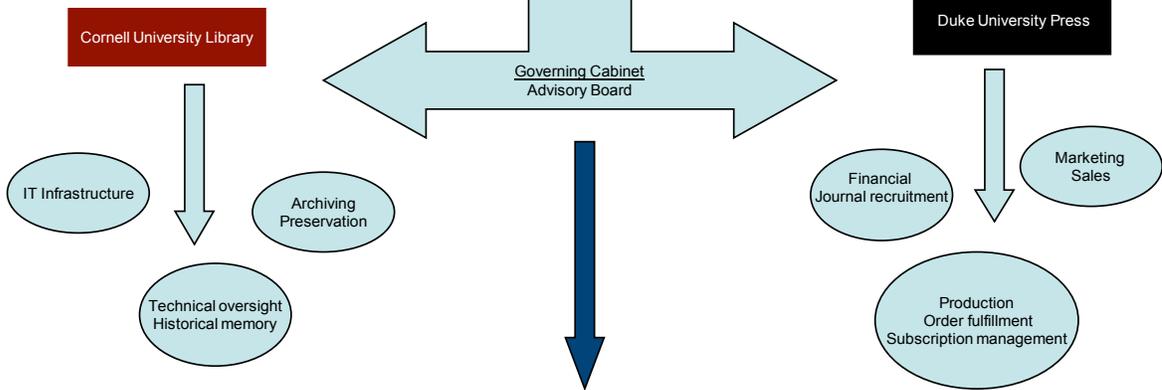
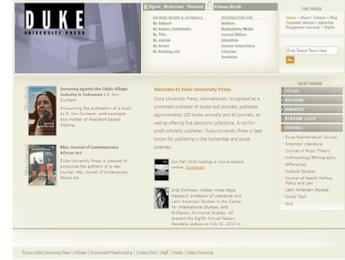




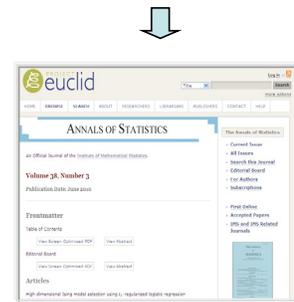
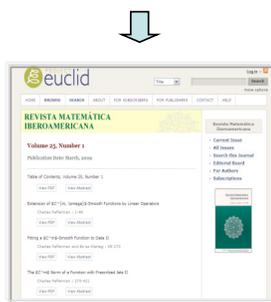
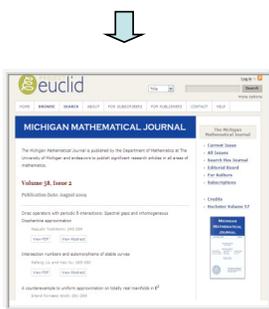
**PROJECT EUCLID**  
CO-MANAGED BY  
CORNELL UNIVERSITY LIBRARY  
AND  
DUKE UNIVERSITY PRESS



**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**

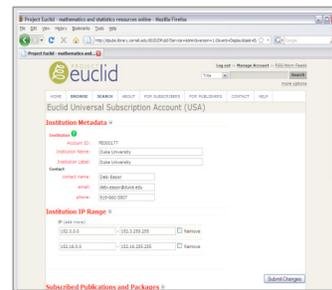


### LESSONS LEARNED

- 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.

