Whole Ebook ILL Pilot

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30 June 2022

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Background

Why Whole Ebook ILL?

Whole Ebook ILL Helps Provide Access To:

Content Regardless of Budget Or Space

Library budgets are under constant pressure & space reclamation projects are common, limiting available physical space;
whole ebook ILL can play a central role in overcoming budget and/or space constraints

Niche Requests

Libraries rely on ILL to help fulfill niche requests for content that falls outside the library's collection development strategy;
whole ebook ILL continues this legacy of connecting users with content, irrespective their physical location
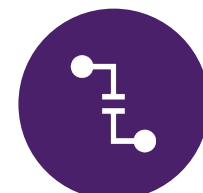
Content Acquired During Pandemic

Libraries heavily invested in ebooks, as the pandemic shut down access to physical book collections but lack the functionality to lend content;
whole ebook ILL solves this technical issue

What are the Expected Outcomes?

Gather information to compare whole ebook ILL to print book ILL
We know there are many similarities between whole ebook and print book ILL – and many differences; identifying how they intersect and diverge is critical to developing a scalable whole ebook ILL model

Coordinate trilateral discussions between libraries, publishers and vendors
We need to share information and engage in candid discussions about the opportunities and challenges that come with developing a scalable whole ebook ILL model

Define the requirements for a scalable whole ebook ILL model
We will use data from this pilot, along with customer interviews, to define a scalable whole ebook ILL model; this will include platform integrations, licensing and fees that come with building the technology

Pilot Overview

Whole Ebook ILL Pilot

Pilot Overview

- **What is it?** Using Ebook Central, whole ebook ILL is available for libraries to lend/borrow ebooks

- **Who is participating?** 100+ US libraries and 6 publishers are part of the pilot

- **How long is the pilot?** Pilot launched November 2021 and lasts 12 months

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Whole Ebook ILL Pilot Participants

Publisher Cohorts

of eligible titles: 210,000+

Taylor & Francis Group
an informa business

BRILL

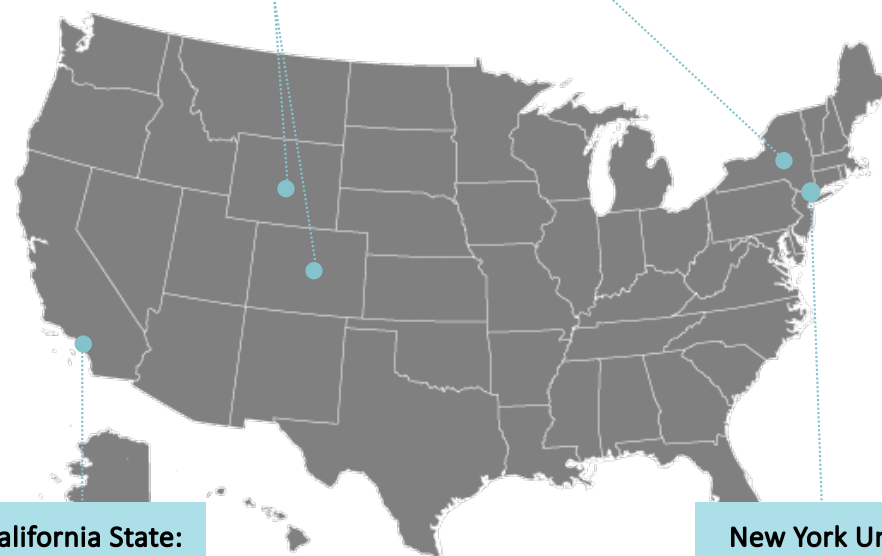OXFORD UNIVERSITY PRESS

DUKE UNIVERSITY PRESS

NYU PRESS

BLOOMSBURY

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Library Cohorts

Prospector Library System

SUNY (subset)

California State: SDSU & Fullerton

New York Univ
The New School

What's Included? What's Excluded?

INCLUDED	EXCLUDED
Intra-cohort lending	Cross-cohort lending
Owned titles	Subscription and unowned DDA pool titles
All license options (1-user, 3-user, Unlimited, Non-Linear)	N/A
Reading, printing & copying text plus offline downloads (within DRM limits)	Highlighting, note taking & bookmarks, as they require user accounts
N/A	No fees during ILL pilot

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NOTE: These are features for the pilot; some features might change as part of a scalable solution

Pilot Functionality

Whole Ebook ILL Pilot Workflow

Lending Library Title Activation Workflow

- Lending libraries need to activate their eligible whole ebook ILL titles in their ILS/LMS platforms
- ProQuest works with each lending library to determine preferred title list format; currently we are sending title lists in MARC and Excel and we are working on support for other options

