

# Rapid Rocks!

## Case Study #1: Lending Revenue and Rapid

When touting Rapid to non-participants, a concern that we've heard often is that the institution feels they cannot afford to give up their lending revenue. To address this concern, the Rapid team contacted some current Rapid users who took that step and asked for their feedback regarding Rapid participation and lending revenue.

Below is one of the case studies we received:

### Case Study 1 University of Arkansas Fayetteville

**Q.** Did you see a drop in your lending revenue when you joined Rapid?

**A.** Yes, we have seen a drop in lending "revenue." I hesitate to call it revenue as it does not even cover the cost of retrieving the material, scanning it, and sending it. On average, our lending fees dropped about 25%. Our borrowing fees dropped 50% for a net savings of 25%. (BTW, when dividing the cost of the Rapid annual fee by the number of items we receive, the fees works out to- - **about 57 cents per request!**)

**Q.** How much have you saved dollar-wise since joining Rapid?

**A.** I can tell you that in FY10 we saved this library \$33,000. in document delivery and borrowing fees over the previous fiscal year. I strongly believe that the fact that more and more libraries are joining Rapid is partly responsible for this. Because of Rapid's reciprocity, we are not paying for articles we used to pay for. It's that simple.

Every year more and more join. Every year our document delivery costs decrease. Win/win.

**Q.** What would you say to a library that is concerned about losing lending revenue when joining Rapid?

I would ask them how much they SPEND in document delivery fees? Do they actually collect more in IFM charges than they spend? I would ask them how long it takes them to get an article for a customer via traditional ILL? I would ask them if they think 24 hour turnaround time is pretty nifty. Do they like the idea of a service that treats every request as if it were a rush? I think that's pretty cool.

I would tell them that at AFU, **OUR CHANCELLOR** uses ILL as an example of a valued and excellent service that our libraries provide and that we can't do this without Rapid. Our student tour guides have been instructed to tell the visitors about ILL as part of their regular tours given to parents and students. Why? Because we are **FAST, FAST, FAST.**

I would tell them that nobody, not the largest libraries, can possibly own all the stuff their users will want and getting it quickly adds real value to the library. I would tell them that in this era of justifying every service we do, they can bulletproof themselves by providing fast, reliable service to users. I would tell them about the faculty member who recently came here from *major* Ivy League university who cannot stop raving about how fast we are and how efficient and responsive our staff is. He says he never got such service at his previous institution.

I would tell them to stop thinking about losing a few thousand bucks in IFM fees and start thinking about saving a few thousand bucks in IFM fees and making their department the center of the library universe all at the same time.

**Holy buckets. How can anybody NOT get this??**

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Univ. of Arkansas, Fayetteville

Profile: AFU  
Univ. of Arkansas  
Fayetteville

Member Profile  
AFU

- > The University of Arkansas, Fayetteville joined Rapid in 2007
- > AFU is an active participant Rapid's Academic E, Academic I, Academic M, Cosmo and SECAC pods.



<http://RapidILL.org>

### Contact Rapid Staff

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