



The CHARLESTON REPORT

Business Insights into the Library Market

MARCH / APRIL 2006

VOLUME 10, NO. 5

Short Takes

The American Institute of Physics is expanding its Open Access publishing option, Author Select, to authors contributing to all AIP journals. Author Select was introduced in January 2005 for authors in three AIP journals. Effective January 1, 2006, the fee for Author Select has been reduced from \$2,000 to \$1,500 for the three original journals in the program (the fee is \$1,800 for all other journals). Author Select articles are highlighted by an icon in the table of contents of the online issues to indicate the articles' "toll free" availability. While the AIP Author Select program will have no effect on subscription rates for 2006, AIP plans to reduce future online subscription prices proportionately to the percent of Open Access articles published. For more information, logon to www.aip.org.

NoveList is introducing NextReads, a subscription-based email readers' advisory and library marketing service. The new service provides libraries with more than 20 customizable subject and genre-specific title lists that target the areas of greatest library customer demand and interest. Lists provided by NextReads contain new and mid-list titles, selected to maximize use of a library's current holdings, as well as prepublication titles to guide collection development. Each NextReads newsletter will carry a library's own branding and messaging, thereby giving libraries additional opportunities to promote collections and services to customers. For more information on NextReads, visit www.NextReads.com.

On March 27-28, 2006, The Taiga Forum convened a conference with the theme "Shifting Boundaries." Over 80 Associate University Librarians and Assistant Deans attended the event from leading research and academic libraries across the U.S. The Taiga Forum was created with the purpose of providing an opportunity for library professionals working at the AUL- and Assistant-Dean level in the areas of technical services, public services, collection development, and information technology to develop a cross-functional vision that will provide the tools and means to make library processes, systems, and organizational structures more flexible, agile, and effective. The Taiga Forum is supported exclusively by Innovative Interfaces. For more information, logon to www.taigaforum.org.

Libraries on the Move

The U.S. Institute of Museum and Library Services (IMLS) has awarded over \$163 million in grants to state library agencies. Announced March 23, the grants, given under the Library Services and Technology Act (LSTA), are made to each state according to a population-based formula. Funds are administered by the state's library administrative agency, and the states must provide at least \$1 for every \$2 of federal support. California, the most populous state, received \$16.6 million in LSTA funding, while the least populous, Wyoming, received \$821,000. *American Libraries Direct*, April 5, 2006. <http://www.ala.org/ala/online/currentnews/newsarchive/2006abc/march2006ab/impsstate.htm>

Colgate University (Hamilton, NY) has received \$10 million from an anonymous donor. Of the total, \$8.5 million will be used to establish an endowment to support ongoing maintenance and operating costs of the university's Case Library and Ho Science Center. The Case Library is currently undergoing a \$52.5 million expansion and renovation. Completion is expected by the end of the calendar year. *LJ Academic Newswire*, April 13, 2006.

The Association of College and Research Libraries (ACRL), the Coalition of Networked Information (CNI), and EDUCAUSE have come together to offer their first collaborative virtual conference, held April 20 -21, 2006. The conference theme, "Innovate and Motivate: Next Generation Libraries," was intended to explore how revolutions in technology impact academic librarianship and higher education. Conference programs targeted the possibilities for the future, as well as the role libraries can take to shape the course of the technological revolution. For more information, logon to www.ala.org/ala/acrl/acrlvents/virtualconference.htm.

The Laura Bush Foundation for America's Libraries has established a special fund to award grants to rebuild school libraries whose collections were damaged or destroyed by Hurricanes Katrina, Rita and Wilma. According to the US Department of Education, 1,121 schools in the Gulf Coast region were affected. The Laura Bush Foundation for America's Libraries, a fund of the Community Foundation for the National Capital Region, was established in July 2001 to provide school libraries with new books to expand and improve their collections. To date, the Foundation has distributed 428 grants totalling more than \$2 million to schools in 49 states across the U.S. To learn more, visit www.laurabushfoundation.org.

The University Library and the School of Information and Library Science (SILS) at the University of North Carolina at Chapel Hill have joined the Open Content Alliance (OCA), a group of organizations from around the world that are building a permanent archive of digitized text and multimedia materials. The school is the first from a university to join the alliance; the library is the first to contribute manuscript materials and plans to initially focus on a potential project to digitize manuscripts from its Southern Historical Collection. For more details, logon to http://sils.unc.edu/news/releases/2006/02_opencontentalliance.htm.

