



The CHARLESTON REPORT

Business Insights into the Library Market

MARCH / APRIL 2007

VOLUME 11, NO. 5

Libraries on the Move

New York University's Tamiment Library received an unexpected donation from the Communist Party of the United States of America (CPUSA) in March 2007. The donation consisted of the entire collection of the Reference Center for Marxist Studies, which has for more than 20 years held the Communist Party's official archives and library. The Tamiment Library, along with the Robert F. Wagner Labor Archives at New York University forms a center for scholarly research on Labor and the Left. *New York Times*, March 20, 2007.

The Library of Congress will cooperate with Bibliotheca Alexandrina to build a World Digital Library. Both institutions will contribute content and will work together on the design and implementation of the architecture of the World Digital Library and cooperate in developing mirror sites. The World Digital Library will digitize unique and rare materials, including manuscripts, maps, rare books, musical scores, sound recordings, films, prints, photographs and architectural drawings from libraries and other institutions around the world and make these materials freely available on the Internet. *Library of Congress Press Release*, April 10, 2007. <http://www.loc.gov/today/pr/2007/07-069.html>

The British Library launched Sounds Familiar, an interactive spoken English Website. The Website currently features 72 recordings of regional dialects and accents from all over the United Kingdom. The dates of the recordings range from the 1950s to the 1990s, making it possible for users to discover how spoken English has changed over time. The British Library's plan is to use the website and new recordings submitted by young speakers to create a "sound map of the UK" and to add the recordings to the British Library's Sound Archive for the benefit of future users. To view and use the Sounds Familiar Website, logon to <http://www.bl.uk/learning/langlit/sounds/index.html>. British Library Press Release, March 28, 2007. <http://www.bl.uk/news/2007/pressrelease20070328.html>

The Boeing Company has awarded a \$5 million gift to the National Archives to complete its Center for Educational Outreach, which will be known as the Boeing Learning Center. The gift also will fund an expanded traveling exhibition program and enable the development of an interactive educational web site. When the learning center is complete, it will include a learning lab and resource room offering interactive visitor programs, teacher training, student activities, distance learning, and Internet initiatives. Boeing Learning Center staff will train educators on the use of primary sources in the classroom with facsimile documents, instructional videos, sample lesson plans, and other tools. *National Archives Press Release*, March 6, 2007. <http://www.archives.gov/press/press-releases/2007/nr07-68.html>

Short Takes

In early March, The Nature Publishing Group released a new Web 2.0 toolkit called Nature Network. This free online networking site for scientists has a variety of features that will help scientists connect with other researchers, conduct online discussions, show their work using their personal home pages, share information with groups, and apply tags to content. The toolkit is free to use but requires user registration. Nature Publishing Group plans to release user-driven upgrades on a regular basis. For more information on Nature Network, logon to <http://network.nature.com/>. *Nature Publishing Group Press Release*, February 28, 2007. http://www.nature.com/press_releases/Nature_Network_launches.pdf

At the first meeting of the Working Group on the Future of Bibliographic Control, held March 8 at Google headquarters in California, participants met to gain insight into the requirements of the bibliographic record and bibliographic control in the context of users and usage. The meeting had several speakers representing publishers, libraries, and vendors. During the meeting the group identified two main information user and use environments for bibliographic data: a consumer environment and a management environment. Participants spoke about how to improve both the consumer environment (relating to the end user) and the management environment (relating to collection management). For a complete summary of the meeting, logon to http://www.loc.gov/bibliographic-future/meetings/2007_mar08.html.

Don't Miss This!

The Directory of Open Access Journals (DOAJ) recently introduced a membership program to create a sustainable financial foundation for the continuing development and operation of DOAJ. Membership benefits include:

- Acknowledgement as a DOAJ Member on the DOAJ Membership Pages, including a link to the member's homepage.
- Access to the email list of recently added titles
- Subscription to email list for DOAJ members
- Access to the list of removed titles
- The right to use the DOAJ membership in marketing activities.

For more information on the DOAJ, the new membership program, and a list of current program members, logon to <http://www.doaj.org/doaj?func=membership>.

