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People Profile: Ashley Ireland

Editor

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Mindy King and Aaron Nichols is another good article about how a library decides to provide this type of access. The article explains how they targeted high cost, low use journals and switched them over to the pay-per-view model. They also surveyed users and found that they valued the speed of delivery for pay-per-view over using print journals or interlibrary loan. Their pay-per-view program has been successful in providing access to more journal content in a timely manner.

The last article is written by Douglas LaFrenier of American Institute of Physics. Back in 2002 I approached Doug and asked him if AIP would be willing to provide UNC Greensboro with pay-per-view access to his journals. The reason was that our physics program had gone from a Master’s degree to a four-year degree so we didn’t need to subscribe to all the AIP journals anymore but we still wanted to provide our faculty with access. I remember telling him “we have to cut your journals so wouldn’t you rather get some money from us than none at all?” Doug said “yes,” and we entered into a beta test with AIP and today AIP provides pay-per-view for all types of customers. In his article “Pay-Per-View at the American Institute of Physics” Doug talks about how AIP first started with credit card transactions and then started an article bundle program through deposit accounts. He also mentions how allowing Google to crawl their information has made their content more prominent and doubled their article sales.

Doug also mentions that there is another pay-per-view company that has started a 24 hour rental service for articles called Deep Dyve. Everyone needs to keep an eye on this company because it could be a significant player in research in the future.

As you will see from these articles, pay-per-view is something that is needed in today’s economy for all types of libraries and publishers. Since 2001 UNC Greensboro has been a strong supporter of pay-per-view and we will continue to advocate that more publishers and vendors provide this type of alternative access to their content. 😊

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<http://www.against-the-grain.com>

By VICKY SPECK

... against the grain

people profile

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BORN & LIVED: I was born and raised in the rural area northeast of Louisville, Kentucky.

PROFESSIONAL CAREER AND ACTIVITIES: I will soon begin my third year of employment at Murray State University, my first professional position.

IN MY SPARE TIME: I enjoy watching both good and bad movies, and critiquing each.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: In five years, I believe the publishing industry will still be grappling with new sales and marketing models. 😊

Ashley Ireland

The energetic and bouncy Cris Ferguson (Furman Electronic Resources/Serials Librarian) <cris.ferguson@furman.edu> and her husband John Larkin are expecting another baby in May. She says that she and John are looking forward to the arrival but they are not sure that Cullen, their son, knows what’s going on yet!

The 2009 Vicky Speck/ABC-CLIO Leadership Award went to the wonderfully creative and efficient Heather Miller, Associate Director, Library Systems and Technical Services at SUNY Albany University Library. The award was announced at the Charleston Conference during the morning plenary session on Thursday, November 5. Heather’s steady hand has guided the Conference since it started oh so many – 29 – years ago! Thank you, Heather!

And Heather praised The Charleston Conference Observatory Project which was run by CIBER and Professor David Nicholas (Director of the Department of Information Studies, UCL Centre for Publishing and CIBER research group), Ian Rowlands, ebrary, YBP, and The Charleston Conference. Says Heather: “The Charleston Observatory is one of the best things to come out of the Charleston Conference...”

Speaking of The CIBER Global Library Survey, CIBER has just announced the availability of the final report which details trends, challenges, and best practices. To receive a free copy of the report, visit www.ebrary.com/corp/inforequest/survey2009.jsp.

And Dr. Allen McKiel, Dean of Library and Media Services at Western Oregon University, will lead an interactive presentation of the final results at ALA Midwinter on Saturday, January 16, 2010, from 10:30am to 12pm at the Boston Park Plaza (Whittier Room) in Boston, MA. All are invited to discuss what the findings mean for libraries as well as possible responses and solutions. www.ebrary.com/corp/inforequest/alamw10survey.jsp.

Did you attend Boe Horton’s presentation in Charleston in 2009 on his research on...