Yes, I Use Get It Now, Should You?

Copyright Clearance Center

Karen Melanson
Licensing Consultant

ITHACA COLLEGE

Ben Hogben
Access Services Manager

University at Buffalo
The State University of New York

Anne Bouvier
Librarian

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

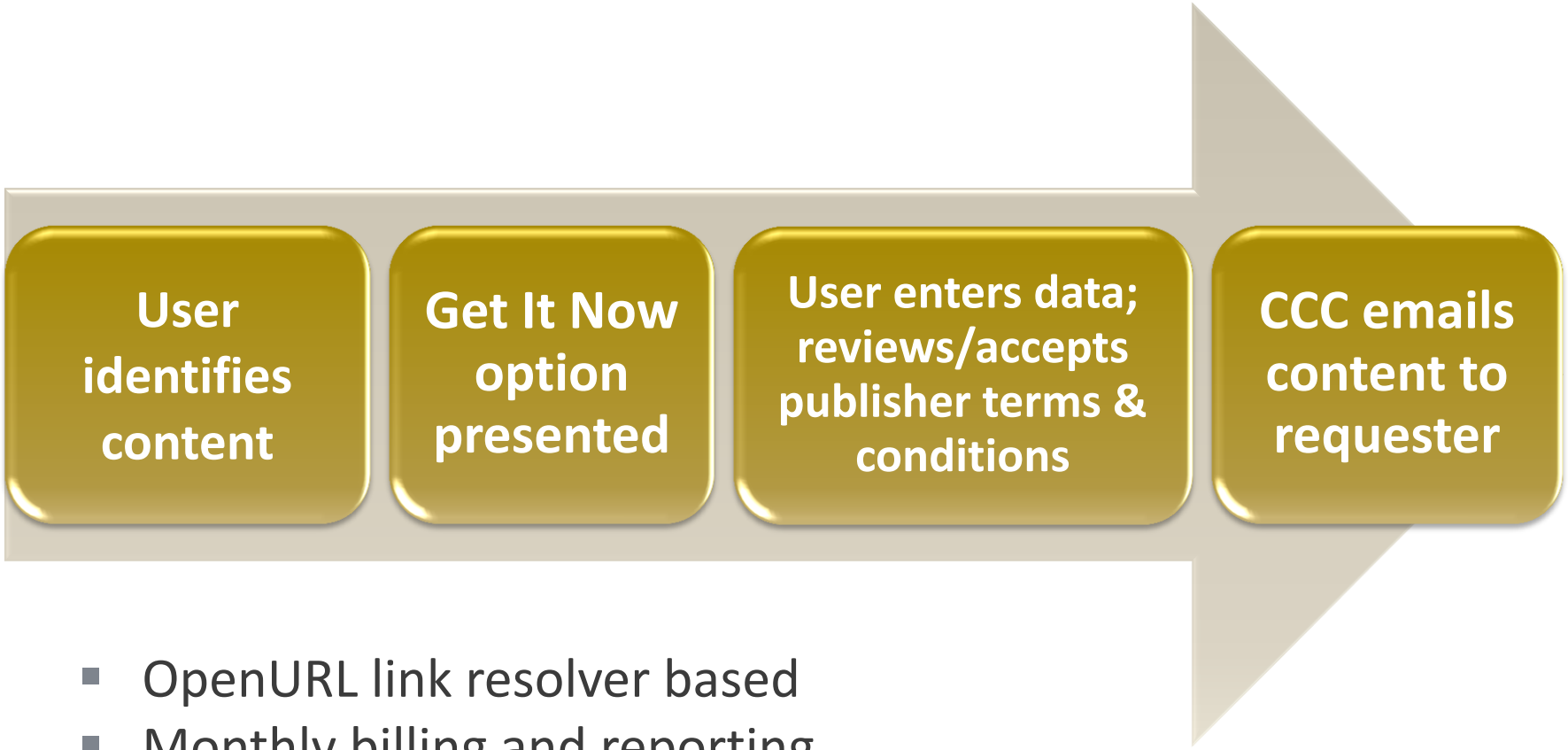
Licensing Consultant

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

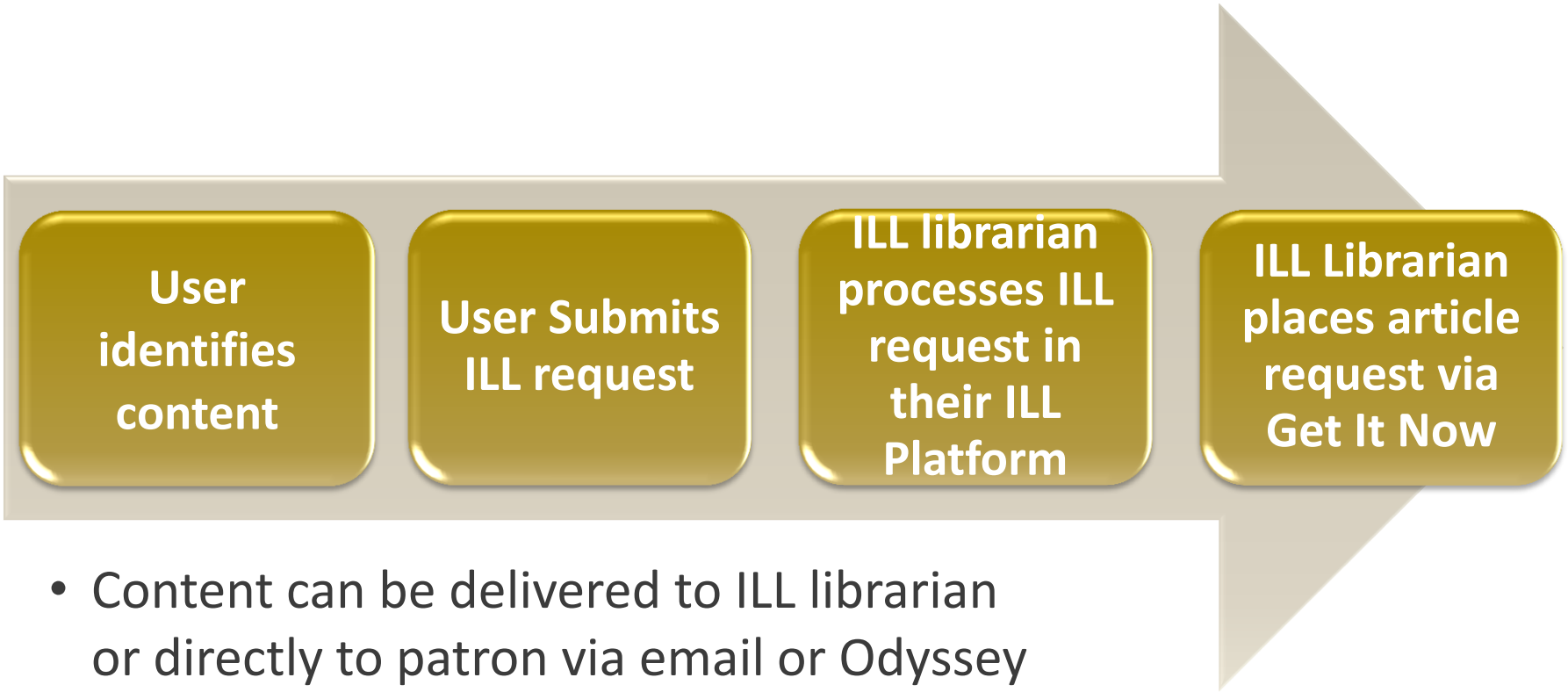


- OpenURL link resolver based
- Monthly billing and reporting
- Highly flexible, fast turnaround

Link Resolvers Supported

(Available Summer 2015)

