



MUSE muse.jhu.edu NEWS

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Project MUSE® Pricing Study Results and Revised Pricing

By September 2003, Project MUSE recognized it had outgrown its pricing model when long-term participating publishers stated that the MUSE royalties for their most prestigious titles were unsustainable with print cancellations and smaller customers complained that prices were increasing beyond their ability to pay.

Background: MUSE requested bids and selected October Ivins and Judy Luther, consultants who are former academic librarians with publishing and marketing experience, to develop a new pricing model in close collaboration with Aileen McHugh, Melanie Schaffner and Michael Hargrett at MUSE. The goal was a sustainable model that balanced the needs of publishers and librarians, incorporated customer input in a transparent process, and produced publicly shared results.

Findings: The project began with phone interviews with publishers, librarians and consortium executives to define the context of the current issues. Focus groups and a public hearing were held at ALA Midwinter 2004 along with discussions in the booth, followed by a Web-based survey for everyone.

The preferences of many librarians revealed that:

- Large schools need the Full Collection
- Smaller/mid-sized schools want an affordable, stable collection
- Subject collections are attractive only if the Full Collection is not affordable
- Librarians expressed a desire to avoid duplication with other electronic collections
- With collection growth, recent additions may not maintain the quality of initial offerings
- Research noted a trend to prefer electronic format and the cancellation of print is accelerating
- Individual library Flex Plan at same discount is attractive

Some librarians expressed a sense of betrayal as they expected continued access long term to all titles in the collection and expressed concerns if they couldn't afford to continue access to the Full Collection.

The consultants analyzed pricing models for electronic products, reviewed extensive data supplied by MUSE, and confirmed that an overall increase of 25%, ideally spread over three years, was the target. Collective comments of those providing feedback were incorporated in the design of a new model which has several components.

Tiers based on Carnegie Classifications:

The new model expands the number of tiers for academic institutions from two to five, based on Carnegie Classifications.

- Tier 5 *Doctoral Research Extensive*
- Tier 4 *Doctoral Research Intensive, Masters I*
- Tier 3 *Masters II, Baccalaureate Liberal Arts (four-year)*
- Tier 2 *Baccalaureate General, Baccalaureate/Associates*
- Tier 1 *Associates (community colleges)*

This suggestion was supported by 83% of survey respondents, is externally derived and widely available. An analysis of ARL and ACRL library collection budget data indicates a strong correlation between Carnegie Classifications and the Tiers. (Since Carnegie ranks only U.S. academic institutions, other institutions will have their prices frozen for another year until they can be mapped or have their own structure created.)

Use of quartiles within tiers: Market feedback also called for differentiation, or "tiers within tiers" and suggested as criteria: library spending per subject area, total materials budget, total FTE students, student/faculty FTE by subject area, and usage. The team agreed that usage was the best and fairest way to further distinguish institutions within a tier. MUSE is COUNTER compliant (and was ICOLC compliant) and usage data is readily available.

The definition of usage adopted is the number of full-text downloads per institution for a set calendar year, January to December 2003. Usage within each tier was then divided into four quartiles.

(continued on page 3)

UPCOMING CONFERENCES

ALA Annual Meeting

June 26-29
Orlando, FL
MUSE Booth #1137

IFLA Conference

August 22-27
Buenos Aires

Project
MUSE[®]
Scholarly journals online

Published seasonally by Project MUSE, a collaboration of 40 not-for-profit publishers in conjunction with the Milton S. Eisenhower Library; MUSE NEWS is distributed gratis to subscribers and the library community.

MUSE “indispensable” resource at UVA

We recently spoke to Jane Edmister Penner, Music Librarian and Co-Chair of the Collections Group at the University of Virginia Libraries, to find out how MUSE has changed the way students and music scholars research and learn.

Why is MUSE of particular value to music scholars?

MUSE is full text and full image. That’s crucial to the subject areas I teach since students need to see music scores, images, and analytical examples in order to fully comprehend what’s being taught.

How are you utilizing MUSE in your classes?

I teach an undergraduate course on music research that includes several sessions on database usage and I always cite MUSE as an example. I show them how to use MUSE for my class and they invariably use it for other classes. I also work with incoming PhD students and show them how to work with

MUSE to get the breadth and depth they’ll need in their studies. Without MUSE, they would have to go to many different libraries on grounds and know what to look for. And, since we have MUSE on a proxy server, they can access it on or off campus.

