The University of Wisconsin Library System

A Presentation to the UW Board of Regents
April 4, 2002

Ken Frazier
Speaking for the Council of UW Libraries
Budget Increase for Collections
1999-2000

• First state-funded increase in a decade
• Mandated System-wide library cooperation
• Created permanent changes in UW Libraries
• Strongly supported by Board of Regents
UW Libraries Strategic Plan

“One System—One Library”

“access to a truly great university library collection and to a global network of electronic information resources.”

- Cooperative development of UW collections
- Timely access to all UW library resources
- Quality services to faculty and students
- Environments to enhance learning & research
- Better public access for citizens, businesses, and other educational & research institutions
“I hear constant comments from students and faculty about how much better the library is today.”

Joyce Huang UW-Whitewater
“At Platteville we could not begin to afford the array of online resources that we can provide collectively...the cooperation of UW libraries has been one of the best things to happen in the UW System during my 36 year career.”

Paul Moriarty UW-Platteville
Traditional Library Measures

- Number of volumes in the library
- Number of journal subscriptions
- Total number of staff positions
- Expenditures on library materials
- Total expenditures
Assessment: Measuring Our Effectiveness

- Measure performance, not input
- Evaluate services to users
- Find out what customers want
- Measure cost effectiveness of journals
- Measure the gap between expectations and perceived quality
Balance Print and Digital Collections

- Weed duplicate collections of print materials
- Eliminate unnecessary duplication among collections
- Buy reference sources in digital format only
- Slow the growth of print collection System-wide
Persistent Value of Print Publishing

• Books still preferred for sustained reading
• Unplanned obsolescence of electronic devices
• Here today/gone tomorrow content on Internet
• Worldwide growth print publishing
• Extremely high costs for commercial digital products
### UW System Licenses for Major Databases

<table>
<thead>
<tr>
<th>Database</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web of Science</td>
<td>$212,000</td>
<td>$223,270</td>
<td>$234,190</td>
</tr>
<tr>
<td>Lexis Nexis</td>
<td>$185,888</td>
<td>$200,472</td>
<td>$216,071</td>
</tr>
<tr>
<td>ABI Inform</td>
<td>$128,420</td>
<td>$137,400</td>
<td>$144,270</td>
</tr>
<tr>
<td>Cinahl (Nursing)</td>
<td>$117,075</td>
<td>$119,438</td>
<td></td>
</tr>
</tbody>
</table>
Unsustainable Costs and Monopoly Markets

- Journal costs continue increasing at 8% annually
- More consolidation in the information marketplace
- Most databases owned by big journal publishers
- Public universities cannot afford rising costs
Cost of Library Materials
1986 - 2000

• Cost of Journals    +226%
• Cost of Books       +66%
• Consumer Price Index +57%
# High Cost Scientific Journals

<table>
<thead>
<tr>
<th>Journal</th>
<th>1995</th>
<th>2001</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brain Research</td>
<td>$10,181</td>
<td>$17,444</td>
<td>71.3%</td>
</tr>
<tr>
<td>Biochim. Biophys. Acta</td>
<td>$7,555</td>
<td>$12,127</td>
<td>60.5%</td>
</tr>
<tr>
<td>Chem. Phys. Letters</td>
<td>$5,279</td>
<td>$9,637</td>
<td>82.6%</td>
</tr>
<tr>
<td>Tetrahedron Letters</td>
<td>$5,119</td>
<td>$9,036</td>
<td>76.5%</td>
</tr>
<tr>
<td>Eur. Jrnl. of Pharmacology</td>
<td>$4,576</td>
<td>$7,889</td>
<td>72.4%</td>
</tr>
<tr>
<td>Gene</td>
<td>$3,924</td>
<td>$7,443</td>
<td>89.7%</td>
</tr>
<tr>
<td>Inorganica Chim. Acta</td>
<td>$3,611</td>
<td>$6,726</td>
<td>86.3%</td>
</tr>
<tr>
<td>Intl. Jrnl. of Pharmaceutics</td>
<td>$3,006</td>
<td>$5,965</td>
<td>98.4%</td>
</tr>
<tr>
<td>Neuroscience</td>
<td>$3,487</td>
<td>$6,270</td>
<td>79.8%</td>
</tr>
</tbody>
</table>
## Percent Increase in Prices 1996-2000, Selected Subjects

