



The CHARLESTON REPORT

Business Insights into the Library Market

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Check It Out!

Access: Asia's Newspaper on Electronic Information Products & Services has featured a report on Melbourne 2005, the 7th Fiesole Collection Development Retreat sponsored by The Charleston Company and **Against the Grain**. Richard Sayers of CAVAL Collaborate Solutions, this year's co-sponsor, provided the write-up. His introduction is copied below.

The Fiesole Collection Development Retreat series broke with tradition this year and convened outside Europe for the first time since its inception in 1999. From 28-30 April, over 70 library, publishing, and information industry representatives from around the world traveled to Melbourne, Australia for three days of workshops and presentations. This year's theme, *Publishing, Collecting and Collaborating Globally: Crossing Present and Future Boundaries*, focused attention on the shifting geography of publishing — from somewhere over the mid-Atlantic to the new and emerging markets of Asia.

Be sure to read the full report at <http://www.aardvarknet.info/access/number53/monthnews.cfm?monthnews=04>.

Mark your calendars for our next Fiesole Retreat: Lund 2006 to be held at Lund University, Lund, Sweden, August 3-5, 2006. Details and registration information coming soon.

Libraries on the Move

Thanks to a continuing partnership with Oprah's Book Club, ALA library members received free copies of the club's entire "A Summer of Faulkner" selections, which included three novels by William Faulkner: *As I Lay Dying*, *The Sound and the Fury*, and *Light in August*. The books were provided in a boxed set from Random House/Vintage Books USA in early June. Over the summer, three Faulkner scholars have been moderating discussions on a related Website at www.oprah.com. The free books were sent to ALA member public libraries, community college libraries, and middle and high school library media centers. *American Libraries*, August 2005.

The University of Mississippi has received a \$400,000 grant from the Library of Congress to establish the American Music Archives, a comprehensive collection of oral histories, films, special collections and recordings documenting American music. The university already houses the Blues Archive, established in 1984, which is one of the world's largest collections of blues recordings, publications, and memorabilia. The new grant will allow the university to expand its collections to include soul, jazz, rock 'n' roll, classical, country, R&B, Cajun, gospel, spirituals, and bluegrass. The collection will be administered by the Center for the Study of Southern Culture at the university. *LJ Academic Newswire*, August 16, 2005

The University of California Los Angeles (UCLA) library has been awarded a grant of \$190,000 from the Getty Foundation to process and catalog five major collections documenting art and architecture in Los Angeles during the 20th century. The collections include the archives of the UCLA School of Arts and Architecture, as well as the papers of four other prominent individuals in the arts in southern California. Processing will include preparing each collection for long-term storage and preservation as well as providing online access. All five collections are housed in the Charles E. Young Research Library Department of Special Collections. For more on the collection and the grant visit www.library.ucla.edu/libraries/special/scweb.

The Library of Michigan has announced ten recipients of its 2005 Digitization for Preservation and Access grants, totaling \$965,000. These grants represent a statewide effort to digitize valuable and significant local and state-related information held in Michigan libraries and make these resources easily available via the Michigan eLibrary (MeL). Recipients of the grants include Alpena County Library (\$234,275), Detroit Public Library (\$250,000), the Regents of University of Michigan, University Library (\$165,000) and the Wayne State University Library System (\$150,000). For more information logon to www.michigan.gov/som/0,1607,7-192-29938_121750--,00.html.

The Association of Southeastern Research Libraries (ASERL) recently launched a joint effort with Stanford University's LOCKSS Project ("Lots Of Copies Keep Stuff Safe") to test the use of LOCKSS software plug-ins to preserve copies of the more than 13,000 electronic theses and dissertations held at eight ASERL libraries. The libraries will work with the LOCKSS development team at Stanford to create and test the necessary plug-ins. Full-scale production of the service is anticipated soon after the start of the new year. The participating ASERL libraries are Florida State University, Georgia Institute of Technology, North Carolina State University, University of Kentucky, University of Miami (FL), University of Tennessee, Vanderbilt University (TN), and Virginia Tech. For more information about ASERL's ongoing programs, visit www.aserl.org.

