



The CHARLESTON REPORT

Business Insights into the Library Market

MARCH / APRIL 2005

VOLUME 9, NO. 5

Libraries on the Move

The New Jersey State Library has received \$6.9 million in additional funds in the FY05 state budget to be used for database purchases through its Knowledge Initiative (KI) program, which was jointly developed by the State Library, the New Jersey Library Association, New Jersey Library Network, and Virtual Academic Library Environment. Among the databases under consideration for the program are ACM's Digital Library, ScienceDirect, IEEE/IEE Electronic Library, Nature, ReferenceUSA, Wiley InterScience, and ProQuest's Historical New York Times. *Library Journal*, March 15, 2005.

In a new report, the Council on Library and Information Resources (CLIR) presents essays from six experts—an architect, four librarians, and a humanities professor—providing diverse visions of the library, its services, and its space in the 21st century. The works particularly focus on the role of the library in the digital age and the impact of new technology on the creation and design of library space. "Ten or fifteen years ago we were taking all the teaching facilities out of libraries," writes architect Geoffrey Freeman in an opening essay. "Today, these spaces are back...and in a more dynamic way than ever." Summary and full text are available at: <http://www.clir.org/pubs/abstract/pub129abst.html>.

Steve Martin, comedian and art collector, has donated \$1 million to the Huntington Library, Art Collection and Botanical Gardens in San Marino, California. The gift will be presented over a five-year period. Of the full amount, \$750,000 is designated for exhibits of exclusively American art; the remainder of the funds are to be used for acquisitions. *Library Journal*, March 15, 2005.

The Institute of Museum and Library Services (IMLS) has announced \$160 million in grant funding to be made available to state library agencies in the U.S. The grants will be awarded under the Library Services and Technology Act (LSTA) and will be administered based on a population-based formula. States will provide \$1 in matching funds for every \$2 in IMLS monies. To learn more, logon to www.ims.gov/grants/library/gsla2005.htm. *IMLS Press Release*, February 1, 2005.

Short Takes

Innovative Interfaces has announced plans to offer an institutional repository system called Symposia. The Open Archives Initiative (OAI)-compliant solution is being designed to support content creators, including academic faculty who want to make their work available as widely as possible. I3 has stated that the system will serve creators, managers and consumers of content, rather than IT specialists, and will allow users to submit both "born-digital" and converted documents (including word-processing files, scans, image files, Webpages, and more) to the repository with the same ease as sending email. *III Press Release*, April 1, 2005.

Elsevier has announced that it will donate books to ten university libraries in the developing world in celebration of the House of Elsevier's 425th anniversary and the 125th anniversary of the modern Elsevier company. The global book donation program is entitled "A Book in Your Name." The ten beneficiary libraries include the Library of the Sciences of the University of Sierra Leone; the Library of the Muhimbili University College of Health Sciences of the University of Dar es Salaam, Tanzania; the Library of the College of Medicine of the University of Malawi; and the Libraries of the University of Zambia, Universite du Mali, Universidade Eduardo Mondlane, Mozambique; Makerere University, Uganda; Universidad San Francisco de Quito, Ecuador; Universidad Francisco Marroquin, Guatemala; and the National Centre for Scientific and Technological Information (NACESTI), Vietnam. Each recipient library will receive a core collection of books representing essential textbooks and reference books in disciplines from medicine, nursing, allied health fields, life sciences, earth sciences, agriculture and more. *Elsevier Press Release*, April 4, 2005.

SAGE Publications has announced a kick-off reception on May 19, 2005, at the Getty Center in California, to celebrate its 40th Anniversary. To thank librarians and the library community for their support to the company over the last four decades, SAGE is also providing 40 librarians with \$1,000 (USD) to be applied toward a trip to the 2005 American Library Association Annual Conference, June 23-29, 2005, in Chicago. All librarians are eligible to enter the drawing. Entries must be received by April 23, 2005. Winners will be notified by May 3, 2005, and will be awarded their check by May 20, 2005. The complete rules and regulations for the drawing can be found at: http://www.sagepublications.com/promos/40thanniv_drawing_rules.pdf.

