Licensing E-resources – The Basics

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Overview

- 1. Changes in Licensing: from paywalled to open access
- 2. Basic definitions Commercial vs Open Access e-resources
- 3. Access to commercial e-resources
- 4. Benefits of central negotiation
- 5. Identify new e-resources
- 6. Request pricing and licensing information
- 7. Access and pricing models
- 8. Arrange a free trial
- 9. The Licence What you can and can't do
- 10. Promote awareness and use
- 11. Monitor usage
- 12. Open access resources



1. Changes in Licensing: from paywalled to open access

- Advantages of e-resources usage are now well known:
 - Link to research success
 - Advantages over print resources: accessibility, search capabilities, etc
- For Journals: global move towards open access, where authors pay to publish rather than libraries pay to read
- This has lead to some new models, for access & publishing, f.ex. read
 & publishing / transformative agreements
- Rise of open access content will mean that in an ideal future, libraries no longer need to license commercial resources
- But this applies, for the moment, only to journals: databases, and other curated and aggregated content will still be charged for
- Open access resources mentioned at the end, but the focus here is on licensed access to commercial e-resources



2. Basic definitions: commercial e-resources

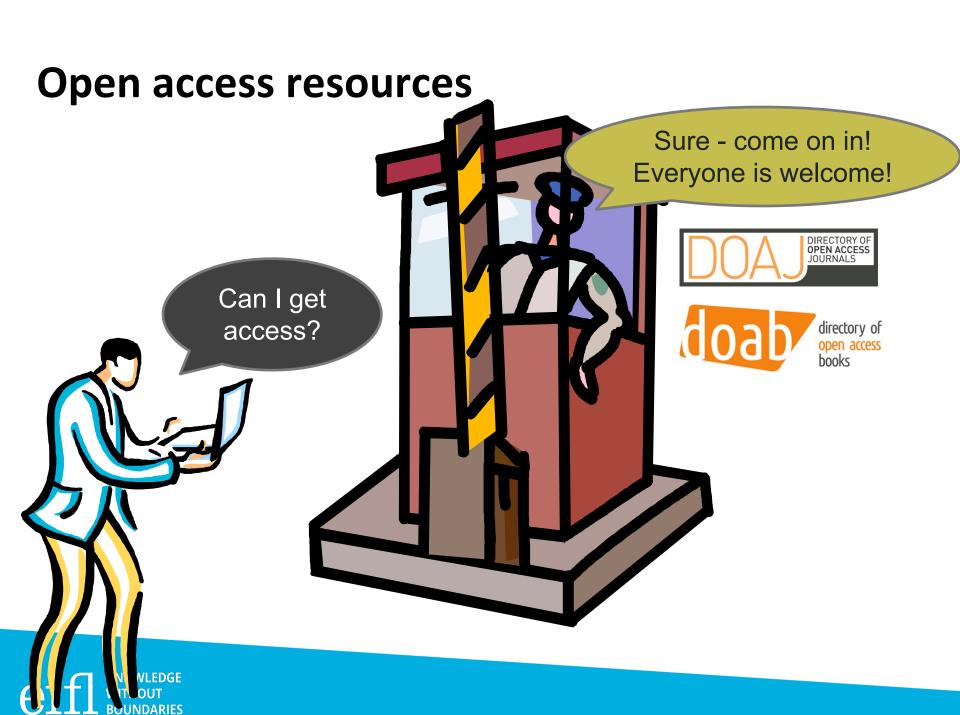
- Paywalled content
- Only available to authorised users i.e. members of an institution that has signed a licence agreement and is registered with the publisher
- Access fees are charged as standard but EIFL also negotiates free access to commercial e-resources for some countries
- Multiple pricing models subscription, perpetual access, payper-view etc (more details on this under "Access & pricing models")
- For journals: authors can publish for free in these journals (no Article Processing Charges)



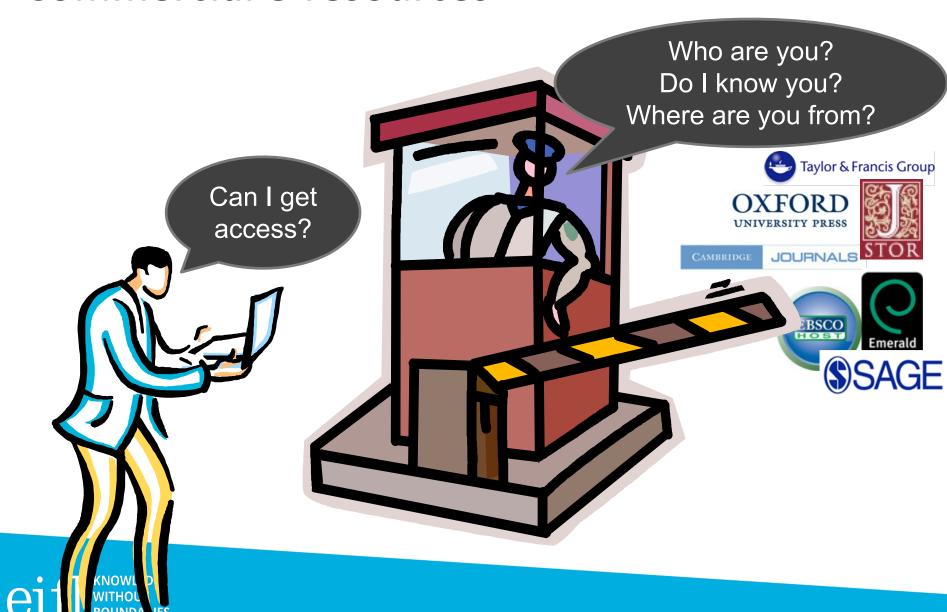
Basic definitions: open access resources

