CORNELL **University Library**

Alumni Access Task Force Final Report

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INTRODUCTION

Sarah Thomas, University Librarian, created the Alumni Access Task Force and charged the group with examining potential services that Cornell University Library might provide to our alumni. The group was also asked to determine whether there is a sustainable market for those services.

Specific recommendations requested were:

- Should we offer services to alumni
- What services might be offered
- How might we deliver them
- What would be the cost
- What should be the timetable for development

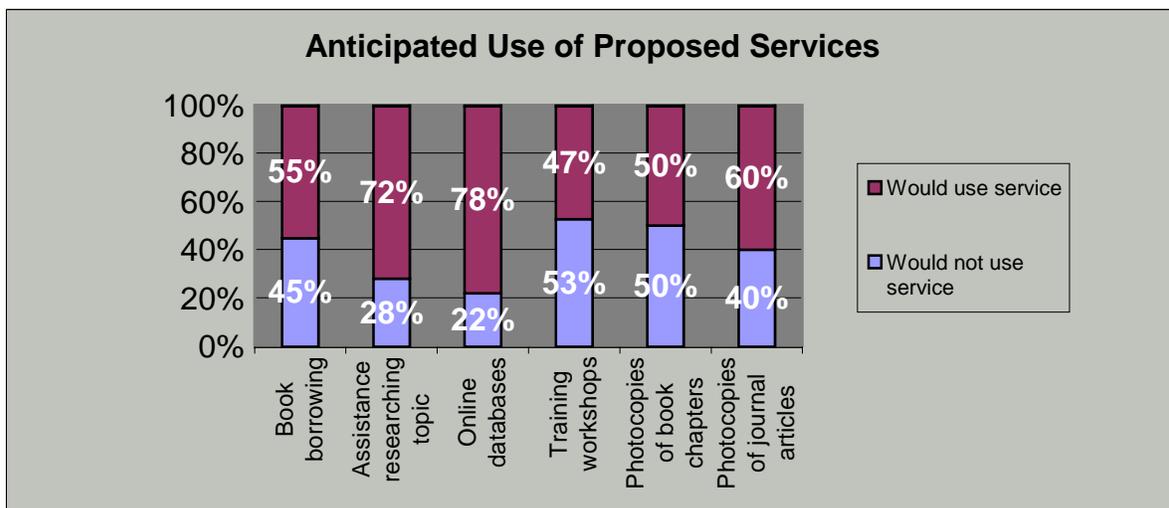## METHODOLOGY

OUR PEERS

We began with a survey of peer institutions to determine whether other libraries were offering services to alumni and if so, what services. Cornell University Library External Relations conducted an informal survey to a small group of alumni to discover "patterns of interest". In general, we found from these surveys that while many institutions are thinking about this issue, few are actually offering services at this time. Over the course of the work of the Task Force, the group observed an increase in interest from other instutitions. For example, task force members noted an advertisement for a coordinator of Alumni services at Johns Hopkins and discovered that Harvard was providing alumni access to the *ProQuest* databases. Detailed findings for each institution and a comparison between institutions are available in Appendix B.

OUR CURRENT SERVICES

The Task Force compiled a list of all services that CUL currently provides to our alumni. Several Cornell University libraries currently offer fee-based services, which are used by alumni. Reference staff in most libraries informally provide more assistance to alumni if they identify themselves in their inquiries than they would to a non-Cornellian making an e-mail or phone request for information. The statutory libraries offer privilege cards to any New York State resident, so alumni that live in New York State have full access to any of the statutory libraries. These services are just some examples. See Appendix C for a more detailed list. While CUL offers a number of services to alumni, they are not organized or marketed in a cohesive way.

To better understand the potential interest in library services for Cornell alumni, we surveyed a select group of 500 alumni (from our total alumni population of about 60,000). This survey helped us learn more about their information needs, current usage patterns, and satisfactions and dissatisfactions. We also gathered information about specific resources and services they judged to be potentially of greatest value for their work and/or personal use. In terms of overall interest, having access to online databases, receiving assistance researching a topic, and having photocopies of journal articles delivered to their desktops are the three top services identified by the surveyed alumni. (See appendix A for complete survey results.)

Anticipated Use of Proposed Services

Service	Would use service	Would not use service
Book borrowing	55%	45%
Assistance researching topic	72%	28%
Online databases	78%	22%
Training workshops	47%	53%
Photocopies of book chapters	50%	50%
Photocopies of journal articles	60%	40%

RECOMMENDATIONS

- The Task Force recommends that the Library move forward with a plan to create a library services package aimed at Cornell alumni.
- We recommend that the new Director of Distributed Library Services lead the charge to implement a pilot service, and offer it to a representative alumni population. This pilot project will offer concrete feedback not available through surveys. The pilot project will help determine which services are most useful to alumni. It will also allow the Library to determine which services are cost-effective for CUL. By beginning with a pilot service, staff can work on developing the proper infrastructure to support a full-fledged service. This service should be in-place by August 1, 2001.
- A separate web page/gateway devoted exclusively to alumni should be created and incorporate all services and resources aimed at alumni. It would perform the same search and delivery functions as the current Gateway, but would present only those resources which alumni were authorized to use.
- A tightly focused collection of commercially available networked resources should be selected with alumni interests in mind. These resources should be

supplemented with a selection of free resources already available to anyone via the Internet. Our alumni service can package these free resources in a way that makes them much easier for our alumni users to locate. The Task Force has received preliminary price quotes for several high-interest databases. (See appendix D)

- Apart from the most popular service--access to fulltext databases (78% interested), others to offer include (in descending order of interest as gauged from the survey):

To be included as Part of Pilot Project
   a. Personal assistance researching a topic (ie reference services) (72%)
   b. In-house and commercial document delivery of articles discovered through bibliographic databases (60%)

To be added post Pilot Project
   c. Delivery of facsimile book chapters discovered through bibliographic databases (50%)
   d. Training sessions on using services provided by CUL (47%) to be offered "on location" for alumni groups.

- While the desire for book borrowing privileges garnered a 55% share interest, the Task Force recommends that we NOT offer this service at this time. We feel that the issues surrounding their delivery and reduced access to the local Cornell Community outweigh the benefits of offering this service to alumni. Other options may include limited book borrowing privileges for some local alumni and facilitating the purchase of copies of books on behalf of alumni.
- The "alumni gateway" should include services, such as MyLibrary (including MyLinks and MyUpdates) and other appropriate services we develop for those learning at a distance.

COSTS

Appendix E contains a spreadsheet that details the Task Force's best guess as to the costs associated with offering Library services to alumni over the course of the next three years. In preparing the cost model (patterned after the Distributed Learning cost model), we looked at costs that would support a separate, independent service. In reality, we believe that many of the costs could be shared with existing Library initiatives, including distributed learning.

