Yes, I Use Get It Now, Should You?

Karen Melanson
Licensing Consultant

Ben Hogben
Access Services Manager

Anne Bouvier
Librarian

Copyright Clearance Center
ITHACA COLLEGE
University at Buffalo
The State University of New York

IDS PROJECT
Conference 2015  July 30, 2015
Session Agenda

- Overview of Get It Now
- Get It Now at Ithaca College
- Get It Now at SUNY Buffalo
- Questions
Overview of Get It Now

Karen Melanson
Licensing Consultant
Copyright Clearance Center
Get It Now

- Provides just-in-time fulfillment of journal content
- Augments an ILL operation
- Developed in cooperation with CSU, SUNY IDS and Elsevier
- Over 17,000 scholarly journals and growing
- Policy-based mediated, unmediated, and hybrid workflows
Get It Now Workflow - Unmediated

- User identifies content
- Get It Now option presented
- User enters data; reviews/accepts publisher terms & conditions
- CCC emails content to requester

- OpenURL link resolver based
- Monthly billing and reporting
- Highly flexible, fast turnaround
Link Resolvers Supported

- Ex Libris SFX
- Serials Solutions®
- EBSCO LinkSource®
- 360 Link
- WT.Cox Information Services
- Journal Finder
- OCLC®

(Available Summer 2015)
Get It Now Workflow - Mediated

- User identifies content
- User Submits ILL request
- ILL librarian processes ILL request in their ILL Platform
- ILL Librarian places article request via Get It Now

- Content can be delivered to ILL librarian or directly to patron via email or Odyssey
- Monthly reporting; payment via invoice or OCLC IFM
- Librarian has more oversight of article purchases, but less flexibility
ILL Platforms Supported

OCLC

ILLiad

WorldShare™ Interlibrary Loan
Get It Now Benefits

- Publisher aggregation
- 24 x 7 article requests & delivery
- Quick turnaround time
- Tightly integrated within article search workflow
- Quick implementation
- Your best source for articles once you exceed ILL borrowing limitations
Get It Now Features

- High-quality, full-color PDF articles
- Buy-down account option
- Centralized monthly invoicing
- Administrative dashboard

Quick Stats - 01 Jan 2014 to present

Top Publications:
- Aftermarket Business
- The Oncologist
- Chest
- Endocrinology
- LC-GC
- Isis
- The Canadian Journal of Urology
- ITNOW
- Bionolysis

Requests:
- Total requests: 22
- Total cost: 752.00 USD
- Average cost: 34.19 USD

What's New

Welcome to CCC's new Get it Now Dashboard!

With the Dashboard you can quickly and easily manage and track what you spend for articles purchased through Get It Now. You can also generate real-time usage reports, as well as configure the service on your own based on your preferences. For example, using the Dashboard you can set a spending limit for articles purchased via Get It Now, and automatically receive notification when you are nearing your limit.

We hope you find the Dashboard both informative and productive, and welcome your feedback. Please send your comments and suggestions to getitnowsupport@copyright.com, and be sure to periodically check this section for announcements on new features, enhancements, and providers.

Account Basics

Billing Contact: daniel@ombs@stateuniversity.edu

Registered ILL Librarians: tmbcw@stateuniversity.edu

Registered IP Ranges:
- 123.456.7.89
- 0.1.0.0/255

Need to update this info? Contact customer support
- Product info sheet
- Publisher price list
- Participating institution list
- Dashboard user guide
- Journal title list
- Case studies
- www.copyright.com/getitnow
Get It Now and the PT Grad Student Program

Ben Hogben
Access Services Manager
Ithaca College
The Ithaca College PT Program

- Previously located in Rochester, NY, with access to the Miner library databases at the University of Rochester Medical Center.

- The program moved to Ithaca in summer 2014. It was necessary to deliver the same or comparable access to scholarly medical journals.

- Get It Now helps to meet that need.
<table>
<thead>
<tr>
<th>Search</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCC GetItNow</td>
<td>2.3</td>
</tr>
<tr>
<td>Service</td>
<td>IDS Project and Atlas Systems, Inc.</td>
</tr>
</tbody>
</table>

The CCC GetItNow Service addon performs a price lookup and allows ordering an article using the CCC GetItNow Service.

