

# Our History

- Created in 1995 to help libraries address cost issues and save shelf space
- Helped libraries to repurpose space, share costs of digital storage and preservation, and spread access for users
- Since 1997 launch, JSTOR platform expanded to include current journals, books, and primary sources

# Mission

1. Expanding access to scholarly content while preserving the academic record
2. Understanding the needs of our users so we can deliver more value to them
3. Helping our publishers expand readership in a sustainable way

# JSTOR and our users

- Built our reputation on providing high quality content to researchers and students
- Serving 10,000+ institutions worldwide
  - 4-year and 2-year colleges, secondary schools, research orgs, etc
- 1,200 publishers
  - 2,000+ archival Journals
  - 50,000 Books
  - Research Reports
- 175 million+ content accesses per year
- Pricing models that encourages participation

# What about others?

*During the past 5 years, JSTOR added programs to help people outside the academy gain access to vital scholarly content*

- Publisher Sales Service
- Alumni Access
- Register & Read
- JPASS

# Register & Read

## **JSTOR's limited free access program**

- Introduced March 2012
- Register for a free MyJSTOR account
- Read up to 3 articles for free every two weeks
- No downloading





Search JSTOR

All Content



Advanced Search

Browse

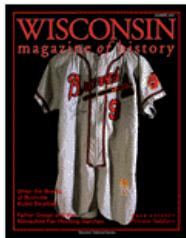


[About](#) [Support](#)

[Login to My Account](#) | [Register](#)

[« Back to Search Results](#)

[The Wisconsin Magazine of History](#) / [Vol. 87, No. 2, Winter, 2003-2004](#) / West by Orphan Train



JOURNAL ARTICLE

## West by Orphan Train

Clark Kidder

*The Wisconsin Magazine of History*

Vol. 87, No. 2 (Winter, 2003-2004), pp. 30-39

Published by: [Wisconsin Historical Society](#)

Stable URL: <http://www.jstor.org/stable/4637073>

Page Count: 10

**Topics:** [Orphans](#), [Foster children](#), [Children](#),  
[Grandmothers](#), [Foster home care](#), [Child care](#), [Adopted children](#), [Orphanages](#), [Clothing](#), [Homes](#)

Were these topics helpful? | [See something inaccurate? Let us know!](#)

[Read Online \(Free\)](#)

[Download \(\\$11.00\)](#)

[Subscribe \(\\$9.99\)](#)

[Add to My Lists](#)

[Cite this Item](#)

[Journal Info](#)



Get the research to back up your work

**JPASS plans start at \$9.99**

[Get started](#)



[Try it](#)

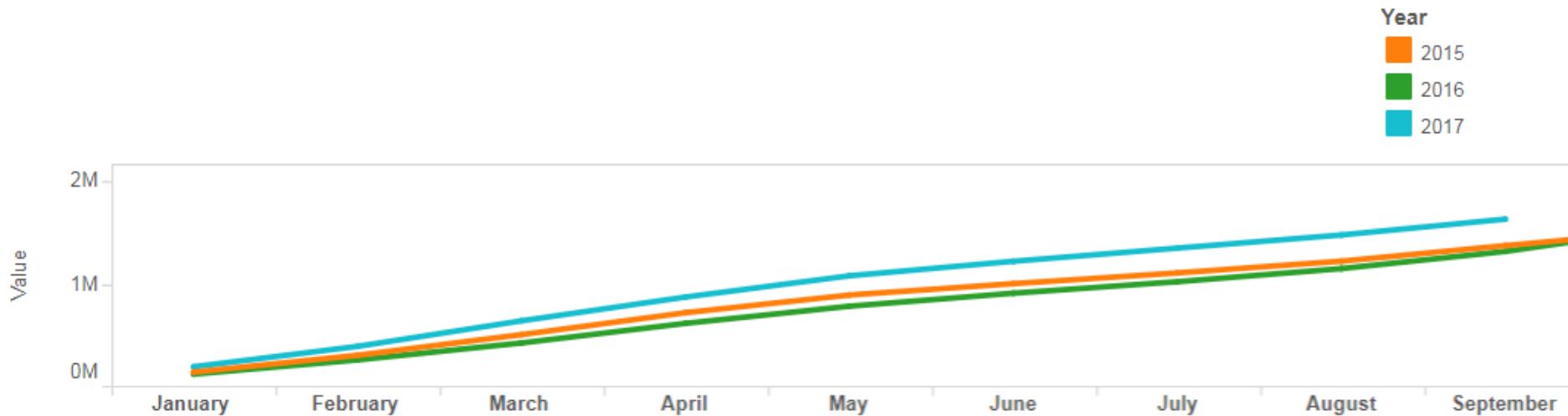
[Article](#)

[Thumbnails](#)

