Making the most
of your EBA
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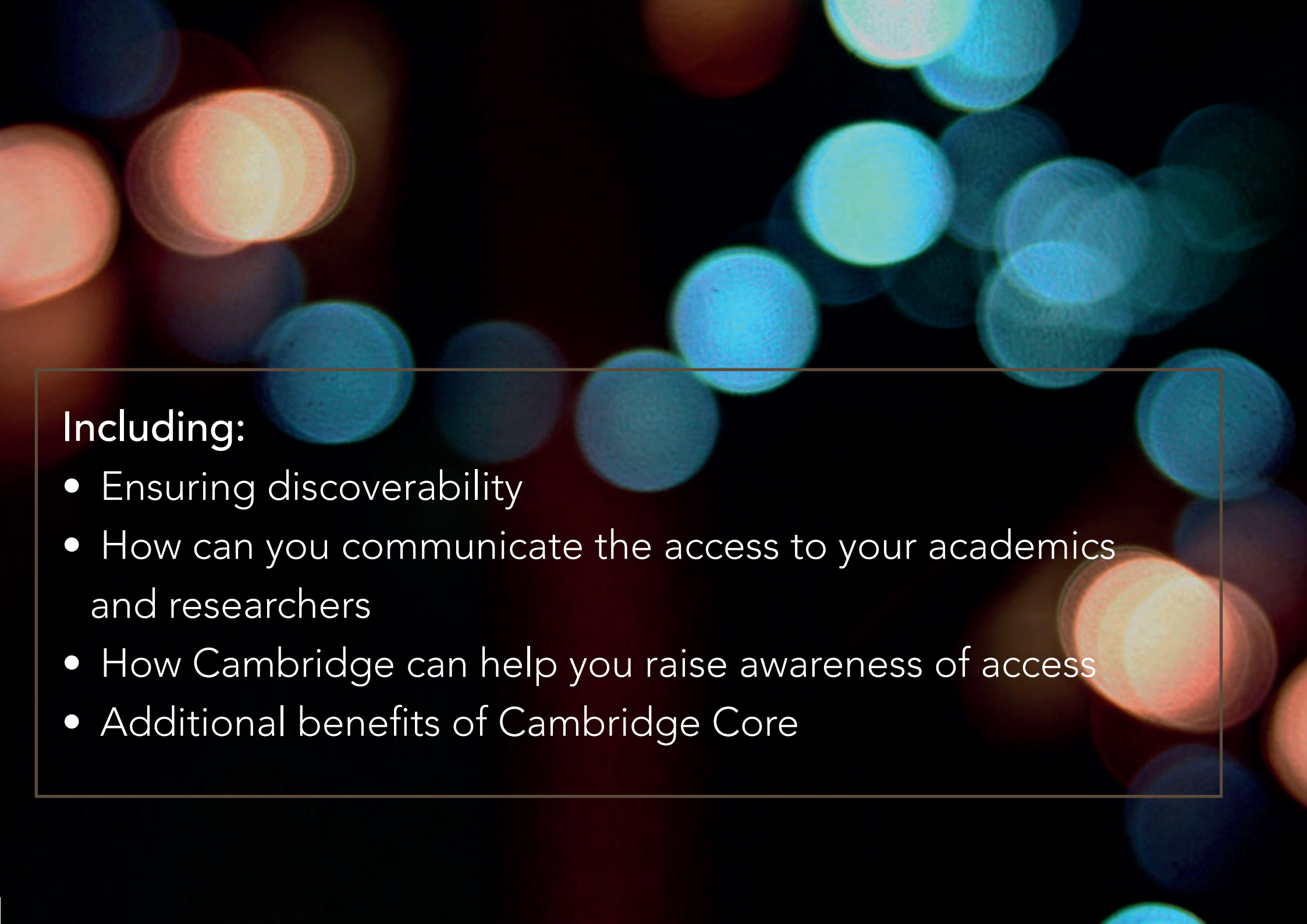


Including:

