2017 GAP ANALYSIS

ABSTRACT

Gap Analysis: Demonstration Journal - A complete review of 2016 subscriber trends for DJ, as well as an expanded analysis of how it compares to other leading journals in the field of medical demonstration.

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Executive Summary

In September, 2016, PPF entered into a statement of work with the American Demonstration Association (ADA) to perform an email renewal recapture campaign, an email prospecting campaign, and a gap analysis report for *Demonstration Journal* (*DJ*). The renewal recapture campaign was deployed in October, 2016. This gap analysis serves as the basis for list acquisition for the prospecting campaign, to be executed in November, 2016. The results of this report provide the most promising demographics for further penetration into the marketplace, based on geolocation, customer category, and Library of Congress Classification (LCC) code.

The ADA funds research to prepare, organize, and manage medical demonstrations, and delivers services to hundreds of communities. *Demonstration Journal* (*DJ*) is the leading source for the latest research in medical demonstration research and practical application. *DJ* is a journal for the medical demonstration practitioner that is intended to increase knowledge, stimulate research, and promote better management of medical demonstrations. To achieve these goals, the journal publishes original research on medical demonstrations in the following categories: Demonstration News, Demonstration Practices, and Successful Demonstrations. The journal also publishes ADA statements, consensus reports, relevant review articles, letters to the editor, and demonstration news or points of view. Topics covered are of interest to demonstrators, researchers, and other medical demonstration professionals.

To remain a leader in the world of STM publishing, it is essential to stay abreast of trends within your subscriber base, and to understand how those trends relate to your primary competitors. In an effort to support this quest for continuous improvement, this report provides a complete review of 2016 EBSCO Information Services (EIS) subscriber trends for *DJ*, as well as an expanded analysis of how *DJ* compares to other leading scientific journals in the field. By looking at geographic region, single country breakdowns within particular regions, and subscriber classification by category, we can recommend effective target audiences for promotional campaigns – a plan of action to increase circulation in the gaps. This includes the markets where *DJ* currently has the most penetration, yet there is room for growth based on the overall size of the EIS market segment. It also includes some fresh market segments where competitor penetration indicates room for growth:

- North American and European college and university libraries, hospitals, medical libraries, and research libraries: While *DJ* is well represented in these areas, there is room for expansion.
- North American junior/community colleges and public libraries: These are growth areas where the competition has significantly deeper market penetration.
- The Asian market has emerged as the third largest regional market for both *DJ* and its competitors.

EBSCO's Serials Price Projections for 2017, including currency impact, is provided in APPENDIX A. EBSCO's Five Year Journal Price Increase History (2012 - 2016) is provided in APPENDIX B. FY17 Federal Funding for Library Programs may be found in APPENDIX C, and EBSCO's Regional Classifications are illustrated in APPENDIX D.

Methodology

PPF performed industry research and solicited publisher feedback to determine the best candidates for competitor data, based on geolocation, customer category, and LCC code. We extracted EIS holdings data for active *DJ* subscribers, active competitor subscribers, and active subscribers to content that is tied to competitor LCC codes. LCC codes may be used to expand the target market for *DJ*; they serve as a gateway into a much larger list of prospects, beyond the analyzed competitor titles. Records were compared and duplicates were removed. Active *DJ* subscribers were removed from prospect data. Data is accurate as of the time it was pulled.

PPF presents a picture of *DJ* market share based on geolocation, category, and LCC code to identify holdings gaps that should be targeted for promotional campaigns. We seek to broaden the existing subscriber base through effective marketing to contacts within the target groups.

This report is focused specifically on EBSCO Information Services (EIS) data. Our exclusive access to historical information about institutional buying patterns allows us to compile prospect lists with the best possible contact information to generate orders. Results are presented anonymously as a condition of mining EBSCO's holdings data. Subscriber lists are kept in house, and promotional campaigns direct orders to EIS.

Demonstration Journal

Summary

DJ will benefit from marketing efforts that focus on some of its expected targets, such as colleges and universities, hospitals, medical libraries, and research libraries, as well as expanded efforts into the public library and the growing junior/community college segments. Regionally, North America and Europe are the best bets, with potential across all other regions as well. The LCC general medicine code adds depth to the pool of prospects.

