

**University Libraries**  
**Technology Fee – ITEP Proposal**  
FY 2010/2011

This ITEP proposal is for the purchase of Readex's **Early American Imprints, Series 1: Evans, 1639-1800** collection online. The Evans Collection would be accessible 24/7 through the UWF Libraries' website. The total one-time cost of this proposal is **\$24,156**. This cost includes special promotional pricing available only through June 30, 2011, offering us a savings of \$13,287. After July, the collection would cost \$37,443.

### **1. Project description**

Readex is recognized as a leading publisher of digital historical collections, producing content that is relevant and appropriate to university student course work and faculty research. The Evans Collection, published in cooperation with the American Antiquarian Society, is widely known and accepted as "the definitive resource for researching every aspect of 17<sup>th</sup>- and 18<sup>th</sup>- century America."<sup>1</sup> With the purchase of the Evans Collection, UWF will gain perpetual rights and online access to more than 36,000 printed books, pamphlets, and broadsides published in America during this time. These primary source texts are suitable for research, study, and course projects, and the Readex contract will allow for any fair use of the content for educational purposes. Access would be available 24/7 to all UWF students, faculty, and staff, with off campus access enabled by EZproxy. To ensure students are aware that the collection was purchased with technology fees, the Libraries will include a "Student Technology Fee at Work" note in the catalog records and database links.

The library has previously purchased several other Readex products, including African American Newspapers (1827-1998), American State Papers (1789-1838), and the U.S. Congressional Serial Set (1817-1980), all of which are well-used. Furthermore, UWF would join the ranks of other Florida university libraries that own the electronic collection, including the University of Florida, Florida State University, Florida Atlantic University, University of Central Florida, University of South Florida, and New College of Florida. Additionally, several of UWF's peer and peer-aspirant institutions<sup>2</sup> also have this resource, including the University of West Georgia, Western Carolina University, James Madison University, and Appalachian State University.

### **2. Project alignment with UWF Strategic Plan**

The University of West Florida's current mission statement establishes a commitment to "empower each individual we serve with the knowledge and opportunity to contribute responsibly and creatively to a complex world." This project would directly empower our students to seek out knowledge and to contribute both responsibly and creatively by providing them with the technological tools that they need to support their education and production of scholarly works while here at UWF. In regards to UWF's enduring values, this product will increase the quality of resources and services available to our

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<sup>1</sup> Readex, "Early American Imprints, Series I: Evans, 1639-1800," <http://www.newsbank.com/readex/product.cfm?product=247> (accessed February 23, 2010).

<sup>2</sup> UWF Institutional Research and Effectiveness Support, "Peer and Peer Aspirant Universities," <http://upic.uwf.edu/OIR/Characteristics/main.cfm?TopicID=101> (accessed March 2, 2010).

students and help to shape a caring learning environment that provides the tools necessary for the student's individual development. In addition, the Evans Collection proposal is in direct alignment with several specific portions of the University of West Florida Strategic Priorities and Measurable Achievements (2008-2012), including:

- **Strategic Focus: High Quality Academic Programs**  
Access to such a vast collection of significant primary sources relates directly to providing high quality academic programs. These electronic texts will enrich courses and help students develop intellectually and engage in active learning through the examination and interpretation of primary sources. This kind of research teaches skills that cannot be obtained through research of secondary sources. Furthermore, high quality academic programs, particularly those with graduate programs, demand access to unique resources such as the imprints in Evans..
- **Strategic Focus: Academic and Student Support Services**  
Access to the digital Evans collection would support instructional technology and information resources across disciplines and complies with UWF's academic mission. Students will be able to discover Evans texts in the catalog and by searching the Evans database on the library Web site.

### **3. Benefits provided**

#### **a. Enhancement of student access to technology**

The library owns the original microfiche edition of the Evans collection as it was first published, but the indexing is extremely inadequate and difficult to use. There are several different multi-volume print indexes and supplements which offer no subject indexing and limited author and title indexing. Because most students and scholars conduct research using subject keywords, the Evans microfiche are left untouched.

The digital edition of the Evans collection is extensively indexed, full-text searchable, and can be browsed by subjects, genre, author, history of printing, and place of publication. The electronic collection would be accessible anytime to all UWF users, including online students and distance learners, whereas the microfiche are only available to local users during regular library hours. The digital edition also includes additional imprints not available on microfiche.

#### **b. Enhancement of the student experience**

The content of the Evans Collection will directly support student learning by providing material for course papers, projects, and study. Furthermore, the texts can be incorporated into online courses and there is no limit to the number of users who can access the content at one time. The collection grants access to over 36,000 imprints published in American between 1639 and 1800, providing cultural and historical context to research projects. Publications include everything from advertisements to literature to narratives to political tracts, on a wide array of topics, such as agriculture, capital punishment, child rearing, disease, education, religious thought, slavery, and women, to name a few.

Access to and evaluation of primary sources helps teach students to interpret documents and draw conclusions themselves, rather than relying on someone else's interpretation. These types of critical thinking skills can only be learned through research of primary sources rather than the more passive learning gained by reading secondary commentary on a topic.

### **c. Assessment**

The Libraries will assess the Evans Collection through usage statistics, catalog link analysis, and feedback.

