



# Using JUSP to support national negotiations for a better deal

## Case study

JUSP assists and supports UK academic libraries in analysing the value and impact of their electronic resources by providing easy access to e-resource usage data. As a shared service it also has the added advantage of providing Jisc Collections with an aggregated set of usage data and a national picture of usage across the deals they negotiate.

Due to agreements in place, Jisc Collections can routinely consult consolidated usage data through JUSP without needing to request information directly from publishers or libraries. This case study shows some of the ways that Jisc Collections makes use of this valuable dataset and how this in turn benefits UK academic institutions through better deals with publishers and associated cost savings. It highlights the wider benefits of participating in JUSP and encourages libraries to help ensure JUSP is providing the most comprehensive dataset.

## How Jisc Collections uses JUSP

*“Usage data is an incredibly important part of negotiations and an important metric used to understand the value of a deal.”*

JUSP provides a number of direct benefits to libraries such as easy access to data, time saving reports, anonymised comparisons with other institutions, and data assurance. In addition, by participating in JUSP, libraries are also contributing important evidence to support Jisc Collections and that can be used to inform negotiations with publishers.

JUSP aggregates data to provide consortium level views for Jisc Collections which summarise usage for a publisher across all institutions in JUSP, for an institution across all publishers, and at a title level totals across all institutions. This means that the Jisc Collections team have quick and easy access to

consolidated usage data on demand. As JUSP uses COUNTER standard reports and works closely with both publishers and libraries, Jisc Collections knows that it is viewing the same quality assured data as publishers and libraries, and so all parties are using the same usage data for evaluation.

*“Sometimes there are a few libraries on the subscription list of an agreement, but not in JUSP. If these institutions provided data to JUSP their Jisc band would be better represented in our analysis.”*

The Jisc Collections team use these consortium reports in JUSP to get a picture of use across the whole consortium, and so more libraries in JUSP means better data for evaluation. It is also useful for them to be able to view data for libraries not in a deal in order to understand the bigger picture. Every



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library that participates in JUSP contributes to this big picture without the burden of manual data collection. For this reason it is useful for libraries to ensure data are complete even if they do not use the data in JUSP often themselves.

Usage data gathered from JUSP is one of the key sources of information used for the background research required for the negotiation process. Jisc Collections will review usage data before, during and after negotiations in order to:

- better understand patterns of usage between different titles, packages, publishers and libraries
- evaluate, alongside other data, the value of existing deals
- analyse impact of publisher proposals for new agreements (e.g. collections based pricing)
- provide evidence to a publisher that an offer is no longer offering good value, for example where a highly used title is moving out of a package to a new publisher

***“Every negotiation will use JUSP data where it is available in some way.”***

Each deal is unique and will be analysed from a number of different angles. The team pull information together from various places to create dashboards and reports that provide information such as consortia spend on subscriptions, publisher’s revenue, numbers of institutions in consortium agreements, consortium trends in usage, and average consortium cost per download for subscribed titles.

When looking at the usage elements, they will consider three sets of usage provided within JUSP:

- Frontfile usage, which is JR1 (total usage) minus JR1a (usage from an archive)
- Gold open access usage, JR1 GOA (usage of gold open access articles)
- ‘Subscribed usage’, which is Frontfile usage minus JR1 GOA

The ‘subscribed usage’ is used to calculate cost per download for all consortium agreements and by Jisc band in order to assist in the assessment of the value of publishers’ agreements to institutions

Cost per download is not the only way in which the data in JUSP is used. The team will also view the most used titles and the distribution of usage across a package (the long tail) to evaluate the value of the whole package compared to specific titles. In order to have an accurate list of titles by total usage at a consortium level, data are required for all libraries taking the deal. Missing usage figures could change the distribution of usage across titles in the package.

***“If some libraries don’t supply data, then we don’t have a complete picture of the consortium.”***

Jisc Collections make use of a wide range of COUNTER reports in JUSP including the JR1, JR1a, JR1 GOA, JR5, and increasingly book reports. JR5 reports will be used to inform Jisc Collections about post cancellation access and alternative models of access.

***“Access to JUSP data is extremely important as without it we would not be able to calculate the value of existing agreements to institutions (e.g. by calculating the cost per download) and trends in use of journal articles.”***



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In particular, Gold Open Access usage is becoming increasingly important as more offsetting deals are rolled out. The data available through JUSP enables the research team to undertake exploratory work on issues such as calculating the Average Consortia Cost per Download (CPD) for individual publishers and comparing ‘subscribed content’ usage versus Gold Open Access usage for deals such as SpringerCompact. Jisc Collections were also part of the Jisc team in the Library Data Labs project in 2016, where JR1 GOA usage data was combined with IRUS-UK usage data to provide a snapshot of both gold and green open access use in the UK.

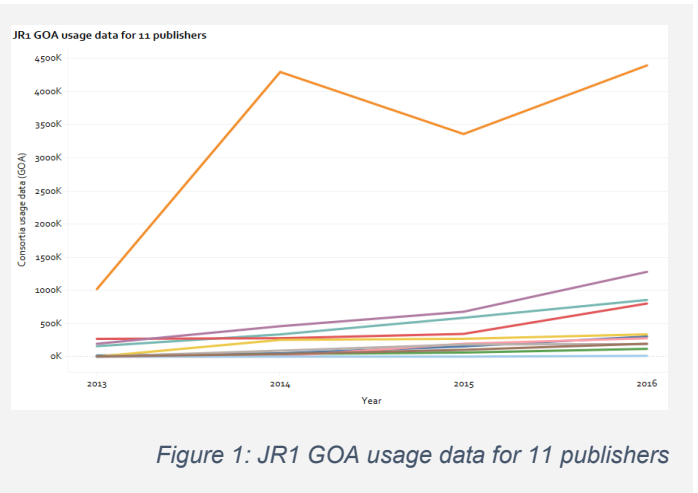


Figure 1: JR1 GOA usage data for 11 publishers

## Summary

JUSP collects and aggregates usage data on behalf of libraries for many publisher agreements negotiated by Jisc Collections. This case study explains how Jisc Collections uses this dataset to inform negotiations. It highlights the importance of this dataset to Jisc Collections, the associated value to libraries, and wider benefits of participating in JUSP.

By participating in JUSP libraries are contributing to the big picture that enables Jisc Collections to take an evidence-based approach to assessing the value of deals and so promotes better value. Jisc Collections negotiates the best possible price, terms, and access conditions by using collective influence to obtain value for money. JUSP supports this by providing usage data across the consortium. As all the usage data harvesting and basic processing is done by the team JUSP, it also frees up time for the team to focus on analysing the usage, using the findings to best effect, and ultimately benefiting the subscribing libraries through better deals.

## What you can do now

### Already participating?

- ◆ Ensure JUSP is collecting all your data so that Jisc Collections has a full set of data to use in analysing deals. Log in to JUSP, go to the YOUR DATA tab and compare to the list of participants on the website. Contact the help desk if you spot anything missing.

### Not yet participating in JUSP?

- ◆ Find out about the other benefits to libraries with our use cases <http://jusp.jisc.ac.uk/use-cases/> and case studies <http://jusp.jisc.ac.uk/case-studies/>
- ◆ For more detail and instructions on how Join JUSP for UK academic libraries, take a look at <http://jusp.jisc.ac.uk/join/uk-academic-libraries/>

### Are you a library consortium outside the UK?

- ◆ Take a look at <http://www.juspconsult.mimas.ac.uk/> or contact our helpdesk for more information.