



# The CHARLESTON REPORT

## *Business Insights into the Library Market*

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### Libraries on the Move

**The Association of Research Libraries (ARL)** has released a pre-publication version of an article on “The State of the Large-Publisher Bundle in 2012” written by Karla Strieb and Julia Blixrud who are reporting on the results of a recent survey of journal licenses in ARL member libraries. Among other findings, the authors note that licenses need to 1) allow libraries to make new uses of licensed content, 2) share information with peers about licensing terms, and 3) rest assured that licensed content will be available in the future. The full report will be featured in the forthcoming *Research Library Issues* (RLI) no. 282 (Spring 2013). RLI is freely available from ARL Digital Publications. <http://www.infodocket.com/2013/01/23/new-article-the-state-of-large-publisher-bundles-in-2012/>

**JISC Collections**, the UK academic community’s shared service for content licensing and administration, has entered into an agreement with Open Access Key (OAK), the online payment platform for Open Access publishing, to run a 12 month pilot project, JISC APC, to test its role in managing and processing Gold OA article payment charges made by its member institutions. The new JISC APC service will seek to reduce the administrative burden on the various parties involved in making an article available. The pilot will begin officially on April 2, 2013. To learn more, contact Paul Harwood, JISC Collections Deputy CEO, <p.harwood@jisc-collections.ac.uk>.

**The Berkeley Digital Library Copyright Project** has released the latest white paper in its series on orphan works, titled “Orphan Works and the Search for Rightsholders: Who Participates in a ‘Diligent Search’ Under Present and Proposed Regimes?” The paper reviews the existing set of orphan works proposals from around the world and explains that, within the current set of approaches, one commonality is that most proposals require at least one party to search for rightsholders. Who that party is makes a difference in terms of their motivation, expertise, and ability to search. As policy makers consider these approaches, they should recognize that more research is needed to understand the relative costs and benefits of allocating search responsibility to different parties. For more information log on to <http://www.law.berkeley.edu/12040.htm>.

### TCR Reports: Google Search and Earth Seminar

Hosted by Colorado State University Morgan Library

... Reported by Dennis Brunning, Herberger School of Arts Librarian, Arizona State University, <dennis.brunning@gmail.com>

For much of its existence, Google hasn’t paid a lot of direct attention to libraries. True, there is the Google Library Project and its ten million scanned books from major research libraries. And we have Google Scholar that has indexed meta-data from major Scientific, Technology, Medicine, and Law publishers. Who can argue with JSTOR’s significant advance as a content brand with its complete indexing in Google Scholar?

Unfortunately, until copyright issues are resolved, Google’s major contribution to libraries is on hold. Moreover, for a few reasons librarians have not warmed up to Google Scholar as much as the normal academic library user.

Google Education, the company’s user relations and training unit, was at Colorado State University Fort Collins early in January to bridge the gap among us. Please watch for our full report on the day in the next issue of *The Charleston Advisor*. Below we offer a few highlights for *TCR* readers:

Kousha Navidar, Google’s Community Manager for Google Search, spent an hour briefing us on how Google Search could be integrated in active problem solving with individual students. Kousha, a former 10th grade math teacher, illustrated his points with examples. They didn’t vary much from critical thinking but it was refreshing to experience his energized presentation. Plus we learned why Google’s results were such as they are — read more in *TCA*.

Catherine Moats, trainer for Google’s various maps projects including Earth, Maps, and Maps Maker, and Adam Hecht, Program Manager for Google Earth and Training Tools for Media, presented on Google Earth 7, the latest version of Google Earth. We learned some basics and this eased us over what may seem daunting — Earth being one of the few browser client products in the Google product line. Take away — you can close various earth views that slow up the show.

Megan Hauck, from NBC Learn, demonstrated its video platform for higher learning. NBC Learn streams video of most of NBC’s newscasts and news specials from the 1920s to the present.

Samsung’s Educational IT marketing team showed a “future is now” type video about what the Korean company is up to in “education space.” Two words: smart library. They did admit, in questioning, that everything wasn’t ready, like the learning chair. Again, more later in *TCA* but an important take away — Samsung is interested in higher education and especially library dollars. We’re back, baby!