- Lending libraries determine which of their eligible titles they will activate for whole ebook ILL; exclusions aren't necessary but may include high demand content and/or titles with 1-user licenses
- Lending libraries then share these eligible titles with the rest of the cohort and the borrowing libraries activate this subset of titles for discovery via local discovery layer

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Whole Ebook ILL Pilot Workflow

Borrowing User Discovery Workflow

Borrowing user searches for content in local discovery layer

1

Search results return with 2 records

2

This result is the ebook eligible for whole ebook ILL

3

Whole Ebook ILL Pilot Workflow

This form was created by SUNY to help manage requests

1 SUNY eBook Lending Pilot

SUNY Libraries are working with Proquest to make selective eBooks available to SUNY users on the eBook Central platform for two weeks at a time. **You will receive the link to the book via email from SUNY Library Services <info@slcny.libanswers.com>. Please check your spam folder if you do not receive that email within 48 hours of placing your request.** See Proquest eBook Lending Project for more information.

Name (required)

Campus Email (required)

Campus (required)

Title (required)

The strategy of global branding and brand equity /

Author

Lee, Alvin (Lecturer in Strategic Marketing), author.

ISBN

1-336-13187-X

Note

Submit

2 User fills in empty fields prior to submitting whole ebook ILL request

3 Once form is completed, user clicks 'Submit'

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Whole Ebook ILL Pilot Workflow

Lending Library Workflow

Lending library visits LibCentral & searches for title; the ILL message & link are present for eligible titles for pilot participants only

Lending library selects borrowing library from dropdown list; this list is based on pilot cohort assignment

URL is generated & lending library will share with borrowing library*

*Lending library will lose access for one concurrent access during E-ILL period

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Whole Ebook ILL Pilot Workflow

Borrowing User Title Access Workflow

1 Upon clicking link, borrowing user bypasses login screen & lands on Title Detail page

Borrowing user can read title online or download it for offline access

2

2

Cultural Diversity and Inclusion in Early Years Education
Penny Borkett

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3 One ebook license is reserved per ILL request; borrowing user has access for 2 weeks

29 pages remaining for copy (of 29)

4

49 pages remaining for PDF print/chapter download (of 49)

Years

SERIES
Diversity and Inclusion in the Early Years Ser.

EDITION
1

AUTHOR
Penny Borkett

PUBLISHER
Taylor & Francis Group

PRINT PUB DATE

Show more

Description
Cultural Diversity and Inclusion ... every early years setting. Ackno... book demonstrates the need fo... inclusive practices. Alongside ...

Show more

Up to DRM limits, borrowing user can copy & print pages as well as download chapters

...ultural diversity can be celebrated in ...d's development and identity, the ...ference, value diversity and ensure ...historical policy relating to

Whole Ebook ILL Pilot Workflow

Title Expiration Workflow

- After 2 weeks, borrowing user loses access to whole ebook ILL; if full title downloaded, download also expires
- To regain access, borrowing user must request ebook once more via discovery layer; we do not yet support renewal functionality

- Lending library automatically regains access to one concurrent license
- We do not yet support callback functionality; there is no way to callback an ebook if concurrent license is needed prior to title expiration

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Pilot Insights

Whole Ebook ILL Requests

Takeaways	E-ILL Request Insights	Top 10 Subjects (Total Requests) with Average Usage

Takeaways

- Whole ebook ILL requests grew rapidly through May 2022; requests began to slow as the school years concluded in June 2022
  - Users have acclimated to using ebooks, which is extending to ILL
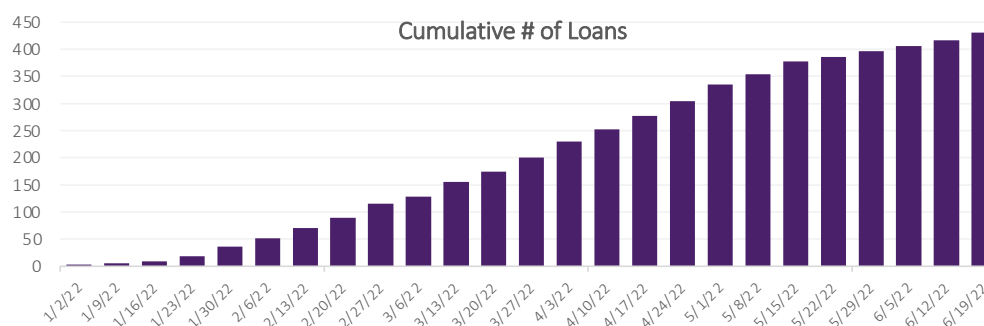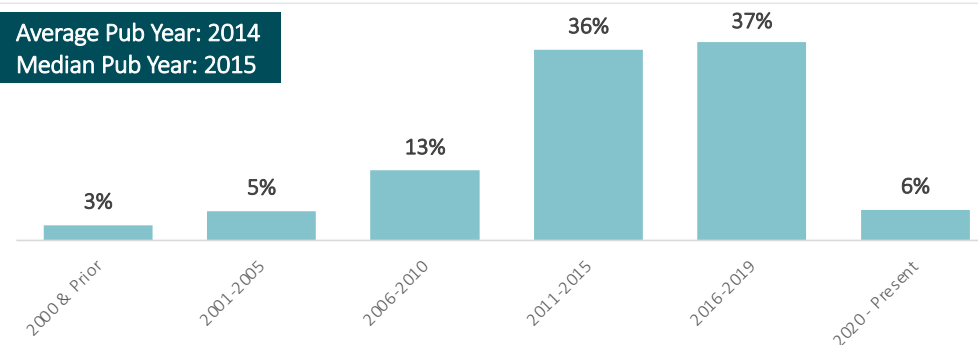- Like print ILL requests, ebook ILL requests are largely focused on backlist titles
  - Nearly 75% of requests are for titles published between 2011-2019
  - Oldest title requested = 1981, highlighting the ongoing value of backlist content in research
- 30 subjects have been requested via E-ILL; average usage is 29 pages per title

