

How to Maximize Your E-book Collection

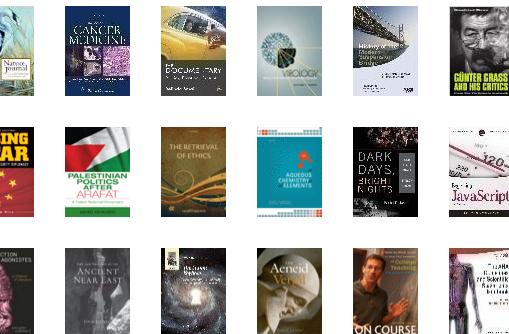
A Pocket Guide for Academic Libraries



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Introduction

E-books are rapidly becoming mainstream

Studies show that e-books represent the fastest growing sector of the publishing industry, and the vast majority of academic libraries now include e-books in their collections. In spite of a tough economy, e-book spending significantly increased in 2010, and an increasing number of libraries are transitioning their budgets from print to digital.

Why this shift?

E-books provide a number of benefits to libraries including the ability to:

- Meet patrons' growing demand
- Support distance learning
- Reduce costs associated with shelving, circulation, management, and storage
- Increase discoverability and usage
- Provide anytime/anywhere access and greater portability
- Offer greater utility such as research tools and other functionality

This guide will explain how ebrary supports this shift by providing:

- The most comprehensive and current selection of e-books from leading publishers
- Multiple and flexible acquisition models for any budget
- Powerful research tools to help patrons be more productive and knowledgeable
- Technology for extending the value of a library's existing digital content and third party resources
- Superior customer support and training

A member of the ProQuest family of companies, ebrary is an e-book pioneer that serves thousands of libraries throughout the world representing more than 19.2 million patrons.



“ebrary has been a key partner in pursuing our long-term vision for e-books at NYU.”

*– Angela Carreño, Head of Collection Development,
New York University*

“(ebrary has) allowed us to increase our collection size without increasing our physical resources. It has also allowed us to bring the library’s ‘collection’ to where the user is.”

*– Patricia Sutherland, Library Manager,
College of the North Atlantic - Qatar*

“(ebrary) helps us to support an increasing number of distance learners.”

*– Elaine Shallcross, Information Consultant,
University of Aberdeen*



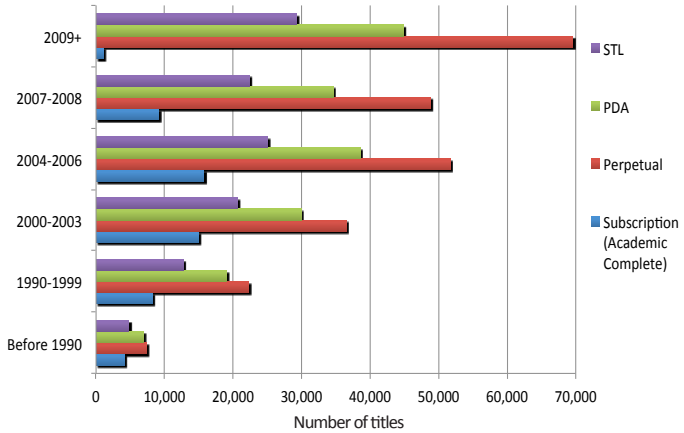
Content Overview

“ebrary has such a wide variety of topics that students can find information on almost anything they need.”

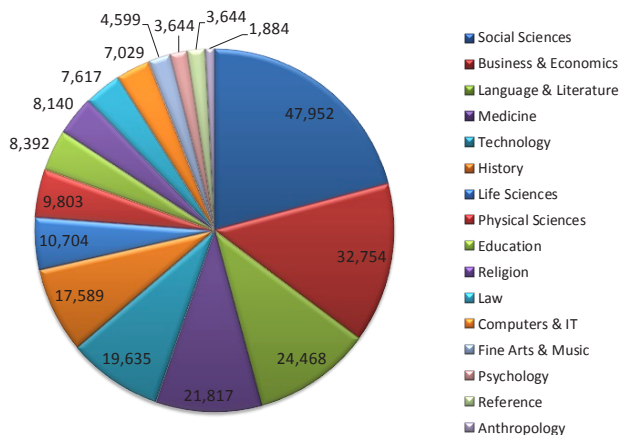
*– Martha Czop, Acquisitions Librarian,
Mercer County Community College*

ebrary offers a rapidly growing selection of hundreds of thousands of authoritative e-books from over 500 trusted publishers (see page 6).