Get It Now Workflow - Mediated



- 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

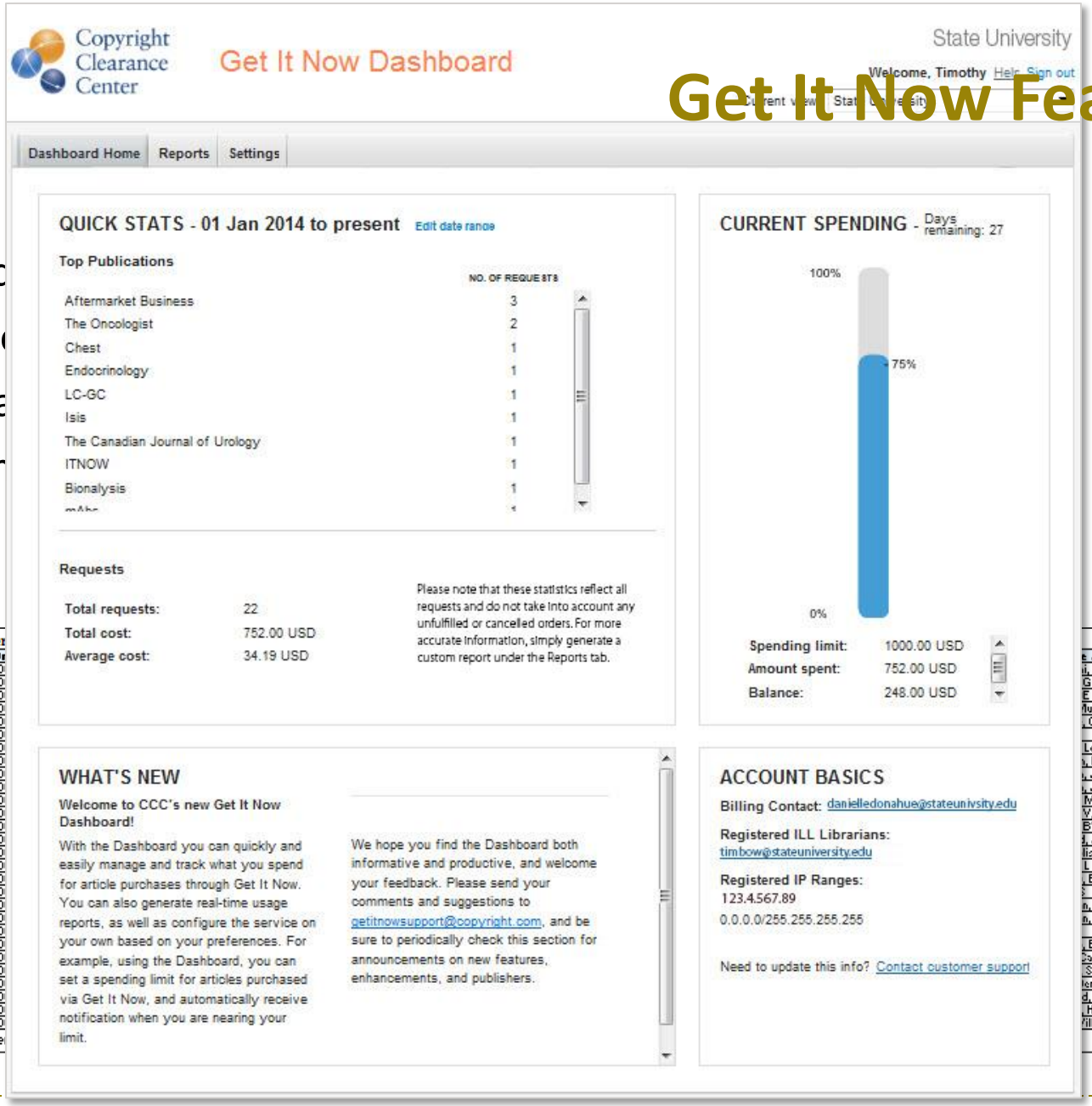
ILLiad

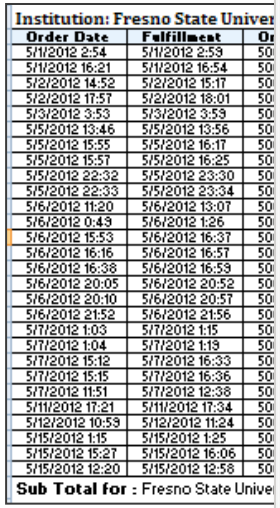
Get It Now Benefits

- 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

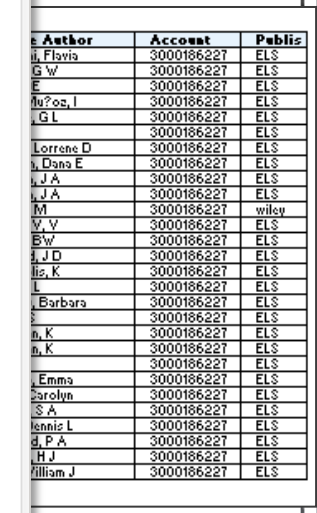
Get It Now Features

- High-d
- Buy-d
- Centra
- Admir




Institution: Fresno State Univer

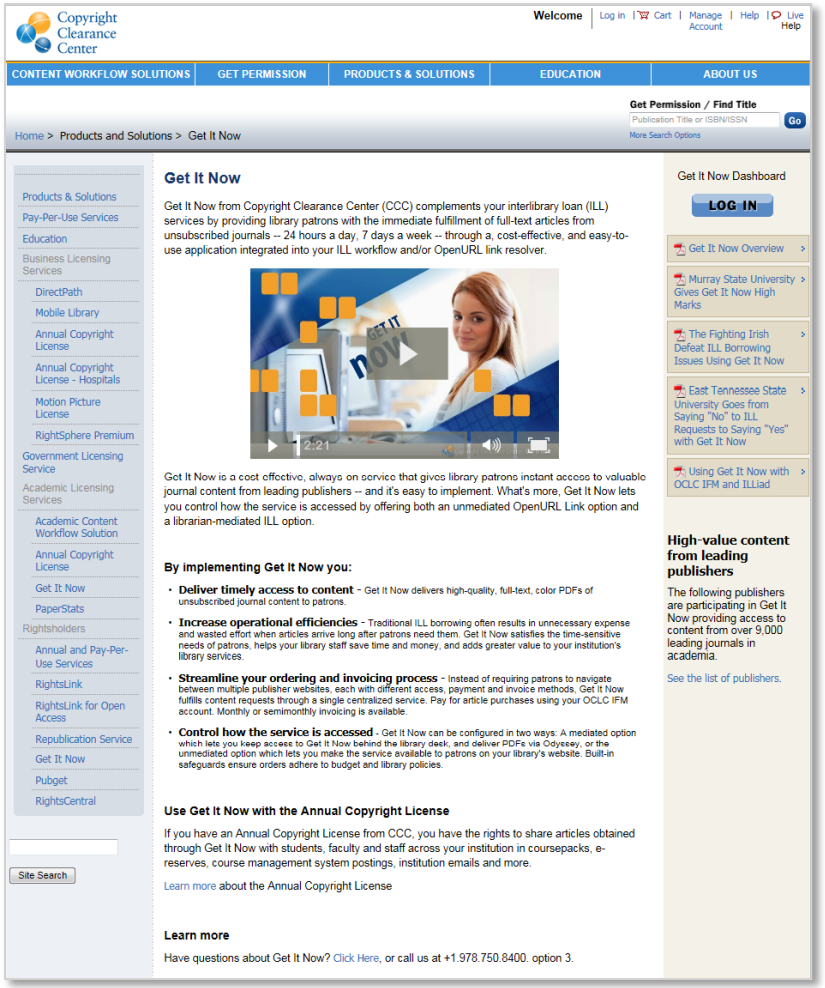
Order Date	Fulfillment	Or
5/1/2012 2:54	5/1/2012 2:59	50
5/1/2012 16:21	5/1/2012 16:54	50
5/2/2012 14:52	5/2/2012 15:17	50
5/2/2012 17:57	5/2/2012 18:01	50
5/3/2012 3:53	5/3/2012 3:59	50
5/5/2012 13:46	5/5/2012 13:56	50
5/5/2012 15:55	5/5/2012 16:17	50
5/5/2012 15:57	5/5/2012 16:25	50
5/5/2012 22:32	5/5/2012 23:30	50
5/5/2012 22:33	5/5/2012 23:34	50
5/6/2012 11:20	5/6/2012 13:07	50
5/6/2012 0:43	5/6/2012 1:26	50
5/6/2012 15:53	5/6/2012 16:37	50
5/6/2012 16:16	5/6/2012 16:57	50
5/6/2012 16:38	5/6/2012 16:59	50
5/6/2012 20:05	5/6/2012 20:52	50
5/6/2012 20:10	5/6/2012 20:57	50
5/6/2012 21:52	5/6/2012 21:56	50
5/7/2012 1:03	5/7/2012 1:15	50
5/7/2012 1:04	5/7/2012 1:13	50
5/7/2012 15:12	5/7/2012 16:33	50
5/7/2012 15:15	5/7/2012 16:36	50
5/7/2012 11:51	5/7/2012 12:38	50
5/11/2012 17:21	5/11/2012 17:34	50
5/12/2012 10:59	5/12/2012 11:24	50
5/15/2012 1:15	5/15/2012 1:25	50
5/15/2012 15:27	5/15/2012 16:06	50
5/15/2012 12:20	5/15/2012 12:58	50
Sub Total for : Fresno State Unive		



