



# The CHARLESTON REPORT

## *Business Insights into the Library Market*

JANUARY / FEBRUARY 2010

VOLUME 14, NO. 4

### Libraries on the Move

**The National Library of Ireland** launched an online exhibition, "The Life and Works of William Butler Yeats." To view the exhibition, go to <http://www.nli.ie/yeats/>.

**The first issue of the *Yale Library Studies* journal**, a new annual publication put together by the University's librarians, faculty, related experts, and invited authors, was released. The journal replaces its biannual predecessor, the *Yale University Library Gazette*, which was in publication between 1926 and 2008. Each volume will have a theme, and this year's theme is the architecture of Yale's libraries. *Yale Daily News*, January 26, 2010, <http://www.yaledailynews.com/news/art-news/2010/01/26/yale-librarians-debut-new-journal/>.

**Stanford University** has affirmed its support for the recently amended Google Book Search settlement agreement by expanding its earlier agreement with Google Inc. to digitize its library materials. Stanford joins more than two dozen other major libraries worldwide who participate in the Google Project. *Press Release*, February 2, 2010, <http://news.stanford.edu/news/2010/february1/google-book-agreement-020210.html>.

### Research Assessment and the Role of the Library

*Recommendations from "Research Assessment and the Role of the Library," John MacColl, OCLC:*

- Libraries should be sources of knowledge on disciplinary norms and practices in research outputs for their institutions
- Libraries should seek to sustain environments in which disciplines can develop while co-existing with political constraints
- Libraries should manage research outputs data at national and international scales
- Libraries should take responsibility for the efficient operation of research output repositories across research environments
- Libraries should provide expertise in bibliometrics
- Libraries should provide usage evidence
- Libraries should claim their territory

To read the full report, go to <http://www.oclc.org/research/publications/library/2010/2010-01.pdf>.

### Special TCR Opinion Report Ineffective Advertising

*... Reported by Bob Holley, Professor,  
Library & Information Science Program,  
Wayne State University <aa3805@wayne.edu>*

I picked up my information packet at the recent 2010 ALA Midwinter Meeting, took out the Meeting Guide, and tore out the dividers that some companies paid large sums to have inserted prominently in this publication. I've done this for years since the dividers make it more difficult to flip through the Guide. I don't look at the advertising copy because I would more likely be angry at the companies than favorably impressed.

Do companies understand how to advertise effectively to library purchasers? I work in a large library where I select only for Romance literature and languages. My liaison colleagues also have limited interests in certain subjects. The interdisciplinary publisher runs the risk of having the lavishly printed and expensive catalog thrown away because too many different librarians might be interested in its contents. If I depended on routing for notification, the items would most likely be out of print by the time the catalog reached me. A much better strategy would be to send out inexpensively produced individual cards as Choice does for its printed reviews because these cards could be easily sorted by subject and sent to the appropriate selectors. Furthermore, the approval plan takes care of the books published by many prominent publishers. I know, for example, that I can quickly throw away any advertisements from university presses since my approval plan profile selects these publications automatically. I've also never figured out how to stop the advertisements from coming. I once valiantly tried to save the publisher some cash by having a duplicate stopped under a variant form of my name, but nothing worked. Occasionally, I still see a mailing for a colleague who died twenty years ago — a form of immortality of sorts.

The most annoying sales tactic — the phone call — has mostly disappeared. My library no longer routinely provides an individual phone. I won't give out my cell phone number and haven't yet figured out how to use Google Voice effectively. I don't miss the calls where I had to tell the salesperson that, no matter how wonderful the product was and how badly I wanted to buy it, I couldn't authorize the purchase over the phone but had to send the order through the acquisitions department.

Email has replaced mail as the favored form of advertising. Sending an email costs less than a stamp. Production costs are most likely lower than those needed to produce a glossy catalog. Library companies harvest email addresses by

*continued on page 2*

## Special TCR Opinion Report *from page 1*

sponsoring contests, even with an inexpensive prize, at library conferences, in library publications, or through targeted emails. I'm my own worst enemy since I enter most contests on the principle that I have nothing to lose. (I won a \$2,000 reference source for my library at the 2009 ALA Midwinter Meeting.) What I have lost, however, is storage space in my email inbox. Since I teach collection development, I briefly look at more email than required for my official selection responsibilities to keep up with publication trends in all parts of the market. Email also has advantages for the recipient that can make it ineffective for the sender. Like salmon heading upstream to the spawning grounds, the advertising email must pass multiple hurdles — the system spam filter, the email junk filter whether automatic or chosen by the recipient, the quick delete without reading, and the “saving to read later” that never comes. The ultimate way to make the advertising ineffective is the unsubscribe option though it often seems not to work.

