Budget Trends in ARL Libraries

ARL Statistics 1998-99 is the latest in a series of annual publications that describe collections, staffing, expenditures, and service activities for the 121 member libraries of the Association of Research Libraries (ARL). For the first time, ARL has announced that key charts are available without charge, fulltext on the Web at www.arl.org/stats/arlstat/99intro.html. This annual statistical volume includes a wealth of information about budgets and budget trends in the largest research libraries. Among the highlights are the following:

Average Expenditures for 1998/99
- 38% were for library materials
- 47% for salaries
- 14% for other operating

Activities from 1991-1999
- 84% is the increase in ILL over this period
- -2% is the decrease in reference transactions
- 3% is the increase in total staff
- 1% is the increase in circulation
- 39% is the increase in bibliographic instruction sessions conducted

Unit Costs and Expenditures from 1986-1999
- 207% is the increase in unit cost of serials
- 170% is the increase in expenditures for serials
- -6% is the decrease in serials purchased over this period
- 65% is the increase in unit cost of monographs
- 34% is the increase in expenditures for monographs
- -26% is the decrease in monographs purchased over this period
- 131% is the increase in all materials expenditures for the period
- 89% is the increase in operating expenditures for the period
- 52% is the CPI increase over the period

More Snapshots
- $2.7 billion is the total library expenditure of all 121 member libraries in 1998-99
- 714 “teaching” sessions were offered by the typical ARL in that year
- 9,400 people received formal education through library instruction in a typical ARL library

Libraries on the Move

Amigos successfully negotiated for 9,500 libraries in a recent agreement with Grove’s Dictionaries, Inc., for access to three Grove’s databases. The libraries were members of a number of consortia, who have banded together to form the Alliance of Library Service Networks (ALSN), which includes: the Bibliographic Center for Research (BCR) in Colorado, CAPCON in Washington, D.C., MINITEX Library Network in Minnesota, OHIONET, the Illinois State Library, the Michigan Library Consortium, and the Indiana Cooperative Library Services (INCOLSA) as well as others. Library Hotline, May 8, 2000.

“America’s Library” (www.americaslibrary.gov) is the user-friendly name for the new Web site from the Library of Congress. Aimed at children and families, the site was created to provide an entertaining educational experience highlighting the Library’s deep American historical collections. For the first time, the Library of Congress is teaming up with the Advertising Council in promoting the site. Their campaign: “There’s a Better Way to Have Fun with History...Log On. Play Around. Learn Something.” LC Press Release, April 24, 2000.

More than 3,000 audio books have been purchased by the Fairfax County Public Library, VA, thanks to a grant from a former library patron who was an audio book enthusiast in his later years. The most recent gift totaled $63,400; to date, the library has received $270,000 from income generated by the endowment. Library Hotline, April 24, 2000.

Budget 2001 Contains Important Tax Incentives

President Clinton’s proposed FY2001 budget includes $2 billion over 10 years in tax incentives for private sector corporations who donate computers, sponsor community technology centers, or provide technology training for workers. Specifically, the incentives are tied to donations to schools, libraries, and community technology centers, particularly those in designated “Empowerment Zones.”

The budget would also increase the investment in the Department of Commerce’s Technology Opportunities Program (TOP) to $45 million, triple its current level of $15 million. This program encourages innovative applications of information technology that help empower low-income communities; examples of programs include public health information systems that raise childhood immunization rates in inner-cities, tele-mentoring for at-risk youth, and electronic networks that foster communication and collaboration in local communities. Reported by the Benton Foundation. For more information, logon to www.benton.org/News/Extra.
By the Numbers

#1... is the information technology industry's ranking as "driver of the U.S. economy," according to the U.S. Commerce Department. *New York Times Technology Cybertimes*, June 6, 2000.

42% ... of U.S. Hispanic households have a computer, an increase of 68% over the past two years, as compared to a 43% increase for the general U.S. population in the same period. *Library Hotline*, April 24, 2000.

6 million ... is the number of videos rented in the U.S. each day. By comparison, the number of books checked out of public libraries each day is 3 million. *St. Petersburg Times*, April 19, 2000.