Author	Account	Publis
i, Flavia	3000186227	ELS
G W	3000186227	ELS
E	3000186227	ELS
Mu?oz, I	3000186227	ELS
, G L	3000186227	ELS
	3000186227	ELS
Lorrene D	3000186227	ELS
, Dana E	3000186227	ELS
, J A	3000186227	ELS
, J A	3000186227	ELS
M	3000186227	wiley
V, V	3000186227	ELS
BW	3000186227	ELS
, J D	3000186227	ELS
lis, K	3000186227	ELS
L	3000186227	ELS
, Barbara	3000186227	ELS
	3000186227	ELS
n, K	3000186227	ELS
n, K	3000186227	ELS
	3000186227	ELS
, Emma	3000186227	ELS
Carolyn	3000186227	ELS
S A	3000186227	ELS
ennis L	3000186227	ELS
d, P A	3000186227	ELS
, H J	3000186227	ELS
illiam J	3000186227	ELS

Get It Now Resources

- 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

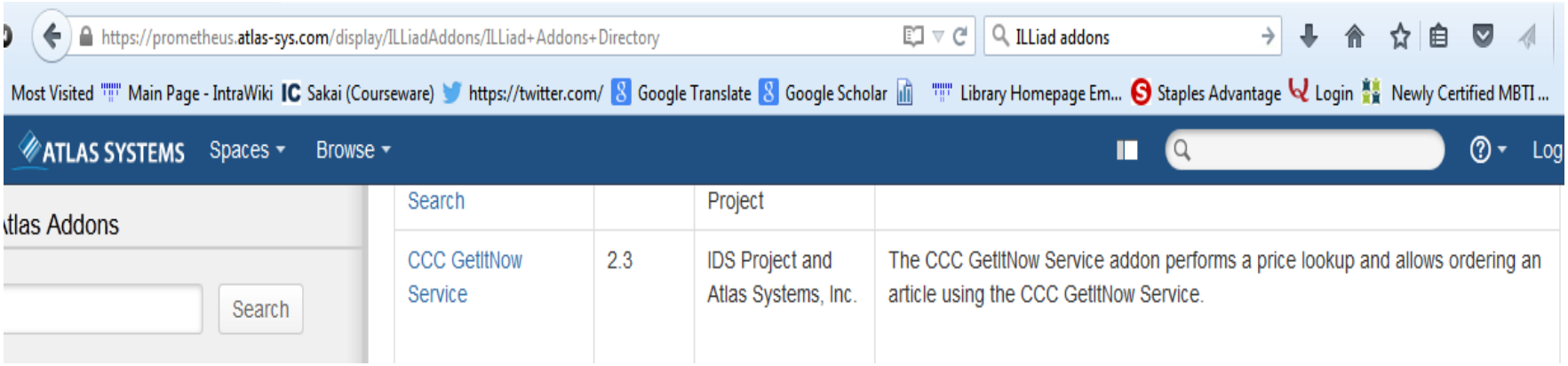
Access Services Manager

Ithaca College

The Ithaca College PT Program

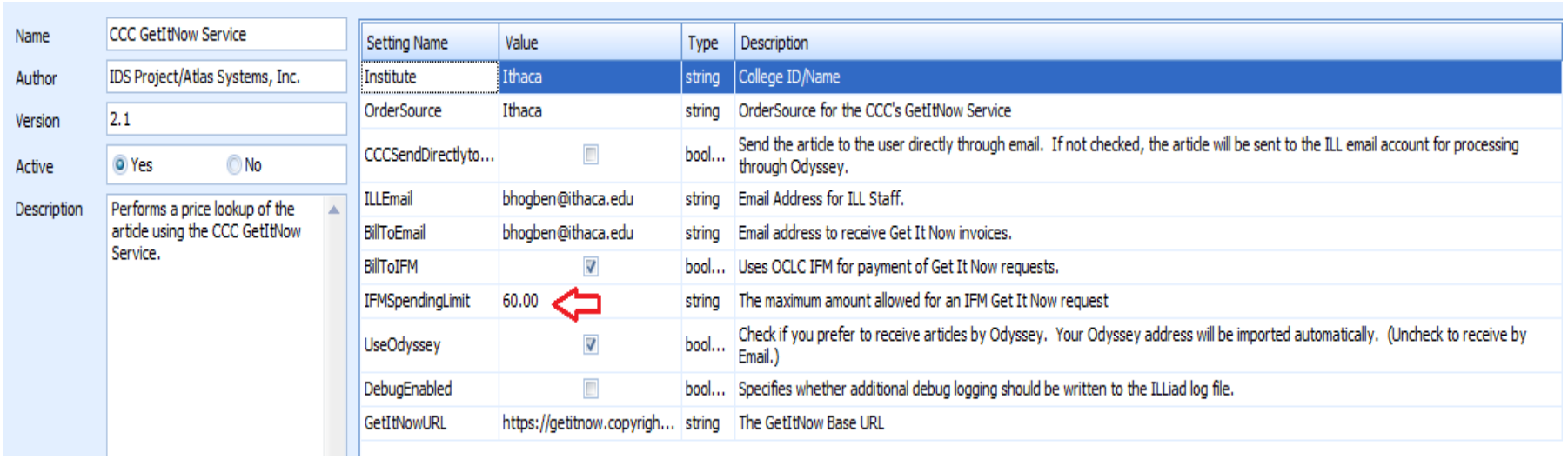
- Previously located in Rochester, NY, with access to the Miner library databases at the University of Rochester Medical Center.
- The program moved to Ithaca in summer 2014. It was necessary to deliver the same or comparable access to scholarly medical journals.
- **Get It Now** helps to meet that need.

Step 1



Download and Install the Add-on from https://prometheus.atlas-sys.com/display/ILLiadAddons/ILLiad+Addons+Directory

Step 2



Name: CCC GetItNow Service
Author: IDS Project/Atlas Systems, Inc.
Version: 2.1
Active: Yes / No
Description: Performs a price lookup of the article using the CCC GetItNow Service.

Setting Name	Value	Type	Description
Institute	Ithaca	string	College ID/Name
OrderSource	Ithaca	string	OrderSource for the CCC's GetItNow Service
CCCSendDirectlyto...	☐	bool...	Send the article to the user directly through email. If not checked, the article will be sent to the ILL email account for processing through Odyssey.
ILLEmail	bhogben@ithaca.edu	string	Email Address for ILL Staff.
BillToEmail	bhogben@ithaca.edu	string	Email address to receive Get It Now invoices.
BillToIFM	☑	bool...	Uses OCLC IFM for payment of Get It Now requests.
IFMSpendingLimit	60.00	string	The maximum amount allowed for an IFM Get It Now request
UseOdyssey	☑	bool...	Check if you prefer to receive articles by Odyssey. Your Odyssey address will be imported automatically. (Uncheck to receive by Email.)
DebugEnabled	☐	bool...	Specifies whether additional debug logging should be written to the ILLiad log file.
GetItNowURL	https://getitnow.copyrigh...	string	The GetItNow Base URL

