



# The CHARLESTON REPORT

## *Business Insights into the Library Market*

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### Libraries on the Move

Griffith University regarded funding for a metadata project as a “leg up” rather than a “hand out,” and used the funds to kick-start the creation of a Research Hub serving scholars on campus, according to Linda O’Brien, Pro-Vice Chancellor and President of Information Services, and Natasha Simons, Senior Project Manager for the Griffith Research Hub at Griffith University in Australia. O’Brien and Simons presented their project at the 15th Fiesole Retreat in Singapore. The database and service, based on VIVO from Cornell, was created in-house and presently profiles over 800 university researchers who have at least six publications. To learn more about the project, visit <http://research-hub.griffith.edu.au/#>.

### Mark Your Calendars

October 9-11, 2013 — Bepress First Scholarly Publishing Certification Course: A Training Program for Library-Led Publishing Initiatives, Bepress offices in Berkeley, California. Space is limited. Preference will be given to Digital Commons subscribers. For more information, contact Ann Taylor, <[ataylor@bepress.com](mailto:ataylor@bepress.com)>.

October 28-30, 2013 — Internet Librarian 2013, “Community Engagement: Strategies, Services & Tools,” Monterey Conference Center, Portola Hotel & Spa / Monterey Marriott, Monterey, California. More details at <http://www.infotoday.com/il2013/#>.

November 6-9, 2013 — 33rd Annual Charleston Conference, “Too Much Is Not Enough,” Historic Downtown Charleston, SC. Check out our Conference Preview in this issue of *TCR*. Registration details at <http://www.katina.info/conference/#>.

November 14, 2013 — UKSG One-Day Conference: London, “Open Access Realities: Global Experiences of Implementing OA,” 76 Portland Place (Rutherford Theatre) London. Program details and registration information available at <http://www.uksg.org/event/NOVCONF2013#>.

### 2013 Charleston Conference Preview

*... with thanks to Leah Hinds, Assistant Director, Charleston Conference, <[leah@katina.info](mailto:leah@katina.info)>*

Join us in beautiful Charleston, SC, this November 6-9 for the 33rd Annual Charleston Conference, “Issues in Book and Serial Acquisition.” Our theme this year is “*Too Much Is Not Enough!*” We have a great line-up of Preconferences for Wednesday November 6th. Topics include:

- SelfPub2.0
- Acquisitions for Newbies
- Negotiating with Vendors
- Hot Topics in Legal and Licensing Issues: Emerging Controversies and Solutions
- E-trials and Vendor Platforms Migration Blues: A Road Map
- Off-the-Shelf: E-Book Platforms for Academic Librarians
- Exceling with Excel: Advanced Excel Functions for Collection Analysis
- From LexisNexis to WikiLeaks: the New Marketplace for Government Information
- Serials Resource Management

Learn more about these sessions at <http://www.katina.info/conference/conference-info/preconferences/>.

And don’t forget that Wednesday November 6th is also the day for the 14th Annual Charleston Vendor Showcase — you won’t want to miss it!

The main conference will run from Thursday through Saturday, November 7-9, 2013. Confirmed plenary speakers include:

- Anurag Acharya (Google Scholar)
- Rick Anderson (University of Utah)
- Steven J. Bell (Temple University)
- Michael Levine-Clark (University of Denver)
- Kathleen Fitzpatrick (Modern Language Association)
- Jean Claude Guedon (University of Montreal)
- John McDonald (Claremont University Consortium)
- Jason Price (Claremont Colleges)
- Meredith Schwartz (Library Journal)
- Jenica Rogers (SUNY Pottsdam)
- Steve Wheatley (ACLS)
- Provosts Panel, organized by James O’Donnell (Georgetown University)
- Legal Panel, organized by Ann Okerson (Center for Research Libraries)

The Early Bird Registration deadline has been extended to September 16, 2013. Register online at <http://www.katina.info/conference/participate/register/>.

For more information, visit our Website at <http://www.katina.info/conference> or contact Leah Hinds with questions at (864) 353-1181 or <[leah@katina.info](mailto:leah@katina.info)>. We look forward to seeing you in November!

