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Dan Tonkery

EBSCO Information Services, Dtonkery@ebsco.com

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Print to Electronic: Managing Electronic Resources

Is it Time the Library had an Extreme Makeover?

by **Dan Tonkery** (VP of Business Development, EBSCO Information Services)
<Dtonkery@ebSCO.com>

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Appendix — Example Survey Questions

How important are library resources (print and electronic) to your research?

- Very important
- Somewhat important
- Not very important

The library has adequate resources for faculty to conduct scholarship?

- Strongly agree
- Somewhat agree
- Agree
- Somewhat disagree
- Strongly disagree 🐻

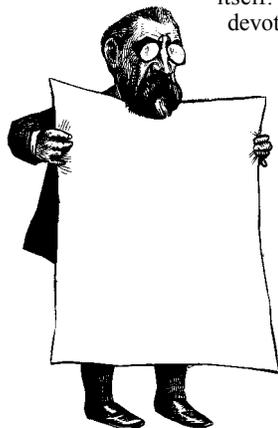
One are the days of dusty print books and tattered magazine stands. They're still there, of course, but just like the houses and participants on the popular ABC TV show **Extreme Makeover**, library management systems shaped around print resources are in desperate need of host **Ty Pennington's** infamous "Good morning!" wakeup call.

Indeed, times have changed — with the debut and impending domination of e-journals in the market, new processes await librarians tasked with acquiring, registering and managing collections. A boom of information must be administered, supported, updated and monitored, as librarians consider the advantages and disadvantages of acquiring multiple content format types (online, print + online, etc.).

Managing electronic resources in today's library is not an easy task, and the stress is beginning to take its toll on the library infrastructure. At every library meeting or conference I have been to in the past two years, publishers are showing off the latest and greatest in new content.

Everywhere I go, I continually see hosting services releasing the next generation of software designed to manage e-journals and eBooks, sophisticated searching applications, including federated searching systems, and integrated library system vendors promoting their standalone **Electronic Resources Management (ERM)** systems, which in theory are supposed to help a library manage its growing e-resources collection. In reality, the overhead to keep one of these **ERM** systems alive takes almost as much staff time as the management of the e-resource itself. So now a library has to devote precious little staff time to keep the **ERM** system alive as well as access to the growing collection of e-content.

"Managing electronic resources in today's library is not an easy task, and the stress is beginning to take its toll on the library infrastructure."



since the invention of the printing press. Students and researchers can enjoy more content available at the desktop than ever in the history of research and education. To top it off, with the prevalence of consortia and other content deals, libraries that once bought 1,200 titles or less now find that they have access to 20,000 titles. But with the widespread availability of information has come the aforementioned sense of entitlement from users. Now, everyone wants access to content from their home PC or laptop, and many users are not aware of the work and energy it takes for the library to manage the access and delivery of the resources.

When will it ever end?! How many libraries have bought the magic bullet only to leave it unwrapped in the closet hoping for a better solution that requires less work?

The e-volution has changed what users expect from a resource

and what separates average libraries from those with superior collections. There is no question that content is king, queen and princess, as commercial and society publishers around the world have shifted their publications to an electronic format. In fact, the uptake of electronic resources is so successful that many publishers are planning for the day when the only format published will be electronic.

How big is the boom? One only has to look at the major e-journal hosting services to see how quickly the world has gone to electronic content. **HighWire Press, MetaPress, Ingenta, Wiley Interscience and Elsevier's ScienceDirect** are all very popular hosting services offering thousands of potential journals and a growing number of books. Within a short period of time we find the landscape filled with over 40 million articles in electronic form from over 30,000 electronic journals.

Look at the usage growth pattern on any of these electronic hosts and you will find that the growth rate is still climbing. Where are all the users coming from?! In addition, **Google Scholar** is a major referral service sending traffic to all the major hosts. Any publisher who lets **Google** crawl their content will see an

almost unbelievable growth pattern.

