

**UWF Libraries
Technology Fee Systemic Proposal
Ebook Collection**

Initiative/investment to enhance instructional technology:

Cambridge is a major publisher of academic and professional books and series. The e-books are suitable for research, study, and course projects, and can be assigned as textbooks. With the purchase of the Cambridge eBook Collection, UWF will gain perpetual rights and online access to Cambridge books published in 2007-2009 comprised of 1371 titles.

The agreement between UWF and Cambridge will allow for any fair use of the content for educational purposes, including embedding the content in Webcourses. Access would be available 24/7 to all UWF students and employees, with off campus access enabled by EZproxy.

How initiative has a college/unit-wide or university-wide scope:

Just like a print book UWF will own the content of these e-books. The Collection will benefit the current 10,516 students¹ and 456 faculty members², and will meet the instructional and research needs of UWF into the future.

The purchase of the Cambridge eBook Collection will substantially increase the library resources available to all students and faculty. In an effort to demonstrate the extent of the e-book collection the table below shows the Subject Collections, and the number of titles in each Collection.

Selected UWF Colleges and/or Program	Cambridge eBook Subject Collection	Approx. Number of Titles³
Anthropology	Social Sciences- Anthropology, Archaeology, Sociology	38
Biology, Life Health Sciences, Medical Technology, Nursing, Public Health	Science and Engineering- General Science Medicine-Epidemiology, Nursing	93
College of Business	Social Sciences-Economics, Law, Management	114
English	Humanities	100

¹ Enrollment Data Source: UWF Electronic Fact Book: Enrollment by College, Department, Program, Level and Major (Fall 2008).
<http://upic.uwf.edu/OIR/Enrollment/main.cfm?TopicID=44&SubTopicID=17>

² Faculty Data Source: UWF Electronic Fact Book: Personnel by Classification (Fall Term).
<http://upic.uwf.edu/OIR/Personnel/main.cfm?TopicID=31>

³ This graphic shows approximately one half of the available titles.

Environmental Science	Science and Engineering- Earth and Environmental Sciences; Geography	49
History	Humanities	121
Legal Studies, Criminology	Social Sciences-Law	103
Mathematics and Statistics	Science and Engineering- Mathematics	30
Philosophy and Religion	Humanities-Philosophy, Religion	99
Psychology	Social Sciences-Psychology; Medicine- Psychiatry and Clinical Psychology	60
School of Science & Engineering; Physics	Science and Engineering- Computing, Engineering, and Physics	85

Cambridge e-books are online and the content will be available to all UWF students, faculty and staff anywhere, anytime. Students will be able to discover Cambridge e-books in the catalog, on the library Web site, and through search engines like Google Scholar. Cambridge e-books are in PDF format and students may print, e-mail, and download entire chapters and books to read off-line on most mobile devices, laptops, or any computer.

The Cambridge eBook Collection benefits faculty by providing both literature for faculty research and relevant material for course assignments.

Alignment with UWF Strategic Plan:

UWF's current vision statement (2008-2012) seeks to empower students with knowledge, skills and opportunity to contribute responsibly and creatively to a complex world. Central to this complexity and creative empowerment is basic access privileges to a rich centralized technological infrastructure for research, project collaboration, enabling technological possibility and information literacy. In terms of UWF's enduring values, the libraries' ebook proposal focuses on empowering students enabling access to scholarly information and research. The UWF Libraries Ebook Proposal is in direct alignment with the University of West Florida Strategic Priorities and Measurable Achievements (2008-2012) in a variety of specific ways.

- **High Quality Academic Programs.** High quality academic programs require access to high quality research. Cambridge University Press is one of the largest and most prestigious academic publishers. For the libraries' mission, the purchase of quality ebooks translates to greater access to scholarly communication.
- **Strategic Focus: Academic & Student Support Services.** Student demand for technology is the libraries' driving motor. The libraries received over 393,322 patrons in the 2008-2009 year in person with 451, 580 online catalog search sessions and 936,542 page views of electronic resources. Cambridge Books Online offers all levels of user a new dimension of access and usability to their scholarly content, supporting and enhancing all aspects of research.
- **Strategic Focus: Investment in Students:** The heart of any great university is its students. UWF libraries proposes to foster a culture of excellence and access by providing greater online access to research using ebooks, which enables students to collaborate and carry out research.

