

Demand-Driven Access:

Shifting into Gear, Avoiding Roadblocks, and Keeping Traffic Moving

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George Mason University



COURTESY OF CROSSETT LIBRARY BENNINGTON COLLEGE
THROUGH A CREATIVE COMMONS LICENSE

A NEW TAKE ON AN OLD IDEA

BRINGING RESOURCES TO LIBRARY USERS



- ✱ Albin O. Kuhn Library, University of Maryland, Baltimore County
- ✱ EBSCO
- ✱ EBL
- ✱ University of Maryland and Affiliated Institutions
- ✱ EBL

Shifting into Gear:

Planning and Implementation

Picking a Vendor

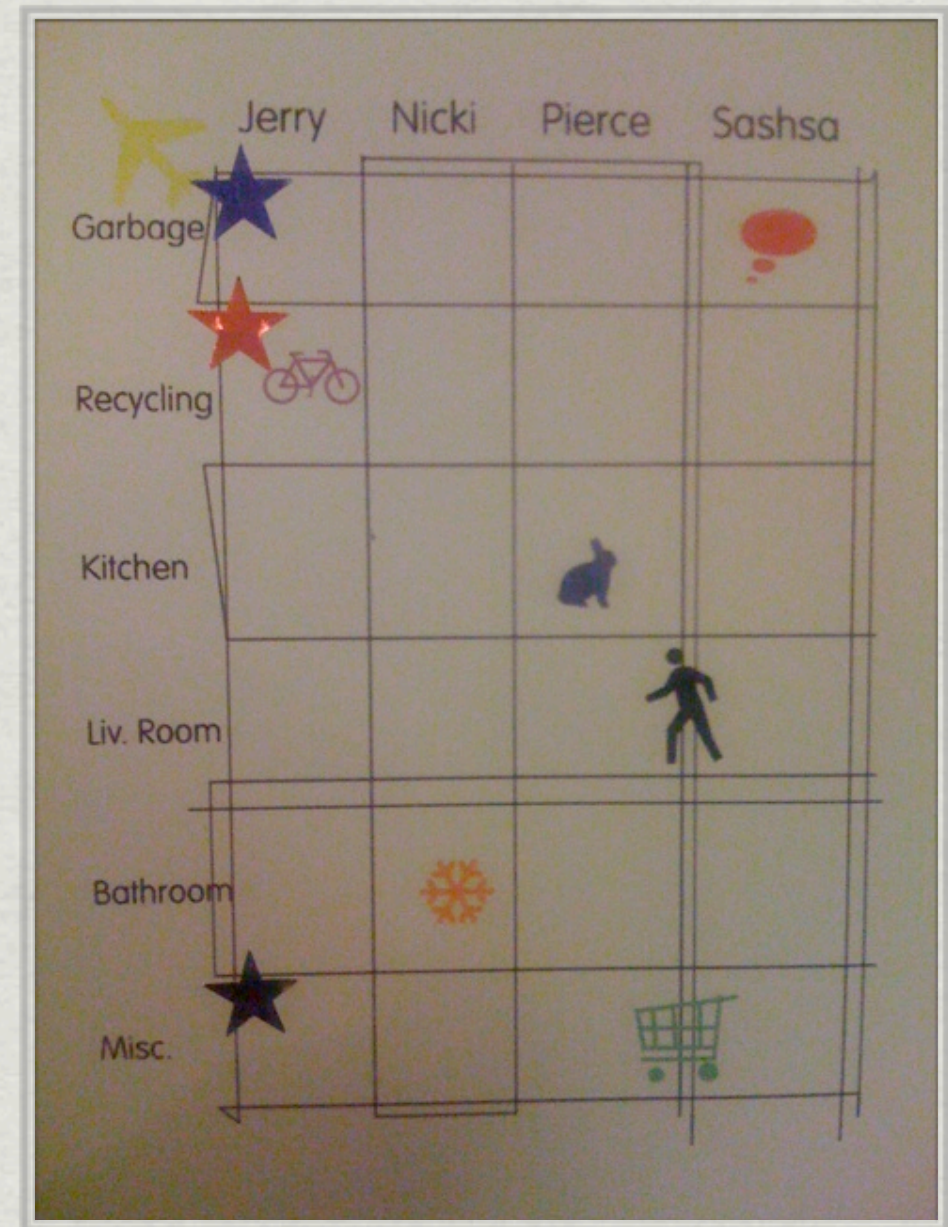
- * EBSCO
- * EBL
- * ebrary
- * JSTOR
- * MyiLibrary
- * ????



COURTESY OF MONROVIA PUBLIC LIBRARY VIA CREATIVE COMMONS LICENSE

Whose job is it???

