Charleston Library Conference

Academic Libraries without Print

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ACADEMIC LIBRARIES WITHOUT PRINT

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Framework for the Discussion by Allen McKiel

The focus of the session was exploration of library operational adaptations to changing technologies of information distribution and usage. A panel of librarians presented glimpses of the changes occurring in their library operations as they transition to services without print. The cadence of change particularly with respect to e-books has accelerated. The moderator summarized some of the changes of the last year. The panel explored, through the evidence of their changing library operations, a range of topics including trends in e-book „acquisition' and usage; developments in open access publishing; changes in the impact of consortia; and the role of librarians in instruction and evolving peer review and publication processes.

The discussion of the changes in library operation in three university environments (Brigham Young University, University of California Merced, and Western Oregon University) presented examples of the changes similarly occurring at academic libraries across the country. Current events in the corporate entities dominant in the academic information sphere, economic conditions, and technological innovations frame the changes. The plethora of e-book readers descending on the marketplace is a sign of the impending change that e-books will bring to libraries. The Google deal with the publishers and authors concerning the body of Google scanned e-books that could reach upwards of 30 million is no doubt a factor in the appearance of those readers. It is also a major game changer for libraries whether the deal goes through or not. The difference is only a matter of time. The momentum toward online distribution of academic books is increasing. The implications for libraries are radical if subsets of the millions of Google scanned e-books become available to the faculty and students at academic libraries. Will the faculty or students at Western Oregon University be coming to the library to check out the 300k books on the shelves when an academically relevant collection much larger than that is available online? It is clear from their usage patterns with print versus e-journals that they prefer online. Only 2% of the journal usage at WOU last year was print.

Another issue framing the operations of libraries over the past year has been the economic downturn. The recent ebrary survey found librarians expecting their libraries to loose on average 5.4% of their budgets over the next three years with 3% of that already having occurred this year. A majority of the librarians in the survey recommend expediting the transition from print to e-resources in an effort to mitigate the loss since e-resource are cost effect if purchased in bundles or through mechanisms like pay-per-view.

Library budgets during the recession of 1981 lost 11% of their budgets according to data from the National Center for Educational Statistics. Budgets returned to their pre-recession levels in three years. That may not occur this time since library budgets have been in a state of decline over the past 10 years. According to the same report from the

NCES library budgets decline 14% from 1999 through 2005. This is particularly troubling news given the increasing variety of issues that the dramatically changing information arena requires librarians to face creatively. Librarians must deal with access to a rapidly evolving Internet with increasingly complex data structures and navigational tools: information literacy across the curriculum; changing requirements for digital and physical archival preservation and access; and shifting peer review and publication models that are involving them more intimately.

The good news in this picture is reflected in the attitude that librarians overwhelmingly displayed in their responses to the ebrary survey. By a very strong margin they see the library world emerging more effective from the current situation. The information sphere is exploding in diversity and complexity and therefore potential. Information professionals with a bent for harnessing disorder have a much larger and more interesting job ahead than behind them.

Western Oregon University Report by Allen McKiel

Beginning with collection development, WOU continues to shift purchasing from print to e-resources. After surveying the faculty for their preferences for print or electronic resources (86% in favor or neutral) librarians cancelled about half of the remaining print journals. The majority of the remaining print will be cancelled this year. The funds freed up from print went toward e-books and e-journals mostly in bundles or through pay-per-view. Librarians are also involved in an Orbis Cascade Alliance effort to structure a cooperative e-book purchasing agreement with YBP.

Moving to the organizational and access functions of the library, the complex arena of civilizing the increasingly complex arena of library offerings in attempts at providing simplified discovery for faculty and students continued. For cooperative Orbis Cascade Alliance access to our shared book collections, librarians continued work toward a 36 library shared Summit catalog. The library also added 48 net-books for in-library checkout. And they prepared a proposal for the development of a library café.

Library instruction has been assisted by the awarding of two consecutive LSTA Cooperative Library Instruction Project grants. The initial cooperative includes WOU, Oregon State University, Willamette University and Chemeketa Community College. The purpose of the grants is to develop open access tutorials and a cooperative framework for continuing their production and maintenance. The librarians are working to produce tutorials for 29 information literacy proficiencies that have been cooperatively identified by another Oregon cooperative library effort, ILAGO (Information Literacy Advisory Group of Oregon).

In the arena of archives and preservation, WOU librarians are cooperating with Willamette University and Portland State University in an effort to find funding for organizing and making some of the archival gubernatorial papers of former Oregon governors Straub, Hatfield, and Roberts available to researchers online.

University of California Merced Report by Jim Dooley

The University of California, Merced opened in 2005 as the first research university founded in the 21st century; its first four-year class graduated in May 2009. When planning for library collections began in 2003, the overall goal was, and remains, to

provide information in the formats most useful to users. At that time it was apparent to the founding librarians that online publishing of academic journals had reached a tipping point. Consequently, the decision was made to subscribe only to the electronic versions of academic journals, except when a requested journal was only available in print. Currently, patrons have access to over 30,000 electronic journals and over 300 databases, mostly through consortia agreements through the California Digital Library on behalf of all the University of California Libraries. Not counting magazines for recreational reading, the library currently subscribes to ten print journals. Given the pronounced shift in U.S. federal government publication to electronic format, the librarians also considered it appropriate to join the Federal Depository Library Program as the first completely electronic Federal Depository Library.

