

Library Connect

Partnering with the Library Community

Theme:
Marketing the Library
newsletter

Volume 9 ■ Number 2 ■ June 2011 ■ ISSN: 1549-3725

If they don't know what you're doing, then tell them!

A primer on how to start marketing

By **Zuzana Helinsky, Library Consultant,**
zh Consulting, Lund, Sweden

"They don't know what we are doing!" I hear this all over the world in different languages. If it sounds familiar, you need to consider or reconsider the vital task of internal marketing — that is, marketing to university or institutional leaders.

Of course we need to coordinate our communication and involve our colleagues in actively contributing to internal marketing. To get started, we can use some standard tools. I have tried them in my courses, and they work for many libraries. The most important thing is to go through all four stages in establishing marketing routines for the whole library and its staff: analysis, strategy, realization and feedback.

Analysis

Audit the organization and its environment before starting the marketing process. One of the most well-known analyses in the library world is called SWOT, because it looks at strengths, weaknesses, opportunities and threats.

Strategy

To choose the right strategy, a matrix helps to study how a market looks now and in the future. Personally, I prefer the Boston Matrix because it includes the much-needed task of finding "dogs," or routines to eliminate (see sidebar on page 2). We suffer from keeping up all the old routines, products and services as we introduce new



Zuzana Helinsky

ones. Eliminate some, and make your colleagues do so, to help find more time for marketing and for new concepts.

Realization

We must do the legwork. Nobody else will do it for us. We cannot stop after the analysis, state that we have no time, and use that as a reason to not do anything. Sometimes our activities will fail, but we will learn from these failures. The solution is: *Just do it!*

Feedback

We must listen to our internal customers' needs and wishes and continually check that we are on the right road. It is too easy to assume what they want, especially if it suits us. Keep an eye on less satisfied clients or users. We can learn more from them than from friends who are satisfied with our offerings.

>> page 2

In this issue



Colleen DeLory

"Say yes!" That's what Peggy Cooper of Boise State's Albertsons Library advised during her "Sharing the Love" presentation at the Charleston Conference last fall. She reminded us that user requests often aren't expensive or time consuming to implement. Why not foster those positive interactions and lay the foundation for a great partnership? (See page 4 for Peggy's article.)

This issue is rich with stories from librarians about marketing in its diverse forms:

features

- 2 Turning the library into an e-learning center
- 3 SmartLibrary: Innovations, mobility and personalized services
- 4 At Albertsons Library, user-centered is more than a trendy phrase
- 4 Research university publication reports: SciVerse Scopus makes it easier
- 5 E-book use at the Mona Library of The University of the West Indies: Marketing made a difference
- 6 The use of e-journals and research outcomes: Are they related?
- 7 Usage statistics in French universities: Results of a national research project

the zip file

- 8 Apps for Library Idea Challenge 2011
- 8 Abstracts and articles on the go
- 9 Make it mobile: Reaching users with web pages designed for handheld devices
- 9 Best practices for government libraries

on the road

- 10 Finnish libraries reach out to young scientists with author seminars
- 10 Library supporting research communities in developing countries
- 10 UGC-INFLIBNET and Elsevier partner on the second annual University Forum

- Communicating with users and management
- Imagining new products and services
- Evaluating everything — and then using the data for planning
- Supporting your institution's mission and priorities

I hope you're inspired to tackle a new aspect of marketing at your institution. When you do, be sure to let us know! **LC**

Colleen DeLory

Editor, *Library Connect Newsletter*

✉ c.delory@elsevier.com

- 11 University of Michigan Library leads campus debate on e-textbooks
- 11 E-signatures set to click with customers

quick clicks

- 5 ACRL marketing resources
- 8 The Illinois Catalog Viewer Case Study

online exclusives

- 🔍 Scientific collaboration: Trends and future directions
- 🔍 Fifth annual NASI-Scopus Young Scientist Awards
- 🔍 Elsevier Foundation invites 2011 proposals for Innovative Libraries in Developing Countries Program

Library Advocacy Toolkit

Tips, talking points and sample text for lobbying key decision makers are available online in the Library Advocacy Toolkit at:

🔗 <http://trainingdesk.elsevier.com/library-advocacy-toolkit>

Turning the library into an e-learning center

By Dr. Aree Thunkijjanukij, Director, Kasetsart University Library, Bangkok, Thailand



Dr. Aree Thunkijjanukij

One might argue that the first step in marketing is to consider the needs and wants of customers and then create a product, service or place that addresses those needs and wants. At Kasetsart University Library we did just that, looking at learning in the context of a digital generation of students and responding with a new place designed to support their learning. We converted an existing traditional library space into the Kasetsart University Learning Center (KULC), an environment that attracts students and focuses on e-learning.

KULC provides access to print and electronic resources and individual services from trained librarians, information specialists, and IT staff. Group discussion areas are designed to bring people together for collaborative outcomes. Quiet study space, such as Research Square, which is reserved for postgraduate students, provides the opportunity for individual pursuits.

Students interested in furthering their language skills can sign up for literacy programs and access a language learning lab.

Our digital collections include regional resources, such as the Thai AGRIS, Thai Rice, Para Rubber, and Self Sufficient Economy databases. We guide users through the wilderness of cyberspace to find relevant and reliable digital material within these and other databases.

To promote resource usage, KULC launched “Click Here for More Info.” KULC staff set up a booth at the main library and in different faculties such as Agro-Industry, Veterinary Medicine, Engineering, and Forestry and Fisheries. More than 700 students participated in events to teach and enhance discovery skills, including organized database searching competitions and a



ScienceDirect Online Books Quiz with prizes from Elsevier.

In addition to meeting student and faculty research needs, we offer a host of extras to enhance campus life. An Edutainment Zone includes a mini-theater and theater, where we encourage students to have fun while



A blend of high-tech and homey at the KULC.

learning English. At the mini-theater, groups of five or more students can select a program, while the theater hosts a regular series at noon, Monday through Friday. Library staff create exhibits that reflect hot and seasonal topics, such as global warming and energy savings, Valentine’s Day, and Thailand National Love Reading Day.