TCR Special Report: What is Shibboleth? And Why Should You Know?

... Reported by Chris Leamy, VP Research, Ringgold Inc.

Shibboleth is the new kid on the user authentication block. It replaces IP address ranges and information service specific userid/name passwords, both of which have their security and management problems.

How Does Shibboleth Work?

In a nutshell, with Shibboleth the user is authenticated at the site where the user belongs, using the userid/name password assigned to use site services. When the user accesses an external information service, the user's site passes the user's attribute information to the service host that uses this information to establish whether the user is authorized to use the requested service. The user remains anonymous unless voluntarily agreeing to personal identification being passed to a particular service provider to receive, for example, customized service.

How Do Institutions Enable Shibboleth-Based Authorization?

There is of course more to this. Sites have to participate in a Shibboleth federation that provides a WAYF (Where Are You From) service to users and external service providers. The WAYF service gives users a set of credentials that identify the user as belonging to a particular site.

Users approaching an external service provider for the first time have to tell the provider which federation and site they belong to. Using their site-specific userid/name password allows the

service provider to be given the credentials for the site that can be recognized by the provider the next time the user connects to the service. When this happens, the service goes directly to the user's site authentication service to get the user's attributes. These might indicate which department the user belongs to — an essential piece of information if the site's license for the service is limited to a particular department. With the attribute information the service provider can determine the authorization status of the user.

Why Do I Need to Learn About Shibboleth?

Shibboleth is new and it looks like federations will be formed along national lines and service providers will have to deal with multiple WAYF locations, unless a super federation is set up. For libraries, Shibboleth means ensuring their site authentication service has the granularity to match the licenses they negotiate with service providers. Service providers need to implement the open source software to enable them to support Shibboleth. So far only a few providers have done this (Elsevier currently being the only publisher). When fully deployed, Shibboleth should remove much of the administrative burden and worry about authorization as the responsibility rests with the provider to "switch" authorized users on, rather than the user.

Check It Out!

Don't miss the profile of Katina Strauch, Charleston Conference Founder and Director, Editor of *Against the Grain*, and TCR Editorial Board member, featured in the latest issue of *Serials*, the official publication of the UKSG (United Kingdom Serials Group). <http://uksg.metapress.com/media/f27nvmhvg3p69xrkc3u/contributions/4/a/3/t/4a3thm1j12r0l1me.pdf>

The Charleston Report, Business Insights into the Library Market is published six times a year by The Charleston Co., 618 South Monroe Way, Denver, CO 80209. Subscription price per year is \$155 (U.S.) and \$170 (outside the U.S.). FAX: 303-282-9743.

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.

Editor: Rebecca T. Lenzini

Editorial Board: Katina Strauch, Linda F. Crismond

Chief Financial Officer: Rebecca T. Lenzini

Publisher: The Charleston Co.

Graphic Design: Toni Nix • Masthead Design: Jack Thames

Don't Miss This!

The Charleston Advisor's latest issue — v.7, no.4, April 2006 — will be mailed to print subscribers during the last week of the month. A list of the reviews in this issue appears below. And just remember — all non-review, informative articles are Open Access at www.charlestonco.com.

Advisor Reviews in v.7, no.4:

- Columbia Earthscape
- Criminal Justice Abstracts
- Early American Newspapers, Series I
- EBSCO A to Z Public User Interface
- Gale Virtual Reference Library
- HeritageQuest Online
- House of Commons Parliamentary Papers Online
- Index to Legal Periodicals Retrospective
- Northern Light Business Research Engine
- OVID SearchSolver
- Oxford Reference Premium Online
- Project OACIS
- United States at War: Understanding Conflict and Society

TCR Quotes

"We are seeing a 30-40% growth in eBooks year on year. But as a percentage of the overall book industry, it's still minute — it's below 1%." Nick Bogaty, Executive Director of the International Digital Publishers Forum (IPDF).

Quoted in *FT.com*, <http://news.ft.com/cms/s/c5c44f06-c970-11da-94ca-0000779e2340,s01=1.html>.

