Stewardship of Knowledge: Content for Courses

Heather Ruland Staines
Vice President, Publisher Development
SIPX, Inc.
History of SIPX

• Began as *Stanford Intellectual Property Exchange* research project
• Broad vision to create a copyright marketplace, ecosystem solution
• Understood copyright challenges in higher education firsthand
• Built and tested actual system at Stanford (launched 4/11)
SIPX Today

• Spinout of university research, based on Stanford-licensed IP (10/2012)
• Partnered with leading universities: Stanford, Occidental, Univ of Illinois, Univ of Texas, Claremont Theology, others

Collect, Select, Access, Assess!
COLLECT: Librarian

Library

Manage institutional holdings, licenses and subscriptions

Support educators with supply and management of course materials

Administrator

Link resolver files are loaded Into SIPX Service
Also data from copyright agencies, OA sources, and public domain materials

LMS or SERVICE.SIPX.COM

<table>
<thead>
<tr>
<th>Reading List</th>
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</thead>
<tbody>
<tr>
<td>1</td>
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<tr>
<td>2</td>
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<td>3</td>
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<td>4</td>
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<td>5</td>
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</tbody>
</table>
COLLECT: Librarian

Library

Administrator

Manage institutional holdings, licenses and subscriptions

Support educators with supply and management of course materials

LMS or SERVICE.SIPX.COM

Raise visibility of subscriptions, ensure copyright compliance, provide students with best user experience

Reading List
1
2
3
4
5
SELECT: Instructor

Available for $0.00 through your library’s subscriptions
SELECT: Instructor

Report back detailed aggregated use

Option to add own work to SIPX system

Select content and compile reading list for course

Reading List
1 ___________
2 ___________
3 ___________
4 ___________
5 ___________

Page Range: 20–42
Estimated List Price: $6.04  Terms: No special terms
ACCESS: Publisher

Can continue to feed aggregators or other rights agents

Royalty payments

Detailed reports influence business decisions

Licensing and pricing info for each work

SIPX can retrieve content from publisher or platform host url!
ACCESS: Publisher

SIPX can receive digital files from your digital file creator!

Detailed reports influence business decisions

Royalty payments

Can continue to feed aggregators or other rights agents

Licensing and pricing info for each work

Reading List
1 ___________
2 ___________
3 ___________
4 ___________
5 ___________
ACCESS: Student

Readings for course: 8
Total price to you: $20.02  Total list price: $31.58
Add all to cart

Select desired materials in preferred available formats and complete purchase

UNIVERSITY LOGIN

Total: $22.00

Pricing: Free to all institution members because of a site license.
How many students are purchasing and accessing readings?

<table>
<thead>
<tr>
<th>Title</th>
<th>Date</th>
<th>Price</th>
<th>#</th>
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</thead>
<tbody>
<tr>
<td>American archival studies/At the &quot;firm of creative dissatisfaction&quot;: Archivists and Acquisition Development</td>
<td>2013-09-10</td>
<td>$1.40</td>
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<td>Preserving archives and manuscripts/Chapter 1: Archives Preservation: Definitions and Context</td>
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Total: $22.75
ASSESS: Librarian

Metrics by: Course, Department, Publisher
ASSESS: Publisher

More data on where content is used, when, and by whom!

Transaction Report: Institution, Course, Number of Students, Subscribed vs. Non-Subscribed
ASSESS: Publisher

Publisher Portal: Coming in 2015!

<table>
<thead>
<tr>
<th>Publisher</th>
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<tr>
<td>1. ACADEMIC PRESS</td>
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<td>2. ALA</td>
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<td>3. ALFRED A. KNOFF INCORPORATED</td>
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<td>4. AMERICAN ASSOCIATION ON MENTAL RETARDATION</td>
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<tr>
<td>5. AMERICAN LIBRARY ASSOCIATION</td>
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<td>6. Amsterdam University Press</td>
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<td>7. BASIC BOOKS INC</td>
<td>$85.80</td>
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<td>8. CAMBRIDGE UNIVERSITY PRESS,</td>
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<td>9. CAMBRIDGE UNIVERSITY PRESS</td>
<td>$15.66</td>
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<td>10. CENGAGE LEARNING</td>
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<td>11. CLARENDON PRESS.</td>
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<td>12. CQ Press</td>
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<td>13. CROWN PUBLISHING GROUP</td>
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<td>15. GREENWOOD PUBLISHING GROUP, INCORPORATED</td>
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<td>16. GREENWOOD PUBLISHING GROUP</td>
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<td>17. Guilford Press</td>
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<tr>
<td>18. HARCOURT PUBLISHERS</td>
<td>$230.04</td>
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</tbody>
</table>
Future: MOOC Process

MOOC Provider

MOOC Educator

MOOC PLATFORM

Detailed reports help understanding of material usage and impact

Support online educators with efficient management of course material

Reading List
1
2
3
4
5

MOOC Business Models are diverse and continuing to increase!
Future: MOOC Results

Access and purchasing rates by country, region, institution!
Differential Pricing

Publisher

Differential Pricing

$0

$20

University with library subscription in the U.S.

University alumni

MOOC student in Brazil

MOOC student in developing country

Japanese corporation
Collect

Our growing SIPX Collection contains articles and book content from our publisher partners and other content providers. You'll see your library's holdings mapped against these results.

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Scientists Campaign Against Killer Robots, Science, vol. 342/6165
Stone, Richard, Pub. American Association for the Advancement of Science, 1428-1429, 2013, ISSN: 0036-8075,
Available for $0.00 through your library's subscriptions (List price: $1.48 TOTAL FEE based on per-page pricing)
Digital document is available from the publisher for this reading. Please review to extract your exact assigned pages, if necessary.

Modelling and Control of Robot Manipulators, Measurement Science and Technology, vol. 11/12
L Sciacovico and B Siciliano, Pub. Institute of Physics, 1829-1829, 2000, ISSN: 0957-0233,
Available for $0.00 through your library's subscriptions (List price: $9.82 TOTAL FEE based on per-page pricing)
Digital document is available from the publisher for this reading. Please review to extract your exact assigned pages, if necessary.

An Introduction to Space Robotics, Measurement Science and Technology, vol. 12/11
Alex Ellery, Pub. Institute of Physics, 2018, 2001, ISSN: 0957-0233,
Available for $0.00 through your library's subscriptions (List price: $9.82 TOTAL FEE based on per-page pricing)
Summary (2)

Access

Assess!
Stewardship of Knowledge

• Restore visibility to the role that the library subscriptions play!
• Support academic independence in content selection!
• Ensure best user experience by faculty and students!
Time’s Up!

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Social Media:@sipxcopyright