



# The CHARLESTON REPORT

*Business Insights into the Library Market*

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## Libraries on the Move

The U.S. Institute of Museum and Library Services (IMLS) will benefit from President Bush's FY2007 budget proposal with an increase of \$15,096,000 or 6.1% over FY 2006, to a total of \$262,240,000. The budget also includes \$220,855,000 for the Library Services and Technology Act (LSTA), an increase of \$10,258,000 over FY 2006. *American Libraries Direct*, February 8, 2006.

University of Alabama Library and Information Studies students will now offer additional late-night help for "Ask a Librarian," the virtual reference service of the Association of Southeastern Research Libraries (ASERL). According to ASERL, the approach creates a cost-effective way to meet reference needs later into the evenings and offers real world experience for future librarians. ASERL libraries participating in the "Ask a Librarian" service are the College of William & Mary, Florida State University, Mississippi State University, the University of Alabama, the University of Central Florida, the University of Memphis, the University of Mississippi, UNC Charlotte, and Virginia Commonwealth University. For more information, logon to [www.aserl.org](http://www.aserl.org).

Indiana University Libraries, in partnership with the University of Michigan University Library, have received a grant of \$438,000 from the Andrew W. Mellon Foundation to develop open source software tools to integrate access to library licensed digital content from within course management software used by faculty and students. The 18-month project will be conducted as part of The Sakai Project, a community source software development effort to design, build and deploy a new Collaboration and Learning Environment (CLE) for higher education which began in January 2004. For more information, logon to <http://www.dlib.indiana.edu/projects/sakai/>.

The U.S. National Science Foundation has awarded a three-year grant of over \$500,000 to the University of North Carolina at Chapel Hill and the Virginia Polytechnic Institute and State University to develop a digital library curriculum. The project will focus on developing and field-testing individual lessons or modules that can be incorporated within library and information science courses, computer science courses, or used to support an entire course at any institution with an interest in digital libraries. To learn more, logon to [http://sils.unc.edu/news/releases/2006/01\\_digitalcurriculum.htm](http://sils.unc.edu/news/releases/2006/01_digitalcurriculum.htm).

## Hot Topics: ALA Midwinter

*... Reported by Katina Strauch, Charleston Conference Founder and Organizer*

*ALA's Midwinter meeting was held January 20-25, 2006 in San Antonio, Texas. Attendance was more than 11,000.*

San Antonio was a slow ALA Midwinter. Not much seemed to be going on. Maybe people were enjoying the ambiance of Texas hospitality. Here are some of the "hot topics."

**1) New products.** There was discussion about what exactly Portico is in relation to LOCKSS and its new CLOCKSS. Both Portico and CLOCKSS involve assuring permanent archives of electronic scholarly material. Initial support for Portico is provided by The Andrew W. Mellon Foundation, Ithaka, The Library of Congress, and JSTOR. Portico offers a service that provides a permanent archive of electronic scholarly journals. ([www.portico.org](http://www.portico.org)) A group of publishers, librarians, and learned societies have launched a community initiative employing the LOCKSS technology to support a large dark archive that serves as a failsafe repository for published scholarly content. [lockss.stanford.edu/](http://lockss.stanford.edu/)

**2) Library catalogs versus search engines and Google.** Echoing reports from the Charleston Conference, there is much concern as to whether or not library catalogs are useful anymore. Undergraduate students bypass library catalogs as a matter of course and go to Google instead.

**3) Searching Google from other venues and aggregators.** In this vein (above), there is very definitely a desire on the part of many of our commercial providers to make their content searchable and identifiable by Google.

**4) Consultants and their reports.** As library administrators attempt to make the library of the 21st century more relevant, they are hiring outside consultants to come in and tell the library what should be done differently. This is a concern especially to technical services administrators who realize that there is much that is necessary in established routines.

**5) The future of collection development and the library as place.** What will libraries of the future be like? Will they have collections of books and journals or will they be virtual habitats of electronic resources that can be visited by authorized users anywhere?

**6) Overheard on the exhibit floor.** "It is better to buy than ILL a book." "Free is the only way to go." "The Internet is broken." "Electronic information is the invisible backlog."

