FURMAN UNIVERSITY

FURMAN UNIVERSITY LIBRARIES

TO MEDIATE, OR NOT MEDIATE, THAT IS THE QUESTION

Setting up Get It Now at Furman University Libraries

Get It Now from Copyright Clearance Center (CCC) complements your interlibrary loan (ILL) services by providing library patrons with the immediate fulfillment of full-text articles from unsubscribed journals — 24 hours a day, 7 days a week. The service can be implemented using a librarian-mediated workflow, a patron-driven unmediated workflow, or a hybrid of both.

In late spring 2013, Furman Library set up unmediated, Copyright Clearance Center (CCC) access to our pay-per view journals through Get It Now. Working with the Copyright Clearance Center, and EBSCO, Furman set up a custom link to allow students unmediated access to titles previously available only through Interlibrary Loan or via mediated pay-per-view access. On Tuesday May 21, 2013, we began offering unmediated access to journal articles. Since that time Furman students, faculty, and staff have directly ordered numerous articles through Get It Now. Collection Services promoted Get It Now in fall 2013 through information literacy classes.

This ordering process and the resulting workflow integrate seamlessly into the technical services and inter-library loan departments. The time saved from setting up this program has a positive impact on faculty, staff and students and library workflow.

Get It Now

Get It Now is a cloud-based article delivery service developed for academic institutions that provides the cost-effective, immediate fulfillment of journal articles not subscribed to by an institutions' library.

Available to institutions of all sizes, Get It Now complements a library's Interlibrary Loan (ILL) operation by providing faculty, students and other scholarly researchers with high-quality, full-color PDFs of journal articles in a few minutes or hours instead of days. Get It Now was developed in collaboration with The California State University system — one of the largest university systems in the world — Elsevier, and with the innovative IDS Project at SUNY Geneseo.

Currently, Get It Now includes over 19,000 leading journals amounting to tens of millions of articles available for immediate purchase and delivery. While most publishers make their content available online, it can be difficult and time-consuming to search across multiple websites, each with its own purchasing process and billing requirements. Get It Now is an easy-to-use service providing users with immediate access to millions of journals articles from the world's leading publishers through a single centralized service. What's more, Get It Now is always open

— fulfilling article requests 24 hours a day, 7 days a week, often in just a few minutes. In contrast, many ILL offices are closed weeknights and weekends and therefore patrons can wait days before their ILL request is even accessed not to mention the processing time required to find, obtain, and deliver the article. Get It Now delivers journal articles in high-quality, full-color PDF format directly from the publisher — no blurred scans, disoriented images, or missing pages that can occur when borrowing content through traditional ILL. Invoicing is done on a monthly or semi-monthly basis so there's no need for credit cards, or you can opt to pay for articles using your OCLC IFM account (mediated users only). Built-in safeguards prevent duplicate ordering and over-ordering ensuring adherence to budget and library policies. Detailed usage reporting is provided each month so librarians can see what is being purchased and conduct an analysis to determine if it is more cost-effective to purchase a subscription for content that may have been purchased several times via Get It Now.

> Get It Now is an easy-to-use service providing users with immediate access to millions of journals articles from the world's leading publishers through a single centralized service.

Setting up Get It Now at Furman University Libraries

Furman University is located in Greenville, SC. It is a small, liberal arts university with a stable student population of approximately 2600 students. Furman has two Master's programs in Chemistry and Education. There are 70+ areas of study and a strong and growing foreign student population. The Furman University libraries consist of three separate divisions. The J.B. Duke Library is the main library on campus. The library contains several departments, including the IT help desk, the Center for Academic Success, Special Collections and Archives and the Digital Collections Center. There are two branch libraries, the Robert Maxwell Music Library, housed in the Music building and the Sanders Science Library, housed in the Science building. Each branch library has a dedicated librarian and a staff of student assistants. The Furman libraries have a combined workforce of 14 librarians (including the branch librarians), 13 staff members and 71 student assistants.

The Furman Libraries have 454 print subscriptions both periodicals and standing orders. Electronic periodicals and books make up an increasing amount of the resources we offer our patrons. There are 618 databases, 863,000 e-journals and over 1.1 million e-books available for our users. In addition, we updated our Demand Driven Acquisition e-book program in 2013 and redefined our profile in order to make our e-books more relevant and user friendly for our patrons.