We expect maximum overall costs for a standalone service to be:

Year One: $247,000   Year Two: $252,000   Year Three: $372,000

PUBLICITY

In our preliminary report delivered April 2000, the Task Force noted that Mary Berens, Director of Alumni Affairs offered assistance publicizing our library services targeted to Cornell alumni. We should follow-up on this offer. It may be a good vehicle for recruiting users to participate in the pilot project.

Before we offer expanded access to CUL's alumni services beyond the Pilot Project, a second, brief survey instrument should be mass-mailed out to all prospective clients serving the dual role as publicity of our services as well as to gauge any new patterns of needs not already included. Working with Alumni Affairs and Development, the Library should advertise the service through the alumni web page "CU Alumni, Parents, and Friends" as well as post an ad in all appropriate alumni listservs and in the *Cornell Magazine*. Finally, the Library should have a demo page available, after the pilot project is designed, for "show-and-tell" at alumni events in fiscal year 2002.

ISSUES FOR CONCERN

Access

    CUL has built its collection of resources assuming that patrons have reasonably robust access to the Internet and are using a current version of a web browser. Will alumni be able/want to make use of these services given the issues surrounding s/low bandwidth associated with most commercial Internet service providers? We believe that any alumnus wishing to use CUL's resources must meet current baseline technical requirements and needs to know what these are before committing to the alumni service.

Techno-troubleshooting

    Does the Library wish to take on the anticipated need for technological troubleshooting for users of alumni services?

Secure Access

    Before CUL can sign agreements with information providers, we must be able to guarantee security ensuring that only legitimate users of the alumni service are able to get access to commercial database products. For those resources that are not free, CUL determines that a patron is an authorized user by checking the patron's NetID and university status against records held in two systems created by the Office of Human Resources (OHR) and maintained by Cornell Information Technologies (CIT). We expect that modifying CUL's software to recognize a new set of patrons would take a week or two of programmer time--roughly $2,000. A

problem whose cost is more difficult to estimate is that of adding a new and distinct group to the university's NetID system. Representatives of Mann's Information Technology Services and of CIT have estimated that the technological cost appears to be almost non-existent. We could not, however, estimate the administrative cost of OHR's and CUL's creating and maintaining a subscription system of NetID's.

Copyright

Is the Library prepared to respond to the issues surrounding copyright of materials requested by alumni? When copying book chapters for remote delivery, what is the threshold for payment of royalties? We need to establish guidelines and procedures (most likely developed as they occur for the first time) on how to supply this information whether the resource is copied in-house or through a third-party provider (Copyright Clearance Center.)

FINAL THOUGHTS

A pilot project provides the best method for gaining experience in providing service to alumni. As alumni learn more about the services the library can offer, we may find that they desire services that were not originally considered important in the survey. Several of the database providers are quite interested in exploring this option with Cornell, and seem to be willing partners in exploring opportunities in this market. The pilot project will allow Cornell to examine costs and benefits in a realistic way.

Appendix A: Results of the Survey

BACKGROUND:

The Alumni Access Task Force was charged with conducting an enquiry into services that Cornell University Library might provide to our alumni and to determine if there is a sustainable market for them.

For this purpose we decided upon an initial survey of 522 alumni (from our total alumni population of 60,000) to learn more about their informational needs, current usage patterns, satisfactions and dissatisfactions, and which specific resources and services from CUL they judged to be potentially of greatest value for their work and/or personal interests.

The Library Management Team and the Library Advisory Committee were addressed by Scott Wicks and Leah Solla, and a Power Point presentation was offered (in mid-September 2000), to solicit their reactions to the Task Force's proposed plans. Their input/feedback was incorporated in the survey instrument which was soon to be mailed out to the selected 522 alumni.

We obtained the list of alumni names from the Development Office. Our goal was to look for trends, interests, and willingness to support the program, and we expected the responses would be valuable in guiding our decisions about what we should include in our "package".

The original survey was mailed out in early October 2000, and a follow-up reminder postcard was sent 3 weeks late, with a total of 142 responses (27%) from our sample of 522.

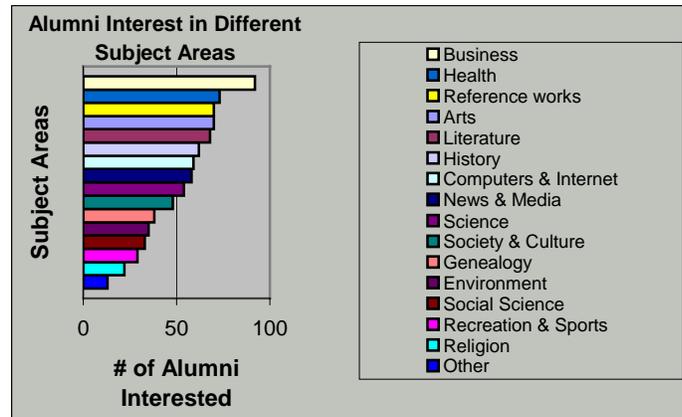|	
Class Presidents	(76)
Cornell Club Presidents	(119)
Trustees	(61)
Library Advisory Council members	(15)
Cornell University Council members in NY and NJ	(249)
other (New Mexico)	(2)

This appendix includes the questionnaire, as well as the raw scores on the responses to each questionnaire item, along with charts and graphs that display the data.

Summarized below is a brief overview of the data we collected. Several interesting questions arise which it might be worthwhile to investigate further.
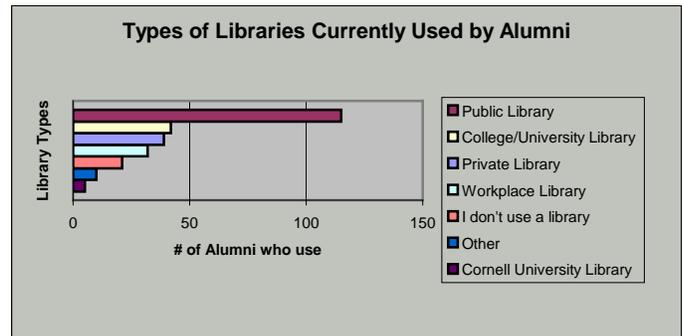
OVERVIEW of the FINDINGS

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1.1. ALUMNI INTERESTS

- The most popular interest of those we listed, was in the field of **business** (92 responses), followed by health, reference works, arts and literature.
-

Alumni Interest in Different Subject Areas

Subject Areas

# of Alumni Interested

Legend:
- Business
- Health
- Reference works
- Arts
- Literature
- History
- Computers & Internet
- News & Media
- Science
- Society & Culture
- Genealogy
- Environment
- Social Science
- Recreation & Sports
- Religion
- Other

1.2. TYPES of LIBRARIES USED:

- The vast majority of alumni (81%) rely on **public libraries** for their information needs, while academic, private, and workplace libraries are also use

Types of Libraries Currently Used by Alumni

Library Types

# of Alumni who use

Legend:
- Public Library
- College/University Library
- Private Library
- Workplace Library
- I don't use a library
- Other
- Cornell University Library

1.3. SATISFACTION LEVELS:

- 56% of respondents are **satisfied** with the resources and services currently available to them.
- The most common **reasons** for dissatisfaction are:
    a) limited size, scope, and range of library materials; or
    b) paucity of current materials, particularly in science, reference, databases;
   c) limited library hours.

