The CHARLESTON REPORT

Business Insights into the Library Market

Libraries on the Move

The University of Washington (Seattle) Library has received the 2004 Excellence in Academic Libraries Award from the Association of College and Research Libraries (ACRL). Other winners of this year's ACRL awards are the Richland College Library, Dallas, in the community college category, and the Van Wylen Library at Hope College, Holland, Michigan, in the college library category. Each winning library will receive $3,000 and a plaque, presented at an award ceremony held on each campus, as well as special recognition at the ACRL President's Program during the American Library Association (ALA) Annual Conference. *Library Journal Academic News Wire*, May 20, 2004.

The University of Nevada at Reno has received a $10 million gift toward its new 285,000 square foot "knowledge center," due to open in late 2007. The gift was received from a manufacturer of high-tech gambling machines and the company's former chairman. Total cost of the new facility is $66 million; the state has already approved $22 million for the project, with an additional $22 million coming from student fees and tuition. Funds to complete the project are still being raised. *American Libraries*, May 2004.

More than $4 million has been left to a single branch of the Loudoun County Public Library in Leesburg, Virginia. The funds were part of a $10 million bequest from the estate of a former county resident and are earmarked for building improvements as well as the purchase of books and services. *Library Journal*, April 1, 2004.

The Ohio Library and Information Network (OhioLINK) has announced a program to support the Public Library of Science (PLoS), an Open Access publisher. Under the program, OhioLINK will fund half of the publication fee for all faculty and researchers at OhioLINK member institutions who choose to publish articles in PLoS journals. Author charges, which support publication in PLoS journals, are currently $1,500 per article. OhioLINK support will remain in effect indefinitely, although the policy is subject to periodic review. *Library Journal Academic News Wire*, June 3, 2004.

Short Takes

The U.S. Institute of Museum and Library Services (IMLS) is seeking proposals to develop, pilot, deploy, and evaluate a packaged instructor-mediated online course to train library and museum personnel to plan and evaluate outcomes-based projects. The deadline for proposals is September 15, 2004. The maximum award is $1,000,000 for up to three years. IMLS anticipates a single award for the project. The Request for Proposal is available on the IMLS Website at: *http://www.imls.gov/whatsnew/current/outcomescourse.htm*.

OCLC has honored its founder Frederick G. (Fred) Kilgour on his 90th birthday with a $100,000 donation to the School of Information and Library Science at the University of North Carolina at Chapel Hill, where Kilgour was a distinguished research professor. The School also honored Kilgour with a Lifetime Achievement Award. *UNC SILS Press Release*, April 29, 2004.

President George Bush has stated that the U.S. should make it a goal to offer every citizen access to high-speed Internet connections by 2007. He referred to broadband technology as "…opening highways of knowledge" during a trip through the southwestern portion of the U.S. *Wall Street Journal*, March 29, 2004.

"Selection ranks above price" for Internet shoppers, according to a study published by three MIT economists. The study specifically examines the availability of books via services like Amazon and Alibris and finds that online shoppers not only find what they are looking for, but also make unexpected discoveries of materials they did not already know about. The MIT Press is quoted as seeing 12% annual increases in sales of backlist books, thanks to Internet retailers. The full article, "Consumer Surplus in the Digital Economy: Estimating the Value of Increased Product Variety at Online Booksellers," is available at *http://ebusiness.mit.ledu/erik/*. *New York Times*, April 22, 2004.

In the News

A survey conducted by Harris Interactive and commissioned by the Business Software Alliance (BSA) indicates that a majority of U.S. children continue to download songs, despite acknowledging they know it is illegal. According to the survey, 88% of kids between the ages of 8 and 18 know that most popular music is copyrighted, but 56% download music files anyway. Survey participants said they were generally more concerned about downloading viruses in music files than being prosecuted for copyright violations. The BSA, which represents software companies including Microsoft, Apple Computer, and Adobe, said the study shows that despite growing awareness of the legal issues surrounding file trading, more needs to be done to discourage users from trading copyrighted material. The BSA estimates that piracy costs its members $13 billion a year. Rep. Howard Berman (D-Calif.) and Rep. Lamar Smith (R-Tex.) are cosponsoring a bill that would criminalize the sharing of more than 1,000 songs on P2P networks. Berman noted that awareness of illegal activity is not sufficient and that computer users "need to have … the fear of getting caught" to curb illegal file trading.

