



The CHARLESTON REPORT

Business Insights into the Library Market

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Short Takes

Young adults and K-12 students are the heaviest users of virtual reference online chat services provided by AskColorado, the Colorado State Library's popular offering. Other states, including Maryland and New Jersey, report that 50-60% of virtual reference questions are from young adults. Comments are from a recent symposium on the topic; presentations are available at www.aclin.org/reference/symposium. Reported in *Library Journal*, September 15, 2005.

The UK's Wellcome Trust has become the first scientific research funder to insist that papers emanating from its grant awards be placed in an Open Access repository. Effective October 1, 2005, the organization has declared that it will become a condition of funding that papers are posted on PubMed Central and made accessible within six months of publication. To facilitate the requirement, a manuscript submission system has been set up, through which papers accepted for publication in a peer-reviewed journal can be deposited in PubMed Central. The Wellcome Trust is one of the world's largest biomedical research charities, spending over £400 million (\$708.8 million) annually to support 3,500 researchers in 44 countries. To learn more, logon to www.wellcome.ac.uk.

The Library of Congress's (LC) National Digital Information Infrastructure and Preservation Program (NDIIPP) announced this week that it will award a \$3 million grant to develop Portico, a nonprofit electronic archiving service being developed by Ithaka. The LC award will be matched dollar-for-dollar by Ithaka, which has also received funding for Portico from the Andrew W. Mellon Foundation and JSTOR. Portico's mission is to help the scholarly community digitize, preserve, and provide access to archives of research literature. *LJ Academic Newswire*, October 6, 2005.

Libraries on the Move

The University of California at Santa Cruz has announced a \$75 million construction project to renovate and enlarge its McHenry Library. The library will increase by 81,600 square feet, adding to the current 114,000-square-foot facility. In addition, the library will introduce an electronic research center with 60 stations, a visual resource center providing access to electronic graphic files and image banks, and a "cyber study" room and Internet café providing social gathering space combined with online access. Compact shelving for print materials will also be installed. *LJ Academic Newswire*, September 20, 2005.

The Institute of Museum and Library Services today announced the recipients of its National Leadership Grants for 2005. Forty-one institutions, picked from 259 applicants, will share more \$17 million and will match those awards with an additional \$15.5 million. Among university libraries to win awards are the University of Georgia (\$761,427), Syracuse University (\$563,621), the American Library Association's Office for Research and Statistics (\$239,416), George Mason University (\$249,420), Indiana University (\$768,747) and Stephen F. Austin State University, Nacogdoches, Texas (\$570,288). For a complete list of award recipients, logon to http://www.ims.gov/whatsnew/current/092005_nlg.htm.

Thanks to a \$1.7 million gift, students at Pittsburg State University (Kansas) will have expanded access to an array of electronic resources. University officials estimate that the funds will generate around \$80,000 to \$85,000 annually, to be applied toward databases, electronic books, and journals in the fields of science, technology, and business. *LJ Academic Newswire*, September 13, 2005.

The Association of Southeastern Research Libraries (ASERL) recently formed partnerships with the Triangle Research Libraries Network (TRLN) and the Florida Council of State University Libraries (CSUL) to create the world's largest WorldCat collection analysis group. With 60 academic libraries participating, members will be able to compare their library's collection data against more than 38 million volumes held in the group. OCLC's WorldCat Collection Analysis allows any of the participating library groups to compare data about their collection against other group members. Among many options, the service permits comparisons based on the age and subject-matter strengths of collections. More information about the capabilities of the collection analysis service can be found on the OCLC Website at www.oclc.org/collectionanalysis/default.htm. The new group will begin operations on September 15, 2005. ASERL Press Release, September 1, 2005.

Don't Miss This!

ALA's TechSource has introduced "Blogosphere," featuring the latest news regarding Web developments and posts from Jenny "The Shifted Librarian" Levine, Tom Peters, Michael "Tame the Web" Stephens and many others. Be sure to check it out at blog.techsource.ala.org.

Did You Know?

Posted by Joe Esposito to LibLicense.

The following is clipped from a recent interview with Bill Gates, in which he was asked about the future of Open Source software. His comments eerily echo some that have appeared on lib-license regarding Open Access.