Download and Install the Add-on from https://prometheus.atlas-sys.com/display/ILLiadAddons/ILLiad+Addons+Directory
• Do you use IFM?
• What is your max cost?
• Do you want your service to be mediated or unmediated?
• Specify the e-mail for billing and delivery notification
Get It Now becomes part of the search process:

- Google scholar
- IDS Libraries
- Library consortia
- Get It Now

Routing Rule to Filter all Physical Therapy Grad Student Requests

<table>
<thead>
<tr>
<th>RuleNo</th>
<th>RuleActive</th>
<th>ProcessType</th>
<th>TransactionStatus</th>
<th>MatchString</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>Borrowing</td>
<td>Awaiting Copyright Clearance</td>
<td>t.RequestType = 'Article' and u.Department = 'Physical Therapy' and u.Status = 'Graduate'</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Borrowing</td>
<td>Awaiting PT Request Processing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Borrowing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Borrowing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Get It Now Sends Articles Directly Through Odyssey

- No Staff Interaction Needed
Payments are made through IFM if you so choose.

If the article costs more than the max-cost indicated in the add-on, ILLiad will return an error message.
Reconciling Get It Now Invoices Each Month

Invoice Number: GIN501654390

*Please do not pay this invoice. Your institution's Get It Now requests will be paid via your OCLC IFM account.*

**Institution: Ithaca College**

<table>
<thead>
<tr>
<th>Order Date</th>
<th>Fulfillment Date</th>
<th>Order Number</th>
<th>Iliad Request</th>
<th>Work Status</th>
<th>Order Status</th>
<th>Amt</th>
<th>Get It Now User</th>
<th>Delivery Email Address</th>
<th>Publication</th>
<th>Publication Date</th>
<th>Article Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/28/2015 6:19</td>
<td>6/28/2015 8:29</td>
<td>501023916</td>
<td>198850</td>
<td>Order</td>
<td>O</td>
<td>24</td>
<td>N/A</td>
<td><a href="mailto:borrowing@ithaca.edu">borrowing@ithaca.edu</a></td>
<td>Current Memory in Neurology</td>
<td>1-Jan-14</td>
<td>The influence of...</td>
</tr>
<tr>
<td>6/30/2015 10:25</td>
<td>6/30/2015 10:47</td>
<td>501024420</td>
<td>199332</td>
<td>Order</td>
<td>O</td>
<td>24</td>
<td>N/A</td>
<td><a href="mailto:borrowing@ithaca.edu">borrowing@ithaca.edu</a></td>
<td>Journal of Physiotherapy</td>
<td>1-Jan-15</td>
<td>Understanding</td>
</tr>
<tr>
<td>6/30/2015 10:27</td>
<td>6/30/2015 10:48</td>
<td>501024421</td>
<td>199663</td>
<td>Order</td>
<td>O</td>
<td>28</td>
<td>N/A</td>
<td><a href="mailto:borrowing@ithaca.edu">borrowing@ithaca.edu</a></td>
<td>Topics in Stroke Rehabilitation</td>
<td>1-Jan-15</td>
<td>What is the eff...</td>
</tr>
</tbody>
</table>

Be aware of articles that may have been canceled by CCC to make sure you received the IFM credit on your OCLC invoice.

**Resource Sharing and ILL**

<table>
<thead>
<tr>
<th>Resource ID</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIX4212</td>
<td>ILL-Flat-Rate Lending Credit-Monthly</td>
<td>1.00</td>
</tr>
<tr>
<td>FIX4500</td>
<td>ILL Subscription-Monthly</td>
<td>1.00</td>
</tr>
<tr>
<td>IFM4549</td>
<td>IFM Transactions</td>
<td>18.00</td>
</tr>
<tr>
<td>IFM4570</td>
<td>ILL Fee Management Library-to-Library Debit</td>
<td>1.00, 0.250, 278.000</td>
</tr>
</tbody>
</table>
If I Already Belong to IDS, Why Use Get It Now?

- Obtaining Embargoed content can be a challenge.
- Get It Now gives one more option to obtain material. It can be activated and used only if requests come back Exhausted.
- The turn-around time for Get It Now is minutes, for rush requests.
Get It Now Unmediated Pilot Project

Anne M. Bouvier
Document Delivery/Interlibrary Loan
Borrowing Services Manager
Unmediated Pilot

- Pilot period: 9/17/14 to 10/17/14.
- Patrons ordered articles by clicking on the Get It Now link in our link resolver (Proquest’s 360 Link).
- The selection pool was all the unsubscribed articles that appear in databases.
Questions from Collection Development

- Are there any low-use subscribed titles that we can cancel and rely on access via Get It Now instead?
- Are there unsubscribed titles that are high-use in Get It Now that we should pick up?
HOW UNMEDIATED WORKS: Patron Perspective (in pictures)
1. DEVELOPMENT OF ENTREPRENEURIAL ATTITUDE IN IRANIAN ELEMENTARY LITERATURE TEXTBOOKS.