Pay-per-view use at Furman University

Furman set up a pay-per-view journal program in 2008. We set up a deposit account and limited the access to the pay-per-view journals to faculty members and library faculty and staff. Students had to contact someone at the library, or a professor to download articles. Article requests came by Inter-Library Loan, walk-in assistance from the circulation or reference desks, or e-mail to someone in the library. In 2011, the library purchased Library Guides from Spring Share and began using the program to update the library's website. After discussion with EBSCO, who provides our Link Resolver (Link Source), we created a Library Guide for pay-per-view journals that acted as an Inter-Library Loan form to request pay-per-view journals for students. This form was custom-linked from our A-Z link resolver to the library guide itself. It was a hit with students and pay-per-view journal usage rose 55% from 2011-12 to 2012-13. As students took advantage of this service, there was of course, more work for library faculty and staff to meet the increased demand. A need arose to find ways to make the workflow for pay-per-view journals more efficient in order to save library faculty and staff time.

Reorganization

In January 2012, the J.B. Duke Library began operating under a new organizational structure. This included the merging of the Circulation, Inter-Library Loan, Serials, Acquisitions and Electronic Resources departments into a single department, Collection Services. Collection Services has a single librarian, the Assistant Director of Collection Services. There are eight staff members in the department. The Assistant Director of Collection Services now provides oversight for four departments that previously had a librarian overseeing operations. This reorganization shift means that staff members now perform functions that librarians previously oversaw.

Librarians also had workloads increase. With the retirement of the long-time Collection Development Librarian, the Outreach division librarians took on Collection Development and Collection Maintenance duties for their liaison areas. The shifting of work resulted in time becoming a scarce commodity for both faculty and staff. The need for setting up pay-per-view journals to work as seamlessly as possible became an important issue.

Investigation

In the spring of 2013, Furman Libraries began investigating how to streamline the pay-per-view journal process. We thought about how to set up pay-per-view journals with minimal staff/faculty interaction for students. Several factors that were

important for us to maintain control over the pay-per-view usage and costs included:

- Ensuring that access is restricted to our students only
- Restricting the number of articles that students can download to avoid cost overages and surprises
- Minimizing staff/faculty interaction with the purchase/download process
- Making the whole process as seamless and user friendly as possible

We found that our pay-per-view journal provider was unable to provide the technical restrictions and support that we needed in order to make the program viable. We then began to investigate the journals and options available from Copyright Clearance Center (CCC). In conversation with our account representatives and technical personnel from CCC, we determined that "Get It Now" met our control and additional parameters; we contacted EBSCO to see how we could make our linking system work with CCC.

EBSCO provides our A-Z e-journal list as well as link resolver "Link Source". Their technical support department had worked with us in the past to provide a custom link to the Library Guide we made for pay-per-view journals. Using the directions for linking that CCC provided, we worked with EBSCO technical support to make a custom link, which applies only to our pay-per-view journals. This allowed patrons to browse abstracts for pay-per-view journals and using a custom citation finder to link to the Get It Now custom link. Another access point allows students to go straight from our discovery service (Summon) to our link resolver where the Get It Now custom link is available. The link focuses on students; however, faculty still may go directly to the pay-per-view journal site and use their login credentials to purchase journals directly.

EBSCO technical support asked for several pieces of information from CCC and from us to make the custom link. We tested the link in late April of 2013. While we had the custom link turned on for a few hours to test and evaluate the ease of use, a student used it with no prompting or instruction to purchase an article. I had not informed the rest of the library about testing the link, since I was unsure if it would work. The next day, there was a great deal of speculation about the article purchase since there was no faculty/staff request for it. I had to confess to the entire library that the student took advantage of the test hours to buy the article and tell them what we were trying to accomplish. The entire library was impressed that the student was able to use the Get It Now service without any instructions about how it worked and that the article went to his inbox directly, without anyone ordering the article for him.

Implementation

We discussed how we wanted Get It Now to work for our library with CCC. We set safeguards and parameters on our service to keep control over our unmediated access for students.

