The CHARLESTON REPORT

Business Insights into the Library Market

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Libraries on the Move

The British Library in London has digitized and made freely available online over 280 volumes of ancient Greek manuscripts; scholars can view more than 2,000 years of Hellenic culture, language and writing. The library was able to begin digitizing its collection of more than 4,000 manuscripts, papyri, and early Greek printing through a grant from the Stavros Niarchos Foundation. See the collection online here *http://www.bl.uk/manuscripts/*.

Harvard University and its Office for Scholarly Communication have developed a Library Lab to which professors, staff and students may submit proposals to innovate the libraries' services (both online and in-person). The Lab will serve as a way to analyze, adapt and improve all areas of library activity through working with their patrons and through experimentation. For more information on the lab, log on to *http://osc.hul.harvard.edu/liblab*.

There has been "talk" of institutions and foundations collaborating to create a National Digital Library or a "Digital Public Library of America" for the U.S., but as Robert Darnton, the Harvard University Library Director explains, "concrete steps" have been taken toward this goal. Darnton is leading the effort to make the library a reality by meeting with 42 representatives of the top foundations and scholarly institutions recently. To read more about the meeting highlights, visit *http://chronicle.com/blogs/wiredcampus/one-step-closer-to-a-national-digital-library/27491*.

TCR Quotes

"E-books sales are exploding. Currently, e-books account for an estimated 8% of total book revenue, up from 3% to 5% a year ago. Mike Shatzkin, a publishing consultant, estimates e-books could be 20% to 25% of total unit sales by the end of 2012." To read the entire *Wall Street Journal* article, visit *http://online.wsj.com/article/SB10001424052748703369704575461542987870022.html#ixzz112EqzIqk*.

Tenth Annual Reader's Choice Awards

. . . Reported by George Machovec, Managing Editor, The Charleston Advisor <george@coalliance.org>

The Charleston Advisor is now publishing in it twelfth year and for the tenth consecutive year the journal is sponsoring a series of awards for the best and worst electronic services and databases of interest to libraries. The awards are not necessarily limited to products covered by ***TCA***, but ***TCA*** reviews (if available) were consulted in the final consideration. These awards are published on an annual basis. Members of the editorial board made the final selections in a September 2010 conference call.

Awards are given in a group of standard categories; special one-time kudos are periodically given and labeled below as a "Special One Time" award.

Best New Product

Govistics – The Center for Governmental Research (CGR) has a site to track tax dollars and government expenditures which are in every nook and cranny of the Internet. This tool pulls together this information for quickly assessing government spending by key categories including cool just-in-time graphing tools. *http://www.govistics.com/*

Best New End-User Product

iPad – Apple keeps turning out winning products which are easy to use and changing the way users access information, play games and use the Internet. Most magazine apps are beautiful, the e-book reader is elegant and this tablet device is changing the way we live. *http://www.apple.com*

Most Improved Product

Opposing Viewpoints in Context – Gale Cengage has come up not only with a new name for what was the Opposing Viewpoints Resource Center, they have improved it as a learning tool. The editorial content is great for the undergraduate rhetoric paper but where the older version required much explanation — both of its value and method — Opposing Viewpoints in Context simplifies finding both textual and media information on important controversial topics. *http://www.gale.cengage.com/InContext/viewpoints.htm*

Best Interface

Summon and EBSCO Discovery Service – Last year a special award was given to these two products as "Ones to Watch." Serials Solution's Summon and the EBSCO Discovery Service have not disappointed and both services are garnering substantial library acceptance as a single point of entry to take users into a library's broad suite of licensed digital content. Which is best? It depends on who you ask and your specific situation. The November 2010 Charleston Conference (http://www.katina.info/conference) will offer a showdown between these two vendors so you can decide. *http://www.serialssolutions.com/summon/ and http://www.ebscohost.com/discovery/default.php?id=2*

Best Content

iPoll Databank – This service is produced by The Roper Center for Public Opinion Archives and pulls together polling questions and answers from 1935 to the present. Offering data from more than 150 polling

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organizations and answers to more than 500,000 questions this resource is indispensable for researchers, students and pundits. The earliest data comes from the Gallup and Roper Polls. *http://www.ropercenter.uconn.edu/data_access/ipoll/ipoll.html*

Best Content by an Individual (Special One Time)

Charles W. Bailey Jr. for his excellent contributions over the years and most recently his "Transforming Scholarly Publishing through Open Access: A Bibliography." This work gives an outstanding overview of scholarship relating to the growing open access movement. By the way….it's free online. *http://digital-scholarship.org/tsp/transforming.htm*

Best Pricing

App Store Volume Discount Program – Apple recently introduced this program which "makes it easy for educational institutions to purchase apps for iPad, iPhone, and iPod in volume and distribute those apps to users" and "will allow qualified institutions to use purchase orders and other payment options and will recognize the tax status of the purchasing institution and bill accordingly." Libraries have had growing concern that direct sales to customers leave libraries out of the loop in the digital future. Programs such as this represent a good first step. Now we just need to extend licensing programs for books, music and other materials traditionally held by libraries.