- 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

Apply Routing Rules if Needed

- **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

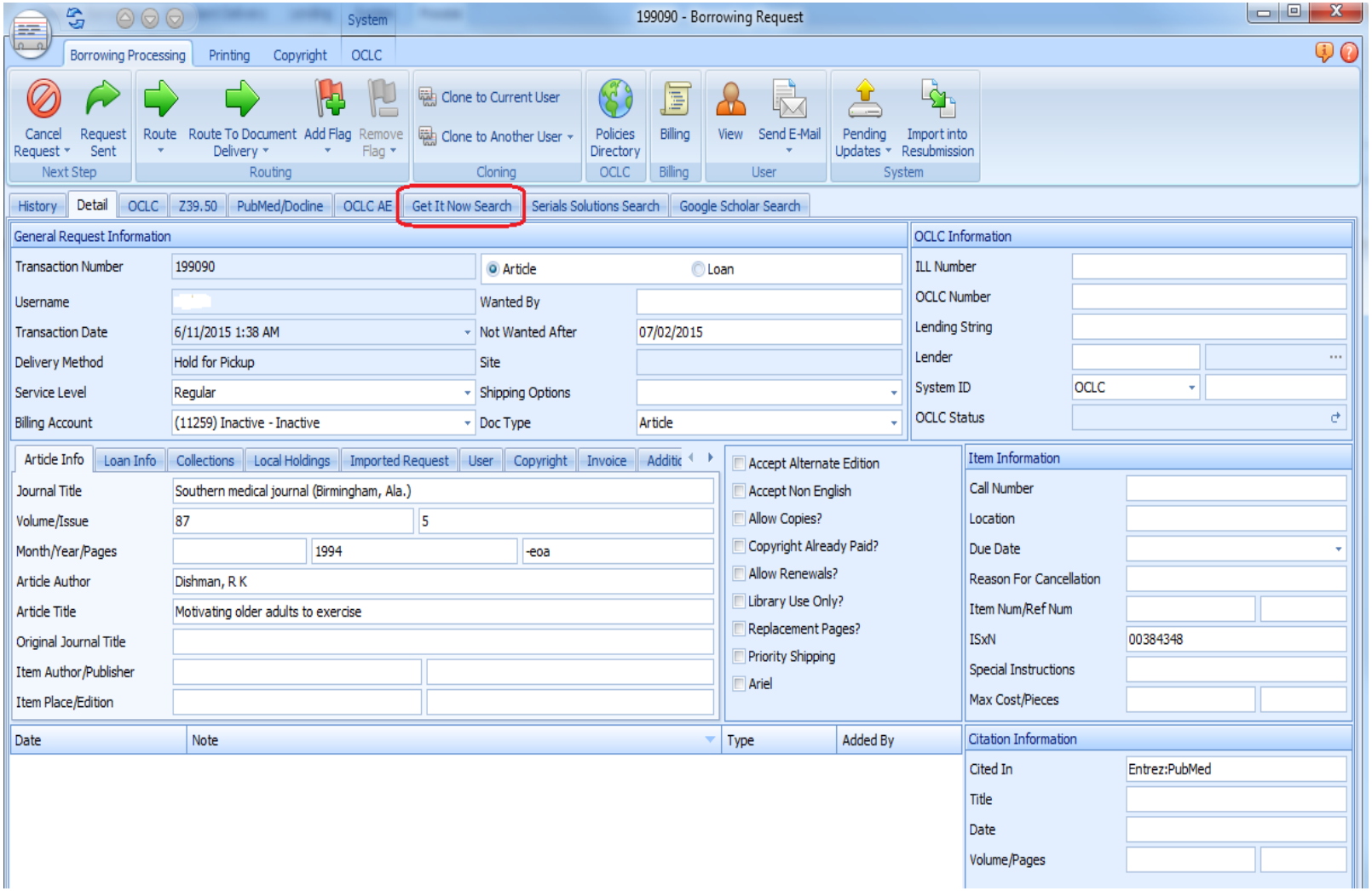
RuleNo	1
RuleActive	Yes
ProcessType	Borrowing
TransactionStatus	Awaiting Copyright Clearance
MatchString	t.RequestType = 'Article' and u.Department = 'Physical Therapy' and u.Status = 'Graduate'
NewProcessType	Borrowing
NewTransactionStatus	Awaiting PT Request Processing
RuleDescription	Borrowing

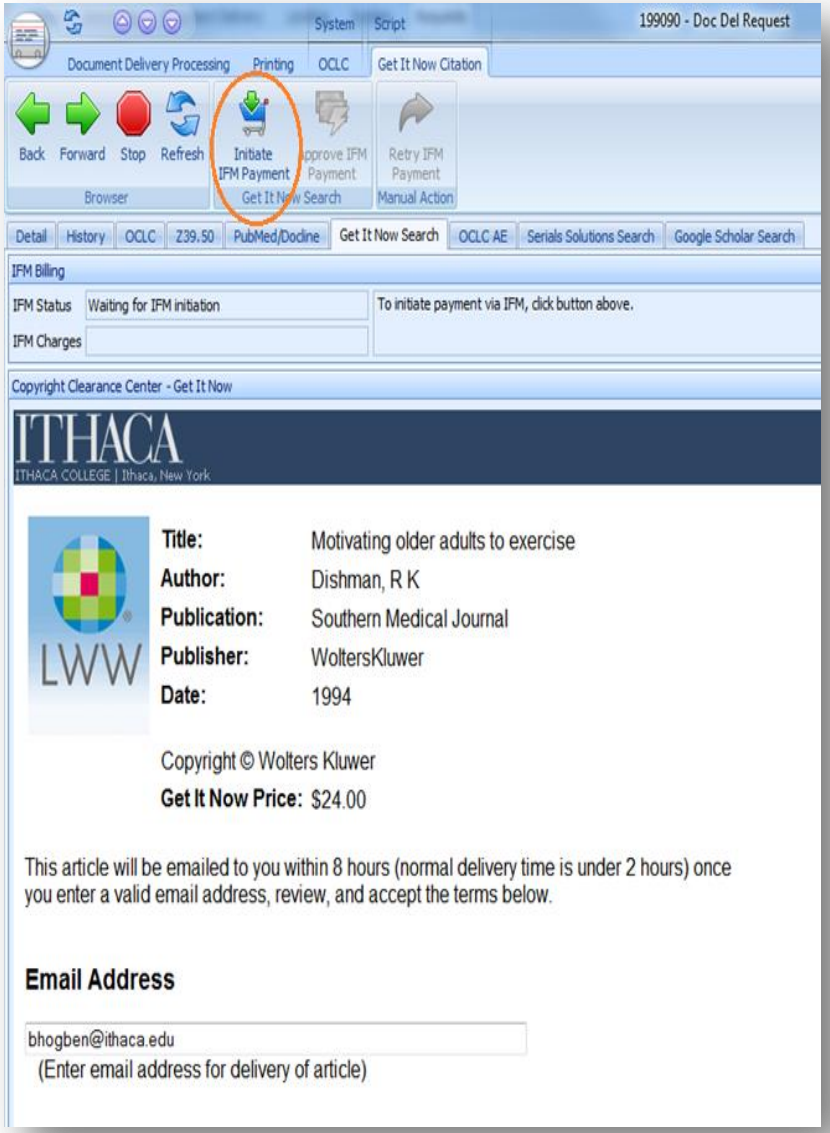
Get It Now Sends Articles Directly Through Odyssey

