

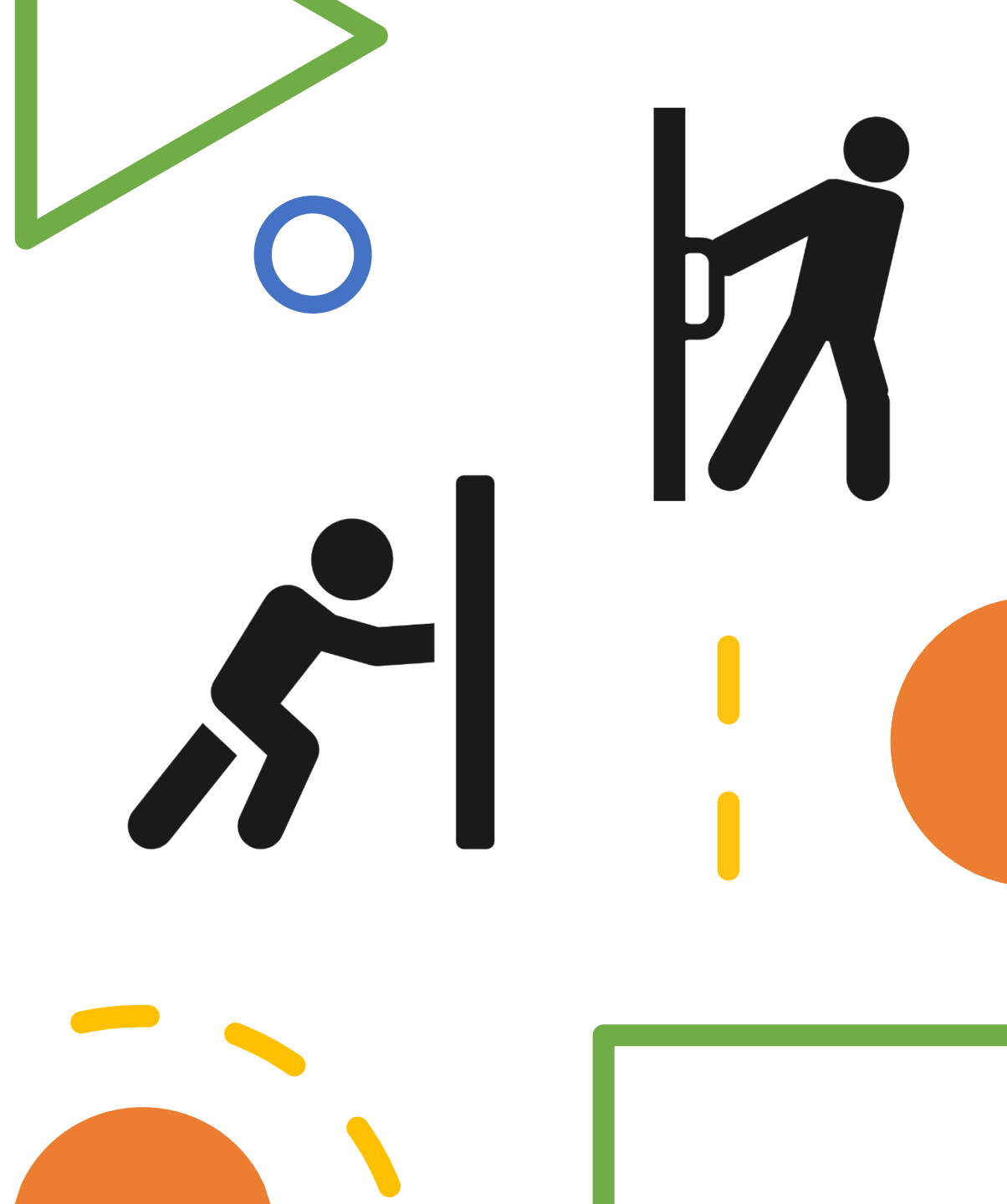
Push & Pull: Negotiating EBA Programs in a Pandemic

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Western University

2020 CRKN Virtual Conference

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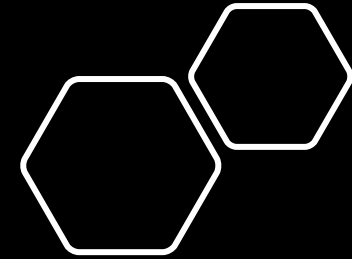
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Outcomes:

- Background
- Why EBA?
- Preparing for and negotiating an EBA
- The Future



How many EBAs are you subscribed to?

