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# MARVEL Database Impact on Maine Library Budget, Resources and Statewide Citizen Access to Information 2010

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*MARVEL Database Impact on  
Maine Library Budget, Resources and  
Statewide Citizen Access to Information*

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*Prepared by the Maine State Library Staff  
For Maine Legislative Leadership*

*Respectfully submitted,  
Linda Lord, Maine State Librarian  
December, 2010*



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*Summary*

MARVEL is a collection of over 50 electronic information resources that serve the needs of Maine citizens from kindergarten through retirement. The State of Maine pays \$1,228,599 for access to all of the electronic resources in MARVEL.

Four of the 50 databases, *ProQuest Newspapers*, *Encyclopedia Britannica*, *MasterFILE Premier* and *Health Source Academic* are analyzed in this report to demonstrate the cost benefit that state-wide licensing provides to Maine citizens. Individually no library in Maine, including the University of Maine, could afford to subscribe to all of these resources.

***With these four resources alone Maine Citizens receive access to information that would cost over \$3.6 million in print. (See chart below)***

Database	State of ME price for electronic database	If there were no state-wide purchase, the following libraries would be impacted	Print cost for one library	Print cost for all libraries who would likely purchase
<i>ProQuest Newspapers</i>	\$89,465 (500+ titles)	Public & academic libraries (441 institutions)	\$3,590 (10 titles)	\$1,583,190
<i>Encyclopedia Britannica</i>	\$77,500	All 1060 institutions Public, Academic and School libraries	Varies by library type	\$1,018,049
<i>MasterFILE Premier</i>	\$20,000 (1,700+ titles)	Public, Secondary Schools (410 institutions)	\$2,458 (40 titles)	\$1,007,780
<i>HealthSource Nursing/Academic</i>	\$7,000 (822 titles)	Accredited Nursing Schools (13 institutions)	\$3,486 (10 titles)	\$ 45,318
Total	\$ 186,965		\$9,534	\$3,654,337

These four databases result in statewide savings of \$3,605,217. And Maine citizens receive access to over 3000 magazines, newspapers and reference titles.



Funding for the MARVEL electronic resources comes from the Maine State Library, the University of Maine, Colby, Bates, Bowdoin Colleges, the Public Utilities Commission (MTEAF -Maine Telecommunications Educational Access Fund).

The Maine State Library acknowledges that not every library could or would subscribe to all the resources listed in this report, not even those resources most relevant to their populations.

The primary benefit of MARVEL is that every citizen of Maine has access to far more than his or her local library can provide.

## 1. Detailed Analysis: Newspapers

Database: *ProQuest Newspapers*

ProQuest Newspaper Database features:

- Current Events
- Local Perspective
- International Perspective
- News Alerts
- Corrections Included
- Historic Events
- Business News
- Political News

*ProQuest Newspapers* provides the full text of more than 1000 U.S. and international news sources. Included are *The New York Times*, *Wall Street Journal*, *Boston Globe*, and the *Times of London*, plus hundreds of other news sources and news wires. Years of coverage vary by title.

### Sample coverage:

#### Maine newspaper coverage:

*Bangor Daily News*

*Kennebec Journal* (Augusta)

*Portland Press Herald*

*Lewiston Sun Journal*

*Central Maine Morning Sentinel* (Waterville)

#### National Newspaper coverage:

*New York Times*

*Boston Globe*

*USA Today*

*Christian Science Monitor*

*Washington Post*

*Los Angeles Times*

*American Banker*

*Chicago Tribune*

#### International Newspaper coverage

*Toronto Globe and Mail*

*London Times*

*Financial Times*

*China Business News*

**Sample print subscription costs**

Title	Annual cost per subscription
<i>Bangor Daily News</i>	\$ 268
<i>Portland Press Herald</i>	\$ 361
<i>Wall Street Journal</i>	\$ 399
<i>Boston Globe</i>	\$ 601
<i>New York Times</i>	\$ 828
<i>Kennebec Journal</i>	\$ 151
<i>Lewiston Sun Times</i>	\$ 194
<i>Waterville Morning Sentinel</i>	\$ 151
<i>Washington Post</i>	\$ 636
<i>Washington Times</i>	(Not available for delivery in Maine)
<b>Total</b>	<b>\$ 3,589</b>

State of Maine Cost of electronic <i>ProQuest</i> Newspapers	\$ 89,465
Print Cost of Selected newspapers	\$ 3,589
Print Cost for all 307 Public and Academic Libraries	\$1,583,190

It is very likely that many high school libraries would purchase a number of these newspapers if they could afford to.

