



The CHARLESTON REPORT

Business Insights into the Library Market

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Short Takes

Taylor & Francis has announced the release of a **White Paper** resulting from recently conducted research via focus groups, tel-interviews and a survey exploring librarians' opinions on the availability and usefulness of free online resources. Among the findings are that librarians feel they are well-placed to provide expertise in free content selection and discovery. However, challenges for librarians relating to making free resources more discoverable within their institutions included volume growth, unknown permanence, and difficulties relating to quality assessment. Of note, brand and reputation remain key criteria in the selection of free online resources. The White Paper is available under a Creative Commons Attribution license at www.tandf.co.uk/libsite/pdf/TF-whitepaper-free-resources.pdf.

Scarecrow Press has just published *Library 2020: Today's Leading Visionaries Describe Tomorrow's Library*, edited by Joseph Janes. The book features essays from 30 leaders from both inside and outside of libraries who describe their vision of what the library will be in 2020. Contributors include many of your favorite Charleston speakers — Stephen Abram, Susan Hildreth, Marie Radford, Clifford Lynch, and John Dove — among many others. More details at <http://www.amazon.com/books/dp/0810887142#>.

Special Conference Round-Up Issue

UKSG's 2013 Annual Conference and Exhibition: "Connecting the Knowledge Community"

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

The 2013 Annual Conference of UKSG, held in Bournemouth, UK from April 8-10, welcomed its highest ever attendance — close to 1,000 participants from all around the globe. The move to Bournemouth suited the large crowd and provided an enlarged venue for more exhibits and presentations.

Five Plenary Panels focused on the following themes:

- Finch Forward: The Evolution of OA
- Research & Researchers: Identity and Evaluation
- Digital Students: New Learning and Information Habits
- Really Useful Library Technology
- Butterflies, Publishers, and Librarians

All of the plenary sessions exemplified the current concerns of information professionals in the UK. In addition, the plenary programs really set the stage for many of the break-out sessions that followed with highlights on how the realm of research is changing and many of the challenges to be faced in this new economy of the knowledge community.

There were break-out sessions on everything from electronic resource management, implementations of next-generation ILS, metrics for measuring the value of online resources for the humanities, altmetrics, e-textbooks, and ways to simplify access and discovery by the end-user.

Another highlight this year, were the lightning talks held during the first two days of the conference. These short topic-focused projects helped to provide examples of real world responses to specific challenges ranging from paying OA fees from the library to the integration of mobile technologies and providing information at the points of need to students and faculty. The program was truly enlightening and thought-provoking.

The culmination of UKSG this year was the conference dinner and themed evening of "A Night at the Fair." Given the huge number of delegates to be fed, the Bournemouth International Centre outdid itself serving a wonderful conference dinner to everyone in attendance. The "Fair" part of the evening was enhanced by laser tag and bumper cars along with standard fair side show games to win small stuffed animals. The bumper cars were by far the biggest hit of the evening.

To read the blog posts of the sessions presented and obtain links to the slide decks and video presentations, logon to: <http://uksglive.blogspot.com/> and/or: <http://www.uksg.org/event/conference13>.

All in all, UKSG, once again, provided a wonderful perspective on the challenges and opportunities faced by librarians throughout the world.

2013 ACRL Conference: “Imagine, Innovate, Inspire”

... Reported by Joyce Dixon-Fyle, Coordinator of Collection Development,
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The Association of College and Research Libraries (a division of the American Library Association) held its annual conference in Indianapolis, Indiana, from April 10-13th, 2013. Programming, planning, and publicity for the meeting were excellent, with promotional activities disseminated via all the social networks, resulting in an impressive turnout of librarians, publishers, students, technology developers, exhibitors, and keynote speakers. There were approximately 2,984 registrants, many of whom were housed at the prominent J.W. Marriott and other adjoining hotels, all of which are located within walking distance of popular downtown landmarks. The conference venue, the Indiana Convention Center, and its proximity to the Indiana State Museum with its galleries of science, history, and culture, contributed to the pleasant ambiance of the meeting.

There were some important highlights — two of which included the first-time attendee orientation and luncheon (an annual feature which has worked successfully for us at the Charleston Conference). The second is a virtual conference, featuring live webcasts, subsequently archived, for the benefit of librarians and registrants who were unable to attend the conference.

I was able to attend two of the three keynote addresses advertised. The first was by Geoffrey Canada of the Harlem Children’s Zone and the second, by Henry Collins, Song-Writer and Spoken Word Artist, who praised librarians for their important role in saving and archiving information for the common good. He described his personal efforts at painstakingly collecting and salvaging old albums and artifacts for posterity.

