



# The CHARLESTON REPORT

## *Business Insights into the Library Market*

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### Libraries on the Move

The Center for Research Libraries (Chicago, IL) has announced that its recent webinar, "Coming to Terms: Behind the New LIBLICENSE Model License," is now available for streaming. The March 2015 webinar discussed the recent complete re-write of the LIBLICENSE Model License. Presenters Ann Okerson (CRL), Ivy Anderson (California Digital Library), and Tracy Thompson (NELLCO) discussed the work of the development team and highlighted the major issues that the new model license seeks to address. The question and discussion session was lively and informative. Presentation slides are available at <http://www.crl.edu/events/coming-terms-behind-new-liblicense-model-license>; streaming available at <https://www.youtube.com/watch?v=xW0HmnqFtVM>.

The University of California Press (UC Press) and the California Digital Library (CDL) have received a \$750,000 grant from the Andrew W. Mellon Foundation to develop a web-based, open source content and workflow management system to support the publication of Open Access (OA) monographs in the humanities and social sciences. The new system will work with Luminos ([www.luminosoa.org](http://www.luminosoa.org)), the new OA program just announced by the UC Press, as well as with eScholarship ([www.escholarship.org](http://www.escholarship.org)), UC's institutional repository and OA publishing platform. Throughout the two-year grant, the UC Press and CDL will engage other university presses and library publishing units to ensure the system will meet the needs of a range of organizations. Press Release, liblicense-1, March 5, 2015.

### TCR Reports from the Field: ACRL 2015 Highlights

... Reported by Donald T. Hawkins, <[dthawkins@verizon.net](mailto:dthawkins@verizon.net)>

The 2015 conference of the Association of College and Research Libraries (ACRL) on March 25-28 drew 3,400 attendees to the beautiful city of Portland, Oregon. It was the largest ACRL conference ever and marked the 75th anniversary of the founding of ACRL. Here are a few highlights; details of many of the presentations are available on the conference website (<http://conference.acrl.org>).

- A special 75th anniversary panel discussed *New Roles for the Road Ahead*, a report containing essays written to mark ACRL's 75th anniversary ([http://www.ala.org/acrl/sites/ala.org.acrl/files/content/publications/whitepapers/new\\_roles\\_75th.pdf](http://www.ala.org/acrl/sites/ala.org.acrl/files/content/publications/whitepapers/new_roles_75th.pdf)). The main concepts in the report are how we need to work **together** to solve issues and how librarians are involved in the organization of knowledge, data collection, and managing scholarly communications. The panelists identified collaboration, the perception of the library as a supporter of research, visibility, privacy, and change in higher education as issues that need to be addressed.
- A comparative study of the use of Twitter by libraries and food trucks found that although both use it to market to their clientele, libraries do not do as much reciprocal tweeting as food trucks do. Trucks engage with their users more than libraries do; libraries' Twitter usage is more like a newsletter. Libraries tweet more URLs and link to external content more than trucks do, but the trucks engage more with their community.
- Crowdsourcing in a reference environment provides a means to solve requesters' problems. It does not replace reference librarians, but it helps them by eliminating repetition of lower-level questions. The Purdue University Library has developed CrowdAsk, an FAQ system (<https://sites.lib.purdue.edu/crowdask>).
- Discovery services continue to be widely used, but they may not produce relevant results as frequently as Google or Google Scholar. Most users search on title words and do not use quotes in their queries. Librarians can help students by explaining the "why" of searching instead of just the "how".
- Demand-driven acquisitions (DDA) must be controlled and managed by the library. They can help librarians refocus their attention on the user. Selecting materials for collections is not a good use of a librarian's time; they can be more effective by forging connections with the faculty instead of just buying content.
- The widespread use of search and discovery has tended to reject browsing as an effective retrieval technique, but it is an important research behavior, especially for large image databases.
- Over 50% of the titles published currently in the U.S. are self-published. Libraries are not well equipped to deal with these materials because of quality issues, lack of metadata, and few reviews. Academic librarians will need to address the implications of self-publishing in the future.
- MOOCs continue to draw attention, but they are not the disrupter they were originally forecast to be. Many courses require payment for the course materials.
- E-books also continue to be popular, but the vast majority of students still prefer to read printed books because they like the physical experience of reading. Most of those that use e-books read them on laptops because laptops are their preferred device for their other activities.

*continued on page 2*

# Report from UKSG's 38th Annual Conference and Exhibition: “Connecting the Knowledge Community”

*... with thanks to Jill Emery, Collection Development Librarian, Portland State University,  
<jill.emery@gmail.com>*

The 2015 UKSG Conference hosted just under 1,000 attendees at the Scotland Exhibition and Conference Centre in Glasgow, Scotland from March 30-April 1. This year's conference featured plenary talks that focused on the transitional nature of research and scholarly communication in academia.