Pricing Comparison

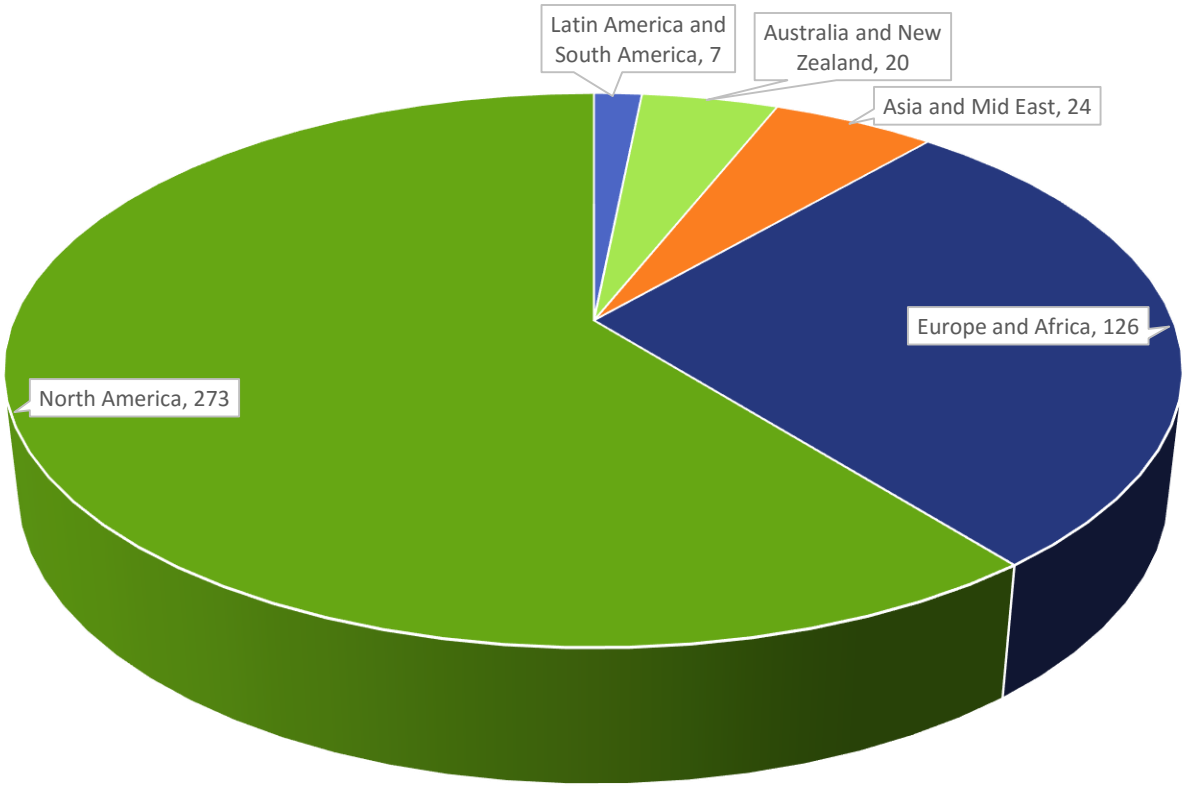
Anonymized competitors are arranged in proximity to *Demonstration Journal* based on level of content similarity. Although product definitions are not perfectly comparable, *DJ* pricing appears to be fairly in line with competitor pricing. EBSCO anticipates an average 5-6% increase in serials pricing for 2017 (before currency impact). Lagging budget growth combined with price inflations are making it necessary for librarians to find creative ways to find the most value, including usage analysis and other tools that allow for the evaluation of content quality.

Format/Region	*Demonstration Journal*	Competitor 1	Competitor 2	Competitor 3
PRINT + ONLINE Institutions US UP TO 5 IP ADDRESSES - INCLS SUPPLEMENTS	$ 790			
PRINT + ONLINE Institutions CAN UP TO 5 IP ADDRESSES - INCLS SUPPLEMENTS	$ 910			

PRINT + ONLINE Institutions All Except US & CAN UP TO 5 IP ADDRESSES - INCLS SUPPLEMENTS	$ 1,590			
ONLINE Site License- All locations	$ 1,995			
ONLINE - UP TO 5 IP ADDRESSES - INCLS SUPPLEMENTS /ALL EXCEPT US CANADA MEXICO/	$ 1,190			
Print US Institutions		$ 1,228	$ 1,323	
Print All Except US Institutions		$ 1,535		
Print for European Union Except UK Institutions		€ 1,373		
Print ALL EXCEPT AMERICAS EUROPEAN UNION EXC UK/ Institutions		$ 1,091		
ONLINE Site License- US Institutions		$ 395	$ 679	$ 1,591
ONLINE Site License- All except US Institutions		$ 425	$ 856	$ 1,856

Active Statistics by Region

Not surprisingly, EIS holdings indicate *DJ*'s deepest market penetration is in North America (61%), followed by Europe and Africa (28%), Asia and Mid East (5%), Australia and New Zealand (4%), and Latin and South America (2%).



Active Statistics by Country and Category

Below is a breakdown by country and category for all active subscribers to *DJ* who order through EIS. Hospitals and colleges/universities comprise the majority of *DJ*'s EIS subscriber base. Medical libraries also represent a measurable portion of the base, and most holdings are within the United States.

