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From the Selected Works of Antje Mays

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A Year of Progress: Publishers and Libraries Collaborating in Crisis Times and Planting the Seeds for Sustainable Ecosystems

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A Year of Progress:

Publishers & Libraries Collaborating in Crisis Times and Planting the Seeds for Sustainable Ecosystems



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Librarians' Challenges:

Crisis Times & Beyond

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Librarians' Challenges: Crisis Times & Beyond

Business Models...

- Price increases in world of shrinking library purchasing power
- Structural changes:
 - instructional needs → libraries face shifting and increasing demands
 - economic backdrop: macroeconomic shifts → budget challenges
- Pandemic safety protocols:
 - Human-to-human learning interactions, interrupted

...the difference between COVID-19 and other economic crises has been profound. The pandemic has affected every aspect of the people, place, and platform value proposition.

Budgets overall are a source of concern. ...[C]hanges in technology and user needs often require additional funding, but academic libraries don't see that happening in the next five years. More than three-fourths of respondents (66.6 percent) say their budgets will either stay the same or decrease. (Budgets that remain flat effectively decrease in purchasing power due to inflation.)

Pandemic → Online Pivot → Digital Rush

Hunting Down Digital Content -- à la crisis mode...

- The massive pivot to online instruction → needing ebooks in a hurry
 - Can't get to stacks → need ebook equivalent
 - Limited to no e-books: geographic license restrictions, dearth in some disciplines

...libraries have truly excelled during COVID. Libraries have spent the past two decades increasing and expanding their digital collections ... and exploring new licensing models ... Having this groundwork in place when COVID struck was foundational. Libraries could nimbly shift resources from print to digital...

Faculty and students now expect access ... virtually, as classes are increasingly offered remotely or hybrid... innovation ... to lead through challenging times as opposed to merely surviving.



Pandemic → Online Pivot → Digital Rush, ctd.

Hunting Down Digital Content -- à la crisis mode, ctd...

- Streaming videos ← pressing need → unresponsive marketplace

- Got library streaming purchase options

- On rights holders and licensing frameworks
- Individual: why can't the library get film access for my class via [...]?
- Streaming content and geofencing

- When educational purchase gateways do not offer the needed films...

- Searching for rights-holders, encountering dead ends.

...ubiquitous streaming services pegged to individual accounts...

Commercial streaming services ... have taken on even more importance during the pandemic by taking on the releases of new films due to COVID restrictions on movie theaters. However, none of the now standard channels for video offer any realistic type of service plan for institutions. Other than YouTube, whose content unpredictably can be purged without notice, libraries have little availability to a growing portion of today's critical video resources...

Inflexible Pricing

Price Rises Continue, Despite Pandemic-Driven Budget Cuts

- Legacy pricing, legacy publishing models
- A tale of two mindsets – short-term gain vs. long-term horizons:
 - Mindset of short-term price maximizing poses risk to long-term business relationships:
 - undermines goodwill & trust → customers question continuing business relationships
- Result: libraries seek alternatives
 - DDA = example of casualty: short-term price hikes overwhelmed library budgets → DDA lost its value to libraries.
- Forced bundling: forcing purchase of whole collection to access one needed title.
 - Grab-bags have minimal value → libraries walk away & do without the needed title and look for alternatives.



Open Access: Promise? Caveat?

Caveat...

- Proliferation, but problems with predatory publishers.

Promise...

- Growth in options for OA publishing as reputable publishers expand support options.

Related: The Rise of Open Educational Resources (OER)

- Home-grown and / or licensed content created by subject experts
- Spearheaded and curated by libraries, universities, and library-publisher collaborations.

Publisher Solutions in Crisis Times...

Good Citizens -- Olive Branch and Helping Hand:

- Providers and services enabled access to content – a few examples:
 - EBSCO, JSTOR, Great Courses, VitalSource Helps
 - Free trials, temporary access through established portals → simple to use
- E-textbook and reference publishers provided online access – a few examples:
 - Cambridge University Press, IGI Global, SAGE, Springer
- A few e-textbook offers that did not work:
 - Another e-textbook source: well-intentioned gesture. Barrier: prompts for personally identifying information for free access were incompatible with FERPA rules.
 - Third-party offers of e-textbook access → processes turned out non-functional.
 - Several e-textbook access offers were veiled advertisements.

