2004

And They Were There -- Reports of Meetings -- 24th Annual Charleston Conference Issues in Book and Serial Acquisition. Charleston, SC, November 3-6, 2004

Editor

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Column Editor's Note: This column covers fictitious accounts of people in our industry—librarians, publishers, vendors, booksellers, etc.—people like us. All contributions, comments, suggestions are welcomed. — AR

I'm a fan of southern writer Anne Rivers Siddons and read her latest novel, *Islands* (Harper Collins, 2004, ISBN 0-06-621111-5), not expecting fodder for this column. In part three, however, the author introduces a character who is a former librarian from the “Rural Center Library,” on John’s Island, SC. Siddons weaves intricate tales and her characters are always richly described, generally well developed, and occasionally eccentric. This depiction of the librarian did not disappoint!

The former librarian is described as tall, broad shouldered, heavy- bosomed, stub-nosed, wide-mouthed, with a “mass of fried- looking rusty red hair and a mask of freckles.” She is a single parent of a seven-year-old pageant participant and budding beauty queen, described later as a “trailer park Lolita.” She has a biker for a boy friend. She alternately drives a truck or a fuchsia colored motorcycle, decorated with “tongues of painted purple and gold flames” and is actively involved in a local bike club. She has advertised for work on the local Bi-Lo’s bulletin board using heavy pink card stock and lavender marker. She describes her skills not in terms of information science but in the areas of housekeeping, baby-sitting, cooking, chauffeuring and home repair.

The narrator of the story responds to the ad, inviting her to interview for a job as housekeeper, cook and part-time companion for an ailing woman. Oh, it also turns out, conveniently, that the former librarian has previously worked in a nursing home. She rode to the interview on her motorcycle, wearing tight black jeans, a black leather, metal- studded jacket, her “melon-like” breasts bra-less under a stretch pink turtleneck t-shirt, or as described by another character in the story: “a Harley-riding librarian with boobs like the front of a ’53 Studebaker and a Little Miss Tomato Princess for a daughter.”

When asked what she had done at the library she responded: “I was the librarian. I have a degree in library science.” When admonished that she should not waste her education by cleaning houses she indicated that she could make better money cleaning and cooking and enjoyed doing this, adding that she reads all the time and has taught reading to her daughter and other young children. Besides, her husband ran out on her and she needs the money. She lives from paycheck to paycheck in a cinder block apartment building.

Aside from the amusing, if not stotypical, physical description and flamboyance of the librarian character, we understand that she did not earn a livable wage in her profession. She is further presented as a genial, capable, nurturing, sensitive, caring, hard working and intelligent individual who loves books, and during her employment in the story, discovers and learns to love classical music. She also turns out to be the character responsible for exposing another character’s hidden obsession, and is crucial to the “surprise” ending of the book.

For more about author Anne Rivers Siddons, check out Harper Collins Website, http://www.harpercollins.com/catalog/

While the librarian in Siddons’ novel could earn more money as a house cleaner than as a librarian in a rural public library, earning a livable wage may be more of a true concern than an actual stereotype of the profession. On Sunday, May 16th my husband and I were listening to National Public Radio and heard the program with the puzzle editor of the *NY Times*, Will Shortz. The contestant that morning was librarian, Julie Zelman, from Bennington, VT. One of the questions presented was: “What is earning less than $15,000 a year?” Without hesitation Julie responded “a librarian’s income.” Laughter followed the response, but it did bring home one of the perceptions, if not true, concerns of our profession. (Note: The expected response was “what’s considered low income,” which Julie added after the laughter subsided.)

Salary issues are at the core of the 1921 silent era film, *The Blot*, written and directed by Lois Weber (available in DVD, 2003, Milestone Film & Video and MMIV Image Entertainment). Among the main characters are a scholar, but underpaid professor, and his pretty, young daughter, *Amelia*, who works in the public library to help with the family finances. In one scene, *Amelia* is depicted checking books in and out; in another she has become ill but rises from her sick bed to walk a mile and a half to the library, in worn shoes (she’s placed cardboard in them to cover holes in the soles) and worn gloves, to pick up her desperately needed, though meager, pay check. She is depicted as having class, even though she has no wealth. But *Amelia* does not lack for admirers: the next door neighbor, the son of a well paid immigrant shoemaker; the threadbare, shy, yet well- bred minister, and a wealthy brash student of the professor’s, whose father happens to be a college trustee.

The movie is based on an article from the *Literary Digest*, April 30, 1921, on impoverished college teaching. The gist of the movie is that those paid to teach and nourish the mind, and to feed and nourish the soul, are paid less than common laborers, which is a “blot” on civilization. Both the professor and the minister resort to outside work in order to eke out a living. In somewhat of a cliché ending, the daughter, *Amelia*, chooses the rich college student, so we must assume she, at last, has solved her financial concerns.

In April’s issue of *ATG*, I mentioned the Website, *Library Career Romances* (www.jew.org/home.htm) featuring career romance or career girl novels published during the 1940’s - 1950’s. Its author, *Jen Wolfe*, recently sent an email that she has added seven more novels to her site and to please stop by for a visit!

And They Were There — Charleston Conference 2004

Reports of Meetings — 24th Charleston Conference Issues in Book and Serial Acquisition, Charleston, SC, November 3-6, 2004

Column Editor: Sever Bordeianu (University of Mexico) <sbordeia@unm.edu>

Preconference — Statistics for Librarians — Wednesday, November 3, 2004 —

Presenters: Philip Davis (Life Sciences Bibliographer, Cornell University), John McDonald (Acquisitions Librarian, California Institute of Technology)

Report by Ramune Kubilius (Galter Health Sciences Library, Northwestern University) <r-kubilius@northwestern.edu>

Lead instructor Philip Davis (Cornell University) and his “teaching assistant” (Phil’s words), John McDonald (California Institute of Technology) conducted a Wednesday morning session for a Francis Marion Hotel Gold continued on page 67

<http://www.against-the-grain.com>
And They Were There
from page 66

Room full of attendees. The first stated goal of the workshop probably described the guiding philosophy of the instructors — understand the basic concepts of statistics (and the rest is just technique). The group reviewed statistical vocabulary, were shown examples how statistical concepts could be related to “real library world” projects, ranging from surveys, interviews, and usage analyses to critical reading of the library literature. Seated in groups at round tables, attendees also learned first-hand about the statistics behind the colors of M&M candies and turned library service questions into library based research studies, with hypotheses, methodology/ies, generalizable results, etc. Besides the preconference organizers’ survey of attendee satisfaction, the instructors asked that a form be filled out for them. From casual conversations, there seemed to be consensus among most attendees that they learned from the lively and attentive instructors. Some expressed that they were hoping for more substantive statistics instruction especially on electronic collections; others were hoping for a more substantive handout they could use back at work. In any case, the time went by quickly, and some attendees moved on to afternoon preconferences, while others went for lunch or out to enjoy the sights and sounds of Charleston. The vendor showcase and the intense 2004 Charleston Conference sessions lay ahead.

Preconference — Charleston Advisor Vendor Showcase — Wednesday, November 3, 2004 — Presenter: The Charleston Advisor

Report by Robyn A. Dudley, MLIS (Technology Consultant, Robert Bosch Corporation ChW/CLP1 (MAU), 8101 Dorchester Road, Charleston SC 29418 USA, Ph: 843.760.8505) <robyn.dudley@us.bosch.com> <dudley007@hotmail.com>

Can it get any better? Yes it can and did. This year’s 2004 Charleston Conference was filled to the brim with timely topics, stupendous sessions, and a vibrant vendor showcase. The rooms were packed full for most of the sessions, but most participants were taking it in stride, more intent on listening and, if appropriate, commenting on the topic being presented.

A cruise of the exhibit hall yielded the usual array of content providers and jobbers but there were several more ILS (integrated system) companies than in the past. Endeavor was touting their new Electronic Resource Management Software, along with III and Dynix showing their product offerings. Wilson was touting their new indexes, as well as their partnership with Ex Libris SFX to offer journal linking. Wilson and the other vendors were intent on eliciting feedback from the Conference goers. Some of the vendors, such as Cadmus, were asking participants to fill out short surveys to obtain valuable information from the librarians attending.

The Wm. Hein Company was there to identify new markets and get their legal indexes, which include lots of backfiles, into other types of libraries besides law libraries. Springer was there to promote the merger with Kluwer Online, just like Coutts was talking about their acquisition of Franklin.

Veteran OCLC had a large table to show its array of products and services. Like several other vendors, OCLC is on the cusp of offering a revamped collection analysis service and was garnering feedback from the librarians. A super collection analysis product debuted at the Conference was Spectra CRC from Library Dynamics. The team has already developed great charts and partnerships are already in place with ARBA and other lists.

BookSurge brought a tableful of their print on demand titles, including Spanish and English versions of Pura Belpre’s Martina and Perez, the first title offered through their Cut of Print fulfillment initiative. Speaking of tables of books: there was even an author signing by Bruce Strach at the Parkways Books set-up.

There were a number of university presses at the Showcase: UVA Press with their fascinating Dolly Madison Digital project along with the University of San Marcos and the University of the West Indies. It was good to see the established companies such as Gale and Bowker — they were there to see what matters to their customers these days.

