

The University of Wisconsin Library System

A Presentation to the UW Board of Regents

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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:

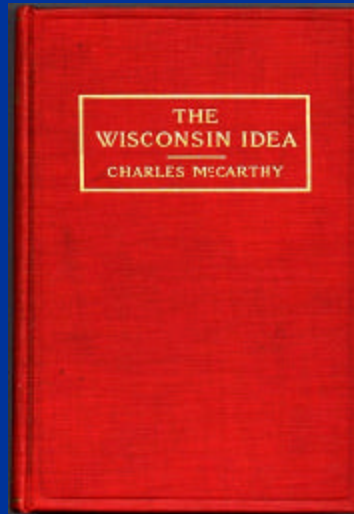
Measuring Our Effectiveness

- 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

	2000	2001	2002
Web of Science	\$212,000	\$223,270	\$234,190
Lexis Nexis	\$185,888	\$200,472	\$216,071
ABI Inform	\$128,420	\$137,400	\$144,270
Cinahl (Nursing)		\$117,075	\$119,438



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

	1995	2001	% Change
Brain Research	\$10,181	\$17,444	71.3%
Biochim. Biophys. Acta	\$7,555	\$12,127	60.5%
Chem. Phys. Letters	\$5,279	\$9,637	82.6%
Tetrahedron Letters	\$5,119	\$9,036	76.5%
Eur. Jرنل. of Pharmacology	\$4,576	\$7,889	72.4%
Gene	\$3,924	\$7,443	89.7%
Inorganica Chim. Acta	\$3,611	\$6,726	86.3%
Intl. Jرنل. of Pharmaceutics	\$3,006	\$5,965	98.4%
Neuroscience	\$3,487	\$6,270	79.8%

Percent Increase in Prices 1996-2000, Selected Subjects

Military & Naval Sci	74.5%	Chemistry	39.4%
Business & Econ	56.9%	Physics	35.8%
Sociology	49.5%	Math & Comp Sci	35.6%
Technology	49.1%	Anthropology	34.9%
Engineering	48.9%	Law	31.2%
Political Science	46.9%	History	25.2%
Education	45.0%	Music	23.7%
Health Sciences	44.3%	Philosophy & Religion	21.2%
Biology	44.1%	Language & Lit	16.9%
Psychology	43.8%	Art & Architecture	7.8%



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



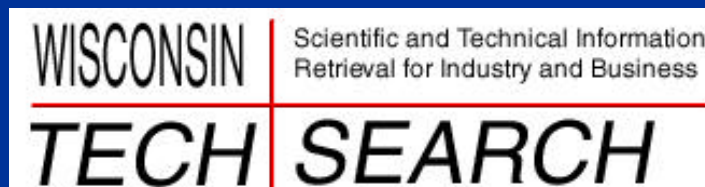
How has the UW strategic plan affected library performance and services?

- 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: Program Partners - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Shop Stop

Bookmarks Netsite: <http://test.uwex.edu/sbdc/wistip/partners.cfm> What's Related

WisTIP

WISCONSIN TECHNOLOGY INFORMATION PARTNERSHIP

Program Partners

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:

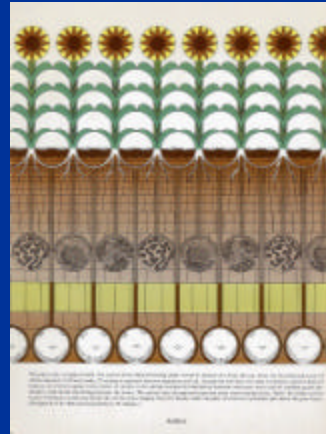
- Small Business Development Center
- University of Wisconsin-Madison Libraries
- TechSearch, UW-Madison College of Engineering
- Wisconsin Department of Commerce
- University of Wisconsin-Extension
- U.S. Small Business Administration

