HOT TOPICS FROM THE 20th Charleston Conference

This conference was HOT according to the more than 650 individuals who attended from November 1-4, 2000, at the Lightsey Conference Center on the campus of the College of Charleston. The theme of the conference was “Is Bigger Better?”—a question which was referenced by many speakers, particularly since the news of the Reed Elsevier/Thomson proposed acquisition of Harcourt was breaking just as the conference opened.

Usage and its measurement in the electronic environment. Besides being the focus of The Charleston Advisor’s preconference, this topic came up repeatedly throughout the entire conference. As more and more electronic resources appear in the marketplace, the issue of evaluating sustained usage will play an increasingly vital role. (Ed Note: Watch for our full report on this topic in a future issue of TCR.)

Librarians are still buying print books and journals. There was a call from participants to hear more about these kinds of resources. Libraries and end users are still using print resources.

Concrete discussion on archiving is sorely needed. There is an alarming trend among libraries to drop print resources in the place of leased, electronic information. More and more libraries are finding that they are strapped for space. Real discussion must take place as to how electronic information will be archived for the benefit of future generations and who exactly will do it.

New models are needed to deal with the hype of the electronic environment. There is frustration and confusion among many librarians purchasing electronic products. In many cases, vaporware is being marketed as a finished product for sale, and the same product is being sliced and diced into many different and competing products.

Is selection still necessary in the online environment? Does the end user know better than the librarian selector? As reported at the conference and in v.5, no.2 of TCR, the OhioLINK project whereby libraries are purchasing e-journals by the lot rather than by the individual title has shown usage of titles which would not traditionally have been purchased by librarians. This topic was showcased in a debate between Tony Ferguson of Columbia University and David Goodman of Princeton. No winner was declared yet!

E-books: still here one year later. There was much discussion of e-books, but little seems to have changed from last year. Fragmentation and competing technologies are preventing this marketplace from maturing. (Ed Note: See our related article in this issue of TCR.)

Middlemen are returning. Libraries look back fondly on the “good old days” of book and journal jobbers, prior to the introduction of electronic licenses and related management issues, and the role of the jobber in making life easier. Several jobbers are rising to the challenge of managing both electronic licensing as well as acquisitions.

Library catalogs need to look more like Amazon to stay in business. Much discussion was focused on how to enhance the library catalog for users who have seen and love the Amazon model.

Finally, at least two acronyms of growing importance were introduced to conference-goers:

DRM — Digital Rights Management. This topic came up more than once and at more than one session at this year’s Charleston Conference. It is clear that the need to manage intellectual property at the micro level in the electronic environment is here as aggregators, publishers, and authors struggle to identify their products. In DRM, every transaction is a rights transaction. Every sale has a rights component.

ONIX — ONline Information EXchange. ONIX is data about books, including traditional bibliographic information, plus Table of Contents information, book cover information, author biographical information, first chapter information, etc. ONIX was initially developed by the AAP, and ONIX International was first released in September 2000. Librarians see this as a way to enhance the card catalog with bricks and mortar bookstore and online bookstore information. For more information see www.editeur.org/tonix.html.
By the Numbers...

$1.5 billion... is the likely revenue from online content syndication and licensing in the year 2004, according to Jupiter Communications, a research firm. Current revenue is $343 million. Leading content syndicators are iSyndicate, which sells content from 2,800 online publishers to 1,100 Web sites and ScreamingMedia, which offers content from 1,200 publishers to 270,000 sites. New York Times, September 25, 2000.

6,000... journals have been cancelled by Iowa’s three largest academic libraries since 1990, totaling $2 million. Journal prices are up 200% since 1986. Library Journal, November 15, 2000.

79%... is the rate of growth of Web use by teens ages 12 to 17, as measured from August 1999. Overall Web use grew 22.6%. The same report notes that teens spent 1 hour and 53 minutes in each average “portal session” in August 2000. Wall Street Journal, October 30, 2000.

