



Library Connect

Partnering with the Library Community

newsletter

Volume 1 ■ Number 4 ■ December 2003

Welcome

Dear Colleagues,

In the transition from the print to the electronic world, technology has descended upon the library like a tsunami. Librarians have labored long and hard to create and be steered by a clear sense of mission in this new age, rather than simply being swept along by the technological wave. There have been enormous challenges in understanding the potential of the new technology and how to harness it to a needs-driven environment. Fundamental questions have even been raised about the very value of traditional libraries in this new environment, and librarians continue to wrestle with what their future role in the scientific and academic communities will be.

As a member of these communities Elsevier is equally affected. This highly dynamic environment presents both great challenges and great opportunities. In the course of the last few years we have seen production, pricing and packaging models from the print journal world change out of all recognition to accommodate the needs of the new digital environment. We have seen the emergence of e-publishing environments such as PUBMED, JSTOR, and most recently the Open Access movement. This is a future in which Elsevier must also continue to change if it is to be relevant to the communities that it will serve.

Although these are challenging times, the future is by no means bleak. Thought leaders and innovators have emerged who are rapidly advancing our understanding of the new nature of libraries and the role of technology in their future. It has been a personal pleasure and a privilege to have worked with many of them in the Strategic Partners Program.

In this issue of *Library Connect* you will find a sampling of some of the progressive views currently being advanced within the library community. We hear from librarians on how they are preparing their libraries for the future, from an information science professor on her thoughts about the future of the profession, from the University of Rochester on their vision of the future and from Endeavor on their linking technologies. I sincerely trust you enjoy reading these perspectives as much as I have.

Kind regards,

Geoff Adams, Director, IT Solutions, Elsevier, New York



Geoff Adams

In this Issue

FEATURES

Scholarly Publishing: 12 Observations on the Current Situation and Challenges for the Future2-3

Library Vision of the Future: University of Rochester Libraries — Focusing on Users, Hiding Technology4

The Future of Librarianship: A View From a School of Library and Information Science5-6

Libraries Look to the Future: Place and Space, Physical and Virtual, Where are Libraries Headed?7

CENTER OF ATTENTION

How to Support your Authors: New Library Connect Pamphlet Available.....8

Librarians Speak Up8-9

Additional Resources9

COMMUNITY CONNECTIONS

Success Stories From the Field: Korea and United Arab Emirates10-11

Ask UCD (User Centered Design Group).....11

Austrian University Receives Usability Review11

5 Quick Questions.....12

Elsevier Foundation Update12

BEHIND THE SCENES

Emerging Technologies Advance Libraries Into the Future13

ON THE ROAD

Library Connect in Brazil, Canada, Germany, India, Italy, Norway, South Africa & US14-15

BACK COVER

Upcoming Events16

Library Connect at ALA Midwinter.....16

Live, Online Trainings with Elsevier and WebEx16

Library Connect Editorial Team

JENNIFER ARCUNI
Events Marketing Manager,
Account Development,
Amsterdam, The Netherlands

JONATHAN ATKINSON
Senior Marketing Manager, Social
& Behavioral Sciences, Oxford, UK

DIANE BARTOLI
Director of Marketing,
ePeriodicals, Health Sciences,
Philadelphia, PA, USA

DARIA DECOOMAN
Account Development & Channel
Marketing Manager,
San Diego, CA, USA

PENNY EMKE
Marketing Communication Manager,
Endeavor, Des Plaines, IL, USA

KAREN HUNTER
Senior VP Strategy, New York, NY,
USA

CHRYSANNE LOWE
VP Account Development &
Channel Marketing,
San Diego, CA, USA

DAVISS MENEFFEE
Director, Library Relations,
Columbus, OH, USA

CHRIS PRINGLE
Publisher, Social & Behavioral
Sciences, Oxford, UK

AMANDA SPITERI
Marketing Director, ScienceDirect
& Bibliographic Databases,
Amsterdam, The Netherlands

NANCY STEVENSON
Senior Manager, Brand Development,
New York, NY, USA

BEE LAN SWEE
Communications & Channel
Marketing Manager, Account
Development, Singapore

JOHN TAGLER
VP Account Development &
Library Marketing,
New York, NY, USA

Managing Editor
CHARLOTTE DEWHURST
Senior Account Development
& Channel Marketing Manager,
San Diego, CA, USA

The *Library Connect* newsletter is published four times a year by Elsevier Inc. The editorial team comprises representatives from across Elsevier. *Library Connect* includes contributions from Elsevier staff, librarians and other industry professionals. The opinions expressed in *Library Connect* are not necessarily those of the editorial team or the publisher.

