



The CHARLESTON REPORT

Business Insights into the Library Market

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Don't Miss This! Important Announcement for TCR Readers

Thank you for your support of *The Charleston Report* since its inception 26 years ago. Times and formats have changed, as we all know. Our "In the Field" reports and many other items of interest in the newsletter can now be found easily using The Charleston Hub. After careful consideration, we have reached the decision to discontinue the print and PDF newsletter effective June 30, 2022. We will be creating an Open Access Archive of past *TCR* issues which will be available on the Charleston Hub as well for your historical reading pleasure! Watch for our final issue – v.26 no.6, May/June 2022 – which will arrive to you the last week of June.

With our best wishes and sincere appreciation, Your Editors, Katina Strauch and Rebecca Lenzini

About the Charleston Hub: *The Charleston Hub was created in 2020 to bring together the various websites associated with the Charleston Conference and Against the Grain Media into one site allowing a unified search screen making it easier to lookup information and one point of registration for both the journal and the conference. The aim of the Hub is to bring together librarians, vendors and publishers to discuss areas of common interest and to find relevant information. The Hub is the gateway to the Charleston Library Conference, the journal Against the Grain, and a host of information sources on job, news and other relevant information.*

TCR Reports from the Field: Researcher to Reader Conference, London, February 22-23, 2022

... Reported by Anthony Watkinson, Principal Consultant, CIBER Research and Honorary Lecturer University College London, <anthony.watkinson@btinternet.com>

This is the seventh R2R conference and the first time for a Hybrid approach, with an emphasis on in-person and with enough present to be seriously stimulating. R2R is the successor to the conference of the Association of Subscription Agents annual meeting. The aims, scope and audience are much the same and not unlike Charleston. The programme can be found at <https://r2rconf.com/r2r-conference-programme/>. Videos are available to registrants now and it is anticipated that they will be made available generally at some stage in the future. What follows is a report on the main programme.

Panel: Early Career Researchers: Insights and the Impact of the Pandemic Moderated by Mark Allin, Principal at ContentAll and former CEO at Wiley

The conference began with a panel which included four (out of eight) of the CIBER/UTK team working under a grant from the Alfred P Sloan Foundation (ciber-research.com/harbingers-2) to study practices, experiences and attitudes of Early Career Researchers (ECRs). The multi-year project is concerned with scientists and social scientists, both doctoral candidates, post-doctoral researchers, and assistant professors (on probation). All interviewees followed the same information schedule six months apart. The session was pre-recorded and presented in a slimmed down 32 minutes (from 90 minutes live) which allowed room for questions. Both versions will be made publicly available. It was generally agreed that the big change was working from home but it was agreed that **scholarly communications behaviour remained much the same**. Some U.S. researchers found that while more time was available for writing, interaction with colleagues was missed as was collaboration with other groups. In the U.S. and particularly the UK, twitter use increased considerably, replaced in China by Wechat. In all countries there was increased stress but no burnout. There was no change in criteria for assessment. It was generally **agreed that peer review was important and needed**. Alas there was less respect for a role for libraries in both the U.S. and the UK than there had been.

Presentation: Transformative Agreements and Reader Access

Lisa Hinchliffe, Professor at the University of Illinois, Urbana-Champaign

Hinchliffe noted in her abstract that **in some ways, transformative agreements are the "Bigger Big Deal!"** and have reached global adoption in recent years. These big transformative agreements are enabling publishers to leverage their paywalled content in order to capitalize their transition to open access. Some of her succinct and lucid explanation is available at the Scholarly Kitchen's 23 February blog: <https://scholarlykitchen.sspnet.org/author/lisa-janicke-hinchliffe/>. See also <https://scholarlykitchen.sspnet.org/2019/04/23/transformative-agreements/> for what was called her primer. Key to the presentation was that these agreements enable much more reader access to paywalled content while also moving library spending away from subscriptions,

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perhaps presenting more administrative burdens. It could be argued that the agreements do harden legacy publisher lock-in. But overall, she approved.

Debate: Business Models

Moderated by Rick Anderson, University Librarian at Brigham Young University

Resolved: The world would be a better place if research funders, rather than readers and libraries, bore the cost of scholarly publishing.

