



The CHARLESTON REPORT

Business Insights into the Library Market

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Libraries on the Move

Springer Science+Business Media and the Association of Dutch Universities (VSNU) have reached a landmark agreement which includes access to more than 2,000 of Springer's subscription journals as well as a commitment to rapidly moving toward Open Access publishing for all publicly financed research results from the Netherlands. According to the release, negotiations between VSNU and a number of STM publishers have been ongoing, with the agreement with Springer the first to be signed. The agreement follows the objective of Sander Dekker, State Secretary in the Ministry for Education, Culture and Science of the Netherlands, to have 60% of Dutch scientific output published using Open Access by 2019 with this percentage rising to 100% in 2025. Read more at: <http://www.springer.com/gp/about-springer/media/press-releases/corporate/springer-and-dutch-universities-reach-wide-ranging-agreement-on-access/40938>.

Short Takes

The Bill & Melinda Gates Foundation has announced a new Open Access policy taking effect on January 1, 2015, which will require unrestricted access and reuse of all peer-reviewed published research funded, in whole or in part, by the foundation, including any underlying data sets. "We believe that published research resulting from our funding should be promptly and broadly disseminated," states the press release. A two-year transition period has been created, during which publishers will be permitted to apply for up to a 12-month embargo period on the accessibility of publications and underlying data sets. However, this embargo period will no longer be allowed after January 1, 2017. To learn more, logon to <http://www.gatesfoundation.org/how-we-work/general-information/open-access-policy>.

Charleston Conference Round-Up Issue Highlights from the 34th Annual Charleston Conference

*... Reported by Cris Ferguson, Director of Technical Services,
Murray State University, <cferguson13@murraystate.edu>*

The 34th Charleston Conference took place November 5-8, 2014 in Charleston, SC. The 1,691 attendees marked a record high in attendance. Spread out over 5 venues in downtown Charleston, the conference boasted 5 Plenaries, 9 Neapolitans (3-way plenaries), 108 Concurrents, 32 Innovation sessions, 30 Poster sessions, 36 Lively Lunches, and 11 Pre-conferences. More than 130 vendors participated in the vendor showcase, another record for this meeting.

Some of the major themes of this year's conference include evidence-based and use-driven acquisition, usage statistics and the incorporation of altmetrics into data gathering, acquisitions workflows, the role of the library in providing access to e-textbooks, and responsible de-selection of library materials. Following is a small sampling of topics covered:

- With the rising cost of textbooks and a **growing demand for the online availability of class materials**, libraries are starting to re-examine their relationship with textbook vendors and exploring their options to help ease the financial burden on students.
- The **assessment of scholarly impact is moving beyond traditional metrics** (number of downloads, cited references, etc.), into new types of (alternative) metrics. This could include the number of times an article is mentioned on social media outlets or the ways in which scholarly content is shared between colleagues. One big question raised: When it comes to issues of scholarly sharing and altmetrics, is a consistent COUNTER-like measurement standard possible?
- Discoverability of resources, both subscription and freely available, remains an area of concern. In particular, the **discovery of Open Access monographs** and bringing awareness to the growing number of freely available monographic collections is a challenge.
- Faculty members in different subject areas access scholarly resources in a wide variety of ways, many of which do not involve the library at all. To paraphrase the words of one faculty presenter, the **value that the library fails to create for its patrons** is of far greater concern than the validity of the collections contained in the library.

Like the conference, the Charleston Conference Twitter account has a growing audience, with more than 900 followers and counting. Throughout the week of the conference, there were a several hundred uses of the conference hashtag, #chs14, each day.

The continued depth and breadth of the Charleston Conference program has cemented the value of this gathering for librarians, publishers, and vendors alike. For additional information, many of the conference sessions will be covered in more detail in issues of *Against the Grain* throughout 2015. Purdue University Press continues to publish the conference proceedings, which are freely available online at <http://docs.lib.purdue.edu/charleston/>.

Mark your calendars now for next year's conference, scheduled for November 4-7, 2015. See you there! www.katina.info/conference

A Personal View of the 2014 Charleston Conference

... by Anthony Watkinson, CIBER Research, <anthony.watkinson@btinternet.com>

Like all Charleston Conferences there were interesting presentations and less interesting presentations and more of the former than the latter. Old timers always suggest that the sheer size is killing the happy interactions that are such a feature of the event but the newbies in the audience, when interrogated, always seems to be excited and positive about what they have learnt though a little vague about exactly what they took away. I mostly went to plenaries, because I had to, so my four take-aways are mostly from the bigger presentations.

Budget problems, not much discussed in these presentations, seemed however to be the sword hanging over all librarians present and it was a great idea to have an overview from someone close to the industry and very aware of the economic environment. This was Anthea Stratigos, the CEO of Outsell. Her slides might have been a bit cheesy but the message was straight to the point — you must develop a strategy that enables the actualising of your mission and stick to it. To a non-librarian it was surprising that this was a new idea to some of those present.

