The Leaders Speak: Visions of the Future

Fifty industry leaders from libraries, vendors, and publishing houses gathered this March in Fiesole, Italy, to attend a meeting devoted to the future of libraries and collection development, sponsored by *The Charleston Report* and *Against the Grain*, and honoring Mario Casalini, founder of Casalini Libri, who died in 1998.

When asked to articulate their visions for the next five years, "more of the same" was a common statement. Participants saw "more print and more electronic information", "a continued struggle to deal with the flood of information" and "a scholarly communication and publishing system still driven primarily by the need to create information rather than to consume it (i.e., driven by promotion and tenure rather than actual use)."

Most, however, see the electronic serial as a reality and think journal publishers will eliminate paper subscriptions within a five year period. Consortia are predicted to continue to grow, and more consolidation and partnering among publishers and intermediaries is expected, as well as continued consolidation among library vendors.

The face of publishing is expected to change, as librarians provide alternatives to expensive journals through projects similar to ARL's SPARC. However, publishers are expected to continue to offer value-added editorial and distribution services, and to dominate in the distribution of information. The future of a national electronic article database seemed unclear, particularly since scholarly information is not produced solely in the U.S.

Archiving remains an unknown area. One participant argued for the role of the scholarly society in this arena, providing value-added services such as the linking and inter-linking of citations, and staying closer to the scholar. However, most librarians felt it unlikely that publishers would provide this important role in the long term.

Academic institutions are facing a continued diversity in their student populations, particularly those in urban settings who see more minorities, older students, women, and international students. Libraries are expected to be more entrepreneurial, and to serve increasingly as filters and navigators to the electronic world. Virtual libraries will continue to appear.

Finally, all agreed that users will want 24-hour access to information, and they will not be interested in how this information is provided. Some believed that people would no longer go to libraries to use them, yet others see libraries as important cultural centers where students will gather to access information, and where, as one speaker noted, they seek "a familiar feeling, peace and quiet, no rules and regulations and the human touch."

Buyers Talk

At the DeKalb (GA) County Library, 30 selectors create their adult book selection lists online using their Dynix automation system. The Head of Collection Development, with a committee of five others, weeds the list down. Selectors then have one week to make final choices—all accomplished online. Non-print selection is handled by a separate committee, as is selection of electronic resources. *Librarians Collection Letter,* March 1999.

The California State University System has begun final negotiations with two vendors, OCLC and EBSCO, to replace 1,279 print based journals with electronic versions. Journals selected for the project are held in 15 or more CSU libraries; electronic versions will be used system-wide. CSU's Journal Access Core Collection (JACC) project is the first of its kind and expects to begin with 600-700 electronic titles this year. *Evan Reader, Director, Electronic Information Resources, California State University*.

Mississippi's state legislature has passed a bill allocating $20 million in bonds for libraries, the largest amount ever designated. $10 million is dedicated to a new Library Commission facility; another $10 million will be distributed to public libraries to be used for capital improvements, furniture, equipment and technology. *Library Hotline,* April 12, 1999.

Charleston Survey: Third *ATG* Poll Profiles Academic Library Buyers

The *Third Against the Grain (ATG) Annual Report*, compiled by Barry Lee, surveyed participants from the Charleston Conference and *ATG* readers. 84% of respondents consider themselves academic libraries and report the following:

- 40% reported an increase in their materials budget (Another 40% reported no change)
- 34% reported an increase in their book budget
- 60% reported increases in both their journal and electronic resources budgets

The percentage of the monies devoted to books was 42% and journals 34% making total print resources 76%, down slightly from 80% last year. The remaining budget was spent on non-print, split between online (3%), CD-ROMs (7%) and electronic serials (12%).

The top issues for the new Millennia in this year's survey were information overload, electronic archiving, adequate training, publisher monopolies and adjusting to change (20% each). Complete results are available on the *ATG* Web pages beginning April 1999 at *www.against-the-grain.com*.

Libraries on the Move

Rochester NY's Public Library Director Richard Panz recently noted that the central library's door count exceeds 700,000 people per year, higher than the annual attendance at the new downtown baseball and soccer stadium and more than the annual attendance at any museum or cultural venue in town—even more than at the renovated hockey arena. Says Panz: "The central library brings people downtown." The City of Rochester and Monroe County recently invested $18 million toward the expansion and renovation of the downtown library facility. *Urban Libraries Council,* April 1999.