Maine citizens save \$1,493,725 and receive access to nearly 500 additional titles using ProQuest online Newspapers rather than direct print subscriptions.

Deborah Rollins, Head, Collection Services Department Fogler Library, University of Maine states:

My estimate is the University of Maine Orono campus alone would have to pay around \$20-25,000 for the print copies of these newspapers. To have this international newspaper resource for everyone in Maine is a really good deal.

## 2. Detailed Analysis: Encyclopedias

Database: *Encyclopedia Britannica*

In addition to the contents of the 32 volume *Encyclopedia Britannica*, the electronic subscription

offers versions suitable for researchers of all levels, including from early readers to PhD candidates. The MARVEL subscription to Britannica also includes *Annals of America* (over 2,100 original full-text source documents on United States history from 1493 to the present including speeches, essays, biographies, landmark court decisions, poems, interviews, and editorials from more than 1,500 authors). *World Data Analyst*, another source in the subscription, offers detailed statistical comparisons of countries around the world, using both the most recent statistics and historical figures.

Another added bonus to the Britannica Electronic subscription is found on the MLTI Student Laptops. Maine students have the ability to access Britannica sources directly through an icon on their laptops. This encourages students to use reliable sources rather than simply trusting Google to provide the answer from any unmediated source.

Britannica provides different levels of encyclopedias for different types of libraries. The following tables provided by Britannica, compare the exact print

Britannica sources included in the electronic subscription

- *Annals of America*
- *Encyclopedia Britannica*
- *Compton's Encyclopedia*
- *Atlas*
- *Merriam Webster Dictionary*
- *Country reports*
- *Britannica Student Encyclopedia*
- *Dictionary of Quotations*
- *Web sites chosen by the editors*

equivalent purchases to the electronic package included in MARVEL.

**If all libraries in Maine directly subscribed to the equivalent sources the Price would be \$ 434,328.**










*MARVEL Database Impact on Maine*

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Special Offer: When State of Maine renews its subscription to Britannica Online, Britannica Online School Edition and Britannica Online Public Library Edition for the 2011-12 School Year, Encyclopaedia Britannica will include access to these Supplemental Databases for the full term at no charge.

	\$33,653	
	\$ 9,955	
	\$ 9,955	
	\$ 9,955	
	\$26,719	
<p>Total for one set of all these supplemental databases</p>		\$90,237

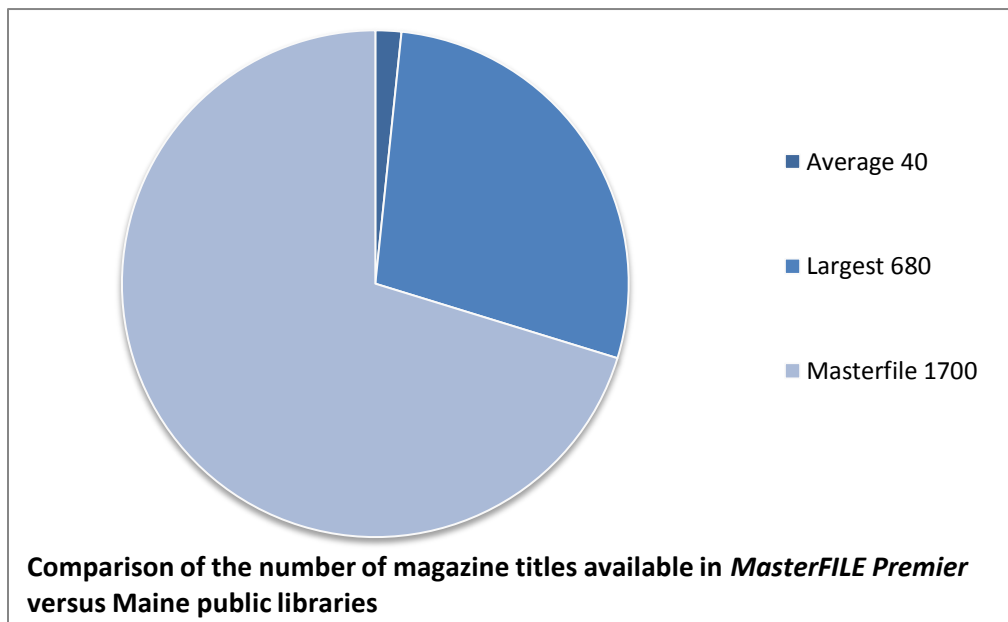
### 3. Detailed Analysis: General interest magazines

