

The logo for SIPX, consisting of the lowercase letters 's', 'i', 'p', and 'x' in a white, sans-serif font, arranged horizontally within a dark red rectangular background.

# Stewardship of Knowledge: Content for Courses

A circular seal with a thin black border containing the text 'Outsell 2014' and 'Company to Watch' in a bold, sans-serif font.

**Outsell  
2014  
“Company  
to Watch”**

Heather Ruland Staines  
Vice President, Publisher Development  
SIPX, Inc.

The logo for the International Association of Scientific, Technical & Medical Publishers (STM), featuring the lowercase letters 'stm' in a stylized, italicized, magenta font.

**International Association of  
Scientific, Technical & Medical Publishers  
The Voice of Academic and Professional Publishing**

# History of SIPX



Stanford Law School

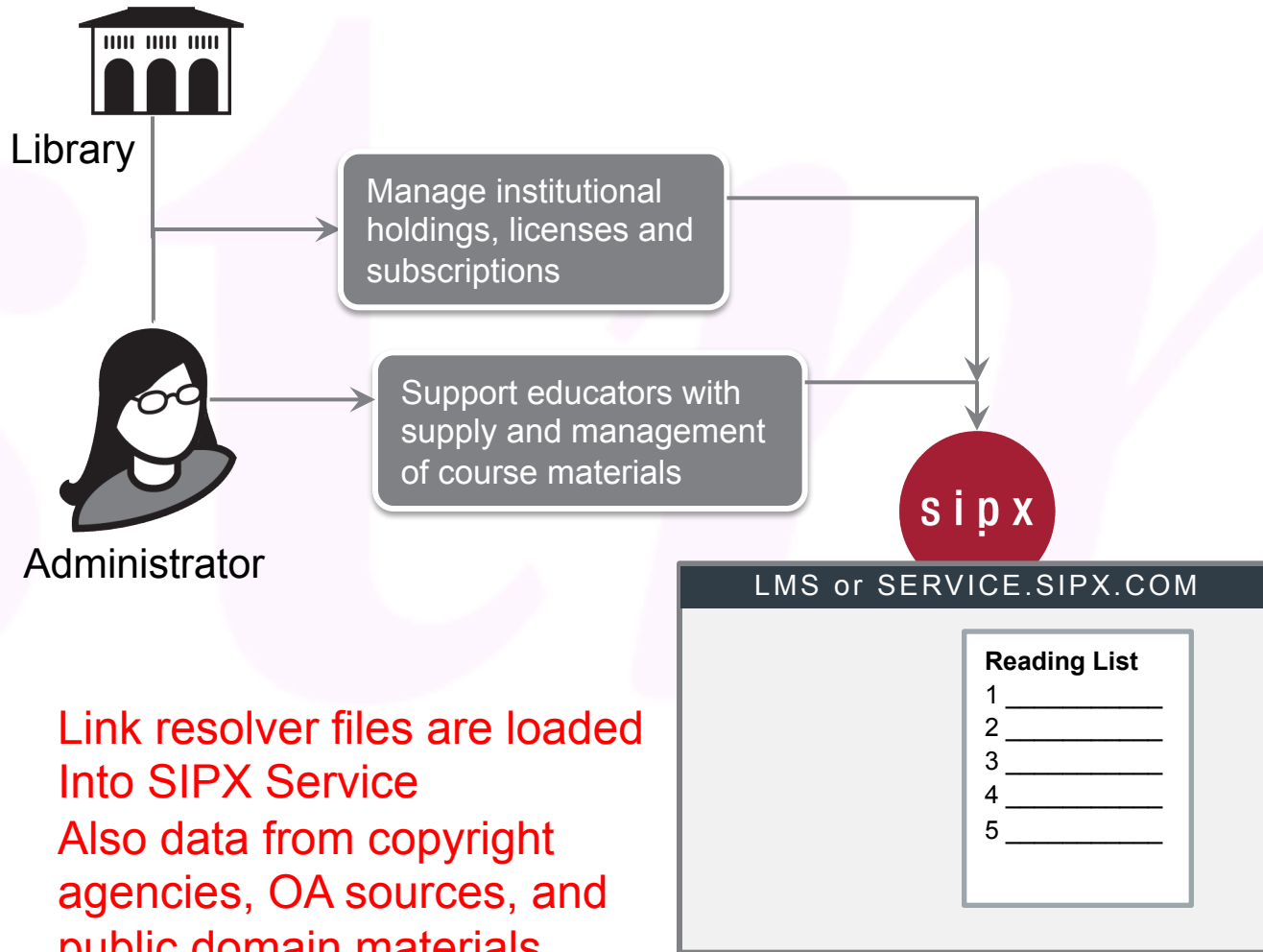
- Began as *Stanford Intellectual Property Exchange* research project
- Broad vision to create a copyright marketplace, ecosystem solution
- Understood copyright challenges in higher education firsthand
- Built and tested actual system at Stanford (launched 4/11)

# SIPX Today

- Spinout of university research, based on Stanford-licensed IP (10/2012)
- Partnered with leading universities: Stanford, Occidental, Univ of Illinois, Univ of Texas, Claremont Theology, others
- Content agreements with top publishers: Elsevier, Nature, Wolters Kluwer, Taylor and Francis, Brill, Springer, ACM, IEEE, AAAS, BMJ and many university and trade presses