- Downloads are limited to a "@furman.edu" e-mail address to ensure the service is restricted to our authorized users

- There is a limit of 5 downloads a day per user

- We have notifications set up if a user requests more than 5 downloads a day

- We set up a deposit account for article purchases

Out Inter-Library Loan department receives the confirmations/invoices for Get It Now purchases and automatically sends them into an e-mail file. They are purged at the end of the semester

Our users request articles on their own and receive the articles directly to their e-mailboxes

We turned on the custom link for Get It Now on May 21, 2013. We did a "soft rollout" during the summer months in case there were glitches or problems. We had none. Since the students returned for the fall semester in 2013, there has been a steady increase in the number of articles received via Get It Now. Students like the ease of use and the rapid turnaround time on the items, they request. Library faculty and staff members like the time saved and the fact that the link is seamless in our link resolver.

> The need for setting up pay-per-view journals to work as seamlessly as possible became an important issue.

Win-Win

How does everyone benefit from this program at Furman University?

- Students get articles they need quickly, without waiting for library faculty and staff to complete requests. This is especially important in after hours, nights and weekends when library personnel are not present to fulfill requests.

- Library faculty and staff save time by not filling pay-per-view journal requests.

- Faculty have reported that students are completing assignments more quickly due to the quick turnaround time on pay-per-view articles

- Publishers are still receiving money for article purchases

- The Library is able to be nimble and responsive when faculty and students request publications as needs of students and areas of concentrations and curriculum needs shift

The Future

We will continue with this experiment until the end of the spring semester, 2014. At that time, we will evaluate the student use and faculty satisfaction of the program. We have altered the program a bit since implementation. Inter-Library Loan staff check the e-mail box daily to see if there are cancellations. Normally, there are only 1-2 per week. The Inter-Library Loan staff evaluates the cancellation and ensures the student receives the article he/she needs.

We will also evaluate if there are other journals requested by faculty we cannot afford to purchase that we could add to our custom link to make available from Get It Now. As Copyright Clearance Center adds publishers to their roster, this option becomes even more functional and useful.

References

https://www.furman.edu/about/facts/

GET IT NOW IS HERE TO STAY

Though Furman's student population has not changed significantly since our implementation in 2013, the Furman Libraries have gone through several leadership and organizational changes. Janet Nazar, the author of the original paper, has retired, and Caroline Mills has been promoted to Director of Libraries. They both were instrumental in the evaluation and adoption of Get It Now. Rebekah Turner, Coordinator for Resource Management at Furman University's Library, currently oversees Get It Now and serves as the point-person for all things related to the service.
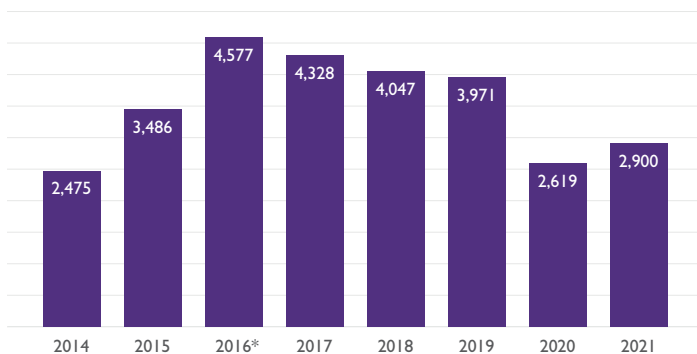
In the eight years since the implementation of Get It Now at Furman University, the service has become an integral tool for our students, faculty, and librarians. What began as an experimental "soft rollout" in 2013 has evolved into a heavily relied on resource by a large population of the university.

Use

Usage of Get It Now by students, faculty, and staff increased steadily from 2013-2016 and then stabilized. Changes brought on by the pandemic caused a marked drop in requests, though access to Get It Now was invaluable during COVID when the University went remote for several months. Both international students and students from throughout the United States were able to successfully use the resource.

We anticipate that requests will return to pre-pandemic levels during the next year.

NUMBER OF ARTICLE REQUESTS

Year	Requests
2014	2,475
2015	3,486
2016*	4,577
2017	4,328
2018	4,047
2019	3,971
2020	2,619
2021	2,900

*In 2016 Get It Now was activated in our Link Resolver.

Assessment

We have found the Get It Now Dashboard to be an essential tool for assessing the service. The Dashboard provides a wealth of order information, including request timing, which publishers/publications are requested, median cost of articles purchased, and much more. Information from the dashboard allows our staff to recognize trends and to predict problems. It also informs collection development — indicating publications that should be subscribed to, rather than being sourced through Get It Now.