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WISCONSIN Scientific and Technical Information Network for Industry and Business
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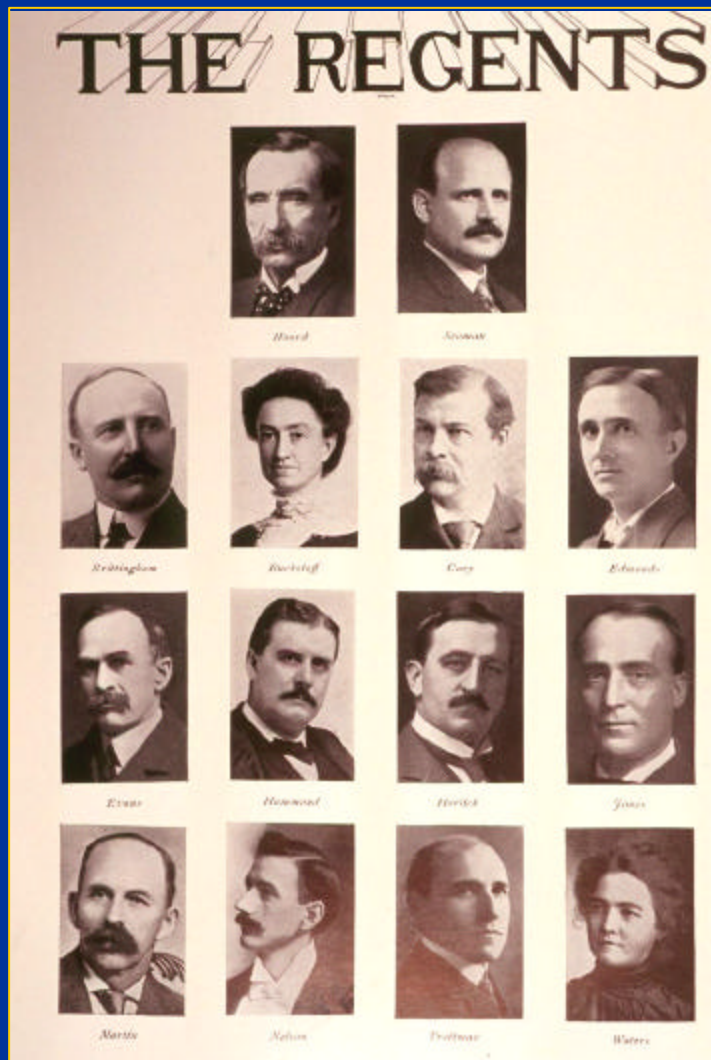
UW Digital Collections