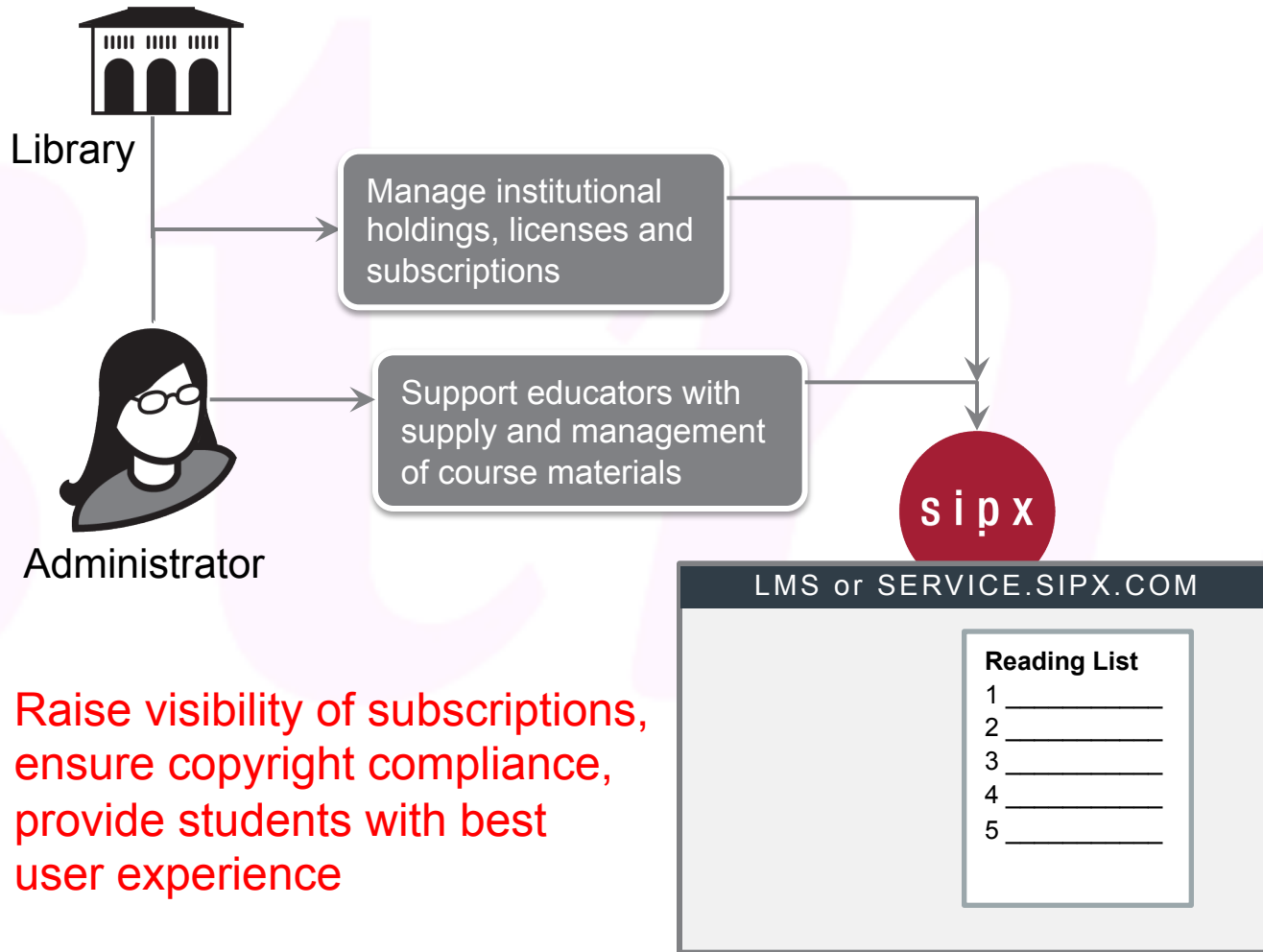
**Collect, Select, Access, Assess!**

# COLLECT: Librarian



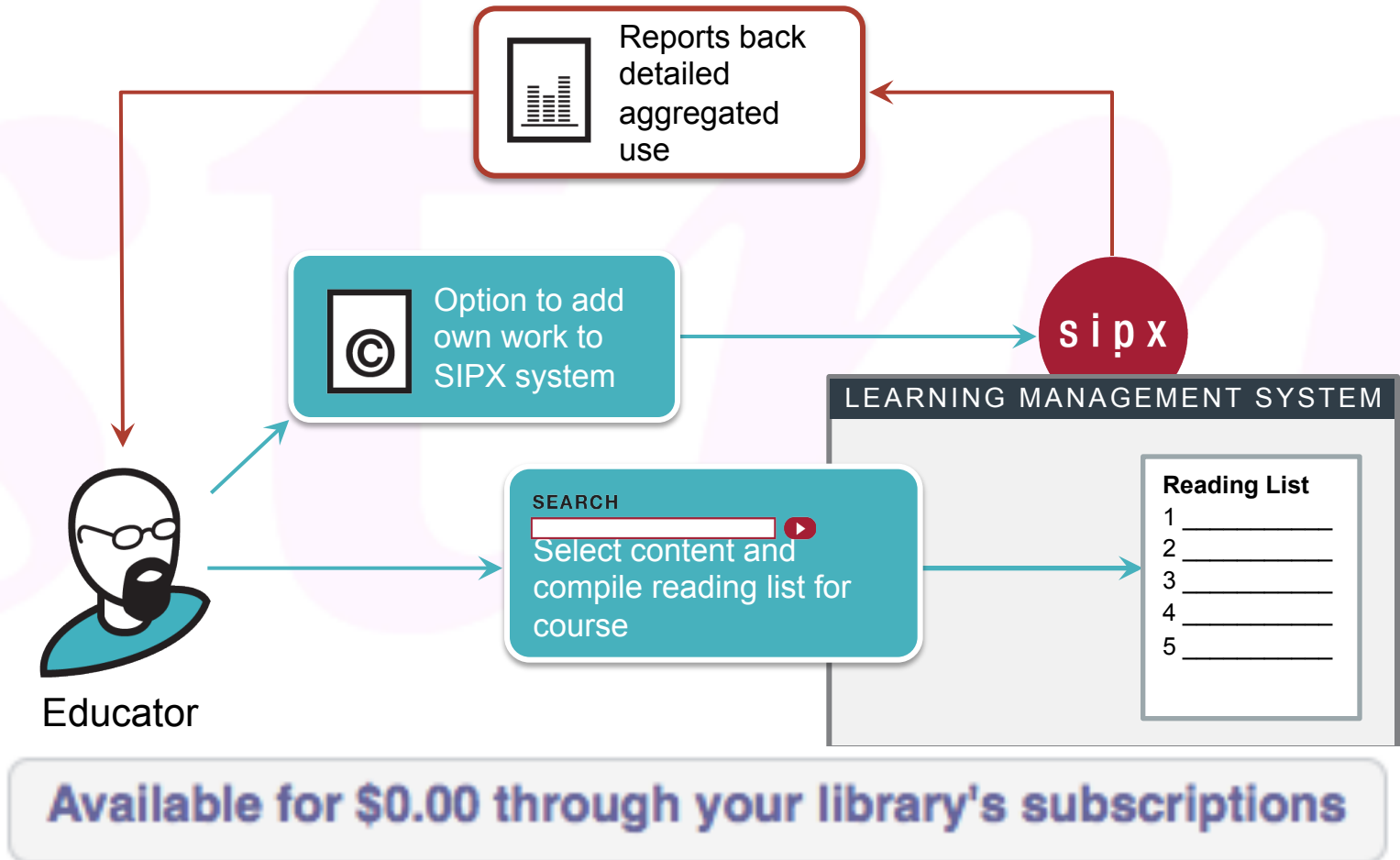
Link resolver files are loaded  
Into SIPX Service  
Also data from copyright  
agencies, OA sources, and  
public domain materials