Of course, from the user perspective, the shift to electronic content has been the greatest thing

since the invention of the printing press. Students and researchers can enjoy more content available at the desktop than ever in the history of research and education. To top it off, with the prevalence of consortia and other content deals, libraries that once bought 1,200 titles or less now find that they have access to 20,000 titles. But with the widespread availability of information has come the aforementioned sense of entitlement from users. Now, everyone wants access to content from their home PC or laptop, and many users are not aware of the work and energy it takes for the library to manage the access and delivery of the resources.

It's obvious that the electronic library is here to stay. It has been a big hit with users, and the hit on the library budget should not go unnoticed. It is not uncommon to find a major library spending up to 70% of the library's journal acquisition dollars to fund these growing electronic collections. Users expect and

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demand access to information, and libraries have responded by committing major parts of the library's acquisition money to fund the users' appetite for information.

And libraries aren't the only ones feeling the push into the electronic age. In addition to the impact on the library, the lonely subscription agent who was the trusted partner in the print subscription world has also been caught up into this new race to support content to the users.

While the publishers have focused their energy in developing online manuscript submission and tracking systems, hosting services and automating the peer review process, agents have recognized the importance of the shift from print to electronic and have invested significant resources into developing a wide range of new services and features to help libraries manage the growth in electronic resources. The branding varies from vendor to vendor, but such services include:

- online e-journal management and registration applications
- consolidated access to databases
- linking services to connect users with access to content
- comprehensive online title lists
- e-journal update portals or alerts
- overlap analysis reports to identify unique and overlapping content.

In addition, to meet the growing need, agents have refined their workflow to move orders and renewals faster, while developing new services to help manage and control publisher package deals that are now common in the library community.

Consider that the data elements needed for an e-journal order are three times that needed for a print order. Claiming missing issues has been replaced with electronic access support, and one can soon understand that the subscription agent has had to build an entire range of new access and management services to meet the demands of the library.

With regard to these publisher packages, the agent is in a much better place to maintain records of what a library is supposed to have access to with a package deal or to even monitor the three year contract with a publisher. Agents are successful at auditing the annual invoice in the publisher deals that have been brokered.

It may not be a huge surprise, but I would say that the larger the publisher deal, the more that the library needs some trusted agent to help with monitoring the annual invoice if you are being billed directly by the publisher. I would challenge any librarian to find an invoice from a major publisher that was 100% correct.

The most asked question we hear in the field from libraries is, "Why can't the publisher give me an updated list of all the titles I am supposed to have access to?" The same publisher that has been highly successful with

against the grain people profile

Vice President of Business Development
EBSCO Information Services
<Dtonkery@ebSCO.com>

Dan Tonkery

BORN & LIVED: Born, Fairmont, West Virginia. Lived, Nashville TN, Urbana IL, Bethesda MD, Los Angeles CA, Boston MA, Morristown NJ, Birmingham AL, San Antonio TX, and Palm Harbor FL.

EARLY LIFE: Spent early life in West Virginia.

FAMILY: Married to **Linda E. Tonkery** and have three sons. **John, Steve** and **Andrew**. Four grandkids.

EDUCATION: **David Lipscomb University** BA Biology and **University of Illinois** MLS. Postgraduate at **National Library of Medicine**.

FIRST JOB: Biology Science Teacher in Hendersonville TN.

PROFESSIONAL CAREER AND ACTIVITIES: **National Library of Medicine** 1970-79 — Head of Selection Acquisitions, Chief of Technical Services Division.

UCLA Associate University Librarian for Technical Services; Senior VP the **Faxon Company**; Founder and President **Horizon Information Services**; President **Readmore**; President **TDV Ventures**; President **Information Quest**; President **The Faxon Company**; VP Business Development **EBSCO Information Information Services**.

IN MY SPARE TIME I LIKE TO: Play golf and travel.

FAVORITE BOOKS: Mysteries.