$58,000 ... is the average annual salary for high-tech jobs, 85% higher than the average for the private sector as a whole. *New York Times*, June 6, 2000.

95% ... of librarians surveyed by *Library Journal* attributed a decline in circulation to electronic information. Users "...go right to the computers, bypassing the books and the information desks." *Publishers Weekly*, March 6, 2000.


LITA's Top Technology Trends

The following trends come from leading members of the Library and Information Technology Association (LITA). While the advice is aimed largely at libraries, it is relevant for any player in the world of publishing and information. For the full discussion, be sure to logon to: www.lita.org/committee/ toptech/mainpage.htm.

Trend #1: Learning about the Web ... what we can do with it, what our patrons can do with it should be our top priority.

Trend #2: Adding value ... librarians need to start considering how we can add value to electronic information in unique ways, without trying to exert a level of control that we can't (and don't need to) achieve.

Trend #3: Convergence ... boundaries are blurring. Consider the "marriage" of library collections with those of museums and archives, or patrons asking how to configure their browsers to access online library resources from home.

Trend #4: Partnerships ... libraries can't afford to be isolated, and technology provides us with more tools and opportunities for collaboration. Be proactive about looking for partnership opportunities in your community, especially with organizations with deep pockets.

Trend #5: Privacy and data ... librarians have historically worked to protect individual privacy in relation to intellectual freedom, but sometimes we ignore the usefulness of our own information. Libraries could be real "players" politically if we looked at more of our data in marketing terms.

Trend #6: E-books ... librarians need to stay informed and get involved in discussions with e-book publishers about standards, and don't assume that privacy concerns, fair use in copyright, and methods of charging for use are going to conform to what we've gotten used to in libraries with print materials.

Internet Purchases

What's selling online? Here's a sample snapshot of totals spent in March 2000, by category.

- Air Tickets $509,719,000
- Computer Hardware $317,726,000
- Hotel Reservations $278,341,000
- Books $139,016,000
- Music $121,098,000
- Toys, Video Games $86,561,000
- Videos $73,444,000
- Flowers $39,508,000


More Top Internet Sites for Kids

This list is courtesy of Jefferson County Public Library, Lakewood, Colorado, and its children's librarians.

- American Flags — www.icss.org/usflag/toc.flags.html
- Caldecott Medal Home Page — www.ala.org/alsc/caldecott.html
- CyberPlayground for Kids — bigeye.com/kids/htm
- Scholastic's Harry Potter Page — scholastic.com/harrypotter/index.htm
- Kids First Recommended CD-ROMs and Videos for Kids — qcqm.org/kidsfirst
- SpaceKids — spacekids.com
- Science Projects — freeweb.pdq.net/headstrong
- ZeekSearch — zeeks.com/search/ZeekSearch.asp

How About It?

*TCR* readers won't want to miss "addall.com" (http://www.addall.com), a Web site that automatically compares book prices among 45 major online bookstores, including Amazon, Allbris, Barnes & Noble, Powell's, Books Now, and the Internet Bookshop. The service includes new, used, and rare books, as well as offering users options to order the book.
Negotiating Statewide Licenses: NC Live’s Tactics and Techniques

NC Live is the North Carolina Libraries for Virtual Education project, a statewide effort to acquire electronic resources for university, college, and public libraries across the state. In order to balance needs and desires, NC Live formed “communities of interest” or “COIs” to represent community colleges, public libraries, and colleges and universities. A consensus-based decision-making methodology was used; each COI represented and was responsible for communicating with its constituency.

The group’s initial funding was $2.7 million, of which $2 million was available for licensing resources and the remaining $700,000 was devoted to support and operating costs. Resources for consideration were chosen by an Advisory Committee, with four supporting Subcommittees. Vendors were invited to demonstrate their product offerings, and could also augment onsite efforts with virtual demos available from the State Library’s Web site.

Products were “tiered” (ranked) based on “votes” reflecting overall utility and ability to serve the needs of the different COIs. The group established 7 tiers and expected to purchase primarily from tiers 1-3. A separate negotiating team moved in at this point to begin the actual purchasing and licensing discussions for the publishers and vendors involved.