Best Contract Options

Springer e-book collection – Springer now offers resource sharing options for their e-books where libraries may share e-book content. This is an important step by a major STM publisher. More e-book publishers and aggregators need to develop solutions. *http://springerlink.metapress.com/default.aspx*

Best Customer Support

The H.W. Wilson Company – is to be lauded for being responsive and having excellent support staff that provide detailed and correct answers. This is an important corporate value that is often lost in times of budgetary cutbacks. *http://www.hwwilson.com/*

Best Effort

HathiTrust – is widely respected for bringing preservation assurance and enhanced functionality to books digitized by Google Books at the University of Michigan and other Committee on Institutional Cooperation (CIC) libraries plus the University of California. This repository is a national treasure. It serves as Google Book Project's memory. *http://www.hathitrust.org/*

Vaporware Awards

JSTOR – We all love JSTOR but their recent rollout of a new platform which had to be quickly pulled back was a quick vaporization. Also, their Current Scholarship Program, although excellent in concept, is muddying the waters for how JSTOR was originally envisioned. No longer does the "moving wall" for older materials simply apply. *http://www.jstor.org/*

Lemon Award

Predatory Open Access Publishers – In our twelve years of publishing, the worst rankings ever given to a suite of publishers has been given to about 10 vanity open access publishers. The author of the review, Jeffrey Beall, noted "These publishers are predatory because their mission is not to promote, preserve, and make available scholarship; instead, their mission is to exploit the author-pays, Open-Access model for their own profit. They work by spamming scholarly e-mail lists, with calls for papers and invitations to serve on nominal editorial boards." Check-out these "bad boys" in our review *http://charleston.publisher.ingentaconnect.com/content/charleston/chadv/2010/00000011/00000004/art00005*.

Wiley Online Library – What a long and winding road from Blackwell Synergy (itself an amalgam of Blackwell Science and Blackwell Law and Humanities), through Wiley Interscience now all rolled up into the most prosaic of brand names. Along the way everything got more expensive and it's little more than a house of PDFs.

Mark Your Calendar

American Library Association Midwinter Meeting & Exhibits – January 7-11, 2011 in San Diego, CA. Log on to *http://www.ala.org/ala/conferencesevents/upcoming/midwinter/index.cfm* for more details on the meeting.

Electronic Resources and Libraries Conference – February 28-March 2, 2011 in Austin, Texas. Keynote speaker Amy Sample Ward will talk about using social technologies to bring about social change. For more information and a full schedule of programs, visit *http://www.electroniclibrarian.com/conference-info*.

The Conference for Entrepreneurial Librarians – March 10-11, 2011 in Winston-Salem, NC on the campus of Wake Forest University. Featured keynote speakers include Mary Ellen Bates of Bates Information Service, a popular research and consulting company, and Tim Spalding of LibraryThing. Go to *http://cloud.lib.wfu.edu/blog/entrelib/* for more conference details.

Computers in Libraries – March 21-23, 2011 in Washington, DC. The theme for the 26th annual conference is Strategic Focus & Value for Library Communities. For more information on speakers and sessions, visit *http://www.infotoday.com/cil2011/*.

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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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TCR Soundoff! — Is There Any Reward for Customer Loyalty? Towards a More Sustainable Model for Library/Vendor Relationships

... Reported by Tim Bucknall, Asst. Dean of University Libraries, University of North Carolina at Greensboro and Founder and Convener – Carolina Consortium <bucknall@uncg.edu>

Most libraries have been long term customers of the publishers and vendors with whom they do business. In many cases these relationships have lasted for decades, or even longer. But these long-term library commitments aren't always adequately recognized and rewarded by companies, especially given the current fiscal climate.

In negotiating deals for the Carolina Consortium (which consists of over 130 academic libraries), I am surprised and perturbed by the frequency of one-sided vendor offers that provide significant discounts ONLY to brand new subscribers and not to existing accounts, a tactic which would seemingly encourage "loyal" subscribers to cancel so that they could renew later at the lower price.

I understand that companies want to grow their business and increase their revenues, but have they given much thought to the kind of poor PR that strategy generates? It is hardly surprising that schools who have subscribed to a product for many, many years would feel it is unfair that they are specifically excluded from any new discount offer made to a consortium.

In fact, it would probably seem logical to most people that loyal customers (who have generated years and years of profits and revenues for a company) might actually be more entitled to discounts than schools that have yet to pay a dime. And often it is these long-standing customers who could best promote the product to the other schools in a consortium, sharing the experience and knowledge they have gained from years of subscribing. But the vendors undercut this possibility when they refuse to extend their discounts to these early adopters.

