



# The CHARLESTON REPORT

## *Business Insights into the Library Market*

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### Libraries on the Move

**National Library of France Embarks on Huge Digitization Project** — The National Library of France has signed a new deal with the Jouve-Safig-Diadeis in a partnership for the digitization of its print collections of more than 70,000 works per year. Financed by the *Centre national du livre*, the agreement is for a 3-year period. <http://newsbreaks.infotoday.com/Digest/National-Library-of-France-Embarks-on-Huge-Digitization-Project-75627.asp>

**Moving the Library to the Students** — The Drexel University Libraries in Philadelphia have become overcrowded with a great need for study spaces, so the library is creating a Library Learning Terrace near the undergraduate living area with access to the Library's digital collections and audio-visual equipment. <http://chronicle.com/article/Tomorrows-Academic-Libraries-127393>

**Check-out a Bike at Cornell Library** — Students at Cornell are managing a bike-sharing program in which they can check out one of a fleet of bikes or a helmet at the circulation desk. <http://scholarlykitchen.sspnet.org/2011/05/09/bike-sharing-comes-to-the-academic-library/>

**UCSD Begins Closing Libraries** — The UCSD campus has announced it will begin consolidating four of its six campus libraries. <http://www.librarystuff.net/2011/05/25/ucsd-begins-closing-libraries-america-suffers/>

### Must Reads

**Book Borrowing Enters the Digital Age as Libraries and Readers Swap e-books** — Consumers are beginning to trade e-books with friends as they have previously traded print books. E-book lending is taking on new complexities. Amazon and eBookLendingLibrary.com are trying to bring book-lending back to the mainstream. <http://www.librarystuff.net/2011/04/25/book-borrowing-enters-the-digital-age-as-libraries-and-readers-swap-to-e-books/>

**'If It Is Too Inconvenient, I'm Not Going After It: Convenience as a Critical Factor in Information-seeking Behaviors** — OCLC Research by Connaway, Dickey, and Radford 2011. This new OCLC study explores what "convenience" really means to the information seeker. <http://www.oclc.org/research/publications/library/2011/connaway-lisr.pdf>

## Hot Topics from the North American Serials Interest Group Annual Meeting, "Gateway to Collaboration"

*Reported by . . . Eleanor Cook, East Carolina University Joyner Library with Christie Degener, UNC-Chapel Hill Health Sciences Library and Katy Ginanni, Western Carolina University Hunter Library*

As Yogi Berra once said, "It's déjà vu all over again." This observation seems fitting for the 26th annual conference of the North American Serials Interest Group (NASIG), held in St. Louis, MO, June 2-5, 2011. Close to 400 librarians, publishers, and vendors attended this year's meeting. So what were the hot topics?

- NASIG attendees discussed the possibility of changing the name of the group. NASIG members felt strongly that our acronym is a strong brand ... perhaps we should remain NASIG, but drop the emphasis on the original spelled out version. Stay tuned for more discussion on this topic.
- This brainstorming session was later echoed by Paul Duguid, UC-Berkeley, who addressed branding concepts in general, and alluded to some of the challenges NASIG will face as we continue to reinvent ourselves to meet the needs of our membership.
- E-books are everywhere! Companies offering access to e-books are trying to move to more mature business models, such as those already established for e-journals. While there are parallels that can be adapted, e-books have unique problems to be solved (such as ILL rights).
- Demand-driven models of purchase are all the rage, both for e-books (patron-driven) and journals (Pay-Per-View).
- Mobile access was talked about in several sessions, and there was a notably cool poster session from UNLV showing their @One reader Bar.
- RDA implementation: The good folks from the national libraries (LC, NAL, and NLM) were well represented at NASIG and gave a thorough overview of the testing that has been done by 26 formal test partners and many other informal test sites. A decision is supposed to be announced before ALA annual conference later in June. See [http://www.libraryjournal.com/lj/communityacademiclibraries/890784-419/library\\_of\\_congress\\_may\\_begin.html.csp](http://www.libraryjournal.com/lj/communityacademiclibraries/890784-419/library_of_congress_may_begin.html.csp).
- Budgetary themes abounded. Quite a few sessions addressed how to do more with the same or less acquisitions dollars, how to work more efficiently, new strategies for assessing use, successfully negotiating, and ways of getting out of "big deals."
- Web scale discovery systems: Developments about these were addressed most certainly, but did not dominate, surprisingly.