ACRL's Top Ten Assumptions About Academic Libraries' Future

The Association of College and Research Libraries (ACRL) released its top ten assumptions about the future of academic libraries during the ACRL national conference in March. The assumptions were developed by the ACRL Research Committee after surveying a number of member leaders and conducting a literature review.

1. There will be an increased emphasis on digitizing collections, preserving digital archives, and improving methods of data storage and retrieval.
2. The skill set for librarians will continue to evolve in response to the needs and expectations of the changing populations (student and faculty) that they serve.
3. Students and faculty will increasingly demand faster and greater access to services.
4. Debates about intellectual property will become increasingly common in higher education.
5. The demand for technology related services will grow and require additional funding.
6. Higher education will increasingly view the institution as a business.
7. Students will increasingly view themselves as customers and consumers, expecting high quality facilities and services.
8. Distance learning will be an increasingly common option in higher education and will co-exist but not threaten the traditional bricks-and-mortar model.
9. Free, public access to information stemming from publicly funded research will continue to grow.
10. Privacy will continue to be an important issue in librarianship.

ALA Press Release, March 31, 2007. For more information, logon to <http://www.ala.org/ala/pressreleases2007/march2007/acrlf07.htm>.

TCR Quote

"We've reached the point where librarians tend to worry a lot more about the print than the people who use our libraries do."
— Posted to the Liblicense-l discussion list, March 29, 2007.

The Charleston Report, Business Insights into the Library Market is published six times a year by The Charleston Co., 6180 East Warren Avenue, Denver, CO 80222. 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 Kristen DeVoe, <devoek@cofc.edu>, Editorial Offices, 6180 East Warren Avenue, Denver, CO 80222. 303-282-9706, FAX 303-282-9743, (c) Copyright 2007, The Charleston Co. All rights reserved. ISSN 1091-1863.

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Publisher: The Charleston Co.

Graphic Design: Toni Nix • Masthead Design: Jack Thames

By the Numbers

25 million... CrossRef announced that over 25 million content items had been registered in the CrossRef system since its inception in early 2000. The 25 millionth DOI was registered by Oxford Journals for the title *French History*. *CrossRef Press Release*, February 13, 2007. <http://www.crossref.org/01company/pr/press021307.htm>

10,000... Google Book Search has over 10,000 publisher partners from around the world. *Google Librarian Central*, March 2007. <http://www.google.com/librariancenter/newsletter/0703.html#7>

31.5 billion... Social networking site, MySpace, has an average of 31.5 billion unique page views per month. *BusinessWeek Online*, April 6, 2007. <http://www.businessweek.com/technology/index.html>

100 million... *It's a Horse's Life!: Advice and Observations for the Humans Who Choose to Share It*, is the title that was assigned the 100 millionth OCLC Control Number in WorldCat. *OCLC Abstracts*, April 9, 2007.

34 million... The total number of record album sales for January 2007 was 34 million. This is 16 million fewer sales for the same month in 2002. *Rolling Stone*, February 22, 2007.

Mark Your Calendars!

The 27th Annual Charleston Conference: Issues in Book and Serial Acquisition will take place November 7-10, 2007 in Charleston, SC. For up-to-date conference information including a preliminary list of confirmed speakers, logon to <http://www.katina.info/conference>.

MLA'07, the annual conference of the Medical Library Association, will be held May 18-23, 2007 in Philadelphia, PA. The theme for this year's conference is "Information Revolution: Change is in the Air." For information on events and speakers, or to register online, logon to <http://www.mlanet.org/am/index.html>.

The 4th International Evidence Based Library & Information Practice Conference will take place May 6-11, 2007 in Chapel Hill, North Carolina. For more information on the conference, including a preliminary program and registration information, logon to <http://www.eblip4.unc.edu/>.

World Library and Information Congress: 73rd IFLA General Conference and Council will be held August 19-23, 2007 in Durban, South Africa. This year's conference theme is "Libraries for the Future: Progress, Development and Partnerships." For more conference information including online registration, logon to <http://www.ifla.org/IV/ifla73/index.htm>.

Did You Know?

46% of wireless users get news online on the typical day, compared to 38% of home broadband users and 31% of all Internet users. *Pew Internet and American Life Project Data Memo*, February 2007. To download the entire memo, logon to http://www.pewinternet.org/pdfs/PIP_Wireless.Use.pdf.

