

Division of Academic Affairs
Technology Fee – Project Proposal
2014

Proposal Deadline: Tuesday, January 21, 2014

Project Proposal Type

Systemic Project

Projects proposed by operational units of the university (e.g., colleges, academic departments, Library, etc.) for instructional technology enhancements of unit-wide or university-wide scope.

Project Title

Books at JStor Proposal

Total Amount of Funding Requested

\$26,000.00

Primary Project Coordinator

Molly Brown

University Libraries
Technology Fee – Systemic Project Proposal
FY 2013/2014

1. Description of initiative/investment to enhance instructional technology

This proposal is for **the Books at JStor Program to acquire eBooks** (books available in an online format via the JStor platform). This project will benefit all students enrolled at the University of West Florida, particularly distance learning students, who make up 24% of the student population and often are not able to take advantage of technology fee projects.¹ **This endeavor is for the amount of \$26,000.**

JStor is a digital library, established in 1995. It includes digitized content and back issues of academic journals, primary sources and, most recently, books. The Books at JStor Program, launched in November 2012, offers over 20,000 scholarly monographs from leading university presses and other academic publishers on the JStor platform.² JStor has been one of the most popular resources in the library since 2000, and in the 2012-2013 academic year 64,807 articles were utilized from this database.

2. Description of how initiative has a college/unit-wide or university-wide scope

A Demand Driven Acquisition (DDA) Program, such as one offered from JStor, helps the library preserve its budget while maintaining control over the collection development process. The library creates a list of multidisciplinary academic titles appropriate to the UWF curriculum and then shares the titles with patrons via the library's discovery service. As the electronic books are accessed by the user, the titles are purchased. For example, we could establish the criteria for purchase to stipulate that if four chapters are downloaded or six chapters viewed, the title will be automatically purchased. This model guarantees that only eBooks with more than a cursory interest are purchased.

The DDA Program is primarily aimed at the online student population, but will benefit all students, as well as faculty and staff. All members of the campus community will have access to the titles available from lists created by the librarians. All UWF affiliates will be able to read the eBooks they are interested in, thus triggering the eBooks for purchase and guaranteeing their instant integration into the library's permanent collection.

The previous Patron Driven Acquisition Program (the database vendor Ebsco's equivalent to JStor's Demand Driven Acquisition Program) implemented by the library was highly successful, with the funds (\$25,000) being spent by students within a four month period. The library was able to purchase a total of 310 eBooks with this model and we anticipate the similar results with

¹ <http://onlinecampus.uwf.edu/aboutus/statistics.cfm#OOEFTE>

² <http://about.jstor.org/content-on-jstor-books>

the JStor product. The average cost of an electronic book from JStor is \$84.60³, thus the library would procure approximately 307 eBooks to add to its collection.

3. Description of project alignment with UWF Strategic Plan

UWF Priority 1.1. Foster student learning and development to include the knowledge, skills, and dispositions that optimize students' prospects for personal and professional success.

Access to a vast collection of eBooks will enrich courses and help students develop intellectually and engage in active learning through examination and interpretation of these sources. Because students are the primary selectors of these books, this effort will help shape a caring learning environment that provides the tools necessary for the student's individual development.

UWF Priority 2.3. Build a vibrant culture of scholarship and research that aligns with UWF's strengths and capacities and supports UWF's mission, vision and values.

The University of Florida's current mission statement establishes a commitment to "provide students with access to high-quality, relevant undergraduate and graduate learning experiences."⁴ This project will directly provide our students with high-quality and relevant learning experiences by providing them with the electronic information resources that they need to support their education and research while here at UWF.

The Books at JStor Program will increase the quality of resources and services available to both distance learners and on-campus students. By providing access to these resources in an online format and allowing students to choose the titles they need for their studies, the eBook program is convenient, accessible, innovative, and offers high-quality and relevant resources to students 24/7.

4. Description of benefits provided

The contents of the eBook collection will directly support learning by providing material for course papers, projects, and research. The texts can be incorporated into eLearning and online courses. In addition, the service will empower students with the ability to choose the material that is relevant for their coursework and enable them to assist with collection development of materials for the library.

The eBook collection will be accessible at any time to all UWF affiliates, which is especially important to online students and distance learners. Patrons will not have to physically come to the library to access the resources this program will provide. In addition, all the titles offered will have multi-user access, allowing more than one person to access the same title simultaneously.

The eBook collection will benefit multiple programs and departments across campus including **Engineering, Health Sciences, Nursing, Computer Science, Educational Leadership,**

³ Based on information from JStor representative

⁴ University of West Florida Strategic Plan, 2012-2017, pg. 3

Mathematics, and Public Health, as well as the other online courses offered by the University of West Florida.

This collection will be accessible anytime to UWF affiliates, including students with special needs or disabilities. The material can be downloaded and used on special needs equipment or in the student's own comfortable, physical space.

5. Description of how success/impact will be measured

The Libraries will measure the success of the eBook collection through usage data, link analysis, and feedback. The vendor provides monthly usage statistics and the library can also track link usage from the discovery service, as well as acquisition statistics of titles purchased via the Demand Driven Acquisition model.

The UWF Libraries are committed to publicizing this collection. The Libraries will create information material to distribute during various events, such as faculty department meetings and departmental orientations. The Libraries will also feature information on the Libraries' website and other social media outlets, in addition to working with the Academic Technology Center to promote the eBook service to distance learners.

6. Detailed description of resources required including hardware and software requirements and personnel costs

The eBook Collection is completely digital and the content will be available to all UWF students, faculty, and staff anywhere, anytime. Students will be able to locate the collection through the library's research guides or OneSearch discovery service, which brings together results combining books, articles, and other library resources in one search. Both of these tools are located on the library's homepage.

Students may download and print pages or read off-line on most mobile devices, personal computers, or on any library computer. As always, any UWF affiliate requiring assistance with eBooks or other resources may request assistance from the library's online chat, text messaging system, in-person reference service, or by contacting a subject specialist.

This proposal covers the one-time purchase cost of the eBook Collection that is selected through the DDA, in the amount of \$26,000. There are no hardware, software, or personnel cost associated with this proposal.

7. Proposed timeline

The JStor eBook Collection will be initiated as soon as funds are deposited into the debit account and patrons request titles. Once the order is placed, the items will be available as soon as the vendor has released the item to the library for use.

8. Plan for sustainability beyond conclusion of funding from technology fee, if applicable

The required funds will cover the one-time cost of the eBooks, which remain in our collection permanently.

9. Resources matching commitments from other organizations/sources, if applicable

Not applicable

10. Individual responsible for reporting and accountability, along with contact information

Molly Brown
Collection Development Coordinator/ Art and Psychology Librarian
John C. Pace Library – Bldg. 32
University of West Florida
11000 University Parkway
Pensacola, FL 32514
850.474.2358
mbrown5@uwf.edu

Shari Johnson
Electronic Resources Librarian/ Business Librarian
John C. Pace Library – Bldg. 32
University of West Florida
11000 University Parkway
Pensacola, FL 32514
850.474.2711
sjohnson3@uwf.edu