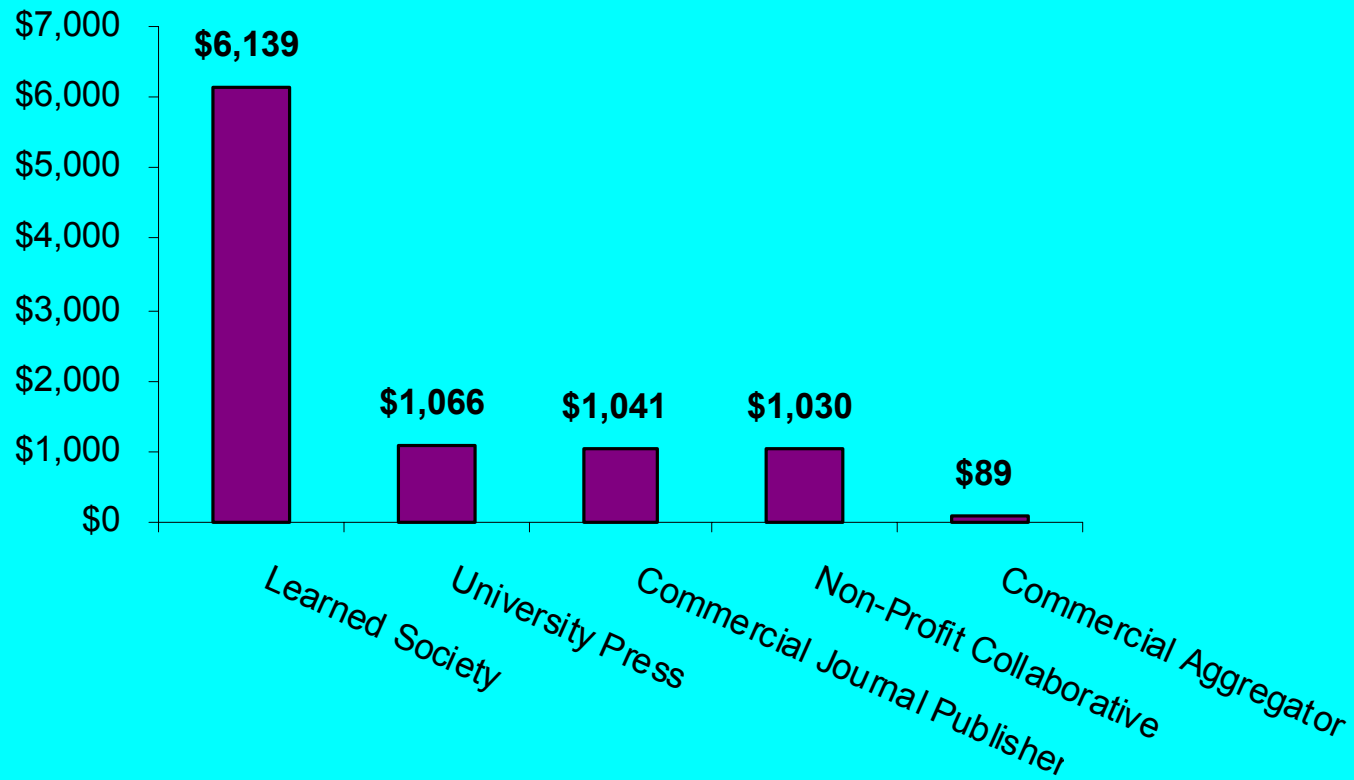
% of VIVA Journal Titles excluding commercial aggregators



