Evaluating license renewals
Look at the numbers, then decide

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Presentation overview

• Introduction - Maastricht University
• Problem Based Learning
• Focus on big deals
• Evaluation Tool
• Renewal strategies or How to keep control
• Questions/discussion
The Netherlands
Introduction

What do you know about us (the Dutch)?

• A lot of people in a small flat country
• 16,877,351 inhabitants
• 190 nationalities
• Amsterdam: 170 nationalities (no. 1 in the world… no. 2 Antwerp, no. 3 New York)
• We not only have a king but also a queen
• And: 13 Universities and a Royal Library
Maastricht

- In the “deep” south of the Netherlands
- 121,906 inhabitants
- Meuse River (in Dutch: Maas)
- Rich history (romans, d’Artagnan)
- Once a year: Carnival! And André Rieu
- University since 1976
Maastricht University

Founded in 1976, 2 locations
17 bachelor 56 master programs
15,000 students and 3500 staff members

- Law
- Business and Economics
- Health, Medicine and Life Sciences
- Psychology and Neurology
- Humanities and Science
- Arts and Social Sciences
Problem Based Learning

- Student oriented
- Working in tutorial groups
  - Define and analyze a problem
  - Search for additional information outside group
    » LIBRARY!
  - Report and synthesize the new information

What does this mean for the library?
Picture the every day practice of education (and learning)
STUDY SPACE

- Long opening hours
- Flexible layout, ergonomic workplaces
- Diversity in study rooms
  - big rooms, small rooms, study cabinets
  - studying individually and group-wise
  - silence vs. whispering vs. talking (eating)
  - room for class IT-instruction
- Computer and multimedia facilities
# Organisation of the subscriptions at the Maastricht University Library

## Packages
- Local deals
- Consortium deals
- 25,000 titles

## Individual titles
- Directly from the publisher
- 1,000 titles

## Hardcopy
- Subscription agent
- 300 titles
Consortium negotiations for big deals

- 5 big deals with major publishers expired 2014
  - Elsevier, Springer, Wiley, SAGE, OUP

- Strong statement Ministry of Education, Culture and Science: OPEN ACCESS

- Consortium uses the negotiations for transition towards OA
Meanwhile in the library...

Investigation!

Big deal: what’s in it for us (core title lists, usage)
And the price?
How much money do we have?

Evaluation with the help of our home made tool
Required data to build our tool

- Each faculty supplied a list of core titles
- We looked at usage reports
- Which titles are in the package deal now?
- Which titles will be in it next year?
- Impact factors
- List prices of the individual titles

Value of the total package vs individual titles
After combining parameters in the tool

<table>
<thead>
<tr>
<th>Evaluation Elsevier – june 2014</th>
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<tbody>
<tr>
<td><strong>Wishlist</strong></td>
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<tr>
<td><strong>Number</strong></td>
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<td>FASOS</td>
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<table>
<thead>
<tr>
<th><strong>Total titles in deal</strong></th>
<th>1931</th>
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<tbody>
<tr>
<td><strong>Total wish list titles</strong></td>
<td>332</td>
</tr>
<tr>
<td><strong>Remaining titles</strong></td>
<td>1599</td>
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<th>Kernlijst</th>
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<td><strong>Consultations</strong></td>
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<td>FdR</td>
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<thead>
<tr>
<th><strong>Total titles in deal</strong></th>
<th>644141</th>
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</thead>
<tbody>
<tr>
<td><strong>Total wish list titles</strong></td>
<td>435678 € 1,71</td>
</tr>
<tr>
<td><strong>Remaining titles</strong></td>
<td>208463 € 13,99</td>
</tr>
</tbody>
</table>

Costs Deal in Year X
What does the tool tell us?

• Is it cheaper to subscribe to individual titles that are listed by the faculties as a core title…. 

• …or if it is cheaper to subscribe to the ‘big deal’ package?

• Conclusion: we pay 40% less by subscribing to a big package than individual core titles
Renewal strategy or How to stay in control for individual titles

- Price increases up to 30% (just like that…)

Actions:
- We approached all publisher asking for >5% increase – why?
- Collections managers: can we cancel subs?
- Expensive subs: do we really need them?
- Proactive approach in September: new prices
Fantastic reasons the publishers gave us for increasing prices by more than 5%:

- No increase in the last years
- More issues/pages than last year
- We have to keep up pace with others
- Rise of the costs we made
- We don’t charge euro’s anymore, but GBP (but still charge the same amount)
- Rise of the postal costs (for an e-journal)
- Rise of the price of kerosene (?)
Challenges during renewals

- No possibility to cancel core titles
- Small publishers with little or no room for negotiation
- Prices for the next year are not set before November/December
- Adverse exchange rates (dollars, pounds, euro’s)
Things to consider when renewing subscriptions

• What is the usage like?
  – Check usage statistics
  – There is no point in paying for a subscription if nobody uses it

• Is there content overlap?
  – Do you offer two products that are very similar?

• Is there demand from faculty for this product?
Negotiating with publishers

• Try to establish a good relationship with your account manager (sales rep)
• Prepare well in advance!
• What does your user want?
• What is the budget? And what is the limit?
• Don’t accept a first offer; it is an invitation to negotiate
• List the arguments (price and terms)
Conclusions: so...?

- Inform your payers and decision makers, ask for their commitment
- Keep on talking to the publishers!
- Close cooperation with other libraries and your licensing bureau
- Don’t be afraid to cancel
Questions?
Thank You!