**Database: *MasterFILE Premier***

Designed specifically for the general public and high school students, *MasterFILE™ Premier* contains full text for nearly 1,700 magazines covering general reference, business, health, education, general science, multicultural issues and much more. This electronic resource also contains full text for more than 500 reference books, over 107,000 primary source documents, and an Image Collection of over 510,000 photos, maps & flags.

According to the *Maine Public Libraries Survey 2009*, the average Maine public library subscribes to 40 periodicals. This average includes the largest libraries such as Bangor Public and Portland Public which each receive over 500 periodicals and over 30 small libraries which have no paid subscriptions to magazines or newspapers.

The following graph shows how many titles the average Maine citizen would have access to in print from public libraries compared to how many they do have access to through just one of the electronic resources in MARVEL.



State of Maine Cost of electronic <i>MasterFILE</i>	\$ 20,000
Print cost of 40 high use general interest magazine titles for 1 library	\$ 2,458
Cost of all print subscriptions for all 269 Maine public libraries & 134 secondary schools	\$1,007,780
Savings	\$ 987,780

The following table lists 40 popular magazines which are included in *MasterFile Premier* and which might make up the subscription list of an average public library.

<b>Title</b>	<b>Annually print cost</b>
American Forests	\$ 24.75
Architectural Record	\$ 243.00
Astronomy	\$ 42.95
Atlantic	\$ 29.95
Boy's Life	\$ 24.00
Business Week	\$ 84.00
Christian Century	\$ 59.00
Consumer Reports	\$ 42.49
Cricket	\$ 33.95
Discover	\$ 29.95
Economist	\$ 127.00
Entertainment Weekly	\$ 59.95
Field and Stream	\$ 19.97
Forbes	\$ 59.95
Fortune	\$ 69.95
Good housekeeping	\$ 21.97
Highlights	\$ 34.95
Library Journal	\$ 157.99
MacLean's	\$ 101.04
Men's Health	\$ 24.94
Nation	\$ 90.00
New republic	\$ 79.97
Newsweek	\$ 40.00
Parenting	\$ 43.94
PC World	\$ 24.95
People	\$ 116.07
Popular Science	\$ 19.97

Prevention	\$	21.97
Psychology Today	\$	18.00
Ranger Rick	\$	24.00
Rolling Stone	\$	39.96
Runners World	\$	24.00
Scientific American	\$	299.00
Smithsonian	\$	36.00
Sporting News	\$	45.00
Sports Illustrated	\$	88.95
Sports Illustrated for Kids	\$	31.95
Time	\$	76.13
Vanity Fair	\$	28.00
Yankee	\$	18.00
<b>Total Print Price</b>	\$	<b>2,457.61</b>

#### 4. Detailed Analysis: Nursing Academic Journals

Database: *Health Source Nursing/Academic Edition*

##### Facts about Academic Journals & Nursing in Maine

- Between 1986 and 2004, journal expenditures of North American research libraries increased by a staggering 273%, with the average journal unit cost increasing by 188%. During this same period, the U.S. Consumer Price Index rose by 73%\*
- In 2003, 413 individuals graduated from accredited nursing programs in Maine\*\*
- In Maine, the shortage of RNs in 2000 was 12%\*\*

\* *The Cost of Journals* University Library University of Illinois at Urbana-Champaign

\*\* *Overview of Maine's Nursing Graduate Capacity*, OMNE Task Force

Nurses must graduate from an accredited nursing school. For community colleges, hospital nursing schools and public and private universities to be accredited by the National League of Nursing, they must show direct access to specific nursing journal titles. There are 13 nursing programs accredited in Maine:

- Central Maine Community College (CMCC)
- Central Maine Medical Center (CMMC)
- Eastern Maine Community College (EMCC)
- Husson College (HC)
- Kennebec Valley Community College (KVCC)
- Northern Maine Community College (NMCC)
- Saint Joseph's College of Maine (SJC)
- Southern Maine Community College (SMCC)
- University of Maine (UM)
- University of Maine at Augusta (UMA)
- University of Maine at Fort Kent (UMFK)
- University of New England (UNE)
- University of Southern Maine (USM)

*Health Source Nursing/Academic* edition provides the full text of many of the required journals. This is particularly important because the database subscription is considered the same as a print

subscription for accreditation purposes. The savings on MARVEL titles can be applied to the purchase of other required titles.

<b>Full text titles available in MARVEL!</b>	<b>Annual print subscription cost</b>
Critical Care Nurse	\$ 205.00
Journal of Nursing Management	\$ 502.36
Journal of Nursing Research	\$ 152.58
Journal of Nursing Scholarship	\$ 215.00
Journal of Nutrition	\$ 700.00
Nursing	\$ 295.00
Nursing Ethics	\$ 650.88
Nursing Management	\$ 340.00
Pediatric Nursing	\$ 99.00
Emergency Nurse	\$ 326.64
<b>Total</b>	<b>\$ 3,486.46</b>

State of Maine Cost of electronic <i>HealthSource Nursing/Academic</i>	\$ 5,000
Print Cost of selected titles for one library	\$ 3,486
Print Cost for all 13 Maine nursing schools to subscribe directly	\$ 45,318
Total savings	\$ 40,318

Judith Frost, Director of Library Services, Central Maine Community College (CMCC), reported: “We take 67 journal/periodical/magazine titles in print from EBSCO at a cost of \$8,248.” Well over half of that amount is for titles to support the nursing program. The full text titles available in the *EBSCO Health Source: Nursing/Academic Edition* database allow CMCC to subscribe to other nursing journals without significantly increasing her budget.

The titles in *Health Source Nursing/Academic Edition* also support the allied health programs such as radiology assistant, pharmacy and certified nursing assistant offered at various academic institutions in Maine.

**From:** John Henderson [<mailto:JHenderson@ebSCOhost.com>]

**Sent:** Monday, December 13, 2010 2:04 PM

**To:** John Henderson

**Subject:** EBSCO Database Number of Tiles in Each Product

AGRICOLA	4.8 Million Citations
Academic Search Complete	11,900 journals indexed and 7800 in full text, 6800 are peer reviewed
Biomed Ref Collection	105 journals indexed are all full text. 102 are peer reviewed
Business Source Complete	4,707 journals indexed and 3606 in full text
ERIC	1.3 million records and 323,000 full text documents
Econlit	Over 1 million records
Environment Complete	Over 2100 titles of which 820 are full text
GeoREF	Over 3 million records
Health Source: Consumer Edition	80 full text magazines, 130 reference books
Health Source: Nursing/Academic Edition	822 journals
Hobbies & Crafts Reference Center	1000 magazines, 760 video's and 160 hobby profiles
Literary Reference Center	34k plot summaries, 4500 journals, 110k literary criticism, 75k poems, 20k short stories, 6200 author interviews
MAS FullTEXT Ultra School Edition	500 full text magazines, 360 reference books
MEDLINE	Indexing for 4800 biomedical journals and Medical Subject Headings
MasterFILE Premier	1700 full text periodicals, 510,000 maps, photos and flags, 107,000 primary source documents, 500 full text reference books
Middle Search Plus	140 full text periodicals, 87,000 biographies, 107,000 primary source documents
Military and Government Collection	Indexing for 400 journals of which 300 are full text
Novelist	Reader's Advisory for 155,000 fiction titles
Novelist K-8	Reader's Advisory for 65,000 K-8 fiction titles
Novelist K-8 Plus	Reader's Advisory for 65,000 K-8 fiction titles as well as 30,000 nonfiction titles
Novelist Plus	Reader's Advisory for over 250,000 fiction and nonfiction titles
Nursing and Allied Health Collection	100 full text consumer and biomedical journals
Points of View Reference Center.	270 subjects, TV News and Transcripts, Video Encyclopedia, Primary Source Documents, etc
Primary Search	82 full text children's magazines
Wildlife & Ecology Studies	1.65 million bibliographic records