- 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

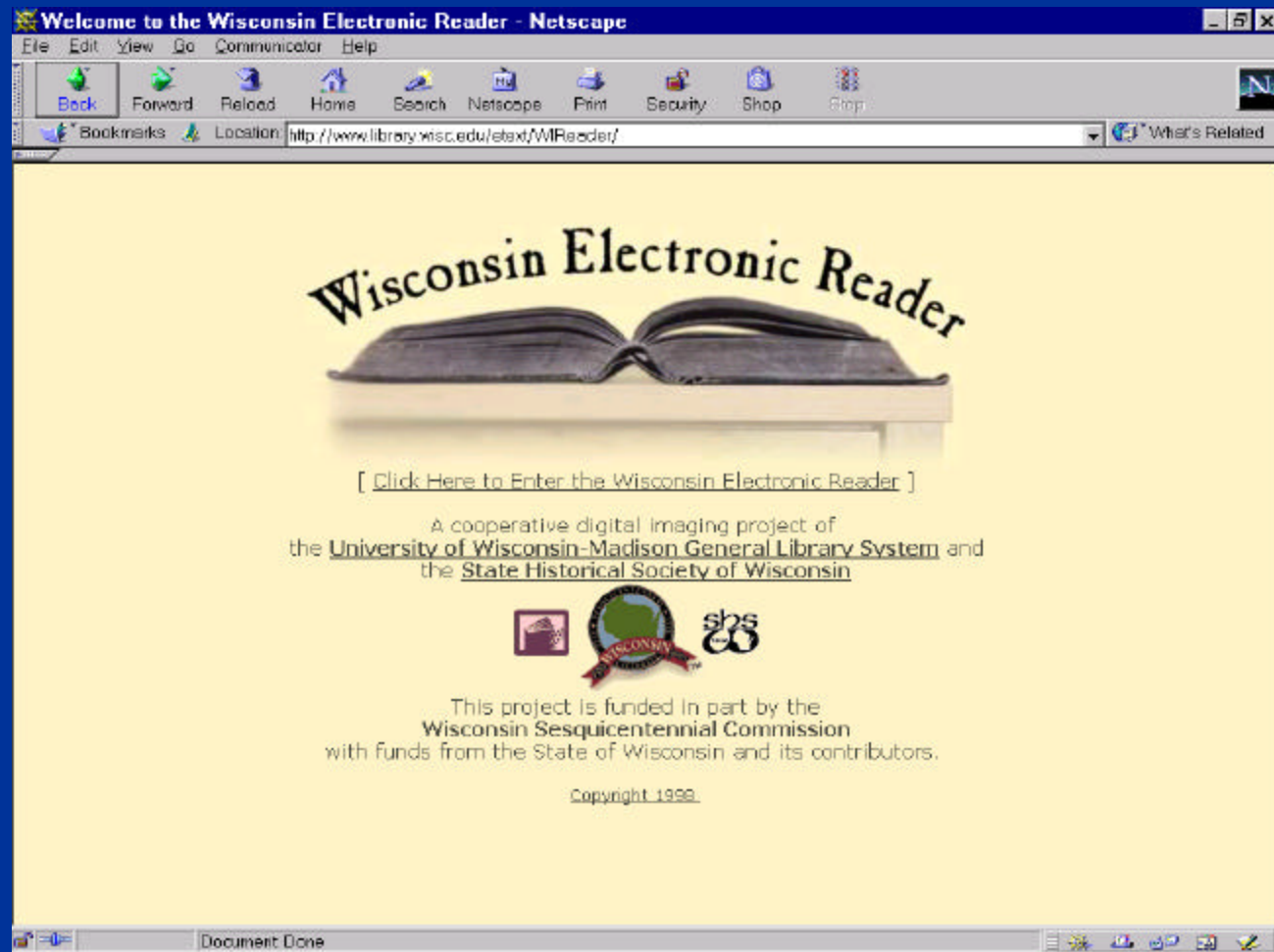
UW Digital Collections: Partners

- 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