Geoffrey Bilder from CrossRef set the stage with an opening salvo entitled the “The Four Straw Men of the Scholarpocalypse,” where he argued that much of what libraries are grappling with are indicators of the broader need to address the current state of research and research outputs in academia. There were a number of plenary and lightning talk sessions on standards, the costs of publishing scholarly works, and data management offered throughout the event.

Ben O'Steen from the British Library Labs gave an inspiring presentation on exposure to the British Library's openly licensed

digital content and some of the use cases noted from these collections. The conference drew to a close with discussions on Open Access, in particular, Martin Eve's promotion of co-operative funding for gold Open Access in the humanities and Carrie Calder from Palgrave Macmillan presenting on research findings regarding the Open Access landscape in the humanities and social sciences.

Many of the processes for dealing with the Open Access mandate in the United Kingdom are still in developmental stages and these new national and in some cases individual institutions were highlighted in the breakout sessions. In addition, many other new issues in the knowledge community were also explored in the breakout sessions from data mining, the Global Open Knowledgebase (GOKb), Jisc-ARMA, and the library and university press collaboration. Many of these initiatives are still discussed as pilots or in early stages of release and utilization.

In many ways, this year's UKSG conference raised more questions than insights into the future of academic research and how libraries will be managing the plethora of scholarly outputs to come.

*Author Note: As usual, the social events and networking at UKSG are unrivaled. The quiz dinner event at the Glasgow Science Centre was as engaging as ever with many staying up late into the night to compete for the top table spot. The main conference dinner event was held at Merchant Square and allowed for a variation in dining opportunities. This dinner was followed by a robust Cèilidh (defined by Wikipedia as “a traditional Gaelic social gathering, which usually involves playing Gaelic folk music and dancing”) and the standard UKSG disco event.*

## Highlights – ACRL 2015 — from page 1

- Makerspaces are being established in libraries, and it is important to consider all the implications. One fascinating installation was at the Rutgers University Art Library where a Serious Play station was set up using Lego blocks (see <http://www.seriousplay.com>). It has been a catalyst for building bridges between faculty and staff and for making connections with students.

The next ACRL conference will be held March 22-25, 2017 in Baltimore, MD with the theme “At the Helm: Leading Transformation”.

*Donald T. Hawkins is an information industry freelance writer based in Pennsylvania. He holds a Ph.D. degree from the University of California, Berkeley and has worked in the online information industry for over 40 years.*

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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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## Don't Miss This!

*The Charleston Advisor's* April issue (v.16, no.4) features new reviews on a wide variety of products, services and databases. Featured in the issue are:

- Books at JSTOR
- Congress.gov
- Data-Planet
- Discogs.com
- Gale's Biography in Context
- Independent Voices
- Kanopy Streaming
- PlumX
- U.S. Intelligence on the Middle East, 1945–2009

Also included in the issue is a comparative review of OAIster on EBSCO Discovery Service, FirstSearch, and *OAIster.worldcat.org*, as well as an interview with Todd Toler, Vice President of Digital Product Management at John Wiley & Sons focusing on Wiley's new partnership with ReadCube.

Reviews will be available to subscribers via IngentaConnect in late April. The interview will be available Open Access at [www.charlestonco.com](http://www.charlestonco.com). Be sure to check it all out!

# Electronic Resources & Libraries Round-Up, 10th Annual Conference, February 22-25, 2015, Austin, TX

... Reported by Elizabeth L. Winter, Head, Collection Acquisitions & Management Department & Electronic Resources Coordinator, Georgia Institute of Technology Library, <elizabeth.winter@library.gatech.edu>

ER&L celebrated its 10th anniversary at this year's conference by looking back on our first decade while also looking ahead and continuing our exploration of fresh ideas and emerging trends. Our in-person attendance topped 600, and when online attendees are added in, total participation was over 1,000. We had 60 sponsors this year (our most ever!), 17 of whom were new to ER&L. <http://electroniclibrarian.org/conference-info/sponsors-2015/>

Sessions spanned topics including streaming video, linked data, OA publishing, altmetrics, user research, accessibility, and collection assessment. Amy Bruckman's opening keynote expanded attendees' thinking about the endless possibilities for online collaboration. Her session, "Supporting Online Creative Collaboration: Tools and Social Context," can be viewed (thanks to SCEL) at <http://bit.ly/erl15openkeynote>. Robert McDonald reprised his role as closing keynote from the inaugural ER&L, engaging attendees with a revisiting of his 2006 topic, "All Things Distributed." His session can be viewed (thanks to IGI Global) at <http://bit.ly/erl15closekeynote>.

As always, we experimented with new types of program offerings. In addition to our regular 45-minute concurrent sessions, we offered 15-minute "short talks," which were very lively and well received. It is impressive how many terrific ideas our short talk presenters shared in just 15 minutes each! We also offered the two-day Designing for Digital, an overlapping conference with programming geared towards creating excellent online experiences for our users.