Library Connect Editorial Office

ELSEVIER

525 B Street, Suite 1900
San Diego, CA 92101, USA

Phone: +1-619-699-6379 and +1-619-699-6380

libraryconnect@elsevier.com

Scholarly Publishing: 12 Observations on the Current Situation and Challenges for the Future

**Karen Hunter, Senior Vice President,
Strategy, Elsevier, New York, USA**



Karen Hunter

The world of scholarly publishing has become a much more complicated place in the last decade. In the early 1990s we knew what we had to do — get our journals into electronic form and establish a distribution network. The task became easier as the Internet and Web browsers smoothed the process somewhat. But the challenges were still enormous and we had few questions about strategy or priorities for a number of years. Those were also the days when it was still reasonable to talk about long-term plans and five-year horizons. Today we often talk of “strategic plans” with only a two-to-three year view. The world is not as clear, and when we look at where we should be placing our strategic bets we find a less than obvious message in the crystal ball.

In this article I want to make a number of observations about the current situation and future challenges. I also want to credit ideas I’ve heard this year in presentations given by Deanna Marcum of CLIR (Council on Library and Information Resources); Ann Okerson of Yale; Clifford Lynch of the Coalition for Networked Information; and a number of speakers — academics, librarians and publishers — at an STM conference on universal access held in Amsterdam this May. I think many of these observations represent opportunities for discussion, negotiation and cooperation between librarians and publishers.

1) We are still very early in the e-transformation process.

Our collective focus has been principally on access rather than on content and fitting that content to the user community’s needs. The focus has been on new business models, licensing, permanent access/preservation archiving and access in nations with the lowest economic opportunities. Scholarly e-content has largely replicated the paper but many still see the paper as the definitive edition although, in fact, the electronic is becoming increasingly definitive.

2) As a community we have been spectacularly successful in broadening access.

Contrast the situation 10 years ago: annually decreasing paper circulation, often only a few hundred copies in libraries to which people had to go to get access, one person per issue at a time. Today, desktop access is available to literally all researchers — either under site license or on a pay-per-view basis. Elsevier has more than nine million active, repeat, online users. Elsevier also provides free access to over 600 titles in over 60 of the world’s poorest countries.

3) The current preoccupation with “free access” rests on false assumptions.

Education is not free to students and information in support of education is not free either — any more than food, computers or football stadiums. According to the National Academy of Sciences, as reported in the *Wall Street Journal*, May 23, 2003, the US Federal Government is currently funding only about a third of all basic research. Given Elsevier’s international base, fewer than 10% of the articles we publish are based on research funded by US federal taxpayers.

4) There is a need to rethink the organization of information to improve data and text mining.

Clifford Lynch has made the point that we are still writing for human readers, without adequately providing for machine readers. There is a long way to go here. Information that is structured still needs improvement and the role of unstructured text in retrieval (i.e., full-text searching) has to be explored much more. Recent discussions within CrossRef, for example, have looked at whether to provide full-text searching across the combined databases of the member publishers. And if so, how? By setting up a new search service or by using existing services such as Scirus or Google?

5) We will all soon face the need to deal with large data sets more often.

Who will hold these data sets and who will make sure they are preserved? Is this, as Clifford Lynch has argued, a role for institutional repositories? Surely, if the data is important to preserve (and I think it has never had a particularly high priority in the past), asking the author to do it — particularly under the misnomer “self-archiving” — is not the answer. But publishers are not necessarily well suited for the permanent preservation of large data sets either. Perhaps institutional repositories are key here.

6) More creative strategies are required for unlocking non-journal information, particularly from books.

