



It's a Whole New Ball Game!

**Pitching the Electronic Journal
in the Medical Library**

Jon Crossno, Librarian, North Campus Library

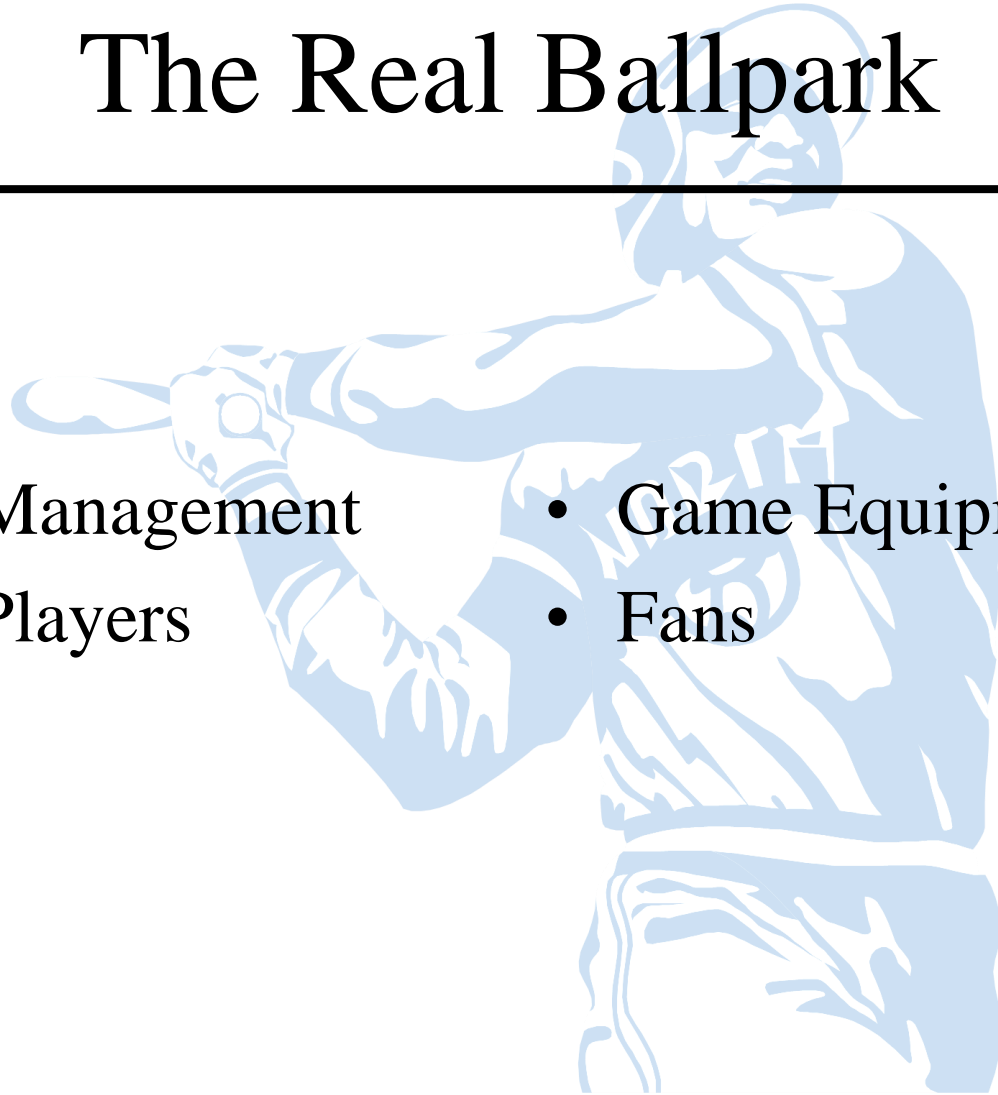
Tim Judkins, Manager, Collection and Information Development

