Attention
publishers, librarians and societies!

TRANSFER
a UKSG initiative

The Transfer Code of Practice is evolving… and we need your help

What is the Transfer Code?

The Transfer Code of Practice is a set of best-practice guidelines designed by an international group of librarians, publishers and other key information stakeholders. Its aim is to help publishers ensure that, when a journal changes publisher, the experience for their customers is as smooth as possible. The Code is endorsed by 38 publishers, including major international organisations such as Elsevier, Springer and Wiley-Blackwell.

How does it work?

The Code gives guidance on best practice in a number of areas of the journal transfer process which, when not managed properly, lead to problems for librarians in managing journal content and for end users in locating and accessing the same material. The guidelines include information about subscriber details, transferring content files, and who to inform about the journal transfer. Publishers are encouraged to endorse and then adhere to the guidelines, and those that do so are publicly recognised as being 'Transfer compliant'.

Is it just a set of guidelines?

No, Transfer seeks to provide practical support to publishers and librarians too. The Enhanced Transfer Alerting Service (ETAS) allows publishers to provide details of forthcoming transfers, which are then emailed to registered librarians and stored in a central database for future reference. To date, a total of 308 journal transfers have been announced using this system, and over 460 librarians have signed up to receive the alerts.

How is the Code evolving?

The current Transfer Code was released in 2008. Since then, the publishing industry has seen many changes to available technologies and business models. Work is under way to develop an updated version of the Code, and also to provide educational materials for librarians, publishers and other stakeholders about the complexities of the journal transfer process, and how to avoid the main pitfalls.

Take a look for yourself!
Visit www.uksg.org/transfer today

Publishers! Please endorse and adhere to the Code — you can find out more and sign up at **http://www.uksg.org/transfer/transfer_publishers**

Librarians! Please sign up to the Enhanced Transfer Alerting Service at **http://etas.jusp.mimas.ac.uk/**

Societies! Require compliance with the Code from your journal publishing partners

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