Agenda

- Review of General Trends at Auburn University Libraries, 2015-2021
- Libraries Strategic Plan and Collection Development Strategy
- Impact of the Pandemic: Growing the collection to meet increased demand for information resources
- Strategy for 2022-2024
# General Trends: Auburn University Libraries

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<th>Decline in usage of physical materials</th>
<th>Increase in the use of electronic resources</th>
<th>Increase in user population</th>
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<td>• 41.1% less use in 2019 vs. 2015</td>
<td>• 42.4% increase in journal usage for 2018 vs. 2015</td>
<td>• 18.9% more instructional faculty FTE in 2020 vs. 2015</td>
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<td>• Reduction in stacks space in main library due to Mell Classroom Building project in 2017</td>
<td>• Growing demand for e-books</td>
<td>• 15.3% more student FTE (all students) in 2021 vs. 2015</td>
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<td>• Launch of Innovation and Research Commons in 2020</td>
<td>• Ongoing demand for databases and online reference materials</td>
<td>• 19.9% more graduate students in 2021 vs. 2015</td>
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<td>• Pending changes in space use at Vet Med Library</td>
<td>• Webscale-discovery launched in 2019 arguably increased demand, particularly for unlicensed e-books</td>
<td>• Auburn University achieved R1 Carnegie Classification in late 2018 with a growing research enterprise and personnel.</td>
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Decline of Print

Items Circulated, 2015-2019

0 20000 40000 60000 80000 100000 120000 140000
0 2015 2016 2017 2018 2019

Items Circulated:
- 2015: 115320
- 2016: 111937
- 2017: 97036
- 2018: 76998
- 2019: 67890
Growth in User Population

Source: Auburn University, Office of Institutional Research, Common Data Sets, 2015-2020, See: https://auburn.edu/administration/ir/common-data-set/2020/section-i.html
Growth in User Population

Source: Auburn University, Office of Institutional Research, Common Data Sets, 2015-2021, See: https://auburn.edu/administration/ir/common-data-set/2020/section-b.html
Growth in User Population

Source: Auburn University, Office of Institutional Research, Common Data Sets, 2015-2021, See: https://auburn.edu/administration/ir/common-data-set/2020/section-b.html
Increase in Journal Usage
Ongoing Access Denials

COUNTER JR2 (R4), 2015-2018, TR_J2 (R5) for 2019
• Usage of online journals at Auburn University remained high despite the pandemic. The chart below shows thousands of articles downloaded each month for 10 major publishers.
Collections Strategy

• Developed in coordination with our AU Libraries’ strategic plan for 2019-2024
  • Goal 1: Student Success
    • Develop strategies to address undergraduate and graduate student information needs that support the on-campus and online curriculum
    • Assess the information services needs for specific populations e.g., international students, veterans, etc. and implement plans to meet those needs
  • Goal 2: Research Support
    • Create and implement a comprehensive collections and access strategy befitting an R1 university and Auburn’s areas of emphases and growth
Coordination of Collections Strategy across Libraries Departments

• Collections Strategist and Acquisitions Librarian - Reports to Dean of Libraries and Head of Technical Services
  • Chairs Collection Development Group
    • All subject-specialists, Head of Technical Services, Acquisitions Specialist, Head of Special Collections & Archives, Archivist
  • Member of Student Success and Research Support Strategic Planning Groups
  • Member of Research Support & Partnership Working Group
  • Member of Leadership Group
Research Support & Partnership Working Group

- Includes personnel from the Libraries and the Office of Vice President for Research in Economic Development (OVPRED)
  - Chaired by Assistant Dean for Technology and Research Support (Libraries)
  - Monthly meetings to share news and coordinate activities
  - Libraries: Includes subject-specialist librarians, Research Data Management Librarian, Collections Strategist, Head of Systems, and Innovation & Research Commons staff.
  - OVPRED: Includes personnel from Innovation, Advancement & Commercialization, External Engagement, Proposal Services & Faculty Support units.
AUL Collections Strategy

