



# **SWAN EBSCO Group- purchase: Year-2**

January 12, 2021

Committee of the Whole Meeting

# Overview of the SWAN EBSCO Deal

# EBSCO group-purchase structure

- EBSCO required using existing RAILS database deal
- Offered 50% discount on \$840,000 for all 92 public libraries in SWAN
- RAILS holds license & agreement
- SWAN pays \$420,000 flat fee
- SWAN created progressive pricing structure
- Public libraries as part of the RAILS EBSCO Group B have a common core set of databases, and select from a list of other resources

# Individual pricing vs group pricing

*Some examples...*

Library A Pop 37,332 : SWAN Group 1		
2019/2020	Direct bundle Consumer Reports/NoveList	\$5,100
2020/2021	SWAN deal	\$3,477
2021/2022	Direct bundle Consumer Reports/NoveList	\$6,000

Library B Pop 13,579 : SWAN Group 4		
2019/2020	RAILS Package A	\$6,845
2020/2021	SWAN deal	\$5,539
2021/2022	Direct bundle Consumer Reports/NoveList	\$4,500

Library C Pop 56,657 : SWAN Group 3		
2019/2020	RAILS Package B	\$20,344
2020/2021	SWAN deal	\$9,837
2021/2022	Direct bundle Consumer Reports/NoveList	\$7,500

Library D Pop 51,878 : SWAN Group 4		
2019/2020	RAILS Package B	\$21,350
2020/2021	SWAN deal	\$10,891
2021/2022	Direct bundle Consumer Reports/NoveList	\$7,500

Library E Pop 8,875 : SWAN Group 3		
2019/2020	RAILS Package A	\$4,913
2020/2021	SWAN deal	\$2,948
2021/2022	Direct bundle Consumer Reports/NoveList	\$3,000

Library F Pop 23,706 : SWAN Group 2		
2019/2020	None	\$0
2020/2021	SWAN deal	\$4,646
2021/2022	Direct bundle Consumer Reports/NoveList	\$4,500

CONSIDER: NoveList and Consumer Reports are reference/readers advisory staff tools. Generally, cost of these two bundled alone are comparable to entire SWAN deal.

# EBSCO Database Links

All 92 libraries links are configured by SWAN

Uses OpenAthens proxy system

<https://swanlibraries.net/articles-databases/databases/>

SWAN Libraries > Acorn Public Library District

## Acorn Public Library District

[Website](#) | [Catalog](#)

15624 S Central Ave., Oak Forest, IL 60452 ([Map](#))

708-687-3700

### Databases

Your library may offer more resources than are listed here. [Check your library website.](#)

#### Academic Search Premier

Full-text articles to support research in science, engineering, physics, technology, religion, and philosophy.

Includes access to video from the Associated Press (AP).

#### Auto Repair Source

Offers a wealth of information to help you diagnose, repair, and maintain cars and vehicles. Includes service and repair procedures, diagrams, recall information, specifications, labor estimates, and parts pricing.

#### Biography Reference Bank

Full-text articles, images, and abstracts with biographical information. Good for homework help and research.

# SWAN Progressive Pricing Structure

1. Determine RAILS EBSCO price based on library's population (RAILS requirement)
2. Use public library's tax revenue (same metric used in SWAN membership fee)
3. Compare EBSCO price against library tax revenue to determine what percentage of the full EBSCO price would be against the library's tax revenue
4. Sort libraries large to small on price percentage
5. Group libraries into 4 tiers of 23 libraries
6. Apply a graduated discount against the groups

SWAN Group-purchase pricing tiers year-1	% discount off full RAILS EBSCO price
Group 1 discount: 23 libraries	73%
Group 2 discount: 23 libraries	48%
Group 3 discount: 23 libraries	44%
Group 4 discount: 23 libraries	38%