The relatively low productivity of nonfiction online book publishing is astonishing. So much of what is currently available for books is more in the form of book dumps than well-structured, linked information. This is beginning to change for reference works, but there are still enormous efforts to be made to liberate the information currently locked in books.

7) How do we enable the manipulation and use of all types of information?

Let me simply quote Clifford Lynch here: “We really have very little experience in developing economic and legal and business agreements that allow computation, extraction, derivation, reuse, correlation, reintegration into other databases.” It is essential that we both technically enable this in the future and legally make it possible.

8) Understanding where there is a need for digitized information and who needs it.

At the STM conference I mentioned above, one researcher noted that 95% of the information he needs hasn't been digitized yet. Deanna Marcum, formally of CLIR and now at the Library of Congress, is calling for massive, cooperative digitization efforts. But we need to understand what should have priority. My expectation is that this will be very discipline-specific, as will the development of tools for retrieval and manipulation of the converted data. This is an area where I think that a publisher such as Elsevier, with the expertise in large-scale digitization projects and the deep pockets to undertake such large-scale projects, might be able to develop new initiatives. But first we need to understand better what is needed.

9) We need to seek sustainable economic models based on value.

Economists argue that those who value something must be the ones who support it economically. Take the example of metadata. I heard recently that *TV Guide* makes more money than the three major TV stations combined. We are being urged to give metadata away, discouraging investment in better metadata. What do you give away and what do you keep for enrichment and development? There also needs to be a continued search for models that have economic sustainability.

10) The balance between cooperation and competition is not easy.

Libraries have had this problem for a long time. Do you cooperate in collection acquisition — or now, digitization efforts — and all wind up having the same thing? And, if so, is that bad? Will the competition be, as Deanna Marcum has suggested, in “the ingeniousness with which individual libraries tailor resource access to the particular needs of their user communities.” Ann Okerson has used the analogy of the airline loyalty programs, such as “Star Alliance,” to describe a new type of cooperation.

Publishers have the same problem. To what extent do they cooperate and to what extent compete? Publishers have thrived on marketplace competition among researchers, research institutions and their libraries, and among states and nations. Competition among publishers has never been greater than at present. While biased, I think the concern about consolidation is misplaced. Does anyone think that either Ford or General Motors is having a monopolistic, easy time?

11) “Disruptive technologies” and the importance of continued innovation.

I am intrigued by this concept. According to an article written earlier this year (and found via Google), “disruptive technologies” are technologies that “not only create new industries, but eventually change the world.”¹ Wireless communication, 100 years after its invention, is still disruptive — indeed, more than it was at its invention. Web browsers can also be cited.

A speaker at the STM meeting said about large companies: “In a large company, the whole infrastructure and culture acts like gravity, pulling you back to where you started from. You can never reach escape velocity.” Could this be true of large institutions generally? Libraries and universities, for example? This has to be resisted. It is essential that we all continue to innovate.

12) Investing is much more difficult for publishers today than even a decade ago.

Coming full circle to one of my early points, it is hard to look much beyond two-to-three years. Of course we do take on projects and new business initiatives that have longer investment requirements and where any return is years away. We have always done that — new journals typically took five-to-seven years to make a profit. The risk of such investments now, however, is greater because the investments are larger and the world is changing much more quickly. We are betting in a very different environment, which is hard for a conservative publishing industry to adapt to, and takes a culture change. I recall discussions in 1978 and 1979 when a consultant we were using described what essentially is now the Internet. We did take some early actions then to begin to adapt. In actuality though, the really big investments didn't kick-in until over a decade later — after going through such exciting distractions as CD-ROM. Perhaps the biggest challenge for us now is to decide when to invest, on what and for whom. ■

This article is based on a presentation given by Karen Hunter at the NELINET Institute on Principles, Pricing and Money in June 2003.

¹ Jackson, J. (2003). *Disruptive Technologies*. *Washington Technologies*, 17 (20).

Elsevier Adopts COUNTER Code of Practice

In October, 2003, Elsevier signed a declaration of compliance of ScienceDirect usage reports, with the international COUNTER Code of Practice (Release 1) which governs the recording and exchange of online usage data and primarily focuses on journals and databases.

