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If Rumors Were Horses

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Follow the Greenback Road: Budgeting for Reference Resources

by Frances C. Wilkinson (The University of New Mexico; Phone: 505-277-4241; Fax: 505-277-7196) <fwilkins@unm.edu> and Linda Lewis (The University of New Mexico; Phone: 505-277-7828; Fax: 505-277-4446) <llewis@unm.edu>

This keynote column began in the Reference Publishing Issue of Against the Grain in 1997. Over the years the authors have asked librarians and sometimes students and/or publishers a variety of questions of current interest such as: what percentage of reference publishing is electronic vs. print, can you afford both, how do you decide which format to buy, what are the advantages of print vs. electronic, which do you prefer and why, which do your patrons prefer and why, how do you link to e-products, do you keep usage statistics, what are the future trends in reference publishing, and is print being abandoned?

So, what has changed? Five years ago the question seemed to be “Do we want it in electronic format in addition to print?” Only a year or so ago, the question seemed to be “Do we want it in print in addition to electronic format?” Now the question seems to be “If it is only available in print, will our students use it?” Another change is the national drop in reference questions. In most libraries, patrons are not coming to the reference desk as they used to. Now they are often dialing in to locate reference materials. Libraries are expanding their electronic reference services to meet the increased demand.

According to the Library Journal review of the best reference sources of 2002 (Library Journal, vol. 128, no. 7, p. 40, April 15, 2003), print reference tools continue to be published and purchased at about the same levels as previously even though online reference sources continue to proliferate.

Many university presses have been hurt by the decline in the library market. Some have responded by publishing fewer titles, printing fewer copies and raising prices (Choice, vol. 40, no. 9, p. 1485–1490). The eternal inflation in serials prices and the growth in the number (and costs) of electronic resources add to the stress on library budgets and librarians. Many publishers produce their major reference tools in both print and electronic formats. Costs of materials continue to increase and patrons continue to want more resources while most library budgets remain stable at best. What does all this mean for... continued on page 20

If Rumors Were Horses

I tell you what! Just when we thought that the Mergers & Acquisitions bug had reseeded, here we go again!

ProQuest Information and Learning has acquired SIRS Publishing, Inc. (SIRS), the publisher of SIRS Research(r), SIRS Discoverer(r), SIRS Enduring Issues(tm) and other databases. SIRS, based in Boca Raton, Fla., provides online, CD-ROM, and print reference databases to more than 50,000 libraries worldwide. The acquisition was finalized on July 21, 2003. SIRS co-founder Eleanor Goldstein will remain with ProQuest as Founding Publisher, reporting to Barbara Beach, Vice President, K-12 Publishing, ProQuest Information and Learning. SIRS offices will remain in Boca Raton, Fla. www.il.proquest.com

Baker & Taylor, Inc. has announced the purchase of the 175-year-old company by Willis Stein & Partners from The Carlyle Group for $255 million. Based in Chicago, IL, Willis Stein & Partners is a private equity investment firm specializing in investments in profitable, well-managed, and growing businesses targeting the consumer products and services, media, telecommunications, business services, manufacturing, and health care industries. The principals of Willis Stein have made investments in more than 40 companies and currently manage approximately $3.0 billion of equity capital. The Carlyle Group acquired Baker & Taylor from W.R. Grace & Co. in 1992. Gary Rautenstrauch, Baker & Taylor’s CEO and President, told employees at the sale’s closing that Willis Stein would appoint Richard Willis as the new CEO and President. Richard Willis brings more than 20 years of experience in the media and manufacturing industries. Mr. Rautenstrauch will remain involved with the company through the transition. See our interview with Gary Shirk, President and COO, YBP, this issue, p.64.
From your (envelope addressing) Editor

Well, my son's wedding is less than six weeks away. Guess what I'm doing (when I am not working on AGG)? You guessed it! Addressing invitations to the Rehearsal Dinner. I already have my mother-of-the-groom dress, now it's just a matter of fitting into it, so the Rehearsal Dinner is the next big event on the calendar. Yikes!

But I tore myself away from the calligraphy pen to read this issue. It is incredible. Tom Gilson, our guest editor, has put together some great papers from Fran Wilkinson and Linda Lewis, Irv Rockwood, Phil Powell, and Alis Whitt. We also have a paper on pricing models from Barbara Schader and Mark Funk, and another one on eBook buying from Sydney Allen and Heather Miller. Back further in the issue, we have interviews with Gary Shirk, Ron Boehm and Rolf Janke, profiles of a very famous Rob Withers, a hilarious Ned Kraft piece on Fear Factors in libraries, and a timely article on filtering by Bryan Carson. Now you just have to see for yourself what all else is in this issue. I have to finish the addressing. Or else I will be in trouble with my new "in-laws."

Yr. Ed.