- Available free of charge to everyone
- Free of most copyright and licensing restrictions
- No need to register, provide access details to publishers, or sign a licence
- For journals, authors might need to pay an Article Publishing Charge (APC) to publish their article in open access





Commercial e-resources



Different types of commercial e-resources

Journals

- Publisher collections: Cambridge Journals Online, Emerald Journals, Oxford Journals Collection, SAGE Premier, Taylor & Francis Online Library
- Aggregated collections (where three vendor does not own the content):
 BioOne, JSTOR, ProjectMUSE

E-books

- Publisher collections: Oxford Scholarship Online, Cambridge Books Online
- Aggregated collections: EBSCO Academic E-book Subscription Collection, Books at JSTOR, University Press Scholarship Online

Databases

- Publisher collections: Oxford Reference Online, Routledge Politics Online
- Aggregated collections: Alexander Street Literature, History in Video
- Bibliographic/full text databases: EBSCO resources such as Academic, Search Premier, Business Search Premier



3. Access to commercial e-resources

- Publishers charge for content as standard so, to protect their business, they only allow access:
 - to authorised users e.g. members of subscribing institutions
 - via a secure route e.g. via a secure institutional network
- The standard form of institutional access is via the IP address (internet protocol) address of the network
- Other acceptable access authentication solutions include EZProxy,
 Shibboleth, SimpleSAML, RemoteXs, OpenAthens and library card
- Usernames and passwords can be easily shared so are rarely provided

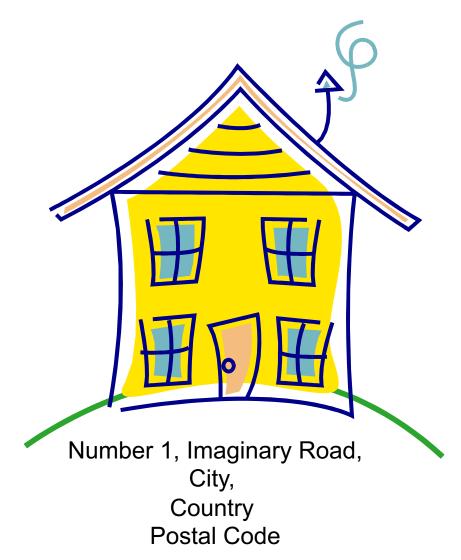
IP addresses

- To be acceptable, IP addresses must:
 - Be external: internal network addresses cannot be seen on the internet
 - Be static: access will not work if IP addresses are assigned dynamically (i.e. they change each time a user accesses the internet)
 - Only provide access to authorised users: some IP addresses allow access to whole countries!
 - For many institutions, the external IP address is the address of the proxy server
- To check if an IP address is static and external, you can enter it here: https://whatismyipaddress.com/ip-lookup



IP addresses explained

- An acceptable IP address is rather like the online equivalent of the access of a house
- A street address is external and enables the house to be found
- A street address is likely to be static – it is unique to the house and rarely changes
- If the street address changes, or if residents move house, they need to let people know in order for services to continue
- Only residents, and their visitors, are allowed inside the house and able to access services





Getting access

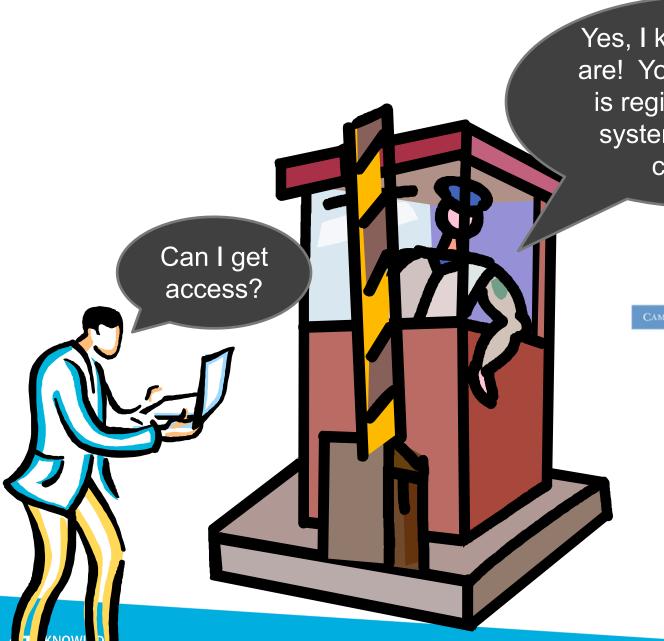
- To set up access, publishers enter an institution's external IP address or range into their access control system
- When users access the e-resource via the institutional network (either on campus or remotely), they will be recognised and allowed in