Do the libraries you use satisfy your information needs?

No 44%

Yes 56%
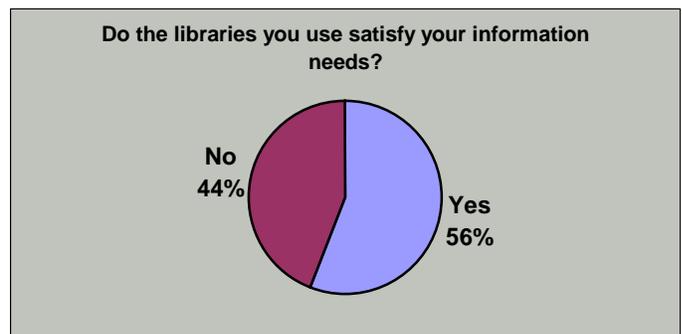
1.4. LIBRARY SERVICES USED---FREQUENCY & REASONS:

Current Library Use
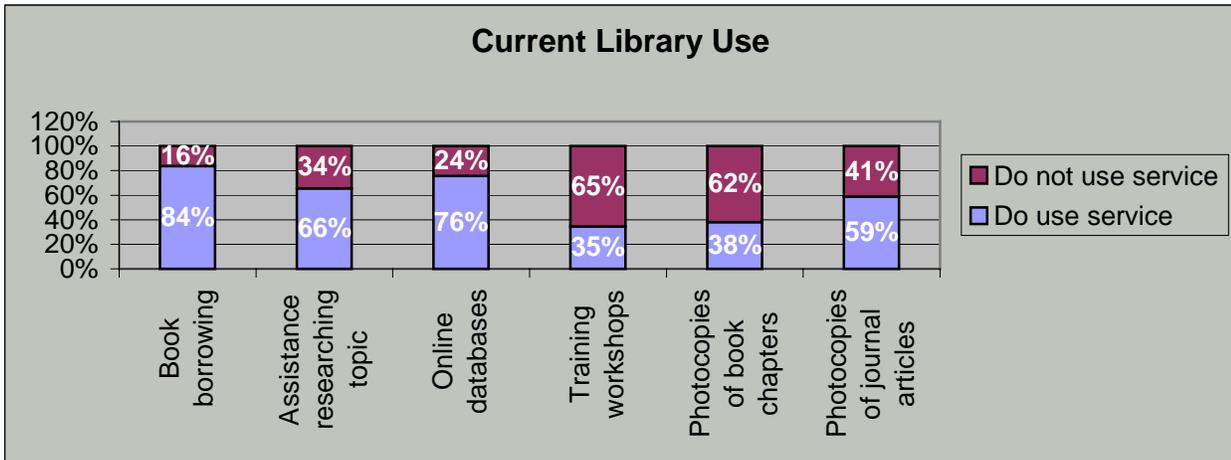
- <u>Book borrowing (84%),</u> for personal reading is the main use of a library for alumni and their families. 39% borrow books for work or work-related reasons.
- 34% do not ask for <u>assistance with researching a topic,</u> while 66% do. Personal information needs is the most commonly mentioned reason, followed by business.
- <u>Databases</u> receive high use and 52% use them for <u>business reasons</u>, 35% for personal information needs.
- Attendance at <u>training workshops on internet use</u> is primarily for work-related reasons (29 responses), and 19 attend for personal reasons.

- <u>Photocopies</u> of book chapters and journal articles from online searches are mostly used for work-related needs, but the responses indicate low usage overall.

Photocopies of Journal Articles Found from Searching Online Databases
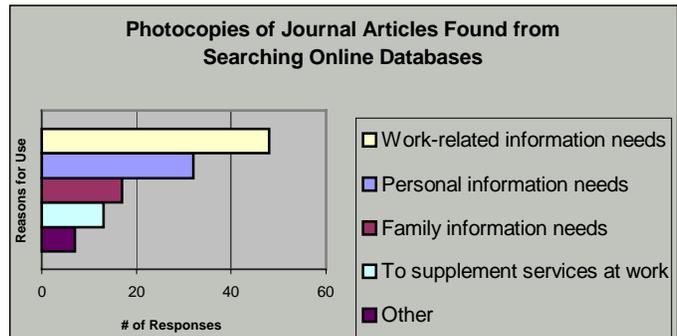
In summary, book borrowing, online databases, personal assistance researching a topic, internet use training workshops, audio-visual materials, travel/health/investment information, are the order of priority reflected in the responses as the services currently most used by alumni.

2.1. INTERNET ACCESS:

- 93% have <u>access to the internet from home and/or work</u>, and some have special arrangements while traveling. Only 2 respondents do not have internet access.

Do you presently have access to the internet?

|	
Yes, from home	133
Yes, from work	105
Yes, from other location	18
No	2

# of Responses (0, 50, 100, 150)
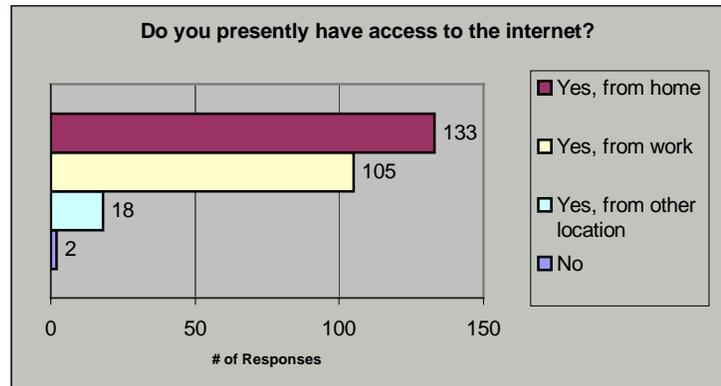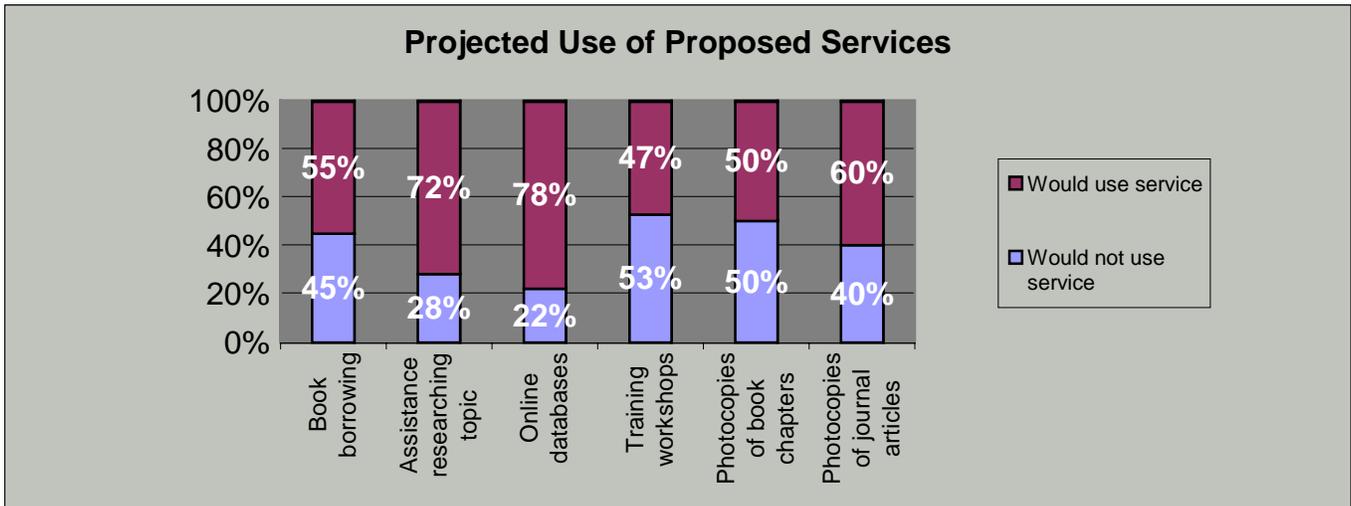
2.2. FAMILIARITY with CUL GATEWAY:

