

# MUSE Publisher Meeting 2018

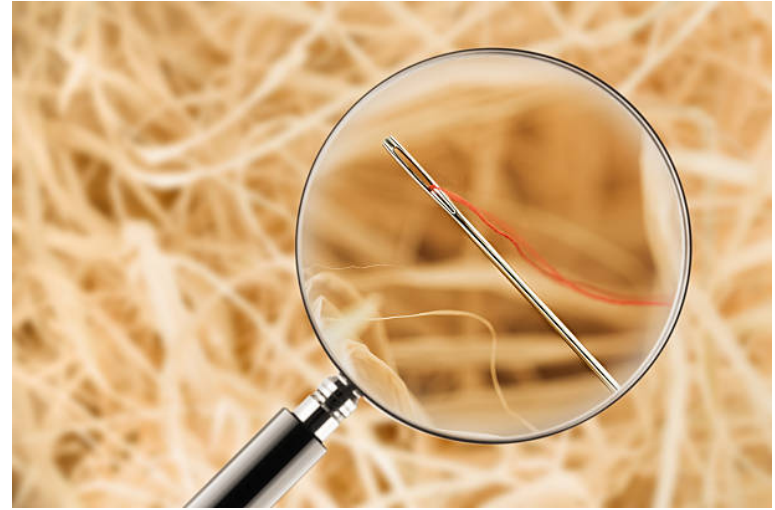
## *Project MUSE* *Sales and Marketing Strategies*



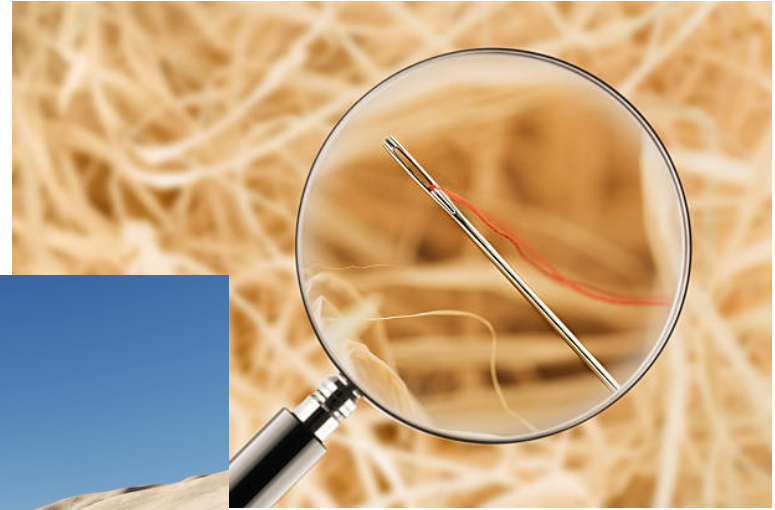
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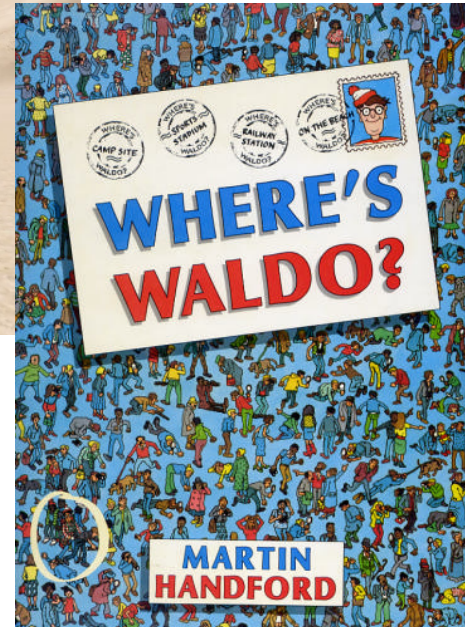
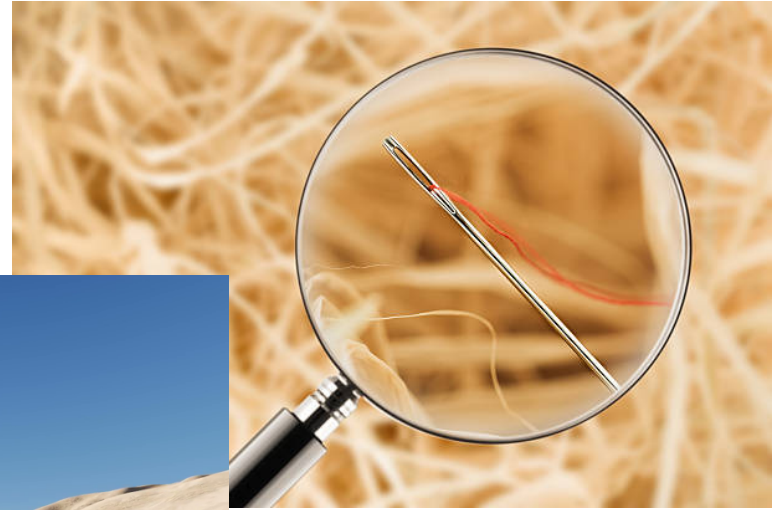
# Finding the Money



