Getting the Message Right:

Developing a Strategy for Communicating with Faculty about Collections

Dolsy Smith, Collections Strategist
Robin Delaloye, Director of Communications and Outreach
GW Libraries and Academic Innovation
TRYING TIMES
The impact of inflation on the GW Libraries’ budget

Scholarly resources are not luxury goods. But they are priced as though they were.

SERIALS COST A BUNDLE

Purchasing journal "packages" from publishers saves money and provides access to more journals than title-by-title subscriptions. But package subscriptions also limit flexibility, since publishers impose strict rules on which titles we can cancel while retaining access to the rest. And they leave us vulnerable to dramatic price increases when a publisher decides to change the terms of the package itself.

= 85% PACKAGE PRICE INCREASE, 2015-2016

OPTION ONE:
Break up the package and cancel some of the journals. The total cost would still amount to a 35% increase over last year’s cost, only in order to retain access to a handful of critical titles.

OPTION TWO:
Keep the package and accept the 85% increase.

Based on high usage across these titles, we chose option two.

RUNAWAY INFLATION ERODES LIBRARY PURCHASING POWER

Percent change of the average cost per journal title by discipline from 2006-2016

How much do RESOURCES really cost?

What we spend on certain annual subscriptions are equivalent to the purchase price for some surprising high-priced items.

An annual subscription to Web of Science is equivalent to

An annual subscription to IEEE Xplore digital library is equivalent to
National Geographic trip for two across the world by private jet

An annual subscription to Country aroulies is equivalent to
Annual Subscription to 1 year of undergraduate education at $13,808

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Purchasing 2016 Mercedes-Benz AMG G63 is equivalent to

SHRINKS: A visible sign of inflation’s impact
Collection Development Librarians

Communications Director

Exhibits Designer

Everyone eating lunch on the right day
Nature: A case study in complicated pricing

The impact of inflation on the GW Libraries’ budget

How much do e-resources really cost?

<table>
<thead>
<tr>
<th>Annual price of Subscription to Web of Science</th>
<th>Median price to purchase a single family home (2012)</th>
<th>Annual price of Subscription to IEEE/Xplore Digital Library</th>
<th>National Geographic trip for 2 around the world by private jet</th>
<th>Annual price of Subscription to EIU Country Profiles</th>
<th>2016 Mercedes Benz GL</th>
<th>Annual price of Subscription to Lexis/Nexis Academic Universe</th>
<th>Avg cost of child care in DC</th>
</tr>
</thead>
</table>

Footnotes:
True Car: https://www.truecar.com/prices-new/mercedes-benz/gl-pricing/
Go.Gwu.Edu/InflationImpact
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- Business and Economics: 311%
- Engineering: 172%
- Education: 149%
- Arts and Culture: 109%
- Technology: 140%
- General Science: 259%

- IEEE Annual Subscription to IEEE Xplore Digital Library
- National Geographic: Trip for two around the world by private jet
- EIU Annual Subscription to EIU Country Profile
- Tuition, room and board for 1 year of undergraduate education at GW
- Annual Subscription to IEEE Spectrum Engineering Index
- Purchase price, 2016 Mercedes-Benz SUX Roadster

17.6% US cumulative inflation between 2006–2016.