Many thanks to those charitable vendors who offered sponsorships in
Keynote — Reconstructing Collection Development —
Thursday, November 4, 2004 — Presenter: Michael Keller
(University Librarian; Director, Academic Information Resources, Stanford University; Publisher, HighWire Press; Publisher, Stanford University Press

Report by Heather S. Miller (Assistant Director for Technical Services and Systems, University Libraries ULib34, University at Albany, 1400 Washington Ave., Albany NY 12222, Ph: 518-442-3631, Fax: 518-442-3630) <HMiller@uamail.albany.edu>

After detailing some recent failings of collection development, Keller concluded that selectors are not obsolete, but will need to continuously redefine their roles. Among the many, Keller pointed out that STM and, along with its “big deal,” took a great deal of time and money that could have been better used. “Access not ownership” led to a focus on “statistical librarianship.” This diversification resources into “tragically” prevented attention to the collection and preservation of other work on the science and art of research. Moreover, new genres (e.g., hypertext, digital art, e-journals, multimedia reports, etc.) have been neglected. We must account for various people and their needs. Museums and libraries are the middlemen between creator and user and thus need to preserve for the long term. We must embrace indexing and hyperlinking so that text can be searched for ideas through better visualization tools, relevance estimators, etc. Selection will remain relevant in cyberspace.

Session — Will We Be Around In The Future? Librarians in The 21st Century — Thursday, November 4, 2004 — Presenter: Robert Martin (Director, Institute of Museum & Library Services)

Report by Robyn A. Dudley, MLIS (Technology Consultant, Robert Bosch Corporation ChW/CLP (MAU), 8101 Dorchester Road, Charleston SC 29418 USA, Ph: 843.760.8505) <robyn.dudley@us.bosch.com> <rdudley007@hotmail.com>

Leave it to Chuck Hamaker to raise some laughs from the audience as he divulged a few secrets from his association with Robert Martin during the introduction. It set the stage for an upbeat, relevant topic to most of us — how can we serve the information needs of today’s and tomorrow’s patrons in this era of networked digital information technology. The IMLS is making grants available to recruit diverse students to get their MLIS to meet the demands of a diverse community. The media world, including PBS, is helping us adapt to the change of making information available through seamless self-service satisfaction. A partnership with the Corporation for Public Broadcasting (CPB) and IMLS is providing community based learning which includes various social agencies. The grant’s objective is to create customized learning through repurposing educational resources and to create spaces that foster transformation of information to knowledge. Martin also affirmed that learning is taking place in a variety of places: school, the workplace, and home/community and made reference to OCLC’s 2003 Environmental Scan as being an authoritative source for the future of how information is transferred and it affects various learning settings. (http://www.oclc.org/reports/environmentalscan.htm)

Session — Usage Statistics and Economic Modelling: An Interim Report On Two UK JISC Funded Projects — Thursday, November 4, 2004 — Presenters: Hazel Woodward (University Librarian, Cranfield University, Helen Henderson (CEO, Information Power Ltd.)


The two speakers shared initial findings of studies which were commissioned to inform the JISC on current and potential business models and on the role of COUNTER-based usage statistics in such models and the negotiation process. The JISC Collections Team is responsible for negotiating national licenses for e-resources on behalf of all UK higher and further education institutions.

Some findings are:
- Most deals are good value for the money
- Terms and conditions are as important as price
- Complexity and variable quality of data
- Major publishers absorb the available budget so smaller publishers may be deferred
- Title lists publishers provide are not accurate so there is skepticism on their statistics as well
- Data will be collected from aggregators as well
- A straw poll of attendees at the session found that 80% of librarians present said “no more print” and 20% “still want print.”

Full reports will be available at the end of 2004.

Session — The Ethics of Republishing — Thursday, November 4, 2004 — Presenter: Philip Davis (Life Sciences Bibliographer, Cornell University)

Report by Ramune Kubilius (Galter Health Sciences Library, Northwestern University) <kubilius@northwestern.edu>

Philip Davis (Cornell University) introduced his topic with acceptable instances of republishing — landmark articles, republishing with full and prominent disclosure. A pattern he discovered became his case report of unacceptable republishing — 409 recent year examples of duplicate and even triplicate republishing in 67 journals of one publisher, Emerald (formerly MCB University Press). Bill Russell, Emerald’s Director of Academic Marketing also was given the opportunity to speak, and he indicated that the instances reported were history, and not acceptable in the digital world. Davis reiterated Joseph S. Fulda’s five conditions where republication is acceptable (from Fulda’s article, “Multiple publication reconsidered.” Journal of Information Ethics 7(2):47-53). He posed unanswered questions — how much content was duplicated, and who among the following knew — the authors?, the editors and editorial board? library subscribers? readers? Davis indicated that more systematic studies are needed, and that for legal reasons he cannot advocate what libraries should do in the specific examples reported. Davis’ findings have been accepted for publication in Library Resources & Technical Services (projected publication date, April 2005). They can be found also at: <http://www.people.cornell.edu/pages/pmd8/ >
Lively questions and comments abounded, and fortunately, a Saturday morning “Beasty Breakfast” follow-up session was on the schedule for further debate and discussion.

**Session — Database Evaluation Policy and Process**
**Thursday, November 4, 2004** — Presenters: Stefanie DuBose (Head, Acquisitions, East Carolina University), Audrey Powers (Information Technology Librarian, University of Montevallo), William Joseph Thomas (Reference Librarian, Joyner Library, East Carolina University), Patricia Harwell (Head, Monograph Unit, Thomas Cooper Library, University of South Carolina)

Report by Lauren M. Couch (USC Student) <laurenmcouch@earthlink.net>

In the era of deflating library budgets, increased demand for electronic resources, and multiplying database products from which to choose, librarians must be astute in evaluating electronic databases that will meet their users’ needs. From the academic library point of view, striking balance between the present and future information needs of an institution and limited budget resources is essential. Evaluation criteria should be developed that encompass the practicability of potential resources, such as usability and vendor support, in addition to the product’s content and curricula needs of the institution.

In terms of usability, features such as the navigating interface, search options, and linking ability of a product, should be considered. Content evaluation should focus on the product’s fit within the existing library information culture as well as on unique content offered by the product. Curricula and research needs should address feedback from faculty and students and other interlibrary departments to be sure the product meets the expectations of librarians and end-users alike. Lastly, the type and extent of vendor support available and reviews should be considered in choosing a database product. Most importantly, as technology and information are constantly evolving, so should the evaluation criteria for electronic databases.

**Session — Approaches To Electronic Resources Management**
**Thursday, November 4, 2004** — Presenters: Part I - Adam Chandler (Information Technology Librarian, Cornell University), Part II - Robert Anderson (Gold Rush Project Manager, Colorado Alliance of Research Libraries), Paul Kohberger (Ted, Technical Services, University Library System, University of Pittsburgh)

Report by Heather S. Miller (Assistant Director for Technical Services and Systems, University Libraries ULB34, University at Albany, 1400 Washington Ave., Albany NY 12222, Ph: 518-442-3631, Fax: 518-442-3630) <HMiller@uamail.albany.edu>

Management of various aspects of electronic resources that libraries increasingly acquire, such as licenses, contracts, title lists and payment information, is not handled by existing library management systems (LMS). Thus, both libraries and LMS vendors have created separate systems for this purpose. The three presenters took different approaches to this problem. Adam Chandler focused on the Digital Library Federation’s (DLF) E-Resource Initiative which serves as a “reference model” for libraries to use when negotiating with vendors for electronic resource management (ERM) modules. He noted some challenges of e-resource management such as workload, staffing implications, access and cataloging questions, that make such a module desirable. He also pointed out that Cornell is distributing LMS management to a broader array of personnel, not just a few persons. He referred interested listeners to SPEC Kit #282, “Managing Electronic Resources” and to “Electronic Resource Management Systems from ILS Vendors,” by Ellen Finnie Duranceau (Against the Grain, Sept. 2004: 91-94) for more in-depth information. Chandler urged librarians to support XML standards for Counter (http://www.projectcounter.org/), standard holdings and serials description, standard identifiers, the NISO Typed Data Dictionary and interoperability, emphasizing that we need better standards for interoperability.

Robert Anderson discussed “Gold Rush,” a product of the Colorado Alliance of Research Libraries (http://www.coalliance.org/), a consortial electronic resource management project that pre-dates the DLF initiative. Gold Rush provides patrons access to electronic resources with the goal of helping users find the best database for their purposes. There are public and staff components and an open URL resolver. About 800 databases with ca. 50,000 journal titles are handled by Gold Rush. Each library manages its own lists within this total, including URL and proxy information, but title updating is done centrally. There is an A-Z list, a subject list, and alternate titles are included. It provides usage reports and a high level of customization for each library to make the product its own. Some libraries use this as the central point of entry for electronic resources and some reference the user back to the OPAC rather than linking directly out.

Paul Kohberger, from the University of Pittsburgh, described Meriden, a collaborative project that is still a prototype. It links to the MARC record and provides as many views of the electronic resource as possible. Importantly, previous licenses are preserved. Kohberger noted that license history is important to retain.

