

## Against the Grain

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# Standards Column--Transfer Today

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# Standards Column — Transfer Today

by **Nancy Beals** (Librarian III, Coordinator for Acquisitions & Electronic Resources, Wayne State University Libraries) <Nancy.Beals@wayne.edu>

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**T**ransfer continues to make progress over the years by communicating with stakeholders, making improvements to the Code and increasing access to the Transfer data and how it can be used. It also has been a collaborative effort between librarians and publishers for over ten years. Today, it continues to be increasingly collaborative within the industry adding notable shared work with organizations such as **National Information Standards Organization (NISO)** and work with other organizations such as the **Clearinghouse for the Open Research of the United States (CHORUS)**.

The Transfer Code of Practice addresses the technical and communication best practices for when a journal is transferred to a new publisher, both for the transferring publisher and the receiving publisher. The Code is continually reviewed and revised by the standing committee, and is currently in its third iteration.

Organized by **Nancy Buckley of Blackwell** (then **Wiley-Blackwell**, then **Burgundy Consulting**) who had brought the Transfer group together in 2006 and chaired it under the **United Kingdom Serials Group (UKSG)**. The Transfer Code of Practice was originally established to address the challenges presented by scholarly journals moving between publishers. Its initial development was by a cross-party working group comprising librarians, publishers and intermediaries to resolve problems encountered by subscribers when journals move from one publisher to another. Issues such as continuity of access during a transfer or perpetual ongoing access to archives, resulted in frustration for end users and librarians as key e-journals became temporarily or even permanently unavailable. The **UKSG** continued to host the project with **Ed Pentz** chairing the group as it moved forward. In 2010 the idea to have publisher and librarian co-chairs to keep things moving forward with the two largest constituent groups was started, then **Alison Mitchell** and **Elizabeth Winter** agreed to take over as co-chairs. The group continued their work and in 2014 it was discussed with **NISO** as a Recommended Practice. The **NISO Transfer Standing Committee** (formerly a working group) is comprised of individuals from the publishing, agent, and library fields.

When the current co-chairs **Elizabeth** and **Allison** began their work, they were able to share the leadership responsibilities and keep The Transfer Code of Practice on a regular cycle of review, have a regular agenda, action items, and meetings. They also led the group to foster more of an outside collaborative environment. One of the larger projects that the group has undertaken was the Publisher and Librarian Survey in 2011. The survey itself provided

important information confirming the difficulty in the transfer of titles and the results were used to consider some improvements to the Code and also fostered new ideas. “The surveys did confirm what the Transfer Working Group was thinking, that 1) there continue to be outstanding issues regarding the transfer of journal titles and 2) there is still a need for increased awareness of the Code. For the Publishers, the survey showed that internal communication and providing more accurate subscription records are the biggest hurdles in the transfer of journal titles. For the librarians, the survey showed that there is increased need for more timely management and communication of subscriptions and access to journal titles when they transfer publishers. Although there seems to be some awareness of the Code and its best

practices by some of the survey respondents, there still remains a need for increased awareness of the Code for both Publishers and Librarians.”<sup>1</sup> One idea as a result of the survey, was to make improvements to increase the marketing and communication efforts with both librarians and publishers. Currently, another survey has been released as a follow up to gather more information about how Transfer is used and who is using it.

Another improvement was to enhance the Electronic Transfer Alerting System (ETAS), to increase the marketing of it and the variety of methods for users to obtain the title transfer information that they need.

The Electronic Transfer Alerting System, is a “searchable database [that] helps publishers communicate journal transfers and makes it easy for librarians and readers to be notified of journal transfers and to search previous journal transfer alerts. The ETAS is currently offered through collaboration among **UKSG**, **Journal Usage Statistics Portal (JUSP)**, **Jisc**, and **Cranfield University** with **JUSP** and **Manchester Information and Associate Services (Mimas)** providing the hosting environment. The current hosting arrangements for the ETAS service will remain in place for the foreseeable future.”<sup>2</sup>

The Electronic Transfer Alerting Service enables publishers to post standardized metadata about journal transfers as required by the **NISO Transfer Best Practice**. The metadata is stored in a database and disseminated in many different ways which provide all parties involved more than one option to access the data and information that they need to do their work. The options include: on the Website there is a search page (<http://etas.jusp.mimas.ac.uk/search/>), a notifications page (<http://etas.jusp.mimas.ac.uk/notifications/>) that can be filtered in different ways and an RSS feed (<http://etas.jusp.mimas.ac.uk/rss/>). There is a separate Jiscmail email list (<http://www.jiscmail.ac.uk/transfer>) where the transfer notifications are automatically posted. Updates to ETAS continue and are ongoing.