# EBSCO usage statistics

July – November 2020: 5 months usage

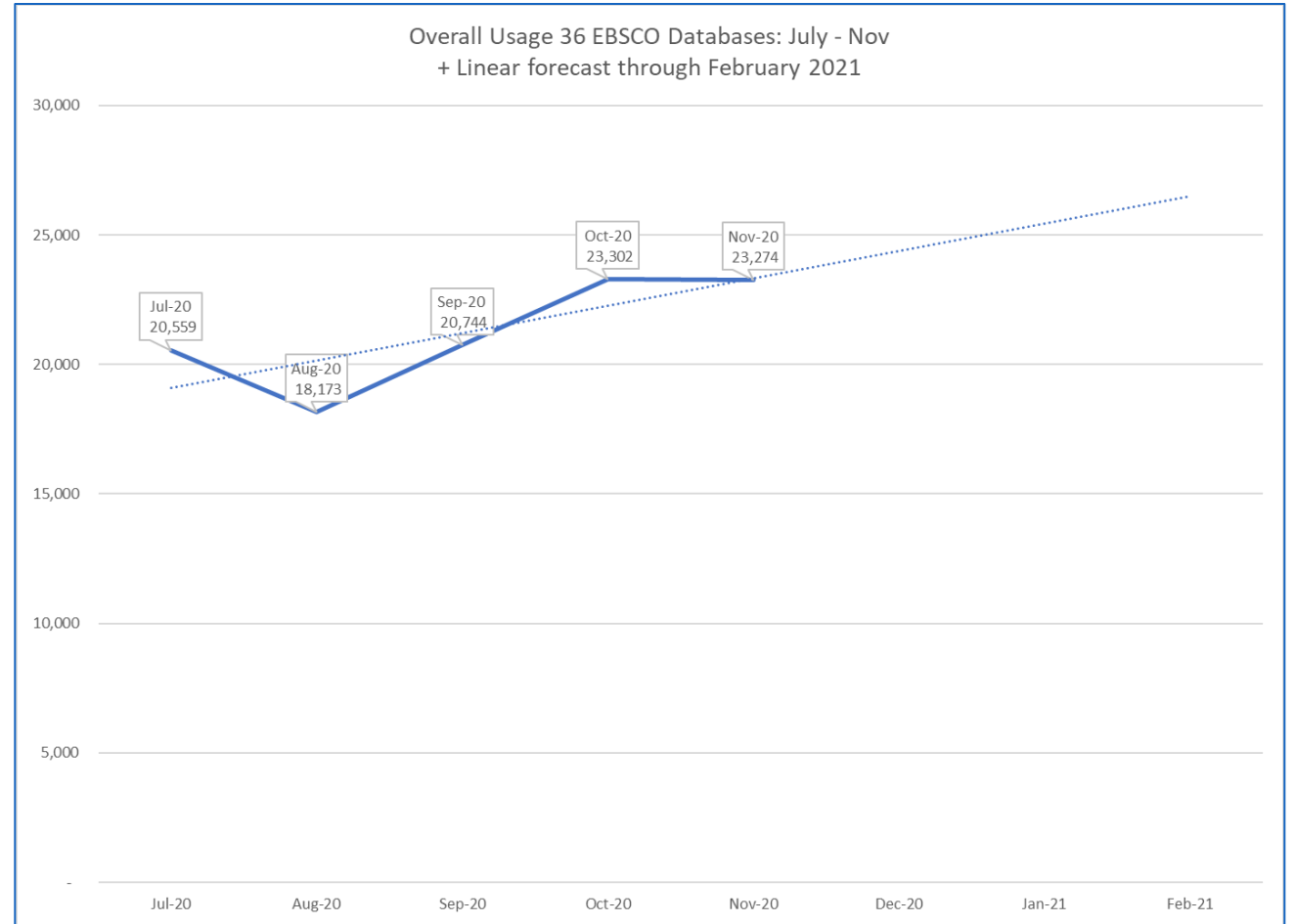
# EBSCO usage statistics

- COUNTER5
- Online classes provided & recordings posted on SWAN support
- SWAN usage overall gathered & posted on SWAN support
- July – November usage