PET PEEVES/WHAT MAKES ME MAD: Slow play.

PHILOSOPHY: Golden rule — he who has the gold makes the rule. Live each day to the fullest.

MOST MEANINGFUL CAREER ACHIEVEMENT: Developer of a number of online and PC Based Systems for libraries including developed **Orion** at **UCLA**, **REMO** at **Readmore**, **ROSS** at **Readmore**, various systems at **Faxon** and helped with **EBSCO's A to Z** system.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: To break 85 on the golf course.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: I think there is a big transition underway and we are all anxious to see where it falls out. Publishers are merging and facing major changes in scholarly communications and that is going to continue as the funding agencies are demanding change. Open access and other recent trends are starting to have an impact in our community. Subscription agents have invested in the future and libraries must face the changes as well.

Five years is a long time in the digital age and access and usage are up for grabs. Maybe we all will be working for **Google!** 🐼



getting their content up and loaded in a timely fashion on a hosting service may not have the energy or interest in producing an invoice that is complete or correct. Agents typically see that a significant portion of the publisher invoices monitored for libraries have errors that impact the collection. It is not uncommon to find missing titles and titles on the list which were not contracted for. Often this process can take four or more times back and forth with the publisher to resolve.

So what additional services for package management are agents inventing? Basic package services include:

- tracking titles that change publishers or packages

- pre-verified invoicing
- information on access rights
- information on cost-per-title, with detailed invoicing
- automated invoice loading for package titles
- serial management package reports.

While much of the work that the library has to undertake can be supported by the subscription agent, I would not want anyone to believe that we have the magic bullet to make all the work disappear. Agents can and do play a valuable role in the access and management of e-journals. However, it is the library that is

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showing the signs of a meltdown in managing the workload. When you have libraries that once processed and managed 1,500 subscription titles now faced with access and management of the 20,000 titles that their library now has access to, one should not be surprised to see the workload of that unit increase beyond manageable portions.

This is where the extreme makeover comes in. Libraries have to face the shift to electronic formats and embrace the impact on the infrastructure and the library's staffing. While almost every library has added an electronic resources librarian as a specialist to manage the e-resources, there is insufficient manpower to meet the needs of the digital library.

When considering best practices for technical services, the best practice of all is to revolutionize the organizational structure. Every library that I visit has a similar problem: the library has shifted the acquisitions budget to cover the electronic resources cost with upwards of 70%² of the journal acquisitions funds going to the electronic collection, but the library is still organized to support a print model. In effect, you have 90%³ of the technical services staff still devoted to the print collection when the collection is shifting rapidly to the electronic world. I would not be surprised to see the e-resources librarians going out on strike, as they have been left with this demanding workload and pressure from the users to have access immediately!

Folks, this system of e-resources support is not working. The e-resources librarians are drowning in work as other staff in the library continues to support print. In former days, print collection management issues included funds, missing/damaged issues and collection assessment. Unlike print, e-resources bring the challenges of trial use, evaluation, ordering, payment, renewal, IP addresses, proxy support, authentication, URL maintenance, user IDs, admin information, access restrictions, hardware needs, usage statistics and license terms.

From what I see, libraries must reorganize to take care of e-content. The old print-based library organization built on silos must be dismantled. What is the future of traditional cataloging? What is the impact of library or Web 2.0? What happens to the library when the majority of the staff is still print centric and the library needs e-centric? **Ty Pennington** may as well be standing in the front yard saying, "Move that bus!"

Will the future librarian or information worker be an MLS or an information services professional? Are we creating feral professionals? Are we surprised that many of the new hires in libraries are not librarians but computer-skilled or Web knowledge-based individuals and they are coming in at a higher salary than the librarians? I have talked to a number of the feral professionals and they are not happy being treated as second class citizens and "not professionals," but yet saddled with a huge responsibility.