# Highlights from Singapore 2013 — 15th Fiesole Collection Development Retreat

... with thanks to Co-Program Chairs Anthony Watkinson, CIBER, <[anthony.watkinson@btinternet.com](mailto:anthony.watkinson@btinternet.com)> and Martha Whittaker, American Society for Microbiology, <[mwhittaker@asmusa.org](mailto:mwhittaker@asmusa.org)>

The 15th Fiesole Collection Development Retreat was held August 12-14, 2013, in beautiful Singapore just prior to IFLA's 79th world conference there. The retreat welcomed 80 senior publishers, librarians, and vendors from Australia, China, Germany, Italy, Japan, Malaysia, the Netherlands, New Zealand, Singapore, Sweden, the UK, and the U.S. to steamy but luxurious surroundings.

The theme for 2013 was "Opportunities for New Scholarship: Working Collaboratively" and the event was indeed marked by discussions of collaboration between publishers and libraries as well as between libraries and the world outside.

The Preconference on August 12th took place at the National Library of Singapore and was focused on linked and open data, introduced by Elaine Ng, the director of the National Library Board (NLB) of Singapore. Richard Wallis, Technology Evangelist from OCLC explained linked data with real clarity, noting that we need to offer linked data publishing services because otherwise the Web will progress without us. Libraries and publishers, working together, need to re-assert their role in the discovery of information. Stephen Rhind-Tutt of Alexander Street Press also spoke about the potential of linked data noting that it is in the interest of all players to facilitate outbound as well as inbound linking. Haliza Jailani of the NLB introduced attendees to "The Port of Singapore Project," an interactive mobile app serving Singapore residents. Finally, the Preconference closed with James Shulman of ARTstor who presented the case of the "Built Works Registry and the Infrastructure to Support It," noting the wide array of stakeholders in this project to document structures around the world.

The Retreat's main conference at the Hotel Ft. Canning opened on August 13th with a keynote from Dr. Victor Henning, now Vice President for Strategy at Elsevier as well as CEO of Mendeley. His theme was the blurry line between collaboration and sharing, noting that academic collaboration tools are currently competing badly with general purpose sharing tools. Henning

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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](mailto: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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called attention to the academic community who are dissatisfied with the present model which gets in the way of collaboration.

The next session was on Altmetrics. Jason Priem of ImpactStory/University of North Carolina introduced the group to Altmetrics as the new metrics for the new era of Web-native scholarship. Much of his presentation was "historical" based upon the premise that communication is the soul of science. Michael Mabe of STM offered a paper entitled "Looking at Metrics – Counting and What Counts." He analyzed qualitative and quantitative metrics — beauty contests or footprints in the sand — and identified strengths and weaknesses and actual usefulness. The session continued with Professor Carol Tenopir of the University of Tennessee, on the topic of "Altmetrics and Traditional Metrics: What Do Scholars Use to Judge Quality." Trust in metrics was placed in an overall context and the bottom line was that her research (UTK working with CIBER) has shown that in spite of recognized flaws, traditional metrics were trusted. The final presentation from Jennifer Lin of PLOS explained how the publisher was working with alternative metrics of all sorts while acknowledging the need to educate the users about what they mean.

The second session of the day was on new directions in scholarly publishing in Asia with input from APAC scholars, librarians, publishers and vendors. The general view was that, although open access mandates were not yet likely in the region, there was a growing acceptance of the open access model sometimes unconscious (Professor Syun Tutiya). Part of the session was concerned with barriers to acceptance especially linguistic barriers. Benjamin Shaw of Edanz raised much interest with his argument for author-centric publishing, including finding the appropriate journal for a prospective author. Flora Xu of Wuhan University explained funding arrangements in China and surprised the audience by outlining the amount of funding coming from industry.

The final session on August 14th focused on "New Collaboratives – Working Together to Serve Scholars." Ann Okerson, now at the Center for Research Libraries, moderated the session that began with a presentation on the Library Hub at Griffiths University in Australia presented by Linda O'Brien, Pro-Vice Chancellor and President of Information Services, and Natasha Simons, Senior Project Manager. Ann then offered an update on SCOAP3. Though she noted the many years of development for the project, she was optimistic about a rollout in 2014. The final paper from Gregg Gordon presented the Social Science Research Network (SSRN) under the heading – "Facilitating Worldwide, Cross-Disciplinary Discourse in the Social Sciences."

Two longtime Fiesole participants, Professor Tenopir and Ryoji Fukada of Swets, summed up the meeting by concluding that publishers and librarians together have an opportunity to help scholars engage in scholarly communication more successfully. Slides from the meeting will be available soon at [www.casalini.it/retreat/](http://www.casalini.it/retreat/).

