



The CHARLESTON REPORT

Business Insights into the Library Market

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Libraries on the Move

Furman University, Greenville, South Carolina, has just completed a four-year, \$25 million library renovation, expanding from less than 70,000 to more than 120,000 square feet and doubling book capacity to more than 800,000 volumes. Among contributors to the project were the Duke Endowment which gave \$9.5 million. In addition, a \$3.5 million endowment will support the building's future maintenance and operations. *Library Journal Academic News Wire*, January 04, 2005.

Governor Jeb Bush of Florida has announced a \$43.3 million reading initiative in his proposed 2005-2006 budget. Bush's plan will require that pupils scoring below grade levels on Florida's Comprehensive Assessment Test reading section take an intensive reading course. Sixth graders would be the first to be affected, with seventh and eighth-graders following over the next two years. *St. Petersburg Times*, January 11, 2005.

The Central Library of the Free Library of Philadelphia will be the beneficiary of \$30 million in city funds to be used for renovations to the existing facility. The Philadelphia City Council agreed to borrow the funds from the city's Authority for Industry Development which will then effectively own the library site, leasing it back to the city. Monies will also be used for the addition of a new 160,000 square foot annex and auditorium. *Library Journal*, February 1, 2005.

Multnomah County Library has expanded efforts to connect with teens, noting that one of every four library users is a teenager. Among its initiatives, the library has created two Library Advisory Board positions for teenagers, formed a position for a "Teen Services Specialist," and opened Teen Lounges inside six of its libraries. To learn more and to see the schedule of events in Teen Lounges, logon to www.multcolib.org/events.

ALA Midwinter Hot Topics

The weather may have been cold, but attendance was up at this year's ALA Midwinter meeting in Boston, January 14-18, 2005. And while there was talk of eliminating the Midwinter meeting in favor of the smaller and more specialized ALA Division meetings, exhibits were sold out.

	<u>2005/Boston</u>	<u>2004/San Diego</u>
Attendees	10,028	7,944
Exhibitors	3,204	2,844
TOTAL	13,232	10,788

Hot topics included the following:

- Downloadable audio books accessed through the library's catalog.
- Ebooks—finally catching on in libraries.
- Google and its
 - library partnerships and digitizing projects at Stanford, Harvard, Columbia, Oxford and the University of Michigan;
 - new video search service based on the closed caption text of previously aired programs, including ABC, PBS, Fox News, and C-SPAN;
 - Google Scholar (see related article in this issue of *TCR*).
- Emerald-gate and issues of unauthorized republication of journal articles.
- The role of technical services in managing digital repositories.
- ERMs (electronic resource management systems) and their ongoing development.
- Print-on-demand and its relationship to out-of-print materials.
- Gifts and innovative ways to manage them (one conference-goer talked of using eBay to sell gift materials).

In the exhibit area, several collection development products were seen as worthy of mention, among them Library Dynamics' Spectra CRC product (<http://www.librarydynamics.com/spectra.htm>) that provides a graphical representation of a collection's gaps and strengths, and Sirsi's "Normative Data Project" (<http://www.librarynormativedata.info/>) which is based on circulation records and the public catalog.

Like their public library counterparts, academic libraries are learning to behave more like bookstores. Margaret Landesman, University of Utah, noted that the university has added art exhibits with the effect of drawing students. Jack Montgomery, Western Kentucky University, reported that the library's café has resulted in a rise of 10,000 in gate count over the previous year. Concerts are also being offered on the library's patio. Books have been moved to a browsing collection to increase circulation and book jackets, perhaps previously discarded, are now being used to help in creating attractive displays.

Finally, a reminder to *TCR* readers that a great give-away at the booth need not be large or expensive:

Berkshire Publishing reported that its HCI buttons (promoting its *Berkshire Encyclopedia of Human-Computer Interaction*) which read:

"Librarian, *n.* An expert in human-computer interaction"

were taken by the handful. According to the report, "Weary conference goers brightened when they saw them, and many asked to take enough for colleagues and staff."

