

# The CHARLESTON REPORT

*Business Insights into the Library Market*

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## Libraries on the Move

The Columbia University Libraries are opening a new collection at the Graduate School of Journalism. According to university sources, the new space will hold 2,000 circulating volumes, 500 reference volumes and over 40 current periodical titles, and will include works essential to emerging writers, such as books on the craft of writing, style and usage manuals, and works on ethical and professional issues in journalism. *Academic Newswire*, February 28, 2000.

The American Library Association has received a grant of \$230,440 for outreach projects and workshops in 20 cities in support of PBS' *Between the Lions*, the highly acclaimed new children's series which hit television sets beginning April 3, 2000. The series, aimed at children ages 4-7, is set in a library and teaches reading skills. For more information on the show, visit [www.pbskids.org/lions](http://www.pbskids.org/lions). *American Libraries*, March 2000.

The Andrew W. Mellon Foundation has granted \$42,000 to the Yale University Library to fund a one-year pilot project called BYTES, Books You Teach Every Semester. The project will analyze reserve collections in English history and literature to determine if a core group of materials exists that might be most usefully digitized. Participating institutions include Columbia University, Cornell University, Dartmouth College, Harvard University, New York University, Syracuse University, University of Connecticut, and Yale University; all are members of NERL (the NorthEast Research Libraries consortium). *NERL Press Release*, February 14, 2000.

A seven-member, multi-university editorial team has been awarded a major grant of more than \$2 million to examine the history of the book in Canada. The grant will be administered by the Social Sciences and Humanities Research Council (SSHRC), a federally funded agency for research and advanced training in the social sciences and humanities. Among the research sites for the project are Dalhousie, Sherbrooke, the University of Toronto and Simon Fraser University. The grant is part of \$18 million in new grants to support seven large-scale research projects over the next five years in Canada. *Academic Newswire*, February 14, 2000.

## PLA HOT Topics

Technology issues dominated the Public Library Association biennial conference, held in Charlotte, N.C., March 29-31, 2000.

E-books were the hottest topic and, naturally, netLibrary was the hot company. Discussions included questions on how libraries will buy e-books, which titles they will choose, how libraries will circulate them, including how and if they can download e-books, and the related policy of only one user at a time. Many libraries are waiting for a critical mass of titles that the public wants to read before adding the format. One librarian thought that the readability of the image was inadequate while another said she preferred the e-book for bedtime reading. The advantage: you don't have to turn on the light and disturb your partner.

Other **HOT** topics at the conference included:

- Materials funds are being reallocated from print materials to audiovisual and e-books in addition to other electronic products.
- Libraries are changing their plans from retrofitting buildings with new wiring to using wireless technology.
- Public libraries are now reorganizing into team structures which, in technical services, will continue to confuse vendors and publishers when trying to make the appropriate contact.
- The management of large PC networks is a challenge as libraries have added PCs for Internet access in all branches and locations.
- After waiting for year 2000 concerns to pass, many libraries are upgrading their integrated library systems.
- A consensus was formed that DVDs have reached the demand stage and that libraries should begin purchasing them. Libraries will buy large quantities to make a splash when they open these collections.

## Publishing E-Books

The National Academies Press (NAP) has found that providing its books free on the Internet has helped to increase hardcopy sales. NAP publishes books in paper and electronic formats simultaneously, making fulltext versions online available for free for anyone who wants to read them. Visitors to the site come to search, browse, or read the text, and may go on to buy hardcopy books. On a recent day in February, the site had 7,000 unique visitors who read 15,000 pages and placed 62 orders for hardcopy books. The NAP publishes books only, no journals. Its Web site now accounts for 25% of all orders and 10% of all business. The site had 1,500 fulltext books online in 1999, and expects to increase that number to 2,000 in 2000. Excerpted from *The Scientist*, March 20, 2000. Fulltext available free at: [www.the-scientist.com/yr2000/mar/prof1\\_000320.html](http://www.the-scientist.com/yr2000/mar/prof1_000320.html).