Finding your IP addresses

- Universities usually need to purchase fixed IP addresses from an internet provider
- You should always ask your IT staff to confirm your IP addresses for the entire campus
- If you visit https://whatismyipaddress.com/ you can check the IP address for your computer. To check that it is static, it should be the same every day, if you check a few days in a row.







Yes, I know who you are! Your IP address is registered in my system so please come in!





Remote access to e-resources

- Remote access to e-resources is crucial as it means your users can the content from home, when they are not on campus
- Some remote access solutions, like Referring URL, are still based on having static, external IP addresses
- Others, like RemoteXs and OpenAthens are not
- For more information, see the EIFL webinar on authentication and remote access to e-resources https://eifl.net/resources/eifl-webinar-technology-authentication-and-remote-access-e-resources
- EIFL has negotiated discounted pricing for two remote access solutions
 - RemoteXs: https://eifl.net/technology/remotexs
 - MyLOFT: https://eifl.net/technology/myloft
 - OpenAthens Lite: https://eifl.net/technology/openathens-lite



4. Benefits of central negotiation

Discounts!

- A consortium representing a group of libraries has greater buying power than an individual library, particularly if they are seen as an effective channel to members
- Negotiating with a consortium rather than multiple individual libraries, and issuing a single invoice, saves publishers time
- The larger the consortium, the larger the discount is likely to be

Time savings for member libraries

- Effective liaison with publishers at the consortium level should save member libraries a great deal of time (as well as money!) – e.g.
 - Negotiating pricing
 - Arranging free trials
 - Negotiating and arranging signature of the licence
 - Arranging payment of the invoice



Share and distribute costs

- Sharing costs will ensure equitable access across member institutions, for example:
 - The cost of a subscription for a single well-funded institution might be \$5,000
 - Extending access to another 10 small/poorly-funded institutions might cost an extra \$1,000 i.e. a total of \$6,000
 - If each of the 10 poorly-funded institutions contribute \$200 (a total of. \$2,000) to the subscription, the well funded institution could pay the remaining \$4,000
 - all institutions will benefit and pay a lower price



Examples of cost sharing models

- Size of institution e.g. the number of full-time equivalent students (educational institutions) or population served (public libraries)
- Actual usage actual activity from the previous year, though this is used rarely nowadays, not to punish institutions for good usage
- Ability to pay annual expenditures for library or library materials,
 base payments for journal subscriptions
- Equal share same amount regardless of budget or size
- Other factors e.g. the proportion of courses taught in English, speed/availability of internet access



Developing a centre of expertise

- Negotiating with publishers can be difficult!
- If negotiations are centralised, specialist knowledge and expertise gained from dealing with multiple publishers can be built up more quickly
- Consortia have access to networks of other consortia and these provide an excellent opportunity to share information and develop skills
- Knowledge can be shared with member libraries should they wish to do their own negotiations



EIFL Guide for negotiating with publishers

- EIFL developed a guide for consortia staff to help them in their own negotiations for subscriptions with publishers
- The guide covers the below points:
 - Method of communication
 - Speaking to decision makers
 - General negotiation principles
 - Elements to negotiate (content parameters, access parameters)
 - Budget
 - What you bring to the table as consortia
- Access it from the EIFL website in the "Resources" section: https://eifl.net/resources/advice-negotiating-publishers



Negotiating for access & publishing terms

- If you are negotiating access to journals collections, you should consider also negotiating open access publishing terms, to allow your authors to publish for free (no Article Processing Charges) in open access
- We gave created a separate resource with recommendations when negotiating open access agreements with journal publishers
- https://eifl.net/resources/eifl-recommendations-eifl-partner-countries-when-negotiating-open-access-agreements
- Recommendations cover a number of aspects such as looking at the data, transparency, perpetual access, reporting, automatic recognition of authors, and author's copyright retention.



EIFL-negotiated savings

- EIFL has negotiated free or highly discounted access to over 40 commercial e-resources from more than 20 publishers and aggregators: www.eifl.net/e-resources
- In 2019, we achieved estimated savings of over US\$ 593 million for libraries in our network, and the average discount increased to 98%
- There were more than 6 million full text downloads

"Due to financial crisis, last year we couldn't subscribe to new databases and we had to cancel subscriptions. Thanks to the EIFL-Licensing programme, our libraries got access to nine databases free of charge or at highly discounted rates. This has really helped us a lot and has helped our researchers to do important research referring to these databases."

