The CHARLESTON REPORT
Business Insights into the Library Market
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Short Takes

MIT has announced that it will make course materials for its 2,000 courses available free on the Web in a 10-year initiative. The university determined that wide dissemination of its core intellectual activities was more important than an attempt to commercialize its efforts. Visitors to the MIT Website will not earn college credits. St. Petersburg Times, April 5, 2001.

ABC-Clio will sell e-books directly to libraries and others at 150% over the print price, with unlimited, simultaneous use of the electronic version. The company also announced its plans to digitize all titles from 2000 and most from 1999, for a total of roughly 165 titles by the end of this year. Publishers Weekly, January 22, 2001.


OhioLINK has introduced its Electronic Theses and Dissertations (ETD) site to allow graduate students in Ohio to publish theses and dissertations online. The site is a free, publicly available online database supporting text, images, music, and video formats. Authors have the option to request embargo periods, limiting access to the full text, if they are attempting to publish their works somewhere else. For more information, logon to www.ohiolink.edu/etd.

TCR Quote ... "This is the best time for library budgets that I have seen in my 25 years in the business," Larry Price, Executive Vice President, Ingram Library Services. Quoted from ALA Midwinter in Publishers Weekly, January 22, 2001.

The Leaders Speak:
The Fiesole 2001 Collection Development Retreat

Over 75 international industry leaders representing publishing, libraries, and intermediaries gathered in the hills above Florence, Italy, from March 22-24, 2001, to continue a debate on the future of Collection Development in libraries. The lively sessions furthered the discussions first begun in Fiesole, Italy, in 1999, and continued in Oxford, England, in 2000. Some of the major topics and conclusions of the retreat were:

Scholarly Self-Publishing

— More and more, libraries and library cooperatives are providing electronic tools and networks to facilitate self-publishing by authors and researchers. The goal of these efforts is to facilitate communication and information dissemination by the author. Formal publication is not precluded, and, indeed, the publisher is seen as the final certification point of the author's work.

— Good examples of this trend: Roquade at www.roquade.nl and Signal Hill at www.signal-hill.org.

User Behavior

— Users want and need all types of information, not just the scholarly journal, but also practical bits of information suited to specific needs as well as transient information—the latest updates. Information must be combined from several sources; interoperability is a key to "on the fly" assembly from reliable sources.

— Peter Boyce of the American Astrophysical Society: "Important information exchanges will take place outside the current system."

Infrastructure

— As the complexity of information is increasing, the underlying infrastructure allowing for the seamless assembly of many types and sources is critical. Good metadata, open systems, and standards are the keys.

— Steve O'Connor of CAVAL Collaborative Solutions in Australia: "Innovation and creativity is essential. Links to commercial service providers is a high priority."

 Consortia

— Since our first Retreat in 1999, the emergence and domination of consortia in the buying process has been even faster than predicted. Today, most consortia are "buying clubs" which have served both suppliers and members relatively well. But, several speakers asked: are we creating "vanilla" collections, or as one speaker asked "are they lite vanilla?"

— Jim Mow, University of Chicago: "The easy decisions have been made and the easy products obtained."

E-Learning

— Still an emerging field, e-learning is predicted to be a $2 billion market in higher education in the U.S. alone by 2003. However, the area was seen as plagued by high entry costs, high risk, developing standards, with many players and a confusion of strategies, but still presenting opportunities for content developers and more turmoil for libraries.

— David Croom of Nelson Croom: "Fathom, the e-learning initiative of Columbia University, has cost $20 million with no revenue to show yet."

The Fiesole Collection Development Retreat series is sponsored by The Charleston Report and Against the Grain. Watch for more reports on specific topics and papers from the 2001 Fiesole Retreat in future issues of TCR. Proceedings of the series are published by Casalini Libri at www.digital.casalini.it.
The Charleston Report – March/April 2001

Libraries on the Move

Columbus (Ohio) Public Schools have received $4.6 million to be used to purchase nearly 250,000 books needed to equalize the number of books per student across the school system. Of the funds, $3.4 million have been allocated from general fund monies, with the rest coming from Federal Title I funds. A minimum of 10 books per student will be used as the target ratio; books are expected to be fully processed and on the shelves by August of this year. The majority of purchases will be nonfiction, linked to school curricula. American Libraries, April 2001.

Illinois has funded its “Collection Connection” grant program from a pool of more than $3 million in LSCA funds. As part of the program, 518 libraries will receive up to $2,500 to purchase books in the areas of science, health, multi-culturalism, and foreign languages. In addition, 51 libraries in the state will share other grants ranging from $5,000 to $160,000 to be used for the development of innovative service programs geared to individual communities. Library Hotline, January 8, 2001.

