Leading from Below

Influencing Vendors and Collection Budget Decisions as a Subject Liaison

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Agenda

1. Introductions
2. Typical decision making workflow
3. Pitching to the decision makers
   • Content, Pricing & Licensing
   • Group discussions
4. Influencing vendors
   • Group discussions
5. Final thoughts
About us

Min Tong

- Business Librarian at University of Central Florida
- One of 12 state public universities in FL
- 68,571 students (2nd largest university in enrollment)$^1$

1. Fall 2018 Enrollment
About us

Cynthia Cronin-Kardon
Resource Development and Reference Librarian
Lippincott Library
University of Pennsylvania
About us

Steve Cramer

- Business Librarian at UNCG
- A Carolina Consortium negotiator
- smcramer@uncg.edu
- http://uncg.libguides.com/cramer
- https://liaisonlife.wordpress.com/ (blog)
3. Pitching to the decision makers

**Content**

- Refrain from using too much subject jargon
- Match the content with program/degree specifics
- Name peer institutions that are using the product
- Explain how the product supplement the existing resources
Pitching to the decision makers

**Pricing Models:** Often non-traditional, problematic, expensive

How can we afford this?

- Multi-year contracts can reduce costs
- On-site only access or other alternative access options
- Partner with departments or schools to split price
- Educate vendors
  - Explain limitations of academic budgets
  - Recommend alternative access options
Pitching to the decision makers

Licensing

● IP-authenticated or passwords or single machine?
● Unlimited or limited concurrent users
● Downloading limits (or pay more for higher limit?)
● Walk-in use or not
● “Educational use only” / “non-commercial use” in an era of community engagement, experiential learning, tech transfer, and entrepreneurship
● Which state has legal jurisdiction? etc.
Group Discussion #1

1. What are your biggest challenges in terms of content, pricing, and licensing when pitching a new subscription?

2. If you are a subject/liaison librarian:
   - What other strategies do you use when you are pitching to your decision makers?

   If you are a decision maker:
   - How can your subject librarians better communicate and work with you?

   If you are a vendor:
   - How can you better assist the subject librarian with making their case to the decision maker?
4. Influencing vendors
Small group discussion #2

• How can we influence vendors about **product development**, **pricing**, and **licensing** as subject librarians but not budget controllers?
• How else can librarians and vendors work together?
5. Final thoughts

- Make a clear and concise problem statement
- Tie a request to campus wide initiatives/goals
- Seek alliance among other subject liaisons
- Others?