The New Jersey State Library is on its way to creating a statewide electronic interlibrary loan system serving its public, academic and school libraries. Ameritech Library Services is proving its Resource Sharing System, slated to be available in 180 of the state's 312 public libraries by the end of 1999 and in all libraries by the end of 2000. Cost of the system contract is $350,000. *Library Hotline,* April 12, 1999.

The Texas Library Association hosted 6,400 attendees and 2,000 exhibitors at its 1999 annual meeting in Dallas from April 20-23. This year's readers' choice Bluebonnet Award was presented to *Verdi*, by Janell Cannon. Votes were gathered from more than 190,000 children, grades K-6, in participating schools all over the state. *Library Hotline,* May 17, 1999.

New York Public Library, Columbia University and Princeton University have agreed to build and share a high-tech, automated book storage facility housing up to 30 million books. The high density facility is expected to be located on Princeton University's Plainsboro campus and will be used to store infrequently-used materials, including both monographs and journals. Once stored, materials will be retrievable within 24 hours of a reader request. The first phase of construction will include a joint processing facility and three $5 million modules, each capable of storing 2 million volumes. Costs will be shared by the three institutions. *News Release,* March 24, 1999.

The Revolution in Bookselling and Book Collecting

John T. Zubal of Zubal Books (aka John T. Zubal Inc.) has been buying and selling used and old books since the late 1950s (intensively since about 1962). He is excited about the "revolution" which has been underway over the past five years in his niche within the bookselling world, as high technology and the Internet have connected sellers and buyers to create a new and exciting marketplace.

According to Zubal, the booktrade as he defines it is "livelier than it has ever been;" secondhand, out-of-print, rare and antiquarian books are easier to sell and collect, and are less expensive, all thanks to the Internet. A number of Web services (including Interloc, now called Alibris, ABE or Advanced Book Exchange, Bibliofind and Bibliocity) list roughly 5 million books on public Websites, available for free browsing. And, notes Zubal, since dealers pay fees to list their titles on these sites, they are systematically "winnowing the chaff away from the grain," posting their better books and creating very valuable online bookstores.

And the Internet is proving to be very good for business. Zubal Books has seen past unanticipated sales of approximately 100 books a month skyrocket to electronic orders for over 100 books a day, seven days a week, including holidays.

In addition, though Zubal used to issue as many as ten printed catalogs a year, each listing over 2,000 books on a defined subject, that practice stopped in 1993. He has also eliminated most other traditional sales methods, such as special offers, cold calls and public auctions. Efforts now are focused on adding more and more listings to Web sites.

In 1994 Zubal began cautiously to post entries of unsold books from old catalogs and soon realized that he was suddenly selling books that had "gathered dust on our shelves for many years." Such books had not sold in the past because they simply were not exposed to a wide audience. The Internet solved that problem.

Zubal now lists more than 92,000 different books for sale on various Websites. During the last three years, he reports that he has sold more than 100,000 books electronically versus his estimate that no more than 25,000 would have sold using traditional methods. Still, the 92,000 listings represent only about 5% of his total inventory.

Prices have been influenced by the Internet as well. Because

TCR Change of Address

By the Numbers

Eighty-four percent of public libraries now offer Internet connectivity, according to a 1998 survey sponsored by the U.S. National Commission on Libraries and Information Science (NCLIS) and the American Library Association (ALA). However, only 45% offer graphical public access to the Web at speeds of 56 kbps or greater. The full report entitled *Moving Toward More Effective Public Internet Access* is available at *www.nclis.gov/what/ 1998plo.pdf.*

The Denver Public Library's new Web-based online photo album attracts an average of 2,000 visitors a day. The site features some 55,000 digitized images from the library's Western History collection of 600,000 historic prints and negatives. An online order form allows visitors to order prints at a price of $11 for a 5x7 copy. DPL estimates each image costs $14 to create, including the cost of descriptive cataloging. (Price quoted for photos is for private-use only; commercial use requires written permission from the library and is more expensive.) *Denver Public Library Partners* (newsletter), Spring 1999.