- Implement Libraries’ Strategic Plan for 2019-2024
- Adapt to changing budget and other developments in the larger environment such as new mandates or strategic goals of the Libraries or the University.
- Coordinate and implement de facto policies and strategies with the Collection Development Group, Technical Services Department, other Libraries units, the Research Support Partnership & Working Group, and other stakeholders.
- Continuously improve capacity for assessment, review outcomes, and consider changes as needed.
Supporting Auburn University’s R1 research program: Strategic Priorities for Research Support, 4 + 1

Auburn’s Big Four Research Areas

• Improve Health Care in Alabama and Across the Nation
• Create Intelligent Solutions
• Create a More Secure World
• Build Resilient Societies

Diversity, Equity, and Inclusion (DEI)

• Invest in information resources widely held at R1 institutions
• Support local programs in Africana Studies and Women’s Studies
• Track and monitor other emerging needs
• Overlaps with Student Success objectives
Collection Development for the Sciences

- Must provide critical information resources for accreditation
- Emphasis on convenient access to latest research published in key journals
- Other relevant subject indexes and database subscriptions must be maintained

Challenges to address include:
- High cost of electronic resources
- Changes in publisher for many journals over time
- Interlibrary loan services are efficient and fast, but heavy reliance can be problematic.
- Expanding demand from growing research enterprise
- Balancing overall portfolio of financial investments in collections
Working with Publishers: Investment in Long-term Partnerships

- Maintain big deals and journal packages to continue benefits of historical pricing.
- Subscribing to multiple major publisher packages reduces the risk of having to re-subscribe to titles when publishers change.
- If overall funding permits, “database” model or comprehensive options offer the most predictable and easily managed options for large libraries - costs do not change when the publisher’s portfolio does.
- Acquire backfiles, e-book packages, and other custom collections in bundles from major publishers, when possible, to reduce cost of carrying journal packages.
Auburn University Libraries and Open Access

- The Libraries receives no additional funding to support most Open Access initiatives.

- Support limited Open Access initiatives as feasible:
  - Support Green Open Access and encourage use of digital repository for all AU publications
  - Subscribe to Open (S2O) options that are also affordable and useful for Auburn University
  - Select investments in projects that support Open Access infrastructure or systems or those with unusually wide impact
  - Cautious experimentation with Read and Publish Agreements that incur no additional up-front costs
Cambridge University Press – Read and Publish – first AU transformative agreement

- Annual subscription fees also pay for APCs for Auburn University authors (no additional costs)
  - Delivery system consists of tokens in the Copyright Clearance Center (CCC) Rights Portal
- 3-year agreement, 2021-2023, with annual cost increases lower than previous multi-year agreement
- Includes license language for improved accessibility (based on BTAA)
- Overall, Auburn University will save money on current agreement unless AU publications far exceed expectations.
Tools used to measure research output

- Academic Analytics
  - Grant recipients
- Web of Science
  - Citation analysis
    - Citations and information resources used by our faculty
    - Most highly cited works
  - Other InCites data
    - Collaborations across institutions
    - Comparison across institutions
Anatomy of Collection Analysis

- **Collections Strategist and Acquisitions Librarian** - Organizes and implements overall strategy for collection analysis.

- **Acquisitions Specialist** - Responsible for organizing and documenting COUNTER usage reports, Academic Analytics, and of Web of Science information; supervises graduate student assistant.

- **IT Reporting Specialist** - Responsible for Voyager reports, automated harvesting of usage reports, web analytics, developing and implementing infrastructure for assessment in collaboration with Systems Department.

- **IT Electronic Resources Specialist** - Computer programmer; serves as backup for reporting and other advanced IT work.

