



# The CHARLESTON REPORT

## *Business Insights into the Library Market*

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### Libraries on the Move

The Association of Southeastern Research Libraries (ASERL) and the Digital Public Library of America (DPLA) are partnering to create “Deeply Rooted,” a new portal to highlight collections of agricultural research and resources from ASERL’s 38 member libraries. Scheduled to launch before the end of 2014, the project will help ASERL member libraries, many of which house collections of land-grant universities, to serve their mission to aid agricultural research. Of note, libraries at land grant universities in the U.S. often have significant bodies of research in their archives that have gone unpublished to date and which are expected to be useful to future generations. Learn more about the project at <http://lj.libraryjournal.com/2014/06/academic-libraries/aserl-dlpa-launch-southern-agriculture-history-portal/>.

The Center for Research Libraries (CRL) has released the findings of its preservation audit, and has certified CLOCKSS as a trustworthy digital repository following the completion of an eight-month audit. The certification applies to the repository’s ability to preserve and manage digital content deposited with CLOCKSS by participating e-journal publishers as of May 2014, and is based upon a site visit and sampling of triggered archives content, as well as upon the review of information gathered by CRL and its Certification Advisory Panel and documents and documentation provided by CLOCKSS. CRL’s analysis was guided by the criteria included in the Trustworthy Repositories Audit and Certification checklist, and other metrics developed by CRL on the basis of its analyses of digital repositories. For more information about the audit, logon to <http://www.crl.edu/news/10732>.

### Don’t Miss This!

The *ATG NewsChannel* has an exciting new look! Lively visuals and new, original articles from folks like Paula J. Hane and Nancy K. Herther, not to mention our very own Katina Strauch, combine with standard features like our News & Announcements and Daily Specials to offer a fact filled, thought provoking take on the issues confronting libraries, publishers, and vendors. And don’t forget, *Against the Grain* subscribers still get free access to the online version of *Against the Grain* as issues are released. Check it out at <http://www.against-the-grain.com/>.

### Hot Topics from ALA Las Vegas

... *Compiled by Tom Gilson for the ATG NewsChannel (reprinted with permission) <GilsonT@cofc.edu>*

Summer in Las Vegas is not everyone’s idea of a good time. Nonetheless 18,626 intrepid souls braved the scorching temperatures and oppressive heat of the desert southwest to attend ALA’s Annual Conference in Sin City from June 26-July 1, 2014. Librarians, publishers, and vendors from throughout the U.S. as well as other countries gathered to attend some 2,500 programs and events, discuss issues of common concern, and network with their professional colleagues.

	2014 Las Vegas, NV	2013 Chicago, IL	2012 Anaheim, CA
Attendees	13,019	20,237	12,518
Exhibitors	5,607	6,125	5,124
TOTAL	18,626	26,362	17,642

The majority of events were held at the Las Vegas Convention Center a couple of miles from the casinos of the famed “Vegas Strip.” Fortunately, most attendees didn’t seem to mind. After all, those in need of a little diversion were more than able to find their way to the bright lights of Las Vegas Boulevard.

Of course, we realize that a lot of you couldn’t get there at all so we thought we would try to convey a sense of what went on by sharing a few conference related posts and articles that “caught our eye.”

**Library Journal’s What Happened in Vegas | ALA 2014** offers a solid overview of the conference reported from numerous perspectives that seems to coalesce around three themes; an “emphasis on embracing change; an expansive and interactive definition of libraries’ mission; and a focus on embracing technology and making it welcoming to all.” The article also highlights company news and announcements, book and database developments, and a report on ALA Council activities. <http://lj.libraryjournal.com/2014/07/shows-events/ala/what-happened-in-vegas-ala-2014/>

**AL Direct, Annual Conference Wrap-Up, July 2, 2014** lists over 90 reports from *American Libraries* and *CogNotes* with links to the full text of the originals. Conference highlights, ALA News, featured authors, division sessions, awards, tech, and other events are all featured. <http://www.americanlibrariesmagazine.org/aldirect/al-direct-annual-conference-wrap-july-2-2014>