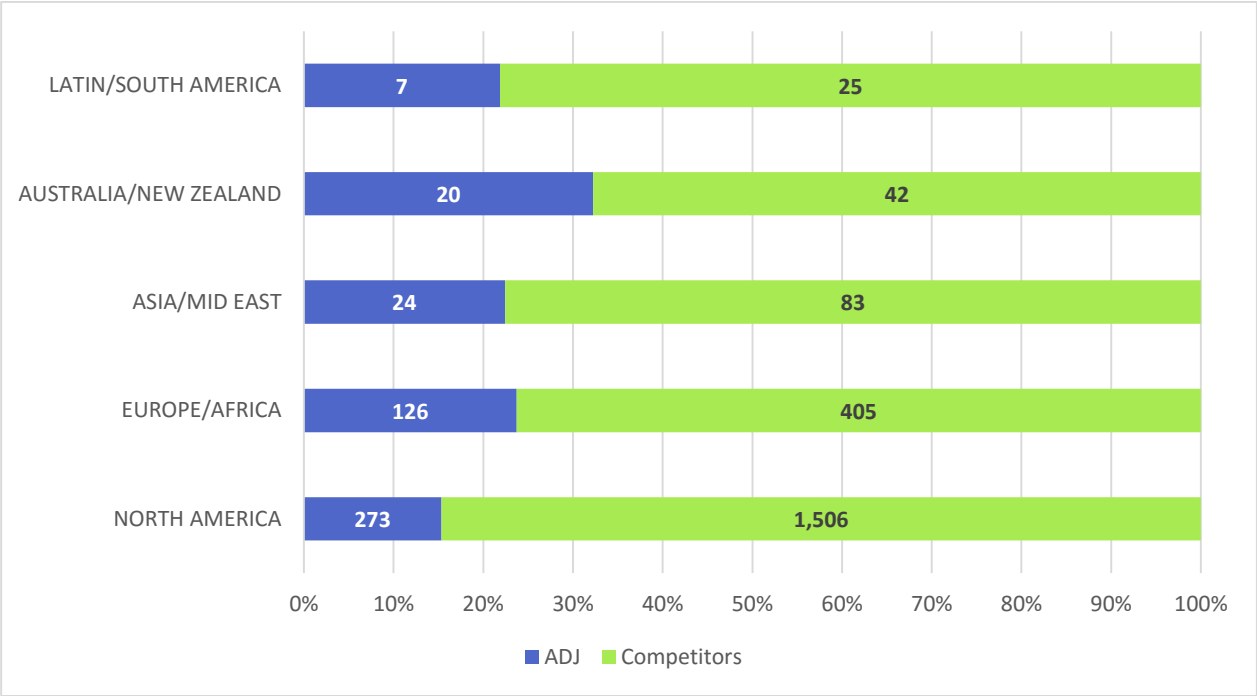
Countries	Hospital	College/University	Medical Library	Association of Research Libraries (ARL)	Federal Government	Industrial Library	Other	State Government	Industrial Departmental	Junior/Community College	Public Non-Library	Local Government	Dealers and Agents	Public Library	Total
USA	82	50	71	22	19	5		1	1	1					252
ENGLAND	4	16	1					1						1	23
FRANCE	11	8							1		2				22
CANADA	11	2		8											21
ITALY	8	8				1	1								18
AUSTRALIA	7	2	2		1			1							13
SPAIN	9	2					1					1			13
GERMANY	3	6	2			1									12
NETHERLANDS	7	5													12
SOUTH KOREA		5	5			1									11
TAIWAN (REPUBLIC OF CHINA)	3	1	5												9
NEW ZEALAND	1	3	2			1									7
SOUTH AFRICA		5													5
IRELAND		3													3
SCOTLAND		3													3
MEXICO		2					1								3
HUNGARY		1											1		2
NORWAY		2													2
SWEDEN		2													2
HONGKONG		1	1												2
AUSTRIA		1													1
BELGIUM		1													1

CZECH REPUBLIC	1														1
DENMARK	1														1
ESTONIA												1			1
LUXEMBOURG	1														1
MALTA										1					1
NORTHERN IRELAND		1													1
SWITZERLAND		1													1
CHINA													1		1
SINGAPORE		1													1
CHILE		1													1
COLOMBIA		1													1
COSTA RICA							1								1
VENEZUELA							1								1
Total	**149**	**134**	**89**	**30**	**20**	**9**	**5**	**3**	**2**	**2**	**2**	**2**	**2**	**1**	**450**