Short Takes

Innovative Interfaces has introduced a “Patron Materials Rating” feature, to be available as an enhancement to the company’s My Millennium. This new feature will allow patrons to share their opinions of items in library collections using a 1-5 star rating system. Patrons will manage their ratings in a new “My Ratings” section of their patron record. *Innovative News*, February 2005.

The School of Library and Information Science at San Jose State University, California, will implement a new Executive MLIS degree for “leaders and top administrators” who already have master’s degrees in other disciplines. The MLIS is designed to enable these individuals to work as subject specialists in libraries. For more information, logon to slisweb.sjsu.edu/classes/exec.htm.

Blackwell’s Book Services saluted past winners of the ACRL/Blackwell’s Excellence in Academic Libraries Awards at ALA Midwinter in Boston. Over 15 institutions have received the award since 2000. The award is made to the staff of college, university, and community college libraries for programs that deliver exemplary services and resources to further the educational mission of the institution. The 2005 winners are Pierce College Library, Lakewood and Puyallup, WA; Mount Holyoke College Library, South Hadley, MA; and the University of Virginia Library, Charlottesville, VA. For more information, logon to <http://www.ala.org/ACRLTemplate.cfm?Section=acrl&template=/ContentManagement/ContentDisplay.cfm&ContentID=84937>.

YBP Library Services is serving as sponsor of *Cites & Insights: Crawford at Large*, an online publication described by its creator, Walt Crawford, as “a journal of libraries, policy, technology and media.” Crawford is a frequent speaker and attendee at the Charleston Conference. The January 2005 issue is the first under YBP’s sponsorship. To download the publication and to sign up to be notified when new issues appear, visit <http://cites.boisestate.edu/>.

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The Charleston Report is written for publishers, vendors, product developers, merchandisers, and wholesalers who are interested in expanding their library market. Readers will gain insights in effective marketing to libraries, early alerts to library trends, access to library leaders’ future plans, library budget projections, library strategic plans, technology directions, and publications needs.

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By the Numbers

28%...The increase in member participation in ALA’s first online election held in 2004. *Email to ALA Members*, January 5, 2005

64,475...ALA membership as of November 2004, a 2.375% increase from November 2003 (62,979). Total membership includes 60,012 personal members (up 2.23%), 4,212 organizational members (up 3.821%), and 251 corporate members (up 14.612%). www.ala.org

50-53%...The amount of use by K-12 students for AskColorado, a virtual reference service. *Library Journal*, January 2005.

\$19.3 billion...Funds distributed in 2004 by NIH to 212,000 researchers around the world, whose papers would be affected by Open Access requirements, if any, from the NIH. Of note, NIH supported 60,000 papers published in 2003. *Reuters*, February 3, 2005. <http://www.reuters.com/newsArticle.jhtml?&storyID=7532589>

27% ...The number of Internet users under 30 years who use search engines several times a day (compared to 25% of those 30-49 years; 15% of those 50-64 years and 8% of those over 65 years). “*Search Engine Users*,” a report from the *Pew Internet & American Life Project*. Full text available at <http://www.pewinternet.org/>.

80,000...The number of netLibrary eBook titles to be available through Baker & Taylor, in a new joint agreement between OCLC and B&T. *Press Release*, January 13, 2005.

3-5%...Customers lost in Web checkout processes each time another Web page is required for purchase, according to results from studies by Kayak.com, a travel search site that spent more than a year to simplify its online “checkout” procedures. *New York Times*, February 14, 2005.

