

Whole ebook lending in a consortial environment:

From the negotiation of rights through the
practice of loans

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What is VIVA?

- The Virtual Library of Virginia (VIVA) is the consortium of the 72 nonprofit academic libraries within the Commonwealth of Virginia.
- For over 20 years, VIVA has created significant cost savings through cooperative purchasing and resource sharing.



VIVA has demonstrated a cost avoidance of over

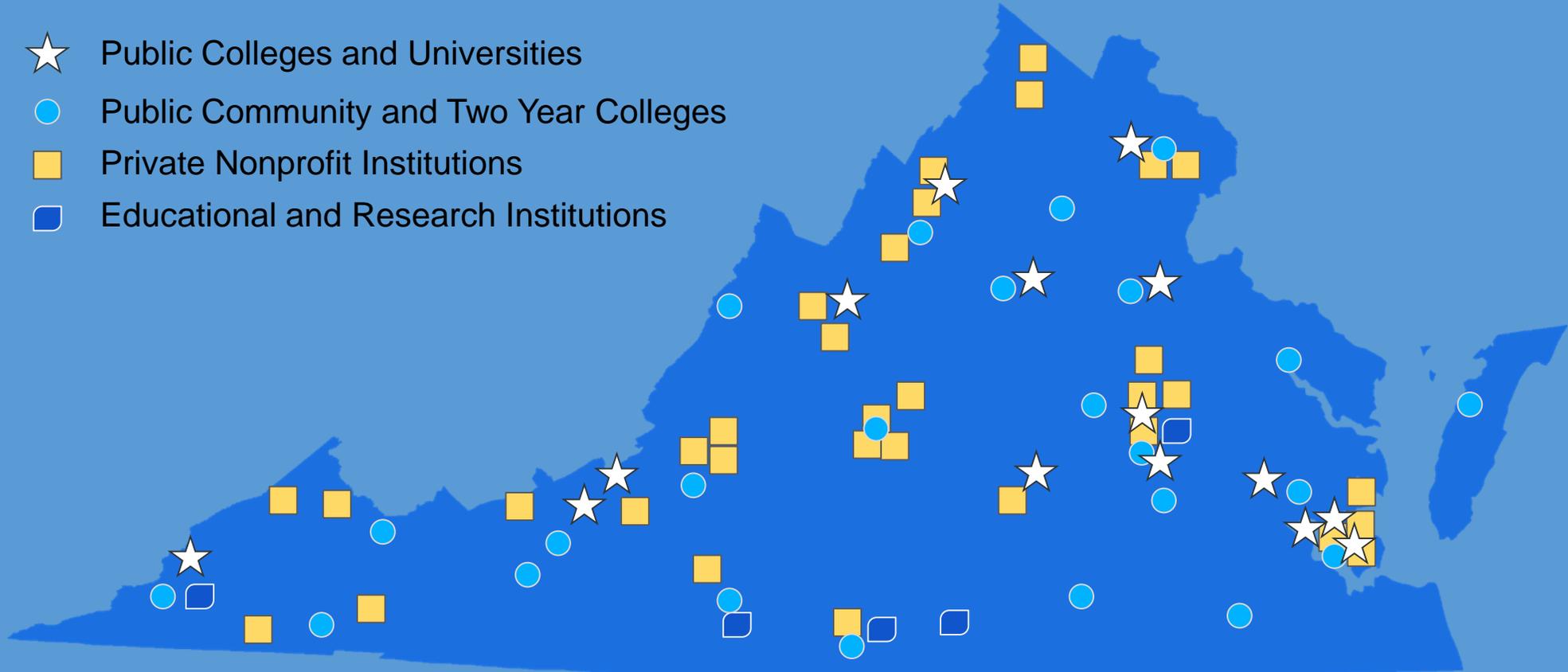
\$1,000,000,000

through group purchases
since it began in 1994.



