The CHARLESTON REPORT

Business Insights into the Library Market

Short Takes

The Association of Learned and Professional Society Publishers (ALPSP) has launched a twelve month trial period of 'ALPSP Author Choice," a new optional Open Access model. ALPSP Author Choice gives authors the option of making the online version of their article in *Learned Publishing*, ALPSP's journal on professional and scholarly publishing, freely available for a fee. ALPSP is testing the ALPSP Author Choice option to determine if it presents a viable method for covering the costs of peer review and editing. *ALPSP Press Release*, July 30, 2007. *http://www.alpsp.org/ngen_public/article.asp?aid=1227*

The Internet Archive (*http://www.archive.org/*) and the Open Content Alliance (*http://www.opencontentalliance.org/*) have launched the Open Library, which provides access to fully-searchable scans of books, along with downloadable PDFs. The experience of viewing a title from the Open Library is designed to match that of reading a print book, including page turning animation. The Open Library includes additional features such as the on-demand printing of any book through *Lulu.com*, or allowing users to contribute their own home audio recordings of public domain books. To view titles already in the Open Library, logon to *http://www.openlibrary.org/*.

A survey by Springer Science and Business Media found that enhanced user access, functionality, and additional categories of content were among the advantages that eBooks have over print. eBooks have advantages for libraries including fewer storage requirements, lower maintenance costs, and reduced staff time for processing and handling. However, this format for monographs is not without disadvantages. Some negative aspects of eBooks were cited such as inefficient and inconsistent ordering processes, complicated license agreements, and difficulty in promoting eBooks to library users. The study focused on the use of the Springer eBook Collection at the University of Illinois at Urbana Champaign; University of Florida; University Library of Turku, Finland; Centre for Mathematics and Computer Science (CWI) Amsterdam; University of Muenster, Germany, General and Medical Library; and Victoria University, Australia. For more information or to read the full report, logon to *http://www.springer.com/ebooks*.

Libraries on the Move

The fifteen branch Maricopa County Library District in Phoenix, Arizona is one of the first public library systems in the nation to abandon the Dewey Decimal System of classifying books in favor of an approach similar to that of bookstores like Barnes & Noble. Books in the Perry Branch will be shelved in "neighborhoods" based on topic. The plan to drop Dewey Classification began two years ago after annual surveys indicated that most people came to the library to browse rather than to look for a specific title. *New York Times*, July 14, 2007.

The University of California, Berkeley's Bancroft Library has secured four grants totaling over $1.5 million for access to and preservation of its rare collections. The grants come from the National Historical Publications and Records Commission (NHPRC), the National Endowment for the Humanities (NEH), the Andrew W. Mellon Foundation, and the Rosalinde and Arthur Gilbert Foundation. The Bancroft Library's collections include millions of historic and literary manuscripts, unique and rare books, diaries, photographs, letters, and original paintings, drawings, prints, and maps. *The Bancroft Library Blog*, August 8, 2007, *http://blogs.lib.berkeley.edu/bancroft_events.php*.

Johns Hopkins University has been awarded $476,000 from the Andrew W. Mellon Foundation to collaborate with Baltimore-based *Afro-American* newspapers to open the company's archives to the public. Resources in the collection include letters, business records, journals, personal correspondence, and photographs that document the history of the company. The grant will support an archival training and internship program for students in collection assessment, description, and processing. Founded in 1892 by John Murphy, Sr., a former slave, the *Afro-American* is the nation's longest running family-owned African-American weekly newspaper. *Johns Hopkins Press Release*, July 30, 2007, *http://www.jhu.edu/news/home07/jul07/afroamer.html*.

Mark Your Calendars!

The 2007 LITA National Forum will be held at the Marriott City Center in Denver, Colorado from October 4-7 2007. The theme for this year's forum is "Technology with Altitude." For more information, logon to *http://www.ala.org/ala/lita/litaevents/litanationalforum2007denver/forum2007.cfm*.

The 27th Annual Charleston Conference: Issues in Book and Serial Acquisition will take place November 7-10, 2007 in Charleston, SC. For up-to-date conference information including a preliminary list of confirmed speakers, logon to *http://www.katina.info/conference*.

