



# The CHARLESTON REPORT

## *Business Insights into the Library Market*

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### 37th Annual Charleston Conference Round-Up

*“What’s Past is Prologue”* was the theme of 2017’s very successful **Charleston Conference**, held from November 6-10, 2017 at the Charleston Gaillard Center and the Francis Marion Hotel. A record number of attendees, including 532 first time attendees, were present and very much engaged in this dynamic conference which featured 493 speakers, 8 plenary sessions, 165 concurrent sessions and 9 “neopolitan” sessions which serve as three plenaries offered simultaneously. Added to the offerings were 51 poster and virtual poster sessions, 3 lightning round presentations and the usual networking opportunities at Lively Lunches, cocktail sessions and the all-conference reception. Dates for 2018 are already announced so be sure to Mark Your Calendars for November 5-9, 2018.

#### 10 Hot Buzzwords in Charleston

For the closing session, Erin Gallagher, Director of Collection Services, Reed College Library, returned to conduct the 4th “Poll-a-Palooza.” She was assisted by Nicole Ameduri, Sr. Account Manager, Springer Nature. Listed below are just a few of the “Hottest Buzzwords” from this year’s poll.

- AI
- Open Access
- Analytics
- API
- Discovery
- Privacy
- Data
- Collection Development
- Ethics
- Leadership

#### Biggest Vendor Showcase Ever!

This year’s Vendor Showcase was held at the beautiful Charleston Gaillard Center for the first time with a record-breaking 144 booth spaces representing 150 companies on hand to welcome conference-goers on November 7th. Traffic at the exhibit was very busy and the food flowed non-stop. Be sure to sign-up early next year for the 2018 Showcase.

### TCR Reports from the Field: Winter Seminars in the UK

... Reported by Anthony Watkinson, CIBER Research,  
<[anthony.watkinson@btinternet.com](mailto:anthony.watkinson@btinternet.com)>

December is a busy time for publishing seminars especially the week which this year begins on 4th December. In this week in London on the Monday there is **Challenges in the Scholarly Publishing Cycle** (<http://info-international.com/pre-conference-workshop/>) presented by Research Information (<https://www.researchinformation.info/>) followed by the three longstanding back-to-back STM seminars — the so-called STM week. These were Tuesday the 5th’s **STM Digital Publishing**, Wednesday the 6th’s **Innovations** and Thursday the 7th’s **The Future of Publishing**. The full programmes for the STM seminars can be found at <http://www.stm-assoc.org/events/?previous>.

Most of the presentations at these seminars will go up on the sites during the first week in January. Many of them will be worth waiting for. The Monday seminar was intended for librarians and vendors as well as publishers but the other three were definitely aimed at the publishing community, however this report will highlight some of the presentations of special interest and where possible will give follow-up references.

1. **What are authors thinking and doing?** Anthony Watkinson of CIBER Research spoke about CIBER’s international research on early career researchers. Reputation was central: “ECRs characteristically believe in openness, sharing and transparency but often are looking to an academic career and need to publish the outputs of their research in journals with high impact factors to get recognition.” For more information see [www.ciber-research.eu/harbingers.html](http://www.ciber-research.eu/harbingers.html).
2. **Help! I’m an author – get me out of here: A wish list for better research dissemination for authors.** This as the title of a hard-hitting presentation on the Tuesday from Sally Rumsey, Head of Scholarly Communications and Research Data Management at the Bodleian Libraries, Oxford University. “Authors are caught in the middle of a complicated, and sometimes conflicting, mixture of requirements from funders and publishers.” Essentially she blamed publishers and cast doubt on the utility of <http://www.howcanishareit.com/> which was crafted by STM.
3. **Making the transition to Open Access work: a bigger task than just funding.** Sven Fund, the Managing Director of Knowledge Unlatched, also on the Tuesday showcased changes in their models to find solutions to the structural challenges institution funded Open Access is confronted with. For example the big aggregators in the book world do not co-operate and only ten per cent of usage is covered by COUNTER. Nevertheless KU is moving ahead with 343 books now unlatched with journals and STM to come. See <http://www.knowledgeunlatched.org/>.
4. **The Continuing Convergence: Getting from Aspirational to Actual.** Bill Kasdorf, top consultant and spokesperson for EPUB 3 (now part

