



JSTOR

Archive Collections: 2020 Performance, Review of Current Market Conditions, and Future Strategies

Rebecca Seger

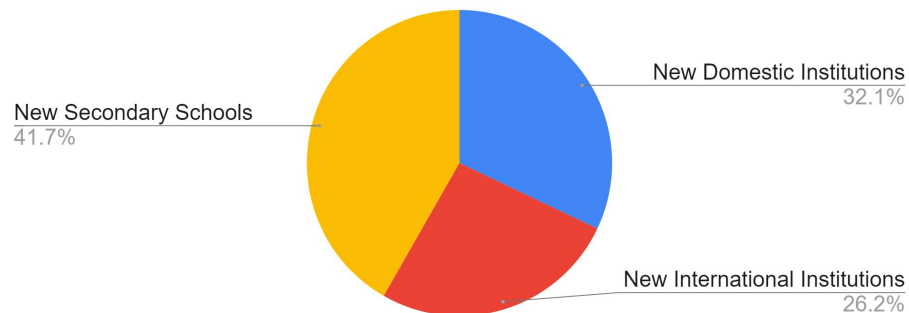
VP, Outreach, Strategic Partnerships & Marketing

Publisher Meeting, October 2020

2020 Participation

Participation	JSTOR Archive
# of institutions in 2019	11,604
# of Institutions in 2020	11,813
% change over prior year	1.80%
New Domestic Institutions	192
New International Institutions	157
New Secondary Schools	250
# of institutional Withdrawals 2019	204
# of institutional Withdrawals 2020	239
% change over prior year	17.20%
Increase in value of withdrawals	<\$200k

↑ 1.8% growth in participation



2020 Archive Participation Notes

- **Secondary schools:** Expanded agreement with secondary schools agent for all countries outside of the US. 20% growth in # of new schools
- **International consortia:** Renewed all major international consortia agreements
- **Renewal rates:** Expected to be similar to prior years, between 98 and 98.5% for full year 2020
- **One-Time Payment conversion:** Increased investment to reduce annual costs at the institution and preserve a revenue stream for the publishers/JSTOR



Polly Platt, . Map sampler made at Pleasant Valley Quaker Boarding School, 1809. The Metropolitan Museum of Art. Purchase, Frank P. Stetz Bequest, in loving memory of David Stewart Hull, 2012.

Overall Usage (Jan - August 31)

Journal usage grew
~10% when factoring
in C19

1% growth when C19
excluded

Usage without Covid-19 initiatives

Content Type	2018 Usage	2019 Usage	% Change to 2018	YTD 2020 Total Usage w/o C19 initiatives	YTD % Change to 2019
Journal	155,371,839	158,841,966	2.23%	160,612,143	1.11%
Book	9,571,675	13,438,837	40.40%	18,718,341	39.29%

Usage with Covid-19 initiatives

Content Type	YTD 2020 C19 Initiatives Usage	YTD 2020 Total Usage with C19 Initiatives	YTD % Change to 2019 with C19 initiatives
Journal	14,000,181	174,612,324	9.93%
Book	7,883,871	26,602,212	97.95%

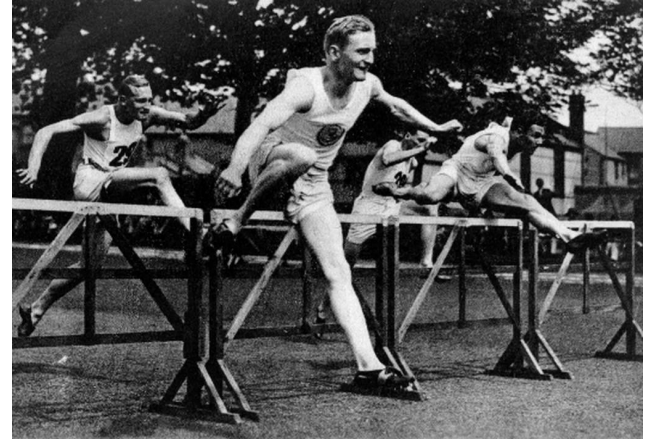
Impacts and challenges of COVID-19

JSTOR's Response

In late February/March, identified the ways JSTOR could help institutions globally

- Lack of physical access to collections
- Support for faculty/students moving to remote learning/teaching
- Closure of public libraries
- Remote access challenges

Between March 12-18th, developed and launched an entire support program



Runner in action showing correct style. Artstor, Wellcome Collection.