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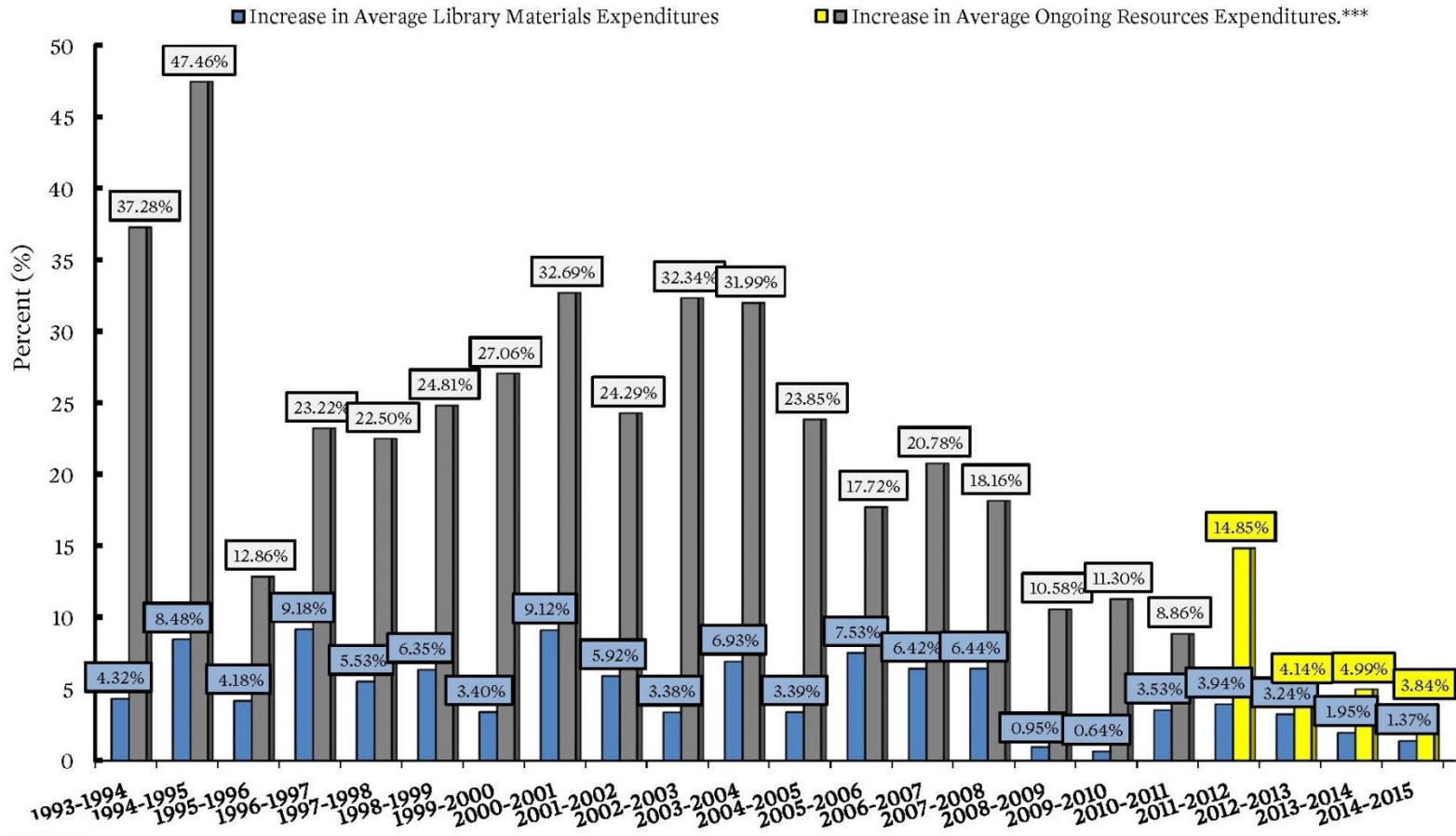


