Managing the Electronic Journals Collection

Association of Jewish Libraries

39th Annual Convention

Brooklyn Marriott, June 21, 2004

Description: Electronic resources supporting research in Jewish studies are proliferating. This presentation will address some general issues relating to management of the library's electronic journals service. It will deal specifically with the availability of Jewish studies titles from various vendors – JSTOR, MUSE, Cambridge, etc. and review the pros and cons of current marketing models as they affect different types of libraries.

Pearl Berger is Benjamin Gottesman Librarian and Dean of Libraries at Yeshiva University. She completes her term as President of AJL during this June 2004 convention.

What do we mean when we refer to an electronic journal? Should it be cataloged or listed? By what means will the OPAC be kept up to date?

How does a library acquire electronic journals? How are they priced?

How long will access to the electronic journal be available, the archiving issue?

Who are the "authorized users" that may be provided with access to electronic journals?

What are the permitted uses of electronic journal content vis a vis interlibrary loan, course packs, reserve collections, etc.?

What role should usage statistics play in decision making about e-journal subscriptions?

How may a library keep track of all the details associated with its electronic subscriptions?

What does the user really want?

What does the future hold?

In the time allotted at this session I will discuss some of these questions, especially where new developments are taking place, and show you examples of interest to Jewish Studies. I will conclude with some interesting news about Jewish studies e-journals from JSTOR.

In direct contrast to the dictum *omer al rishon rishon ve'al aharon aharon (Avot. 5:9),* one should discuss questions in the sequence in which they were posed, I will jump first to my last question, "What does the future hold?" (Since the mishna begins *shiv'ah devarim be-golem ve-shiv'ah be-hakham*[1] you see to which group I have assigned myself.) So – "What does the future hold?" Our profession is moving so quickly that new paradigms appear and take hold almost before we have a handle on current issues. There is always someone looking ahead and taking steps to alter and improve. So while we spend time speaking of vendors and aggregators, licenses and copyright, pricing models and consortia, all in relation to the management of e-journals as we know them now, there is a serious move afoot to change the scene in very fundamental ways.

BOAI or the Budapest Open Access Initiative was launched in February 2002. BOAI calls for "open access to peer-reviewed research articles in all academic fields and the preprints that might precede them."[2] This means that articles of interest to scholars should be available to all on the Internet, **free,** and that users may "read, download, copy, distribute, print, search, or link to the full text of these articles, use them for any lawful purpose." As far as the authors are concerned, BOAI stipulates that they should have "control over the integrity of their work and the right to be properly acknowledged and cited." In order to accomplish this two initiatives are suggested:

1. Creating a new type of journal without subscription or access fees and
2. "authors self-archiving and commitment to offering open access to their full content." [3]

Some of this is already taking place, notably the University of California's California Digital Library and its eScholarship program among others. Yet the brave new world of free and accessible research information envisioned is not yet a reality. Libraries must continue to grapple with a myriad of messy details to manage their e-journals, so back to the issue (!) at hand.

What is an electronic journal? For our purposes we will use the term e-journals or electronic journals in its broad sense, as referring either to a journal that was born digital or one that has been digitized. The journal may have a print counterpart or one in another medium, or it may exist in electronic format only.

In the electronic environment the responsibilities of periodicals librarians, a job title often supplanted by the title web resources librarian, have expanded to include contract negotiation, tracking rights and permissions, managing usage statistics, analyzing overlap, monitoring content, article linking (open URL), and more.

Let us begin with the simple matter of selecting and ordering journal titles. True a library may continue to order title by title, and this is probably the case in many Judaica libraries with a very focused interest and limited resources. However the playing field has changed. We are now offered the option to subscribe to collections put together by aggregators, that is "vendors that host content from multiple publishers, deliver content direct to customers and are paid for this service by customers."[4] These offer libraries the opportunity to provide their patrons with a wide array of resources, far broader than in the past with the exception perhaps of the largest libraries. So now librarians selecting and ordering journals are looking at collections of titles in addition to individual titles.

