



Project Transfer: Five Years Later

ER&L 2012

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Overview

Context

- Journal Transfers and Consequences

What and How

- What is Transfer?
- Who Endorses Transfer?
- Spreading the Word

Feedback

- Publisher Survey
- Librarian Survey

Putting It Together

- What Librarians Can Do
- Transfer Alerting Service: Before and After the Upgrade

Looking Ahead

- What's Next?
- Getting Involved

Journal Transfers



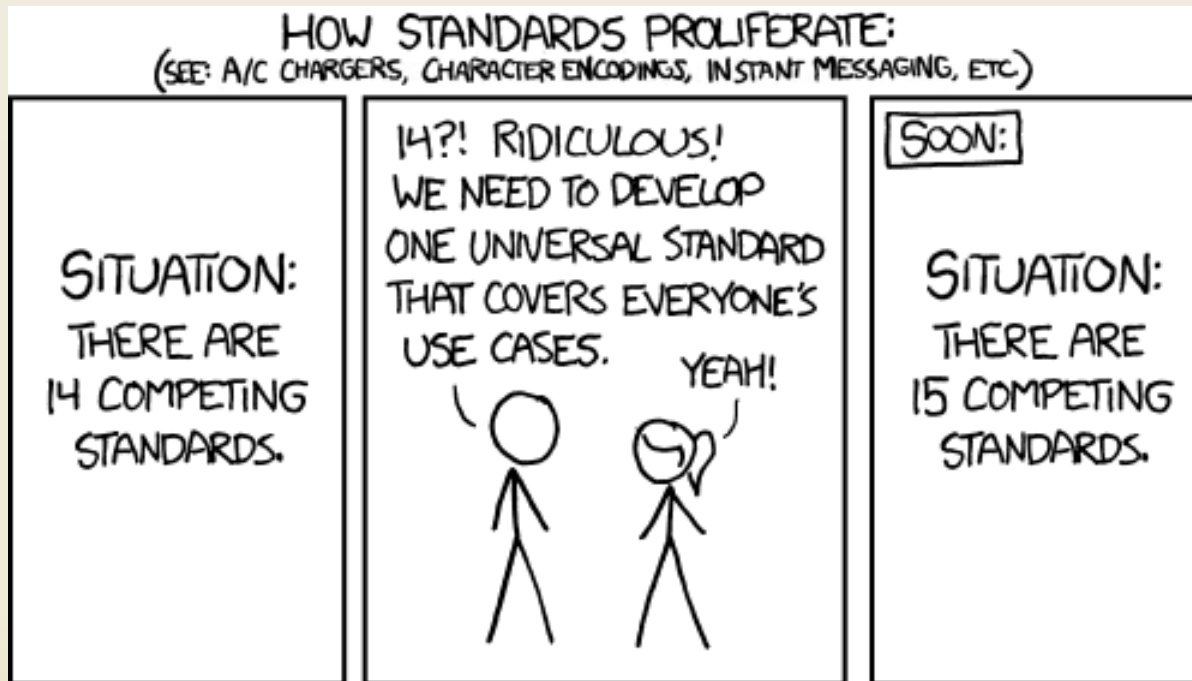
301

Moved Permanently

Transfers and Consequences

- Why journals migrate between publishers
- The “vulnerability” of e-resource access during transfers
- Problems:
 - Interrupted access
 - Delayed access
 - Disappearing back files
 - Wrangling over entitlements
 - Changed login or authentication procedures
 - Admin load in fixing new or altered setups
- Causes:
 - Poor communication
 - Different infrastructure
 - Missing or scrambled data
 - Lack of coordination or time
 - Competing or contrary motivations

Another Standard?



(But it's not an acronym!)

<http://xkcd.com/927/>

By Randall Monroe

What is Transfer?

- Voluntary Code containing best practice guidelines for both Transferring and Receiving publishers
- Supported (to date) by 36 publishers who publicly endorse the Code
- An alerting service, communicating details of journals “on the move” to almost 400 registered recipients – mainly librarians
- An ongoing, if informal, program of education and presentation to help different constituencies in the library supply chain better understand each others’ problems and priorities
- Supported and championed by a small working group – 8 publishers, 5 librarians and 6 others – meeting once every two months

Transfer Online

<http://www.uksg.org/Transfer/Code>



CONNECTING THE
KNOWLEDGE COMMUNITY

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Transfer

The Transfer Code of Practice responds to the expressed needs of the scholarly journal community for consistent guidelines

to help publishers ensure that journal content remains easily accessible by librarians and readers when there is a transfer between parties, and to ensure that the transfer process occurs with minimum disruption. Publishers are being asked to publicly endorse and follow the Code of Practice which is a set of voluntary "best practices" for the industry. The Code and any policies and procedures developed around the Code will be guided by openness and fairness and will be to the benefit of libraries, readers, users and other consumers.



Publishers that currently endorse the Code are listed on the [Publisher Endorsement](#) page and any new Publishers that wish to endorse the Code can do so by contacting one of the co-Chairs of the Transfer Working Group, listed below.

- [UKSG Transfer Code of Practice, Version 2.0](#)
- [Sign up to be notified of journal transfers - Transfer notification list](#)
- [Follow the journal transfer notifications on the Transfer notification blog](#)
- Publishers can notify of journal transfers by using the [Journal Transfer Submission Form](#)
- Information on [Press relations](#)
- Transfer [Papers](#) and presentations
- List of [endorsing publishers](#)

If you have any questions please email the co-Chairs of the Working Group, Alison Mitchell, a.mitchell@nature.com, and Elizabeth Winter, elizabeth.winter@library.gatech.edu

Upcoming Events

Mar

**UKSG 35th
Annual
Conference and
Exhibition:
Glasgow**

Hashtag:
#uksgliveConference
Dates and...

May

**UKSG Practical
Project
Management:
London**

Workshop summaryWe
all have to manage
projects....

[view more](#)

Transfer Code of Practice

The Code is now in a revised Version 2.0 and covers six main areas:

- **Access to the transferred title:**
 - Includes ensuring continued access to customers where the Transferring publisher has granted perpetual access entitlements.
- **Provisions around digital content files:**
 - Covers the transfer of digital files and spans both current (born digital) and archival (digitized from print) content, where available.
- **Subscription lists:**
 - Covers early transfer of subscription lists and an outline of subscriber data types.
- **Journal URLs:**
 - Covers transfer of journal-related domain name(s) and provision of a link or redirect to the new journal home page.
- **DOI name ownership:**
 - Covers changes to Digital Object Identifier (DOI) name ownership.
- **Communication:**
 - Covers communication to customers and relevant intermediaries. Customers here include recipients of electronic ToC alerts.

How Does It Work?