To conclude, perhaps the assumption in the title of this article is incorrect. “According to a 2008 study by researchers at the University of California, Berkeley and UC, San Diego, spammers get a response just once for every 12.5 million emails they send — a response rate of 0.000008%. Despite that, though, spammers are still able to turn a profit.” (<http://www.sitepoint.com/blogs/2008/11/11/spam-roi-profit-on-1-in-125m-response-rate/#>) Advertising may increase sales enough to justify its cost. Perhaps the goal is not immediate sales but keeping the company's “brand” in front of the buying public; the company that never advertises goes bankrupt. Finally, others may not have acquired the same sales resistance that I did at my mother's knee.

## Did You Know?

Beginning January 2011, visitors to *NYTimes.com* will be allowed to view a certain number of articles free each month; however, to read more, they must pay a flat fee for unlimited access. Subscribers to the print newspaper, even those who subscribe only to the Sunday paper, will receive full access to the site without any additional charge. *NYTimes.com*, January 20, 2010, <http://www.nytimes.com/2010/01/21/business/media/21times.html?partner=rss&emc=rss>.

*The Charleston Report, Business Insights into the Library Market* is published six times a year by The Charleston Co., 6180 East Warren Avenue, Denver, CO 80222. 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 Laura Barfield, <barfieldlaura@gmail.com>, Editorial Offices, 6180 East Warren Avenue, Denver, CO 80222. 303-282-9706, FAX 303-282-9743, (c) Copyright 2010, The Charleston Co. All rights reserved. ISSN 1091-1863.

Editor: Laura Barfield

Editorial Board: Rebecca Lenzini, Katina Strauch

Chief Financial Officer: Rebecca T. Lenzini

Publisher: The Charleston Co.

Graphic Design: Toni Nix • Masthead Design: Jack Thames

## By the Numbers

**+17%...** The increase in college online enrollment in 2008, with one in four students taking at least one online course in the fall of 2008. *The Chronicle*, January 26, 2010, [http://chronicle.com/blogPost/Colleges-See-17-percent/20820/?sid=wc&utm\\_source=wc&utm\\_medium=en](http://chronicle.com/blogPost/Colleges-See-17-percent/20820/?sid=wc&utm_source=wc&utm_medium=en).

**7.5...** The number of hours per day Americans between the ages of 8 and 18 spend in front of a screen, such as a smartphone, television, computer, or other electronic device, not including an additional 1.5 hours spent texting or 30 minutes talking on cell phones. *NYTimes.com*, January 20, 2010, <http://www.nytimes.com/2010/01/20/education/20wired.html?partner=rss&emc=rss>.

**133,000...** The number of titles published in the UK in 2009, the highest output for a single year. *theBookseller.com*, January 26, 2010, <http://www.thebookseller.com/news/110574-uk-publishes-more-books-than-ever-in-2009.html.rss>.

**46th...** The rank of librarian in a list of best jobs for 2010. *Wall Street Journal*, January 5, 2010, [http://online.wsj.com/public/resources/documents/st\\_BESTJOBS2010\\_20100105.html](http://online.wsj.com/public/resources/documents/st_BESTJOBS2010_20100105.html).

**20%...** The number of respondents who have stopped buying print books in favor of e-books in a survey by the Book Industry Study Group, *Consumer Attitudes Toward E-Book Reading*. *Publishers Weekly*, January 15, 2010, <http://www.publishersweekly.com/article/CA6715164.html?rssid=192>.

**2...** The number of journals added per day to the Directory of Open Access Journals (DOAJ) in 2009. *The Imaginary Journal of Poetic Economics*, December 11, 2009, <http://poeticeconomics.blogspot.com/2009/12/dramatic-growth-of-open-access-december.html>.

## The Horizon Report

The annual Horizon Report is a collaborative effort between the EDUCAUSE Learning Initiative (ELI) and the New Media Consortium (NMC). Each year, the report identifies and describes six areas of emerging technology likely to have a significant impact on teaching, learning, or creative expression in higher education within three adoption horizons: a year or less, two to three years, and four to five years.

### The areas of emerging technology cited for 2010 are:

#### Time to adoption: One Year or Less

- Mobile Computing
- Open Content

#### Time to adoption: Two to Three Years

- Electronic Books
- Simple Augmented Reality

#### Time to adoption: Four to Five Years

- Gesture-based Computing
- Visual Data Analysis

To read the full report, go to <http://net.educause.edu/ir/library/pdf/CSD5810.pdf>.

## Hot Topics from ALA Midwinter

... Reported by John Riley, Busca, Inc. <[jdriley@comcast.net](mailto:jdriley@comcast.net)>

It was a cold and blustery ALA Midwinter at the new Boston Convention and Exhibition Center in South Boston. Other than the inconvenience of the location the Convention Center was a bright and sunny space for the exhibits and many of the meetings. Attendance was 8,261 — better than Denver 2009 (7,842) — but down considerably compared to Philadelphia 2008 at 13,601.

