



The CHARLESTON REPORT

Business Insights into the Library Market

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Short Takes

Lawyers for Libraries, an ongoing project of the American Library Association Office for Intellectual Freedom, has announced a series of training institutes for 2003. The project is designed to create a network of attorneys around the country involved in, or committed to becoming involved in, the defense of the First Amendment freedom to read and the application of constitutional law to library policies, principles, and problems, specifically including censorship and privacy matters. Participants will be instructed by practicing attorneys specializing in First Amendment law. The first training institute will be February 27-28 in Washington, D.C.; the second will be May 12-13 in Chicago. The cost is \$500. Librarians and trustees are welcome to attend, provided they bring an attorney with them. For more information visit <http://www.ala.org/lawyers>.

The Gordon and Betty Moore Foundation has awarded a \$9 million grant to the Public Library of Science to enable the launch of two new peer-reviewed scientific journals — PLoS Biology and PLoS Medicine — in which ongoing costs will be recovered by modest fees on each published paper. PLoS plans to make all published works available online, with no charges for access or restrictions on subsequent redistribution or use and is asking funding agencies and research institutions to endorse the idea of using grant money and institutional funds to cover authors' fees. Submission to the new journals are expected to begin by summer 2003, with publishing set to begin in the second half of 2003. For more information, logon to <http://www.publiclibraryofscience.org>.

The International Children's Digital Library (ICDL) is a 5-year joint project of the University of Maryland's Human-Computer Interaction Lab and the Internet Archive. The research project aims to provide 10,000 eBooks that specifically address the needs of children as readers. ICDL's emphasis is building an internationally focused collection that will be available free of charge. Currently, the collection includes materials donated from 27 cultures in 15 languages. A prototype was released late in November of 2002, but some technical difficulties have been reported. ICDL has announced that by summer of 2003 it will offer a version with minimal technical requirements that will run on any Internet-enabled computer. To try the prototype or to learn more, logon to www.icdlbooks.org.

Libraries on the Move

Valparaiso (Indiana) University has received \$15 million from the founders of The Pampered Chef Ltd., one of whom is a former graduate, to help fund a new library. The funds are part of a university-wide \$75 million campaign. Construction of the \$33 million building began last spring. The library is scheduled to open in 2005. *Academic News Wire*, January 02, 2003

Three libraries have been selected for the 2002 National Award for Library Service, presented by the Institute of Museum and Library Services. Winners are: Boundary Country District Library in Bonners Ferry, Idaho, for a model family-literacy program; the Hartford (CT) Public Library for creating neighborhood technology centers for literacy and education, as well as for its American Place, which provides resources to 450 immigrants and refugees monthly who are seeking citizenship; and the Southwest Georgia Regional Public Library System in Bainbridge, Georgia, for its WWII Veterans History project, its teen reading program, and state-of-the-art bookmobile service. *American Libraries*, January 2003.

Beginning in March, the Cleveland Public Library has announced plans to make roughly 1,000 eBook titles available for download to library users in their homes on their own PCs, laptops, and handheld devices. The collection is being provided by Cleveland-based digital media firm OverDrive, a firm that has previously worked only with bookstores. Downloaded eBooks will "expire" three weeks after "checkout." Project costs are expected to total roughly \$50,000, which includes the initial collection and all software. Funds are coming from the Library's automation budget. *Library Journal*, February 1, 2003.

Vancouver Public Library is now offering newspapers in an "on demand" printed format, thanks to a pilot program with NewspaperDirect, a service developed by a Vancouver company which offers access to more than 150 international newspapers. Publishers send PDF files to the service via an FTP server. Print stations installed in the library allow users to create 11 x 17 standard black and white newspaper pages, which are scaled to roughly 70% of the original size. The service does not archive, but offers two weeks of most recent issues in most cases. *NetConnect*, Winter 2003.

ACRL (the Association of College and Research Libraries) is preparing to launch its "@ your library" campaign during its national conference in Charlotte, North Carolina, this coming April. The campaign will target undergraduate and graduate students, faculty, administrators, and staff, as well as alumni, donors, trustees, parents, and the media, with messages promoting an understanding of the value of academic and research libraries in the 21st century. Planning for the campaign has been sponsored in part by 3M, which is a founding partner of The Campaign for America's Libraries. For more information, logon to www.ala.org/@yourlibrary.