**Session — Restructuring Collection Development for Empowerment and Accountability**
**Thursday, November 4, 2004** — Presenter: Stefanie Wittenbach (Interim Assistant Librarian, Technical Services; Head, Acquisitions, University of California, Riverside)

Report by Jack Montgomery (Western Kentucky University) <jack.montgomery@wku.edu>

This program focused on the issues that confronted the University of California Riverside during the first year of their transition as they decentralized the manner in which the library acquisitions and materials budget was structured. Ms. Wittenbach, the Interim Assistant Librarian for Technical Services first described the old system that was structured around a group of traditional bibliographers with wide subject specialty expertise and had no connection with or accountability to the teaching faculty or educational programs for their selections. The old budget was structured around general subject categories with few funds. Traditional bibliographers simply selected approval titles and made new orders at
their discretion. Problems arose as bibliographers often developed collections in their own particular areas of interest leaving gaps in the overall collection.

In the new system, an attempt was made to create separate funds for 75 disciplines and subject areas. Subject specialists were assigned to oversee each area, place orders and to select the approval titles physically staged for their review. There was an extensive training program for these new subject specialists so that they could make appropriate selections, understand the principles of collection development, and assume their liaison roles in outreach to academic faculty, curriculum and programs. The acquisitions staff provide much of the training for the new subject specialists. They also monitor and analyze the rejection rates of the approval program and adjust the profiles as needed. University of California, Riverside is still in the process of transitioning their collection development program with the next goal being the serials process. The process to date has brought a greater sense of empowerment to the staff, improved relations with the teaching faculty and is clearly moving the collection development program in a positive direction.

Session — Emerge From The Dark Side: New and Even Newer Licensing Models and The Lawful Use of Information In A Digital Age — Part I & II — Thursday, November 4, 2004 — Presenters: Ed Colleran (Director, Publisher Relations, Copyright Clearance Center), Barbara Lange (Director, Publications Business Development & Product Line Management, IEEE, Inc.), Nanette Welton (Head, Information Resources, University of Washington), Pamela Turner (Director, Content Reserve, OverDrive, Inc.)

Report by Hope Barton (Assistant Director, Information Resources, Hardin Library for the Health Sciences, University of Iowa, Iowa City, IA 52242-1098, Ph: 319-335-9161, Fax: 319-335-3752) <hope-barton@uiowa.edu>

Barbara Lange from IEEE was the first speaker and discussed licensing models they have been experimenting with in their efforts to balance serving the needs of their members and serving their institutional customers. IEEE envisions the online version of their publications as the version copy of record, but are not quite there yet. Institutional subscribers are migrating to e-only more and more, although some academic customers are still taking dual media due to archival issues. IEEE sees the benefit of moving to online as the ability to reach more users and the ability to provide more features, including interlinking and Google accessibility. In addition to their current traditional print and online models, they are also looking at other models including single article purchase, topical based content, IEEE Member Digital Libraries, and IEEE Enterprise.

Ted Schmitt from Overdrive talked about their new model for providing eBooks. Overdrive is a book wholesaler that makes eBooks available through retailers or libraries. Their content focuses mostly on public libraries, but they do also do some content for corporations (e.g., Microsoft). In this model, libraries purchase copies of eBook titles as opposed to simultaneous users. Depending on the publisher, users are able to print to cut and paste. They also sell MARC records for their titles so they can be loaded into the libraries catalog — users then check them out online and can also put holds on checked out titles. The library is able to set the loan period for the check-out. Also being considered is the possibility of leasing best sellers for a certain period of time and then swapping them out for new best sellers.

Nanette Welton, Head, Information Resources at the University of Washington Health Sciences Libraries, spoke about what librarians want for e-resource licenses. Her wish list included simpler licenses (understandable), sales reps who understand their customers and their unique needs, sales reps who respond promptly to questions/problems, document delivery and ILL options in licenses, and no Ariel restrictions. Nanette also indicated librarians need to educate themselves on copyright, privacy statements, and disclaimers.

Ed Colleran of the Copyright Clearance Center spoke about CCC’s recent innovations: electronic licensing solutions, copyright integration services, and point of context licensing. Licensing solutions include electronic course content, digital repository, and digital pay-per-use. Copyright integrations services include integrating secondary uses of materials and linking to CCC in SFX displays. Also discussed was point of context licensing.


Report by Jack Montgomery (Western Kentucky University) <jack.montgomery@wku.edu>

Rather than a program about the state of international publishing, this program was actually a focus group for IOP’s. Steve Moss, Institute of Physics vice president for publishing briefly discussed IOP’s concepts of open access, permanent rights, differential pricing, the Rowecom issue and serials in general. He stressed that IOP is based grounded in the peer-review process and outlined some current initiatives. He repeatedly sought the type of feedback found in focus group presentations by asking questions like “How important a consideration in your decision to subscribe is the availability of permanent rights?” On the issue of differential pricing he asked, “How important is price in purchasing and cancellation decisions?” The audience was cooperative and Mr. Moss felt that, in the end, he and IOP had received valuable information for their company.

Session — Challenges of Solutions for Integrating Linking into Workflow — Thursday, November 4, 2004 — Presenters: Diana Bittern, Moderator (Director, Software Product Management, Ovid Technologies Inc.), Linda Beebe (Senior Director, PsyCINFO for the American Psychological Association), Amy Brand (Director, Business Development, CrossRef), Pat Pryor (Operations Manager, HUBNET, University of Buffalo)

Report by John K. Lewis (Electronic Resources Librarian, McKillop Library, Salve Regina University, 100 Ochre Point Avenue, Newport RI 02840, Ph: 401-341-2687, Fax: 401-341-2951) <lewisj@salve.edu>

The panel discussed some of the difficulties of linking to full-text journal articles from bibliographic citations in e-journals, such as the proliferation of ISSN’s, problems with metadata provided by publishers, and the difficulty of matching records with CrossRef. Beebe stated that the quality of references provided by publishers varies enormously. PsyCINFO has to verify all article references with their database before they can be included. Brand also mentioned that there are often problems with the quality of metadata provided by vendors to CrossRef. This creates a problem when ISNs are cross matched with Digital Object Identifiers (DOI). Frequently there are errors or missing fields which have to be fixed before the record can be included in CrossRef. CrossRef uses fuzzy algorithms to try and match records and solve problems. Pryor provided the library perspective on these issues. She is in charge of integrating electronic resources into the OPAC at HUBNET. She pointed out that users want finding not searching skills. Pryor stated that the ultimate goal or her “dream” is not just to have stable linking through the OPAC but to be able to link at the volume or even article level. During the question and answer period it was pointed out that by using DOI it should be possible to have article level linking through the OPAC. However, it seems that MARC record format is not really compatible with Digital Object Identifiers. It would seem that with the advances that have been made in the past few years article level linking through the catalog will remain a “dream” for a bit longer.

continued on page 71
And They Were There
from page 70

Free and Open Access Journals, Institutional Repositories,
Electronic Theses And Dissertations — Thursday, November 4, 2004 — Presenters: George Porter (Engineering Librarian, California Institute of Technology Library System), Walt Crawford (Senior Analyst, RLG)

Report by Adam Chesler (Assistant Director, Sales and Library Relations, American Chemical Society, 1155 16th Street NW, Washington, DC 20036, Ph/Fax: 781-381-2814) <a_chesler@acs.org> pubs.acs.org

Porter started off with an introduction to three main flavors of Open Access, and then described different types of archiving opportunities available (e.g., gold, including publishers such as BMC or PLoS; and green, including arXiv or various institutional or national repositories). He discussed alternative models incorporating OA (such as by the DC Principles, which propose an embargo on some content, or hybrids which offer research materials at no cost but charge fees for editorial content). After some historical context (describing other similar efforts that predate the current debate) and gray literature (theses, dissertations, working papers, etc), he noted that pulling all this material together would not be easy, nor a passing fad — and is also not a foregone conclusion.

Crawford pointed out that libraries were slow to treat OA as they do traditional subscription journals. The few institutions doing so pointed out how, despite the heated discussions taking place in some circles, the mainstream library community has yet to truly embrace (or show confidence in) the OA publishing model and are handling OA journals differently from others, for better or worse. He noted that access to OA material is weak, but access to OAI material is improving.

Cheryl LaGuardia (Harvard University) moderated this information and audience-packed session. Angela D’Agostino (R.R. Bowker) provided an overview, and Dan Doody (Doody Enterprises, Inc.) and Marcus Elmore (Resources for College Libraries) presented information on their core title projects: Doody's Core Titles in the Health Sciences (forthcoming December 2004), and Resources for College Libraries (2006 planned release). Per D’Agostino, adult nonfiction output is growing, but reviews are flat, complicated by time-consuming challenges of selecting titles to review.

Core lists provide: ongoing selection documentation, titles to support new programs, proposed “opening day” collections. 55% of surveyed academic librarians say they use core lists to some extent. The value of lists increases as methodology is developed to address criteria and coverage, subject expert groups expand, and tools are developed for collection analyses around core lists. D’Agostino indicated that DCT was developed in response to librarian and book vendor inquiries after the announced discontinuation of the venerable Braddon / Hill core lists in April 2004.