Are there any features you especially like?

MUSE’s basic and advanced searching interface is wonderful for different levels of students. More experienced users can zero in on what they want and the less experienced ones can have an easy time researching.

Why is MUSE important to UVA?

MUSE is such an important resource because of the caliber of journals, and the arts and humanities offerings in English, History, Religious Studies, Art, and Art History are key. A teacher recently told me that the quality of his students’ papers has improved thanks to MUSE. To have MUSE with high quality journals—and in a stable environment—is indispensable. ■

MUSE Releases JSTOR Article Links

Building on its successful reciprocal linking project with JSTOR, Project MUSE has released links to articles from the back issues of a selection of 25 journals. Users can now select an option on the MUSE Advanced Search page to include JSTOR articles with their search results. MUSE has loaded metadata for the JSTOR articles, so users can search on the citation information (title, author, abstract). JSTOR results are clearly labeled and take the user to a brief “intermediary page” alerting the user that the article is on another site.

MUSE plans to release OpenURLs for the links to JSTOR in June to enable libraries with limited or no participation in JSTOR to point their users to the appropriate resources.

JSTOR also provides the ability to search and browse the MUSE issues for the same titles. This reciprocal linking project gives

users improved access to the entire journal run from the convenience of one interface. For more information and a list of journal titles included in the project so far, see http://muse.jhu.edu/proj_descrip/librarian_resources/backissues.html.

The number of journal titles common to both MUSE and JSTOR continues to expand. In order for journals to be included in the linking project, the publishers of the journals agree to fill in any gaps caused by the moving wall on JSTOR so that the entire digital run of the journal is available between MUSE and JSTOR. Recently, The Ohio State University Press and the Brookings Institution Press agreed to participate in the linking project, so article-level links between MUSE and JSTOR for *The Journal of Higher Education*; *Journal of Money, Credit, and Banking*; and *Brookings Papers on Economic Activity* will be available in a future release. ■

DIRECTOR’S MUSINGS

A note from the Director of Electronic Publishing

I’ve decided to forgo my column this issue, as I did last issue, so that we can share with you our pricing study results and offer glimpses of the 2005 pricing structure. Much more information on this subject will follow in the coming months, so keep reading MUSE News to stay up-to-date and look for our e-mail outlining your institution’s subscription options and prices. As always, please call or e-mail us if you have questions.

Sincerely,



Aileen McHugh
Project MUSE
Director of Electronic Publishing

("Pricing study results" continued from page 1)

There is an acknowledged delay in applying usage to prices, and the quartiles will be recalculated annually. This means that usage can (and should) continue to increase, but relative usage is likely to remain stable. New customers will start in Quartile I. MUSE usage levels will be smaller than STM journal usage, reflecting differences in the nature of research across disciplines.

Many sets of price points were modeled to create a grid that provides different price levels for each tier and a reasonable range within quartiles.

		QUARTILES			
		1	2	3	4
TIERS	5	71.4%	81.0%	90.5%	100.0%
	4	47.6%	52.4%	57.1%	61.9%
	3	33.3%	38.1%	42.9%	47.6%
	2	25.0%	26.0%	28.5%	30.0%
	I	15.0%	16.0%	18.5%	20.0%

Pricing for 2005: MUSE functions as an aggregator that digitizes content from publishers who must choose to renew their contracts with MUSE annually. Final prices and title lists for the 2005 MUSE collections will be announced in early August as soon as contracts with the publishers are completed. The top price will be no higher than \$20,000. Current MUSE subscribers and consortium partners will be contacted directly with details about the options available to them for 2005.

The existing model allowed deep discounts based on the volume of participating institutions in a consortium deal which produced enormous price discrepancies among similar institutions. The new model replaces these discounts with a structure that bases pricing on variables reflecting the nature of the institution and amount of use they make of MUSE as a relative measure of value. This will result in some institutions experiencing a total price increase greater than 25% which will be phased in over a three-year period.

Options for different collections: While MUSE hopes that most libraries will choose to renew the Full Collection, the study also responded to customers asking for smaller collections. Two new collections have been created after many criteria were considered.

- The Basic Research Collection contains approximately 150 titles that are in the selective indexes for research journals, including *ISI Journal Citation Report* and *Periodicals Contents Index*.

- The Basic Undergraduate Collection contains approximately 100 titles that are in the selective indexes for journals oriented to undergraduates, including *Magazines for Libraries* and *HW Wilson*.