6/29/2015 6:19 AM	Request Sent	sshank
6/29/2015 8:33 AM	Odyssey Document Received	Odyssey
6/29/2015 8:33 AM	Awaiting Odyssey Processing	Odyssey
6/29/2015 8:55 AM	In Electronic Delivery Processing	sshank
6/29/2015 8:56 AM	Odyssey Document Received	Odyssey
6/29/2015 8:56 AM	Delivered to Web	Odyssey

- No Staff Interaction Needed

Symbol	GETIT
Library Blocked	☐
Library Name	Odyssey Sender
Phone	
Odyssey Address	
Trusted Sender?	☑


199090 - Borrowing Request
System
Borrowing Processing
Printing
Copyright
OCLC
Cancel Request
Request Sent
Route
Route To Document Delivery
Add Flag
Remove Flag
Clone to Current User
Clone to Another User
Policies Directory
Billing
View
Send E-Mail
Pending Updates
Import into Resubmission
Next Step
Routing
Cloning
OCLC
Billing
User
System
History
Detail
OCLC
Z39.50
PubMed/Docline
OCLC AE
Get It Now Search
Serials Solutions Search
Google Scholar Search
General Request Information
Transaction Number
199090
Article
Loan
Username
Wanted By
Transaction Date
6/11/2015 1:38 AM
Not Wanted After
07/02/2015
Delivery Method
Hold for Pickup
Site
Service Level
Regular
Shipping Options
Billing Account
(11259) Inactive - Inactive
Doc Type
Article
OCLC Information
ILL Number
OCLC Number
Lending String
Lender
System ID
OCLC
OCLC Status
Article Info
Loan Info
Collections
Local Holdings
Imported Request
User
Copyright
Invoice
Journal Title
Southern medical journal (Birmingham, Ala.)
Volume/Issue
87
5
Month/Year/Pages
1994
-eoa
Article Author
Dishman, R K
Article Title
Motivating older adults to exercise
Original Journal Title
Item Author/Publisher
Item Place/Edition
Accept Alternate Edition
Accept Non English
Allow Copies?
Copyright Already Paid?
Allow Renewals?
Library Use Only?
Replacement Pages?
Priority Shipping
Ariel
Item Information
Call Number
Location
Due Date
Reason For Cancellation
Item Num/Ref Num
ISxN
00384348
Special Instructions
Max Cost/Pieces
Date
Note
Type
Added By
Citation Information
Cited In
Entrez:PubMed
Title
Date
Volume/Pages



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

Order Date	Fulfillment Date	Order Number	Illiad Request	Work Status	Order Status	Amt	Get It Now User	Delivery Email Address	Publication	Publication	Article Title
6/29/2015 6:19	6/29/2015 8:29	501023916	199850	Order	0	24	N/A	borrowing@ithaca.edu	Current Opinion in Neurology	1-Jan-14	The influence c
6/30/2015 10:25	6/30/2015 10:47	501024420	199332	Order	0	24	N/A	borrowing@ithaca.edu	Journal of Physiotherapy	1-Jan-15	Understanding
6/30/2015 10:27	6/30/2015 10:48	501024421	199663	Order	0	28	N/A	borrowing@ithaca.edu	Topics in Stroke Rehabilitation	1-Jan-15	What is the eff

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

FIX4212	ILL-Flat-Rate Lending Credit-Monthly	1.00		
FIX4500	ILL Subscription-Monthly	1.00		
IFM4549	IFM Transactions	18.00	0.250	4.50
IFM4570	ILL Fee Management Library-to-Library Debit	1.00	278.000	278.00

OCLC
Federal Tax ID: 31-0734115
www.oclc.org

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 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)

Searching: **Business Source Complete** | Choose Databases

textbooks | Select a Field (optional) | Search | Clear

AND | attitudes | Select a Field (optional)

AND | | Select a Field (optional)

Basic Search | Advanced Search | Search History

Refine Results

Current Search

Boolean/Phrase:

textbooks AND attitudes

Limit To

- [ ] Full Text
- [ ] References Available
- [ ] Scholarly (Peer Reviewed) Journals

1915 Publication Date 2014

Show More

Source Types

- [x] All Results
- [ ] Academic Journals (137)
- [ ] Trade Publications (34)
- [ ] Magazines (22)

Search Results: 1 - 10 of 209

Relevance | Page Options | Share

Alert, Save and S

1. DEVELOPMENT OF ENTREPRENEURIAL **ATTITUDE** IN IRANIAN ELEMENTARY LITERATURE **TEXTBOOKS**.

Academic Journal

By: Fakharzadeh, Arezou. Journal of Entrepreneurship Education. 2012 Supplement, Vol. 15, p49-62. 14p. 2 Charts, 1 Graph.

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.

Academic Journal

By: Vafeas, Mario. Journal of Marketing Education. Dec2013, Vol. 35 Issue 3, p245-258. 14p. DOI: 10.1177/0273475313482927.