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**TCR Reports: Winter Seminars in the UK** — from page 1

of the W3C's Open Web family of standards) looked to the context of and the future for the standard. He has committed his entire career to helping to develop and promote interoperable standards for the publishing industry but EPUB 3 is of importance to all stakeholders in scholarly communication especially as its use enables accessibility. See <http://apexcovantage.com/about/leadership/bill-kasdorf/> for a link to a recent ALA publication.

5. **Context as Motor for Discovery.** This presentation from Dr. Stephanie Dawson outlined another transformative service aimed at researchers and publishers. For further information see a recent blog post: <http://blog.scienceopen.com/2017/11/scienceopen-search/>. OA is central to their offering. Is this something librarians can recommend?
6. **Digital Ethics in the Age of Smart Machines.** Zoltan Szlavik from IBM Benelux gave a keynote on the Wednesday. He explained how their research attempts to infuse ethics into the machine, how to ascertain what is right and what is wrong, what is true and what is not, by means of machine learning, how to deal with data that contains disagreement coming from people. This is uniquely important within cognitive technology, which augments human intelligence and expertise and works collaboratively with humans. He made a lot of useful distinctions about what IBM prefers to call augmented intelligence — not the Terminator but rather a helpmate. <http://moralmachine.mit.edu/> gives us plenty of moral dilemmas for humans never mind machines. On the same day there was a digital ethics forum of a more philosophical bent presided over by Kent Anderson so we can expect a posting on Scholarly Kitchen.
7. **Diversity in the workplace.** This session on the Thursday was put together by Phil Jones of Digital Science and

marked another example of publishers discovering ethics. For Nancy Roberts business inclusivity is about social justice but there is a business case. Isobel Thompson argued for companies being part of a dynamic reality. Resilience was explained. Both these speakers once worked at Oxford University Press. But the big star was Michiel Kolman, senior vice president at Elsevier but also President of the International Publishers Association. His title was — How to be an ally: supporting LGBT staff in the workplace. Few will forget slides showing Elsevier Gay Pride contingent on a march in Amsterdam and Drag Queen Bingo sessions in the office!

8. **New library run university presses in the UK.** There were two speakers. Lara Speicher of UCL Press now runs an operation on the roll with significant institutional support and free OA publication for UCL staffers. She is spending her money on innovation and if you go to <http://www.ucl.ac.uk/ucl-press/news-events> you will see a link to an interactive book. She is keen on marketing in the traditional way. The newer kid on the block was Lucy Lambe of the London School of Economics — another top institution in London. She described in frank detail how she had gone about starting a new press with a mandate from her administration. This is a new space where authors and readers from everywhere can come. A lot of decisions have to be made because academics do not know what they want. She is awaiting a contract from her chosen platform and will start in 2018: as yet there is no presence.
9. **Doing Business in China.** Publishers like other players in the scholarly space are fascinated by China and Nicko Goncharoff of Digital-Science gave tips on how to understand Chinese business culture. The Chinese have Wechat which is like a super Facebook and they are highly connected. It is an intranet rather than an internet. Some talk about a Swiss army knife. Here is a U.S. view: <https://www.technologyreview.com/s/608578/can-wechat-thrive-in-the-united-states/>.

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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 2017, The Charleston Co. All rights reserved. ISSN 1091-1863.

Contributing Editors: Tom Gilson <GilsonT@cofc.edu>

Editorial Board: Rebecca Lenzini, Katina Strauch

Chief Financial Officer: Rebecca T. Lenzini

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Graphic Design: Toni Nix • Masthead Design: Jack Thames

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## Don't Miss This!