The 11th annual Internet Librarian conference will take place October 29-31, 2007 at the Monterey Conference Center in Monterey, California. This year's conference theme is "2.0: Info Pros, Library Communities, & Web Tools." For more information or to register online, logon to *http://www.infotoday.com/il2007/*.

By the Numbers

$6 billion... The News Corporation chairman, Rupert Murdoch, purchased the Dow Jones group and its prestigious *Wall Street Journal* for a sum of $6 billion. *ABC News Report*, August 9, 2007. *http://abc.net.au/news/stories/2007/08/09/2001136. htm?section=business*

57%... According to a new Pew Internet and American Life Project report, 57% of online adults have used the Internet to watch or download video. *Pew Internet and American Life Project Press Release*, July 25, 2007, *http://www.pewinternet.org/press_release.asp?r=142*.

2 minutes... The average user will stay on a Website for two minutes. Jakob Nielsen, *Google is Killing Intellect*, July 19, 2007, *http://www.businessweek. com/mediacenter/podcasts/debateroom/debateroom_ 07_19_07.htm*.

3 million... Facebook (*www.facebook.com*) lists more than 3 million users ages 25 to 34. The site has 400,000 users from 35 to 44, and more than 100,000 who are 45 and older. *Business Week Online*, "Social Networking Closer than you Think," June 12, 2007, *http://www.businessweek.com/careers/content/ jun2007/ca20070612_954809.htm?specialreport=social networking*.

$1.6 million... The American Library Association has received 1.6 million dollars in IMLS grants. *American Libraries*, August 2007.

Don't Miss This!

The freely available eBook, *Electronic Resource Management Handbook*, has added new chapters. This title is published by the United Kingdom Serials Group (UKSG) and will continue to evolve as new chapters are commissioned and published online. The chapters can be viewed online at *http://uksg.metapress.com/link. asp?id=6tuu9n7wfl18*.

The Latest on the List

Talk on the Liblicense-l listserv died down a bit for July and August, but the conversations were still thought-provoking as always. List subscribers discussed a variety of topics including determining whether OA journals have ceased, STM aggregators, Open Access, and much more.

A message posted to the list explained that various journal contracts now state that when the author pays for Open Choice, library subscription rates for the following year will be reduced for the equivalent. This information received several responses from the list which are summarized here:

- Some list members felt that offering library subscription rebates will reward the authors who have the money to participate in Open Choice and penalize authors who are not with institutions that have the money to pay author fees on their behalf, thus creating a larger rift between the haves and the have-nots.

- It was pointed out that whether through library funds or by paying fees for authors, the parent university is often responsible for funding subscriptions.

- A publisher on the list explained that, generally, the more open access content published in a journal, the lower the future online-only price. This is sometimes complicated by other factors such as changes in page extent, issue frequency, and exchange rate adjustments.

- Finally, it was mentioned that contracts such as this illustrate the potential for a natural, evolutionary transition to open access.

Registration is now open for the 2007 Charleston Conference!

The Charleston Conference: Issues in Book and Serial Acquisition: What a Tangled Web We Weave will be held in Charleston, SC, November 7 (pre-conferences and vendor showcase) and 8-10 (main conference). For further information visit *www.katina.info/conference*

Selected speakers for the 2007 Charleston Conference:

Rick Anderson (U. of Utah)

Tim Bucknall (UNC-Greensboro)

Jane Burke (Serials Solutions)

Rick Burke (California Electronic Library Consortium)

Todd Carpenter (NISO)

Jill Emery (University of Texas)

Bill Hannay (Schiff Hardin & Waite)

Clifford Lynch (Coalition for Networked Information)

Robert H. McDonald (San Diego Super Computer Center)

Ann Okerson (Yale University)

Stephen Rhind-Tutt (Alexander Street Press)

Greg Tananbaum (Consultant)

Richard Werking (US Naval Academy)

Stanley Wilder (Rochester)

Debbie Wiley (John Wiley)

Visit *http://www.katina.info/conference/* to find out more details about the conference and to register! See you in November!

