



Power Through Communication: Using a Web Site in a Journal Evaluation Project

The Issues: Rising Journal Subscription Costs, Flat Library Budget

The Solution: Identify and Cancel Selected Print Journals

Phase I - The Site

Purposes: To inform the campus community of the journal publishing cost crisis
To alert campus to how the Library is being affected
To gain campus support and participation in solutions

Web Content

- Outline the issues/solutions
- Create awareness of costs
- Provide rationale for cancellations
- Articulate the library plan
- Connect users to the journal crisis debate
- Encourage campus buy-in
- Provide powerful communication link
- Generate participation through voting

Phase II - The Survey

Purpose: To actively engage the campus community in the evaluation process for canceling journals

Design Criteria

- Make it simple; don't overwhelm
- Offer subject-specific lists
- Provide opportunity to comment
- Authenticate respondents
- Make results easy to manipulate and display

Survey Results

- Cancelled 371 journals for 2004 at \$144,000
- Votes from 207 faculty, staff and students cast during the six-week survey

Advantages of Using a Web Site

- Available 24/7
- Good venue for broadening the dialogue to include related issues like open access models
- One location for pulling together a variety of resources that address the problem
- Allows data to be presented visually for a more dramatic effect
- Easy for campus to vote and send feedback
- Easy to communicate back to individuals
- Easy to advertise with 'one stop' URL: <http://www.hshsl.umaryland.edu/jep>
- Simplifies data collection and internal communication

Journal Cancellation Project for 2004

- Project currently underway to target at least \$150,000 in resource expenditures
- Process for journal identification and cancellation is being repeated this year
- Website and survey were revised and posted in Spring 2004
- 741 faculty, staff and students voted from April 7th through May 16th, 2004
- Internal review of the results is currently underway