



# The CHARLESTON REPORT

*Business Insights into the Library Market*

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## Libraries on the Move

The University of North Carolina-Chapel Hill has received a gift of nearly \$1 million from the estate of the founder of its School of Government. Monies will be used to create a fund benefiting the Wilson Library's North Carolina Collection, considered the largest and most comprehensive repository of published materials relating to a single state in the U.S. Income from the fund will be used for research, exhibits, Web projects and speakers on state-related topics. *Library Journal Academic Newswire*, February 17, 2004.

The Bill and Melinda Gates Foundation is offering \$5.8 million in "Staying Connected" challenge grants to 18 U.S. state library agencies in its first round of funding toward a \$17 million total commitment. The grants are aimed at providing hardware and connectivity upgrades, training and technical support for libraries across the U.S. First round awards are slated for Alabama, Arizona, Colorado, Delaware, Florida, Maine, Michigan, Montana, New Mexico, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas and West Virginia. *American Libraries*, March 2004.

The Akron-Summit County (Ohio) Public Library recently broke the world record for the most people reading for 30 minutes in one day. The record-breaking number was 60,000 people, all of whom reported reading activities of 30 minutes or more on a single day. For more information, logon to [www.thiscityreads.org](http://www.thiscityreads.org).

The Public Library of Wichita (Kansas) has launched its first annual adult reading program, featuring monthly prize drawings. The grand prize: an overnight stay at a Wichita hotel. *Governing*, March 2004.

The University of Nevada Reno (UNR) has received a \$10 million gift to begin construction of a new \$66 million "Knowledge Center" to replace its current library. That library was built in 1962 and was designed to hold roughly 200,000 volumes serving less than 3,000 students. UNR today has about 15,000 students. The library currently houses over one million volumes. Construction is expected to start in the spring of 2005 and be completed by 2008. *Library Journal Academic Newswire*, March 23, 2004.

## Short Takes

On March 16, 2004, representatives from the nation's leading not-for-profit medical/scientific societies and publishers announced their commitment to providing free access and wide dissemination of published research findings. The *Washington DC Principles for Free Access to Science* outlines the commitment of not-for-profit publishers to work in partnership with scholarly communities such as libraries to "ensure that these communities are sustained, science is advanced, research meets the highest standards and patient care is enhanced with accurate and timely information." The *DC Principles* provide what has been called the needed "middle ground" in the heated debate between those who advocate immediate unfettered online access to medical and scientific research findings and advocates of the current journal publishing system. The document was drafted in response to recent claims that these publishers' practices hinder the public's ability to access published scientific research. For more information, logon to [www.dcpinciples.org](http://www.dcpinciples.org).

44% of U.S. Internet users have built Web pages, posted photos, written comments or otherwise added content online, according to a survey of 2,515 adults, conducted in March and April 2003 by The Pew Internet and American Life Project. Posting photos and allowing others to download music or video files were the most popular activities. While only 2% of U.S. Internet users said they had created "blogs," or online diaries, 11% said they read the blogs of others. Younger Internet users were most likely to set up blogs, the report said, while older users were more likely to have built their own Websites. Most who maintained Websites said they did not update them more than once every few weeks. For more info, logon to [www.pewinternet.org/reports/toc.asp?Report=113](http://www.pewinternet.org/reports/toc.asp?Report=113).

The U.S. Department of Education (USDE) has awarded a five-year, \$34.6 million contract to Computer Sciences Corporation of Rockville, Maryland, to develop and operate a new database system for the Education Resources Information Center (ERIC). The award fulfills a commitment by the USDE to hire a contractor to expand and modernize the database, following its unpopular announcement late in 2003 that the ERIC clearinghouses, AskERIC, and other services would be closed. During the transition, the ERIC database will continue to be available at [www.eric.ed.gov](http://www.eric.ed.gov), including all 2003 records. Records from 2004 will appear with the new system. ERIC is the world's largest education database, with more than one million bibliographic records. *Library Journal Academic News Wire*, April 01, 2004.

## In the News

Charleston's own Phil Davis of Cornell University and Jill Emery of the University of Houston were recently named "Movers and Shakers" for 2004 by *Library Journal*. Congratulations, Phil and Jill!

BTW: Be sure to read Phil's excellent follow-up to his latest Charleston keynote in "Fair Publisher Pricing, Confidentiality Clauses and a Proposal to Even the Economic Playing Field," *D-Lib Magazine*, February 2004, Volume 10, Number 2. <http://www.dlib.org/dlib/february04/davis/02davis.html>

## 4th Annual Search Engine Awards

The following awards are produced by Danny Sullivan, an Internet consultant and journalist who created Search Engine Watch and has been covering search engines since late 1995.