Eefke Smit, member of the COUNTER Board of Directors and Managing Director of ScienceDirect and Bibliographic Databases at Elsevier explained, “Participation in COUNTER and particularly, compliance with its Release 1 Code of Practice, will help us to further meet and understand librarian information needs. COUNTER facilitates providing librarians usage data in a way that is most meaningful to them while providing us usage data we can use to continually improve our products. What this comes down to is better customer service and we are thrilled about it.”

Peter Shepherd, COUNTER Project Director, commented, “We are delighted that Elsevier is now providing usage reports that comply with the Code of Practice. The company has been a founding member of the COUNTER initiative launched in 2002. The number of full text journals for which usage reports are compliant will now increase strongly. These reports are a further indication of Elsevier's commitment to improving industry standards for online usage data. Librarians will welcome this news.” ■

www.projectCounter.org

Library Vision of the Future: University of Rochester Libraries — Focusing on Users, Hiding Technology

Melinda Stowe, Head, Systems Department, University of Rochester, New York and David Lindahl, Web Initiatives Manager, Library's Digital Initiatives Unit, University of Rochester, New York

At the University of Rochester our vision is very much one of “user-focus.” We believe that a more in-depth knowledge of patrons will be essential to the future of the library. A number of trends observed in user groups stand out as the basis for current developments: first-year students enter the university setting with more and more experience in diverse technologies; advanced researchers are becoming more “expert” in the full range of electronic resources available to them; and the concept of sharing previously hidden materials is growing in popularity.

In the Rush Rhees Library we are focusing on usability. Library staff are making it their business to learn the nature of our users’ work with electronic databases, the library catalog, institutional repositories and other e-resources. By studying the techniques they employ to complete a task, such as locating articles relevant to their study topic, we can determine how to best offer them the services they need. What we want to achieve is an interface that’s really tailor-made for our users. Our usability testing is showing us that such an interface should be intuitive and should help users make the right choices.

“A researcher should not need to understand how technology works or how the library functions in order to access the information most valuable to him/her.”

One of our key goals is to highlight what users can get to online versus what they can access in print. Aiming to determine how to best expose resources for the user’s needs, the library already “hides” the technology terms from the user. Branded software is renamed in the vocabulary of the user, not of the librarian. We want to make sure what we’re presenting to the community is clear. Usability testing is showing that even when we list subject area databases, new students don’t know which are appropriate or good resources. They may choose the one listed first because they are used to relevancy ranking from commercial websites. So, we are discovering how best to design navigation for users and how to suggest best resources.

The big question we’re all asking is: “Will one-stop shopping—the opportunity for a single search box to accurately access all relevant library materials — emerge soon?” At the moment, we’re in the process of integrating federated search into our library Web presence. The search is multidisciplinary in that freshmen can type in a search phrase and find all results that are relevant. Researchers can access multiple sources in a single search, select one result, and view that result as an entryway to link-out to other related resources. Work is still ongoing to fine-tune available technologies and resources, but we believe that this goal is achievable in the near future.



Melinda Stowe



David Lindahl

“The library of the future will also become increasingly more integrated with previously non-library related institutional technologies.”

Academic libraries have different levels of users: those who know how to use databases and those who don’t. Libraries either need multiple interfaces, matched to different skill sets, or one interface accessible to users of all levels. A researcher should not need to understand how technology works or how the library functions in order to access the information most valuable to him/her. Our Digital Initiatives Unit looks to commercial websites for examples of easy-to-use search technologies. Amazon and Google are prime examples of constantly evolving sites that will set the pace for academic research interfaces into the future.

Institutional repositories may also grow in importance in the next several years. A large initiative underway at Rochester aims to discover the nature of the researcher likely to use these local collections. A federally funded grant is currently being used to study the anthropological nature of researchers who are sharing and using “grey” literature such as technical reports, theses, preprints, conference papers and bibliographies. Rochester is a collaborative partner in DSpace, an open source software initiative (developed jointly by MIT Libraries and Hewlett-Packard), enabling institutions to describe, manage and preserve their digital works.