Perhaps publishers and vendors are aware that such an offer might offend existing customers, but are relying on the fact that libraries do not have mechanisms in place to compare prices with one another and thus will be unaware of the disparities. That would have been a fair assumption a decade ago, but it is becoming less true all the time as libraries become more and more cooperative in reaction to reduced budgets and the changing information landscape. And the assumption that schools don't compare prices is nowhere less true than in a consortium setting, where all pricing is typically made available to the entire membership. Indeed, for most consortiums that is not only standard operating procedure, it is the only way they do business. I would certainly never consider a consortium offer that forbade me from sharing the discount pricing with existing customers, whether they could benefit from it directly or not.

Perhaps publishers and vendors feel that their experience justifies rewarding new customers over existing ones. In years past, most libraries would renew their existing subscriptions almost without question. In that environment, companies have little incentive to enhance customer loyalty. But today's tight budgets, dynamic curricula, and widespread availability of usage stats (almost unknown in the print serials era!), have librarians questioning and evaluating nearly every single renewal. It is no longer a wise choice for a publisher or vendor to assume ongoing customer loyalty.

Similarly, a system of sales quotas based largely on new revenue streams no longer fits the academic library world. Vendors and publishers often tie sales quotas to the bonuses or salaries of their sales force — and those quotas tend to emphasize new sales over customer retention. Does that still make sense? If "a penny saved is a penny earned," then staving off a cancellation produces the same effect on the bottom line as a new sale.

In 2009/10, my own institution was forced to cut $215,000 worth of database subscriptions, and $196,000 in journal subscriptions. We're likely to cut again this year. And again next year. To be blunt, it seems to me that companies should worry more about preserving our current subscriptions, and should worry less about capturing new money. Don't incentivize your sales force to convince us to buy new products with new money we don't have; instead, give us a reason to stand by your company's products, and cancel someone else's products instead. Which brings us back to the concept of customer loyalty. A library that feels valued by a company is more likely to stick by its products when times are tough. On the other hand, a library that feels taken for granted will feel little sense of loyalty when making cancellation decisions.

In my own state of North Carolina, the legislature is abandoning the long-held policy of calculating the UNC system's funding increases based on enrollment increases. The new formula will instead be based on student retention and graduation rates. Perhaps vendors and publishers could consider following suit, and focus on retaining and rewarding customers, rather than on doggedly pursuing the rapidly evaporating prospect of new accounts.

Ed Note: *Care to reply?* ***TCR*** *welcomes alternative viewpoints and comments from the publishing and vendor community. Feel free to send your reply to any* ***TCR*** *Editorial Board member.*

By the Numbers

2 million…The online version of the Oxford English Dictionary gets 2 million subscriber hits a month; the 126-year-old printed version is rumored to have seen its last edition as more users are flocking to the $295-a-year online subscription. For more information, visit *http://www.oup.com/uk/pressreleases/OEDdictionarystatement/*.

42…The average age of a book buyer is 42 according to the 2009 U.S. Book Consumer Demographics and Buying Behaviors Annual Report from Bowker. This and other industry highlights can be accessed through *http://www.bookbusinessmag.com/article/new-industry-report-released-consumer-book-buying-behaviors/1*.

3 million…A recent study by Attributor, a company that develops anti-piracy software, estimates that daily up to 3 million people worldwide are seeking pirated e-books. Read more about their findings here *http://attributor.com/blog/a-first-look-at-demand-for-pirated-e-books-across-the-web/*.

6%…According to a report from *Library Journal* and *School Library Journal*, "The Growing Importance of Ebooks in U.S. Library Collection," academic libraries that do not offer e-books to their patrons are only at 6% of the 435 respondents. In contrast, of the 820 school libraries responding, 67% did not offer e-books. Read the highlights of this survey at *http://www.libraryjournal.com/lj/home/887020-264/ebook_summit_kicks_off_with.html.csp*.

New Entrepreneurial Opportunity?

. . . thanks to Bob Holley <aa3805@wayne.edu> for the following suggestion

Accept donations of print journals that libraries are discarding because they have digital copies. Knowing that acquiring electronic versions of articles can be expensive even to the author, store the journals inexpensively. Offer the journals or articles for sale individually at prices lower than the digital copies. Would anyone be interested?

Check out the full article on the ***ATG NewsChannel*** at *http://against-the-grain.com* and be sure to add your comments! Thanks….

Short Takes

The Consortium Directory Online (CDO) a project formed by The Consortium Directory's partnership with Ringgold, Inc. will serve as the "most comprehensive directory of the library consortium market available [and] will include over 600 library consortia in 100 countries." The new CDO's highlights: users can search by name, region or country and can identify consortia members' contact information, membership type and subject specialty. Included in the downloaded Excel or PDF results are publishers licensed, the structure of the consortium, and licensing criteria. For more information or for subscription inquiries, contact <directory@frontlinegms.com>.