Hot Topics from LITA's National Forum

. . . Reported by Tim Daniels, Manager, LYRASIS Technology Services, <tim.daniels@lyrasis.org>

This year's LITA forum titled "Rivers of Data, Currents of Changes" was held near the banks of the Mississippi river and in the shadow of the St. Louis Arch. Both of these wonders were a great back drop for a collection of presentations ranging from library technology, staff consulting with faculty in digital humanities, to exploring how to repurpose our content into an open linked data environment. Even though there were many great technology projects discussed, the real value was seeing the quality of innovation and the levels of risk libraries of all types exhibited at this year's conference.

For me the top five take aways were:

Mobile: This suite of technology is becoming a critical building block of library services and whether you create a mobile Website or develop an app for phone or tablet, patrons are beginning to expect access to resources via their mobile devices.

Cloud: The "cloud" in all of its complexities (Software, Platform, or Infrastructure as a Service) offers us a lot of opportunity to innovate, create, and store data and services in an environment that falls outside the notice of campus or county IT departments in a pay-as-you-go environment. If you decide a project is viable it can then be migrated into an approved space, and if it is not it can be removed with minimum effort.

Risk Tolerance: From combining open source with commercial software and services to transforming your metadata, many libraries are willing to take a risk if it will provide their patrons with better access to resources.

Discovery Tools: This is the hottest topic in libraries today. Many organizations are reshaping the ways in which they provide access to resources, and Discovery Tools are playing a key role in how that is happening.

For me the top take away was day two keynote speaker Karen Coyle's challenge for us to begin to look beyond our back end tools that are filled with library data and processes, admit that there are other viable information resources on the Web, and develop avenues to link these data resources to provide our patrons a complete knowledge picture.

Report from the Frankfurt Book Fair 2011

. . . Reported by Anthony Watkinson, University College London, <anthony.watkinson@btinternet.com>

Frankfurt is the biggest book fair and gathering of publishers in the world. It is both local and central to the remarkably large German language industry, but it is also supremely for all the rest who use English. It is really about rights, selling and buying all sorts of rights and particularly translation rights. It is also where sales persons see their agents. The men in suits are there but they tend to leave after the first day. Librarians are not very visible, although in the background, ICOLC types do meet Big Dealers. There is less for them than ever before. To see how little visit *http://www.buchmesse.de/en/fbf/customer_ services/for_professional_visitors/librarians/*.

It is difficult to think of anything public that made any sort of big impact; increasingly it is what happens on the Tuesday, the day before the start, when interesting trends can be perceived. The STM annual conference is on this day. The big news for librarians is that STM have truly embraced open access and the evidence is the presentation by Steve Hall — see *http:// www.stm-assoc.org/events/stm-frankfurt-conference-2011/*. He charted the history of the publishing community in its responses to OA from denial onwards.

Tools of Change Frankfurt was on the same day in a different part of the city. See *http://tocfrankfurt.com/*. This is the O'Reilly-inspired U.S. occasion reproduced in Frankfurt. It was less inspired than in the previous two years, and pundits picked out the recommendation by a Borders person that publishers should control their destiny and keep their prices up.

Finally, there is something apparently more boring but probably more relevant — certainly to librarians. This is the series of Editeur meetings. Editeur is an international standards organisation that meshes in with NISO in the U.S. See *http://www.editeur.org/*. Standards mean saving money and improving efficiency for libraries and publishers and intermediaries in between. There were seminars covering EPUB3 and Accessibility for the visually impaired. EPUB3 represents a real encouragement to make access available for the average publisher. ICEDIS, which looks after the supply chain for journals, will be at Charleston for the first time — see *http://www.editeur.org/65/Announcement/*.

At the conference itself there were lots of little events mostly for promotional purposes. Most were in German. The Semantic Web continues to worry publishers. What do you do if you want to satisfy your users optimally — see *http://blog. publishingtechnology.com/category/semantic-web/*. There were lots of booths but not much new.

