

Strategies for effective negotiation and licensing of digital content

Jisc Collections has an international reputation for expertise in the negotiation and licensing of scholarly online resources with publishers and providers. It currently manages around 200 agreements and its model licence is seen as a 'gold standard' across the academic sector.

In collaboration with UKSG, Jisc Collections runs one-day '[licensing skills for librarians](#)' workshop events annually. The next course is scheduled for 11 May 2017 and full details of the programme will be available soon. The target audience is UK publicly funded academic institutions. The workshop is designed to address the concerns of academic libraries that license access to journal collections, ebooks and datasets, that have expanding user groups, and that may need to address Open Access implementation requirements.

Why is this important?

Budgets are shrinking, publishers standard subscription prices are continuing to increase and content packages, particularly journals collections, are growing beyond affordability. By developing skills in licence negotiation librarians save time and contain costs, as well as increasing the return on investment for their organisation.

Who should attend?

The UKSG programme in May 2017 is aimed at UK academic librarians, who manage, support, and purchase electronic collections of content for teaching, learning and research.

If you miss the UKSG course, or are from a different sector, Jisc Collections also offers **Special Licensing Workshops** to groups and organisations. We can organise sessions at the [Jisc London office](#) or can visit you on-site at your location. Special Licensing Workshops are for subject/sector-specific groups or institutions and can be tailored to meet particular requirements. Our programmes typically comprise a one-day workshop, led by licensing and negotiation practitioners with expertise in negotiating for a range of electronic content. The course format provides a mixture of taught elements, discussion and practical activities, alongside opportunities to reflect on your current practices. [Get in touch to discuss this option further.](#)

Example workshop

A one-day programme will typically equip you with the knowledge and skills to:

- Establish a robust negotiation strategy
- Plan effectively for your content renewals and new negotiations
- Understand the importance of addressing Gold and Green Open Access issues in journal agreements
- Get the most from your supplier

- Read and understand a publisher's licence
- Negotiate 'must have' licence terms into an agreement
- Understand how to incorporate additional authorised users in licenses

If your organisation provides access to databases, journals and/or ebook collections, or plans to develop or reduce collections, our programme will provide guidance on how to maximise your acquisition budget for those collections, along with a tested methodology for approaching negotiations.

Themes we cover

- Negotiation strategy
- Key issues surrounding negotiation and licensing of electronic content
- Using a model licence approach
- The importance of planning and evidence based negotiations
- The impact of Open Access on journal pricing
- The negotiation process
- Assessing proposals
- Working with licenses

Price

Special Licensing Workshops are tailored to the specific aims and nature of the group or organisation. As a guideline, a day-long workshop with up to 5 delegates is priced at £1,250 plus VAT and includes materials, lunch and refreshments. Groups of 5 or over attract a discount.