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Rumors
from page 1

http://news.corporate.findlaw.com/prnewswire/ 2003070303/3id=2003194412.html

And this as we go to press — The Thomson Corporation (TSX: TOC; NYSE:TOC) has acquired Techstreet, Inc., a digital content delivery company that provides full-text industry standards and specifications to engineers, researchers, and technical and information professionals worldwide. Terms of the transaction were not disclosed. Techstreet delivers full-text standards and specifications from Standards Developing Organizations (SDOs), including the American Society for Testing and Materials (ASTM), the American Society of Mechanical Engineers (ASME), the British Standards Institution (BSI), the Institute of Electrical and Electronics Engineers (IEEE), and hundreds more SDOs giving them one of the world’s largest collections of industry standards and specifications. Most documents can be obtained in both print and electronic format, via subscription or single-document delivery. The Techstreet offering also includes a large collection of technical books, materials property data, and technical training from publishers, industry associations, and technical societies worldwide. "This business provides Thomson a key source of foundational content. ...," said Mike Tansey, Chief Executive Officer of Thomson Scientific. "Adding Techstreet makes Thomson a stronger one-stop resource for technical and intellectual property information for engineering research and development, delivering patents, journal literature, and standards information." We are very enthusiastic about the opportunities presented by joining the Thomson family, said Gregg Hammberman, Co-founder and President, Techstreet. Techstreet will become part of the Scientific business within Thomson Scientific and Healthcare, and will be managed by Gregg Hammberman and Andrew Bank, Co-founder and Vice President of Business Development. www.techstreet.com

Plus — This just out courtesy of Reuters and Liblicense. — British private equity firm Candover Investments CDLL said recently that the U.S. Department of Justice has cleared its acquisition of science and trade publisher BertelsmannSpringer, announced in May. Candover, which joined with fellow British-based buyout firm Cinven to make the 1.05 billion euro ($1.14 billion) offer to Germany's Bertelsmann AG BERT1.UL, said the U.S. had also given the go-ahead for the two firms to merge the unit with their own scientific publisher, Kluwer Academic Publishers (KAP). The newly merged company, to be called Springer, will become the world’s second-largest publisher of scientific, technical and medical titles, the private equity firms said in a statement. They added that Springer will have revenues of about 880 million euros. The deal is expected to close on September 15. Candover and Cinven acquired Netherlands-based KAP from publishing house Wolters Kluwer in January 2003 for 600 million euros. In May, they announced a deal to acquire BertelsmannSpringer, but have been waiting for regulatory approvals to close the deal ever since. The transaction was cleared in Europe in July after Candover and Cinven agreed to remove French competition concerns by offering to sell Bertelsmann’s French medical publishing business. The two firms said they would each have a 50 percent stake in Springer and would plan to control the business for the next three to five years — a typical timeframe for private equity investments. http://reuters.com/news/article. html?type=business&storyID=333777

I have some incredibly sad news to report. Heard from the incredibly energetic, fabulous, up-beat, hard-working, industrious, and just all-out wonderful Dana Alessi <dalessi4@cox.net>. Dana left Baker & Taylor to work for Ovid in January of 2000 and has held several other interesting and challenging jobs as well since she fell in love with Las Vegas and wanted to stay there. But now Dana is facing her biggest challenge of all. She has recently had surgery for a brain tumor and has been diagnosed with terminal brain cancer. Dana writes that she could last from months to a few years. She says she wants people to know since she'd love to hear from all of us about how we're all doing. In time Dana even hopes to go back to work. She can be reached at this new email <dalessi4@cox.net> or via snail mail at 7908 Riviera Beach Drive, Las Vegas, NV 89128, tel 702-562-0560. Dana says she treasures all her memories of all the wonderful Charleston conferences and her library, publishing, and vendor friends. We love you, Dana!

8/12/03 was the anniversary of Lyman Newlin's 70th year in the book business! He started his first job in 1933 working for the Economy Book Stores in Chicago. The Depression was on and so was the World's Fair. FDR had just pushed through the 40-hour work week with a minimum of $15/week. The history this man has lived through is incredible as is his encyclopedic memory for everything, especially names! He says he'll be in Charleston in November! Plus he's just renewed his driver's license and it doesn't expire until he's 101! My gosh!

The truly amazing Charles W. Bailey, Jr. <cballey@uh.edu> has been appointed Assistant Dean for Digital Library Planning and Development at the University of Houston Libraries. He served as Assistant Dean for Systems at the University of Houston Libraries from 1987 to 2003. As you may remember, in 1989, Bailey established PACS-L, a mailing list about public-access computers in libraries, and The Public-Access Computer Systems Review, one of the first scholarly electronic journals published on the Internet. He served as Editor-in-Chief of this free, peer-reviewed e-journal until the end of 1996. In that year, he made available the first version of the Scholarly Electronic Publishing Bibliography, a free electronic book that is regularly updated. As the bibliography evolved, a resource directory and a Weblog were added. Forty-nine versions of the bibliography have been published, and there have been over 2.5 million requests for its component files. Recognition of his early electronic publishing efforts, Bailey was given a Network Citizen Award by the Apple Library in 1992 and the first LITA/Library Hi Tech Award for Outstanding Achievement in Communicating to Educate Practitioners Within the Library Field in Library and Information Technology in 1993. Bailey was profiled in the Movers & Shakers 2003: The People Who Are Shaping the Future of Libraries supplement to the March 15, 2003 issue of Library Journal. Bailey has served as co-editor of Advances in Library Automation and Networking and on the editorial boards of Library Computing and Reference Services Review. In 1988, he served as the first Vice Chairperson of the Library and Information Technology Association's Imagining Interests Group, and he subsequently served as its Chairperson. He is a frequent contributor of reviews to Current Cites. <http://info.lib.ohio.edu/cvw/bailey.htm>