Seventy percent of *ScienceDirect* users log on to the site once a week or more, and 71% use it to retrieve full text articles. The average time spent browsing the service is 24 minutes, according to the product's creators. *ScienceDirect* is Elsevier's end user database of more than 335,000 scientific articles published by the parent company. Elsevier reports that nearly 500,000 users now have access to the database via the Internet. *ScienceDirect Connections,* v.1, no.1, Winter 1999.

College students account for roughly $100 billion in disposable income annually. Though they make up only about 5% of the population, they account for 35% of music compact disc sales. *Wall Street Journal,* May 10, 1999, B3B.

ARL Libraries (members of the Association of Research Libraries) spend $727 million on their collections, from total expenditures of $2.35 billion. On average, 8% of the materials budget is now devoted to electronic products. *Betty Bengtson, Dean of Libraries, University of Washington and President Elect, ARL.*

Cleveland Public Library reports that 22% of its total budget is devoted to materials; however, in 1999, for the first time, the library chose to add staff at the expense of materials to meet rising service expectations from end users. *Marilyn Mason, former Director, Cleveland Public Library,* March 1999.

The Revolution in Bookselling and Book Collecting:

more dealers participate, books once believed to be rare (and therefore expensive) may now be located more easily, at "homogenized" and lower prices. Most affected by this trend are the specialist booksellers who traditionally set the highest prices for desired and hard to find books. Now general bookdealers compete, often at lower prices, creating, in Zubal's words, "a truly open and free market."

These remarks are excerpted from "Selling Used and Antiquarian Books: Old Vagaries and New Certainties or Old Certainties and New Vagaries", by John T. Zubal, presented at Oglethorpe University, Atlanta, GA, February 19, 1999. Mr. Zubal can be reached c/o Zubal Books, 2969 W. 25th St., Cleveland, OH 44113, www.zubal.com; email: jzubal@zubal.com. Watch for the full paper in an upcoming issue of Against the Grain.

First Annual SEBA Book Awards

The Southeastern Booksellers Association has announced its first Book Awards, presented to recognize the year's best in fiction, non-fiction, poetry and children's books. Winners are:

- Children: *Out of the Ocean*, Debra Frasier, Harcourt Brace
- Poetry: *Someone Will Go On Owning*, Andrew Glaze, Black Belt Press
- Fiction: *Next Step in the Dance,* Tim Gautreaux, St. Martin's Press
- Non-Fiction: *Confederates in the Attic*, Tony Horwitz, Pantheon

News Release, March 8, 1999.

Digital Certificates: The Latest Development in User Authorization for Licensed Resources

A common problem for both libraries and vendors in the area of electronic resources is the need to authorize and validate users. The most common approach to date has been Internet Protocol (IP) validation or username/password assignments. Both these methods are considered inadequate, in part because they fail to provide access to users who are affiliated with an institution, but are accessing resources from remote locations (i.e., the faculty member on sabbatical in Europe).

Columbia University and the California Digital Library (CDL), two members of the Digital Library Federation (DLF), have recently formed a working group with JSTOR and OCLC to develop an authorization method based on digital certificates. Their aim is to develop a protocol allowing electronic resource providers to verify users based on digital certificates from their home institution. Certificates are now supported by most Web browsers. The following assumptions are guiding development of this new protocol:

- Home institutions will identify eligible users and ensure users' privacy
- Licensing agreements will allow providers to specify access levels
- Authorizations can be modified or revoked should the status of a user change during the period of an agreement
- User authorization will generally require no disclosure of a user's identity to the resource provider

The certificate protocol being developed will create a standard way of communicating between a resource provider and the home user's institution, based on the digital certificate standard x.509. The working group expects to be showing prototype systems this year.

Council on Library and Information Resources (CLIR) Issues, no.8, March/April 1999.

Top Medical Journals

EBSCO Subscription Services recently published the most commonly ordered titles from its biomedical library clients around the world.