# COLLECT: Librarian

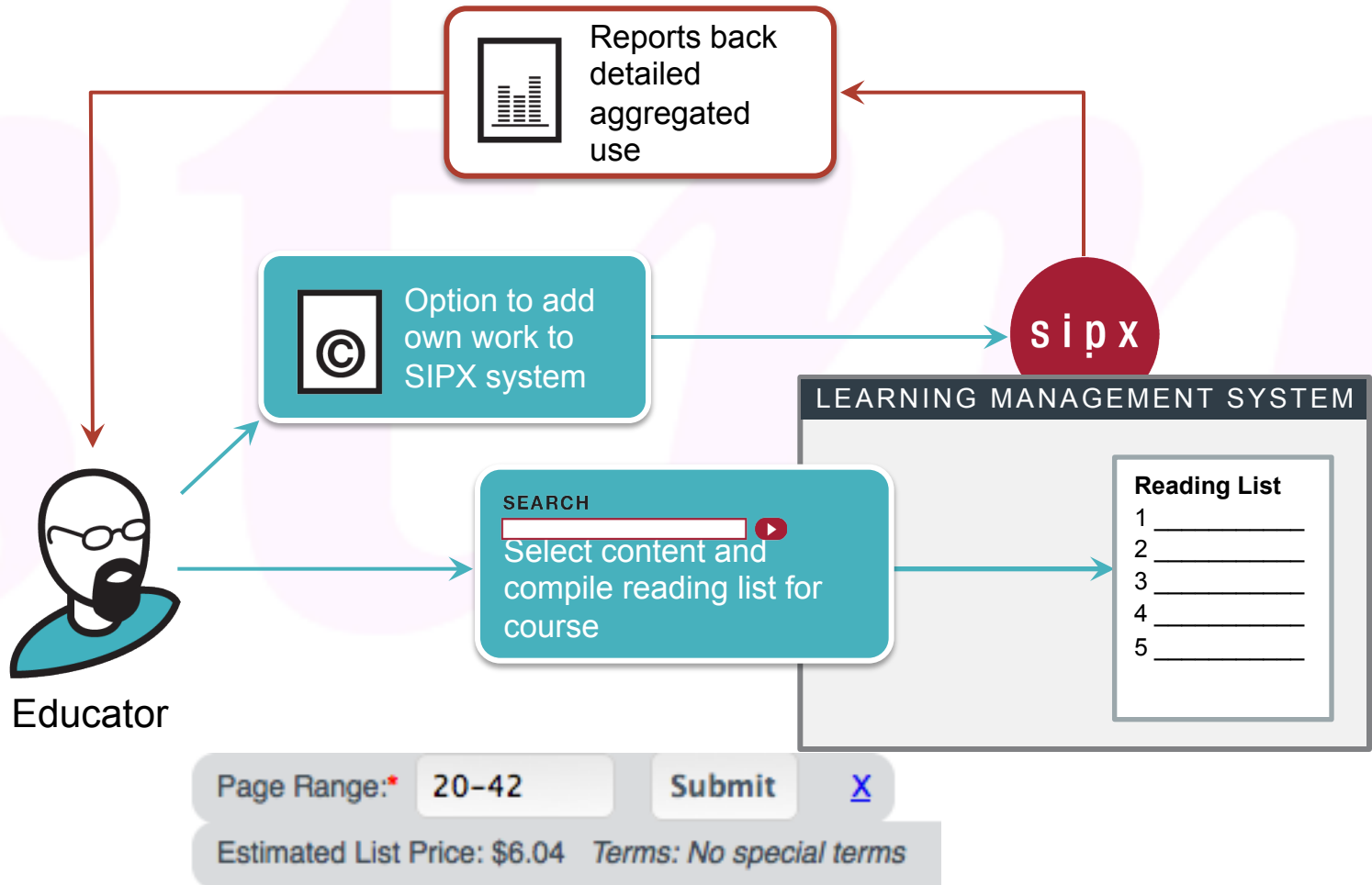


Raise visibility of subscriptions,  
ensure copyright compliance,  
provide students with best  
user experience

