



# The CHARLESTON REPORT

*Business Insights into the Library Market*

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## Libraries on the Move

New York City Mayor Rudolph Giuliani has announced a \$31.5 million commitment to create small libraries of 300 books in each of the city's 21,000 public school classrooms. The books are intended to augment centralized school libraries and to offer students similar resources to those found in private institutions. *New York Times*, January 7, 2001.

The Collaborative Digital Reference Service (CDRS), a project hosted by the Library of Congress in collaboration with the national libraries of Canada and Australia along with roughly 60 other prestigious libraries, including Yale and Harvard, began operation on November 17, 2000 and is reported to be "working beautifully." The project is expected to open directly to the public via the Web this summer. For more information, see [lcweb.loc.gov/rr/digiref](http://lcweb.loc.gov/rr/digiref). *American Libraries*, January 2001.

The Boston Public Library has received a \$6.8 million estate gift from a retired teacher who was an enthusiastic business researcher at the Kirstein Business Branch of the library. The donation is the largest ever presented to the library from a single individual and will be used to increase hours, purchase additional computers and databases, and expand books and periodicals held in the business library. *Library Journal*, January 2001.

Roughly 1,400 editors and editorial board members of STM (Science, Technology, and Medicine) journals will receive a new handbook entitled *Declaring Independence: A Guide to Creating Community-Controlled Science Journals*, produced by SPARC (The Scholarly Publishing & Academic Resources Coalition of the Association of Research Libraries) and the Triangle Research Libraries Network (TRLN). The publication is described as a "how-to handbook and Web site that guides editors and editorial board members toward responsible journal publishing." To download a PDF version, logon to [www.arl.org/sparc/DI](http://www.arl.org/sparc/DI). SPARC Web posting, January 3, 2001.

## How About It?

Britney Spears was the most popular Web search topic of 2000, according to the Lycos 50. Other popular topics: Election 2000 (#12), WWF (#4), Napster (#8), Summer Olympics (#10), Survivor (#46) and the Bible (#25). Harry Potter ranked 38. *Wall Street Journal*, December 27, 2000.

## ALA Midwinter Hot Topics

New products, new ideas, and new themes marked this year's ALA Midwinter meeting in Washington, D.C., January 12-17, 2001. It was a busy conference, with 13,291 attendees registered by Sunday January 14<sup>th</sup>, compared to only 10,601 in San Antonio a year early, and 889 booths in the exhibit area (representing 490 companies). Among the hot topics:

— **The Child Online Protection Act** was signed into law by President Clinton on December 21, 2000. It was a major topic of discussion by public librarians. In order to receive federal funding, public libraries would have to install filtering systems on their Internet access terminals.

— **"Building the Virtual Reference Desk"** was featured at a standing-room only session sponsored by The Library of Congress and OCLC. Digital Reference will be the next big wave in online library services, with LC and OCLC leading the way toward creating a contributed database supporting round-the-clock reference in local libraries.

— **Questia, eBrary, eGlobal Library:** where does the library really fit in? Three new services were either being demonstrated or were preparing to go "live" at ALA. Each aims to reach the end user directly with support for undergraduate level research, distance education, and student "emergencies"—witness Questia's \$14.95 offer for 48 hours of full-text access combined with writing tools designed to help meet that term-paper deadline. Libraries are unsure whether to embrace these services as adjuncts to the library or to reject them as competitors.

— **Pay Per View** is on the rise, as aggregators and publishers alike court the end user with plenty of content while charging for copying and downloading only. Companies introducing new options in this area included both EBSCO Online and IDEAL OnDemand, both of which are now giving users the ability to purchase articles in online journals even if they do not have a subscription to the journal.

— **@Your Library** is ALA's new and widely supported theme for America's public libraries. Watch for this catch phrase to be in use everywhere.

— **eBooks** continue to command much debate and attention, with many sessions devoted to "in the field" reports on actual use (or non-use) of this new format. Still a problem: lack of standardization among eBook readers (see *TCR's* earlier report on this topic in v.5, no.3).

— **Portals and "Deep Linking"** to full-text remain hot and troublesome. Libraries are overwhelmed with the task of cataloging the content of the many current aggregated services, most of which are so fluid in coverage that the library literally can't keep up with what has been purchased.

— **Enhanced OPACs** are becoming the norm, offering Amazon-like features including chapter information, reviews, recommendations, book jacket content, and more. TLC offered "YouSeeMore," Sirsi showed iBistro (see related article in this issue of *TCR*), even OCLC has joined this trend, introducing its Extended World Catalog.