By the Numbers

\$55,250...the median salary for U.S. and Canadian ARL university librarians, according to the Association of Research Libraries (ARL) Annual Salary Survey 2004-05. The figure is an increase of 4.2%, higher than the 2003-04 rate of increase (2.6%). <http://www.arl.org/>

28%...the portion of Amazon.com's revenue made up of third-party sales. The figure is up from 24% a year ago. *New York Times*, July 27, 2005. <http://www.nytimes.com/2005/07/27/technology/27amazon.html?adxnnl=1&adxnnlx=1122464358-oX5d7YVNB/240z1NF10fiA> (free with registration)

15.5%...the percentage of scientists who admit to changing the design or results of a study in response to pressure from a funding source, according to an NIH-funded survey of over 3,000 researchers published in *Nature*. *Wall Street Journal*, June 9, 2005.

8...the average number of days of actual turnaround between Google staff taking a book to scan for Google Print and its return to the shelf. From "Google Slows Library Project to Accommodate Publishers," by Barbara Quint August 15, 2005. <http://www.infotoday.com/newsbreaks/nb050815-1.shtml>

40%...the percentage of UK research monographs which will be available in electronic format only by the year 2020, according to Lynne Brindley of the British Library. She predicts that a further 50% will be both print and digital. From remarks made at the launch of the Library's new three-year strategy. <http://www.nfais.org/news/news.cfm>

4,318 ...the number of grants awarded by the U.S. Institute of Museum and Library Science during the tenure of Dr. Robert Martin, the first librarian to serve as director of the IMLS. The grants totaled more than \$861 million. *LJ Academic Newswire*, July 14, 2005.

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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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Short Takes

CrossRef has announced the launch of a freely available OpenURL resolver to facilitate linking to the 17+ million items now registered in CrossRef. The resolver is described at <http://www.crossref.org/openurl> and is offered at no charge for individual use. It is fully compliant with the recently approved NISO Z38.88 — 2004 standard entitled "OpenURL Framework for Context-Sensitive Services." The OpenURL is a mechanism for transporting metadata and identifiers describing a publication, for the purpose of context-sensitive linking. For more information on the OpenURL, see <http://library.caltech.edu/openurl> and http://www.niso.org/standards/standard_detail.cfm?std_id=783. *CrossRef Press Release*, August 16, 2005.

Looking to compete with Google Scholar, Yahoo has announced Yahoo! Search Subscriptions beta (<http://search.yahoo.com/subscriptions>) as a new way to search licensed subscription content in addition to free Web resources. Partnering with selected publishers, Yahoo! Search Subscriptions allows users to check off services from a list of publishers and content sources. When a search is conducted, the subscription content is displayed separately from the standard Web search results on the top results page. Though users may choose to view results from services to which they do not subscribe, only users already subscribing at the content provider's Website may view the full text of subscription content. For an analysis of the service, be sure to logon to <http://www.infotoday.com/newsbreaks/nb050627-1.shtml>.

Thomson Scientific has announced a Web-based tool that will provide journal usage data in context with publishing and citation behavior of scholars within a given institution. The company believes the new application will enable information professionals to judge whether publisher usage reports provide a complete picture of journal usage and also to judge the relationship between ISI's Impact Factor and the influence of a specific journal at their institution. The new tool is being developed in conjunction with five universities including Dartmouth College, University of Chicago, University of Michigan, Drexel University, and the University of Melbourne. The service is expected to launch in 2006. Summarized from a report at <http://www.iwr.co.uk/information-world-review/news/2140657/thomson-aims-gauge-full-impact>.

OCLC and EBSCO have agreed to partner in a pilot project established to facilitate access to libraries' electronic content. During the pilot, EBSCO will provide monthly updates of electronic holdings information to OCLC's WorldCat using information from participating libraries' EBSCO A-to-Z® lists. The goal of the pilot is to save library staff time through the automated process, and to enable library patrons to discover electronic content more readily through all OCLC services, including OCLC WorldCat on FirstSearch, the OCLC Open WorldCat program, OCLC Resource Sharing and the new WorldCat Collection Analysis service. EBSCO's A-to-Z service is designed to provide libraries with a single list of the electronic titles to which they have access. The master A-to-Z title database provides linkage and coverage information for more than 88,000 titles in over 800 database and e-journal packages from approximately 169 different providers. *EBSCO Press Release*, June 25, 2005.