The library of the future will also become increasingly more integrated with previously non-library related institutional technologies. The CoURses system, a Rochester-developed open-source software to integrate faculty course Web pages with related library materials, provides the library with an opportunity to promote additional resources that students may be interested in reviewing while obtaining course materials.

The development of new technologies is a given. The library world needs to keep inventing “bridging the gap” technologies, and at Rochester we believe that we — the librarians — need to keep discovering the language of the user. ■

*Penny Emke, Marketing Communication Manager,
Endeavor Information Systems, Des Plaines, IL, USA*

The Future of Librarianship: A View From a School of Library and Information Science

Library Connect interviews Toni Carbo, Professor, School of Information Sciences, University of Pittsburgh, PA, USA and Editor, *The International Information & Library Review*

LC: How long have you been working as an LIS educator?

Carbo: I have been working at the School of Information Sciences here since 1986, first as Dean and professor (1986 - 2002) and now as a professor, but I consider myself as having been an educator since I entered the field back in 1962. Too often we think of educators only as people working as members of faculties whereas almost everybody in our field is an educator to some extent.

LC: Of the changes that have taken place in recent years, which would you highlight as being the most important?

Carbo: Globalization through the Internet going back to the early 1990s has to be the biggest change and we still see the world shrinking due to the immediacy of information. The events of September 11 have also had a major impact on many aspects, including policy, such as the introduction of legislation leaning heavily towards security protection, sometimes at the expense of civil liberties. This concerns me tremendously.

Technological change now allows us to capture a photograph with a cell phone and new hand-held devices to capture and send over the Internet full motion video. The ability to create multimedia resources, to convey information and to communicate instantaneously will all have a big impact on communication and privacy. I think there will be societal implications that we haven't looked at, at all yet. E-mail has already affected the way we speak and write and instant messaging will change the way we communicate with each other even more.

LC: Are these technologies beneficial to the profession?

Carbo: Yes, but they also present us with challenges in terms of protecting civil liberties and understanding cultural differences among other things. When dealing with people who come from an oral culture as opposed to a written culture, it may be helpful to have the option of using video, for example. I think we have a lot of opportunities that we just haven't tapped into yet. The critical point to remember is that technologies are only a set of tools. The tools get better and better but of course they are just a means to an end.

LC: What opportunities do you see for Librarians to develop their roles in the future?

Carbo: Technology certainly allows us to tap into resources no matter where they are located, and to get out into the field where people are living and working to really understand what it is that they need. We are seeing more librarians getting out of the workplace into areas where the users are, whether physically or electronically. In health care, librarians have been out there working as part of the team for some time, for example, going on rounds with health care providers to identify their information



Toni Carbo

needs and make sure that information is available in the decision-making process for the healthcare providers, patients and families.

Another major role is that of educator — we have always done this and it has always involved more than just bibliographic instruction. This role continues to expand, and really helping people understand the value of information, how to evaluate different information sources, and how to use resources will be key in the future.

I think we also have a lot of educating to do in our institutions about the future roles and about the value of what we are doing. The role of advocate is becoming increasingly important — whether it is in the protection of civil liberties, the library budget or the services required to meet users' needs.

All of this is not to say that traditional roles are disappearing, they are just changing. Selection of resources, evaluation and organization, a service orientation — all of those things are still essential.

LC: If you were to change the title "Librarian," what would you change it to?

Carbo: I wouldn't change it. I think we do need to pay more attention to the words we use for others in the information field. One of the things that we deal with in our Information Ethics class is the importance of the language we use, what we mean by it, how other people interpret that. To me it does not make sense to call people "vendors," for example. I think in many cases they are corporate partners or publishing partners. You could call librarians "distributors" or "cataloguers" which are pieces of what we do, but not all of what we do. I think that by labeling someone with a title like "vendor" we are putting people into "them and us" categories.

It's interesting to me that as we are starting to develop digital multimedia resource collections what do we call them? "Digital libraries" — people understand what that means. I think we need to make clearer how the scope of libraries and librarianship has changed but as for the word, no — it is a wonderful word. Let's have the respect for the whole profession and what it does and let's use the word "librarian."