VIVA Represents

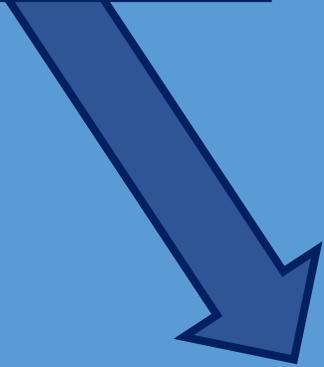
- ★ Public Colleges and Universities
- Public Community and Two Year Colleges
- Private Nonprofit Institutions
- Educational and Research Institutions



Data

Values

Rights



Monographic Collection Analysis

- In 2013-2015, VIVA conducted a Monographic Collection Analysis that included the main stacks collections at thirteen institutions across VIVA. This group included large doctoral, medium comprehensive, and small two year institutions.
- Sustainable Collection Services, a library vendor, ingested the 5.8 million bibliographic records, holdings/items, and circulation data from all participating libraries and analyzed it for the libraries to review.
- Through comparison to OCLC holdings, this analysis showed overlap and uniqueness of holdings within the pilot group, VIVA as a whole, the United States, and the HathiTrust archive.

Monographic Collection Analysis

This project had five primary goals:

- Pilot a coordinated, consortial approach to collection assessment.
- Identify scarcely-held titles in need of protection.
- Begin a discussion about the possibility of reducing unnecessary duplication and saving local space through strategic weeding.
- Provide remediated and enhanced records back to the participating schools.
- Use the data and analysis to inform future, collaborative collection development.

VIVA's Values into Action

- In the 2014-2016 biennium, VIVA received a 5% cut in funding to its budget. This necessitated a close review and cancellation of several key products.
- VIVA's Collections Committee formed a Value Metric Task Force charged with creating a system that could be used to compare the relative value of its shared resources.
- The end result was an assessment framework and value metric system for the evaluation of shared resources that are reflective of VIVA's overarching values.

VIVA's Values into Action

- Each format-based grid (one each for ebooks, journals, databases, and streaming media) has a total of 100 points.
- For ebooks, six points went to Interlibrary Loan: What part of an ebook can be sent via Interlibrary Loan?
 - None = 0
 - Article Level = 2
 - Chapter Level = 3
 - Whole Book = 6



VIVA's RFP for Ebook Collections

- VIVA took the results of the Monographic Collection Analysis to our state government to request funds to acquire ebook collections in a data-driven way.
- We were awarded over \$500,000 annually to acquire ebooks in the 2016-2018 Biennium.
- With these new funds, we released an RFP for Ebook Collections in June 2016 based on the work done during the Value Metric Project.

Why talk about this?

New money makes a huge difference in the power of negotiating for new and improved rights.



VIVA's RFP for Ebook Collections

- The RFP took a values-based approach, asking vendors to CONFIRM rather than describe.
 - Simultaneous Access: Confirm that users can access the ebook collections through unlimited simultaneous access....
 - Printing: Confirm that there are no restrictions for printing ebook content....
 - Text and Data Mining: Confirm that there are no restrictions on text or data mining ebook content....

VIVA's RFP for Ebook Collections

- **Interlibrary Loan:** Confirm that libraries may lend entire, DRM-free ebooks through interlibrary loan through electronic transmission or paper means or describe any restrictions on how libraries may fulfill interlibrary loan requests, including restrictions on loan periods or amount of allowable content that can be loaned. Describe any additional software or system compatibility or agreements that directly support the interlibrary loan of ebooks within the consortium (e.g. compatibility with Occam's Reader).

VIVA's RFP for Ebook Collections

- The RFP was negotiated based on data (multipliers based on historical print holdings) and values (DRM-free ebooks with whole ebook lending).
- We pushed for both the lending of the whole ebook file as well as creating a file from the ebooks' disparate parts and chapters.



Ebooks Acquired

- Awards went to four publishers:
 - Brill: Frontlist purchase for selected subject collections
 - Oxford University Press: Frontlist purchases for 12 University Press Scholarship Online collections
 - Taylor & Francis: Evidence-based collection, 2015 forward
 - Wiley: Usage Based Collection Model (only purchased titles can be lent)
- VIVA added 28,000 ebooks to its shared collection with whole ebook lending rights with an estimated 6,000 new titles to be added each year the contracts continue.

VIVA's RFP for Ebook Collections

- All four contracts have whole ebook lending (Wiley only for purchased ebooks).
- Sample text: “Fulfill requests from other libraries, in print format or by secure electronic transmission, including OCLC Article Exchange, Ariel, Odyssey, and/or ILLiad interlibrary loan software systems, individual chapters or whole ebooks from the Licensed Works (including a single file created by the lending library from the chapter pdfs that comprise a given title) for scholarly, personal, educational, or scientific research or professional use, but in no case for resale or other Commercial Use, and provided that the relevant copyright notices and appropriate credit information are also transmitted.”