To sum up, the Fair looked like business as usual for publishers. The (UK) Guardian — not a friend of the industry — found nothing more to say than that the publishers were calm among global panic. It could be argued that library budget problems are being ignored or just not mentioned.

Largest Study of Academic Library Circulation Released

A new report from the collaborative project "OhioLINK-OCLC Collection and Circulation Analysis" examines usage patterns for 30 million different books based on OhioLINK's circulation system in the years 2007-2008 combined with WorldCat bibliographic records. Ninety institutions participated in the study, including 16 universities, 23 community/technical colleges, 50 private colleges and the State Library of Ohio. The size of the combined collection and the number and diversity of participating institutions make this by far the largest and most comprehensive study of academic library circulation ever undertaken.

The report provides an overview of the study, a description of how the data was analyzed and made available, and suggested uses for the data and is accompanied online by an extensive set of Excel spreadsheets that analyze the usage patterns observed in the study. Of note, the study was limited to books and manuscripts because these materials typically circulate, and circulation is a significant element in evaluating collections.

One result of the study was a test of the "80/20" rule. Librarians have long espoused the belief that 80 percent of a library's circulation is driven by approximately 20 percent of the collection. The analysis of a year's circulation statistics from this study indicates that 80 percent of the circulation is driven by just 6 percent of the collection.

More information available at *http://www.oclc.org/research/publications/library/2011/2011-06r.htm*#.

By the Numbers

7,000 ... The number of journals now listed in the Directory of Open Access Journals. Of note 45% are searchable on the article level — with a total of more than 600,000 articles now searchable. A French version of the DOAJ has just been launched and a new Turkish version is being created. Learn more at *www.doaj.org*.

$4.55 billion ... 2010's net revenue for eBook purchases in higher education, an increase of 23.1% over 2008. *http://paidcontent.org/article/419-new-stats-book-publishing-industry-is-growing-with-e-books-up-over-1000/*

200% ... The increase in eBook lends via public libraries in 2010 over 2009, according to OverDrive which manages the vast majority of public library eBook lending. More than 15 million digital checkouts of nearly 400,000 titles were recorded in 2010. Read more at *http://www.publishersweekly.com/pw/by-topic/industry-news/publisher-news/article/48826-news-briefs-week-of-september-26-2011.html*#.

Mark Your Calendars

Don't Miss This!

The Open Access journal, Collaborative Librarianship, (eISSN: 1943-7528) has just published Volume 3, no.3 (Fall 2011). Scholarly articles cover: user participation in resource description, information literacy programs, Web apps using HTML5, using Facebook in library course materials, and automating ILL operations. The issue also includes reviews, opinion pieces and news pertaining to collaboration, updated daily or weekly. Check it out at <collaborativelibrarianship.org>.

TCR Reports: IMLS-funded Project Explores Growth in Library Publishing Services

. . . Reported by Charles Watkinson, Director, Purdue University Press, <cwatkinson@purdue.edu>

Supported by an IMLS Collaborative Planning Grant, Purdue University, Georgia Institute of Technology, and University of Utah librarians have been conducting a research project to assess the state of library publishing services in North America and to provide an evidence base to guide future investment.

The "Library Publishing Services: Strategies for Success" project consisted of four components: a Web-based survey created under the direction of consultant October Ivins and sent in Fall 2010 to 226 institutions that are members of ARL, the Oberlin Group, and the University Libraries Group (there was a 65% response rate); three "sustainability case studies" conducted by consultant Raym Crow in Spring 2011 at the three partner universities to examine business planning in programs that produce journals, conference proceedings, and books; three idea-sharing workshops held in May 2011, one at each university, involving a sample of 120 invited leaders in publishing service provision; and a literature review. An additional survey of 33 members of the Affinity Group was also conducted in July 2011.