LC: What are LIS schools doing to attract more people into the profession?

Carbo: It's harder these days — in a tight economy many people are looking for careers to help them make money. Many of our specializations are still grossly underpaid. The cost of education and tuition keeps going up. It's hard to encourage people to take time off and make an investment that may take years to repay. Many people are not geographically mobile, so distance education

Continued on page 6

Continued from page 5

programs are extremely important. We are aggressively marketing our programs, paying more attention to our websites and print materials, and going out to recruit the best Ph.D. students, as well as working to gain funding for them.

LC: *Have students' expectations changed?*

Carbo: Yes. They are more selective. They know there is competition among schools and they are interested in value for their dollar and anxious to get financial aid (even more so than previously). There's an increased demand for distance education, no question about that. So, expectations have changed, and I think for the better.

LC: *What are the most important skills that an LIS student should leave the program with?*

Carbo: It's really knowledge AND skills AND attitudes (or aptitudes) — the complete competencies. This distinction is really fundamental. Communication skills, curiosity and willingness to continue learning ("learning to learn" is a bit of a cliché but very true) are important, but to me the ability to solve problems is one of the absolutely key areas.

Areas like information ethics help people make decisions. So often we think we are making a decision when really we are making assumptions and not challenging the assumptions. We are not asking about the information that we are gathering. Are we just selecting information we know is going to agree with us; asking people we know will agree with us; discarding information that we don't happen to like? In information ethics we really work through the decision-making process, which is fundamental to problem-solving.

Students also need to have an understanding of the big picture. We are not trying to train narrow specialists. To quote Richard Budd, "We don't train them for their first job, we educate them for their last job". They need to know what our field is about, what some of the big issues are, about cultural differences and management skills, as well as areas relating to economics and the value of information. They also need to know the fundamentals. So, yes indeed, we teach people how to organize information and catalogue resources, how to index, how to retrieve information (in both print and digital form), etc.

LC: *Will LIS programs change to support future opportunities?*

Carbo: Change is our middle name! In the 17 years I have been here we have undergone continuous change. Has it been enough? Has it been fast enough? No, of course not, and we need to keep looking at what we are doing and what we should be doing, trying to anticipate what we are going to need. One of the ways we need to keep changing is to ensure that we continue to have international, multi-cultural environments for students and faculty. In terms of the programs, we need to partner with others who are out there on the firing line, whether in a law library, a publishing company, a hospital, a childcare center, or whatever— it's essential that students have these perspectives.

LC: *Are these changes happening worldwide?*

Carbo: Absolutely yes, they vary of course depending on countries, on financial resources, access to the technology, cultural differences.

LC: *Are things different in developing countries?*

Carbo: Yes, in many ways, because the challenges are so huge. We talk about the last mile with linking people to the Internet. In many countries you're talking about hundreds and sometimes thousands of miles. Digital divide issues are very, very important, including basic literacy and information literacy (which I call "mediacy"). However, many countries bring a lot to the discussion of library and information services. Just because they may not have the technological skills doesn't mean their value in discussion and progress is any less. We can learn an awful lot from people who have fewer material goods and less money than we do — we take so much for granted. So, yes, there are some things that are different, that doesn't mean that they are worse, in many areas, such as an appreciation of community, they may well be better. ■

Charlotte Dewhurst, Senior Account Development & Channel Marketing Manager, Elsevier, San Diego, CA, USA

Bridging the Digital Divide: AGORA Delivers Agricultural Information to the Developing World

In October 2003, Elsevier, in cooperation with a group of international scientific publishers, UN agencies, and other private and public sector organizations, signed an agreement with the United Nations' Food and Agricultural Organization (FAO), which will allow students, researchers and academics in developing countries to access a wealth of scientific information.

The AGORA (Access to Global Online Research in Agriculture) initiative will provide free or very low cost access to more than 400 key scientific journals in the agriculture, biological, environmental and social sciences, more than 180 of them from Elsevier. AGORA will initially offer these journals via the Internet to 69 eligible countries with per capita annual income of less than US\$1000. The long-term goal of the AGORA program is to increase the quality and effectiveness of agricultural research and training in low-income countries, and in turn, to improve food security.