The relevance of such collections to Jewish studies may not be immediately apparent, but even a quick search reveals their potential. Our library recently subscribed to a site license for Cambridge online. At first blush the *AJS Review* comes to mind as the journal of interest from Cambridge, with perhaps one or two others, but note the array of journal titles with relevant content retrieved by a search on the word "Jewish," limited to full text only, 2003-2004, excluding book reviews. (Figure 1)

Cost

How much does the e-journal cost? Well, that depends. Pricing models vary. They include but are not limited to: type of institution – public, academic, k-12; FTE count (cost per number of Full Time Equivalent students, students plus faculty, students plus faculty plus staff, special arrangements for alumni); price categories for FTE ranges; cost of paper subscriptions with the vendor over a prior specified period of time; number of simultaneous users that may access the resource; materials budget and Carnegie classification. Note that none of these reflect the traditional concept of price for a commodity. We are not being asked to pay the price of the journal, but rather a price that the vendor believes would reflect the use we would make of the journal and what we can presumably afford to pay. Add to this mix cooperative purchasing through library

consortia that may yield discounts based upon the number of participating libraries or the combined FTEs represented by those libraries. So again, how much does a journal cost? Well, it's complicated …

License

A fundamental change that accompanied the move to the digital environment is the appearance of the user license or contract. We are no longer purchasing an item, we are licensing for access. In a recent article "Current trends in electronic journal publishing" the issues are summarized as follows: legal jurisdiction, copyright and interlibrary loan, definition of "authorized users," remote access, perpetual archival access rights, quality and content issues, and remedy periods."[5] Can licensed articles be used in course packs? May they be provided to others via ILL, in print and/or electronically? Who may be given access and under what circumstances? May access be provided from off-site? Can distance learners or alumni be given access? The Yale University web site provides the text for a model licensing agreement that libraries may use as a guide in negotiating with vendors, the Liblicense Standard Licensing Agreement. This is the result of a project sponsored by Yale, the Council on Library and Information Resources and the Digital Library Federation.

> The Liblicense Standard Licensing Agreement is an attempt to reach consensus on the basic terms of contracts to license digital information between university libraries and academic publishers. Sponsored by the Council on Library and Information Resources, the Digital Library Federation and Yale University Library, it represents the contributions of numerous college and university librarians, lawyers and other university officials responsible for licensing, as well as significant input from representatives of the academic publishing community.[6]

Content

Librarians dealing with e-journals will be quick to point out the pitfalls and traps of this genre with respect to content. The need to track content issues and changes is one more aspect of the task of managing e-journals.

1. Is the entire journal included in the digital version or are there sections that are missing? What about advertisements, cover text, etc.?

2. Aggregators' offerings are dependant upon their agreements with individual publishers. As these relationships change, as companies are taken over by other companies, and as journals switch hosts the title list of the aggregator's collection changes. And this is an ongoing process, not one that is tied to the library's subscription year. Titles that may be of interest to a library may suddenly disappear from the service.

3. Often a journal publisher will agree to be included in an aggregator's collection but in order to retain individual subscriptions, it will impose an embargo period of six months or more. If patrons must have access to the latest issue as soon as it appears, embargos present a problem indeed. At the very least it is important to inform patrons of the coverage dates taking the embargo period into account.

4. Related to the embargo, and for similar reasons, is the moving wall feature of JSTOR. The JSTOR journals collection differs from others in that its aim is to digitize the full runs of journals, with a focus on the archive or retrospective issues rather than the most current.

> The "moving wall" represents the time period between the last issue available in JSTOR and the most recently published issue of a journal. It is specified by publishers in their license agreements with JSTOR, and generally ranges from 3 and 5 years… Through the moving wall, JSTOR seeks to avoid jeopardizing publishers' subscriptions and revenue opportunities from current and recent material, while also enabling libraries and researchers to rely on JSTOR as a trusted archive, providing both preservation and access for journals after a reasonable period of time. This balancing of interests among publishers, libraries, and scholars is at the center of our approach to pursuing JSTOR's mission and goals.[7]

Usage

Factors that traditionally contributed to decisions regarding library journal subscriptions include "cost, indexing, relevance to the institution's research priorities, … input from faculty," and usage data as determined from citation reports where available and shelving studies.[8] In the print environment usage information is difficult to ascertain. The electronic environment presents opportunities for far more effective collection of

usage statistics. Utilizing such statistics in decision making about electronic journal subscriptions raises a number of interesting considerations both pro and con.

It has been pointed out that "usage becomes even more important to assessing value in the electronic arena because libraries often pay for access and not ownership. In the ownership context, libraries can purchase materials, just in case they prove useful in the future: it makes little sense to spend funds on access that is not used."[9] If I am buying access and the resource is not being accessed, or being accessed infrequently, why should I continue to subscribe? But usage data measures the quantity of usage and not its quality or the type of use. "Heavy usage of research titles cannot measure their value to a discipline's advance. … If statistical usage measures value against price, it is possible that less-used titles will be driven out, stultifying specialized research in narrow or newly defined fields."[10] It nevertheless appears inevitable that usage statistics will play a role in library decision making regarding electronic resources, the question is to what degree.