## Check It Out!

[www.AuctionExplorerBooks.com](http://www.AuctionExplorerBooks.com) is a specialist on-line book auction site which holds monthly auctions of rare and out-of-print books. Site commissions are \$1 to list each book and 5% of successful sales. Auction 40 runs from March 2-9, 2006. For more information, contact Paul Mills, <[support@auctionexplorerbooks.com](mailto:support@auctionexplorerbooks.com)>.

## Short Takes

The British Library, HighWire Press, Ringgold Inc., Swets Information Services B.V. and a group of HighWire-affiliated publishers have announced the launch of an initiative to explore the creation, prototype, implementation, and value of a common institutional identifier that can be used throughout the entire industry, from purchaser to end user. The project will set up real-use case scenarios to discover whether or not the creation of such a standard identifier for institutions will be beneficial to all parties involved and will also test implementation strategies. The pilot will be limited to the UK customers of all participants. For more information, logon to [www.JournalSupplyChain.org](http://www.JournalSupplyChain.org).

ScholarlyStats from MPS Technologies has been introduced with a goal to give libraries the opportunity to outsource the collection and consolidation of usage statistics as well as to provide librarians with more opportunities to analyze and understand usage within their institutions or corporations. The service builds on the work of Project COUNTER to create standards for vendor usage reporting. MPS worked with over 50 libraries during the beta phase of the project in 2005. Journal and database reports will be provided to the first ScholarlyStats customers through a Web portal. MPS Technologies is part of the Macmillan group of companies. For more details, logon to [www.mps-technologies.com](http://www.mps-technologies.com).

Blackwell's Book Services has announced a partnership with Bowker to offer libraries a Catalog Enrichment Service, with access to tables of contents, author notes, and book jacket summaries. The fully integrated database will be available to customers in March 2006. Together, the companies will provide a database of 1 million tables of contents, with more than 80,000 new publications added each year. Among many features, the service will enable keyword searches at the chapter level. According to sources, once title records have been enriched, the library will own the data, with no need to renew or re-subscribe to maintain access. To learn more, logon to <http://www.blackwell.com/level2/prBowkerPartner.asp>.

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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](mailto: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

**12.8 million...**the number of U.S. mobile subscribers who accessed Yahoo's services, such as email, search, and news, in an average month during the quarter ended December 2005. AOL recorded 8.5 million, MSN and Google about 7 million. Data is based on a monthly survey of 12,000 to 14,000 U.S. mobile subscribers. <http://www.mmetrics.com/press/PressRelease.aspx?article=20060130-portals>

**10,000...**the number of visits made to ACRLLog during its first week. ACRLLog is the new blog of the Association of College and Research Libraries (a division of the American Library Association) and can be found at <http://www.acrlblog.org>. Contributions are welcomed.

**40%...**the number of librarians who are purchasing eBooks as part of a consortial arrangement and who responded to a recent Webcast poll conducted as part of an LJ Webcast entitled "eBooks Take the Ivory Tower." Of note, 80% indicated they are actively purchasing eBooks. The complete Webcast is archived at [www.libraryjournal.com/learn](http://www.libraryjournal.com/learn).

**66,547...**the membership in the American Library Association as of September 2005, up 3.4% from 2004. The most popular divisions: AASL (American Association of School Libraries) with 10, 212; ACRL (the Association of College and Research Libraries) with 13,048 and PLA (the Public Library Association) with 9,994. ALA Pre-Midwinter Report, January 14, 2006.

**1.3 billion...**the number of people visiting public libraries in the U.S. in FY2003, up from 932 million in 1992. In the same period, public library expenditures increased from \$4.5 billion to \$8.3 billion. The figures come from the Library Normative Data Project (NDP) as reported by Bob Molyneux, Chief Statistician for SirsiDynix and avid Charleston Conference supporter. *Against the Grain*, December 2005- January 2006.

## Most Popular *Charleston Advisor* Articles

Excluding reviews and the annual "Best and Worst" awards, the following articles have been most heavily read on *The Charleston Advisor's* Website ([www.charlestonco.com](http://www.charlestonco.com)) for the period January 1, 2002 through January 10, 2006. In order of popularity.

