



The CHARLESTON REPORT

Business Insights into the Library Market

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Libraries on the Move

Infomaki is an open source “lightweight” usability testing tool developed by the New York Public Library to evaluate new designs for the *NYPL.org* Website and uncover insights about their patrons. Designed from the ground up to be as respectful of the respondents’ time as possible, it presents respondents with a single question at a time from a pool of active questions. In just over seven months of use, it has fielded over 100,000 responses from over 10,000 respondents. *Code4Lib*, Issue 8, September 21, 2009, <http://journal.code4lib.org/articles/2099>.

The Library of Congress opened The Young Readers Center, the first area devoted exclusively to children in the library’s 200+ year history. The Center, which is housed in a renovated recording studio, will open with about 800 books, mostly publisher donations or items culled from the library’s duplicate and exchange department. *School Library Journal*, October 12, 2009, <http://www.schoollibraryjournal.com/article/CA6701385.html?rssid=190>.

Cornell and Columbia University have launched 2CUL (pronounced “too cool”), a partnership in collaborative collection development, acquisitions, and processing that is intended to cut costs and aid their students’ research endeavors. Itaka will help with planning and project management. Initial work will focus on several global collecting areas as well as collaborative funding and support of technical infrastructure in various areas. Although the project will initially focus on the two universities, 2CUL would eventually like to involve other schools in the collaboration. *Press Release*, October 12, 2009, <http://news.library.cornell.edu/com/news/PressReleases/Columbia-and-Cornell-Libraries-Announce-New-Partnership.cfm>.

The Osher Map Library at the University of Southern Maine reopened after a \$12 million renovation. The expanded 19,000-square-foot facility is equipped with a two-story vault and houses over 300,000 maps, hundreds of rare globes, and astrological and surveying instruments. *The Forecaster*, October 13, 2009, <http://www.theforecaster.net/node/29666/>.

The Ann Arbor (MI) Library has a pending deal with the Herald Publishing Co., owners of the former *Ann Arbor News*, to allow the library to digitize the newspaper’s archives of photographs and newspaper clippings dating back decades. The 174-year-old *Ann Arbor News* closed in July of 2009. *The Ann Arbor Chronicle*, November 18, 2009, <http://annarborchronicle.com/2009/11/18/library-nears-deal-on-newspaper-archives/>.

University Press News

The University of Illinois Press and JSTOR announced an agreement to make leading journals from the Press available as part of the Current Scholarship Program. The Current Scholarship Program is a new collaboration initiated by University of California Press and JSTOR in August 2009. Participants in this Program aim to create an improved online work environment for faculty and students by bringing complete journal runs from multiple publishers together in one place to ease the burden on librarians of negotiating separate license agreements with a multitude of publishers and to promote a more cost-effective publishing environment for the scholarly community. Current and historical content from at least ten University of Illinois Press-published journals will be available on a re-designed JSTOR in 2011. *Press Release*, October 27, 2009, <http://www.jstor.org/page/info/about/news/announcements/2009.jsp#OctD>.

Utah State University Press will merge with the administrative structure of Merrill-Cazier Library at Utah State University. The arrangement officially takes effect at the start of fiscal year 2010-11. With a larger staff in place, the library will assume a number of support activities for the press, including accounting, IT support, graphic design, and public relations. USU Press will adopt a new publication model with Open Access as a central component and will move toward increased digital delivery of books. At the same time, USU Press remains a refereed scholarly press with the standards of rigorous peer review appropriate to a university publisher. *Press Release*, November 3, 2009, <http://www.usu.edu/ust/index.cfm?article=40291>.

Cambridge University Press is launching a new platform for its e-books, allowing researchers and academics around the world access to more than 10,000 digital books online. Cambridge Books Online is due to be launched for a trial in January 2010. It will launch initially with 6,000 titles, but by spring will hold more than 10,000. Both frontlist and backlist content will be available to purchase for a single one-off access fee. Libraries will be able to obtain unlimited online access to books and content. For more information, go to ebooks.cambridge.org. *The Bookseller.com*, December 7, 2009, <http://www.thebookseller.com/news/105943-cup-launches-online-books-platform.html.rss>.