Competitor Comparison by Region

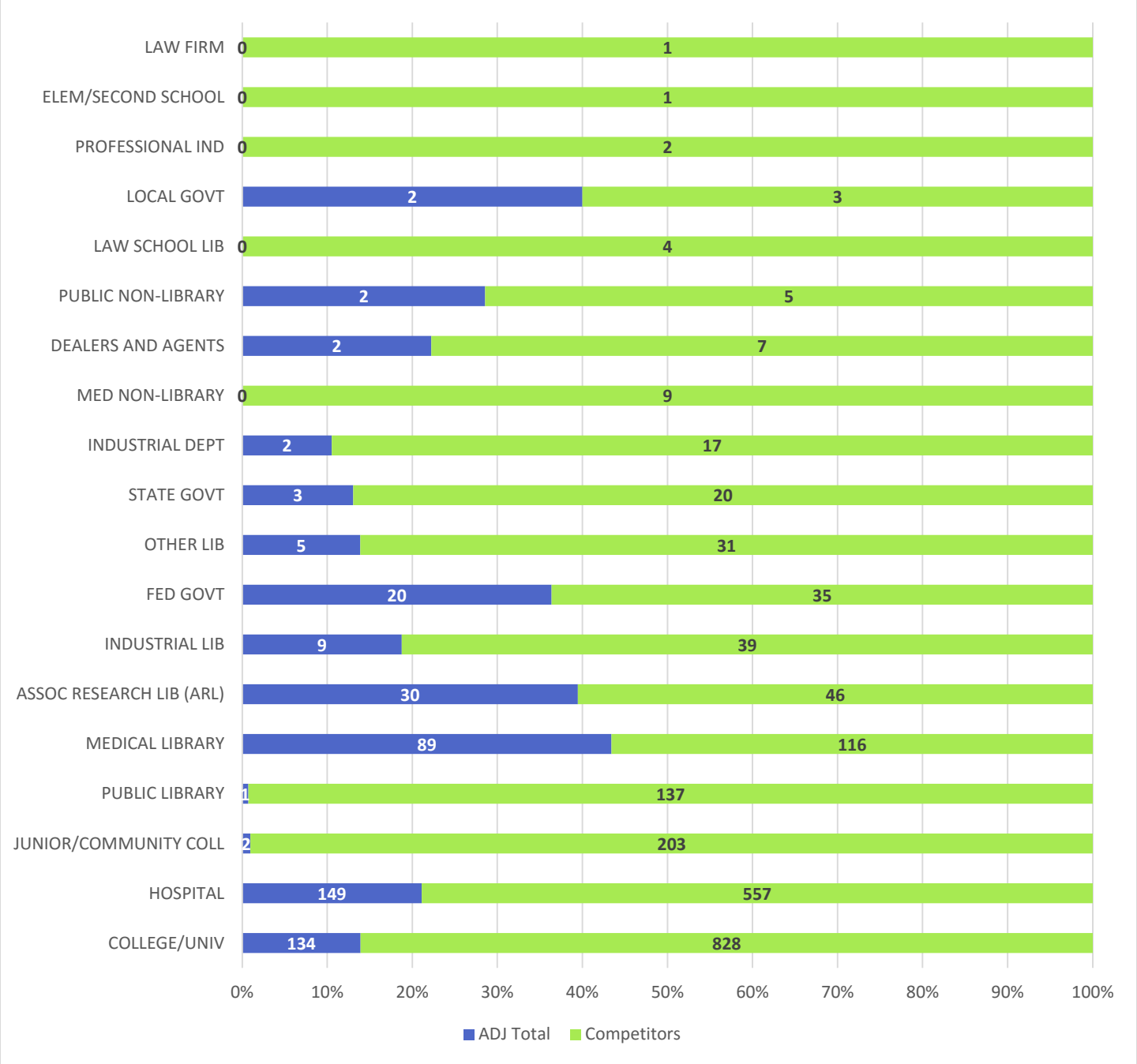
PPF mined EIS holdings for competitive content based on research and publisher feedback. Competitor data is anonymized and not available for distribution to the publisher; however, PPF may use competitor lists to send promotional materials on behalf of the publisher.

To better understand *DJ*'s share of each regional market, the chart below shows both *DJ* and competitor results. While there is room for growth in every region, the most potential is likely within the best performing regions, particularly North America and Europe/Africa.



Competitor Comparison by Category

The chart below shows *DJ*'s penetration into each category of competitor subscriber. Popular categories that stand out for growth include college/university, hospital, medical, and ARL. Look to junior/community colleges and public libraries for new market share. Junior/community colleges have seen increasing enrollment over the past several years; around 46% of all US undergraduates are community college students.



Competition by Country and Category

This chart breaks competitor holdings by country and category. Countries highlighted in red are top countries for *DJ*'s EIS holdings. *DJ* and its competitors' top five countries are the same.