Best Practices for Lending Whole Ebooks

- Following the awarding of contracts, the VIVA Resource Sharing Committee recognized that ILL colleagues would need guidance for whole ebook lending, as each of these product platforms differs in both technical and contract specifications for loaning and because the ability to loan whole ebooks was new to many.
- To meet this need, the Committee formed a Whole Ebook Lending Task Force in December 2016 to test out loaning the newly added titles and create general and product-specific recommendations to support ILL departments across Virginia.

Best Practices for Lending Whole Ebooks

General Recommendations (selected):

- All requests for the new ebook content should be treated as copy requests/articles.
- Books should be coded using the vendor name and a note that it is an ebook, in a field you are not currently using.
- Ebook requests should be conditionalized so that when a patron requests a book, they know immediately that this is the ebook.
- All front and back end material must be downloaded in addition to the chapters (e.g., title page, appendix, bibliography, etc.) before supplying to borrower.
- All files should be compressed before sending.

Best Practices for Lending Whole Ebooks

Borrowing Recommendations (selected):

- Use a modified version of the Article request form to:
 - Give patrons the option to indicate whether an ebook is acceptable.
 - Eliminate the OCLC issues related to due dates, receiving, and returning.
 - Allow for unmediated ILL borrowing through ILLiad Trusted Sender and other OCLC unmediated ILL features.
- When submitting the request to lender, use the appropriate OCLC record and indicate whether an electronic copy is acceptable.