Yet the strategy has to encompass some of the **new roles now available to librarians**. There has to be choice. What new roles should librarians plump for? They cannot sample all because to do so might not enable any initiative a proper trial. This year MOOCs were still around and so were the hopes for the new library-owned university presses and their plans but the presentation by Charles Lyons and others on “*The Library’s Changing Role in Providing Textbook Content*” was both highly persuasive and impressively realistic even if creating textbooks is perhaps an even bigger task than the speakers in this session suggest. Quality is expensive to achieve and quality is what students want.

I organised a Lively Lunch on how to handle **article processing charges**. In the UK government is giving universities money to pay for gold Open Access and administrators are passing the buck to the libraries. In the U.S. at present government agencies are only now working out the way they will encourage gold though some independent funders already do. University funds (as described by the two speakers from libraries) are not yet stretched and local researchers are getting money when they ask for it. Only two librarians in the audience were in institutions thinking about such a fund and none actually had them. I suspect that

mandates attached to funding will soon be impacting institutions and probably therefore libraries. My suspicion is based on the fact that in Open Access trends tend to be international. Libraries are not ready.

As usual Jim O’Donnell ran a great session but this time it was **researchers** (rather than provosts) who formed the panel. There were significant differences between what each speaker wanted from libraries. It was not a surprise that the physicist had little or nothing to do with his library. However feisty Christine Fair (in security studies), who had a whole raft of complaints about but also congratulations for the profession, “needs a physical book.” As someone who works on this topic, I can confirm that another such panel next year could produce a whole range of different needs. It makes planning difficult.

The Charleston Advisor’s 16th Annual Best and Worst Awards

Ed Note: TCA’s Best and Worst Awards are selected by the journal’s Editorial Board each September and published in the October issue of The Charleston Advisor. The following shows a sample of this year’s awards. The complete list is available Open Access at www.charlestonco.com and through IngentaConnect.

Best New Product — *Discovering Literature: Romantics and Victorians* (British Library) – A wonderful new resource from the British Library on Romantic and Victorian literary treasures including original manuscripts, documentary films, teachers’ notes, articles, and primary research from experts in the field. <http://www.bl.uk/romantics-and-victorian>

Best New End User Product — *Kudos* – This Web-based resource assists researchers, institutions, and publishers to expand exposure to their published content through social media and other techniques. *Kudos* is free to authors and a fee is charged to publishers. <https://www.growkudos.com/>

Best Interface — *Drama Online* (Bloomsbury) – This database provides online access to the texts of plays including authoritative versions as well as newer pieces previously unavailable online. Critical and contextual secondary works are also included and benefit from an easy to use interface. <http://www.dramaonlinelibrary.com>

Best Content — *Swank Digital Campus* – Offers online streaming of feature films in the educational context, allowing distribution through learning management systems (LMS) and helping institutions to license only what they need. <http://digitalcampus.swankmp.com/>

Best Pricing — *Cambridge e-books* – Cambridge University Press has started offering e-textbooks for licensing by libraries, much needed in digital licensing since many other publishers pull the digital editions of textbooks for institutional purchasing. <http://www.cambridge.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 news.

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News and Views: More Reports on the 2014 Charleston Conference

... with thanks to Tom Gilson, Associate Editor, Against the Grain, <GilsonT@cofc.edu>

According to the anecdotal evidence this year's edition of the Charleston Conference ranks with the biggest and the best. Unfortunately, my plate was full with coordinating the Thursday and Friday evening poster sessions and interviewing a number of our featured speakers for the Penthouse Suite video interviews, so I missed many of the outstanding Neapolitans, concurrent sessions, and lively lunches. However, most attendees weren't so preoccupied and made it to numerous sessions. And not only that, a few of them have blogged and written articles about their experience to help catch the rest of us up.

Cheryl LaGuardia answers her own question in her post **“What Makes the Charleston Conference SO Darn Good?”** And her response is pretty enthusiastic. “Once again, Katina Strauch and Company hit a bases-loaded home run with it (the Conference). I'm incredibly rejuvenated, reinvigorated, and inspired.” Cheryl goes on to point to the factors that make the Charleston Conference “pretty much unique among library conferences.” Making her list are the manageable size, a pace that encourages personal networking, the “friendly” and “highly informal” atmosphere, the wide range of content and speakers, and last but not least, the wonderful city of Charleston. <http://lj.libraryjournal.com/2014/12/opinion/not-dead-yet/what-makes-the-charleston-conference-so-darn-good-not-dead-yet/#comment-374530>

In her article **“Making More from Less: Data Driven Alchemy at the Charleston Conference,”** *LJ's* Meredith Schwartz weighs in with observations on the overall conference. Not to put too fine a point on it, Meredith was impressed. She thought that the Conference “felt bigger than ever this year, with multiple attendees in the halls and elevators commenting on the profusion of programs at multiple venues, the standing room only crowds for popular breakout sessions, and the fact that they could no longer count on seeing everyone they know among the other attendees in the course of the conference.” Meredith then goes on to highlight those sessions that jumped out at her as covering this year's hot topics like data management, open educational resources, the economy and tight budgets, and current legal climate. <http://lj.libraryjournal.com/2014/11/>

shows-events/making-more-from-less-data-driven-alchemy-at-the-charleston-conference#

