



The CHARLESTON REPORT

Business Insights into the Library Market

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Short Takes

Artstor, the nonprofit provider of the Artstor Digital Library of images and the Shared Shelf platform for cataloguing and digital asset management, has announced that it will now operate under the umbrella of its fellow nonprofit ITHAKA, the organization that currently operates three other services: JSTOR, Portico and Ithaka S+R. Artstor was created in 2001 to work with museums, artists, and photographers to aggregate high-quality image collections and make them available for non-commercial educational use by teachers, scholars, and students. Artstor, ITHAKA and JSTOR were all created with the initial support of The Andrew W. Mellon Foundation.

To read the full press release, logon to <http://www.artstor.org/press-release/artstor-and-ithaka-will-join-forces>.

Bepress has announced a series of Spring Webinars, including “Librarian as Advisor, Concierge, Press Agent: A Case Study on Faculty Profile Services,” “Faculty’s Evolving Digital Needs: New Survey Results,” “A Match Made in Data Heaven: Libraries Partnering with the Office of Research,” and “The Modern Repository: Aligning the Library with the University Mission.”

To see specific dates and times, and to register, logon to http://digitalcommons.bepress.com/dc_events/calendar.html.

ALA Midwinter Round Up: Highlights from ALA Midwinter, Boston

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

By scheduling Midwinter early this year, ALA may have dodged a bullet — or at least a blizzard. Had the conference been held a couple of weeks later, as it often is, getting in and out of Boston would have been a nightmare as winter storm Jonas roared up the northeastern corridor closing down airports and making travel almost impossible. But fortunately for the 11,716 librarians, vendors, and library supporters attending Midwinter on January 8-12, 2016, the weather behaved. Except for a little rain and some frigid night temperatures, things were manageable by Boston standards. Getting to and from the city was pretty straightforward, and once there, navigating around the conference venues was fairly easy.

Midwinter itself was its usual collection of ALA business meetings, panel presentations, vendor exhibits, and keynote speakers. But as always, not everyone who wanted to attend was able to make it so we thought we would try to convey a sense of what went on by sharing a few conference related posts, articles, and a Midwinter video that “caught our eye.”

American Libraries full and detailed coverage (bit.ly/1QPqQWd/) is ideal for those who can’t get enough of the 2016 ALA Midwinter Meeting. It features a myriad of daily reports highlighting everything from keynote addresses, award ceremonies, and panel discussions, to impressions from the exhibit hall, ALA Council reports, and top Tweets. (Midwinter junkies should also check out the online version of **Cognotes** (bit.ly/1PCLnhP).

2016 ALA Midwinter Meeting & Exhibits — thousands of attendees address the many ways libraries transform (bit.ly/1PJcLtz) is a report from ALA’s **Mary McKay** that starts with a focus on ALA’s new national public awareness campaign, **Libraries Transform**. The post then goes on to discuss numerous ALA sponsored sessions, including the ALA Masters series featuring **Jason Griffey** on “Measuring the Future...” and **Rebekkah Smith Aldrich** on “Sustainable Thinking...”; the Ignite sessions that offer five-minute overviews on current projects; various panel discussions like LITA’s “Top Tech Trends”; and ALA’s assorted book and media awards.

Ready for the Next Phase | ALA Midwinter 2016 (bit.ly/1UWKsYS) is a post by **LJ’s Lisa Peet** that also notes the **Libraries Transform** public awareness program and sees it as a strong theme for the overall conference. In addition, **Ms. Peet** reports on the launch of the second **Knight News Challenge on Libraries** that poses the question “How might libraries serve 21st-century information needs?” She also draws attention to high-profile speakers like filmmaker **Ken Burns**, author **Andre Dubus III**, designer and media star **Isaac Mizrahi**, activists **Mary Frances Berry** and **Lizzie Velasquez**, library advocate **Nancy Pearl**, U.S. Senator **Cory Booker**, and **Chelsea Clinton**. Other Midwinter topics covered in the article include policy and process issues like privacy, censorship, and the future of digital content.