The inspiration for the AGORA initiative is the UN WHO Health Internetwork Access to Research Initiative (HINARI), which provides information on biomedical research to institutions in developing countries. Arie Jongejan, CEO Science & Technology, Elsevier, commented, "Given the success of HINARI and the value it has provided to researchers, we felt that this would be an excellent program supporting developing countries in a discipline where it is most needed. Elsevier is proud to be part of AGORA, and we hope that it will become a valuable resource in the countries that are part of the initiative."

www.aginternetwork.org

Libraries Look to the Future

Place and space, brick and click, physical and virtual, where are libraries headed?

This article gives a snapshot of reinvention success stories from around the world. We want to hear from you too! Please send us your suggestions of libraries deserving the spotlight for their visionary embrace of the future.

Singapore public libraries prove efficient and exciting



Senkang Community Library — A "Lifestyle Library." Photo courtesy of Singapore National Library Board.

Seven years ago the Singapore National Library Board received over \$600 million from the government for an eight-year development program to revamp its libraries. To better meet patrons' changing interests, the NLB launched outside-the-box efforts including "lifestyle libraries." Nine of these libraries, featuring cafés and, on occasion, live music, are located in shopping centers.

The NLB also improved efficiency by re-engineering library systems. Smart labels, or radio-frequency identification (RFID) tags, are used to facilitate processing of materials — from 100% self-checkout and any-branch return, to routing, shelving, and overnight stock-taking. Other examples include a do-it-yourself library where patrons register as new members via a kiosk, and connect real-time to an offsite librarian via a cybrarian service.

Ngian Lek Choh, the NLB's assistant chief executive of operations explained, "We believe in innovating our services to keep ahead of users' needs. This is so they use our services repeatedly to enrich their lives."

For more information:

www.nlb.gov.sg/index.html
www.ideastore.co.uk
www.newkinglibrary.org/home.htm
<http://cml.ci.cerritos.ca.us>
www.ci.cerritos.ca.us/library/library.html

"Idea Store" reinterprets the library



The prototype Idea Store, Bow, London. Photo courtesy of London Borough of Tower Hamlets.

In May 2002, the first Idea Store opened in the London borough of Tower Hamlets. Over the next few years the borough's residents will see their libraries transform into a total of seven Idea Stores and their librarians into Idea Supervisors.

These progressive facilities offer classrooms and lecture space, adult education workshops, homework clubs, study spaces, drop-in IT facilities, skills and career advice, cafés, art performance areas, exhibition space and childcare. And, yes, you can also find books and magazines, as well as digital resources, in an Idea Store.

Dr. Martin Luther King, Jr. Library unites city and university



Left to right: SJSU Library Dean Patricia Breivik and San José Public Library Director Jane Light. Photo courtesy of Dr. Martin Luther King, Jr. Library.

A collaboration between the City of San José and San José State University in California, Dr. Martin Luther King, Jr. Library offers a new take on the joint-use model.

In 1996, Susan Hammer — then mayor of San José — and SJSU President Robert Caret decided to build a cooperative library to serve town and gown constituencies. Opened in August 2003, Dr. Martin Luther King, Jr. Library demonstrates that a state university and

city can bring together public agencies and create a library meeting diverse patrons' evolving needs. For example, SJSU staff and faculty can conduct research while their children do homework at the library.

According to San José Public Library Director Jane Light, the library will serve as a linchpin in the redevelopment of San José's downtown area.

SJSU Library Dean Patricia Breivik remarked, "When you enter the building on the city side, you see the campus greenery at the end of our atrium. This reminds us all that a college education is only one step beyond your public library."

Cerritos Library celebrates experience



Cerritos Library's 21st Century Computer Center. Photo courtesy of Cerritos Library.

Opened in March 2002, Cerritos Library wows visitors with its titanium-clad building, grounds graced by sculpture and fountains, and themed interior spaces.

Located in Cerritos, California, this public library serves 54,000 residents and offers 200 computer workstations, 1,200 laptop ports, and a state-of-the-art computer lab.