20%...The minimum number of people who must use a feature to see it included in Google, according to a recent presentation by a Google staffer. For advanced search options, the figure falls to 5%. Reported by NFAIS’s Jill O’Neill. <http://alan.blog-city.com/read/1003011.htm>

Top Ten Bachelor’s Degrees in Demand

1. Accounting
2. Electrical Engineering
3. Mechanical Engineering
4. Business Administration and Management
5. Economics and Finance
6. Computer Science
7. Computer Engineering
8. Marketing and Marketing Management
9. Chemical Engineering
10. Information Sciences and Systems

Source: National Association of Colleges and Employers, *Job Outlook 2005*. Reported in the *Wall Street Journal*, January 4, 2005.

Electronic-Products: Sample Questions to Ask Vendors — and Yourself

... Reported by Thomas M. Izbicki, Johns Hopkins University <izbicki@jhu.edu>

Ed Note: The questions below are excerpted from a full and comprehensive list scheduled to appear in *The Charleston Advisor*, April 2005 (v.6, no.4). The entire article in full text will be available at www.charlestonco.com upon publication.

Security and Licensing Questions

- What is the vendor's definition of your site?
- Is the license flexible enough to include alumni?
- Would there be an extra charge to cover alumni?
- How is security handled?
- Are there any unusual licensing terms (e.g., faculty access licensed differently from student access; estimated number of expected users by discipline; limitation to only a few work stations)?
- Is the license renewable annually?
- Is it a multi-year deal?
- If the latter, does it lock in certain terms, including rate of inflation?
- Are renewals automatic unless notice of intent to cancel is given?
- If not, what do you have to tell the vendor, when, and in what form, to get a renewal?
- Does the license permit use of the database or e-journal for interlibrary loan transactions?
- Can it be used for Electronic Reserves?

COUNTER Ready for Online Books

Release 1 (draft) of the new COUNTER Code of Practice for online books and reference works is now available for comment. The draft was developed with input from librarians and publishers, and represents the first attempt to introduce a comprehensive industry standard for the recording and reporting of online book usage data. It will be available for comment until December 2005 and is expected to be published in early 2006.

Among the features of the code:

- A set of five basic usage reports that cover full-text requests for a whole title or for sections within a title (e.g., chapters, encyclopedia entries, etc.).
- A comprehensive set of definitions of terms relevant to books and reference works.
- A format and structure consistent with the existing COUNTER Code of Practice for journals and databases.

Reported in http://www.biblio-tech.com/uksg/SI_PD.cfm?AC=1615&PID=10&ZID=1684.

Don't Miss This!

OCLC Research has compiled a list of the top 1,000 titles owned by its member libraries. Interesting browsing at www.oclc.org/research/top1000/default.htm.

Did You Know?

The term “cyberinfrastructure” was coined by a National Science Foundation (NSF) blue-ribbon committee to describe the new research environments—those in which advanced computational, collaborative, data acquisition and management services are available to researchers through high-performance networks. To learn more, check out “E-Research and Supporting Cyberinfrastructure: A Forum to Consider the Implications for Research Libraries & Research Institutions,” available at www.arl.org/forum04/.

iPods in Your Future?

Physicians at the University of California, Los Angeles (UCLA), are using iPods in conjunction with a locally-developed open source application to allow radiologists to see high-resolution medical images on desktop Macintosh computers which can then replace the \$100,000 workstations previously required. The iPod, which offers portable storage of 60GB, was selected because the 3D images are too large for many other media. CNET, http://news.com/2100-1041_3-5566145.html.

Reported in *Edupage*, February 7, 2005.

TCR Quote

“I feel like the vendors have squandered our money doing what we asked them to do,” Andrew K. Pace, Head of Systems at North Carolina State University, during LITA's ALA Midwinter “Top Technology Trends Discussion” on January 16, 2005. Pace was arguing that librarians have been “distracted” from the basics of good application of technology.

Wish List for Open URL Resolvers

At last November's Charleston Conference, a lively session on Open URL declared the whole initiative to be largely a success. But many in the room had ideas for significant improvements, primarily in the areas of service and communication.