## Short Takes

“Knowledge management” is moving away from the IT department, according to a new study from the Conference Board in New York. The most recent trend called for information technology staff to create systems linking information in databases with information in workers’ heads; however, a recent survey of 200 executives at 158 large global companies found that the most successful method for turning knowledge into results came from informal employee networks and other workplace practices. *Wall Street Journal*, March 23, 2000.

In an effort to maintain the country’s dominant role in technology, the House approved a Bill that would provide \$6.9 billion in funding for computer and science research. The measure provides millions of dollars over the next five years for several projects, including ways to make the Internet faster. The money will go to several agencies, including the National Science Foundation, NASA, and the Environmental Protection Agency. The bill also earmarks \$95 million for internships for college students in math and science fields. *Washington Times*, February 16, 2000.

The Association of American Publishers has endorsed a proposed bill to expand the food stamp program to include “book stamps,” which would be available to underprivileged children, ages 5 and younger. The bill is sponsored by Senator Edward M. Kennedy (D-Mass) and has been applauded by AAP President Pat Schroeder, former Congresswoman (D-Colorado).

Nancy Gibbs, Head of Acquisitions at North Carolina State University, says she would like to see academic course reserve materials available on e-book readers (such as Rocket Book or Softbook). *American Libraries*, March 2000.

## “TCR Quote”

“Amazon.com does not represent the e-commerce of the future. It’s just a fancy mail-order house that has shown us what a catalog can look like. But ... they still have to mail you the book.” Steve Silberstein, Innovative Interfaces, quoted as part of the RMG Seminar on E-commerce, held at ALA Midwinter in San Antonio, Texas.

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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 T. Lenzini, rlenzini@charlestonco.com, Editorial Offices, 618 South Monroe Way, Denver, CO 80209. 303-282-9706, FAX 303-282-9743, (c) Copyright, The Charleston Co., 2000. All rights reserved. ISSN 1091-1863.

Editor: Rebecca T. Lenzini

Editorial Board: Katina Strauch, Linda F. Crismond

Chief Financial Officer: Rebecca T. Lenzini

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## Tips for Negotiating

The following suggestions are among those offered to librarians negotiating electronic resources in a recent issue of *NetConnect*. However, they are useful for both vendors and libraries.

1. Understand how the content to be licensed will be used in the library. Write a list of all the uses that you and your patrons might make of the journal or database.
2. Look for the win-win scenario. Remember that both the vendor and library have the same goal which is to generate use of the resource by library patrons.
3. Be specific about who can use the material, how it can be used, and what happens in the case of unauthorized use.
4. Remember that there is a difference between what you want and what you need. Be ready to settle for a less elegant but serviceable solution.
5. Understand that you may not reach an agreement. Develop a set of alternatives as fall-backs.
6. Know your price. How much are you willing to pay to license the material?
7. Know what you can give up—for the right price.
8. Know the company you’re dealing with. Have some idea of its background, its financial situation, and its goals. Find out who the decision-makers are and talk to them.
9. Be assertive, but not aggressive. Work together to solve problems. Communicate clearly and neutrally.

Excerpted from “Deal-Maker, Deal-Breaker: When to Walk Away,” by Lesley Ellen Harris, *NetConnect*, January 2000. For more tips on effective negotiating, watch for *TCR*’s next issue with summaries of negotiating techniques used by NCLive in its statewide database procurement.

## Mark Your Calendars

**WHAT:** *The Charleston Advisor* Preconference on Evaluating, Selecting and Acquiring Electronic Resources: Usage and Other Statistics

Don’t miss our 3<sup>rd</sup> in this workshop series. Sessions will feature Judy Luther of Informed Strategies, and findings from the Council on Library and Information Resources’ *WhitePaper* on electronic journal usage statistics.



**WHEN:** November 1, 2000, 9:00 a.m. – 3:00 p.m.. Lightsey Conference Center, College of Charleston Campus, Charleston, S.C.

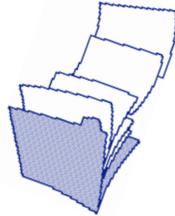
Watch for details in our next mailing of *The Charleston Report!* And don’t miss the opportunity to exhibit at this year’s *Charleston Advisor* Vendor Showcase, held concurrently with this preconference.