- It is interesting to note that despite ubiquitous internet access only 15% (22 alumni) claim familiarity with the <u>CUL Gateway</u>, but the vast majority 85% do not. It is quite likely, |however, that an introduction to the Gateway might generate not only greater interest in online access to CUL's resources and services, but also the need for instruction in navigating/searching electronic materials.

3.1. YEAR of GRADUATION:

- The year of graduation spanned 6 decades: 40's -- 5; 50's – 30; 60's – 45; 70's – 37; 80's – 19; 90's – 10.
- It would be interesting to compare the above 60 and below 60 age groups as well as the most recent graduates. Perhaps the recency of graduation has some weight on comfort zones pertaining to electronic access and thus, to CUL's program proposal.

Graduating Class of Respondent

1940s	1950s	1960s	1970s	1980s	1990s
5	30	45	37	19	10
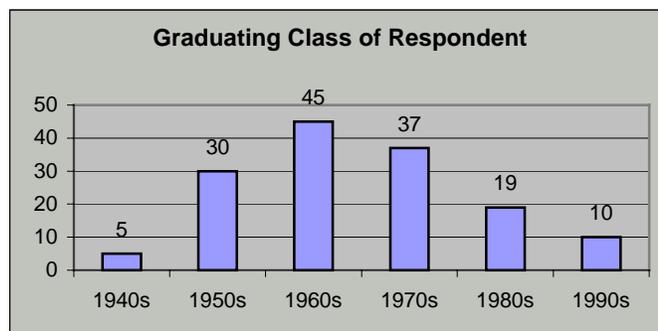
3.2. PROMPOSED CUL SERVICES for ALUMNI:

**Projected Use of Proposed Services**

In terms of overall interest, having access to online databases, receiving assistance researching a topic, and having photocopies of journal articles delivered to their desktops are the three top services identified by the surveyed alumni.

- (a Alumni say they would <u>borrow books mostly for personal interest</u>. While 55% think they would use the service, only 9% would use it weekly or more frequently. Here, too it would help to know who the more frequent users would be, and where they reside---locally in Ithaca, in-state, or elsewhere.

Book Borrowing Frequency
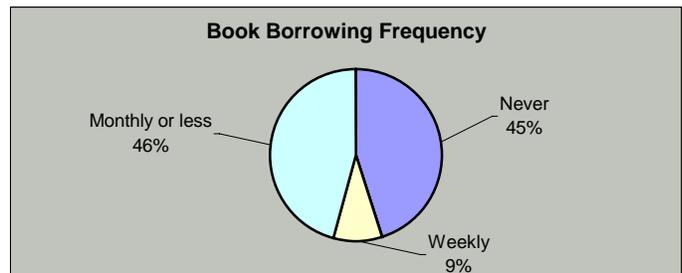
- (b) Alumni would find <u>research assistance</u> of value, though 56% may use it monthly or less frequently and 28% not at all. However, with access to CUL networked resources and services, their perception might change.

Personal Assistance Researching a Topic Frequency of Use
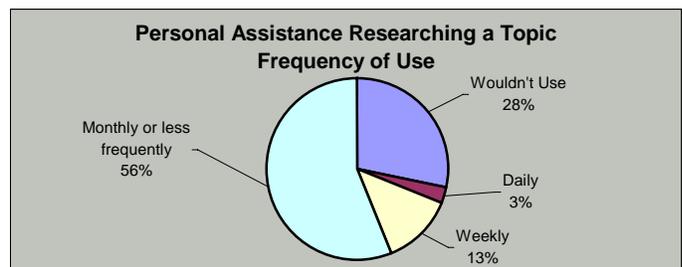
- (c) 12% say they would use <u>online databases</u> daily, 26% weekly, and 38% would use the resources once a month or less often. 24% would not use the service at all. At the right you can see that they would use the service almost equally to fill personal and work needs.

Access to Online Databases of Citations, Abstracts, and/or Full Articles
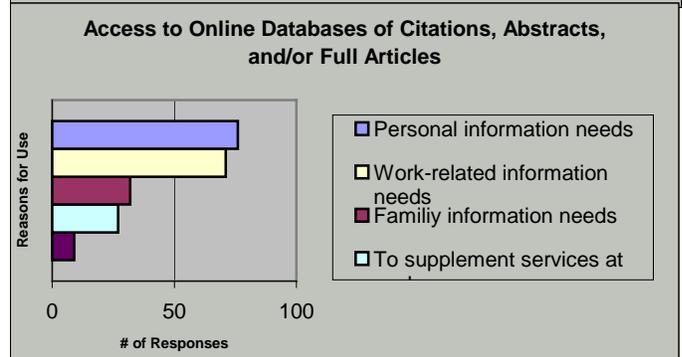
- (d) Those who would <u>attend internet workshops</u> at Cornell, or close to home (47%), would do so for reasons both <u>work-related and for personal interest.</u>

Training Sessions on Using Servies Provided by Cornell Library

Reasons for Use

□ Personal information needs
□ Work-related information needs
■ Family information needs
□ To supplement services at work
■ Other

# of Responses
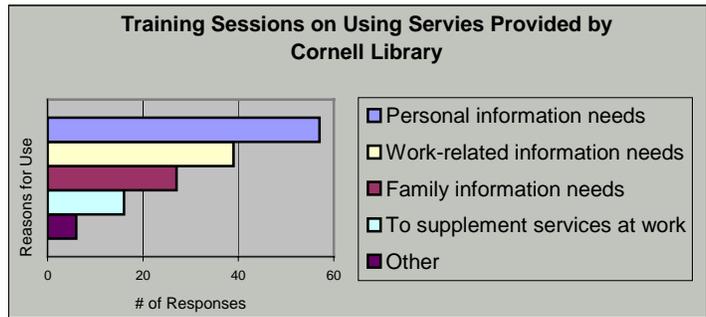
- (e&f) Desktop <u>document delivery</u> of journal articles would garner a lot of support, but its projected use would be heavily favoring work-related queries.

