

# OPTIMIZING USAGE WITH TAYLOR & FRANCIS

## DIFFERENT METRICS TO LOOK AT

**Do you have all the MARC records for your EBA?**  
**Have you updated your entitlements?**

### DID YOU KNOW?

The average academic print book may only circulate **1.5X** in its lifetime. Ebooks tend to circulate more, due to 24/7 access and discovery features that can keep them relevant to new audiences over the long term.



Littman, Justin, and Lynn Silipigni Connaway. 2004. "A Circulation Analysis Of Print Books And e-Books In An Academic Research Library." Library Resources & Technical Services 48,4 (October):256-262.

All usage is good usage! One use may seem low, but the information accessed may be incredibly valuable to that end user or researcher. We have an extensive catalog of both niche monographs and general interest eBooks for your library.

## HOW CAN T&F HELP LIBRARIES INCREASE USAGE?

### Set up automated MARC records collections via OCLC



OCLC works with Taylor & Francis to automatically add and maintain your knowledgebase collection data. Get WorldCat records, holdings, and full-text links for content from **Taylor & Francis:**  
<http://oc.lc/taylorfrancis>

### Update Collection Links

Enhance discovery through Ex Libris Knowledgebases by creating "local" or "library specific" collections. You can download your KBARTS from the **T&F eBooks Admin portal, or contact your sales rep**



<https://librarianresources.taylorandfrancis.com/usage-tips/>

Create local or library specific KBART files for your Ex Libris Services



## WHAT ELSE CAN WE DO?

### Usage campaigns - An email campaign promoting your institutions resources to your patrons



We can put together these campaigns and send them to you or send them out on your behalf

Campaigns can be tailored for students or faculty



### Online resources - assets promoting your resources



Flyers, posters, email signature, web banners or social media graphics

<https://librarianresources.taylorandfrancis.com/services-support/promote-your-content/>

## UPDATE YOUR PROXY STANZA

If you find that your EZproxy access is not working, please try updating your stanza to the most up-to-date version, which can be found below:

[https://help.taylorfrancis.com/librarians\\_institutions/s/article/What-is-the-EZproxy-stanza-for-Taylor-Francis-eBooks](https://help.taylorfrancis.com/librarians_institutions/s/article/What-is-the-EZproxy-stanza-for-Taylor-Francis-eBooks)

## Reach out to your sales rep with any questions or ideas!



Visit

<https://librarianresources.taylorandfrancis.com/contact-us/sales-reps/>

to find your rep



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