Geoffrey Canada’s address was a sober account of U.S. policy’s failure to empower children, who would in turn be responsible for the empowerment of future generations. He blames a social policy that allows children, women, and the poor to end up as failures, and laments the pervasive prison culture that is ironically funded by billions of American dollars. He further argued that in the current state of fierce competition for access to opportunities in an increasingly global economy, it is astounding that 75 percent of children in America cannot

qualify for many existing programs, even military service, due to low high school graduation rates, and their inability to pass the entrance exam. He discussed other aggravating factors that hinder educational progress, including health (obesity), violence, bullying, and poverty. He ended up by urging members of the audience to promote intellectual functions and strive to maintain the integrity of the library as “a safe place to think,” because, being in fear of one’s personal safety is not conducive to learning or generating innovative ideas — the keys to knowledge acquisition.

Canada’s keynote set the tone for a recurrent theme at this year’s conference — information literacy, student engagement, faculty-librarian collaborations, and student learning outcomes. Several panelists underscored the crucial role of librarians in forging strong connections between information literacy initiatives and the faculty’s need to promote disciplinary content in the curriculum.

Another set of papers examined students’ widespread use of electronic devices and their effectiveness in enhancing the overall learning experiences. Panelists discussed ways in which the iPad and other mobile technologies could be used alongside the library’s resources to garner relevant information without compromising or side-tracking the information-seeking techniques necessary for both the digital age and knowledge acquisition.

The conference also had a fair amount of poster sessions, set up behind the vendors’ booths. While that location could have been better selected, the content attempted to cover many aspects of library practice. The experience was quite interactive, but some booths tended to be crowded, thus reducing participants’ direct interaction with the posters’ authors. However, the session on de-selection was quite helpful, proffering innovative questioning techniques to promote faculty collaboration for identifying candidates for weeding, formulating answers to challenging disciplinary attitudes, and the provision of a URL for future reference.

Finally, I was impressed with the organization and layout of the vendors’ exhibits, particularly the opening hours which ran throughout the conference. Registrants could (re)visit the exhibits in a space which facilitated greater interaction and even brief product demonstrations. Sage Publishing had one of the most attractive set-ups with seats, a screen set up for demos and questions and refreshments. The vendors also provided an interesting array of books, new software, and even favors, all of which highlight both the growing digital alongside the print cultures. Overall, the ACRL conference was a success.

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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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Don’t Miss This!

The 16th Fiesole Retreat is set for April 10-12, 2014 in Cambridge, UK. Please note that our dates are just prior to the 37th UKSG Annual Conference from April 14-16, 2014.

April 10th — Preconference at Cambridge University Library.
April 11-12th — Main Conference at the DoubleTree by Hilton Cambridge. Watch for more details coming later this summer.

Record Breaking 35th Annual SSP Meeting

... Reported by Judy Luther, President, Informed Strategies, <judy.luther@informedstrategies.com>

Registration at the June 5-7 Annual Meeting of the Society for Scholarly Publishing (SSP) reached an all-time high in San Francisco with more than 850 attendees and a sold out exhibit hall with new types of exhibitors including consulting services and the British Library. For the first time SSP's 13 travel grant awards to early career professionals included recipients from as far away as Turkey and India.

The Conference theme "**Surviving & Thriving in Our Multi-Access World: Navigating the New Publishing Paradigm**" reflected the rate of change that attendees described as "warp speed, hard to keep up, frightening and exciting." More than one speaker said that scholarly publishing would look dramatically different in five years.

The opening keynote by **Tim O'Reilly** noted that opportunities exist to "close the loop" by providing services to users. Google Maps is a good example as not only did they make maps interactive, they also increased the accuracy of maps. Tim observed that maps "used to be a book." For O'Reilly publishing early access to book chapters released in advance produced better sales results than simply introducing the entire book. Looking ahead at technology — sensors will enable us to connect with each other and with objects and will change how we use information.

The **Organization for Economic Cooperation & Development's (OECD) Better Life Index** demonstrated a tool that allows users to compare quality of life across countries based on their rating of 11 dimensions such as education, environment, housing, health, jobs, and work/life balance. In development for ten years, the utility created to display otherwise dry statistics served the OECD's objectives to inform and engage citizens in policy-making processes.

New initiatives and mandates that are accelerating the trend towards **Open Access** have some unintended consequences for scholarly societies, publishers, and librarians.

Green OA, where the author posts their work, can erode subscriptions but isn't as disruptive as Gold OA, where the author/funder/institution pays a publication fee, which can result in larger journals or journals of questionable value. Researchers in the social sciences and arts and humanities lack

the type of grant funds available in the sciences to support OA and their societies are threatened by new OA requirements.

The keynote on **MOOCs (Massive Open Online Courses)** provided context in terms of major vendors (Coursera, edX, Udacity) and featured the experience of a faculty member, librarian, content licensor and publisher. Stanford (home of Coursera) has appointed a VP for Online Learning. Many participants are international and others are part-time or already have a degree. A single business model does not accommodate the diversity of participants and their motivations. Pricing for content on a global scale needs to reflect the economies of countries with significantly different incomes. Some publishers are beginning to experiment with "shorts" or "in brief" works.

