



# The CHARLESTON REPORT

## *Business Insights into the Library Market*

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### Libraries on the Move

CRL (Center for Research Libraries) has announced that it has reached an agreement with the North East Research Libraries Consortium (NERL), a nonprofit program operating under the auspices of Yale University, to relocate NERL operations to CRL. Under this new arrangement, NERL, which licenses major on-line products on behalf of 28 core member academic research libraries and approximately 80 affiliates, will be managed as a cooperative program under the CRL organizational umbrella. Founded in 1949, CRL is a consortium of over 260 academic and independent research libraries in the U.S., Canada, and Hong Kong. In the past three years CRL has strengthened its capacity to support licensing and procurement of electronic resources in areas of traditional CRL collecting strength, including news, historical archives, government records and publications, and statistical information. More info is available at <http://www.crl.edu/news/9247#>.

### Did You Know?

Kudos to frequent *Charleston Advisor* reviewer and contributor Jeffrey Beall (Metadata Librarian, Auraria Library, University of Colorado at Denver) who was recently featured in both *Nature* and the *New York Times* for his efforts to expose so-called predatory Open Access publishers. Beall was also featured in *The Chronicle of Higher Education* last summer on the same topic. To check out the latest articles, logon to: <http://www.nytimes.com/2013/04/08/health/for-scientists-an-exploding-world-of-pseudo-academia.html?emc=eta1&r=0> and [http://www.nature.com/polopoly\\_fs/1.12666%21/menu/main/topColumns/topLeftColumn/pdf/495433a.pdf](http://www.nature.com/polopoly_fs/1.12666%21/menu/main/topColumns/topLeftColumn/pdf/495433a.pdf).

### TCR Opinion Report: 2013 PSP Annual Meeting

*... Reported by Dan Tonkery, President and CEO, Content Strategies, [www.contentstrategies.com](http://www.contentstrategies.com)*

The 2013 Annual Meeting of the Association of American Publishers Professional/Scholarly Publishing (PSP) Division was held February 6th-8th at the Ritz Carlton Hotel in Washington, DC. There were nearly 300 attendees this year with heavy representation from the society publishers. The American Chemical Society was again the winner with the largest number of registrants (22) attending the meeting. PSP always has a significant number of senior staff including publishers and heads of editorial. It is an interesting meeting to attend, as sales and marketing types do not dominate it. These executives actually produce the product and are responsible for their brands. Publishing to them is serious business.

This year, the opening speaker was Harrison Coerver, the author of "Race for Relevance: 5 Radical Changes for Associations." He gave the audience a somewhat light-hearted presentation about how associations are losing their value and vitality and offered his five radical changes to turn around the associations. He provided the audience with a description of a mix of professional societies that were either in trouble or had lost vast numbers of members. One organization was the American Medical Association which is now a fraction of its former size.

He explained in detail that associations are bound in knots by having bloated boards often with several hundred members which limits decision-making, creativity, and becomes a general drain on the health of the organization. Mr. Coerver recommends that associations restructure and work with a five-member operating board, a much more empowered CEO and staff, and rigorously define the member market. His main message to associations is to rationalize their programs and services. In addition, he strongly recommended that associations eliminate many of their programs.

I could not help but think of ALA and its enormous board and snail-like movement as Mr. Coerver was speaking. Associations may be past their "sell-by-date" in many professions. Younger members find social networks to be more effective. His speech brought a number of library associations that might benefit from a radical overhaul to my mind. After this initial speech energized the audience, the fun began.

While Mr. Coerver used association examples outside of the publishing industry, the next three speakers perhaps not even knowing it, provided perfect examples of three associations or societies where Coerver's advice could certainly be applied. First up following Coerver was the American Chemical Society with its 2,000 employees and \$490 million in revenue that offers pages and pages of services with an organizational structure that is almost as convoluted as that of the federal government. I was surprised to learn that 92% of the society revenue comes from their publications programs.