- By registering as Transfer compliant, publishers agree to abide – where commercially possible – by the terms of the Transfer Code of Practice
 - Remember: this endorsement is entirely voluntary
- Librarians and societies are increasingly requesting Transfer compliance in their licensing and contractual agreements with publishers
- Other reports and initiatives (from JISC Collections and others) are citing Transfer and recommending compliance
- Transfer’s recommendations provide a useful framework for overhauling internal procedures and encouraging a degree of “self regulation” on the part of publishers
- But it’s hard to give the Code more “teeth” as we have to be careful to avoid any anti-competitive practices
- And a recent informal listserv poll alerted us to several ongoing issues, some involving Transfer-compliant publishers

Basic Alerting Service

- Publishers provide a simple set of information items about the title transferred
 - Names of Transferring and Receiving Publishers & contact persons at both
 - Title and ISSN of journal being transferred
 - Effective transfer date
 - And some other information: see examples later
- Wherever possible, contact points for both Transferring and Receiving publishers are included
- Email alerts are generated and sent to subscribing recipients
 - Most recipients to date are librarians, but other players such as subscription agencies also interested on behalf of their customers
- More than 200 journal transfers have been notified using this mechanism
- Simple but effective. Doesn't itself solve problems, but gives a pretty good heads-up that "this might be a title to watch!"

Spreading the Word

- Transfer can only be effective if its recommendations are known and understood within the supply chain
- So we like to take opportunities like this to brief diverse audiences and argue for wider uptake
- We recognize that different players in the transfer process have different concerns and motivations
- And try to tailor information accordingly for Publishers, Societies, and Librarians
- Central control or coordination within the publishing house helps avoid problems and encourages prompt and effective communication to the market
- Publishers need to be aware of the downstream effects of transfer operations, so that they can avoid or mitigate any problems that could arise
- Societies are encouraged to support Transfer compliance, whether they self-publish or partner with commercial publishers

Publishers Endorsing Transfer

ALPSP	Nature Publishing Group
American Institute of Physics	Oxford University Press
American Psychological Association	Palgrave Macmillan
BioMed Central	Royal Society of Chemistry
Brill	Sage Publications
Cambridge University Press	Society for General Microbiology
Elsevier	Springer
Emerald	Taylor & Francis
IOP	Walter de Gruyter
IOS Press	Wiley Blackwell

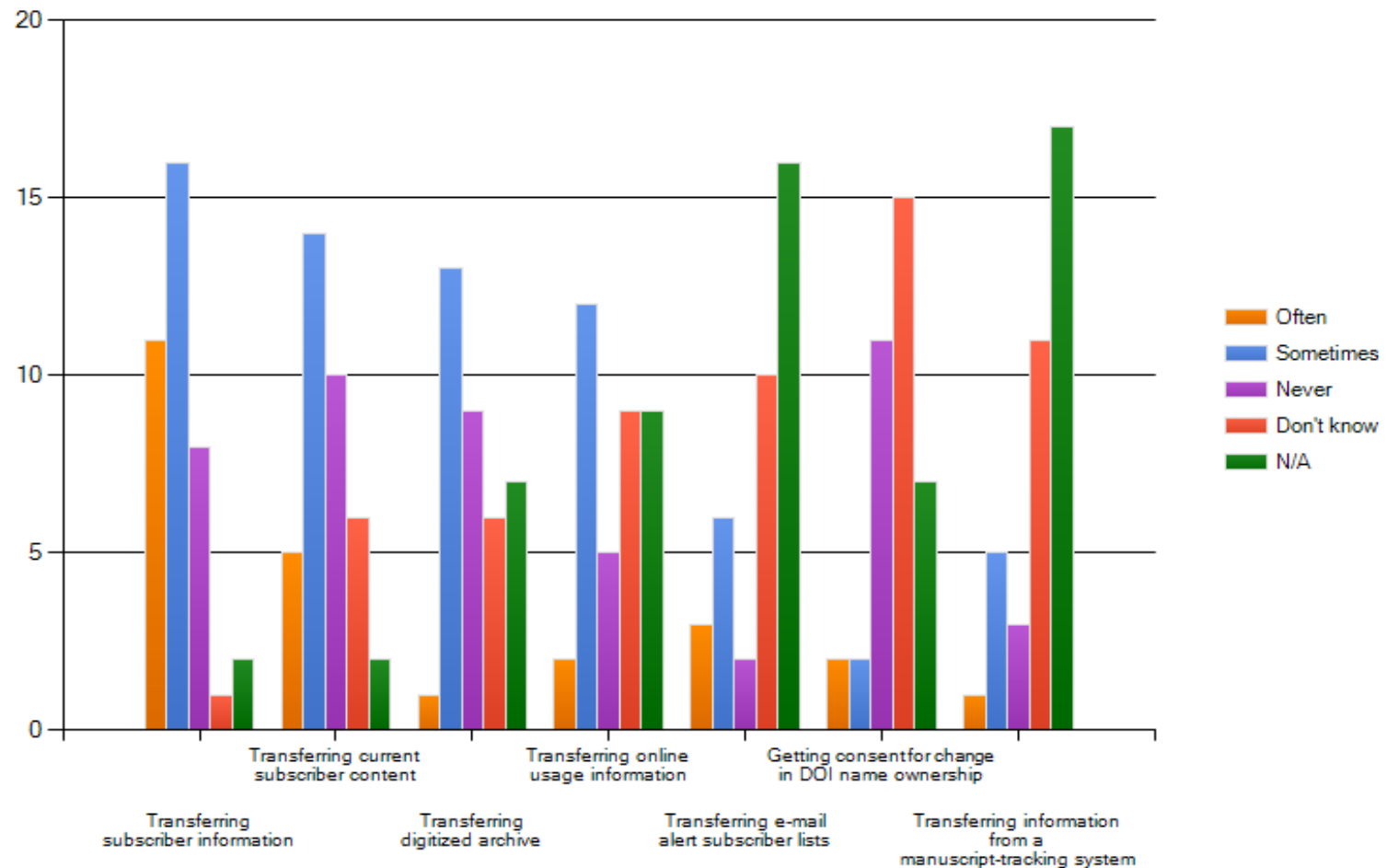
Complete list of publishers: http://www.uksg.org/transfer/transfer_publishers

Publisher Survey

- June 2010
- Emailed 1,824 pubs in 40 countries
- Response rate 8.3%
- 151 respondents: 34 commercial publishers; 8 nonprofits; 16 societies; 7 university presses