It should be noted that usage statistics are valuable for purposes other than purchasing decisions. In lobbying for electronic resource budgets, high usage can help support the library's case. In addition, degree of use may be a reflection of positioning on a library's web-site and the data can inform library staff about the possible need for alterations to their web pages. [11]

Librarians who track usage statistics will note that these are not always helpful because of a lack of accepted definitions and standardization. We have literally been comparing apples and oranges. The situation is improving. Project Counter, Counting Online Usage of NeTworked Electronic Resources, launched in 2002 in the UK and widely supported by library organizations (ARL, NISO), publishers and others provides definitions, a Code of Practice, a mechanism for auditing vendor reports, and a clause for inclusion in license agreements[12] to require Counter compliance.

> COUNTER has been developed to provide a single, international, extendible
> Code of Practice that allows the usage of online information products and

services to be measured in a credible, consistent and compatible way using vendor-generated data.[13]

Counter is in its second release, now out for comment. Its final version is scheduled to appear in January, 2005 and it is to become the definitive version January, 2006.

Cataloging or listing

Managing the electronic journals collection must include tracking information about accessible titles and and keeping this information current. Whether this is done via the librariy's catalog or by some other means, it is clear that in a constantly changing environment with subscriptions to large aggregated collections this is a daunting task. It is here that third party providers such as TDNet and Serialssolutions enter the arena. These companies generally provide or manage A-Z title lists including titles from all sources. They track changes in aggregated collections and in dates of coverage for each title. And they may provide other services such as MARC records for a library's e-journal holdings, with regular updates so that catalog information is current. (Figure 2)

Article linking

While in service of library patrons, all the issues discussed so far are librarians' issues, issues librarians must deal with in order to bring electronic journals to users. But what do users really want? As it was so aptly put at a workshop entitled "OpenURL Day, (held at Metro, March 13,2003) "Librarians love to search but users want to find." Users don't want to check an index, find a citation and then search the catalog or other list to find out if the item is available. That is too much work in the web environment. Users want to find the citation and gain immediate access to full text. And now with open URLs and linkserver implementations this level of service is being delivered in many of our libraries via a number of different products, SFX from Ex Libris being the first.

Consortia and ICOLC (International coalition of library consortia)

A word about the role of consortia in the world of electronic resources: Intuitively libraries join consortia for purposes of cost reduction and enhanced service – offering their patrons access to a broader array of resources. Perhaps less obvious, but of at least equal importance is the role that consortia play in advancing the interests of

libraries and their patrons, by bringing significant clout to the arenas where standards are set and where new directions and paradigms are developed. As stated in the ICOLC's *Statement of Current Perspective and Preferred Practices for the Selection and Purchase of Electronic Information,* "Publishers today increasingly act globally to provide electronic information, and it is incumbent upon libraries to act globally to express their market positions on the pricing and other terms and conditions related to the purchase of that information."[14]

ERM (Electronic resources management)

According to *Smart Libraries,* from ALA Techsource, "electronic resource management, or ERM, may become the next must-have application for academic and large public libraries."[15] ERM systems will pull together all of the functions outlined in this presentation and some others, to facilitate the management of electronic resources. The Electronic Resource Management Initiative (ERMI) of the Digital Library Federation (DLF) is working to create an "industry-wide, standardized solution for management of electronic resources. ERMI "is developing common specifications and tools for managing the license agreements, related administrative information, and internal processes associated with collections of licensed electronic resources."[16] In other words ERMI is setting standards and functional requirements to serve as the foundation for ERM systems that libraries will eventually purchase. Gold Rush is one such system developed by the Colorado Alliance of Research Libraries.[17] With respect to the library vendors, Innovative Interfaces already offers an ERM product and ERM systems or modules are under development at VTLS, Ex Libris, Dynix and Sirsi.[18]

To summarize, the functions we may expect from ERM systems include:
- Generating and maintaining title and subject lists of electronic serials, with actionable title-level links
- Tracking and dynamic coverage of collections and aggregations
- Tracking the involvement of various library departments and individuals in steps from initial evaluation and selection through the negotiation and renewal of licenses
- Documenting subsciptions and licenses in a detailed and standardized way

- Displaying relevant information about access, permissions, and restrictions on use to the public through the OPAC and other finding aids
- Tracking problems, cost accounting, and usage reporting
- Providing management reports comparing subscription costs, license terms and other parameters across publishers and services.[19]

Jewish JSTOR

There are disciplines in which the most current information is of paradigm importance and older material is peripheral. In others, a large body of retrospective literature retains its relevance. Jewish studies of course falls into the latter category. It is for that reason that when I learned about JSTOR some years ago, and became familiar with its mission to digitize full runs of important journals, I felt that what we need is a Jewish JSTOR. I discussed this with several colleagues and followed up last summer by speaking to Kimberly Lutz at JSTOR. I was asked to submit a list of titles which I did after consultation with librarians and scholars and I am pleased to report that we have achieved a measure of success.

