2015

If Rumors Were Horses

Katina Strauch

Against the Grain, kstrauch@comcast.net

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Against the Grain

"Linking Publishers, Vendors and Librarians"

STL and Emerging eBook Business Models

by **Rebecca Seger** (Senior Director, Institutional Sales, Oxford University Press) <Rebecca.Seger@oup.com>

and **Lenny Allen** (Director, Institutional Accounts, Oxford University Press) <Lenny.Allen@oup.com>

Late last year, when **Katina** approached us about the possibility of editing an issue of **ATG** dedicated to STL, our first thought was "What will there be left to talk about by November of 2015? Won't we all have moved on by then?" Well, the short answer is "no." We haven't entirely moved on, and the sea of scholarly communications, the one in which we all swim, continues to be roiled by Short-Term Loans (STL) and other evolving and emerging business models for digital monographs, not to mention all the other formats that are equally important but outside of our immediate scope here.

We are all of us living through an era in which the advent of digital everything is producing enormous disruption in many areas. The taxi drivers protesting Uber are today's Luddites, smashing the equipment not because they are inherently anti-technology but because they are, as the Luddites were before them, afraid of losing their livelihoods.

STL and other new models are disrupters, and we, together, both publisher and librarian, need to be prepared for and to accept this as an ongoing feature of our landscape. And, equally important, to consider the impact on the authors and faculty we both serve.

We believe that we will continue to see new models come and go and that this iterative cycle of acceptance and rejection is something we need to learn to live with. Perhaps journals, so much farther ahead than eBooks in staking out the digital territory, offer an analogy for us to consider. The big deal was considered by almost all, and for some time, to actually be a good deal as well until, for some institutions, it wasn't, as the journal-publishing world contracted and the size of the deals swelled. And, in this case, it was the market that decided it simply wasn't sustainable.

We need to be realistic about what is possible, and we need to keep an open mind. What we

don't want is to simply carry on with print models in digital as if they are one and the same. We have just begun to scratch the surface of what is possible in a digital environment for all forms of scholarly communication, and certainly new models and new modes of accessibility will come along that we have not even thought of yet.

In addition to publisher views on demand-driven acquisition models like STL and its impact on the current scholarly publishing business model, we have the consortia perspective provided by **Kathi Fountain**, Collection Services Program Manager of the **Orbis Cascade Alliance**. The Alliance was an early adopter of STL as a model at the consortial level, and **Kathi** explains more about their original implementation as well as how they adapted to

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If Rumors Were Horses

FIRST UP! VERY IMPORTANT! **Registration for the 2015 Charleston Conference WILL BE in the Francis Marion hotel** NOT the Gaillard Center!!! **You must stop by the Francis Marion to get your registration material.** Red shuttle buses can take you from the Francis Marion to the Gaillard Center, about 4 blocks. Thanks!!

To begin, I want to thank my **great teams** here in South Carolina who, despite all the torrential rain and flooding have carried on so that the **2015 Charleston Conference** will still go on! **Leah Hinds** and her family who live in Gilbert, SC, near Columbia had to navigate several flooded

out roads. And this past Saturday when we thought it was all over, **Leah** and family had another 4 inches of rain! **Toni Nix** and her husband **Dean**, who live on the Edisto River near Cottageville, SC, had to move all their vehicles, tractors, 4-wheelers, race trucks, lawnmowers, shed belongings, etc., out of the flooding waters. They even turned the Coast Guard helicopters away! What pioneers they are! At last count, water had risen 15.75 feet and was finally dropping. We are praying there is no more rain! **Sharna Williams** lives in the Ravenel area and had to drive her van through unbelievably deep water to get to the Conference office at the Citadel. At times,

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From Your (fingers crossed) Editor:

Welcome everyone to the **35th Charleston Conference issue of ATG** and to Charleston's **Gaillard Center**! As always we hope for no rain. And our fingers are crossed that there are no glitches! Thank you for being here!

This issue is guest edited by **Rebecca Seger** and **Lenny Allen** and is on **Short-Term Loans (STLs)** and the **Emerging eBook Business Models**. This is an area of intense discussion between librarians, publishers, and aggregators. Articles are by **Kathleen Carlisle Fountain** (Orbis Cascade Evolving DDA Project), **Michael Zeoli** (Academic Libraries and the Scholarly Book Marketplace), **Michael Levine-Clark** (Evidence-Based Selection), **Jason Price** and **Maria Savova** (DDA in a Access-Driven World), **Xan Arch** (Reflections on the 2011 **ATG** issue

on PDA), and **Rebecca Seger** and **Lenny Allen** (STL: A Publisher's Perspective). **Lenny** and **Rebecca** conclude their series of articles with an interview of **Keri Paulson**. Additional interviews are with **Pinar Erzin**, **Joyce Ogburn**, and **Alicia Wise**. Our Op Ed "I, Library" is by **Lura D. Sanborn** and our **Back Talk** by **Ann Okerson** talks about publishing. (BTW, did y'all notice the book review of *Pagans: The End of Traditional Religion...* by **Jim O'Donnell**, another **Back Talk** editor and Charleston keynoter, in the September issue?)