1. *New England Journal of Medicine*
2. *Annals of Internal Medicine*
3. *Lancet*
4. *AHFS Drug Information*
5. *American Journal of Nursing*
6. *Nursing*
7. *American Journal of Medicine*
8. *Medical Letter on Drugs and Therapeutics*
9. *JAMA: Journal of the American Medical Association*
10. *American Journal of Obstetrics & Gynecology*

Short Takes

LITA's 1999 Forum, set for November 5-7 in Raleigh, N.C, will focus on "Top Technology Trends." Topics to be covered include: customizing library portals, creating interactive web interfaces, managing access to electronic resources, copyright law, security, digital archiving, and others. LITA is the Library and Information Technology Association, a division of the ALA. Complete information on the Forum is available at *www.lita.org.*

The future of librarianship lies in "managing global information flows," according to Peter Lyman, professor at the School of Information Management and Systems, University of California Berkeley. In a recent speech to Australian professionals, Lyman noted that corporate librarians are now gathering information for workforces scattered around the world and working in the "endless day becoming known as Internet time." *Australian Financial Review,* January 22, 1999.

1999's list of *Outstanding Reference Sources* for small and medium-sized libraries has been announced by ALA's Reference and Users Services Association (RUSA). The annotated list appears in the May 1999 issue of *American Libraries* (pages 64-72) and is also on the Web at *www.ala.org/rusa/bestref99.html.*

Academic Press has announced article-by-article publishing on a pre-print basis for six journals. Using its IDEAL system, which provides access to roughly 200 journals in electronic format, articles from the six journals selected for the service will be posted as entries in "partial issues" available online. Printed issues will be available once all articles are accepted, but are expected to lag the online counterpart by several weeks. Academic Press has stated that it views this method as the first step toward publishing journal articles "independent of volumes, issues, and page numbers." *News Release,* April 27, 1999.

TCR Quotes

"Though digitization is sometimes loosely referred to as preservation, it is clear that, so far, digital resources are at their best when facilitating access to information and weakest when assigned the traditional library responsibility of preservation." Abby Smith, Council on Library and Information Resources, *CLIR Issues,* Number 8, March/April 1999.

Book Flyers:
What Librarians Want

According to Nancy McGill, Selections Librarian for the King County (WA) Library System, publishers and authors who wish to promote a book are best served by a favorable review in one of the traditional library review journals (for public libraries these include *Library Journal, School Library Journal, Booklist, Publishers Weekly,* and *Kirkus*).

However, she considers a good flyer mailed to the library as the next best method. Her advice: librarians only have a few seconds to look at your flyer, so emphasize the essentials.

- WHAT is the book about? Keep it brief and pithy.
- WHY should the book be in the library? Include quotations from reviews, readers, testimonials. Attach copies of reviews, if possible.
- WHO is the intended audience? Be specific: adults, young adults, or children? Parents, business professionals, hobbyists, etc.
- WHO is the author? List qualifications and be sure to note any local affiliations.
- WHEN, WHERE, etc. was the book published? Include as much bibliographic data as possible, including ISBN, type of binding, price, etc. This is particularly important for self-published material.
- HOW can the library get the book? If available from a library vendor, which ones? If only available directly from the small press or author, be sure to include phone numbers, address and email address.

Sample copies are considered useful, but not necessary. Drop-in visits, on the other hand, are NOT encouraged. Selection librarians are busy people.

Excerpted from "Marketing Your Book to King County Library System", published in Librarians Collection Letter, a Monthly Newsletter for Collection Development Staff, v.8, no.7, December 1998, ISSN 1063-5386., available from Regan Robinson, Ed., PO Box 223, Chewelah, WA 99109, 509-935-0769.

Don't Miss This!

Marketing to Libraries for the Millennium, the conference within a conference, happens during ALA's Annual Meeting, on Sunday June 27, 1999, 9:00 a.m. - 4:30 p.m. at the New Orleans Convention Center, Rooms RO2-5. This session is sponsored by the joint committee of the Association of American Publishers (AAP) and the Association for Library Collections and Technical Services (ALCTS) of the American Library Association. For more information, call Mary Ucciardi at 212-255-0200, ext.226 or see *www.ala.org/alcts/events/programs/index.html#aap.*

Future Issues Will Include:

— Hot Topics from ALA's Annual Meeting
— Publisher Catalogs: How Libraries Use Them
— Database Use in Academic Libraries
— Criteria for Reviewing Children's Books