Buyers Talk

In 1999, school libraries will spend $16.66 per student, on average, for children’s or YA hardcover trade books, according to School Library Journal. That’s an increase from $15.99 in 1998. SLJ, March 1999.

High school libraries spend $6.27 on average per student, while elementary schools spend more—$6.73 per student, according to “Small Change: Expenditures for Resources in School Library Media Centers, FY 1995-96.” For the full article, check out www.slj.com/slj/articles/article3111.

Corporate librarians are increasingly seeking to buy periodicals and serials in both print and electronic format, according to a survey produced by Loughborough University's Library & Information Statistics Unit. In the energy sector, for example, just 39% of libraries use printed serials only. The Media Intelligence Bulletin, January 15, 1999.

The Knox County Public Library System has more than 4,000 full-length audio books on tape. More than 60% are checked out at any one time. Mysteries are reported as the most popular with listeners. Romance, science fiction, and biographies are also in high demand. Knoxville News-Sentinel (Knoxville, TN), March 14, 1999, Sunday.

National Electronic Article Repository (NEAR) Proposed by KU Provost

In yet another attempt by the research library community to alter the current control of commercial and society journal publications, University of Kansas Provost David E. Shulenburger offered his proposal to the Association of Research Libraries at its 133rd Membership Meeting last October in Washington, D.C.: Project NEAR, a mandatory electronic repository for works by faculty in the U.S. (Ed Note: Another initiative of ARL is SPARC: see TCR, v.3, no.2 for a brief profile.)

Key components of Shulenburger’s proposal:

- authors retain ultimate copyright to their works which are deposited in electronic form 90 days after publication;
- publishers receive only exclusive right to journal publication upon acceptance of a manuscript;
- a federal law would mandate the faculty member’s and university's obligation to deposit articles in NEAR;
- NEAR would index manuscripts by author, title, subject, and name of journal in which they appeared (at a minimum);
- NEAR would assume archival responsibility.

A recent presentation of the NEAR project to an audience of librarians, publishers, and vendors produced very mixed reactions. The most prominent concern was that any federally sponsored program is doomed to failure. In addition, there was a general feeling that publishers, both commercial and scholarly, have a better understanding of the research community than provosts or others within academic administration.
Short Takes

More e-mail was sent than letters via the post office in 1997, according to the U.S. Commerce Department's census of business activity for that same year. *USA Today*, March 17, 1999.

Nine states have made significant progress with student reading scores between 1994 and 1998, according to the National Assessment of Education Progress. Connecticut scored highest; other states include Colorado, Delaware, Kentucky, Louisiana, Maryland, South Carolina, Virginia and Washington. Hawaii was lowest-scoring. *USA Today*, March 5, 1999.

ALA Midwinter sent good news to publishers and vendors, as reports of budget increases for libraries were confirmed. Roughly 8,673 attendees and exhibitors attended the Washington D.C. based meeting, up from 8,082 at last year's New Orleans conference. ALA returns to New Orleans this summer from June 26-29. The opening session will feature Colin Powell. For more information, check out ALA's web site: www.alan.org/events.

Print's a winner in Australia. Among the guidelines of the National Library of Australia for selection of digital resources is the following, according to Warwick Cathro of the NLA: if a work is available in print, it will NOT be included in the digital collection since print is easier to archive.

Fiction accounts for 50% or more of public library circulation, according to Georgine N. Olson, author of *Fiction Acquisition/Fiction Management: Education and Training*, yet libraries are just beginning to invest in training and reference tools for fiction selectors. Two efforts in that area are CARL's *NoveList* and Gale's *What Do I Read Next?* both offering reader's advisory databases and, in the case of *NoveList*, training packages. (Olson's book is available at $29.95 from Haworth Press, 10 Alice St., Binghamton, NY 13904, ISBN 0-7890-0391-0.)

For publishers producing an electronic version of a print publication, Mark Licker, publisher of *Science Encyclopedia* by McGraw-Hill, suggests the following questions that should be asked: What is the product in scope and content? What do customers expect in electronic form? How do we transform the product? What other products should be integrated? *Information Today*, March 1, 1999.

Gates Library Foundation Now Gates Learning Foundation

The Gates Library Foundation was founded in 1997 with $200 million in capital (see TCR v.2, no.4 for more background) with its goal to provide access to computers and digital information to patrons in low income communities in the U.S. and Canada. So far, more than 1,300 libraries have received grants.

Recently, Bill and Melinda Gates added $1.1 billion to the capital base and created a three-part structure for the renamed Gates Learning Foundation. The parts: the Gates Library Initiative (with new head Richard Akeroyd, former State Librarian of Connecticut), the Gates Education Initiative (head to be named), and the Center for Technology Access (headed by Willem Scholten, at one time a staffer at the Seattle Public Library and longtime point-person for Microsoft technology efforts with libraries).