# Finding the Money



**\*\*\*Ongoing Resource Expenditures vs. Total Materials Expenditures,  
1993-2015**

**Yearly Increases in Average Expenditures**



ASSOCIATION OF RESEARCH LIBRARIES

Source: ARL Statistics 2014-15, Association of Research Libraries, Washington, D.C.

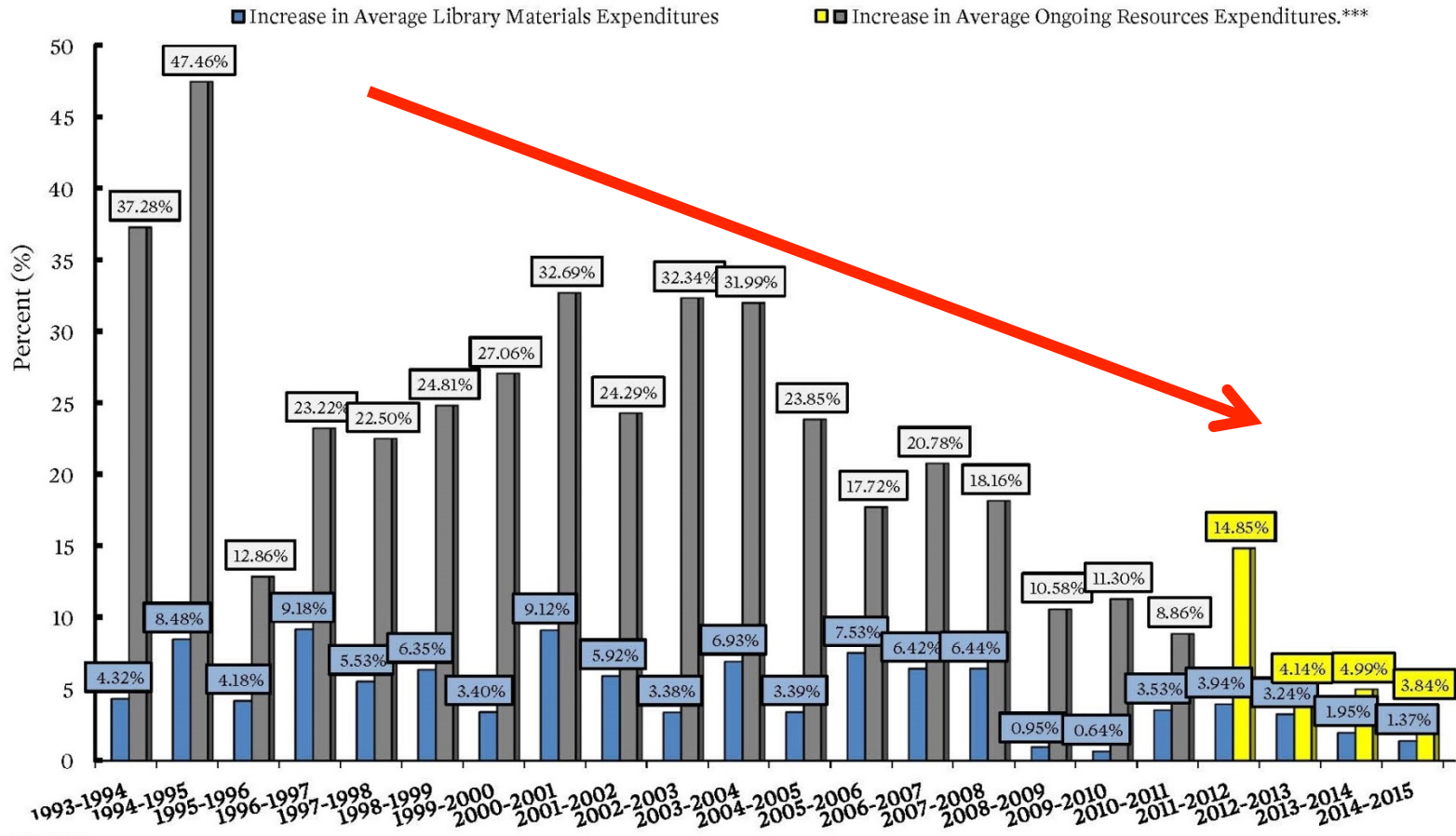
\*\*\*Formerly Electronic Resource Expenditures. After 2011-12, figure represents increase in Average Ongoing Resource Expenditures.