Supporting Libraries during COVID-19

March

Expanded journal, primary source, Thematic Collections access- all participants eligible for access to unsubscribed collections

34,000 ebook collection available to participants - initially non-books participants only, expanded to all participants

Additional resources

- Free access to **26 Public Health Journals**
- **6K editorially selected articles** about COVID-19
- **Increase Register and Read** from 6 to 100/month
- **Access enhancements** to ease remote access
- **JSTOR Daily** e.g. Pandemics Syllabus
- **ITHAKA S&R** reports on the crisis and impact on higher education

Supporting Libraries during COVID-19

July

- **Expanded archive access** extended through calendar year end
- **Books access extended** through August 30, 2020
- **\$4M in Fee Relief** - 3.5-5% fee offset
- **No price increases for 3 years**
- **Free access to Artstor** (JSTOR Participants)

October

Expanded archive access and Artstor access extended through June 30, 2021 - final extension

<https://about.jstor.org/covid19/>



[About](#) [For Librarians](#) [For Publishers](#) [Support](#)

[About JSTOR](#) [What's in JSTOR](#) [Get JSTOR](#) [News](#) [Webinars](#)

JSTOR resources during COVID-19

Last updated: August 18, 2020

To support our institutions during this challenging time, JSTOR and our participating publishers are making an expanded set of content freely available to our participating institutions where students have been displaced due to COVID-19.

Expanded free access for participating institutions

- [Access to unlicensed collections through December 31, 2020](#) for participating academic institutions that currently license some, but not all, JSTOR Archive and Primary Source collections.
- [Access to Artstor](#)'s core collections of 3 million images and research tools through December 31, 2020 for participating higher education institutions that currently license JSTOR but not Artstor.

[Log in to your JSTOR library admin account to request expanded access](#)

Open Access and free

Reminder: Our partnerships with libraries and publishers help us make a growing amount of content discoverable and freely accessible worldwide

[Explore free content](#)

COVID-19 ebook access is ending

Complimentary ebook access ends

Unprecedented demand and impact

4000+

institutions around the world have taken advantage of one or more of our complimentary access Archive and Primary Source or ebooks programs

23 million+

content accesses and usage continues to grow

10,000+

institutions have used journals and articles we made freely available.

1.9 million

additional registrations for register and read in 2020.