Subjects: ENTREPRENEURSHIP; Other printing; IRANIAN literature; CONTENT analysis (Communication); TEXTBOOKS; LITERATURE -- Textbooks

PDF Full Text (386KB)

2. Attitudes Toward, and Use of, Textbooks Among Marketing Undergraduates: An Exploratory Study.


Subjects: TEACHERS; RESEARCH; PROFESSIONAL relationships; PROFESSIONAL practice; Other printing; TEXTBOOKS

Cited References: (29)

Check here to see if UB owns this item

3. Impact of Trust, Brand Attitudes and Value on Intentions to Use E-textbooks.


Subjects: BRAND equity; CONSUMERS -- Attitudes; WEB development; ELECTRONIC textbooks; COLLEGE students

PDF Full Text (160KB)
Article: Attitudes Toward, and Use of, Textbooks Among Marketing Undergraduates: An Exploratory Study.
Author: Vafeas, Mario

Journal of marketing education

ISSN: 0273-4753
Volume: 35

Available online via the following links

<table>
<thead>
<tr>
<th>Coverage Range</th>
<th>Links To Content</th>
<th>Resource</th>
</tr>
</thead>
<tbody>
<tr>
<td>1979 - present</td>
<td>Article</td>
<td>Journal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Get It Now</td>
</tr>
</tbody>
</table>

Questions?
Ask a librarian
Article Linker Help / FAQ

Search Electronic Journals database SUNY-Buffalo:
Title begins with: [Search]
Confirmation for Get It Now Article Request number 500923886
donotreply@copyright.com

Sent: Fri 10/17/2014 3:33 PM
To: Lyons, Charles

To view this email as a web page, go here.

Do Not Reply Directly to This Email

To ensure that you continue to receive our emails, please add getitnow@marketing.copyright.com to your address book.

Get It Now

Your Request is Being Processed

Institution: University at Buffalo, State University of New York

Thank you for your article request. Please be patient while we fulfill your request which may take up to 8 hours. Normal delivery time is within 2 hours. You will receive an email with a link to the article below or as an attached PDF.

Order Details
Attached is the article you requested through University at Buffalo, State University of New York and Get It Now.

You acknowledge that this article is for your use only up to 120 days from date of receipt (unless indicated otherwise by the Rightsholder) and is subject to license terms set by the content provider. Your receipt of this article does not provide you with any rights to reproduce or further distribute it. To view the complete terms of use for this article, please click https://getitnow.copyright.com/request/terms?publisherCode=sage

Please contact libloan@buffalo.edu if you need assistance using this article.

Thank you for your Get It Now order.
Journal of Marketing Education
http://jmd.sagepub.com/

Attitudes Toward, and Use of, Textbooks Among Marketing Undergraduates: An Exploratory Study
Mario Vafeas
Journal of Marketing Education 2013 35: 245
DOI: 10.1177/0273475313482927

The online version of this article can be found at:
http://jmd.sagepub.com/content/35/3/245

Published by:
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Permissions: http://www.sagepub.com/journalsPermissions.nav
Citations: http://jmd.sagepub.com/content/35/3/245.refs.html
HOW IT WORKS:
Library Perspective
QUICK STATS - 01 Jan 2014 to present

Top Publications

<table>
<thead>
<tr>
<th>Publication</th>
<th>NO. OF REQUESTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioural and Cognitive Psychotherapy</td>
<td>15</td>
</tr>
<tr>
<td>Mindfulness</td>
<td>12</td>
</tr>
<tr>
<td>Supportive Care in Cancer</td>
<td>11</td>
</tr>
<tr>
<td>Journal of Neuro-Oncology</td>
<td>9</td>
</tr>
<tr>
<td>Psychological Reports</td>
<td>8</td>
</tr>
<tr>
<td>Expert Opinion on Biological Therapy</td>
<td>7</td>
</tr>
<tr>
<td>Journal of Cancer Survivorship</td>
<td>7</td>
</tr>
<tr>
<td>Administration and Policy In Mental Health</td>
<td>6</td>
</tr>
<tr>
<td>Transcultural Psychiatry</td>
<td>6</td>
</tr>
<tr>
<td>International Journal of Hematology</td>
<td>6</td>
</tr>
</tbody>
</table>

Requests

- Total requests: 1298
- Total cost: 41110.45 USD
- Average cost: 31.68 USD

WHAT'S NEW

Taylor & Francis Joins Get It Now!

Copyright Clearance Center is pleased to announce that Taylor & Francis (T&F) has joined the award-winning Get It Now service. Effective immediately, hundreds of thousands of articles from T&F’s 1,800+ U.K. and U.S.

ACCOUNT BASICS

Billing Contact: ibloan@buffalo.edu

Registered IP Ranges:
- 10.0.0.0/10.255.255.255
- 67.20.192.0/67.20.223.255
- 67.96.0/67.99.255.255
- 205.232.0/205.232.255.255
Set spending limit

Restrict article requests to specific email domains

Email domain: buffalo.edu *(e.g., abcuniversity.edu)*

+ Add another domain

Set maximum number of orders per user

Limit number of orders per user to: 1 *within a* 12 *hour time period

Exception list: bufborro@buffalo.edu bouvier@buffalo.edu buil@buffalo.edu

Message to users: You have exceeded your institution’s Get It Now article request limit. Please contact bufborro@buffalo.edu if you need this request filled or you may request it through your institution’s interlibrary loan (ILL) service.