An existing review process for books in 120 subjects was enhanced to include librarian panels. There are three review steps and four “graded” recommendations. Elmore reminded attendees of previous iterations of the...
And They Were There

from page 71

the RCL. The 5th edition won't be based on Library of Congress headings, but will reflect the changing nature of disciplines, and include books, databases, possibly media. Neither DCT or RCL includes serial core lists, and both have an admitted bias to American resources and audiences.

(Angela D’Agostino’s presentation is on the Charleston Conference 2004 Website http://www.katina.info/conference/)

Session — Surfing Metadata: Research Tsunami or Glad Tide-ings? — Thursday, November 4, 2004 —

Presenters: Vince Price (Vice President Acquisition & Editorial Operations, ProQuest), Brenda Reeb (Director, Management Library, University of Rochester)

Report by Kristen DeVoe (USC Graduate Student, School of Library and Information Science) <kedevoe24@yahoo.com>

A January 2004 Charleston Advisor article entitled “Serial Failure” suggested that students would have higher levels of success with searches if they could search with federated search engines rather than individual databases. During this session, Brenda Reeb and Vince Price debunked and discussed several myths about federated searching from both a librarian’s and a vendor’s perspective. One myth discussed was the common perception about federated searching is that it is possible to create a super index to scholarly articles just like Google does with the Web. Even if this was possible, Reeb, as a librarian, might not want such a tool. She suggested that it might be better to have a general federated search tool along with discipline specific tools. Reeb and Price also discussed whether or not federated search will replace individual databases. Using individual databases still has certain advantages over federated searching such as returning more relevant results, taking advantage of powerful searching capabilities, and returning results quickly. The disappearance of brands was another myth addressed. Price felt that the vendor’s brand should have a place on the search interface while Reeb argued that the user should only be presented with the library’s brand while searching.

Lively Lunch — Health Sciences Collection Development Issues - Serials and Other Matters — Thursday, November 4, 2004 — Presenters: Ramune Kubilius, Moderator (Collection Development/ Special Projects Librarian, Galter Health Sciences Library, Northwestern University), Dan Doody (President/CEO, Doody Enterprises, Inc.), Barbara Schader (Librarian, Physical Sciences, Math & Engineering, Cal Poly San Luis Obispo), Anne Prussing (Associate Director, Collections & Access Services, Biomedical Library, University of California, San Diego), Jo Anne Boorkman (Head, Carlson Health Sciences Library, University of California, Davis)

Report by Ramune Kubilius (Galter Health Sciences Library, Northwestern University) <rkubilius@northwestern.edu>

Moderator Ramune Kubilius (Northwestern University) distributed a handout to the 40+ attendees, highlighting developments (since CC 2003): open access; core title lists; changing publishing ownership and licensing; U.S. National Library of Medicine projects; non-print audiovisual resources and e-supplements; content for PDAs.

University of California Health & Life Sciences Selectors Group (http://gml.lib.uci.edu/echls/conveners.html) present and former conveners, Jo Anne Boorkman (University of California, Davis), Anne Prussing (University of California, San Diego) and Barbara Schader (Cal Poly San Luis Obispo, formerly at UCLA) highlighted their collaborative efforts that take place alongside their university system consortium. The group cooperatively compiles recommended “wish lists” (included eBook packages), de-selects print resources, negotiates smaller “second tier” publisher e-packages not covered by California Digital Library. Challenges include identifying a shared list of priorities (life sciences, medical etc.), working around institutional cultures and bureaucracies. The group, initially temporary, is sanctioned to continue collaborating for the foreseeable future.

Dan Doody (Doody Enterprises, Inc.) illustrated trends using his career in medical publishing and the book review company he founded 12 years ago as backdrop. The mid-2004 demise of the venerable Brandon/Hill core lists prompted book vendors and librarians to approach him about developing a product to fill the niche, since he already had a computerized book review system in place. How will Doody’s Core Titles in the Health Sciences (DCT), due December 2004, differ from B/H lists? Books are received from 250 English-language publishers, not sought out in core list developers’ institutional libraries. Content expert reviewers (as before) will be joined by librarian reviewers to cover 120 specialties. Unlike the cyclical IM lists published in issues of the now open access Journal of the Medical Library Association, DCT will be available for a nominal fee by annual online subscription. Serials will not be covered in DCT, and questions remain about how serials core lists could/should be developed. Discussion followed presentation of each portion of this Lively Lunch.

(The handout will be posted on the Charleston Conference Website.)

Lively Lunch — Wither The Book? Decline of The Monograph and Its Implications — Thursday, November 4, 2004 —

Presenters: Milton T. Wolf (Head, Collection Management, University of Central Florida), Stephen Rhind-Tutt (Tutt, President, Alexander Street Press), Suzy Szasz Palmer (Collection Development Team Leader, University of Louisville), Bob Nardini (Senior Vice President & Head Bibliographer, YBP Library Services), Myra McCallister (Dean of Libraries, Indiana State University), Mary Sauer (Games-Director, Publishing, Chadwick-Healey Products)

Report by Karen Altman (USC Student) <kpd00@yahoo.com>

The panelists presented their views on the subject and then opened the floor to questions from the audience. The general consensus from the panelists was that the monograph will remain a big part of our lives. Stephen Rhind-Tutt expressed his concern that there is “danger in losing landmark work” with the decline of the monograph. Mary Sauer-Games expressed her views in support of online databases with the statement that “Undergrads are doing graduate level work with investments in databases that will be used for hundreds of years to come.” Bob Nardini of YBP Library Services stated that we all have seen the “familiar image graph showing the monograph trounced by serials” and ends his presentation by asking “Do books need resuscitation? Maybe we’ve turned off the oxygen tank!”

There were questions from the audience that lead to further discussion. These included “Why not look at a budget that stays fixed for the whole year?” and “How do you justify and get students to use books rather than databases?”

Lively Lunch — Books and the Internet: Buying, Selling and Libraries — Thursday, November 4, 2004 —

Presenters: Heather Miller, Convener (Assistant Director, Technical Services & Systems, SUNY, Albany), Bill Kane (Regional Sales Manager, Allied), Brian Buckley (Vice President, Professional Sales & Marketing, Barnes & Noble), Sherman Hayes (University Librarian, William Madison Randall Library, UNC-Wilmingon), Nancy Gibbs (Head, Acquisitions Department, Duke University), Rhonda Herman (Executive Vice President, McFarland & Company, Inc., Publishers)

Report by Heather S. Miller (Assistant Director for Technical Services and Systems, University Libraries ULB34, University at Albany, 1400 Washington Ave., Albany NY 12222, Ph: 518-442-3631, Fax: 518-442-3630) <HMiller@uamail.albany.edu>

Publishers, bookseller and librarian alike described how the Internet has changed what they do. According to Herman, while publishers con-continued on page 73

<http://www.against-the-grain.com>
And They Were There
from page 72

The option of ordering directly from them over the Internet. Marketing to libraries through the Internet is a separate issue and has been successful, largely via email notification programs. Direct orders provide immediate payment to the publisher, but require management of many more accounts and shipping of many more packages. The publisher also must pay credit card fees. Booksellers such as Barnes and Noble and Alibris, which were not traditional library book vendors, have learned to deal with the library market. Buckley noted that in ten years, online consumer book sales have grown to $3.4 billion. Libraries have followed suit and booksellers have learned to cater to their needs, offering competitive prices, large selection, purchase order accounts and fast, often free, delivery. Some are investigating additional library services such as processing, cataloging, standing orders and integration with ILS vendors. Kane noted customer expectations of speed — everything available immediately — and that booksellers as well as libraries have responded. Alibris, which sells only via the Internet and specializes in providing hard-to-find books and media, has found profitability through supplying many things in small quantity to many customers. Thus every library is a “big” customer. This provides equally high attention from the bookseller, while simultaneously reducing profit margins. In this world, there are many more booksellers and libraries at the bottom of the pyramid than at the top. Libraries have found the Internet a much easier way to locate and purchase hard to find materials, facilitating comparison shopping (for price, availability and condition) and increasing speed of ordering and delivery. However, Gibbs pointed out that postage can be expensive, purchasing statistics are not provided, there are many more vendors to deal with and to set up in the ILS and vendors may not keep the stock information. Such concerns have not dampened the enthusiasm of Hayes for purchasing books over the Internet. UNC Wilmington has radically changed how it acquires books and media, purchasing them at lower costs and greater speed compared to 1996/97. Fully 70% of orders in 2003/04 were direct paying credit card orders, with only 13% going to a traditional library book vendor. Used books are just as good as new. The Internet has particularly benefited Special Collections, opening up the entire world to the library and providing access to never before identifiable items. Speed and reduced or free shipping are added benefits.

Lively Lunch — Development of Electronic Resources Among Academic Libraries in China — Thursday, November 4, 2004 — Presenter: Jade Atwill
(Asian Studies Librarian, Pennsylvania State University)

Report by Daria DeCooman (MLIS Student, San José State University) <dariaD@cox.net>

A straw poll found most of the nearly 20 attendees represented vendors or publishers. Also present were academic librarians.