- **Outstanding Search Service**

Winner: Google  
Second Place: AllTheWeb & Yahoo  
Honorable Mention: Ask Jeeves

- **Best Meta Search Engine**

Winner: Dogpile  
Second Place: Vivisimo  
Honorable Mention: Mamma

- **Best News Search Engine**

Winner: Google News  
Second Place: Yahoo News  
Honorable Mention: AltaVista News & Daypop

- **Best Image Search Engine**

Winner: Google Images  
Second Place: AltaVista Images

- **Best Search Feature**

Winner: Google Definitions & AllTheWeb URL Investigator  
Second Place: Google Calculator & AllTheWeb Calculator  
Honorable Mention: Google Web API & Ask Jeeves Dictionary Search

- **Best Specialty Search Engine**

Honorable Mention: Internet Archive, Scirus & Google Groups

Source: <http://searchenginewatch.com/awards/article.php/3309841>.

## Did You Know?

When Elsevier researchers asked librarians and scientists to name their top three most reliable online services, librarians named ScienceDirect, ISI's Web of Science and Medline. Scientists named Google, Yahoo! and PubMed. Quoted from John Regazzi, Elsevier, by Carol Tenopir, "Is Google the Competition?" *Library Journal*, April 1, 2004.

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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

**100%...**the percentage of Institute of Physics (IOP) content that is indexed by Google; 90% of Emerald Insight publications are also indexed. Carol Tenopir in *Library Journal*, April 1, 2004.

**168...**the number of journals participating in the "Free Back Issues" program of Stanford University's HighWire Press. <http://highwire.stanford.edu/lists/freart.dtl>

**95%...**the number of public library buildings in the U.S. now offering public access Internet computers, up from 28% in 1996, according to a recent report from the U.S. Institute of Museum and Library Services. [www.ims.gov/pubs/pdf/Equality.pdf](http://www.ims.gov/pubs/pdf/Equality.pdf)

**2/3...**the number of Internet users who are now online shoppers, according to a new study by the Pew Internet and American Life Project. *New York Times*, March 29, 2004.

**84%...**the number of Fortune 1000 CEOs who described themselves as "voracious readers" when they were growing up (from a survey of 208 CEOs). *St. Petersburg Times*, March 28, 2004.

## The Scientist's Best Places to Work for Postdocs

The following ranked lists are based on 48,000 survey invitations sent to registrants on *The Scientist* Website who identified themselves as non-tenured life scientists working at a non-commercial research institution in the United States, Canada, Western Europe, or Israel. 3,529 usable responses were received, which identified 929 unique institutions. Multidisciplinary research, economic stability, and an affable working environment were cited as the major factors for job satisfaction among postdocs. U.S.

1. Fox Chase Cancer Center, Philadelphia.
2. Medical College of Wisconsin, Milwaukee.
3. National Institute of Environmental Health Sciences, Research Triangle Park, NC.
4. National Cancer Institute, Bethesda, Rockville, Frederick, MD.
5. Harvard School of Public Health, Boston.
6. MD Anderson Cancer Center, Houston.
7. Lawrence Livermore National Laboratory, Livermore, CA.
8. Woods Hole Oceanographic Institution, Woods Hole, MA.
9. Fred Hutchinson Cancer Research Center, Seattle.
10. National Institutes of Health, Bethesda, MD.

### Outside the U.S.

1. University of Alberta, Edmonton, Canada.
2. University of Liverpool, UK.
3. Karolinska Institute, Stockholm, Sweden.
4. Utrecht University, The Netherlands.
5. Erasmus Medical Center, Rotterdam, The Netherlands.
6. John Innes Centre, Norwich, UK.
7. McGill University, Montreal, Canada.
8. University of Manchester, UK.
9. University of Edinburgh, UK.
10. University of Western Ontario, London, Canada.

## Hot Topics from the 6th Fiesole Collection Development Retreat

... Reported by Tony Ferguson, Library Director, University of Hong Kong

Roughly 80 information industry leaders from around the world gathered from March 18-20, 2004, in Fiesole (Florence), Italy at the beautiful Villa La Fonte on the European University Institute's campus to discuss collection development issues in a collaborative and informal atmosphere. The theme of this year's meeting was "Crossing Boundaries: Collecting & Collaborating Globally." Speakers hailed from the U.S., the UK, Italy, Germany, Finland, the Netherlands, and as far away as Hong Kong and Australia. Lively discussion was encouraged on topics ranging from low-use material, to mass digitization, innovations in publishing and scholarship, collaboration and consortia, as well as the Open Access Movement (see related article in this issue of *TCR*) and even plagiarism detection in scholarly content.