Innovations in **Peer Review** abound (PeerJ, Rubriq, Peerage of Science, eLife, PLoS One, Faculty of 1000) focusing on the need to streamline a process that could be more efficient. Academic social networks such as Mendeley and Academia.edu support scholarly exchange that enables early feedback to authors.

Favorite themes from conversations, quotes and tweets:

The emphasis on sustainability rather than **progress** in a time of change can result in standing still — missing the need to serve users in new ways.

Better **metadata** is essential for **discovery** of digital content. Full citations by users enable machines to understand reference data as well as humans.

Freemium offers a way to meet the needs of individuals while offering value-added services to organizations. For publishers it is vital to have a lot of Website traffic and monitor conversion rates.

Speakers highlighted examples and case studies and the 90-minute sessions allowed time for discussion and networking. The final general session was a serving from the Chefs in the Scholarly Kitchen with input from the audience on the state of publishing.

The **conference app created by Guidebook** worked so well on all devices that attendees abandoned the print program. Recorded sessions will be available on the SSP Website (www.sspnet.org).

Mark Your Calendars

July 8-12, 2013 — **Open Repositories Conference**, Charlottetown, Prince Edward Island, Canada. Visit <http://or2013.net/registration#>.

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#.

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

Libraries on the Move

Just in time for summer, the Association of Southeastern Research Libraries (ASERL), representing libraries at 40 research institutions across 11 states, has officially launched its own "Guide to Southern Barbecue," a listing of recommended barbecue joints near ASERL campuses across the Southeast. The ASERL Guide to Southern Barbecue is published as a freely-available, open-access guide to good eating in the region. The online guide — available at www.aserl.org/bbq — contains basic and detailed listings for each selection, and maps to help guide users. Mobile users can get driving directions to their selected restaurant. And of course, the Website includes links to other trusted resources, and a bibliography. Be sure to check it out!

The 2013 Annual Meeting of the Medical Library Association: Federated and International

... Reported by Ramune K. Kubilius, Northwestern University, Galter Health Sciences Library, <r-kubilius@northwestern.edu>

Planning for the 2013 annual meeting of the Medical Library Association (MLA), a unique opportunity arose to explore the global interdependency of health information. The National Program Committee (NPC), including MLA and global partners, worked for three years to create a federated international meeting incorporating the 2013 Annual Meeting and Exhibition of the Medical Library Association (MLA '13), the 11th International Congress on Medical Librarianship (ICML), the 7th International Conference of Animal Health Information Specialists (ICAHIS), and the 6th International Clinical Librarian Conference (ICLC). Only the ICML had previously been held in conjunction with MLA's annual meeting. The 2013 meeting took place May 3-8 at the Hynes Convention Center in Boston, MA.

Early in the planning process, the 2013 NPC decided to take advantage of the meeting planning expertise and infrastructure provided by the Medical Library Association. Adjustments in the usual pre-conference timeline needed to be made to accommodate the travel and visa needs of international attendees. Though separate tracks were developed by MLA planners and the international partners, all contributed paper and poster proposal submitters used the same peer-reviewed submission system, and they could submit to any track. The result included a mix of 287 posters and 190 papers, invited and contributed, plus a "This Just In: Talks on One Health" session, featuring 15 lightning round speakers. The onsite report of meeting recorded representatives from 46 countries among the 2,722 attendees (2,000 of these being registrants and the rest exhibitors) and 108 exhibits. For 2013, the MLA's Memorial International Fellowship was replaced by Cunningham travel scholarship grants awarded to ten international attendees who live and work outside of North America.

The theme, "One Health: Information in an Interdependent World," was reflected in the plenary sessions, featuring global health and information experts — Dr. Richard Besser (John P. McGovern Award Lecturer), Joanne Gard Marshall (Janet Doe Lecturer), Sheila Davis (Joseph Leiter NLM/MLA Lecturer), and closing speaker, Laurie Garrett (invited by a special joint task force of MLA Section/Chapter councils, a first-time endeavor for any MLA meeting).

Come Join Us

Registration and Call for Papers 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.katna.info/conference>.

Aspects of the 2013 conference theme were also chosen by concurrent session planners and presenters. Sessions featured invited and contributed paper presentations on a myriad of topics such as health literacy; evidence-based medicine; global and online health education; global and international patient and researcher information support; linked and shared global data; new methods of publishing; data-driven collection building and analysis. The large poster area adjacent to the exhibit hall offered a wide array of viewing and networking opportunities.

Attendees could choose from varied unit and informal meetings. Most attendees tried to spend as much time as possible in the exhibit hall, where domestic and international publishers, vendors, and service providers from commercial, association, and government sectors showed their products — new, repackaged, or enhanced. Conference attendees were active in twittering and blogging their experiences. Meeting content is accessible online to conference and e-conference only registrants in the MLANET site, and to all MLA members after one year. International track content will be moved within six months to the University of Queensland's institutional repository. For more information about the MLA and the 2013 conference, visit www.mlanet.org.



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