Currency of titles by model



ebrary selection by subject



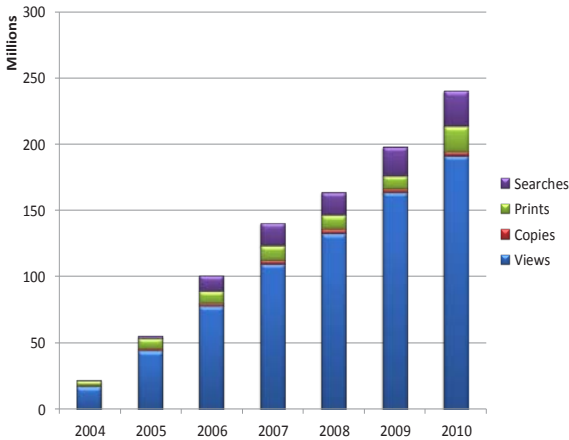


“ebrary provides e-books in a variety of subject areas. The collection is used by every department on campus.”

*– Sally Gibson, Head of Technical Services,
Creighton University, Reinert Alumni Memorial Library*

We are proud to offer a breadth and depth of titles in all academic subject areas, and the value of our products is validated by our usage, which continues to grow more than 30%, year-over-year.

Library usage



Publishing Partners *(partial list)*

“ebrary offers an excellent selection of academic publishers, as well as a good array of multidisciplinary topics.”

*– Anali Perry, Collections & Scholarly
Communications Librarian, Arizona State University*

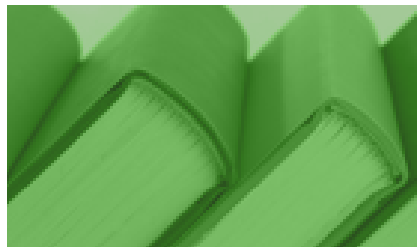
ebrary partners with more than 500 leading publishers including the vast majority of university presses and top YBP approval plan publishers.

ABC-CLIO	Elsevier
Academic Press	Elsevier Health Sciences
Amsterdam University Press	Emerald Group
Artech House	Facts on File
Ashgate Publishing	Georgetown University Press
Basic Books	Greenwood/Praeger
Berg Publishers	Guilford Press
Berghahn Books	Harvard University Press
Bernan Press	Houghton Mifflin Harcourt Publishing
Boydell & Brewer	Human Kinetics
Brill Academic Publishers	IGI Global
Brookings Institution Press	Independent Publishing Group (IPG)
Cambridge University Press	Indiana University Press
Columbia University Press	Informa Healthcare
Consortium Book Sales	Island Press
Continuum International Publishing Group	Information Age
Cornell University Press	Jessica Kingsley Publishing
CQ Press	John Benjamins
CRC Press	Johns Hopkins University Press
Duke University Press	Johns and Bartlett Publishers
Edinburgh University Press	M.E. Sharpe
Edward Elgar Publishing	McFarland & Company
	McGill-Queens University Press



McGraw-Hill Book Companies
 MIT Press
 National Academies Press
 National Book Network
 The New Press
 NYU Press
 Ohio University Press
 Oxford University Press
 Palgrave Macmillan
 Penn State University Press
 Peter Lang Publishing
 Perseus Book Group
 Pickering & Chatto
 Princeton University Press
 RAND Corporation
 Rodopi Editions
 Routledge
 Rowman and Littlefield
 Rutgers University Press
 SAGE Publications
 Springer
 Stanford University Press
 Taylor & Francis
 Temple University Press
 Transaction
 United Nations Publications
 University of Arizona Press
 University of California Press