Diana Jeries Sayej-Naser, Palestinian Library and Information Consortium (PALICO) and EIFL Country Coordinator



5. Identify new resources

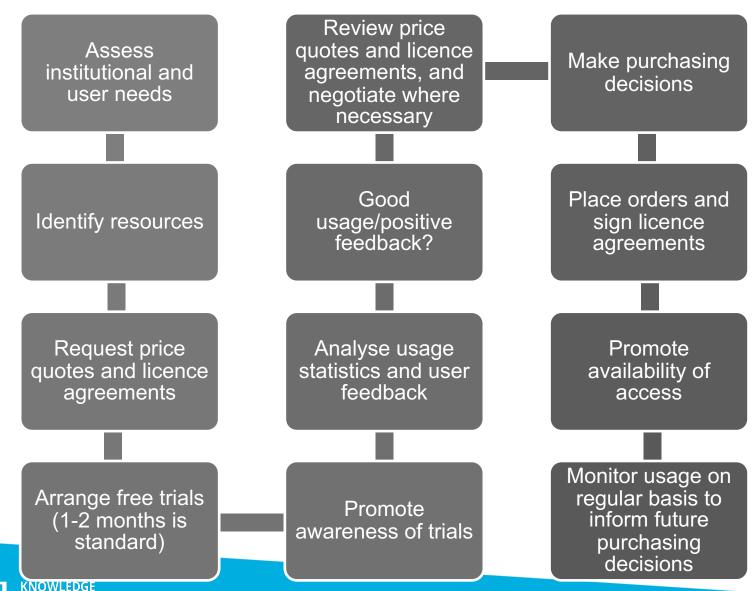
A huge range of e-resources available...

- How do you find out what's needed and what's available?
- How do you prioritise?
- How do you arrange access?
- How do you negotiate pricing and licences?
- How do you promote awareness and use?
- How can you assess which e-resources offer the best value for money?
- What are the next steps?



Overview of the licensing process

WITHOUT BOUNDARIES



Assess institutional and user needs

- Which are your institution's priority research areas?
- What do your users want/need?
- What do you already provide?
- What's your budget for e-resources (and can you secure more if you make a good case for further investment)?
- Do you have appropriate technology in place to support access and use of e-resources?

For more information, take a look at this EIFL webinar on assessing e-resources needs: https://eifl.net/resources/eifl-webinar-assessing-e-resources-needs-faculty-researchers-and-students



Internal analysis

Consult users about the e-resources they would like to have access to, prioritising disciplines which are considered to be key strategic areas for your institution

- Organise face-to-face meetings with faculty/students
- Consider online surveys
- Request feedback via email or via social networks
- Analyse requests in view of what you already provide there may be an awareness gap!

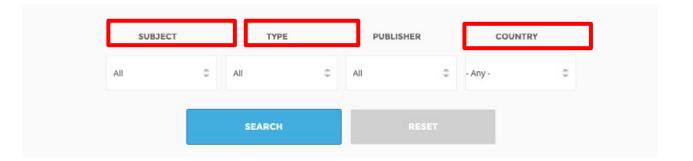
EIFL negotiated resources

- To identify commercial e-resources of interest, a good place to start is the EIFL website as pricing and licence agreements have already been negotiated www.eifl.net/e-resources
- Search by country to see only resources available to your consortium members

EIFL-NEGOTIATED AGREEMENTS WITH PUBLISHERS AND CONTENT AGGREGATORS

The following commercial e-resources are available for free or at discounted prices to library consortia and their members in eligible EIFL partner countries through our Licensing Programme. Browse the product names below for further information.

 You can also search by subject, publisher or type (journals/e-books, etc)



PRODUCT NAME ↑	PUBLISHER	ТҮРЕ
Academic Search Premier	EBSCO Information Services	Aggregated full text/bibliographic database
African American Studies Center	Oxford University Press	Database
ASTM Compass	ASTM International	Database, E-books



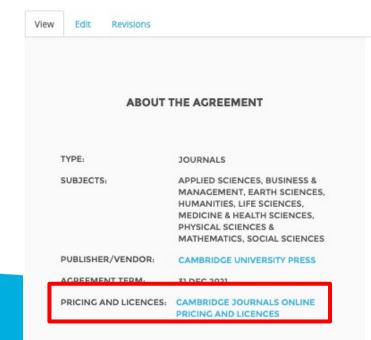
EIFL negotiated resources

 Click on the name of any e-resource and you move to the product page where you will find details about content and subject coverage, links to further information, and a link to the pricing & licensing page (via login)

CAMBRIDGE JOURNALS ONLINE

Multidisciplinary collection of over 400 leading journals from Cambridge University Press

Home > E-Resource > Cambridge Journals Online



OVERVIEW

Cambridge Journals Online offers access to a multidisciplinary collection of 404 leading journals, including over 200 published on behalf of learned and professional societies.