Countries	College/University	Hospital	Junior/Community College	Public Library	Medical Library	Association of Research Libraries (ARL)	Industrial Library	Federal Government	Other Library	State Government	Industrial Department	Medical Non-Library	Dealers/Agents	Public Non-Library	Law School Library	Local Government	Professional Individual	Elementary/Secondary School	Law Firm	Total
UNITED STATES	591	288	198	130	78	38	27	25	7	10	10	7			4		1		1	1,415
CANADA	19	46	5	2	1	8		3		6						1				91
FRANCE	37	39		1				1			7			3						88
ENGLAND	22	31			7		1		1	1										63
ITALY	11	35					4	1	1					1		1				54
SOUTH KOREA	23	8			7		3		1											42
SPAIN	19	12					1	1	3											36
NETHERLANDS	3	29														1				33
GERMANY	17	7					1	2	5									1		33
AUSTRALIA	9	10		2	3					2		1								27
ISRAEL	1	20			1															22
TURKEY	20																			20
NEW ZEALAND	2	4			6				2											14
SWITZERLAND		5	4					1	1											11
MEXICO	7	1			2															10
IRELAND		6			1															7
SCOTLAND	6				2															8
WALES		5			3															8
BELGIUM	4	2												1						7
AUSTRIA	3	1						1												5
CZECH REPUBLIC	1	2		1	1															5
DENMARK	2	1							1			1								5
BRAZIL	3	1							1											5
HUNGARY	2				1		1													4
FINLAND									3											3
SOUTH AFRICA	3																			3
PHILIPPINES	2				1															3
SINGAPORE	1	1							1											3
ARGENTINA									1	1							1			3
PORTUGAL	1	1																		2
SLOVENIA	2																			2

CHINA													2							2
LEBANON	2												1							3
TAIWAN (REPUBLIC OF CHINA)	1								1											2
UNITED ARAB EMIRATES	1						1													2
PUERTO RICO	1	1																		2
GREECE	1																			1
NIGERIA	1																			1
NORTHERN IRELAND	1																			1
NORWAY	1																			1
POLAND	1																			1
RUSSIA													1							1
SLOVAKIA				1																1
SWEDEN									1											1
EGYPT													1							1
HONGKONG		1																		1
MACAU	1																			1
OMAN													1							1
SAUDI ARABIA													1							1
BERMUDA (ISLANDS)		1																		1
CHILE	1																			1
JAMAICA					1															1
TRINIDAD AND TOBAGO									1											1
URUGUAY	1																			1
Total	824	558	207	137	115	46	39	35	31	20	17	9	7	5	4	3	2	1	1	2,061

Library of Congress Classifications

DJ is classified as RC – Internal Medicine, and RC12345678 – Demonstration of Internal Medicine. The codes charted below belong to *DJ* competitors and can be used to expand the scope of the target audience. Extracting additional holdings from the EIS database using the LCC competitor codes listed below yields an additional 7,281 prospects (not charted). Approximately half of those additional prospects are found within the North American marketplace and belong to categories well suited for expansion.

LCC Code	Competitor Total
R15 – Medicine, General, General Works	1,541
QP187 – Physiology, General, including Influence of the Environment	104
QP187.A1 – Physiology, General, including Influence of the Environment	99
R – Medicine, General	77
RC321 – Internal medicine, Neurosciences, Biological Psychiatry, Neuropsychiatry	68

R11 – Medicine, General, General Works	39
RC – Internal medicine	38
RL1 – Dermatology	30
RE1 – Ophthalmology	23
RF1 – Otorhinolaryngology	12
RJ1 – Pediatrics	10
RD1 – Surgery	7
RC648 – Internal medicine, Diseases of the Endocrine Glands, Clinical Endocrinology	4
RC254.A1 – Internal medicine, Neoplasms, Tumors, Oncology, including Cancer and Carcinogens	3
RB115 – Pathology	3
RM – Therapeutics, Pharmacology	1
RC354.A1 – Internal medicine, Neurosciences, Biological Psychiatry, Neuropsychiatry	1
R725 – Medicine, Medical Philosophy, Medical Ethics	1

Sales and Marketing Advice

PPF is scheduled to execute an email prospecting campaign in November, 2016. We recommend hitting 5-10,000 prospects based on a combination of competitor and relevant LCC targets as identified within this analysis. Beyond the scope of the existing statement of work, we recommend a follow-up campaign in the spring, to keep the *DJ* brand top of mind. Campaigns may be supplemented by listings in EBSCO's *New & Notable*; the distribution of marketing collateral at InfoShare events such as ALA Midwinter, ALA Annual, and SSP; direct mailers; and social media posts. While a one-off campaign can be effective, you are more likely to see lifetime value returns from repeated brand exposure, particularly when your content is as topical and meaningful as *Demonstration Journal*.