University of British Columbia Press
 University of Chicago Press
 University of Georgia Press
 University of Hawaii Press
 University of Michigan Press
 University of Minnesota Press
 University of Nebraska Press
 University of North Carolina Press
 University of Pennsylvania Press
 University of Toronto Press
 University of Virginia Press
 University of Washington Press
 University Press of Florida
 University Press of Kentucky
 University Press of Mississippi
 University Press of New England
 University of Texas Press
 Walter de Gruyter
 Wiley - Blackwell
 World Bank Publications
 World Scientific
 Yale University Press



Publishers

Affordable Subscription Model

“Academic Complete is a highly affordable and effective way to provide students with an instant, multi-disciplinary library of e-books from authoritative publishers. Best of all, the collection is available to any number of students at any time and continues to grow at no additional cost.”

– Anne Cerstvik Nolan, *Electronic Resources Coordinator,
Brown University Library*

Subscribing to e-books is the most cost-effective way to offer patrons vast amounts of information with simultaneous, multi-user access and continued growth.

To provide students with an instant digital e-book library spanning all academic subject areas, many ebrary customers get started with Academic Complete™ with DASH!™. This award-winning collection includes a growing selection of more than 70,000 titles with unlimited access.

Academic Complete was recently named to the CHOICE Outstanding Academic Titles list.



Many libraries supplement Academic Complete with perpetual archive titles that they hand select, or make available under our patron driven acquisition program. ebrary subscribers are never charged an additional hosting fee.

“As a new library, we struggle to develop our book collection at a fast pace while at the same time maintaining high standards and breadth of coverage. ebrary helps us in providing access to materials that we cannot purchase in print – or haven’t purchased yet.”

– Darya Bukhtoyarova, *Senior Librarian,
Nazarbayev University*



Subscription Products

Academic Complete includes 16 subject databases that are also available separately including:

- Business & Economics
- Computers & IT
- Education
- Engineering & Technology
- History & Political Science
- Humanities
- Interdisciplinary & Area Studies
- Language, Literature & Linguistics
- Law, International Relations & Public Policy
- Life Sciences
- Medical
- Nursing & Allied Health
- Physical Sciences
- Psychology & Social Work
- Religion, Philosophy & Classics
- Sociology & Anthropology

ebrary also offers **College Complete™**, a subscription collection designed for community and career colleges with coverage in the following subject areas:

- Accounting
- Career Development & Guidance
- Computers
- Crime & Criminology
- Emergency Medicine
- Human Resources
- Industrial Management
- Nursing & Allied Health
- Project Management
- History
- Vocational Education & Guidance

Pick and Choose Perpetual Archive Model

“(ebrary) allows us to get a book into the hands of our patrons much more quickly.”

– Rich Paustenbaugh, Associate Dean for Research and Instruction Services, Oklahoma State University Libraries

With this model, libraries may purchase individual titles (including many front-list) or discounted Starter Packs™ of essential titles that may be archived in perpetuity.

ebrary offers both single and multi-user access, and we never require checkouts. If single-user access titles are in use, patrons are placed into a queue and notified the instant they become available.

Purchased titles can be delivered instantly, at any time, to existing ebrary customers. Short-term loans are available prior to purchase.

An ideal use of a one time budget, many libraries hand select and purchase individual perpetual archive titles and seamlessly integrate them with an affordable subscription product such as Academic Complete. This approach allows libraries to provide patrons with breadth and depth of content, while optimizing their e-book budgets and avoiding hosting fees.



Perpetual Archive Products

In addition to hundreds of thousands of e-books that can be purchased individually, including many from the CHOICE OAT and Doody's Core Titles List, ebrary also offers discounted Starter Packs of essential titles in 25 subject areas including:

- Aging & Geriatrics
- Business & Economics
- Career Guides
- Child Development
- Climate Change & Green Energy
- Computers & IT
- Education
- Engineering & Technology
- Environment
- Globalization
- History & Political Science
- Humanities
- Interdisciplinary & Area Studies
- Language, Literature & Linguistics
- Law, International Relations & Public Policy
- Life Sciences
- Mathematics
- Medicine
- Nursing & Allied Health
- Physical Sciences
- Psychology & Social Work
- Religion, Philosophy & Classics
- Sociology & Anthropology
- Sports & Recreation
- Veterinary Medicine



Patron Driven Acquisition Model for Guaranteed Usage

“With budget cuts in the state of Arizona, the number of online classes, and distance students at NAU, we need e-book models that provide as much access to as many users as possible. We were impressed with ebrary’s PDA program because it allowed for greater exploration and discovery than other models...”