Other factors considered in selecting journals for these collections are inclusion in archival databases, usage, and wide holdings in libraries. Both of these collections also use the tier/quartile pricing model at left.

The Arts and Humanities Collection and the Social Sciences Collections will be continued, but the Johns Hopkins Press Collection will be discontinued. Its subscribers are encouraged to consider the Basic Undergraduate collection. Since this package is double the size of the Hopkins package, these subscribers will experience higher price increases.

MUSE discounts the price of the Full Collection, so its price per title is lower than that of any other collection and allows the inclusion of titles that are not as widely subscribed. Titles not selected for the Basic Research or Basic Undergraduate Collections have the ability to improve their ratings and migrate to these collections.

Next steps: The MUSE team will continue to work together to introduce the new model to customers and publishers this summer. They will be available to answer questions during the Customer Breakfast at the ALA Annual Meeting in Orlando.

The consultants wish to recognize the generous participation of all of the librarians, consortium executives, publishers and customers who have shared their opinions and suggestions. Continued feedback is welcome throughout this process.

Additional background information on the new MUSE pricing model may be found on the MUSE Web site at http://muse.jhu.edu/proj_descrip/pricing_forum.html. The Spring 2004 issue of *MUSE News* also features a cover story on the pricing study, available online at http://muse.jhu.edu/proj_descrip/news/. ■

TOP 10

Most-used journals for MUSE / May 2004

1. American Quarterly
2. Callaloo
3. New Literary History
4. Postmodern Culture
5. ELH
6. Reviews in American History
7. World Politics
8. MFS Modern Fiction Studies
9. Human Rights Quarterly
10. Journal of Democracy

2004

THE YEAR OF
THE
UNIVERSITY
PRESS



Celebrating The Year of the University Press

Project MUSE proudly endorses The Year of the University Press, a year-long campaign that celebrates the role university presses play in the scholarly communications process with the goal to strengthen relationships between libraries and university presses.

MUSE began in 1995 as a collaboration between The Johns Hopkins University Press, the oldest continuously operating university press in the United States, and the Milton S. Eisenhower Library at the Johns Hopkins University.

“One of the earliest Web-based electronic publishing ventures, MUSE is a testament to the capacity of library and university press collaboration to transform the scholarly communication process,” notes Winston Tabb, dean of university libraries at Johns Hopkins.

The Association of American University Presses (AAUP) and the Association of Research Libraries (ARL) announced the designation of 2004 as The Year of the University Press. Throughout 2004, libraries will seek to raise the visibility of presses on campuses in an effort to:

- Build an appreciation of the depth and breadth of works published by university presses
- Increase understanding among faculty, students, administrators and librarians of the mission and function of university presses
- Stimulate serious discussion of the future of university presses within their institutions and in scholarly communication
- Encourage innovative projects in scholarly communication among libraries and presses

“Being one of the first and most successful collaborations between a university press and a university library, MUSE encourages alliances between libraries and presses, where both can work together to meet the needs of the

scholarly publishing community,” says Aileen McHugh, Project MUSE Director of Electronic Publishing. “We understand the importance of library-press cooperation, as our relationship with the Johns Hopkins University libraries has given us invaluable insight into our subscribers’ needs.”

“A primary aim of AAUP and ARL in creating the Year of the University Press campaign was to foster support and cooperation between the library and press arms of scholarly communications,” says Brenna McMillan, communications manager of the AAUP. “We particularly welcome the support for the campaign from MUSE—which is a model for library, press, and institutional collaboration in the electronic world.”

Since its launch in 1995, MUSE has seen its subscriber base grow to over 1,000 libraries worldwide, accessing over 250 titles from nearly 40 publishers. All of the participating publishers in MUSE are university presses, scholarly societies, or other not-for-profit organizations. As a primary success story of library-press cooperation in new scholarly communication models, MUSE commends the efforts of the AAUP/ARL in their efforts to facilitate further connections between libraries and presses with The Year of the University Press.