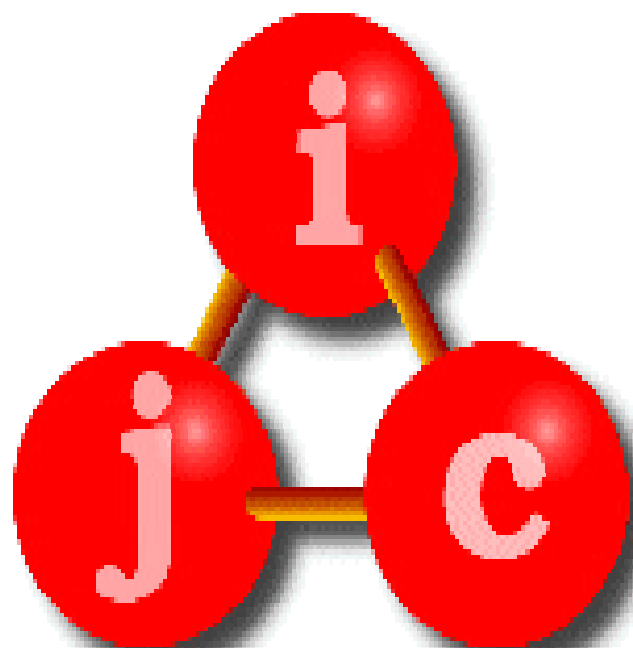
Access to Institutional History



Outreach to Wisconsin Schools

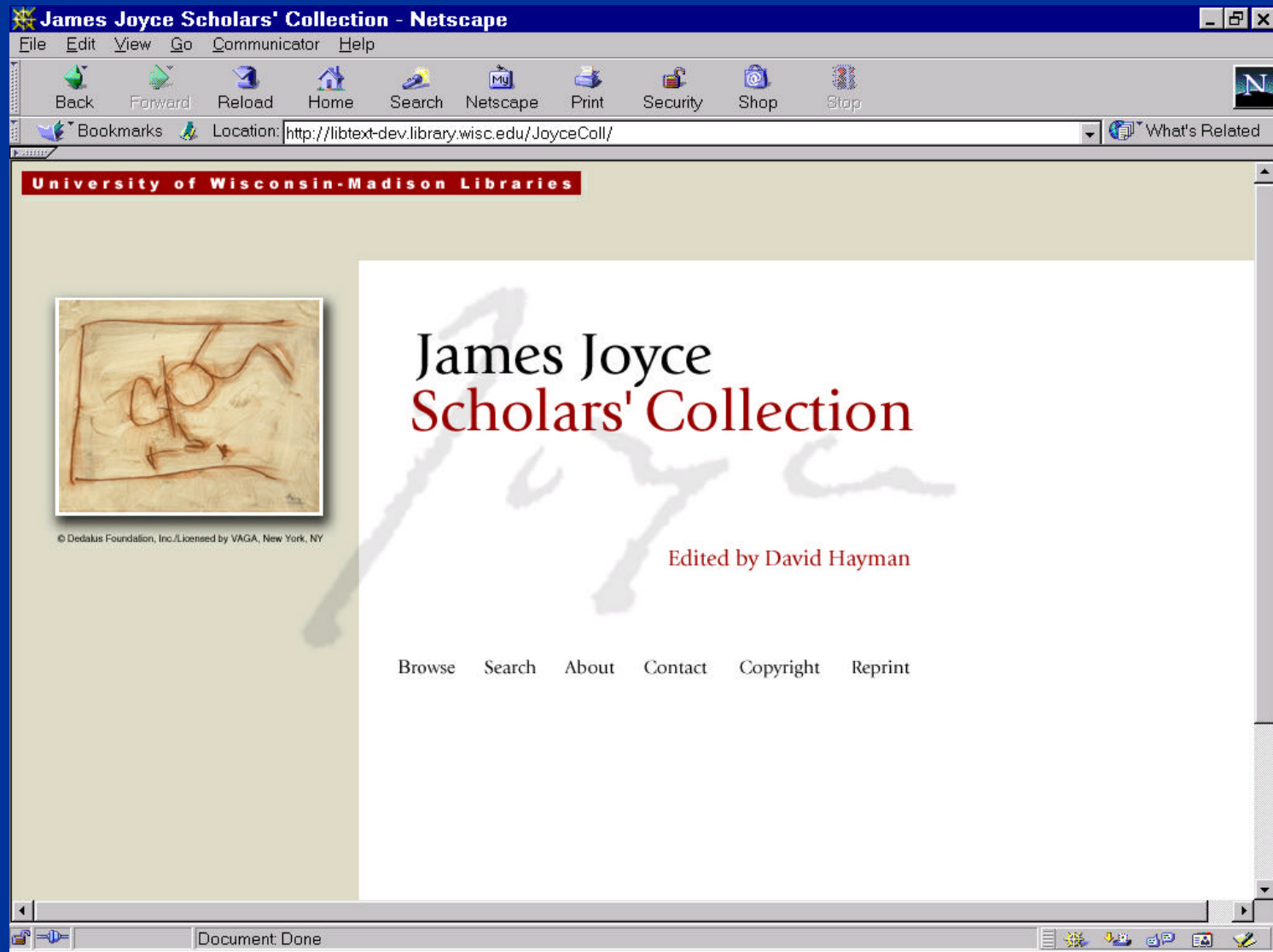


Affordable new models of publishing

