The CHARLESTON REPORT

Business Insights into the Library Market

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Buyers Talk

*Project Muse*, the e-journal collection from Johns Hopkins University Press, has announced a new pricing structure for the coming year. A full package, including 112 titles from ten presses, will cost $8,000. Subject and publisher specific packages will also be available; examples of these subsets include the social science package of 50 titles for $3,750 or 24 Duke University Press journals for $2,050. A list of titles by publishers, with links to other breakdowns, is available at [http://muse.jhu.edu/proj_descvr/listbypub.html](http://muse.jhu.edu/proj_descvr/listbypub.html). *JHU Press Release*, September 15, 1999.

A recent study on “Subject Usage and Funding of Library Monographs” by Joe Crotts of the California State University, Chico, concludes that despite the “massive transition of periodical literature into electronic format,” monographs have not received the same favorable acceptance by the new technology and will continue to represent a large portion of collection budgets into the twenty-first century. *(Ednote: Crotts opinion is shared by this issue’s Charleston Survey.)* College & Research Libraries, May 1999.

Librarians today are more frequently used as consultants and advisors to publishers, but often undervalue their knowledge, according to Jim Rettig, University Librarian at the University of Richmond, Virginia, and the well-respected author of “Rettig on Reference” (Gale Group). Rettig believes librarians can help publishers assess needs, refine concepts and massage products before they are released into the marketplace, but does suggest that publishers provide proper compensation for the value given in these exchanges. *LI Hotline*, August 9, 1999.

*BioOne*, a new online, full-text database of bioscience research journals, has been announced as a public-private collaboration among five organizations: the American Institute of Biological Sciences (AIBS), SPARC (the Scholarly Publishing and Academic Resources Coalition of ARL), the Big 12 Plus Libraries Consortium, the University of Kansas and Allen Press. *BioOne* is described as an electronic aggregation of the full texts of dozens of leading research journals in the fields of biological, ecological and environmental sciences and is scheduled for beta release in early 2001. *SPARC Press Release*, June 21, 1999.

The Charleston Survey:
Materials Budgets in Medium-Sized College Libraries

During the month of September, we had occasion to speak with several medium-sized college libraries about their materials budgets. Had their budgets for materials increased or decreased over the past five years? By how much? How much of their budget for materials was going to electronic resources? What was the mix of book versus journal expenditures? And how did the distribution for ordering of books, especially, break down between humanities, social sciences, and sciences.

Here is what we learned. The materials budgets ranged from a low of $473,000 to a high of $2,500,000. Materials budgets had gone up an average of 4-6% in these libraries which include both public and private institutions. Ironically, most of the private institutions were able to keep a consistent handle on materials budget increases as opposed to state institutions which in many cases had to deal with the vagaries of legislative funding.

An average of 7% of the materials budgets were going for electronic resources with the highest at 15% and the lowest at 4%. In the case of the libraries with the lowest allocation for electronic resources, the state (NC, Virginia, Pennsylvania) has a strong network of resources which is funded not by each individual library but by some external profit center like the state legislature.

What was the mix of book versus journal expenditures? In the aggregate, an average of 37% of the budgets were going for the purchase of books and 63% were going for the purchase of serials.

How about expenditures for books in social science, science and humanities? Forty-nine percent of the book budget was going for purchase of social science materials, 29% for science materials, and 22% for humanities. This should hearten publishers as it shows that many medium-sized libraries are not expending their materials dollars on the acquisition of largely scientific materials.

Reporting for *TCR*: Katina Strauch, Head of Collection Development, College of Charleston Library

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Connecting with Information Brokers

*TCR* readers who want to improve or enhance their relationships with independent information brokers can take advantage of two directories:

- **The Burwell World Directory of Information Brokers** contains about 1,000 listings and is available at [www.burwellinc.com](http://www.burwellinc.com) at no charge. A print version costs $65.

- **The Membership Directory of the Association of Independent Information Professionals (AIIP)** lists the 700 members of the association (roughly 85% are U.S. based). An abbreviated directory is available free at [www.aiip.org/members.html](http://www.aiip.org/members.html), or the complete listing can be purchased for $75.
Database Use in Academic Libraries

Content is rated the most important factor in database use by academic libraries, according to a study recently conducted by Carol Tenopir of the University of Tennessee at Knoxville. From a survey group of 58 randomly selected library staff members in academic libraries, "usefulness" was rated of great importance by 85%, "quality of content" by 60.3%.