*Editor's Note: The 16th Fiesole Retreat is already set for April 10-12, 2014 in Cambridge, UK. Details will be forthcoming in the fall.*

## Highlights from ALA's Annual Conference in Chicago

... Reported by Tom Gilson, Associate Editor, Against the Grain and Head of Reference Emeritus, Adlestone Library, College of Charleston, <GilsonT@cofc.edu>

The 2013 ALA Annual Conference and Exhibition in **Chicago**, from June 27-July 2, was a lot livelier than last year's **Anaheim** edition. An impressive jump in turnout combined with more efficient scheduling to ensure a busy and eventful conference as more than 26,000 people attended sessions, visited exhibits and met with their various committees.

And although Chicago is rarely noted for it, **the weather was great** making evening walks in **Millennium Park** an absolute pleasure after a busy day of meetings while the vast array of quality restaurants made dining a culinary delight. Of course, we realize that a number of you were unable to make it. So in hopes of giving you a better sense of what went on, we thought we'd share a few informative reports and blog accounts that reflect the **best of ALA 2013**.

**ALA Annual Features High Traffic, Energy | ALA Annual 2013** (<http://lj.libraryjournal.com/2013/07/shows-events/ala/ala-annual-features-high-traffic-energy-ala-annual-2013/>)

*Library Journal's* Meredith Schwartz offers a brief overview of the conference noting "trending themes" like the service integration from cooperating vendors, the emergence of video streaming as a library resource, growing concerns over privacy, and new fundraising methods along with updated grant news. Meredith also highlights a major concern that ALA Council is wrestling with; "a projected deficit of \$1.9 million." Evidently shortfalls in revenues from ALA publishing and flagging membership are two of the main culprits. (<http://alaohchapcom.wordpress.com/2013/07/02/ala-council-iii-tuesday-july-2-2013/>)

**Dispatch from ALA 2013** ([http://www.mediabistro.com/galleycat/dispatch-from-ala-2013\\_b73822](http://www.mediabistro.com/galleycat/dispatch-from-ala-2013_b73822))

If you're looking for a different slant on ALA, check out this article by writer David Dalka that appeared in *GalleyCat*. David recounts his adventures as he goes in search of "potential strategic opportunities for growth of publishing distribution and sales of books in the library channel." Aside from David witnessing that print is far from dead, at least among librarians, it feels good to hear him say that "in a world of declining retail outlets, the library channel serves a more important role than ever before."

**DCWG Shifts Focus as eBook Landscape Evolves | ALA 2013** (<http://www.thedigitalshift.com/2013/07/ebooks/dcwg-shifts-focus-as-ebook-landscape-evolves-ala-2013/>)

This account on the *Digital Shift* Website covers a program that drew a lot of interest. "ALA, eBooks, and Digital Content: What's Next?" focused on the work of ALA's Digital Content and Libraries Working Group and featured six members of the DCWG. While the panel observed that all of the Big Six publishers are finally working with libraries on eBook lending, the situation is far from ideal. Interestingly, a number of the panelists also observed that in this new climate of eBooks and self-publishing, the library is emerging as more than a consumer of published books. They are becoming a "producer, creator, and disseminator" of digital content.

**NSR's eBook vendor updates from the ALA Annual Conference** (<http://www.libraries.wright.edu/noshelfrequired/2013/07/08/nsrs-ebook-vendor-updates-from-the-ala-annual-conference/>)

In this post Sue Polanka provides "updates on eBook vendor offerings, initiatives, and activities" including those from mainstays like EBSCO, Ingram, and Baker and Taylor to newer kids on the block like Bibliolabs and OdiloTID.

**Archive of the 2013 ALA Annual Tech Wrap-up**

Sue also joined a panel with Marshall Breeding and Jason Griffey to present a free Webinar on the technology that "caught their eye" at the conference. According to Daniel A. Freeman "the 2013 ALA TechSource Annual Tech Wrap-up was a huge success. We had great presentations from our panel, and great participation from our audience."

Those of you who couldn't make it, or want to revisit the session to pick up something that you may have missed can view the video archive at: <https://alapublishing.webex.com/alapublishing/lr.php?AT=pb&SP=EC&ID=6381557&rKey=e7a114e31748a74a>.