*continued on page 2*

## NASIG Hot Topics *from page 1*

- Old favorites: Standards, ERMS, etc. There were plenty of sessions addressing these topics in one way or another.
- Not dead yet: Sessions and posters related to the management of remaining print resources included whether or not to bind, digitizing your unique serial runs in-house, and coordination of off-site or other kinds of shared print archives.
- What wasn't an overtly hot topic, but was on many people's minds: Copyright. The June 3, 2011 print issue of the *Chronicle of Higher Education* was made available to the conference participants. This issue has a number of articles concerning the "Copyright Rebellion," which is relevant reading. See several related articles in *CHE* at <http://chronicle.com/article/The-Copyright-Rebellion/127719/>.

These hot topics, although familiar, remain highly relevant and timely, and challenge us to continue applying our most innovative and collaborative thinking. No doubt déjà vu will occur once again as we revisit many of these same topics at next year's NASIG conference, to be held June 7-10, 2012 in Nashville, TN.

## CrossMark: Keeping Researchers Up To Date

How can researchers be sure that the content they are citing is up to date? CrossMark, the new initiative from CrossRef, will alert readers to any changes in published content and ensure that they can always locate the current version of record. Participating publishers will display the CrossMark logo on abstract pages and full text. By clicking on the CrossMark logo the reader will be able to quickly tell whether the document is fully up to date or whether there are important changes that they need to be aware of such as corrections, updates, enhancements, or even retractions. When the user is online, CrossMark will link from locally-stored PDF documents to the latest status information, flagging updates to content in a researcher's offline repository that could easily be missed otherwise. Since the publishers fund CrossMark, there is no charge to the end users.

CrossMark is due to launch in Fall 2011, with a pilot running on a number of journals throughout the summer. For more information visit [www.crossref.org/crossmark](http://www.crossref.org/crossmark).

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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.

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## By the Numbers

**4,000...** free online books are offered from the entire catalog of the National Academies Press as of June 2011. [http://chronicle.com/blogs/wiredcampus/free-for-all-national-academies-press-puts-all-4000-books-online-at-no-charge/31582?sid=wc&utm\\_source=wc&utm\\_medium=en](http://chronicle.com/blogs/wiredcampus/free-for-all-national-academies-press-puts-all-4000-books-online-at-no-charge/31582?sid=wc&utm_source=wc&utm_medium=en)

**60 million...** pages of newspapers have been digitized by Google's News Archives. In May, Google announced to its newspaper partners that they will stop the scanning project after five years. <http://chronicle.com/blogs/wiredcampus/quickwire-google-ends-project-to-digitize-newspaper-archives/31420>

**8,000...** authors favor open access, according to InTech, an open access publisher, who has released a white paper "Author Attitudes Towards Open Access Publishing." InTech commissioned TBI Communications to survey its 25,000 authors to understand their viewpoints. 32% responded with a high level of interest. Read the survey at [http://www.intechweb.org/public\\_files/Intech\\_OA\\_Apr11.pdf](http://www.intechweb.org/public_files/Intech_OA_Apr11.pdf).

**2.5 million...** orphan works in the HathiTrust Digital Library will be part of a new project at the University of Michigan to investigate ownership as part of a copyright project. <http://chronicle.com/blogs/wiredcampus/u-of-michigan-copyright-sleuths-start-new-project-to-investigate-orphan-works/31348>

**40,000 emails for £32,000...** The British Library has acquired the archive of the poet Wendy Cope which includes archived emails from 2004 — the Library says this provides "extensive insight into "writerly networks." <http://chronicle.com/blogs/wiredcampus/archive-watch-british-library-purchases-poets-40000-e-mails/31057>

**5% increase...** Bowker's Annual Book Production Report shows "print is not dead," New U.S. print titles have increased 302,410 in 2009 to a projected 316,480 in 2010. [http://www.bowkerinfo.com/pubtrack/AnnualBookProduction2010/ISBN\\_Output\\_2002-2010.pdf](http://www.bowkerinfo.com/pubtrack/AnnualBookProduction2010/ISBN_Output_2002-2010.pdf)