5,000... reader-contributed book reviews are added daily to Amazon.com. Reviews are machine scanned for offensive words. Reviews of children's books are examined individually by Amazon staff members. Cindy Cunningham, U.S. Catalog Manager, Amazon.com. Charleston Conference opening remarks, November 2, 2000.

7.1 million... unique Web sites have been identified by OCLC researchers, an increase over the previous year’s total of 4.7 million. Of note, while the number of Web sites has tripled in the past two years, year-to-year growth rates are declining, from 80% between 1998 to 1999 to 50% between 1999 and 2000. OCLC Press Release, October 16, 2000.

$30... a year would have been the annual cost to residents of Carter County, Kentucky, for a property tax to fund county libraries. The tax was rejected. Only 51% of Carter County residents over 25 have high school diplomas. St. Petersburg Times, November 26, 2000.

Don’t Miss This!

Public Libraries and the Internet 2000: Summary Findings and Data Tables is now available from the U.S. National Commission on Libraries and Information Science (NCLIS), its sixth public library Internet study. Summary findings can be accessed online at www.nclis.gov/statserv2000plo.pdf.


Libraries on the Move

Sixty-four universities across Canada have joined to participate in the Canadian National Site Licensing Project (CNSLP), which has received seed funding of CD $20 million (roughly $14 million U.S.) from the Canada Foundation for Innovation (CFI). Another CD $30 million has been raised from participating institutions and other governmental agencies, for a total CD $50 million project worth. Funds are to be spent over a three-year period; initial efforts are focused on licensing fulltext content from a variety of publishers and aggregators. The first formal RFP was issued in August of 2000. For more information on the project including instructions to vendors, see www.uottawa.ca/library/cnslp/.

Jacksonville, Florida, voters have passed a $2.2 billion referendum, which includes $150 million for a new main library, six new branches, and improvements to 13 existing branches. At 300,000 square feet, the new main library will triple the space of the existing facility. Plans call for 200 Internet terminals, up from only 25 available now. American Libraries, November 2000.

More news from Florida: the Miami-Dade Public Library System has received a 10% increase in its millage rate, adding $6 million to the annual budget. The new funds will be used, in part, to provide Sunday service hours at three regional libraries, the main library, and the Key Biscayne branch. In addition, two new homework assistance centers will be opened, and two bookmobiles will be returned to service. Library Journal, November 1, 2000.

TCR Quotes


"Any use is good." Tony Ferguson, Associate University Librarian, Columbia University. Remark from the Charleston Conference, November 2, 2000.

Users Rate Service in Academic Libraries

Factors rated highest in a survey of 5,000 users in 12 ARL libraries, using the LibQUAL+ tools being developed as part of the ARL New Measures toolbox:

- Readiness to respond to users’ questions
- Willingness to help users
- Employees who have knowledge to answer users’ questions
- Performing services right the first time
- Maintaining error-free user and catalog records

Areas rated as most in need of improvement:

- Fulltext delivered electronically to the individual computer
- Complete runs of journal titles

ARL is the Association of Research Libraries. ARL Bimonthly Report, October 2000. For more information on the LibQual Project, logon to www.arl.org/libqual/.
e-Books: More Reports from the Field

The Charleston Conference panel entitled “E-Books: (Still Here) One Year Later” offered several valuable in-the-field reports on actual use and purchase experiences.

Matt Nauman of Blackwell’s Book Services noted that most libraries are buying e-books which they already hold in print. He also sees libraries moving from consortial purchases to individual purchases of e-books and says that Blackwell’s expects to provide the same or similar services for library e-book purchases as for print purchases. Libraries are already requesting approval plans and similar services for e-book purchases. On pricing, Nauman says libraries want e-books to have lower prices than print; publishers want to give lower margins to booksellers for e-books; and currently library costs for e-books are not declining.

Nancy Gibbs, Head of Acquisitions for North Carolina State University, is now offering users 15,000 e-books and has expanded e-book readers for use also with newspapers and other formats. Entries for the e-books appear in the library catalog using an 856-field link. NC State is making use of e-books for distance learning; however, Gibbs does not see either libraries or individuals embracing e-books for the following reasons:

- Content is not there yet (of 1 million books available, only 1-3% are in e-book format).
- Selection tools are lacking (PW, Library Journal and Choice are just beginning efforts).
- When e-publishing is really self-publishing, quality is questionable.
- The incompatibility of e-texts and different readers presents big barriers.

