



Licensing 101

**Strategies for managing risk
and expanding knowledge**



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Framework

Managing Risk

Expanding Knowledge

Value on Investment

Upskilling

Trends

Model licenses

[http://liblicense.crl.edu/licensing-information/
model-license/](http://liblicense.crl.edu/licensing-information/model-license/)

Also California Digital Library, Canadian
Research Knowledge Network, NERL

Managing Risk

Compliance

Signature authority, state ethics forms, meals and gifts, contracting requirements

uconncontracts.uconn.edu

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Expanding Knowledge

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Upskilling

Win-win negotiation

Getting to Yes: Negotiating Agreement Without Giving In by Fisher, Ury, & Patton

Be creative!

Lay the groundwork

Prepare your own priorities, timeline, BATNA

Research the vendor: fiscal cycle, leadership, strategic directions, past communications

Learn the ecosystem

Maintain environmental awareness

Invoke industry standards and other deals

Develop a peer network, join advisory boards

Pitch the business case

Why would it make sense for a vendor to say yes to you? How are YOU adding value to THEM?

Licensing resources

<http://www.sarahdurrant.co.uk/negotiation-skills-for-librarians-online>

Halaychik, Corey, and Blake Reagan. 2019. *Library Licensing: A Manual for Busy Librarians*. Santa Barbara, CA: Libraries Unlimited.

Harris, Lesley Ellen. 2018. *Licensing Digital Content: A Practical Guide for Librarians*, 3rd ed. Chicago: ALA Editions.

Trends

**Trend:
Transformative
agreements**

Industry examples

Read-and-publish (MIT-RSC, UC-CUP)

Subscribe-to-open (Annual Reviews)

Other models (ECS Plus, CRL GPA)

UConn case study

De Gruyter offer and parameters

Why we ultimately said no

Moving in the direction

**Trend:
Lending
ebooks**

Industry examples

CONTU - [Ohio State University](#)

Whole ebook lending - [VIVA](#)

International ILL - [NERL](#)

UConn case study

Whole ebook lending with variety of publishers

Customizing RAPID settings to facilitate lending

Challenge: chapters ([Charlotte Initiative Part 2?](#))

**Trend:
Sharing
licenses**

Industry example

SPARC's Big Deal Knowledge Base

<https://sparcopen.org/our-work/big-deal-knowledge-base/>

UConn example: FOI

Freedom of information under state law

Assessment of public records office

Disclosure processes and plans

**Trend:
Branding
platforms**

Industry example: NERL

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UConn examples

Use existing branding capabilities (EBSCO)

Ask for ads to be removed (Lexicomp)

**Trend:
Licensing
datasets**

New CRL model license

Center for Research Libraries' Model Licensing
Terms and Specifications for Data Resources

https://drive.google.com/file/d/1KqjifR2iyzjGeoZ10_ZwLFVS_buutzUg/view

New data validation clause: checksum + redelivery

**Thanks for
listening!**

**Contact me:
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UConn do it!