Much of the talk on the exhibits' floor centered on the recent purchase of Blackwell NA by Baker & Taylor. Most attributed it to the shrinking academic book market, but many voiced criticism of management at the company for its demise. There were many concerns about vendor consolidation, but smaller vendors saw this as an opportunity. One joke running around the floor was the "Too small to fail" model for vendors.

E-books were a hot topic with fuel being added to the fire by the recent Consumer Electronics Show where 23 different e-book readers had been shown. There was much anticipation around the Apple Tablet (now iPad), Blio, and a new player, Edge. California has mandated that all textbooks be electronic by 2020.

The buzz phrase of the meeting was "patron initiated purchase of e-books." There are lots of models out there for this new acquisition procedure: first look free, second look triggers a purchase; five minutes free looking; pay per view. Traditional vendors seem worried about this development, since it usually bypasses the vendor and would mean the death of the approval plan. Many librarians have concerns about "purchase on demand" whether for print or e, mainly around quality of collection issues.

### Other hot topics:

- Co-operative collection development. Lower budgets are driving this. When 40-50% of a collection never circulates the dollar savings are obvious.
- Copyright issues around digitizing dissertations.
- NISO was concerned about all of the supplemental material that accompanies many publications these days. (Best practices, peer review, archival issues around these materials.)
- Will Institutional Repositories fall prey to the cloud? In other words, why host local repositories when they can be hosted on larger sites with less staff required in each library.
- Quality issues around Open Source.
- Do IR's generate value in terms of grant money?
- Is the Obama stimulus money being spent wisely and what is the return on investment on it.
- Sustainability of large databases in the face of budget cuts.
- Webinars are becoming popular at ALA. NISO gave a talk with 25 people in the room and 25 online.
- The Espresso Book Machine was conspicuous by its absence, but they are partnering more closely with Xerox giving them local repairmen and thus a wider acceptance.
- The Publisher-Vendor-Librarian Relations Open Forum will address Latin American vendors, publishers, and collection development issues at ALA in Washington, reflecting the growing Latin American collections in academic and public libraries.

## Mark Your Calendars

**Academic Librarian 2: Singing in the Rain**, March 11-12, Hong Kong, China, <http://www.lib.polyu.edu.hk/ALSR2010/>.

**Academic Library Advancement and Development Network (ALADN) 2010 Conference**, March 20-24, Santa Monica, CA, <http://library2.usask.ca/~dworacze/CONF.HTM>.

**PLA (Public Library Association) 13th National Conference**, March 23-27, Portland, OR, [http://www.placonference.org/general\\_information.cfm](http://www.placonference.org/general_information.cfm).

**ILLiad International Conference: Exploring Trends in Resource Sharing**, March 25-26, Virginia Beach, VA, <https://www.atlas-sys.com/conference/>.

**ECIR 2010: 32nd European Conference on Information Retrieval**, March 28-31, Milton Keynes, UK, <http://kmi.open.ac.uk/events/ecir2010/>.

**12th Fiesole Collection Development Retreat: Re-Inventing Collections, Challenging Our Assumptions**, April 8-10, Leuven, Belgium. [http://digital/casalini.it/retreat/reatreat\\_2010.html](http://digital/casalini.it/retreat/reatreat_2010.html)

**33rd UKSG Annual Conference and Exhibition**, April 12-14, Edinburgh, Scotland. <http://www.uksg.org/event/conference10>

**25th Annual Computers in Libraries**, April 12-14, Arlington, VA, <http://www.infotoday.com/cil2010/default.asp>.

**NASIG 25th Annual Conference: An Oasis in Shifting Sands**, June 3-6, Palm Springs, CA, [http://www.nasig.org/conference\\_registration.cfm](http://www.nasig.org/conference_registration.cfm).

**101st SLA (Special Libraries Association) Annual Conference & INFO-EXPO**, June 13-16, New Orleans, LA, <http://s36.a2zinc.net/clients/sla/sla2010/public/enter.aspx>.

**American Library Association 2010 Annual Conference**, June 24-29, Washington, DC, <http://library2.usask.ca/~dworacze/CONF.HTM>.

## E-book Bits and Bytes

On Christmas Day 2009, Amazon sold more digital books than print for the first time in their history. *BusinessWeek*, December 30, 2009, [http://www.businessweek.com/magazine/content/10\\_02/b4162050103172.htm](http://www.businessweek.com/magazine/content/10_02/b4162050103172.htm).