(As an example, she noted that netLibrary still can’t load on Softook or Rocketbook readers.)

Gibbs wants a “gas station” approach, allowing her to buy many uses for a small amount of time. She wants to use e-books for academic reserves, and she wants purchasing to be as easy as print.

Dennis Dillon, Assistant Director at the University of Texas at Austin, says he is willing to pay more for an e-book because of its added value, and he makes no connection between the e-book and the printed book. UT participates in three netLibrary consortia purchases and has established the following Seven Principles guiding its e-book decisions:

1. No proprietary hardware or software must be needed.
2. E-books should be part of the scholar workstation (along with e-journals, etc.).
3. Persistent content and availability is required.
4. User-friendly systems are a must.
5. Library-friendly offers are required (i.e., no special procedures needed).
6. The ability to read online or offline is required.
7. E-books are seen as bytes and bundles—a technology fundamentally different from print.

Dillon is concerned about excessive digital rights control, the “premature hype” now surrounding e-books, and the need to achieve a “ubiquitous level” to be meaningful. He notes that faculty and students are open-minded about e-books, with the most frequent question posed by faculty: “When will MY book appear?” To see e-books at work at UT, logon to www.lib.utexas.edu/Libs/PCL/Etext.html.

Top Ten American Public Libraries

Hennen’s American Public Library Rating (HAFLR) index is out, listing the top ten libraries in each of ten population ranges. The HAFLR index uses six input and nine output measures calculated from the Federal-State Cooperative System; among the measures rated highest are expenditures per capita, cost per circulation, and visits per capita. The top ten libraries serving cities over 500,000 are:

1. Denver Public Library (Denver, CO)
2. Columbus Metropolitan Library (Columbus, OH)
3. Indianapolis-Marion County Public Library (Indianapolis, IN)
4. Hennepin County Library (Minnetonka, MN)
5. St. Louis County Library (St. Louis, MO)
6. Fairfax County Public Library (Fairfax, VA)
7. Gwinnett County Public Library System (Lawrenceville, GA)
8. Mid-Continent Consolidated Library District (Independence, MO)
9. Multnomah County Library (Portland, OR)
10. Public Library of Charlotte & Mecklenburg County (Charlotte, NC)

American Libraries, November 2000. Full text of this article is available free in PDF at www.ala.org/alonline/toc/toc1100.html.

TRENDS IN Undergraduate Libraries

Sue Strovan, University Librarian at Illinois Wesleyan University, Bloomington, Illinois, offers the following comments on undergraduate students and the libraries that serve them.

- Teaching styles have changed. Group study assignments are becoming the norm, so libraries are creating group work areas where students can do research, talk, and collaborate.
- Interaction is key. While students can access information electronically from their dorm rooms, often they find they “…put in a query and come up with 5000 hits.” They still need help at the library in refining their searching and getting hits that are more relevant.
- Students are still unwilling to pay for information. As soon as they hit “the wall of price,” they come to the library.

Of note: Strovan doesn’t see the “Questia model” of undergraduates paying a monthly fee for information as one that will work for most students. She also doesn’t see e-books playing a major role for the next 3-5 years. Excerpted from “The Fate of the Undergraduate Library,” Library Journal, November 1, 2000.
DATABASE SELECTION:
What Subjects Count Most?

A recent survey of Colorado libraries that participated in a statewide database licensing program showed the following subjects as most critical (in order of importance).