We have book reviews from **Regina Gong** and **Tom Gilson** and a Website review from **Burton Callicott**. **Donna Jacobs** has a personal memoir of the Emanuel AME Church shooting. **Tom Izbicki** explains collecting for the Renaissance. **Bruce Strauch** gives a

Cases of Note and **Lolly Gasaway** answers more and more copyright questions (in fact, I just recommended her book to an untutored copyright media librarian and he was reading and underlining judiciously).

Myer Kutz continues to let us into his scholarly publishing multi-client studies, **Bob Holley** talks retirement, **Ramune Kubilius** continues reports from the 34th Charleston Conference, **Stacey Marien** and **Alayne Mundt** talk about shared collecting projects and there is much, much more. Keep reading!

Meanwhile, I am sorry to say that daylight savings time will end November 1 just before the **Conference**! Boo hiss! If I ever ran for political office (no!), it would be on the no daylight savings ticket!

See y'all soon! Happy and safe travels! Love, Yr. Ed. 🌿

Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: **Against the Grain**, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the **ATG Homepage** at <http://www.against-the-grain.com>.

Dear Editor:

I find myself more and more not deleting the **Against-the-Grain.com** email blasts that I receive because I find information in them and on the **ATG NewsChannel Website** which I do not find anywhere else. Those responsible should be congratulated. It is hard work as I know. Seeing the most recent email blast has reminded me that I shall be in Frankfurt and shall be attending the STM conference the day before and then spending two days at the Fair itself. Over the last decade there has been less library activity than there once was but I can seek items of interest if you'd like and write a report if wished.

Best wishes, **Anthony Watkinson**, <anthony.watkinson@btinternet.com>

Editor's Response — Yes dearest **Anthony**, please do send us a report and enjoy your time in Frankfurt. Sincerely, Yr. Ed. 🌿

AGAINST THE GRAIN DEADLINES VOLUME 27 & 28 — 2015-2017

2015 Events	Issue	Ad Reservation	Camera-Ready
ALA Midwinter	Dec. 2015-Jan. 2016	11/12/15	11/27/15
2016 Events	Issue	Ad Reservation	Camera-Ready
Annual Review, PLA	February 2016	01/07/16	01/21/16
MLA, SLA, Book Expo	April 2016	02/18/16	03/10/16
ALA Annual	June 2016	04/07/16	04/28/16
Reference Publishing	September 2016	06/16/16	07/07/16
Charleston Conference	November 2016	08/18/16	09/08/16
ALA Midwinter	Dec. 2016-Jan. 2017	11/10/16	11/28/16

FOR MORE INFORMATION CONTACT

Toni Nix <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892; USPS Address: P.O. Box 412, Cottageville, SC 29435; FedEx/UPS ship to: 398 Crab Apple Lane, Ridgeville, SC 29472. 🌿

Rumors from page 1

she even worked on her front porch when downtown Charleston was closed by police. We in Charleston are used to flooding plus we lived through Hurricane Hugo when most of us evacuated Charleston, but this was still an event! Thanks to everyone for persevering. Our love and thoughts go out to our friends in Columbia and the upstate. I never realized that Columbia was surrounded by so much water. Reportedly 12 dams broke! and the LSU-USC football game had to be played in Louisiana. Irony that our friends in California need rain and we have more than enough! But take heart, El Nino will supposedly solve that problem soon. Mother Nature is definitely in charge!

Meanwhile, back in our library industry world, so much has been going on!

