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And They Were There-Reports of Meetings-AAP/ PSP Annual Conference and Oklahoma Libraries Conference

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And They Were There — Reports of Meetings

AAP/PSP Annual Conference and Oklahoma Libraries Conference

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AAP/PSP Annual Conference — Washington, D.C. — February 8-10

Report by **Judy Luther** (**Informed Strategies**, 102 W. Montgomery Ave.#B,
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The **Association of American Publisher's Professional/Scholarly Publishing Division** held their Annual Conference in Washington DC, February 8-10th. Focused on the theme "Inventing Our Future," more than 300 attended opening and closing general sessions and chose between topics for four concurrent sessions.

Thirty-three exhibitors represented innovations in editorial and production functions as well as new services. New entrants included **Copyright Direct** from **YBP**, which is designed to support copyright compliance by users in an electronic environment and **netLibrary, Inc.** which provides books in electronic form in an environment that simulates the print world with one simultaneous user per copy.

The keynote address was delivered by **Rita Rossi-Colwell, Director of the National Science Foundation**, who found a simple preventive measure for cholera in Bangladesh by straining drinking water through three folds of sari cloth. Noting the impact of technological change, she quoted **Eric Hoffer**. "In times of change, the learners will inherit the earth, while the learned find themselves well equipped to deal with a world that no longer exists." She challenged publishers to find simple solutions to make their content available worldwide avoiding a pyramid with information rich and poor at opposite ends.

Jesse Berst, the Editorial Director of ZDNet, painted an exciting picture of the world based on trends we should watch: 1) end to end commerce, 2) appliances with computers, 3) hand held devices which will enable us to be connected from wherever we are, 4) embedded chips (which will require standards), 5) an underestimated broad band bonanza. Content, he noted, "is not king but a magnet" as users want information to be actionable.

The remaining two general session speakers provided insights on the business environment. **Mitchell Haber** with **Veronis, Suhler & Associates** noted that investment in pub-

lishing by equity funds was driving some of the mergers and acquisitions. He encouraged publishers to look to global markets for growth, forging alliances with local providers in foreign markets. **Roger Brinner**, an economist with the **Parthenon Group**, suggested that publishers would need to find ways to reduce their costs and increase their profitability without relying on price increases.

The **Preconference** on "How to Sell and Service Online Information" looked at how publishers sell to libraries and market to end users so that usage statistics warrant renewal.

The library-oriented session included a

Collection Development in the Electronic Environment: Shifting Priorities — University of Oklahoma Libraries Conference, March 4-5, 1999 — Oklahoma City

Report by **Linda K. Lewis**
(Director, Collection Management Department)

Sul Lee, Dean of the University of Oklahoma Libraries, welcomed us to the meeting. In setting the stage for the presentations, he noted that research libraries are now spending an average of 18% to 20% of their materials budget on electronic resources. The growth is dramatic, and libraries must examine how they deal with these materials closely.

Carla Stoffle, Dean of Libraries, University of Arizona: "Developing New Models for Collection Development." Stoffle spoke about the transformations needed to deal with the changes in the scholarly communications process, the economics of information dissemination, and rapidly changing technologies. Success of organizations is increasingly measured by outcomes. Libraries need more money for traditional materials and services as well as for the new technologies, but the public and organizations are more reluctant to simply give more money. There are increasing demands for accountability, for downsizing. Libraries face the needs for in-

creases in new formats, the demands of serials inflation, and the need for staff with new skills in dealing with new technologies. Academia is generally quite conservative; libraries are often the first units on the campus to deal with these major changes. Libraries must anticipate and even lead institutional transformation or be left behind. They must concentrate on customer satisfaction, and must find ways to measure their success in meeting the customer needs. Staff must approach work differently; it's not enough to do things right—it's crucial to do the right thing for the customer. Everyone must understand the library's vision of service; staff must be empowered to act. For the last 6 years, Arizona has been transforming itself, moving from a focus on collections as artifacts to a focus on customer needs.

Other sessions addressed the challenges facing publishers in the electronic environment. **Mark Licker**, publisher of **Science Encyclopedia** by **McGraw Hill** noted that they created a database of all their products which became a synthesis of various print publications. Publishers who hired teams to produce electronic products faced issues in licensing, rights management, fulfillment, customer service and sales. The panel agreed that it's not cheap and not easy.

This meeting offered useful insights into the challenges faced by publishers as they adapt new technologies to meet market demand for more information in electronic form. While libraries are overburdened handling an increasing volume of licenses, publishers are working to develop their products for the Web in ways that take advantage of the technology. The Annual AAP meeting was also in DC on March 17-18th.

They have identified their shared values as continuous learning, diversity, integrity, flexibility and customer focus.