<table>
<thead>
<tr>
<th>Subject</th>
<th>Increase (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Military &amp; Naval Sci</td>
<td>74.5%</td>
</tr>
<tr>
<td>Business &amp; Econ</td>
<td>56.9%</td>
</tr>
<tr>
<td>Sociology</td>
<td>49.5%</td>
</tr>
<tr>
<td>Technology</td>
<td>49.1%</td>
</tr>
<tr>
<td>Engineering</td>
<td>48.9%</td>
</tr>
<tr>
<td>Political Science</td>
<td>46.9%</td>
</tr>
<tr>
<td>Education</td>
<td>45.0%</td>
</tr>
<tr>
<td>Health Sciences</td>
<td>44.3%</td>
</tr>
<tr>
<td>Biology</td>
<td>44.1%</td>
</tr>
<tr>
<td>Psychology</td>
<td>43.8%</td>
</tr>
<tr>
<td>Chemistry</td>
<td>39.4%</td>
</tr>
<tr>
<td>Physics</td>
<td>35.8%</td>
</tr>
<tr>
<td>Math &amp; Comp Sci</td>
<td>35.6%</td>
</tr>
<tr>
<td>Anthropology</td>
<td>34.9%</td>
</tr>
<tr>
<td>Law</td>
<td>31.2%</td>
</tr>
<tr>
<td>History</td>
<td>25.2%</td>
</tr>
<tr>
<td>Music</td>
<td>23.7%</td>
</tr>
<tr>
<td>Philosophy &amp; Religion</td>
<td>21.2%</td>
</tr>
<tr>
<td>Language &amp; Lit</td>
<td>16.9%</td>
</tr>
<tr>
<td>Art &amp; Architecture</td>
<td>7.8%</td>
</tr>
</tbody>
</table>

*Library Journal*
Faced with limited budget growth, the University of Wisconsin Libraries adopted a new strategy:

- Use assessment to improve services
- Leverage buying power through cooperation
- Aggressively cut high-cost journals
- High-speed delivery of journal articles
- Support new models of publishing
How has the UW strategic plan affected library performance and services?

- Ranked 2nd among ARL lending libraries
- Ranked 10th in serials purchased
- Support for leading research programs
- State-of-the-art article delivery systems
Public Access to UW Libraries

• Low marginal cost for public access
• High benefit to hospitals and industry
• UW libraries are open to the public for on-site usage of collections
• High usage of UW resources on the Internet by K-12 schools
Outreach to Wisconsin Businesses

- 60,000 documents to business & industry
- Growing at 7% per year for ten years
- Expert assistance from subject specialists
- Access to research articles, patents, data created at taxpayer expense
Outreach to start-up companies

WisTIP is brought to you by a consortium that is interested in your company’s rapid access to the information you need to succeed. Partners include:

- Small Business Development Center
- University of Wisconsin-Madison Libraries
- TechSearch, UW-Madison College of Engineering
- Wisconsin Department of Commerce
- University of Wisconsin-Extension
- U.S. Small Business Administration
UW Digital Collections

- Secure archive for university digital content
- Affordable method of sharing content
- Collaboration with faculty to improve teaching
- Promote alternatives to high-cost publications
- Outreach to Wisconsin citizens and schools
UW Digital Collections: Partners

- UW Faculty
- Wisconsin Academy of Sciences, Arts and Letters
- Wisconsin Dept of Health and Social Services
- Wisconsin Department of Public Instruction
- Wisconsin Commissioner of Public Lands
- Wisconsin Historical Society
- Wisconsin Alumni Association
- UW Foundation
- UW Arboretum
- UW Press
Access to Institutional History
Outreach to Wisconsin Schools

Welcome to the Wisconsin Electronic Reader - Netscape

[ Click Here to Enter the Wisconsin Electronic Reader ]

A cooperative digital imaging project of the University of Wisconsin-Madison General Library System and the State Historical Society of Wisconsin

This project is funded in part by the Wisconsin Sesquicentennial Commission with funds from the State of Wisconsin and its contributors.

Copyright 1999
Affordable new models of publishing

internet journal of chemistry
Collaboration with UW Faculty

James Joyce Scholars' Collection

Edited by David Hayman

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Resources for Better Teaching
New Library Initiatives in Progress

• Model services for distance learners
• Online interactive reference services
• Integrate library content with teaching
• Expand collaboration with faculty
• Teach students to manage information
The Future of UW Libraries

- Changes in UW libraries are irreversible
- The laboratory of the humanities
- Essential for educating professionals
- Remain highly valued by students
- Crossroads of the academic community
- Require an ongoing investment