Developing Workflow from TERMS: Techniques for Electronic Resource Management

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Developing Workflow from TERMS: techniques for electronic resource management

TERMS: Techniques for Electronic Resource Management

- Investigate
- Acquire
- Implement
- Evaluate
- Review
- Cancel/Replace
Introducing TERMS

- Librarians and information specialists have been finding ways to manage electronic resources for over a decade now. However, much of this work has been an ad hoc and learn-as-you-go process.

- The literature on electronic resource management is segmented into many different areas of traditional librarian roles within the library.

- Techniques in Electronic Resource Management (TERMS) is an attempt to create an on-going and continually developing set of management best practices for electronic resource management in libraries.
Needs assessment

- Collection development
  “Over half of the libraries tried to address ER [Electronic Resources] in some way. However, most policies contain traditional language with a section on library ER inserted into the latter portion of the document”

Mangrum and Mary Ellen Pozzebon (2012)

“a lack of established policies and procedures for assessment puts a library at risk for financial loss...”

Thomas (2012)

“Many procedures are not documented and rely on informal channels of communication”

Adlington (2006)
Needs assessment

- **ERMs and workflows**
  "less like a silver bullet and more that a round of buckshot."
  
  **Collins and Grogg (2011)**

  "[o]ver a third of librarians surveyed prioritized workflow or communications management, and they called it one of the biggest deficiencies (and disappointments) of ERMS functionality."

  **Collins and Grogg (2011)**

  "rethinking e-resources workflows and developing practical tools to streamline and enhance various inelegant processes have become the priorities."

  **Han and Kerns (2011)**
Techniques in E-Resources Management

- TERMS 1
  - Investigating New Content for purchase
- TERMS 2
  - Acquiring New Content
- TERMS 3
  - Implementation
- TERMS 4
  - Ongoing Evaluation and Access
- TERMS 5
  - Annual Review
- TERMS 6
  - Cancellation and Replacement Review
Learning objectives

- Following this session, participants will be able to codify current practices into documented workflow

- Following this session, participants will be able to assess their local current practices through documented workflow

- Following this session, participants will be able to alter their local current practices through documented workflow
Program

- Welcome & Introduction
- TERMS 1&2
  - Hands-on activity
- TERMS 3
  - Hands-on activity
- Break
- TERMS 4&5
  - Hands-on activity
- TERMS 6
- Wrap-up and questions
Introductions

- How many years have you been working with electronic resources?
  - 6 months to 10 years

- Do you already have workflows in place for the electronic resource processing?
  - Yes – Limited – Ad Hoc – No!

- If you do have workflows in place, what are they?
  - Mostly ordering/payment/renewals
Introductions

- Do you encounter problems with your current workflows you want to address or that are making you think you should change how you process material?
  - Better organisation
  - Statistics
  - Staffing vs. volume of work

- Will your library organization be changing library systems in the near future and you are looking to change your existing workflows to better match your new systems?
  - No – soon – just implemented
Hands-on activities

- **Areas to choose from:**
  - E-book platform or package
  - E-journal package
  - Database
  - Journal archive
  - Steaming video service

- Choose 1 and we’ll stick with it throughout the session in order to build up the processes to take back with you

- We would like your permission to share your thoughts today on the TERMS wiki
TERMS 1: Investigation of New Content

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TERMS 1: Investigation of New Content

- Know what you want to achieve
- Write Your Specification Document
- Get the Right Team
- Do a Desktop Review of Market and Literature and Then a Trial Set-Up
- Talk to Suppliers or Vendors
- Make Your Choice
TERMS 1: Know what you want to achieve
- Need new/different content
- Specialized funding request
- Need new service
- Want to fill gap in collection with demand driven option
- Investigating new platform offer
- Investigating new model of scholarship
TERMS 2: Acquisition

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TERMS 2: Acquisition

- Compare specifications
- Negotiate license
- Review the license
- Renegotiate the license
- Sign the agreement
- Record metadata
TERMS 2: Compare Specifications

- Purchase order needed for invoice?
- DDA-need a deposit account?
- Contract that outlines purchasing terms?
- Request a license for review
- Annual review process?
- Discounts for multiyear deals?
TERMS 2: Negotiation Points

- Definition of site
- Definition of users
- Remote access
- IP authentication
- Article-level linking
- Mutual indemnification
- Privacy clauses
- Provision of usage statistics
- Content transfer
- Use of third party discovery tools
- Funding out clause
- Venue definition
- Perpetual access clause
- Price cap allowance
TERMS 2: Hands-on activity

- Top fourteen deal breakers for academic institutions
  
  1. Definition of site
  2. Definition of users
  3. Remote access
  4. Access should be IP
  5. Ability to provide access and connectivity to other resources
  6. Indemnification should be mutual
  7. Restrictive privacy clauses
  8. Usage statistics
  9. Content transfer
  10. Third party discovery tools
  11. Loss of funding out clause.
  12. Venue should be applicable to your location
  13. Ability to maintain perpetual access to content.
  14. Price cap allowance
TERMS 3: Implementation

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TERMS 3: Implementation

- Test
- Market
- Train and Document
- Do a Soft Launch
- Assess Feedback
- Launch
TERMS 3: Test