Kudos to CSU for organizing the outreach session. They offer a beautiful setting in which to learn about the future and to perfect the present. And just to say, Google catered the breakfast and lunch. It wasn’t the gourmet-chef-managed-fare of the Googleplex but it was delicious, bountiful, and not evil.

## NISO Announces Open Access Metadata Project

NISO voting members have approved a new project to develop standardized bibliographic metadata and visual indicators to describe the accessibility of journal articles as well as how “open” the item is. NISO notes that many offerings are available from publishers under the banner of Open Access (OA), Increased Access, Public Access, or other descriptions with the terms offered varying between publishers and, in some cases, based on the funding organization of the author. Adding to the potential confusion, a number of publishers also offer hybrid options in which some articles are “Open” while the rest of the journal’s content are available only by subscription or license. No standardized bibliographic metadata currently provides information on whether a specific article is freely readable and what re-use rights might be available to readers. Visual indicators or icons indicating the openness of an article are inconsistent in both design and use across publishers or even across journals from the same publisher.

According to the recent NISO announcement, the project will focus initially on metadata elements that describe the readership rights associated with an OA article. Specifically, the NISO Working Group will determine the optimal mechanisms to describe and transmit the right, if any, an arbitrary user has to access a specific article from any Internet connection point. Recommendations will include a means for distribution and aggregation of this metadata in machine-readable form. The group will also consider the feasibility of incorporating information on re-use rights and the feasibility of reaching agreement on transmission of that data.

*TCR* readers and other individuals interested in participating in this working group should contact Nettie Lagace <nlagace@niso.org>. An interest group list for this project will be available for those who would like to receive updates on the Working Group’s progress and provide feedback to the group on its work. To subscribe, send an email to <oa-indicators-info-subscribe@list.niso.org>.

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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

**60%...**The percentage of libraries in *LJ*’s Annual Survey who reported slightly increased funding for the year. While small, the overall increase of 1.2% is an improvement from the drop of 0.7% a year ago. <http://lj.libraryjournal.com/2013/01/funding/the-budget-balancing-act-library-budgets-show-modest-improvement-and-signs-of-more-to-come/#>

**56.4 million...**The number of DOIs now on file with CrossRef as of the end of 2012, an increase of 14% over 2011. CrossRef recorded 530 million clicks on its DOIs in 2012, a 27% increase of the previous year. *CrossRef Quarterly, February 2013.*

**\$100,000...**The total deposited by Novanet, a consortium of ten Nova Scotia university libraries, to access a shared collection of roughly 16,000 eBooks available from EBL. Of note, patrons of any of the libraries can instantly access these books through the Novanet system. <http://unews.ca/university-libraries-test-ebook-sharing/>

**297.6 million...**The number of people in the U.S. served by public libraries in fiscal year 2010, according to the latest survey from the IMLS. Of interest, the report documents the importance of libraries to the nation’s children: children’s materials comprised a full one-third of the 2.46 billion materials circulated and 61.7 percent of libraries’ 3.75 million public programs are designed for children. [http://www.imls.gov/research/public-libraries\\_in\\_the\\_us\\_fy\\_2010\\_report.aspx#](http://www.imls.gov/research/public-libraries_in_the_us_fy_2010_report.aspx#)

### Mark Your Calendars

**June 4-7, 2013 — 5th Qualitative and Quantitative Methods in Libraries International Conference (QQML2013)**, “La Sapienza” University, Rome, Italy. Details at <http://www.isast.org/qqml2013.html>.

**August 12-14, 2013 — 15th Annual Fiesole Collection Development Retreat, “Opportunities for New Scholarship: Working Collaboratively.”** Hotel Ft. Canning, Singapore. Registration and Hotel information available at [http://www.casalini.it/retreat/retreat\\_2013.html#](http://www.casalini.it/retreat/retreat_2013.html#).

**August 17-23, 2013 — 79th IFLA World Library and Information Congress**, Singapore Convention Center. Complete information available at <http://conference.ifla.org/ifla79#>.

**September 2-6, 2013 — iPRES 2013 International Conference on Digital Preservation.** Hosted by the Instituto Superior Técnico (Lisbon Technical University). Lisbon, Portugal. Complete details at <http://ipres2013.ist.utl.pt/>.