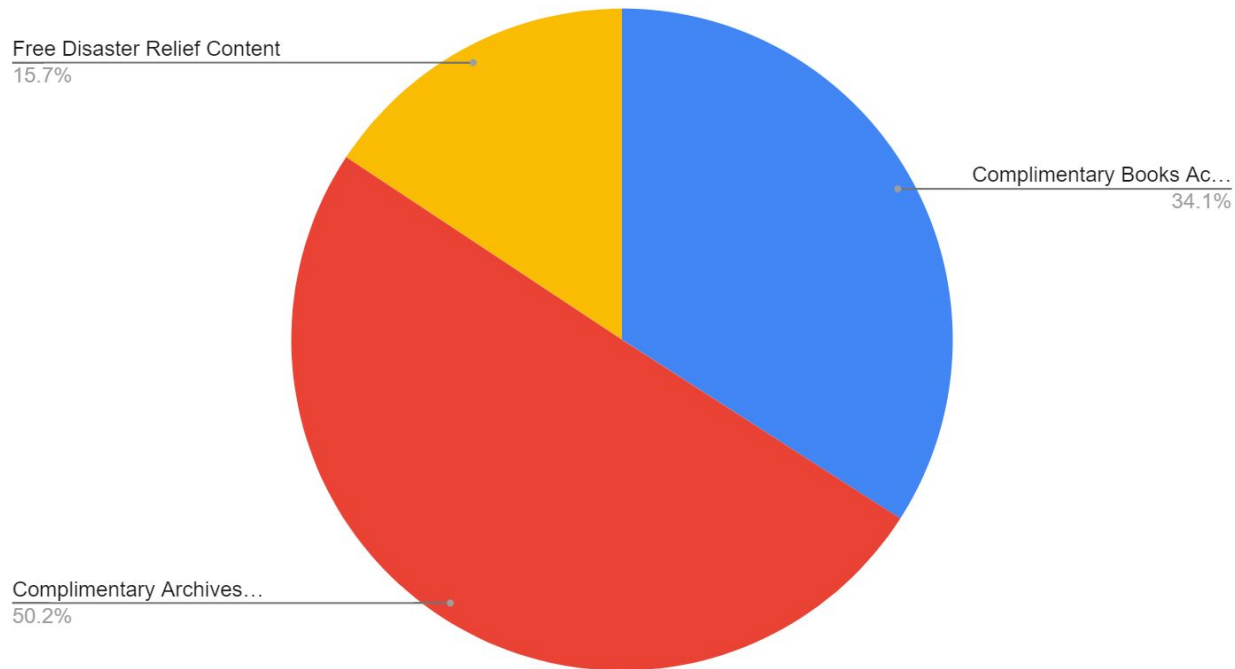
COVID-19 Fee Relief Initiative

In July, our Board of Trustees approved the establishment of a \$4 million initiative to help our participating libraries impacted by COVID-19.

- 3.5% or 5% “fee relief” on JSTOR Archives/Arstor; issued as a credit memo
- Libraries have three years to use this fee relief credit
- Three year price freeze assures libraries we aren’t looking to recoup this credit with an increase
- We did not want to create a culture of negotiation
- Based on feedback from libraries and our Board: the impact might not be immediate everywhere; could be felt more widely next year in public institutions
- Likely to be widely divergent needs

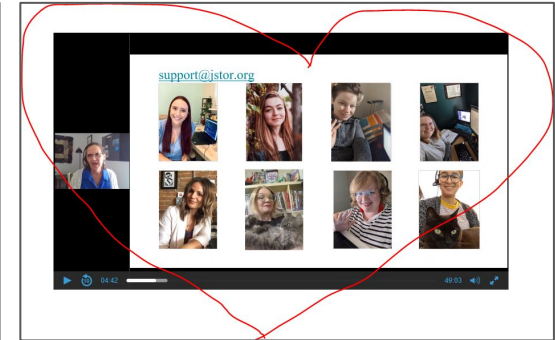
Usage by Program - through October 2020

Item Requests



Support for remote learning and access

- Browser pairing
- Account pairing
- Google CASA
- Proxy linking
- JSTOR Account - aids access and use of Workspace
- Use of other features such as Text Analyzer (course readings)



Here are the many resources from our JSTOR access webinar:

- Our support pages on JSTOR remote access options
- The JSTOR LibGuide on resources to simplify off-campus access
- List of benefits of an individual JSTOR account
- Access to the JSTOR admin portal
- Our latest platform feature: prepended proxy URLs
- Information on JSTOR and Google Scholar (more information available from Google)

You can access the recording to watch at your leisure and use the webinar's accompanying troubleshooting checklist for common issues with JSTOR remote access.

Marketing focus on meeting most critical needs

- **Emphasis on remote teaching and access**
- Series of integrated marketing campaigns, including webinars on remote access and teaching
- Featured overviews of functionality and use cases
- 2550+ faculty and librarian registrations, 861 live attendees & almost 400 views
- Significantly higher engagement v 2019 and vs other webinars in 2020 - high interest topics
- 50% faculty attendees in teaching focused webinars



Here are the resources mentioned during the webinar to help you navigate the challenges of online instruction:

- [JSTOR success guide checklist \(PDF\)](#)
- A roundup of [JSTOR resources during COVID-19](#)
- A crash course on [teaching remotely with JSTOR](#)
- Our robust [JSTOR support site](#) to troubleshoot your questions

Feedback From Participants

“Thank you! This is exciting! ...I am thinking our offset could partially offset/justify the cost of purchasing some of the titles in your list...”