Further info regarding The Year of the University Press initiative may be found at <http://aaupnet.org/arlaaup/index.html>. ■

SUBSCRIBERS

Project MUSE Statistics as of
June 1, 2004

Total Database Package Subscribers 1102

By Institution Type

Large Academic (>2,000 FTE)	709	64%
Small Academic (<2,000 FTE)	190	17%
Community/Junior College	149	14%
Public Libraries	6	1%
High Schools	21	2%
Other Special Libraries	27	2%

By Location

United States	861	78%
International	241	22%

By Collection

2004 Full Collection	904	82%
2003 Full Collection	56	5%
Arts & Humanities	31	3%
Social Sciences	12	1%
Publisher Collections	91	8%
Consortium Flex Plans	8	<1%

How Subscribed

Direct	106	10%
Via Consortium	996	90%

New Subscribers during 2004 112

For 2004:

Participating Journals	258
Participating Publishers	40

Project MUSE Welcomes Ann Snoeyenbos as Sales Coordinator, International and Special Markets

Project MUSE is pleased to announce that it has hired Ann Snoeyenbos in the newly created position of Sales Coordinator, International and Special Markets. The position, which Ann will assume in July 2004, will help MUSE forge partnerships in the international and non-academic library communities, thus increasing visibility and distribution of the MUSE journal titles overseas and among new audiences.

Ann's duties in the new position include identifying subscription sales opportunities for MUSE journal collections in international and non-academic library markets; identifying appropriate distribution channels to reach these customers; and developing and implementing marketing strategies. She will also work with MUSE's User Services team to develop programs supporting the unique needs of users in these communities.

"Ann's addition to the MUSE team will allow us to take advantage of the increased interest our organization has seen in recent years from international and non-academic libraries," says Melanie Schaffner, Marketing and Sales Manager for Project MUSE. "Her experience working in libraries and as an ambassador for librarianship and electronic publishing make her the ideal candidate to help MUSE better serve the needs of library customers here and abroad."

Ann's international background is impressive, including projects funded by the United States Information Agency (USIA) and the British Council. Ann served as a library and information science lecturer for USIA in locales such as Tunisia and Morocco, speaking to audiences including public and academic librarians, library school students, scholars, and teachers. Her work and studies have also taken her to Ireland, Spain and France. Ann's fluency in Spanish and French, and her working knowledge of Italian and Portuguese, among others, has served her well in her travels and will be a tremendous asset when working with MUSE's worldwide customer base.

Ann comes to MUSE from New York University, where she has served as Librarian for West European Social Studies since 1991, with additional responsibilities in Food Studies and U.N. and International Documents. In these posts, Ann performed collection development duties including selection, evaluation, and faculty liaison, as well as reference assistance and bibliographic instruction.

In addition to her international experiences and her tenure in the library at NYU, Ann also found time to participate in many presentations and serve on several committees for the American Library Association, Association of College and Research Libraries, and New York Library Association. She is particularly active in ALA's West European Studies Section and the New Members Round Table for both ALA and NYLA. She has also made significant contributions to books and publications including *The Librarian's Career Guidebook*, and has been the recipient of numerous awards and grants for her research and professional development activities.

An alumna of Indiana University, Ann received an MLS degree in Library and Information Science, in addition to a master of arts in Western European Studies and a bachelor of arts in French.

Please welcome Ann to the MUSE family! ■



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PUBLISHING PERSPECTIVES

MUSE strikes a chord with *Notes*

Notes: Quarterly Journal of the Music Library Association is regarded as the foremost scholarly journal for music libraries and librarianship. It's just one of over 170 arts and humanities journals offered in the Project MUSE collection.

Notes was first published in 1934 as a compilation of mimeographed articles. Today, the journal is comprised of articles on music librarianship, music bibliography, the music trade, discography, and certain aspects of music history. *Notes* is well-known for its reviews of books, sound recordings, periodicals, digital media, and printed music.

One of the journal's most popular columns is "Books Recently Published." The column is comprised mainly of English-language titles but also lists titles printed in Western European languages, Finnish, Bulgarian, Greek, Hebrew, Ukrainian, Turkish, Latvian, Moldavian and Serbian (to name

just a few). Readers also find the "Music Recently Published" and "Music Publishers Catalogs" columns, as well as the annual "Prices of Music Monographs and Scores," extremely helpful.

Notes has been in the MUSE collection for four years, and journal editor Linda Solow Blotner from the Hartt Library at the University at Hartford has worked very closely with MUSE to ensure that readers find the online version easy to use. While other online journal collections typically send journals overseas to be re-keyed for online format (which may result in errors), MUSE works with the journal's original files for exact print version replication.

"MUSE is so timely in getting *Notes* online and that's very important to us. We've gained greater prominence by being online," says Blotner. "MUSE's usage and royalty reports are especially helpful. And, their customer service couldn't be better." ■

MUSE NEWS

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