Apple launched the iPad, a device that supports multiple functions, including web browsing, email, videos, music, games, and e-books. iPad is 0.5 inches thick and weighs 1.5 pounds. The iPad will run over 140,000 apps and will be available in late March starting at \$499. The new iBooks app for iPad includes the iBookstore that features books from major and independent publishers. *Press Release*, January 27, 2010, <http://www.apple.com/pr/library/2010/01/27ipad.html>.

## Must Reads

“Google and the New Digital Future,” Robert Darnton, December 17, 2009, *New York Review of Books*, Vol. 56(20), <http://www.nybooks.com/articles/23518>.

“Assessing the Future Landscape of Scholarly Communication: An Exploration of Faculty Values and Needs in Seven Disciplines,” Harley et al., Center for Studies in Higher Education, January 2010, [http://escholarship.org/uc/cshe\\_fsc](http://escholarship.org/uc/cshe_fsc).

“Why Hasn’t Scientific Publishing Been Disrupted Already?,” Michael Clarke, *Scholarly Kitchen*, January 4, 2010, <http://scholarlykitchen.sspnet.org/2010/01/04/why-hasnt-scientific-publishing-been-disrupted-already/#comments>.

## Short Takes

Seth Godin, author and marketing expert, suggests that libraries need to “train people to take intellectual initiative” in order for them to remain relevant in the digital age. “What we need to spend the money on,” says Godin, “are leaders, sherpas and teachers who will push everyone from kids to seniors to get very aggressive in finding and using information and in connecting with and leading others.” *Seth Godin’s blog*, January 9, 2010, [http://sethgodin.typepad.com/seths\\_blog/2010/01/the-future-of-the-library.html](http://sethgodin.typepad.com/seths_blog/2010/01/the-future-of-the-library.html).

The 350-year-old *Klencke Atlas*, the largest book in the world, will go on display in the British library for the first time as part of an exhibition about maps, “*Magnificent Maps: Power, Propaganda and Art*,” which runs from April 30 to September 19. The atlas measures 5-ft. tall and 6-ft. wide and was presented to Charles II during his restoration by Dutch merchants. *Guardian.co.uk*, January 26, 2010, <http://www.guardian.co.uk/books/2010/jan/26/klencke-atlas-british-library-exhibition>.

“Academic Libraries of the Future” is a visionary project being funded as part of a joint initiative to explore future scenarios for academic libraries and information

services, particularly in the context of a rapidly changing environment. It will help higher education institutions and organizations look at the challenges faced from a fresh focus and formulate strategies to ensure the sector continues to be a leading global force. The project partners are the British Library, JISC, Research Information Network (RIN), Research Libraries UK (RLUK) and the Society of College, National and University Libraries (SCONUL). *Press Release*, January 22, 2010, <http://www.jisc.ac.uk/news/stories/2010/01/lotf.aspx>.

The Working Group on Managing and Understanding Data in Libraries (MUDL) is a new group to work for improvements in the quality of data available to managers in higher education libraries. MUDL will promote discussion around methodologies and will facilitate the sharing of good practice, as well as working with publishers and aggregators to further improve the availability, accessibility and comparability of data. Publishers will be able to hear first-hand how libraries are using the data currently provided to them, in particular usage statistics reports, and to work together to develop the right support and services for institutions. The group will offer a discussion list and blog as well as organizing training and awareness-raising events. *Press Release*, February 3, 2010, [http://www.libr.port.ac.uk/press\\_release/](http://www.libr.port.ac.uk/press_release/).

## Book Reviews Still Matter

*Publishers Weekly* kicked off its series of panels “Think Future: What’s New in Book Publishing” in early February with a discussion of whether book reviews still matter. The answer from the panelists was a definite yes, especially for certain readers. Below are the results of Codex’s national survey of nearly 10,000 shoppers conducted before Christmas 2009:

% of Consumers Made Aware of Last Book Bought by Reviews	Ages 18-24	Ages 25-34	Ages 35-44	Ages 45-54	Ages 55-64	Over Age 65	Total
Print Reviews	0.9%	3.5%	3.4%	5.5%	6.8%	9.2%	4.8%
Online Reviews	2.5	3.4	2.4	1.7	1.1	0.9	2.1

Source: Codex Group

*Publishers Weekly*, February 8, 2010, <http://www.publishersweekly.com/article/CA6717904.html?rssid=340>.

## TCR Quotes

*“What really struck me about the arXiv business model is the phenomenal cost-effectiveness of arXiv. At under \$7 per article (that’s the total cost!), arXiv manages all of the technical aspects of disseminating scholarly articles, including storage, sustaining a heavily used system, developing the search interface, and even working with publishers so that arXiv also works as a submission platform for some journals. Wow!”*

Heather Morrison, post to *liblicense-l* listserv, January 27, 2010.