Contact email: bufborro@buffalo.edu *(for message above)*

Block duplicate orders per user

Block duplicate orders per user to: 8 *hours*

Exception list: Add exceptions

Message to users: Our system indicates that you have already ordered this article within the past 8 hours so we are unable to accept this request. Please be patient.
ASSESSMENT: What We Learned...
Overall Use...

- 717 unique users
- 1,016 articles requested
- 30 requests per day
- $29 average cost per article
Any Power Users / Abusers? NO!

- Average user requested 1.4 articles (75% of users requested one article).
- Average title received 1.5 requests (69% of the journals only received one request).
Was there a drop in ILL Requests?

- 17% drop in ILL journal article requests for the same time period last year.

- 33% of Get It Now users did not have Illiad accounts.
## Use By Level/Status

<table>
<thead>
<tr>
<th>STATUS</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>10%</td>
</tr>
<tr>
<td>Master</td>
<td>24%</td>
</tr>
<tr>
<td>PhD/Professional</td>
<td>40%</td>
</tr>
<tr>
<td>Faculty/Staff</td>
<td>27%</td>
</tr>
</tbody>
</table>

100%
## Use By Title

<table>
<thead>
<tr>
<th>Publication</th>
<th># Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psychological Reports</td>
<td>6</td>
</tr>
<tr>
<td>Hand Clinics</td>
<td>6</td>
</tr>
<tr>
<td>School Psychology International</td>
<td>5</td>
</tr>
<tr>
<td>Neurocritical Care</td>
<td>5</td>
</tr>
<tr>
<td>Journal of Clinical Oncology</td>
<td>5</td>
</tr>
<tr>
<td>Journal of Primary Care &amp; Community Health</td>
<td>5</td>
</tr>
<tr>
<td>Journal of the Int. Neuropsychological Society</td>
<td>5</td>
</tr>
<tr>
<td>Health Promotion Practice</td>
<td>5</td>
</tr>
<tr>
<td>Expert Opinion on Biological Therapy</td>
<td>5</td>
</tr>
<tr>
<td>Administration and Policy In Mental Health</td>
<td>5</td>
</tr>
</tbody>
</table>
Use By Department (Top 10)

<table>
<thead>
<tr>
<th>DEPARTMENT</th>
<th># REQUESTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psychology</td>
<td>59</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>50</td>
</tr>
<tr>
<td>Pharmaceutical Sciences</td>
<td>45</td>
</tr>
<tr>
<td>Nursing</td>
<td>41</td>
</tr>
<tr>
<td>Social Work</td>
<td>34</td>
</tr>
<tr>
<td>Counseling, Schl &amp; Educ Psych</td>
<td>32</td>
</tr>
<tr>
<td>Chemistry</td>
<td>29</td>
</tr>
<tr>
<td>Learning and Instruction</td>
<td>21</td>
</tr>
<tr>
<td>Management, School of</td>
<td>21</td>
</tr>
</tbody>
</table>
## Use By Publisher

<table>
<thead>
<tr>
<th>PUBLISHER</th>
<th>% of TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elsevier</td>
<td>24%</td>
</tr>
<tr>
<td>Springer</td>
<td>19%</td>
</tr>
<tr>
<td>SAGE Publications (US)</td>
<td>13%</td>
</tr>
<tr>
<td>SAGE Publications (UK)</td>
<td>9%</td>
</tr>
<tr>
<td>Informa Healthcare</td>
<td>8%</td>
</tr>
<tr>
<td>Wiley</td>
<td>4%</td>
</tr>
<tr>
<td>Taylor and Francis UK</td>
<td>5%</td>
</tr>
<tr>
<td>WoltersKluwer</td>
<td>2%</td>
</tr>
<tr>
<td>Cambridge University Press</td>
<td>2%</td>
</tr>
<tr>
<td>BMJ Publishing Group Ltd</td>
<td>2%</td>
</tr>
</tbody>
</table>
Challenges

- Reliability and accuracy of your link resolver.
- Articles that you own in print.
- How to effectively throttle usage?
Should you use Get It Now Now?

- **Mediated**: Absolutely.
  As soon as you are back at your desk. 😊

- **Unmediated**: Maybe...
  - Have a plan in place before starting.
  - Remember you are always in control via the Dashboard.
Thank You. Questions?

- For more information:
  - www.copyright.com/getitnow
  - licensing@copyright.com