Intrinsic to the debate format were two separate sessions. The first session was for opening statements and some questions from the floor. The speakers for the resolution were Sybille Geisenheyner (ACS) and Professor Lynn Kamerlin (Uppsala). David Worlock (Digital Strategy Adviser) and Sven Fund (ResearchGate) provided the opening statements for the opposition. They preferred the current diffused ecosystem. From the floor **the fact that humanities do not have funders seemed difficult to answer.**

In the second session (which took place the following day) there were responses to the opening statements, some discussion and then a poll to see if the opinion on the question has changed. The opposition pointed out that research funders generally are concerned with deciding whether the research is worth funding not how it is published. In discussion Worlock argued **that data is primary and more important than the article:** currently who is responsible for its retention and archiving? The voting showed movement against the motion: it was lost.

Panel: The Workplace — The Next Disruption

Moderated by Alison Mudditt, CEO of PLOS

This was an all-female panel, two publishers and two librarians. For Mudditt hybrid was difficult and it is easier to all be in the same place. She also realised that for many a

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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 2022, The Charleston Co. All rights reserved. ISSN 1091-1863.

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reluctance to return was because the office was not inclusive. Others also discussed their key take-aways. Learning to deal with people working from home was not that difficult but **there was a real problem of “onboarding” new staff.** This was one aspect of a general decision not to go back to pre-COVID normal but intentionally to create a new culture.

Presentation: APC -free Open Access

Kamran Naim, Head of Open Science at CERN

One paywall is coming down and another one (Author Publishing Charges) is being erected of special significance to developing countries even when there are discounts. Knowledge commons (once the solution) are no longer favoured. Naim argued for **“collective action models.”** He instanced the SCOAP3 models (discussed in detail), MIT models and the PLOS models. Part of these arguments can be found at <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8098815/>. Transparent, value-based action approaches are emerging.

Panel: Preprint Review — Peer Review Beyond the Journal

Moderated by Iratxe Puebla, Director of Strategic Initiatives & Community at ASAPbio

The panel was positive about preprint review but there were worries about sustainability and lack of comments on preprints. A strong positive was that **the impact factor does not apply to preprints;** preprint peer review concentrates on the science and not whether the article should be accepted. This sort of peer review looks to a wider catchment than to publisher databases, but it is at present not much used.

Panel: Mergers and Acquisitions — Digital Strategy and Consolidation

Moderated by Roger Schonfeld, Director of Libraries and Communications at Ithaca S+R

The panel members were all frank and articulate. Schonfeld divided the recent acquisitions into financial investment and strategic enhancements. The Sage and Wiley representatives were not happy with this division. It seems **that most of their acquisitions must make financial sense** and at the same time they are either “tuck in” or transformative (Todd Toler of Wiley). Andrew Preston, representing a small company (Publons), explained about exit strategies for start-ups but the main purpose for him as founder was the mission to make scholcomm better. Another suggestion by Schonfeld, that the big companies through their acquisitions have come to be more distinctive, was agreed to by the panel.

Panel: Research Data Discoverability

Moderated by Alicia Wise, Executive Director of CLOCKSS

The panel members included two librarians at R1 universities from the U.S. and a research data co-ordinator from Mexico. For the moderator **data is the DNA of the knowledge creation process** but how often do they think about sharing and preserving. There were no single models from the universities, but librarians did not usually control all data. UNAM (Mexico) is very large and seemed to be the most organised — see some publications at <https://www.researchgate.net/profile/Joaquin-Heau>. But this level of organisation seemed to be rather unusual even in the U.S. There was a description of CHORUS

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More TCR Reports from the Field

Fiesole Collection Development Retreat: Tradition Meets Innovation, April 5-7, 2022, National Library of Greece, Athens

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

This year marked the long-awaited 22nd annual **Fiesole Collection Development Retreat**, held at the breathtaking **National Library of Greece** (<https://www.snfcc.org/en/national-library-greece>) at the Stavros Niarchos Foundation Cultural Center in Athens. The event was sponsored by The Charleston Company, Against the Grain, and Casalini Libri, with additional support from Atypon, Data Scouting, EBSCO, HEAL-Link, and InterOPTICS.