Delivery to Your Home of Photocopies of Journal Articles Found from Searching Online Databases
Frequency of Use

Wouldn't Use 40%

Monthly or less frequently 49%

Daily 1%

Weekly 10%

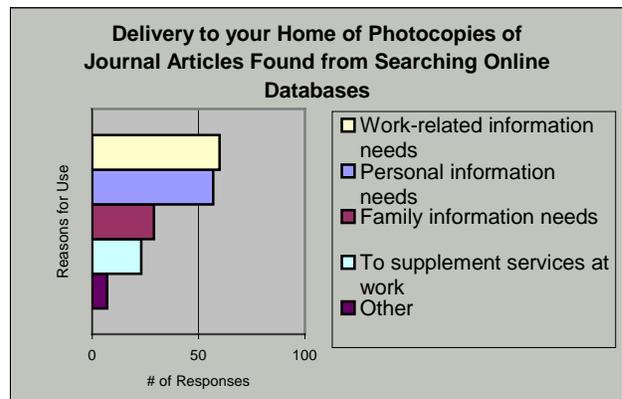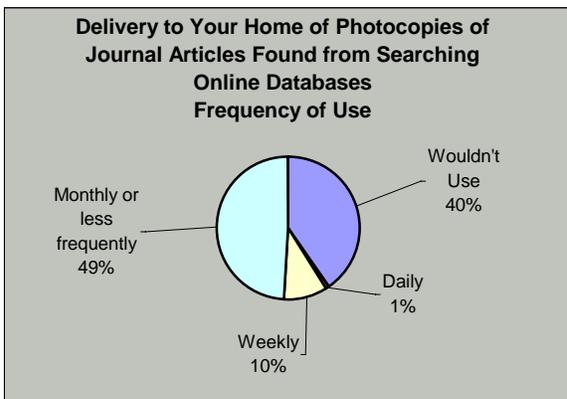**Delivery to your Home of Photocopies of Journal Articles Found from Searching Online Databases**

Reasons for Use

□ Work-related information needs
□ Personal information needs
■ Family information needs
□ To supplement services at work
■ Other

# of Responses

In the projected use of CUL's enhanced services, work-related and personal needs are almost on par. Current usage is weighted in favor of <u>work-related needs</u>. Other reasons cited are family needs, helping with children's school projects & homework.

4.1. PAYMENT PREFERENCES:

- Of those interested in access to CUL services, 53% would prefer to pay a per usage fee, 24% an annual fee, 3% a monthly fee, and 20% a one-time perpetual access fee.

If you are interested in having access to Cornell University Library services, would you prefer to be billed by:

One-time fee for perpetual access 20%

Monthly fee 3%

Annual Fee 24%

Per usage fee 53%
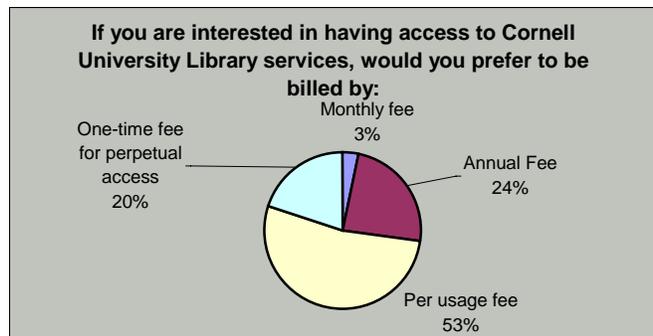
Appendix B: Alumni Services Provided by Peer Institutions

CUL's External Relations Dept. surveyed several institutions using the DORAL listserv (thirty-five plus development officers of research and academic libraries), the IVYMITS (Ivies, MIT and Stanford) listserv, and through web browsing of the relevant pages at a number of other institutions the Task Force recommended be polled.

Patterns of Interest from survey participants

1) Is alumni access to collections available?
- 97% of university libraries surveyed permit alumni access to collections.

2) Is access limited? To whom?
- 30% of university libraries surveyed provide unlimited access to alumni.
- 30% of university libraries surveyed require alumni to register for access.
- 10% of university libraries surveyed limit access to in-state alumni.
- 20% of university libraries surveyed require alumni to join an alumni association or a friends of the library group.

3) How is access available?
- 43% of university libraries surveyed provide access only through reading and borrowing privileges.
- 37% of university libraries surveyed provide access through on-site electronic resources in addition to reading and borrowing privileges.
- 10% of university libraries surveyed provide interlibrary loan service use for alumni.

4) What fee structure do you use?
- 27% of university libraries surveyed do not charge alumni a fee for access and borrowing privileges.
- 23% of university libraries surveyed have a fee for access.
- The average fee for access is $90/year.
- 53% of university libraries surveyed have a fee for borrowing privileges.
- The average fee for borrowing is $154.63/year.

5) Is all cost borne by the user or is a portion borne by your institution?
- Only 3 university libraries addressed this question.
- 2 of the university libraries surveyed indicated that the library subsidizes half of the cost for the user.
- 1 of the university libraries surveyed paid for 25% of the cost for the user.

6) Problems encountered with providing alumni access?

- 20% of the university libraries surveyed reported problems with alumni frustrated at their inability to access the electronic resources available to students and faculty.
- 6% of the university libraries surveyed are working to set up an alumni portal listing the electronic resources available to alumni.
- 6% of the university libraries surveyed report difficulty with patrons returning materials.

7) Other issues for our awareness/consideration?
- MIT would like to discuss a joint approach to electronic resource vendors to negotiate a rate for alumni which would be more than the deeply discounted education rate, but much lower than the very expensive market rate.

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1. Do you offer alumni access to your collection? Is access limited? To whom?

Brown University: Collection available to alumni with access card.

Columbia University: Alumni of Columbia University, Barnard College, Teachers College, and Union Theological Seminary.

Dartmouth: Access to the collection available to general public. In addition, alumni are granted borrowing privileges when they register for this service.

Duke University: Alumni access granted with library card

Harvard University: Alumni granted unrestricted access.

Indiana University: Alumni granted access to unrestricted online databases.

Iowa State: Access to the collections is open to anyone who walks in the door. Alumni are eligible to obtain a Library Visitors Card.