*(Ed Note: Read more on this topic from the BookStats survey released at the Book Expo America <http://www.librarystuff.net/2011/05/25/bookstats-survey-finds-industry-on-growth-curve/>)*

## Did You Know?

**EBSCO Publishing Acquires H.W. Wilson Company** — Databases from Wilson Web will be integrated with EBSCOhost over the next few months. [http://www.libraryjournal.com/lj/newslettersnewsletterbucketacademicnews/890843-440/in\\_major\\_deal\\_ebsco\\_publishing.html.csp](http://www.libraryjournal.com/lj/newslettersnewsletterbucketacademicnews/890843-440/in_major_deal_ebsco_publishing.html.csp)

**NYPL Offers Free App to Promote Its Research Collections** — NYPL has launched Biblion: The Boundless Library through iTunes for access to a virtual map of archival documents, images, multi-media, and essays. The first edition features 700 items from the "World of Tomorrow" — the 1939-40 New York World's Fair holdings, one of the Library's largest collections of 2,500 boxes of materials. [http://www.libraryjournal.com/lj/home/890652-264/nypl\\_releases\\_free\\_app\\_to.html.csp](http://www.libraryjournal.com/lj/home/890652-264/nypl_releases_free_app_to.html.csp)

## Mark Your Calendars

**June 23-28, 2011 – American Library Association Annual Conference**, New Orleans, LA. <http://www.alaannual.org/>

**June 30- July 1, 2011 – 5th Annual Bloomsbury Conference on E-Publishing and e-Publications**, “Social Media and the Academy: Enhancing and Enabling Scholarly Communication,” University College London. <http://www.ucl.ac.uk/infostudies/e-publishing/>

**August 13-18, 2011 – International Federation of Library Associations (IFLA)**, General Conference & Assembly, San Juan, Puerto Rico. <http://conference.ifla.org/>

**September 18-20, 2011 – Society for Scholarly Publishing, IN Conference: Globalization, Innovation, and Collaboration**, Arlington, VA. <http://www.sspnet.org/>

**September 30- October 3, 2011 – LITA National Forum**, “The Cloud and the Crowd,” Atlanta, GA. <http://www.ala.org/ala/mgrps/divs/lita/litaevents/forum2010/index.cfm>

**November 2-5, 2011 – The Charleston Conference**, “Something’s Gotta Give,” Charleston, SC. See details in this Report or go to: <http://www.katina.info/conference/>.

## Short Takes

**Groups Support Congressionally Mandated Reports Act** — Almost 30 organizations have joined OpenTheGovernment.org to endorse the Act. The Access to Congressionally Mandated Reports Act requires that any report required by statute to be issued to Congress and releasable under the Freedom of Information Act (FOIA) be posted on a website managed by the US Government Printing Office (GPO). <http://newsbreaks.infotoday.com/Digest/Groups-Support-Congressionally-Mandated-Reports-Act-75626.asp>

**Search Trends with “Correlate”** — Google has announced its latest service Google Correlate that allows users to see how their search terms match global trends. <http://chronicle.com/blogs/wiredcampus/quickwire-new-google-service-mines-patterns-in-search-data/31491>

**Circulation Trends Re-examined** — Rick Anderson revisits ARL circulation data from 1995-2008 to assess the drop in library circulation of printed materials. Check out the details at [http://www.libraryjournal.com/lj/newslettersnewsletterbucketacademicnewswire/890835-440/print\\_on\\_the\\_margins\\_circulation.html.csp](http://www.libraryjournal.com/lj/newslettersnewsletterbucketacademicnewswire/890835-440/print_on_the_margins_circulation.html.csp).

## Registration Now Open For 2011 Charleston Conference!

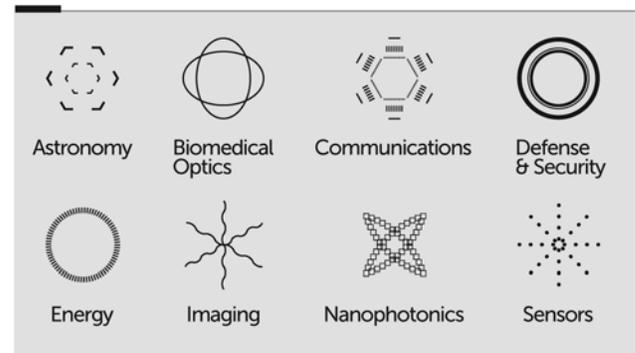
We look forward to seeing you in Charleston November 2-5, 2011, for what we think will be the best conference yet! Our theme this year is “Something’s Gotta Give!” Visit the Conference website at <http://www.katina.info/conference/registration.php> to register online today! Early bird deadline is September 30th.

