

**Company**

Drake University

Industry

Education

Location

Des Moines, Iowa

Background

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. Drake enrolls more than 3,000 undergraduates and 1,900 graduate students from 45 states and more than 42 countries. These students choose from more than 70 majors, minors, and concentrations and 20 graduate degrees offered through six colleges and schools. In addition, Drake offers a range of continuing education programs serving working professionals, community members, and area businesses.

Case Study

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 to reduce costs while still maintaining a high level of service.

So when the library's dean and collections development librarian heard about an 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.

Kristine Mogle, the university library's Head of Interlibrary Loan and Document Delivery, 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 10s of millions of 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.



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



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.

For example, individuals cannot place more than 10 orders through Get It Now in a 24-hour period, nor can the same person order 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.



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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