Publisher Solutions

Rights & Licensing

- Flexible Purchase Options:

- à la carte individual titles,
- custom collections,
- whole collections or subsets (e.g. by publication date or subject groupings)
- the rise of EBA (and the fall of DDA) → greater value & flexibility.

Pricing Models:

- Multi-use, DRM-free vs. differential pricing vs. flat-rate purchase price

Publisher Solutions, ctd.

Long-Term Strategic Practices Toward Sustainable Solutions:

- Flexible Purchase Options to Meet Library Needs:
 - OA support
 - Full 100% matching funds for OA publishing publications
 - Full projects.
 - Support for full OA Gold
 - Support for full OA journals
 - Print to electronic conversions at discount
 - Flexible acquisitions options and multi-year agreements with locked in pricing

Publisher Solutions: Tangible Practices

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Short-Term Solutions at the Onset of the Pandemic

Print to Electronic Conversions at Discount (Direct and Through Preferred Library Platforms)

Increased/Extended Discounts on e-Books and e-Journals (as libraries shifted to online-only and hybrid environments)

Opened Up Access to e-Collection, e-Book, and e-Journal Content

Discounted Renewals/Updates for Current e-Collections Customers

Book and Journal Distribution (POD) – Constant Contact to Maintain No Disruption in Manufacturing at POD Facilities

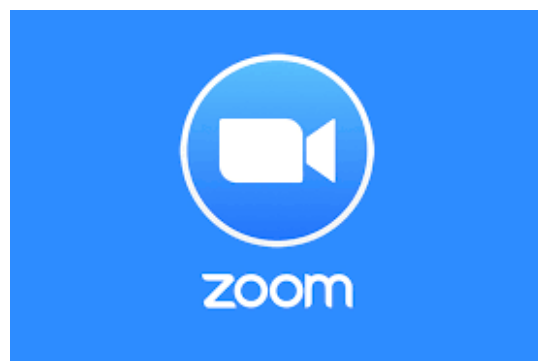
Agile Publishing Process for COVID-19-Related and Other Publications



Long-Term Practices Toward Sustainable Solutions

- Access, Inclusivity, and Accessibility
 - Digital Preferred Format for Journals
 - WCAG Compliance
 - Bringing a Greater Focus to DEI Efforts (Titles, Content, Accessibility, and More)
 - Remote Access Options - Further Integration and Enhancements
 - Shibboleth/OpenAthens Integration
 - IPs with Proxy
 - Referral URLs





Long-Term Practices Toward Sustainable Solutions

- Flexible Purchasing and Acquisitions Options to Meet Library Needs
- Print to Electronic Conversions at Discount Continued Indefinitely
- Support for the Open Access Movement
 - IGI Global's OA Fee Waiver (Read & Publish) Initiative
 - Building upon more truly transformative options (full Diamond support through Publish & Read options)
 - 30 journals were converted to Gold OA in January 2021, 30 more will be converted in January 2022 to keep up with Plan S mandates and stay agile within the movement
- Meeting with Libraries, Consortia, and Systems
 - To get a better sense of needs (where can we continue to adapt to fit changing needs of the community?)



Audience Participation:



Reflection Questions:

1. What type of organization are you with? (multiple choice)
2. → If organization type is "Other", please specify (open ended, free-text entry)
3. What best describes your role? (multiple choice)
4. → If your role is "Other", please specify (open ended, free-text entry)
5. Industry trends & priorities: How have your priorities shifted since the pandemic? (open ended, free-text entry)
6. Resulting from the pandemic, in what priority order would you currently rank the following industry trends? (drag & drop rank-ordering)

<ul style="list-style-type: none">• Consortium / library system deals• Digital scholarship / digital media proliferation / shift to e-resources• Diversity, equity, inclusion	<ul style="list-style-type: none">• Flexible purchasing models• Licensing frameworks• Open Access/ Open Educational Resources / Scholarly communication	<ul style="list-style-type: none">• Publisher packages and e-collections• Remote work, online access, and technologies• Other
---	---	---
7. → If your top priority is "Other", please specify (open ended, free-text entry)
8. What industry trends & priorities did we miss? (open ended, free-text entry)
9. Regarding library-publisher collaborations, what are some of the biggest obstacles you've faced?
10. In library-publisher collaborations, what good and most impactful & positive outcomes have you seen? (open ended, free-text entry)
11. Your closing thoughts -- free-form & open-ended (free-text entry)