Edupage, May 19, 2004 — Excerpted from the *Washington Post*, 18 May 2004 (registration req'd) *http://www.washingtonpost.com/wp-dyn/articles/A37231-2004May18.html*.

The Open Access Debate Continues

Karen Hunter, Senior Vice President for Strategy at Elsevier and frequent Charleston Conference speaker offered the following statement on liblicense-l recently concerning authors and Open Access:

> "[H]ere is what we have decided on post-'prints' (i.e., published articles, whether published electronically or in print):
>
> An author may post his or her version of the final paper on a personal Website and on the institution's Website (including its institutional respository). Each posting should include the article's citation and a link to the journal's home page (or the article's DOI). The author does not need our permission to do this, but any other posting (e.g., to a repository elsewhere) would require our permission. By 'his or her version' we are referring to Word or Tex file, not a PDF or HTML downloaded from ScienceDirect — but the author can update the version to reflect changes made during the refereeing and editing process. Elsevier will continue to be the single, definitive archive for the formal published version.
>
> We will be gradually updating any public information on our policies (including our copyright forms and all information on our Website) to get it all consistent."

To read the full exchange and statement, logon to *http://www.library.yale.edu/~llicense/ListArchives/0405/msg00124.html*.

Bad News on Budgets

The American Library Association's Report on Library Funding in the United States has found that libraries in at least 41 states (82%) report funding cuts of as much as 50%. Most of the data accumulated from published reports reflects deep cuts to library budgets on the federal, state, and local levels. Many "positive" news stories describe a status quo situation—library staff are relieved that their limited budgets aren't reduced further and that fundraising efforts are underway to close funding gaps. For the full report, logon to *http://www.ala.org/ala/news/library funding/libraryfunding.htm*.

By the Numbers

$3,000…the average settlement by The Recording Industry Association of America (RIAA) from the 408 cases that have been settled out of the total of 2,000 lawsuits it has pursued over file sharing. *Wall Street Journal*, March 24, 2004.

13.1%…the projected overall increase for 2005 periodical titles in the EBSCOhost Academic Search Elite database. *Library Journal*, April 15, 2004.

57…the number of libraries automating for the first time in the past year, according to LJ's "Automated System Marketplace Survey" for 2004. *Library Journal*, April 1, 2004.

83,000…the number of librarians retiring or leaving the profession between 1990 and 2010, according to Jim Matarazzo, dean emeritus of the School of Library and Information Science at Simmons College, Boston. *American Libraries*, May 2004.

2/3…the number of U.S. consumer spending and bill payments which will be virtual by 2010. Of note, Singapore has announced plans to write off paper money by 2008. *Wired*, April 2004.

119%…the jump since 1976 in part-time faculty in U.S. academic institutions vs. a 31% increase in tenure-track positions in the same period. *U.S. News & World Report*, April 12, 2004.

20…the number pf 2004 graduates with a BSIS (bachelor's degree in information science) from the University of North Carolina Chapel Hill's new undergraduate degree program. The School of Information Science's current enrollment is 257 master's degree students, 41 doctoral students, 46 undergraduate majors, 50 undergraduate minors and 20 full-time faculty members. *UNC SILS Press Release*, April 29, 2004.

86%…the increase in circulation of DVDs by the Toronto Public Library in 2003, attributed to the sheer popularity of the format. Audiovideo supplement to *Library Journal*, May 15, 2004.

$28.87 billion…the projected total books sales for 2004, according to the Book Industry Study Group (BISG). This figure represents an increase of 3.8% over 2003. Adult hardcover sales are projected to increase 1.8%; trade paperbacks 1.5%, college texts 2.9%. Figures are based on the results of a survey of 244 small publishers. To purchase a copy visit: *http://www.bisg.org/publications/trends2004.html*.

Google's Ten Commandments

The following list appears on the Google Website with the heading: "10 things Google has found to be true."

1) Focus on the user and all else will follow.
2) It's best to do one thing really, really well.
3) Fast is better than slow.
4) Democracy on the Web works.
5) You don't need to be at your desk to need an answer.
6) You can make money without doing evil.
7) There's always more information out there.
8) The need for information crosses all borders.
9) You can be serious without a suit.
10) Great just isn't good enough.