This session reviewed e-resources developed in China and purchased by US institutes — including libraries with East Asian collections. The resource most successfully marketed so far in the US is CAJ, more a knowledge-base than journal-based database, from the China National Knowledge Infrastructure. Jade mentioned large e-book collections created in China, and observed that despite Chinese vendors signing contracts with publishers and authors an unclear copyright situation remains.

Resource production and access were covered. In China core journals and editorial boards play key roles, but there’s no equivalent to peer review. The Chinese government and universities are extensively involved in creating e-resources, which offer content primarily only in the Chinese language. More Chinese e-resources are now available in PDF or HTML and so easily accessible.

Regarding doing business in China, participants noted the importance of connecting with correct persons to further dialogue, and that trialing e-resources may contribute to their adoption. Jade advised the China Academic Library & Information System (CALIS; http://www.calis.edu.cn) — which helps organize consortia and negotiate acquisition of resources — comprises a unique group of representatives for each project or consortium.

Session — Growing Field of Book History — Thursday, November 4, 2004 —
Presenter: Annie Copeland (Special Collections Cataloging Librarian, Pennsylvania State University Libraries)

Report by Trent Smith (Kansas State University) <trent@lib.ksu.edu>

Traditionally, book history was centered on the book as a physical object. Copeland says the 19th and 20th centuries discussed book history in terms of comparing editions, i.e., printing errors and variations in punctuation. However, within the last few decades there has been a groundswell of interest in the study of book history as it relates to broader social and political movements. Copeland went on to add that by the late 1990’s book history was energizing established fields. Historians were looking at print and its link to authority, literature departments focused on the role of the reader, librarians were looking at the role their institutions played in shaping reading tastes.

continued on page 74

Against the Grain / December 2004 - January 2005

<http://www.against-the-grain.com> 73
And They Were There  
from page 73

Through a series of quick, unscientific, yet, insightful OCLC subject searches, Copeland was able to find an interesting publication pattern. There was a strong pull away from the traditional subject headings like “book industry and trade” to newer subject areas like “books and reading.”

The field of book history is steadily gaining support from the academic arena; several universities offering undergraduate and/or graduate level courses. University press publications are even devoting entire series to the study of book history. Copeland finished her presentation by inviting librarian to become more involved by, if possible, making a fund line available for book history in one’s budget and participating in the scholarly debate.

Session — Only A Mouse-Click Away: The Use of the Links and Gateways to Get Full-Text Articles — Thursday, November 4, 2004 — Presenter: Marilyn Borghuis (Senior Usage Research Manager for ScienceDirect® and Scopus, Elsevier)

Report by Yvonne Lev (Associate University Librarian, Albert S. Cook Library, Towson University, 8000 York Road, Towson, MD 21252-0001, Ph: 410 704-2445, Fax: 410 704-3760) <ylev@towson.edu>

Getting access to full-text articles is quick and easy now that users can link to full text with just a few clicks. Marilyn Borghuis, the Senior Usage Research Manager at Elsevier, analyzed the data on the origin user sessions with full-text article usage and found that external links increased to 15-20% of all ScienceDirect usage between August 2003 and August 2004. Most of the ScienceDirect links come from the United States. About 87% of the external journal links are from customer sites such as universities, hospitals and libraries. The remaining 13% are from Yahoo, Google and other non-customer links. About 45% of external articles come from PubMed, CrossRef is the closest competitor with about 22% of those links. Abstracting & indexing databases, Sirius, link resolvers and gateways such as Google or Yahoo are other sources of external article links.

Session — The Look and Feel of New Publishing Models — Thursday, November 4, 2004 — Presenters: Judy Luther (Moderator), Judy Luther, (President, Informed Strategies), Alan Poole (Editor, Birds of North America; Senior Researcher, Cornell Lab of Ornithology), Mike Morgan (President & CEO, Morgan & Claypool Publishers), Gregg Gordon (President & CEO, Social Science Research Network)

Report by Heather S. Miller (Assistant Director for Technical Services and Systems, University Libraries UB34, University at Albany, 1400 Washington Ave., Albany NY 12222, Ph: 518-442-3631, Fax: 518-442-3630) <HMiller@uamail.albany.edu>

The panel described some new kinds of publications, all of which focus in different ways of serving communities of interest and sharing ideas. Morgan's company publishes engineering and computer science materials consisting of state of the art papers in emerging areas. Their publications function much like a journal database, with some book characteristics. Poole discussed Birds of North America, from the Cornell Laboratory of Ornithology. Life history information had not been updated for ten years, necessitating a new work. Rather than publishing a static set of books they have created communities of interest, an easy editing process, an annotation mechanism, an image gallery and a means updating information, all online, to accompany the printed volumes. This architecture will be available for other projects. Gordon discussed the Social Science Research Network (www.ssrn.com) which posts abstracts and papers for rapid distribution of gray literature. Approximately 40,000 authors are involved and the number of papers is growing rapidly.

Session — The Carolina Consortium: Building A Grassroots Cooperative Buying Group Across State Lines — Thursday, November 4, 2004 — Presenter: Tim Bucknall (Assistant Director, Jackson Library, University of NC, Greensboro)

Report by W. Chris Johnston (MLIS Student, USC) <jgjohns075@mailbox.sc.edu>

In his presentation, Mr. Bucknall discussed the development of the Carolina Consortium, a group of 35 libraries in North and South Carolina that have partnered together to take advantage of subscription deals that would have otherwise been unavailable for the institutions involved. Mr. Bucknall described this particular consortium’s success for attracting “multi-type” libraries from state-run and private universities as well as one community college participant, and he praised the group’s ability to operate on a grassroots level with no real centralized organization or control. While Bucknall and other North Carolina supporters of the consortium were initially concerned with whether or not they could attract the interest of academic libraries in South Carolina, they discovered that librarians from this region were dealing with similar collection development issues and were also well aware of the potential benefits that a serials purchasing group would have to offer. With respect to future developments, Bucknall believes that the Carolina Consortium may continue to grow in size as more academic libraries learn about the group, and he hopes that the various schools involved in the consortium can establish the groundwork for future collaborations that might lead to the acquisition of additional resources for all parties involved.


Report by Heather S. Miller (Assistant Director for Technical Services and Systems, University at Albany, Ph: 518-442-3631, Fax: 518-442-3630) <HMiller@uamail.albany.edu>

Each panelist was asked to present the case for a given format to become the sole surviving “book.” Vance, speaking for eBooks, cited statistics showing that in an academic setting, eBooks received as much or more use than their print counterparts, the increased functionality of eBooks, flexible lending, simultaneous user models, integration with ILS and the availability of usage statistics. Formats, hardware and utility will continue to improve. Wright felt that there would not be only one format, and spelled out the virtues of print — sales remain high, books are easy to use, serve as primary source documents, offer design and aesthetic value and can be resold. Electronic media lead to increased plagiarism, their use is more easily traced (referring to the Patriot Act) and there are hidden costs to electronic media. Finally, Cobb spoke strongly in favor of audio books as the “bridge technology” that will win out due to its ability to meet a wide range of needs. Audio can be played in the car, home, library, while walking or pursuing other activities and can be heard on the cell phone. Marding audio with eBooks can reinforce learning. An audience member commented that each format will develop its own niche.

Session — Information Use Among Journal Readers: Methods for User-focused Research with A Case Study of Pediatricians — Thursday, November 4, 2004 — Presenters: Carol Tenopir (Professor, School of Information Sciences, University of Tennessee), Michael T. Clarke (Senior Managing Editor, American Academy of Pediatrics)

Report by Ramune Kubilius (Galter Health Sciences Library, Northwestern University) <kubilius@northwestern.edu>

continued on page 75
And They Were There
from page 74

(American Academy of Pediatrics) presented reasons for knowing journal users and a case study of pediatricians’ use in particular. In the past decade, Tenopir has done many studies, confirming differences among disciplines and changes over time, in the use of scholarly materials. User studies can: help make decisions, design better journals and systems, offer better library services, drive information literacy instruction. User studies are most effective if multiple methods are employed and data sets can be compared. Clarke presented trends gleaned from two surveys plus follow-up surveys and a focus group, conducted by the AAP, publisher of the journal Pediatrics, of AAP members and all journal subscribers. Besides the reasons cited by Tenopir, Clarke added that user studies can impact patient care. 78.8% of subscribers indicated they read to keep current, others want specialty information, etc. 92% want the AAP to continue publishing in print, though usage of the electronic version has increased and some content is e-only. AAP has observed a bifurcated readership warranting further study. Actionable intelligence includes keeping print for the foreseeable future, and publishing expanded abstracts, Internet reviews, and “Infotorials” to teach about features of the electronic version.

(Presenters indicated that their presentations will be posted on the Charleston Conference Website http://www.catina.info/conference.)