Kasetsart means “Knowledge of Land,”

and the University Library reflects that commitment with a formal Memorandum of Understanding to support the information needs of Thai government agencies related to agriculture, such as the Rice Department. Our many activities and new learning center help support and enhance e-learning within the academic community and further afield. **LC**

✉ kulibaree@gmail.com

Zuzana Helinsky, << page 1

Our environment is changing all the time. Threats become opportunities, and weaknesses become strengths — or the other way around. (Google could be a threat or an opportunity.) So we must have routines for marketing, assess the process regularly, and:

- **Use language they understand** — Consult the multitude of studies out there on calculating and reporting ROI (return on investment).
- **Repeat the message** — It’s not until we almost hate what we are saying because we’ve said it so often that our stakeholders finally start listening.
- **Involve vendors** — Use your vendors to assist in marketing with special events and promotions.

- **Elevate our visibility** — Stop thinking that others, especially our internal customers, are automatically interested in libraries. But we can make them interested.

Library products and services are valuable and pervasive — in fact, they are indispensable. Let’s ensure we get that message out to the right people. And remember:

Marketing takes time! Don’t expect results overnight.

Marketing is fun! And it gives us the power to change our situation. **LC**

✉ z@zuzh.com

Dogs — Products or services with a low share of a low-growth market; they consume our time and energy. Consider how to get rid of them.

Stars — Items with high market growth and easy maintenance. Keep and develop your stars.

Milk cows — Products and services with a high share of a static market. They are good for the time being, but keep an eye on them as their share will probably shrink.

Question mark/problem children

They consume resources and generate little return now, but they could improve in the future.

SmartLibrary: Innovations, mobility and personalized services

By Carrye Syma, Arlene Paschel and Donell Callender, Texas Tech University Libraries, Lubbock, TX, USA

At Texas Tech University (TTU) Libraries, innovations, mobility and personalized services (IMPS) have significantly changed the way we do business. From the era of “library as place” and “librarian behind the desk,” students and faculty have moved to accessing library resources anytime, anywhere through the library’s mobile website. Librarians are incorporating IMPS into websites and pedagogy, and using them to reach students and faculty across campus.

Creating group study areas

By absorbing the reference collection into the stacks, the library was able to repurpose space as collaborative and group study areas called GroupWorks. This area is full of interactive technology such as electronic whiteboards and media tables. Cameras, microphones and software in group study areas enable students to not only work collaboratively onsite, but also allow students or faculty from anywhere to join the session.

Deploying Qwidgets

On the web, library widgets help users in their information quest. QuestionPoint’s Qwidget is available on the library website, is in beta phase on the mobile website, and is being integrated into the research tab on the library’s Facebook page. Quick response (QR) codes abound in the library building. QR codes on the Knowledge Imaging Center (KIC) scanners link to tutorials on how to get the best use out of the scanners, and codes in the stacks link to the mobile site or the Ask a Librarian chat. Other innovations in the works include iGoogle gadgets, the ability to text call numbers, Text a Librarian, and a customized personal library with a user’s accounts, favorite databases, and specialized library services.



L-R Carrye Syma, Arlene Paschel and Donell Callender

Introducing personal librarians

Subject librarians are no longer behind the reference desk. You’ve heard of personal shoppers? Our campus has personal librarians for students, staff and faculty members in all disciplines. Laptops and, in some cases, iPads give

librarians the freedom to come to various learning communities, classrooms and specialized groups, or to have office hours in the department. Personal librarians are available daily in their offices by appointment, but walk-ins are welcome and are often referred by the reference librarian or service desk staff. Librarians use Jing, Office Live Meeting or TeamViewer to communicate with distance students.

Meeting users where they are and getting away from the notion that a person has to visit our website or building is working, but the library has also discovered the importance of marketing to increase use of library services. Marketing plays a significant role in the successful implementation, utilization and assessment of IMPS. For example, the change from reference librarians to

personal librarians was introduced by three-minute videos on YouTube entitled, “Meet the Librarian.” These short videos highlighted librarians’ outside interests, from tennis to stained glass artistry, and showed their personal sides in addition to their passion for librarianship.

Initiating awareness campaigns

TTU Libraries’ award-winning Marketing Department uses awareness campaigns to blast our users with the information they need to hear, see and learn about our services in an innovative and always creative way. TTU Libraries recently won a Thomson Reuters’ “Focus on Your Library” competition. As a result, our innovative L?ST cart, which travels

around campus to do reference, was featured during National Library Week on a Times Square billboard. This same cart saw lots of action during




our football fan phenomenon called Raiderville, where students camp out at the stadium a week before a big game. The L?ST cart staff reached out to students around the camp, assisting them with research.

The marketing team also found a way to market the library and highlight the features of our animation studio by producing a Susie Sunshine animated short, a tutorial on how to use our KIC scanners for efficient, paperless copying. Videos on the library’s YouTube channel familiarize users with the 3D animation lab, literature review, EndNote Web and much more.


For more information about our marketing awareness campaigns, see our news pages at <http://library.ttu.edu/news/index.php>. LC

- ✉ carrye.syma@ttu.edu
- ✉ arlene.paschel@ttu.edu
- ✉ donell.callender@ttu.edu



Search the Online Catalog on your phone.

1. Download FREE app:
QuickMark i-nigma BeeTagg




2. Launch app.
3. Aim camera at code and allow capture.

You will be directed to bit.ly/onlcat.

Chat on your phone.

Talk with a reference librarian.



bit.ly/asklibr

At Albertsons Library, user-centered is more than a trendy phrase

By Peggy S. Cooper, Associate Dean, Albertsons Library, Boise State University, Boise, Idaho, USA

At Albertsons Library being user-centered is at the heart of our decision-making. We focus our collective staff energy on what our users want and need. How do we know? We ask them. In focus groups, in LibQual surveys, at the reference desk, and in course evaluations — we ask, we listen and we act on their requests.

A new suite of services

We added a suite of services, including patron-driven acquisitions, a strong and integrated campus liaison program, and an institutional repository (ScholarWorks), where faculty profiles are ready when new faculty members arrive on campus. Library staff design personal research “libraries” —

Processes in Acquisitions and Interlibrary Loan were combined for on-demand ordering of faculty requests, with an expectation of having those materials delivered to the faculty office within three days. When students identified library access to textbooks as an extremely high priority, we initiated a pilot reserve textbooks program. It was no surprise that the textbook service was heavily used and highly praised. Other new resources and services are:

- E-books, e-books and more e-books
- Mobile website
- Use of QR (quick response) codes
- LibGuides
- Campus delivery service
- On-shelf holds
- Laptops, netbooks, and iPads for student checkout

Let it shine

The first floor was refashioned to add study space and take advantage of the gorgeous view of the Boise River. Floor-to-ceiling stacks were removed, and the majority of the reference materials were integrated

into the main collection.