Next was IEEE which has 429,000 members and a similar organizational structure to ACS and which still supports many member services. Think how much value could be gained from an overhaul of the various boards and elimination of many of their marginal programs. Fred Dylla, Executive Director and CEO of AIP was the only speaker who acknowledged that the board and organizational structure had hurt his organization. He provided some insight into AIP's recent plans to spin off the publishing unit into an independent LLC with a manageable Board. At least AIP recognizes that the structure of the organization actually limits their growth and effectiveness.

The final session on Wednesday was given by two commercial publishers. Steve Smith from Wiley gave a very good view of the publishing world at Wiley for the next five years. Wiley has been selling off some of their marginal units and focusing more on the STM market. Sage's president Blaise Simqu gave a somewhat darker view of life as a commercial publisher and seems to have taken to heart a number of the critical

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## TCR Opinion Report – PSP from page 1

comments and newspaper editorials about commercial publishers being greedy, the worse kind of citizens with a low position on the value chain. Commercial publishers have been the target of a series of negative editorials in the press and Blaise was feeling the blues. Certainly there is a divided camp between many librarians and publishers over the issue of Open Access. Now that battle has been joined by a number of faculty members and newspaper reporters who have picked up the charge, publishers are scrambling to respond. I think a number of publishers are battle weary over the negative publicity.

There were two more days of presentations and one of my favorites was the symposium on “The Professional Book: Past its Sell-by Date?” The session was chaired by Scott Grill, VP and Group Publisher from McGraw-Hill. The three panelists were very interesting in their view of the printed book. James Shanahan, editor in chief of McGraw-Hill medical books, was supporting the future printed book as they still make 70% of their revenue from printing books. So it came as no surprise that he expects a long and useful life for print. But the two panelists who got my attention were Matt MacInnis, CEO of Inkling and Dr. Richard Usatine, eminent physician, educator, and entrepreneur behind the production of 18 medical apps.

Matt MacInnis is a technology zealot and is active in the movement to build products that use the iPads’ interactive features. He has recently been on NPR and other media outlets offering his very forward-thinking views on the use of advanced technology to help students in the learning process. He is critical of many of the print-converted-to-electronic PDF limited products that are currently on the market. He wants to revolutionize the development of more educational tools using the iPad as an interactive, multimedia device that will create a more effective and compelling learning experience.

On the other hand, Dr. Richard Usatine, author, educator, physician, and technology developer made the case that every application offers multiple formats. His medical students still use medical textbooks, but are also major users of online services like Up to Date or Dynamed as well as PubMed from NLM. He stressed that there is a place in medicine for smartphone apps. His company, Usatine Media is one of the leading producers of medical apps in the market. Printed books still have a valuable place in medical education, but so do online products, apps for

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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 Rebecca Lenzini, <rlenzini@charlestonco.com>, Editorial Offices, 6180 East Warren Avenue, Denver, CO 80222. TEL: 303-282-9706, FAX: 303-282-9743, (c) Copyright 2013, The Charleston Co. All rights reserved. ISSN 1091-1863.

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the smartphone, and other medical record applications. I favored Dr. Usatine’s view of the future where one chooses the best format for the task to hand. It’s clear to me however, that use of printed books will certainly decline.

Just a side note here, part of the reason some publishers are still printing books is that they artificially maintain the electronic products pricing that avoids cannibalization of their printed product. Publishers set the price on their tablet or smartphone application to be almost the same as the printed product. The smartphone app for Harrison’s would quickly outsell the printed volume if McGraw-Hill would lower the price for the app to Harrison’s to 40% of the print price. Instead, the price is set at parity. Rittenhouse’s R2 product would sell 5 to 10 times more electronic books than it currently sells if the electronic editions price was set at 50% off the print price. Instead, the prices are set at parity.

So we don’t know the real acceptance level of the electronic products as the pricing is still set and maintained by the print publisher to protect the print product and that is not likely to change any time soon.

Perhaps the most disappointing session was the Legislator’s Keynote as Bob Goodlatte was not able to make his speaking commitment and Tom Allen, President and CEO of AAP, had to fill in for him. Tom gave his opinion in a somewhat long and rambling speech of why the current U.S. Congress is dysfunctional and offered little insight into any legislation affecting publishers.