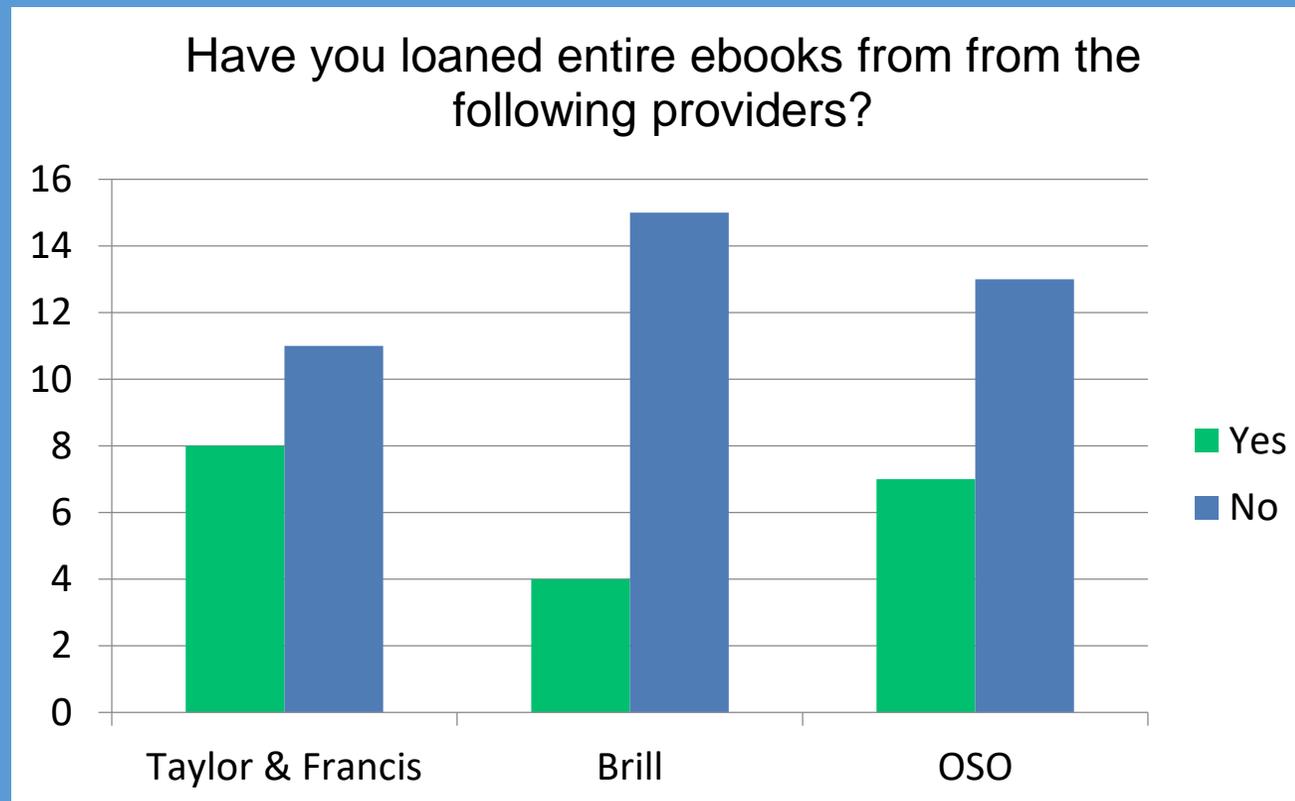
Best Practices for Lending Whole Ebooks

Summary of Product-Specific Recommendations:

Vendor	Full book pdf download available?	Chapter download available?	Does it need to be stitched?	Does it need to be compressed?
Brill	Y	Y	N	Y
OSO / UPSO	N	Y	Y	Y
T&F / CRC	Y	N	N	Y
Wiley	Y	Y	Y	Y