# How is Register & Read doing today?

## 2017 Q1-Q3:

- 1,900+ journals
- 1.6 million people read more than 4 million articles
- 5% YOY user growth
- Approximately half are return users



# Register & Read: Value

## **People love the program ...**

- Easily available to anyone, anywhere
- Control over access to information
- Scope of available content (1,900 journals from 60 disciplines)

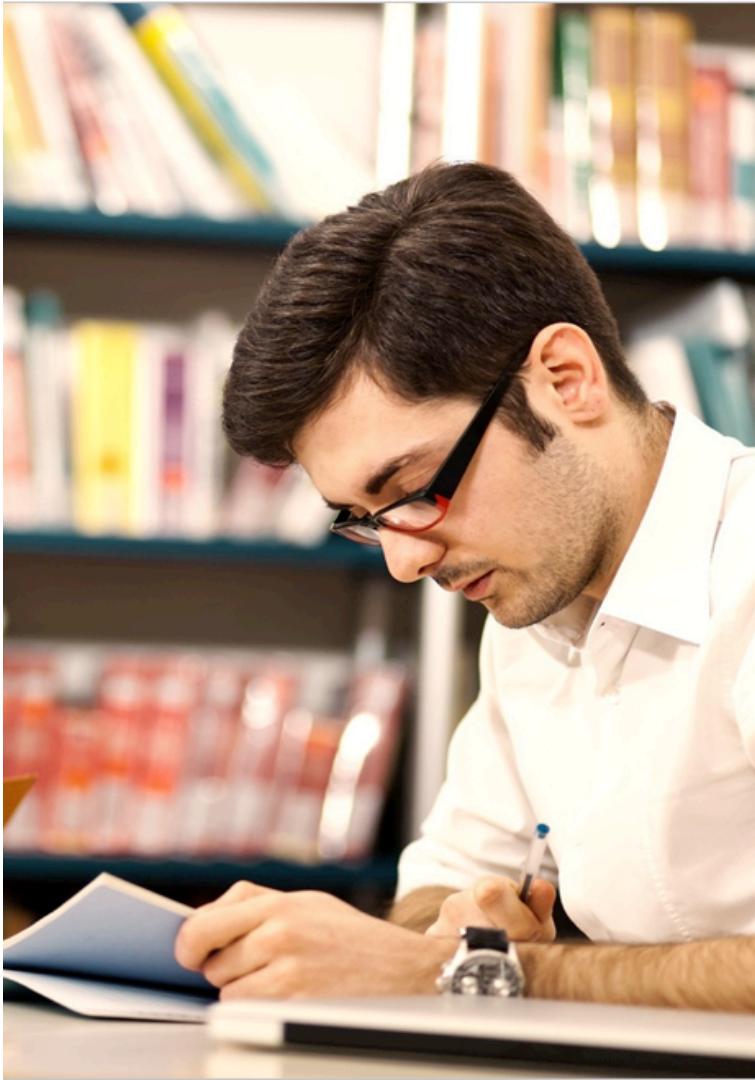
## **... but they also had reservations.**

- Limited access -- can only read 3 articles at a time
- Can't download or print

# JPASS

**A program for people who need more access**

- Introduced in late 2013
- Monthly and annual subscriptions
- Unlimited reading and fixed number of downloads



# Value beyond access: free research tools

This screenshot shows a JSTOR article page. At the top, there's a header with the JSTOR logo and a link to 'Back to Search Results'. Below that, it says 'Catalog > Vol. 27, No. 4, Autumn, 2004 > "Something We Need"'. The main content is an interview with Tracy K. Smith, titled 'Something We Need'. It includes a thumbnail image of the author, author information, and a brief abstract. Below the abstract is a circular button with three options: 'Add To My Lists', 'Cite This Item' (which is highlighted), and 'Journal Info'. At the bottom of the page, there are links for 'Article' and 'Thumbnails', and a note about viewing page 859 of 859 pages.

This screenshot shows a 'Cite This Item' pop-up window. It has sections for 'Copy Citation' (MLA, APA, CHICAGO), 'Export Citation' (links to RefWorks, EasyBib, RIS file, and Text file), and a note at the bottom. There are also icons for copying the citation to the clipboard or saving it as a PDF. The background of the window shows the same article details from the previous screenshot.