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<http://www.against-the-grain.com>
The basic story is that Ingenta's senior management opted to reorganize and, faced with ongoing financial pressures, decided to cut some costs. As a result, one of the company's senior executives, Adam Chesler, was let go. Chesler had been with Ingenta for more than five years, but his departure was sudden and unexpected. Chesler's departure is the latest in a string of layoffs and restructuring efforts at Ingenta. Last year, the company laid off several employees and closed some of its offices in order to cut costs.

The move has raised concerns among Ingenta's employees and customers. Some worry that the layoffs will hurt the company's ability to compete with its rivals. Others fear that the company may be putting too much emphasis on cost-cutting and not enough on innovation.

Despite these concerns, Ingenta's management has defended its decisions, saying that the company needs to be more efficient in order to survive in the current economic climate. The company has also announced plans to increase its focus on digital publishing and cloud computing, two areas where it sees potential for growth.

The recent layoffs at Ingenta are just the latest example of the challenges that companies in the publishing industry are facing. As the demand for digital content continues to grow, companies are under pressure to adapt and innovate in order to remain competitive. The future of the publishing industry is uncertain, but one thing is clear: change is coming, and companies will need to be prepared to adapt in order to survive.
I spent all of last winter wondering, in anticipation, for warmer days and now that 30 degrees C has arrived I'm thinking—maybe autumn won't be so bad after all. You have to consider that the word “air-conditioning” does not exist in the English vocabulary. I've also been blighted by hay-fever for the first time in my life, which I still can't quite believe. How do these allergies suddenly arrive?

Enough of the weather and my health. In spite of the heat, there has been lots happening over here.

I notice from the BBC Website http://news.bbc.co.uk/1/hi/entertainment/3053423.stm that a manor house that once belonged to Jane Austen's brother is opening to the public later this month as a library and study centre for women's writing.

The National Library of Norway has selected FAST Data Search to power its many digital information archives, including: The Digital Radio Archive (DRA), Culture Net Norway (Kulturrnett Norge), The Digital Newspaper Library, Cultural Heritage EKofisik, The Nordic Web Archive (NWA), Paradigma, and The National Library's own public Website. For those of you that speak Norwegian http://www.nl.no/.

Vitek Tracik <vitek@ursei.co.uk> and his colleagues at BioMedCentral http://www.biomedcentral.com/tell me that they have now published over 2,500 articles of peer-reviewed biomedical research, all of which are covered by their open access agreement.

I am also pleased to announce that our friends at Palgrave Macmillan have announced that Statesman Yearbook Online (SYBWorld) is now available for trial http://www.sybworld.com.

The 3rd Scottish eBooks Seminar will be taking place in Edinburgh on September 24th organised by SLAINE http://www.slainte.org.uk. Colin Galloway of Glasgow University will be chairing the event and there will be speakers from the National Institute for the Blind, North Lanarkshire Council and the NHS e-library.

I can't write this column without mentioning Harry Potter and the Order of the Phoenix. I am told that British library supplier Aspects made special arrangements to ensure that Harry Potter and the Order of the Phoenix reached library shelves on the same day as it hit the bookshops. Scheduled events in the UK included Potter workshops at Newcastle City Libraries, a midnight vigil at Cheltenham Library and breakfast events by Gloucestershire libraries. If you don't know your howlers from your owls, go to the Harry Potter site at http://www.bloomsbury.com/harrypotter/ and find out more.

The University of Edinburgh and the Sunday Herald newspaper have launched a plea for books to send to the looted library of Baghdad University, reputedly the oldest university in the world. The campaign has successfully secured a copy of every book in the catalogues of Edinburgh University Press and Canongate Books. Further donations have come from Blackwells and Elsevier. To help, contact Ian Revie +44 131 650 8415 <ian.revie@ed.ac.uk>.

I am told that the information services centre at Kings College London, the Maughan Library has won the 2003 City Heritage Award for the most outstanding conservation project in the City of London. The Maughan Library is thought to be the largest new university library facility in Britain since the Second World War http://www.kcl.ac.uk/depts/iss/sites/chancery/topchancery.html.

Congratulations to Tim Owen and Barbara Buckley who became Mr. and Mrs. Buckley Owen recently. Tim is Head of External Relations at CILIP and Barbara secretary to the Statistics Commission. The North West Museums, Libraries and Archives Council (NWMLAC) has appointed Clare Connor as Chief Executive. We wish you luck, Clare! I am also pleased to announce that Christine Mline previously Liaison Librarian at the University of Reading has been appointed Librarian at Christies Education.