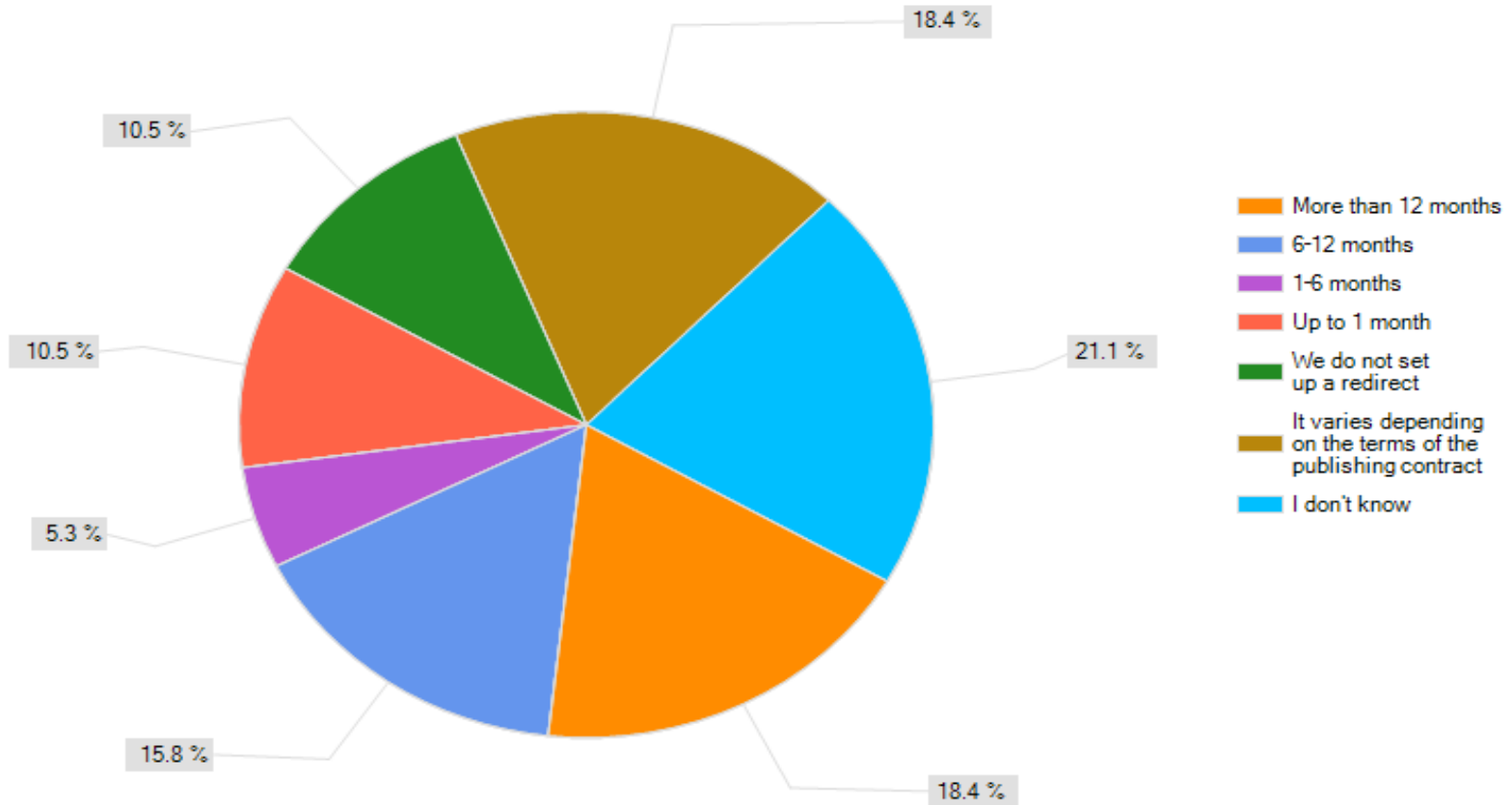
Issues Relating to *Transferring* Journals

As a 'Transferring' publisher or society, have you ever experienced any problems in the following areas:



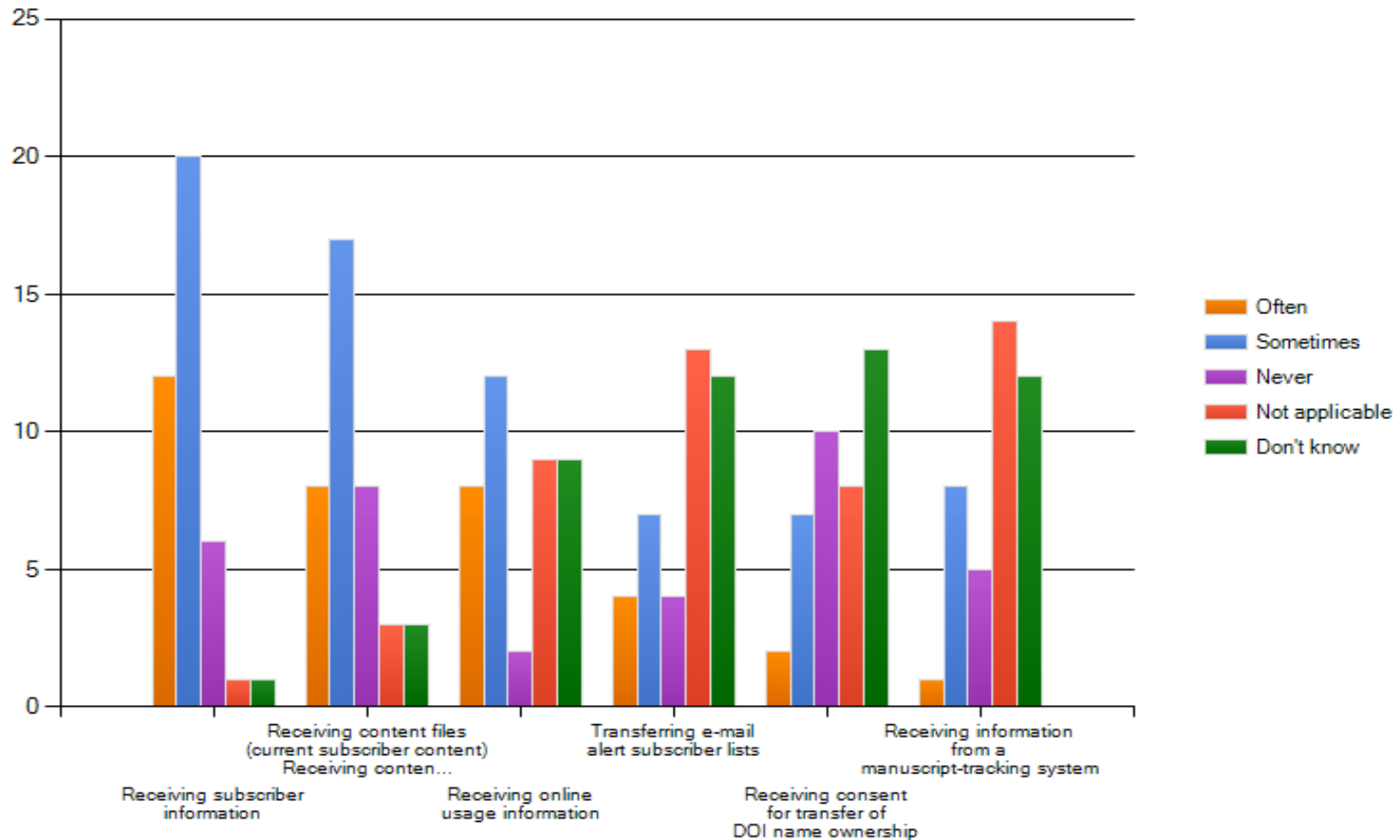
Issues Relating to *Transferring* Journals

As a Transferring Publisher/Society, for how long after the effective date of transfer do you usually set up a redirect to the Receiving Publisher's content delivery platform?