TCR Surveys: Electronic Resource Usage Statistics

“If all librarians encouraged publishers to be aware of and become COUNTER-compliant, it would help all of us, libraries and publishers.” — TCR Survey Respondent

Managing electronic resources is a complex task and the challenges of successfully tracking, comparing and analyzing usage are multi-faceted. This issue’s informal survey asked librarians to share their thoughts about collecting and analyzing usage statistics, implementing standards such as COUNTER and SUSHI, and how usage statistics are used in their library. Over one hundred librarians responded to the survey, indicating that this continues to be a major topic of interest for libraries and publishers.

As the majority of the respondents (113) work in academic libraries, the responses best reflect the experiences in that type of institution.

- **Electronic resource usage statistics are usually collected by an electronic resources librarian or serials librarian.** Most responses indicated that the person(s) responsible for the collection of usage statistics worked in collection development and/or acquisitions. Few respondents indicated that they allow student employees to collect statistics.
- **Usage statistics are gathered in a variety of ways:**
 - Manually from publisher emails
 - Manually from publisher statistics sites
 - Using ScholarlyStats
- **The librarians who responded to the survey reported several challenges they encounter in the collection of usage statistics:**
 - The process of gathering usage statistics is time-consuming.
 - It is difficult to keep track of the various URLs and passwords necessary for retrieving usage statistics.
 - Many publishers provide their entire list of titles as the standard spreadsheet and libraries must filter out their subscribed titles themselves.
 - Some publishers do not send regular emails with updated statistics — one has to go to these publishers and ask for the stats.
 - There is limited flexibility in generating customized usage reports.
 - Manual manipulation of data in Excel spreadsheets is tedious.
- **Respondents also indicated that there are several challenges encountered when analyzing the usage statistics:**
 - Some publishers have “unique” interpretation of COUNTER standards or disregard the standards entirely, making it difficult to interpret the statistics in a uniform manner.
 - For non-COUNTER compliant statistics it is difficult to interpret the terminology used. For example, what is a search? What is a session?
 - The stats are purely quantitative. They don’t tell you whether the users got the information they were looking for, whether it was enough, too much, etc.
 - Non-meaningful data. For example, some respondents feel that counting “hits” is not necessarily a good indication of resource usage.
 - Respondents heavily indicated that a graphical representation of usage statistics would be quite helpful.

- **When asked about Project COUNTER, responses were similar in their emphasis on the importance of this standard.** Included are some sample responses given when asked to comment on this topic:

— The COUNTER guidelines are needed to have consistent categories and labels across vendors. COUNTER has done an excellent job in modifying the guidelines according to institution and vendor suggestions.

— That’s the one thing that FINALLY isn’t a challenge. A search is a search and a download is a download.

— EXTREMELY IMPORTANT! Consistency of COUNTER reports have helped tremendously. Also COUNTER audits have made vendors much more trustworthy and accountable.

— The faster vendors become COUNTER compliant, the easier this should be to do. Counter and SUSHI may enable us to transfer this information to an ERM so that we can get reports on demand — all from one place.

- **Standardized Usage Statistics Harvesting Initiative (SUSHI) provides a standard protocol that can be implemented within a library’s electronic resource-management (ERM) system.** Using SUSHI, collecting statistics becomes an automated process.

— For many respondents, SUSHI is not yet as important as COUNTER because many of these libraries have not implemented electronic resource management systems.

— Many respondents are very excited about the possibilities that implementation of SUSHI standards brings and feel that these standards will become as important as COUNTER standards some day.

— One respondent expressed excitement by commenting, “SUSHI, when enabled, will not only give us an accurate cost-per-use figure, but it will do so without a lot of manual labor on our part. It should work in conjunction with our existing library management system and spit out numbers and figures at us, instead of us having to do all the work!”

Check It Out!

The Center for Research Libraries and RLG Programs (a unit of the OCLC Programs and Research division) announce the publication a new 93-page report that establishes the baseline definition of a trustworthy digital repository. The report, *Trustworthy Repositories Audit & Certification: Criteria and Checklist*, also lays out the components that must be considered and evaluated as a part of that determination. For more information or to download the full report, logon to <http://www.oclc.org/research/announcements/2007-03-12.htm>.