**Matt Enis** of *Digital Shift* provides a useful update of vendor, publisher, and product news in **Vendor News Roundup | ALA 2014**. Announcements from the **Comic Book Legal Defense Fund**, **Boopsie** and **BiblioCommons**, and **Zola Books** get equal billing with news from heavyweights like **ProQuest**, **EBSCO**, **Ingram**, and **3M**. Relevant links to specific information are provided throughout. <http://www.thedigitalshift.com/2014/06/ala/ala-2014-vendor-news-roundup/>

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## Hot Topics from ALA Las Vegas — from page 1

**Anticipatory Discovery and One-Click Server Installs Among LITA Top Tech Trends** is another Sin City update from *Digital Shift's* Matt Enis. This report focuses on the **Library and Information Technology Association's (LITA) Top Tech Trends** panel, held on June 29. The panel discussion covered issues ranging from evolving discovery solutions to the librarian's role in helping faculty manage their research data to library use of open hardware systems to accommodating the rapid growth of mobile devices. <http://www.thedigitalshift.com/2014/07/ala/anticipatory-discovery-one-click-server-installs-among-lita-top-tech-trends-ala-2014/>

**Sue Polanka** shares a number of **Library eBook updates from the ALA Conference** in her blog *No Shelf Required*. Sue was able to speak with a variety of eBook vendors about updates to interfaces, products, and services, and she offers a substantial bullet list of vendors with highlights for each. Starting with selected updates from the previous six months, Sue goes on to list the things she discovered in the exhibit hall from **Baker and Taylor, Britannica, Knowledge Unlatched, Odilo, Overdrive, ProQuest, Rosen, 3M, TotalBoox, and Unglue.it**. <http://www.libraries.wright.edu/noshelfrequired/2014/07/09/library-ebook-updates-from-the-ala-conference/>

### Other reports of possible interest include:

**FCC Chairman Tom Wheeler speaks on your libraries, E-rate and calls for improvement** — <http://www.districtdispatch.org/2014/07/fcc-chairman-tom-wheeler-speaks-libraries-e-rate-calls-improvement/>

**Policy discussions continue at ALA Annual Conference in Vegas** — <http://www.districtdispatch.org/2014/07/policy-discussions-continue-ala-annual-conference-vegas/>

**New Academic Librarian On The Road** — <http://acrlog.org/2014/06/29/new-academic-librarian-on-the-road/>

**COA announces accreditation decisions taken at 2014 Annual Conference** — <http://www.ala.org/news/press-releases/2014/07/coa-announces-accreditation-decisions-taken-2014-annual-conference>

**Celebrating librarianship: Six innovative librarians receive awards sponsored by OCLC** — <http://www.oclc.org/en-US/news/announcements/2014/six-librarians-receive-awards-sponsored-by-OCLC.html>

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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 2014, The Charleston Co. All rights reserved. ISSN 1091-1863.

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## By the Numbers

**60 to 70%...** of U.S. patrons want self-published titles to be available in their libraries, according to data from *Library Journal's* Patron Profiles, a survey of library users. Learn more at [http://lj.libraryjournal.com/2014/06/industry-news/self-published-authors-learn-to-market-to-libraries/#\\_](http://lj.libraryjournal.com/2014/06/industry-news/self-published-authors-learn-to-market-to-libraries/#_).

**304,912...** the number of book titles printed in the U.S. in 2013, according to Bowker's most recent annual report on U.S. print book publishing. The total is down slightly from 2012's reported 309,957 titles. <http://www.digitalbookworld.com/2014/bowker-print-book-production-slipped-in-2013/>

## Mark Your Calendars

**September 17-19, 2014** — **Open Access Scholarly Publishers Association (OASPA) 6th Conference on Open Access Scholarly Publishing**, Paris, UNESCO Offices. Details available at <http://oaspa.org/conference/>.

**September 18, 2014** — **"Copyright, Common Mistakes and Myths,"** featuring Laura N. "Lolly" Gasaway, Free Webinar from 2:00-3:30 EDT, sponsored by Copyright Clearance Center (CCC) and Unlimited Priorities, LLC. More details and registration available at <http://goto.copyright.com/LP=918>.

**October 27-29, 2014** — **Internet Librarian 2014: "Driving Our Community's Digital Destiny,"** Monterey Conference Center, Monterey, CA. Check it out at <http://infotoday.com/IL2014/CallForSpeakers.asp>.