Blackwell Publishing has announced the launch of an Open Access publishing experiment, Online Open. The new "pay-to-publish option" will run through 2006. Similar to Springer's Open Choice program, which was announced last year, Blackwell will create a hybrid system, in which Open Access articles are included in print subscription journals, with subscription prices adjusted, Online Open articles will be freely available via the publisher's online journals platform, Blackwell Synergy. Online Open's author fee will be fixed at \$2,500 and any additional standard publication charges will also apply. Articles will go through the standard peer-review process and will be registered at relevant Abstracting and Indexing services and at CrossRef. For more information, logon to <http://www.blackwellpublishing.com/static/onlineopen.asp>.

How Users View Your Web Pages

Excerpted from “Are Your Visitors Seeing What You Think?” by Brian Livingston, *Datamation*, March 1, 2005.

- **Most Web pages are scanned, not read.** Web pages tend to be viewed by visitors for only a handful of seconds
- **Images trump left-to-right reading.** A picture placed on the right-hand side of a Web page can keep your readers' eyes from ever getting back to words you may have on the left side.
- **The upper-left corner is always seen.** Most logos are placed there, but a large number of visitors let their eyes drift to a spot just below the logo. This makes the tag line under your logo very valuable.
- **Captions are high-readership.** The space immediately below any image on a Web page is extremely valuable.
- **Hyperlinks capture attention, for good or ill.** Any text you underline or color in blue (like a hyperlink, whether it's clickable or not) will get high readership.

Reported in *OCLC ABSTRACTS* — March 21, 2005 (Vol. 8, No. 12). Based on a study entitled “The Landing Page Handbook” by Marketing Sherpa, a publishing group. Read the full article at http://itmanagement.earthweb.com/columns/executive_tech/article.php/3486616.

TCR Quotes

“Do we need detailed cataloging or can we think of Google as the catalog?” Deanna Marcum, Associate Librarian for Library Services, The Library of Congress, quoted from an address at ALA Midwinter, reported in *American Libraries*, March 2005.

“Google could, in fact Google should, donate a few million extra dollars to each of the libraries where it is setting up its word-mining experiments—plus a percentage of future book-based revenues—all of it earmarked for long-term physical storage.” Nicholson Baker, in *Library Journal*, February 15, 2005.

The Charleston Report, Business Insights into the Library Market is published six times a year by The Charleston Co., 618 South Monroe Way, Denver, CO 80209. Subscription price per year is \$155 (U.S.) and \$170 (outside the U.S.). FAX: 303-282-9743.

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 2005, The Charleston Co. All rights reserved. ISSN 1091-1863.

Editor: Rebecca T. Lenzini

Editorial Board: Katina Strauch, Linda F. Crismond

Chief Financial Officer: Rebecca T. Lenzini

Publisher: The Charleston Co.

Graphic Design: Toni Nix • Masthead Design: Jack Thames

By the Numbers

14%... The growth last year in consumer spending on paid online content. Of note, the biggest gain came in spending on entertainment, which jumped 90% to \$413.5 million, driven mainly by greater purchases of music. Spending on dating sites remains the top category, however. http://www.online-publishers.org/pdf/paid_content_report_030905.pdf

20 of 49... The number of branches in the Free Library of Philadelphia that will operate without librarians in order to enable system-wide Saturday service following recent budget cuts. *Library Journal*, February 12, 2005.

80,000... The number of titles offered by netLibrary, representing works from 500 publishers. *American Libraries*, March 2005.

\$23.72 billion... Net sales for the entire U.S. publishing industry, an increase of 1.3% from 2003 to 2004 according to the American Association of Publishers (AAP). Sales of professional and scholarly books rose 2% in 2004, with sales of \$4.06 billion. *Library Journal Academic News Wire*, March 3, 2005.

Katina Strauch Confirmed to National Museum and Library Services Board

Charleston's own Katina Strauch is one of eight new members of the U.S. National Museum and Library Services Board. She was confirmed by U.S. Supreme Court Justice Sandra Day O'Connor herself. The Board's eight new members were nominated by President Bush and confirmed by the U.S. Senate.

The 20-member Board advises the Institute of Museum and Library Services, an independent federal agency that is a primary source of federal funds for the nation's museums and libraries. The Board also makes recommendations for the National Award for Museum and Library Service, the nation's highest honor for extraordinary public service provided by these institutions. Board members are selected for their broad knowledge of, expertise in, or commitment to museums and libraries.