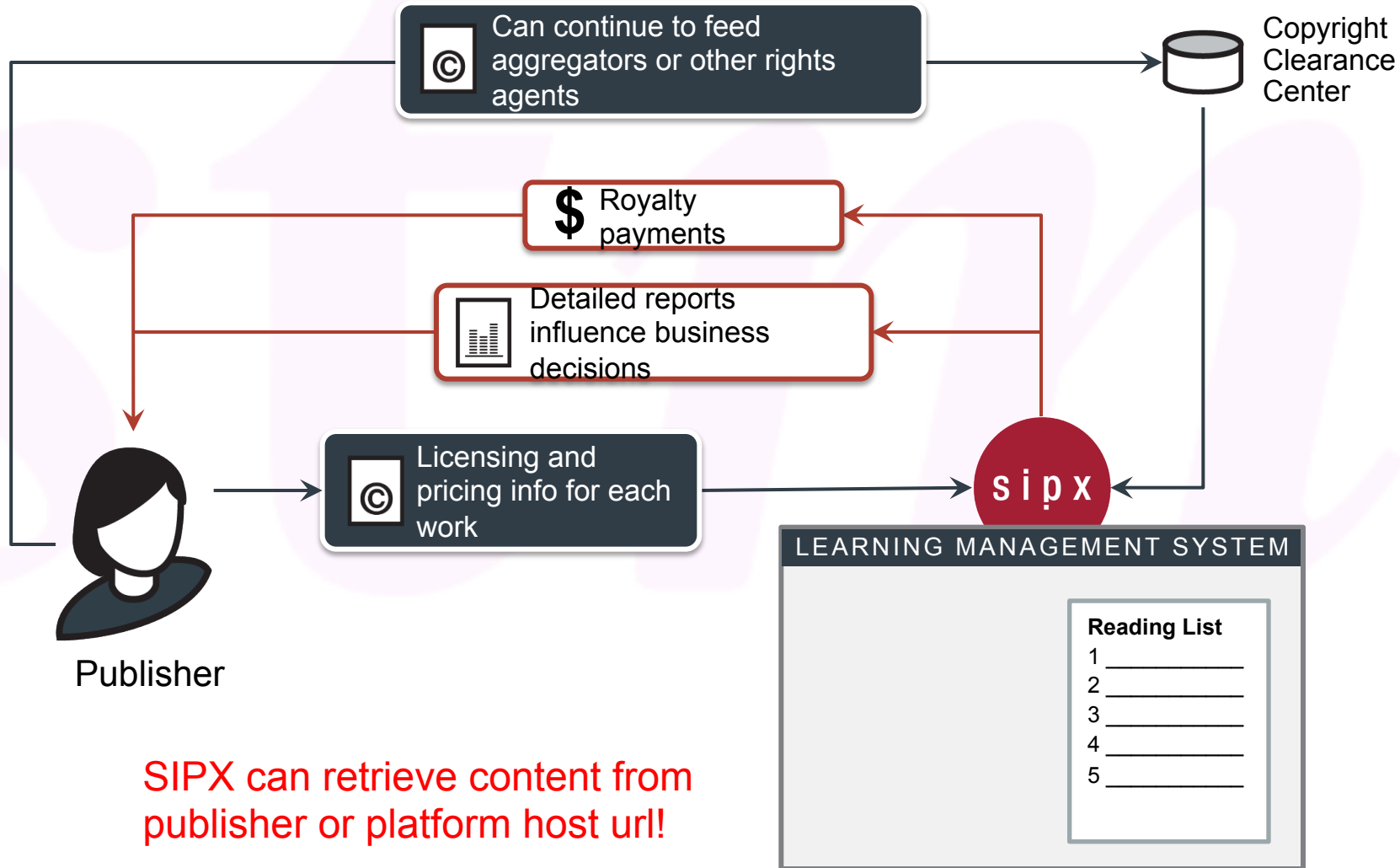
# SELECT: Instructor



# SELECT: Instructor

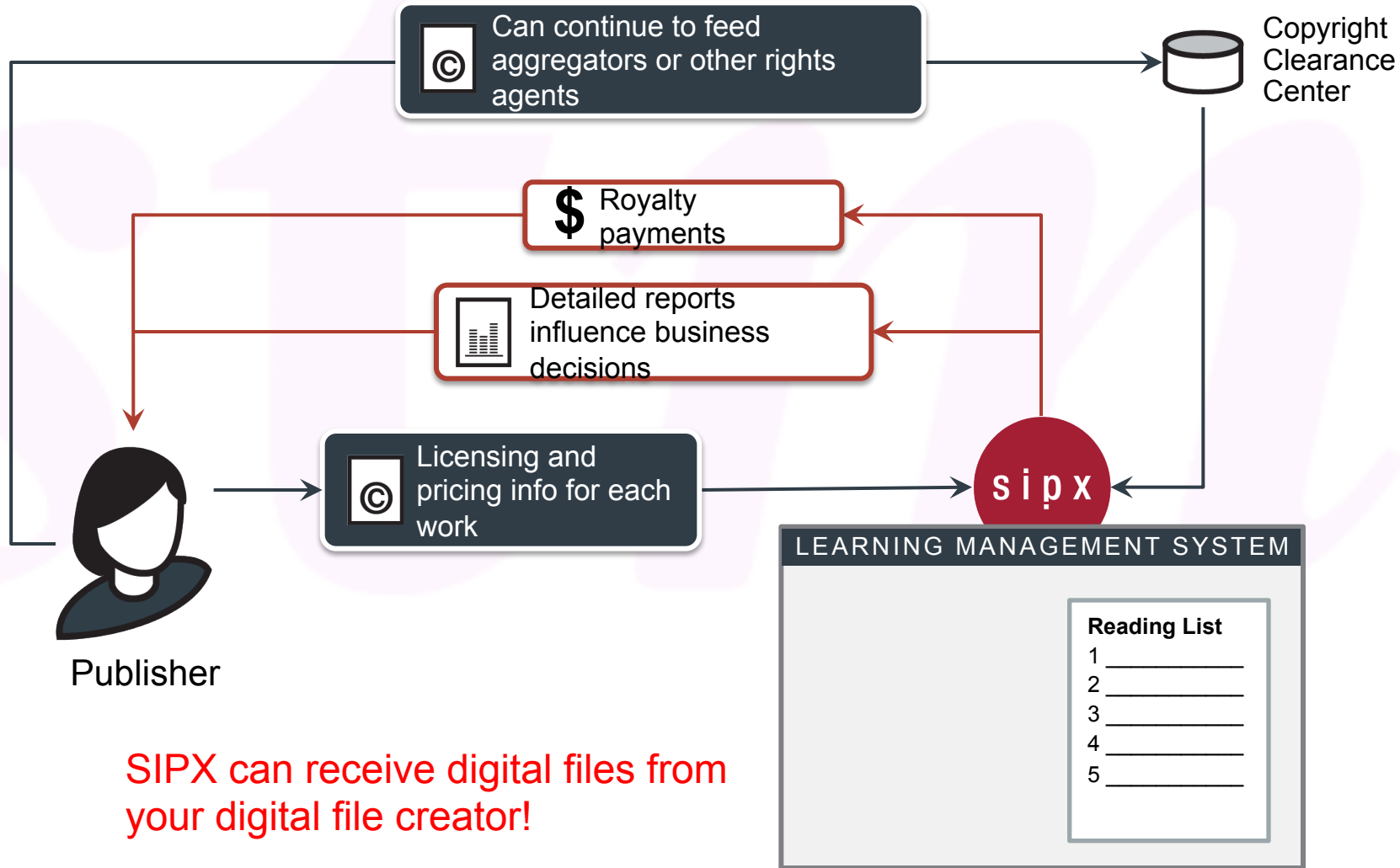


# ACCESS: Publisher





# ACCESS: Publisher



# ACCESS: Student

Readings for course: 8

Total price to you: \$20.02 Total list price: ~~\$31.58~~

**Add all to cart**



Student

UNIVERSITY LOGIN

Select desired materials in preferred available formats and complete purchase

LEARNING MANAGEMENT SYSTEM



Reading List

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

**Total: \$22.00**

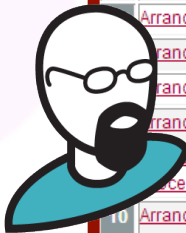
**CHECKOUT** ▶

Pricing: Free to all institution members because of a site license.

# ASSESS: Instructor

Report start date: 2013-08-19 Term: [dropdown]  
 Report end date: 2013-12-20  
 Dimensions: Instructor, Publisher, Title, Author, Month, Day, Subscribed  
 Measures: Price # Show Top [dropdown]

	Title	Date	Price	#
		Totals	\$22.75	
1	<a href="#">American archival studies/8: At the "rim of creative dissatisfaction": Archivists and Acquisition Development</a>	2013-09-16	\$1.40	
2	<a href="#">Arranging and describing archives and manuscripts/Chapter 3: Basic Archival Principles</a>	2013-09-04	\$1.20	
3	<a href="#">Arranging and describing archives and manuscripts/Chapter 3: Basic Archival Principles</a>	2013-09-09	\$1.20	
4	<a href="#">Arranging and describing archives and manuscripts/Chapter 3: Basic Archival Principles</a>	2013-09-11	\$2.00	
	<a href="#">Arranging and describing archives and manuscripts/Chapter 3: Basic Archival Principles</a>	2013-09-13	\$1.20	
	<a href="#">Arranging and describing archives and manuscripts/Chapter 3: Basic Archival Principles</a>	2013-09-15	\$1.20	
	<a href="#">Arranging and describing archives and manuscripts/Chapter 3: Basic Archival Principles</a>	2013-09-16	\$2.40	2
	<a href="#">Arranging and describing archives and manuscripts/Chapter 3: Basic Archival Principles</a>	2013-09-26	\$1.20	1
	<a href="#">Arranging and describing archives and manuscripts/Chapter 7: Arrangement: Practices and Procedures</a>	2013-09-16	\$1.10	1
10	<a href="#">Arranging and describing archives and manuscripts/Chapter 7: Arrangement: Practices and Procedures</a>	2013-10-11	\$1.10	1
11	<a href="#">Arranging and describing archives and manuscripts/Chapter 7: Arrangement: Practices and Procedures</a>	2013-10-14	\$2.20	2
12	<a href="#">Preserving archives and manuscripts/Chapter 1: Archives Preservation: Definitions and Context</a>	2013-09-16	\$0.75	1