### **d. Student impact**

The Evans Collection will benefit multiple programs and departments across campus, including History, English, Political Science, Communication Arts, Anthropology, Philosophy/Religion, Art, Theater, Music, Legal Studies, and students in the Honors program. These departments constitute 2102.2 of UWF's total FTE.<sup>3</sup> The History department alone includes 237 undergraduate majors and 37 graduate students<sup>4</sup>, making it one of the largest departments on campus.

### **e. Students with special needs or disabilities**

The digital edition of the Evans collection would be accessible anytime to all UWF users, including students with special needs or disabilities. Pages can be downloaded in PDF or TIFF formats and used on special needs equipment or in a student's own comfortable, physical space. Pages can also be magnified up to three hundred percent.

### **f. Enhancement of training of students and faculty in the use of technology**

The Evans Collection is completely digital and the content will be available to all UWF students, faculty and staff anywhere, anytime. Students will be able to discover Evans texts in the catalog and by searching the Evans database on the library Web site. Texts are provided in PDF or TIFF format and students may print, e-mail, and download pages to read off-line on most mobile devices, laptops, or any computer. The collection will benefit faculty by providing both resources for faculty research and relevant material for course assignments.

Students and scholars have the following to say about the Evans Collection:

“As a scholar of Early America and the Atlantic World, I am aware of the value of the thousands of primary documents in the Evans Collection. This unrivaled collection in both its breadth and depth surpasses every comparable brick-and-mortar archive. Indeed, the collection is essential to any serious student, teacher, and scholar of Early American and Atlantic History. Without access to the collection, each of these groups is at an extraordinary disadvantage.”

-Dr. Matthew J. Clavin, UWF Associate Professor of History and American Antiquarian Society Fellow

“The Evans Collection is a wonderful resource. As a student, I was quite thrilled to learn that

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<sup>3</sup> UWF Institutional Research and Effectiveness Support, “Full-Time Equivalent - FTE by Program and Level (Fall 2009),” <http://upic.uwf.edu/OIR/Enrollment/main.cfm?TopicID=42&SubTopicID=11> (accessed March 2, 2010).

<sup>4</sup> UWF Institutional Research and Effectiveness Support, “Enrollment by College, Department, Program, Level, and Major (Fall 2009),” <http://upic.uwf.edu/OIR/Enrollment/main.cfm?TopicID=44&SubTopicID=17> (accessed March 3, 2010).

UWF had such a great collection available to the students. My initial excitement quickly gave way to dismay when I realized that the only index for the microfiche collection was an author index. Unless I knew the name of an author in particular, the collection was of little use. Eventually, I gave up and attempted to approach my research from other angles. I then learned that FSU had this collection available online, so I drove 200 miles to Tallahassee to spend an afternoon (and \$5 of quarters to park) searching the Evans Collection. It proved to be extremely useful as the full-text searches allowed me to find writings I could find no where else on my topic.”

-Joshua W. Broxson, graduate of the UWF History BA and MA programs

“But perhaps most exciting about this wonderful resource is its power in the classroom. In a recent undergraduate seminar on Benjamin Franklin, I asked students to write research papers on some aspect of Franklin's life, suggesting they try this user-friendly database. The quality of the finished papers, along with the fascinating range of topics-from Franklin the apprentice to Franklin the inventor of the glass armonica-owed much to the digital Early American Imprints.”

-Dr. Edward G. Gray, Associate Professor of History, Florida State University

#### 4. How will success be measured?

The Libraries will measure the success of the Evans Collection through usage data, link analysis, and feedback. Readex provides monthly usage statistics, and the library can also track link usage from the catalog.

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 departmental orientations, and will feature information about the Evans Collection in the Libraries blog and other social media. Librarians will also instruct students about the collection during Information Literacy sessions.

#### 5. Resources and projected ongoing resource needs

The proposal covers the one-time purchase cost of the Evans Collection content and corresponding catalog records, as well as the ongoing maintenance fee for the second year. The library will assume payment of the annual maintenance after the first two years. There are no additional hardware, software, or personnel costs associated with this proposal.

Item	Cost
Early American Imprints, Series 1: Evans, 1639-1800	\$20,054*
Catalog records from the American Antiquarian Society	\$3500
Ongoing maintenance fee for second year	\$602
<b>TOTAL:</b>	<b>\$24,156</b>

\*This price is a special promotional price good through June 30, 2011. The regular list price is \$33,341, offering us a savings of \$13,287.

## **6. Timeline**

The Evans Collection will be ordered as soon as funds are available. Once the order is placed, access to the collection is usually available within a week. The ongoing maintenance fee is due annually, beginning on the first anniversary of purchase.

## **7. Sustainability**

The requested funds will cover the one-time cost of the product as well as the maintenance fee for the second year, after which the library will assume annual payment.

## **8. Resource Matching**

Not applicable

## **9. Individual or group responsible for implementation**

Once funds are received, Electronic Resources Librarian Shari Johnson will initiate the order with our Readex representative and ensure that catalog records are uploaded and links to the Evans database added to the Libraries' website. The collection should be available within a week of placing the order.

## **10. Principal Investigator**

### **Oversight and Accountability:**

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