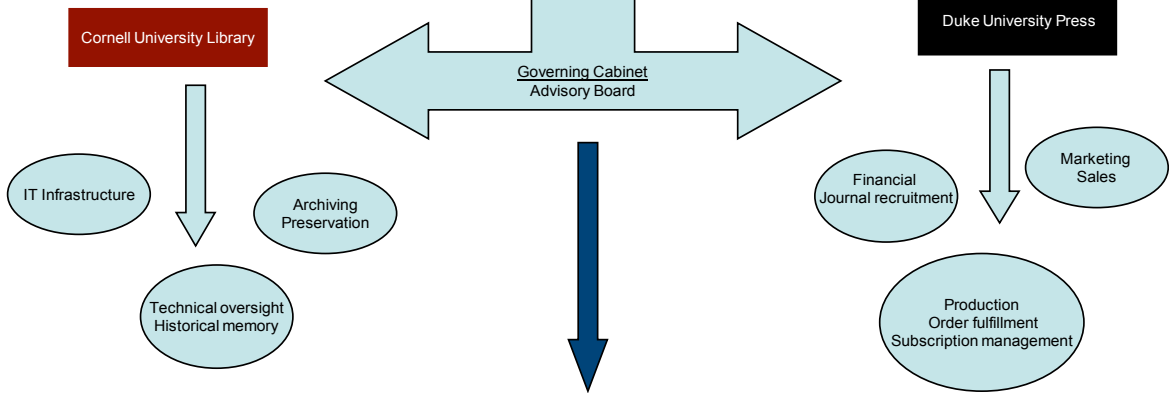
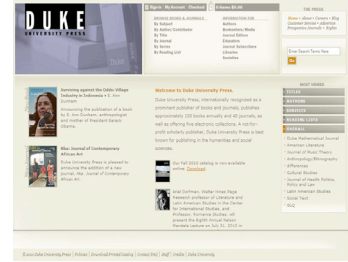


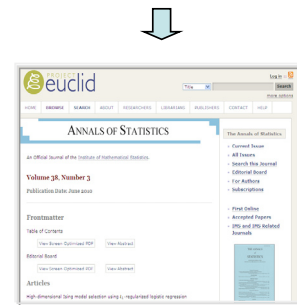
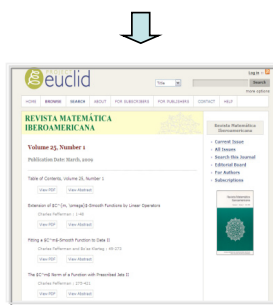
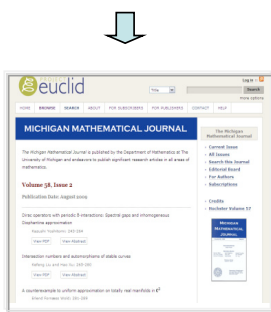
PROJECT EUCLID
CO-MANAGED BY
CORNELL UNIVERSITY LIBRARY
AND
DUKE UNIVERSITY PRESS



KEY ISSUES AND CHALLENGES
in making this partnership work

- Working through the cultural and environmental differences of two large universities.
- Understanding each partner's goals and objectives outside the partnership.
- Ensuring clear lines of communication within and across the partner institutions.
- Bridging the gap between a service-oriented, open access ideal and an entrepreneurial cost-recovery model.
- Prioritizing projects, while balancing each partner's resources, needs, and expectations.
- Promoting a shared ownership of the project and each partner's efforts.
- Figuring out how to resolve conflicts and differences between individuals working across partner institutions and departments.
- Supporting staff who have may have multiple roles outside the partnership.

At the same time we need to keep in mind that there are many other partners in this project



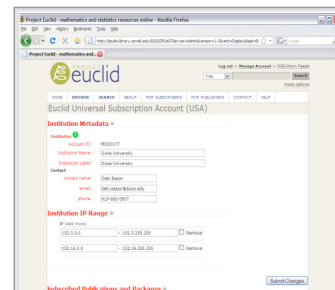
LESSONS LEARNED

- Commitment from the top of each organization is essential.
- Be explicit about the partnership goals: make sure everyone understands and shares those goals while understanding that there will be differing agendas and priorities.
- Create a clear and comprehensive agreement that outlines each partner's responsibilities, roles, and expectations. However, it is important to realize that over time roles and responsibilities will evolve. Expect change.
- Create a three year strategic plan and a separate operational plan for specific projects. Outline each partner's responsibilities. Be prepared for change.
- Identify the "right individuals" to participate in the partnership's "working group." It is vital that individuals understand both the strategic and operational goals of the partnership.
- Communication is key. Schedule regular meetings. Since Cornell University Library and Duke University Press have differing priorities and goals, it is crucial that there is frequent and clear communication.
- Each partner needs an advocate and a point person for the partnership to succeed. It is too easy for a project jointly managed to get pushed to the bottom of the pile.
- Keep careful track of finances and ensure both partners are aware of major budgetary decisions.
- Provide regular updates to all individuals associated with the partnership.
- Prioritize and balance conflicting needs and objectives: realize that priorities, resources, expectations, and communication styles will differ between partners.
- Try to provide a clear understanding of the potential benefits for all partners.
- Develop and promote a shared vision for the partnership. This will make some of the harder decisions easier to work through and agree on.

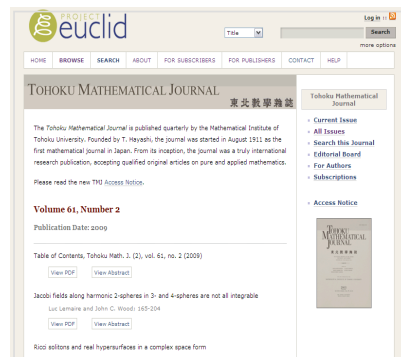
SOME EXAMPLES OF HOW THE PARTNERSHIP WORKS AND OUR SUCCESSES

• Enhancements to the subscription service that enable subscribers (libraries) to manage their own IP addresses, contact information, usage statistics setup (including SUSHI), and any future institution specific settings (like OpenURL).

• Redesign and upgrade to the current usage statistics system. Subscribers are able to see COUNTER 3 compliant usage statistics for all titles in Euclid.



• Expanded global exposure.
• Increased consortia sales for Euclid Prime.
• Increased presence on the web including social networking sites.



Ability to help Japanese math publishers who faced the possibility of losing print capability due to local print vendors' economic issues.