— **Palm Pilots** are ubiquitous, among librarians, library users, and exhibitors alike. Noted one librarian from Michigan: "My patrons don't have e-book readers, but they sure have Palms and cell phones."

## SHORT TAKES

YBP Library Services has announced the “YBP Core 1000,” a new list of essential academic books selected from the over 50,000 new scholarly, scientific, professional, and general titles which YBP catalogs each year. Quarterly updates will begin with a Fall 2000 list of 250 titles. All subject areas and both fiction and non-fiction will be included. The list is intended as a guide for most academic libraries and for larger public libraries. More information is available on the YBP Website, [www.ybp.com](http://www.ybp.com), under Academia. *YBP Press Release*, December 12, 2000.

Congress has approved \$42.5 million for grants in its Technology Opportunities Program (TOP), part of the Commerce Department's fiscal 2001 budget. TOP provides matching grants to state and local governments and non-profits for model projects which demonstrate innovative uses of digital network technologies in underserved communities. Areas for funding include lifelong learning, community and economic development, government and public services, safety, health, culture and the arts. Application information is available at [www.ntia.doc.gov/otiahome/top/index.html](http://www.ntia.doc.gov/otiahome/top/index.html). *ALA Cognotes*, January 14, 2001.

Former Education Secretary William Bennett is founding K12, an online for-profit private school for students from kindergarten through the 12<sup>th</sup> grade. K12 is expected to be aimed at the estimated 1.5 million home-schooled students nationwide and hopes to enroll 100,000 students by 2005. A contract to serve a virtual California charter school of 5,000 students is already in place. *Wall Street Journal*, December 28, 2000.

## Don't Miss These!

The American Association of School Librarians (AASL) 10<sup>th</sup> National Conference is set for November 14-18, 2001, in Indianapolis. It is expected to draw 4,000 school library media specialists.

LITA (the Library and Information Technology Association of ALA) now hosts a Web-based job site at [www.lita.org/jobs/index.html](http://www.lita.org/jobs/index.html). The site is tailored to library and information technology professionals and is updated weekly. Vendors, publishers, and other employers are welcome to advertise openings.

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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.

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## The Leaders Speak: Presidents from Information Companies Share Views

Excerpted from RMG's 11<sup>th</sup> Annual Presidents' Seminar at ALA Midwinter, January 12, 2001.

**Richard Rowe, RoweCom:** “The future is moving from ‘broadcast mode’ to ‘conversational mode,’ a trend which will profoundly affect publishing.”

**Rob Kaufman, netLibrary:** “Librarians and libraries must continue to do what they do best: select and assist.”

**Vinod Chachra, VTLIS:** “Libraries need to put their own houses in order. Make sure traditional process are as simple as possible; move to patron self-help; accept the cataloging received from OCLC and others without making unneeded changes.”

**Troy Williams, Questia:** “The vast majority of content is not yet on the Web and won't be for some period of time. The ability (of publishers and libraries) to determine the actual validity and value of content is critical and will be more critical over time.”

**Christopher Warnock, eBrary:** “Library OPACs need to be inclusive of full-text. Libraries should be focusing on adding unique collections. Why not go out and make e-books?”

## Did You Know?

The age group of 16-22 year olds now numbers 27.2 million and makes up 10% of the U.S. population. This group has an average yearly income of \$3,000 and a combined yearly income of nearly \$81.6 billion. Forrester Research reports that 61% or 16.6 million are online, with 42% or 11.4 million buying online. Average online spending is \$484, making a combined total of \$5.5 billion spent online by this group during the year 2000. National Association of Recording Merchandisers *NARM Research Briefs*, December 2000.

## Top Ten Trends in Library Networks

- Electronic information
- Restructuring
- Distance education
- Buying clubs and cooperatives
- Skilled workers
- Diversifying funding
- Collaboration
- One-stop shopping
- Accountability
- Extraordinary service

From *Library Networks in the New Millennium: Top Ten Trends* (Changing Horizons Series #3), from the Association of Specialized and Cooperative Library Agencies (ASCLA), published by ALA and available for \$25. Chapters are written by a number of library leaders and are intended to form the basis for local network planning sessions. To order, contact ALA at 800-545-2433. *ALA News*, January 2001.

