

Drake University Saves Time & Money Using Get It Now



Like many university libraries across the United States, Drake University's Cowles Library has been challenged in recent years to reduce costs while still maintaining a high level of service. So when the library's dean and collections development librarian heard about an innovative new article delivery service called *Get It Now*, they were eager to adopt it. Get It Now from Copyright Clearance Center (CCC) complements institutions' interlibrary loan (ILL) services by providing library patrons with immediate fulfillment of full-text articles from unsubscribed journals — 24 hours a day, 7 days a week — through a cost-effective and easy-to-use application integrated into their search and ILL workflows.

Drake University is a private, not-for-profit, fully accredited mid-sized university in Des Moines, Iowa. It is consistently recognized as one of the top universities in the Midwest for academic excellence. More than 3,500 undergraduate students choose from among 70 programs of study, combine majors, or create their own major. Drake enrolls more than 2,100 graduate students and offers more than 20 graduate-level degrees.

Kristine Mogle, the university library's ILL/reserves associate, was quickly sold on Get It Now because it enabled Drake to expand its collection virtually. The service is faster and more cost-effective than ILL, allowing patrons to get articles from thousands of journals for which the library does not have subscriptions.

What's more, Drake faculty and staff are able to request and obtain journal articles around the clock — an important point for the library, according to Mogle. Get It Now's built-in safeguards, which are customizable for each institution, ensure article requests adhere to Drake's library policies while staying within its content budget. For example, individuals cannot place more than 10 orders through Get It Now in a 24-hour period, nor can the same person order

“I strongly recommend Get It Now to other academic institutions. We have access to a lot more titles and we can pay as we go. We're very happy with the Get It Now service.”

Kristine Mogle
DRAKE UNIVERSITY

the same article twice in one day. CCC also worked with the library's technical staff to implement an additional safety measure, requiring patrons to use a Drake email address for article delivery.

Get It Now has delivered benefits for Drake in additional areas as well. Using Get It Now, Mogle can often get an article that she can't find anywhere else. This includes "epubs" — Drake's term for articles that are not yet published. "We have a big pharmacy program here, and faculty and students will see something in literature about a particular article that is coming out and they ask for it through ILL," explained Mogle. "I'll look and find that I can obtain it only through Get It Now and will cancel the ILL request and send the patron instructions to get it through the Get It Now service."

Additionally, Get It Now provides high-quality, full-color PDF articles straight from the publisher. Certain subject areas, such as genetics or medicine, depend on images, and the coloring and clarity of charts and photographs are crucial. In these areas, Get It Now is a resounding hit with professors, staff, students and the library.

How It Works

The patron-driven unmediated model —used by Drake University — is the fastest article delivery method short of subscribing to a journal. A patron (faculty, staff or student) searches library holdings for a journal article. If the full-text of the desired article is not available, the patron is presented with the Get It Now service link to request the article. The Get It Now link is configured in advance through the Library's OpenURL link resolver (in this case, EBSCO's A-to-Z link resolver). The Get It Now service quickly emails a full-text PDF of the article to the patron and sends a copy to the ILL librarian. Monthly, CCC invoices the Drake University library.

About Copyright Clearance Center

Copyright Clearance Center (CCC) is a global leader in content management, licensing, discovery and delivery solutions. Through its relationships with those who use and create content, CCC drives market-based solutions that fuel research, power publishing and respect copyright. With its subsidiaries RightsDirect and Ixxus, CCC provides solutions for millions of people from the world's largest companies and academic institutions

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