Hot Topics: ACRL Conference 2007, Baltimore, Maryland

... *Reported by Char Booth, Reference and Instruction Librarian, Ohio University*

The 13th National Conference of the Association of College and Research Libraries (ACRL) was held in Baltimore, March 29 - April 1, 2007. With a total attendance of over 4,700, the conference offered a dynamic range of speakers, sessions, panels, and exhibits. A Virtual Conference component enhanced traditional content and cut down on the typical "which session do I attend?" dilemma by allowing attendees to view or listen to programs at their convenience. Several themes emerged over the course of the conference:

Technological Change and Innovation

The Cyber Zed Shed, a day-long series of 20-minute presentations highlighting emerging library technologies, provided a good example of the tech-oriented focus of much of the ACRL conference. The Zed Shed covered a wide range of "Library 2.0" innovations such as mobile librarians, Second Life, video reference, podcasts, and social bookmarking. Themes throughout the conference focused on the creative application of new technologies rather than the outmoding of library services due to the rise of "Amazoogle" culture.

Libraries without Boundaries

Discussions of the importance of improving virtual access and strengthening distance library instruction offerings were prominent, with added emphasis on enabling scholarly communication and intellectual networking via virtual library services. Best practices in marketing and branding library services through virtual channels was also a popular theme.

Evaluation and Assessment

New ideas in benchmarking, assessment, testing, and evaluation dominated many sessions. Speakers offered their perspectives on maximizing the effectiveness of library services from information literacy instruction to virtual reference, emphasizing the importance of collaboration and team building in all types of programming.

What Library Anxiety?

I was personally struck by the overall tone of confidence that permeated all aspects of this conference. Familiar lamentations of declining reference statistics were almost totally absent, and the ever-looming shadow of Googlization was kept to an inspiring minimum – more evidence, perhaps, that the profession has found its way through a period of considerable identity struggle and begun to explore new ground with renewed creativity and energy.

Conference Website:

<http://www.acrl.org/ala/acrl/acrlvents/baltimore/baltimore.htm>

Cyber Zed Shed content and podcast interviews courtesy of Palinet:

http://www.palinet.org/lts_techupdates_podcasts.aspx#Tech

Official ACRL Blog:

<http://www.learningtimes.net/acrlblog/>

The Latest on the List

The Liblicense-I listserv was the host of several lively discussions during March and April of this year. Members discussed a variety of topics including the value of Open Access, the future of the printed journal, institutional repositories, and much more. Summarized here are just a few of the recent discussions on this list.

Is it Time to Stop Printing Journals?

Greg Tananbaum summarized this discussion nicely in his April 2nd post. His conclusions from the discussion on the discontinuation of print journals are:

1. That many, but not all, institutions prefer the electronic medium to its print counterpart.
2. That scholars across generations generally share this preference.
3. That both of these preferences are trending more and more toward electronic over time.
4. That a number of compelling reasons exist to keep the printing press from dry dock, including the plight of the non-affiliated reader, the need/desire of publishers to recognize a print ad revenue stream, and a desire to test the long-term viability of e-archiving solutions like Portico and LOCKSS.

The Value of Open Access

During a discussion on the value of Open Access, Alma Swan of Key Perspectives Ltd. outlined the reasons why Open Access is essential.

1. It increases the visibility of research output and hence its usage.
2. It speeds up the research cycle.
3. It enables semantic computer technologies to do two things:
 - i) create one research space from which new information can be derived;
 - ii) track, monitor, and measure citation and other patterns, thus enabling better understanding of scientific developments and better predictive methodologies (highly desirable for managers and funders of research).
4. It is a critical enabler of interdisciplinary/multidisciplinary research alternative funding ideas for Open Access.

Publishers do not typically pay for journal article content. If OA is too burdensome for them, perhaps partial cost recovery for research investment costs could be achieved by charging publishers set fees for using grant-sponsored article content and article content produced by government employees (at all levels).

A similar strategy could be used by interested private foundations. Collected funds could be used to help sponsor future research, reducing taxpayers' and foundations' costs.

Coming in Future Issues

- Hot Topics from Computers in Libraries 2007
- Highlights from the Fiesole Collection Development Retreat
- PDA's and the Library: A Forecast
- Library Database Evaluation Criteria