It was good to see Helen Henderson <helen@helenhenderson.com> earlier this month as she came to visit us in Paddington Station. She was as effervescent as ever as she told me about all her new projects including BookLink a project which involves publishers sending books to libraries in Ethiopia. If any publishers want to know more about this good cause they should contact Helen on the address above.

xrefer are hosting their own event this week in the Hilton in Paddington Station called "Libraries on the Web: collections or services?" Ben Schott, the author of Miscellaneous is speaking along with Elizabeth Malone head of e-content and strategy at Kingston University and Michael Lightowler of Westminster Libraries. If you can't make it in person full details of presentations will be posted under news and events at http://www.xrefer.com/

That's all for now. Until next time…
on specific topics such as electronic commerce, publishing, Macintosh, Windows, programming and more. IPCA is updated on a monthly basis.

http://www.ebsco.com

Speaking of which, the International Bibliography of the Social Sciences (IBSS) is now available through the Internet Database Service from CSA (Cambridge Scientific Abstracts). The IBSS database provides coverage of the core social science disciplines of sociology, politics, economics, and anthropology, containing more than two million records published since 1951. International in scope, a quarter of the IBSS database reflects materials not originally published in English. IBSS also features extensive coverage of books and monographs. http://www.csa.com/csa/actsheets/ibss.shtml

Elsevier Inc., The MIT Press, and John Wiley & Sons, Inc. have settled their pending copyright infringement lawsuit against Custom Copies, Inc., and its president, Kenneth F. Roberts, both of Gainesville, Florida. The suit charged the defendants with unauthorized photocopying of material from the publishers' books and journals. In settlement of the case, the defendants agreed to pay an undisclosed amount, regularly report photocopy usage, and promptly pay associated royalties to rights licensing agent Copyright Clearance Center. www.copyright.com/News/PressRelease2003/July14.aspx

Project MUSE®'s Web Development Specialist Brian Wingenroth and UNIX Systems Administrator Thom Maszczynski were selected to present their recent research on mirror sites at the Ausweb 2003 Conference. The conference was held July 5-9, 2003 in Gold Coast, Australia. Wingenroth and Maszczynski jointly submitted “Transparencyly Guaranteeing Fault Tolerance, Geographic Affinity, and Load Balance Mirror Sites” for the 2003 Ausweb Conference. While there, the pair presented and discussed their work on potential solutions to the mirror site problem many content providers are faced with today. Their research involves utilizing communication between mirror sites to enable transparent failure in the event of a single site failure; transparent redirection of a user to the closest copy of the Website; and the incarnation of load balancing to distribute requests so a single site is not disproportionately overburdened. http://muse.jhu.edu

Bridgeman Art Library (www.bridgeman.co.uk) and xreferplus, its flagship online reference service. Bridgeman Art Library images will be integrated with xreferplus’ existing content, enabling users to

research artists’ works in the context of biographical or historical information from other xreferplus resources. www.xrefer.com

"Scholarly Tribes and Their Hidden Tribes: How Tradition and Technology Are Driving Disciplinary Change" will be held October 17, 2003 in Washington, DC. Information technology is creating massive changes in how scholars work and communicate, what they produce as scholarship, and how they teach. The traditional communication practices in the humanities, social sciences, and sciences are both shaping and being transformed by the use of technology in support of research and publishing. The Association of Research Libraries will convene a group of scholars, librarians, information technologists, and administrators to explore how the disciplines and sub-disciplines are approaching the use of technology. Each discipline has deeply rooted research and communication traditions that are shaping how they use technology and defining the capabilities they need from technology to support and enhance their work. Blaise Cronin, Rady Professor of Information Science at Indiana University, will deliver the keynote address. John Unsworth, Dean of the Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign, will discuss the challenges of information technology in the humanities while Barbara O’Keefe, Dean of the School of Communication, Northwestern University, will address the same issue from the perspective of the social sciences. Clifford Lynch, Executive Director of CNI, will moderate the closing panel and share his views of the day's discussions. Preliminary Program is available at: http://www.arl.org/comm/disciplines_program.html. Registration, Cost, and Hotel Information can be found at: http://dl.arl.org/sti/

The latest set of Impact Factors released by Thomson- ISI in Philadelphia shows Nature journals dominant across a wide range of disciplines. Of the top ten journals of all types published at least once a month, no fewer than seven are Nature titles. Leading from the front, Nature records its highest ever Impact Factor, 30.432, up more than two points over the previous year and maintaining its established position as #1 among multidisciplinary journals. The results for the Nature Research Journals show them at #1 among primary journals in Genetics. Cell Biology (also at #3 in this field), Biotechnology, Immunology and Neuroscience, all as classified by ISI. In addition, Nature Structural Biology is #1 in the specialized area of Structural Biology (ISI does not have a formal classification for this area). The Nature Review Journals series was launched in the autumn of 2000. http://npg.nature.com

For sure, you know about all the hoopla in California. Well, now the library field has its own entry in the same column. Here’s all about it. There was an article recently in The Seattle Times seattletimes.com by Jack Broom <jbroon@seattletimes.com> called “Toymaker finds librarian who’s a real doll.” Anyway, this is the story of how Nancy Pearl, a librarian at Seattle Public Library, will have a Librarian continued on page 16

<http://www.against-the-grain.com>
action figure available in early September at the Archie McPhee store in Ballard — www.mcphee.com. "The role of a librarian is to make sense of the world of information. If that's not a qualification for superhero-dom, what is?" says Nancy. Go and read all about it. Buy a doll. What the hey. Like wow. I wonder what the doll will be worth in twenty years on eBay?