Conference Session Interactives: Live Poll

Mentimeter (62 respondents, in-session)

Pre-Session Survey

Qualtrics (3 respondents, pre-session)



Audience Participation:



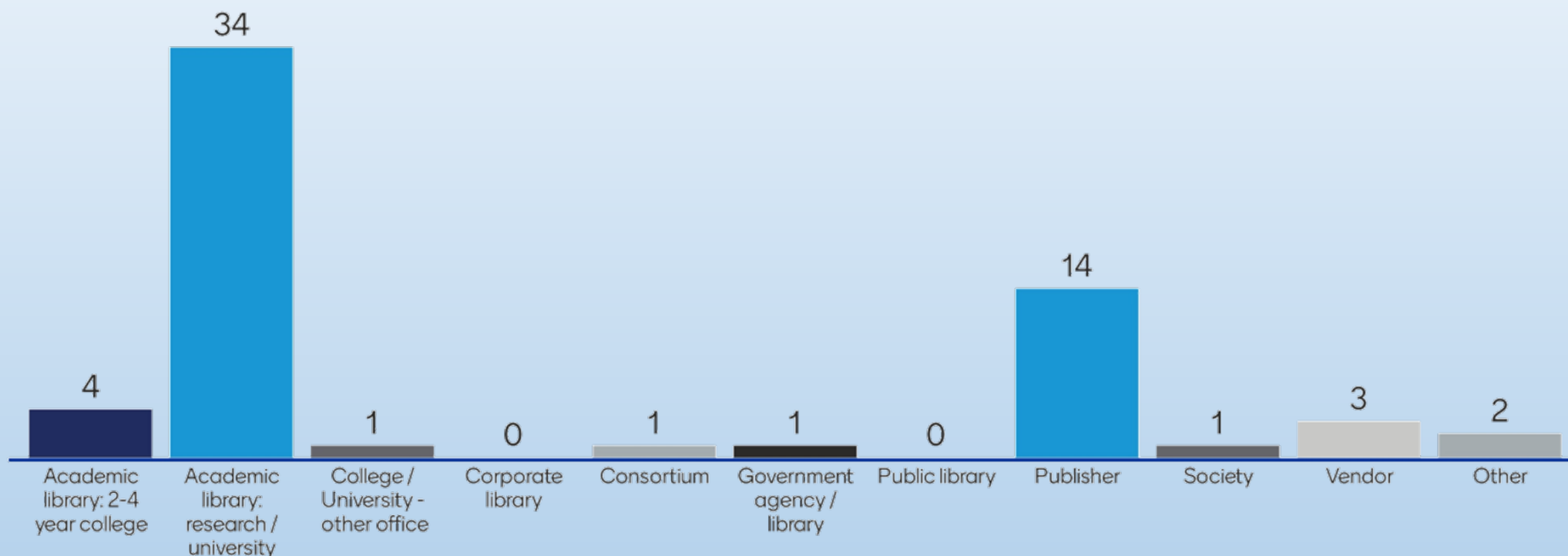
Poll & Survey Results



➤ ➡ Narrative report ➡ 2021 *Charleston Conference Proceedings*. ◀



What type of organization are you with?



If organization type is "Other", please specify:

Digital archive

Publishing services and preprint server

government

Franklin Humanities Institute, Duke University. I also work on an online project for Duke University Press.