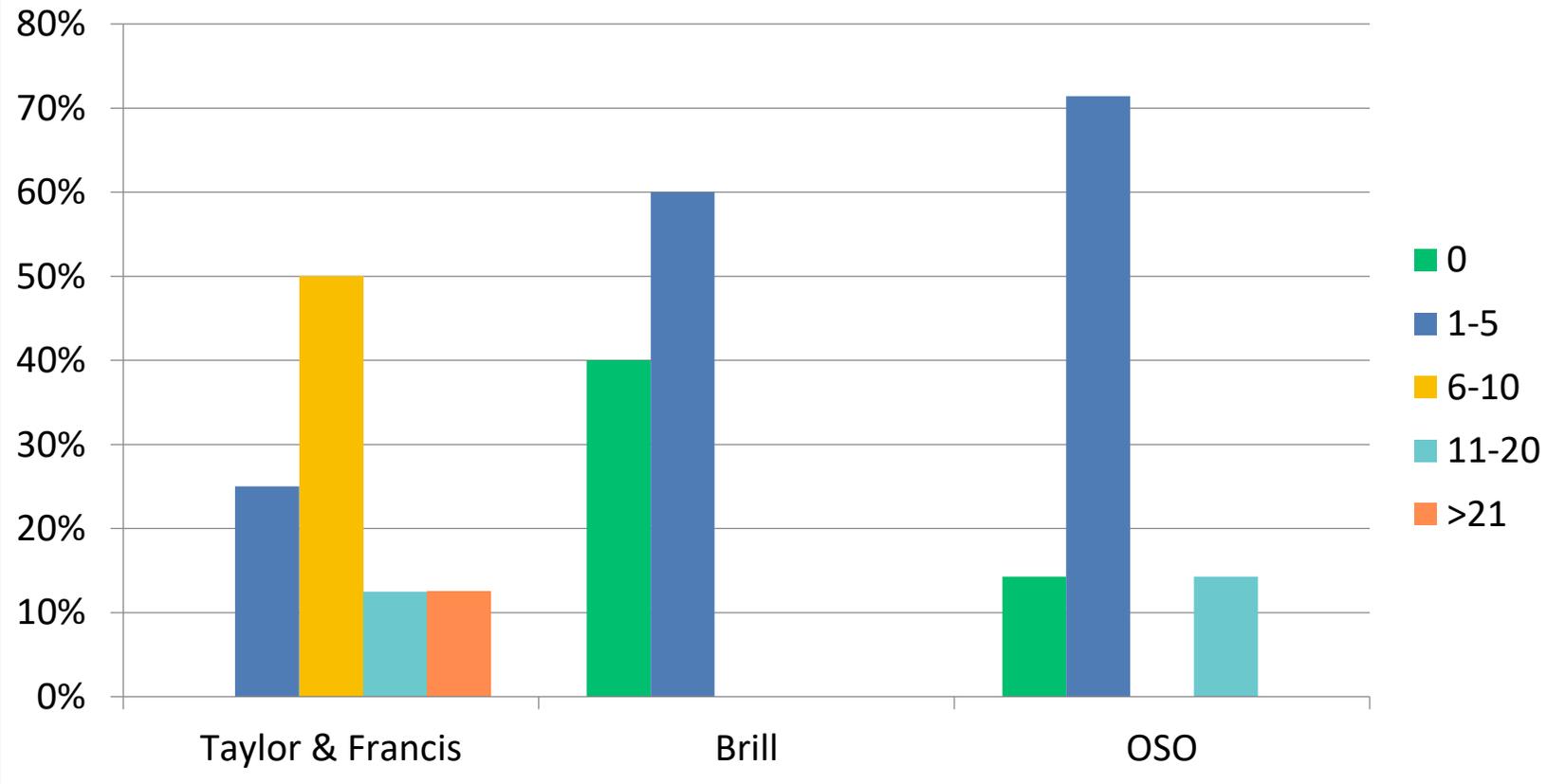
Lending Survey

- VIVA has conducted surveys about whole ebook lending twice, most recently in March 2018.

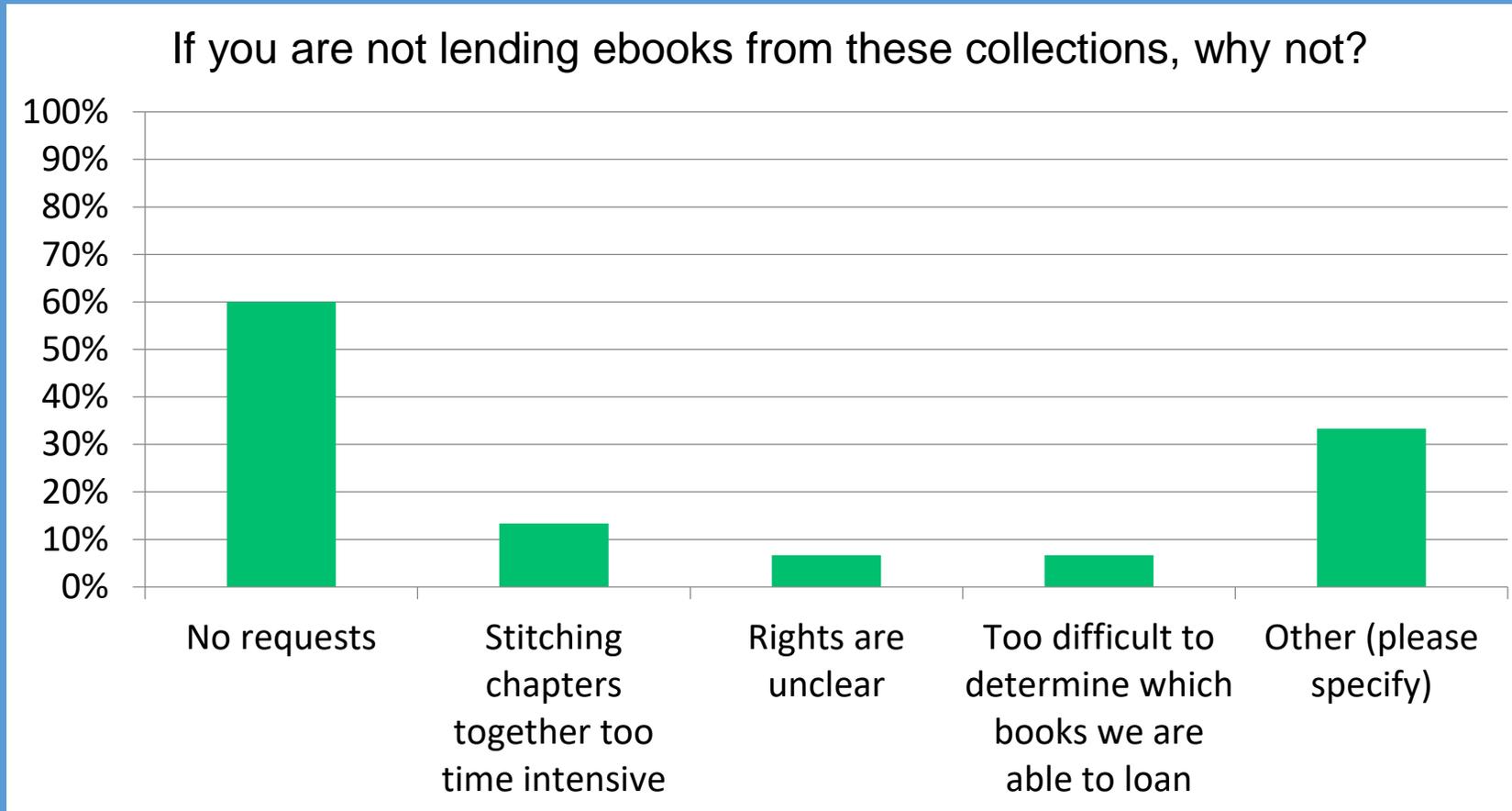


Lending Survey

For those who have loaned entire ebooks, please estimate how many titles your institution has loaned from each of these publishers.