1. As libraries move from being curators of collections to being providers of services, an increasing number are becoming involved in publishing. A 2007 survey by ARL found that 65% of ARL member libraries reported they were either delivering or planning to deliver publishing services (Hahn 2008). The 2010 survey, with a similar number of ARL respondents, found that close to 80% of ARL libraries are now either delivering or planning to deliver publishing services. The "Library Publishing Services: Strategies for Success" project deliberately sought to assess activity at academic libraries that are not ARL members. 30% of Oberlin Group members, and 46% of University Libraries Group members reported that they were either delivering or planning to deliver publishing services. The general mood at the workshops was that interest in library publishing programs is flourishing. There are now a handful of fairly large, robust, programs (such as those at Columbia, Cornell, Ohio State, Nebraska, Kansas, Pittsburgh, Simon Fraser, Michigan, Purdue, and California) that are encouraging those in the early stages.

2. Of respondents with operational publishing services, around 75% were publishing journals, while around 50% were publishing monographs and/or conference proceedings. A total of 211 journals were being published by 32 libraries, most of which are electronic only and Open Access. A "long tail" pattern emerges, with several large programs publishing a number of journals (only six publish more than 10), and many smaller programs publishing one or two. The majority of journals have been published for 1-3 years and are supported by library operating budgets or project grants. Workshop responses revealed growing sophistication in sustainability planning, with charges to sponsoring faculty or departments being more common than author-pays or subscription-based approaches. Charge backs are only standard in a small proportion of programs so far, but offer a pathway toward sustainability.

3. For respondents with operational publishing services, the software most often used for providing publishing services is Open Journal Systems (ca. 60%) followed by DSpace (ca. 35%) and Digital Commons from the Berkeley Electronic Press (ca. 25%). Workshops revealed a movement away from DSpace toward systems that can better support the peer review process. OJS is Open Source software generally installed on site while Digital Commons is a proprietary, hosted solution that libraries can license. Programs such as that at Georgia Tech manage multiple software solutions simultaneously.

4. Relatively few libraries have dedicated publishing staff. In most institutions, responsibility is spread between various positions. For respondents who were planning or delivering publishing services, the average FTE/library involved in publishing services was 2.4 for ARL members, 0.92 for Oberlin members, and 0.82 for ULG members. The fact that most programs lacked a dedicated champion for publishing services was considered by participants in the workshops to be a challenge for future development. The need for more training in and beyond library schools was often cited.

5. There has been a lot of emphasis on collaboration between libraries and university presses in previous discussions of library publishing, but only a small proportion of academic libraries are on campuses with a university press. Even at ARL institutions, where a university press partner is usually available, 37% of respondents with publishing programs and a potential press partner did not collaborate. While there is diversity, libraries appear to be developing a publishing niche that is distinct from and potentially complementary to the one occupied by university presses. They are meeting demand on their own campuses for born digital, Open Access, periodical publications produced with lightweight workflows — a role different from most university presses that publish across institutional boundaries, operate on cost-recovery business models, specialize in books more than journals, and value editorial intervention. Although they are in a minority, some libraries are moving toward relationships with their institution's university press that would better be termed "integration" rather than "collaboration" — Michigan, Purdue, Utah State, and Utah are notable examples.

Ed Note: This study will be presented at the upcoming Charleston Conference on Thursday November 3, at 2:15 pm, with Dean Murray-Rust of Georgia Tech serving as the lead speaker. A full version of the report will be available through the SPARC Website at the end of October 2011.