UT Southwestern Medical Center Library

Dallas, Texas

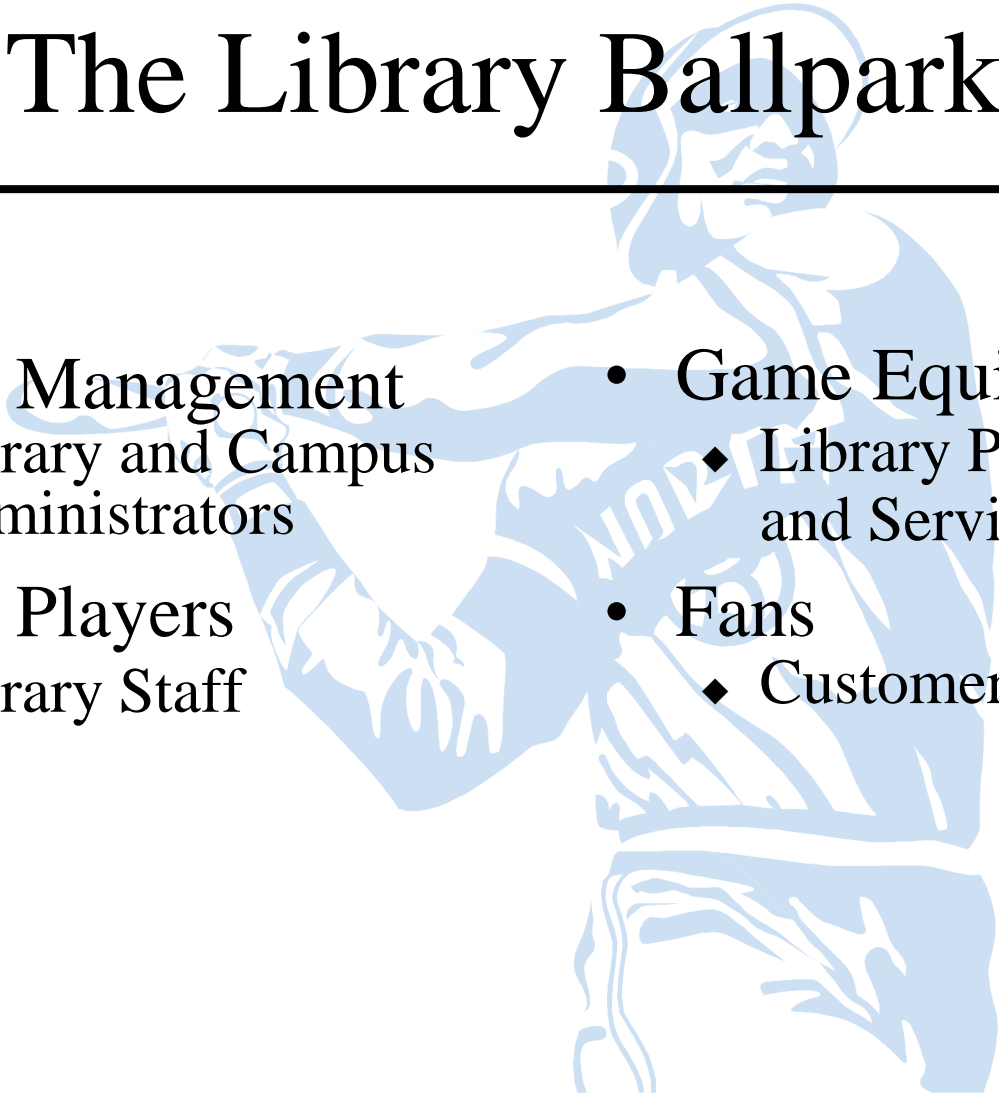
The Real Ballpark

- Team Management
- Team Players
- Game Equipment
- Fans



The Library Ballpark

- Team Management
 - ◆ Library and Campus Administrators
- Team Players
 - ◆ Library Staff
- Game Equipment
 - ◆ Library Products and Services
- Fans
 - ◆ Customers or Clients





Pitching the Baseball



- The Paper Journal (Fast Ball)
- The E-Journal Only (Knuckle Ball)
- The Paper + Electronic (Curve Ball)
- Archival Options (Slider)

Access Methods

- Local Access
 - Intranet or LAN
 - Current Information Depends on Updates
- Remote Access
 - IP Addressing (Complete, Selective, Specific)
 - Special Contract Arrangements

Pricing Strategies

- Subscription Vendors
- Aggregators
- Consortial Agreements
- Commercial and Society Publishers
 - Academic Press
 - Cell Press

Pricing Strategies

Commercial and Society Publishers

- Academic Press
- Cell Press

Multiple Source Availability

- Publishers and Societies
- Aggregators
- Database Producers

Changing the Game Plan

- New Collection Development Strategies
- Technical Skill Enhancements
- Marketing Efforts

What Changes Might Be Coming?

- Purchasing Access to Individual Articles
- “E-Journal Only” Publishers
- Pre-Print Services for Articles
- E-Ink

And the Game Plays On ...