The small, two-person negotiating team was highly effective: in the end, 50 resources were licensed for the initial $2 million allocated and another six databases were actually purchased. The negotiators used phone negotiations rather than face-to-face meetings—“the sale is over” was their basic message; “you made the top tier, now talk price.” Limiting negotiations to the phone was a practical consideration; all parties got down to business faster and travel schedules were not an issue.

The negotiators’ primary goal was to stretch the dollars available to the maximum. Some rules were applied: vendors did not know their place in the tiers; vendors needed to offer unlimited users and searches; remote access was required; a 3-year commitment with ramp-up pricing was required. The negotiators were willing to “walk away” even from a highly-rated resource if necessary. If the initial proposal from the vendor was deemed too high, no negotiation was opened.

NC Live has been up and running since April 1998. In the renewal process which will begin soon, the group says it will use a “high, medium, and low” ranking, and will also examine new resources. One big missing piece for NCLive is statistics; this problem is a common one across the industry, but will make the renewal process more challenging.

Summarized from a presentation by Larry Alford, Senior Associate Librarian, University of North Carolina-Chapel Hill, and David Paynter, Director, New Hanover County Public Library, Wilmington, N.C. on “NC Live: North Carolina’s Statewide Success,” at The Charleston Advisor PLA Preconference on “Evaluating, Selecting and Acquiring Electronic Resources: Case Studies in Cooperative and Statewide Purchasing,” held March 29, 2000, at the Adams Mark Hotel in Charlotte, N.C.

(Ed Note: Want to learn more about electronic resource statistics? Don’t miss The Charleston Advisor’s Preconference on this topic, November 1, 2000, 9:00 – 12:00 noon, Lightsey Conference Center, College of Charleston, SC. Cost is $65. To register, email rlenzini@charlestonco.com or use the flyer enclosed with this issue.)

Small Publishers Appreciate Amazon

“Amazon.com leveled the playing field for me,” says one small publisher who recently contacted Against the Grain. The process of registering a new book is simple: the publisher sends an email saying the book is now available for distribution. An email acknowledgement from Amazon arrives within 24 hours. Meanwhile, the publisher sends a diskette containing the book’s description, chapter titles, back of the book publicity material, etc. as well as a digital copy of the book cover.

Within a week, on average, Amazon has loaded the record and has added the notation that the book is available for shipping within 24 hours; the speedy shipment is possible because Amazon retains a few copies of the book. Once the book is available for sale, the publisher can personally check the Amazon.com Web site to see how the book is doing, viewing reports on the new title and all others from the publisher as well, with data showing current month, last month, and year-to-date sales. Amazon.com automatically pays publishers at the beginning of every month; no invoices are necessary from the publisher, and there is no need to deal with an accounts payable department.

Of most importance to the small publisher, his books are displayed on a par with those of big publishers, and information is available to potential readers and buyers 24 hours a day without charge. “I sell a number of books solely because they are available on Amazon.com. They would not have sold as well through other traditional methods,” stated this small publisher.

Many small publishers are anxious for similar treatment from library vendors, who they feel see them as “invisible” or a “nuisance.” Small publishers want regular communication from the vendor, including telling them who to contact with questions or problems, how to register new books, and how to generally be part of the team.

(See Against the Grain, June 2000, page 6 for the complete letter.)

Need to Be an Authority on Authentication?

One of the continuing hot topics in all types of libraries is the issue of authentication for electronic resources. For TCR readers who may just be learning about this area, a recent Web posting offered the following useful sites:

- Authentication Resources (Tom Kennedy at Kent State)
  www.library.kent.edu/~tk/authent.html
- Remote User Authentication (Dan Lester at Boise State)
  http://lester.boisestate.edu/authentica- tion.htm
- LITA Regional Institute: Proxy Web Servers & Authentication
  http://nylink.suny.edu/forms/litaprox.htm
- LITA homepage (past and future conference programs on authentication)
  www.lita.org/new_index.html
Mark Your Calendars:
20th Charleston Conference Runs from November 1-4, 2000
You won't want to miss this year's Charleston Conference, marking 20 years for this important annual meeting of over 600 librarians, publishers, and vendors in one of the great cities in the U.S. Among the topics to be covered are: approval plans (dead or alive?), e-books, budget allocations for e-resources, copyright in cyberspace, good Web site design, trends in consortia, collection evaluation, recertification for continuing education, buying title-by-title vs. buying content by the batch, and more! Check out the Conference flyer enclosed with this issue of TCR or logon to www.cofc.edu/library/conference for all the details. Vendors and publishers: Be sure to reserve your space at this year's Charleston Advisor Vendor Showcase, November 1, 2000, noon-6:00 p.m. Registration packets are going out now. Call 303-282-9706 or email us at rlenzini@charlestonco.com to request yours.

Public Library Statistics: A Portrait of the King County Library System
The King County (Washington) Library System’s 1999 Annual Report offers an excellent portrait of today’s urban public library.
Among the highlights:
- Total circulation: 12,851,411
- Registered borrowers: 587,632
- Reference questions answered: 2,103,660
- Total Expenditures: $56,002,153
- Materials Expenditures: $6,335,348
More Snapshots:
- Of total circulation, 63% were books, but 31% were audio cassettes, CDs and videos
- 1,680,713 magazine articles were retrieved or viewed online
- 5,200,000 connections were recorded to the KCPL Web site

King County notes that it added the following databases to its online collection in 1999: ABI/Inform Global, CIS Congressional Universe, CentStats, Electric Library, Facts on File, the Grove Dictionary of Art, Grolier’s Encyclopedia, Marcive Web Docs, WOIS/Career Information, StatUSA, Expanded Academic Index ASAP, and four Newsbank national newspapers (the Chicago Tribune, Los Angeles Times, USA Today and the Washington Post).

Short Takes
Fewer than 60% of the graduates of the University of Washington's Library and Information Sciences school now go to libraries, down from 80% a few years ago. San Francisco Public Library is also losing staffers to the private sector, despite a high starting salary for librarians of $46,800. ALA confirms that competition from “nontraditional library settings” is one reason for the declining ratio of job seekers to job postings in its placement service. At ALA’s Midwinter meeting, 669 job openings were logged against only 202 job seekers. Wall Street Journal interactive edition, May 4, 2000.
Reading test scores are 10-18% higher at schools with well-run and well-stocked libraries, according to a study done by the Library Research Service of the Colorado Department of Education. Specifically, the study found that scores tend to go up with increases in the number of books available, the number of students using the library, and the dollars spent per pupil on libraries. Denver Rocky Mountain News, April 26, 2000.

Napster and Copyright: Some Good News for Publishers
A recent survey summarized in the Wall Street Journal found that over 70% of college students now use Napster’s online music trading service at least once a month. This figure may be alarming to many publishers, not just of music, but of all documents and information, but the survey goes on to say that most respondents who use Napster regularly would be willing to pay $15 a month for the service.
Of note, however, 63% of the students surveyed reported that they are spending more time listening to music downloaded from the Web than they were one year ago, and about one-fifth said they are spending “significantly less time” listening to CDs. Even so, there was still good news for music publishers: the majority of the respondents seemed to be using Napster just to listen to music rather than to store it permanently; 85% said they have downloaded music at least once, but most said they have kept fewer than 10 titles.
In a separate report concerning libraries and copyright from Academic Newswire, Laura Gasaway, the highly regarded director of the Law Library at the University of North Carolina at Chapel Hill, was positive about the future of copyright. According to Gasaway, the library community strongly supports intellectual property laws, as increasingly difficult as they may be to follow. “That isn’t going to change. Libraries are law-abiding and pay for works when they have to.” Wall Street Journal, May 15, 2000, and Academic Newswire, May 11, 2000.

Coming in Future Issues
- ALA Hot Topics
- The Future of Library Collection Development: Views from the Oxford 2000 Retreat
- Developments in e-Journal Statistics

Trade Show Tips
Speed of service counts at the booth. More than half of trade show attendees surveyed recently indicated that they would not wait more than one minute to get information or attention before moving on to the next exhibit. Only 14% would wait for five minutes. Bottom Line/Business, March 2000.