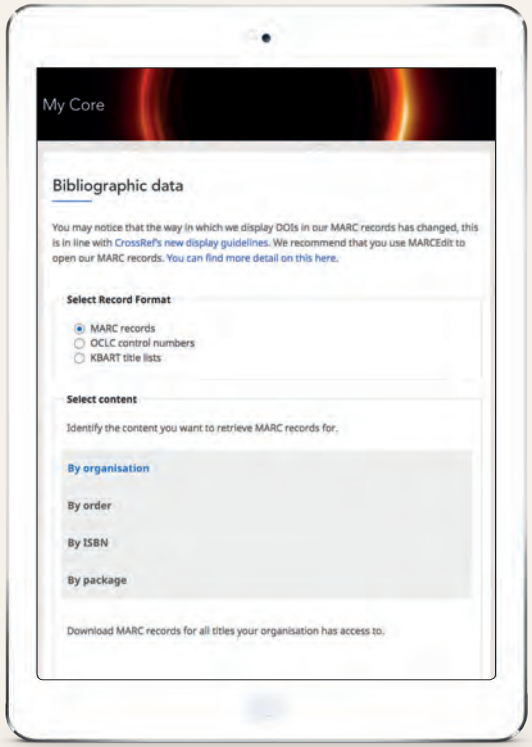
- Ensuring discoverability
- How can you communicate the access to your academics and researchers
- How Cambridge can help you raise awareness of access
- Additional benefits of Cambridge Core

Making the most of your EBA

Introduction: Raising awareness and increasing discoverability

Evidence Based Acquisition (EBA) is an ebook purchase model that allows you to make informed decisions about which titles to own based on usage data. We want to make sure that your EBA with Cambridge is a success, so we've put together a selection of tips to help with both raising awareness and ensuring discoverability of content.

We hope that good usage will help you get a clear view of which titles are important for your academics and ensure that you get the maximum value from your EBA agreement. If you have any questions or concerns during your EBA please don't hesitate to contact your sales representative.



Ensuring discoverability

We understand that accurate and complete metadata is vital for the discovery of the titles in your EBA. We can provide full MARC records, to the latest standards including Library of Congress subject headings, free of charge. These records are created by a dedicated in-house library data analyst with previous experience as a library cataloguer. By populating your systems with these records, you can give your EBA titles the best chance of surfacing in searches.

Adding new ebooks every month as part of your EBA agreement?

We will send you an email containing new MARC data once a month for you to add to your library catalogue. We recommend adding these new titles to your systems as soon as possible. This not only helps ensure that ebook usage is maximised; it also gives a more accurate view of popular titles at the end of the EBA.

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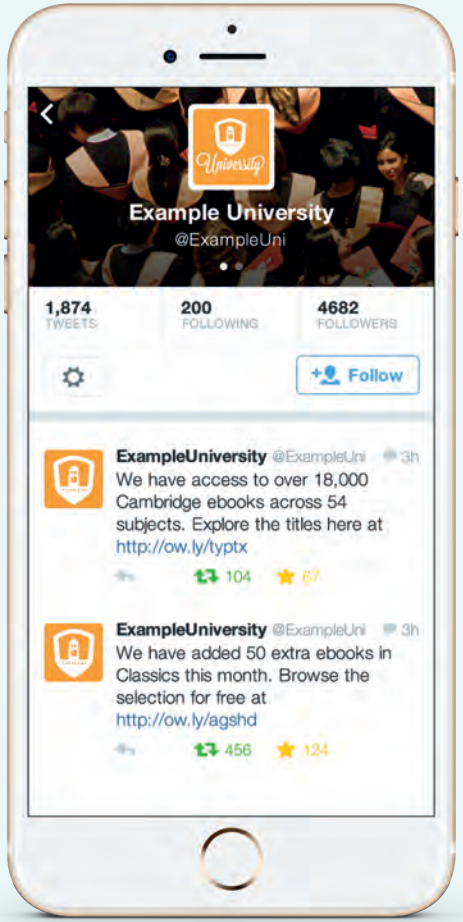
Making the most of your EBA

How can you communicate access to your academics and researchers

There are a number of ways that you inform your users about their access, but we understand that not all of these ideas work for all institutions. We're happy to listen to your feedback and ideas for other ways we can help.



Information on your library portal or pages

We've created a bank of resources including standard text about Cambridge ebooks that you may wish to add to your library webpages. These are available at **cambridge.org/EBAresources**

An example of this text is below:

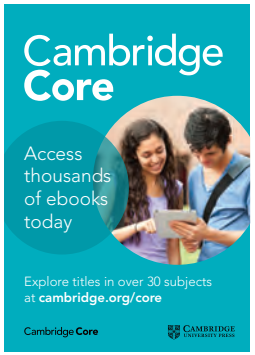
(This University) currently has access to over 32,000 ebooks from Cambridge University Press until the (insert date). This includes titles in multiple subjects across the Humanities, Social Sciences and Science Technology and Medicine. In the past two years Cambridge titles have received over 440 awards, including 26 CHOICE outstanding titles in 2016.