Bill Gates on Open Source Software

“The industry will always be a mix of free and commercial software. So there will be a balance between those. I think that we are going to have a lot of both. There are some zealots that think there should be no software jobs, that we should all, like, cut hair during the day and write code at night. ... I think it’s easy to say that’s not right. There are things like compatibility and 24-hour support and taking big leaps like IPTV or speech recognition. The painstaking work over a decade that you have to do, that costs hundreds of millions or even billions of dollars.

“... I don’t just believe in a single model. There’s a lot of neat things that can be done. But I don’t think that someone who completely gives up license fees is ever going to have a substantial R&D budget and do the hard things, the things too hard to do in a university environment. But that’s OK. There will be a commercial software industry, hopefully, with companies that take the long-term approach and make the investments that drive those new breakthroughs.”

Yahoo Joins the Party

The Open Content Alliance, a new effort from a group of corporations, nonprofits, and universities, has announced a plan to digitize hundreds of thousands of books and put them on the Web, with full text accessible to anyone. The effort is being led by Yahoo, in an obvious effort to emulate Google Print. The project aims to digitize historical works of fiction along with specialized technical papers and to make these works accessible to any search engine including Google. Members of the Alliance include the Internet Archive, the University of California Digital Library, and the University of Toronto, as well as the National Archive in England. To learn more, logon to opencontentalliance.org. *New York Times*, October 3, 2005.

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The Charleston Report is written for publishers, vendors, product developers, merchandisers, and wholesalers who are interested in expanding their library market. Readers will gain insights in effective marketing to libraries, early alerts to library trends, access to library leaders’ future plans, library budget projections, library strategic plans, technology directions, and publications needs.

For comments and contributions, contact Rebecca T. Lenzini, <rlenzini@charlestonco.com>, Editorial Offices, 618 South Monroe Way, Denver, CO 80209. 303-282-9706, FAX 303-282-9743, (c) Copyright 2005, The Charleston Co. All rights reserved. ISSN 1091-1863.

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By the Numbers

\$790 million... sales of legal music downloads in the first half of 2005, up from \$220 million the year before. The figure represents 6% of total music sales worldwide. *Wall Street Journal*, October 3, 2005. <http://online.wsj.com/article/SB112834107711958392.html> (sub. req'd)

42% ... the increase in downloaded journal articles in the UK from January 2003 through June 2004, to a total of 2,200,000 articles, according to a survey by The Publishers Association. <http://www.publishers.org.uk/paweb/paweb.nsf/pubframe!Open>

1,000... U.S. public libraries now using OverDrive — Digital Library Reserve. The company estimates that it is serving millions of patrons in cities including Boston, Los Angeles, Brooklyn, Hawaii, Seattle, Tampa Bay, Philadelphia, and greater Chicago, among others. OverDrive Press Release, September 26, 2005.

\$55,250... the median 2004-2005 salary for librarians working in institutions that are members of the Association of Research Libraries. The figure is up 4.2% over the previous year. *Library Hotline*, August 15, 2005.

50%... the portion of Springer’s expected staff of 5,500 to be based in India in a job shift; 1,200 staff are already employed there. The move of editors and typesetters will involve teaching Indian staff German. *UKSG Serials-ews*, September 14, 2005.

\$5.8 billion... online advertising revenues in the first half of 2005, an increase of 26% over the first half of 2004. *The Register*, September 28, 2005. http://www.the-register.co.uk/2005/09/28/us_internet_advertising_soars/

70.2%... the number of public libraries in the U.S. reporting insufficient terminals to meet patron demands at certain points in the day. Only 14.1% report that they always have a sufficient number. *American Libraries*, August 2005.

Boston Library Consortium Supports Open Access

The Boston Library Consortium has approved the adoption of an “Agreement to Extend Author’s Rights,” a document that gives authors and their employing institutions non-exclusive rights to use, distribute, and reproduce material in electronic digital or print form in activities connected with the author’s academic and professional activities. The amendment also supports placement of material in institutional repositories. The Consortium is an association of 19 academic and research libraries founded in 1970. Members include: Boston College, Boston Public Library, Boston University, Brandeis University, Brown University, MIT, Marine Biological Lab/Woods Hole Oceanographic Institution, Northeastern University, State Library of Massachusetts, Tufts University, University of Massachusetts-Amherst, University of Massachusetts Boston, University of Massachusetts Dartmouth, University of Massachusetts Lowell, University of Massachusetts Medical Center, University of Connecticut, University of New Hampshire, Wellesley College, and Williams College. The agreement, initially developed by MIT, is available for downloading at the BLC Website: www.blc.org.