**November 3-4, 2014** — **Inaugural Charleston Seminar: "Introduction to Data Curation,"** sponsored by UNC-Chapel Hill School of Library and Information Science and the Charleston Conference, Francis Marion Hotel, Charleston, SC. Register for either the Certificate Program or the Non-Certificate Program at <http://www.katina.info/conference/conference-info/events/data-curation/>.

**November 5-8, 2014** — **34th Annual Charleston Conference, Issues in Book and Serial Acquisition: "The Importance of Being Earnest,"** Charleston, SC. Register now at <http://bit.ly/chs14reg>. Early bird discount applies until September 12, 2014.

**November 20, 2014** — **UKSG One-Day Conference, "Untying the Knots and Joining the Dots: Researchers' Needs from Funding to Outputs and Beyond,"** London, Grand Connaught Rooms 61-65, Great Queen Street. More information at <http://www.uksg.org/event/NOVCONF2014>.

## TCRQuotes

*"Open Access is not simply about free readership, of course. Journals can make all of their articles free to read immediately upon publication, but what about reuse rights? Or the author's ability to repost the article in an institutional or disciplinary repository? Or the unfettered ability to access full text and metadata via API? These are all critical components of Open Access as well."* — Greg Tananbaum <gtananbaum@gmail.com> on liblicense-l, August 7 2014.

*Greg goes on to recommend the Open Access Spectrum, a joint creation of PLOS, SPARC, and OASPA. Learn more at <http://www.sparc.arl.org/resource/howopenisit>.*

## TCR Reports from the Field: Making the Case for Book Chapter DOIs

Chuck Hamaker, Associate Librarian for Collections and Technical Services, University of North Carolina at Charlotte <cahamake@uncc.edu> recently started a conversation on *liblicense-l* about increasing discoverability of book chapters for library users.

Of note, Chuck has evidence that "...print circulations at LSU had dropped last year to 62,000 but chapter downloads to their full Springer eBook collection alone were at 105,000 for the fiscal year." He adds "At UNCC we won't be far behind as we have some publishers/platforms where book chapter downloads are exceeding traditional article downloads, e.g., Springer Verlag and Project Muse UPCC. It's clear our users are looking for content previously buried in monographs!"

The question raised by Hamaker is how to optimize discovery of eBook content for library users. While his suggestion is for more publishers to deposit Book Chapter DOIs with CrossRef, even with that effort, says Chuck, "...libraries have very few systems integrating these DOIs into discovery or other indexing platforms. I'd like to find a way to change that."

He goes on to note that "Except for eBook collections created by aggregators associated with the Discovery systems, chapter linking and indexing seems to be the weak link in the chain of discovery. Our experience at UNCC and I suspect at many, many libraries is that eBook use provides an immediate and measurable very successful ROI."

To read the full *liblicense-l* conversation on this topic, logon to <http://liblicense.crl.edu/discussion-forum/> and select the July Archive. Choose the topic "DOIs for Book Chapters."

### By the Numbers for Book Chapter DOIs

**539,000...** the number of book titles with DOIs in CrossRef.

**175,000...** titles whose metadata are deposited by Springer.

**9...** the number of publishers who account for 73% of title DOIs and 81% of chapter DOIs.

*Ed Note: Data above excerpted from liblicense-l post by Chuck Hamaker, July 22, 2014.*

For a summary of all content in CrossRef and monthly deposit numbers, logon to <http://www.crossref.org/06members/53status.html>.

A listing of individual publishers and book deposit information can be found at <http://www.crossref.org/06members/51depositorB.html>.

### Short Takes

The DOAJ (Directory of Open Access Journals) has received good press recently after revising its application to better screen "predatory" OA journals. The goal is not only to improve "business ethics" but also to "motivate and encourage OA-journals to be more explicit on editorial quality issues; to be more explicit on rights and reuse issues; and to improve their 'technical' quality, fostering improved dissemination and discoverability," according to Lars Bjørnshauge, Managing Director, DOAJ <elbjoern0603@gmail.com>. For more on this topic, check out the DOAJ application <http://doaj.org/application/new>.