The Consorci de Biblioteques Universitarias de Catalunya (CBUC), a consortium of Catalan libraries centered in Barcelona, Spain, has joined OCLC as a new member and expects to utilize both OCLC’s WorldCat and its CORC (Cooperative Online Resource Catalog) databases. CBUC serves nine members, including the Universitat de Barcelona and the Universitat Autònoma de Barcelona. For more information, logon to www.cbuc.es (an English language version is available from the homepage). OCLC Press Release, February 9, 2001.

Digital audio books and MP3 players are now being circulated to users of the Kalamazoo Public Library in Michigan, marking a first for public libraries in the U.S. The library has 20 MP3 players available for loan and has invested roughly $17,500 in the project so far. Digital books and audios are downloaded from the library’s computer to the players for loan periods; titles can be loaned to multiple patrons at the same time. Along with the player, the library also provides a carrying case, headphones, and a car cassette adapter. Library Hotline, March 5, 2001.

By the Numbers

61,103 ... is the current number of members in the American Library Association, an increase of 4% over last year's total of 58,777 and an all-time high in the Association's 124-year history. The figure also marks the first time that membership has passed the 60,000 mark. ALA's 2000 Annual Report.

21.2% ... is the rate of decline in book borrowing from public libraries in the UK during the 1990s, according to a study completed by Loughborough University. The decline continues a trend begun in the 1980s, when borrowing dropped by roughly 12%. The drop is attributed in large part to social trends, including increased television viewing, part-time work, videos, and “possibly” the Internet. Library Journal, January 2001.

40 million ... email messages from the Clinton administration's eight years have been transferred to the National Archives in College Park, Maryland. The file will be accessible and searchable both from the archives and from the Clinton Presidential Library in Little Rock, Arkansas. New York Times, January 25, 2001.

$30,000 ... is the average beginning library salary at a research library. The median is $31,000. Quoted by Susan Nutter, Library Director at North Carolina State University, at the March 2001 ACRL Session entitled “Where Will We Find Our Replacements?”

6 ... is the number of individuals who were interested in the 56 positions in the category of “non-library settings” offered though ALA's online placement service at its Midwinter meeting. The category includes publishing, associations, and vendors. For the 10 positions posted in preservation and collection management, there were no interested parties. Library Hotline, February 12, 2001.


TCR MARKETING TIP:
IFLA in Boston Unique Opportunity

The United States will host the 67th annual Council and General Conference of the International Federation of Library Associations and Institutions in Boston this year from August 16-25, marking the first time in 16 years that this conference has been held in the U.S. Attendance is projected to reach over 4,000, significantly larger than the norm of 3,000. A total of 415 exhibit spaces are available; however, 60% of the space has already been sold. For a list of exhibitors who have already registered, logon to www.ifla/ org/IV/ifla67/exhibitors.htm.

Don't Miss These!

ACRL Hot Topics

A record-setting 2,089 paid registrants attended the 10th National Meeting of the Association of College and Research Libraries from March 15-18, 2001, in Denver, Colorado. Of that number, 750 were first-time participants; roughly 500 individuals also attended preconferences. Exhibitors enjoyed strong booth traffic, as conference organizers offered non-compete exhibit periods each day as well as an opening reception and many breaks with food, coffee, and soft drinks in the exhibit hall.

According to one leading academic librarian, the conference was very successful: “The keynote speakers were excellent. Rather than telling us how to do something well, they all talked about making us think creatively, think differently, and act on our thoughts and ideas.”

Hot topics included:

- **Digital Reference Service.** In one of the hottest topics, LC and OCLC have joined forces to support a program for cooperative digital reference which will include all types of libraries around the world in a 24 x 7 service. The program operates on a librarian-to-librarian level now, but at a later date will link end users to librarians. One of the discussion points which arose in other ACRL programs on the topic of digital reference was the software that is needed and is being used by program participants to communicate with the user—in most cases chat room software—and its ability to send and receive Web information being cited by either party in the transaction.

- **Scholarly Publishing.** Sessions on scholarly publishing were intended to encourage changes in the production and delivery of information from academic institutions. A standing-room only audience attended one session featuring SPARC (the Scholarly Publishing and Academic Resources Coalition) as well as a panel of librarians, faculty members, and the president and COO of BioOne, Heather Joseph. Discussion centered on the challenges, successes, and changes needed in the current system of scholarly communication. Professor Henry Hagedorn of the University of Arizona offered as an example the recent launch of his free Journal of Insect Science, published in collaboration with the University of Arizona Library. Young librarians in the audience rallied around the idea of creating competitors to commercial journal publishers.

- **Information Literacy.** A pre-conference session, “Reaching Students and Faculty,” drew more than 120 participants. The full-day session was aimed at helping librarians implement the Information Literacy Competency Standards for Higher Education, which were developed by a special ACRL task force that included officials outside the library field, among them accreditors. More than three dozen presentations of one kind or another dealt with this topic at the Denver meeting.