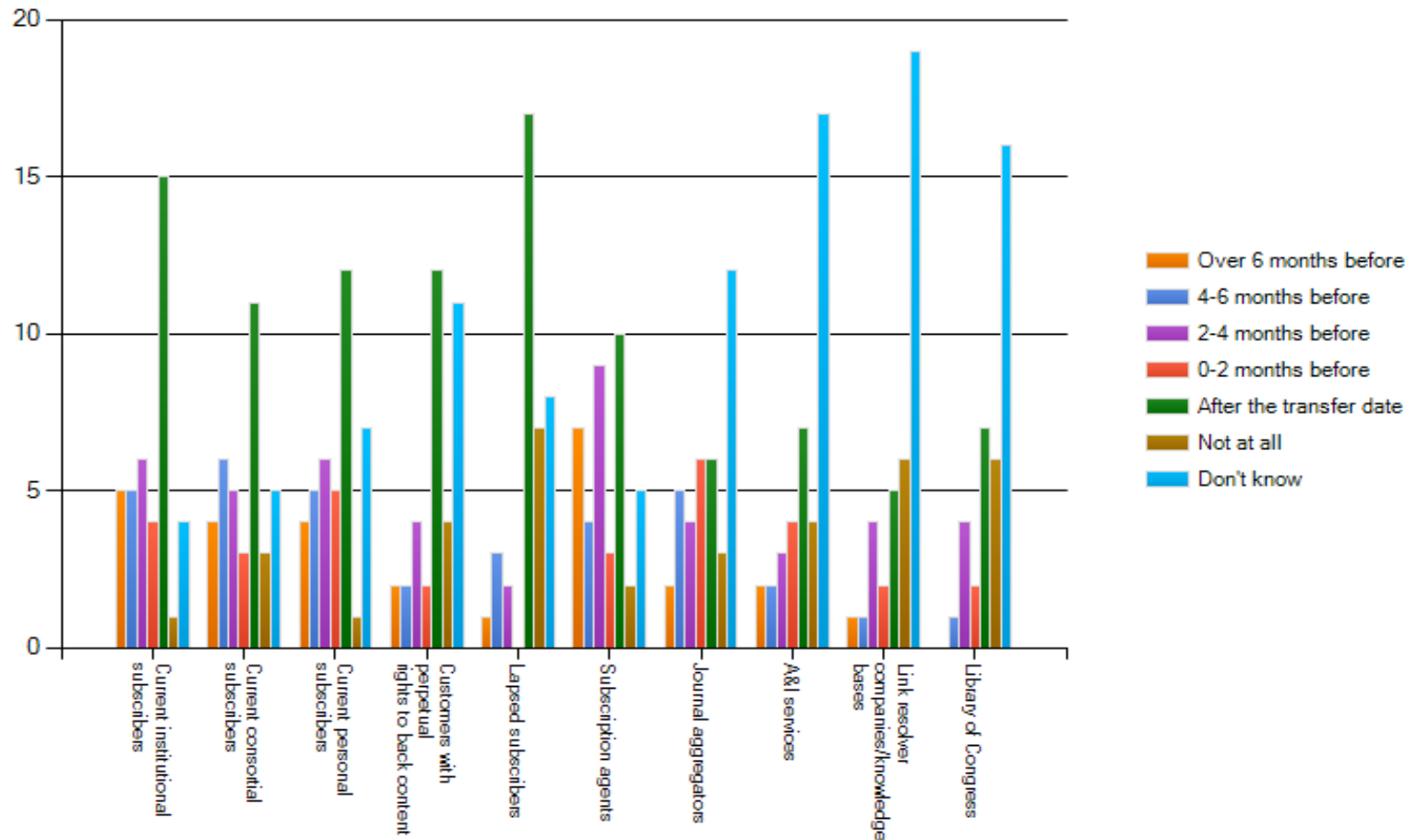
Issues Relating to *Receiving* Journals

As a 'Receiving' publisher or society, have you ever experienced any problems in the following areas:



Managing the Communication Process

As a Receiving Publisher/Society, which organisations have you informed about the transfer of the journal and when has this communication been made in relation to the effective date of transfer?

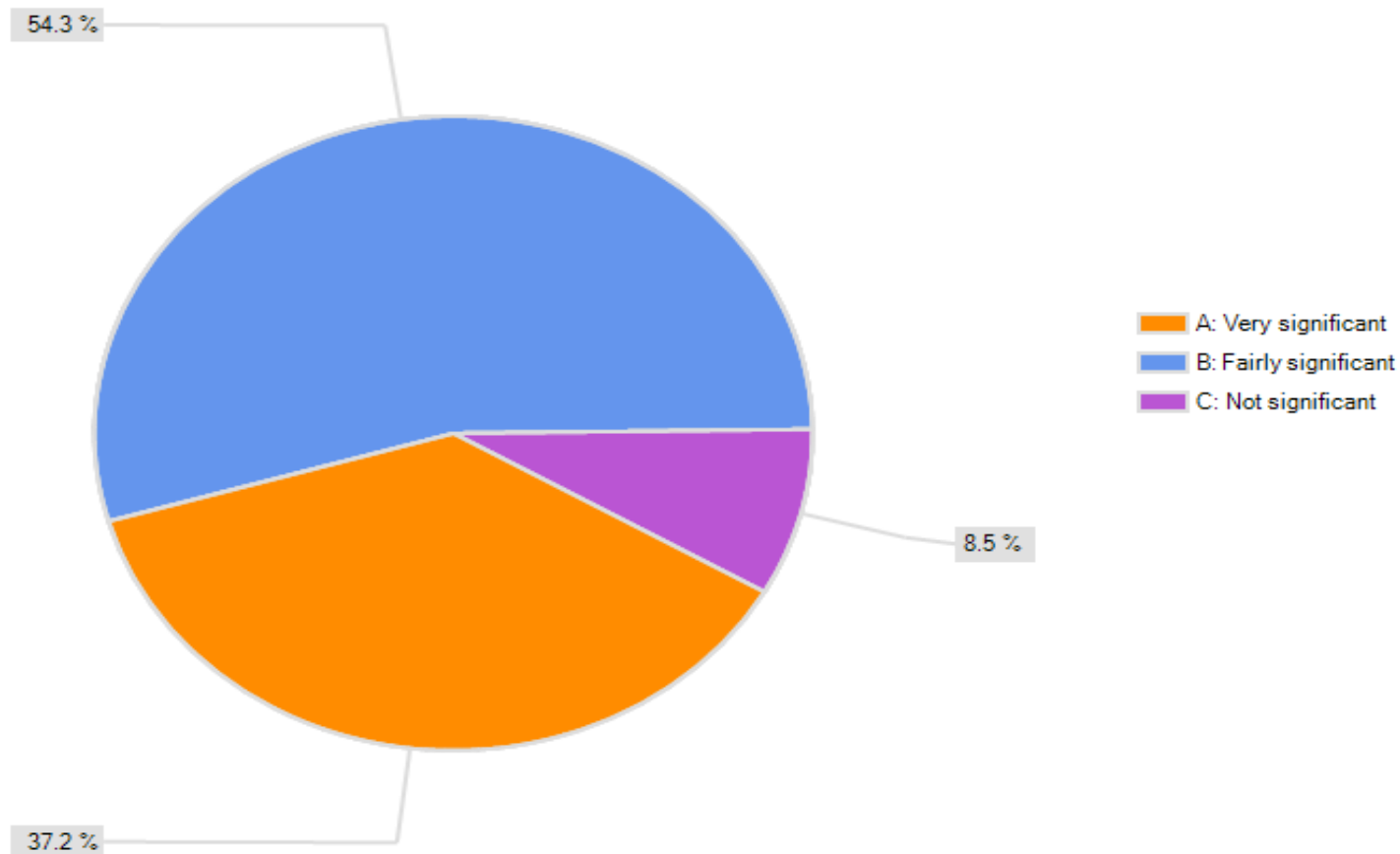


Librarian Survey

- May 2011. The survey was sent out in collaboration with the International Coalition of Library Consortia (ICOLC).
- 164 respondents: 65% North America, 14% Europe, 14.5% Asia-Pacific