“That is great news about holding prices flat. It is going to be a challenging couple of years for libraries, so this will be appreciated. Thank you for being so proactive!”

“This is both generous and timely!”

“Thanks for sharing the good news! This was wonderfully unexpected and I know all of your customers will appreciate it”

Outlook for 2021

Challenges, Risks and Opportunities

A challenging environment...

“The last eight months represent perhaps the most painful period in the history of American higher education. Colleges and universities employed 337,000 fewer people in August compared to February...”

Chronicle of Higher Education, 10-15

2021 Challenges and Risks

- Budget cuts from 5-50%; even less money for recurring expenses
- Reduced retention - expect to see more attrition
- Potential school closures/mergers
- Reduced enrollments
- Unpredictable end to the crisis

2021 Opportunities

- Full year of evidence of usage of archives; more evidenced-based purchasing
- More collaboration between libraries/consortia
- New participation in international markets
- Simplified pricing for non-core markets

Sales and Marketing Update

SYLLABUS

Institutionalized Racism: A Syllabus

How can we help students understand George Floyd's death in the context of institutionalized racism?



Smoke billowing over Tulsa, Oklahoma during the race riot, now commonly referred to as a massacre. Library of Congress

By: [Catherine Hallay](#) | May 31, 2020 | a minutes

[f Share](#)
[t Tweet](#)
[e Email](#)
[p Print](#)

The United States has seen escalating protests over the past week, following the death of George Floyd while in custody of the Minneapolis police. Educators everywhere are asking how can we help students understand that this was not an isolated, tragic incident perpetrated by a few bad individuals, but part of a broader pattern of institutionalized racism. **Institutional racism**—a term coined by Stokely Carmichael (later known as Kwame Ture) and Charles V. Hamilton in their 1967 book *Black Power: The Politics of Liberation in America*—is what connects George Floyd and Breonna Taylor with Ahmaud Arbery, Philando Castile, Sandra Bland, Eric Garner, Emmett Till, and the thousands of other Black people who have died at the hands of police officers in the United States.



► Syllabus

Collections of stories on topics in the

JSTOR Daily
*where news meets its
 scholarly match*

- Over 400K readers a month
- Written by professionals
- Shared on social media (40K Twitter followers)
- Often picked up by major media

The New York Times

Forbes

The Washington Post

BBC

npr

Upcoming Marketing strategies & plans

- **Getting the most of expanded access:** Raising awareness of expanded COVID content, and resources and tools to get the most from it
- **Remote access & instruction support:** Raising awareness of JSTOR services and features to support remote access, teaching, and learning
- **Lever C19:** Leveraging usage data from expanded COVID access to demonstrate value and demand for unlicensed archive content

Sales Strategies + Future Developments

- COVID Usage as a driver for engagement with 4000+ institutions
- Expanded access for new participants in 1H 2021
- New role: Consortia Account Development US/Canada
- Expanding relationships internationally
 - Adding new participants to existing agreements (i.e. Turkey)
 - New consortia forming or new relationships (KERIS in South Korea) to expand reach and access
- Rationalizing our pricing to reduce complexity and find new paths to pricing for additional collections that will be sustainable for publishers and libraries