TCR Surveys — eBooks: Results of a Librarian Survey

... Reported by *Kristen Devoe* <kedevoe24@yahoo.com>

A survey of 51 librarians from primarily academic libraries indicates that the acquisition and patron use of eBooks is on the rise. The purpose of this survey was to learn about the state of the eBook industry from a librarian's perspective by asking about increases and decreases in eBook acquisitions, eBook usage, and librarian perceptions on the advantages and disadvantages of eBooks.

The results of the survey indicate that:

- Libraries initially began to collect eBooks between 1999-2002 to increase access to library materials/support distance education programs, to experiment with new technologies and formats, or because they could take advantage of a consortial deal.
- In the last two years (2003-2005) eBook collections in the libraries surveyed have expanded and librarians plan to continue this growth. Only one of the surveyed librarians indicated plans to decrease eBooks acquisitions in their library.
- Libraries base their plans to increase eBooks collections on the recognized advantages of eBooks. These advantages include:
 - availability and accessibility
 - convenience
 - searchability
 - space saving capabilities
- Librarians also plan to further develop their eBooks collections based on the observed increased usage of eBooks in their libraries. Thirty-three of the fifty-one respondents indicated that they have noticed an increased user demand for eBooks based on reference desk statistics, usage statistics, and user requests.
- Librarians need to increase user awareness of eBooks in order to increase use. Some respondents indicated that they believe eBooks usage will increase when they can incorporate their eBooks holdings into the library's online catalog, thus increasing the visibility of the eBook collections. Others indicated that they believe word of mouth from one user to another about the availability of eBooks has increased usage and will continue to do so.
- Although eBooks have become an important part of the library's collection for many respondents, most were careful to point out that eBooks are not perfect and that there are still several disadvantages that need to be addressed. These include:
 - Licensing issues such as restricting the number of simultaneous users allowed per eBook.
 - Lack of standard interface and format for eBook content delivery.
 - Inability to print large portions or chapters at a time.
 - Lack of attention to archival issues.
- Librarians expect that eBooks are here to stay, but hope that they will continue to evolve. Survey respondents were asked to share their predictions/hopes for the future:
 - Purchase models will change to allow for the opportunity to select customized title collections.
 - Technologies will continue to evolve and allow for more multimedia incorporation, as well as for more portability.
 - Formats and platforms will standardize and improve.
 - The market will continue to expand in all areas, especially as the disadvantages are resolved.

Top 10 Web Design Mistakes of 2005

Jakob Nielsen, a software engineer and consultant who authors the Web usability e-column *Alertbox*, asked his readers to nominate the usability problems they found most irritating. The top ten were:

1. **Legibility problems.** Bad fonts won by a landslide.
2. **Non-standard links.** Try not to violate common expectations for how links work.
3. **Flash.** Not be used to jazz up a page.
4. **Content too wordy.** Make text short, scannable, and to the point.
5. **Bad search experience.** Sites need better software.
6. **Browser incompatibility.** Turning away customers because of their platform.
7. **Cumbersome forms.** Too many unnecessary questions and options.
8. **No contact or other company info.** A physical mailing address is important.
9. **Frozen layouts with fixed page widths.** Let users resize any windows.
10. **Inadequate photo enlargement.** When users ask, show them a big photo.

Published in *OCLC Abstracts*, October 3, 2005. To view the full article, logon to <http://www.useit.com/alertbox/designmistakes.html>.

Check It Out!

Proposed Guidelines for Implementing RFID Technologies in Libraries, ALA's Intellectual Freedom Committee (IFC), Office for Intellectual Freedom (OIF), and Office for Information Technology Policy (OITP), have joined the Book Industry Study Group (BISG), a nonprofit research group of organizations from all sectors of the publishing industry, to form a working group dedicated to influencing how RFID (Radio Frequency Identification) technology will be employed in the industry and in libraries.

The IFC's draft document, "Guidelines for Implementing RFID Technologies in Libraries," is designed to enable libraries both to benefit from RFID deployment and to protect the privacy of library users. The IFC has scheduled an open hearing on these draft guidelines for Saturday, January 21, 1:30-3:30 p.m., at the 2006 ALA Midwinter Meeting in San Antonio.