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Bet You Missed It —

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: **Pamela M. Rose** (Web Services and Library Promotion Coordinator, Health Sciences Library, University at Buffalo) <pmrose@acsu.buffalo.edu> <http://www.acsu.buffalo.edu/~pmrose>

Consumers Rule by **Bruce Strauch** (the Citadel)

The **MP3** explosion has ripped the music industry into two camps—the new artists who want to use the Internet as a powerful tool to break into fame and the big five music companies that see their comfortable world vanishing along with copyright protection. The industry is designing a system—the **Madison Project**—to sell over the Net and still make

money, but the standard is a year away. **Michael Robertson** of **MP3.com** believes evolving technology will frustrate anything the big five companies try to do. He says, “The consumer will have the last word.” See — **Fred Goodman**, “Is MP3 the End of the Music Business?”, *Rolling Stone*, p.25, April, 1999.

Are We Prepared? by **Pamela M. Rose** (SUNY at Buffalo)

Republican **Senator Robert F. Bennett**, Chairman of the U.S. Senate Special Committee on the Year 2000 Technology Problem (year2000@y2k.senate.gov) gives an overview of the Y2K problem with an assessment of

the preparedness of eight vital economic sectors. See — **Robert F. Bennett**, “The Y2K Problem,” in **Policy Forum: Technology section**, *Science*, Apr. 16, 1999, p. 438-39.

Crazy Like a Single Nucleotide Polymorphism? by **Pamela M. Rose** (SUNY at Buffalo)

Are drug companies altruistic? In an extraordinary groundbreaking collaboration, ten large pharmaceutical companies and a British charity are investing \$45 million to create a public domain archive of human variation. Single nucleotide polymorphisms (SNPs, or variable points in the human genetic code) will be used as analytical tools which allow researchers to trace inherited disease risks and abnormal responses to drugs. **TSC** (the official name of the **SNP Consortium**) does expect the project to allow more effective development and marketing of drugs, as well as saving the costs of purchasing private SNP data collections. Still, genome researchers are excited

about this unique private-public collaboration. See — **Eliot Marshall**, “Drug Firms to Create Public Database of Genetic Mutations” in *Science*, p. 406-407, Apr. 16, 1999.

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Library Initiatives: “Consortia and Collections: Achieving a Balance Between Local Action and Collaborative Interest.” With all the changes in higher education and libraries, consortia are seen as a means of increasing access to materials, but there are challenges in making them work well. The problems may range from arranging delivery of materials over geographic distances to the more emotional ones of local control and resistance to change. Consortia will play an increasing role in the libraries of the future because of the increased costs of library materials and the increased expectations of library users. Users can now see far more references to the available universe of information, and they expect to get the materials. Consortia allow libraries to leverage their investments in collections, infrastructure, and personnel in order to enhance service. Some libraries negotiate consortial agreements for electronic resources, document delivery, cataloging and collection development. There must be coordination to ensure that time lines are met and decisions made; support from the library and university administrations; shared bibliographic access; and delivery systems for a consortia to be effective. The process of getting licensing agreements approved is very time-consuming; the

CIC process often takes up to 6 months. The institutions that are most successful in handling these agreements have a task force dedicated to dealing with electronic resources. The role of collection development is to define user needs, define what is possible, identify and remove obstacles, recognize the complexity of issues, and communicate. The **CIC** consortia is made up of 13 **ARL** libraries with more than 60 million volumes and 550,000 serial subscriptions. Their goal is to provide seamless desktop access to information for the 500,000 students and 35,000 faculty, linking different online systems. They have saved over \$2 million on electronic resources. The essential skills are flexibility, adaptability, enthusiasm, and the willingness to change. (See: <http://www.cic.uiuc.edu>)

Jack Walsdorf, Vice President, Library Relations, Blackwell's Book Services: “How Booksellers are Employing Electronic Innovations to Enhance Collection Development Procedures.” Most librarians assume approval plans began in the 1960s, with **Richard Abel**, but there were early blanket order plans with individual publishers. One of the first seems to have been with **Roycroft Books** in the 1880s; the publisher would ship a selection of his books to people for their consideration. The concept remains, but the technologies change. Walsdorf asked the major approval vendors several questions related to electronic

developments. In what way do you see electronic tools aiding the monographic collection development process? It provides more accurate information that is often annotated about more items than before; it streamlines work for acquisitions and cataloging. Are you supporting electronic ordering, invoicing, claiming, order status reporting, approval management reports? Most are, or are in the development process of all of these. What are you doing to help customers create a more efficient collection development workflow? Communications, clearer statistical reports, improved access to records. Do you offer cataloging services? Yes!

Can records be downloaded electronically directly into a library system? Most said yes. From the vendor's point of view, what are the pros/cons of electronic notification slips? **Blackwell** sent out 7 million print forms last year; electronic forms would save money and even have an impact on the ecology. They feel electronic forms would be easier to share among bibliographers and faculty. They could include more information in the electronic versions. The drawbacks: there will be an infrastructure investment; the response time on the Internet is unpredictable; there is resistance from librarians who tend to sort forms in a variety of locations where computer access isn't practical. 🐼