*– Julie Swann, Coordinator,
Content, Access and Delivery Services,
Northern Arizona University Cline Library*

Patron driven acquisition is a very cost-effective way for libraries to provide patrons with access to the e-books of their choice and only purchase those that are actually used. Libraries may provide access to hundreds of thousands of eligible titles, or narrow their selection by subject, publisher, price, date, and other key parameters.

Once the title is triggered by a patron, the library owns a perpetual archive. ebrary offers the most generous triggers of any e-book vendor.

Short-term loans (see page 14), which are also triggered based on usage, may be used in conjunction with patron driven acquisition for mediation.





Many patron driven acquisition customers also subscribe to Academic Complete with DASH! (see page 8). This collection strategy enables libraries to “lease” an affordable digital library in all academic subject areas, then hand select titles eligible for purchase.

Additionally, libraries that subscribe as well as purchase titles through our patron driven acquisition program are never charged an additional hosting fee.

Key features and benefits of patron driven acquisition:

- Growing selection of hundreds of thousands of eligible e-books
- Ability to control collections in real time
- On-demand creation and management of profiles with automatic notifications when new titles become available that meet the library’s criteria
- Robust title selection tools including the ability to select by subject, publisher, price, publication date, and other key parameters
- De-duplication for electronic titles
- Fund code management
- Administrative privileges
- Short-term loans available for mediation



Short-Term Loan Model – On Demand E-books, Reduced Costs

ebrary is the first e-book vendor to offer loans that are only triggered based on usage. This new model provides libraries with all of the benefits of traditional short-term loans with the added advantage of only paying if titles are used.

With short-term loans from ebrary, libraries may offer patrons access to hundreds of thousands of eligible titles, or narrow the selection by subject, publisher, date, price and other parameters.

Short-term loans are available for one or seven day periods. When the loan is triggered, libraries receive a notification and are given a number of flexible options including purchasing the title, making it available for purchase through patron driven acquisition, or offering another short-term loan. Libraries may offer up to three loans per title.

Libraries may utilize short-term loans as a standalone cost-saving service, or in conjunction with patron driven acquisition as an additional layer of mediation before titles are triggered for purchase.



Additional key features and benefits:

- Growing selection of eligible e-books from such renowned publishers as Cambridge University Press, Elsevier, Taylor & Francis, Wiley, and many others
- Robust, do-it-yourself title selection and real-time management of collection profiles, fund codes, and alerts
- Seamless integration with other ebrary products including Academic Complete with DASH!, recently added to the CHOICE OAT List



DASH! and SaaS for a Library's Own Digitized Materials

“With DASH!, we can easily upload files from our computers, and have them instantly come to life on the ebrary platform with full-text search and features designed for researchers such as InfoTools, highlighting, annotating, bookshelves, and much more.”

*– Cynthia Peterson, Director of Library Services,
Mamye Jarrett Library, East Texas Baptist University*

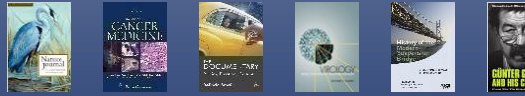
ebrary is the only e-book vendor to enable libraries to upload and integrate their own digital materials, extending their value.

With ebrary's DASH! (Data Sharing, Fast) and Software as a Service (SaaS), libraries can create searchable archives of theses and dissertations, yearbooks, conference proceedings, special collections, and more, without having to pay for expensive equipment or hire additional staff.

DASH!

A complimentary, do-it-yourself feature of many ebrary products including Academic Complete and College Complete (see page 8), DASH! can be used to create and share collections within the institution, and openly on the web.

Documents uploaded with DASH! can seamlessly integrate with other ebrary collections.