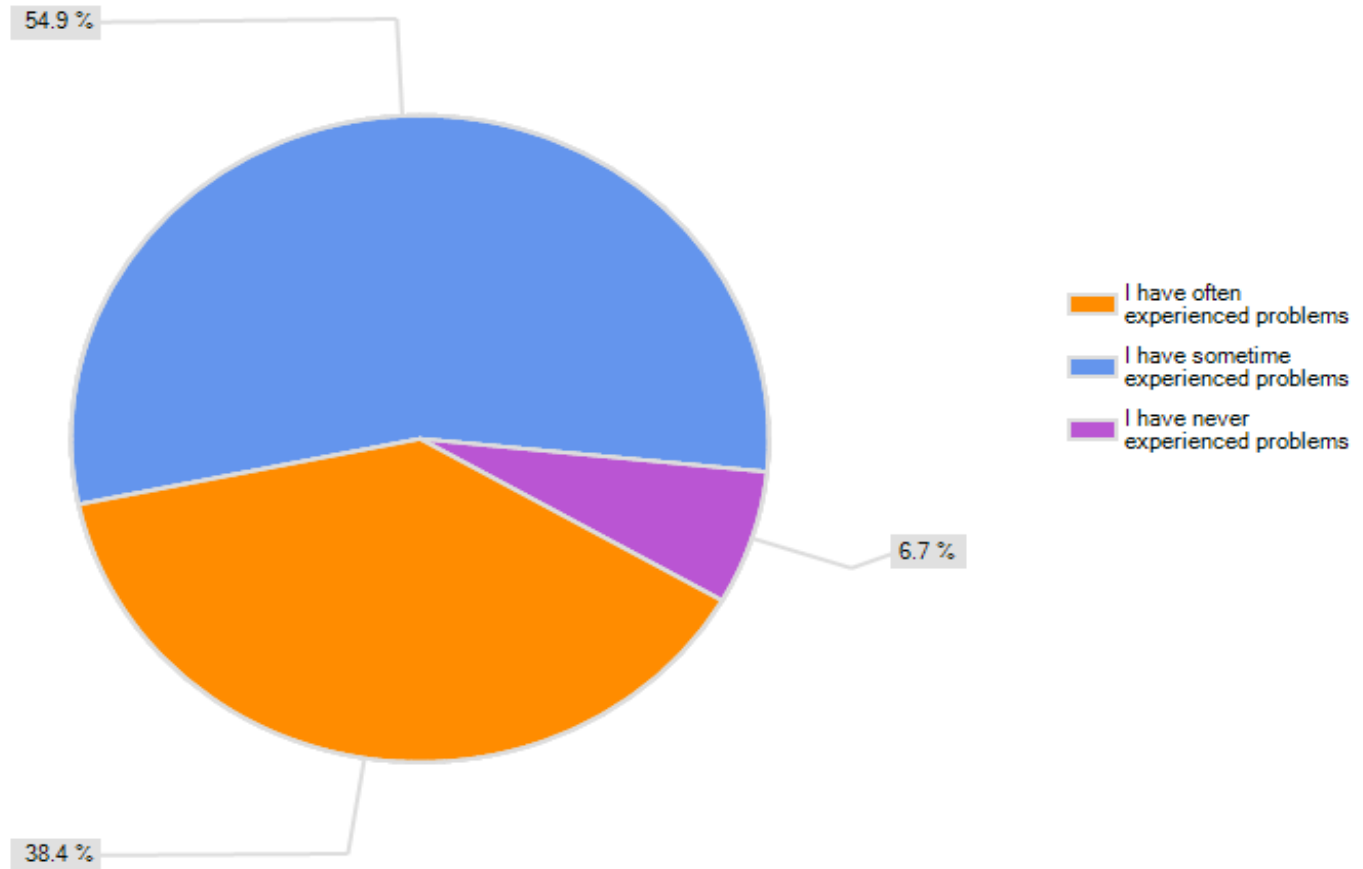
Managing Access to Journals

In terms of managing your journals collection and ensuring continuing access to content, please indicate the extent that the transfer of titles causes problems for your organisation.