All 50 states will see projects by mid 2003. So far, programs in Alabama and Louisiana are complete; Mississippi is midway through its implementation and Arkansas has started. Kentucky, West Virginia and New Mexico are slated to be underway this spring. Twelve states will be included in the next cycle; state projects require 12 to 18 months to complete and encompass technology installations and training. Cash value to each state ranges between $2-3 million or more including hardware, software, training, and telecommunications.

Booklist's 1998 Top of the List Selections

*Booklist*, ALA's review journal, has announced its eighth annual Top of the List winners, selected from the annual Editors' Choice selections as best books and media of 1998.

* Adult Fiction: *Damascus Gate* by Robert Stone (Houghton Mifflin)
* Adult Nonfiction: *Walking with the Wind: A Memoir of the Movement* by John Lewis and Michael D'Orso (Simon & Schuster)
* Youth Fiction: *Soldier's Heart* by Gary Paulsen (Delacorte)
* Youth Nonfiction: *No Pretty Pictures: A Child of War* by Anita Lobel (Greenwillow)
* Youth Picture Book: *Come Along, Daisy!*, written and illustrated by Jane Simmons (Little, Brown)
* Adult Video: *Waco: The Rules of Engagement* (ROCK Distribution)
* Youth Video: *Quilt* (National Film Board of Canada)

The Editor's Choice issue of *Booklist* is the special combined January 1/15 issue. Individual copies may be purchased for $4.50 (prepaid) by writing to *Booklist* Back Issues, 50 E. Huron St., Chicago, IL 60611.
By the Numbers

Public library circulation nationwide totaled over 1.6 billion or 6.5 per capita, according to the National Center for Education Statistics (NCES) report for FY1996. To print the entire 134-page report on U.S. Public Library Statistics, connect to the NCES website at [link removed]. *LJ Hotline*, March 15, 1999.

The U.S. book market is only 30% of the world market. Seventy percent of the post-secondary education market is outside the U.S. and is growing twice as fast, according to Mitchell Haber of Veronis, Suhler & Associates, who offered observations on trends and opportunities in the publishing world at the 1999 Annual Conference of the Association of American Publishers (AAP), Professional/Scholarly Publishing Division held at L'Enfant Plaza in Washington, DC, February 8-10. *Information Today*, March 1, 1999.

More public schools and libraries have submitted applications for E-rate funding to the Schools & Libraries Division of the Universal Service Administrative Co. for 1999-2000, but the funding cap is not likely to exceed $2.25 billion, and possibly could be lower. During the 18-month window in 1998-1999, approximately 36,250 schools and libraries filed applications, compared to about 36,500 this year. The E-rate program provides discounts between 20% and 90% to public schools and libraries to help them get wired to the Internet. *Newsbytes*, March 17, 1999.

The Book Industry Study Group is projecting that sales of children's books will increase 5.7% to $2.63 billion in 1999, and that sales will rise a total of 17.5% through 2002 when total children's book revenues are forecast to hit just under $3.1 billion. Unit sales in the 1998-2002 period are projected to rise 10%. Among the factors contributing to the optimistic outlook for sales of children's books are an increase in school and library funding. *Publishers Weekly*, February 22, 1999.

Librarian
Attitudes

May Highlight Opportunities

University reference librarians report both positive and negative changes to their jobs thanks to the rapid and widespread adoption of electronic media during the last decade, according to Carol Tenopir of the School of Information Science, University of Tennessee, Knoxville, who surveyed librarians from 68 academic research libraries.

According to the survey, student expectations are higher, faculty less so. Students expect to be able to answer every question and to find everything online, full text.

Reference librarians note: students don't ask, "How can I find information on subject X?" They ask, "What database do I search to find information on subject X?"

Paraprofessional staff and student assistants are providing more reference service, particularly basic assistance in using electronic sources. Librarians are moving more toward specialized research and instruction service, which can be more complex and time consuming.

While many predicted the end of library instruction during Tenopir's previous survey in 1991, now almost all respondents admitted the need for more instruction—and more intense instruction, including critical examination of the accuracy and reliability of Web content, search strategies for Boolean logic and relevance ranking systems, and the ability to deal effectively with a variety of interfaces and systems.

According to those surveyed, users are more adept at electronic searching, software is more user-friendly, and there are many more products. This combination results in more end-users who need less and less basic instruction, but now need to be guided to appropriate sources and need the assistance of a librarian to help them synthesize their information.

A constant problem reported is the difficulty of publicizing what resources are available since databases and access often change from year to year. The survey found that older faculty and grad students pay little attention to these changes, and, though new faculty and students do, they often can't make heads or tails of what's available and how to use it.