TCR Quotes

"There's a feeling, I think, that in the digital age, information is a commodity that's just available — and there's not always a sense of how it's generated or produced," Tom Rosenstiel, director of the Pew Project for Excellence in Journalism. *http://www.nytimes.com/2011/09/26/business/media/pew-media-study-shows-reliance-on-many-outlets.html*

eBook News

Amazon and OverDrive announced in September that library lending via the Kindle and Kindle app is now live. The service, which has been eagerly anticipated, will be available at 11,000 libraries across the U.S. who are already OverDrive customers. Patrons are being advised to check with their local libraries for exact titles included as well as loan periods etc. Amazon has created a special Q&A for the service, which states that a courtesy reminder will be sent three days before the end of any loan period. Amazon also explains how personal notes in Kindle books will be retained. Learn more at *http://www.amazon.com/gp/help/customer/display.html/ref=hp_200747550_find?nodeId=200747550#find*.

eBook revenue for trade publishers increased by 1,274% year on year between 2008 and 2010, reaching $878 million, according to BookStats, a new annual statistical survey published jointly by the Association of American Publishers and the Book Industry Study Group based on raw sales revenue and unit data provided by nearly 2,000 publishers. Of note, the data does not yet account for the eBook sales surge in 2011. Among other findings, the survey notes that eBooks made up 6.4% of the trade book market in 2010, up from 0.6% in 2008. In addition, eBooks now account for 13.6 percent of revenue from adult fiction. Read more at *http://paidcontent.org/article/419-new-stats-book-publishing-industry-is-growing-with-e-books-up-over-1000/#*.

LJ's second Ebook (Virtual) Summit, "Ebooks: The New Normal," was held on October 12, 2011, and included tracks for academic, public, and school libraries, as well as a report on eBook penetration in each of these sectors, an opening panel on leveraging the eBook opportunity in libraries and a keynote by the National Book Award-winning author M.T. Anderson. The day ended with a lively closing pecha kucha-fest featuring a half dozen authors. Highlights included presentation of data from *LJ's 2011 Ebook Penetration & Use Reports*, including an analysis of which devices (i.e., PCs, eBook readers, library computers, etc.) are being used to access eBooks in public and academic libraries. Be sure to check out all the findings at *http://www.thedigitalshift.com/2011/10/12/notes-from-the-2011-ebook-summit/#*.

Must Reads

Digital Scholarship has released version 7 of the Google Books Bibliography, which presents over 325 selected English-language articles and other works that are useful in understanding Google Books. It primarily focuses on the evolution of Google Books and the legal, library, and social issues associated with it, especially the Google Book Settlement. To better show the development of Google Books, it is now organized by year of publication. Primarily included are journal articles, e-prints, magazine articles, and newspaper articles. This version expands coverage of law review articles and legal e-prints. Where possible, links are provided to works that are freely available on the Internet. *http://digital-scholarship.org/gbsb/gbsb.htm*.

Short Takes

Students moving into a newly renovated dormitory at the University of Kentucky signed up for a hyperwired college experience: each one was given an iPad and required to take a series of tech-themed courses. The unusual program is called A&S Wired Residential College and is housed in a dorm of 177 freshmen. The University sees the dorm as a laboratory of different teaching technologies. Read more about the experiment at *http://chronicle.com/blogs/wiredcampus/at-a-u-kentucky-dorm-a-live-in-ipad-experience/33380#*.

As of September 16, 2011, academic publisher De Gruyter has acquired the 67 academic journals previously published by Berkeley Electronic Press (bepress), San Francisco, in the fields of Economics and Business, Education, Law, Political Science, Policy, International Studies, Health and Medicine, and Science and Technology. Berkeley Electronic Press was founded in 1999 by scholars as an alternative to existing academic publishers, and in particular their pricing policies. Bepress President and CEO, Jean-Gabriel Bankier, said "We are proud of the journals we founded and the innovative journal model we developed, and believe our journals are in good hands with De Gruyter. We are exiting the subscription-based journal publishing business because we believe we can have the greatest impact on scholarly communications by dedicating ourselves to enabling library-led publishing and research dissemination programs with Digital Commons." De Gruyter has stated that for the short term, the pricing for the 67 bepress journals acquired for 2012 will be the same as the pricing of the journals in 2011. For more information, contact Krista Zimmer <newsletter@na.degruyter.com>.