Give Them What They Want: Articles on Demand as a Subscription Alternative

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IUPUI and University Library

Urban university with
• 19 schools
• 30,000+ students

University Library serves
• 16 schools
• 25,000+ of students
Create collections and document delivery options that increase the resources available and do so in more cost effective ways.

Collections strategic directions

Develop research level special collections with a focus on philanthropy and artist books.
Resource sharing roots

ILL Purchase on Demand
Started 2005
Purchased 1,811
A strategic objective

Increase use of article purchase on demand when more economical than subscriptions
Why a pay per article service?

Need to cut science subscriptions

Want to maintain access to content
How did we evaluate economy of subscriptions?

Subscription cost per use
Subscription cost ÷ number of uses

Article purchase cost
Number of uses x $30

Subscription cost v. Article purchase cost
How many titles did faculty agree to cancel?

17
9 of 17
11 of 16
35 of 45
72 titles
$179,753.55
The answer was Articles on Demand.

Unmediated

Quick

Pilot

Get It Now
Why Get It Now?

Single interface and authentication for multiple publishers

Established relationship through use of mediated Get It Now
Developing the pilot
Developing the pilot

- Authentication required intervention
- Partners in the Operations Team and Serials Solutions
### Search criteria:

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article</td>
<td>Responses of methane production and fermentation pathways to the increased dissolved hydrogen concentration generated by eight substrates in vitro ruminal cultures</td>
</tr>
<tr>
<td>Author</td>
<td>Wang, M.</td>
</tr>
<tr>
<td>Journal</td>
<td>Animal feed science and technology</td>
</tr>
<tr>
<td>ISSN</td>
<td>0377-8401</td>
</tr>
<tr>
<td>Date</td>
<td>08/2014</td>
</tr>
<tr>
<td>Volume</td>
<td>194</td>
</tr>
<tr>
<td>Page</td>
<td>1 - 11</td>
</tr>
<tr>
<td>DOI</td>
<td>10.1016/j.anifeedsci.2014.04.012</td>
</tr>
</tbody>
</table>

### Coverage Range

- **Coverage Range:** 2007 - present
- **Links to content:** Article
- **Resource:** Science Faculty Articles on Demand

### More full-text options

- **Check holdings in IUCAT—IU's library catalog** (searches ALL IU Libraries) by ISSN
- by title

### Use Interlibrary Loan Services to request from another library:

- IUPUI University Library Interlibrary Services
- IU School of Medicine Libraries Document Delivery
- University Library of Columbus Interlibrary Services
- Ruth Lilly Law Library
- IU School of Dentistry Library Interlibrary Loan Services

### Need Help? Ask a librarian. Select your location:

- University Library
- IU School of Medicine Libraries
- University Library of Columbus
- Ruth Lilly Law Library
- IU School of Dentistry Library

### Search full-text journal titles at all IUPUI Libraries:

- **Title begins with**
- **Search**
IUPUI University Library

Get It Now Service

Welcome to the IUPUI University Library Get It Now service (beta)!

- Currently available to School of Science Faculty only.
- Order articles not available in library collections without library staff mediation.
- University Library pays the cost ($19-$50) of the article purchase.
- Receive PDF of the ordered article via email within 1-2 hours for most requests (maximum delivery time is 8 hours).

Click Continue to login.

(School of Science faculty will be directed to the Get It Now service following login. Other users will be directed to University Library's Interlibrary Loan (ILL) service to submit an ILL request. Requests are generally filled within 1 to 2 business days.)
Title: The mechanics of incremental sheet forming
Author: Jackson, Kathryn
Publication: Journal of Materials Processing Technology
Publisher: Elsevier
Date: N/A

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This article will be emailed to you within 8 hours (normal delivery time is under 2 hours) once you enter a valid email address, review, and accept the terms below.

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ACCEPT  CANCEL
Communicating the pilot
“Get It Now” pilot service to launch August 18, 2014

IUPUI University Library is piloting a service called “Get It Now” in order to provide School of Science faculty with timely access to journal titles from Elsevier, Springer, Wiley and a number of other publishers.

This service allows you to order and receive copies of journal articles not available in the library’s print or electronic collections without library staff intervention. University Library will absorb the cost of the copies, which ranges from approximately $19 to $50.