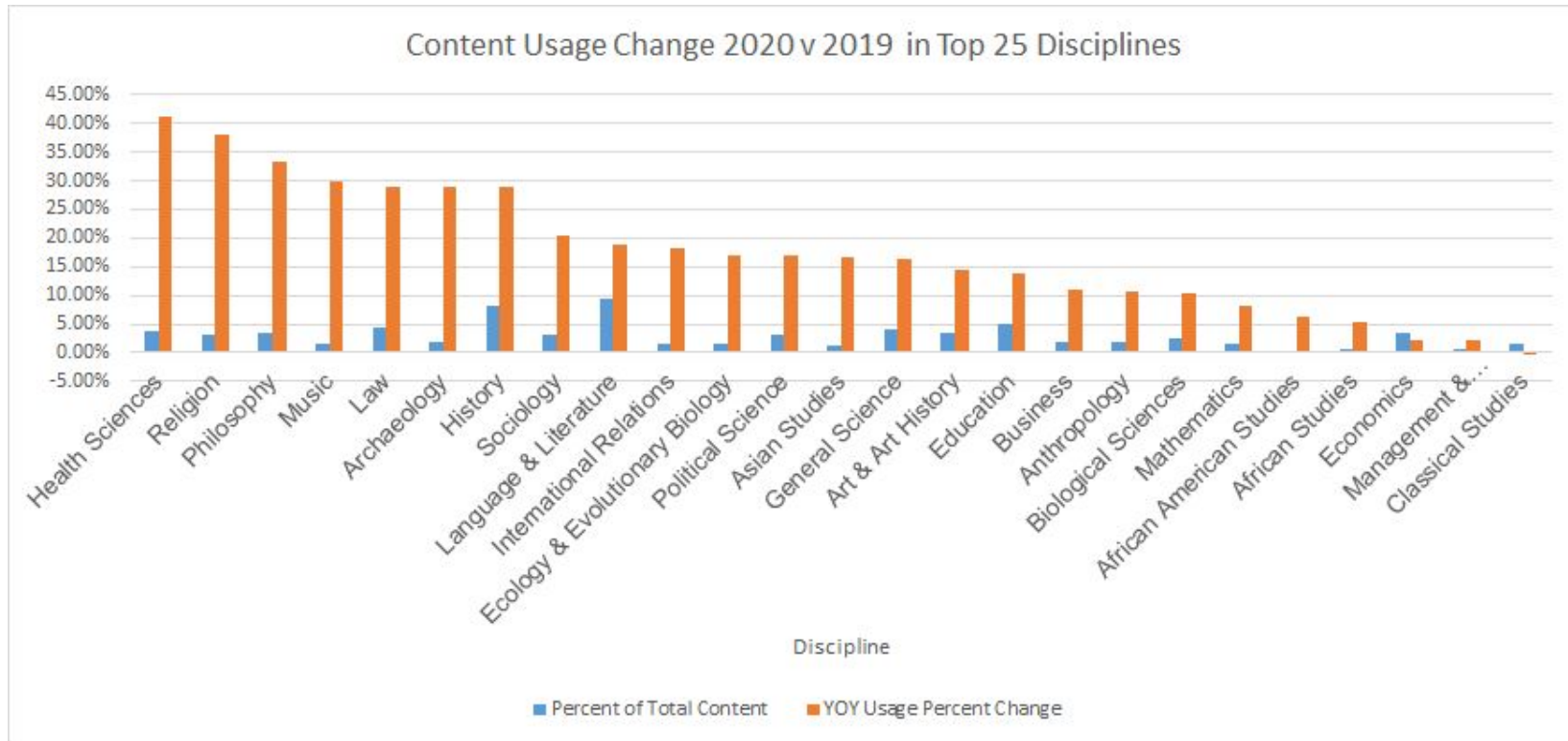
JSTOR

Thank you for
your partnership!

Content usage by discipline changes in 2020

Content usage by discipline changes in 220

Usage data through October 14, 2020



Marketing strategies & plans

Value Statements

- Outreach and marketing driven communications
- Sharing trends in content growth vs flat fees over time
- 240% growth in content, no fee increases, cost per article decreased
- Emphasizing the evolving and enduring value of JSTOR
- Reminder of \$4M fee relief initiative
- Flat fees through 2023

<https://about.jstor.org//us/value-of-jstor/>

ARTS & SCIENCES I: 1997-2020

Flat fees. Growing content.

