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Janet Nazar and Tim Bowen, ““To Mediate, or Not Mediate, That Is the Question”: Setting Up Get It Now at Furman University Libraries” (2013). *Proceedings of the Charleston Library Conference*.
<http://dx.doi.org/10.5703/1288284315303>

“To Mediate, or Not Mediate, That Is the Question”: Setting Up Get It Now at Furman University Libraries

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Introduction

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, CCC access to our pay-per-view journals through Get It Now. Working with the CCC and EBSCO, Furman set up a custom link to allow students unmediated access to titles previously available only through ILL 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 interlibrary loan departments. The time saved from setting up this program has a positive impact on faculty, staff, 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 institution's library.

Available to institutions of all sizes, Get It Now complements a library's 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 8,800 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 web sites, 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 journal articles from the world's leading publishers through a single centralized service. What is 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 semimonthly basis so there is 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 overordering 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.

Setting up Get It Now at Furman University Libraries

Furman University is located in Greenville, South Carolina. It is a small, liberal arts university with a stable student population of approximately 2,600–2,700 students. Furman has two Master's programs in Chemistry and Education. There are 42 areas of study and a small, but 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 12 librarians (including the branch librarians), 15 staff members, and 81 student assistants.

The Furman Libraries house over 600,000 items. We have 680 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 270 databases, 180,000 e-journals, and over 300,000 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 interlibrary 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 web site. 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 interlibrary 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 2011–2012 to 2012–2013. 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, Interlibrary 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 spring 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; and
- 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 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 log in credentials to purchase journals directly.

EBSCO technical support asked for several pieces of information from CCC and for us to make the custom link. We tested the link in late April 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 five downloads per day per user
- We have notifications set up if a user requests more than five downloads per day
- We set up a deposit account for article purchases
- Our ILL 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-mail inbox

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.

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 for 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 2014 Spring semester. At that time, we will evaluate the student use and faculty satisfaction of the program. We have altered the program a bit since implementation. ILL staff check the e-mail daily to see if there are cancellations. Normally, there are only 1–2 per week. The ILL 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 CCC adds publishers to their roster, this option becomes even more functional and useful.