Upon providing the campaign results report for the renewal recapture and prospecting campaigns, we will solicit your feedback and discuss extending the plan through 2017 for the most effective use of the intelligence gathered herein.

APPENDIX A

EBSCO Serials Price Projections for 2017

Each year, EBSCO surveys a wide range of publishers and reviews historical serials pricing data in order to provide our customers with serials price projections to assist them in budgeting for the upcoming renewal season. While based upon careful analysis, we recommend customers exercise caution when using these projections as they rely on historical trends and current estimates.

2017 Price Projections

At the time of writing, we expect the overall effective publisher price increases for academic and academic/medical libraries for 2017 (before currency impact) to be in the range of 5 to 6 percent.

Market Dynamics Overview

The U.S economy is expanding slowly, and budgets in the U.S. academic library market show modest improvement. While the U.S. economy has shown some stability, there is a presidential election looming which creates an element of uncertainty in the near term. The continued strength of the U.S. dollar, relative to other world currencies, has added additional pressure for libraries outside of the U.S. who purchase publications priced by publishers in U.S. dollars. Notably, the British pound has fallen to its lowest level in more than 30 years against the U.S. dollar and the euro, following the U.K.'s vote to leave the European Union (EU) – also known as Brexit. Much has been discussed about the U.K. separation from the EU, but the real impact is not yet known and may not be for some time as the UK will continue to be an EU member for at least two more years.

Library budget growth, which continues to lag behind annual journal and e-journal package price inflation, remains the biggest concern. There seems to be no end in sight to this trend which started well over two decades ago. Librarians are closely evaluating content use and quality compared to price and are using this data to make tough collection decisions as they seek to support their institution's students, scholars and researchers.

Large e-journal package deals (also known as the "Big Deal") continue to consume an ever-increasing share of library budgets. The "Big Deal" has recently undergone a marketing facelift and some publishers are now offering a "Database Model" for their e-journals. It is clear publishers desire to sell content in bulk based on the publisher's name recognition and brand quality. In some instances, the price and content offering for these Big Deals or Database Models make sense for a library. In other cases, the value for spend is judged incongruent and the librarian is left to find a solution that meets their institution's needs while remaining fiscally responsible. One thing is for certain, acquisition of large publisher packages is often funded by cutting non-packaged titles and titles from smaller publishers. This puts pressure on the publishing ecosystem as smaller publishers fail or merge with larger publishers.

The consolidation of the publishing industry continues with smaller publishers being acquired by larger ones, and with large mergers like the Springer and Nature merger. This continued consolidation has resulted in an increasing number of the highest impact journals being concentrated with fewer publishers. Moderate-sized

publishers, perceived as lacking top quality content, will most likely see librarians cancelling their journals which in turn puts pressure on their revenue forcing them to consider a merger. And smaller publishers who have quality content, not purchased at a sustainable volume, are also merger candidates as they do not have the scale necessary to leverage costs like the larger publishers.

It's been two years since the upheaval of the Swets' bankruptcy, but librarians and publishers indicate they remain vigilant when it comes to choosing vendors and service providers. Appropriate financial due diligence must be a cornerstone of the vendor selection process. Historically, "not putting all of your eggs all in one basket" (or not investing all of your resources in one company) was seen as a method of reducing risk. However, now "putting most of your eggs in the safest basket" is seen as a very viable risk reduction strategy. When determining which "baskets are the safest," research should include a review of key financial data, such as overall equity and debt positions of a company which indicate how well a company could likely weather an economic downturn. And as discovered with Swets, it is critical that financial evaluations be done on the parent company, as subordinate or subsidiary business units' financial information can sometimes be misleading and result in inaccurate assessments of overall financial health.

Open Access (OA) as an alternative publishing model continues to develop, but has not been the disruptive force on commercial publishing once predicted. The Gold OA model (where the author pays to have the article published as OA) is gaining traction, and some publishers have embraced it as another means of generating revenue. However, OA does not appear to be relieving the pressure of limited library budgets not keeping up with the costs of scholarly serial information.

Currency Impact

Whenever the value of a customer's domestic currency decreases relative to major currencies in which publishers set prices, especially the U.S. dollar, British pound, and euro, generally this is negative news. As previously stated, the British pound has fallen to its lowest level in more than 30 years against the U.S. dollar and euro. The British pound also stands significantly lower than other major currencies. Accordingly, U.K. libraries can expect substantial price increases for non-U.K. material if the value of the British pound does not rebound. While the euro is much stronger against the British pound, it remains relatively stable against the U.S. dollar when compared to the 2015 ordering season for 2016 publications. Libraries whose invoicing currency is euros can expect to see lower prices on publications priced in British pounds and prices in the base increase range of 5 to 6 percent for publications priced in U.S. dollars for their region of the world.