TCR Surveys: Metasearch Products

"Metasearching is a nice idea and sometimes is a workable option. Librarians are less accepting of it than the public — especially in comparison with functionality in native interfaces. I think there is a place for it in our universe of e-resources, however."

— TCR Surveys Respondent

In the last few years, several metasearch products have emerged that purport to offer a seamless interface for searching multiple resources simultaneously. Since many of today's users prefer a single access point that searches all of the resources in their area, metasearch has become an essential component of a successful information-seeking environment. As a solution for user demands for a single access point, metasearch products are a great idea, but do they measure up to their expectations? This issue's informal survey asked librarians to share their thoughts and experiences concerning available metasearch products. As the majority of the respondents work in academic libraries, the responses best reflect experiences in that type of institution.

- Recognizing the need for metasearch capabilities for library resources, most respondents to the survey responded that they have already purchased and implemented a metasearch product.
- According to responses, SerialsSolutions' 360 Search (formerly Central Search) and Ex Libris' Metalib are the most frequently purchased metasearch products. Other products that libraries have purchased include:
  — WebFeat   — DBWiz
  — Encompass   — Zportal
- When asked to comment on the ease of implementation, responses ranged from very simple to extremely difficult. Ease of implementation depends, of course, on factors such as the vendor, skills of library staff, and available technical support. Below are some comments librarians made describing the implementation experience:
  — "Implementation was labor-intensive and non-intuitive"
  — "Excruciating"
  — "Relatively simple, but still time-consuming as we test and re-test to ensure everything works."
  — "Fairly easy"
  — "A little time-consuming, but not unusually so."
- Respondents are pleased with their library's metasearch products in several ways, but many reported that they still aren't sure what the real advantages to users will be. Some known advantages include:
  — Efficiency
  — Simple search box
  — Breakdown of subjects to perform subject specific metasearches across pre-selected databases
  — Integration with link resolvers.
- When asked to comment on any disadvantages to metasearch products, the respondents indicated the following problems:
  — Confusing for users
  — Slow response time
  — Poor documentation
  — Searches often fail or connections are slow
  — Product lacks ability to configure interface easily
  — The results display lacks functionality that users expect such as navigational buttons.
- When asked for any other comments or ideas about metasearch products, the librarians queried indicated that they view metasearching as an evolving technology that still has some way to go in order to be truly effective. Librarians would like to see improvement in the consistency of the connections to databases and would like to see more databases available for metasearching. That said, they also indicated that many of their users are happy with the metasearch products at their library but that the librarians are skeptical and more hesitant to use and promote the product.

ALA Annual – Hot Topics

…Reported by Katina Strauch, strauchk@cofc.edu

A record 28,365 people attended the 2007 ALA Midwinter Conference which was held in Washington DC from Friday, January 19 through Monday, January 22.

eBooks — Everyone (companies, aggregators, publishers) was talking about a new eBook package. Allen McKiel's (Northeastern State University, Oklahoma) survey for ebrary was discussed widely. This survey, largely of academic libraries, found considerable resistance to use of eBooks by patrons and librarians. See *www.ebrary.com/*.

Collection analysis — There is growing focus on this topic as libraries attempt to fill gaps in their collections and put priority on collecting core materials. Along with OCLC's Collection Analysis Service, other companies (Brodart, Blackwells Book Services) are developing products to assist libraries in this endeavor. Consortia and interlibrary lending add to the challenges.

Archiving — The preservation of scholarly literature in electronic form is of highest priority to libraries. Portico, supported by the Andrew W. Mellon Foundation, the Library of Congress, and LOCKSS (Lots of Copies Keeps Stuff Safe), open source software designed for libraries to use to ensure continued access to Web-published scientific journals, are the major players at this point in time.

Societies and the little guys — The trend to merge and consolidate among publishers has made it more and more difficult for smaller publishers to survive. There was considerable discussion of this trend and of new ways to market these materials. Library budgets must not be devoured by the big publishers.

ERM — More than one presentation during ALA was on electronic resource management. Staffing issues as well as duplication of information that is already available were cited as drawbacks. Nevertheless, libraries continue to attempt to tame this electronic beast.