TCR Surveys: How Libraries Are Presenting Google Scholar

... Reported by Kristen DeVoe, <kedevoe24@yahoo.com>

The Web search engine Google has long been a popular search tool for students, scholars, and other researchers. In late 2004, Google introduced a service called Google Scholar that provides the ability to search for scholarly literature using the already familiar Google search box. Still in Beta, Google Scholar has generated attention from libraries and publishers alike by working with both to facilitate access to scholarly collections. An informal survey of primarily academic librarians was conducted to determine how Google Scholar is being presented to library patrons and perceived by librarians.

How have libraries presented Google Scholar to their patrons so far?

- The majority of respondents (57 of 98 responses) have not included the Google Scholar search box on their library Website. Several respondents indicated that in lieu of including the Google Scholar branded search box they have included a link that will take users to the Google Scholar Website instead of allowing them to search Google Scholar directly from the library site.
- Many respondents (55 of 98) make some mention of Google Scholar in library instruction classes. Respondents mentioned that they focus on Google Scholar's "cited by" function, when it is appropriate to use Google Scholar, and making sure that patrons know how to access the journals through the library without paying for the article on the publisher Website.

What are the perceived pros and cons for including Google Scholar on the library Website?

- The most frequently given reason for including a Google Scholar branded search box or a link to Google Scholar on the library Website was user demand. Users are using Google

as a primary choice for research in many cases so directing them to Google Scholar may help lead them to more focused content that the library subscribes to.

- Libraries that have not made visible links to Google Scholar on their Websites have refrained from providing such links due to concern over the ability to know what is available through Google Scholar, the fact that it is still in Beta, and a desire to direct users toward the library's more focused subscription databases first.

How are libraries using Google Scholar to showcase library subscription resources?

- The majority of respondents (56 of 98 responses) currently participate in the Library Links program and another six respondents have plans to participate in the near future. The Library Links program allows libraries that make their resources available using a link resolver to include a link for their patrons to these resources as part of the Google Scholar search results.
- Many respondents indicated that they decided to participate in the Library Links program to facilitate access to the library's full text subscribed content through Google Scholar, a resource that many researchers use on their own anyway.

What are library concerns about using Google Scholar with Library Links?

- The majority of respondents are undecided when asked if they think Google Scholar can improve the visibility of the library's electronic resources. While many believe that Google Scholar can increase usage of the electronic resources through the Library Links program, they are concerned that users will think Google is bringing the resources to them instead of their local library.

By the Numbers

15%...the growth rate last year of online paid content, according to a report from the Online Publisher's Association. Total revenue topped \$2 billion; the number of online consumers rose to 20.6 million by the end of 2005. No surprises: digital entertainment led the market. *www.clickz.com/news*. Reported by the Idea Group, March 15, 2006.

11,000...the number of attendees at the largest-ever Public Library Association (PLA) National Conference, held in March 2006 at the Hynes Convention Center in Boston. Of note, ALA's Midwinter Conference in San Antonio drew roughly the same number. *American Libraries Direct*, March 29, 2006,

15.73%...the percentage of online-only institutional subscriptions in 2006 for journals published by Portland Press (i.e., life science/medical journals), up from 12.5% in 2005. Still considered low by Adam Marshall, who posted these figures on the SERIALST listserv on March 8, 2006. <Adam.Marshall@PORTLANDPRESS.COM>.

Is The Metasearch About To Get A Whole Lot Better?

"The results page is truly extraordinary beyond description in words. It should cause all the producers of commercial products to profit by its example."

Dr. David Goodman, Associate Professor, Palmer School of Library and Information Science, Long Island University, offering his assessment of Endeca, now in use at North Carolina State University.

Watch for a future *Charleston Advisor* review on this topic as well as conference programs. And be sure to take a look at Endeca in use at <http://www.lib.ncsu.edu/catalog/>.

2006 Charleston Conference

The 26th Annual Charleston Conference: Issues in Book and Serial Acquisition will be held November 9-11, 2006. This year's theme is "Unintended Consequences." Send ideas for papers, lively lunches, concurrent sessions to <kstrauch@comcast.net> or <beth_bernhardt@uncg.edu> or visit the conference Website at <http://www.katina.info/conference>.