Cambridge Journals are recognized globally for their quality, scope and editorial integrity. Many are the leading journals in their fields and together they form one of the most valuable and comprehensive collections of research available today.

SUBJECT COVERAGE

Cambridge Journals Online covers a broad range of subjects across the humanities, social sciences and science, including: anthropology, archaeology, area studies, art, astronomy, chemistry, classical studies, computer science, drama and theatre, earth and environmental sciences, economics, education, engineering, English language Teaching, film, media, mass communication, general science, geography, history, language and linguistics, law, life sciences, literature,



6. Request pricing & licensing information – EIFL resources

- EIFL negotiates consortium-wide and/or institution pricing direct with publishers and vendors on behalf of partner countries
 - Consortium-wide pricing is ideal for multidisciplinary e-resources with general appeal
 - Institution pricing is useful for e-resources of more specialist interest
- EIFL also negotiates licence agreements direct with publishers on behalf of consortia and member institutions in partner countries
- So, for EIFL-Licensed e-resources, all the negotiations have already been done!
- For more information, please the EIFL Licensing Coordinator in your country they can access the EIFL pricing and licensing pages:
 https://eifl.net/coordinators?combine=&field_programme_tid_1=252

 Sifield_country_tid_1=All



Request pricing & licensing information – non-EIFL resources

- If you are interested in an e-resource that is not available to you via EIFL, we are still happy to try to help and/or advise
- You can also, of course, approach publishers directly contact information is usually available on their websites
- Always ask for, and read, the licence agreement
- Licence agreements for e-resources that are not available through EIFL have not been approved by EIFL, so read them carefully
- Consider comparing non-EIFL licences with the EIFL model licences which are available at https://eifl.net/resources?field_resources_audience_tid_1=All&fie
 - https://eifl.net/resources?field_resources_audience_tid_1=All&field_t opic_tid_1=274&field_region_tid_1=All&field_type_tid=282&field_resources_document_languag_tid=All&field_date_tid_1=All



7. Pricing models

- **Annual subscription**: Content is leased BUT, many journal publishers allow perpetual access rights to content published during the subscription period
- **Purchase**: Content is purchased and owned in perpetuity; an annual access fee is normally required to access the owned content on the publisher's server. For journal archive collections, but mostly for e-books.
- **Usage-based purchase** (Patron Driven Acquisition) for e-books: Free access until a certain usage triggers a purchase, offered by e-book aggregators like EBSCO
- Evidence-based acquisition: a hybrid subscription/purchase model (e-books):
 - A fee is agreed upfront allowing unlimited access to an e-resource (typically a large journal or e-book collection)
 - At the end of the year, the institution gains perpetual access to a portion of the content, depending on the fee paid
 - This model is proving increasingly popular because institutions can choose the content they wish to own on the basis of usage
 - Example: JSTOR
- Read & publish prices: For journals, annual subscription now combined with open access publishing



Access models

- Concurrent user access
 - Only a specified number of users can access the e-resource at the same time
 - Once all the seats are occupied, additional users will be told to try again later
 - Still used for e-books, especially textbooks
 - This can be cheaper than unlimited user access
- Unlimited simultaneous user access
 - There is no limit on the number of users that can access the eresource at the same time
 - Pricing is usually based on the number of full time equivalent students (FTE) at the institution
 - This is the norm nowadays for access to any journals collections



What does "FTE" mean?

- Usually it means the full time equivalent number of students at an institution (part-time students are counted as 0.5)
- Some publishers, however, include academic staff so it's worth knowing both figures
- For specialist resources, it can also be worth quoting what the FTE (including academic staff) is for the relevant faculty
- It's always best to have the official figures

8. Arrange a free trial

- Free trials provide an excellent opportunity to gauge user feedback
- A one-month trial is standard, but publishers will often agree to two months
- There is no point requesting a trial unless you are seriously considering a subscription
- Select a good time for a trial avoid the start of the academic year, exams, holiday periods etc
- It's usually best to avoid having too many trials at the same time
- You can ask publishers direct forms are usually available on their websites
- Request that usage statistics are provided it's not always possible to get them for trials, but you should always ask!
- Many publishers offer free trials to libraries and consortia, but you don't need to accept all the free trials that are being offered to you!