*MARVEL Database Impact on Maine*

**From:** John Henderson [<mailto:JHenderson@ebSCOhost.com>]

**Sent:** Monday, December 13, 2010 1:28 PM

**To:** John Henderson

**Subject:** EBSCO Database Pricing for Maine State Library Total Cost and Databases Priced by Market  
Actual cost for all EBSCO databases in Maine State Package is \$512,643.00

1. Cost by market if they were to purchase on their own:

**ACADEMIC LIBRARIES**

AGRICOLA	\$500
Academic Search Complete	\$35,000
Biomedical Reference Collection: Basic	\$5,000
Business Source Complete	\$29,000
ERIC	\$500
Econlit	\$3,000
Environment Complete	\$5,500
GeoREF	\$3,500
Health Source: Consumer Edition	\$2,000
Health Source: Nursing/Academic Edition	\$7,000
Hobbies & Crafts Reference Center	\$1,500
Literary Reference Center	\$6,500
MAS FullTEXT Ultra School Edition	\$500
MEDLINE	\$2,000
MasterFILE Premier	\$15,000
Middle Search Plus	\$250
Military and Government Collection	\$500
NoveList	\$700
NoveList K-8	\$500
NoveList K-8 Plus	\$750
NoveList Plus	\$1,400
Nursing and Allied Health Collection	\$3,000
Points of View Reference Center	\$4,500
Primary Search	\$250
Wildlife & Ecology Studies Worldwide	\$2,000
<b>Total per Academic Library</b>	<b>\$130,350</b>

**PUBLIC LIBRARIES**

Academic Search Complete	\$5,000
Business Source Complete	\$5,000

Health Source: Consumer Edition	\$1,000
Hobbies & Crafts Reference Center	\$1,000
Literary Reference Center	\$3,000
MAS FullTEXT Ultra School Edition	\$500
MEDLINE	\$2,000
MasterFILE Premier	\$20,000
Middle Search Plus	\$250
NoveList	\$250
NoveList K-8	\$250
NoveList K-8 Plus	\$250
NoveList Plus	\$1,000
Points of View Reference Center	\$2,500
Primary Search	\$250
<b>Total Public Library</b>	<b>\$41,500</b>

**SCHOOL LIBRARIES**

<b>High School Coverage</b>	
ERIC	500
Health Source: Consumer	1,000
MAS: Ultra	8,000
Newspaper Source	1,500
Professional Development	1,500
Topic Search	1,000
<b>Total per High School</b>	<b>13,500</b>
<b>Middle School coverage</b>	
ERIC	300
Health Source: Consumer	500
Middle Search Plus	5,000
Newspaper Source	500
Professional Development	500
Topic Search	500
<b>Total per Middle School</b>	<b>7,300</b>
<b>Elementary School coverage</b>	
ERIC	300
Primary Search	2,000
Newspaper Source	500
Professional Development	500
<b>Total per Elementary School</b>	<b>3,300</b>

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<http://www.library.illinois.edu/scholcomm/journalcosts.html>

Ebsco <http://www.ebscohost.com/>

Maine State Library <http://www.maine.gov/msl/>

MARVEL <http://maine.gov/marvel/>

*Overview of Maine's Nursing Graduate Capacity*, OMNE Task Force, 2004  
<http://usm.maine.edu/son/visitors/pdfs/2003OverviewGradCap.pdf>

ProQuest <http://www.proquest.com/>

### **Email Sources**

Judith Frost, Director of Library Services, Central Maine Community College  
Email received Dec 6, 2010

Pamela Goucher, Interim School Library/Technology Planning Coordinator  
Maine Dept. of Education/Maine State Library  
Email received Dec 13, 2010

John Henderson, Regional Sales Manager, EBSCO Publishing  
Email received Dec 13, 2010

Deborah Rollins, Head, Collection Services Department Fogler Library, University of Maine  
Email received Dec 8, 2010

Pat Salazar, ~ Accounts Manager Encyclopædia Britannica, Inc  
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