After two years' absence due to the global pandemic, it was even more sweet to re-gather to see old friends and network with new acquaintances while hearing top-notch presentations on topics ranging from local projects and innovations in Greek libraries, to global initiatives and projects. The program and presentations are available on the retreat website at https://www.casalini.it/retreat/retreat_2022.asp. Offered as a hybrid event with both in-person and virtual attendance options, registration was at a record high of around 100 people. The retreat is intentionally kept to a small group size to facilitate a more informal feeling where discussions can thrive. Virtual attendees were included in the presentation Q&A through moderators in the meeting room, and Twitter facilitated additional conversations between in-person and virtual attendees.

These lively Twitter threads are available for review at:

<https://twitter.com/hashtag/Fiesole2022> and <https://twitter.com/hashtag/FiesoleRetreat22>,

and an archive of tweets is also available in Google Drive at: https://docs.google.com/spreadsheets/d/1hUNNR5CxzzjNKd_3ynkQhDSG8Yl3i3rQ9f5OCRDlwBY/edit?usp=sharing

(with thanks to Christy Anderson, our Marketing and Communications Manager, for setting this up!).

I'd like to especially recognize the lightning-fast live tweeting of attendee and presenter Quinn Dombrowski (@quinnanya) of Stanford University for capturing the event so well! You can check out the threads there for a much more granular play-by-play of the presentations than this overview will provide.

The event began with a tour of the National Library, where our guide Gregory showed us a fascinating behind-the-scenes look at the facilities. Founded in 1830, the National Library of Greece expanded from its location in the city center of Athens to the newly constructed Stavros Niarchos Foundation Cultural Center in 2018, alongside the National Opera of Greece.

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which seeks to ensure compliance to Federal mandates and ensuing discussion suggested that it was an uphill task. There was an agreement that more needed to be done

Presentation: Intermediation in the Outside World

Brian Bishop, VP for Digital Transformation at De Gruyter

Bishop's very first job was enabling book publishing using the latest technologies in particular in digital marketing. Value came from bringing all the services together. **Self-publishing now counts for 30% plus of revenue from eBooks.** He switched industries for a period after a long period in STM, then came back to de Gruyter. The non-STM businesses were Just East, which was a middleman with low overheads but faced by competition, used different delivery options in different countries — all technology driven. The other was Secret Escapes, which had to find ways of continuing growth rate and tried a range of experiments. This is key. Both used customer data — data competence is very important. Every company has to become a data company. When faced with big challenges you must respond with big actions which may require new staff and new processes. Sometimes big change is prevented by an existing business model which is not losing money.

Mark Your Calendars!

Charleston In Between, May 11-12, 2022

The Charleston Conference is planning a very special "In Between" virtual conference event to explore important late-breaking developments that can't wait til November for discussion. Topics to be covered include:

- An update on the Clarivate/ProQuest acquisition from last year's Charleston In Between,
- Exploration of consolidation and competition within the industry at large, and
- Updates on recent news developments, with a focus on the Ukraine Conflict and its chilling impact on the conduct of research, scholarship, education.

We have a stellar line-up of panelists in the works, with **Roger Schonfeld** (Director, Libraries & Scholarly Communication & Museums, Ithaca S+R) and **Ann Okerson** (Senior Advisor, CRL) as panel moderators. Watch for registration and more details coming your way soon! <https://www.charleston-hub.com/the-charleston-conference/welcome/charleston-in-between-virtual-event/>

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The preconference session was titled “**Innovation and Greek Libraries: A Review of Local Projects and Efforts.**” **Giannis Tsakonas, Acting Director of the Library and Information Center of the University of Patras, Greece**, set the stage as convener of the session. He reminded us that innovation constantly competes with the “business as usual” mindset, and that it is highly dependent on the local context — innovation means different things in different locations.

On Wednesday morning, the **first full day of the conference**, the event was kicked off with a gracious word of welcome from our hosts, Michele Casalini (Casalini Libri), Becky Lenzini (The Charleston Company), and a virtual welcome from Katina Strauch (The Charleston Conference and *Against the Grain*), who spoke charmingly in both Greek and English.