Can you believe it? More consolidation! **ProQuest** has acquired **ExLibris** for a reported \$500 million. What will this mean for the competitive ILS business? How will this affect Summon and Intota? Read **Erin Gallagher's Hot Topics** for more speculation! <http://www.proquest.com/about/news/2015/ProQuest-and-Ex-Libris-Join-to-Accelerate-Innovation-for-Libraries-Worldwide.html> <http://www.geektime.com/2015/10/08/proquest-acquires-israeli-company-ex-libris-for-500-million/>

Speaking of which, a panel consisting of **Bob Nardini** (Coutts), **Tony Doyle** (Elsevier), and **Doug Way** (U Wisconsin, Madison) will be delivering a **Neapolitan** in Charleston on an apropos topic — **Industry Consolidation: Real Life Examples**. Apparently **ProQuest** will not give us more information on the purchase right now. Stay tuned! <http://www.charlestonlibraryconference.com/conference-info/program/full-schedule/>

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There were many meetings in October. The **Ninth Outsell Signature** event was held in Pinehurst, NC. **Success in the Digital Machine Age** included over 140 information industry CEOs, COOs, and presidents from the U.S. and beyond. In the evening keynote, **L. David Marquet** whose best-selling book *Turn the Ship Around* described how a submarine of followers became leaders. Other speakers included **Anthea Stratigos**, co-founder and CEO of **Outsell** who outlined trends that will matter in the future, **Chris Giles**, economics editor of the *Financial Times*, **Wilma Jordan**, founder and CEO of the **Jordan, Edmiston Group, Inc.** (JEGI), **John Ross**, President of Analytics at Inmar and many others completed the speakers. There were many unique networking opportunities and it's truly impossible to do justice to all the unique approaches provided by the attendees, an amazing group of optimistic, energetic, creative, and innovative entrepreneurs.

At the Signature event, I had the good fortune to sit next to **Thane Kerner**, CEO of **Silverchair Information Systems**, who has spoken at the **Charleston Conference** several times. Will we see him this year? Meanwhile, heard from **Oxford University Press' Global Academic Division** that they have entered into an agreement with **Silverchair** to migrate their extensive portfolio of journals and many online products to a new publishing platform powered by **Silverchair's SCM technology**.

<https://global.oup.com/academic/news/silverchair-announcement?c=c=us&lang=en&>

Dick Gottlieb of **Greyhouse Publishing** was also at the **Signature** event! It's hard to keep up with all the distribution arrangement acquisitions that **Dick** is making these days — **Bowker**, **Salem Press**, **H.W. Wilson**, etc., etc. **Dick** says he will be in Charleston for sure! Greyhouse.com/

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The Evolving DDA Project ... from page 10

What Can We Do As A Consortium

There remain many big questions about long-term sustainability on the consortium side. We need to be able to model out what has come before in order to have a sense of what we are able to do in the future. I think that raises a major concern when we look at the evolution of libraries, electronic content, and librarians' skill sets.

I can only speak for myself, but I don't think that my experience is uncommon: I was not trained to purchase books after examining various sets of metrics. I bought books in anticipation of local needs that were based on plans, institutional research focus, the curriculum, and faculty requests. Those are two completely different skill sets, and I have learned on the job how to run analyses and use their results to make data-informed decisions. We as librarians need to continue to develop these skills that allow us to independently assess our success and adjust accordingly.

It's much more natural for publishers or aggregators to serve this role because they've been running their businesses and understand how to assess ROI using very specific metrics. The volatility in the eBook marketplace is driven in large part by what their data tell them about how new models impact their sales.

While **COUNTER** book reports provide some useful information, librarians also rely on the more granular data their vendor partners provide. The proprietary data collection methods used by vendors generate a variety of useful but non-standard data points. This puts librarians at a disadvantage for understanding the comparative ROI across various eBook platforms.

And this lack of a standard data set is an issue and will continue to be so. I don't think there are workable models right now that serve the needs of librarians — that demonstrate to us how to analyze the data, what it means, and how to then act on it — and that's really the crucial element. Librarians need to know, for example, what happens when STL rates increase. What impact would removing embargoed titles by one publisher have on costs? What happens when two years of titles from a new publisher are added to a DDA profile? Where is the best use, and how can we design around that? Without a standard approach for analyzing ROI, we may defer to those producing the data to model the impact of marketplace changes or we may just make some educated guesses. The libraries' users are best served when we have a shrewd understanding of the value of the products we buy and make our decisions accordingly, and good data is the foundation.

As publishers, aggregators, and librarians all continue to work together to figure out what the best, most mutually sustainable models are for eBooks, let's also collaborate to determine the right metrics and the right analytic models. Such shared transparency may help build trust across partners while also providing librarians with confidence in their data and decisions. In the end, it will provide the widest range of content at the best possible price to the libraries' users, now and in the future. 🌸

Future Dates for Charleston Conferences			
	Preconferences and Vendor Showcase		Main Conference
2016 Conference	2 November	3-5 November
	2017 Conference	8 November	9-11 November
	2018 Conference	7 November	8-10 November
	2019 Conference	6 November	7-9 November

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Random Ramblings from page 70

this is not always the case so that authors with good networks may still be able to identify others who would like to work with them on scholarly publications. In fact, if one collaborator is still employed, the retired author may benefit from the support services available to this co-author.