On Friday the session that drew the most interest was the debate on post-publication peer review vs. pre-publication peer review. I don’t have a dog in this fight. My guess is that most publishers are sticking with the pre-publication peer review as the best option to preserve their brand’s reputation. However, one can expect to see more speeches and more companies getting into the post publication peer review controversy. Keep this topic on your radar.

The big snowstorm NEMO took its toll on the Friday attendance as many attendees raced to change their travel reservations especially those heading northeast to Boston. All in all, I think the 2013 Planning Committee delivered a solid program and I look forward to 2014. As always John Tagler and Sara Pinto from AAP run a well-organized meeting. The Ritz Carlton was a good venue.

## By the Numbers

**1 million...**The number of articles now searchable in the Directory of Open Access Journals (DOAJ) as of March 2013. Also, for the first time since its launch in 2003, DOAJ reported that 50% of the journals are providing metadata at the article level. DOAJ now works with more than 2,000 publishers. Learn more at <http://www.doaj.org/>.

**74%...**The number of students who gave “reliability” of sources the highest importance, according to results of an information literacy survey conducted by Credo of over 1,500 students from more than 400 institutions worldwide. Of note, 24% of students surveyed did not value a peer-reviewed journal over a memoir as an authoritative source and 69% use open Web sources regularly or almost always while conducting research. More info at [http://www.surveymonkey.com/s/Survey\\_Results](http://www.surveymonkey.com/s/Survey_Results).

## Hot Topics from ER&L's 2013 Conference

... Reported by Jill Emery, Collection Development Librarian,  
Portland State University, <jemery@pdx.edu>

First & foremost, the message from Electronic Resources & Libraries 2013 is to **get out of your comfort zone** and interact and collaborate with different folks (non-librarians).

To encourage this goal, ER&L partnered with the Digital Library Federation (DLF), a program of the Council on Library & Information Resources, and with ProQuest to offer the **#ideadrop** House during the South by Southwest (SXSW) Interactive Conference this year prior to the start of the Electronic Resources & Libraries conference. You can learn more about the ideas generated from this very successful endeavor: <http://www.electroniclibrarian.com/ideadrop>.

In addition, DLF also sponsored two **Cross-Pollinator travel awards** to allow people who would not normally attend the ER&L conference the ability to attend this year's conference. This allowed for a robust exchange of ideas and may lead to new collaborations in the future for ER&L attendees.

Another new idea this year that turned out to be very successful was the **online conference viewing parties** that were held at 37 campuses across the U.S., Canada and even Australia. For more information and a list of the sites involved, logon to: <http://www.electroniclibrarian.com/conference-info/2013onlinegroups>.

The in-person conference was wonderful as usual with more sponsors participating than ever and with over 500 conference attendees. Check out photos from the conference: <http://www.flickr.com/photos/erandlconf/>.

**Keynotes** this year were:

- **Listening to Users: What the "Google Generation" Says About Using Library & Information Collections, Services, and Systems in the Digital Age** by Michael B. Eisenberg, University of Washington Information School
- **Improving Communication and Relationships between Librarians and Publishers**, featuring Dan Tonkery, Content Strategies
- **The Courage of Our Connections: Thoughts on Professional Identities, Organizational Affiliations and Common Communities** by Rachel L. Frick, Director of the Digital Library Federation Program at the Council on Library and Information Resources

All three gave very thought-provoking presentations that highlighted many of the other programs offered at this year's conference. Archived versions of the presentations are available for free at: <http://www.electroniclibrarian.com/conference-info/2013-keynote-speakers>.