# EBSCO usage statistics

13% usage growth since July



# EBSCO usage statistics: all 92 libraries

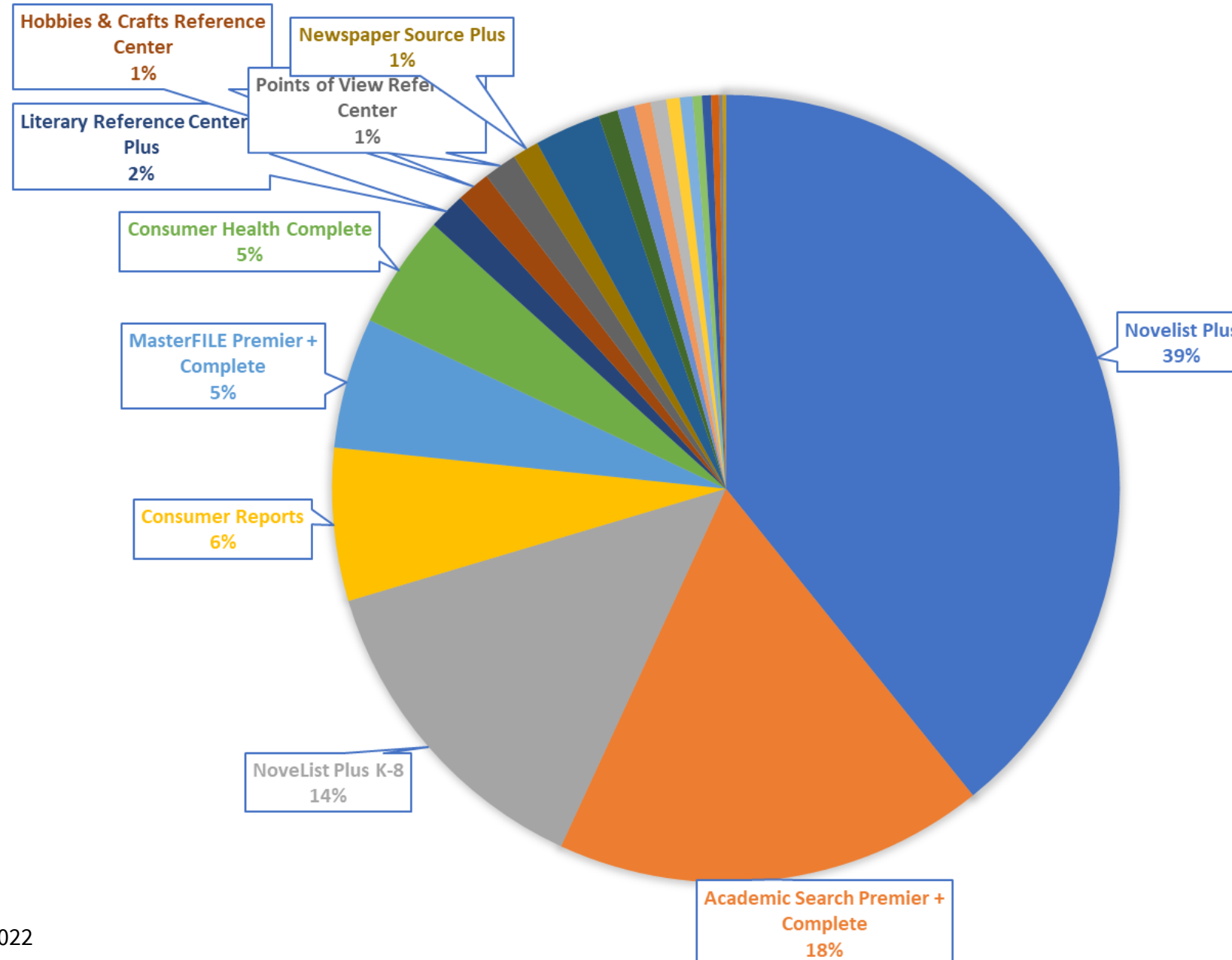
## Top 10 databases 5 months

EBSCO Database: Top 10	Total Usage 5 months: July - Nov	Required Core Database vs Optional
Novelist Plus	41,387	Core
Academic Search Premier + Complete	18,644	Core
NoveList Plus K-8	14,266	Core
Consumer Reports	6,628	Core
MasterFILE Premier + Complete	5,659	Core
Consumer Health Complete	4,921	Core
Literary Reference Center + Plus	1,612	Core
Hobbies & Crafts Reference Center	1,450	Optional
Points of View Reference Center	1,444	Optional
Newspaper Source Plus	1,136	Optional

## 13 Core databases used by all 92

EBSCO Database: 13 "core" databases	Total Usage
Novelist Plus	41,387
Academic Search Premier + Complete	18,644
NoveList Plus K-8	14,266
Consumer Reports	6,628
MasterFILE Premier + Complete	5,659
Consumer Health Complete	4,921
Points of View Reference Center	1,444
Business Source Premier + Complete	1,448
Primary Search	750
History Reference Center	700
Middle Search Plus	682
Auto Repair Source	542
Science Reference Center	406

# TOTAL USAGE 36 EBSCO DATABASES: TOP 10 PERFORMERS JULY - NOVEMBER 2020



# What is the proper measure for cost per use?

Public library tax dollars per person	
Total 92 public libraries annual tax revenue	\$162,202,746.36
Population Served	1,877,206
<b>Library tax dollars spent per service area person</b>	<b>\$86.41</b>