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#### Yearly Increases in Average Expenditures



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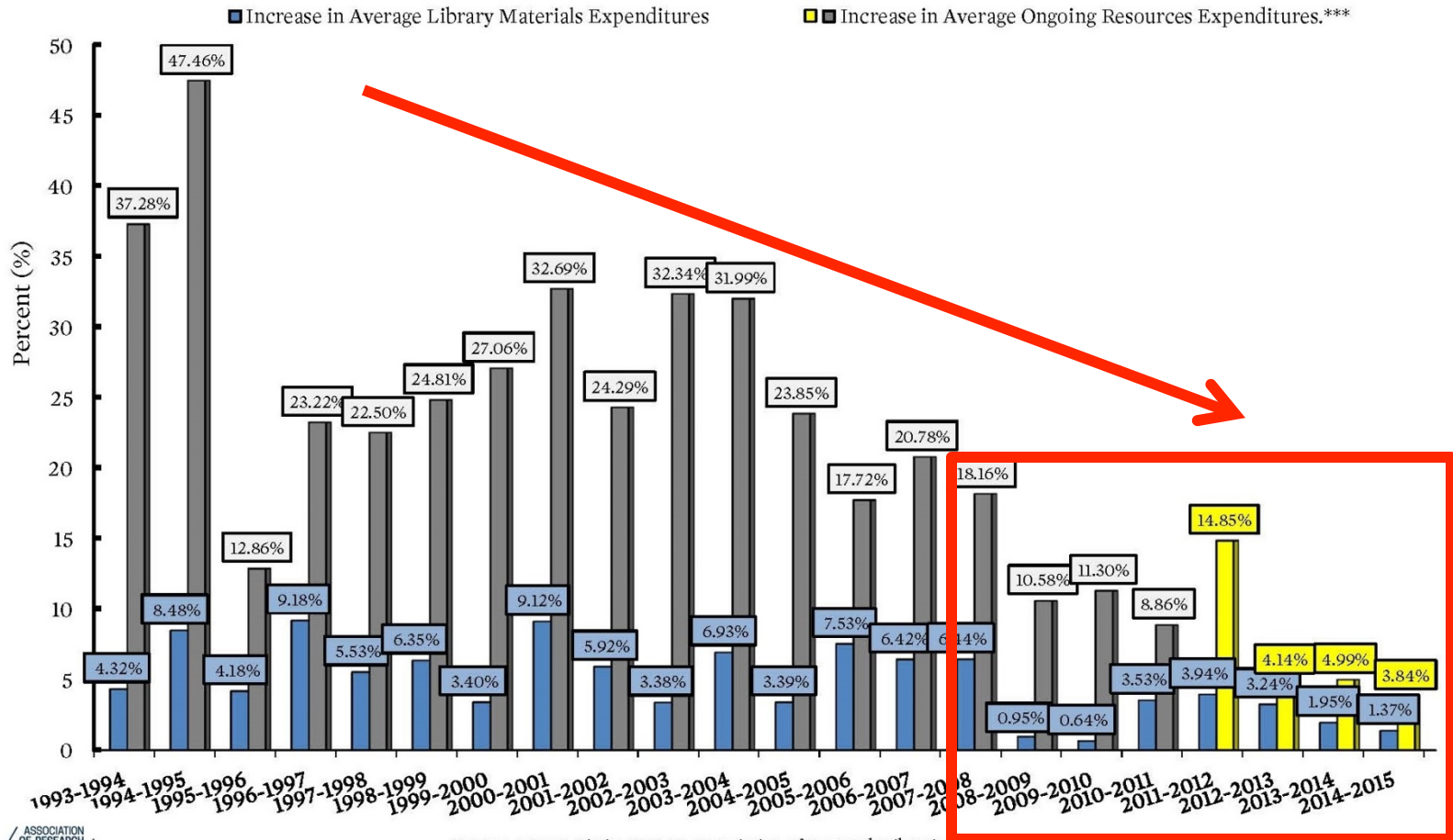
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# Books: International Market Research