Did you see the article "Behind a Hacker's Book, a Primer on Copyright Law," by Seth Schiesel, New York Times, July 10? The article is about Andrew Huang (known online as "bunnie") and his book, Hacking the Xbox: An Introduction to Reverse Engineering. Apparently, John Wiley & Sons had agreed to publish the book but decided, on advice from internal legal counsel, not to do so because of concerns over the DMCA (Digital Millennium Copyright Act). According to the article, one or two chapters ran the risk of "disseminating information about how to circumvent copyright protection." This is illegal according to the DMCA. Huang ended up publishing the book himself and, with help from the Electronic Frontier Foundation, has found a publisher, Bill Coleman, who is President and Publisher of No Starch Press. For more information, go to http://www.nostarch.com/xbox.htm or http://www.nytimes.com/2003/07/10/technology/circuits/10book.html.

The above will be under discussion in Charleston and is the subject of a censorship panel on Friday afternoon run by David Goodman and Chuck Hamaker. Hope you are coming to Charleston. Sign up now! Here's the URL: http://www.katina.info/conference/.

Got a letter/email from, guess who, the inimitable Charles Wittenberg <cwitt@eleport.com> Moving right along, Charles says that his "alert friends" told him of his mention in ATG (v.15#3, p.6) (which I guess they will tell him again once this issue comes out. (readers, maybe you need your own subscription?). Anyway, Charles took issue with my description of him as wearing "Mickey Mouse watches." To wit, from Charleston: "I do not now, nor have I ever owned/orn such a foolish thing." So, apologies to you, Charles, I could have sworn that I saw… Anyway, Charles says that he is deep in a research project/book that he abandoned "when he was seduced by Mike Markwit into becoming a Willie Lohman wannabe." What can I say. Except I hope this starts a chain letter/email reaction and that I get an email from Mike Markwit <michael@tdnet.teldan.com> next!

Remember our fantastic interview with David Dekker in ATG (v.15#2, April 2003, p.54)? Dekker, the publishing company, has appointed Suzanne Müller and Danielle Berke to its team. Suzanne will lead Dekker's international sales force in the newly created position of International Marketing and Sales Development Manager based in the Basel, Switzerland office. Prior to joining Marcel Dekker, Suzanne worked for Birchbus Publisher, where she was head of the architecture sales and marketing department. Danielle is Editor-in-Chief of Journals. She has served as the Managing Editor for a number of prestigious publications, including the American Society for Clinical Pathology in Chicago. In her new position, Danielle will evaluate and adjust Dekker's journal portfolio to meet market needs. Additionally, she'll work to determine which disciplines Dekker should develop or divest. www.dekker.com

Well, some exciting news. The Charleston Conference this year is going to have student interns from the University of South Carolina's School of Library and Information Science! Most of them are enrolled in Heidi Hoereman's course on serials. This is one of a handful of serials courses available in the country. They are busy working to understand the world of serials in preparation for the Conference. One of the students who attended last year, Mary (Tinker) Massey, is on this year's program! If you are interested in mentoring an intern, please contact Heidi <heidihoereman@yahoo.com>. More information is in this issue of Against the Grain, p.16.

See this article "Agreement Ensures Permanent Public Online Access to Government Information" by the awesome Miriam A. Drake (August 25, 2003, Information Today). Anyway, "Public Printer, Bruce R. James, and Archivist of the United States, John W. Carlin have announced an agreement that will enable the Government Printing Office (GPO) and the National Archives and Records Administration (NARA) to ensure free and permanent access to more than 250,000 federal government titles available through GPO Access (http://www.gpoaccess.gov)." We all know how fragile and ephemeral much electronic information is. http://www.infotoday.com/newsbreaks/ nb030825-1.shtml

See the hard-working Tom Gilson's interview with Ron Boehm of ABC-CLIO in this issue, p.70. We have just learned that ABC-CLIO has announced that its databases, Historical Abstracts (HA) and America: History and Life (AHL) will support the OpenURL standard. The implementation is now complete and those databases are now certified OpenURL-compliant by SFX. As we all know, OpenURL is an emerging NISO standard, which allows users to link from a citation to a library's holdings. Melko Yanaguchi, Technical Services Manager/Systems Coordinator for the University of Wales Main Library is already an OpenURL enthusiast, both for making the research easier and for the way it helps promote electronic journals in the humanities. "Like many academic libraries we are spending an increasingly large amount on electronic databases and journals. But where scientists now expect most journal articles to be accessible online, researchers in the humanities may not realize just how many journals in their area are as well." OpenURL is part of a much larger trend that has gathered momentum within the last 12 months. By adopting the standard, content providers are creating a new information Web that is facilitated through any library's ILS systems. www.abc-clio.com