Attendance Up at ALA Midwinter 2016 (bit.ly/1Pg7GHC) offers *Publishers Weekly’s* take on the Midwinter conference. Their reporters noted “the impressive turnout” especially considering the upcoming Public Library Association meeting this spring. Aside from the featured speakers and the various book and media awards, they noted other highlights including a session by **ALA’s Digital Content Working Group**, the **Digital Public Library of America’s** annual meet and greet, and a session sponsored by the ALA Washington Office, in which **New York Public Library** officials demonstrated a new app to bring free e-book access to low-income students. (For more on the turnout see *PW’s* **Solid Attendance at 2016 ALA Midwinter Meeting** (bit.ly/1KzVtyE).

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ALA Midwinter Round Up — from page 1

Library Assessment: Notes from ALA Midwinter 2016 (bit.ly/1Sa2dpo) is a blog by **Kimberly D. Lutz** and **Christine Wolff** of **Ithaka S+R** in which they provide a roundup of what they learned at several valuable sessions on assessment, evaluation, and data visualization.

Bots, Block Chain, and Beacons: Hot Topics at LITA Tech Trends Panel | ALA Midwinter 2016 (bit.ly/1KzVI2f) is another report from *LJ*. This post discusses one of the more popular panels held at Midwinter. Coming under scrutiny in this year's Tech Trends session were technologies like service robots in a library environment, open source software, location-based information services, learning analytics programs that protect student confidentiality, block chain technology, the growth of interoperability and the emergence of "broad data praxis."

The Next Big Step for E-Books in Libraries (bit.ly/1UWK6S1) recounts the experience of *Publishers Weekly's* **Andrew Richard Albanese** in speaking at a Midwinter panel sponsored by the **ALA Digital Content Working Group**. **Mr. Albanese** focused his remarks on the state of the e-book market, and what libraries can expect going forward. One of his main takeaways from the panel (and his other conversations at Midwinter) is that "as it is currently set up, the library e-book market is too burdensome to manage, complex for users to navigate, and library e-book prices are too expensive to sustain." What is needed? Patience and open lines of communication between librarians and publishers. For more on this panel see the *American Libraries* article "The Ebook Glass Is Half Full" (bit.ly/1Sa1THj).

NISO @ ALA Mid-Winter 2016 Boston (bit.ly/1nX2tMp) is a webpage from NISO that provides the slides from the various update presentations made by NISO staff at the Midwinter Conference in Boston.

And for those of you who are more visually inclined, this video by *ATG's* **John Riley** entitled **American Library Association Midwinter Convention, Boston 2016** (bit.ly/1KzWN4I) captures a few scenes from Boston's ALA Midwinter that offer a small sample of what was happening, particularly on the exhibit floor.

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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 2016, The Charleston Co. All rights reserved. ISSN 1091-1863.

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By the Numbers

13.0%... The rise in sales for Professional Publishing, which includes business, medical, law, scientific and technical books and journals, through the 3rd Quarter of 2015 compared to the same timeframe in 2014, according to the American Association of Publishers. Of note, University Presses declined slightly at 1.8%. <http://publishers.org/news/aap-stats-hot-publisher-net-revenue-book-sales-declines-20-through-third-quarter-2015>

\$1.2 Million... The amount awarded to Hampshire College Library by The Andrew W. Mellon Foundation in response to the College's proposal to remake the College Library and centralize academic support services currently dispersed across campus. Among the priorities for the College Library's learning-commons proposal are the creation of new workspaces which are open, collaborative, flexible, and technology-rich, and the addition of maker-space labs which will be strengthened and expanded. Read the complete press release at <https://www.hampshire.edu/news/2016/02/08/mellon-grant-of-12-million-funds-reinvention-of-hampshire-library>.

Check It Out!