This new space is a magnet for students. Of course, the first floor Starbucks might also be an incentive.



Peggy S. Cooper

Albertsons Library celebrates all Boise State University authors who publish that year at an annual Faculty Author Reception. The campus community is invited to recognize the scholarly contributions made by university authors. The library compiles and maintains an online list of each year's publications.

Happy customers

Have we been successful? We think so, and so do our faculty and students. Listen to what they have to say at <http://tinyurl.com/4xoemtt> or check out these comments from our 2010 LibQual survey:

"This library simply rocks!!!"

— Faculty, Psychology

"Overall, the library is fantastic! Couldn't ask for more!"

— Undergraduate, Communication

"The library always has what I need."

— Undergraduate, Early Childhood Education

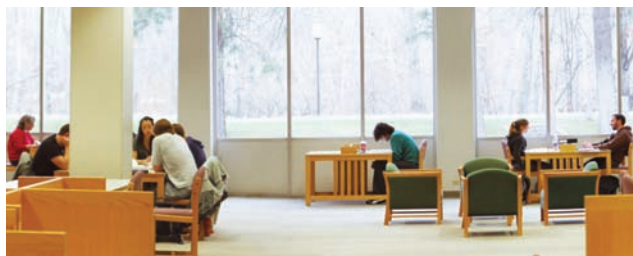
"The library staff is, frankly, heroic in its efforts to help researchers here."

— Faculty, Communication

"Our librarians are superb, [they] have created the best library in the United States at Boise State!!!"

— Faculty, Social Work **LC**

✉ pcooper@boisestate.edu



First floor of Albertsons Library.

web pages for key researchers and individual faculty members with links to resources they identify as important to their research and teaching, as well as contact details for their library liaisons.

Research university publication reports: SciVerse Scopus makes it easier

By Mazni Md Yusof, Senior Librarian, Universiti Kebangsaan Malaysia, Selangor Darul Ehsan, Malaysia

By supporting university administration with reports and data needed to achieve institutional goals, the library can position itself with those key decision makers as a vital resource and engaged member of the team. These kinds of initiatives can ensure the library has a voice at the table, and a case for the budget to carry out its activities.

In 2006, Universiti Kebangsaan Malaysia (UKM) was awarded Research University status by the Malaysian Ministry of Higher Education. Universities in Malaysia that achieve this status receive additional funding for research activities. For UKM to maintain its Research University status, our researchers need to publish more articles in top tier journals — this is one of the most important criteria assessed by the Research University audit team.



Mazni Md Yusof

Researchers are not the only members of the university who need to respond to the Research University challenges. In aligning ourselves with the Research University needs, the library is introducing new services to researchers and university management in support of the publications' monitoring process.

UKM needs data to monitor the overall number of publications by university authors and at an individual faculty level. Who are the prolific authors? How many publications did they produce? Where did they publish and were they cited? These are questions librarians can answer using a citation analysis database such as SciVerse Scopus. Together with local databases, we can transform data into useful reports.

At UKM Library, we produce reports on publication performance, research group performance, and individual researcher

>> page 12

E-book use at the Mona Library of The University of the West Indies: Marketing made a difference

By **Pauline Nicholas, Librarian, The University of the West Indies at Mona, Kingston, Jamaica**

Marketing has become a popular practice in libraries and is the buzz word for connecting library users to services. It carries several meanings and is often used interchangeably with terms such as promotion, public relations and publicity. Marketing can be described as a process of identifying and satisfying human and social needs — needs that may be fulfilled through creating, communicating and delivering value to the customers. For libraries, marketing translates as selling or promoting services, where the customer is the center of the activity.



Main Library at The University of the West Indies at Mona.

Why e-books?

Mona Library embraced the virtual library concept because the university:

- Offers courses that can be supported via electronic resources
- Includes teaching sites spread over a wide geography
- Comprises a diverse and distributed student population

In 2005, the library began supplementing its online learning environment with electronic books. Remote learners can access e-books anytime, anywhere, and the e-books offer rich functionality, such as links to multimedia resources.

Taking the users' pulse

Despite these benefits, there was a major concern. The university's e-books were underutilized. In 2008, two librarians conducted an exploratory survey to investigate whether students were aware that the library provided e-books. Secondly, they wanted to learn why students were not using the e-books despite their attractive features and the literature showing that students born in the digital age prefer electronic resources.

The survey, conducted over a week, captured data on student usage, awareness and perceptions of e-books. One key finding was that only 67% of students were aware of the service.



Pauline Nicholas

Even then, this did not translate into usage, as only 36% ever used the service. Significantly, most of those who were aware of and used e-books requested training.

The marketing campaign

Based on these results, the library determined marketing would be a critical factor to create further awareness and improve usage. We planned and implemented an aggressive public awareness drive, including:

- Training staff, faculty and students
- Adding links to the library's website
- Writing articles for the library's newsletter
- Broadcasting short messages via Campus Pipeline (the UWI intranet service)
- Printing fliers and placing them on notice boards around campus
- Targeting key individuals, such as faculty deans and department heads, and sending them informational letters

The integration of e-books in the Online Public Access Catalogue (OPAC) further

facilitated discovery and access to the resources. The library was careful in sensitizing faculty to the benefits of e-books. As educators and patrons themselves, they are able to make a valuable contribution in marketing resources that support teaching and research.

And the results show...

E-book usage increased significantly as a result of the marketing strategies. The number of titles in the collection also increased. Faculty members are now involved in the collection development process, recommending textbook or course material purchases and subscriptions. Additionally, titles purchased are more relevant and reflect Caribbean issues.

Librarianship is a business and, like any public service enterprise, it is important to let people know about the offerings. Faced with competition from the web and users' belief that Google is the panacea, libraries are no longer the first place users go for information. Academic librarians are now pressured to have the competitive edge, achieve high levels of customer satisfaction, and enhance the perceived value of their services — and then blow their own trumpets about the results. This requires aggressive and consistent marketing using all possible means. Lack of marketing is indeed where many academic library services are failing today. **LC**

✉ pauline.nicholas02@uwimona.edu.jm

quick click »»

ACRL marketing resources

The Association of College and Research Libraries (ACRL) provides several robust resources for librarians interested in honing their marketing efforts. The site links to both current and foundational materials, containing core concepts of marketing that will help academic/research librarians.