Since its date of implementation (May 2013 - May 2021), 27,971 articles have been purchased and downloaded. In 2017, we performed a comprehensive assessment of Get It Now cost effectiveness. At that time, we discovered the following:

- In 2016 the University spent almost $100,000 on Get It Now articles
- 865 unique titles were used during that time
- 11% of titles comprised 56% of use
- Purchasing just those 98, highly-used titles (11%) would have cost the University over $400K.
- To purchase all titles used during that time would have cost the University almost $4M

From the very beginning, Get It Now saved the University money while allowing students and faculty to get the articles they need.

The service continues to evolve based on ongoing assessment and need. As a result of the success of this program, and with the desire to save money, at the end of 2016 we canceled twenty-nine additional low-performing journals from a single publisher and provided access to those articles in Get It Now through our link resolver. During the subsequent year, we spent less than $200 on articles from those canceled journals, resulting in a savings of around $30,000.

In 2018, we realized that, rather than downloading a requested article and using it as needed during the semester, students were ordering the same articles multiple times—sometimes three to four times within a single month. Based on this realization, we

placed a block so users could purchase only one copy of a single article per semester. Upon a second request for the same article, students receive a customized notice letting them know that they had previously requested the article and directing them to interlibrary loan. The numbers of downloaded articles per year dipped slightly after implementation of the block, saving money while still allowing users access to the articles needed.

Motivated by pandemic-related budget reductions, we conducted another major analysis of use in the summer of 2020. Looking at two years of data, we discovered that 93% of users (n 2,751) ordered ten or fewer articles each, while 7% of users (210) ordered eleven or more articles each. Additionally, every semester we have one or more extreme users; for example, one student ordered more than 150 articles in their four years at Furman.

THIS CHART PROVIDES AN OVERVIEW OF USE FY18-FY20

Articles Ordered	Number of Students	Percentage
1	1,340	45.24%
2-5	1,059	35.75%
6-10	352	11.88%
11-20	159	5.37%
21-50	46	1.55%
50<	6	0.20%
Total	**2,962**	**100.00%**

Based on these findings, we decided to limit students to five articles per semester, using Dashboard tools to exempt faculty from this restriction. We removed this limit in 2021 due to popular demand. We greatly appreciate the ease at which changes such as these can be made in order to preserve the service in the most efficient and effective manner possible.

While Get It Now guarantees articles within twenty-four hours, our users experience a typical turnaround time of under two hours between requesting and receiving articles. Data reveal that during the 2021 academic year 53% of requests were filled in under 60 minutes. The ease of use and short turnaround time are components in the success of Get It Now for Furman. Over time, we have found that faculty rely on the speed of the document fulfillment in the timing of their assignments and plan their curricula accordingly.

Customer Support and Service Disruptions

Get It Now provides access to customer support primarily via email, with additional options to communicate via phone as needed. They provide notice of planned downtime well in advance, and they have been very responsive on the occasions when we have reached out directly. Our need to interact with customer support has been fairly minimal, as we have found the service operates reliably when it is configured correctly.

We have experienced only two distinct problems in the past eight years at Furman. The first issue occurred six years ago, when a third-party vendor accidentally activated an entire collection through Get It Now, resulting in $3,000 in unexpected charges. Furman was able to resolve the issue, and we used it as an opportunity to better educate the vendor on Get It Now integrations. Happily, Furman was not responsible for the charges accrued during the mishap.

The second issue happened in March 2020, when Furman changed the billing contact on our account. We updated the name and contact information in the Get It Now Dashboard, but we were not aware that the billing contact also had to be updated by CCC. This disruption took longer for CCC to diagnose and correct, resulting in a week's interruption to the service.

Looking Ahead

We have clear data-based evidence and enthusiastic support demonstrating the value and success of our implementation of Get It Now at Furman. Looking forward, we anticipate establishing an ongoing process of analysis and adjustment to our collection development. As part of this process, we will gather usage data from our various journal packages and conduct an analysis of titles that see heavy use versus those with little to no use. We will also assess information provided through the Get It Now Dashboard to identify journals with higher usage. Based on this data, we will be able to make informed changes to our subscriptions, sourcing low-use journals from packages through Get It Now and adding higher-use journals in Get It Now to our regular subscriptions.

We have no doubt that Get It Now is here to stay. The only question as we look ahead is how we can continue to best use the service to meet the growing and changing needs of the faculty, staff, and students at Furman University.

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