The Institute of Museum and Library Services is an independent Federal grant-making agency dedicated to creating and sustaining a nation of learners by helping libraries and museums serve their communities. The Institute fosters leadership, innovation, and a lifetime of learning by supporting the nation's 15,000 museums and 122,000 libraries. The Institute also encourages partnerships to expand the educational benefit of libraries and museums. To learn more about the Institute, log onto: <http://www.ims.gov>.

Top 10 Hot Topics from ACRL in Minneapolis

...reported by Judy Luther, *Informed Strategies* <jluther@informedstrategies.com>

ACRL's 12th National Conference, held from April 7-10, 2005, drew a record-setting figure of 3,959 total attendees, bypassing the 2003 conference in Charlotte by nearly 500. Given the size of the conference, there was standing room only for hot topics while the Luncheon Roundtables and Poster Sessions were extremely popular and fostered plenty of discussion.

In addition, ACRL initiated a Virtual Conference with some programs broadcast to remote users. To view archives of the webcasts, go to www.acrl.org/minneapolis, and click on "virtual conference." A conference blog is also available at <http://home.leaningtimes.net/acrl>.

Hot Topics are summarized below:

1. Information Literacy — Debates from champions of instruction to those questioning the traditional approach and suggesting that it be incorporated into the curriculum.
2. Learning Styles — Essential to understanding cognitive processes and pedagogical techniques.
3. Google — Google's approach to a partnership with libraries; how will it impact the future of academic libraries?
4. Federated Searching — How is it working and how much work is it?
5. Virtual Reference — The demise of the reference desk and electronic access to librarians whose expertise is needed to assist users.
6. Pedagogy & Online Learning — Teaming up with instructional designers and faculty on course development.
7. Diversity — The need to recruit new librarians with diverse backgrounds and language skills.
8. Millennials — The vast differences and huge size of the next generation and how libraries can best serve them.
9. Publishing — New sources of content posted by libraries raise questions about their impact on the future of publishers.
10. Managing in a Digital Environment — Making decisions is a complex process while collecting and interpreting usage statistics, survey results, and other methods of assessment.

Charleston Conference Preview

Everybody's favorite—The Charleston Conference—will be here before you know it!

The **Charleston Advisor** Vendor Showcase and Charleston Conference Preconferences are set for November 2, 2005; the full Charleston Conference will run November 3-5, 2005. More information and details are available at www.katina.info/conference.

Some comments from conference evaluations from 2004:

"I'm largely ditching my participation at ALA to focus on attending Charleston..."

"The conference is excellent ... I think the 'intimacy' and continuity are part of the success formula."

"This was my first Charleston Conference and I found it extremely useful, well-focused, and enjoyable!"

"It's consistently informative. This is my fourth conference and each one I've attended has been packed with content."

"Wonderful colleagues, great networking, love Charleston."

Selected Speakers and Topics for 2005:

- Stephen Abram (Sirsi), "Real Measurements for Libraries"
- Rick Anderson (University of Las Vegas), "What Will Become of Us? Looking into the Crystal Ball of Acquisitions and Serials Work" and "How to Be a Scambuster: What To Do When Frauds and Crooks Call Your Library"
- Laura Cohen (SUNY Albany), "The URL Clearinghouse"
- John Cox, "Journal Quality and Usage: Intimate or Distant Relationship?"
- Phil Davis, "eJournal Interfaces Can Drive Usage Statistics: Implications for Publishers, Libraries, and Project COUNTER"

- June Ellen Groppi (University of Chicago Press), "After COUNTER: You Have the Usage Statistics— Now What?"
- Lia Hemphill (Nova University), "Using Citation Analysis to Assess Approval Plans and Online Subscriptions to Meet the Research Needs of CYS Students"
- Greg Mitchell (University of Texas), "Electronic Versions of Journals"
- Larry Portzline, "Bookstore Tourism"
- Mark Sandler (University of Michigan and panelists), "The Little Engine that Could: Google Chugs Into Libraryville"
- Carol Tenopir (University of Tennessee), "Implications of the Open Access Movement for Serials Staff"
- Wendy Shelburne, Lisa German and Michael Norman (University of Illinois Urbana-Champaign), "Integrating SFX and Federated Searching into Locally Created Online Research Resources (ORR) to Create an Effective Electronic Resource Management System"
- Tina E. Chrzastowski, Chew Chiat Naun, Michael Norman, and Karen Schmidt (University of Illinois at Urbana-Champaign), "Analyzing Statewide Science Serial Collection"
- Chris Beckett and Simon Inger (Scholarly Information Strategies, Ltd) "Readers' Paths to eJournals: Reports of a Survey"
- Milton Wolf (University of Central Florida), Bob Martin (IMLS), and GladysAnn Wells, (President of COSLA and Arizona State Librarian) "Public Libraries as Innovators for Academic Libraries"

Other confirmed speakers include Scott Plutchak (University of Alabama Health Sciences), Peter Shepherd (Project COUNTER), Colin Steele (Australian National University), and Tony Small (Amazon.com). You won't want to miss it!