**ALA 2013 Annual Conference Presentation: OCLC's Lorcan Dempsey Shares "4 Things About Discovery"** (<http://www.infodocket.com/2013/07/04/ala-annual-conference-2013-presentation-oclc-lorcan-dempsey-shares-4-things-about-discovery/>)

This presentation by Lorcan Dempsey, VP, OCLC Research and Chief Strategist, is the subject of this post in *InfoDOCKET* by Gary Price. Lorcan's presentation was given during the Technical Services Directors of Large Research Libraries IG (Big Heads) (<http://connect.ala.org/node/208653>) session on Friday, June 28, 2013. According to Gary, "the presentation is based on Dempsey's December, 2013 *EDUCAUSE* article, "Thirteen Ways of Looking at Libraries, Discovery, and the Catalog: Scale, Workflow, Attention." (<http://www.educause.edu/ero/article/thirteen-ways-looking-libraries-discovery-and-catalog-scale-workflow-attention>)

**Other articles and reports you might find interesting:**

**Librarians Discuss Privacy, MOOCs, and More at LITA Top Tech Trends Panel | ALA 2013** (<http://www.thedigitalshift.com/2013/07/ala/librarians-discuss-privacy-moocs-and-more-at-lita-top-tech-trends-panel-ala-2013/>)

**IOTA Update, NISO Update ALA Annual 2013 – SlideShare** (<http://www.slideshare.net/BaltimoreNISO/4-iota-ala13final-23785680>)

**TSLL TechScans: LC's report from ALA Annual 2013 available online** (<http://tslltechscans.blogspot.com/2013/07/lcs-report-from-ala-annual-2013.html>)

*Editor's Note: This article is adapted from a post that originally appeared on the ATG NewsChannel entitled "Caught My Eye: Accounts from ALA Chicago – June 28-July 2, 2013" (<http://www.against-the-grain.com/2013/07/caught-my-eye-accounts-from-ala-chicago-june-28-july-2-2013/>).*

### Don't Miss This!

Volume 5, issue 2 (2013) of the open access journal *Collaborative Librarianship* (eISSN: 1943-7528) is now available. In the editorial, Co-General Editor Valerie Horton (Minitex) identifies and discusses "deep collaboration" as a recent mode of cooperation appearing in journal literature across various sectors of society. Libraries need to adopt this type of collaboration, she argues. Check out the complete issue at <http://www.collaborativelibrarianship.org>.

## Quotes from the 15th Fiesole Retreat

The following are randomly selected from the recent 15th Fiesole Retreat on “Opportunities for New Scholarship: Working Collaboratively,” held in Singapore, August 12-14, 2013.

*“We are moving from cataloging to catalinking,”* Richard Wallis, Technology Evangelist, OCLC.

*“Academic publishers need to deliver the right content in the right way to the right users,”* Stephen Rhind-Tutt, Alexander Street Press.

*“Publishing is no longer a business model, it’s a button,”* Jason Priem, ImpactStory/University of North Carolina.

*“Academic tools for sharing are much less used than commercial options. Why? They’re easier to find and use,”* Victor Henning, Mendeley.

*“Combi-metrics or Oligo-metrics are needed — multiple sourced metrics to give a rounded flavor from many perspectives,”* Michael Mabe, CEO of STM.

*“Younger academics trust the Impact Factor more than older academics,”* Carol Tenopir, University of Tennessee School of Information Sciences.

*“Researchers are still downloading PDFs,”* Jennifer Lin, PLOS.

*“Successful publishers must become technologists,”* Victor Henning, Mendeley.

## By the Numbers

**55%...**of academic libraries already offer or want to offer library publishing services to their campuses, according to the 2011 IMLS-funded report entitled “Library Publishing Services: Strategies for Success.” <http://wp.sparc.arl.org/lps/>

**1/3...**of Japanese materials expenditures on journals now go to Elsevier. Syun Tutiya, Professor, The National Institution for Academic Degrees and University Evaluation in Tokyo, at the 15th Fiesole Retreat.

**75%...**of Americans ages 16-29 read at least one book in print in the past year. 25% in the same age group read at least one eBook, according to recent findings from the Pew Internet & American Life Project. Of note, 64% of adults ages 30 and older reported reading at least one book in print. More information is available at <http://libraries.pewinternet.org/2013/06/25/younger-americans-library-services/#>.

**90%...**of Asian scholars surveyed by the Edanz Group were confused by journal editor letters they had received; 79% were also confused by referee comments. Benjamin Shaw, Global and China Director, Edanz Group Ltd, at the 15th Fiesole Retreat.

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