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

Cited References: (29)

SEARCH FOR ARTICLE | Check here to see if UB owns this item

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

Conference

By: Ranganathan, Sampathkumar; Sen, Sandipan; Madupu, Vivek. Society for Marketing Advances Proceedings. 2011, Vol. 25 Issue 1, p23-24. 2p.

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

PDF Full Text (160KB)

Refine or alter criteria

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

Date: 12/01/2013
Issue:3**Page:**245 - 258

Available online via the following links

Coverage Range	Links To Content		Resource
1979 - present	Article	Journal	Get It Now

Questions?
Ask a librarian
Article Linker Help / FAQ

Search Electronic Journals database SUNY-Buffalo:

Title begins with ▾ Search

University at Buffalo The State University of New York

Title: Attitudes Toward, and Use of, Textbooks Among Marketing Undergraduates: An Exploratory Study.
Author: Vafeas
Publication: Journal of Marketing Education
Publisher: SAGE Publications (US)
Date: 2013

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This article will be emailed to you within 8 hours (normal delivery time is under 2 hours) once you enter a valid email address, review, and accept the terms below.

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cflyons@buffalo.edu
(Enter email address for delivery of article)

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v3.1

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ACCEPT CANCEL

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

Copyright Clearance Center

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

Article Delivery (Order Number 500923886).

Get it Now <smagallanes@copyright.com>

Sent: Fri 10/17/2014 5:16 PM

To: Lyons, Charles

Message | 500923886.pdf (347 KB)

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.

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File Edit View Window Help
Create
245 (1 of 15)
119%
Tools Comment Share

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

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HOW IT WORKS:
Library Perspective

Copyright Clearance Center :: Get It Now

- Database Details
  - General
    - Titles (11165)
      - Books (0)
      - Journals (11165)
      - Other (0)
  - 360 Resource Manager
    - Administration (0)
    - Contacts (0)
  - Cost (USD)
    - General
    - Licensing (0)
    - Notes (0)

Code 0R~

Collection

Provider Copyright Clearance Center

Titles 11165

Status Subscribed

Display In:

- [ ] 360 Core
- [x] 360 Link
- [ ] 360 Search

Request This Connection

- [ ] 360 MARC Updates
- [ ] Summon

Default URL http://www.copyright.com/getitnow

Custom URL https://getitnow.copyright.com

Copyright Clearance Center

Get It Now Dashboard

University at Buffalo, State University o

Welcome, Charles Hel

Current view: University at Buffalo, State University

Dashboard Home | Reports | Settings

QUICK STATS - 01 Jan 2014 to present

Edit date range

Top Publications

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

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.

Purchasing Taylor & Francis articles through Get It Now enables academic libraries to:

- Order and receive articles 24 hours a day, 7 days a week
- Ensure fast turnaround times for patrons

ACCOUNT BASICS

Billing Contact: libloan@buffalo.edu

Registered IP Ranges:

10.0.0.0/10.255.255.255
67.20.192.0/67.20.223.255
67.96.0.0/67.99.255.255
205.232.0.0/205.232.255.255

Set spending limit ○ Yes ◉ No

Restrict article requests to specific email domains ◉ Yes ○ No

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

+ Add another domain

Set maximum number of orders per user ◉ Yes ○ No

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

Exception list: bufborro@buffalo.edu Edit list
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. Edit message

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

Block duplicate orders per user ◉ Yes ○ No

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 Edit message

ASSESSMENT:
What We Learned…

Overall Use…

- 717 unique users
- 1,016 articles requested
- 30 requests per day
- $29 average cost per article

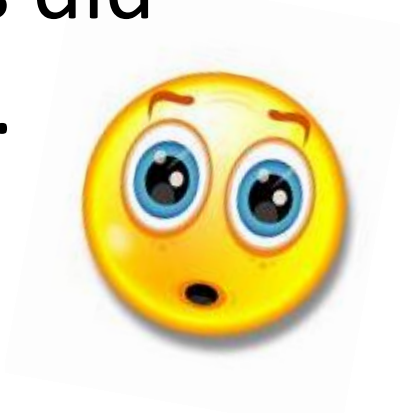
Any Power Users / Abusers? NO!

- 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

STATUS	%
Undergraduate	10%
Master	24%
PhD/Professional	40%
Faculty/Staff	27%
	100%

Use By Title

PUBLICATION	# ARTICLES
Psychological Reports	6
Hand Clinics	6
School Psychology International	5
Neurocritical Care	5
Journal of Clinical Oncology	5
Journal of Primary Care & Community Health	5
Journal of the Int. Neuropsychological Society	5
Health Promotion Practice	5
Expert Opinion on Biological Therapy	5
Administration and Policy In Mental Health	5

Use By Department (Top 10)

DEPARTMENT	# REQUESTS
Psychology	59
Pharmacy	50
Pharmaceutical Sciences	45
Nursing	41
Social Work	34
Counseling, Schl & Educ Psych	32
Chemistry	29
Learning and Instruction	21
Management, School of	21

Use By Publisher

PUBLISHER	% of TOTAL
Elsevier	24%
Springer	19%
SAGE Publications (US)	13%
SAGE Publications (UK)	9%
Informa Healthcare	8%
Wiley	4%
Taylor and Francis UK	5%
WoltersKluwer	2%
Cambridge University Press	2%
BMJ Publishing Group Ltd	2%

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?

- **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:
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- licensing@copyright.com