



## IEEE Sections Congress 2008 Recommendation Response form

### 1. IEEE Sections Congress Recommendation #5

For digital libraries: develop additional, smaller tiered packages (10,20 items, etc.) which allow members to purchase defined quantities of digital content without expiration. Provide members permanent electronic access to previously purchased content.

### 2. Provide a project description or statement of the work being conducted in support of this recommendation.

#### Scope:

There are really several different sub-projects or goals to this one Congress Recommendation:

1. Developing additional small packages of products for individual members
2. Making sure that any purchase of these packages by a member does not have the "use it or lose it" clause ("without expiration")
3. Providing members with permanent electronic access to their purchases.

We should approach each of these individually:

#### Developing additional small packages of products

##### 1. "Member Digital Library – Basic"

There has been a discussion with the PSPB regarding creating a package of products for individual members (MDL-Basic, sometimes known as "MDL-Light") which would offer smaller bundles of downloads than individuals can presently purchase (currently the Member Digital Library, MDL, costs \$35 per month—minimum of 6 months subscription—and allows up to 25 downloads each month—your quota vanishes at the end of each month if it is not used).

While this project appears possible, and plans are in the works is the fact that the IEEE Product Management Group work to a future horizon of about 2 years. Thus anything that they wish to propose is seldom implemented in less than 2 years. There are usually for good technical reasons for this time-lag, particularly when the projects involve the IT group and web based commerce—these things take time to implement, particularly when, as now, there is a freeze on any IT projects that are not of first priority.

##### 2. Article "Packs"

The product management team is assessing a product strategy that would allow members and customers to purchase "packs" of downloads (E.G. 10, 15, 25, and 50 article packs). This idea is in its infancy stages and much more assessment work needs to be conducted before this idea could be presented to the PSPB board for consideration.

#### The "use it or lose it" clause.

The possibility of this option will be addressed during the assessment of the "Article Pack" product strategy.

**IEEE Sections Congress 2008 Recommendation  
Response Form**

Providing members with permanent access to their purchases.  
The costs of such a proposal will be reviewed.

While such a philosophy sounds good, it will very likely prove significantly difficult to implement in a reasonable time period. Members having the ability to download an article (whether purchased or as a benefit of membership) can easily store it on their own facility or simply print it out and keep the paper copy.

As the central implementation of this request would likely be difficult and expensive, and the user providing the permanent storage themselves is easy and almost free.

Immediate actions:

As the IEEE Product Management group apparently has done some preliminary work on a plan for MDL-Basic, a first step would be to begin discussion to determine the extent of the plan, and its cost.

**3. Next Milestone or expected completion date of this recommendation.**

Review of the MDL Basic plan by the PSPB.

**4. What outcomes do you expect, what are the potential impacts on IEEE and what metrics can be used to measure success?**

Expected outcomes would be some new type of product release as proposed above (either MDL Basic or Article Packs).

The due diligence of the product assessment will address the potential impacts on IEEE, and as they are provided they will be listed within the Sections Congress updates.

Measurements of success will be:

1. Product release
2. Product usage
3. Member product usage
4. Member and Customer satisfaction with the product

**5. Please provide any additional information that will be helpful in providing an update on this recommendation.**

**6. Submitted by and Date**

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