ALA Hot Topics

... Reported by *Katina Strauch, Charleston Conference Founder and Organizer*

ALA's Annual Conference, held in Chicago from June 23-29, 2005, set a new all-time attendance record of nearly 28,000. The exhibit area was the largest ever as well — at over 156,000 net square feet, up 15% over Orlando. And, as further evidence of the popularity of the meeting, the ALA Store reported that it actually sold out of conference T-shirts for the first time in its history. A full breakdown follows.

	<u>Chicago 2005</u>	<u>Orlando 2004</u>
Registrants		
— Advance	13,407	10,201
— On-site	7,825	3,772
Total Attendees	21,232	13,973
Exhibitors		
— Advance	5,094	4,582
— On-site	1,636	1,176
Total Exhibitors	6,730	5,758
Grand Total	27,962	19,731

(Source: ALA)

Government documents — As libraries convert from print to electronic documents, there are complaints from libraries regarding the Federal Depository Library Program and public access to current government information. Judy Russell, Superintendent of Documents received an open letter by John

Stevenson, chair of ALA's GODORT and also gave a GODORT Update on Saturday, June 25, in Chicago.

A vendor's financial viability — Should libraries pay in advance for subscriptions or services? The fact that substantial risks are taken when libraries pay especially commercial organizations in advance was the topic of an excellent program on Monday, June 27. Guidelines and strategies to follow as well as questions to ask were topics of conversation.

E-Journals Management — As libraries buy more and more electronic journals either in packages or as separates, workflow is changing in all areas of technical services. There was much discussion of ERM (electronic resource management) and changes needed in the way that staff and technologies are creating change and in the way that departments and workflow is being restructured.

Usage statistics — Libraries are coming to grips with the need for statistics on the use of electronic resources. The work of project COUNTER as well as libraries around the globe was the topic of many sessions at this year's ALA.

Collection development tools — Though electronic resources dominate most of our work lives these days, the need for collection assessment and collection management is still high. Accreditation agencies require that libraries assess their collections in subject areas. To this end, many tools have been developed and are still being marketed to fulfill this need.

Did You Know?

Email, once the cutting edge “killer app,” is losing its privileged place among many teens as they express preferences for instant messaging (IM) and text messaging as ways to connect with their friends. In focus groups conducted by the Pew Foundation, teens described email as increasingly seen as a tool for communicating with “adults” such as teachers, institutions, and schools, as well as a way to convey lengthy and detailed information to large groups. Meanwhile, IM is used for everyday conversations with multiple friends that range from casual to more serious and private exchanges.

From “Teens and Technology: Youth are Leading the Transition to a Fully Wired and Mobile Nation,” http://www.pewinternet.org/PPF/r/162/report_display.asp.

Study to Focus on Future of Library and Information Science

A new study commissioned by the U.S. Institute for Museum and Library Services (IMLS) will identify the nature of anticipated labor shortages in the Library and Information Science field over the next decade. Among its findings, the study will assess the number and types of LIS jobs that will become available in the U.S. either through retirement or new job creation, and determine the skills that will be required to fill such vacancies. In addition, the study will also survey organizations to determine the number of people who perform work similar to that of librarians and information professionals, including informatics programs in universities and colleges. For more information on the study, logon to http://sils.unc.edu/news/releases/2005/05_workforcestudy.html.

Don't Miss This!

The Summer 2005 issue of *netConnect* is devoted to our favorite topic: Acquisitions.

TCR readers will not want to miss “The Acquisitions Tool Belt,” a detailed chart of “ILS-Neutral Tools for Selection and Acquisitions,” comparing core functions and features from 24 companies, including Alibris, Amazon, B&T, B&N, Blackwell's, Bowker, Coutts, EBL, ebrary, Ingram, netLibrary, TLC, YBP and others. Authors are Rick Lugg and Ruth Fischer, partners in R2 Consulting and Charleston Conference regulars. *netConnect* is issued quarterly as a supplement to *Library Journal*.