**September 18-20, 2013 — 5th Conference on Open Access Scholarly Publishing (COASP).** Organised by Open Access Scholarly Publishers Association (OASPA). Riga, Latvia. Details at <http://oaspa.org/>.

**November 6-9, 2013 — 33rd Charleston Conference Issues in Book and Serial Acquisition: Too Much is Not Enough!** Charleston, South Carolina, <http://www.katina.info/conference>.

**November 19-20, 2013 — Online Information 2013, Victoria Park Plaza Hotel, London, UK.** Details at [www.online-information.co.uk](http://www.online-information.co.uk).

## Hot topics from ALA Midwinter in Seattle, January 2013

*... with contributions and observations by*

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Observations offered here are specifically from an “academic library” perspective.

“**Everything E**” is certainly one of the biggest issues we’re faced with: especially how this affects our services to patrons, our budgets, and the way we operate on a daily basis. In both a personal and professional way, living with E is what it’s all about these days. eBooks in specific are a very hot topic, especially with mergers occurring in the marketplace and eBook pricing being so volatile.

Testing the waters with the new “**discovery**” systems that include typical ILS functionality along with newer knowledge base, ERMS and discovery platforms, was definitely on many minds at this year’s ALA Midwinter conference. Eleanor attended demos for three systems, and found some common themes there. They are all “in progress,” and they are all depending on cloud hosting. One of the systems (Serials Solutions “Intota”) was showcasing an “assessment” module that promises to be able to spit out ACRL/ARL and other standardized statistics. What an idea! Why didn’t someone think of this one sooner — we can only hope all the other systems adopt this idea. Of course, all these systems claim to be “RDA/FRBR Ready” and those topics were also hot at this conference.

Anything having to do with **assessment** was huge at this conference, especially for academic libraries, although probably for other types of libraries as well. Measuring our e-resources, measuring our ability to collaborate with other units on campus, and measuring how our library space is being used captures the hot topics mentioned above. **Alternative metrics** is also a hot topic.

**Student retention** is a hot topic for universities in general and academic librarians in particular. How can libraries take a greater part in overall efforts to retain/support underperforming students who are in danger of dropping out?

Another important theme of this conference was the concept of **collaboration and civic engagement**. There are numerous

initiatives within ALA that are crossing what used to be traditional boundaries. Advocacy is seeping into the fabric of ALA in wonderful ways; even ALCTS has established an Advocacy Committee.

Also, in relation to advocacy, there was evidence everywhere at this conference that we must **redefine the librarian outside the library**. The idea here is that we need to help folks outside the profession develop a deeper understanding of what it is that we do in our daily professional lives.

The **library as “place”** continues to be important, and several of us attended meetings about this topic and also participated in tours of cool libraries in the Seattle area that have recently renovated or re-imagined spaces for 21st century applications.

In terms of **new gadgets**, there were plenty to be seen and most were focused on mobile applications, of course. Everything is all about mobile these days! Another hot trend is LED technology.

**Data management** is a hot topic these days in the scholarly communications realm. Yes, Open Access is still hot, but Data Management is taking the lead in that arena.

Anything having to do with distance education is hot, especially the concept called **MOOC (Massive Open Online Course)** although what that has to do with libraries still isn’t clear.

**Digital humanities projects** are on the rise but garnering resources to support the development and implementation of Digital Humanities is a challenge, especially since the definition of DH is still so fluid. Further, there is a tension (and often confusion) between what can be accomplished locally and what should be considered for outsourcing as smaller cultural institutions wake up to the scanning bandwagon.

Suffice to say, there were so many hot topics at this year’s ALA Midwinter meeting that it would be difficult to cover them all in this report. And in fact, in itself that is a hot topic — i.e., our profession is grappling with change on so many fronts, it is all very hard to keep up!