It is important to note that only a portion of a library's spend is for material priced by publishers in a currency that is not the library's local currency. The percentage of non-local currency spend varies by country and institution based on the library's collection. For example, less than five percent of non-U.S. titles are priced by publishers in a non-U.S. currency for the U.S. market. Therefore, even though the U.S. dollar has strengthened considerably against the British pound, U.S. customers should not expect a significant favorable impact on prices due to titles published by publishers located in the U.K. Customers in other countries can expect a more significant currency impact as a higher proportion of their titles will be priced by publishers in currencies that are not the customer's currency. For the U.K., approximately 45 to 50 percent of titles are not priced by publishers in British pounds and for the ECU countries, roughly 50 to 55 percent of titles are not priced by

publishers in euro. However, this is not the case for other markets such as Canada, Australia, New Zealand, South Africa and other countries who generally have much higher ratios of spend for titles priced in other currencies by publishers. These countries can expect to see currency impact a much higher proportion of their serial expenditure.

In the table below, Projected Price Increase by Customer Billing Currency, an increase of more than 5 to 6 percent reflects an adverse currency impact, and an increase of less than 5 to 6 percent reflects a favorable currency impact.

Projected Price Increase by Customer Billing Currency			
Billing Currency	Journals Priced by Publishers in U.S. Dollars %	Journals Priced by Publishers in British Pounds %	Journals Priced by Publishers in Euros %
Australian dollar	1 to 2	-15 to -14	5 to 6
British pound	18 to 19	5 to 6	22 to 23
Canadian dollar	3 to 4	-12 to -11	7 to 8
Euro	3 to 4	-15 to -14	5 to 6
New Zealand dollar	-3 to -2	-20 to -19	1 to 2
South African rand	7 to 8	-9 to -8	10 to 11
U.S. dollar	5 to 6	-11 to -10*	9 to 10*

* Note, less than 5 percent of U.S. customer's content is not priced by publishers in U.S. dollars.

(EBSCO Information Services, 2016)

APPENDIX B

Five Year Journal Price Increase History (2012 - 2016)

Five Year Journal Price Increase History (2012 - 2016)

This report shows price fluctuations over the last five years for typical library lists invoiced in U.S. dollars. Data for each library type is based on a merged list of titles ordered by representative libraries purchasing in U.S. dollars.

			2012	2013		2014		2015		2016		%
Library Type	% of Total Titles	% of Total Expenditure	Avg. Title Price	Avg. Title Price	% Increase	Avg. Title Price	% Increase	Avg. Title Price	% Increase	Avg. Title Price	% Increase	Increase 11-15
ARL												
US Titles	40.6%	32.3%	$872.58	$920.69	5.51%	$976.00	6.01%	$1,030.99	5.63%	$1,089.62	5.69%	24.87%
Non-US Titles	59.4%	67.7%	$1,252.53	$1,319.08	5.31%	$1,400.91	6.20%	$1,481.10	5.72%	$1,562.00	5.46%	24.71%
Total Titles	100.0%	100.0%	$1,098.39	$1,157.46	5.38%	$1,228.53	6.14%	$1,289.50	5.70%	$1,370.37	5.53%	24.76%
College & University												
US Titles	40.7%	32.6%	$892.57	$942.36	5.58%	$999.33	6.05%	$1,054.89	5.56%	$1,114.93	5.69%	24.91%
Non-US Titles	59.3%	67.4%	$1,263.65	$1,332.36	5.44%	$1,414.91	6.20%	$1,497.40	5.83%	$1,578.61	5.42%	24.92%
Total Titles	100.0%	100.0%	$1,112.80	$1,173.82	5.48%	$1,245.97	6.15%	$1,317.52	5.74%	$1,390.12	5.51%	24.92%
Academic Medical												
US Titles	32.5%	31.3%	$1,333.83	$1,410.60	5.76%	$1,498.37	6.22%	$1,583.67	5.69%	$1,674.79	5.75%	25.56%
Non-US Titles	67.5%	68.7%	$1,407.41	$1,489.81	5.85%	$1,582.07	6.19%	$1,674.33	5.83%	$1,766.18	5.49%	25.49%
Total Titles	100.0%	100.0%	$1,383.52	$1,464.08	5.82%	$1,554.89	6.20%	$1,644.89	5.79%	$1,736.50	5.57%	25.51%
Corporate												
US Titles	44.3%	32.9%	$779.30	$825.82	5.97%	$871.17	5.49%	$917.91	5.37%	$963.91	5.01%	23.69%
Non-US Titles	55.7%	67.1%	$1,270.58	$1,339.87	5.45%	$1,417.48	5.79%	$1,486.95	4.90%	$1,560.75	4.96%	22.84%
Total Titles	100.0%	100.0%	$1,053.04	$1,112.25	5.62%	$1,175.58	5.69%	$1,234.98	5.05%	$1,296.47	4.98%	23.12%
Public Library												
US Titles	95.6%	86.7%	$69.70	$72.54	4.07%	$74.17	2.25%	$76.89	3.67%	$79.30	3.13%	13.77%
Non-US Titles	4.4%	13.3%	$227.63	$237.90	4.51%	$249.49	4.87%	$256.65	2.87%	$262.98	2.47%	15.53%
Total Titles	100.0%	100.0%	$76.65	$79.82	4.14%	$81.89	2.59%	$84.81	3.57%	$87.39	3.04%	14.01%
Law School												
US Titles	36.4%	29.5%	$952.07	$1,005.78	5.64%	$1,068.19	6.21%	$1,129.01	5.69%	$1,193.78	5.74%	25.39%
Non-US Titles	63.6%	70.5%	$1,301.66	$1,378.21	5.88%	$1,463.87	6.22%	$1,548.00	5.75%	$1,633.01	5.49%	25.46%
Total Titles	100.0%	100.0%	$1,174.37	$1,242.60	5.81%	$1,319.80	6.21%	$1,395.47	5.73%	$1,473.08	5.56%	25.44%