- **Graduate Student Assistant** - Assists Acquisitions Specialist and Collections Strategist.
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Pandemic Impact on AUL in Fiscal Years 2020 and 2021

- Greater demand for electronic resources
- Need to spend accumulated surplus monies due to cost reductions and serial savings, COVID-19 Emergency Fund, and some gift monies
- Some databases added in Fiscal Year 2020 were or will be canceled in Fiscal Years 2021 and 2022
- Streaming video acquisitions are not sustainable, but may not be problematic due to resumption of normal operations
Despite Everything, Good Fortune

• Collections were spared a 6 percent budget cut applied to other operations in Fiscal Year 2020.

• A modest serials increase has been provided for Fiscal Year 2021 - Many thanks to our Auburn University leadership!

• Many thanks also to ASERL for adding 77 Adam Matthew Collections!

• Strategic cancellations, especially of legacy print subscriptions helped free some monies for new acquisitions.

• Temporary surplus monies accumulated from historical serials savings permitted many new acquisitions when these were most needed by our patrons.

• Acquired multiple resources in collaboration with other academic units, particularly expensive databases and one-time expenditures in response to the pandemic.
Examples of acquisitions to support research and learning across campus in Fiscal Year 2020

**New subscriptions**
- AccessEngineering - Supports engineering programs.
- Aviation Week Intelligence Center (AWIN)
- Drama Online (select modules) - Supports Theatre program, Arts and Humanities.
- eMarketer Pro - Supports business programs
- Liebert Online Custom Package - Supports health sciences
- Natural Medicines - Database that supports the School of Pharmacy and health science programs
- Sage Research Methods, Sage Business Cases
- Taylor & Francis Medical Library - Acquired in collaboration with Auburn University Montgomery (AUM)
- Very Short Introductions (VSI) Science & Mathematics Module

**Some Notable One-time expenditures**
- Custom e-book packages to support COVID-19 research
- Cambridge University Press Journal Archives - Agriculture Subject Package, Ecology & Conservation Subject package plus custom bundle of titles
- Eighteenth Century Collections Online: Part II (ECCO II)
- Oxford University Press Journal Archives plus custom e-book bundles and packages
- Springer Journal Archives - Collections of Behavioral Science, Business and Economics, Earth and Environmental Science, Humanities, Social Sciences and Law, Medicine, and Physics and Astronomy
- Multiple upgrades to databases, Web of Science, Naxos resources, Cambridge Crystallographic Database
- Primal Pictures 3D Real-time
- Readex African American Newspapers, Series 1, 1827-1998
- ProQuest historical newspapers - Chicago Defender, Atlanta Daily World
Examples of acquisitions to support research and learning across campus in Fiscal Year 2021

**New subscriptions**

- ACS Guide to Scholarly Communication - Supports chemistry program
- OnePetro database - Supports geosciences and energy research
- Praeger Security International (PSI) - Supports Political Science, ROTC, and security research
- RILM Abstracts of Music Literature - Supports music program

**Some Notable One-time expenditures**

- American Institute of Physics (AIP), 2020 AIP Books 1st Collection and AAPT Archive - Supports Physics program
- Encyclopedia of Thermal Packaging, Sets 2 and 3, and Encyclopedia of Packaging Materials, Processes, and Mechanics, Set 1 - Supports engineering programs
- International Encyclopedia of Ethics - Supports most academic programs on campus
- Taylor & Francis eBook collections
  - AI and Machine Learning
  - Data Science
  - Industry 4.0
Further examples of acquisitions to support research and learning in Fiscal Year 2021

- UpToDate (acquired in collaboration between the Harrison School of Pharmacy, Libraries, and School of Nursing)
- Embase (supports pharmacy and health sciences)
- Reaxys (supports chemistry)
- SciFinder-n (upgrade)
- ACS Guide to Scholarly Communication
- AP Stylebook
- Artstor (supports art and humanities programs)
- Dram (supports programs in music)
- HeinOnline (supports political science)
- Web of Science (Emerging Sources Citation Index) backfile
- Sage Research Methods Video
- ASTM Compass (upgrades to provide more engineering standards)
Diversity, Equity, and Inclusion (DEI) + Other in Fiscal Year 2021

