

Plymouth University: eTextbooks Service.

Tifaine Dickinson eTextbook Services Coordinator

'Negotiating the future: Collection Development through working with others'

The Studio, Birmingham, Wednesday 18th May 2016

Plymouth...



The second city of etextbooks.

What do we do?



Majority of 1st year undergraduates

Core reading in eTextbook format

Personal 1-1 copies

Access in perpetuity

No cost to the student

Key Motivation

LEVEL PLAYING
FIELD



Who are we?



Tifaine Dickinson- eTextbook Coordinator

Sarah Roach- Information Administrator
eTextbooks

Phil Gee- Project Research and Development

Jess Slade: Researcher

Vital Source



Access Your Books Anytime, Anywhere

Support for Rich Media and Interactivity

Finding Important Information Faster

Accessibility For Users With Disabilities

Make Notes and Share Them



Academic Consultation

Academic Engagement team- team of 10

Supporting title selection

Acting as a point of submission for Academics

Providing support and training

Supporting the alignment of the eTextbook Service within the library.



2015/16- How did we do?

249 texts covering over 4000 first year students

128 programmes using an average of 4 titles each.

32000 copies ordered at the average cost of £15.50

Delivered through Vital Source and our VLE Moodle

Deals with 16 publishers

Discount Deals 2015/16: a mixed economy



Firm sale with discounts over 75%

Firm sale with roll over 30-55%

Fixed price firm sale i.,e £16-£20 per copy for volume sales

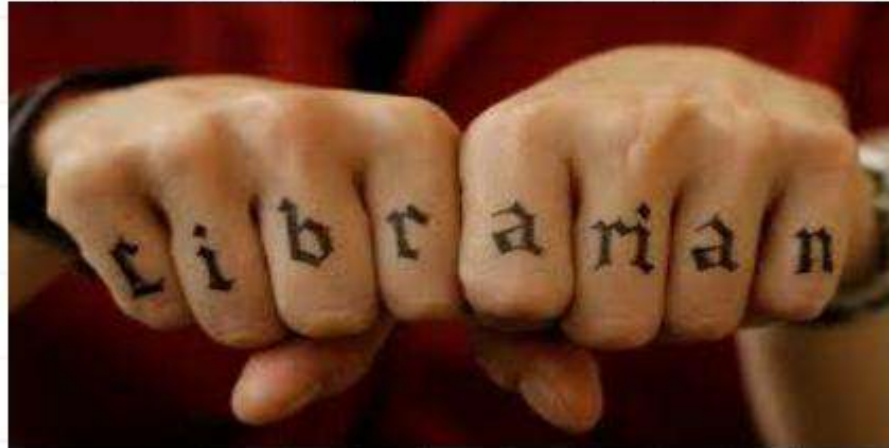
Pure usage deals have a lower discount than firm sale.
Billed after usage stats generated in November and May.

Shhhhhh...

Negative stereotypes don't help negotiations



Librarian 2016 Model



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Obtaining quotes and negotiating with publishers



Why do we use Direct negotiation?

What are the advantages of using direct negotiation?

Leading the publisher conversation.

The customer is always right?

Why is all the power with the publisher when we have the money?

What are publishers doing?

Bundles/ Subscription

Firm sale regardless of use

Sticking to the cheapest format i.e.PDF

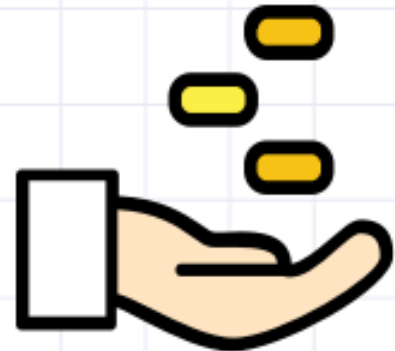
Selling integral adaptive technology

Reluctance to convert print titles which sell well in print i.e. Humanities

Selling PDF at a cheaper price point than epub to make it more attractive.

Selling print and etext as a bundle and then claiming that the usage from etext is poor and therefore it doesn't work.

No clear pricing structure. Based around the same tenants as Print. DLP price often the same as hard back cost.



What do we want?

A fair price

Usage Billing

Access in perpetuity

ePub format

A transparent working relationship

Contracts

An explanation of digital list price



Obtaining a fair price...



Paying for titles we haven't used

Reps making side deals with Academics

Poor communication

Clearly not accustomed to librarians leading the conversation.

Deadlines missed over and over again!

Challenges going forward

Maintaining levels of discount

Reacting to publisher business models changing

Pushing publishers to invest in better formats- formats seem to be 'stuck' year on year

Publisher platforms providing adaptive technology too many of these are confusing students

Rising prices and stagnant budgets.

Developing a new purchasing model.

Its not a choice between book or print!





**TECHNOLOGY &
INFORMATION
SERVICES
WITH
PLYMOUTH
UNIVERSITY**

Thank you for listening!

Please contact me if you have any
questions...

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