Marketing @ your library

➔ www.ala.org/ala/mgrps/divs/acrl/issues/marketing/index.cfm

Highlights include:

The Power of Personal Persuasion: Advancing the Academic Library Agenda from the Front Lines (32-page PDF)

This toolkit delves into issues of personal power, persuasion and leadership for the frontline academic librarian and library worker, establishing the message and advancing the academic library's agenda, including best practices and lessons learned.

ACRL @ your library™ Toolkit for Academic and Research Libraries (40-page PDF)

Check here for information on how to tell your story, create audience-specific outreach strategies and build a marketing communications plan.

ACRL Marketing Minute (Facebook page)

ACRL's Marketing Academic and Research Libraries committee provides quick tips and insights into marketing research, trends and data.

Academic PR (e-mail discussion list)

Academic and research librarians share ideas and best practices in marketing and public relations.



The use of e-journals and research outcomes: Are they related?

By Michael Jubb, Director, Research Information Network, London, UK



Michael Jubb

The Research Information Network (RIN), in collaboration with the Centre for Information Behaviour and the Evaluation of Research (CIBER) at University College London, has been investigating the use, value and impact of e-journals in the UK for the past couple of years. We've shown a rapid rise in usage across UK universities, as well as notable differences in patterns of use in different subject areas and different institutions. But one of the most interesting features of the analysis investigates relationships between levels of usage and research performance.

We brought together data for 112 UK universities on serials expenditure and usage; numbers of PhD awards; income from research grants and contracts; and articles published and their citation impact. Our aim was to investigate whether relationships exist among any of these variables. Table 1 shows some partial correlations between aspects of library provision and research outcomes for 2007–2008, with article downloads correlating positively with all four measures of research performance. The correlations are significant and independent both of institutional size and the balance of research activity across different disciplines.

Table 1: Library provision and research outcomes

	PhD awards	RGC* income	Articles published	Citation impact
Database subscriptions	0.169	0.101	0.136	0.089
Book loans	0.183	0.080	0.168	-0.056
E-book accesses	0.390**	0.470**	0.454**	0.278**
Interlibrary loans	0.416**	0.257**	0.290**	0.236**
Article downloads	0.724**	0.687**	0.721**	0.447**

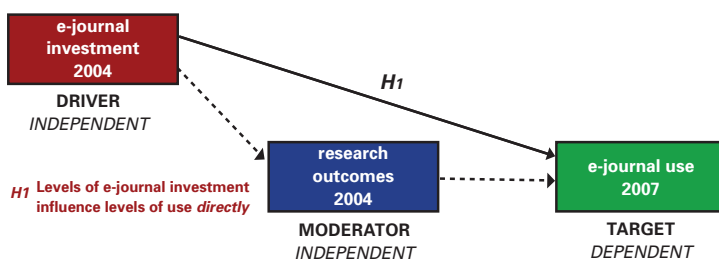
*Research grants and contracts ** Significant at the 1% level

But correlations are not causes. So we tried to build a more dynamic model, using data from a five-year period rather than a single year, to test a series of six hypotheses:

- H₁: Spending drives use (as in Figure 1)
- H₂: Use drives spending
- H₃: Use drives research success
- H₄: Research success drives use
- H₅: Spending drives research success
- H₆: Research success drives spending

We tested these hypotheses using a structural modeling technique, introducing a time lag of three years so that we could ask such questions as “Is spending on e-journals in Year 1 a good predictor of research outcomes in Year 3?” (Hypothesis 1).

Figure 1: “Spending drives use” hypothesis



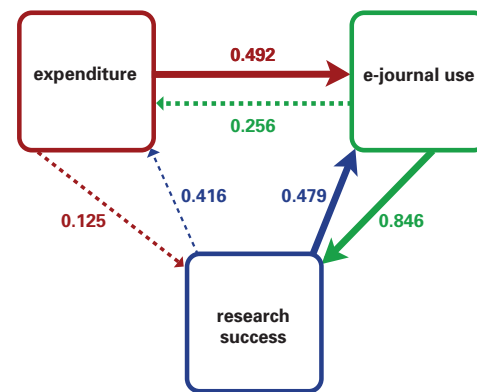
A positive answer to that question still doesn't necessarily imply cause and effect. But it does suggest that if there is a change in the driver (in this case, expenditure) in Year 1, it's likely that the target (in this case, usage) will change in Year 3. And because we can test the reverse hypothesis — that use drives spending (H₄) — we can get closer to understanding directionality as well.

The results are summarized in Figure 2, which shows three strong driving relationships:

1. Expenditure drives use. Indeed, it's a precondition for use since you must purchase a license or make some other payment to gain access to any content that is not open access.
2. Most powerfully, the use of e-journals drives subsequent research performance.
3. Research success drives more usage of e-journals. There is thus a strong positive feedback loop between levels of usage and research outcomes: They each feed off each other.

Other linkages are much weaker. Thus any direct relationship between expenditure on e-journals and subsequent research success is weak. This is probably because additional expenditure on e-journals is unlikely to lead to tangible improvements in research performance in as little as three years. The reverse relationship is stronger, suggesting that some decisions on expenditure are related to success in winning research grants and contracts.

Figure 2. Relationships between levels of expenditure and usage of e-journals, and research outcomes



Note: The numbers are “path coefficients” indicating the degree to which earlier data (say, for e-journal use) are predictors of subsequent outcomes (say, for research success). The numbers range between 0 (no predictive power) and 1 (total predictive power). Solid lines indicate that the relationship is statistically significant, dotted lines that it is not.

We have not, of course, conclusively established cause and effect: Many factors in the wider environment are not included in the model, and some third element may be at work as we demonstrate that usage is a strong predictor of research success. More detailed modeling, for individual and groups of universities and over different time periods, is required to test a range of hypotheses. Nevertheless, both libraries and universities should consider this evidence carefully in reaching decisions on both the future development of their e-content collections and how their services can support the effective use of e-journals. LC

✉ Michael.Jubb@rin.ac.uk

Reference:
E-journals: Their Use, Value and Impact: Final Report (RIN 2011)
www.rin.ac.uk/system/files/attachments/Ejournals_part_II_for_screen_0.pdf

Usage statistics in French universities: Results of a national research project

By **Chérifa Boukacem-Zeghmouri**,
Senior Lecturer, GERiiCO, Université de Lille 3,
Villeneuve d'Ascq Cedex, France

To meet the needs of researchers and other library users, librarians must analyze data from a multitude of sources, including usage reports. Usage reports illuminate the who, what, when and where of access to electronic resources, allowing librarians to make more informed decisions about how to best serve their user communities.