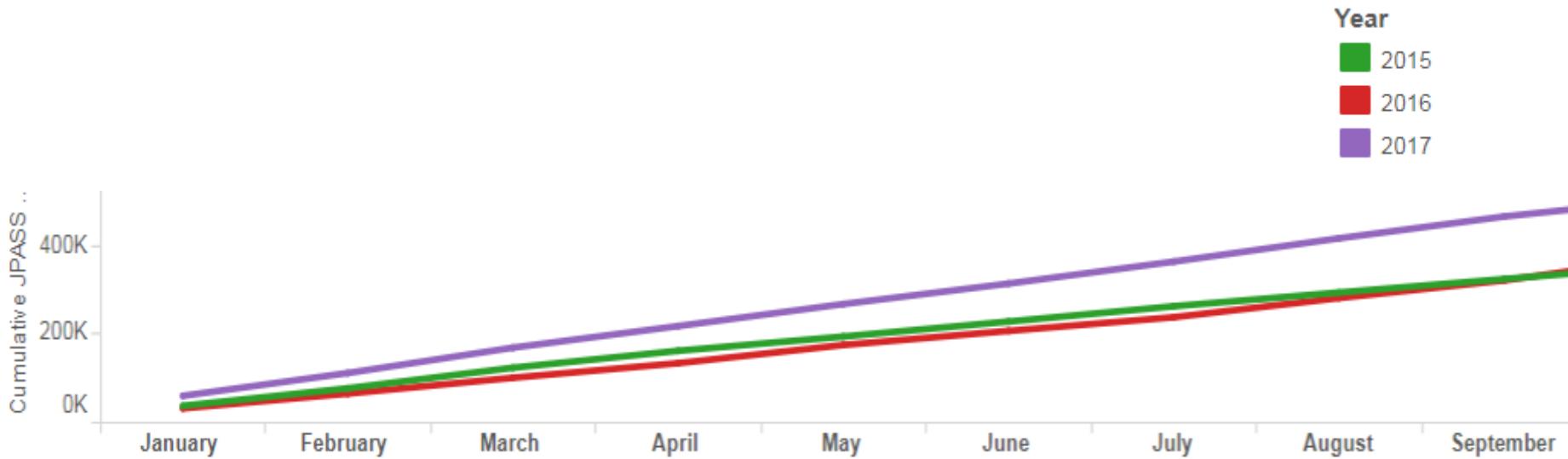
This screenshot shows the JSTOR search results page for the query '("whooping crane")'. The search bar contains the query, and there's a 'Search' button. Below the search bar are filters for 'Search within results' and 'Filter Results'. The 'Content Type' filter is expanded, showing options for 'Journals', 'Books', and 'Research Reports'. The 'Publication Date' filter is also visible. The main results area shows 'Showing 1-25 of 1,961' with a 'Sort by Relevance' dropdown, a 'Show Snippets' checkbox, and a 'Export Selected Citations' dropdown. A specific result for a 'Review' is highlighted, showing the title 'Return of the Whooping Crane' by Robin W. Doughty, the review by Craig A. Faanes, and the publication 'The Wilson Bulletin', Vol. 103, No. 1 (Mar., 1991), pp. 154-155. There's also an 'Add To My Lists' button.

This screenshot shows the 'Edit Outline' feature for the topic 'Chicano Art Research'. It includes a 'Download' button, a 'MLA' dropdown, and a note that 'All changes saved.' The 'Thesis Statement' section discusses symbols found in Chicano Art items from the 1960s. The 'Section Name' field is set to 'Mexican-American Land Grant'. The 'Section Notes' field contains the text 'Brief history and background'. At the bottom, there are two bibliographic entries: one by Bakken, Gordon Morris, and another by Soltero, Carlos R. The entries include titles, authors, and URLs.

# How is JPASS doing today?

## 2017 Q1-Q3:

- 2,000+ journals
- Nearly 4,000 daily active subscribers
- 40% YOY subscriber growth



# Lessons learned

## **Increased customer support**

- 2 staff members (of 12-person team) support JSTOR Individual programs
- 70% YOY increase in enquiries related to JSTOR Individual programs

## **Increased marketing efforts**

- Engage people who are not downloading: reminders, newsletters, content highlights, surveys

## **Increase in general research enquiries**

- Incorporated instructional materials via webinars, recordings, and LibGuides

# Lessons learned

## We are reaching new markets and audiences

- People who are not affiliated with a university/college, but need research for their work.
- Most enthusiastic JPASS audiences: Genealogists, Local historians, Authors.
- Societies whose journals are in JPASS can offer the annual subscription at half price to their members. eg. AHA.

## Users need flexible access options

- Project-based for a short period of time.
- Experimenting with price and download offers that are sustainable for users, publishers, and us.

# What's next

**We will continue to work with users to better understand their unmet needs and develop these programs further to enhance their experience**

- Perhaps implement **changes to the pricing models** based on what we learn from the pricing experiment.
- Invest in and develop **tools that will help users collaborate** between themselves.
- Leverage the value of the **combined content assets**.
- Explore **new markets and audience** that don't have access thru institutional affiliations.

# Thank You

**Rahul Belani**

Vice President, Product

2 rector street  
18th floor  
new york, ny 10006  
tel 212 358.6400  
fax 212 358.6499

[rahul.belani@ithaka.org](mailto:rahul.belani@ithaka.org)

[jstor.org](http://jstor.org)