Latest Reviews from *The Charleston Advisor's* January 2016 Issue, v.17, no.3

- Accomplished Teaching, Learning and Schools (ATLAS) by *Daniel P. Zuberbier*
- Brill's Encyclopedia of Hinduism by *Smita Joshipura*
- Colonial America by *Jason Martin*
- Digitalia Hispánica by *Lisa Gonzalez*
- EBSCO Flipster by *Charlie Remy*
- Google Translate App by *Jolanda-Pieta van Arnhem*
- ORCID: Solving the Name Ambiguity Problem by *Anamika Megwalu*
- SAGE Video — Communication and Video Studies by *Dennis Brunning*
- TechCrunch and CrunchBase by *Louise Mort Feldmann*
- Thesaurus Linguae Graecae by *Jeremy Whitt*
- TRAILS: Tool for Real-time Assessment of Information Literacy Skills by *Christina Miller*

Also included in this issue is an informative interview with COUNTER's Lorraine Estelle by Dennis Brunning, Jill Emery's "Highlight of the Digital Public Library of America," Joey van Arnhem's write-up on "Aurasma Studio 2.0" in her continuing series on Mobile Apps and a thorough review of "Apps in Higher Education: Criteria and Evaluation" by Rebecca Arzola and Stefanie Havelka of Lehman College at the City University of New York.

All articles are available in print as well as online via IngentaConnect.com. Logon to www.charlestonco.com to learn more.

TCR Reports from the Field: Academic Publishing in Europe, Berlin, January 19-20, 2016

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

APE is now in its eleventh year and still flourishing. It is the brainchild of former Springer marketing supremo Arnoud de Kemp up front and the CEO of the Dutch Publisher IOS Press Einar Fredriksson giving help and publishing the proceedings. The 200 attendees in a cold damp Germany are mainly European (especially Dutch and German) publishers with some Americans, fewer librarians and a couple of journalists.

One who ticked all three boxes is Marydee Ojala from Information Today Inc. who is Editor in Chief of *Online Searcher* magazine. She posed a reasonable question: “Why would a U.S. librarian travel thousands of miles to Germany to attend a conference about academic publishing in Europe?” She provided the answer — it is because she gets a “benefit from direct contact with the ‘movers and shakers’ of European scholarly publishing by attending.”

You were not there and may not even wish to travel in January but here are some hot topics:

The pre-conference on 18 January was all about the changing needs of publishers — what sort of staff should they be looking for? From another point of view are the millennials themselves resisting traditional business practices? Publishers are dependent on their authors for their content but are the **early career researchers (ECRs)** happy with them or are they going to transform the whole scholarly communication system — at last. ECRs were quoted throughout the event. Much needed research on their practices and attitudes is now under way — see ciber-research.eu/harbingers.html.

1. An example of what a **transformed system** might look like was provided by Barend Mons of Leiden University. He leads the development of the European Science Cloud and has created a lot of new concepts. There are the FAIR data principles, the explicitome, and nanopublications among others — a case for Googling. Researchers should make all research objects available to machine mining or they are not serving science — was one provocative statement.
2. A concept which came up time and time again was “friction” as in “**friction in the work flow.**” Manuscript submission drives authors wild — because of the friction. HighWire founder John Sack has kindly put up his presentation which had lots in it: <http://blog.highwire.org/2016/02/08/augmented-intelligence-in-scholarly-communication-the-machine-as-reader/#more-648>.
3. Ralf Schimmer from the virtual library of the huge and prestigious Max Planck Society has updated the impressive calculations that underpin his thesis that **flipping from a subscription model** of journal publishing to an open access one is not too difficult and not more expensive. He also presented at the Berlin Fiesole Retreat last spring. The latest presentation is at <http://pubman.mpg.de/pubman/faces/viewItemOverviewPage.jsp?itemId=escidoc:2148961>.
4. Another commonly used word was infrastructure — remember cyberinfrastructure. **Digital plumbing** is the term here in Europe. Sabine Bruenger-Wengel of the German Council for Scientific Infrastructures reflected on the difficulties of getting funders to give money for infrastructure projects. Immediately after Alice Meadows, now at ORCID, handled

well a good panel. Daniel Hook, CEO of Digital Science, was cogent and his comments and some others are available at <https://www.digital-science.com/blog/events/storify-daniel-hook-phil-jones-ape2016-berlin/>.