As we have all heard, COUNTER is a widely supported international initiative that serves librarians, publishers and intermediaries by facilitating the recording and exchange of online usage statistics. COUNTER is owned by its members and all publishers, intermediaries, libraries, consortia and industry organizations are eligible for full voting membership. To apply for COUNTER membership go to http://www.projectcounter.org. The following annual membership rates apply for 2004*: Publisher £500 ($750); Intermediary £500 ($750); Library £250 ($375); Library Consortium £335 ($500); Industry Organization £250 ($375). *UK Value Added Tax (VAT), at 17.5%, will be added where applicable. http://www.projectcounter.org

The Alibris Collector's Award was awarded at ALA in Toronto this summer — The Alibris Collector's Award is an annual grant of up to $3,000 worth of books to an academic, public, special, or K-12 library supporting specific collection development projects that advance the mission, priority areas, and goals of
the selected library. The purpose of the Award is to help provide materials for libraries with replacement, retrospective, collection development projects, or routine collection building needs. Applications must be received by December 1, 2003, so that the winning library can be selected and the award announced at the ALA Midwinter 2004. The Award is to be administered by the Alibris Collection Award Review Committee, appointed by Alibris, and currently including Michael Keller, University Librarian, Stanford University; Richard Weatherford, Chairman and Founder of Alibris; and Jack Waldorf. For more information visit http://www.alibris.com/library or see this issue, p.93.

And, speaking of awards, the Charleston Conference this year (and for the next five years!) is lucky enough to be able to give a $1,200 scholarship in the name of Rachel K. Schenk, a wonderful, caring, capable librarian, to some deserving librarian who has never attended the conference. Spread the word! See this issue, p.32 for more information or go to http://www.katina.info/conference.

And since we’re on Alibris — The deserving Brian Elliot was recently promoted from Senior Vice President to Chief Operating Officer. Wow! Congrats, Brian! Will we see you in Charleston?

The always-knows-everything-that-you-need-to-know Chuck Hamaker <chahamak@email.uncc.edu> sends word of The Penn Library Data Farm, a repository of quantitative information developed to aid the measurement and assessment of library resource use and organizational performance. In its design, this repository is multipurpose, providing space to assemble, process, integrate, analyze, and disseminate data. The Data Farm is a utility for staff who need quantitative information to manage resources, improve service, and assess library performance and impact. It is not a static warehouse of figures, but a more dynamic program that, to the greatest possible extent, equips staff to analyze and assess their work independently. The development of this site and the manner of its presentation are motivated by the need for empirical data that support planning and the achievement of goals, and will evolve according to this principle, http://metrics.library.upenn.edu/prototype/datafarm/

Serials Solutions, Inc. is freezing its 2003 price schedule and offering additional price breaks. Through January 1, 2005, Serials Solutions’ price schedule will not increase for its A-to-Z title list reports, full MARC records for e-journals, and full-featured OpenURL link resolver: Article Linker. In addition to the price schedule freeze, Serials Solutions is offering community and junior colleges an additional 25% discount on all services. The company is also eliminating a $150 fee that was charged for hosted reports collection, www.serialssolutions.com/join.asp.

And, as we go to press, I just learned that Stephen Rhind-Tutt and his wife have had a baby boy! It’s their first. No wonder he’s been so quiet lately!

For the third year The Charleston Advisor’s Readers’ Choice Awards have been published in the July 2003 issue (v.5, no.1). The awards are given for the best and worst electronic services and databases for libraries. A special one-time award, called the Five Star Award — went to the incomparable Ann Okerson and Liblicense for contributions to the library community in the licensing of digital content. Check out all the other awards at: http://www.charlestonco.com. My husband Bruce, daughter Ileana, and I spent a delightful few days with Michael Moss and his wife Lynn in Dunlop, Scotland this past summer. Michael is the Archivist at Glasgow University and he and Bruce were old friends from when they were students at Oxford University. Michael is quite a gardener and has written numerous books and essays. His latest is The ‘Magnificent Castle’ of Culzean and the Kennedy Family, Edinburgh University Press. Quite an impressive achievement. May be we can get Michael over here on these days.

Word has it that the wonderful Colin Harrison <colin.harrison@everett.co.uk> is selling Everetts’ subscription business to Swets Blackwell and their book business to Blackwells. I hear that Colin will be working for Blackwells. Everetts began life as a shop in the shadow of London’s St. Paul’s Cathedral in 1793. Gee whiz! Stay tuned.

Speaking of which, Swets Blackwell is changing its company name to ‘Swets Information Services’ in December 2003. The new name will be officially launched during the Online Information 2003 conference and exhibition held in London in December 2003. As part of the agreement with Blackwell concerning the purchase of shares from the Swets Blackwell joint venture, the Blackwell trade name will no longer be used for subscription activities. The use of the Blackwell name will continue to be used for the renowned chain of Blackwell bookstores. Eric van Amerongen, Chief Executive Officer of Royal Swets & Zeitlinger, says: “The continued use of ‘Swets’ in the company name emphasizes our century-long tradition of expertise, service and innovation. It also underlines the fact that the company is now wholly owned by Royal Swets & Zeitlinger Holding.”