(EBSCO Information Services, 2016)

APPENDIX C

FY17 Federal Funding for Library Programs

FEDERAL FUNDING FOR LIBRARY PROGRAMS: FY 2017				[in thousands of dollars]
AGENCIES AND PROGRAMS BY APPROPRIATIONS BILL	FY2016 Final	FY2017 President	FY2017 House	FY2017 Senate
Labor, Health and Human Services, and Education				
Institute of Museum and Library Services (IMLS)	$230,000	$230,000	$230,000	$231,000
Library Services and Technology Act	$182,944	$182,429	$183,018	$183,370
▸Grants to State Library Agencies	$155,789	$154,848	$155,863	$156,103
▸Native American Library Services	$4,063	$3,861	$4,063	$3,861
▸National Leadership: Libraries	$13,092	$13,720	$13,092	$13,406
▸Laura Bush 21st Century Librarian	$10,000	$10,000	$10,000	$10,000
Head Start (including Early Head Start)	$9,168,095	$9,601,724	$9,309,724	$9,203,095
Comprehensive literacy development grants (formerly Striving Readers	$190,000	$190,000	$160,000	$190,000
Innovative Approaches to Literacy (Under FIE)	$27,000	$27,000	$0	$27,000
Title I - Grants to Local Educational Agencies	$14,909,802	$15,359,802	$15,359,802	$15,409,802
Career and Technical Education State Grants	$1,117,598	$1,192,598	$1,117,598	$1,117,598
21st Century Community Learning Centers	$1,166,673	$1,000,000	$1,166,673	$1,050,000
Adult Education State Grants	$581,955	$581,955	$581,955	$581,955
Adult Education National Leadership Activities	$13,712	$24,712	$13,712	$13,712
Assessment and NAGB (IES)	$157,235	$156,745	136,745	$156,745
Research, Development and Dissemination (IES)	$195,000	$209,273	$154,473	$190,000
Educational Statistics (IES)	$112,000	$125,360	$103,060	$112,000
Legislative Branch				
Library of Congress	$599,912	$667,215	$628,912	$608,907
▸National Library Service for the Blind and Physically Handicapped	$50,248	$51,591	$50,248	$50,248
Government Publishing Office	$117,068	$117,068	$117,068	$117,068
▸Congressional Publishing	$79,736	$79,736	$79,736	$79,736
▸Superintendent of Documents	$30,500	$29,500	$29,500	$29,500
▸GPO Revolving Fund	$6,832	$7,832	$7,832	$7,832
Financial Services and General Government				
Federal Citizen Services Fund[1]	$55,894	$58,428	$55,894	$55,894
National Archives and Records Administration	$372,393	$380,634	$380,634	$380,634
▸NHPRC Program Grants	$5,000	$5,000	$6,000	$5,000
Interior and Environment				
National Endowment for the Arts	$147,949	$149,849	$149,849	$148,449
National Endowment for the Humanities	$147,942	$149,848	$149,848	$148,442
Agriculture and Rural Development				
Community Facilities Program Grants	$42,278	$37,000	$47,100	$42,278
Broadband Program Grants	$10,372	$39,492	$33,000	$10,372
Distance Learning and Telemedicine Program Grants	$22,000	$34,950	$25,000	$22,000
				Compiled by the American Library Association

(ALA, 2016)

APPENDIX D

World Map - EBSCO Regional Classifications

North America

Europe and Africa

Asia and Mid-East

Latin America and South America

Australia and New Zealand