Massachusetts Institute of Technology: Access available to all alumni

Michigan State: In-state alumni who are in-state access to the library.

Middle Tennessee State University: Unlimited alumni access.

New York University: Alumni access is limited to the Friends of Bobst Library.

Notre Dame: Alumni have access to the library

Ohio State University: any alum who joins the OSU Alumni Association receives a courtesy card to use any of the OSU libraries. Providing that they remain in good standing, they have unlimited

access to borrowing and renewing up to 999 books. Alumni not belonging to the association can use the libraries when they join Friends of the Library, they must renew their membership each year to remain in the system.

Ohio University: Alumni who apply for a courtesy patron card

Princeton University: Alumni granted access for a fee.

Purdue University: Any resident of the state of Indiana can use our resources and obtain a library card. Alumni from out of state are issued a courtesy card.

Smith College: Alumni may visit the library and obtain a borrowing card.

Texas A&M: Alumni may visit the library and obtain a borrowing card.

UCLA: Alumni may obtain a library card by being a member of the alumni association or by joining the Friends of the Library.

University of Chicago: All alumni have access to collections.

University of North Carolina at Chapel Hill: Anyone who is a member of the alumni association can get a library card. Web access given to all users if the license permits, but do not give access where it doesn't.

University of Oregon: Alumni who are members of the alumni association, President's Associates, and lifetime President's Associates.

University of Pennsylvania: Alumni can visit the main library whenever it is open and use printed material and reference staff. Alumni may visit specialized libraries as long as they have checked ahead regarding visiting hours.

University of Toronto: Alumni who purchase library cards.

University of Virginia: An alumnus can get a library card.

University of Washington: All alumni may use materials in the library. Alumni who are current members of the UW Alumni Association may borrow materials.

University of Wisconsin: Access available to the general public before 11:30 PM.

Virginia Tech: Access available to in-state alumni.

Williams College: Alumni and their spouses who obtain a courtesy borrowers card.

Yale University: Alumni on an occasional basis not to exceed 30 days each year.

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2. How is access available (electronically, mail, loan, etc.)?

Brown University: Access is available through stack and borrowing privileges.

Columbia University: Alumni have reading and borrowing privileges.

Dartmouth: Alumni may check-out materials, and access databases at the library but not from home since the majority are password protected or IP base. The interlibrary loan services are available at an annual fee. (see question #3).

Duke University: Alumni access is available through reading and borrowing privileges to libraries depending on the type of library card purchased.

Harvard University: Stack access and borrowing privileges.

Indiana University: Online databases not restricted by licenses.

Iowa State: Alumni may check-out materials, access a number of electronic databases, and access interlibrary loan services with a library card

Massachusetts Institute of Technology: Access is available through professional research help, document ordering services, borrowing services, and the MIT Libraries' online catalog.

Michigan State: Borrowing privileges are available to in-state alumni.

Middle Tennessee State University: Check-out materials, electronic databases and catalog through their web page.

New York University: Reading and borrowing privileges are available for additional fees.

Notre Dame: Borrowing privileges available.

Ohio State University: Access to the collection is available electronically, some mail for special needs, interlibrary loan service, Ohio LINK, and by appointment to special collections.

Ohio University: Access to collection and borrowing privileges.

Princeton University: Access to collection and borrowing privileges.

Purdue University: Library card issued allows borrowing privileges and use of online resource, Thor, which includes a virtual reference desk.

Smith College: Borrowing card grants check-out privileges.

Texas A&M: Use of reference materials, electronic databases, and other resources on-site. Borrowing privileges extended to former students. Circulating materials from the University Libraries may be borrowed through the interlibrary loan service to public & academic libraries.

University of Chicago: Alumni may check-out materials as well as use the interlibrary loan services at a fee.

University of North Carolina at Chapel Hill: Alumni with library cards have access to all materials and the right to borrow them. Whenever possible they use traditional interlibrary loan procedures for out-of-town or out-of-state alumni. Documents covered by the licensing agreement can gain access from off-campus sites via a proxy server.

University of Oregon: Borrowing privileges and access to library's electronic resources not restricted by licensing agreements.

University of Pennsylvania: Borrowing privileges and the few databases not restricted are available.

University of Toronto: Stack access, borrowing privileges, renewals, and holds available depending on library card purchased.

University of Virginia: Interlibrary loans are no longer done but resources of the library on-site, including all proprietary online databases, are available to everyone. Licensed databases are not available to alumni off campus.

University of Wisconsin: Reading and borrowing privileges for a fee.

Virginia Tech: Reading & borrowing privileges for in-state residents.

Williams College: Borrowing privileges.

Yale University: Stack access and borrowing privileges for a fee.

3. What fee structure do you use?

Brown University: Access is granted at no cost. Borrowing privileges are granted for a fee of $75 per year.

Columbia University: Reading privileges are valid for five years and renewable without charge. Borrowing privileges are available for a fee of $30 per month.

Dartmouth: There is no registration fee for the card but Alumni are encouraged to contribute to the Friends of the Dartmouth Library. The Interlibrary loan services are available at an annual fee of $150/year as a Guest Borrower and then available on a $$/transaction, unless it costs the library more in charges from the lender.

Duke University: A Perkins System Card is available for $25 to alumni and provides access to the Perkins System libraries. A campus borrowers card is available for a fee of $75 to alumni and provides access to the Perkins System libraries plus Divinity, Law, Medicine, & Fuqua business libraries.
Iowa State: A one time $4 fee to obtain a library card. In addition, there is no fee for interlibrary services unless alumni would like the documents delivered to their home. In this case there is a $12 fee.

Harvard University: Stack access is free for six days per calendar year. The stack pass fee is $50/year or $15/quarter. The special borrower card is available for $100/year or $25/quarter.

Massachusetts Institute of Technology: Alumni/ae who want to borrow materials from the Libraries' collections may apply for a Libraries Privilege Card at $150/year.

New York University: Alumni who are members of NYU's Friends of Bobst Library pay a fee of $125 which entitles members to reading privileges. For borrowing privileges there is an additional fee of $500 per academic year. Life memberships are available for a donation of $5000. They also offer half-year and summer rates.

Notre Dame: For all donors newly affiliated to the library, the fee is $500/annum. Old friends group members are to be grand fathered in at the $125 rate for as long as they wish.

Ohio State University: Annual membership to the association is $40 or to Friends is $45.

Ohio University: $5 annual fee for borrowing privileges for 3 weeks with a limit of 5 items and a renewal limit of 1.

Princeton University: An access card is available for $20 for one week access, $40 for one month, or $165 for one year. A borrower's card is available for $210 for the 1999-2000 school year.

Smith College: No fee for borrowing card.

Texas A&M: No fee for borrowing card.

UCLA: The fee for being a member of the alumni association is $40/year . For the Friends of the Library the fee is $80/year.