- 1. Virtual Reference: Overrated, Inflated, and Not Even Real.** Steve McKinzie (Dickinson College) <[mckinzie@dickinson.edu](mailto:mckinzie@dickinson.edu)>. Published in *Volume 4, Number 2, October 2002*.
- 2. The New Elsevier's Surprising Service Problems.** Chuck Hamaker (University of North Carolina at Charlotte) <[chamake@email.uncc.edu](mailto:chamake@email.uncc.edu)>. Published in *Volume 4, Number 3, January 2003*.
- 3. The Stanford Encyclopedia of Philosophy Wants Libraries to do WHAT?** Margaret Landesman (Marriott Library, University of Utah) <[mlandesm@library.utah.edu](mailto:mlandesm@library.utah.edu)>. Published in *Volume 6, Number 3, January 2005*.
- 4. Price Increases Are Not the Problem.** Margaret Landesman (Marriott Library, University of Utah) <[mlandesm@library.utah.edu](mailto:mlandesm@library.utah.edu)> Published in *Volume 5, Number 3, January 2004*.

## TCR Surveys: Publisher and Vendor Marketing Tactics

... Reported by Kristen DeVoe, <devoek@verizon.net>

The relationships that publishers and vendors develop with librarians are important business relationships to all invested parties. A large part of this business relationship includes the marketing of new products and services from vendors and publishers to librarians. An informal survey was conducted to discover how, from the librarian's point of view, publishers and vendors can best market their products and services.

### About the Respondents

Of ninety-six total respondents, seventy-four work in academic libraries, six work in public libraries, eight work in medical libraries, two work in law libraries, and six work in special libraries (including federal, corporate, and state libraries). The results of this survey thus emphasize the academic librarian's views on publisher and vendor marketing tactics due to the heavy response from academic librarians over librarians from other types of libraries.

### What Specific Types of Information Do Librarians Look for in Product Descriptions?

- For monographs, many survey respondents indicated that content is one of the most important things for a product description to include.
- Other types of information that librarians are interested in seeing in a monograph description include price, author affiliation, intended audience, bibliographic information, and outside reviews of the monograph.
- For electronic products, including databases and e-journals, many respondents indicated that the pricing model is one of the most important things to include in a product description. Respondents indicated that it is helpful to have even approximate pricing information easily available as this is often an important factor.
- Additional information that librarians look for in database descriptions includes title lists and coverage dates, frequency of updates, licensing terms and access information (such as IP, password, etc.), trial information, content and intended audience.
- For e-journals, librarians also look for information on embargo dates, licensing information, method of user authentication, content, and intended audience.

There are several methods that vendors and publishers can use to contact librarians about new products and services. The survey responses indicate that the method of contact is a matter of personal preference. Some of the ways that librarians like to hear from publishers and vendors about new products include:

- Listserv announcements on publisher/vendor specific or other appropriate listservs.
- Short and direct emails. These are useful for introducing a new product to a current customer. The librarian can respond with further inquiry if the resource is of interest. Paper mail announcements can also work.
- Conference showcases. These are good because they allow librarians to approach vendors and publishers and learn about only those products that may interest them.
- Very few respondents indicated that they prefer to be contacted by telephone regarding new product information. Several respondents indicated that cold calls and other telephone calls are disruptive and are their least favorite method of publisher/vendor contact.

Finally, there are some other marketing strategies, suggested by librarians, for publishers and vendors to keep in mind:

- In order to save time and some frustrations, publishers and vendors should make sure that they are contacting the correct person in the library before describing a product or launching a sales pitch.
- Obviously, individual librarians prefer dealing with publishers and vendors differently. Once a publisher has established contact with the appropriate librarian(s), it may be helpful to inquire about their preferred method of contact to help ensure positive future marketing experiences.
- If they can, publishers and vendors should try and tailor emails or calls about new products to the library's current holdings or collection interests.

### Don't Miss This!

Google has introduced a "Newsletter for Librarians." States the company:

***"Librarians and Google share have a similar a mission: to organize the world's information and make it universally accessible and useful. We support librarians like yourself who work each day to further that mission.***

***Do you ever feel that you'd like to know more about how to use Google, but don't have the time? A few librarians have told us this, and we thought we'd try to help. This periodic newsletter will offer tips and tricks specifically focused on what you as a librarian want to know about Google."***

<http://groups.google.com/group/librarian-newsletter>

### TCR Quotes

***"...the emergence and growth of a monster called Google has forced us to reposition our profession and our libraries. This can provide us with the next mission for the library, beyond but not without books, to the community builder and binder it must become."***

— John Berry, Editor-in-Chief of *Library Journal* for over 40 years who retired in February.

Reported in *Library Journal*, January 2006.