At the same time, it was clear in 2003 that no such tipping point had been reached with e-books. Accordingly, the library began with an opening day print book collection and an approval plan with YBP. From 2005 to the present the library has acquired somewhat more than 90,000 print books through the approval plan and gifts. The book collection is intended to actively support current teaching and research. In 2008-2009 over 20% of the collection circulated at least once. The library also has access to the thirty-five million volume University of California collection to fulfill user needs for other monographs and print serials. Through the internal borrowing system, materials are usually available within 24-48 hours after a request.

While the print book collection was being built, various experiments with e-books occurred. A subscription was begun for ebrary Academic Complete. Several thousand NetLibrary titles were purchased and a patron selection plan with EBL was begun. In 2007 what began as a purchase plan with Coutts for MyiLibrary was changed to a patron selection plan. The library continues to use the patron selection plans with EBL and MyiLibrary/Coutts as the primary means of acquiring e-books. Currently approximately 125,000 e-books are available through the OPAC from these plans for use and possible purchase along with 45,000 titles through Academic Complete.

During the past five years e-book acceptance and usage has continued to increase. While there was never an intention to create an all-electronic library, user preference for information in electronic formats is clearly growing. Compact disc purchases have already ended in favor of streaming audio. While there are still licensing and technology issues, it is likely that streaming video will replace DVD purchases in the foreseeable future. One indication of this shift is that currently there are 750,000 bibliographic records in the library system approximately 90% of which are for some type of electronic resource.

Other UC libraries have also purchased and subscribed to e-books. While records for these e-books are in the union catalog, Melvyl, access is only available to users on the particular campus that has licensed the title.   This has understandably led to considerable user confusion and frustration. Aside from license and business terms, one impediment to a systemwide e-book agreement has been publisher restrictions on use of the e-books, e.g. restrictions on printing, downloading and emailing and license restrictions on use in ILL and course packs.   Finally in 2009 an agreement was reached between the University of California libraries and Springer Science + Business Media for the consortial licensing with perpetual access of all 2006-2009 Springer e-books. The license provides for unlimited simultaneous access to all Springer e-books published during this four year period. Since no DRM is applied to the books, users may print and

download without restriction. The books may also be used in ILL and course packs. From the library perspective, these terms are significantly better than those of most other publishers and are an important reason why the UC Libraries entered into this agreement with Springer. Hopefully, other publishers will see fit to allow similar uses of their e-books and this will lead to additional systemwide agreements either directly with publishers or with aggregators.

The agreement has allowed the UC Merced library and several other UC libraries to cancel Springer print for 2009 with the savings from print used to cover the cost of the e-books. Usage of the Springer e-books in the UC Merced Library has been extremely high. For example, the number of chapter downloads from Springer e-books in five months is 50% of the total print circulation for the entire 2008-2009 year. Although the agreement with Springer began as a one-year pilot, it is being continued in 2010 and hopefully beyond.

Another important system-wide initiative is the UC libraries and Springer pilot agreement for open access journal publishing. This agreement enables UC-authored articles accepted for publication in most of the 2000+ Springer journals to be published through Springer Open Choice, allowing full and immediate access to all readers through a license compatible with the Creative Commons Attribution-Noncommercial license. These articles will also be fully-accessible through UC's eScholarship publishing platform. UC authors pay no additional publication fees to support this open access model. The pilot includes articles by UC authors accepted for publication between November 1, 2008 and December 31, 2010.

Two other ongoing initiatives will have significant impact on user discovery and on technical services. During 2008 and 2009 the UC libraries have partnered with OCLC in a pilot of WorldCat Local as the new University of California union catalog under the name Next Generation Melvyl. All UC libraries have completed reclamation projects with OCLC to set holdings in WorldCat and users have been directed to the pilot interface since August 2009. It is anticipated that the University Librarians will make a final decision to move from pilot to production in 2010. Also in 2009 the UC libraries began a far-reaching process to redesign technical services within and among the libraries. Details on the organizational structure and timelines for this initiative, as well as ongoing progress reports, can be found at http://libraries.universityofcalifornia.edu/about/uls/ngts

Brigham Young University Report by Robert Murdock

It is no surprise or revelation to any librarian or active user of libraries or information seeker, the landscape and directions of libraries has dramatically changed and will continue to evolve at an ever increasing rate. Fundamental to these changes is digital communications in all of its manifestations and the associated affordable and easy to use technologies.