Share your answer here:

pollev.com/crkn20rdcr





B L O O M S B U R Y



CAMBRIDGE
UNIVERSITY PRESS



Taylor & Francis
Taylor & Francis Group

WILEY

DE
G

DE GRUYTER



ELSEVIER

Our Current EBA Programs

- Total 266,000 eBooks
- Current Spend: ~ \$175,000 USD
- Most Expensive EBA: \$70,000 USD
- Least Expensive EBA: \$5,000 USD
- Longest Term: 1 Year
- Shortest Term: 7 months



How did we get here?

- **First EBA**
 - 2017-18 Taylor & Francis
- **Fall 2018 Organizational Renewal**
 - Moved from liaison model to functional teams
- **COVID-19**
 - Expanded access offers
 - Prioritize digital materials





EBA's are negotiated directly with each publisher, so specifics can vary



Access to titles based on an upfront commitment. Example: For \$10,000 library gains access to \$70,000 of content (7X multiplier)



Collection with frontlist, backlist, or a specific discipline or imprint. Example: Routledge titles published after 2017



1 year (or multi-year) agreement with usage stats provided towards end of EBA period



Titles are then selected by library to own, equal to the commitment

EBA 101



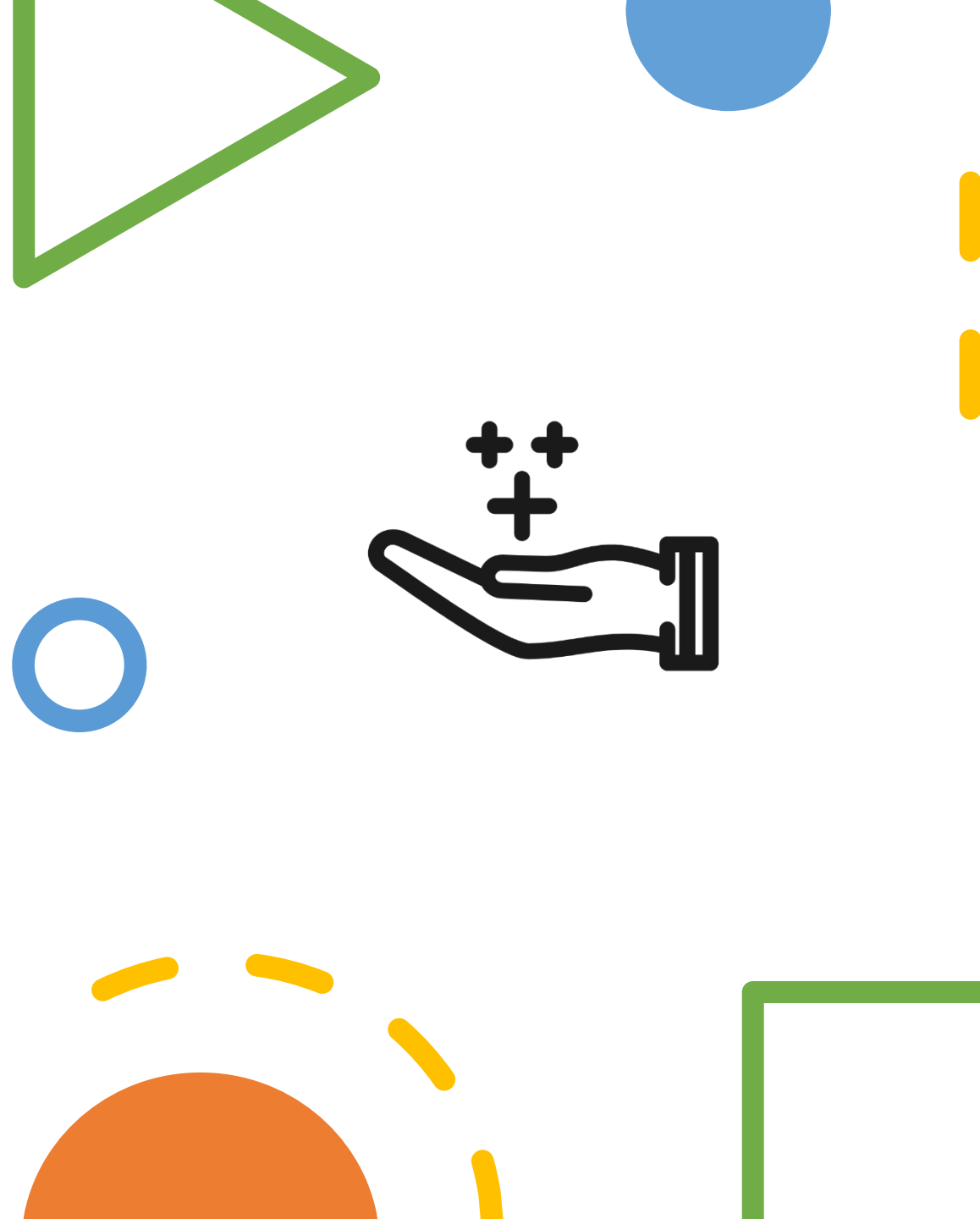
Why EBA?