- Does the URL work?
- Has authentication been set up?
  - On and off campus?
- Is it in the knowledge base/link resolver, federated search etc.
- Have other points of access been checked?
- Are there MARC records?
  - Do they need editing?
TERMS 3: Marketing plan

- Essential to have a marketing plan of some sort
- Who are the main group(s) of users?
- Have they been told?

http://www.flickr.com/photos/18946008@N06/2220871410/
TERMS 3: Train and document

- Use the free training
  - You’ve paid for it
- Webinars
- Face to face training
- Train the trainer
- Documentation

- Libguides
TERMS 3: Soft launch

- A short lead in time may create problems down the line
- Depending on the scale and type of resource
  - PDA may only be a soft launch
  - A platform may a soft launch to gather feedback
  - A new system may need alpha and beta stages

http://www.flickr.com/photos/seven_resist/7522567846/
TERMS 3: Assess Feedback

- After soft launch or between acquisition and feedback
  - Questionnaires
  - Surveys
  - Focus Groups etc.

- Compare this to evaluation in TERMS 4
TERMS 3: Launch

- Depending on the scale and type of resource
  - Timing is important regardless
  - Subscriptions: as soon as the guides are ready
  - Major changes at the beginning of an academic year?

- Check the marketing plan
- Who is your audience?
### TERMS 3: Hands-on activity

**Marketing Matrix:** Enter actions, responsibilities and timings into the appropriate boxes.

You are encouraged to modify this table to suit your needs. You are not expected to use all the boxes. If you prefer, list the actions in the Appendix and put their numbers in the matrix.

<table>
<thead>
<tr>
<th>Marketing channel</th>
<th>Customer group</th>
<th>Undergrads and taught postgrads, part-time and full-time</th>
<th>Academics and researchers</th>
<th>Support staff including library staff</th>
<th>Partner Colleges</th>
<th>Potential members of the University (staff and students)</th>
<th>Members of the public, including visitors and professional community</th>
<th>Users with disabilities</th>
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TERMS: Afternoon break

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TERMS 4: Ongoing Evaluation & Access

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TERMS 4: Ongoing Evaluation & Access

- Types of Evaluation
- Check the Implementation
- Ask Your Users
- Check Changes to Coverage of Resources or Platform Migration
- Track Downtime and Availability
- Communicate with the Vendor
TERMS 4: Types of evaluation

- COUNTER stats
- Impact Factors
- Altmetrics
- Web page stats, discovery stats, OpenURL stats
- User feedback
TERMS 4:
Changes to coverage/platform migration

- Annual content migration
- A&I fulltext databases
- Tools from jisc: http://adat.crl.edu/
- Tools from CUFTS: http://cufts2.lib.sfu.ca/MaintTool/public/compare
TERMS 5: Annual Review

TERMS: Techniques for Electronic Resource Management

- Investigate
- Acquire
- Implement
- Evaluate
- Review
- Cancel/Replace
TERMS 5: Annual Review

- Schedule
- Confirm ongoing costs
- Usage statistics
- Report to stakeholders
- Make choice
- Renew or cancel
TERMS 5: Usage Statistics

- Need to contextualize
- Multi-year statistics works better
- Raw COUTNER data is confusing
TERMS 6: Cancellation & Replacement

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TERMS 6: Cancellation & Replacement

- Consult with stakeholders
- Notify provider/vendor
- Notify patron base
- Notate records
- Investigate open access options
- Evaluate replacement options
TERMS 6: Consult with stakeholders

- Get the wider view
  - Share your reasons for the decision

- If there is a vocal minority
  - Talk to the Dean
  - Review board

- Include usage reports and other access issues

- Discuss post cancellation rights
TERMS 6: Notify provider/vendor

- Inform the vendor as soon as possible
- Explain why you are cancelling
  - Let them know if it is down to cost
  - You may get a better deal!
- Don’t burn you bridges!
- Understand you post cancellation rights

http://farm5.staticflickr.com/4115/4865344581_f770820a11_o.jpg
TERMS 6: Notify patron base

- Annotate holdings records
- Provide a cancellation list
- Do this in advance to give your patrons notice and allow them to remove notes and saved searches
- Offer alternatives if possible
TERMS 6: Notate records

- Mark the items in you ILS, ERM etc.
  - Reason for cancellation

- Review post cancellation
  - To ensure there are no dead links
  - Titles often re-appear

- If cancelled in advance
  - Set up a reminder to cancel access
TERMS 6: Evaluate replacement options

- Now start all over again!
TERMS: Afternoon wrap-up

TERMS: Techniques for Electronic Resource Management

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TERMS: Workflow Developments

- We hope you can further develop this back at your home institution
  - Talk about these workflows with your team
  - Identify the pressure points in the system

- To help you manage the change needed to adopt to new systems and work practices

http://farm9.staticflickr.com/8384/8528610850_3863e64a35_o.jpg
**TERMS: Alternative workflows**

- You can merge some of the 6 TERMS to suit your needs
  - Huddersfield merges 1&2 and 4&5 for some workflows
  - Stetson University College of Law goes one stage further

Thanks to @blawndlibrarian at Stetson University College of Law
TERMS: Afternoon wrap-up

- Any further questions?

http://www.flickr.com/photos/grahamstone/7765912666/sizes/o/in/photostream/
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