Databases and Digital Archives (one-time expenditures)
• Black Authors, 1556-1922
• African American Periodicals, 1825-1995
• African American Newspapers, Series 2: 1835-1956
• Political Extremism and Radicalism (Gale Cengage)
• ASERL Adam Matthew Shared Collection (77 collections)

• Archives Unbound (short titles)
  • Civil Rights and Social Activism in Alabama
  • Legal Battle for Civil Rights in Alabama
  • The War on Poverty
  • Confederate Newspapers

• Some new journal subscriptions
  • Animal Production Science
  • Foodborne Pathogens and Disease
  • International Journal of Adult Education and Technology
  • Journal of Correctional Health Care
  • Microbial Drug Resistance
  • Journal of the Society of Architectural Historians (effective 2022)
Strategy for 2022-2024

• Maintain Strategic Core subscriptions.
• Continue ongoing transition from print to electronic, but with no hard mandate and understanding ongoing need for some print or physical materials.
• Develop greater capacity for collection analysis and assessment
• Monitor developing OA models with an eye toward sustainability.
• Review and cancel subscriptions when determined to be less useful over time.
• Strengthen partnerships with Development, OVPRED, and academic units.
Maintain Strategic Core

- Continue maintaining core subscriptions through multi-year agreements with low annual cost increases and maximum predictability
- Invest in other subscriptions as able
- Support subject Funds as able
- Acquire other one-time expenditures
### Print to electronic transition

<table>
<thead>
<tr>
<th>Maintain</th>
<th>Maintain e-preferred approval plans for select subject areas; investigate further transition if more funding is available.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pursue</td>
<td>Pursue special deals, custom e-book packages, and standing discounts with major publishers.</td>
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<tr>
<td>Identify ongoing needs for print</td>
<td>Identify and provide print in some cases such as art, tech manuals for use in the IR&amp;C, browsing, Book Arts program, and other special cases.</td>
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<tr>
<td>Manage space</td>
<td>Work with subject-specialists and stakeholders to improve space management, storage, and access for physical collections.</td>
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Building Capacity for Assessment

**Auburn University Libraries**

- **Tools**
  - Web of Science
  - Explore OpenAthens
- **Personnel**
  - Collections Strategist and Acquisitions Librarian
  - Acquisitions Specialist
  - IT Reporting Specialist
  - Graduate Student Assistant
- **Processes**
  - Measure research output
  - Qualitative information from subject-specialists

**Office of Vice President for Research and Economic Development**

- **Tools**
  - Academic Analytics
  - InCites
- **Personnel**
  - RS&P Working Group contacts
  - Office of Institutional Research
- **Processes**
  - Explore more collaboration
## Importance of Partnerships and Embedding Libraries Personnel in AU Research Support

<table>
<thead>
<tr>
<th><strong>Collections Strategist and Acquisitions Librarian</strong></th>
<th>Opportunities to listen and learn in the Collection Development Group, as well as other settings across campus.</th>
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</table>
| **Subject-specialist Librarians**                   | First point of contact with academic units; ongoing work as liaisons  
Many subject-specialists are engaged in special projects and work within the Libraries and across campus. |
| **Collaborations within the Libraries**              | Collection Development Group, Research Support & Partnership Working Group, Student Success Working Group (Strategic Plan)  
Technical Services, Systems, Innovation & Research Commons, Research & Instruction, Research Support, Circulation, Special Collections & Archives, Branch Libraries, not to mention Libraries Administration |
| **External Collaborations**                          | Ongoing collaboration with OVPRED to identify research needs, improve analytics, and advertise new acquisitions  
Cost sharing with academic units for new acquisitions as able; Ongoing support from Development! |
Thank you!

Please contact george.Stachokas@auburn.edu if you have any questions or feedback.