Free trial

- Make sure that access works before you announce the trial to users
- Promote awareness of trial access through your website, emails to faculty, social networks, meetings etc
- Always ask for, and record, feedback it will be invaluable in making decisions
- If you can get them, review usage statistics at the end of the trial



9. The Licence

- The licence sets out the terms and conditions under which the Licensee (the subscribing institution or consortium) can use the Licensed Work provided by the Licensor (the publisher) e.g.
 - the subscription period
 - what the fee and payment terms are
 - who can use the resource (Authorised Users)
 - how content can be used
 - what constitutes a breach of the licence
- Most EIFL agreements follow the model licences which can be viewed from
 - https://eifl.net/resources?field_resources_audience_tid_1=All&field_t opic_tid_1=274&field_region_tid_1=All&field_type_tid=282&field_resources_document_languag_tid=All&field_date_tid_1=All
- Every effort is made to retain clauses in negotiations, but occasionally amendments are made

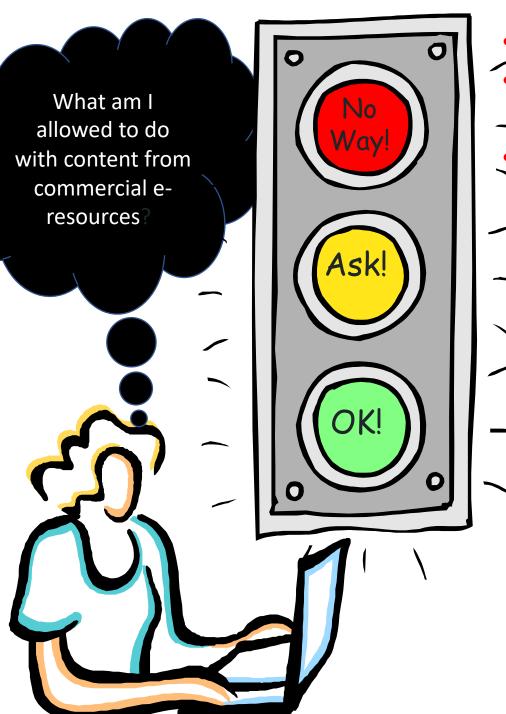


The Licence Checklist

- The licence checklist (on the pricing & licensing page) shows any changes from the EIFL model licence
- It answers questions like: who can use the e-resource? What overall typed of use are allowed? What specific types of use are allowed?
 What is not allowed?

PRODUCT NAME: Cambridge Journals		
Who can use the e-resource?		
Current students, undergraduate and postgraduate	✓	Both onsite and remotely if by a secure network
Faculty staff and other staff members (employees), including temporary and retired staff	✓	Both onsite and remotely if by a secure network Retired staff are not allowed access
Alumni	×	Alumni are not allowed access
Contractors (staff or researchers)	✓	Both onsite and remotely if by a secure network
Any teachers of authorized users	✓	
Walk-in users	✓	Onsite in library only, no remote off-site access allowed
What overall types of use are allowed?		
Use for education, teaching, research, distance learning, private study	✓	
Use for non-commercial distance learning	✓	
Commercial use	×	Recovery of direct costs (e.g. for photocopying), and use of the e-resource in the course of research funded by a commercial organization, are <u>not</u> considered to be commercial use.
What specific types of use are allowed?		
The university can make temporary local copies	✓	Only computer cache copies are allowed
Staff and students can search in the e-resource, and retrieve, display and view the content	✓	
Staff can make print copies for classroom use	✓	
Staff and students can print off parts of the e-resource	✓	





- Any commercial use
- Downloading large portions of
- the database
- Displaying any parts of the database on a public website
- Access for alumni
- Data-mining
- Incorporation of small extracts
- in teaching and learning materials (e.g. course packs)
- with appropriate citation
- Remote access via a secure route
 - Access for walk-in users
 - Interlibrary loan of single paper copies of articles

Signing up to EIFL-negotiated e-resources

- For most EIFL licences, institutions/consortia simply need to sign a licence acceptance form signifying acceptance of the terms and conditions of the licence, and including IP and contact details
- But it is always important for institutions/ consortia to read the licence carefully before signature, and to ask questions if anything is unclear
- Licence acceptance forms should be completed in Word doc, then printed, signed and scanned or you can add a digital signature.
- Completed licence acceptance forms should be collected by the Licensing Coordinator, checked, and forwarded to <u>subscriptions@eifl.net</u>
- Contact us for any questions



10. Promote awareness and use

- Try it out!
- After you have received a confirmation email from a publisher that access has been set up for a trial or a subscription, the first thing to do is CLICK ON THE LINK to make sure the access works
- Try out the functionality of the e-resources, do a search and see for yourself if it's easy to use
- Read up about the subjects covered and any key points remember one key thing about an e-resource that you can share with colleagues when you bump into them

Share the news

- There is no point arranging access to e-resources if no-one knows about them and if no-one knows how to use them:
 - Inform library staff, particularly subject/academic liaison librarians
 - Inform academic staff, including department heads
 - Inform researchers and students
 - Arrange training on how to use e-resources
 - Arrange information literacy and research skills training

Printed publicity

- Vendors are usually happy to provide publicity materials (posters, bookmarks, mousemats, "shelf wobblers", information leaflets etc) free of charge
- Put up posters in the library, reading rooms, department notice boards, cafes etc
- Hand out bookmarks at the lending desk, position mousemats at library computers, attach "shelf wobblers" to library shelves by subject area