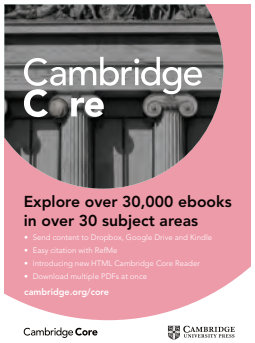
Email campaigns

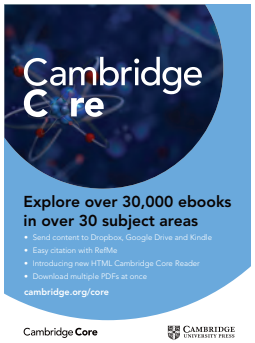
On the dedicated EBA resources page we also have an email template in HTML and text format that you may wish to adapt and circulate to your academics.

Social media suggestions

Social media is an excellent way to create engagement and traffic to your ebooks. If your library has an active Twitter feed, we've created a couple of sample Tweets on our resources page, that you could adapt to raise awareness of your EBA. Similarly if you have a Facebook page, you may want to post a few announcements about your EBA or use other appropriate channels. Additional resources including Twitter images are available at **cambridge.org/EBAresources**







General posters

Posters are available on the EBA resources page, including the full range of available titles, with space for you to include a date if required. You can choose to print these out yourself or contact us to produce a customised version.

Leaflets and resources

We are happy to provide you with Cambridge Core userguides, or any other leaflets or brochures and bookmarks you may wish to distribute to your academics. We also have a selection of promotional material including pens, pencils and sticky notes that we can send you to raise awareness of ebooks on Cambridge Core.

How Cambridge can help you raise awareness of access

We have a dedicated library marketing team who can help with producing customised posters and materials free of charge. Please contact **library.marketing@cambridge.org** with any requests. Examples of options available are listed below.

Customisable posters

The library marketing team can customise posters for your institution including adding your name, logo or bespoke URL for access.

Desktop background screens

Created for your library with customised elements including adding your name, logo or bespoke URL for access. We have also previously provided desktop backgrounds for library information screens and portals, and are happy to offer this for your institution.

Advertisements in institutional newsletters

We can create these for you; simply send through the specifications and we are happy to create a customised advert for your needs.

Email campaigns

Emails promoting EBA access to your users featuring your logo, and signed from you can be created. We can send these out on your behalf, or provide you with the information to send these yourself. Email **library.marketing@cambridge.org** with any requests.

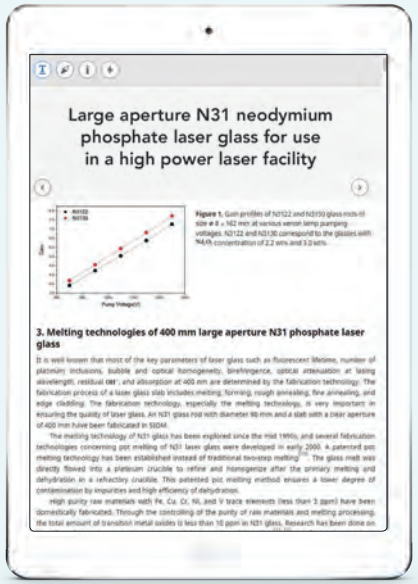
Other print or electronic material

We welcome any suggestions that you have for different print or electronic items that could be used to publicise ebook access.

Making the most of your EBA

Additional benefits of Cambridge Core

Your users can also benefit from the new extensive functionality of our platform, detailed below, which you may wish to highlight.



Introducing Cambridge Core Reader

Around 2,500 ebooks on Cambridge Core are available in HTML format, and benefit from the functionality of the new distraction-free HTML Cambridge Core Reader; this is also available for journal articles. This allows you to quickly follow links to figures, tables and charts, (that can then be opened to display as larger and clearer versions), and easily navigate to different sections of the article.

Want to save time formatting your citations?

Cambridge works with Easybib to allow users to easily cite their chosen content using over 150 different citation styles.

Want to select multiple chapters and export them all or save for future use?

Cambridge Core allows researchers to select multiple items of content and download all as a zipped PDF file, as well as export all citations, save to bookmarks, or view each chapter in a new tab on a browser.

And finally...

Usage data is also an invaluable tool for us as a publisher to see if we're publishing the right content for our readers. Helping our librarian customers with usage boosting initiatives is important to us, and part of the service we provide. If you have any questions please contact your sales representative, or for marketing queries please contact **library.marketing@cambridge.org**

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Also of interest...

Cambridge Journals

Digital Archive

Knowledge is no longer shelved

Over 900,000 articles from 300+ journals

Over 245 years of world class research

Available in collections, bespoke packages and as individual journal archives

Find out more cambridge.org/core-cjda

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Contact Us

If you would like to discuss customised EBA support material please speak to your sales representatives or email using the below address.

library.marketing@cambridge.org

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