University of Chicago: Alumni holding a Ph.D., M.D., or D.Min may obtain borrowing privileges for a fee of $15 per quarter. Alumni holding the baccalaureate or masters level may obtain borrowing privileges for a fee of $50 per university quarter. Alumni who are registered for borrowing privileges may also purchase Interlibrary Loan service at $5 per filled transaction, plus any additional loan or copy fees charged by the supplying library.

University of North Carolina at Chapel Hill: A member of the alumni association can get a library card for a $10 (plus $5 annual renewal). Unless they are current library donors. Anything they have mounted on the Web, such as their Documenting the American South, is available for free.

University of Oregon: Annual membership in the alumni association is $40. President's Associates are annual university donors of $1000 and lifetime President's Associates are donors with $50,000 lifetime giving.

University of Pennsylvania: Alumni can get a library courtesy card and borrow for 30 days at a price of $200 per year.

University of Toronto: An alumni card entitles stack access to Robarts Library and is available for $20 plus tax. An alumni borrower card entitles alumni to 25 loans at a time for a fee of $40/year. A research reader card entitles alumni to 100 loans at a time, 2 renewals, and holds on material for a fee of $80/year, $50/6 months, $35/3 months, or $25/year for seniors.

University of Virginia: There is no fee for a library card.

University of Washington: Borrowing privileges obtained through UW Alumni association membership. The membership fees are $45/year for single, $55/year for joint, $35 for senior annual single, $45 for joint, $550 for life, $300 for senior life, 5 annual payments of $120 for installment life.

University of Wisconsin: In-state residents can apply for an annual borrowing card with a deposit of $30.

Virginia Tech: No Fee

Williams College: No fee for courtesy borrowers card.

Yale University: No fee for stack access. Borrowing privileges may be purchased for a fee of $15 per month or $150 per year.

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4. Is all cost borne by the user or is a proportion borne by your institution? (what percentage?)

Duke University: Alumni are subsidized $10 of the cost of the Perkins System card and $25 of the cost of the Campus Borrowers Card by the library.

Iowa State: In terms of the document delivery service, the library subsidizes over half of the cost of the service.

Ohio State University: It does cost us money to provide all types of access to our libraries and Ohio LINK databases. I do not know the percentage off hand.

Princeton University: The university subsidizes half of the cost of the borrowing privileges.

University of Pennsylvania: The library feels that $400 per year is an accurate assessment of the cost of providing service. Therefore, they subsidize alumni half of the cost.

5. What problems have you encountered in providing alumni access?

Dartmouth: Sometimes they encounter difficulties getting materials returned-but it's not a major, ongoing problem. As parts of the collection move to electronic form, access to databases off-site is something alumni might like, but it's dubious that the Library could pick up the tab to do so.

Iowa State: Alumni have problems accessing the electronic resources available such as indexes and abstracting services, as well as full text resources due to authentication and authorization of people that come into the ISU network from an outside Internet service provider (ISP). Information Technology staff are trying to improve this process. The license signed with electronic resources can be pretty restrictive in terms of allowing alumni use to them.

MIT: Vendors are not willing to extend the education rate for large online databases to cover alumni users.

Ohio State University: They are reviewing the borrowing policy because we do have some patrons with hundreds of books out for several years. Only a few have been irked that they don't have free reign in the libraries, but most do expect that they have to join or sign up to use the library.

UCLA: There are problems with the Friends who have experienced a decline in membership. They are concerned that non-alumni members of the Alumni Association are joining for the library privileges instead of the Friends because of the lower fee.

University of North Carolina at Chapel Hill: Licensing agreements sometimes prohibit alumni from gaining access to documents off the Web.

University of Pennsylvania: Alumni become frustrated when they see the fabulous databases but cannot access them.

6. Other issues for our awareness/consideration?

Dartmouth: They have had alumni auditing courses-particularly from the Business School. In that particular instance, the faculty member negotiated access to some of the special resources needed for the course. He has had an ongoing dialog with the producers of these products regarding appropriate use. There's a lot of hesitancy from publishers to allow this kind of access, particularly in the business area, where they view it as undercutting their markets.

Iowa State: Alumni expect some special dispensations from the Library, and to a limited extent, we provide them. We probably do not offer them everything we would like, however.

MIT: Librarians would like people from other colleges to consider a joint approach to one of the major vendors. The idea is that we might be able to negotiate a rate for alumni which would be more than the deeply discounted education rate, but much lower than the very expensive market rate.

Middle Tennessee State University: They are in the planning stages of developing an alumni portal to their web page.

Northwestern: The library is beginning to explore this on a pilot-project basis. Since we are in the explorative and formative stages, I would appreciate you posting survey results to the DORAL list serve.

Notre Dame: Alumni Access is take care of by Circulation, not advancement.

Ohio State University: To prove their alumni association, they carry an alumni card or Friends card if a friend member. The alumni association stated that many alums sign up for the assoc. status because of the Library benefit.

University of Pennsylvania: There are plans to set up an alumni portal so that alumni can see what they can have. They can still look at our main portal but the portal will be organized to meet their needs, and to provide easy access to the free stuff. There are talks with the Alumni Relations office to see if they want us to offer a basic set of databases free or in conjunction with their alumni membership, or at a "premium" level of alumni membership. U Penn advises to talk with your AR office to see what they are up to. Often the AR office is well advanced compared to the rest of development, when it comes to using the net for constituency-building. Also, a piece is available on alumni portal from Mr. Corson-Finnerty for further information.

Appendix C: CUL's Current Services to Alumni

Before we look too far into what services we could provide to Cornell alumni, we felt it would be worthwhile compiling those services we currently provide. While current services for alumni are not standardized or heavily marketed, there is an overall sense among the service units on campus that we should be trying to provide the best service we can to Cornell Alumni. In general, they receive a higher level of help with reference queries than the average non Cornell patron and in some libraries receive free borrowing privileges. Below is some background information on current services and procedures at several of the campus libraries.

Catherwood Library

The Catherwood Library has an organized fee-based research service called *ILR: Access*. Just recently alumni were offered a 10% discount. Alumni are not authenticated; if they identify themselves as alumni they are given the discount. The service usually consists of subject research including database searching. Patrons are only provided with abstracts initially; full-text is provided for an additional fee. Permission has been granted by the vendors for resale on a cost recovery basis. Most of the databases are not web-based (BNA databases, but *ABI Inform* is also searched. The service is probably just breaking even but the Library is trying to increase activity. They will face staffing issues as they develop. The service has its own web site, which had had a marked effect on activity: http://www.ilraccess.cornell.edu.

Hotel Library

The *Hostline* service was designed in response to the many inquiries for service from alumni and industry. They found this service more useful and easier than just saying 'no' all of the time. They have one librarian who spends about 70% of her time handling the service and some student support. The service is set up on a cost recovery basis. Even so, the fees are at a level to discourage use of the service, but they are still much less expensive than going to a for-profit info broker. They offer a 10% discount to alumni, full price to non-alum. They end up doing many estimates for jobs that never get filled. This can take a lot of time. Last year they did 360 invoices. Since January of this year, they have had 95 requests. They made $34K last year, and lost some money. They bill at $125/hour.