5. The star of the above session was the strategist Geoffrey Bilder of CrossRef. He thinks that institutional repositories are a waste of time because they are not built for discovery. CrossRef and Datacite need to link their DOIs. This is on its way. He worries about an **enclosed system** — a sort of Facebook of scholarship. His own manifesto is an argument for openness and connectivity — see <http://cameronneylon.net/blog/principles-for-open-scholarly-infrastructures/>.
6. In another panel ostensibly about money, the Wiley VP for Digital Product Management Todd Toler threw out a lot of ideas. Wiley is good at passing PDFs around internally but the answer is **network first**. Give up pages. See <http://exchanges.wiley.com/blog/2012/02/14/announcing-the-anywhere-article/>.
7. The title of the wake-up panel of the second day was “*Can the ‘Academic Sharing Economy’ add Value to the Scholarly System?*” The convener was Richard Padley of Semantico. There was a preliminary update from Fred Dylla, emeritus CEO of the American Institute of Physics, who is in charge of the STM consultation on sharing — see <http://www.stm-assoc.org/stm-consultations/scn-consultation-2015/>. The bottom line is that the Scholarly Collaboration Networks are not playing or even responding. Is the next move by SCNs to either start publishing or bypass publishing altogether?
8. There was a very European presentation from the policy officer of Science Europe — the pan European organisation of government owned **funders**: see www.scienceeurope.org. There are 47 members from 27 countries. About 80% fund **open access**, mostly green, but a growing amount of gold. A second presentation was from Professor David Nicholas on **reputation mechanisms**. This is available — http://ciber-research.eu/download/20160120-reputation_berlin.pdf. There is a rather new emphasis — on teaching and its measurement as central to the reputation of scholars.
9. The final very long panel concentrated on **publication ethics**: the convener was Berndt Pulverer who edits the EMBO journal. No single theme predominated. Some considered that the current system does not encourage ethical practices (a PLOS spokesman). Others wondered whether the literature is self-correcting or is there a need for a neutral body to oversee practices. It was a very in-group biomedical discussion until a physicist from the floor pointed out that physics does not have difficulties about reproducibility at all.

One generalisation about the whole meeting can be made. Publishers are really no longer interested in libraries even though they are the customers. Now they are as concerned with the research cycle as some librarians are and it is the needs of the end-users, the researchers, they try to understand.

Final Note: At some date in the future you can go to the weblink referenced here and see not only the presentations but also a video of the whole event — www.ape2016.eu.

Don't Miss This!

CRL has released a 90 minute video of its January 20, 2016 webinar on the topic of “Perpetual Access: Myth and Reality.” In this webinar, moderated by Ann Okerson, CRL’s Senior Advisor on Electronic Resources Strategy, three thought leaders (James O’Donnell of Arizona State University, Kevin Guthrie of ITHAKA, and Ivy Anderson of the California Digital Library) offered their assessment on publisher efforts to date and how likely those efforts are to meet the need of libraries and scholars, from the academic, publisher and library perspectives respectively. To view the YouTube video, logon to: <https://www.crl.edu/events/webinar-perpetual-access-myth-and-reality>.

Libraries on the Move

ProQuest has published a 14-page whitepaper on the topic of “Academic Library Book Purchasing Trends” which explores data from a recent survey of over 460 academic librarians and outlines book purchasing trends in academic libraries, with a special emphasis on ebooks. Looking at the shared challenge of “stretched monograph budgets,” the whitepaper examines how librarians have adopted new, demand-driven book acquisition models to better serve their users. To download the full report, free of charge, logon to <http://go.proquest.com/acquisition-whitepaper>.

Mark Your Calendars

March 8-10, 2016 — Computers in Libraries 2016 — Washington Hilton, Washington D.C. Registration now open at www.computersinlibraries.infotoday.com/2016/Register.aspx.

March 21, 2016 — 25th Annual North Carolina Serials Conference — one-day session held at the William and Ida Friday Center for Continuing Education in Chapel Hill, NC. Details at <http://web.lib.ecu.edu/ncserialsconference/2016/>.

April 6-8, 2016 — 18th Fiesole Collection Development Retreat — Fiesole, Italy, “21st Century Information Strategies: Impact, Innovation and Independence.” Preliminary Program and Registration details available at http://www.casalini.it/retreat/retreat_2016.html.

TCR Quotes

“Google Scholar has come of age. The new game is to use Google as a springboard to more content: surf the data in Google, and lead the user to a deep dive on the publisher’s site.” Marjorie Hlava, President of Access Innovations Inc. in Albuquerque, New Mexico, in a January 4, 2016 email post headlined Our Top Information Trends for 2015.

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