## Report from SSP's Librarian Focus Group

... with thanks to Eileen Lawrence, Vice President, Sales and Marketing, Alexander Street Press, <[lawrence@alexanderstreet.com](mailto:lawrence@alexanderstreet.com)>

What happens when you offer publishers a chance to ask anything they want of a panel of librarians from the medical, academic, public, and consortium sectors? You get a sold-out event: The Society for Scholarly Publishing's second annual Librarian Focus Group. On February 9, 2006, in Washington, 55 publishers wanted to talk most about these journal-related topics:

- **Budgeting, pricing, and cancellations:** Librarians say that the pricing model isn't as important as the transparency of the pricing. Don't just quote a price — explain how you arrived at your price, in a way that makes sense and shows fairness. Post your prices publicly so that the librarian can see that everyone is getting the best deal. Don't charge extra for branch campuses. Understand that if your journal isn't serving a need, the library will have to cut it to make room for something else — so know the library and explain why it needs your publication.

- **Marketing:** The sales rep shouldn't be sales-pitching to the librarians, but rather keeping them informed of upcoming

changes in content and prices. Librarians need to plan their budget well in advance of renewing, so don't delay letting them know about upcoming price increases. A bulletin-format or newsletter-format email is a good idea, as long as it's informational and not a sales pitch. Librarians are getting an increasing amount of information from blogs.

- **Formats and technical issues:** Pay attention to Shibboleth.\* Work with all the federated search vendors. Don't worry about bells and whistles on the publisher Website, because users don't even know who publishes what — users just look for articles. Archiving is on librarians' minds, but there's no clear best path forward.

*\*Ed Note: Shibboleth is an initiative to develop an open, standards-based solution to the needs for organizations to exchange information about their users in a secure, and privacy-preserving manner. The initiative is facilitated by Internet2 and a group of leading campus middleware architects from member schools and corporate partners. To learn more, logon to <http://shibboleth.internet2.edu/shib-intro.html>.*

## Are Library OPACs Failing? What Users Really Want

*Ed Note: A recent and excellent report from the Bibliographic Services Task Force of the University of California (UC) Libraries has some very negative statements concerning how the library catalog is serving its users. Read on for a brief excerpt from the 80-page report.*

Our users expect simplicity and immediate reward. Amazon, Google, and iTunes are the standards against which we are judged. Our current systems pale beside them.

The current library catalog is poorly designed for the tasks of finding, discovering, and selecting the growing set of resources available in our libraries. It is best at locating and obtaining a known item. For librarians and for our users, the catalog is only one option for accessing our collections.

We offer a fragmented set of systems to search for published information (catalogs, A&I databases, full text journal sites, institutional repositories, etc) each with very different tools for identifying and obtaining materials. For the user, these distinctions are arbitrary.

Users want a rich pool from which to search, simplicity, and satisfaction. One does not have to take a 50-minute instruction session to order from Amazon. Why should libraries continue to be so difficult for our users to master? Users expect:

- One system or search to cover a wide information universe (à la Google or Amazon.com).
- Enriched metadata. (ONIX, tables of contents, cover art, etc.).
- Full-text availability.
- To move easily/seamlessly from a citation ABOUT an item to the item itself. Discovery alone is not enough.
- Systems to provide lots of intelligent assistance.
- Correct obvious spelling errors.
- Sort results in order of relevance to their queries.
- Help in navigating large retrievals through logical subsetting or topical maps or hierarchies.

- Help in selecting the best thing through relevance ranking or added commentary from peers & experts or "others who used this also used that" tools.
- Customization and personalization services.
- Authenticated single sign-on.
- Security/privacy.
- Communication and collaboration.
- Multiple formats available: eBooks, mpeg, jpeg, RSS and other push technologies — along with traditional, tangible formats.
- Direct links to Email, Instant Messaging (IM), sharing.

Scholars increasingly participate in online virtual communities for research and education. Users want what the library has to offer, without having to come to the library to get it.

The full report is available at [libraries.universityofcalifornia.edu/sopag/BSTF/Final.pdf](http://libraries.universityofcalifornia.edu/sopag/BSTF/Final.pdf).

### Coming in Future Issues

- Hot Topics from UKSG
- Collaborative Virtual Reference: Positives and Negatives
- What Users Think About Libraries
- Cost per Use Measures from ERM Systems