Mann Library

At Mann Library alumni can get Mann Library cards. (All New York State residents are eligible for a free NYS borrower's card.) Alumni can come into the library and borrow books for 4 weeks. According to Howard Raskin, alumni tend to use the service if they are in Ithaca for conferences or

vacation. The colleges tell alumni that it is a benefit, but they must come into the library to sign up for the card. Alumni occasionally request photocopies of articles. There is no strict policy on whether to charge or not. Charges depend on circumstances.

Management Library
The Management Library currently does not offer any fee-based services. They do get requests for this type of service, but they are not set up with appropriate database accounts and billing mechanisms to do it. They would like to be able to offer more to alumni, and the Johnson School would also like them to be able to offer this service.

Olin/Kroch/Uris libraries
The OKU Access Services Division, responsible for system-wide library card service for the endowed libraries, has no special provisions for alumni. Alumni may purchase borrowing cards along with anyone else (except those enrolled in another educational institution). There is no discount.

While the OKU Reference Division has no formal policy concerning alumni, it makes every effort to provide a higher level of service for those who identify themselves as alumni. Those who do not identify themselves as alumni are usually queried to determine if they are, indeed, alums. This applies to written correspondence, phone service and e-mail reference, and now LiveHelp chat. As the Division handles a fairly high volume of requests, particularly through e-mail, available staff-time is the only limiting parameter. At the reference desk, every user receives the same high-level of service. OKU Reference also provides alumni outreach in the form of workshops offered during Reunion. They usually offer three to four presentations each year, which are very well-attended.

The Rare and Manuscript Division maintains close ties with alumni, including extensive outreach programs, tours, etc. Services, basically desk and reading room service, are open to alumni, but they are really available to anyone, anyway.

Vet Library
The Vet Library offers service to outside researchers. They answer factual questions providing specific data, do literature searches and provide photocopies. The do not do ILL for outsiders. They bill to cover their costs at $.15 per page plus $3.00 handling and postage costs for articles. They also fax and express mail for a larger fee. Their charges may be going up. At present they do not charge for time. They do not actively advertise.

Appendix D: Price Quotes from Commercial Database Providers

Bell and Howell's PROQUEST
Mike Dosey from ProQuest provided the following pricing data:

ABI/Inform	$100 per person
Research Collection II (Periodical Abstracts)	$100 per person
Both databases	$150 per person.

Economies of scale:

500 users	$125 per person for the two databases $62,500
501-1000 users	$100 per person for the two databases $100,000
1001-1500 users	$75 per person for the two databases $112,500

GALE
Nancy Harris from Gale provided the following pricing data:

Database Title	2 SU	3 SU	4 SU
Associations Unlimited-all modules	$3,393	$5,090	$6,409
Biography and Genealogy Master Index	$1,010	$1,515	$1,907
Biography Resource Center	$6,010	$9,015	$11,353
Business & Company Resource Center	$7,659	$11,489	$14,467
Contemporary Women's Issues	$1,155	$1,155	$1,155
Custom Newspapers (Up to 40 Papers) over 200+ full-text titles		$16,955	$22,255
Gale Literary Databases (CA, CLC, DLB)	$8,959	$13,438	$16,922
Gale Directory of Publications & Broadcast Media	$1,264	$1,895	$2,387
Gale Ready Reference	$7,376	$11,065	$13,933
Health & Wellness Resource Center w/Alternative Health	$4,933	$7,399	$9,318
History Resource Center	$11,691	$17,537	$22,083
InfoTrac OneFile	$8,820	$13,230	$16,660
Literature Resource Center	$12,393	$18,590	$23,409
Scribner Writers	$563	$845	$1,064
Twayne's Authors (US, World, Europe)	$1,899	$2,849	$3,587

Purchase 3 databases 5% off
Purchase 4-5 databases 10% off
Purchase 6+ databases 15% off

Appendix E: Alumni Access Task Force : the Cost Model

Cost Category	Role	Expense (including benefits): Benefit rate = 33.5% Annual increase = 5%							
			FTEs	Start-up (Year 1)	FTEs	Year 2	FTEs	Year 3
Staff		**Salary Base**						
Management	Planning, administration, liaison with Distributed Learning Program, eCornell, leadership; Negotiate online access to information resources specifically for alumni	$ 50,000.00	0.2	$ 13,350.00	0.33	$ 23,128.88	0.5	$ 36,795.94

Reference	Direct support with use of online databases; Assist with research; Develop digital resources in conjunction with demand; Develop and deliver workshops at regional centers	$ 40,000.00	1	$ 53,400.00	1.5	$ 84,105.00	2	$ 117,747.00
Tech. Support	General desktop and network support; interface with CIT; Alumni Gateway-- programming time to modify the Gateway software, Technical Services time to change appropriate catalog records. Rough estimate of the cost	$ 40,000.00	0.75	$ 40,050.00	0.2	$ 11,214.00	0.2	$ 11,774.70

	$15,000 to $30,000 for modifications that would take an estimated three months to design and implement.							
Document delivery	Handle loans and document delivery, in digital or traditional formats.	$ 20,000.00	0.2	$ 5,340.00	0.5	$ 14,017.50	1	$ 29,436.75
Accounting	process payments to the Library; track expenditures.	$ 20,000.00	0.1	$ 2,670.00	0.2	$ 5,607.00	0.2	$ 5,887.35
Subtotal Staff			2.25	$ 114,810.00	2.73	$ 138,072.38	3.9	$ 201,641.74
Content, Supplies and Equipment								

Database content	Publisher fees associated with making database content available to alumni; Royalties paid to publishers for items still within copyright			$	60,000.00		$	85,000.00		$	120,000.00
Hardware-- Creation Station; Server				$	20,000.00		$	5,000.00		$	22,000.00
Software				$	500.00		$	525.00		$	552.30
Maintenance agreement	[10% hardware]			$	2,000.00		$	2,100.00		$	2,200.00
Other contractual				$	500.00		$	525.00		$	551.25
Communications	Authorization: adding new group for NetID recognition			$	3,125.00		$	1,500.00		$	2,250.00
Office equipment				$	13,000.00		$	2,000.00		$	4,000.00

Supplies				$	3,000.00	$	3,150.00	$	3,307.50
Printing & Postage				$	22,000.00	$	5,000.00	$	5,500.00
Travel	Staff offering workshops at regional centers			$	7,500.00	$	8,500.00	$	9,500.00
Sub total equip				$	131,625.00	$	113,300.00	$	169,861.05
Total			2.25	$	**246,435.00**	2.73 $	**251,372.38**	3.9 $	**371,502.79**

Benefit rate = 34%
annual increase = 5%