Open Access News

The Penn Libraries *ScholarlyCommons* Website has a new look and an expanded mission to help faculty promote their scholarship online. The site is being launched in conjunction with Open Access Week. Penn has been a leader in this area with its *ScholarlyCommons* Repository, which was launched in 2003 and currently includes over 12,000 articles, lectures, dissertations, and other academic works that receive hundreds of thousands of downloads each year. Go to www.library.upenn.edu/scholcomm. *University of Pennsylvania Almanac*, Vol. 56, No. 08, October 20, 2009, <http://www.upenn.edu/almanac/volumes/v56/n08/libraryWeb.html>.

Short Takes

Nielsen Book Media has folded *Kirkus Reviews* and *Editor and Publisher*. *PoynterOnline*, December 10, 2009, <http://www.poynter.org/column.asp?id=45&aid=174719>.

Hewlett-Packard is making more than 500,000 rare and hard-to-find books available for sale through a new collaboration with the University of Michigan. HP BookPrep is a cloud computing service that enables on-demand printing of books. For more information, go to www.bookprep.com. *Press Release*, October 21, 2009, <http://www.hp.com/hpinfo/newsroom/press/2009/091021xc.html>.

Hidden data embedded in electronic public records must be disclosed under Arizona's public records law, the state Supreme Court said in a groundbreaking ruling that attracted interest from media and government organizations. The Supreme Court's unanimous decision, which overturned lower court rulings, is believed to be the first by a state supreme court on whether a public records law applies to so-called "metadata." *AP*, October 29, 2009, http://hosted.ap.org/dynamic/stories/U/US_HIDDEN_RECORDS?SITE=AP&SECTION=HOME&TEMPLATE=DEFAULT.

The Internet Archive has launched the BookServer, a growing open architecture for vending and lending digital books over the Internet. Built on open catalog and open book formats, the BookServer model allows a wide network of publishers, booksellers, libraries, and even authors to make their catalogs of books available directly to readers through their laptops, phones, netbooks, or dedicated reading devices. BookServer facilitates pay transactions, borrowing books from libraries, and downloading free, publicly accessible books. For details, go to <http://www.archive.org/bookserver>.

Law.Gov is a proposed registry and repository of all primary legal materials of the United States. Several public officials have indicated a desire to see the results of this process and a report on the feasibility of creating such a system will be forthcoming in mid-2010. Law.Gov would be similar to Data.Gov, providing bulk data and feeds to commercial, non-commercial, and governmental organizations wishing to build Websites, operate legal information services, or otherwise use the raw materials of the U.S. democracy. For details of the project, go to <http://public.resource.org/law.gov/>.

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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 Laura Barfield, <barfieldlaura@gmail.com>, Editorial Offices, 6180 East Warren Avenue, Denver, CO 80222. 303-282-9706, FAX 303-282-9743, (c) Copyright 2009, The Charleston Co. All rights reserved. ISSN 1091-1863.

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By the Numbers

4,000,000,000... photos have been uploaded to Flickr as of October 12, 2009. <http://blog.flickr.net/2009/10/12/4000000000/>.

3.1... times as many books are bought by Kindle owners versus non-Kindle owners. *NYTimes.com*, October 20, 2009, <http://www.nytimes.com/2009/10/21/technology/21books.html?ref=todayspaper>.

16.9%... of undergraduate students in 2009 use their library Website daily, up from 7.1% in 2006. "The ECAR Study of Undergraduate Students and Information Technology, 2009, Key Findings," October 2009, <http://net.educause.edu/ir/library/pdf/EKF/EKF0906.pdf>.

5,500... non-Open-Access articles were exchanged at an unnamed Website aimed at medical professionals and students during a six-month period, costing journals about \$700,000 over that period of time or \$1.4 million a year. *The Chronicle*, October 30, 2009, <http://chronicle.com/blogPost/The-Latest-File-Sharing-Pir/866/>.