Society publishers

Publishing services

Nonprofit

Higher Ed commission

Not-for-profit aggregator

Academic 4 year

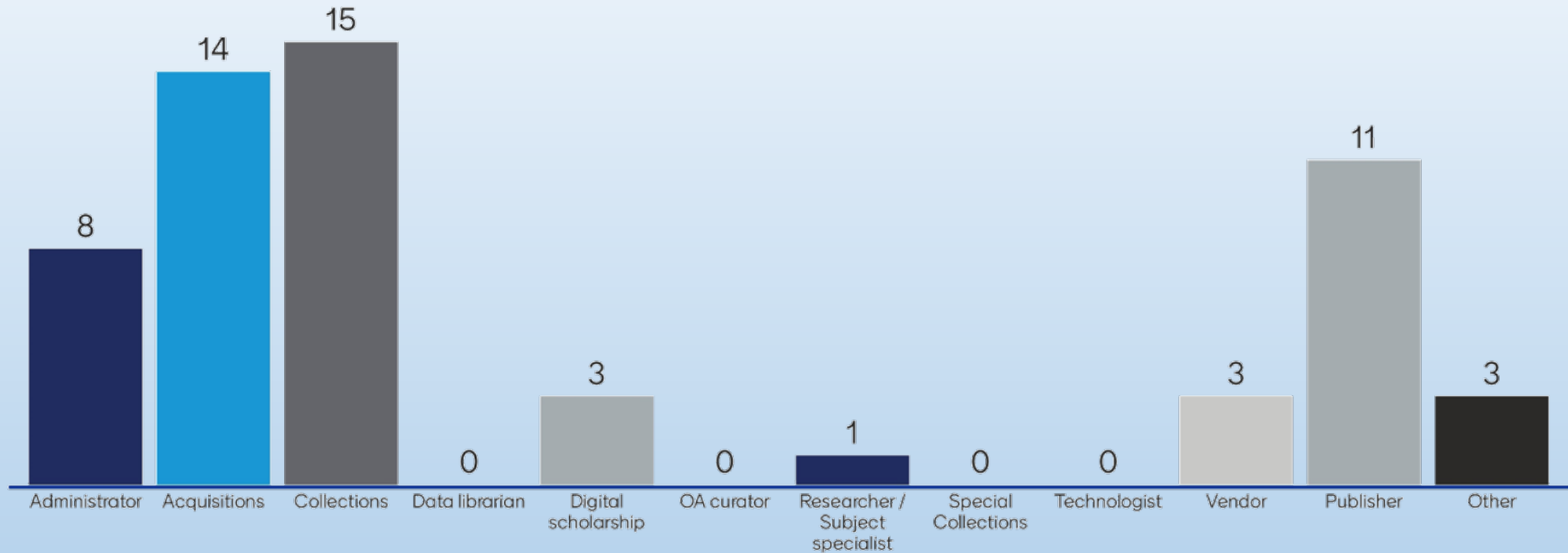
Not-for-profit aggregator

Independent publisher specializing in the social sciences (both books and journals)

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What best describes your role?



If your role is "Other", please specify:

Sales director

Acquisitions & ER

Comms Manager

Interim Director

Library specialist.

Outreach manager.

Digital Scholarship.



Industry trends & priorities: How have your priorities shifted since the pandemic?

Priority to electronic format

Much less print. Trying to reduce annual and multi-year commitments

Less physical; more electronic.

Yes

Much more E Resources sold

Opening up more content for folks who lost access , getting more DEI content, etc.

No, we were already mostly virtual

Greater shift to OA

Away from Approval, more towards firm orders/requests

Shift to funding more digital content for monographs. We are restoring some print purchasing, but demand for Ebooks continues.

More access needed for e-books.

In the short-term, we are focused on e-preferred for back filling print acquisitions missed during pandemic closure. Long-term, we are looking to open access partnerships and evaluating what content provides value to our collections

We have shifted from seeing and working with libraries in person to doing as much of that online as we can. We have also shifted from consulting to engagement

moving faster to electronic first

We need more stable pricing and more collaboration with publishers.

ensuring remote access to resources and people

Digital shift, Just in time approach in collection development.

We now prefer e over p formats

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Industry trends & priorities: How have your priorities shifted since the pandemic? , ctd.

Supporting remote learning
Increased research projects = increased support
Open access

More online focus/access, open access

No

equitable decision making

Less money, more needs

Prioritizing ebook conversion for backlist titles. Making content available through more channels and sales models.

More services moved online for good, more employees working from home for good

Openness, speed, and fairness in scholarly publishing.

Looking more into OA, ADA compliance, EBA, online vs print.

More of my time is spent working with institutions on how to possibly save on their renewal rather than how to add titles.

Looking at more ways to provide access to subs and to Improve online content

More emphasis on digital, less emphasis on print processing and handling.

Need to find more agile business models to accommodate university budget realities

even more emphasis on electronic

Provide more resources online

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Industry trends & priorities: How have your priorities shifted since the pandemic? , ctd.

Similar to IGI, we have focused on providing more remote access options, including Shibboleth and OpenAthens. We've also expanded to include IP registry.

We purchased very few print books during the pandemic, and continue to prefer ebooks now that we are back in person.

E-ressouces

no

Our discretionary budget is smaller than pre-pandemic as we used some of that money to continue supporting our consortial and ER

Less print.