"Jewish studies" is now listed among planned "future collections" on the JSTOR website.[20] Upcoming journals in the Arts and Sciences III collection include *Jewish Quarterly Review* and *Modern Judaism*. Other titles whose publishers have been contacted are:

> *AJS Review*
> *Proceedings of the American Academy for Jewish Research*
> *Hebrew Union College Annual*
> *Journal of Jewish Thought and Philosophy*
> *Revue des Etudes Juives*
> *American Jewish History*
> *Journal of Jewish Studies*
> *Judaism: A Quarterly Journal of Jewish Life and Thought*

When these journals become available in JSTOR it will most probably be as part of one of the existing large collections. There are, however, many Judaica libraries that might

want the Jewish studies titles and that have neither the need for these large collections nor the funds to acquire them. It will be our responsibility, therefore, to urge JSTOR to provide a separate Jewish Studies package. JSTOR respects input from its customers and we should have a fair chance for success. Perhaps this should be the next project on the agenda of AJL's R&S division…

Websites cited.

Budapest Open Access Initiative - http://www.soros.org/openaccess/read.shtml

Counter - http://www.projectcounter.org/cop2.html

Electronic Resource Management Initiative –
 http://www.diglib.org/standards/dlf-erm02.htm

ICOLC – International consortium of library consortia
http://www.library.yale.edu/consortia/statement.html

JSTOR - http://www.jstor.org

Liblicense – model license agreement for electronic journals.
http://www.library.yale.edu/%7Ellicense/modlic.shtml

Yeshiva University Library online resources -
http://www.yu.edu/libraries/online_resources.asp

[1] Translation: Seven traits characterize an uncultivated person and seven a learned one.

[2] Gerry McKiernan, "Open Access and Retrieval: Liberating the Scholarly Literature," in *E-Serials Collection Management: Transitions, Trends, and Technicalities,* edited by David C. Fowler. New York: Haworth, 2004 [Fowler], p.197.

[3] Ibid. p. 198 from http://www.soros.org/openaccess/read.shtml

[4] Counter website accessed 6/31/04 http://www.projectcounter.org/r2_appendix_a.html

[5] Paul Harwood and Carolyn Alderson, "Current trends in electronic journal publishing: An agent's unique insight into pricing, licensing, and technological aspects based on proximity to publishers and libraries," in Fowler, p.7.

[6] Accessed 6/6/04 http://www.library.yale.edu/%7Ellicense/modlic.shtml

[7] Accessed 6/10/04 http://www.jstor.org/about/movingwall.html

[8] Joanna Duy, "Usage Data: Issues and challenges for electronic resource collection management," in Fowler, p. 111

[9] Ibid. p. 128 as quoted from Hahn and Faulkner, "Evaluative usage based metrics for the selection of e-journals." *C&RL* 63 (May 2002)

[10] Ibid. p. 127 as quoted from Bernard Rous, "Usage statistics for online literature," in *Online usage statistics: a publisher's guide*.

[11] Ibid. 126

[12] "The licensor confirms to the licensee that usage statistics covering the online usage of the journals and databases included in this license will be provided. The licensor further confirms that such usage statistics will adhere to the specifications of the COUNTER Code of Practice, including data elements collected and their definitions; data processing guidelines; usage report content, format, frequency and delivery method." http://www.projectcounter.org/code_practice.html#section7

[13] Accessed 6/6/04   http://www.projectcounter.org/cop2.html

[14] http://www.library.yale.edu/consortia/statement.html, cited in Miriam Childs and Wil Weston, "Consortia and electronic journals," Fowler, p.98.

[15] "ERM heats up," *Smart libraries*, 24:3 (March 2004)

[16] Accessed 6/10/04 http://www.diglib.org/standards/dlf-erm02.htm

[17] For a description see "Elizabeth S. Meagher and Christopher C. Brown, "Gold Rush: Integrated access to aggregated journal text through the OPAC," *LRTS* 48:1 (Jan. 2004)

[18] *Smart Libraries*

[19] Ibid.

[20] Accessed 6/10/04 http://www.jstor.org/about/future-collections.html