11%... of colleges and universities are either phasing out their computer labs or planning to do so, with an additional 20% reviewing this option. *The 2009 Campus Computing Survey*, November 2009, <http://www.educause.edu/E09+Hybrid/EDUCAUSE2009FaceToFaceConferen/The2009CampusComputingSurvey/176028>.

10,000... documents have been uploaded to the Digital Repository at Cornell University's ILR school, which is part of the Catherwood Library, and more than two million have been downloaded. *Press Release*, November 6, 2009, http://www.ilr.cornell.edu/news/110609_digitalCommons.html.

12... the average hours per day during which Americans consume information, which corresponds to 100,500 words and 34 gigabytes for an average person on an average day. These estimates are from an analysis of more than 20 different sources of information, from newspapers and books to portable computer games, satellite radio, and Internet video. Information at work is not included in the total. "How much Information? 2009 Report on American Consumers," December 9, 2009, http://hmi.ucsd.edu/pdf/HMI_2009_ConsumerReport_Dec9_2009.pdf.

Must Reads

"The ECAR Study of Undergraduate Students and Information Technology, 2009, Key Findings," Shannon D. Smith et al., *EDUCAUSE*, October 2009, <http://net.educause.edu/ir/library/pdf/EKF/EKF0906.pdf>.

"Support for the Research Process: An Academic Library Manifesto," Chris Bourg et al., *OCLC*, November 2009, <http://www.oclc.org/research/publications/library/2009/2009-07.pdf>.

Check It Out

Slides and Q&As from the "OASPA Open Access Week Webinar: Live Q&A Session with Five OA Publishers Working with Open Access" are available at <http://www.oaspa.org/webinars/oaweek2009/>.

Hot Topics and Hotter Numbers: The 29th Charleston Conference

... Reported by Katina Strauch, Conference Founder

This year's Charleston Conference — the 29th — was held from November 4-7, 2009 in beautiful Charleston, SC. Despite the economic climate, the meeting attracted 1,029 attendees, approximately 63% librarians, 15% vendors, 17% publishers, 2% library school students, as well as 4% unclassified. Six members of the press were also present.

Nine concurrent preconferences were offered on Wednesday, as well as the Vendor Showcase (the only vendor exhibiting opportunity) that afternoon. Preconferences covered many topics of interest: ebooks, e-librarians, acquisitions issues, serials management, negotiating, weeding and offsite storage, license negotiation, access to theses and dissertations, news sources, and workflow management. Nearly 250 people attended the preconferences and 79 exhibitors were represented at the Vendor Showcase.

The mood of Conference attendees was upbeat. R. David Lankes, PhD, Executive Director of the Information Institute of Syracuse (IIS) and an Assistant Professor at Syracuse University's School of Information Studies began the conference with what was considered by many to be one of the best keynotes of the 28 conferences that had preceded this one. Speaking about New Librarianship, Lankes told the audience to consider the why and not the how of how we do things. He also noted that librarians should "get out of the gadget business."

Plenary sessions ran Thursday, Friday and Saturday, offering over 20 hours of a jam-packed program. There were over 140 concurrent sessions and lively lunch discussions.

Some highlights:

- 1) **Pricing and Budgets** were under considerable discussion. Many librarians were talking about cancellation of publisher packages and big deals. David Stern (Brown University) outlined specific cancellation modeling techniques. Lia Hemphill (Nova Southeastern University) called for publishers to pay attention to library budget woes. She pointed to a 38% budget cut at her institution.
- 2) **The Google Book Settlement** was lurking in the background as the amended settlement was due three days after the Conference ended. Alan Adler (AAP), Jan Constantine (Authors' Guild), and Peter Givler (AAUP) [substituting for Dan Clancy (Google)] enlightened the audience on the settlement issues.