13	<a href="#">Understanding archives &amp; manuscripts/Chapter 2: The History of Archives and the Archives Profession</a>	2013-09-13	\$2.70	1
14	<a href="#">Understanding archives &amp; manuscripts/Chapter 2: The History of Archives and the Archives Profession</a>	2013-09-16	\$2.70	1
		Totals	\$22.75	17



How many students are purchasing and accessing readings?

# ASSESS: Librarian

Report start date: 2013-08-19 Term:

Report end date: 2013-12-20

Dimensions: Instructor, Publisher, Title, Author, Month, Day, Subscribed

Measures: Price, # Show Top:

	Title	Date	Price	#
		Totals	\$22.75	
1	<a href="#">American archival studies/8: At the "rim of creative dissatisfaction": Archivists and Acquisition Development</a>	2013-09-16	\$1.40	
2	<a href="#">Arranging and describing archives and manuscripts/Chapter 3: Basic Archival Principles</a>	2013-09-04	\$1.20	
	<a href="#">Arranging and describing archives and manuscripts/Chapter 3: Basic Archival Principles</a>	2013-09-09	\$1.20	
	<a href="#">Arranging and describing archives and manuscripts/Chapter 3: Basic Archival Principles</a>	2013-09-11	\$2.40	
	<a href="#">Arranging and describing archives and manuscripts/Chapter 3: Basic Archival Principles</a>	2013-09-13	\$1.20	
	<a href="#">Arranging and describing archives and manuscripts/Chapter 3: Basic Archival Principles</a>	2013-09-15	\$1.20	
	<a href="#">Arranging and describing archives and manuscripts/Chapter 3: Basic Archival Principles</a>	2013-09-16	\$2.40	
8	<a href="#">Arranging and describing archives and manuscripts/Chapter 3: Basic Archival Principles</a>	2013-09-26	\$1.20	
9	<a href="#">Arranging and describing archives and manuscripts/Chapter 7: Arrangement: Practices and Procedures</a>	2013-09-16	\$1.10	
10	<a href="#">Arranging and describing archives and manuscripts/Chapter 7: Arrangement: Practices and Procedures</a>	2013-10-11	\$1.10	
11	<a href="#">Arranging and describing archives and manuscripts/Chapter 7: Arrangement: Practices and Procedures</a>	2013-10-14	\$2.20	
12	<a href="#">Preserving archives and manuscripts/Chapter 1: Archives Preservation: Definitions and Context</a>	2013-09-16	\$2.70	1
13	<a href="#">Understanding archives &amp; manuscripts/Chapter 2: The History of Archives and the Archives Profession</a>	2013-09-13	\$2.70	1
14	<a href="#">Understanding archives &amp; manuscripts/Chapter 2: The History of Archives and the Archives Profession</a>	2013-09-16	\$2.70	1
		Totals	\$22.75	17



Metrics by:  
Course,  
Department,  
Publisher

# ASSESS: Publisher

More data on where content is used, when, and by whom!