Talk to people

- Face-to-face communication in meetings, library induction sessions,
 when you bump into relevant faculty staff in the cafeteria etc
- Talk to people: remind them of the e-resource you sent them an email about, tell them one key thing you remember
- Read this blog to hear Emilija Banionyte stress the importance of talking to people: http://www.eifl.net/blogs/promoting-use-e-resources



Library web pages

- Put a link to the e-resource on your website
- Include MARC records (see www.loc.gov/marc/umb) for e-resources in your library catalogue (these can usually be downloaded free from publishers' websites)
- Prepare lists of e-resources by title, subject and type

Ideas for promoting

- Faculty/department webpages
 - Encourage those responsible for faculty/subject home pages to highlight information about relevant e-resources, include product search boxes etc
- Blogs/social networking/newsletters
 - Include information about trials and subscriptions in library blogs, newsletters, tweets, RSS feeds, and on your library's Facebook page
- Targetted email campaigns by subject highlighting:
 - The importance of using high quality e-resources in teaching and learning
 - Which e-resources are available and how they can be accessed
 - What you would like different sets of people to do with the information i.e the "call to action"...



Examples of "calls to action"

- Heads of department
 - Cascade information to academic staff, researchers and students
 - Advocate for additional budget for e-resources
- Teaching staff
 - Use e-resources to prepare course materials
 - Recommend that students and researchers use e-resources in their work
- Researchers
 - Use e-resources in their research
 - Submit work for publication



Training

- Arrange training on e-resources for library staff and users by faculty
 - Publishers are usually happy to visit subscribing institutions to do presentations and training – or do webinars
 - They also provide support material and many do online training
- Arrange information literacy and research skills training and aim to get these adopted by your institution as mandatory for students and researchers
- Arrange training/provide support for researchers in how to publish their research in high quality peer-reviewed journals



10. Monitor Usage

- Usage statistics are available for all commercial e-resources for example:
 - Number of searches, sessions and downloads by specified period
 - Usage by title (e.g. an individual journal), by collection (e.g. a group of journals in a particular subject), or for the whole database
- Each publisher has a different system, and it can be time consuming to collect statistics...
- EIFL collects usage statistics for EIFL-negotiated resources, and shares them with members every year
- But it's good practice for institutions to check their own usage statistics



Monitor Usage

- It's vital that you monitor use, particularly for e-resources you are paying for so that you can, for example:
 - Assess value for money e.g. the cost per download for different eresources
 - See where the usage is within a collection e.g. are there some journals which you could cancel because they are not being used?
 - Assess the impact of awareness-building initiatives
 - Benchmark your usage against other institutions
- When comparing statistics, take into account differences between product types i.e. try to compare apples with apples
 - COUNTER-compliant usage statistics (www.projectcounter.org/) help to address this
 - Make sure you use the same metrics for different products
 - There are different reports for Journals and Databases, and Books and Reference Works



Feedback from users

- It's also important to remember that statistics don't tell the whole story
- Value is not always just about quantity, particularly for very specialist resources
- So it's vital that you also ask users for feedback on an ongoing basis!

Renewing subscription agreements

- For any existing subscriptions, please remember that you need to start thinking about the renewal a few months before the end of your current agreement
- Look at usage statistics to evaluate the agreement
- Calculating a price per download is a good way to compare resources, bearing in mind that some e-resources are more subject-specific and have less content
- Example from Lithuania: here anything above €8 per download is considered as too expensive, because €8 is the price of of a single Interlibrary loan request



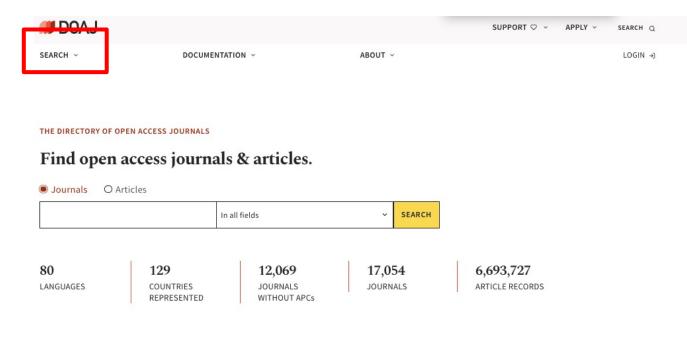
A note for consortia

- Consortia should provide institutions with information about the resources
 - URLs for accessing content
 - Information about how content can and can't be used
 - title lists
- Other activities for consortia to support their members:
 - help to find/get MARC records (if needed)
 - explain how to access admin sites and what could be done there
 - track usage reports and alert institution if usage is low
 - evaluate economic efficiency of the subscription and recommend institutions to renew or stop subscription
 - run training for librarians on using and administration of e-resources
 - ask/invite publishers to present their content/services to the libraries' community
- More information on libraries vs consortium duties during the licensing process: https://eifl.net/resources/eifl-training-responsibilities-libraries-and-consortia-during-licensing-process