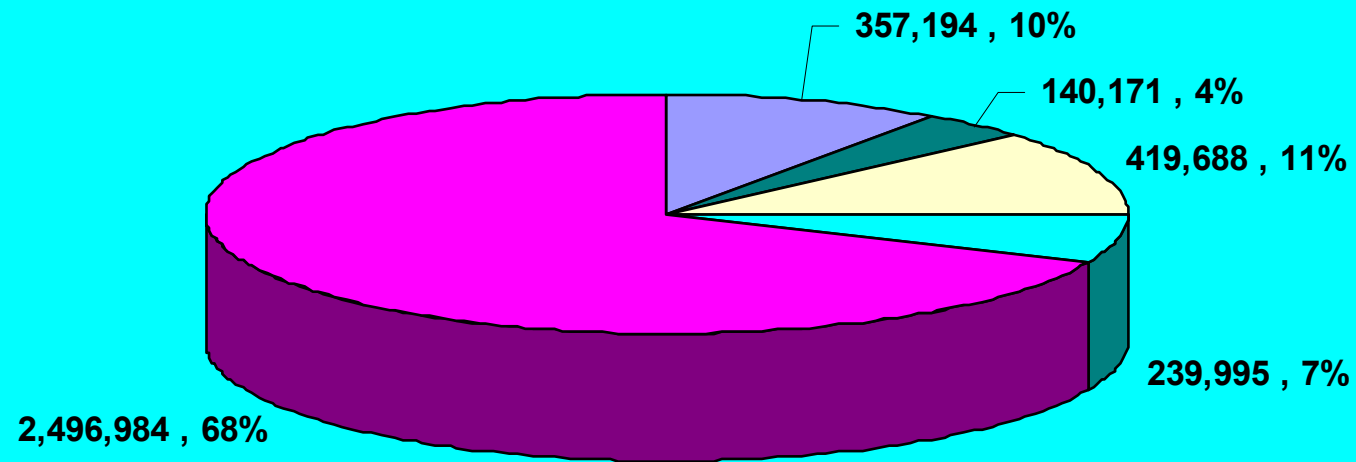
Journal Expenditures by Vendor Type



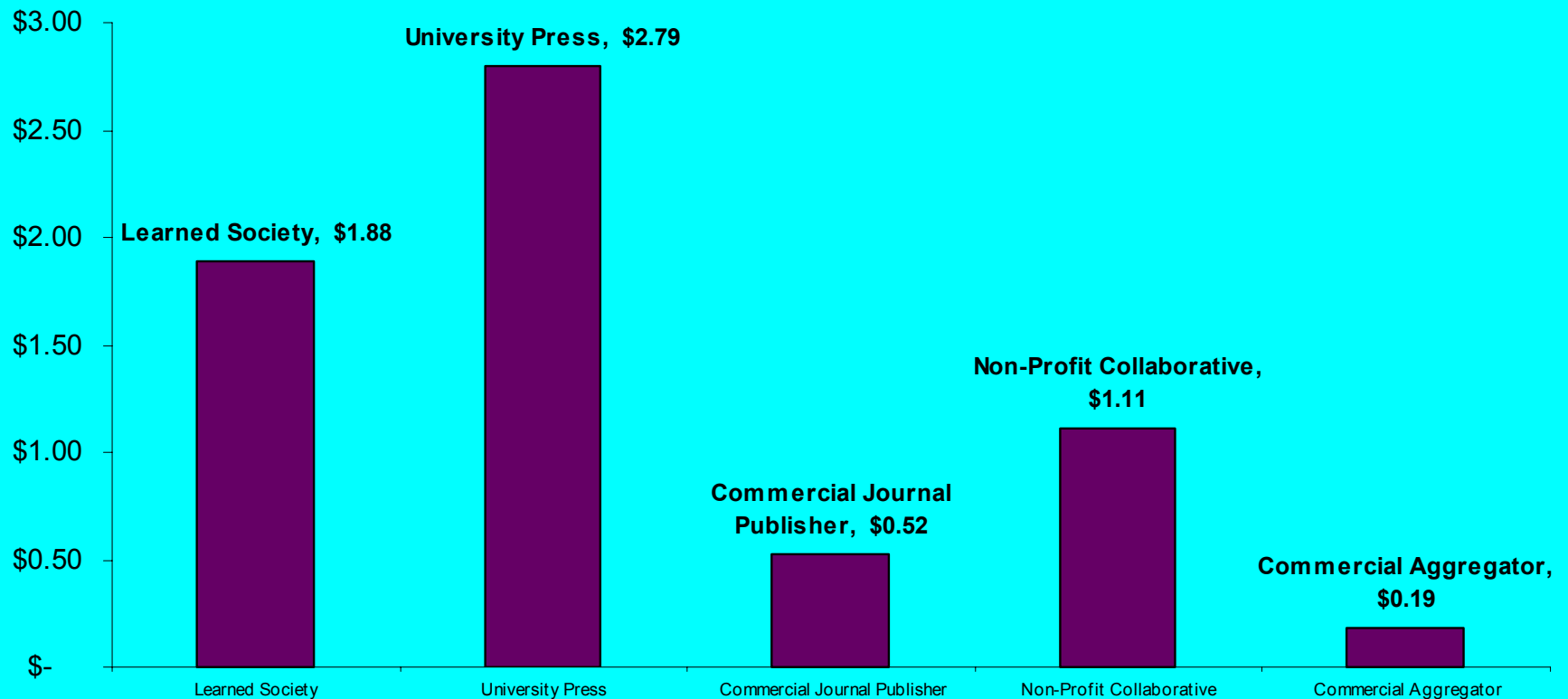
Average Journal Title Cost



Article Downloads 2003-2004

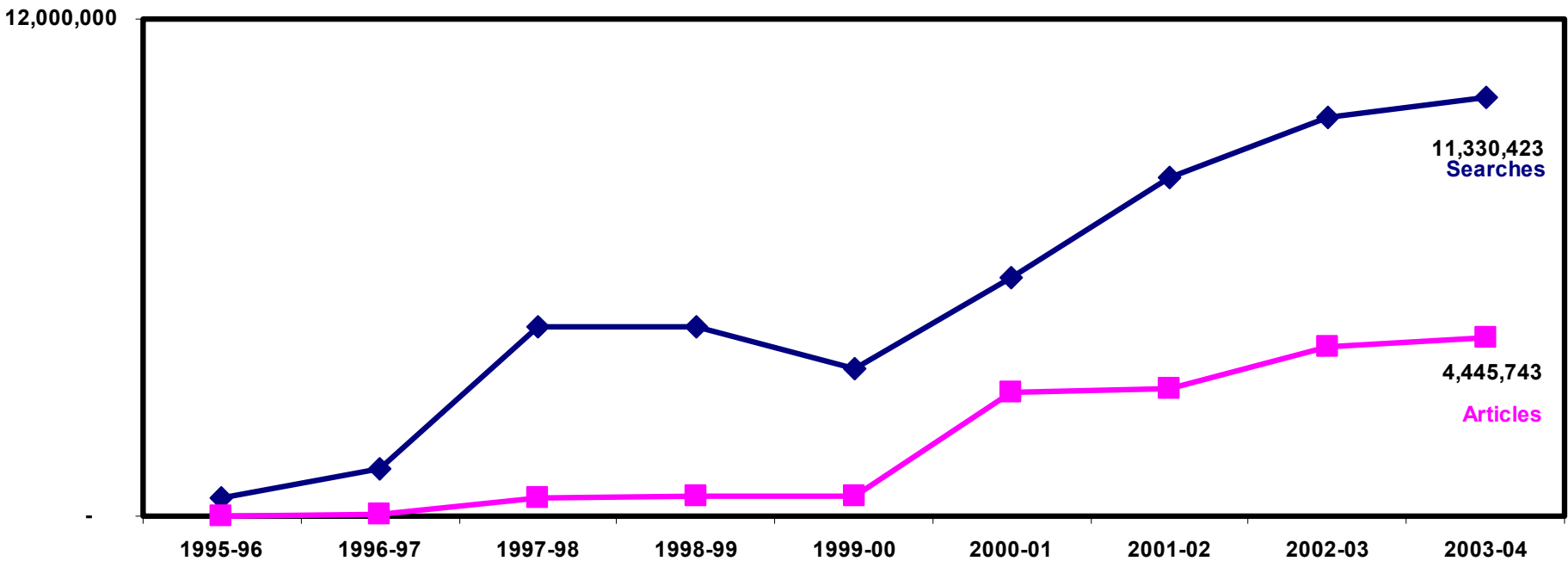


Average Cost per Article Download 2003-2004



VIVA 1995-2004

Database Searches & Journal Article Downloads



Future Possibilities

- ❑ **Identify core journals based on analysis of union report from Ulrich's Serials Analysis**
- ❑ **Explore possibilities for greater contributions from members to acquire resources beyond those covered by legislative funds**
- ❑ **Identify funding sources for research journal collections**
- ❑ **Educate member libraries about open access developments**

VIVA Cost Avoidance

Cost avoidance through
group purchases

July 1, 1994 to June 30, 2004:

\$125,000,000



That's a 1-to-5 payoff for Virginia!

Visit VIVA

www.vivalib.org