Lending Survey



“Other” responses were either that the library did not have access to those collections or that there were too few titles available to lend yet.

Lending Survey

Summary of Additional Comments:

- Stitching is time consuming, and we wish there was a better method.
- A major issue is finding a way to notify borrowing libraries that we are able to loan the entire ebook.
- There are many positive comments from libraries on the ability to lend whole ebooks.



Identifying Lendable Books in WCKB

- Custom collections have been marked with “[Whole Ebook Lending]” in the title.

<input type="checkbox"/>	<u>VIVA Brill Ebooks [Whole Ebook Lending]</u> Collection ID: customer.4023.6	Knowledge base collection <ul style="list-style-type: none">• Locally Created• Non-Customizable
<input type="checkbox"/>	<u>VIVA CRCnetBASE Evidence-Based Ebooks [Whole Ebook Lending]</u> Collection ID: customer.4023.8	Knowledge base collection <ul style="list-style-type: none">• Locally Created• Non-Customizable

Discussions with OCLC

- We have requested a new ebook lending option be added to the WorldCat knowledge base: “whole eBook lending.”
- The reply from OCLC has been that the current “eBook chapter lending only” is a limiter that will prevent whole eBook lending. If this limiter is left off, then by default the whole book would be lent if requested.
- As we think the right is unique enough to merit special instructions, we have submitted an enhancement request to the Collection Manager Community Center.

Moving Forward

- The Task Force continues to work to assess VIVA's Whole Ebook Lending program, revise recommendations and best practices, and provide support to ILL departments loaning and borrowing these materials.
- The Whole Ebook Task Force is currently examining how to:
 - Better publicize the program (targeted listservs, documentation, presentations).
 - Create workarounds to better indicate to ILL staff which materials qualify for whole ebook lending.

Moving Forward, cont.

The Committee and Task Force are also:

- Considering the formation of a GAC (Group Access Capability) of participating VIVA libraries called EBOO.
- Trying to identify ways for borrowers to see which materials are available as whole ebook loans, even if that is promotion through the VIVA website.
- Continuing advocacy with OCLC for solutions to the challenges faced with the current software and systems.

The Role of ICOLC

What can the International Coalition of Library Consortia (ICOLC) do to push publishers on whole ebook lending rights?

- When the topic was raised, 19 consortia responded that they were interested in joint advocacy and strategy development.
- There is a Google spreadsheet that can track which consortia have whole ebook lending rights with which publishers as well as which have licensed content (now or planned) with which publishers. This will help us track any successes and look for publishers with critical mass for advocacy.
- There is interest in drafting model license language for whole ebook lending that could be shared broadly.

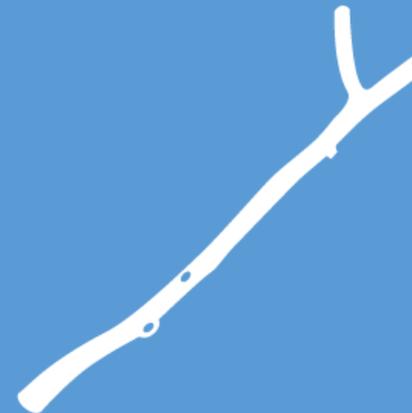
Benefits of Whole Ebook Lending

- Lending rights for library content in the way that patrons want and expect it.
- Faster access for patrons compared to print lending.
- Reduced shipping charges for lending and borrowing libraries.



Convincing Vendors

- The rates of lending are so low that they are not a threat to preventing other libraries buying the materials.
- Ebook ILL can be **marketing** for your materials – many libraries review what their patrons borrow in the interest of collection development.
- Publishers who provide these rights **get preference** when we are considering what we are going to buy.



Thank you! Questions?

Feel free to write to me at aelguind@gmu.edu. 

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