## 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



# Being Visible: Project MUSE in the Wild

## 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: CRISTin 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

The screenshot shows a document with several paragraphs of text. Red lines connect specific words or phrases in the text to a sidebar on the right containing comments and deletions. The text includes phrases like "It was the year of times, it was the worst of times, it was the age of foolishness, it was the age of wisdom, it was the epoch of credulity, it was the epoch of scholarship, it was the season of darkness, it was the season of light, it was the winter of despair, it was the spring of hope, we had nothing before us, we had everything before us, we were all going direct to hell, we were all going direct the other way—in short, the period was so far like the present period, that some of its noisiest authorities insisted on its being received, for good or for evil, in its own right.

There were a king with a small mouth and a queen with an unmatchable countenance, on the throne of England; there were a king with a big mouth and a queen with a matchable countenance, on the throne of France. In both countries it was clearer than crystal to the lords of the State preserves of loaves and fishes, that things in general were settled forever.

It was the year of Our Lord one thousand seven hundred and seventy-five. Spiritual revelations were conceded to England at that fortunate period, as at this, Mrs. Humblebottom had recently attained her thirty five but really thirty five birthday, of whom a prophetic private in the Life Guards had heralded the sublime appearance by announcing that arrangements were made for the swallowing up of London and Westminster; Even the Cock-lane ghost had been laid only a round dozen of years, after rapping out its messages, as the spirits of the most recent year past rapped out theirs. Mere messages in the earthly order of events had lately come to the English Crown and People, from a congress of American rebels which, strange to relate, are on the whole more important to the human race than any communications yet received through any of the chickens of the Cock-lane brood.

France, less occupied on the whole as to matters spiritual than her sister of the shield and trident, rolled with exceeding smoothness down hill, making paper money and spending it.

**Comments and Deletions:**

- Comment [1]: Changed this Season to match better text: "Not sure what the original author was thinking "The best of times, etc." This really should be the best of times at a time like this!"
- Comment [2]: This seems highly unlikely to me. How we sure the author did his research?
- Comment [3]: The author seems to have a story with specific text and could use some fine-tuning. He probably needs another 20 or 30 more reads but he's better to get some shopping around a manuscript.
- Comment [4]: This seems highly unlikely to me. How we sure the author did his research?

**Deletions:**

- Deleted: last...ent of times...ans
- Deleted: Live reading... 15 mins
- Deleted: in the superlative degree of comparison only
- Deleted: large...small mouth and
- Deleted: covered...covered period
- Deleted: this very year last...he was
- Deleted: covered...covered on the



# 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



# Sharing our Strength: Promotional Partnering with Publishers

## 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