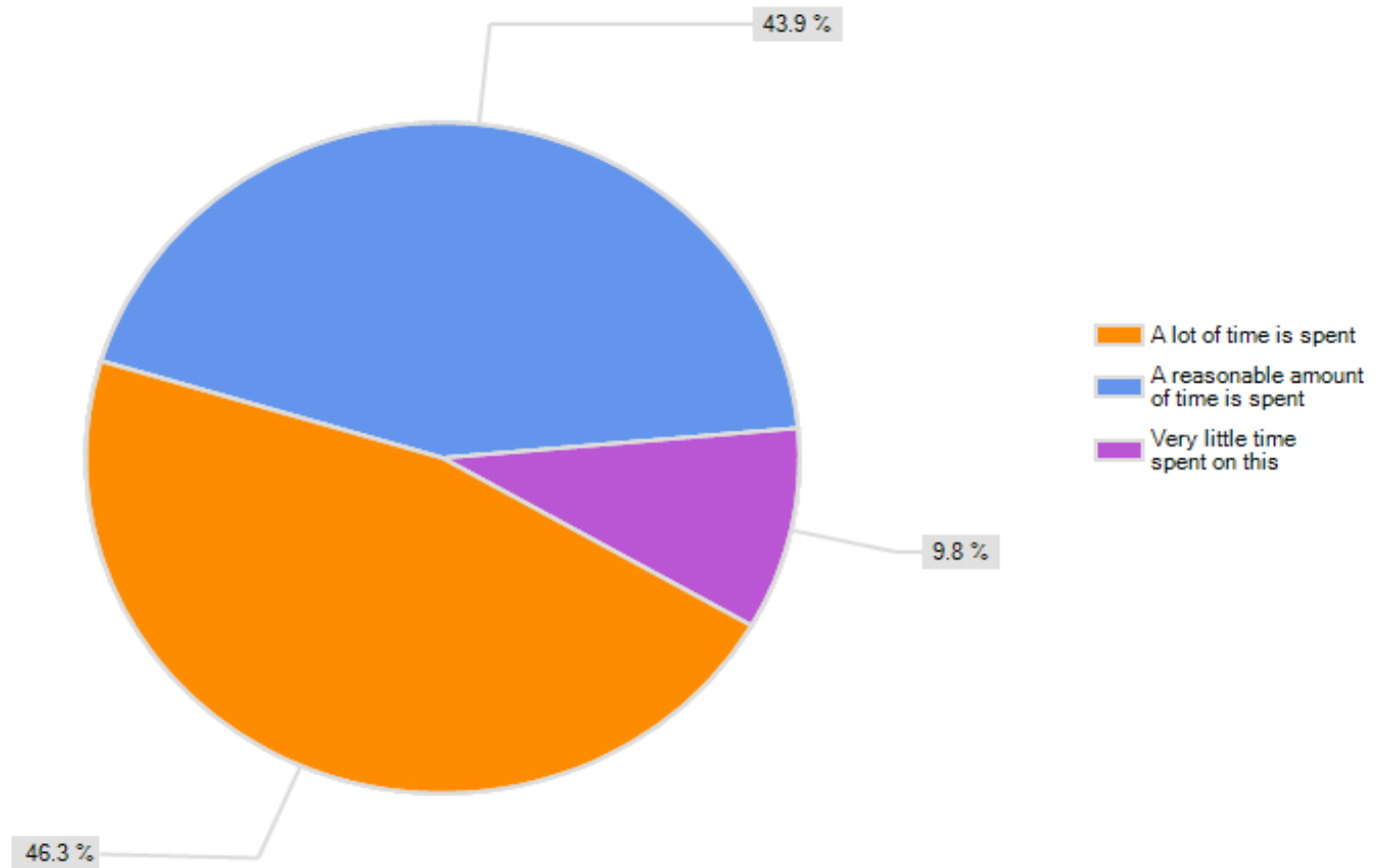
Library Subscription Issues

Subscription information (eg delays in subs data being transferred to the new publisher; subscription agents and other intermediaries like knowledgebase vendors not informed):



Library Serials Management

Time spent amending serials management system and internal records:



Librarian Transfer Awareness

- “The initiative is helping. The transfer notification list and archive is becoming a useful knowledgebase of information. The transfer listserv and the website have both been very useful to me—please continue to develop them further!”
- “I have noticed that many publishers are getting better at communicating—more specific emails, easier-to-find lists on their websites, improved access icons.”
- “Certainly the issues around transfer titles have reduced since Project Transfer started.”

What Librarians Can Do

Tell your (librarian) friends about Transfer

Encourage publishers that you buy from to endorse Transfer (if they don't already)