Speaking of Blackwell’s Book Services, got word from the hard-working Tom Loughran (Manager, Approval Services, Blackwell’s Book Services) <Tom.Loughran@Blackwell.com> that he just got the data for his annual book pricing update column. The much-awaited-by-all-of-us column will run in the November Charleston Conference issue of ATG. Watch for it!

More with the Blackwell name — Nylink and Blackwell Publishing have negotiated a license arrangement for Nylink members wishing to access Blackwell’s online journal collections. The license, agreed after several months of negotiation from both parties, will help university, college and other New York state library members of Nylink to purchase access to Blackwell’s 629 highly cited, peer-reviewed journals, many published for scholarly and professional societies. Benefits of the Nylink/Blackwell Publishing license include access to all available online back-issues of the journals for faculty, researchers and students working within the participating sites, as well as off-campus. Nylink member libraries wishing to take advantage of this new license agreement should contact Diane Corroy at 781-388-8354 or via email at dcorroy@bos.blackwellpublishing.com, http://www.blackwellpublishing.com or http://www.blackwell-synergy.com.

SOLINET and the HBCU Library Alliance have received a $160,000 grant from The Andrew W. Mellon Foundation for a collaborative project to assess needs and develop a program to increase awareness and visibility of libraries at the nation’s Historically Black Colleges and Universities. The 12-month project will promote the role of the librarian on each campus and advocate for total integration of libraries into campus programs for teaching and learning. HBCU libraries serve as unique and indispensable gatekeepers for history, culture, and the African-American experience. Created by the deans and directors of these libraries after an historic meeting in October 2002, the Alliance seeks to ensure excellence in HBCU libraries through the development, coordination, and promotion of programs and activities to enhance members’ collections and services. Current Steering Committee members are Loretta O’Brien-Parham, (Director of the Harvey Library at Hampton University, VA); Janice Franklin (Director of the Library and Learning Resource Center at Alabama State University); Tommy Holton (Director of Libraries at Dillard University, New Orleans, LA); Emma Bradford Perry (Dean of Libraries at Southern University and A&M College, LA); and Elsie Stephens Wetherington (Dean of Library and Technology Services at Virginia State University). www.solinet.net

Those of you who have come to Charleston for many years will remember Melanie Gullberg, the delightful student assistant who helped with the conference for many, many years. In fact, we are still using the database that Melanie helped to develop. Well, Melanie just dropped in on the awesome Rosann Bazijian <r-b9@psulias.psu.edu> at Penn State! She is enrolled in the Penn State Ph.D. program in Human Development and will be there for five years! Now we can all keep up with her hopefully.

And, speaking of the Conference, look for Ellen Endres <eendres@brillus.com> this year! Walter de Gruyter, Scholarly and Scientific Publishers (New York and Berlin/Germany) and Brill Academic Publishers (Boston and Leiden/Holland) have joined forces to hire Ellen as North American Accounts Manager. Ellen has just been one of the few rare representatives of publishers in the scholarly market. She worked for Brill from 1993-1997, IDC, Nijhoff and PCC. I mean, she has worked with great people like Freek Lankhof, Ineke Middeldorp, and Claire Ginn! And now she continued on page 24
5B. How are subject electronic resources funded?

Donna Cromer: "No different than print."
Carol Ritzen Ken with Shelley Arlen and Marilyn Ochoa: "These purchases are done on a library-wide basis. Individual librarians, departments or subject selectors make recommendations for the major fund or they may combine monies from several subject funds. Individual selectors can purchase these materials but the cost usually means that they do not unilaterally do this from their specific funds."

Victoria A. Nozoro and Chris Sugueta: "Because of their serial nature, almost all electronic resources are purchased with state-appropriated funds in the base budget, not with soft money. Requests for new resources are prioritized periodically by the Subject Librarians group, and we have a Serials Review group consisting of the Head of CD and some subject librarians that looks at use and possible cancellation of both print and electronic."

Jean E. Strub with Kathy Pratt, Carol Hoover, and Lyn Bennett: "We buy print or electronic content."

5C. What percent of the acquisitions budget is spent on both print and electronic reference materials (break each amount out separately if possible)?

Donna Cromer: "Approximately 80% electronic, 20% print."
Carol Ritzen Ken with Shelley Arlen and Marilyn Ochoa: No response given.
Victoria A. Nozoro and Chris Sugueta: "The percent of the total acquisitions budget that can be considered "reference" is about 12% with approximately 3% for reference print and 9% for electronic reference titles."

Jean E. Strub with Kathy Pratt, Carol Hoover, and Lyn Bennett: "Print—5%, electronic—15%.

6A. Has the structure of the reference budget changed over the past several years? How?

Donna Cromer: "No really.
Carol Ritzen Ken with Shelley Arlen and Marilyn Ochoa: "No."