Hot Topics: UKSG 2006 Conference and Exhibition

...Reported by *Rebecca Lenzini, Editor, The Charleston Report*

From April 3-5, 2006, 650 registrants from 15 countries met at the University of Warwick to discuss the world of serials. As always, both the conference and the exhibitions for UKSG were sold out in a matter of several days.

Selected highlights from the first two plenary speakers follow:

From Carole Goble, University of Manchester, School of Computer Science on “Connecting collections with workflows.”

- Researchers in the real world make no distinction between data and publications.
- Publishers should remember that they are presently creating databases NOT for people to read but for machines to harvest.
- These machines would be more effective if, instead of harvesting after-the-fact, relevant data could be identified at publication — perhaps created in submission systems.
- Nirvana for the researcher is “Semantic publishing at the source; integration of data and terms.”

- Also noted: “PubMed is the Lord’s work (likewise Google).”
- “Life scientists read journals; computer scientists do not.”

From Adrian Mulligan, Elsevier Ltd. on “Journal futures: researcher behaviour at early Internet maturity.”

- Results based on an online survey of 6,344 globally based researchers in all subjects and at all ages.
- Primary motivator for publication remains to “disseminate results” of research. This was true in a 1993 study and was also true in 2005.
- Second motivator was to “further my career” and “obtain future funding.” This is also largely unchanged from 1993.
- Awareness of repositories was high (more than 60%) but actual use and knowledge concerning them was low.

For more in-depth coverage of the meeting, be sure to logon to the “liveserials conference blog” at <http://liveserials.blogspot.com>.

Mark Your Calendars!

- The 2006 international Joint Conference on Digital Libraries (JCDL) will take place June 11-15, 2006, at the University of North Carolina at Chapel Hill. http://sil.unc.edu/news/releases/2006/02_jcdl.htm
- The Houston Academy of Medicine-Texas Medical Center Library, Fondren Library at Rice University, and University of Houston libraries are jointly sponsoring “Vanishing Bits & Bytes: Preserving Information,” a conference focused on digital preservation and practical solutions to be implemented now. May 8, 2006, in Houston Texas. <http://resource.library.tmc.edu/Conference.htm>
- The *Charleston Advisor* Vendor Showcase is set for November 8, 2006, from noon til 6:00 p.m. Sign-up kits will be going out soon to all exhibitors from 2005. If you did not exhibit last year and are interested in being part of this event this year, send an email with your name and contact information to Toni Nix, Vendor Showcase Coordinator, <justwrite@lowcountry.com>. Details for the 26th Annual Charleston Conference are available at <http://www.katina.info/conference>.

Top 5 Best Jobs

MONEY Magazine and *Salary.com* researched hundreds of jobs, considering their growth, pay, stress-levels and other factors. These careers ranked highest.

1. Software Engineer
2. College professor
3. Financial adviser
4. Human Resources Manager
5. Physician assistant

<http://money.cnn.com/magazines/moneymag/bestjobs/?cnn=yes>

Top 10 U.S. Library Schools

The 2007 edition of “America’s Best Graduate Schools” from *U.S. News and World Report* has hit newsstands. The rankings for the 50 accredited information and library science schools in the U.S. are based on a survey of deans, program directors, and senior faculty of the schools. According to information released by the magazine, those responding to the surveys rated programs on their academic quality using a scale of one to five with five outstanding. The top rated schools (a tie for first) received a 4.5 overall ranking for their accredited master’s programs.

The top ranked library and information studies in the magazine’s report include:

1. University of Illinois-Urbana-Champaign (tie for first)
University of North Carolina at Chapel Hill (tie for first)
3. Syracuse University (NY)
4. University of Washington
5. University of Michigan-Ann Arbor
6. Rutgers State University-New Brunswick (NJ)
7. Indiana University-Bloomington (tie for 7th)
University of Pittsburgh (tie)
University of Texas-Austin (tie)
10. Florida State University

More details are available at www.usnews.com.

Coming in Future Issues

- Hot Topics from the 3rd Nordic Scholarly Conference
- Overview of E-journal Archives
- More Ideas for Evaluating Databases
- Charleston Conference Preview