EBA is a **hybrid** between subscription and firm order models:

- Affordable access to an eBook collection for duration of EBA
- Perpetually own valuable titles based on evidence

Other Benefits

1. DRM-free
2. Large-scale selection
3. Adding collections quickly
4. Data



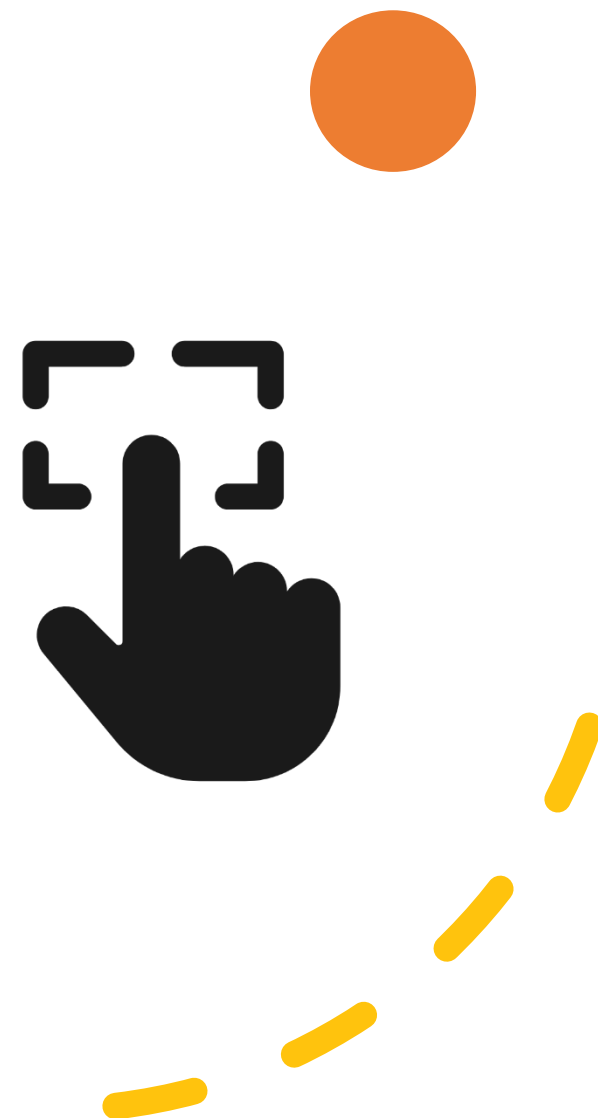
Library Preparedness



- **EBA Negotiator / Program Administrator**
 - One person or team?
- **Library Capacity**
 - Uploading and Updating MARC records
 - Activating records in ALMA Community Zone
 - Troubleshooting
 - Removing records (during and after)
- **Funding Options**
 - Dedicated EBA fund with annual budget
 - Monograph funds pool together among librarians for each EBA
 - Special funds and one-time donations
 - Affiliate library contributions

Selecting a Publisher

- **Publisher's EBA Experience**
 - Are you the first library to start an EBA?
 - Could benefit from discount
 - Publisher may not have dedicated staff and processes for EBA programs
- **History of print and eBook purchases with publisher**
 - Does the library typically purchase from this publisher?
 - Does the platform meet usability standards?
 - Are titles available in DDA?