In her blog post **“Charleston Conference 2014,”** Lauren Corbett, Director of Resource Services at Wake Forest, offers brief observations and key takeaways from a number of sessions devoted to short term loans and demand driven acquisitions. Lauren wrapped up by observing that “this was a particularly good conference in terms of content and consistently nice weather.” <http://cloud.lib.wfu.edu/blog/pd/2014/11/14/charleston-conference-2014/>

“Notes & Lessons from Charleston Conference 2014” is a blog post from the *Liaison Life: Adventures of an Embedded Business Librarian* by Steve Cramer, business librarian at UNC Greensboro. Steve offers his impressions of a number of important sessions including:

- Building Capacity in Your Library for Research Data Management Support (Or What We Learned from Offering to Review DMPs)
- Deploying Mendeley to Support Research Collaboration
- Hyde Park Debate: Resolved: Wherever Possible, Library Collections Should Be Shaped By Patrons, Instead of By Librarians
- What Faculty Want Librarians to Know
- How Users' Perceptions of E-Books Have Changed – or Not: Comparing Parallel Survey Responses
- Successful Library Curriculum Integration
- The Punishment for Dreamers: Big Data, Retention, and Academic Libraries
- Are E-Book Big Deals Still Valuable?

These and a number of other articles and blogs were highlighted in the *ATG NewsChannel* post **“The 2014 Charleston Conference Goes Viral.”** The entire list can be seen at: <http://www.against-the-grain.com/2014/12/the-2014-charleston-conference-goes-viral/>.

Check This Out!

Purdue University Press took advantage of the Charleston Conference to launch “Reimaging Reference for the 21st Century,” edited by Dave Tyckoson (California State University, Fresno), and John Dove (Credo Reference), its latest in the Charleston Insights in Library, Archival and Information Series. The book examines key questions about reference services, featuring nine chapters and 23 case studies that examine current practices in public and academic libraries. In addition, it presents perspectives from the publishing community and the creators of discovery tools. For more information or to order, logon to <http://www.thepress.purdue.edu/titles/format/9781557536983>.

TCR Quotes: Overheard at Charleston

“The platform doesn't matter; we don't need bells and whistles; it's the price that matters.”

“Librarians need to be embedded in every course.”

“arXiv is now the journal; journals are the archive.”

“Patrons can only access what they can discover.”

“Libraries rely too much on self-reported data; more direct measures are needed.”

Mark Your Calendars

January 30-February 3, 2015 — ALA Midwinter Meeting & Exhibits, Chicago, Illinois. All details, including hotel and registration, available at <http://alamw15.ala.org/>.

February 4-6, 2015 — PSP 2015 Annual Conference, “Beyond Disruption: Publishing in the New World,” Ritz Carlton Hotel, Washington, D.C. More information at <http://www.publishers.org/events/66/>.

February 18-21, 2015 — The Collective 2015, “Libraries as Curators and Creators,” a new conference concept open to librarians, archivists, and library staff at academic libraries, Knoxville, Tennessee. Program and registration information at <http://www.thelibrarycollective.org/>.

February 22-25, 2015 — Electronic Resources and Libraries 2015, 10th Anniversary. AT&T Conference Center, Austin, Texas. More information available at <http://electroniclibrarian.org/conference-info/>.

March 25-28, 2015 — ACRL 2015, Portland Oregon. Registration and hotel information available at <http://conference.acrl.org/registration-pages-169.php>.

Don't Miss This!

The Center for Research Libraries (CRL) has announced the release of Version 5.0 of the LIBLICENSE Model License Agreement, originally begun in 1997 at Yale University by Ann Okerson who is now Senior Advisor on Electronic Strategies for CRL. Seen as a major upgrade, the new license offers up-to-date language reflecting changes in licensing issues faced by higher education, including provisions for new clauses for text and data mining; rights surrounding the use of authors' own work; options for Open Access; and language governing third-party archiving services. The yearlong project to update the model license was supported by The Andrew W. Mellon Foundation under the auspices of CRL, in partnership with the Association of Research Libraries (ARL), the California Digital Library (CDL), the Canadian Research Knowledge Network (CRKN), the Council on Library and Information Resources (CLIR), and the NELLCO Law Library Consortium. **The full press release is available at:** http://liblicense.crl.edu/wp-content/uploads/2014/12/12-03-2014PM-FINAL-Model-License_announce.pdf. **The new license itself is located at:** <http://liblicense.crl.edu/licensing-information/model-license/>. **For more information or to comment,** contact Ann Okerson <aokerson@crl.edu>.

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