SaaS

ebrary's SaaS is ideal for libraries that have large amounts of digitized materials and need a distribution solution. Libraries can simply submit their digital content in PDF, and we'll do the rest.

Key features and benefits:

- Easily create searchable databases and archives that improve efficiencies
- Seamlessly integrates with other ebrary products
- Capable of processing thousands of documents a day
- Ability to restrict access to specific audiences or provide open access
- Built-in DRM
- Easy PDF submission
- Simple meta-tagging
- Comprehensive usage statistics
- Available in multiple languages, including English, Arabic, Chinese (simplified), French, Japanese, Portuguese, Spanish, Swedish, and Turkish
- APIs for further customization

The screenshot shows the ETBU website interface. At the top, it says "etbu A World Of Opportunity In a Community of Faith EAST TEXAS BAPTIST UNIVERSITY". Below the navigation bar, there are search and browse options. The main content area is titled "Search and Browse" and features a "Bible Lessons International" logo. It lists "Old Testament" and "New Testament" study guide commentaries with "View all related titles" links. On the left, there is a "Getting Started" section with numbered steps and buttons for "Get Quick Guide", "View Training Video", and "Sign Up for Training".

Platform Overview

“Our faculty love the bookshelf feature and being able to link from Blackboard. Students love note-taking, highlighting, and being able to browse the text of the book for their research... Personally, I like the ebrary interface better than any of our other e-book interfaces.”

*– Debbi Dinkins, Head of Technical Services,
Stetson University*

ebrary is committed to developing innovative technologies and services to address the needs of researchers and librarians.

Key features and benefits:

- Works on multiple devices
- Contextual linking across multiple online resources with InfoTools™
- Unique ability to upload and integrate a library’s own digital content with DASH! and Software as a Service (SaaS) (See page 16)
- Shareable bookshelves that automatically store links
- Notes and highlights
- Multiple options for searching and navigating
- Automatic citations when text is printed or copied and pasted into Word or any text applications. Citations include an automatic URL hyperlink back to the source
- Ability to transform text into a hyperlink to a URL of the end-user’s choice
- Text-to-speech and other keyboard shortcuts to assist end-users with special accessibility needs

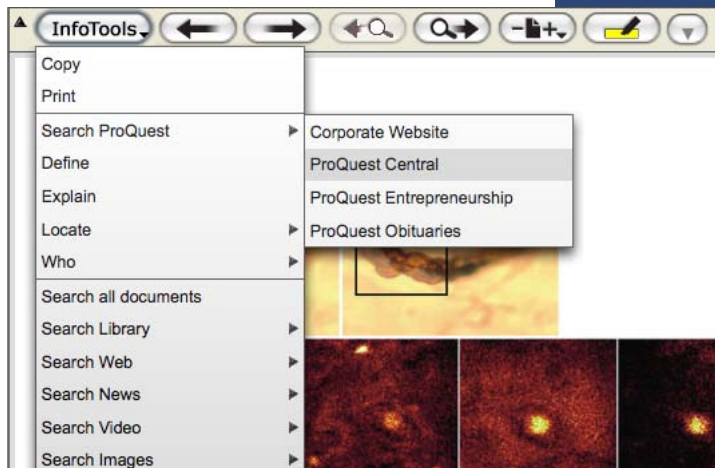


- Available in multiple languages including English, Arabic, Chinese (simplified), French, Japanese, Portuguese, Spanish, German, Swedish, and Turkish, with additional languages in the works
- Compatibility with a range of discoverability and technology services including the new ProQuest platform, SerialsSolutions Summon™, Ex Libris SFX, Doody’s Core Titles, Eduserv OpenAthens, Shibboleth®, Blackboard, RefWorks, EndNote, Moodle, and more
- Free on-demand MARC records
- COUNTER-compliant usage statistics
- Around the clock training and responsive customer support

“Being able to highlight is wonderful, but being able to perform a Google search at the touch of a button is awesome.”

– Heidi Vix, Systems & Electronic Resources Librarian, Henderson State University

The InfoTools menu can be customized by libraries to link to the resources of their choice, extending their value and providing a richer research experience for patrons.



Contact



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