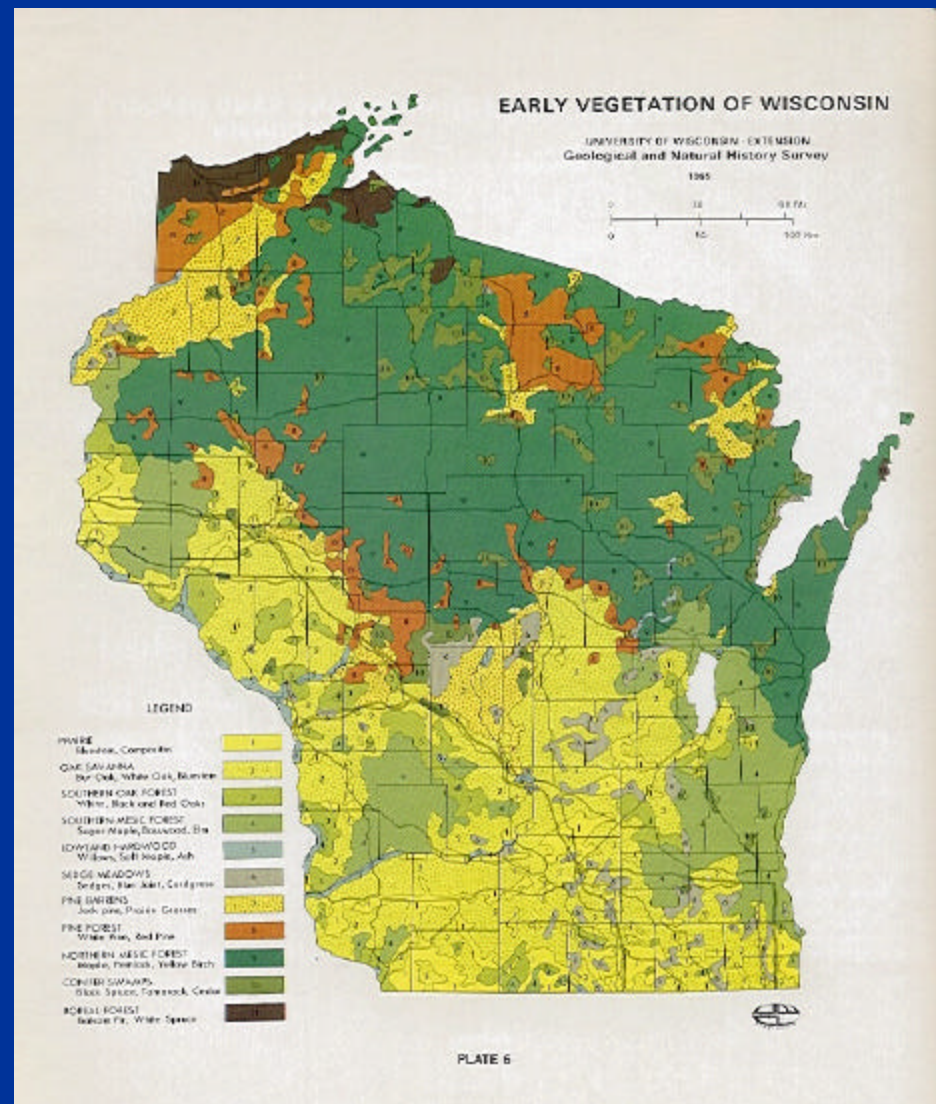


**internet
journal of
chemistry**

Collaboration with UW Faculty



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