I've often had to pay for my professional travel once I exhausted my employee travel allocation. At least I was able to take these expenses, which could be as high as \$5,000 annually if I attended an international conference, as a tax deduction. Doing so will be much more difficult now that I'm retired. When I asked this question on the RMRT discussion list, several librarians replied that their accountants told them that they had to provide justification for attending beyond professional development, which the IRS accepts as a way to keep your job and make more money to be paid back in increased taxes. If I can find publishing opportunities that include royalties, I might still be able to justify conference attendance as a business expense. Otherwise, I'll need to be creative since I've taken on committee responsibilities within ALA for the next four years and certainly don't want to miss the Charleston Conference.

My investigations as described above support my hypothesis that publication after

retiring does not happen all that frequently. In addition to the librarian who writes about the projects that she supervises as a volunteer, one person wrote a chapter in a book about retirement, and several continued to produce book reviews, one at the rate of 50 per year for children's books. I'm also pleased that the retirement model matches well my publication habits. Beyond my columns that are mostly opinion pieces, my more scholarly publications normally don't require expensive equipment and can be done from my home office. I also prefer writing as a single author. I already have several serious projects in mind that I should be able to complete quite handily on my own. The big issue may be finding a way to make my professional travel tax deductible.

My final observation is that I publish not for external but for intrinsic rewards so that retiring won't change my motivation. While I won't say that I enjoy every moment spent in preparing the manuscripts, I get great satisfaction when my works appear in print and even more when someone cites them or tells me that they found them useful. I know of other professors like me. One of Wayne State's most renowned English literature scholars continues to commute to campus each day to continue his research. While I hate driving too much to follow this model, I intend to spend at least a portion of each day writing or, at a minimum, gathering the information needed to write intelligently. Only time will tell if my initial expectations are accurate. 🍷

Rumors from page 12

Speaking of which, we are lucky that so many of you attend Charleston, Frankfurt, and other meetings in October! **Anthony Watkinson** who is in Frankfurt has promised a report for *ATG* soon!

Was thrilling to meet **Gregory McCaffery**, CEO and President of **Bloomberg BNA**. **Gregory** told me he has several librarians working for him and that he doesn't want that to change since librarians are so valuable and know so much. He did say that they were rethinking the name "librarian" and are leaning toward "taxonomist" instead. I remember way back when **Lucretia McClure** (who BTW just received the **2014 Robert F. Metzdorf Award** from the **University of Rochester Friends of the Library**) advocated keeping the name librarian and I agreed with her. Have professionals like doctors or lawyers or dentists changed their names? Why should we?

<http://www.library.rochester.edu/news/metzdorf-award-2014>

http://www.bna.com/?PROMOCODE=G-PSLEGAL&utm_source=google&utm_medium=cpc&utm_campaign=bbna_home&gclid=CJ27ofi1u8gCFYcYHwodJkMI3Q

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Let's Get Technical from page 84

provided with several remediation lists that have enabled us to do systematic database cleanup in certain areas. We have been able to do a clean-up of records for which the title and author in records in our local database did not match the corresponding record in OCLC, records that did not have holdings set in OCLC, and records lacking an OCLC number.

Projects such as these are not necessarily meant to be perfect in their execution. When performing any process with nine million records, there are bound to be errors and inconsistencies. For example, the task force that outlined the scope of the project, retention commitments and criteria, acknowledged in their final report that there are bound to be errors with the data set, and they did not recommend an inventory of titles identified for retention as a good use of resources. However, it is the technical services staff that often carries out and maintains the day-to-day and title-by-title issues as they come up, and it is imperative that they should be included in the decision-making process with projects such as these from the beginning. Doing so will reduce potential errors and will improve the overall outcome of the project. 🌿

Rumors from page 71

Many of you have searched the online *ATG* archive at **Purdue University Press**. It's a fabulous place to start looking for library issues and history. I had forgotten that **Lucretia** guest edited the 2000 **Millennium issue** of *ATG*, for example! Check it out! <http://docs.lib.purdue.edu/>

Speaking of library issues and history — It was great to run into **Leigh Watson-Healey** at the **Outsell Signature Event**. **Leigh** is the lead analyst for **Outsell** and speaks and writes frequently about key trends and issues in the information industry. Me, I remember when **Leigh** worked for **Faxon**, **Dick Rowe**, and **Becky Lenzini**!