With thanks to Marietta Plank, Executive Director, Chesapeake Information and Research Libraries Alliance (CIRLA) and Academic Newswire, March 20 and 22, 2001, for many of these insights and highlights. Watch for future in-depth TCR reports on both Digital Reference and Information Literacy.

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**Charleston Advisor Vendor Showcase**

Registration Kits to be Mailed

Don’t miss this year’s Vendor Showcase to be held in Charleston, S.C., on October 31, 2001, at the Lightsey Conference Center, from noon til 6:00 p.m.. The Vendor Showcase offers a unique opportunity to reach a target market of over 200 collection development librarians. The event is held in conjunction with preconferences to the 21st Annual Charleston Conference and features table-top displays of your latest online product offerings.

Space is limited and is assigned on a first-come, first-serve basis. Registration packets will be mailed to all previous exhibitors in late April. To add your name to the mailing list, send email today to <rlenzini@charlestonco.com>.

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**Public Library Budget Projections for FY2001**

The news is good, as *LJ*’s January 2001 annual public library budget survey projects total budgets to be up 6.5%, with materials budgets up 4.6%. A summary of materials and total budgets follows.

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<th>Total Budget</th>
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**A Fiesole Lexicon**

Our thanks to Linda Crismond, *TCR* Editorial Board member, for the following observations from the Fiesole 2001 Collection Development Retreat:

- **Interoperability:** the most commonly used word at the Retreat.
- **E-"anything":** the most common way to create a new word (i.e., e-learner, e-student, e-university, e-book, etc.).
- **Napsterization:** the new feeling of the right to access information for free wherever and whenever convenient.
- **DAM (digital asset management):** the new “hot” term in publishing.
- **Digital Cameras:** the toy of choice at the Retreat.
- **Geek Sex:** the most provocative comment, referring to the infrared transmission and sharing of data between two Palm Pilots.

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**LIBRARIANS MAKE NEWS AGAIN:**

**Two Gary’s in WSJ and NYTimes**

E-Journal Survey: How Do Libraries Manage?

Ed Note: Emily McElroy, Serials & Electronic Collections Librarian, Loyola Health Sciences Library in Chicago, Illinois, recently posted results of an online survey on the topic of e-journal management. Her comments offer insights on how libraries are handling the explosive number of e-journals now being purchased. TCR thanks Emily for the opportunity to reprint her preliminary results.

Overall, most people who responded prefer to go directly to the publisher’s site or to use ingenta and Catchword (who are providing a service to the publisher) over using a specific aggregated product from a subscription vendor. Of those who do use a vendor’s product, the majority of respondents prefer EBSCO Online and then SwetsNet.

Respondents felt that going direct or using another service was more useful than going through their subscription vendor. Many said that they order their titles through more than one vendor and therefore prefer not to be tied to a single vendor’s product. Others found that they were spending much time trying to resolve problems with their vendor that it was easier to just go through ingenta or Catchword because of their easy set-up process and excellent customer service.

**Question: How much time do you spend on maintenance?**

**Respondents:** Most spend a lot of time maintaining their e-journal collections. Initial activation was hands down the most time consuming part of e-journal administration. As one person said, activation is not as simple as the vendor or publisher makes it seem. Some libraries don’t track e-journal holdings because of the time involved. My favorite response was “entirely too much” since that is how I feel most days.

**Question: Are you spending a lot of time troubleshooting problems?**

**Respondents:** Yes, and it seems to be more of an issue with libraries who go through a vendor’s product. The number one issue regardless of using a vendor or going direct was losing access at the beginning of the calendar year. Some of the other issues mentioned were problems with redirect URLs, Adobe Acrobat being incompatible with a provider, and server down-time. No orders recorded, passwords that don’t work, titles coming and going, lack of communication, and delayed payments were also mentioned.

**Question: How responsive is the vendor in setting up or handling problems with the services?**

**Respondents:** Mixed, and it seems to vary with the type of service used. Some found vendors to have poor response time, especially in the set-up process. Others found that customer service, for example, at ingenta or Catchword was stellar. At least two people stated that they believed that the vendor had not tried the system before it was offered.

**Question: What are the strengths and weaknesses of the vendor services?**

**Respondents:** Strengths include having tables of contents which are updated, an index to many journals of interest, a common interface, and the value of the service is good for little or no cost. Weaknesses include lack of responsiveness, and having to “work too hard to fix things the vendor should have caught before they offered the service.”

**Question: Would this type of service sway your decision in picking a vendor?**

**Respondents:** Yes and no. Since most people go direct to the publisher or deal with services such as ingenta or Catchword, it wouldn’t make as much of a difference. However, if the library uses a vendor’s product, it would make a difference in selecting that vendor.

Responses to the email survey are still arriving and being compiled. For the latest information, be sure to contact Emily at <emcelro@wpo.it.luc.edu>.