

# Transfer Update

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ER&L 2007, February 23, 2007

The Transfer Initiative:  
Creating best practice guidelines for the  
transfer of journal titles between publishers

Or: "Where is my ejournal content coming  
from this year?"

# Overview

- About Transfer / Aims and Objectives
- Why journals move between publishers
- Implications of these moves, for:
  - Publishers
  - Intermediaries
  - Librarians
- Transfer Future Direction
- Gaining Buy-in: Code of Practice

# About Project Transfer

- Sponsored by United Kingdom Serials Group
- Begun in April 2006
- Working Group Members:
  - Nancy Buckley, Chair (Blackwell Publishing)
  - Louise Cole (University of Leeds)
  - Jo Connolly (Swets Information Services)
  - Helen Cooke (Sage Publications Ltd)
  - Nick Evans (Association of Learned and Professional Society Publishers)
  - Paul Harwood (Content Complete Ltd)
  - Helen Henderson (Ringgold e-Marketing Services)
  - Alison Mitchell (Nature Publishing Group)
  - Ed Pentz (CrossRef)
  - Jill Taylor-Roe (University of Newcastle upon Tyne)
  - Harry Verwayen (Springer Verlag)
  - Elizabeth Winter (Georgia Institute of Technology)

# Transfer Aims and Objectives

To improve the procedures and policies surrounding the transfer of journals so that the annual movement of journals causes the minimum disruption and adheres to an agreed Code of Practice.

# Why Journals Move

It's not the journals that move – it's the societies that move their publishing arrangements.

- Three quarters of top 200 ISI ranked titles are owned by societies or other non-profits
- 25% of these are contracted out to another publisher

# Why Move Publisher?

- Stability and growth of revenues
- Retention of ownership and control of editorial policy and pricing
- Economies of scale
  - Electronic editorial office
  - Online delivery
  - Sales forces
  - Society websites

# Why Move Publisher?

- Expanding readership
  - Online delivery and search engines
  - Participation in “The Big Deal”
  - “Free” Third World Access
  - CrossRef search and linking
  - Usage Data
  - Faster Publication

# Why Move Publisher?

- Strategic journal development
- Branding & PR
- The Big Picture
  - Understanding the OA debate
  - Working with PMC, The Wellcome Trust, etc.
- Innovation
  - New publishing models, products and strategies
  - Managing the move to online only

# What are the implications of journal transfers...

- For Publishers?
- For Intermediaries?
- For Librarians?

# Implications of the Move For Publishers

- Receiving/sending subscriber data in a timely manner
- Logging and merging data with existing systems
- Interpreting subscriber data for institutional, individual, member, society and consortia customers, including backfile access rights
- Receiving/sending content files and uploading into existing platforms – possible conflicting formats, digitization required
- Maintaining links to previous/new publisher platforms
- Maintaining old content on current platforms
- Ownership of backfiles
- Liaison with third parties

# Implications of the Move For Intermediaries

A case study:

- Between Jan. and Oct. 2006 EBSCO logged 5,121 unique titles that moved from one publisher to another.
- 5,121 titles moving between publishers required EBSCO to make just over 47,000 changes to their title file.
- To put this in context there are just over 300,000 titles in the database (about 16% changed)

# Implications of the Move For Librarians

- Being aware of timing and implications of transfer in time to make appropriate changes to library data records (ILS, link resolver, ERM, etc.).
- Retaining appropriate access to previously subscribed content
- Maintaining accurate and comparable usage data (preferably COUNTER-compliant)
- Ensuring no negative impacts in terms of access for our customers (loss of access, link resolver out-of-date, etc.)
- Key factor: having reliable, timely and easily accessible source of data on transfers!

# Progress so far

- 3 meetings of main committee held at Blackwell offices;  
1 held in London at the 2006 Online Information meeting
- Created an Advisory Panel of librarians, publishers, and agents
- Defined aims and scope
- Gained collaboration with STM Association and ALPSP
- Outlined two key activities:
  - Drafted first set of Transfer guidelines
  - Scoped a database to hold journal Transfer information
- Forwarded first draft of Transfer guidelines to Advisory Panel for feedback (Oct '06)

# First Guidelines – Transferring Publisher

- **Access to the title:** The transferring publisher will continue to provide access to its customer base for at least six months
- **Subscription list:** each transferring publisher will make the subscription list of the journal available to the receiving publisher immediately after the signing of the contract.
- **Journal URL:** each transferring publisher will transfer any title related journal URL to the receiving publisher or create a redirect for a minimum of 1 year.
- **Transfer Database:** each transferring publisher will add all relevant key data on the journal to the Transfer Database (when completed)
- **Communication:** each transferring publisher will clearly refer customers to receiving publisher by placing the following text on the journal homepage: *'This journal will no longer be published by <publisher name> as of <year>. Please go to <URL new journal homepage> as of that date.'*

# First Guidelines – Receiving Publisher

- **Access to the title:** will provide access to the title to the transferring publishers' customer base for at least six months after the official transfer.
- **DOI pointers:** each receiving publisher will ensure appropriate transfer of DOI pointers for archive content according to the DOI ownership transfer policies
- **Transfer database:** each receiving publisher will add all relevant key data on the journal to the Transfer database (when completed)

# Next Steps

- Meeting next week—finalize and publicize first set of Transfer Guidelines/Code of Conduct
- Solicit buy-in from additional major publishers
- Determine how to measure compliancy:
  - Sherpa approach (red, amber, green)?
  - COUNTER approach (binary—yes or no)?
- Scope an RFP for the Transfer Database
- Launch the Transfer Logo:

The logo for the Transfer Database, featuring the word "TRANSFER" in a green, italicized, sans-serif font. To the left of the text are several horizontal green lines of varying lengths, creating a sense of motion or a stylized graphic element.

# Thank you!

[www.projecttransfer.org](http://www.projecttransfer.org)

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