Use the new Enhanced Transfer Alerting Service

<http://etas.jusp.mimas.ac.uk/>










































Search here

<http://etas.jusp.mimas.ac.uk/search/>

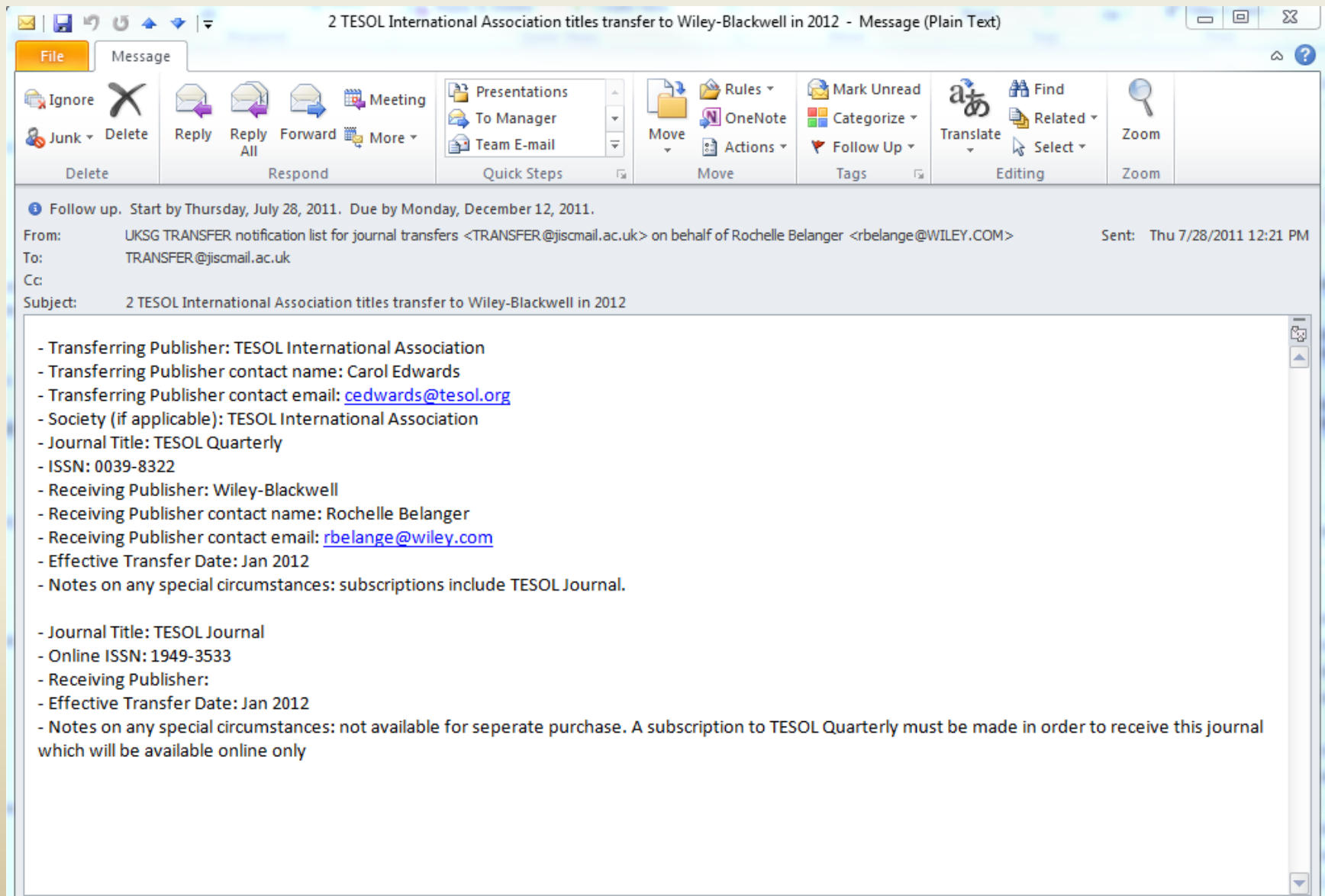
Subscribe to the RSS feed here

<http://etas.jusp.mimas.ac.uk/rss/>

Before: Original Transfer Alerting Service

    	From	Subject	Received	Size	Categories 
▲ Date: Three Weeks Ago					
	Rochelle Belanger	Reading Research Quarterly transfers to Wiley-Blackwell fr...	Fri 10/7/2011 3:26 AM	11 KB	
	Rochelle Belanger	The Reading Teacher transfers to Wiley-Blackwell from Sep...	Fri 10/7/2011 3:26 AM	11 KB	
	Rochelle Belanger	Journal of Adolescent & Adult Literacy transfers to Wiley-Bl...	Fri 10/7/2011 3:25 AM	12 KB	
	James Phillpotts	Journal of Chromatographic Science	Tue 10/4/2011 7:05 AM	12 KB	
	James Phillpotts	Journal of Analytical Toxicology	Tue 10/4/2011 7:05 AM	12 KB	
▲ Date: Last Month					
	EDWARDS Sarah	Nottingham French Studies	Thu 9/29/2011 5:46 AM	14 KB	
 	O'Loughlin, Mark	2011 and 2012 Transfer titles from SAGE	Mon 9/19/2011 3:03 PM	76 KB	
▲ Date: Older					
	Rochelle Belanger	Symbolic Interaction title transfer to Wiley-Blackwell in 2012	Thu 7/28/2011 3:20 PM	13 KB	
	Rochelle Belanger	2 TESOL International Association titles transfer to Wiley-Bl...	Thu 7/28/2011 3:19 PM	14 KB	
	Rochelle Belanger	Journal of Creative Behavior transfer to Wiley-Blackwell in ...	Thu 7/28/2011 3:19 PM	13 KB	
	Rochelle Belanger	11 American Counseling Association titles transfer to Wiley...	Sun 6/12/2011 3:30 PM	14 KB	
	Edline Cunanan	Clinical Proteomics	Tue 5/31/2011 11:21 AM	12 KB	
	Joshua Doane	American Journal of Business	Tue 2/8/2011 10:26 AM	12 KB	
	Ed Pentz	Problems With Transferring Journals and the case with BPS	Tue 1/4/2011 5:26 AM	22 KB	
	JISCMail LISTSERV Server...	JISCMail Data Protection policy	Tue 1/19/2010 2:54 PM	10 KB	
	JISCMail LISTSERV Server...	You are now subscribed to the TRANSFER list	Tue 1/19/2010 2:54 PM	14 KB	
	JISCMail LISTSERV Server...	Command confirmation request (9D750513)	Tue 1/19/2010 2:52 PM	8 KB	

Before: Original Transfer Alerting Service



The screenshot shows an Outlook message window titled "2 TESOL International Association titles transfer to Wiley-Blackwell in 2012 - Message (Plain Text)". The interface includes a ribbon with "File" and "Message" tabs, and a ribbon menu with various actions like Ignore, Delete, Reply, Forward, Meeting, Presentations, To Manager, Team E-mail, Move, Rules, OneNote, Actions, Mark Unread, Categorize, Follow Up, Translate, Find, Related, Select, and Zoom. The message content is as follows:

Follow up. Start by Thursday, July 28, 2011. Due by Monday, December 12, 2011.

From: UKSG TRANSFER notification list for journal transfers <TRANSFER@jiscmail.ac.uk> on behalf of Rochelle Belanger <rbelange@WILEY.COM> Sent: Thu 7/28/2011 12:21 PM
To: TRANSFER@jiscmail.ac.uk
Cc:
Subject: 2 TESOL International Association titles transfer to Wiley-Blackwell in 2012

- Transferring Publisher: TESOL International Association
- Transferring Publisher contact name: Carol Edwards
- Transferring Publisher contact email: cedwards@tesol.org
- Society (if applicable): TESOL International Association
- Journal Title: TESOL Quarterly
- ISSN: 0039-8322
- Receiving Publisher: Wiley-Blackwell
- Receiving Publisher contact name: Rochelle Belanger
- Receiving Publisher contact email: rbelange@wiley.com
- Effective Transfer Date: Jan 2012
- Notes on any special circumstances: subscriptions include TESOL Journal.

- Journal Title: TESOL Journal
- Online ISSN: 1949-3533
- Receiving Publisher:
- Effective Transfer Date: Jan 2012
- Notes on any special circumstances: not available for separate purchase. A subscription to TESOL Quarterly must be made in order to receive this journal which will be available online only

Before: Using the Original Alerting Service

The screenshot shows an email inbox with columns for From, Subject, Received, Size, and Categories. The inbox is grouped by date: Three Weeks Ago, Last Month, and Older. The 'Older' group contains an email from Rochelle Belanger with the subject '2 TESOL International Association titles transfer to Wiley-Blackwell in 2012'. A red arrow points from this email to the task list on the right. The task list shows a calendar view for 'Today' and 'Tomorrow', and a list of tasks under the 'Later' category. The task '2 TESOL International Asso...' is circled in red.

From	Subject	Received	Size	Categories
▲ Date: Three Weeks Ago				
Rochelle Belanger	Reading Research Quarterly transfers to Wiley-Blackwell fr...	Fri 10/7/2011 3:26 AM	11 KB	
Rochelle Belanger	The Reading Teacher transfers to Wiley-Blackwell from Sep...	Fri 10/7/2011 3:26 AM	11 KB	
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▲ Date: Last Month				
EDWARDS Sarah	Nottingham French Studies	Thu 9/29/2011 5:46 AM	14 KB	✓
O'Loughlin, Mark	2011 and 2012 Transfer titles from SAGE	Mon 9/19/2011 3:03 PM	76 KB	✓
▲ Date: Older				
Rochelle Belanger	Symbolic Interaction title transfer to Wiley-Blackwell in 2012	Thu 7/28/2011 3:20 PM	13 KB	✓
Rochelle Belanger	2 TESOL International Association titles transfer to Wiley-BI...	Thu 7/28/2011 3:19 PM	14 KB	✓
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Rochelle Belanger	11 American Counseling Association titles transfer to Wiley...	Sun 6/12/2011 3:30 PM	14 KB	✓
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Ed Pentz	Problems With Transferring Journals and the case with BPS	Tue 1/4/2011 5:26 AM	22 KB	
JISCMail LISTSERV Server...	JISCMail Data Protection policy	Tue 1/19/2010 2:54 PM	10 KB	
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JISCMail LISTSERV Server...	Command confirmation request (9D750513)	Tue 1/19/2010 2:52 PM	8 KB	

Today

25 26 27 28 29 30 31
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31 1 2 3 4

Open Access Week

CDMC
3:00 PM - 4:00 PM
228; Shrimplin, Aaron K.

Charleston
4:00 PM - 5:00 PM
228; Shrimplin, Aaron K.

Tomorrow

1 event

Arrange By: Flag: Due Date

Type a new task

Later

- L'Annee Philologique invo...
- Planet TOC feed renewals
- Check L'Annee philolo...
- New MARC record set for T...
- New open access journal a...
- 2011 Charleston Conferen...
- Bus... missing lists fo...
- 2 TESOL International Asso...**
- Update ER usage stats on ...
- JOURNAL OF PHARMACOL...

After: Upgrading the Alerting Service



426

Upgrade Required

After: Upgrading the Alerting Service

- The basic alerting service “does a job” and is in daily use
 - Drop in some numbers
 - Put in a couple of very recent postings
- Somewhat restrictive and not very scalable
- Enhancements proposed by the Transfer team to UKSG
- JISC funding approved for an ETAS (Enhanced Transfer Alerting Service)
- Encompassing improvements in the alerting service itself and putting in place a proper, searchable database to underpin and complement the service
- MIMAS (based at the University of Manchester, UK) will host and run the service as part of JUSP (Journal Usage Statistics Portal)
- ETAS has been designed, built, and released
- Historical information still being loaded

ETAS Home



Enhanced Transfer Alerting Service



Home	Search transfers	Transfer form (login required)	Transfer bulk upload (login required)	
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Welcome

The UKSG Transfer Code of Practice (<http://www.uksg.org/transfer>) is a set of voluntary best practices for scholarly publishers to ensure that when journals transfer between parties the process occurs with minimum disruption and that the content remains accessible. The Code was developed under the auspices of UKSG by a Working Group composed of librarians, publishers and subscription agents. The UKSG Transfer Code calls for Endorsing Publishers (http://www.uksg.org/transfer/transfer_publishers) to provide alerts about journal transfers.