### Highlights from the 2013 Edition of “Library Use of eBooks”

Primary Research Group has published its 120-page study based on data from 68 public, academic, corporate, legal and government libraries, with data broken out by type of library, size of library and other criteria. Among the findings are:

- Spending on e-textbooks will increase from a mean of \$1,042 in 2012 to approximately \$1,528 in 2013 for the libraries in the sample.
- Public libraries have spent a mean of \$8,750 on electronic and Internet versions of directories.
- Libraries in the sample spent a mean of \$118,676 on eBooks in 2012.
- 32.86% of libraries in the sample have a contract with ebrary, including 19.23% of libraries with a total budget of less than \$500,000.

- Libraries in the sample expect to renew almost 75% of their current eBook contracts upon completion.
- 37.13% of eBook orders made by libraries in the sample are placed with eBook divisions of traditional book jobbers or distributors.
- On average, libraries in the sample have experienced a mean increase of 17.93% in the price of eBooks in the last year.

The complete report is available for \$89 from Primary Research Group. For a table of contents, list of tables, list of participants, and free excerpt, or to order a copy, logon to [www.PrimaryResearch.com](http://www.PrimaryResearch.com).

## Short Takes

*Collaborative Librarianship*, the Open Access journal, has released its latest issue, v.4, no.4 (2012). Articles cover topics including co-teaching relationships, supporting 21st century learners, peer review of library instruction, and electronic resource management in merged academic libraries. Also included is an interview with John F. Helmer, Executive Director, Orbis Cascade Alliance and a tribute article on the work of Bill DeJohn, a library leader in Minnesota and the Dakotas. In addition, Lori Ayre of Galetia Group, offers perspectives in her column, “Technology Matters,” and Alison Hicks reviews “Social Networking for Academic Libraries.” All articles available at <http://www.collaborativelibrarianship.org>.

## Did You Know?

The National Information Standards Organization (NISO) and the National Federation for Advanced Information Services (NFAIS) have published a new Recommended Practice on Online Supplemental Journal Article Materials (NISO RP-15-2013). Supplemental materials are increasingly being added to journal articles, but until now there has been no recognized set of practices to guide in the selection, delivery, discovery, and preservation of these materials. To address this gap, NISO and NFAIS jointly sponsored an initiative to establish best practices that would provide guidance to publishers and authors for management of supplemental materials and would address related problems for librarians, abstracting and indexing services, and repository administrators. The Supplemental Materials project involved two teams working in tandem: one to address business practices and one to focus on technical issues. This new publication is the combined outcome of the two groups’ work. The Recommended Practice on Online Supplemental Journal Article Materials, a metadata schema, a tag library, and tagged examples are available from the NISO Website at: [www.niso.org/workrooms/supplemental](http://www.niso.org/workrooms/supplemental).

## The Future of Library Systems Examined

NISO has published a new issue of *Information Standards Quarterly* with a theme of The Future of Library Systems. Guest Content Editor Marshall Breeding has assembled a group of contributing authors that provide an overview of the new Library Services Platforms and share implementation experiences with specific vendors’ products. Included are “The Future of Library Systems: Library Services Platforms” by Carl Grant, “Hard CORE: Not All Useful Standards Catch On” by Ted Koppel and “The Orange County Library System Environment: Connecting Sierra with Custom Applications” by William Eric Atkinson. Visit the NISO Website to download the full issue or individual articles in PDF: <http://www.niso.org/publications/isq/2012/v24no4/>.

## Don’t Miss This!

*The Charleston Advisor’s* January 2013 issue (v.14, no.3) is now available in both print and online formats. Reviews include:

- Academic Search Complete (EBSCO Publishing)
- Doceri
- Freedomia Focus Reports
- Google Drive
- Literati by Credo
- Local Market Audience Analyst
- NBC Learn Higher Ed
- Nineteenth Century Collections Online (Gale Cengage)
- Oxford Scholarship Online (Oxford University Press)
- PrivCo
- SIAM eBooks
- Splashtop Whiteboard
- The Vogue Archive (ProQuest)

Also included in the issue are Dennis Brunning’s “Interview with Jose Luis Andrade of Swets;” Jill Emery’s “Turn and Face the Strain — New Services from Publishers;” and “Text-Mining and Libraries: Summary of a Conversation with Publishers,” by CRL’s President Bernard F. Reilly, Jr.

Be sure to check it out at [www.charlestonco.com](http://www.charlestonco.com).

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