

# Outreach to acquisitions/collection librarians and using Worldcat data

- **Acquisition/collection librarians may wish to participate in OtF in order to enhance their collections in a cost-efficient way (while also supporting open access).**

One of the core goals of the Opening the Future model is to shift from a bifurcated environment where acquisitions budgets are used to buy books, while scholarly communications budgets are used to fund OA, into a more holistic environment in which all acquisitions expenditure contributes to making content open for all. However, at time of writing that shift in library budgets is still a long way off from happening, and outreach needs to take account of this.

When 'selling' the benefits of the Opening the Future model to acquisitions librarians, the focus should be on the unique content that is delivered to each participating library (the backlist). Institutions will often want to see a teaching need for the title or whether faculty have requested a purchase, which can be challenging to demonstrate. Demand-driven acquisition paradigms have also instilled a false belief in the sustainability of on-demand access.

Various data sources, such as Worldcat or Open Syllabus, can help to make the case to acquisitions librarians, although the data can be read in different ways by different institutions. For instance, if Worldcat data indicate that a library has previously purchased every title from a press, some libraries will see this as a good indication that they should join the Opening the Future model as it represents a cheaper way to acquire all new books. Others, though, may question why they should subscribe when they already have all the titles. Hence, data are never neutral and require contextualisation for each library.

- Stress the link between the backlist packages and their own teaching and research aims.
- Focus instead on how this enhances their collections at a low cost, and by acquisition after the three years.
- Stress the affordability of the initiative, with particular reference comparison to BPCs.

In order to find relevant acquisitions/collection librarians, you can use Worldcat or Open Syllabus data, or you can purchase access to subject librarian contact lists from reputable marketers. Alternatively, you can research which universities have a heavy teaching or research focus in the subject you are offering. You may already have strong links to libraries via your current sales activities.

**For a generic template based on our own outreach to acquisitions / collections librarians please click here [Template direct outreach to acquisitions librarians.docx](#)**

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