Brigham Young University, like many academic research libraries, has been engaged in the process of evolving its collections, technical support, and preservation complexion for a number of years. Collections have steadily shifted from publications in print to electronic format beginning with first with *Serials*, then *Reference Resources* and *Large Digital Library Collections*, *Internal Digitizing Projects*, and now an increasing number of *Monographs* are being acquired in place of print. The motivator to these changing

patterns is directly linked to: 1) an information/technology-oriented society and culture, 2) discovery and ubiquitous access opportunities associated with digital information and the internet, 3) powerful database harvesting and web searching tools, 4) enhanced publisher flexibility with regard to Digital Rights Management, and 5) compatibilities associated with Personal Digital Assistant devices. Among all of the changes and uncertainties taking place in academic libraries, the one sure change that can be relied upon is that libraries of the future will have an ever shrinking demand and need for p*rint resource.* With this in mind*, successful academic libraries of the future* will skillfully addressed and capitalize on the following issues, challenges, and opportunities:

- **Understanding and Accommodating the Digital Culture and its Impact on Libraries without Print:**
    - Serve and view patrons as valued clients
    - Patrons want immediate access to information
    - In most cases, patrons prefer accessing and using electronic resources rather than print
    - Recognize the library is not the only or even primary information outlet for students and faculty—there is competition for the patron's attention
    - The use of technologies is woven into the everyday life with most patrons
    - The library is not the first entry point for patrons seeking to discovering information
    - Mobility is essential
    - Patrons are self reliant
- **Google as a Competitor: Friend or Foe:**
    - Must move past viewing Google and other discovery utilities as an adversary—implement opportunities to learn and benefit from these entities
    - Take every opportunity to make the library's resources discoverable in Google
    - Enhance metadata and other finding aids
    - Define and promote the library's "niche and identity"---What can the library do better than Google?
    - Enhance the *branding* of library owned resources found on the internet
- **Rethink Collection Development and Materials Acquisitions Practices:**
    - Will/should a 21st century academic libraries continue to build collections on print based and ownership models in a digital publishing environment
    - Collection Development Policies should shift to be structured to benefit from integrating, accessing, and sharing digital resources at the network level
    - Institutional Repositories and Open Access resources based on digital content and access will have a profound and beneficial impact on collection develop and acquisitions practices and offer greater patron access to information

- o Digital resource licensing, negotiation skills and electronic resource management will be increasingly important and an essential part of the collection development and acquisition strategies and workflow
- o In the future academic libraries must factor into collection management parameters the impact of Google Books and other similar digital library initiatives

- **Role of the Librarian as a bibliographer/Subject Selector Will Change:**
  - o The diminishing growth and reliance on print publishing and patron access to digital resources at the network level will significantly impact traditional collection building models and practices, reducing the need or requirement to build large/in-depth collections at the institutional level.
  - o Outsourcing for shelf-ready books is altering and in some cases eliminating Book Approval Plans, erasing the practice of librarians reviewing monographs in order to return in appropriate materials
  - o eBooks and other media needs to be integrated into information profiles along with print resources to better aid librarian in selection decisions
  - o Digital publishing will offer greater opportunities for libraries to implement *Patron Driven Acquisitions Programs*. As patron initiated purchasing grows, its place in the collection development and acquisition process must be calculated and balanced with the role of the subject librarian and budget allocations

- **Pricing---Are Digitally Published Resources Cheaper:**
  - o Understand and navigate the various and changing pricing models for the best return on investment is essential: Flat rate, Carnegie Ranking, Consortia Rate, Simultaneous User, E-only, E-plus-Print, The Big Deal, Cost per Use
  - o Do digital resources offer greater opportunities to purchase materials *Just In time* rather than continue acquisition models based on *Just in Case* l Getting what we paid for—desirable vs. less desirable, new titles & transferred titles
  - o Are there pricing opportunities associate with print on demand technologies
  - o Can we continue to afford what we get---future of the Big Deal?
  - o Continuations vs. one-time purchases
  - o What is the future of ILL and document delivery services---More important/Less important
  - o How will the evolution personal reading devices impact acquisition decisions

- **Metadata and Finding Aids for Digital Resources:**
  - o Discovery and Access to resources remains key to a successful library regardless of publishing format
  - o Exploit new tools---link resolvers, social metadata & reviews, system add-on features
  - o Negotiate digital rights management (DRM) opportunities

- **Economics:**
  - For at least the near future, economic challenges will require libraries more carefully weigh collection, personnel, technology, and service priorities than ever before
  - Greater cost/benefit accountabilities will be required by stakeholders
  - Improved metrics to document return-on-investment
  - Libraries without print will have greater opportunities to redirect dollars planned for building expansions, stack investments and book binding/repair to cooperative archiving, new services, digital preservation, institutional repositories
  - Force more intense strategic planning at all levels within the library and at the network level

While it appears doubtful academic libraries in the future will exist completely without maintaining and adding print resources to collections and offer services to accommodate print materials, it is clear digital materials will dominate the attention, interest, and demand of libraries and the communities they service. As we plan for the future, librarians need to develop and build strategies directed at an information environment based on digital publishing; communities of patrons who are mobile, prefer digital communication, and expect instant access to desired information; global access opportunities; and greater cost/benefit accountabilities.