The Fiesole Collection Development series was founded by Casalini Libri in partnership with The Charleston Company and *Against the Grain*. The following Hot Topics were part of this year's wrap-up speech from Tony Ferguson, Library Director at the University of Hong Kong and *ATG* Contributor. For the full text of his speech and all other presentations, logon to the Casalini Libri Website at [http://digital.casalini.it/retreat/retreat\\_2004.html](http://digital.casalini.it/retreat/retreat_2004.html).

- Academics in different subjects disagree over the importance of refereed journals and preprint archives. I knew about the latter but was surprised to learn that some disciplines don't see the need for refereed journals.
- Approval plans (physical volume and slip programs) have become global phenomena, but are evolving because of the Internet.
- The Digital Library Federation is working on DODL (Distributed Open Digital Library) and NDIIPP (National Digital Information Infrastructure and Preservation Program) projects to enable us to search everything digital from a single starting point. This is an amazing development but we also learned that we will need to cooperate as never before.
- Do runs of dead serials, and the leftovers from terminated licenses, have anything in common? Seems yes and therefore I would suggest that both can be ignored given someone is bound to have what you want when you want it. But I am told this is more complicated and we all need to worry about capturing and retaining this digital content.
- There has been a dramatic increase in the amount of cross national collaboration/new tools to make it possible — We all need to know more about WIKI's (see <http://tavi.sourceforge.net/WhatIsAWiki> for a quick education)
- It is interesting to recognize from the several presentations focusing on library consortia that consortia are still loved and reviled by many.

- For a moment I wished I had been born in Germany. I spent 12 years in RLG's CMDC committee trying to get libraries to work collaboratively but we never got as far as the Germans have. Yet this inspiring presentation showed that even in the cooperative Promised Land, collaboration is not easily sustainable.
- Foundations have programs designed to change the world in some way; libraries are hired to make the change happen. Consequently, libraries, to successfully obtain grants, must fit what they want within the foundation's goals — not vice versa.
- Good proposals to foundations require champions, teamwork, and administrative support.
- Groups like my own Hong Kong Joint University Librarians Advisory Committee need a clear/new vision, good communication, incentives for cooperation, demonstrable benefits/savings, and to be able to implement a vision if we want to be more successful.
- Hyper links are perhaps the single most important technology advancement in publishing since the invention of movable type. Unfortunately, while these links do enable scholars to move quickly and efficiently from one useful full text article to the next, we also heard that the links can be used by spammers to inundate us with information we did not want.
- Japan is no. 2 as the source of STM research and China's productivity is growing dramatically.
- Library consortia and collaborative programs in Europe must contend with multi-lingual, national, cultural factors. As some have said, cooperation is an unnatural act and to do it speaking many languages at the same time is truly amazing and our European colleagues are to be congratulated.
- Networked, user-initiated, low-use print repositories, with contents delivered digitally, are a new concept well worth pursuing.
- For many the Open Access Movement is a solution in search of a problem; for others, it is an article of faith.
- Scholars continue to read more and more — enabled by libraries, but just not in libraries.
- Strategically, the British Library is focusing on desired outcomes — not just collecting. This is a lesson for us all.
- Students cite Web resources 1,000 times more than commercially published resources in papers that they are submitting to their teachers using the Internet.
- The Internet seems to have introduced a situational ethics — theft via the Web is not theft.
- There is still a lot of resistance to natively digital e-journals. But irrespective of their costs or challenges, many are too good to miss.
- Trust among users, libraries, and publishers is key to short-term cooperative success and long-term sustainability.
- Twenty-five percent of the British Library's budget comes from revenue generating activities.
- We need to remember to do things with our academics, not for them.
- We are given the challenge of figuring out what libraries should be doing once the materials of the past are digitized and users have ready access to newly published digital materials. Fortunately or unfortunately, we probably have many years to work on this challenge.

### Mark Your Calendars

The Society for Scholarly Publishing's 26th Annual Meeting, "Toward New Economies of Information Access" is set for June 2-4, 2004, The Palace Hotel, San Francisco, California. For more information including program details or to sign up, logon to <http://sspnet.org/public/articles/index.cfm?cat=102>.