1. Digital content is preferred, with an increasing emphasis to provide affordable or free access to textbooks/teaching materials/OER for students. 2. Managing cost of open access while allowing affiliated authors the opportunity to make their open.

Got more invested in values based negotiations with consortia partners; collections as a service model etc

I've had to be very focused on remote work--research, meetings, events, etc.

More focus on electronic resources.

Focused on development on Framework for Provider Agreements, then building out local workflows, trainings, and resources to facilitate our decision making based on our institutional values.

Cost is chief concern

E-books and streaming media over print resources

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Industry trends & priorities: How have your priorities shifted since the pandemic? , ctd.

not due to the pandemic but OA has been top of mind.

Preference in acquisitions for e-content, thought it is unknown if that extends to selecting parties. Undergrads seem to prefer e anecdotally

more ER trials, bringing subject librarians into traditionally Tech Services duties (for transparency and much needed support). eBooks became a bigger focus while students were off campus and closed a branch. but , but now seems to be more even with print (even though that is an increase for us)

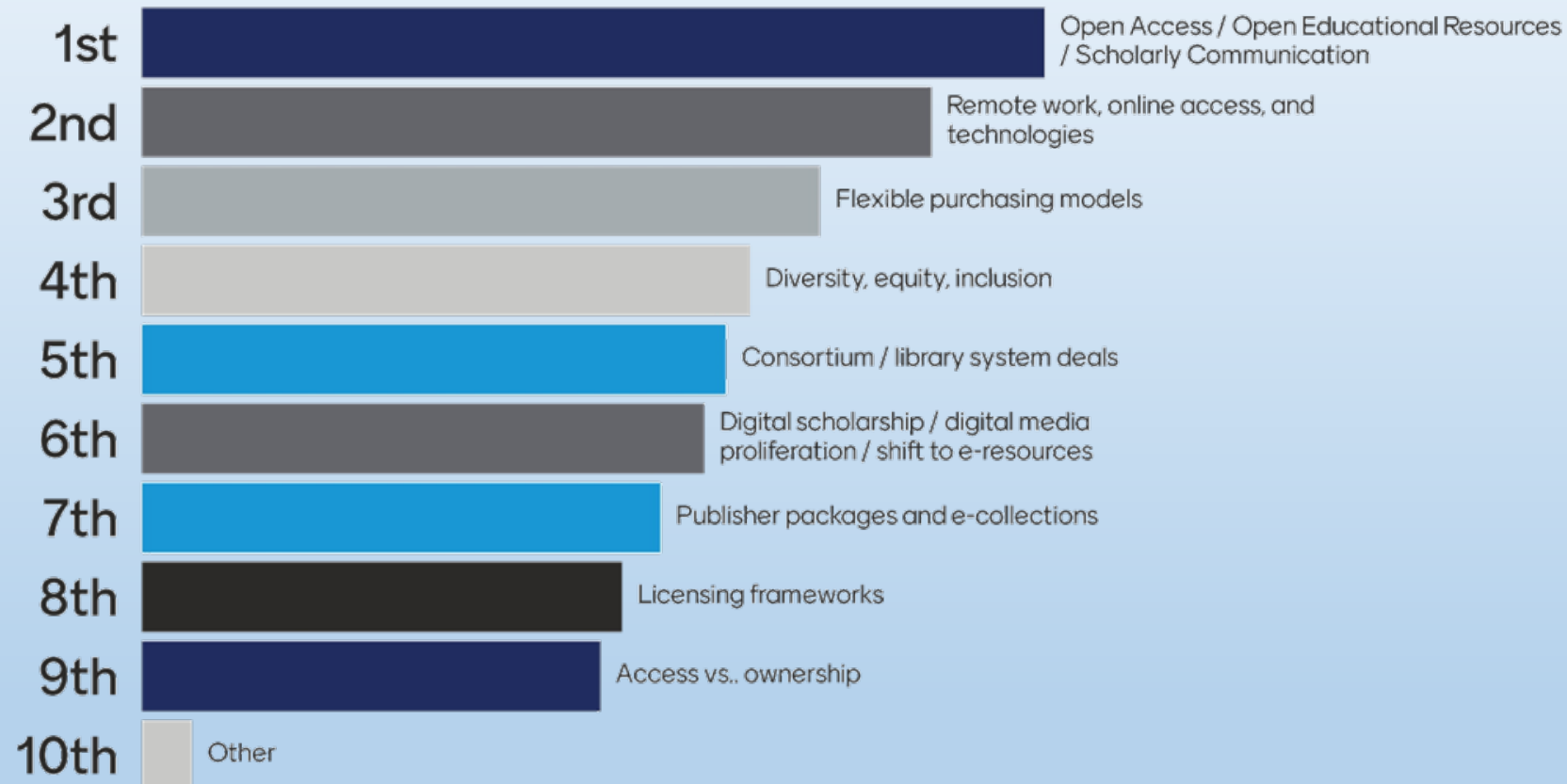
As a publisher, we have looked at new ways to partner, removed in-person events as most folks in the industry. We are looking at new products and services that we can offer to meet our customers' changing needs.