SWAN Library	Print Materials Budget (books, newspapers, etc.)	Physical Item Circulation	Print Budget / Circ Transaction
Public library total	\$8,587,135	16,753,109	\$0.51
Public library averages	\$95,412.61	182,0991	\$0.81

SWAN EBSCO cost per service area person	
Population served	1,877,206
EBSCO database 1-year total cost	\$420,000.00
<b>EBSCO cost per service area person</b>	<b>\$0.22</b>

SWAN EBSCO usage per total service population	
SWAN EBSCO total price 1-year	\$420,000.00
Months of current subscription	5
5 months EBSCO cost	\$175,000.00
EBSCO package total usage: July 1 – Nov 30, 2020	106,052
<b>Usage to date transaction cost</b>	<b>\$1.65</b>

# Year-2 Renewal

Options for SWAN Public Libraries

# Options for SWAN EBSCO group-purchase

## Option 1: All 95 public libraries

- 92 public libraries + 3 new = 95
- Retain progressive pricing structure with groups of 24, 24, 24, & 23
- Require all libraries to participate

## Option 2: Allow opt-outs

- All 95 public libraries in SWAN would remain listed with EBSCO as participating, even if they opted out
- Opting out means leaving Novelist and Consumer Reports behind, which are included in the SWAN group-purchase
- Database links residing on library's website and SWAN patron site would need to be removed
- Libraries remaining in deal will pay more in order to foot the total bill for 95 public libraries

# Option 2: Opt-out price increase estimates

<b>SWAN Group- purchase pricing tiers</b>	<b>% discount off full RAILS EBSCO price: Year-1</b>	<b>Year-2 discount (estimate, not final)</b>	<b>Average Increase</b>
Group 1 discount	73%	60%	\$1,184
Group 2 discount	48%	33%	\$1,260
Group 3 discount	44%	29%	\$1,380
Group 4 discount	38%	23%	\$2,026

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# Options for SWAN EBSCO group-purchase

## Option 3: Scuttle Deal

- Possible opting out causes the SWAN deal to be too expensive
- Individual libraries that want their EBSCO deals through RAILS will get a sticker shock as EBSCO wants to increase the RAILS pricing 11% for the A and B packages
- Leaving entirely without some other deal in place could diminish SWAN's ability to negotiate with EBSCO for future deals

## Option 4: Include in SWAN Budget

- Add EBSCO package as part of SWAN's other subscription expenses
- Abandon progressive pricing structure
- SWAN membership fees would include the EBSCO year-2 subscription



# Options for SWAN EBSCO group-purchase

## **Option 5: Wait for state-wide deal**

- Nothing active underway apparently
- Would require grass-roots effort
- SWAN's experience would influence RAILS & State Library
- “Free” EBSCO package?

## **Recommendation**

- Renew with all 95 public libraries in SWAN required participants
- Retain the progressive pricing groups & formula
- Membership vote on resolution for all 95 to participate

# Membership Approval Vote

## **Vote Resolution Proposed:**

RESOLVED THAT SWAN RENEW WITH RAILS THE EBSCO DATABASE GROUP PURCHASE **FOR ALL 95 PUBLIC LIBRARY MEMBERS** OF SWAN FOR A 1-YEAR SUBSCRIPTION FOR JULY 1, 2021 THROUGH JUNE 30, 2022 FOR AN AMOUNT NOT TO EXCEED \$450,584 WITH THE SWAN GROUP PRICING STRUCTURE AS PRESENTED.

## **Should 1<sup>st</sup> resolution not pass:**

RESOLVED THAT SWAN RENEW WITH RAILS THE EBSCO DATABASE GROUP PURCHASE **FOR THOSE PUBLIC LIBRARY MEMBERS OF SWAN OPTING IN** FOR A 1-YEAR SUBSCRIPTION FOR JULY 1, 2021 THROUGH JUNE 30, 2022 FOR AN AMOUNT NOT TO EXCEED \$450,584. WITH THE SWAN GROUP PRICING STRUCTURE AS PRESENTED.

# Summarizing the opt-out Option 2

## **Library Opting-out**

- Remove database links from library website
- Remove database links from listing on SWAN patron site
- Disable integrated content of databases in Article Search
- No access to EBSCO Admin

## **Libraries remaining in**

- Using the formula, the SWAN EBSCO invoice from RAILS will remain the same & be paid by the libraries remaining in the deal

# Discussion, Questions, Answers