At the Université de Lille 3, I led the EPEF research project (see sidebar) on French students' and researchers' use of e-journals, e-books and search databases. The three-member team of librarians and researchers in information science and librarianship also studied how French university libraries use statistics. With an impressive 37% response rate to the questionnaire, we were able to put forward preliminary yet significant results around this issue.

Big inequalities

Amazingly, of the libraries surveyed, only 25% of their publishers provide usage statistics. The majority of French and Francophone publishers — often in humanities and social sciences — do not provide usage statistics. Therefore, libraries dedicated to law, letters and social sciences cannot rely on statistical usage data for their purchase strategies. Science, technology and medical (STM) libraries are less affected as they subscribe to international scientific publishers that do provide this data. Therefore, STM librarians are able to further develop important skills regarding usage statistics and integrate them into their purchasing decisions.

Daily work

Usage statistics are now crucial in the daily work of many librarians — 68% of them collect data every month. The main reasons for collecting are: 96% for reporting to the French higher education ministry, 90% for purchasing decisions and prioritizing spending, and 71% to justify costs to the university. Only 21% of professionals use the statistics for training, communication or a better understanding of the usage of their scholars.

COUNTER

Most respondents (93%) use Counting Online Usage of Networked Electronic Resources (COUNTER) reports to exploit the data in Excel or CVS formats. The JR1 is the most used report, confirming its status as a key indicator for the use of electronic journals in libraries. At the same time, some librarians believe the JR1 does not allow a nuanced analysis of usage. JR1 is therefore paired with the JR1a (backfiles) and the JR5 (JR1 per year). In 67% of cases, using the COUNTER reports allows professionals to compare data among publishers and to study cost per download (CPD). Thanks to this, professionals claim, they can better argue their purchasing choices.

“Amazingly, of the libraries surveyed, only 25% of their publishers provide usage statistics.”

Many of the respondents (39%) also received usage data that were not COUNTER-compliant (e.g., sessions, requests, views). These respondents commented on the data's lack of uniformity among publishers, and they questioned the statistics' reliability based on the instability of the platforms and packages.

Enhancing data

To obtain detailed metrics on cost and preferred items and collections, more than half of the respondents (67%) combine usage data from publishers with other data, such as:

- The size of the target audience
- Local statistics (log files) for improved web analytics
- Ulrich's data, to identify usage by discipline
- Costs, to specify CPD, but also shared costs among libraries that subscribe together to the same resource
- Bibliometric data to balance the status of journal titles through usage

Obstacle

The major obstacle to exploiting these statistics was time. During the 2009–2010 academic year, librarians spent an

average of only 72 hours on statistics. The category labeled as “statistics” for electronic resources was ranked as “very time-consuming,” adding to the pile of tasks performed by librarians.



Chérifa Boukacem-Zeghmouri

Conclusions

The study outcomes clearly showed that statistics are becoming a daily reality for French academic libraries. COUNTER has become the standard for collecting and exploiting data, though many French publishers still need to supply COUNTER-compliant statistics. Librarians would benefit from having more information and training on the COUNTER report, including interpreting the statistics for practical purposes. No survey participants used Enterprise Resource Management (ERM) or Standardized Usage Statistics Harvesting Institute (SUSHI) protocols; therefore, librarians may want to explore a range of tools to manage their daily work on statistics. **LC**

✉ boukacemc@yahoo.fr

Evaluation des Périodiques Electroniques dans le Réseau Universitaire Français (EPEF)

<http://epef.anr.free.fr/projet/presentation.html>

Funded by the French National Agency of Research from 2006 to 2010, the EPEF project collected nationwide usage data from university libraries and analyzed general and domain-specific trends. It introduced international standards on usage statistics and metrics in France and conducted qualitative surveys on usage behaviors. The project emphasized collaboration among academics, scientists, LIS professionals (librarians) and end users; interdisciplinary work at the crossroads of social, economic and information sciences; and value for money.

Apps for Library Idea Challenge 2011

Solve users' problems, collaborate with fellow librarians, win prizes and make your dream app a reality

Every day librarians solve a multitude of challenges to get their users the best information and resources to address specific needs in a timely manner. But what if certain solutions take more resources than you have on hand or an expertise that is not readily available? An app on SciVerse might be the answer.



Max Berenstein describes the Apps for Library Idea Challenge at the MLA '11 Annual Meeting and Exhibition.

Elsevier launched the Apps for Library Idea Challenge to engage the global librarian community in a discussion about real user problems and generate ideas for apps that can solve them.

From May 13 to September 2, 2011, Elsevier invites you to submit concepts for apps that:

- Solve real problems or address an unmet need for librarians or the SciVerse users you support
- Apply broadly across institutions by solving a general problem, not a unique one for a single institution
- Leverage content from SciVerse, your own institution or any other sources

In September, an international panel of judges will select 10 finalists, and their app ideas will be announced on the Challenge website. Registered users of the website will then be able to comment on the app ideas to improve them or make them more broadly applicable, and ultimately, vote for the ones they feel add the most value.

Two grand prize winners will be selected, one by the judges and the other by the community, and each will receive €750 (about \$1,000 USD). In addition, all entrants and commenters will be entered into drawings for prizes. Elsevier will explore developing the winning app ideas and will feature them in an Elsevier library journal as well as a future issue of the *Library Connect Newsletter*.

After the Challenge closes, all eligible app ideas will be posted online and provided to the SciVerse Developer Network, guiding developers to real problems that apps could address. The SciVerse Applications team will encourage the developer community to connect with the entrants and develop their ideas.

For more details about the Challenge, including the official rules, and to submit your app idea, visit appsforlibrary.com. **LC**

www.appsforlibrary.com

Abstracts and articles on the go

At a conference, on the subway, in line for coffee — you never know where you or your users might want to access digital resources.

With SciVerse Mobile Applications, articles, abstracts and other content of interest are available whenever and wherever you want. SciVerse ScienceDirect and Scopus users can now search for and download peer-reviewed journal articles on their handheld devices. They can also identify and introduce themselves to published peers, researchers and professors they meet by finding profile information instantly.