To help publishers and to make it easy for librarians and readers to be notified of journal transfers and search previous alerts, UKSG has collaborated with JUSP, JISC and Cranfield University to create this Enhanced Transfer Alerting Service.

For complete information about the UKSG Transfer Code of Practice please visit the UKSG website (<http://www.uksg.org/transfer>).

[ETAS Latest Transfer Notifications](#)

ETAS RSS 2.0 Feed

[International Journal of Circumpolar Health](#)

Print ISSN: 12399736 Online ISSN: 22423982

Effective transfer date: 2012-03-19

To: Co-Action Publishing

From: International Association of Circumpolar Health Publishers

Sat, 24 Mar 2012 09:37:38 +0000

[Journal of the Institute of Brewing](#)

Print ISSN: 00469750

Effective transfer date: 2012-05-01

To: Wiley Blackwell

From: Scientific Societies

Fri, 23 Mar 2012 16:04:29 +0000

[Journal of Radiation Research](#)

Print ISSN: 04493060 Online ISSN: 13499157

Effective transfer date: 2012-07-01

To: Oxford University Press

From: previously self-published, online through J-Stage

Wed, 29 Feb 2012 15:50:08 +0000

ETAS Search Form



Enhanced Transfer Alerting Service

Home	Search transfers	Transfer form (login required)	Transfer bulk upload (login required)	
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Search Transfers

Multi-field:

ISSN:

Multi-field search tips

Search terms	Search Type	Returns records containing
collaborative environments	Or	'collaborative' or 'environments'
+collaborative +environments	And	'collaborative' and 'environments'
"collaborative environments"	Phrase	the phrase 'collaborative environments'
+collaborative - environments	And Not	'collaborative' but not 'environments'
coll*	Wildcard	'collection', 'collision', 'collaborative', 'colloidal', etc.

Helpdesk: just@mimas.ac.uk | [Accessibility](#) | [Privacy Policy](#)

© 2011-2012

ETAS Search Results



Enhanced Transfer Alerting Service

Home	Search transfers	Transfer form (login required)	Transfer bulk upload (login required)	
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Transfer details

[Export record](#)

Receiving Publisher	
Name	Co-Action Publishing
Contact name	Anne Bindslev
Contact email	anne.bindslev@co-action.net
Transfer compliant	Yes
Transferring Publisher	
Name	International Association of Circumpolar Health Publishers
Contact name	Riitta Aittamaa
Contact email	riitta.aittamaa@oulu.fi
Transfer compliant	No
Journal	
Title	International Journal of Circumpolar Health
Society	International Association of Circumpolar Health Publishers
Print ISSN	1239-9736
Online ISSN	2242-3982
DOI	
Frequency	No issues as from 2012 - articles published as they become accepted

ETAS Search Results

Transferring Publisher	
Name	International Association of Circumpolar Health Publishers
Contact name	Riitta Aittamaa
Contact email	riitta.aittamaa@oulu.fi
Transfer compliant	No
Journal	
Title	International Journal of Circumpolar Health
Society	International Association of Circumpolar Health Publishers
Print ISSN	1239-9736
Online ISSN	2242-3982
DOI	
Frequency	No issues as from 2012 - articles published as they become accepted
Transfer details	
URL	www.circumpolarhealthjournal.net
Effective transfer date	2012-03-19
First vol, issue, date	71, ,
Special circumstances	Open Access. No longer published with issues. No longer printed. No longer subscription sales.
Perpetual access	
Digital preservation agreements	CLOCKSS; LOCKSS; Portico;
Perpetual access policies	Journal history http://www.circumpolarhealthjournal.net/index.php/ijch/about/history1972

Exporting Records



Enhanced Transfer Alerting Service




Home	Search transfers	Transfer form (login required)	Transfer bulk upload (login required)	
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Transfer details





[Export record](#)







Receiving Publisher	
Name	Co-Action Publishing
Contact name	Anne Bindslev
Contact email	anne.bindslev@co-action.net
Transfer compliant	Yes

ETAS RSS Feed in Reader

Search Reader 



tsmuohio@gmail.com 

 All items  Mark all as read  Feed settings... 






     



ETAS Latest Transfer Notifications »

You have subscribed to "ETAS Latest Transfer Notifications."






International Journal of Circumpolar Health   Mar 25, 2012 4:27 PM



Print ISSN: 12399736 Online ISSN: 22423982
Effective transfer date: 2012-03-19
To: Co-Action Publishing
From: International Association of Circumpolar Health Publishers

    Email Keep unread  Add tags






Journal of the Institute of Brewing   Mar 25, 2012 4:27 PM

Print ISSN: 00469750
Effective transfer date: 2012-05-01
To: Wiley Blackwell
From: Scientific Societies

    Email Keep unread  Add tags

Journal of Radiation Research   Mar 25, 2012 4:27 PM

Print ISSN: 04493060 Online ISSN: 13499157
Effective transfer date: 2012-07-01
To: Oxford University Press
From: previously self-published, online through J-Stage

    Email Keep unread  Add tags

ETAS for Publishers

Home	Search transfers	Transfer form	Transfer bulk upload	Endorsing Publishers
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Fields in **bold** are required.

- Receiving Publisher

Publisher name: ⓘ -- Receiving Publisher name --

If Other - please specify:

Contact name:

Contact email:

Transfer compliant: ⓘ

Yes No

- Transferring Publisher

Publisher name: ⓘ -- Transferring Publisher name --

If Other - please specify:

Contact name:

Contact email:

Transfer compliant: ⓘ

Yes No

- Journal

Journal Title:

Society (if applicable):

Print and/or Online ISSN:

Print ISSN: -

Online ISSN: -

Journal Title DOI:

Journal frequency: ⓘ

ETAS for Publishers

Transfer details

Receiving Publisher Journal URL:

Effective Transfer Date: - Day - - Mon - - Year -

Receiving Publisher First issue:

Volume:

Issue:

Date:

Notes on any special circumstances:

Archive & perpetual access

Digital Preservation Agreements:

- British Library
- CLOCKSS
- LOCKSS
- Koninklijke Bibliotheek
- Portico

Perpetual access policies:

- Receiving Publisher only will have archive
- Transferring Publisher only will have archive
- Both Publishers will have archive
- Transferring Publisher will have archive up to
Year:
- Receiving Publisher will have archive from
Year:
- Other

If Other - please specify:

Submit

What's Next?

- Version 3.0
 - Preservation
 - Discovery Services and Link Resolvers
 - Search Engine Discoverability
 - Social Media and Apps
 - Transfer of Contact Information
 - Formal Recommendation?

Getting Involved

Everyone:

Learn more about Transfer:

<http://www.uksg.org/transfer>

Librarians:

Learn about the Enhanced Transfer Alerting Service:

<http://etas.jusp.mimas.ac.uk/>

Publishers:

Talk to us about endorsing the Code of Practice:

<http://www.uksg.org/Transfer/Code>

Thank you!

Nancy Beals (Wayne State University Libraries)

Nancy.Beals@wayne.edu

Jennifer Bazeley (Miami University Library)

bazelejw@muohio.edu