While there is adjustment all across the board, it is the library that is facing the great

est change in the information chain. The subscription agents have a valuable role in supporting libraries with their workload and have developed a wide range of new services. The publishers have shifted all of their content to an electronic format, but it is the library that has to face the task of re-organizing to provide the access and management that the users require.

In this process, they need to look at the online catalog in light of Web 2.0, as the environment is expanding beyond traditional e-journals. New and different access pathways are overtaking "traditional" library offerings such as the OPAC as the quickest path to scholarly content.

The library as we have known it is changing. Its place on the campus is evolving, the content is going digital, and its staff is aging. Perhaps many of our libraries need an extreme makeover!! 🌱

Endnotes

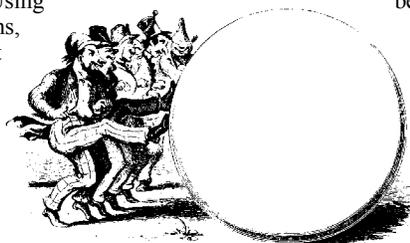
1. This is based on analysis of EBSCO data from large academic libraries in the U.S. Seventy percent of sales for 2007 had an electronic component, and this is consistent with other vendors in the industry.
2. Estimate based on industry experience.
3. Estimate based on industry experience, (actually visiting libraries and observing the number of staff dedicated to e-resources, as opposed to print).

Adventures in Librarianship — Datamaze Reviews

by **Ned Kraft** (Ralph J. Bunche Library, U.S. Department of State) <kraftno@state.gov>

GossamerX is being touted as the next big thing by its engineers. It will allow library customers to access the Internet, search it using several "search-engine" options, display the results of each search, and print results onto ordinary paper. It will offer online shopping, airline tickets, up to date news services from thousands of sources, expert analysis of current affairs by professional "bloggers," weather forecasts from around the world, pictures of cute kittens, and much more. Hey, wait a minute! When I asked the regional sales director what the difference was between his product and the Internet itself, he hung up the phone. Not recommended.

CopusGTB is a highly specialized source focused on the pharynx of the Nematode *Eudorylaimus acuticauda*. Using charts, graphs, photographs, sound recordings, and text files, the database allows customers to explore the many fascinating details of the pharynx of *Eudorylaimus acuticauda*, including... many... you know, fascinating



details. Highly recommended for Post-grad Nematode collections.

Wahoo! hit the market with much fanfare. Designed for public, school, and museum libraries serving children and anthropologists, **Wahoo!** makes relics of yesterday's fun and games. Children can research and watch outdoor games played by previous generations. "We're interested in preserving our cultural heritage. These non-digital, outdoor children's games may be lost forever if they aren't documented and preserved," says **Wahoo!** founder, **Reed Weatherall**. Using "Super 8" home movies from the fifties, sixties, and seventies, **Wahoo!** digitizes, indexes, and preserves such classics as "Kick the Can," "Dodgeball," "TP the Weird Old Lady's House," "Ringing Doorbells," and "Smoking Behind the Garage." Whether or not today's children will understand what drove previous generations to play outside, their parents and grandparents will enjoy the trip down memory lane. Recommended.

The **Encyclopedia of Profanity** is finally available online. Beyond classic profanity such as "&)%\$#!" and "\$#@)!!," this edition includes the profanity of yesteryear, the expletives used by our grandparents, like "dag &%" and "holy ?+&*!" French terms of astonishment and condemnation are included only in the online, for instance the always-insulting "&ý%€€®!" and "Le□¥←ý!" Recommended for undergraduate collections.

Amalgamated Data International recently improved its front end to the point where it can now be used by researchers outside the **Amalgamated Data International** office. This product is aimed at the engineer and statistician markets. We asked several experts to review the product. They were unable to determine the nature of the data. Not recommended.

Cobblerbase is the first ever online directory of shoe repair shops around the world. Your customers need never be stranded in Tucson with a broken heel, they'll never again be embarrassed in Johannesburg by a hole in the sole. Highly recommended for libraries whose patrons wear shoes. 🌱