Session — When The Customer Becomes The Publisher —
Thursday, November 4, 2004 — Presenters: Judy Luther, Moderator (President, Informed Strategies), Terry Ehling (Director, Electronic Publishing, Cornell University Library), Aileen McHugh (Director Project Muse, Johns Hopkins University Press)

Report by Jack Montgomery (Western Kentucky University) <jack.montgomery@wku.edu>

This program was a brief overview of the current status of some major efforts in electronic publishing by major universities. First Aileen McHugh spoke about Project Muse, now owned by Johns Hopkins Press. McHugh indicated the growth of Project Muse from its launch in 1994 with 42 journals from a single publisher to 260 journals from over 50 publishers in 2005. With a 95% renewal rate, Project Muse has moved into the global sphere with India being its largest foreign user. Even so, McHugh stated, resistance to joining Project Muse still comes from learned societies even though profits are channelled back into the scholarly system.

Terry Ehling, of Project Euclid, outlined some of the issues surrounding the launch of a new venture. Project Euclid is currently funded by a Mellon grant in 2000 and was Cornell’s response to their Serial’s crisis. Project Euclid contains primarily literature on Mathematics and has 37 titles as of the presentation. Ehling stressed the need for developing a supportive infrastructure in developing a product of this type.

Session — Purchasing New Journal Subscriptions? Why? Because We Have Pay-Per-View Usage Statistics That Prove We Need To Own Them! (Follow up presentation from last year) —
Thursday, November 4, 2004 — Presenter: Beth Bernhardt (Electronic Journals/Document Delivery Librarian, University of North Carolina, Greensboro)

Report by Daria DeCooman (San José State University MLIS Student) <cariad@cox.net>

Speaking to about 65 people, a standing-room-only crowd, Beth reviewed a project involving nearly 4,000 journals available to the UNCG community via six PPV services from 2002 through 2004. PPV services included were from OCLC, EBSCO, Wiley, OVID, ingenta and ScienceDirect.

Criteria for selection of each included PPV title were: the library didn’t subscribe to the journal; the library had the print but not e-access; and the library had e-access through an aggregator but there was an embargo on the title. The library paid for all articles ordered via the PPV services, and each
And They Were There

from page 75

seamless via the library’s electronic journal management system.

Beth took attendees to the UNCG Library’s Website and then to each PPV service. Attendees saw live the processes involved for users to get PPV access via the services.

The library’s total PPV costs during 2003 were $44,189, compared to the $393,551 potentially required for the library to subscribe to all journals involved. From 2000-01 to 2003-04, ILL at the library went down 18%. PPV usage statistics collected during the project allowed identification of 21 journals in demand and warranting acquisition.

The presentation is available from <beth_bernhardt@uncg.edu>.

Session — Legacy Content: Is History Making a Comeback?

— Thursday, November 4, 2004 — Presenter: Claire Ginn Winthrop, Moderator (Vice President, Publishers Communication Group), Patricia Neenan (Market Development Manager, CABI Publishing), Jill Emery (Director, Electronic Resources Program, University of Houston Libraries), Kristy Johnson (Captain, Assistant Professor, The Citadel)

Report by Patricia A. Brennan (Product Development Manager, Thomson Scientific, 3501 Market Street, Philadelphia, PA 19104, Ph: 215-386-0100 x.1683, Fax: 215-387-4706) <patricia.brennan@thomson.com>

Claire Ginn Winthrop of PCG consulting moderated this instructive session where the publisher, librarian, and teacher/researcher viewpoints on backfiles and historical content were explored. Patricia Neenan, CABI Publishing, discussed a publisher’s considerations when undertaking such a project. These range from the why do it to the how to do it in addition to the technical issues and pricing models that must be addressed. The why do it was validated by Jill Emery, University of Houston libraries, who reported that as more legacy content is made available usage of and patron interest in the content increases accordingly. Jill underscored the importance of usage data to support the decision to purchase noting that they regularly monitor and analyze this data. Kristy Johnson, The Citadel, reported on the role of historical literature in teaching. Simply put, an undergraduate is more likely to search a historical file online than to pore over bound journals in the stacks! Kristy also reported on the ways scientists use historical data in their research-background for current research and ideas for new approaches to previously covered topics, techniques and methods. Particularly interesting in this discussion was what these backfiles reveal about the history of science and the evolution of terminology and methods overtime.

Krispy reported on an ongoing debate among scientists and the government regarding the appropriateness of disseminating historical research which may be useful to terrorists or others with nefarious purposes. Patricia talked about CABI’s approach to preserving the record while updating indexes and terminologies to ensure discovery by today’s researcher.

Session — The True Costs of Scholarly Journal Publishing

— Thursday, November 4, 2004 — Presenter: Sally Morris (Executive Director, ALPSP)

Report by Adam Chesler (Assistant Director, Sales and Library Relations, American Chemical Society, 1155 16th Street NW, Washington, DC 20036, Ph/Fax: 781-381-2814) <a.chesler@acs.org> pubs.acs.org

After some background on the ALPSP, Sally Morris reviewed the costs associated with publishing journals, and looked at various pricing models. Costs to publishers include creating journals in the first place, developing online systems, managing the peer-review process, supporting editorial boards, editing content, preparing illustrations, building awareness (including indexes and linking), sales/licensing, customer service, and archiving (a new task for the publisher). Libraries bear costs, too (acquisitions, administration/licensing, storage, preservation — though these latter two are not as large a cost in the online environment as they are in print, given the increasing responsibilities of publishers in this regard), as do readers (searching, reading, storing) and authors (research, writing, editing). Some figures were applied to these general components, and various studies were cited to establish the cost/article in STM between $2500 and $5000. Costs per article to the library were also discussed, and a comparison of initial findings with regard to open access (OA) vs more traditional subscription models was made, indicating that the key savings at this point were mostly in the move to electronic from print.

Session — Anthropic: A Case Study In Innovation and Collaboration — Thursday, November 4, 2004 — Presenter: Audrey Melkin, Moderator (Director, Business Development, ATYPON Systems, Inc.), Suzanne Calpirst (Director, The George & Mary Foster Anthropoloy Library, University of California, Berkeley), Susan Skomal (Director, Publications Department, American Anthropological Association), Rebecca R. Simon (Assistant Director & Journal, Division, University of California Press)


Skomal spoke of the AAA, one of the largest publishers of anthropological literature, with 29 periodicals and more than 350 books produced over the last 100 years and how changes in the scholarly information community necessitated seeking assistance from valued partners to make the move from print to digital.

Simon told how the University of California Press provides its publishing infrastructure and expertise to the AAA in initiating a digital publishing program, managing the existing print publication program and building a multi-faceted, customized digital repository. The Press developed a business plan and marketing strategy to balance the needs of the AAA membership with those of academic libraries, while being sensitive to budget concerns and developments in the academic market place.

Melkin spoke of the technology partner’s role as facilitator and enabler of the project — turning the vision into a reality. She showed how ATypion utilized their PDFplus technology, which enables reference linking within the PDF and compresses files for quicker download. Since much of the material to be scanned could not be destroyed ATypion identified a vendor who’s solved this problem.

Calpirst spoke as the Chair of the AS Steering Committee and pointed out the unique challenges that Anthropology as a discipline presents. It is highly interdisciplinary and in print is fragmented and dispersed, an incomplete database, has minimal metadata, lack of nomenclature/structured vocabularies, and no standards for recording data.

To move it from a tightly defined content site to a portal that supports scholarship and community building is the real challenge.

Session — Plagiary, Googling, and the Mouse: Is The Internet Killing Our Ability To Do Research? — Friday, November 5, 2004 — Presenter: Bill Hannay (Attorney, Schiff Hardin LLP)

Report by Ramune Kubilius (Galter Health Sciences Library, Northwestern University) <r-kubilius@northwestern.edu>

Bill Hannay (an attorney at Schiff Hardin LLP) presented entertaining, amusing, horrifying, and thought-provoking personal observations and study results on the impact of the Internet on research. Various experts and groups (e.g., Columbia’s Electronic Publishing Initiative and The Center for Academic Integrity) have shown that the proliferating Internet has produced a heavy and passive reliance on “grazing for information,” a powerful temptation to cheat, a deep cynicism encouraging “working the system,” and role models who often offer little to stimulate ethical thinking. Lawrence M. Hinman, Director of The Value

continued on page 77

Against the Grain / December 2004 - January 2005

76

<http://www.against-the-grain.com>
And They Were There

from page 76

Institute (UCSD), provides lines of defense for teachers to detect and deter, including good teaching and encouraging development of integrity in students. Hannay’s example of “full disclosure run rampant”. A university honor code Web page that includes links to commercial term paper mills. Hannay advocated public displays of people who violate the code (including plagiarizing book authors and journalists), respect for book vs online research, intellectual rigor, institutional inspiration, and recognition of the role of the library professional.

Session — Who Needs Societies? — Friday, November 5, 2004 —
Presenter: Rene Olivieri (Chief Executive, Blackwell Publishing)

Report by Ramune Kubilius (Galter Health Sciences Library, Northwestern University) <r-kubilius@northwestern.edu>

Rene Olivieri (Blackwell Publishing) began his well-attended presentation with questions to address, such as: How important are society journals to scholarship? What are the economics of society publishing? Olivieri provided definitions of “society,” examples of publishing / other activities of societies such as the Royal Society (U.K.) and the American Chemical Society, and the role societies play in the publishing industry. Surveys by Blackwell and Association of Learned and Professional Society Publishers (ALPSP) indicated that total publication numbers differ, depending on whether “association” and “university” titles are included in the retrieval, but the average number of journal titles per society is usually 1-2 titles. Average price per page for society journals is 20-40% of their commercial equivalents. Many top ranked, high impact journals (*of the top 200; 2/3 of the top 500) are owned by societies and non-profits, and between 25-35% are contracted out, in most cases with societies retaining editorial control. According to Olivieri, societies generally support wider, not free, access. They play an important role in teaching, publishing, and policy-making. They interpret results of research for the wider community. They can benefit from economies of scale by contracting out their journal publishing ventures. Who needs societies? We all do.