<table>
<thead>
<tr>
<th>High Schools</th>
<th>Public Libraries</th>
<th>Academic Libraries</th>
<th>Special Libraries</th>
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<tbody>
<tr>
<td>History</td>
<td>Business</td>
<td>Business</td>
<td>Business</td>
</tr>
<tr>
<td>General</td>
<td>Health &amp; Medicine</td>
<td>General</td>
<td>Legal</td>
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<tr>
<td>Biography</td>
<td>General</td>
<td>Health &amp; Medicine</td>
<td>Health &amp; Med.</td>
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<tr>
<td>Science</td>
<td>Children</td>
<td>Psychology</td>
<td>General</td>
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<tr>
<td>Children</td>
<td>Biography</td>
<td>Education</td>
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Colorado Resource Sharing Board Annual Meeting, October 20, 2000

TCR Profiles: Library Collections and Marketing Opportunities in Russia

Irina Klim, Director of the Information Resource Center, Consulate General of the U.S.A., St. Petersburg, Russia, offered the following advice to vendors and publishers attending the Oxford 2000 Collection Development Retreat, held at Oxford University in July 2000 and sponsored by The Charleston Report and Against the Grain.

The marketplace in Russia is large, but it is not yet well exploited. Foreign companies, publishers, and vendors work mostly in Moscow and St. Petersburg. However, there are very wealthy regions where libraries can pay for resources and services. Among these are Rostov, Tiumen, Samara, and Novgorod. Gradually other regions will be joining the list.

The overall system of libraries in Russia contains 150,000 libraries of all types. The three largest are the Russian State Library in Moscow (42 million volumes), the Russian National Library in St. Petersburg (32 million volumes), and the Library of the Russian Academy of Science in St. Petersburg (20 million volumes in the main library and in significant collections at its 375 branches all over the country).

Ms. Klim's predictions for the future of libraries in Russia are:

1) Russian libraries will maintain a strong presence in the library world.
2) There will be increased automation within libraries, library networks, and among libraries, publishers, and vendors.
3) Russian libraries will participate more frequently in consortia to purchase materials and access to electronic resources.
4) There will be more Russian electronic databases.
5) There will be more joint digitization and microform projects.
6) The foreign vendors currently serving Russian libraries will continue to strengthen their position.
7) There will be more opportunities for foreign vendors to exploit the Russian marketplace.

For a list of specific conferences, book fairs, salons, and other marketing opportunities in Russia, be sure to read all of Ms. Klim's remarks in the Oxford 2000 Conference Proceedings at www.digital.casalini.it/retrait/retreat_2000.html.

TCR NEWS
NOTES

TCA's New Press Room Welcomes Releases

The Charleston Advisor Website has just added an online "Press Room" for press releases from vendors, publishers, libraries, and others. The site allows anyone to post a release, using the online forms provided. Releases must be dated and titled, and the supplier must identify himself according to "type" in a pull down menu. Try it out at www.charlestonco.com.

Thanks to Charleston Advisor Vendor Showcase Exhibitors!

A total of 40 vendors exhibited at this year's 2nd Annual Charleston Advisor Vendor Showcase, which was held November 1, 2000, in conjunction with The Charleston Conference. To all those who participated, we say "Thanks!" We hope to see you next year!

Did You Know?
The Public Library Association (PLA) is offering "Tech Notes" free on its Web site. These short, Web-based papers introduce key technologies for public libraries in a readable, understandable format. Papers have been authored by GraceAnne DeCandido, editorial and Web consultant to PLA. Current topics include: Digital Object Identifiers (DOIs), Intranets, Metadata, Video Teleconferencing, Electronic Statistics, Wireless Networks, Push Technology, Digital Disaster Planning, Filtering, E-books, and Unicode. Tech Notes can be found at www.pla.org/technoteindex.html.

How About It?
In the last decade, median family income has risen 8%, to $49,012 from $45,552 after adjusting for inflation. During that same period, the cost of attending a four-year public college has gone up 28%, to $8,086 a year from $6,302; private college increased 27%, to $21,339 from $16,823. New York Times, October 17, 2000.

Happy Holidays

Coming in Future Issues

— CLIR's White Paper on Statistics in the Electronic Environment
— The Tasini Case and the Supreme Court: What Does It Mean for Us?
— Online Database Trials: Still Necessary?
— ALA Midwinter Hot Topics