The Preliminary Program is now available for the **20th Fiesole Retreat**, which will be held from April 25-27, 2018, in Barcelona. This year's theme is **"Serving Learning and Scholarship."**

The Retreat will be held at two campuses of the Universitat Pompeu Fabra. The Preconference and Opening Sessions will be based at the newest campus UPF Poblenou which is located in the emerging technology sector of Barcelona referred to as @22 while the closing session will take place at the Campus Ciutadella, the reclaimed Citadel of the city. Tours of UPF libraries, as well as nearby museums and digital video facilities will be part of this year's Retreat.

Logon to [http://www.casalini.it/retreat/retreat\\_2018.asp](http://www.casalini.it/retreat/retreat_2018.asp) for more details and to register.

## Charlotte Initiative E-book Symposium, Charleston Marriott Courtyard, November 6, 2017

*... Notes taken by Rebecca Lenzini, President, The Charleston Company, <rlenzini@charlestonco.com>*

As the website for this symposium noted, “For the past two years attendees of the Charleston Conference have heard about **The Charlotte Initiative for Permanent Acquisition of E-books, by Academic Libraries** the Andrew W. Mellon funded research grant designed to study the current state of eBooks in the academic market.” <http://charlotteinitiative.uncc.edu/>

The two-year project is now coming to a close, with the final report due in December 2017. Participants of the grant are sharing their findings, with the goal of helping to continue the conversations begun during the investigations. As part of that effort, members of the Project Team offered a free symposium to all Charleston Conference attendees on November 6, 2017, at the Marriott Courtyard. The symposium presented overview findings from the Environmental Scan Research, as well as Publisher and Vendor Perspectives, and highlights from the four research team findings.

Charles Hamaker, the project’s Initial Principal Investigator, kicked off the afternoon by reminding the audience of the original goals of the project which were to example three core principles proposed for e-book licenses:

- Provision of irrevocable perpetual access and archival rights.
- Allowance for unlimited simultaneous users.
- Freedom from any Digital Rights Management (DRM), including (but not limited to) use of proprietary formats, restricted access to content, or time-limited access terms.

He noted that the project team and working group included a mix of publishers, consortia and libraries, with 26 members participating [http://charlotteinitiative.uncc.edu/ci/project\\_team](http://charlotteinitiative.uncc.edu/ci/project_team). Among Chuck’s take-aways, often referenced during the afternoon, was the need to “name names” as well as the need to stop “talking past each other” among the various constituencies.

Following Chuck, October Ivins, Project Consultant for the grant, noted that two additional topics — ILL and Course Use — had been added to the original “core principles” being studied. She described the iterative process used during the investigation, which combined surveys with interviews. Talking about the publisher survey (conducted from August 2016 – April 2017), she was pleased to report that 66 of 162 lengthy surveys were in fact completed. Results showed good support for “no DRM”, unlimited simultaneous users, and perpetual access. On the added topic of ILL, however, only 17%

showed support. Publishers also noted that Course Selected books represent 80% of revenue and therefore may not be open for more lenient policies.

John Sherer, Director of the UNC Press, was next up and reminded members in attendance that an Ithaka study on the cost of publishing scholarly monographs has stated that each book represents an expected loss of \$20,000. He also reminded us that 85-90% of publisher sales are still print based. Sherer finds the concept of “prefunding” now under investigation by the AAU/ARL/AAUP cooperative to be worth following. He also proposed a “radical” idea, in which all university press books would be available for access for a reasonable fee (X) and where that fee, with a “kicker” (X++) would allow ownership of high use items. With enough participation from libraries, the dollar value of X could be affordable.

Though he was not a member of the grant’s working groups, Michael Zeoli, who handles Content Development & Partner Relations for Gobi, presented a fascinating series of slides illustrating book sales and trends based on data from 27 eBook platforms served by Gobi. Among his observations were that eBook collections are on the rise as expected but that the coverage among the collections is quite uneven, primarily due to copyright differences between various providers and their publisher agreements. He also reported that DDA as a percent of total sales has increased dramatically, from 10% in 2012 to 28% in 2017.