E-ILL Request Insights

Cumulative # of Loans
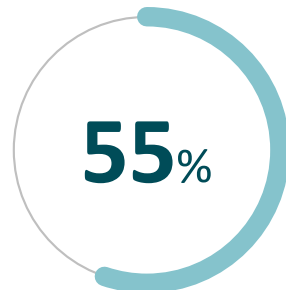
Average Pub Year: 2014
Median Pub Year: 2015

Publication Period	Percentage
2000 & Prior	3%
2001-2005	5%
2006-2010	13%
2011-2015	36%
2016-2019	37%
2020 - Present	6%

Top 10 Subjects (Total Requests) with Average Usage

Subject	Total Requests	Average Usage per Request
1. Social Science	111	35
2. Psychology	49	26
3. History	38	31
4. Education	24	9
5. Business & Economics	20	30
6. Political Science	19	34
7. Tech & Engineering	14	26
8 (tie) Literary Criticism	11	96
8 (tie) Performing Arts	11	23
8 (tie) Science	11	5
8 (tie) Computers	11	4

Whole Ebook ILL Engagement

Takeaways

• E-ILL requests cut across library types & markets
  ○ While most users are from Master's & Doctoral Universities, nearly 20% of requests come from public libraries & associate's colleges
  ○ This underscores the value of ILL, in sharing resources to anyone, no matter their location
• Engagement is high with the E-ILL titles, demonstrated via repeated & extended access per title
  ○ Average time in book = 6.0 minutes, which is just slightly higher than average time of 5 minutes per title for non-ILL ebooks
  ○ Users engage more through Ebook Central platform (viewing, copying & printing pages) vs. downloading titles

E-ILL Trends by Library Type

Library Type	Total # of E-ILL Requests	Average Usage per E-ILL Request
Master's Colleges & Universities	47%	32
Doctoral Universities	26%	30
Associate's Colleges	10%	18
Public Library	8%	8
Baccalaureate Colleges	8%	32
Baccalaureate/Associate's Colleges	1%	19

E-ILL Engagement Trends

% of Loans Accessed	Avg # of Accesses/Loan
55%	1.7

Avg Minutes per Access
6.0

Usage Type	Total #	% of Usage
Pages Viewed	7,099	59%
Pages Copied	220	2%
Pages Printed	4,411	36%
Chapter Downloads	263	2%
Full Downloads	142	1%

Next Steps

Whole Ebook ILL Next Steps

Continue customer discovery

Continue with conversations; we have connected with libraries across UKI, Europe, Canada and Australia, plus our cohorts in the United States

Identify requirements for scalable solution

Customer feedback and data from our pilot will be used to inform our long-term strategy, as we identify the requirements needed for a scalable solution

Define plans in Q4 2022

Conclude the pilot in Q4 2022 and share plans with the library community

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Whole Ebook ILL Pilot Stages & Milestones

E-ILL Pilot Stages	Libs	Pubs	PQ	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Initiate individual conversations with libraries and publishers to define expectations	✓	✓	✓	████	████								
Update Ebook Central to support E-ILL creation & enable anonymous ILL access			✓			████	████						
Host monthly calls with respective cohorts; quarterly calls with combined team	✓	✓	✓			████	████	████					
Complete backend support; E-ILL transactions enabled	✓	✓	✓						⭐				
Load eligible E-ILL titles to discovery systems; test process across systems	✓		✓						████				
Continue workflow discovery; expand discovery to libraries worldwide	✓		✓						████	████			
Resume bi-monthly calls with combined team to discuss data trends	✓	✓	✓							████	████	████	
Conclude pilot; define next steps toward scalable E-ILL model	✓	✓	✓										⭐

Q&A

Thank You

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