What is Open URL? Libraries, intermediaries and publishers involved in electronic publications, particularly journals and indexes, are certainly working actively with Open URL and its linking technology. According to the National Information Standards Organization, the OpenURL standard is a syntax to create Web-transportable packages of metadata and/or identifiers about an information object, for example, an article. OpenURL enables a user to link from an online citation to the desired full text—not just to any version of that full text, but rather to the appropriate copy for that user and his or her institution (i.e., the version which has been licensed for use).

Some of the problems identified included:

- targets which aren't accessible even when the producer says they should be;
- trivial changes to software which break links at various places in the chain;
- general failures in communication, causing unnecessary delays in fixing links.

A typical example cited was of the faculty member who can't understand why the obvious link in the library's OPAC or other database fails, and pressure on the library staff member to find the break in a chain of typically six providers, all of whom could be at fault.

What's Needed? Following is a "wish list" from the session.

Publishers: Please create a Website where known problems and resolutions are posted.

Vendors: Please name your "Open URL" contact and service person(s) on your Website.

Libraries: Consider creating a moderated listserv providing a clearinghouse of known problems, resolutions and "best practices" where good vendors and publishers are noted (and vice versa).

Above all, participants in the session wanted to create ongoing productive dialogue between all players, with the real goal to provide excellent and unbroken links thereby maximizing use of content and satisfying the ultimate end-user.

Read more on this topic in "Open URL: The Challenge of Success," at <http://www.charlestonco.com/features.cfm?id=174&type=ed>.

Google Scholar Reviewed

"Google Scholar is scholarly to a point, but what it does not include is important. If we understand correctly what it does index, it's time to get on with the much larger job of identifying more trusted scholarly sources. It's done a great job with the basic stuff, indexing 25% to 50% or more from many participating sites and obvious locations (i.e., arXiv) and identifying scholarly content through secondary means, (i.e., citations and abstracting sources like PubMed and ACM). Between the first week of December and the third week of the month, coverage tripled for many standard publishers. But inclusion is based on a fairly limited primary source list and document format (or bibliographic citations) is just a beginning. Can it go beyond this to the rest of the scholarly resources on the Web? Can it distinguish between a footnoted and non-footnoted scholarly item at a trusted source that is not a publisher?"

From "Google Scholar: a Brief Review," by Chuck Hamaker and Brad Spry. Based on use of the service as of the end of December 2004. Don't miss the full review, to be published in March 2005, in the first e-only edition of Serials, the publication of the UK Serials Group. More info at www.uksg.org.

Mark Your Calendars!

ACRL's 12th National Conference, "Currents and Convergence: Navigating the Rivers of Change," will be held in Minneapolis, April 7-10, 2005. Visit the National Conference Website at www.acrl.org/minneapolis.

BookExpo America 2005 is set for the Jacob Javits Convention Center in New York City, June 3-5, 2005. More details at www.bookexpoamerica.com.

The **Charleston Advisor** Vendor Showcase and Charleston Conference Preconferences are set for November 2, 2005; the full Charleston Conference will run November 3-5, 2005. Details coming soon at www.katina.info/conference.

News from U.S.

Government Initiatives

President George W. Bush has requested \$221,325,000 for the U.S. Library Services and Technology Act (LSTA) in his 2006 fiscal year budget, a rise of \$15,374,000 (7.5%) from the previous year. The budget includes \$26 million for the 21st Century Librarian Initiative, \$14 million in National Leadership Grants for Libraries, and \$170.5 million for state grants to be distributed by state libraries. *Library Journal Academic News Wire*, February 10, 2005.

The much-debated "NIH Public Access Implementation Plan" to offer free access to NIH (National Institutes of Health)-funded medical research was released on February 3, 2005. The release of the final policy follows months of intense debate and consideration of more than 6,000 public comments. To view the full document, logon to <http://www.nih.gov/about/publicaccess/index.htm>.

Coming in Future Issues

- New Definitions of Information Literacy
- Budget Updates
- Google and Copyright
- Re-Thinking the Big Deal