To learn more or to obtain the guidelines in advance, contact Judith F. Krug, director, ALA Office for Intellectual Freedom <jkrug@ala.org>.

2005 *Charleston Advisor* Best and Worst Awards

For the fifth year, *The Charleston Advisor* is sponsoring a series of awards for the best and worst electronic services and databases for libraries. The awards are not necessarily limited to products covered by *TCA*, but *TCA* reviews (if available) were consulted in the final consideration. These awards are published on an annual basis. Members of the editorial board made the selections in a September 2005 conference call.

Awards are given in ten standard categories and special one-time awards are periodically given and labeled below as a “special award.”

Lifetime Achievement Award (*special award*)

Eugene Garfield — for his pioneering work in citation analysis and the development of *Science Citation Index* and its derivatives through the Institute for Scientific Information (ISI). His work is having continuing impact on the information industry including current products such as the *Web of Science*.

Bravery Award (*special award*)

Five Libraries Involved with Google Scanning — for being willing to work with Google on a mammoth retrospective scanning project that will change the world. University of Michigan (special commendation for their openness on the project), Harvard University, Stanford University, New York Public Library, Oxford University.

Best New Products

Smithsonian Global Sound — for offering a unique body of recorded sound representing world cultures and music. <http://www.smithsonianglobalsound.org/>

Birds of North America Online — for offering a well designed and rich Website of ornithological information at reasonable prices for both individuals and institutions. <http://bna.birds.cornell.edu/BNA/>

Best New End-User Product

Google Maps/Google Globe — for offering a unique view of our world at no cost to the end-user. The mapping functionality is excellent and the satellite and 3D views offer new powerful functionality to everyone.

Most Improved Product

Thomson Gale's New InfoTrac Search Interface — for updating a popular search system with a much cleaner presentation for the end user.

Best Interface

Scopus (Elsevier) — for a well-designed and powerful search interface. Substantial end-user field testing produced an exemplary product. <http://www.scopus.com>

Hardest Sell Marketing (*special award*)

Scopus (Elsevier) — a highly aggressive marketing campaign has left many librarians cold. <http://www.scopus.com>

Best Content

Stanford Encyclopedia of Philosophy — for a project of superior quality within its discipline. Although not yet complete, SEP is exemplary in pulling together many of the best experts in the field as contributors. <http://plato.stanford.edu/>

Best Pricing

No award given this year.

Best Contract Options

RLG Cultural Materials — for exemplary contract provisions that should be mimicked by other online providers. It includes: “Provision for walk-in users, classroom use, inclusion in student assignments, and integration with Course Management Systems / Virtual Learning Environments. Also allows for some modification — these provisions couldn't be improved.” Ann-Marie Ashby, *The Charleston Advisor* v.7 no. 1 (July 2005). <http://culturalmaterials.rlg.org/>

Best Customer Support

OverDrive — for their excellent support for libraries in the distribution and support of audio books over the Web.

Best Effort

Google Scholar Linking — for remembering that libraries are the gateway to scholarly information and that integration with local link resolvers is key for access.

Vaporware/Lemon Award

Yahoo Search Subscriptions — for making consumers believe that they are getting deep access to content from a variety of subscription-based services while in reality they are getting pared down versions of commercial database access from many providers. Misleading offerings and representations.

Worst Contract (*special award*)

MediaMark Reporter — for having unusable contract provisions that are generally unacceptable. Some libraries have chosen not to subscribe to this product because of these very odd and unworkable provisions. <http://www.mediamark.com/mri/docs/reporter.html>

TCR Quotes

“My biggest complaint is that some libraries’ Websites don’t detail the amazing range of services they offer online until you cough up a card number. Memo to those insular institutions: Put the info in the shop windows out front and I bet you’ll see a lot more card-carrying customers walking through the electronic doors.”

From “Digital Tools: Google Isn’t Everything,” by Stephen Manes, *Forbes*, August 15, 2005.

Coming in Future Issues

- Hot Topics from the Frankfurt Book Fair
- Charleston Conference Highlights
- Google Print at the University of Michigan: How’s It Working?
- Evaluating Electronic Resources: Latest Methods Being Used in Libraries