- 3) **The role of libraries and librarians** was also a popular topic. Jane Burke (SerialsSolutions) pointed to discovery as the new intermediation and announced that bibliographic instruction and the OPAC are dead. Kevin Guthrie (Ithaka) pointed to the advantages of scale and asked "does the academy need a customized train and cars?"
- 4) **Social networking**, open source, cloud computing were frequently invoked. Open Access was the subject of intriguing research by Phil Davis (Cornell). Michael Stephens stressed the need for "the transparent library" and open communication with end users.
- 5) **Introduced for the first year** at the Conference was a research arm called The Charleston Observatory. David Nicholas of the University College London, Christopher Warnock (eLibrary) and Mark Kendall (YBP) reported on a survey which CIBER had performed for the Charleston Conference, eLibrary and YBP regarding a global survey of library budgeting issues worldwide. This research is continuing.
- 6) **Legal issues** were everywhere, not just related to the Google Book Settlement. Kevin Smith (Duke University) underlined the increasingly problematic copyright issues that have come with the move to rapid, unmediated dissemination of knowledge via the Internet.

More detailed information and many of the sessions are online at <http://www.katina.info/conference>.

The next Charleston Conference will be the 30th! It will be held November 3-6, 2010 in Charleston, SC. See you here! <http://www.katina.info/conference>

Some quotes from the conference:

"Nobody's got a lock on distribution anymore." "Knowledge is created through conversation." "A great deal doesn't matter if we need to reduce our spend." "The cost per download for archival content is higher than for current content." "Scholarly publishing is inherently inefficient." "Scholarly publishing is no longer insulated from the commercial information marketplace." "It's hard to add value in places where you used to." "The library must monetize their service." "Publishers are very complex beasts." "We all want predictability." "Discovery is an end user tool." "Will we be the innovators or the victims?" "My data is mine and your data is mine." "It's okay to fail." "The scope of fair use is hotly contested."

Google Book Settlement

Google, the Authors Guild, and the Association of American Publishers released a revised version of the Google Book Search Settlement, which removes 95% of foreign language works from the agreement, includes a vague concession on orphan works, and no response to library concerns about pricing. The one notable response to criticisms from the library community was an agreement that more than one free public access terminal per library building may be authorized. The revised settlement also incorporates some other concerns raised by the library community and similarly interested parties. The settlement will allow

for Creative Commons licensing, which means that rights holders — notably academics — can ensure their works are available for no cost. The Court has set January 28, 2010, as the deadline for class members to opt out of the ASA or to file objections, and February 4, 2010, as the deadline for the Department of Justice to file its comments. The Court will hold the fairness hearing on February 18, 2010. To read the amended settlement agreement, go to http://thepublicindex.org/docs/amended_settlement/amended_settlement_redline.pdf. *Library Journal*, November 14, 2009, <http://www.libraryjournal.com/article/CA6707181.html>.

Did You Know?

Blackboard is providing academic users with access to historical multimedia resources from NBC Learn. Through NBC News Archives on Demand, college and university students and faculty will have access to thousands of video and audio files, as well as textual materials, covering a wide range of topics. All of the materials can be embedded directly into Blackboard courses using the new Blackboard Building Block. *Campus Technology*, October 8, 2009, <http://campustechnology.com/articles/2009/10/08/nbc-blackboard-bring-free-multimedia-resources-to-lms.aspx>.

The EU Bookshop Digital Library is now online. The Library contains more than 12 million scanned pages from more than 110,000 EU publications available for download free of charge. It offers all publications edited by the Publications Office on behalf of EU institutions, agencies, and other bodies since 1952. Go to http://bookshop.europa.eu/eubookshop/index.action?request_locale=EN. *Press Release*, October 15, 2009, http://ec.europa.eu/ireland/press_office/news_of_the_day/eu-digital-library_en.htm.

A Web in which Chinese is the dominant language and connections are so fast that distinctions between audio, video and text are blurred is perhaps just five years away, says Eric Schmidt, chairman and CEO of Google, who spoke to about 5,000 chief information officers and information

technology executives in Orlando for the Gartner Symposium/Ixpo, a technology conference. *AP*, October 21, 2009, http://hosted.ap.org/dynamic/stories/U/US_GOOGLE_CEO?SITE=AP&SECTION=HOME&TEMPLATE=DEFAULT.