12. Open access resources - journals

- For open access journals, consult the Directory of Open Access Journals (www.doaj.org)
- You can search journals and articles direct from the home page
- Click on "search" and then "journals" to get to the browse page



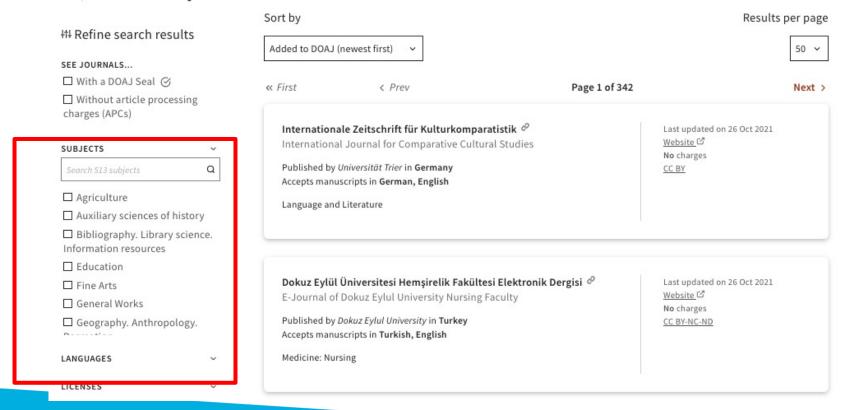




Open access journals

 Browse journals by subject, which will be most useful in terms of matching journals to institutional/ user needs

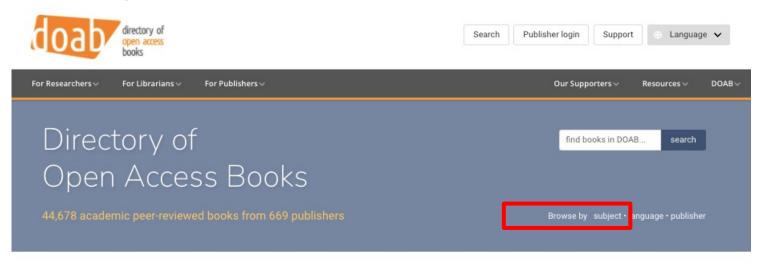
17,054 indexed journals





Open access books

 For open access books, consult the Directory of Open Access Books (www.doabooks.org)



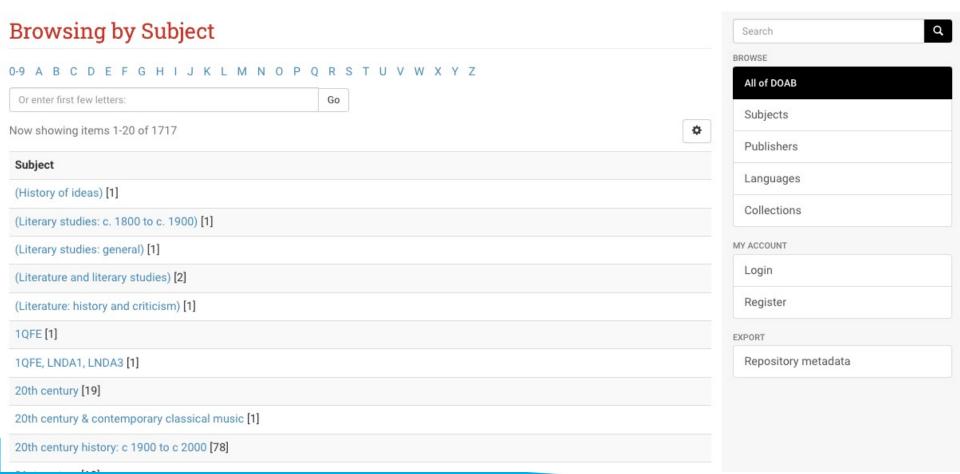
DOAB is a community-driven discovery service that indexes and provides access to scholarly, peer-reviewed open access books and helps users to find trusted open access book publishers. All DOAB services are free of charge and all data is freely available.





Open access books

Browse by subject





Promoting open access journals & books

- Once you have identified open access journals and books, you can link to them from your library website, and start promoting them to your users, immediately
- There is no need to register, or to complete a licence – and, of course, there is nothing to pay
- You can promote the EIFL clickable flyer that helps researchers find legal copies of open access content: https://eifl.net/resources/eifl-guide-how-can-i-get-access-article-i-need

HOW CAN I GET ACCESS TO THE ARTICLE I NEED? SEARCH FOR OPEN ACCESS COPIES Visit these sites and search for Google Scholar the article you're looking for: · Open Access Button BASE CORE OpenAIRE Explore INSTALL BROWSER EXTENSIONS



More information on open access content

- For more information about discovering open access content see this training webinar from EIFL:
- https://eifl.net/resources/eifl-webinar-technology-discovering-open-access-content-and-exploring-legal-alternatives

Any questions?

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