Victoria A. Nozoro and Chris Sugueta: "We recently changed the overall budget structure to reflect the growth in electronic serials and eBooks. Now they are tracked as sub-categories under Electronic Resources. However, the fact that an eBook or an electronic index can be utilized in a reference mode or transaction is not reflected by fund codes."

Jean E. Strub with Kathy Pratt, Carol Hoover, and Lyn Bennett: "We do not distinguish reference budget from main collection budget."

6B. Has your reference budget shrunk or grown over the past several years? How much?

Donna Cromer: No answer given.
Carol Ritzen Ken with Shelley Arlen and Marilyn Ochoa: "The budget for specific reference purchases is flat. The growth has come in group purchases."

Victoria A. Nozoro and Chris Sugueta: "The overall budget for reference has grown by approximately 15% in the last four years. This is entirely due to the shift to electronic resources and an approximation based on the cost of key high-end products such as Web of Science and WOS backfiles."

Jean E. Strub with Kathy Pratt, Carol Hoover, and Lyn Bennett: No answer given.

6C. What trends have you seen in reference budgeting over the past several years?

Donna Cromer: "I made a brief table to illustrate our reference budget over the last seven years (see p. 22). As you can see, things go up and down. The serials line is primarily electronic, while the book line is primarily print. Two caveats on the above figures: One, some of the fluctuation from year to year is because of extra gift and bond funds, outside of the normal budget, and two, there is overlap between electronic and print and books and serials, so treat these data as rough."

Carol Ritzen Ken with Shelley Arlen and Marilyn Ochoa: "There are more consortia agreements and purchases."

Victoria A. Nozoro and Chris Sugueta: "The budget is relatively static for print, almost all of the growth is for electronic access to new reference products or for electronic versions of titles we formerly got in print. Although we recognize the need for print, given a choice we prefer electronic for most applications. We have remote users across the country and we are opening a geographically separate research campus focused on health and biomed that will have no medical library."

Jean E. Strub with Kathy Pratt, Carol Hoover, and Lyn Bennett: No answer given.

7A. With increasingly tight budgets, are you considering evaluating electronic resources for cancellation just as most libraries have evaluated serials over the past several years for cancelation projects? Why or why not?

Donna Cromer: "Absolutely. In fact, if it came down to it, I could imagine switching major Academic & Research resources from year to year. We pay huge amounts of money for these, and if necessary, could do without one for a year. One advantage is that we wouldn't miss anything when we re-subscribe. When you buy these, you buy the whole thing. Also, we do use the reference collection less and less these days, as Google has become the reference tool of choice."

Carol Ritzen Ken with Shelley Arlen and Marilyn Ochoa: "Review and evaluation is a regular and ongoing process. Vendors are also evaluated on a regular basis. We, as librarians in an individual member library, can make recommendations to the consortia but all members collectively vote to purchase or cancel. Our recommendations are advisory only."

Victoria A. Nozoro and Chris Sugueta: "Yes, we continually evaluate using usage statistics and assessments of price per use. We look at relative value of what we have versus competitor's products when they are available and have switched to another product when factors such as regional consortia discounts or statewide contract purchasing saved us money. Recently we have started usability assessments. We have also cancelled some large ticket titles when the coverage overlap with less expensive products is significant and relative usability is not an issue. We find that the ability of our users to adapt to shifts in products (search engine, etc.) is high."

Jean E. Strub with Kathy Pratt, Carol Hoover, and Lyn Bennett: "We are not evaluating electronic resources for cancellations since we are presently in a positive budget cycle."

Conclusion

What do these responses tell us? While the librarians are split on whether or not they are continuing to purchase the same amount of print reference, all of them indicate that they are spending more of their budgets on electronic resources. Print survives, but mainly for individual subject areas—large encyclopedias are less likely to be purchased. Dual formats are becoming much less common. CD-ROMs are dead, or dying.

Reference collections continue to be vital in supporting patrons’ needs. Although electronic resources have not completely supplanted print in respondents’ libraries, clearly, reference they are now the norm. They are even being evaluated for cancellation, just as print journals have been for years. Electronic resources have improved the ability to answer reference questions, and have helped increase the growth of electronic services such as virtual reference. Some libraries are seeing a transformation in the type of reference questions that their patrons are asking. The questions are more complicated and more specialized now because patrons can easily find answers for many of the simpler questions on the Internet.

Most librarians responding have a separate budget for reference materials and a separate budget for electronic materials, while only some divide their electronic resources budget into categories such as reference, serials, or books. Respondents are spending 75-80% of their reference budgets on electronic materials. So, to better understand the future of reference budgets—just follow the greenback road to—electronics!

Rumors
from page 18

is going to be working with the greatest, Eckart Scheffler <eschefler@dgruyter.com>. Ellen will visit library wholesalers and Internet booksellers, and represent the two publishers at library meetings. In addition she will visit academic libraries on a regular basis.

Well, it’s not quite September and the registrations for the Charleston Conference are rolling in! Have you sent yours in yet? http://www.call2info.com/conference

I’m about out of steam. More Rumors in November! See you then. 

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