TRANSACTION SUMMARY REPORT  
 Publisher X  
 Transactions for the Spring 2014 Term

Course Information				Bibliographic Information						Remittance Information			
Institution Name	Term Name	Course Number	Course Name	Publisher Name	Author	Year	Chapter Title	Page Range	Standard Number	Seller Name	Unit Price *	Quantity	Total
University of Y	SPRING 2014	ECON 101	Introduction of Micro	Publisher X	Smith, Jane	2004	Guns or butter	21-33	9780000000001	Publisher X	\$3.38	27	\$91.26
University of Y	SPRING 2014	HIST 201A	European History 1939 to 1945	Publisher X	Public, John Q.	1994	Allied reactions	47-86	9780000000001	Publisher X	\$10.40	10	\$104.00
University of Z	SPRING 2014	LAW 503	Torts	Publisher X	Warren, Earl	2005	Fun with the Law	230-234	9780000000001	Publisher X	\$7.35	7	\$51.45
University of Z	SPRING 2014	Music 203	1968 Music	Publisher X	Richards, Keith	1994	The early years	28-42	9780000000001	Publisher X	\$3.00	21	\$63.00
University of Y	SPRING 2014	ECON 101	Introduction of Micro	Publisher X	Smith, Jane	2004	Guns or butter	21-33	9780000000001	Publisher X	\$3.38	27	\$91.26
University of Y	SPRING 2014	HIST 201A	European History 1939 to 1945	Publisher X	Public, John Q.	1994	Allied reactions	47-86	9780000000001	Publisher X	\$10.40	10	\$104.00
University of Z	SPRING 2014	LAW 503	Torts	Publisher X	Warren, Earl	2005	Fun with the Law	230-234	9780000000001	Publisher X	\$7.35	7	\$51.45
University of Z	SPRING 2014	Music 203	1968 Music	Publisher X	Richards, Keith	1994	The early years	28-42	9780000000001	Publisher X	\$3.00	21	\$63.00
University of Y	SPRING 2014	ECON 101	Introduction of Micro	Publisher X	Smith, Jane	2004	Guns or butter	21-33	9780000000001	Publisher X	\$3.38	27	\$91.26
University of Y	SPRING 2014	HIST 201A	European History 1939 to 1945	Publisher X	Public, John Q.	1994	Allied reactions	47-86	9780000000001	Publisher X	\$10.40	10	\$104.00
<b>Grand Total</b>												<b>167</b>	<b>\$814.68</b>

Transaction Report:  
 Institution, Course, Number  
 of Students, Subscribed vs.  
 Non-Subscribed

# ASSESS: Publisher



Term: Fall 2013 / 2013-08-19 to 2013-12-20

Subscribed:

Report start date: 2013-08-19 Term:

Report end date: 2013-12-20

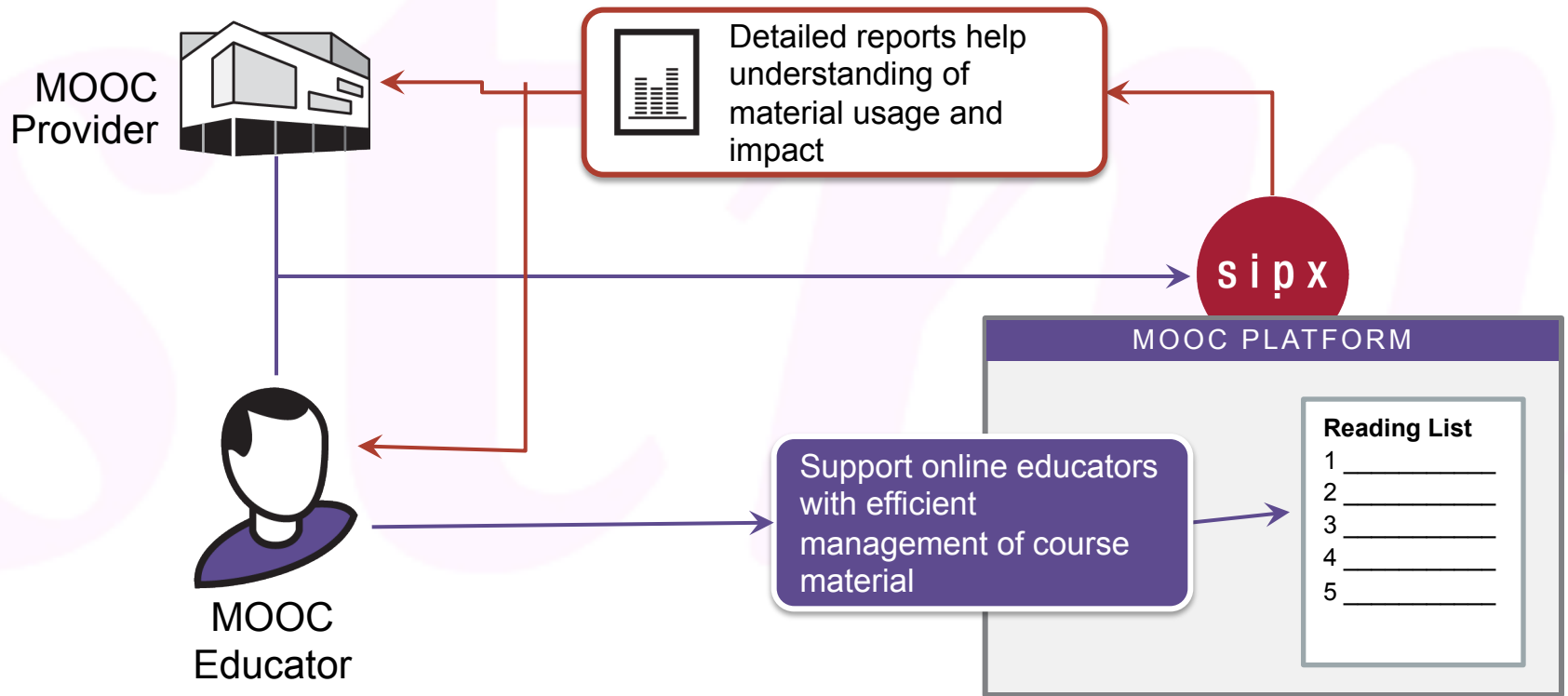
Dimensions: Course, Instructor, **Publisher**, Title, Author, Month, Day, Subscribed