- * Profiling/Selecting
- * Licensing
- * Money
- * Access
- * Technology
- * Troubleshooting
- * Vendor Contact



COURTESY OF WELLOHORLD VIA A CREATIVE COMMONS LICENSE

Creating a Profile

- ✱ Coverage
- ✱ Update Schedule
- ✱ Evaluation Schedule



COURTESY OF XMATT VIA A CREATIVE COMMONS LICENSE

Technology

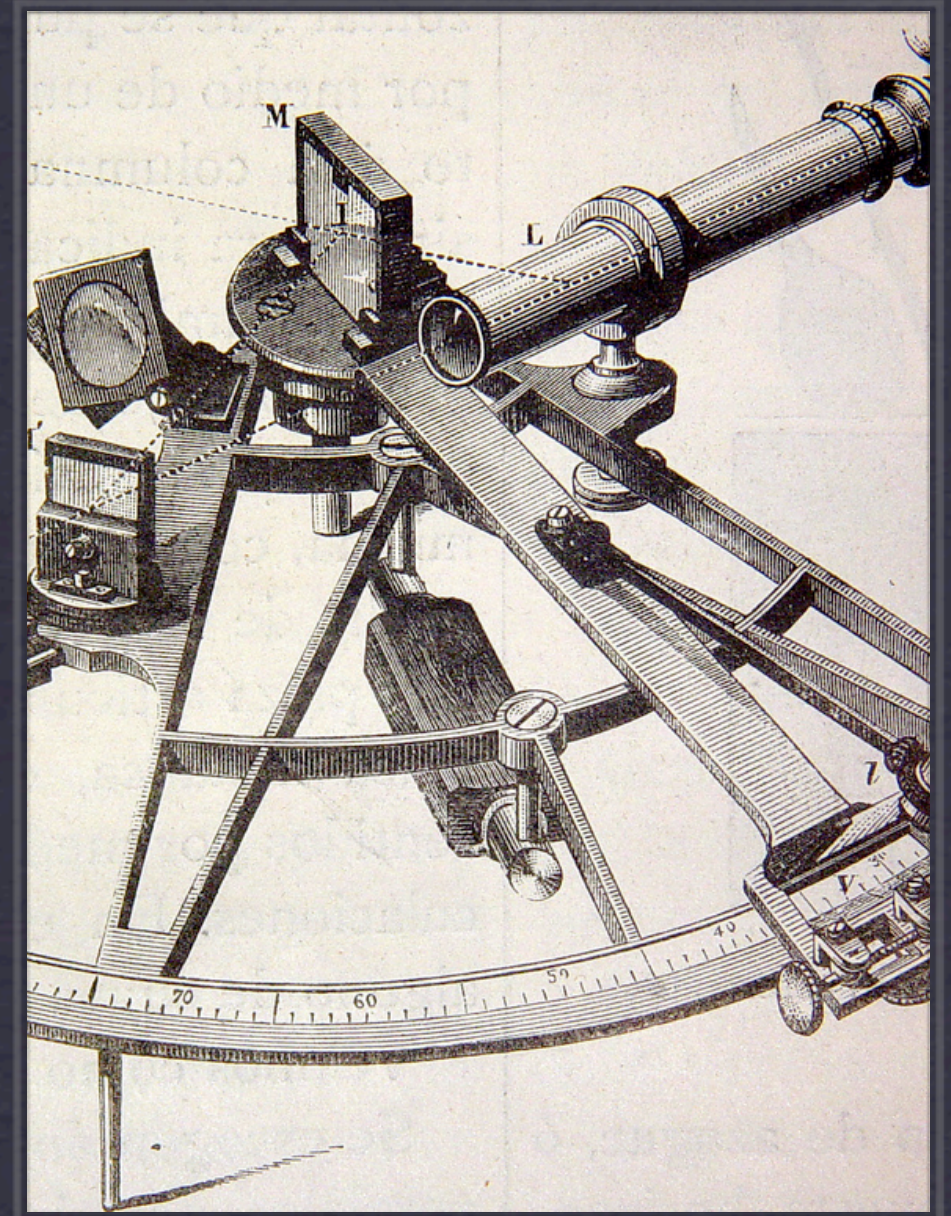
Authentication
Systems
Coordination



COURTESY OF WITHASSOCIATES VIA A CREATIVE COMMONS LICENSE

Access & Discovery

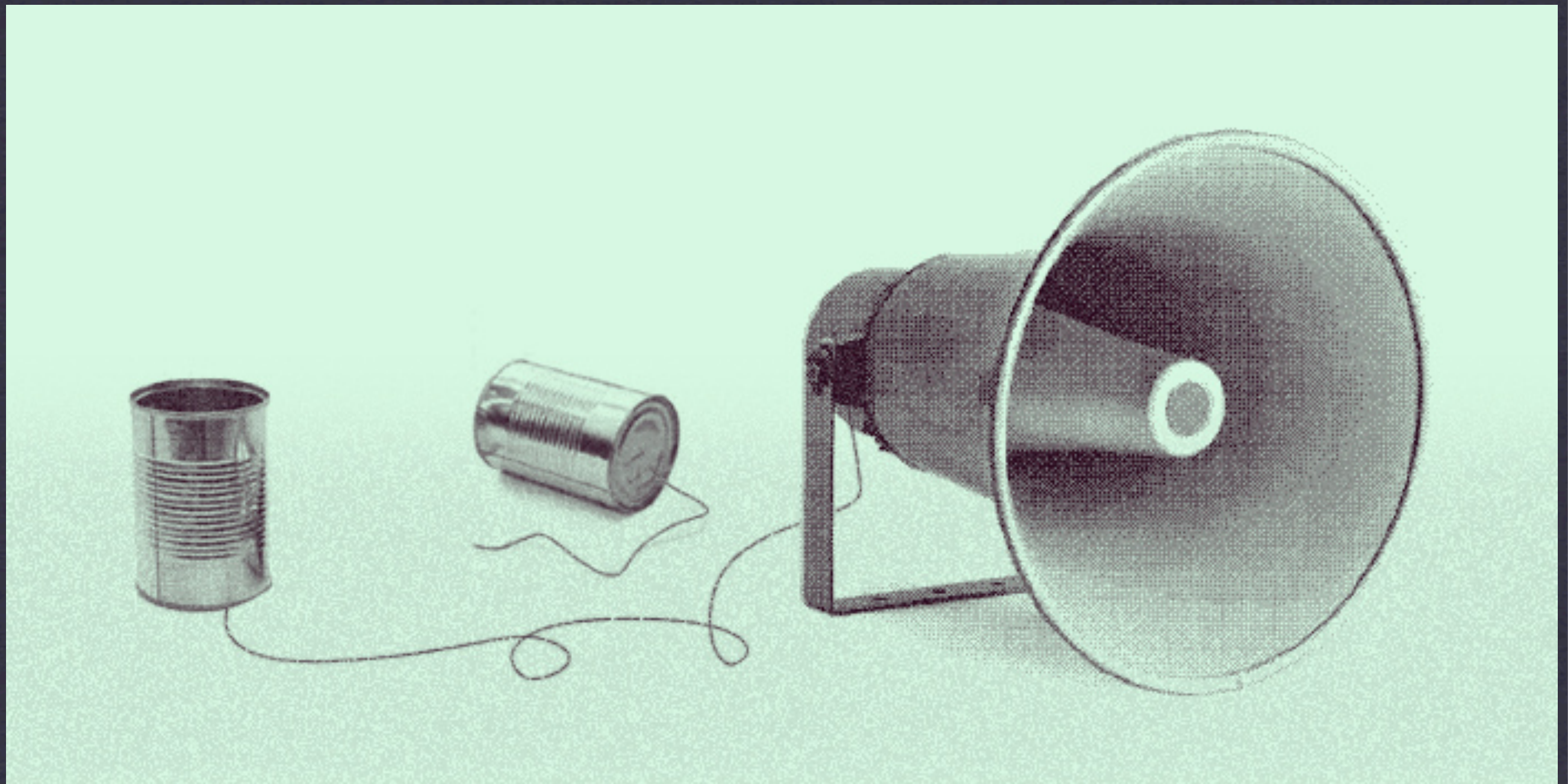
- *Catalog
- *Discovery Layers
- *Web Presence
- *Records/URL Source



COURTESY OF EL BIBLIOMATA VIA A CREATIVE COMMONS LICENSE

Implementation

- ✱ Hard or soft launch
- ✱ Information sharing
- ✱ Initial troubleshooting



COMMUNICATION (AND MISCOMMUNICATION)

THE BIGGEST ROADBLOCK TO SUCCESS

- ✱ Within the library
- ✱ With vendors
- ✱ With the public
- ✱ Troubleshooting



One more...

Inflexibility

COURTESY OF EJMC VIA A CREATIVE COMMONS LICENSE

KEEPING TRAFFIC MOVING



Friday, October 11, 2013

- ✱ Additions and deletions
- ✱ Vendor relations
- ✱ Troubleshooting
- ✱ Technical issues
- ✱ Links...links...links
- ✱ Information sharing
- ✱ Improvements based on public feedback



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