One of Google's mantras: "Always deliver more than expected."

To read more, logon to *http://www.google.com/corporate/today.html*.

Choosing and Using A News Alert Service

. . . Reported by Robert Berkman, Editor, The Information Advisor

Based on our own tests and feature comparisons of about two dozen leading free, inexpensive, and premium based alerts, we ended up selecting these as our top choices, based on category:

Free News Alert Services

Google News Alerts — *www.google.com/newsalerts* — More advanced search features than any other free alert service!

Special mention: **CBS Market Watch Alerts** — *cbs.market watch.com/tools/alerts/createalert.asp?siteID=mktw* — Pure business focus for business researchers.

Cheap and Inexpensive News Alert Service

NetContent: IntelliSearch — *www.intellisearchnow.com/* — Top notch content and advanced searching for a downright cheap price!

Special mention: **HighBeam** — *www.highbeam.com* — This brand new research site provides an intuitive, well-organized way to keep up with the latest relevant articles from high quality trade journals.

Premium, Fee Based Alert Services

Dialog: NewsEdge — *www.newsedge.com* — Top notch content and advanced search features.

PR Newswire: eWatch — *www.ewatch.com* — Great for tracking "who's saying what" in discussion groups too.

Special mention: **Nexcerpt** — *www.nexcerpt.com* — Superb administrative tools—perfect for the information professional who wants to roll out an alert service to the full organization.

Traditional Online News Vendor Alert Services: Fee Based

Factiva: Track — *www.factiva.com/integration/factiva modules/track.asp?node=menuElem1496* — Perhaps the best collection of non-Web based business information sources, and an elegant search process and interface too.

LexisNexis: Personal News — *www.lexinexis.com* — For the real power searcher—loads of advanced search features AND a huge range of professional content.

Reprinted with permission by Robert Berkman, editor *The Information Advisor* (*www.informationadvisor.com*), a monthly newsletter for business researchers. *Information Today* will publish the full news alert report in July. For more information, contact Robert Berkman at <rberkman@aol.com>.

TCR Quotes

"Studies show that most users wait less than 60 seconds for a file to download before they lose interest in the Website." *NetConnect*, Winter 2004.

Mark Your Calendars!

24th Annual Charleston Conference — Issues in Book and Serial Acquisition: All the World's a Serial

November 3 (Vendor Showcase and Preconferences) — November 4-6 (Main Conference)

Francis Marion Hotel, 387 King Street, Charleston, SC

The **24th Charleston Conference** will be held in the **Francis Marion Hotel**, adjacent to the now-defunct **College of Charleston Conference Center**. There are six preconferences planned:

- The Journals Revolution: A Primer (Michael Mabe, Carol Tenopir, and Carol Montgomery)
- Statistics for Librarians (Phil Davis and John McDonald)
- Open Access: Making it Real on Your Campus (Becky Lenzini and *The Charleston Advisor*)
- Managing Serials (Buzzy Basch)
- Changing Change to Make a Change (Mary A. Massey)
- Patron-Oriented Technical Services: Changing the Library Organization through Workflow Redesign (Rick Lugg and Ruth Fischer)

The theme of this year's Conference is **All the World's a Serial** reflecting the trend for publishers to market all of their products (including books) online requiring payment of annual fees for access. The keynote speaker will be Michael Keller, University Librarian, Director of Academic Information Resources, Publisher of HighWire Press, Publisher of Stanford University Press, Stanford University. Topics under discussion will include:

- Core Collecting Lists and their Viability in the Online Environment

- The Economics of Going Electronic from the Publisher's Point of View
- The Decline of the Monograph in Library Collections
- The Status of Library Funding
- Changing Methods of Reading and the Impact on Collection Development
- Finding Ways to Make the Case for Increased Funding For Libraries to Busy Administrators
- Survival of the Little Guys in Publishing
- Pricing Models
- Training New Acquisitions Librarians
- Repositories, and many, many other topics.

Some of the speakers include: Lars Bjørnshauge, Susan Campbell, Pam Cenzer, Phil Davis, Stephanie DuBose, Claire Ginn, David Goodman, Bill Hannay, Chuck Hamaker, Bob Houbeck, Ramune Kubilius, Margaret Landesman, Lucretia McClure, Barbara Meyers, Victor Navasky, Irv Rockwood, Fytton Rowland, Anthony Watkinson, Milton Wolf and many others.