Measures: Price, # Show Top:

	Publisher	Price	#
	Totals	\$2821.42	
1	ACADEMIC PRESS	\$5.10	
2	ALA	\$56.10	
3	ALFRED A. KNOPF INCORPORATED	\$2.35	
4	AMERICAN ASSOCIATION ON MENTAL RETARDATION	\$2.70	
5	AMERICAN LIBRARY ASSOCIATION	\$7.34	5
6	Amsterdam University Press	\$6.40	
7	BASIC BOOKS INC	\$85.80	13
8	CAMBRIDGE UNIVERSITY PRESS,	\$34.72	8
9	CAMBRIDGE UNIVERSITY PRESS	\$19.66	5
10	CENGAGE LEARNING	\$24.20	7
11	CLARENDON PRESS,	\$10.38	2
12	CQ Press	\$2.70	1
13	CROWN PUBLISHING GROUP	\$5.10	2
14	Edward Elgar Publishing, Incorporated	\$18.20	4
15	GREENWOOD PUBLISHING GROUP, INCORPORATED	\$24.60	6
16	GREENWOOD PUBLISHING GROUP	\$10.40	4
17	Guilford Press	\$8.10	2
18	HARPERCOLLINS PUBLISHERS	\$230.04	27

Publisher Portal: Coming in 2015!

# Future: MOOC Process



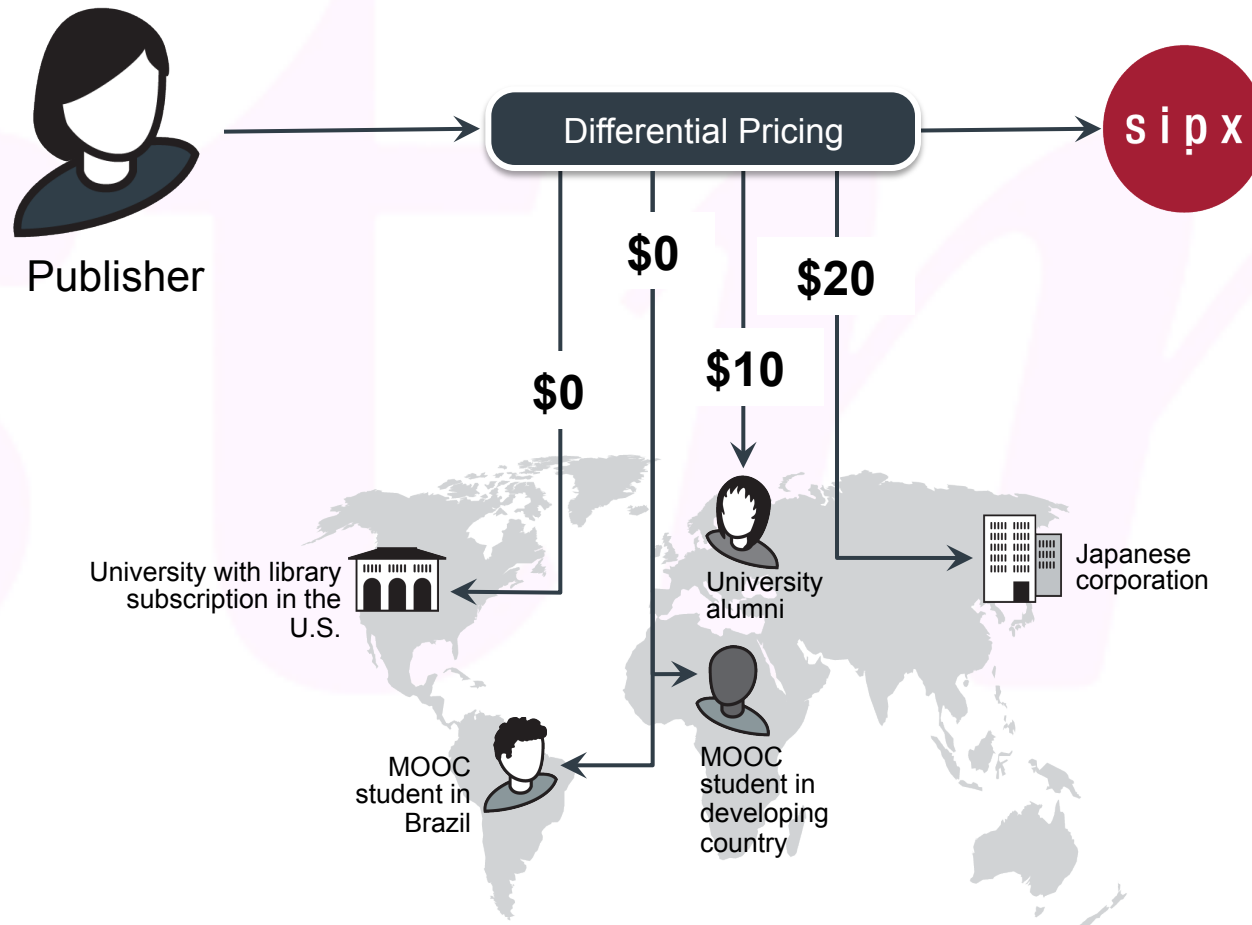
MOOC Business Models are diverse and continuing to increase!

# Future: MOOC Results





# Differential Pricing



# Summary (1)

Collect

SIPX Collection [100 of 1,035] Library's Subscriptions [100 of 15,210] Copyright Agent [100] Public Domain [100 of 29,929]

Our growing SIPX Collection contains articles and book content from our publisher partners and other content providers. You'll see your library's holdings mapped against these results.

If you don't find your specific reading in the SIPX Collection, check the additional tabs for book and journal-level results from our other sources.