SLA Synergy Session: "The Future of the Information Professional"

…Reported by Rebecca Lenzini, Publisher

The 2007 meeting of the Special Libraries Association was held June 3-6 in Denver, Colorado. The Synergy General Session, sponsored by Thomson Scientific and Dialog, featured a casual Q&A and discussion on the topic of "The Future of the Information Professional," moderated by *Information Today's* Tom Hogan (wearing a Hawaiian shirt in order to keep the "casual" theme going) who posed questions to a very distinguished trio: Stephen Abram, SLA President-Elect and Vice President of Innovation at Sirsi-Dynix; Clifford Lynch, Executive Director of the Coalition for Networked Information; and Eugenie Prime, retired library super-star from Hewlett Packard.

What Information Professionals Must Do

Eugenie started the ball by saying information professionals must:

1. Be convinced of our own value before we can convince others.
2. Deliver results.
3. Communicate those results.

She stressed the value of "real-life" stories and stated that it is "counter-intuitive" to think that business leaders will naturally value information professionals.

Cliff Lynch suggested a new role of "Data Curation" for internal information as a key spot for our profession within both corporations and higher education.

Google and the Information Professional

Stephen Abram says the OPAC should NOT be the basis for our future and represents the most expensive investment made by our profession. His quote: "Google delivers information better but librarians improve the quality of the question."

Cliff Lynch went further in analyzing the "essence" of the Google experience. Not search but rather instantaneous results — "one click to source material."

Added Eugenie: "The answer that Google delivers is 'good enough.'"

Strategies for the Future

Clifford Lynch: Adaptability and curiosity will be the most important competencies for the future—we must be able to recognize and adjust to changes.

Stephen Abram: We must be where our users are so they "trip over us." We must recognize that our end users are living in a different space.

Finally, all speakers noted that content producers must find ways to license content beyond organizational lines and barriers in order to serve "virtual communities" and "research teams" effectively.

Top Technical Trends the Librarians Should be Familiar With

from Medical Library Tech Trends 2007, http://medlibtechtrends.wordpress.com/

1. **Social Software** — Social software has the potential to provide a link between the library and virtual library users. Blogs, wikis, and Facebook are three examples of social software with the potential to engage users where they are.
2. **Open Source Software** — Libraries using open source software have the potential to use a large development community that deals with similar issues and users.
3. **Mobile Information Devices** — We live in a mobile world and people want to access resources and their work from mobile devices.
4. **Collaboration Tools** — Tools such as Connotea and Zotero allow users to save, organize, and share references.
5. **Second Life** — Second Life is a virtual world created to offer social interactions between your virtual self and other users' virtual selves. It presents a way for librarians to meet users where they are.
6. **Cloud Architecture** — Experimenting with cloud architecture could help users find necessary services and resources by using folksonomies and tag clouds.
7. **Wireless** — Wireless technologies are constantly improving and becoming ubiquitous. Easy access to wireless technology and wireless networks allows users to access resources whenever and wherever they need them.
8. **Mashups** — Librarians can look into ways to remixing two or more Web 2.0 technologies to offer new services to users.
9. **Streaming Media** — Librarians can investigate the use of streaming media in library instruction classes.
10. **Catalog Overlays** — As many libraries question the effectiveness of the traditional library catalog, many are looking to catalog overlays such as Endeca and AquaBrowser to improve the user experience.

Check It Out!

A new report called "University Publishing in a Digital Age" has been released by Ithaka, a nonprofit group that promotes research and strategy for colleges to reflect changing technology. The report calls for university presses to consider new publishing models. The report, based on interviews with university press directors, library deans, provosts and others, found that university presses have become less integrated with the core activities of their home campuses. The authors suggest that university presses focus less on the book form and consider a major collaborative effort to assume many of the technological and marketing functions that most presses cannot afford. For more information or to read the entire report, logon to *http://www.ithaka.org/strategic-services/university-publishing*.

Coming in Future Issues

- Update on Library Budgets
- Report on the NIH/Open Access Project
- Does Email Marketing Really Work?
- Charleston Conference Preview