## The Charleston Report Survey: Findings from the Third Annual ATG Survey

The *Third Against the Grain Annual Report Survey* gathered information from *ATG* readers and participants at the **Charleston Conference** on a variety of issues. The majority of respondents were academic librarians (67%); 29% identified themselves as technical services librarians. Most librarians reported that they've been on the job for about 18 years.

### Budgets

- 50% of the budget is being spent on journals
- 32% of the budget is being spent on monographs
- 82% in total is spent on print
- 6% is spent on online resources
- 5% on gateways
- 2% on CD-ROMs
- 5% on other formats



### Budget Trends

- 87% saw increased budgets
- 13% experienced a decrease or inflation freeze
- 10% was the average increase for book budgets
- 8% was the average increase for journal budgets
- 16% was the average increase for electronic resources budgets
- 28% of librarians have bought e-books

### Archiving

- 30% are receiving only paperbacks on approval plans and firm orders
- 63% are canceling paper subscriptions in favor of electronic subscriptions
- 20% are canceling print subscriptions but are keeping their paper copies for now
- 10% are leaving it up to other libraries to archive information

### Staffing and Management

- 43% have switched subscription agencies within the past five years
- 50% have outsourced approval plans
- 31% have outsourced cataloging
- 2% are outsourcing acquisitions
- 28% are downsizing
- 67% report a decrease in staff or a hiring freeze for available positions
- 33% report that paraprofessional staff have been cut as well

### Odds & Ends

- 94% of librarians reported having a library Web page
- 100% reported having workstations
- 57% reported using commercial document delivery to meet ILLs
- 55% reported using ILL statistics for purchasing decisions

### The Future: Concerns

- the loss of library importance to the World Wide Web
- archiving electronic sources
- copyright laws
- keeping up with technology (including training)
- vendor mergers
- funding—for staffing, for electronic formats or for multiple formats, and for technology updates.

This report was originally compiled by Melanie Gullberg, [mkgullbe@edisto.cofc.edu](mailto:mkgullbe@edisto.cofc.edu); fulltext of the Survey summary is available in *Against the Grain*, April 2000, pg. 33. Complete survey results can be accessed on the *ATG* Webpage, beginning in May, at [www.against-the-grain.com](http://www.against-the-grain.com).

## Online Habits Of American College Students

The results of a study released by netLibrary ([www.netLibrary.com](http://www.netLibrary.com)) confirmed that the current generation of college students is the most wired ever, and that they are using technology to save both time and money. According to the survey, by Yankelovich Partners, 82 percent of college students surveyed own a computer, and virtually all of them use the Internet.

netLibrary and Yankelovich Partners examined the online habits of 2,060 full-time American college and university students in October 1999. While 93% of the students surveyed claim that finding information they need online makes more sense than going to the library or bookstore, nearly all of them (98%) buy their textbooks at campus bookstores and rely on campus libraries to conduct research. They are frustrated, though: 83% say it is common to be unable to get the reading material they need because it is too late or too early to go to the library.

The survey showed that 76% of students see their lack of money as a major challenge, while 75% of students say they do not have enough time. More than three-quarters of the respondents said they liked the convenience of getting study materials online around the clock, and 71% said they liked the time saved by finding information online.

Over 80% of the college students surveyed say that being able to get a book they need around the clock is more important than being able to get a pizza at any time, highlighting the importance of access to library materials. Fifty-eight percent of men and 53 percent of women said they wish they had more time to spend on fun things at college rather than studying. *netLibrary Press Release*, February 15, 2000.

## By the Numbers

**\$173 million...** is the Clinton budget proposal for Library Services and Technology Act (LSTA) funding for fiscal year 2001. *American Libraries*, March 2000.



**80%...** of funding for the nation's 15,000 public libraries comes from local taxes. 20% comes from state funding and less than 1% from federal tax dollars. *ALA Fact Sheet*, January 2000.

**90 million...** adults in the U.S. signed up for classes in 1999, a 51% increase since 1991. 23% took personal development classes, and another 23% took work-related courses. *American Demographics*, March 2000.