The Lexington (Kentucky) Public Library has placed an English/Spanish language computer kiosk at an area Wal-Mart store. The kiosk provides bilingual information on various community agencies and library resources, as well as information on health topics and job searching. The store sees roughly 40,000 shoppers per week, of whom 40% are Hispanic. *Library Hotline*, December 2, 2002.

From Your Editors

Be sure to check out the following from our sister publications:

- **“The Future of the Book: Does It Have One?”**
The December 2002 - January 2003 issue of *Against the Grain* features six articles especially commissioned for the journal by its guest editor, Mark Y. Herring, Dean of Library Services at Winthrop University. Publishers will be encouraged by the many positive comments regarding the future of the printed word. For Table of Contents information, logon to www.against-the-grain.com.
- **“The New Elsevier’s Surprising Service Problems”**
This thoughtful Opinion Editorial in the January 2003 issue of *The Charleston Advisor* has already drawn international attention and points out the pitfalls for traditional print publishers who become full-service online system and content providers. Among other issues, technical support organizations must be created and made available to library customers, in addition to standard field representative support. Full text available free of charge at www.charlestonco.com/features.cfm?id=121&type=ed.
- **“EBSCO and Elsevier: Pitt’s New Experiment”**
Rush Miller, Director of Libraries at the University of Pittsburgh, describes his library’s test of the ability of one subscription agent to transform its traditional role as intermediary for the acquisition of print publications to the online world of full-text multi-title sources such as Science Direct. See this short report at www.charlestonco.com/features.cfm?id=122&type=ed.

Don’t Miss These!

Two popular EDUCAUSE publications are now accessible online in PDF format.

Web Portals and Higher Education

...focuses on technology issues related to portals and their implications for colleges and universities.

<http://www.educause.edu/asp/doelib/abstract.asp?id=pub5006>.

2002 Pocket Guide to U.S. Higher Education

...a useful introduction to higher education today, with current statistical data and listings of key associations and resources.

<http://www.educause.edu/asp/doelib/abstract.asp?ID=PUB2201>.

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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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By the Numbers . . .

67%...of respondents to a recent survey of paper-based readers said they would like to read an eBook in the future; of note, 70% said they would buy an eBook if it could be read on any computer and 62% would read it from their library. The survey was sponsored by Open eBook Forum, www.openebook.org.

32,354...public classrooms in the state of Mississippi are now connected to the Internet, making this state the first to have an online connection in each of its public school classrooms. *Associated Press*, January 3, 2003.

\$100 million...is the amount that pharmaceutical heiress Ruth Lilly plans to leave to *Poetry Magazine*, a 60-page monthly with a circulation of 11,000. *Wall Street Journal*, November 26, 2002.

6%...of today’s library video collections are DVD format, a figure expected to rise to 31% in the next two years. *Library Journal* “Media Collections in Public Libraries Survey 2002,” November 15, 2002.

50,000...are the number of new members joining the American Civil Liberties Union following the September 11 attacks. The ACLU is an 82-year old organization; total number of dues-paying members is now 330,000. *St. Petersburg Times*, December 2, 2002.

\$140,000...is the total first year and start-up cost for Cleveland Public Library’s KnowItNow24x7, a live Web reference project. Of note, the service reports that 22% of business occurs between the hours of 9 p.m. and 9 a.m. *Library Journal*, October 1, 2002.

20...years old, by some accounts, is the Internet, which started on January 1, 1983, when 400 computers linked to what was then called Arpanet switched to a communications protocol called TCP/IP—the foundation which allowed multiple networks to coexist and the World Wide Web to develop. *New York Times*, January 5, 2003.

Did You Know?

Fourteen scientific and technical information organizations from ten major U.S. government science agencies have collaborated to create science.gov (www.science.gov), a gateway to reliable information about science and technology from federal government organizations. Users can find more than 1,000 government information resources about science, including technical reports, journal citations, databases, federal Websites, and fact sheets. All information is free, and no registration is required. The participating agencies are the Departments of Agriculture, Commerce, Defense, Education, Energy, Health and Human Services, and Interior; the Environmental Protection Agency; the National Aeronautics and Space Administration; and the National Science Foundation.