We're focusing more on open access and copyright.

Focusing more on open science, open access, transformative agreements. Imperative to establish an academic infrastructure to support open scholarship. Need publishers to understand we have limited budgets and lost \$\$ in the pandemic.

We need transformative agreements that are sustainable for academic libraries and allow open access publication with no APC charges. Need a sustainable open access infrastructure for open access publications, so traditional publishing can be re-evaluates by learned societies, and greater cost benefit to societies is realized. Need to compensate scientists and researchers for their peer review and editorial work.

Resulting from the pandemic, in what priority order would you currently rank the following industry trends?



If your top priority is "Other", please specify:

workload; staffing levels and loss of staff; sudden reductions to collection budget

Innovation for publishing multimedia and multimodal scholarship.

8 additional responses stating "n/a" and "top priority is not other".



What industry trends & priorities did we miss?

Purchasing models along with textbook affordability still seem to have concerns from librarians about what publishers are doing to support them.

I assume that licensing frameworks means transformative agreements. I ranked this very high because of its priority and importance. If licensing frameworks means something else, it would change my ranking considerably.

not sure

Delayed print and backlogs created

Mental health of our students and employees and the impact on our overall mission

Library access consolidation

Being prepared for emergencies, rather than just having mitigation and recovery plans in place.

Health and well-being of all staff.

E-textbook

Innovation in publishing formats.

Rise of data for research and text and data mining allowances

effect of lost colleagues on libraries

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Regarding library-publisher collaborations, what are some of the biggest obstacles you've faced?

Inability of large publishers to acknowledge our budget cuts

Books don't have world rights, which is a requirement for our customer base.

Budgets/pricing and licensing

no flexibility on pricing and access.

Multiple user licenses and e-access on texts- requested by faculty- that are not available in those formats

increasing prices after pandemic

OA issues

in-flexibility from publishers

"The big deal" Smaller institutions don't have power in transformational agreements

None that I can think of.

Library budgets being cut at the same time as publisher costs going up

Importance of offering OA without breaking our budget.



Regarding library-publisher collaborations, what are some of the biggest obstacles you've faced? , ctd.

Lack of resourcing (both funding and people) at libraries to support transformative agreements. The only available option is a full R&P deal that requires little or no administration at a zero sum increase, which isn't feasible for small publishers

Those who refused to bend during a crisis should reap what they sowed (thinking of OCLC, who is not a publisher, but still....)

Vendors seem to think budgets have "recovered" and are more emboldened to pursue higher annual price increases. For many libraries, budgets have NOT recovered, and likely never will (cuts began pre-COVID and have accelerated).

Annual increases are not sustainable, but haven't we been talking about this issue since the 90s

Limits on staffing and reliance on remote work at the time when planning for transitions to more open digital access. Addressing issues such as "controlled lending" or the remote use of digital products.

Long-term sustainability of EBAs. If EBA is a scoop-and-go, the relationship ends. Library support for OA with traditional publishers is also difficult without transformative agreements with minimal price increase.



Regarding library-publisher collaborations, what are some of the biggest obstacles you've faced? , ctd.

Inflexibility, non-responsiveness (running out the clock), increased complexity in OA collaborations, complicated OA research dashboards

Inability to understand that legacy pricing models don't work in our current environment and that we must co create the new models together for our collective survival

lack of library-wide collaboration

they need to involve broader than just the library, especially for transformative agreements with higher costs than regular subscriptions -- need university involvement

Meeting the needs of our membership vs meeting the needs of our institutional customers

APCs

Getting affordable discounts on expensive journals.

Data collection for negotiating TA deals.

We are not a large research university or part of a state university so have limited leverage during negotiations.

