

# The Fighting Irish Defeat ILL Borrowing Issues Using Get It Now

In 2011, Collette Mak, Head of the Resource Access and Delivery Department from The University of Notre Dame's Hesburgh Libraries, attended an industry conference and sat in on a session where an innovative new service called Get It Now was launched. Get It Now from Copyright Clearance Center (CCC) complements interlibrary loan (ILL) services by providing library patrons with the immediate fulfillment of full-text articles from unsubscribed journals — 24 hours a day, seven days a week — cost-effectively integrated into an institution's search and ILL workflows.

"I came back from the conference intent on signing up for Get It Now because I loved the concept and knew the potential for the product was tremendous," recalled Mak.

The University of Notre Dame is an independent, national Catholic university located in Notre Dame, Indiana. The University is organized into four undergraduate colleges — Arts and Letters, Science, Engineering, and the Mendoza College of Business — as well as a School of Architecture, Law School, Graduate School, 14 major research institutes, two dozen centers and special programs, and the University Library system, which is one of the 100 largest in the United States.

Given the difficulty of obtaining color scans of journal articles through interlibrary loan, Mak knew Get It Now would enable the library to meet the needs of patrons who require high-grade color copies. Get It Now delivers high-quality, full-color PDF articles straight from the publisher as originally produced — a critical benefit according to Mak because in certain disciplines, such as the hard sciences, the coloring and clarity of images and graphs within research articles are extremely important. Additionally, Notre Dame has found Get It Now extremely beneficial in helping its students and faculty members obtain articles that they can't otherwise get because of publisher embargoes. Like most academic institutions, Notre Dame purchases many journal

“Get It Now allows us to quickly and easily obtain journal articles from publications that either we don't subscribe to or fall under an embargo period. If the article is embargoed, we might have to go through 10 – 15 potential lenders and that's not a good solution. Now I go straight to Get It Now.”

**Collette Mak**

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subscriptions from content aggregators. While the cost of a subscription may be significantly less through aggregators, oftentimes the most recent issues (past six – 12 months) are excluded from the full-text database, leaving patrons who need timely access to the latest research fighting mad. In many cases, this problem is solved for Notre Dame by using Get It Now.

The fact that Get It Now is fully integrated with ILLiad, Notre Dame's ILL platform, has also proven “really sweet,” according to Mak, because placing an order for an article through Get It Now is just like placing an order with any other supplier, and it keeps the order in the same workflow. The service can be configured in two ways; while Notre Dame opted to deploy the librarian-mediated version, the service is also offered as an unmediated OpenURL Link version.

Mak also appreciates that there was no fee to sign up for Get It Now. Academic institutions only incur a charge if they use the service to make a transaction.

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Moving forward, Mak plans to employ a hybrid of the mediated and unmediated services, whereby the library will turn on Get It Now for patrons to use themselves on the weekends, should the articles they need not be available through the Notre Dame library. Because Get It Now offers built-in abuse safeguards, Mak is confident that offering the service to patrons during weekend hours when ILL staff is not available will effectively allow the Notre Dame library to extend its service and provide other benefits. She concludes, "I want to provide a consistent high-level of service for our users and Get It Now will allow us to do that as well as help us take the load off Mondays."

### How It Works

The mediated model — used by Notre Dame — allows a librarian to review article requests and decide to obtain the content via ILL, Get It Now or another source. A patron (faculty, staff or student) searches the library's various databases. If the full-text of the desired article is not available, the patron clicks on the Interlibrary Loan link. ILLiad automatically routes the request to RapidILL, one of Notre Dame's ILL services, and within seconds, the system indicates if the content is available. If the article is not available through RapidILL, the Notre Dame librarian simply selects Get It Now as the provider and the Get It Now service immediately emails a full-text PDF of the article to the patron and sends a copy to the ILL librarian (delivery via Odyssey is also available). CCC invoices the Notre Dame library on a monthly basis.

### About Copyright Clearance Center

Copyright Clearance Center (CCC), the rights licensing experts, is a global rights broker for the world's most sought after materials, including in- and out-of-print books, journals, newspapers, magazines, movies, television shows, images, blogs and ebooks. Founded in 1978 as a not-for-profit organization, CCC provides smart solutions that simplify the access and licensing of content that let businesses and academic institutions quickly get permission to use copyright-protected materials, while compensating publishers and content creators for the use of their works. We make copyright work. For more information, visit [www.copyright.com](http://www.copyright.com).

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