## Twenty Questions for the Open Access Debate

David Worlock, Chairman of EPS Ltd, in the UK, led a lively discussion on the hot topic of Open Access at the recent Fiesole 2004 Collection Development Retreat. Listed below are the questions he posed to the roughly 80 participants, who represented leading publishers, librarians, and intermediaries from around the world. For more background on the topic, **TCR** readers are encouraged to logon to Peter Suber's Open Access Newsletter at <http://arl.cni.org/sparc/soal/> as well as Scott Plutchak's recent article "Embracing Open Access," available at <http://www.pubmedcentral.gov/articlerender.fcgi?tool=pmcentrez&artid=314095>.

1. 99% of researchers in the UK have "open" access already (Michael Mabe, Elsevier, to the UK Parliamentary enquiry). In the developed world, does Open Access ever mean greater access?
2. Is Open Access a scholarly mass movement, or a sectarian enthusiasm by a small but vigorous theological interest?
3. Is copyright an issue in Open Access — wouldn't current practice work as well on a license as it does on an assignment?
4. Is Open Access inherently unfair, in that large research-based universities — Cambridge, Harvard, MIT — will pay inestimably more than their less research-orientated peers?
5. Is Open Access inherently unfair, in that journals with high submission (and their rejection) rates will be forced to charge accepted authors more than less prestigious journals?
6. Is Open Access inherently unfair, in that the 35% of commercial users of research articles will get a free ride?
7. How do you ensure, beyond partial schemes like HINARI and AGORA, that developing-world researchers get access if you don't have Open Access?
8. Is Open Access more of a threat to the future of learned society publishing than it is to commercial publishing?
9. Are librarians in particular threatened by Open Access? Does it mean a more pronounced drive towards individual, research projects and departmental repositories?
10. Is the Open Access publishing model fatally flawed? If revenue comes only from accepted articles, will Open Access publishers have to create capital reserves to even out years of lower than normal acceptance?
11. Will the financial model pressure the Open Access publisher to publish more than strict peer review would suggest was appropriate?
12. Will Open Access move us from a profit system to a patronage system, and corrupt peer review in the process?
13. Will Open Access hasten the end of print publishing — but also disenfranchise those who cannot work online?
14. What interest would Open Access publishing have in archival maintenance and preservation?
15. Wouldn't it be fairer to charge submission fees as well as acceptance fees in the Open Access model?
16. If Open Access works, won't the major commercial publishers adopt it anyway? Is a mixed publishing economy inevitable?
17. Is Open Access just a distraction from the fundamental changes in scholarly communications (mixed media articles; evidential database publishing; sector portals) or does it arise because of them?
18. Most of the Open Access models at present lose money — OUP, PLoS, BioMed Central, IOPP — and need charitable or commercial support to survive. How can they move into profitability without sharply raising prices for accepted articles?
19. Will Open Access publishers be able to invest in new technologies, more complex article preparation, etc?
20. Is the real centre of the market now searching and secondary publishing (Scopus vs. Web of Knowledge) not primary publishing at all?

## LITA's TOP TRENDS

The following top technology issues and trends in today's libraries were compiled based on a discussion at ALA Midwinter in January 2004 with technology experts who are members of the Library and Information Technology Association (LITA), a division of the American Library Association. Experts in attendance included Joan Frye Williams, Clifford Lynch, Walt Crawford, Roy Tennant, Thomas Dowling, Tom Wilson, and Marshall Breeding.

- **ISSUE 1:** XML and Interoperability
- **ISSUE 2:** RFID
- **ISSUE 3:** Copyright
- **ISSUE 4:** Metasearching
- **ISSUE 5:** OPACs and User Behavior
- **ISSUE 6:** Policies and Technology
- **ISSUE 7:** User Interface Design
- **ISSUE 8:** Security, Digital Rights Management
- **ISSUE 9:** Personal Information Management(PIM)

<http://www.ala.org/ala/lita/litaresources/toptechrends/midwinter2004.htm>

## Don't Miss This!

The Public Library Geographic Database (PLGDB) is a map of the U.S.'s 16,000 public libraries, including information from the U. S. Census about communities and library usage, as well as library usage data from the National Center for Educational Statistics. The database has been designed to bring together public library data previously available in several print and online sources and to make that information freely available and more useful using the Internet. The service is being developed by Florida State University's GeoLib Program in partnership with FSU's Information Institute and is sponsored by the Institute of Museum and Library Services. For more information, logon to [www.geolib.org](http://www.geolib.org).

## Coming in Future Issues

- More Highlights from Fiesole 2004
- Charleston Conference Preview
- A Closer Look at OCLC's Environmental Scan
- Trends in Book Purchasing