



# Alumni Library Forum

ALF can give you direct access to many UK institutions interested in developing alumni library services.

We can help you to:

- Negotiate and promote product trials.
- Get customer feedback on your products and pricing models.
- Promote alumni-friendly resources.
- Provide an annual forum for you to talk directly with your customers.
- Supply a standard licence addendum to cover alumni access (saving you legal fees).

## Why give access to alumni?

Join ALF today for FREE at:

<http://www.alumnilibraryforum.com/>

Ask us a question:

[alf@alumnilibraryforum.com](mailto:alf@alumnilibraryforum.com)

Follow ALF on Twitter:

[@alum\\_lib\\_forum](https://twitter.com/alum_lib_forum)

### Increase sales

Find a new market for your existing products and services.

over  
**200**  
members

### Provide a more attractive deal to customers

Other vendors are gaining a good reputation through already licensing products for alumni.

from over  
**90**  
UK & Irish Universities

### Improve world knowledge and progress

In the growing spirit of open access, support lifelong learning for alumni still interested in research.

Annual Conference  
**2018**  
Dates coming soon

### Keep control of your content

Many resources already have licensed walk-in access within libraries – providing access online through properly authenticated routes with usage statistics is safer.

JOIN ALF  
TODAY FOR  
FREE

“SAGE is strongly committed to helping libraries to serve their communities by delivering access to quality content. There is an untapped opportunity here to support those who leave academia but remain keenly interested in research and scholarship via their academic libraries. We warmly welcome the extension of SAGE licenses to embrace alumni and hope that other publishers will extend their licences in this way. This is an important development that supports to foster continuing links with alumni service users.”

Stephen Barr, President SAGE International

“Emerald Publishing was founded in 1967 to champion new ideas that would advance the research and practice of business and management. Our priority is to build long-term relationships with a global community within academia and industry who want to find, share and apply research that matters. The research we publish is selected for its quality, impact and usability. For over 10 years now we have been offering our customers an alumni licence extension so the research we publish can support life-long learning and be used and applied in business.”

Shariq Mumtaz, Managing Director – Global Sales, Emerald Publishing

“We believe that learning should be life-long; and that true learning starts, rather than ends, when you leave University and go into organisational life. Learning how to be a more responsible manager in a sustainable organization within today’s world is a journey, not a destination. We are pleased to work with our University partners to support the process of lifelong learning, by making our online collections on sustainability available to alumni.”

John Peters, Director, Greenleaf Publishing/GSE Research Ltd.

# Here’s what some of your peers think about supporting alumni

“EBSCO is committed to working with academic libraries in order to help achieve their mission by increasing the value of online resources across the entire spectrum of users they support. In addition to optimising experiences for existing students and extending the library benefits to faculty, the academic library has an important role to play in helping the institution engage with former students once they have completed their studies and graduated. We believe EBSCO are an integral part of this story and our approach to serving alumni demonstrates a level of commitment that re-enforces not only the strengths of the library as a support system, but its position as a high-quality, consistently-available resource for research and learning.”

Steve Giannoni, Director of Sales (Academic & Government), UK & Ireland, EBSCO

“IEEE’s core purpose is to foster technological innovation and excellence for the benefit of humanity. IEEE material is essential to the global technical community and to technical professionals everywhere. By providing Alumni access to the world’s leading peer reviewed literature in Electrical Engineering, Computer Science and related fields IEEE will further these aims.”

Steven Tweedie, Managing Director Content Online Ltd, Sales Agent for IEEE .

“Our foundation at Euromonitor is built on providing companies around the world with the highest possible quality research on market sizes, brand shares, consumer trends and macroeconomic influencers to empower them to make key decisions surrounding organizational growth. For over 40 years, we’ve been proud to extend access to that same knowledge base to students in order to deepen their commercial awareness and prepare them for careers where they will leverage these sorts of intelligence resources to drive growth within the organization which they employed... or maybe even to help them start their own company. We’re proud to expand our academic relationships and make this same sort of research available to alumni so that the educational arch continues after graduation and that a broader range of users can benefit from access to high-quality data and analysis.”

Matthew Carty, Global Academics Director, Euromonitor.

## What HE libraries want

To provide the same online service to ALL customers.

“Will alumni access lose commercial sales?”

“Will alumni be making commercial use of our content?”

## You won’t lose out!

You will know that university libraries have a long history and experience of safeguarding appropriate use of licenced materials. Trust us to ensure this is no different with alumni as it is with our other customers. All alumni are aware that access is for non-commercial, personal development use. Individual access will be suspended by institutions if any wrongdoing is suspected.