Thanks to our partnership with Taylor & Francis, we were able to offer two student travel grant awards this year, which went to Nora Burmeister and Nicolette DeMerville. <http://electroniclibrarian.org/erlplus/tandfstudent/>

With our partnership with the Digital Library Federation of CLIR, two Cross-Pollinator Travel Awards were given to Suzanne Grubb and Caitlin Christian-Lamb. <http://www.electroniclibrarian.com/erlplus/crosspollinator>

Again this year, ER&L partnered with DLF and ProQuest to offer the #IDEAdrop House during SXSWI (South by Southwest Interactive). The intent of the #IDEAdrop House is to provide a venue where members of the library community can engage in salon-style conversations with thinkers from museums, archives, and libraries. To view the videos of this event, please visit <https://vimeo.com/erandl>.

The 10th anniversary ER&L conference was a smashing success. A couple of comments from this year's attendees summed it up best:

"I appreciate the size [of the conference]. I also enjoy attending a conference where I don't have to search out something that applies to the work I do — everything at ER&L is applicable!"

"I love it when I am able to attend ER&L and always leave feeling energized and excited about something."

The online conference archive of recorded sessions is available for purchase at <http://electroniclibrarian.org/conference-info/erl2015>. Please join us for next year's conference, April 3-6, 2016, in Austin, Texas!

## TCR Quotes

*"The single most useful thing we could do is insist that license language include a provision that the license terms do not supersede provisions of the US copyright act."* — Winston Tabb, Sheridan Dean of University Libraries and Museums at the Johns Hopkins University in Baltimore, Maryland. <wtabb@jhu.edu> on liblicense-l, April 6, 2015.

## Did You Know?

NISO has published its Spring 2015 issue of *Information Standards Quarterly (ISQ)*, available Open Access at <http://www.niso.org/publications/isq/2015/v27no1/>. Included in the issue is a report on the "Future of Library Discovery Systems" by Marshall Breeding as well as "NISO 2014 Year in Review" by Nettie Lagace. ISQ is also available in print by subscription or print on demand.

## Mark Your Calendars

**May 16-19, 2015** — 2015 Acquisitions Institute at Timberline Lodge, 27500 E Timberline Road, Timberline Lodge, Oregon. Registration and Sponsorship information available at <http://www.acquisitionsinstitute.org/home>.

**May 27-29, 2015** — SSP 37th Annual Meeting, "The New Big Picture: Connecting Diverse Perspectives." Crystal Gateway Marriott, Arlington, Virginia. Learn more at: <http://www.sspnet.org/community/news/ssp-37th-annual-meeting-registration-now-open/#sthash.4hFKCblc.dpuf>.

**June 14-16, 2015** — SLA 2015 Annual Conference & INFO-EXPO, Boston Exhibition and Convention Center, Boston, Massachusetts. Registration information available at <http://www.sla.org/attend/2015-annual-conference/register/>.

**June 25-20, 2015** — American Library Association Annual Conference & Exhibition, "Transforming Our Libraries, Ourselves," San Francisco, California. Complete conference information available at <http://alaac15.ala.org/>.

## Short Takes

**ProQuest has acquired Palo Alto-based SIPX, the creator of a digital course materials solution aimed at copyright and costs concerns for universities.** Originally developed at Stanford University as the Stanford Intellectual Property Exchange, SIPX became an independent business in 2012. The service allows faculty and librarians to set up course readings and immediately benefit from the system's automatic check for works that are available at no cost to students via library subscriptions or open sources. By leveraging collections, SIPX eliminates redundant spending and reduces materials costs. Read more at <http://www.infodocket.com/2015/04/08/digital-course-materials-proquest-acquires-sipx/>.

**Kudos has issued a 'final call' for institutions interested in participating in its free pilot.** The pilot enables staff working in areas such as research impact, support, policy, development and planning to access reports on the usage of Kudos by researchers within their institution. Kudos publisher and institutional programs provide insight into how and where researchers are talking about their work, and to what effect, in terms of which research is attracting attention, and in which channels. The Kudos site is free for researchers to use. Pilot places are limited. Interested institutions should register their interest by contacting <charlie@growkudos.com>.

**EBSCO has announced that, following its recent acquisition of YBP, the company has made an official decision to develop fully open APIs for both YBP's GOBI services and its subscription service division's journal services** that can be readily consumed by ILS and other technology services providers. According to Stratton Lloyd, EBSCO's Executive Vice President of Product Management, this approach is about supporting library decisions, and providing the technical flexibility to allow customers to decide how and which services to use. More at <https://www.ebsco.com/news-center/press-releases/ebsco-supports-open-resource-integration-through-technology-development>.

### By the Numbers

**1.5%...** The projected rise in materials and serials budgets in 2015, according to PCG's "Library Budget Predictions for 2015," now available in PDF. Of note, overall library budgets are expected to rise by 1.2% across all regions. Books are forecast to increase 0.7%. Read more at <http://www.pcgplus.com/highlights-of-the-2015-library-budget-survey/>.

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