Session — BioOne: The Evolution of an Alternative Publishing Program — Friday, November 5, 2004 — Presenter: Heather Joseph (President and CEO, BioOne)

Report by John K. Lewis (Electronic Resources Librarian, McKillip Library, Salve Regina University, 100 Ochre Point Avenue, Newport RI 02840, Ph: 401-341-2687, Fax: 401-341-2951) <lewisjk@salve.edu>

BioOne is an e-journal collection of around 70 biology publications from numerous, mostly small, publishers. Many are scientific societies that engage in publishing strictly as a sideline. Originally BioOne was created in 1999 as an added revenue stream for the publishers; by 2001-2002 it was clear that as libraries cancelled print subscriptions it was replacing print revenues for the publishers. In 2003 BioOne conducted a study to determine how they had affected revenues for the publishers. They found that the average cost of a print subscription was $190. The average cost to publish an article varied widely among publishers from a low of $195 to a high of $1,700. Revenues were falling for almost all the publishers. In response to these findings BioOne implemented several strategies. The first was to meet with publishers to find ways to cut their costs for publishing. The second was to change the division of revenue from a fifty-fifty split to seventy percent for the publishers and thirty percent for BioOne. They also set a goal to increase the subscription base to BioOne. Finally, they surveyed librarians about pricing models. Based on this survey they came up with a five-year plan to raise the subscription price to BioOne. The plan calls for increases of nine, twelve, six, three and three percent over the five year period. Based on the presentation it seems BioOne did everything possible to minimize the subscription increases impact on libraries.

Session — Collection Analysis with Circulation, ILL and Collection Statistics: A Follow-up Presentation — Friday, November 5, 2004 — Presenters: Heather Wicht (Electronic Resources Librarian, University of Colorado, Boulder), Lynn Silipigni Connaway (Consulting Research Scientist, OCLC Online Computer Library Center)

Report by Barbara Schader (Librarian, Physical Sciences, Math & Engineering, Cal Poly San Luis Obispo) <bschader@calpoly.edu>

This session was an update of a 2003 Charleston Conference session. This 2004 update concerned the practical aspects of this study so others could replicate it at their institutions. The full study will eventually appear on the OCLC Website.

The impetus for this project came from the growing need to put more volumes in storage while faculty were very much against remote storage, and the need to carefully scrutinize monographic budgets.

Software used included Innovative Interfaces as the ILS, CLIO for ILL data and data mining OCLC’s World Cat.

Project Scope covered books only. Data gathered was from ILL borrowing transactions 1998-2002 and all circulations from 1995 – 2003.

continued on page 78

Against the Grain / December 2004 - January 2005

<http://www.against-the-grain.com> 77
And They Were There from page 77

Interesting results were derived by subject from this data pool and the authors should be consulted to obtain detailed data as a "benchmark" for ones own data if embarking on a similar study.

Results included revising and reconfiguring the UC Boulder data collections methods for circulation and ILL data. Several concrete steps were offered to attendees for how to get started on a similar project for their institution.

A lively Question and Answer period followed the presentation.

Session — Content Access Options: One Size Doesn’t Fit All Customers Part I — Friday, November 5, 2004 — Presenters: Ann Okerson, Moderator (Associate University Librarian; Collections & International Programs, Yale University), Natasha Robshaw (Head, Marketing, BioMed Central), Richard Newman (Associate Director, HighWire Press, Stanford University), Margaret Reich (Director, Publications, American Physiological Society)

Report by Heather S. Miller (Assistant Director for Technical Services and Systems, University at Albany, Ph: 518-442-3631, Fax: 518-442-3630) <HMiller@uamail.albany.edu>

Speakers attempted to address the issue of how open access (OA) affects the players. Newman noted that HighWire Press started in order to keep society publications competitive in the electronic age and antedates the OA movement. He noted several concerns about the OA movement and recommended that participants reduce rhetoric, collect and place more reliance on data, make the debate fact based, encourage experiments, publish the results and wait for those results before making systemic changes in publishing. Reich said that the American Physical Society was one of the first to work with HighWire and that, although mandated to bring in 10% over costs, they have only done this once since 1995. Her concerns about OA included a reduction in the number of funding sources, fluctuation of funding sources, authors and readers not sharing costs, annual membership fees and a fear that this model could increase costs for institutions, noting that a study at Cornell predicts just that (see Serials Review, v. 30, no. 4).

Session — Content Access Options: One Size Doesn’t Fit All Customers Part II — Friday, November 5, 2004 — Presenters: Ann Okerson, Moderator (Associate Univ. Librarian, Yale), Natasha Robshaw (Head, Marketing, BioMed Central), Brian Crawford (VP & Publishing Director, Global Life & Medical Sciences, John Wiley & Sons, Inc.), Richard Newman (Associate Director, HighWire Press, Stanford University), Margaret Reich (Director, Publications, American Physiological Society), Anthony Durniak (Staff Executive, IEEE Publications)

Report by Karen Fischer, M.L.I.S. (Information Resources Librarian, 100 Hardin Library for the Health Sciences, University of Iowa, Iowa City, IA 52245-1098, Ph: 319-335-8781, Fax: 319-335-9897) <karen-fischer@uiowa.edu>

In this second part of the panel discussion on Content Access Options, Natasha Robshaw and Anthony Durniak made presentations.


The current payment models at BMC are the following: authors pay $525 per article if their library is not a member; libraries pay an annual membership fee based on FTE; or, national consortium pay with government funds for a whole country, such as Great Britain. In the future BMC would like the models to be: funders pay directly to BMC; funders pay via a university administration; or, national consortium pay with government funds. The current business models depend mostly on charging per article. However, Robshaw made the point that finding research is only a job partly done and that funders should begin to see that publishing is an integral aspect of the research process.

BioMed Central is looking for new payment options. The future is pointing to Open Access, particularly in Great Britain where the UK House of Commons Science and Technology Committee will likely recommend a mandate to deposit articles in a public repository after 6 months of publication date.

In the future BioMed Central hopes to become more of a service provider and not a content controller. They plan to move in the direction of hosting content for society publications and open repositories. In conclusion, BMC believes that they will see increases in the number of open access articles, the number of open access journals, and the number of institutional repositories hosted at BioMed Central.

Next Anthony Durniak, the Staff Executive at IEEE Publications, put forth the view many society publishers have regarding open access. Professional societies have dilemma with open access. Societies are driven by mission, and while they are not-for-profit, they must generate income that they can use for development and to promote their mission. Consequently, developing a policy towards open access is difficult.

Societies play a special role in the information cycle: they organize technical communities; they organize the literature so that it can be used by all; and they are trusted, independent forums which preserve the integrity of scholarship. Durniak asked the question: Is it fair for "openly accessible" to mean “free access”? As an example, Durniak demonstrated the very large number of times that US Patents applications cited IEEE articles, and so he asked why shouldn’t the users of the information be asked to help finance the system? Additionally, he believes that open access memberships can be much more than the cost of a subscription.

IEEE is working towards making information "openly accessible," which is different from open access. Permitting authors to post pre-prints and to self-archive and getting IEEE abstracts to be retrieved by search engines like Google are two examples of how IEEE is making their content openly accessible. Additionally, IEEE is also trying one open access journal as an experiment.

Lastly Durniak believes that OA is comparable to "disruptive technologies" in engineering in that one must be creative in dealing with new technologies (i.e., "disruptions"). Therefore, we must counter the issues of open access with sound facts, we must preserve a system of checks and balances for quality control, and we must continue to promote the value of scholarship.

Session — A Place At The Table: Will There Be One For Humanities and Fine Arts? — Friday, November 5, 2004 — Presenters: Margaret Landesman (Head, Collection Development, J. Willard Marriott Library, University of Utah), Roger Press (Executive VP Content & Business Development, Classical International, Inc.), Kevin Guthrie (President, Ithaka), Ed Zalta (Senior Research Scholar, Stanford University)

Report by Jack Montgomery (Western Kentucky University)

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continued on page 79

<http://www.against-the-grain.com>
This program was focused on the various creative efforts and models for bringing Arts, Humanities and Social Sciences into the digital environment. Roger Press of Alexander Street Press spoke of the Classical Music Library, which aggregates a listening service for classical music that spans all labels. Kevin Guthrie of Ithaka, represented a group of promoters and investors that, like venture capitalists, create and promote innovation for non-profits and for Higher Education in the form of administrative, financial and technological support. Ed Zalta discussed Stanford's online Encyclopedia of Philosophy that is funded by the National Science Foundation, involves 860 professional philosophers as authors and is partnered with ICOLC, SPARC and SOLINET. A lively discussion ensued as the audience sought clarification and further information on how to begin innovative projects of their own.