The opening presentation was from **Filippos Tsimoglou, the Director General of the National Library of Greece**, who spoke on how “the past meets the future” at the NLG. He used the analogy of “The Streetcar Named the Future” — the vehicle of information, and asked of the audience, “Is the future passive or active: do you just wait for a streetcar to come along, or do you design the route, identify user needs, and build new tools?”

The morning panel on **Cultural Heritage, convened by the incomparable Ann Okerson, Senior Advisor for CRL**, included presentations from Martina Bagnoli of Europeana, who said that their purpose and goal is “to develop an open, knowledgeable and creative society.” Maria Georgopoulou from the American School of Classical Studies in Greece spoke on the origins of travel and tourism, and it closed with a strikingly timely presentation from Quinn Dombrowski of Stanford University about the SUCHO initiative (<https://www.sucho.org/>) to preserve Ukrainian heritage online.

The afternoon included a **panel on new publishing models, chaired by Julien Roche, Director of the Libraries and Learning Center at the University of Lille**. Presentations included Wilhelm Widmark from Stockholm University on



Best wishes for a great season from the Staff at The Charleston Company

transformative agreements (he posed the question, “Will there be any transformation?”) and from Pierre Mounier of OPERAS on the challenges of the Diamond Open Access model. Anne Ruimy from EDP Sciences presented on the “Subscribe to Open” model and their experience as a smaller publisher, and Didier Torny from CRNS gave a systematic analysis of transformative agreements. Torny said, “We actually read the documents!” and indicated that it is difficult to get access to all the details across various institutions.

Thursday opened with a **keynote presentation from Roman Piontek, Director of SaaS Innovation France, EBSCO**, who spoke on “Big Data and Big Systems: Tradition, Innovation, Renovation, Challenges.” Piontek asked, “Big Data, Where Art Thou?” and indicated that 84% of all users start their search on Wikipedia or Google Scholar. Google Scholar “cuts down on cat pictures,” but still lists results in dubious order. The use of linked data with triples (subject + predicate + object) creates accurate access points for discovery.

The **last panel was on Humanities Scholarship, and was convened by Anthony Watkinson, CIBER Research**. Ros Pyne, Director of Open Access and Research at Bloomsbury Publishing, spoke on the challenges inherent with open access for humanities books and how that differs from journals and STEM publishers. Eleni Gkadolou, Postdoctoral Researcher at Harokopio University in Athens, presented on Pelagios, a project that involves geospatial research for history and categorizes historical maps.

Following a break, we saw **lots of statistics and data from Mike Taylor, Head of Data Insights at Digital Science**, on the impact and visibility of open access books in the humanities. Toby Green of Coherent Digital gave a fascinating talk on “wild content,” also known as grey literature, and how digital is changing how research is published. His entire presentation was given as via Twitter instead of PowerPoint slides — as Toby said, “PowerPoint is so pre-pandemic!” The panel concluded with Lisa Janicke Hinchliffe, Professor, University of Illinois at Urbana-Champaign, who presented on infrastructures for digital humanities scholarship. She posited that though the library is a living organism, she prefers using the term “built environment” rather than “ecosystem” since the library is designed with intentionality, crafted and shaped through policy, politics, and financials.

The **closing remarks were provided by Jim O’Donnell, University Librarian at Arizona State University**, who, as usual, provided a sharp and witty summary of the event. A write up of his remarks is provided in the April issue of *Against the Grain*, v.34, #2, titled “Back Talk: A Streetcar in Athens.” Riffing off the “streetcar named the future” analogy from the opening presentation, Jim says that he “...closes with optimism,” and, “Streetcars aren’t renowned for their speed, but they can be a very good way to get where you’re going.”

Retreat organizers said that information about the 2023 event will be coming this summer. Thanks to all who presented and provided this wonderful opportunity.

Ed Note: This article, complete with several wonderful photos, is also available at the Charleston Hub: <https://www.charleston-hub.com/2022/04/fiesole-retreat-2022-tradition-meets-innovation/>.