Convenience followed content as next in importance. Remote login capability was rated of great importance by 43.6% (as opposed to only 17.5% who saw the hours the library is open as important). The combination of "content and convenience" were winners according to the librarians surveyed. The ability to access online resources from dormitories, offices, and homes was very highly rated.

Full text, however, was cited as "overriding" all other factors, especially for undergraduates. One librarian is quoted as saying, "End users want full text, preferably with graphics, and they want it delivered over a Web interface that provides the flexibility for a variety of output and access options."

Finally, the survey found that librarians can influence database use and choice in a number of ways including direct instruction to students or faculty, recommendations in reference sessions, and the creation of effective user aids. Links from class Web pages to online resources also encourage repeat use. Also of interest, products listed first on a menu get more use than those further down. "LJ", May 1, 1999.

Don’t Miss These!

The School of Library and Information Studies of the University of Wisconsin-Madison is offering an Internet based course in Collection Development. Cost for the 6-week session is $285. Students can participate from home or office via the Internet. Dates for the next session are November 8–December 19, 1999.

The Public Library Association’s (PLA) 8th National Conference, "PLA2000," is set for March 28-April 1, 2000, in Charlotte, North Carolina. This meeting is the largest gathering of public librarians in the U.S. and is held every other year. For more details, check out the PLA Web site at www.pla.org, or call 1-800-545-2433, ext. 5 PLA.

Libraries on the Move

Seattle Public Library will receive gifts totaling roughly $4 million, in a memorial to a community leader, A. Scott Bullitt. The funds will be used to endow annual programs on U.S. history and to buy books and other materials relating to U.S. history and biography. "American Libraries", September 1999.

Over $10 million in grants for electronic preservation of documents is being presented to six universities in the second round of funding for the Digital Libraries Initiative. Six federal agencies (including NEH, the Library of Congress and the National Library of Medicine) jointly award the funds. Recipients include: $2.26 million to Cornell University; $530,000 to Johns Hopkins; $3.6 million to Michigan State; $2.75 million to Tufts University; $497,000 to UC Davis and $500,000 to the University of Kentucky. Funds are earmarked for specific digitization projects at each campus. "LJ Hotline", August 2, 1999.

The American Theological Library Association (ATLA) has announced plans to digitize 50 essential journals in theology, thanks to a Lilly Endowment grant of nearly $4 million. The project is named ATLAS (ATLA Serials: Fifty Years of Fifty Journals). To learn more, logon to http://purl.org/CETR/ATLAS or contact James Adair at jadair@shemesh.scholar.emory.edu. "C&RL News", July/August 1999.

Tennessee public libraries will receive $4 million in grants and services in the latest round of Gates Learning Foundation awards. In addition, Microsoft Corporation will donate software estimated at $3 million to libraries receiving foundation grants. Of 274 libraries in Tennessee, 226 will be eligible for the grants which are targeted to libraries serving communities in which 10% or more of the population lives in poverty. Tennessee is the 13th state to receive Gates grants. "LJ Hotline", August 16, 1999.

By the Numbers

$24.6 billion...in donations were awarded to libraries and schools in 1998, according to "Giving USA 1999," a study conducted annually by the New York-based American Association of Fund-Raising Counsel Trust for Philanthropy. Donations to all nonprofits totaled $174.5 billion; religious organizations received the largest amount at $76.1 billion. "LJ", June 15, 1999.

450,000 articles...have been downloaded in the last 17 months, reports OhioLINK’s Electronic Journal Center (EJC). Of these, more than 50% were from journals not available in print on member campuses. EJC now contains the complete electronic collections of seven journal publishers—a total of 2,500 journal titles—and expects to add more. "ScienceServer Press Release", August 19, 1999.

$18 million...is the addition to the funding base secured by the California Library Association (CLA) bringing the Public Library Foundation (PLF) to $56,870,000 or 81% of its full funding. PLF monies are used by public libraries in California to fund purchases of books and other materials and to support hours, programs, and services. Even with the addition, California per capita PLF rates are only $1.68, a low number compared to other states. "CLA News Release", July 8, 1999.