## NEW WAVE LIBRARY CATALOGS JOIN THE AMAZON BAND WAGON: TCR Profiles iBistro at Kanawha County Library

*Library catalogs are rapidly adding new features and links designed to meet the needs and expectations of today's Web-savvy and Amazon-experienced users. TCR readers will be pleased to learn that most of these extensions are aimed at the familiar book and its devoted reader! The following profile offers one portrait of the future of library catalogs.*

Several ILS (Integrated Library System) vendors are introducing new OPAC options designed to help library staff create an exciting array of links and extensions for users. One example is Sirsi's iBistro, recently named as *NetConnect's* "most exciting application of commercial Web technology to libraries," by Andrew K. Pace, North Carolina State University's Systems Librarian. iBistro provides a constantly updated display of links to book reviews and jackets, hottest titles and authors, and even circulation and use information, all with underlying technology which streams information from a variety of data sources. Sirsi representative Deborah Duke, a former collection development librarian, points to the iBistro implementation at the Kanawha County Library of Charleston, West Virginia, as an example of what is possible (<http://kcpl.kanawha.lib.wv.us/uhthbin/cgisirsi/w0euBa1chf/3540030/60/69/X>).

Features at Kanawha include:

- Links to "Hottest Titles, Hottest Authors, and Hottest Subjects"
- Best Seller Lists from the *New York Times*, Oprah, and *Publishers Weekly*
- Hot Site Web links on current interest topics (e.g., "the real 13 days" links to sites on the Cuban Missile crisis)
- the Knowledge Portal, featuring more Web links and Z39.50 links to library catalogs
- the Reference Librarian, with pathfinders by topic using photos and thumbnails

iBistro also features a "buy now" button (which is not implemented at Kanawha). If patrons find titles, for example, on one of the Best Seller lists, they may click "buy now" and will be immediately taken to either amazon.com or bn.com, to that specific title (ISBN) so they can purchase the book for themselves.

In addition, iBistro offers personalization capabilities based on PINs. For example, users can connect to hyperlinked lists of their own favorite authors and subjects (based on their individual circulation and hold histories) and can edit their profiles so authors/topics do or don't appear on these lists. They also can choose to have the library notify them via email when new materials in these areas arrive.

Users can extend searches by selecting "more by this author" or "more like this" buttons to see other materials in the library's catalog, or can select the Northern Light or Web Resources links to execute the same searches across the Web or in Northern Light.

Staff from Kanawha Public say that they think of the system as much more than a library catalog. They like the fact that their patrons now start with the library's OPAC and then go to the Web, rather than beginning with a Web search and never going to the catalog.

## Over 100 Reviews Now Available Through TCA

*The Charleston Advisor* was created in the summer of 1999 by the publishers of *TCR* to provide reviews concerning products and developments in the field of information and the Web. We are proud to note that over 100 in-depth, structured, and critical database reviews have been published since our debut only a short 18 months ago! Our complete database of published reviews and articles is available to subscribers on our Web site, [www.charlestonco.com](http://www.charlestonco.com). Many of the reviews and all of our non-review, informative articles (including Op Ed's, In the Field reports, and Interviews) are also available free of charge to any user who logs on to our Web site. If you have just discovered *TCA*, logon and take a look!

### Characterizing the "New Generation"

Miriam Drake, recently retired Dean and Director of Libraries at the Georgia Institute of Technology, offers the following picture of today's end user student and information consumer:

- Constantly connected
- Learns by doing (no lectures, please!)
- Comfortable with trial and error and with new technologies
- If it's not on the Web, it doesn't exist.
- Uses collaborative approaches
- Multi-tasker

Says Drake: "The focus in the future will be on the librarian, not the building. Librarians must take a more active role." Remarks presented as part of the 4<sup>th</sup> Elsevier Science Digital Library Symposium at ALA.

### Library Networks to Publishers and Vendors: Give Us More Time

Complicated pricing models really slow down library purchases. Network and consortia administrators at an ALA Focus Group noted that they need at least 6 weeks of lead time for any special or time-sensitive "best offer" pricing models, especially those which offer aggregated or combined product combinations.

### TCR Marketing TIP: Help Libraries Advertise You!

Publishers and aggregators can help libraries advertise newly acquired electronic tools and products to their users by creating easily downloadable ads, logos, and 100-word canned descriptions, which libraries can then use for placement in local ads and promotions. Thanks to Jim Mouw, Head of Acquisitions at the University of Chicago, for this suggestion. Mouw advertises a "library product of the month" in his local campus paper.

