

PAY-PER-VIEW FOR JOURNALS

The Wheaton College (Illinois) Experience

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Slides: <http://librarylink.wheaton.edu/ppvalamw15>



WHO ARE WE

AT WHEATON?

- 40 undergraduate majors
- Doctoral programs in Bible and Theology, Psychology
- 14 Master's degrees
- Total FTE: 2,969 (Students 2,729; Faculty 240)
- Total journal subscriptions: 6,607 (~400 print)

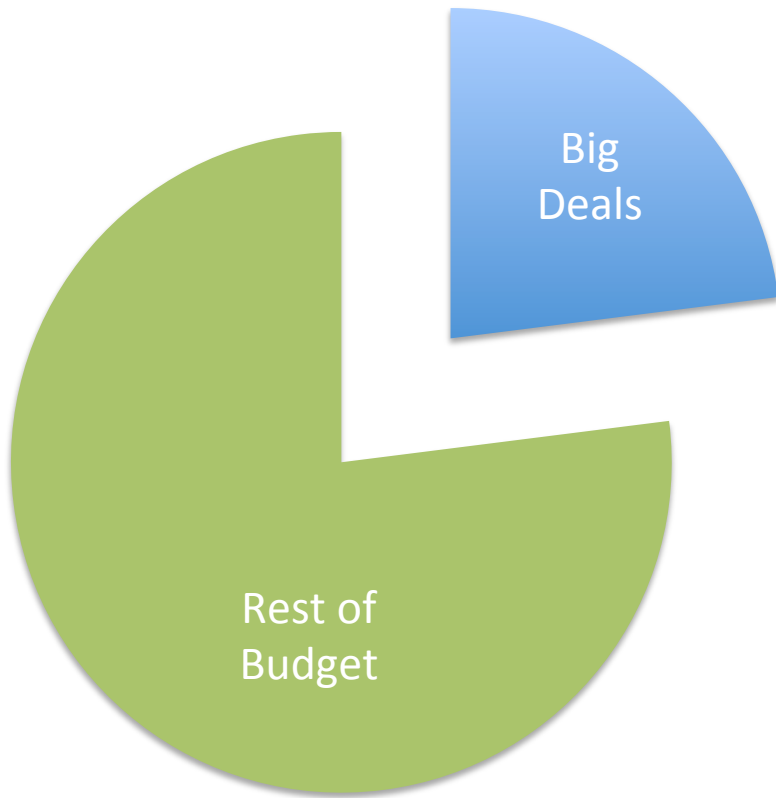
Problems We Faced

- Almost **one out of every four dollars spent on journal packages** from three publishers (Elsevier, Wiley, Sage)
- **Low usage** for those journal packages
- **No money for new resources**
- **Users unhappy with available resources**

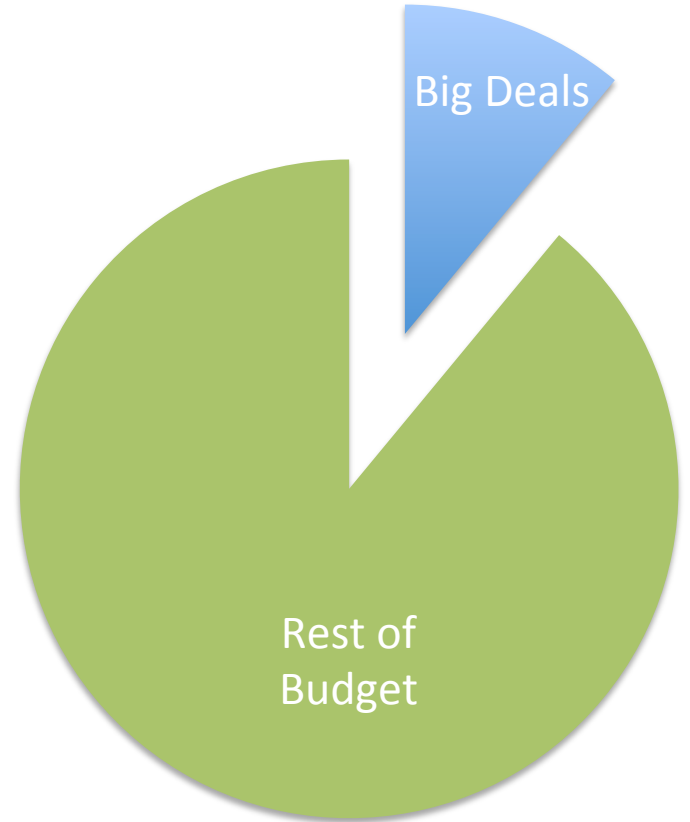
Steps We Took

- Dropped big deal packages
- Added select, individual subscriptions
- Added pay-per-view (PPV) for **all journals** published by three publishers
- Made user access for PPV as close as possible to subscription access (unmediated)

Before



After



WHAT HAVE WE LEARNED?



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Some Observations from Our Experience

- This is a great fit for us, but may not be for everyone
- It's a lot of work but worth it
- There are unforeseen advantages as well as disadvantages
- This is not a “one and done” process

Some Observations from Our Experience

- We obtain great data on use the longer we continue
- We have been able to add backfiles, new journals, new databases, ebooks, and significant print collections
- Users are happier than before

“I am currently doing some literature searches related to my personal scientific research. You and your library staff have made it so much easier than in the past to access articles. Thank you!!”

Department chair and faculty member
in Biology

**Faculty satisfaction survey question:
“The library has the journals that I
want.” Rate 1 (Low) to 7 (High)**

Average Response in 2010: 4.73

Average Response in 2015: 5.30

WHAT ARE SOME BROADER POINTS?



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Things to Ponder

- It is hard to overstate the importance and value of **aligning with user needs** and **making access simple**
- Don't be afraid to try it
- Consider how PPV fits into collections strategy
- Greater budget **flexibility is certainly possible**
- **Cost per use can be lowered** over time
- Institutional support is critical

**Does this signal the end of the
subscription model? Or to
paraphrase a famous advertising
slogan: Is a subscription forever?**

My perspective is no, and no.

Rather, this is perhaps the beginning of a more flexible and user-centered approach to journal collections.

And more publishers should get on board.

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