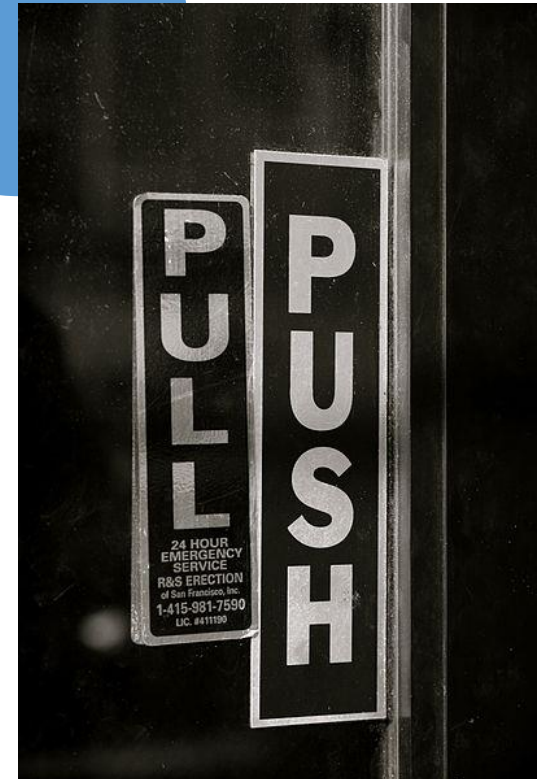
Negotiating a New EBA

- **Licensing**

- DRM-Free
- Perpetual Access
- Local Load (Example: Scholar's Portal)

- **Content**

- Backlist or Frontlist? Both?
- Sub-collection: Specific Imprints or Subjects?
- Duplication with print?
- Where do you expect the most usage?



Negotiating a New EBA

- **EBA Duration**

- 1 year is preferred, but shorter periods can reduce the cost

- **\$\$\$ Commitment**

- Multiplier: Total Content Value / EBA Commitment
- Title Discount: comparable to OASIS or GOBI?

- **Long Term Goal**

- One-time Scoop or Annual EBA?
- Expect significant annual price increases

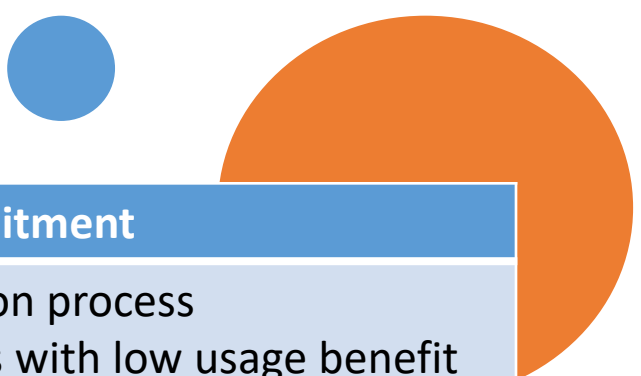


Assessing EBA Programs

- **Usage Stats**
 - Issues with BR1 & BR2
 - Counter5 Unique Title Requests
- **What is good usage?**
 - Remember: these are not journals!
 - 1 use in a year can be significant
 - Good usage can vary depending on discipline
 - Minimum usage for selected titles (>DDA threshold)



Selecting Titles to Own



	Selecting by Usage	Selecting by Librarian Commitment
Pro	<ul style="list-style-type: none">SimpleDemand-driven user-centred approachSelections demonstrate value to most users	<ul style="list-style-type: none">Librarians involved in selection processSmall programs or disciplines with low usage benefit from selections that may not have been identified solely by usageUsage can inform contributions for EBA renewal
Con	<ul style="list-style-type: none">Discipline agnosticSkews selection towards programs with high enrollment or preference for eBooksSelections may not be spread evenly across disciplines	<ul style="list-style-type: none">Not user-centeredLeaves out some titles with high usageInefficient use of funds

*Whether or how the EBA is renewed impacts what titles should be selected to own



Other Considerations



EBA's do not include textbooks BUT...



EBA content may include course readings



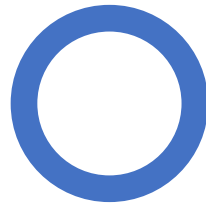
Access needs to be consistent or users will let you know



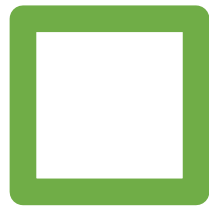
If access is lost after an EBA, add titles to DDA, or be prepared for significant purchase requests

EBA and the Future

- Part of a user-centred approach to collection development
- Can libraries rely on EBA and DDA to meet user needs?
- What about eBook packages? Firm orders? Approval plans?
- What is the librarian's role in eBook purchases?



Questions?



Acknowledgements

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