One librarian noted that her institution offers 120 databases networked to about 500 public terminals on campus, with many available remotely as well. She noted that the access is great, but users are often overwhelmed and don't know where to start—many think they're getting all this stuff "free" over the Web.

*Summarized from "The Impact of Digital Reference on Librarians and Library Users". Online Magazine, November 1, 1998*

Future Issues Will Include:
- Hot Topics from ACRL
- Combined Book Exhibit/The Reference Shelf
- Industry Leaders Share Future Visions
- How Libraries Evaluate Electronic Resources
Metadata Defined

Metadata, an internet-age term, is defined as "data about data". A library catalog is a classic example of metadata about the library's collection. Following is a brief guide to some metadata standards, thanks to Ed Summers of Old Dominion University and his article, "Show Me the Metadata!" (Against the Grain, February 1999, p.79-82):

TEI: Text Encoding Initiative


EAD: Encoded Archival Description

Begin in 1993 at UC-Berkeley, EAD is specifically focused on archival material and is very popular in the library community. For a list of institutions using EAD, logon to http://lcweb.loc.gov/ead.

CSDGM: Content Standard for Digital Geospatial Metadata

The premier geospatial metadata format developed by the Federal Geographic Data Committee in 1994.

Dublin Core

Created at a series of workshops hosted by OCLC (in Dublin, Ohio) and the National Center for Supercomputing Applications (NCSA), the Dublin Core is aimed at developing a core element set for description of information resources on the World Wide Web and is internationally popular, thanks to its simplicity. For a list of projects using this standard, logon to http://purl.oclc.org/metadata/dublin-core/.

(Ed Note: Be sure to see all the references and links in Ed's complete article. TCR readers who need a copy of ATG should contact Katina Strauch, ATG editor at strauchk@cofc.edu.)

Why Do Librarians Purchase Journals?

Continuing in our series, The Charleston Report shares results from an extensive survey by Karen Schmidt at the University of Illinois at Urbana-Champaign of 5,300 librarians. Responses come from both academic and public librarians. The top factors that strongly influenced a positive decision to buy a journal were:

1. Annual cost
2. Potential judged use
3. Indexing and abstracting available
4. Patron requests
5. Support of curriculum
6. Reviews
7. Availability of electronic format

The top factors that influenced the librarian not to buy were:

1. Annual cost
2. Language of publication
3. Potential judged use
4. Indexing and abstracting available
5. Another library has it
6. Reviews
7. Cost increase history
8. Speed of publication

Expanding Digital Library Initiatives: Lightning Print, netLibrary

Lightning Print, Ingram Book Company's new technology for on-demand book creation, has recently signed a deal with Cambridge University Press. According to the February 15, 1999 issue of Publishers Weekly, CUP is using the new technology for more than 600 titles which have been recently discontinued but are still receiving customer orders. The titles will be added to Lightning Print's digital library of 1800 titles. LP titles are ordered through bookstores and online booksellers; trade houses and university presses are the primary target for LP.

netLibrary, based in Boulder, Colorado, is making its official debut at www.netlibrary.com, with 2000 electronic books, some of which are available for "online check-out". Most works in netLibrary's digital collection are research and reference works, and the company is targeting libraries rather than end-users as its first market. According to a recent profile in the Denver Post Business section, netLibrary has signed agreements to distribute books from more than 20 publishers, including McGraw-Hill, Cambridge University Press, and the University Press of Colorado.

Libraries on the Move

The University of California's (UC) California Digital Library has signed an agreement with JSTOR to make available to its 300,000 students, staff, and faculty full-text copies of articles from the more than 100 journals slated for inclusion in that service. For a profile of JSTOR, check out TCR's article in v.1, no.6, May/June 1997 or logon at www.jstor.org.

Nebraska has received $400,000 in state funding for statewide online database access. OCLC's FirstSearch is benefiting from the funds and is now available to 624 Nebraska libraries free of charge. LJ Hotline, February 1, 1999.

Pennsylvania public libraries could see an increase of $17 million in direct state aid if the governor's proposed budget takes effect. That sum would amount to a 56% increase and represents the first of a two-year $32 million commitment from the state aimed at helping poorer libraries, boosting local investments in local libraries, and enhancing services. LJ Hotline, February 9, 1999.

Nova Southeastern University (NSU) in Ft. Lauderdale, Florida offered a "virtual open house" to local residents and students at the end of March. Wide-screens previewed the 165,000-square-foot library which will have more than 500,000 volumes, 975 user seats, and an auditorium that will seat up to 500 people. The library will also house several electronic classrooms and a Knowledge Navigation Center where companies can test out their latest technological ventures. NSU's Library, Research, and Information Technology Center is expected to be completed by July 2000.

TCR Back Issues Available

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