Returning the first 100 matches of 1,035 hits for "Robotics / Science"

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**Scientists Campaign Against Killer Robots**, Science, vol. 342/6165  
 Stone, Richard, Pub. American Association for the Advancement of Science, 1428-1429, 2013, ISSN: 0036-8075,  
 Available for \$0.00 through your library's subscriptions (List price: \$1.13 TOTAL FEE based on per-page pricing)  
 Digital document is available from the publisher for this reading. Please review to extract your exact assigned pages, if necessary.

**Modelling and Control of Robot Manipulators**, Measurement Science and Technology, vol. 11/12  
 L Sciavico and B Siciliano, Pub. Institute of Physics, 1828-1829, 2000, ISSN: 0957-0233,  
 Available for \$0.00 through your library's subscriptions (List price: \$0.92 TOTAL FEE based on per-page pricing)  
 Digital document is available from the publisher for this reading. Please review to extract your exact assigned pages, if necessary.

**An Introduction to Space Robotics**, Measurement Science and Technology, vol. 12/11  
 Alex Ellery, Pub. Institute of Physics, 2019, 2001, ISSN: 0957-0233,  
 Available for \$0.00 through your library's subscriptions (List price: \$0.82 TOTAL FEE based on per-page pricing)

Select

# Summary (2)

Access

**sipx SERVICE** HOME COURSES CLEARANCE ADMINISTRATOR ANALYTICS SIPX RESOURCES User: Karen Alter  
View Account Log Out

### Course Reading List

Actions: **Instructor View**

Constructive Classroom Conversations: Mastering the Language of the Common Core  
State Standards - Stanford Online (2013-10-21 - 2013-12-09)  
Instructor: Kenji Hakuta

Readings for course: 6  
Total price to you: \$13.25 Total list price: \$28.44  
**Add all to cart**

- Heritage, M. & Heritage, J. Teacher Questioning: The Epicenter of Instruction and Assessment (Vol. 26), Applied Measurement in Education  
Heritage, Margaret; Heritage, John, Pub. LAWRENCE ERLBAUM ASSOCIATES, INC., 173-190, 2013, ISSN: 1532-4818, \$0.00  
Reading status: [Available: Get Document](#)
- Chapter 1: Introduction, Discourse in English Language Education  
Flowerdew, John, Pub. ROUTLEDGE, 1-9, 2012, ISBN: 0415499656, \$2.87  
Reading status: [Available: Buy Document](#)
- Pontecorvo, C. & Girardet, H., Arguing and Reasoning in Understanding Historical Topics (Vol.11, Issue 3&4), Cognition and Instruction  
Pontecorvo, Clotilde; Girardet, Hilda, Pub. LAWRENCE ERLBAUM ASSOCIATES, INC., 365-395, 1993, ISSN: 0737-0008, \$0.00  
Reading status: [Available: Get Document](#)
- Morocco, C.C. & Hindin, A. The Role of Conversation in a Thematic Understanding of Literature. (Vol. 17, Issue 3), Learning Disabilities Research & Practice  
Catherine Cobb Morocco; Aisa Hindin, Pub. BLACKWELL PUBLISHING, 144-159, 2002, ISSN: 1540-5826, \$0.00  
Reading status: [Available: Get Document](#)
- "Academic English" in the 7th grade: Broadening the lens, expanding access, 5, 284-301, Journal of English for Academic Purposes  
George C. Bunch, Pub. ELSEVIER, 284-301, 2006, ISSN: 1878-1497, \$2.36  
Reading status: [Available: Buy Document](#)
- Chapters 1, 2 & 3. Inspiring Dialogue: Talking to Learn in the English Classroom  
Mary M. Juzwik, Carlin Borsheim-Black, Samantha Caughlan, and Anne Heintz, Pub. Teachers College Press/Teachers College, Columbia, 3-51, 2013, UNKN: 978-0807754672, \$8.02  
Reading status: [Available: Buy Document](#)

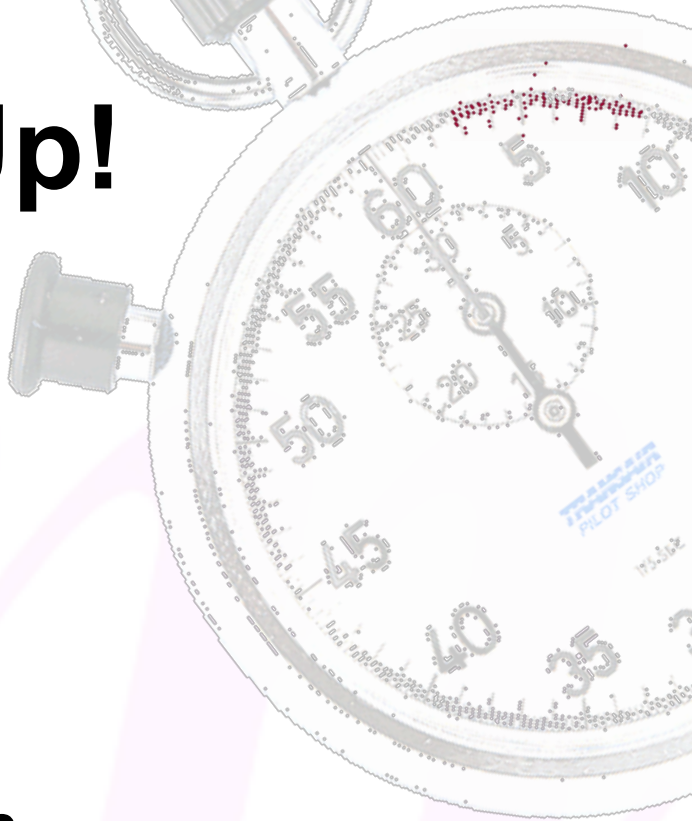
ABOUT SIPX LEGAL FAQ

Assess!

# Stewardship of Knowledge

- Restore visibility to the role that the library subscriptions play!
- Support academic independence in content selection!
- Ensure best user experience by faculty and students!

# Time's Up!



## About your speaker:

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**Company: SIPX, Inc.**

**Tel: 203-400-1716**

**Email: [heather@sipx.com](mailto:heather@sipx.com)**

**Social Media: [@sipxcopyright](#)**