ScienceDirect and Scopus subscribers can download free apps for iPhone, Android and BlackBerry smartphones. Librarians can download user guides from the SciVerse infosite to help any of their constituents who are interested in accessing ScienceDirect and Scopus from their mobile devices. You can also find customizable web banners and other tools to help promote the use of mobile apps. And don't forget to ask questions or share your experiences on the SciVerse Mobile Apps Facebook page. **LC**

www.info.sciverse.com/sciverse-mobile-applications/overview

The Illinois Catalog Viewer Case Study

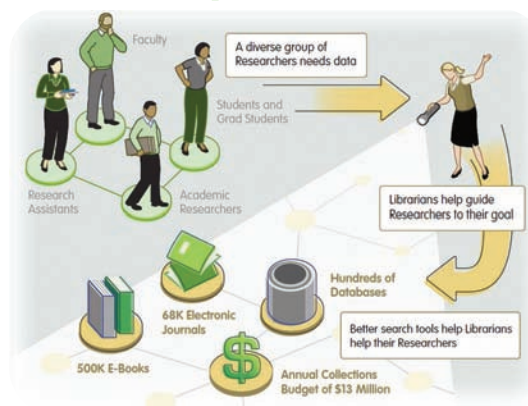
Interested in learning how an app promotes University of Illinois library holdings alongside search results? Check out the Illinois Catalog Viewer Case Study online:

<http://bit.ly/jGOrN3>

The Illinois Catalog Viewer application uses the university library's EasySearch tool, along with SciVerse APIs, to allow for a single search across SciVerse ScienceDirect, SciVerse Hub and the University of Illinois library holdings.

While this application targets SciVerse users at the University of Illinois, the developers are willing to share the code for their APIs with any interested institution.

quick click



Make it mobile: Reaching users with web pages designed for handheld devices

By Willie Miller, Assistant Librarian, IUPUI University Library, Indiana University-Purdue University Indianapolis, Indianapolis, Indiana, USA

IUPUI University Library is committed to connecting users with information in transformative and accessible platforms. One such platform is the mobile website, UL Mobile, which offers streamlined interfaces to:

- Key library information (hours, directions, wireless signal strength maps)
- Librarians (Text-a-Librarian, Ask-a-Librarian, subject librarians)
- Resources (IUPUI WorldCat, research databases, Search IU)



Willie Miller

Chip Dye, Director of Information Technology, and Andrew Smith, Lead Technology Analyst, launched the mobile website in 2009, and I joined the development team in 2010. As a liaison librarian with significant instruction responsibilities, I recognized how valuable a mobile presence could be for our users, particularly students. I jumped at the chance to work with the development team and bring the perspective of a librarian who regularly works with library users.

As a member of Indiana University's Faculty Learning Community, I was able to introduce the mobile site as a learning tool in my

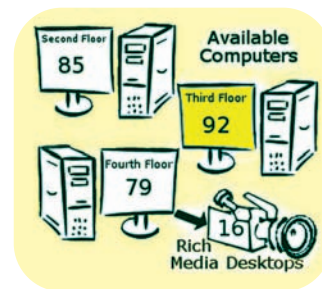
instruction sessions when students were using iPads. They provided incredible feedback about the site's usability. In response, we added features, including a study room reservation page, and updated existing pages for more compatibility across mobile devices.

UL Mobile gets approximately 1,600 hits a month, compared with the 170,000 hits for the full website. We promote it on our institutional and library websites, on campus TV, and with demonstrations at student orientation events. We try to stay current on the research about mobile library initiatives, and we plan to do formal research of our own.

Our next steps are to create Apple and Android apps and to develop mobile tools for our information literacy curriculum. Our work with mobile technologies is just beginning, and as they transform, so will our services and resources. **LC**

✉ wmmiller@iupui.edu

📍 m.ulib.iupui.edu



Mobile app shows location of available computers.

Best practices for government libraries

By Marie Kaddell, Senior Information Professional Consultant, LexisNexis, Washington, DC, USA

Each spring, *Best Practices for Government Libraries* puts out its call for submissions, and government librarians — along with others who have something of interest to share with that community — get writing. As the Senior Information Professional for Government at LexisNexis, I am constantly learning about innovative and noteworthy efforts in government library environments. *Best Practices* showcases those efforts and facilitates the exchange of information about significant initiatives and innovations in federal, state, local, military and court libraries.



The 2010 Best Practices for Government Libraries, available online in PDF format, has more than 70 submissions by more than 60 contributors. A few examples:

Parsing Digital Value in an Academic Library — Edwin B. Burgess, Director, Combines Arms Research Library, Fort Leavenworth, and Deborah E. B. Keller, Reference Librarian, U.S. Army Corps of Engineers

Showcasing the Value of the Library Through Social Media — Christine Sellers, Legal Reference Librarian, and Andrew Weber, Senior Legal Information Analyst, Law Library of Congress

Strategic Planning and the Value of Libraries — Ellen Ensel, Director of Knowledge Management and Library Services, U.S. Institute of Peace

The 2011 theme is “e-Efforts and e-Initiatives: Expanding Our Horizons,” and the publication will be available for summer release. Previous themes include:

- The New Face of Value
- Change: Managing It, Surviving It, Thriving on It
- Web 2.0 in the Workplace and Beyond

A second resource for those interested in government libraries and government information is the Government Info Pro blog. In 2006, Government Info Pro was



Marie Kaddell

developed to facilitate the exchange of information and ideas on trends in government librarianship. Soon we'll celebrate its 1000th post! The blog is a collaborative effort.

Although I write and maintain the blog, guest posts are encouraged, and you will find many posts by information professionals in government agencies, courts and the military, as well as professional association leaders and LexisNexis consultants. You can subscribe to the RSS feed using your favorite feed reader or receive e-mail updates. Interested in writing a guest post? E-mail Marie Kaddell. **LC**

✉ marie.kaddell@lexisnexis.com

2010 Best Practices for Government Libraries
www.lexisnexis.com/tsg/gov/Best_Practices_2010.pdf

Government Info Pro blog
www.governmentinfopro.com

Marie Kaddell on Twitter @libraryfocus

Finnish libraries reach out to young scientists with author seminars

By Floortje Flippo, Account Development Manager, Elsevier, Amsterdam, The Netherlands

Libraries that make the effort to support faculty members early in their careers have the best opportunity to cultivate lifelong library advocates and supporters. Three Finnish libraries made great progress in that initial cultivation by hosting, in partnership with Elsevier, very successful author seminars in mid-April.