Google Scholar now includes full-text legal opinions from U.S. federal and state district, appellate and supreme courts. Users can search for cases or topics or pose other queries of interest. Results will also include opinions from cases that users might be less familiar with but which have played an important role. *Google Blog*, November 17, 2009, <http://googleblog.blogspot.com/2009/11/finding-laws-that-govern-us.html>.

The consortium of Time Inc., Condé Nast, the Hearst Corporation, Meredith, and the News Corporation announced plans to build an industry-standard platform to present their work on the Web, smartphones, and electronic readers in a richer, more flexible, and more lucrative form than is possible today. The consortium envisions selling these versions of their publications through an online store akin to iTunes from Apple. The aim is to entice not just readers but also advertisers, allowing publishers to charge higher rates for digital ads, which now are much cheaper than print ads. *NYTimes.com*, December 8, 2009, http://www.nytimes.com/2009/12/09/business/media/09newsstand.html?_r=2&ref=technology.

Mark Your Calendars

2010 ALISE Annual Conference: Creating a Culture of Collaboration, January 12-15, Boston, MA, <http://www.alise.org/mc/page.do?sitePageId=84121&orgId=ali>.

American Library Association 2010 Midwinter Meeting, January 15-19, Boston, MA, <http://www.ala.org/ala/conf/services/upcoming/upcomingconferences.cfm#>.

6th Annual ARL Leadership Symposium, January 16-17, Boston, MA, <http://www.arl.org/diversity/leadinst/>.

SLA 2010 Leadership Summit: Creating the Future, January 27-30, St. Louis, MO, <http://www.sla.org/content/resources/leadcenter/LeadershipSummit/10leadsummit/index.cfm>.

PSP (Professional Scholarly Publishing) 2010 Annual Conference: The New Reality: Disruption, Innovation, Relevance, February 3-5, Washington, DC, http://alpsp.org/ngen_public/article.asp?id=244&did=47&aid=90440&st=&oid=-1.

2010 WebWise Conference on Libraries and Museums in the Digital World: Imagining the Digital Future, March 3-5, Denver, CO, <http://www.bcr.org/Webwise2010/>.

Academic Librarian 2: Singing in the Rain Conference: Towards Future Possibilities, March 11-12, Hong Kong, China, <http://www.lib.polyu.edu.hk/ALSR2010/>.

PLA (Public Library Association) 13th National Conference, March 23-27, Portland, OR, http://www.placonference.org/general_information.cfm.

12th Fiesole Collection Development Retreat, April 8-10, Leuven, Belgium. http://digital.casalini.it/retreat/retreat_2010.html

E-book Bits and Bytes

Open Road Integrated Media is a new digital publisher that focuses almost exclusively on old titles by big-name authors including William Styron, Iris Murdoch, and Pat Conroy. The company will also seek new authors willing to be published in the electronic format first and will help market 750 to 1,000 titles in its first year. Open Road will also produce video content, including documentaries about the authors and scene setting about the books, which it will push to fan sites and other relevant Websites. *NYTimes.com*, October 13, 2009, http://www.nytimes.com/2009/10/14/books/14fried.html?_r=1&partner=rss&emc=rss.

Google plans to launch an online store to deliver electronic books to any device with a Web browser. Google Editions will be launched in the first half of next year, initially offering about half a million e-books in partnership with publishers with whom it already cooperates, where they have digital rights. Readers will be able to buy e-books either from Google directly or from other online stores such as *Amazon.com* or *Barnesandnoble.com*. Google will host the e-books and make them searchable. *Reuters*, October 15, 2009, <http://www.reuters.com/article/idUS363554734220091015>.

Barnes & Noble unveiled a new e-book reader called the "nook." The nook offers free 3G wireless and Wi-Fi access to over one million e-books, magazines, and newspapers. One of its unique features is that it allows users to lend e-books. The nook runs on Google's Android platform and offers E Ink display and a color touch screen for navigation. The price is \$259 and will ship in November. *Press Release*, October 20, 2009, http://www.barnesandnobleinc.com/press_releases/2009_oct_20_nook.html.