**72 of 80 books...** in a recent survey were available for a lower price from the traditional library bookseller when compared to an Internet bookseller or site. *Against the Grain*, April 2000.

**\$65 million...** is the approximate amount lost last year on the *Washington Post's* Web site ([www.washingtonpost.com](http://www.washingtonpost.com)). The site has the third largest number of visitors after [www.USAToday.com](http://www.USAToday.com) and [www.nytimes.com](http://www.nytimes.com). *Wall Street Journal*, February 2, 2000.

**46%...** of adult circulation in Santa Fe, New Mexico's Public Library is fiction. "Mysteries" are the most popular (they're only 9% of the collection but 17% of circulation). *Public Libraries*, November/December 1999.

## Gettings Hits on Your Web Site

Web search engines automatically list your site, right? Wrong. According to a report from a March 9, 2000, meeting in New York of more than 300 Webmasters and representatives of search engine companies, the people behind the search engines decide which sites get listed and in what order. And they are constantly changing the code that determines those rankings.

"The stakes are high," quotes the report, because most users do not look past the first 10-15 returned sites, if that many. While it is true that several years ago, once a site was built and released it was automatically indexed by the search engines, now sites must wait to see if they will be listed. It is possible, however, to reduce waiting time by paying for a quicker answer or a higher ranking. The article states that, for \$199, for example, Yahoo or LookSmart will put a site higher in its queue. Rankings can also be purchased from GoTo.com or AskJeeves.com.

Most striking is the news that a site which has links from other sites of perceived high quality and popularity will automatically see a rise in its own ranking. Clever Web designers, however, have learned how to create "phantom sites," which can trick search engines into believing a site has more links than it actually has. But, worst of all, search engine companies can decide to "blacklist" a site for practices such as that described above, and companies cannot buy their way out of that scenario.

Excerpted from "Helping Webmasters Land in Search Engines' Nets" by Elizabeth Stone, *The New York Times*, March 23, 2000.

## Hard Internet Sales Tactics

The following real-life email example (edited for this publication) was sent inadvertently to a librarian, who considered it a hard sell and referred it on to us. The librarian did not appreciate the vendor working "around" the library during this sales process. Our advice to TCR readers: prior to contacting faculty and end users directly, it is wise to send a copy of your mailing to the librarian responsible for acquisitions or collection development, or to the library director. If you are dependent on the library's involvement (which this vendor is) and if you can enlist the aid and support of the library in your effort, then your direct sale to the faculty member or researcher will have a better chance for success.

Dear (campus researcher):

If your librarian still hasn't registered your organization, make sure you tell them about these developments:

\*now extended 30 days until.....

\*now offering trials to a special group of titles

\*amazing new features added [these were listed]

Has your librarian signed you up? If not, direct them to <http://www.....> now!

Important: Your institute can only be registered by your librarian or authorized acquisitions staff.

Forward this e-mail to them today!

Yours sincerely,

(vendor name)

## Content + "Expert" Advice =

A new Web site, [www.Contentville.com](http://www.Contentville.com), from the publishers of Brill's *Content* magazine will offer content from a variety of sources, including magazine articles and books, combined with "expert" advice from people active in a particular field. Contentville.com, scheduled to be available in the second half of this year, states that it is seeking experts from some familiar locations: "people... who may work at the country's most respected independent bookstores or libraries." The service is looking for individuals who will be "candid about what not to read or buy." As part of its core service, the site will sell magazine subscriptions to individuals based on their interests and will recommend packages of books, magazine articles and original materials. Plans also include the publishing of original books, both online and in hard copy. The site will be controlled by Brill Media Holding, which will own a 34% stake. NBC, Primedia Inc., EBSCO Subscription Services, and Ingram Book Group (and its affiliate Lightning Print), will each own between 5-10% of the site. CBS has reportedly established a deal for an equity stake of 35%. The partners are contributing a combination of cash and services, valued at more than \$100 million. Based on articles in *Library Hotline*, February 14, 2000 and *The New York Times*, February 2, 2000.

## Coming Next Issue

—Negotiating Statewide Licenses: Library Tactics and Techniques

—E-Journal Trends

—MyLibrary@NCState: Customizing Services for Users