Session — History of The Journal — Friday, November 5, 2004 — Presenter: Michael Mabe (Dir., Academic Relations, Elsevier)

Report by W. Chris Johnston (MLIS Student, USC) 
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As a bookend lecture to earlier presentations on the history of the book, Michael Mabe discussed the historical development of the journal and its influence on science and scholarship throughout time. Mabe began his account by examining the attitudes of scholars in the early 1600s and their fears about intellectual piracy, and he described how these concerns contributed to the development of Le Journal de Scavans, Philosophical Transactions, and other journals that enabled scholars to be recognized for their work and to have it disseminated to wider audiences. Mabe's examination of the development of Philosophical Transactions and the ongoing dialogue between Robert Boyle and Henry Oldenburg was particularly fascinating. In their correspondence with one another, Boyle and Oldenburg essentially describe the qualifications of registration, dissemination, archiving, and certification that have been responsible for making journals such as an invaluable medium for the process of scholarly communication, and Mabe showed how these characteristics have continued to influence the serials industry and researchers' motivations to publish over time. Mr. Mabe concluded his interesting and detailed study of the history of the journal with the wise reminder that it is important to have an understanding of the past as we prepare for the future.

Session — Books and Serials: Opening Up The Value of Your Reference Collections — Friday, November 5, 2004 — Presenter: Bonnie Hawkwood (Program Director, eBooks & Distributed Databases, Thomson Gale)

Report by Lauren M. Couch (USC Student) 
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Why e-reference? With e-reference, libraries can: purchase one eBook or a predetermined collection; allow reference material into circulation; provide remote access to reference material; and allow searching across and within eBooks, serials, and primary resources. Audience members were taken on a virtual tour of academic libraries including Suffolk University and UNC-Greensboro to see how eBooks are being integrated to enhance the usability of reference sources. For example, Suffolk University provides helpful information “About this eBook” within their OPAC records including information on the indices, table of contents, lists of illustrations, and searching capacity of eBooks within their reference collection. The UNC-Greensboro library has worked with faculty to build course-specific Web pages that provide print and eBook reference information, links to the virtual reference library, and lists of monographs, journal articles, and biographies which pertain to course content.

Audience members also learned about some of the new Thomson Gale services, including PowerSearch, which will soon be available. With PowerSearch, users will be able to search across all Thomson Gale databases to which their library has access without any additional cost. Additionally, Thomson Gale will be incorporating eBook reference products from other publishers such as Sage into the Gale Virtual Reference Library.

Session — LIBQUAL and Collections — Friday, November 5, 2004 — Presenter: Mike Waldman (Serials & Acquisitions Librarian, Baruch College Library)

Report by John K. Lewis (Electronic Resources Librarian, McKillop Library, Salve Regina University, 100 Ochre Point Avenue, Newport RI 02840, Ph: 401-341-2687, Fax: 401-341-2951) <lewisj@salve.edu>

The LIBQUAL survey was developed at Texas A&M for use in ARL Libraries. It is designed to measure how patrons view the level of service quality they receive. Its goal is to identify the gap between the perceived current level of service and their desired level of service. The survey has twenty-five questions covering four areas: effect of service, library as place, personal control, and access to information. Baruch College has about 15,000 FTE. They selected a stratified sample consisting of 1,100 undergraduates, 1,035 graduate students, and the entire faculty. Respondents were emailed, received a phone call, and were offered a small incentive for taking part in the survey. The response rate varied undergraduates were highest at 47.9%; faculty had the lowest response rate at 23.2%. The lowest rating by undergraduates was for finding quiet space in the library for individual activities. Apparently students still want a quiet library. Not unexpectedly the lowest rating for faculty was in finding print resources needed for work in their discipline.

Session — Directory of Open Access Journals and Other Initiatives At Lund University, Sweden — Friday, November 5, 2004 — Presenter: Lars Björnshauge (Dir. of Libraries, Lund Univ.)

Report by Heather S. Miller (Assistant Director for Technical Services and Systems, University at Albany, Ph: 518-442-3631, Fax: 518-442-3630) <HMiller@uamail.albany.edu>

continued on page 80
Little Red Herrings: Part Two — Oh!
The Tangled Web

by Mark Y. Herring (Dean of Library Services, Dacus Library, Winthrop University)
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This is Part Two in a series. See Part One “Filter-tipped Libraries,” in Against the Grain, v.1695, p.62.

ow hundreds rush in with that innate, “One man’s Mede is another man’s Persian” argument, permit me to define Internet pornography. It isn’t difficult at all. Internet pornography is that which depicts pictorially, or in streaming video, fella- tion, cumulinas, anal intercourse, bestiality, gay and lesbian sex, sexual relations of any sort with children or between children, scatology, contar- coction, paraphilia, scopophilia, and any sort of attempted sexual insertion of animate or inanimate objects into bodily orifices in a manner not intended for them. (By the way, all of what is described above and more is already on the Web.) I do not include in this definition written works for, as Horace pointed out, the eye is more easily tamed than the ear. While a case, and a very solid one, can be made for censoring por- nographic writings, it is not one being argued here. Libraries have never routinely trafficked in graphic, sexual images such as those everywhere on the Web. What libraries have done is make an exception to the Web, for these are things that not only have libraries never collected, but would turn them down without question were they offered to them in print form.

Of course there will still be those who wish to differ even about this pictorial definition. One colleague argued that these sites must be protected for artists who want to draw nudes (apparently these renderings would be what we’d call “quick” draw artists as the sites I’ve seen do not have very many posed pictures, unless of course it’s of, well, you know). The same colleague argued they must be protected for sex education. How absurd. If parents are using these sites for sex education its our wonder we have the teen-pregnancy problem we do.

The other argument is that porn-surfing isn’t a really a problem? You be the judge. There are estimates to be more than 200,000 adults addicted to Web-based pornography. The top five pornography sites register more than 100 mil- lion hits each month. Last year Web-based porn sites earned over $3 billion. Together, all por- nography (adult videos, magazines, cyberporn, etc.) rake in more money annually than CBS, NBC, ABC, ESPN and CNN combined. Indeed, last year alone, porn videos made more than the NFL and the NBA, combined. (Appar- ently there is something men would rather watch than sports!) Indeed, so bad has it become that a woman’s group has developed a site called “Get Real” whereby they opine for men to get in real relationships and out of porn sites.

Furthermore, once you enter a porn site, getting out of cybersleaze isn’t so easy. “Pop-up” windows are also a common feature of cyberporn sites, as they are of just about any site these days. Often dozens of each “free” win- dows pop up as soon as you close one. Since many of these sites occur frequently in almost any kind of search (even misspellings!), avoiding them without filtering isn’t so easy. Por- nographers know these pop-up windows will entice some viewers to come back and order them for that reason alone, what we would call in other context “entrapment.” Many of the screens will move down a kind of progression, as if the screens were saying, “Do you like this?” “What about this?” “Pornographers rely on running by something” that will have its eventual prurient appeal.

“Mouse traps” are also common now. Mouse traps are sites that look like one thing and end up a pornographic-other. Some are the result of unnewed Websites that pornographers have snatched up for their own. In England, for example, a well known children’s site forgot to renew its Web address (these run less than $50 annually in the U.S.) and a pornographer took it over. Surfers to that site were greeted with the salacious material rather than educational activities for children. The pornographer has offered to return the address to its owner for (U.S.) $6,000! For many pornographers this is simply another revenue stream. They hold the addresses until others are willing to pay.

Compaq’s site at one time, if misspelled, led one to a series of pornographic sites. Most re- cently, www.firstamendment.org leads surfers to a different sort of argument, one that involves all sorts of pernicious madity. This may well be the first case of the *.org domain being infiltrated by pornographers.

Unfortunately, however, there’s very little of the market pornographers have not penetrated, so to speak. Palmitoca is Asia’s answer to hand- held pornography, one might say. It is quite possible that the man (or possibly the woman) next to you on the plane, the subway, or on the Metro is not really reviewing his daily schedule on his hand-held. Rather, he’s getting his daily does of pornography, compliments of Palmitoca.

Pornographers will stoop to new lows, too, to provide new content. A New York reporter was shocked to discover that she was on a porn site though she had never posed nude. After denouncing her co-worker for the malicious rumor, she surfed to the site and sure enough, there she was. Apparently while lunching in Central Park on a bright sunny day, a pornogra- pher walked about with a camera held waist-high. When he found women in dresses he waited until they bent over for something, reached for this or that, or crossed and uncrossed their legs. The momentary revealing of cleavage or, in this case, undergarments, was caught on tape and plastered up for the world to see.

Getting to a pornographic Website is scandalously easy. For example, keying in any slang term — any slang term that any eight year old would know — is certain to bring up a porno- graphic site. Depending on the term, one will be treated to progressively heinous depictions. Now, you tell me. Is pornography a problem? Should libraries be dispensing it, courtesy of taxpayer’s dollars?

Libraries are rapidly becoming so many elec- tronic Adult Bookstores. What possible value, for example, does HealthyHooterville.com (continued on page 81)