Charleston Advisor Vendor Showcase a Sell-Out!

This year's *Charleston Advisor* Vendor Showcase, to be held on November 2, 2005, at the Francis Marion Hotel, in Charleston, South Carolina, is already fully booked. A total of 60 exhibitors will be ready to show conference attendees their products and services from noon til 6:00 p.m. on that day. Be sure to join us!

Online Debate Focuses on Google and the Future of Book Publishing

The Publishers Association (www.publishers.org.uk) and Electronic Publishing Services (EPS) Ltd (www.epsLtd.com) have announced plans to stage a major online debate on traditional publishing in the “Age of Search.” The title of the debate is “Google and the Book Publishers: Is the Age of Search Bringing Exciting New Opportunities for Publishers, or Is It the Beginning of the End?” The debate is set to begin on August 29, 2005, on the EPS Website.

The online debate will take the form of specially commissioned contributions from leading figures in the international publishing and technology industries. Contributions and responses will also be encouraged from booksellers, librarians, readers, intermediaries, and other interested and affected parties.

Issues to be considered in the debate include:

- Will the ability to read the full text of books online destroy the printed work’s marketplace?
- Are ‘online’ and ‘offline’ separate marketplaces in which users/readers behave differently, or does one eventually have to supplement the other?
- Will ‘print-on-demand’ and ‘never out of print’ be factors in future marketplaces, and what is the role of search engines in relationship to them?
- What part will be played by an emerging mobile content marketplace, in which the nature of reading may change?
- Is it inevitable that the book industry follows the music industry into an illicit file transfer and download culture, and are Google and its peers facilitating this, or working to prevent it?
- Does copyright effectively govern publishing’s relationship with the online world, or do new licenses and rights need to be put in place to enable Google and publishers to co-exist?

The debate will be edited and moderated by Paul Carr, new media columnist for *The Guardian* and Editor in Chief of the cross-media publishing company, The Friday Project. The debate aims to reflect the views of a wide spectrum of interested parties. Anyone interested in participating should contact <paul@thefridayproject.co.uk>. To be notified when the debate begins, email <googledebate@epsLtd.com>.

Ed Note: For an excellent analysis of Google’s latest announcements regarding copyright, be sure to read Barbara Quint’s NewsBreak on the topic at <http://www.infotoday.com/newsbreaks/nb050815-1.shtml>.

TCR Quotes

“The question is, will Web readers be happy to learn about a book and then take the time to go to their local library — or will they simply click to the next source that provides instant full text to be read and used?” Tony Ferguson, discussing OCLC’s Open WorldCat, in “Back Talk—It’s the Web, Stupid,” *Against the Grain*, June 2005.

20 Technology Skills Every Librarian Should Have

1. Word Processing Skills
2. Spreadsheets Skills
3. Database Skills
4. Electronic Presentation Skills
5. Web Navigation Skills
6. Website Design Skills
7. E-Mail Management Skills
8. Digital Camera Skills
9. Computer Network Knowledge Applicable to your Local System
10. File Management & Windows Explorer Skills
11. Downloading Software From the Web (Knowledge including eBooks)
12. Installing Computer Software onto a Computer System
13. WebCT or Blackboard Teaching Skills
14. Videoconferencing skills
15. Computer-Related Storage Devices (disks, CDs, USB drives, zip disks, DVDs)
16. Scanner Knowledge
17. Knowledge of PDAs
18. Deep Web Knowledge
19. Educational Copyright Knowledge
20. Computer Security Knowledge

From *The Shifted Librarian* and based on “20 Technology Skills Every Educator Should Have,” published in *T.H.E. Journal*. For librarians, the author suggests making it “...a top 25 list and adding blogs, RSS, IM (instant messaging), wikis, and audio eBooks right from the beginning.” The author also suggests a series of workshops, either online or f2f (face to face), that would help librarians learn all 25 skills, as well as annual updates. http://www.theshiftedlibrarian.com/archives/2005/07/21/20_technology_skills_every_librarian_should_have.html

Coming in Future Issues

- Hot Topics from the Frankfurt Book Fair
- Charleston Conference Preview
- MetaSearch Engines: What’s New
- Ranking Virtual Reference Systems