## By the Numbers . . .

**75% . . .** of people who use the Internet also use libraries, according to a study conducted by the Urban Libraries Council (ULC). *Library Journal*, November 15, 2000.

**\$77 million . . .** was devoted to electronic resource purchases in ARL libraries in 1998-99, up from \$14 million in 1992-93, an increase from 3.6% to 10.5% of the materials budget. *ARL Bimonthly Report*, December 2000.

**70% . . .** of American households with children ages 2 to 17 now have computers, compared to only 15% five years ago. 52% are connected to the Internet. *New York Times*, January 22, 2001.

**24.7 million . . .** books were loaned in Singapore's libraries in 1999, more than double the number in 1994. Singapore has 1.8 million registered borrowers, roughly half its population. Increased usage is thanks to a major investment of nearly \$600 million from the government to revamp libraries and make them more appealing. *Wall Street Journal*, January 3, 2001.

**92% . . .** of people support the use of blocking software on computers in schools to keep students from viewing pornography, according to a recent survey by the Benton Foundation. The same survey found that 65% would support the use of tax dollars to provide Internet access in libraries. *American Libraries*, December 2000.

### TCR Quotes

Publisher: "What would move you to drop print for online only?"  
 Librarian: "Access to archives." Question and answer from the Oxford University Press Online Resource Session and Focus Group at ALA Midwinter, Friday, January 12, 2001.

## Charleston Advisor Introduces Readers' Choice Awards

At this summer's American Library Association meeting, *The Charleston Advisor* will be issuing its first "Reader's Choice" awards for best products in a wide array of categories, to include:

- Best New Product
- Most Improved Product
- Best Interface
- Best Content
- Best Pricing
- Best Contract Options
- Best Customer Support
- Best Effort
- Best Vaporware
- Lemon Award

Votes will be cast online or via a ballot distributed to readers with *TCA's* April 2001 issue (v.2, no.4). Thinking of other categories? Please send your suggestions to [rrenzini@charlestonco.com](mailto:rrenzini@charlestonco.com) before March 15, 2001.

### Coming in Future Issues

- Hot Topics from ACRL's 10<sup>th</sup> National Conference
- Leaders Speak at the Fiesole 2001 Collection Development Retreat
- Digital Reference: What's Really Happening
- OCLC's New Initiatives: Breaking the Waves?

## LJ's Top Themes for 2000

In its December 2000 issue, *Library Journal* ranked its top stories for the year (out of a total of 1,000 published), giving a good portrait of the major issues anticipated to make the news in 2001. Among the stories highlighted:

- **Surging Demand for Librarians and Staffing Challenges.** Baby boomers are retiring and there are fewer professionals to take their places. ALA's Placement Center reported more job openings in 1999 than any year since 1982, but the smallest employee pool of job seekers since 1965 (the year the agency began to keep records.)
- **The Digital Millennium Copyright Act.** DMCA may define rights so tightly that libraries are unable to meet basic service needs. Watch for *TCR's* special report on copyright and current court cases in an upcoming issue.
- **eBooks.** Probably the hottest topic of 2000 and one frequently covered in issues of *TCR*. We should expect more progress in this arena in 2001.
- **UCITA and the Fight Against It.** More copyright and product limitations are contained in the complex legislation known as the Uniform Computer Information Transactions Act. Librarians worry that state legislatures do not understand the issues and nuances of copyright law and the ways in which UCITA can limit or damage libraries.

*Ed. Note: For more information and to keep up on UCITA, check out the UCITA Listserv maintained by Jonathan Franklin, at the University of Washington's Gallagher Law Library. To subscribe, send email to [listproc@u.washington.edu](mailto:listproc@u.washington.edu) and write in the body of the message: "subscribe ucita your name."*

## Retiring Yale Library Director Names Challenges, Offers Insights

Scott Bennett, retiring Yale University Librarian, noted the following challenges to what he characterized as "The Golden Age of Libraries," part of Elsevier Science's 4th Digital Libraries Symposium at ALA, January 13, 2001.

- Publishers must reach readers directly and libraries should not seek to interfere with new marketplaces; rather, libraries should work to retain their unique services and to ensure access to all information.
- Encryption, which will be required for individual-based information transactions, will create problems for the library's role of providing communal access.
- The challenges of preservation and archiving will require that publishers and libraries find ways to work together in a manner not previously experienced.
- The "golden days" of higher education will be ending, as economic forces will be less tolerant of the "inefficiencies" of the current higher education system.