Expanding Access to ACS Web Editions

Opportunities for Small Colleges

Dean Smith
Assistant Director,
Sales & Marketing
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Advancing the Chemical Enterprise and Its Practitioners…

- Relationship with the Customer
- Quality Content
- Fair Pricing
Building Relationships
In the U.S. & Abroad

- Members/End Users
- Editors & Editorial Boards
- Authors & Reviewers
- Institutions & Librarians
- Consortia Directors

Journals
Web Editions
ACS Journal Archives
Chemical & Engineering News
Magazines
HIGH QUALITY. HIGH IMPACT

- ACS Publications are the most cited journals in chemistry (2001 ISI Journal Citation Reports)
- ACS Publications occupy 7 out of the top 11 rankings of most requested journals in the CAS Science Spotlight (JACS #1)

- Site-based models (with/or without print) pricing takes customer size into account
- “Make your own consortia model” – reduced from 25% to 15%
- All-Electronic model eliminates print surcharge
- Prices 40% less than the competition
- Low cost-per use in print and web – (University of Wisconsin Study)
# A Consortia-based Approach

## 3 Scenarios for Smaller Institutions

<table>
<thead>
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<th>Holdings</th>
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<th>Web Cost</th>
<th>Access Available</th>
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Consortium Case Study: The Friday Group

- Small group that met on Fridays
- Grown to 27 participants
- Each is under ACS All Electronic with print optional + $1000 participation fee
- Invoicing done directly
- Usage stats distributed separately
- Members Include: Sarah Lawrence, Vassar, Hamilton College, Colgate, Trinity College, Long Island University
The Consortial Advantage

- The widest possible access across the largest number of institutions (75 consortia, 1400 institutions)
- Cost benefits for Archives and new journals
- Maximizes ACS resources
Archives Pricing

- Based on a multiple factors (revenue, sites, FTEs, usage)
- Discounts for consortia and small colleges
- Small schools pay $1,500 ($1,275 w/ consortia discount) at an average of $.003 per article
UCAIR Initiative: Results

- 24 undergraduate institutions across the country
- 18 months worth of Web Edition access (June 1999 thru December 2000)
- 57,650 downloads
- Usage centered around 10 ACS journals
- UCAIR Archives pricing pilot
Journals Use Profile (57,650)

- Env. Sci. & Tech.: 10.1%
- JACS: 12.2%
- J. Org. Chem.: 14.2%
- J. Phys. Chem.: 9.3%
- Analyt. Chem.: 8.7%
- Biochem.: 8.0%
- Inorg. Chem.: 6.3%
- J. Ag. & Food Chem.: 3.9%
- Langmuir: 3.6%
- J. Med. Chem.: 3.6%
- Chem. Rev.: 3.1%
- Org. Letters: 2.0%
- Organomet.: 2.3%
- Macromol.: 2.4%
- 14 @ <2% each
ACS Small College Study 2002

- Undertaken by outside consultant
- Defines small college and community colleges as 3,000 or less enrollment/20 or less undergraduate degrees in chemistry
- Analyzed ACS Web Edition market penetration amongst 1400 small colleges (source COOL Colleges and ACS CPT Approved)
ACS Small College Results

- Approx. 70% of (COOL) small colleges access one or more Web Editions
- Approx. 70% of CPT Approved access one or more Web Editions
- Approx. 175 small colleges have been identified as candidates for future access
Opportunities for ACS

- Clear evidence from usage logs that small colleges use the content
- Greater undergraduate access will improve educational outcomes in chemistry
- Enable ACS to build readership at an earlier stage
We look forward to hearing your feedback and to working with you on finding solutions to small college access.

Dean Smith
d_smith@acs.org
202-872-8063