Hearing from those with the loudest voices doesn't represent the viewpoints of all librarians or libraries.

short-staffed in open scholarship areas and acquisitions[Note: prefer open to digital]

Open access

fixed deals

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Regarding library-publisher collaborations, what are some of the biggest obstacles you've faced? , ctd.

Publishers needing to have more realistic options.

new internal licensing requirements. Vendor that normally do not negotiate for 5 or so years are now being asked to review licenses each year which has resulted in increase work for both parties

Purchasing models along with textbook affordability still seem to have concerns from librarians about what publishers are doing to support them.

Trying to make sure everyone advocating for OA appreciates that publishing is a lot of work, and people should be paid for their labor in whatever new structures are devised.

Engaging with publishers on cost corrections. We have paid too much for too long, and radical cost corrections are needed for libraries to remain sustainable, and for scholarly communication to continue in a sustained manner.

The second biggest obstacle is the publishers seeking to monetize academic publishing data. They have done this already with impact metrics for publications, and are now seeking to own data generated by academics, and to resell that data back to academia.



In library-publisher collaborations, what good and most impactful & positive outcomes have you seen?

Read and publish deals with lower annual costs

Publishers opening up content for a set period of time, even though it could have meant lower sales.

Increased collaboration to determine what are the best options for libraries

Working together to find an equitable solution for both parties.

Stablized pricing and annual uplifts

Budgetary primarily.

More mutual understanding

Better, more flexible pricing models

Opening resources to help during the pandemic

Library and country budgets

Where there are resources to support such collaborations, it has allowed for some really innovative solutions to support OA.

ICOLC tracked all of the publishers/vendors who eliminated and reduced price increases during COVID, which was very helpful.

Advances in supporting OA scholarship

Leaning on consortia relationships to get better deal terms

seeing flexibility during pandemic on expanding number of users etc.



In library-publisher collaborations, what good and most impactful & positive outcomes have you seen? , ctd.

More direct communication and brainstorming around publisher meeting library needs, particularly in regards to ebook acquisitions

Willingness to work together on transformative OA models

The willingness of publishers to allow access to their resources during 2020-21 to address the remote work nature of academics. the question is to see how to find a sustainable future in remote work support.

Willingness of publishers to make a deal work (within budget or reflects value of publisher's resources for library users rather than publisher's self-perception)

Support from both (As well as authors, funders, and users) to understand how we can collaborate as a community.

Free trials

Some libraries understand that society publishers are hit hard by pandemic and cannot just cut prices as costs increased

I have found it works well when librarians and publishers are working together on a specific publishing project.

Publishers making content available OA at the start of the pandemic



In library-publisher collaborations, what good and most impactful & positive outcomes have you seen? , ctd.

increased trial time during pandemic and extending trials seems easier now. Price increases ceased for a bit and didn't immediately jump up. Vendors being flexible with payments and license negotiations as they understood we are in difficulties

The amount of information that has been shared through webinars creating a forum for librarians to come together to speak about these challenges and how they continue to adapt their library services for their patrons.

Encouraging transformative agreements have been reached with some European countries, with the University of California, and with MIT for example.



Your closing thoughts: free-form & open-ended

Open Access is a pervasive theme this year at Charleston. I think that global equity and inclusion are the greatest OA benefits; the greatest challenges still have to do with business models.

Academia desperately needs to grow its open science, open access infrastructure to enable learned societies to publish their content freely, without requiring the services of a traditional publisher. This would give scholars more control and ownership over their own work and research discoveries. We need a similar infrastructure for support of research data.

Thank you for asking for input

This is a useful conversation but more publishers need to come to the table.

??

Would love it if more publishers had more rights flexibility. Such as DRM free, multi-user, world rights open.

no more thoughts



Your closing thoughts: free-form & open-ended, ctd.

Will you share the results from this poll? It would be great to see what others said!

OA is a social justice issue. You can't say you're advocating for social justice if you're not advocating for increased OA platforms and publications.

Thank you for the presentation!

Covid-19 in 2020-21 presented an opportunity to learn new ways to work as academics. Future planning should take the better parts for inclusion.



After the Conference:



➤ ➡ Full narrative will be published in the *Charleston Conference Proceedings*. ⬅



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Questions?



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Thank You



Charleston Conference™
ISSUES IN BOOK AND SERIAL ACQUISITION