More than 200 young scientists attended the seminars in each location — Aalto University, University of Helsinki and the University of Eastern Finland. After a short introduction by the host library, Executive Publisher Jaap van Harten spoke about:

- How editors and reviewers assess the manuscripts they receive
- Different phases of the editorial process
- How to choose the right journal for your publication
- Publishing ethics

Floortje Flippo, Account Development Manager, Elsevier, demonstrated how to research journals for potential publication, research potential collaborators and competitors, and keep up to date on new publications using SciVerse Scopus. In one of the seminars, Professor Seppo Auriola, local editor of the *European Journal of Pharmaceutical Sciences*, shared his experiences as an editor with the audience.



Attendee feedback, gathered in online surveys, was extremely positive. On a scale of 1 to 10 (where 1 is useless and 10 is perfect), the average overall score of the seminars was between

8.09 and 8.50. Respondents' comments included: "Thank you, I really got some new ideas!" and "Thank you for a very inspiring presentation."

The success of the seminars has prompted the libraries to start planning for a repeat of the popular sessions. Mari Aaltonen, Team Leader, Electronic Resources, Aalto University Library, commented on her library blog: "Due to the high number of remaining interested attendants that we couldn't accommodate this time, we will try to organize another seminar as soon as possible." **LC**

✉ f.flippo@elsevier.com

Library supporting research communities in developing countries

Thai Nguyen University Learning Resource Center in Vietnam helps build foundational skills and knowledge to advance scholarship

In developing countries, libraries are often a hub of activity not only for information resources and services, but also for building foundational skills and knowledge within various user groups. With funding from an Elsevier Foundation grant, the Learning Resource Center (LRC) at Thai Nguyen University was able to substantially boost Vietnamese scholarship and scientific, technical and medical information exchange for scholars in Thai Nguyen Province and the north mountainous area of Vietnam.



Terry Plum conducts a hands-on training session at the LRC.

The \$40,000 grant, which began in April 2010, allowed the LRC to introduce hands-on training and mentoring programs, host interactive workshops, and publish a 150-page local language handbook on improving scientific writing and publishing. It also funded the implementation of an institutional repository using DSpace, open source software that enables sharing of content. Many American and Vietnamese LIS experts participated in the project. The two senior advisors — Patrick McGlamery, retired Director of Library Information Technology, University of Connecticut, and Terry Plum, Assistant Dean for Technology and GSLIS West program, Simmons Graduate School of Library and Information Science — took a holistic approach, advising information technologists, administrators, librarians and researchers on how to work together to boost scholarly publishing and sharing.

Post-workshop surveys and a 2011 faculty debrief confirmed that boosting collaboration between faculty and librarians to stimulate research output remains a high priority at the university. Diem Hoang, a lecturer at Thai Nguyen University and a workshop participant commented, "If only I had attended this workshop earlier. It provided me with valuable information about academic writing and international publishing, and insight into the mistakes and shortcomings I often made in contacting journals." **LC**

Project contact, Hieu Thieu: hieu.emba@gmail.com
Project information and resources: www.lrc-tnu.edu.vn/node/309

UGC-INFLIBNET and Elsevier partner on the second annual University Forum

By Padma Muralidharan, Senior Manager-Account Development, Elsevier, New Delhi, India

Library directors from more than 40 Indian universities gathered with key faculty and senior university management to discuss the consortium agreement for e-resources at the second University Forum in New Delhi on May 2. Elsevier partnered with the Information & Library Network (INFLIBNET), an inter-university center of the University Grants Commission (UGC), India, to host the forum.

Print maintenance and revenue-sharing models were discussed at the daylong event,

and Professor Ajit Kembhavi, Chairman, UGC-InfoNet, presented the UGC's perspective on the e-resources consortium. Presentations from Elsevier included Elsevier in a new role (Y.S. Chi, Vice Chairman), India's research output and its impact on future planning (Airani Ramli, SciVal Consultant), and the road ahead for this consortium (Saurabh Sharma, Regional Director-South Asia). Dr. M. Koteswara Rao and Dr. Samyuktha Ravi, University Librarians at the University of Hyderabad and Pondicherry University respectively, spoke to the audience about library marketing.



Attendees at the University Forum in New Delhi on May 2.

Some very positive feedback included a comment from Chairman Kembhavi: "Very exciting meeting — full of new ideas and possibilities." **LC**

✉ p.muralidharan@elsevier.com

University of Michigan Library leads campus debate on e-textbooks

Library Connect interviews Bryan Skib, Associate University Librarian for Collections, and Helen Look, Collection Analyst, University of Michigan Library (MLibrary), Ann Arbor, Michigan. On March 18, MLibrary hosted a Library Connect event sponsored by Elsevier titled, "The future of e-textbooks: A symposium on the influence of e-textbooks on academic life." To view the e-textbook symposium presentations, visit the Elsevier website at: www.elsevier.com/wps/find/librarianshome.librarians/LCPresentations

LC: What kind of events does MLibrary host or co-host?

Skib: Conferences, symposia, lecture series — we want to engage faculty, students and industry in discourse about matters of significance to our campus and to higher education. The e-textbooks symposium was one of the most recent events, but explorations have and might include the impact of mass digitization on libraries and scholarship, the Text Creation Partnership, and the future of the library catalog.



The faculty/instructor panel at the symposium consisted of (L-R) Chris Gerben, Tim McKay, Brenda Gunderson, and Scott Dennis (moderator).

LC: Why a symposium on e-textbooks at this time?

Look: MLibrary plays an important role in the discovery and deployment of teaching and learning technologies on campus. The library has already shown leadership in campus-wide discussions on e-textbooks. A symposium seemed like a logical place to continue those discussions on campus and extend it to our colleagues.

Skib: I have been part of a library group focused on textbook issues. During the winter semester, we knew we were going to do an e-textbook pilot with five courses so the timing couldn't have been better.

LC: How does partnering on an event like this work?

Look: We started discussions with Elsevier representatives in August for a March event so it involved many months of planning. Our planning committee pulled together people who had a role, interest and some expertise, keeping in mind a broad subject representation. The planning committee felt

panels were very important and they were right — the panels received high ratings and were responsible for a few "Aha!" moments. We also were able to take advantage of Elsevier's experience in hosting Connect events, from how to structure the day to sample agendas. Even little details like how to organize the tables to facilitate discussion made a big difference.