Hot Topics from the 2005 UKSG Conference and Exhibition, Edinburgh, Scotland

...reported by Hazel Woodward, University Librarian, Cranfield University, UK <H.Woodward@cranfield.ac.uk>, and Fytton Rowland, Department of Information Science, Loughborough University, UK <j.f.rowland@lboro.ac.uk>

1. Students now get papers directly through electronic access, so libraries' interlibrary loans and photocopying bills, and the associated library staff costs have fallen, freeing up resources for other library expenditures, for example, work on institutional repositories. (Jill Taylor-Roe, University of Newcastle upon Tyne, and others)
2. The big deals give good value for money - cost per download is less than the cost of an interlibrary loan or a pay-per-view - yet people say that "big deals are getting harder to justify". Why? (Simon Bevan, Cranfield University)
3. Maybe this is the explanation... Publishers need to give libraries more 'wiggle room' in respect of flexibility for cancellations. If they don't, they risk losing big-deal customers, as happened to Blackwell's at the Triangle consortium in North Carolina. (Nancy Gibbs, Duke University)
4. Publishers will get some revenue from Open Access, because some authors and some research funders will pay. The rest of publishers' income will come from database licenses. And the rest of the Open Access will come from repositories. (Derk Haank, Springer)
5. Open Access will be for the academic dross. The high-quality stuff will still have to be paid for. (Colin Steele, Australian National University)
6. But... periodicals will become more like blogs. All papers will be published, but with the referees' reports attached, and there will be perpetual access to them. (Mike Clark, University of Southampton)
7. And... what you publish should matter, not where you publish (Mark Wolport, The Wellcome Trust)

Don't Miss This!

IFLA Publications has announced the 2nd completely revised and expanded edition of the *World Guide to Library, Archive and Information Science Associations*. The Guide lists international and national organizations, in alphabetical order from Albania to Zimbabwe, and contains 633 comprehensive, updated entries from more than 130 countries with addresses, contact data, email addresses and Websites, officers, membership, goals and activities, publications, etc. ISBN 3-598-21840-0. Available from K.G. Saur Verlag, <http://www.saur.de>.

Personalization: Key Issue for the Future

"Know thy customer, and invite him in."

A recent survey of executives says that the way their organizations interact with customers will be the area of greatest change between now and 2010. Focus on customer retention is not new, but firms will seek to gain much greater knowledge of customer behavior in order to better anticipate changes in demand. In this context, companies will seek to involve customers more closely in all parts of the business, with implications for corporate networks and security.

Excerpted from The Economist Intelligence Unit, "Business 2010 — Embracing the challenge of change," March 10, 2005.

Mark Your Calendars!

The Society for Scholarly Publishing's 27th Annual Meeting is set for June 1-3, 2005, at the Westin Copley Place, Boston, MA. "Expanding the World of Scholarly Publishing." Program and details available at <http://www.sspnet.org/i4a/pages/index.cfm?pageid=3536>.

Check It Out!

Peter Suber <http://www.earlham.edu/%7Epeters/fos/do.htm>, editor of the highly popular Open Access News, has produced an extensive list of practical steps people can take to move Open Access forward. Open Access News is aimed at faculty members, librarians, students, societies, funders, and government bodies. **TCR** readers should be sure to take a look.

Did You Know?

According to Questia Media (<http://www.questia.com/>) the ten most popular research topics in its online library during the second week of April were:

Papal History	Censorship
Leadership	Art Therapy
Psychology	Zora Neale Hurston
Criminology	Anthropology
World War I	Mythology

Questia Public Relations, April 19, 2005.

Coming in Future Issues

- Hot Topics from the 7th Fiesole Retreat
- Selecting Electronic Resources: How Libraries are Managing
- ALA Preview
- Ranking Virtual Reference Systems