In the pilot phase, Get It Now will be available to School of Science Faculty only.

If you have feedback regarding this service, please contact Tina Baich at cbaich@iupui.edu.

How It Works:

1. Locate an article through a library database or ScienceDirect for which full-text is not available. Click on the “Find It” button.
Get It Now Pilot Feedback

Please share your feedback on University Library’s Get It Now pilot service. You may also use this form to request assistance.

Have you tried to order an article using the Get It Now service?: *

- Yes
- No

If so, were you successful?:

- Yes
- No

If you were successful, how long did delivery take?:

If you were unsuccessful, please describe your experience:

Additional Feedback:

Please include as much information as possible including the article citation, where you were (i.e. home, office), what device and browser you were using, when you made your attempt, and any error message you might have received.

Would you like someone to contact you?: *

- Yes
- No

IUPUI E-Mail Address:

Your Department: *

- Select -

Screenshots:

If you need assistance and are able to capture screenshots, please upload them here.
Usage during the pilot
Stats during the pilot

99 successful purchases

54 unique users

$29.38 average cost per article

2:17 average delivery time
What did the pilot faculty think?
Respondents by Department

- Biology: 6%
- Chemistry & Chemical Biology: 17%
- Computer & Information Science: 6%
- Earth Sciences: 6%
- Forensic & Investigative Sciences: 12%
- Mathematical Sciences: 12%
- Neuroscience: 11%
- Physics: 12%
- Psychology: 6%
- Other: 6%
- No Answer: 6%
Did you receive the documentation?

- Yes: 47%
- No: 12%
- I don't know: 41%
Documentation was clear
The article I purchased was…

- delivered in a timely manner. (12 strongly agree)
- useful to my research and/or teaching. (14 strongly agree)
- worth the average per article cost of $29.38.
If this service had not been available, I would have requested the article through ILL.
I will use the Articles on Demand service in the future.
The cost per article seems to be high.

…While it seems expensive to pay $30 per article, this fee may be very small compared to the cost of an annual subscription or the cost of ILL.

It is a good service, but a little pricey. Not much different than buying directly from the publishers.
This service is great!
Please continue it and expand it!

Excellent service

It was a great resource for me.
Expanding Articles on Demand
Improving authentication
Redesigned service webpage

IUPUI University Library Articles on Demand Service

The Articles on Demand service is only available to Faculty in schools served by University Library.

Continue to Articles on Demand

Articles on Demand
(Faculty Only)

- Average cost to library of $33.32.
- Average delivery time is approx. 2 hours (guaranteed within 8 hours)

Continue to Interlibrary Loan

Interlibrary Loan
(Faculty, Staff & Students)

- Average cost to library of $2.75.
- Average delivery time for most articles is 10 hours from submission (Monday-Friday).

FAQ
Articles on Demand Instructions (PDF)
Submit Feedback
What is Articles on Demand?

Articles on Demand is a service for faculty served by University Library and the Herron Art Library (all faculty except those in the Schools of Dentistry, Law, and Medicine). The service allows faculty to order and receive copies of journal articles not available in the library print or electronic collections without staff intervention. University Library will absorb the cost of the copies, which ranges from approximately $19 to $64.

How does Articles on Demand work?

For documentation on how the service works, please consult https://ill.ulib.iupui.edu/ILLiad/IUP/AoDDocumentation.pdf.

What journal titles are available through Articles on Demand?
Selecting additional titles

Previous cancellations
33 titles

Frequently requested through ILL
21 titles
Strategic tool

Business
Economics
Science
Overall performance
Total AoD stats

179 successful purchases

83 unique users

$28.83 average cost per article

1:55 average delivery time
Did we save money?

$179,753.55
2015 subscription costs

$2,650 → 1.4%
2015 AoD expenses

$5,178 → 2.9%
Total AoD expenses
Future of Articles on Demand

Continue to add titles

Second faculty survey

Graduate students?

THE FUTURE IS NOW
The path to success
Planning for success

- Find the right collaborators
- Recruit advocates
- Create project and workflow plans
- Keep constituents informed
Keys to success

• Develop good relationships with collaborators
• Be prepared for technical setbacks
• Be present for faculty negotiations
• Be patient
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