Hot Topics from ALA's 2003 Midwinter Meeting

...impressions from Katina Strauch, Co-Founder, The Charleston Report

This year's American Library Association Midwinter meeting ran from January 23-28 in Philadelphia. Attendance was up from last year's New Orleans meeting; final figures report 13,664 at Philly compared to 11,655 previously. Exhibitors increased to 3,410 from 2,949.

To me, this ALA was relatively subdued. The top issue being talked about was the **divine/Faxon/Rowecom** financial situation and the related loss of millions of dollars by libraries who had prepaid their serials invoices to the company and have now learned that funds were not distributed to the publishers. Consequently, many libraries have paid for subscriptions that they may never receive. The problem has a ripple effect, as it now impacts other library funds, which were earmarked for other purchases. "Lawsuit" (a word that is used very rarely in our industry) was on the tip of many tongues.

Budgets are bad all across the country. It was hard to find anyone whose library budget has not been affected negatively. Of course, some of this is because the materials budget is being stretched for the purchase of a wider group of resources.

There was lots of talk about **ILS's (Integrated Library Systems)** since practically every library has either bought a new ILS, is looking at one, or is getting ready to issue an RFI or RFP for one.

The concept of **portals** seems to be making a strong showing again. Muse Global and ExLibris are two mentioned frequently. (**Ed Note:** For an insightful review of how ILS systems and Portals were discussed at ALA, be sure to logon to http://www.biblio-tech.com/btr11/S_PD.cfm.)

Use statistics were discussed everywhere. It is clear that statistics on the use of the electronic resources that are costing libraries so much money (15-20% of the materials budget at last count) are needed. But how to get accurate statistics that can be compared across publishers or aggregators—that's the problem. Project COUNTER (Counting Online Usage of Networked Electronic Resources) is attempting to tackle this problem; the first draft of a Code of Practice is now available and can be downloaded from <http://www.projectCounter.org>.

As always, as if in a cycle, some librarians are beginning to want to **go direct to publishers** instead of dealing through subscription agents or aggregators. This turnabout reflects several threads, including the recent divine/RoweCom/Faxon problems, the growing fact that online resources are acquired directly from publishers, and the recent move by some publishers to remove content from aggregated resources.

The **upcoming shortage of librarians** brings the education of our future professionals to the fore. Library science education needs to be retooled to produce better librarians, many believe, so that libraries will not be marginalized.

The **eBook** is making a comeback, at least in terms of what publishers are making available electronically. Publishers appear to be aggregating their content into their own packages, which they wish to sell directly to libraries.

Other topics of concern and interest include the following.

- **Open URLs** were also under considerable discussion.
- **Space** is at a premium everywhere. There is limited space for adding printed materials and libraries are either storing, building, discarding, or not buying.
- There continues to be **reorganization**, especially in Technical Services.
- **Wireless networks** are another current "hot topic."
- There is a move away from putting materials into **Reference collections**. Instead, materials are being put into the Circulating collection.
- **Institutional repositories** were under considerable discussion, especially by the big research libraries.
- Many libraries are continuing to work through **consortia** and to purchase big packages since they believe that this is their best way of getting the best "deal".
- The **changing role** of acquisitions librarians as well as collaboration and the future of acquisitions is a continued topic of discussion. The same could be said for libraries and librarians.

Notable and Quotable (overheard at the conference):

"The future is already here; it's just not uniformly distributed."

"A digital collection is not a digital library."

"Digital libraries are dumbing-down America."

"Libraries don't drive the changes in scholarly communication. Instead, they are the safety net for access and preservation."

"Critical editions will have to be redone in the digital world."

"In the future, who knows?"

"We no longer buy hardcopy magazines."

"My library's collection development policy is 'we stay current'."

"Publishers, we need you."

"You don't have to buy a print encyclopedia when you have Encarta."

"I don't buy an electronic resource unless my library has remote access."

"Is the development of electronic resources going to drive what's studied? Who sets the priorities about what's taught in the curriculum?"

"Exchanges have died."

"Nothing is free."

"Libraries can cooperate with each other. This is not collusion."

"The only conference worth going to is the Charleston Conference."

Final Note: Regarding the first "hot topic" mentioned above, *Inmagic, Inc.*, which supplies litigation support software to law firms as well as various products and services for libraries, has publicly offered to provide litigation support software free to any library who may choose to sue *divine*. The following quote was sent by Susan M. Stearns, VP Marketing for the company: "Knowing that at least some of those libraries may use the legal services of their parent institutions and recognizing that most of those institutions are out thousands of dollars because of the demise of the Rowe.com operations, we would be pleased to assist in any way we can." To contact Stearns, email her at <sstearns@inmagic.com>.