Transfer itself and the ETAS has changed and transformed the workflow procedures and processes with both librarians and publishers. But it has also changed how subscription agents provide updates, changes and transfers to their customers through their own systems. Not only do librarians and publishers alike benefit from Transfer and ETAS, but also subscription agents.

“The Manager of the Content Team that has managed the knowledge base for **EBSCO A-to-Z** and **LinkSource** said,

‘The Knowledge Base team is signed up for the **TRANSFER** alerts and uses them to help maintain the data within the Knowledge Base.’ The General Manager of Publisher Operations, who manages the title information for subscriptions ordered through **EBSCO**, said, ‘We are also in receipt of the transfer alerts. We review the information to ensure we have the most up to date information regarding all changes for journals.’”<sup>3</sup> Transfer keeps progressing, creating new ideas and finding new collaboration opportunities. The biggest opportunity that recently happened is with **NISO**. Discussions began in early 2013 between **Ed Pentz** from Transfer and **Todd Carpenter** of **NISO**. At that time, the **UKSG Research Subcommittee** and **KBART** had planned to transfer to **NISO**, which prompted discussions about whether the Transfer Code would make sense as a **NISO Recommended Practice**. The Transfer working group discussed this in February 2013 and agreed that we should explore it, so the Transfer co-chairs began talking with representatives from **NISO** to begin the collaboration.

With the **NISO Transfer** collaboration announced in February 2015, Transfer now has support, maintenance and marketing provided by **NISO** <http://www.niso.org/workrooms/transfer/>. The most recent update to the Code of Practice has been republished Transfer version 3.0 as a **NISO Recommended Practice (NISO RP-24-2015)**. The Transfer working group has now been established as a **NISO Standing Committee** to manage the ongoing support of The Code. One of the marketing improvements made as a result of the collaboration was to create a new logo. Keep an eye out for the new logo on **NISO Transfer** marketing materials and communications.

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was visible next to printed text. It turns out that **Brian** had an engineering background before buying **Belle Books** to have something to do upon retirement, something he loved.

As in the States, several of the bookshops carry postcards, bookmarks, stationery items, and other souvenirs to help make ends meet. I did my best to help keep them afloat and came away with more than 60 post cards (42 have already been written and posted as I write this) and a dozen note cards, each with an association with Hay or books or both. Long adept at using email, I tend to eschew it except in certain circumstances when it suits the recipient best or when I want to convey something sooner than later. This is not a knock of the USPS, either, for it has served me well and deserves way more credit than it receives.

If I collected early editions of British children's books, I would have been in heaven, for almost every shop I visited had rows of **William** books, Noddy, Boys' Annuals, Girls' Annuals, Beatrix Potter, and Biggles, to name just a few. I looked at them, however, in hopes of finding some Uncle Wiggily titles or some of the tramp steamer adventures written by **Howard Pease**. The closest I came was finding a children's book by **Howard R. Garis** but it was not one of his beloved Uncle Wiggily tales.

On my first day I purchased ten books including **Fred Bason's** *Third Diary*, inscribed by the author. I have yet to see one of his diaries not inscribed. He wanted purchasers of his diaries to get top value. If you have never heard of **Fred Bason**, I encourage you to read his diaries and tell me that you don't find him interesting and likable. For more



information, see <https://paulrobinsonbooks.wordpress.com/2013/02/17/fred-bason-cockney-bookseller/>.