Evidence that the project will benefit student learning:

Cambridge is recognized as a leading academic publisher, producing scholarly books and book series relevant and appropriate to university student course work and faculty research. The content will directly support student learning by providing material for course papers, projects, and study. Sample titles⁴ from the Collection demonstrate how the content will be of value to UWF.

- Accounting Principles for Non-Executive Directors Assisting Victims of Terrorism
- Adapting to Climate Change
- Aggression and Violence in Adolescence
- Algebraic Codes on Lines, Planes, and Curves
- Beach and Dune Restoration
- Ben Jonson and the Politics of Genre
- Biodiversity Economics
- Building Party Systems in Developing Democracies
- Computational Physics of Carbon Nanotubes
- Contemporary German Fiction
- Corporations and Citizenship
- Crime and Law in England, 1750-1840
- Democracy and Moral Conflict
- Developmental Psychophysiology
- Drug-Crime Connections
- Egyptian Mummies and Modern Science
- Estuaries
- Evaluating Campaign Quality
- Experiments and Competition Policy
- Fixed-Mobile Wireless Networks Convergence
- From Corpus to Classroom
- Geometric Spanner Networks
- Globalization and Business Politics in Arab North Africa
- History and the Supernatural in Medieval England
- Human Evolution and Christian Ethics
- Informed Consent and Clinician Accountability in Robots, Humans and Animals
- Journalism and the Novel
- Key Issues in Criminal Career Research
- Large-Scale Disasters
- Levi-Strauss, Anthropology, and Aesthetics
- Market and Society
- Mass Migration Under Sail
- Modernism and World War II
- Multinational Enterprise and Economic Analysis, 3 ed.
- Networks for Learning and Knowledge Creation in Biotechnology
- Perspectives on Innovation
- Polarization Holography
- Racial Diversity and Social Capital
- Samuel Beckett and the Philosophical Image
- Teacher Language Awareness
- The Transformation of Learning

Book chapters can be embedded in online courses and there is no limit on the number of people who can open Cambridge e-books at once. Online materials are available 24/7.

The UWF Libraries is committed to publicizing this Collection. The Libraries will offer informational materials to distribute during various events, such as the Faculty Department meetings, and will feature information about the Collection in the UWF Libraries blog and other university news media. Librarians will instruct students about Cambridge e-books during Information Literacy sessions.

How success/impact will be measured:

The Libraries will measure the success of the Cambridge eBook Collection through usage data, surveys, and link analysis. Cambridge will deliver usage reports that track which titles were used and how many chapters were downloaded. We will be able to track usage by discipline.

⁴ Current list of Cambridge E-Book for 2010 is available at:
<http://www.Cambridge.com/librarians/e-content/ebooks?SGWID=0-40791-12-377411-0>

The Libraries will survey and interview faculty about their use of this Collection and determine how many e-books and chapters are assigned as course readings, as well as the faculty's satisfaction with the content. The UWF Libraries will gather statistics regarding the use of Cambridge e-books in D2L.

Description of Resources Required including Hardware and Software and Personnel Costs:

This proposal is for the purchase of the **Cambridge University Press Ebook Collection** for 2007-2009. The collection consists of 1340 titles for a one-time cost of \$73, 967. While this is a package purchase the average cost per title is approximately \$53 which is a savings of almost 50% per title.

Plan for Sustainability beyond conclusion of funding from Technology Fee:

There is a nominal access fee which the library will pay annually.

Resource Matching Commitments:

Not applicable

Individual Responsible for Reporting and Accountability:

- **Oversight and Accountability:**
Lisandra R. Carmichael. lcarmichael@uwf.edu
Interim Dean of University Libraries
- **Implementation and Planning:**
Lynn Shay, lshay@uwf.edu
Head, Serials Department