MUSE Publisher Meeting 2018

Project MUSE
Sales and Marketing Strategies
Finding the Money
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Yearly Increases in Average Expenditures

- Increase in Average Library Materials Expenditures
- Increase in Average Ongoing Resources Expenditures


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Books: International Market Research

Why?
• UPCC research focused only on 4-year and up North American institutions
• Library purchasing channels, preferences, and behaviors differ regionally and by country
• Much insight gained from similar Journals research in 2016

How?
• Maverick Consulting, 3-month engagement
• Desk research, widespread surveys, in-depth interviews
• Report due end of May, in time to inform 2019 books products
Being Visible: Project MUSE in the Wild

MUSE Attends on average 20+ industry events annually

Library Conferences
- American Library Association
- Association of College and Research Libraries
- International Federation of Library Associations
- Charleston Library Conference
- Electronic Resources and Libraries
- American Theological Library Association
- Joint Conference of Librarians of Color
- UKSG
- NASIG
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Scholarly Conferences

- Modern Language Association
- American Historical Association
- Association for Asian Studies
- Middle Eastern Studies Association
- American Academy of Religion
- Latin American Studies Association
- African Studies Association
- American Studies Association
- Association for Jewish Studies
- Society for Biblical Literature
- International Congress on Medieval Studies

Publishing Industry Conferences

- Frankfurt Book Fair
- Society for Scholarly Publishing
- Association of University Presses
- CNI
- Library Publishing Forum
Building Partnerships: Consortia, Agents, and Sales Representation

2017 Journals Customers: 2215 institutions from 73 countries

2051 from 53 countries ordered through a supply chain partner

7% came direct = 164 institutions

+ 109 different sales agents/consortia
Why work with so many partners?

Efficiency for billing and collections: allows for a small staff

Meet customer needs
  Tender requirements
  Import, export, VAT regulations
  Local language / culture / currency
MUSE Sales Agents: Some Examples

Local: ABE IPS Poland

Regional: DotLib for Latin American & Brazil

Global: EBSCO
MUSE Consortia Partners: Some Examples

Local: CRIS tin Norway; OhioLink
Regional: AMIGOS (southeastern USA)
Global: AMICAL
Institution type: MISBO (schools), Oberlin Group (liberal arts colleges)
Government: BIBSAM Sweden

Payment type
- Pooled
- Subsidized: equal share, proportionate share
- Front money to vendor or money in/money out
Active or Passive Partners?

**Passive:** Agent handles all book/journal orders for the customer. Only contact with MUSE is for pricing or to renew/purchase

- Reward: quick response time
  - basic discount/commission

**Active:** Marketing of MUSE products, information about budget conditions, brainstorming prospects

- Reward: priority response time
  - incentivized discount/commission structure
  - sponsorship of local events
  - advertising
Active or Passive Partners?

Top level / most trusted:
- Most favorable discount/commission structure
- Multi-year commitment
- Exclusive status
- Co-branding of marketing materials
- MUSE staff attend/speak at event
- Support for negotiation of deals
Negotiating the Deal:
Licenses and Agreements

- Individual Institutional Journals License
- Consortium Journals License
- Individual Institutional Books Purchase Agreement
- Consortium Books Purchase Agreement
- Books Evidence-Based Acquisitions Agreement
- Consortium Administrative Agreement
- Individual or Consortium Multi-year Agreement
Special Considerations:
Licenses and Agreements

- Multi-year commitments, auto-renewing, fixed terms
- Specially negotiated discounts, graduated discounts
- National/state/local purchasing rules and regulations
- Mutual understanding of terms
- Jurisdiction
- Responsibility and indemnification
Special Considerations:
Licenses and Agreements

Privacy and Security
• Individual user data
• Institutional data
• CAN-SPAM, GDPR compliance

Accessibility
• Section 508 compliance
• W3C compliance
• VPAT
Special Considerations:
Licenses and Agreements

Technology and Support
• Current standards compliance
• Provision of KBART, MARC, other data
• Cooperation with designated discovery partners
• Maintenance and downtime assurances
• Archiving and preservation (third parties, local)
• Text and data mining
• Administrative controls
It Doesn’t End at the Sale: Post-Sale Support and Customer Retention

Discovery and Linking Support
• Custom MARC records and KBART files
• Coordination with discovery services
• Alerting for new titles and new issues

Account Management Support
• COUNTER/SUSHI usage reporting
• Licensing and permissions queries
• Access methods maintenance and updates
• Custom tools for programs like Books EBA
It Doesn’t End at the Sale: Post-Sale Support and Customer Retention

Training and Instruction
• User Guides
• Webinars and presentations
• Canned demos and videos

Promotional Assistance
• Free posters, bookmarks, pens
• Support for campus events
• Logos, descriptions
Sharing our Strength:
Promotional Partnering with Publishers

Conferences: applicable journal displays, subject-based brochures highlighting content, publisher booth signage.
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Social Media
• Revamped strategy in 2018
• Focus on Facebook, Twitter, LinkedIn
• Audience analysis to help target messaging on each platform
• Competitive analysis to identify successful content
• Goals of growing engagement and driving content usage
• Temporarily unlocking timely/relevant content from social media links (with publisher permission)
• Sharing and re-tweeting publisher social media content
• Implementing analytics to measure success
Sharing our Strength: U of Nebraska Press Hosted Journals Campaign Pilot

**Offer:** Free access to hosted journal title for remainder of 2018

**Audience:** Selected distinct subsets of active MUSE journal collection subscribers in North America

**Testing three promotional email campaign models**

- **Journal A:** Opt-in campaign to institutions identified by Nebraska and through MUSE usage/turnaway analysis
- **Journal B:** Opt-in campaign to institutions identified by single relevant criterion (geographic location)
- **Journal C:** Opt-out campaign to institutions identified by Nebraska and through MUSE usage/turnaway analysis
Sharing our Strength:
U of Nebraska Press Hosted Journals Campaign Pilot

Method: Multiple email efforts over four weeks; revising lists each time to reflect response activity

Results: Institutions participating in the trial access offer

JA (Opt-in, multi-factor): 8           JB (Opt-in, single factor): 5
JC (Opt-out, multi-factor): 66

Challenges: Manual processes, audience attention

• List development, list maintenance
• Email bounces, open rates
• Adequate notification for opt-out