The **top programs** this year are still being evaluated but so far the front-runners are:

- **Breaking Up Is Hard to Do: Ending a Relationship with an E-Resource** by Dani Roach & Carolyn J. DeLuca from the University of St. Thomas. This program explored how to cancel and remove electronic resources from the myriad of access points that you have used to promote it and establish access to it.
- **What Can Web Analytics Tell You About Your New Discovery Tool** by Monica Moore & Lauren Ajamie from the University of Notre Dame. This program explored how they used Web analytics locally to measure the effectiveness of their discovery system.
- **Ebooks: Their Use and Acceptance by Undergraduates and Faculty** presented by Deborah Lenares from Wellesley College explored survey results from 2012 and the factors that came into play with usage.
- The **Age of Discovery** panel presented by the following librarians: Anna Creech, University of Richmond, Richard Guajardo & Annie Wu, University of Houston, Courtney McGough, GALILEO, Jennifer Sauer, Ft. Hays State University, Charlie Remy & Katie Gohn, University of Tennessee at Chattanooga, Amy Fry, Bowling Green State University, Annette Bailey, Virginia Tech. This program allowed for a Q&A with panelists using four different systems and presented the implementation strategies used.
- **Ebook Bootcamp** presented by Steven Harris from the University of New Mexico gave a great conceptual training program of bringing everyone in the library up to speed on ebooks and how they can be used on desktops, tablets, and mobile devices.

If you regret missing ER&L, you can still register for archive access to these wonderful programs here: <http://www.electroniclibrarian.com/conference-info/registration-erl12-archive>.

**And a Final Plug:** I'm going to promote Anna Creech's blog. Anna always does great overviews of the sessions she has attended or participated in on her blog and this year is no exception: <http://eclecticlibrarian.net/blog/>.

**Join us in 2014!** All in all, this was another great year for the ER&L conference in Austin. The 2014 conference will also be held in Austin and this summer we will begin the call for programs and participation for the 2014 events. Look for us on twitter at: @ERandL. Find us on Facebook at <http://www.facebook.com/ERandLConf>. Join us on LinkedIn: <http://www.linkedin.com/groups/Electronic-Resources-Libraries-3304162> and watch our Web page for new and exciting programming offers: <http://www.electroniclibrarian.com>.

### Don't Miss This!

Planning is already underway for the **33rd Charleston Conference — Issues in Book and Serial Acquisition**. This year's theme is "Too Much is Not Enough!" Be sure to mark your calendars for November 6-9, 2013 and join us in beautiful Charleston, South Carolina. More information is available at <http://www.katina.info/conference>.

## Mark Your Calendars

**June 19-21, 2013 — OAI8 Workshop on Current Developments in Scholarly Communication**, University of Geneva, Switzerland. Program and details available at <http://indico.cern.ch/conferenceDisplay.py?confId=211600>.

**June 27-July 2, 2013 — American Library Association Annual Conference & Exhibition, “Transforming Our Libraries Ourselves,”** McCormick Place, Chicago, IL. Registration and Exhibit information available at <http://ala13.ala.org/#>.

**July 13-16, 2013 — AALL 2013, American Association of Law Libraries 106th Annual Meeting and Conference, “Rethink Your Value,”** Seattle Convention Center. More information at <http://www.aallnet.org/conference#>.

**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#>.

## Short Takes

Ithaka S+R has announced the release of its US Faculty Survey 2012, which is now publicly available online. The group has continued to track changing patterns of response with regard to the print to electronic transition, discovery, and the role and value of the academic library, including additional coverage of research dissemination and publishing as well as research practices and teaching methods. Among the survey’s findings are that respondents tend to value established scholarly dissemination methods, as well as existing publisher services, such as peer review, branding, and copy-editing, while expressing less widespread agreement about the value of newer dissemination support services offered by libraries that are intended to maximize access and impact. To download the full report, logon to <http://www.sr.ithaka.org/research-publications/faculty-survey-2012-us>.

Working in cooperation with the crowdfunding platform *Unglue.it*, De Gruyter is now offering to “unglue” any single title for the sum of \$2,100 from a group of 100 titles offered for worldwide Open Access. *Unglue.it* users can help determine which titles are offered first by putting De Gruyter titles on their “wishlists.” The De Gruyter page on *Unglue.it* is at <https://unglue.it/pid/popular/4311>.

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