Following a break, a series of “Shotgun Highlights and Findings” were offered by members of the research teams and covered the following topics:

- **Licensing Principles**, Theresa Liedtka (University of Tennessee-Chatanooga) and Rebecca Seger (Oxford University Press)
- **Course Use**, Liz Siler (Collection Development Librarian, UNC Charlotte) and Kelly Denzer (Electronic Resources Librarian, Davidson College)
- **Platforms & Preservation**, Kate Davis (Assistant Director, Scholars Portal)
- **User Experience**, Alison Bradley (Collection Development Librarian, Davidson College)

My favorite personal take-away from these reports was the observation that one benefit of the entire investigation was a greater understanding of issues from each other’s points of view and that all involved wanted to continue the conversations and discussions. Completely in the spirit of the Charleston Conference!

## 2017 Charleston Library Conference: What's Past is Prologue

*... Reported by Leah Hinds, Executive Director of the Charleston Conference, Charleston Information Group, LLC, <leah@charlestonlibraryconference.com>*

The **2017 Charleston Library Conference** was held from Monday, November 6 through Friday, November 10. Preconferences and Seminars were held prior to the conference, on Monday and Tuesday, November 6 and 7. **The Charleston Seminars** are in-depth workshops that are offered either before or after the main Charleston Conference. This year's seminars were Acquisitions Bootcamp, presented in partnership with UNC School of Library and Information Science, and Understanding the Library Market. A total of eight preconferences were presented over the two days on topics such as strategic decision making for open access, the future of the academic book, electronic resource management, metadata, cooperative ebook publishing, negotiating with vendors, and user perspectives.

**A record number of registrants attended:** roughly 52% librarians, 20% vendors, 18% publishers, 7% other, 2% consultants, and 1% students. These statistics were taken from the self-reported "Attendee Type" category on the conference registration form.

The main conference consisted of 8 plenary presentations, 165 concurrent sessions and lively lunches, 12 neapolitan sessions, and 51 poster and virtual poster sessions. Major themes of the meeting included data visualization, analysis and assessment of collections and library users, demand-driven acquisition, the future of print collections, and open access publishing.

**The conference was opened by a keynote presentation from Loretta Parham**, CEO and Director, Atlanta University Center (AUC) Robert W. Woodruff Library, titled "21st Century Academic Library: The promise, the plan, the response," in which she discussed the requirements for today's academic library, the need for a vision and the role of planning and the promise for execution. Ms. Parham also shared the story of the Atlanta University Center Woodruff, recipient of the 2016 ACRL Academic Library of Excellence award.



*from the Staff at The Charleston Company*

**Other plenary presentations included** a short talk from Jim O'Donnell on the Future of Open Stack Print Collections, Georgios Papadopolous, CEO of Atypon, speaking about technology platforms and features that librarians (and researchers and users) should be expecting in the next few years, a rousing talk from Brewster Kahle of the Internet Archive on the Open Library Project, and a panel discussion on the "Promise and Peril of AI" led by Heather Staines of Hypothes.is.

**Back again for another musical number was the "Long Arm of the Law"** presentation, including Ann Okerson of CRL, Bill Hannay of Schiff Hardin LLP, and Ruth Okediji of Harvard Law School, discussing current legal issues affecting libraries and the information industry. The week was capped off by a closing session and "Poll-A-Palooza" on Friday afternoon by Erin Gallagher of Reed College Library and Nicole Ameduri of Springer.

**For more detailed reports on the plenaries and other conference sessions, see the Charleston Conference Blog**, written by Donald Hawkins, at <http://www.against-the-grain.com/category/chsconfblog/>.

The 2018 Conference will be held November 5-9. We hope to see you there!

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