Teaching Students to Use Reliable Web Content Sources

Both publishers and libraries worry about the continued reports of students who substitute easy information found on the Web for actual research, but a recent study provides some good news. Findings reported from the final update in a study conducted at Cornell University between 1996 and 2001 show that undergraduate students, when given minimal bibliographic guidelines for doing research by their instructors and faculty members, return to citations of scholarly materials at levels that existed before the Internet took hold.

The findings are based on the research habits of undergraduate students in a Cornell microeconomics class taught by John Abowd, professor of economics. Phil Davis, a speaker at last year's Charleston Conference and librarian at Cornell's Albert R. Mann Library, summarizes the study in "Effect of the Web on Undergraduate Citation Behavior: Guiding Student Scholarship in a Networked Age." The article appears in the latest issue of *Portal* (Vol. 3, No. 1), a peer-reviewed library science journal published by Johns Hopkins University Press.

The study found that many Web addresses, or URLs, cited in student term paper bibliographies often were incorrect or referred to documents on the Internet that no longer existed.

In 2001 Abowd established minimum standards in his microeconomics class for term-paper citations, and, importantly, began deducting points when the citations had incorrect Web addresses. The result: the URLs cited that were still valid after six months increased to 82% in 2001 from 55% in 1999.

In addition, because of the new standards, the total number of Web citations sank to 13% in 2001 from 22% in 2000. Of note, one result of changing standards is that more students now obtain references directly from original sources. However, book usage has not recovered to pre-Internet levels of citation. Davis points out that students now are citing more government documents and legal cases in their research, which have always been difficult to find in print but are more easily found online.

Medical Library Association's Top Ten Most Useful Websites

The Consumer and Patient Health Information Section (CAPHIS) of MLA evaluates Websites based on credibility, sponsorship/authorship, content, audience, currency, disclosure, purpose, links, design, interactivity, and disclaimers. Here are their favorites, in alphabetical order.

- Cancer.gov
- [Centers for Disease Control and Prevention \(CDC\)](http://Centers for Disease Control and Prevention (CDC))
- familydoctor.org
- healthfinder®
- HIV InSite
- Kidshealth®
- Mayo Clinic
- MEDEM: an information partnership of medical societies
- [MEDLINEplus \(English | Spanish\)](http://MEDLINEplus (English | Spanish))
- NOAH: New York Online Access to Health

Source: <http://www.mlanet.org/resources/medspeak/topten.html>.

Mark Your Calendars

• UKSG (United Kingdom Serials Group) Conference 2003 and Exhibition

April 7-9, 2003 — Heriot-Watt University, Edinburgh
www.uksg.org

• ACRL (Association of College and Research Libraries) National Conference

April 10-13, 2003 — Charlotte, North Carolina
www.ala.org/acrl/charlotte

• 2003 Charleston Conference

November 5, 2003 — Preconferences and Vendor Showcase
November 6-8, 2003 — Main Conference Session
College of Charleston Lightsey Conference Center, 160 Calhoun Street, Charleston, S.C.

Educated Cities

Top 10 U.S. capitals and the percentage of the population with a bachelor's degree or higher:

Madison, Wisconsin.....	48.2%
Montpelier, Vermont.....	46.8%
Tallahassee, Florida.....	45.0%
Raleigh, North Carolina.....	44.9%
Austin, Texas.....	40.4%
Olympia, Washington.....	40.3%
Helena, Montana.....	39.8%
Annapolis, Maryland.....	38.7%
Juneau, Alaska.....	36.0%
Columbia, South Carolina.....	35.7%

Source: U.S. Census Bureau. Published in: *Governing*, November 2002.

TCR Quotes

"The American library community is confronted by a copyright axis of evil," says James G. Neal, Vice President for Information Services and University Librarian, Columbia University. He lists globalization, extensive new laws and legislation, and new technological controls as the three points of this axis. "Copyright is Dead...Long Live Copyright," in *American Libraries*, December 2002.

Coming in Future Issues

- Virtual Reference: The Big Debate in Libraries
- Budget Update: Is There Any Good News?
- Usage Statistics: New Models for Journal Pricing?
- Open URL: A Primer for TCR Readers