More complete and updated information on the conference, including a brochure and registration form, is located at *http://www.katina.info/conference/*.

For further information, contact Katina Strauch at 843-509-2848 or 843-953-8020.

ATG Annual Survey Report

Each year, *Against the Grain* produces its Annual Survey Report on a wide variety of topics relating to acquisitions and collection development. For a good look at the "grass-roots" of library issues and practices, read on.

Major Concerns

- e-resources — lack of standards, escalating costs, insecurity
- digital rights management — can a library own an e-resource?

Purchasing and Processing Patterns

- 67% (2/3) have cancelled paper subscriptions for journals in favor of electronic subscriptions
- 28% have implemented paperback only for firm orders of monographs
- 44% outsource cataloging
- 47% outsource approval plans
- 11% outsource the acquisitions department (vs. 8% last year)
- 8% outsource physical processing and binding

Document Delivery

- 50% use commercial document delivery or pay-per-view (vs. 45% last year)
- 47% do not (vs. 55% last year)

Budgets in General

- 36% report an increase of 8.2% (on average)
- 11% report a decrease of 6.5%
- 36% report stagnant budgets

Budget Allocations

- 8.8% of budgets are allocated to electronic resources (on average)
- 42% report an increase of 9.6% for e-resources
- 64% (roughly 2/3) report static budgets for books (17% saw increases, 19% decreases)
- 33% (1/3) report unchanged journals budgets
- 28% report journals budget increases of 8.2% (on average)
- 22% report decreases in that area of 8.5% (on average)

Source: *Against the Grain*, April 2004. *www.against-the-grain.com*

Four Minnesota Private Colleges State Collection Goals

The directors of Carleton College, Macalester College, St. Olaf College and Gustavus Adolphus College recently issued the following statement as part of an explanation of their joint decision not to renew Elsevier's ScienceDirect.

"**We are encouraging our college communities to consider:**

- avoiding publishing and reviewing for journals that are not moving towards an Open Access model,
- retaining the right to distribute the results of their research broadly,
- establishing institutional archives,
- engaging in conversation about Open Access within departments, campus-wide, with legislators and policy-makers, and in their scholarly and scientific societies, and
- adopting policies that signal that publication in quality Open Access journals is acceptable in the institution's system of rewards and recognition."

Posted to liblicense-l, May 13, 2004.

Public Library Collection Key to Success

A recent study from Dubberly Garcia Associates, Inc., found that customers of the Lincoln, Nebraska, City Libraries rated "availability of materials" among the key success factors for the library. A summary of findings follows.

- 67.9% of survey respondents had used the library in the past year
- 83.6% indicated that the library was "very" or "extremely important" to the city's quality of life
- 85.6% indicated they were "very" or "extremely satisfied" with the library
- 71.6% had access to the Internet at home
- 51.7% of those who did not have Internet at home came to the library to use the Internet

Of particular note:

- The service characteristics that had the greatest impact on customer satisfaction were those dealing with the availability of materials and access.
- Use of the Internet at home and use of the public library were not reported as competing behaviors but rather appeared to be mutually supportive behaviors.

City of Lincoln, Nebraska, News Release, April 19, 2004. For more information, contact Carol J. Connor, Library Director, 402-441-8510, <c.connor@mail.lcl.lib.ne.us>.

Don't Miss This!

The Charleston Advisor's Fourth Annual "Best and Worst" Readers' Choice Awards will be published in our October 2004 issue (v.6, no.2). Categories for awards include:

- Best New Product
- Most Improved Product
- Best Interface
- Best Content
- Best Pricing
- Best Contract Options
- Best Customer Support
- Best Effort
- Best Vaporware
- The Lemon Award

Awards are based on input from readers via the *TCA* Website at *www.charlestonco.com* or directly to the Managing Editor at <george@coalliance.org>, as well as recommendations and suggestions from the *TCA* Editorial Board.

Be sure to check out *The Charleston Advisor's* April 2004 issue (v.5, no.4) which is now online at *http://www.charlestonco.com/toc.cfm?iss=v5n4*.

Coming in Future Issues

— ERM (Electronic Resource Management) Systems: Who Has Them? Who Doesn't?
— Hot Topics from ALA
— Open Access and Journal Citations
— Self-Publishing: New Opportunities for Authors