OCLC has announced a "Multilingual Bibliographic Structure" project designed to leverage the multilingual content of WorldCat, the world's largest network of library content and services. The project is experimenting with mining the data from *all* associated bibliographic records within a workset, tagging the language of each textual data element and making it possible to construct a display in the preferred language and script of the user. According to OCLC, more than half of the 300 million bibliographic records in WorldCat represent resources in languages other than English. For any one resource, there may be multiple records with summaries, subject headings and notes in various languages and scripts. Read more about the project at <http://www.oclc.org/research/activities/multilingual-bib-structure.html>.

### Check This Out!

*The Charleston Advisor's* July 2014 issue (Volume 16, No.1) offers a good look at "Digitization Gone Wild," according to Managing Editor George Machovec. Among the databases reviewed in this issue are:

- J.P.Morgan Research (ProQuest)
- Mafia in Florida and Cuba: FBI Surveillance of Meyer Lansky and Santo Trafficante, Jr (Gale/Cengage)
- Cold War Intelligence: The Secret War Between the US and the USSR, 1945-1991 (BRILL)
- Women's Wear Daily Archive (ProQuest)

**Also included in the issue are reviews of:**

- "Flow," the new citation management tool from ProQuest;
- "ReadCube Desktop" from Labtiva and Digital Science/Macmillan;
- Thomson Reuters' "RIA Checkpoint" platform;
- "Oxford Reference," OUP's online platform; and
- "The European Film Gateway," which provides access to over 600,000 objects from more than 30 collections preserved by European government-run film archives.

Reviews are available through IngentaConnect via subscription and login, or by individual article purchase to non-subscribers. Access is also available at [www.charlestonco.com](http://www.charlestonco.com).

## ALA Las Vegas Snapshots

I was struck by the continued emergence of mobile. For the second year in a row there was a mobile apps pavilion that featured nearly 20 kiosks hawking mobile services of all types. — *Tom Gilson*

The exhibit hall seemed to have many new exhibitors —especially related to comics this year. While I understand the popularity of the graphic novel, I think there were even speakers on Marvel comics. — *Judy Luther*

Despite the imminent death of print, aisles featuring books were some of the busiest. Of course they were primarily geared toward public and school library needs but I suspect there were a couple of academics skulking around. Whether this will be the case in five years is anyone's guess. — *Tom Gilson*

### Trends in Scholarly Publishing at ALA

We're also seeing more software that combines citation management with networking. For years it was RefWorks and EndNote, and then Mendeley combined those capabilities with PDF storage and space for authors to collaborate. Now we have ColWiz from the American Chemical Society, ReadCube from Digital Science, and Flow from ProQuest. Each offers different functionality but all are intended to serve the author. Options are increasing at the same time that "author pays" puts the focus on serving the author and ORCID identifiers uniquely link the author and his works (DOIs). It's an intriguing landscape as these trends converge. — *Judy Luther*

We are seeing an increasing number of authoring software apps available for libraries to support their own and their patrons' publishing efforts. I think that we're seeing libraries continuing to experiment with their own publishing efforts whether it's in developing repositories, helping faculty create e-textbooks and courseware, or taking responsibility for their university presses in varying degrees. — *Tom Gilson*

Thanks to *Judy Luther* <judy.luther@informedstrategies.com> and *Tom Gilson* <GilsonT@cofc.edu> for their insights.

## CrossRef Best Practices for Books

Ed Pentz, Executive Director of CrossRef <epentz@CROSSREF.ORG>, suggests that *TCR* readers take a look at CrossRef's Book Working Group "Recommended Best Practices" in reference processing and metadata deposit for book content.

- Deposit DOIs at the title and chapter/entry level.
- Add outbound links from references in books as soon as possible.
- Deposit references from books with CrossRef to enable CrossRef Cited-by Linking.
- Instruct authors to cite specific chapters and entries using page numbers, chapter/entry titles and DOIs. Although at first authors may not have the DOIs or know what DOIs are, encourage DOI use by authors to build awareness. Add an example of what to put in author guidelines.

The complete report is available free of charge at [http://www.crossref.org/06members/best\\_practices\\_for\\_books.html#sthash.UnF5Qmva.dpuf](http://www.crossref.org/06members/best_practices_for_books.html#sthash.UnF5Qmva.dpuf).

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