

Case Study



Company

Murray State University

Industry

Education

Location

Murray, KY

About

Murray State University, located in the city of Murray, Kentucky, is a nationally recognized four-year public university with a strong extended campus and online presence. With more than 10,000 students, Murray State offers high-quality associate, baccalaureate, masters, specialist and doctorate degrees. Academic programs are offered in the core areas of arts and sciences, agriculture, business, health and human services, teacher education, communications, engineering and applied technologies, and nursing.



Murray State University gives Get It Now high marks for its integration with OCLC's ILLiad & IFM services

Today's college students are digital natives, accustomed to instant access to whatever they need at the click of a mouse.

So it's no surprise that it's frustrating for them when they have to wait up to a week for a journal article, required for their studies, to arrive through interlibrary loan (ILL). This is the dilemma that Brittany Johnson, Murray State University's coordinator of access services, and many other ILL librarians just like her face every day.

In 2011, Johnson attended the ILLiad Conference specifically to hear more about an innovative article delivery service called Get It Now from Copyright Clearance Center (CCC). The service, which is tightly integrated into an institution's search and ILL workflow, complements 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.

A U.S. News Best Regional University for 23 consecutive years, Murray State was moving toward a patron-driven acquisition model under the leadership of its library dean, and after learning more about Get It Now at the conference, Johnson was certain that it was a perfect fit. Get It Now's ease-of-use and ability to be integrated into ILLiad, Murray State's ILL platform, were key to Johnson. Placing an article request through Get It Now is just like placing a request with any other ILL supplier, and using the service keeps the order in the same workflow. The service can be configured in two ways: while Murray State opted to deploy the librarian-mediated version, the service is also offered as an unmediated OpenURL Link resolver-based version.

Challenges

Murray State University students, like most of their peers at other institutions, are accustomed to instant access to whatever they need at the click of a mouse. So it was little surprise that they were frustrated at having to wait up to a week for a journal article to arrive through traditional interlibrary loan (ILL).

Benefits

Get It Now enables ILL librarians at Murray State to provide library patrons with the immediate fulfillment of full-text articles from unsubscribed journals 24 hours a day, seven days a week. What's more, Get It Now is integrated with OCLC's ILLiad and ILL Fee Management (IFM) services.

How Get It Now works

The mediated version, used by Murray State, allows a librarian to review article requests and decide to obtain the content through ILL, Get It Now, or another source.

First, a patron searches the library's various databases. If the full-text of the desired article is not available, the patron clicks on the 'Find it at MSU' button, which sends him or her to the ILLiad log in. ILLiad automatically shows the patron the information about the article such as article title, publisher, and date.

When the patron clicks "submit," Johnson receives the request and reviews it, checking first to see if the library has the article. If the library does not, ILLiad automatically – and within seconds – checks to see if it is available through Get It Now and ILL. If the article is not available through ILL or has a rush request, Johnson 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's ILLiad account.

According to Johnson, Get It Now is automatically used to fulfill article requests for patrons who are registered with one of Murray State's extended campuses or who request an article be rushed since Get It Now articles are delivered in minutes or hours compared to days for ILL. Additionally, if a patron requests a color PDF, Johnson opts to use Get It Now. Get It Now delivers high-quality, full-color PDF articles straight from the publisher as originally produced—a critical benefit because in certain disciplines, such as the hard sciences, the coloring and clarity of images and graphs within research articles are essential.

In 2013, Murray State volunteered to participate in a pilot program to integrate Get It Now with OCLC's ILL Fee Management Service (IFM). The OCLC IFM service helps libraries reduce administrative costs by allowing users to pay—and be paid for—ILL lending charges through their OCLC invoices. The service reduces the workload and time spent generating invoices and writing checks. Get It Now users asked for the ability to pay for Get It Now articles through their IFM accounts, and CCC teamed up with OCLC and Atlas Systems to make the integration a reality. Now, Johnson receives monthly invoices from CCC listing Get It Now transactions so she can check her records, but Murray State's accounting department no longer has to write checks because the articles were already paid for through IFM. This has translated into significant time savings according to Johnson, and "... it has also given me peace of mind to know it's taken care of."

Based on Murray State's experience with Get It Now, Johnson finds herself using the service more and more and highly recommends it to other institutions.

"We are getting a lot of praise from our patrons about the turn-around time—how much faster they are getting articles since we adopted Get It Now," said Johnson. "Our library wants to provide a higher level of service to our patrons, and Get It Now is helping us achieve this important goal."

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Brittany Johnson

Coordinator of Access Services, Murray State University



About CCC

A pioneer in voluntary collective licensing, Copyright Clearance Center (CCC) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright and information management, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by helping people integrate and navigate data sources and content assets.

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