$2.80 per capita...is the rate of state aid to public libraries in Delaware, a 14% increase over 1999 and a doubling of state aid since 1994. "LJ Hotline", July 12, 1999.
Short Takes

Two thirds of universities surveyed by the National Association of State Universities and Land-Grant Colleges (NASULGC) are participating in a “virtual university” or are part of a distance-education project targeting nontraditional students. The top priority for information technology spending among those surveyed was upgrading computer equipment for students. Only 4% listed digitizing libraries as a top priority. Survey results are published in Connecting with the Future, available at www.nasulgc.org/vir_lib.htm. LJ Hotline, July 26, 1999.

National Library Week 2000 (April 9-15) kicks off with “Connect for Kids” day on Saturday April 8. The national event will highlight library resources available to children and their families, and is sponsored by ALA and the Benton Foundation. ALA will also team up with the National Endowment for the Arts, the Library of Congress Center for the Book, and other organizations to sponsor LIVE at the Library 2000, a year-long celebration of the arts. Grants will be awarded to 500 libraries to develop partnerships and host programs for National Library Week. More information will be available this fall at www.ala.org/publicprograms. ALA News.

Columbia University has announced the creation of EPIC, the Electronic Publishing Initiative at Columbia, which brings together the expertise of the Columbia University Press, the Libraries, and the University’s Academic Information Systems. EPIC will foster electronic publishing initiatives, including the American Historical Association Electronic Book Prize Project known as E-Gutenburg which is aimed at publishing electronic monographs in several “endangered” history fields. Columbia University News (press release), August 20, 1999.

Iowa residents rated local public libraries as one of the most important community services, second only to fire protection, according to a statewide survey commissioned by the Iowa Library Association (ILA). Seventy percent of Iowans think more tax dollars should go to public libraries. Of note, the survey showed that the three strongest indicators of quality library service are: friendly, helpful staff; a good selection of up-to-date books; and easy to find materials. Public Libraries, July/August 1999.

New Study of WWW Search Engines

Only 42% of the Web is indexed by the combined search engines, according to a recent study. The authors believe there are approximately 16 million Web servers in existence and noted that only one third contain metadata on their home pages. (Only 0.3% used the Dublin Core—see TCR, v.3, no.5, for a definition of these and other related terms.)

For Web coverage, a comparison of the most popular search engines produced the following ranking:

- Northern Light .... 38.3%
- Snap ................. 37.1%
- AltaVista ........... 37.1%
- HotBot ............. 27.1%
- Microsoft .......... 20.3%
- Infoseek .......... 19.2%

Google ............... 18.6%
Yahoo! ............... 17.6%
Excite ............... 13.5%
Lycos ............... 5.9%
Euroseek ........... 5.2%

Another finding was that “popular sites”—sites with many links—are more likely to be indexed than sites with fewer links. Infoseek was found to have a higher probability of indexing random new sites. The study also found that the average time to index a new page was 57 days. The full study is available in Nature, July 8, 1999, pp.107-109.

Report from AALL

“At the Crossroads: Information Management, Technology and Policy” was the theme of the 1999 American Association of Law Libraries (AALL) Annual Meeting held in Washington, D.C. from July 17-21. One session, entitled “A Meeting of the Minds,” featured the CEOs of BNA, CCH, and Alert Publications together with high ranking executives from West and Lexis.

The CEOs predicted that, while we may see a few more mergers, the near-term focus is going to be on globalization of products and services. The term “globalization” was popular throughout the meeting. More joint ventures between larger and smaller publishers were forecast, a direct result of customer demand. It was felt that the book was here to stay, at least for a while, as most publishers continue to receive a majority of their income from print titles—another “market driven” issue. The next thing to die will be the CD-ROM which was called the “microfilm of the 2000s.”

This report is courtesy of A. Jennings, Legal Research & Information, a.jennings@mindspring.com. Watch for her complete report on AALL in a future issue of Against the Grain (ATG), or logon to www.aallnet.org for more information.

Selection Tools Used by Private Law Libraries

When asked to purchase books for a particular practice area, private law librarians are most likely to consult their colleagues who work in that area. They are also likely to consult brochures and catalogs from publishers. Often, brochures are brought to their attention by the attorneys in their firms.

Individuals surveyed like having the full catalog from the publisher and find it often more helpful than a single brochure since the catalog outlines a more complete product line. Directories which are helpful include:

- Legal Information Buyer’s Guide and Reference Manual (Svengalis)
- Specialized Legal Research (Channin)
- Law Books in Print (Glanville Publishers)
- Legal Looseleaves in Print (Infosources Publishing)

Also listed as useful are newsletters such as Legal Information Alert and The Legal Publisher (UK Publishing) and book reviews in a wide variety of sources, most notably in Law Library Journal. Of note, Against the Grain, TCR’s sister journal, is also listed as a useful resource.