Bryan Skib



Helen Look

Skib: It's an awful lot of work. Having a very focused, organized partner outside the library helped to move things along and keep us on track. I was very pleased with the help provided by Elsevier staff, who clearly know how to do this.

LC: How did you get the word out about the symposium, and were you concerned about attendance?

Skib: Given the importance of the topic, I was initially concerned that too many might show up. We had more than 200 people registered, which our Elsevier representatives said was the largest attendance ever for a North American Library Connect event. We rolled out communications in a gradual fashion, keeping an eye on registration. I shared it within several groups, including a statewide group of library peers, the Committee on Institutional Cooperation, and colleagues from Ontario. We spread the news on campus via subject liaisons so they could invite faculty and students. The library published a press release on its website and sent it to local library schools. We actually had students blogging about it.

We also extended a special invitation to faculty who we know are engaged in writing and publishing textbooks, and those who are researching pedagogy and alternative models relating to textbooks.

LC: Did the library meet its goals in hosting this event?

Look: It's important for the library to communicate regarding its role within the institution. Two MLibrary speakers on the

program presented specifically on library initiatives. Maria Bonn, Associate University Librarian for Publishing, spoke about our response to the changing textbook terrain at the University of Michigan, while Natsuko Nicholls, Research Area Specialist Associate, gave an overview of the Michigan textbook study and pilot.

Skib: One way or another, the library serves as a public square, a commons. I think we achieved the kind of learning that can happen when you bring a diverse group of people together, provide varying perspectives on a key issue, and then leave some time for conversation. **LC**

✉ hlook@umich.edu

✉ bskib@umich.edu

E-signatures set to click with customers

The electronic authorization of contracts dates back to the days of Morse telegraphy in the mid-19th century. More recently, the electronic signature has become a staple of e-commerce. As a provider of online information to digital libraries, we want to give you the choice of "wiring" your acquisition process too.

Accessible from your in-box, E-Sign lets you review and — when you're ready — authorize subscription agreements via secure electronic signature with a few clicks. It's fast, binding, easy to track, and offers a real alternative to the protracted and sometimes cumbersome exchange of paper documents.

Initially available to SciVerse ScienceDirect customers, E-Sign will roll out further soon. Like the pioneers of the telegraph, we're always thinking ahead — although these days there are fewer clicks involved.

If you want to know more, contact your account manager or check out the fact sheet. **LC**

🔗 <http://bit.ly/mDjCqD>



Library Connect Editorial Office
Elsevier Inc.
525 B Street, Suite 1800
San Diego CA 92101-4495
USA

ELSEVIER Address Service Requested

Interested in
submitting an article
to the Library Connect
newsletter or **blog**?
E-mail
libraryconnect@elsevier.com.

Mazni Md Yusof << page 4

performance for university management. These reports help university management in making decisions and creating new policies on research.

One crucial feature in Scopus that assists in producing such reports is the Affiliation Search. It helps to simplify searches and to avoid missing publications that are published under different affiliations. UKM affiliations are grouped into three main areas: Universiti Kebangsaan Malaysia; Faculty of Medicine Universiti Kebangsaan Malaysia; and Hospital Universiti Kebangsaan Malaysia, which helps in reporting an accurate number of UKM publications. It also helps when producing reports that benchmark UKM publications with other universities within Malaysia, Asia or other parts of the world.

Another important feature within Scopus is Author Search with Affiliation. One

“The ability to provide comprehensive and information-rich reports helps to demonstrate the value of library services to the university’s top management.”

great challenge in producing individual researcher reports is ensuring they reflect only that researcher’s publications. It is common for UKM authors to publish under more than one name; some even have name variations when publishing in foreign vs. local journals. Adding UKM affiliation reduces hits and increases accuracy when searching for individual researchers. In addition, Malaysian authors who have more than one name variation can group their names.

Advance Search is used to produce reports on the university’s niche areas and research group performance. Searches based on a combination of related keywords, author ID numbers and UKM affiliation will generate reports on

publication numbers, citations and *h*-index on various research groups’ publications.

Although a citation analysis database such as Scopus makes it easier for librarians to produce publication reports, report generating is still tedious and time consuming. To produce reliable reports, verification and sorting are necessary. Librarians need to have sound knowledge of academic publication, a researcher’s field of expertise and the database itself. But the effort is worthwhile. The ability to provide comprehensive and information-rich reports helps to demonstrate the value of library services to the university’s top management. **LC**

✉ maznis@ukm.my

SUBSCRIBE | To subscribe to this free newsletter’s print and/or electronic version, e-mail libraryconnect@elsevier.com, or sign up at www.elsevier.com/libraryconnect.

UPDATE YOUR DETAILS | To change your subscription details, e-mail libraryconnect@elsevier.com or fax this page and a note to +1.619.699.6310.

REQUEST COPIES | Would you like extra copies of the newsletter for use in an LIS class? E-mail libraryconnect@elsevier.com.

UPCOMING EVENTS | Visit www.elsevier.com/librarians/events for a list of major librarian conferences and exhibitions featuring Elsevier booths or speakers.

Library Connect Editorial Team Ella Balagula, SVP, Engineering & Technology Markets, New York, NY, USA; Alison Bert, Executive Editor, Global Communications, New York, NY, USA; Kira Cooper, Engagement Director, San Diego, CA, USA; Catherine Gillis, Director, Customer and Market Research, Health Sciences, Philadelphia, PA, USA; Jack Huang, Head of Regional Customer Development, Taipei, Taiwan; Lynelle Korte, Director of Specialty Marketing & Operations, GMR, St. Louis, MO, USA; Lashaon McGee, Senior Events Marketing Manager, New York, NY, USA; Todd Mortvedt, Senior Manager, Business Development/Trade Sales, St. Louis, MO, USA; Dan O’Connell, Publicity Manager, S&T, Burlington, MA, USA; Dylan Parker, Marketing Communications Manager, SciVerse, New York, NY, USA; Ylann Schemm, Corporate Relations Manager, Corporate Relations, Amsterdam, The Netherlands; Ingrid van de Stadt, Regional Customer Development Manager EMEA, Amsterdam, The Netherlands; Vicki Wetherell, Publisher - Business & Management, Library & Information Science, Oxford, UK **Managing Editor:** Colleen DeLory, Customer Communications & Engagement Manager, San Diego, CA, USA