Confirmed speakers include:

- Michael Keller, Stanford University
- Mark Dimunation, Library of Congress
- MacKenzie Smith, MIT
- Brad Eden, University of California, Santa Barbara
- Paul Courant, University of Michigan
- Jayne Marks, SAGE Publishing
- Greg Tananbaum, ScholarNext
- Kevin Guthrie, ITHAKA
- Anne Kenney, Cornell University
- Ann Okerson, Yale University
- Bill Hannay, Schiff Hardin LLP
- Lauren Schoenthaler, Stanford University
- Jack Bernard, University of Michigan

For more information on pre-conferences and a preliminary program, visit <http://www.katina.info/program.php>. Please contact Leah Hinds with any questions at <leah@katina.info> or 864-353-1181.

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## E-book Bits and Bytes

**McGraw-Hill's eBook Library is an Etextbook Platform** — McGraw Hill has announced the McGraw Hill eBook Library to be demonstrated during the coming year for the academic and professional markets. The offering will be sold as a service on a “flexible one-to-four-year subscription basis with free-of-charge monthly updates and unlimited concurrent usage.” A complete discussion can be found at <http://newsbreaks.infotoday.com/NewsBreaks/McGrawHill-eBook-Library-Debuts-As-Its-eTextbook-Platform-75630.asp>.

**3M to Launch Library E-book Lending Service at ALA Conference** — In a surprising announcement, 3M will be showing a new e-book lending service at the upcoming ALA conference. The service will make hosted, lendable e-books available to libraries, with a selection of e-books from publishers including Random House and Independent Publishers Group. The e-books will be readable on the iPad, iPhone, Barnes and Noble's Nook, laptop and desktop computers, and Android devices, among other equipment, but not currently on the popular Kindle. 3M's new system will be a competitor to the market leader OverDrive. [http://www.libraryjournal.com/lj/home/890729-264/3m\\_to\\_launch\\_library\\_ebook.html.csp](http://www.libraryjournal.com/lj/home/890729-264/3m_to_launch_library_ebook.html.csp)

**Check It Out through Amazon** — Amazon has announced that it will allow Kindle users to check out e-books from more than 11,000 public libraries later this year thanks to its new “Kindle Lending Library” service. Details about when the service will actually be available are vague. For a discussion of questions about the service visit <http://newsbreaks.infotoday.com/NewsBreaks/Kindle-Library-Lending-Announcement-Raises-Questions-75189.asp>.

**AAUP Annual Meeting Encourages Collaboration But Protects Copyrights** — This year's annual meeting of the Association of American University Presses' had over 700 attendees who explored a variety of presentations including sessions on library preferred e-book features and metadata discovery. One session gave an overview of four ventures being developed to sell aggregations of university-press monographs to libraries by Project MUSE, JSTOR, Cambridge University Press, and Oxford University Press. To read more log on to [http://chronicle.com/article/Publishers-Grapple-With-Thorny/127773/?sid=wc&utm\\_source=wc&utm\\_medium=en](http://chronicle.com/article/Publishers-Grapple-With-Thorny/127773/?sid=wc&utm_source=wc&utm_medium=en).

**French E-book Pricing Law** — France is on the verge of passing a bill that allows publishers to fix prices for all e-books sold in France. There is an expected battle with the European Commission. Google and Amazon have said they will comply with the law. <http://www.thebookseller.com/news/france-faces-battle-over-e-book-pricing-law.html>

### TCR Quote

*“I come to BookExpo America because it's such an energizing environment...everyone talks to everyone at this show!”* — Judy Sasges, district manager of the Sno-Isle Libraries, Washington (state). *American Libraries* reports about programs for librarians attending BEA. <http://americanlibrariesmagazine.org/news/06012011/book-buzz-still-packs-librarians-book-expo-america>.

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