AALL’s Price Index (PI) was actually not the most popular source among private firm librarians. Respondents were quoted as having a “lukewarm” reaction to PI, in part because the publication date is out of sync with private firms’ budget years and, therefore, is consistently out of date. In addition, the inability to transfer PI categories to private firm general ledger categories was seen as problematic.

Late Breaking News: Ruling Favors Free-lance Writers

On September 24, 1999, in an important ruling for libraries and publishers alike, a federal appeals court overturned the 1997 federal court finding in *Tasini vs. New York Times* that allowed publishers to include free-lance articles in their online and CD-ROM products. The Second Circuit Court of Appeals ruled that the reuse of free-lance work on databases and CD-ROMs without the authors' express permission constitutes copyright infringement. The original ruling was based on the argument that electronic products were simply another "version" of a work already published.

Specifically, the judges ruled that, in the absence of a written contract, the writer transfers only First North American Serial Rights and retains all other rights. The right to reproduce electronically free-lance articles is not included in the transfer of First North American Serial Rights. The judges also affirmed the lower court's ruling on publishers' efforts to acquire rights by stamping a statement on the back of checks. Writers do not transfer rights to an article by simply endorsing such a check.

For a complete view (from the writers' side), logon to the homepage of the National Writers' Union at www.nwu.org. The Web site also includes the full text of the ruling.

Librarians Moving Up the Chain

According to Otsell Inc., a California-based information industry research and advisory firm, information professionals are moving up the value chain within their corporations, reporting to executive-level management, and moving from the traditional library to participate in new information groups such as desktop information services and global content strategy teams.

Otsell's findings are based on a survey of approximately 200 corporate information professionals and are detailed in the company's recently published briefing entitled *The Changing Role of the Information Professional: Implications for Vendors, Buyers and Users of Content in the Corporate Marketplace*. Those surveyed came from a wide range of firms representing the computing, financial services, management consulting, and pharmaceutical/biotechnology fields.

More than half of those surveyed work for corporations with annual revenues of $1 billion or more and have decision-making roles in selecting, evaluating, and acquiring content products for desktop deployment. Additionally, 90% indicated they have responsibility for consolidating content purchasing within their companies. The average library budget of the survey's respondents is close to $1 million.

TCR Quotes


Charleston Advisor

Upcoming Reviews

You won't want to miss the next issue (v.1, no.2, October 1999) of *The Charleston Advisor; Critical Reviews of Web Products for Information Professionals*. Among the products receiving critical, signed and rated reviews in the issue are:

- ISI's Web of Science
- *International Index to Music Periodicals*
- ChoiceReviews.Online
- Columbia International Affairs Online
- Institute of Physics: Axiom
- E*Subscribe: ERIC Electronic Subscription Service
- Electric Library
- Project Muse
- YearbookNEWS
- The Arthritis Society

Also included is an interview with *Northern Light*, a preview of PubScience, and an "In the Field" report from the California State University System about its process for evaluating and purchasing electronic products. To subscribe or to request a sample copy, logon to www.charlestonco.com, or call us at 303-282-9706.

What to LOOK For at the Charleston Conference

The 19th Annual Charleston Conference on Issues in Book and Serial Acquisition, November 3-6, 1999, is just around the corner! TCR readers who are able to attend should be on the watch for the following important sessions: Book Collecting, E-Books: State of the Art, Electronic Archives and the Class of 2020, Consortial Madness, SPARC: Current Initiative, The Changing Structure of Information in the New Electronic Age, Electronic Resource Evaluation, Ecommerce and Library Acquisitions, the California State University JACC (Journal Access Core Collection) Project, The Coming Restructuring of the Library Book Vendor and a panel on Industry Mergers. And this listing is just a sample! It's not too late to register for the conference. Connect to www.charlestonco.com and link to the main conference site. Or, if you're unable to join us in Charleston, just watch for our reports on these and other sessions in upcoming issues of TCR.

Coming Next Issue

- Highlights of The Charleston Conference
- Capital Campaigns and Public Libraries
- How Libraries Evaluate Electronic Products
- The Latest on E-Book Use in Libraries

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