And talking about old friends, I was excited to see names of two old *ATG* friends in the issue — **Tom Izbicki** (**Collecting to the Core – The Renaissance**, this issue, p.56 and **Xan Arch** (**Reflections on the 2011 PDA issue**, this issue, p.26.) I remember that **Thomas** used to be at **Johns Hopkins** and **Xan** used to be at **Stanford**. We will see **Xan** at the **Charleston Conference** this year.

<http://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=3827&context=atg>
<http://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=2589&context=atg>

Another old friend, **Bob Holley** tells us in this issue (p.70) that there is a new **ALA Retired Members Roundtable (RMRT)** which will keep up with professional activities by members since retirement. Hmmm, there are plenty of active retirees. Look at our mentors at the **Charleston Conference**. And — **Derek Law**, now retired, is enjoying his grandfatherly duties BUT he will also give the **Charleston Conference** closing session!

OH! This is very relevant to this guest edited issue on STLs and Emerging eBook Business Models! Did y'all see that the incredible **Chuck Hamaker** of UNC-Charlotte has put together the **Charlotte Initiative: Permanent Acquisitions of eBooks for Academic libraries**. This spring, the **Atkins Library** at UNC-C received a grant of \$271,000 from the **Andrew W. Mellon Foundation** for a two-year research and planning grant to produce recommendations for the licensing and

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Evolutionary Ecology Research

MICHAEL L. ROSENZWEIG — EDITOR-IN-CHIEF

"The report of my death...is greatly exaggerated." — Mark Twain

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Endnotes

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Rumors from page 85

acquisitions of eBooks. There are three core principles: unlimited simultaneous users, no DRM, and irrevocable perpetual access and archival rights. Unfortunately, Chuck will not be in Charleston this year, but there are many key people involved in this initiative. Be sure and attend the program at the **Charleston Conference** on Friday, November 6, 12:45-2:00 at the **Courtyard Marriott**. <https://2015charlestonconference.sched.org>

Against the Grain / November 2015

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EDINBURGH
University Press

Blurring Lines from page 87

journal article, i.e., \$7500), the press brings together a group of likeminded stakeholders to ensure the viability of the program. And for authors who cannot afford the APC, the press will offer assistance in the form of sponsorship derived from its various revenue streams around the Luminos model. The press describes the model as a starting point and expects that funding mechanisms will shift and evolve over time, but the out-of-the-gate offering is an important step for open access publishing.

Open Access Journals

I began this column by stating, among other things, that the conversation around open access needs to move aggressively beyond journals into monographs, archives and other digital items. So it may seem odd that I finish by highlighting the efforts of **Ubiquity Press**; a decidedly journal-oriented open access publisher. But **Ubiquity Press** is so much more. **Brian Hole** founded **Ubiquity Press** to address the high APC costs to publish open access and to ensure that coverage was better extended into the humanities and social sciences. With APC as low as \$450 for a journal article and \$4500

for a monograph, the model is clearly addressing cost. But the innovation **Ubiquity Press** is bringing to open access is with its platform that allows for the publication of the aforementioned "other digital items." Open access will eventually extend to the datasets that inform the scholarly journal articles and monographs (and I write this as an erstwhile scholar fully aware of the currency of primary data generated by the researcher through blood, sweat and tears), and the **Ubiquity Press** platform allow for the open delivery of data, software, hardware, bioresources, etc. **Ubiquity Press** sees this platform as its main innovation and is making it available to university presses so that university-based publishing may continue to rise in importance beyond monographs.

Summary

Demand-driven models (the subject of my last column) and open access publishing have been the two most fertile grounds of innovation in the library services space over the last ten years (opinion of course!). Thinking about how these two trend lines evolve and which people, institutions and companies will push them forward is top of mind for me. Come see our plenary session at the **Charleston Conference** on Open Access and let me know what you think will happen in OA and DDA. 🍷

Last and far from least – tada! Matthew Ismail, Tom Gilson, and I are beginning work on a small book series called the **"Short and Sweet series."** We envision these as short monographs 25-50 pages focusing on cutting-edge topics of interest to practicing information professionals, administrators in libraries, CEOs in universities or businesses, consultants, and the like. **Short and Sweet** must be: easy-to-read, understandable, and practically applicable. The tone is for the general reader not the academic quagmire

in too much detail. Volumes already accepted for the series include such topics as Reading in a Digital Age, Entrepreneurial Approaches to Library Transformation, Marketing and Consumer Behavior in Libraries, Peer Review in a Digital Age, and Entrepreneurship in the Realm of Libraries and Scholarly Communication. If you would be interested in learning more about this series, please contact **Matthew Ismail** at <matthew.ismail@icloud.com>. 🍷

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