The bookshops in Hay vary greatly in size and book stock as one might imagine. Some are bare bones shelves and books while others have inviting chairs and couches. **Richard Booth's** has a table service café and a cinema. I did not see where the cinema is but I had the best and largest scone (not triangular but round like an American biscuit only larger) ever topped with cream and rhubarb jam. I needed two cups of coffee to wash it all down. It was the perfect nourishment in a land of books. As I sat there, with my purchases at my side, I was reminded of **Kramerbooks & Afterwords** in Washington, D.C. and the café in **Blackwell's** nonpareil bookstore on Broadstreet surrounded by **Oxford University**.

On my last day in Hay, I began by visiting **The Honesty Shop** situated among the ruins of the castle. The shop, so-called, was unenclosed and the shelves of books were in disarray. I had heard tales of valuable sleepers being found among the common titles but there were none when I visited although I was intrigued by the number of books by **Rita F. Snowden**. Who was she and why the 14 hardbacks and 5 paperbacks scattered around. They should all be together so that an interested party (I wasn't) could eliminate duplicates and compare condition. It turns out that **Ms. Snowden**, 1907-1999, was a New Zealander and a Methodist missionary who began writing in 1933 and churned out an average of one a year, 68 books in all. I was not in the market for devotional literature but hoped that I had made it easier for those who were. Just before leaving, I moved **William Styron's** *This Quiet Dust* so that it sat next to his friend **James Jones's** *The Merry Month of May*. But who would notice? 🌲

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Another possible opportunity is with **CHORUS**, the Clearinghouse for the Open Research of the United States, "is a suite of services and best practices that provides a sustainable solution for agencies and publishers to deliver public access to published articles reporting on funded research in the United States."<sup>24</sup> **CHORUS** and *Transfer* have talked briefly on how we could possibly assist in their process.

*Transfer* has proven over the last ten years to be a very valuable and significant resource for the library community. Utilizing information gathered from surveys, continuing to provide transfer title data in a variety of ways, and updating the *Transfer Code of Practice* are a few ways that *Transfer* stays relevant. *Transfer* today, as always, has been a very collaborative endeavor between librarians and

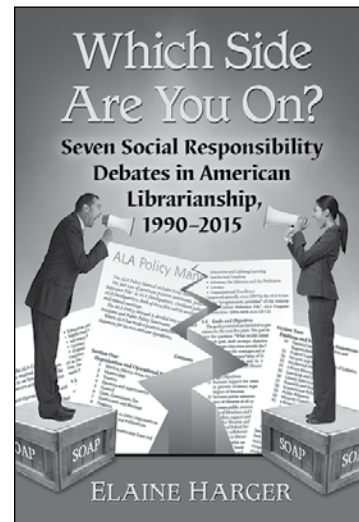
publishers, and continues to be as it progresses forward. 🌲

Please direct any comments on *NISO's Transfer* to **Alison Mitchell**: <a.mitchell@nature.com> and **Elizabeth Winter**: <elizabeth.winter@library.gatech.edu>

### Endnotes

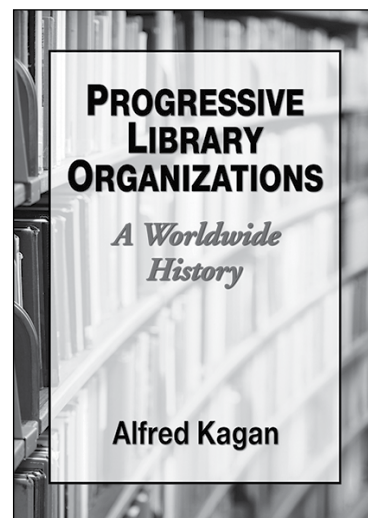
1. **Beals, Nancy, and Paul Harwood.** "Project Transfer: Findings from Surveys of Publishers and Librarians Undertaken in 2011." *The Serials Librarian* 63.2 (2012): 213-228.
2. **NISO Website** [http://www.niso.org/news/pr/view?item\\_key=a0d43901fbfd-7674d20a70dfee8c78f9014b9a86](http://www.niso.org/news/pr/view?item_key=a0d43901fbfd-7674d20a70dfee8c78f9014b9a86).
3. Interview quote from **Allyson A. Zellner**, MLIS, Senior eLearning Specialist, EBSCO Information Services.
4. **CHORUS Website** <http://www.chorus-access.org/>.

# McFarland



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