A collection of 300,000 books complements technical and digital resources. Throughout the library artworks — including some on loan from the Smithsonian Institution — delight patrons of all ages.

Cerritos City Librarian Waynn Pearson noted, "By creating a user-centric library, we have substantially broadened our user base. Everyone wants to be part of our success, to share in the experience. Cerritos has created a fun, friendly, collaborative learning environment, where all our visitors become stakeholders." ■

Daria DeCooman, Account Development & Channel Marketing Manager, Elsevier, San Diego, CA, USA

Center of Attention

Let's Stay Connected

Tell us how you would prefer to receive your copy of the *Library Connect* newsletter.

From Volume 2, Issue 1, 2004, the *Library Connect* newsletter will be available in print and online in HTML and PDF. Take advantage of the pre-paid reply cards included with this issue to ensure that you continue to receive your copy in the format you prefer. You can use the additional card to let us know of a change of address or pass it to a colleague so they can request their own copy.

Forthcoming issues of *Library Connect* will cover topics such as e-learning, handhelds, federated searching, navigation, digital rights management, supplementary materials, usability and much more. We'll continue to feature contributions from librarians and industry professionals, and to keep you updated on our services for librarians.

If you decide that you do not want to continue to receive the *Library Connect* newsletter, simply complete the reply card attached or e-mail libraryconnect@elsevier.com and we will remove you from our mailing list.

We'd also appreciate your feedback – let us know which sections of the newsletter you enjoy and which you find least relevant. We also want to hear from you with ideas for stories and issues we should be featuring in the coming year. If you would like one of the *Library Connect* team to call you to discuss an idea then please tick the relevant box on the reply card or e-mail us at libraryconnect@elsevier.com.

We look forward to hearing from you soon. ■

New Library Connect Pamphlet Available!

How to Support Your Authors

Librarians are a creative yet practical lot. From participating in the ALA's "Authors @ your library" program, to helping faculty create e-reserves, to maintaining databases of faculty research interests, librarians worldwide are taking the initiative to support their authors.

The new *Library Connect* pamphlet *15 Ways to Support Your Authors* is hot off the press. This free eight-page publication provides snapshots of how libraries are going the extra mile to provide support.

This latest pamphlet is the third in our series of practical-assistance pieces:

- *15 Ways to Promote Effective Use of Online Resources*
- *How to get Published in LIS Journals: A Practical Guide*
- *15 Ways to Support Your Authors*



If you haven't yet looked at the pamphlets, please take a peek. They feature success stories and best-practice examples highlighting libraries and librarians. Your input on future topics as well as suggestions for libraries to showcase is much appreciated.

If you need a quantity of printed copies please e-mail your request — including postal address — to libraryconnect@elsevier.com. PDFs are available at www.elsevier.com/locate/libraryconnect.

Librarians Speak Up

How are you preparing your library for the future?



Andrew Waller, *Serials Librarian, Collections Services, University of Calgary Library, AB, Canada*

"Much is online now but the clicks have to work. It's the user experience that counts. All of us are collaborators in building the digital library. The first challenge we faced was to obtain e-access. There is a still a challenge to sustain and build upon what we have but now we also need to be able to fulfill our users' expectations. We don't want users to go down a road of clicks to disappointment."



Hilda T. Nassar, *Director, Medical Librarian, Saab Medical Library, American University of Beirut, Beirut, Lebanon*

"Over the last 20 years, technology has been a dominant force in reshaping the nature of our work and in how users utilize Saab Medical Library (SML). SML is making all its services and resources available online 24/7, seven days a week. We are digitizing to preserve SML's historically valuable documents and we are introducing downloading to hand-helds."



M. Alejandra Rojas Vivallo, *Periodicals Librarian, Library and Information Services, University of Chile, Santiago, Chile*

"The library of the future is the one that we are building now. As information professionals selecting, acquiring, organizing and disseminating knowledge, we now deal with electronic content, the Internet and linking standards to make that knowledge available online. New technologies and new modes of access have meant changes across our institution and increasingly we work in interdisciplinary teams. Most importantly, and to achieve our mission, we listen to our users to ensure that we respond to their needs with innovative solutions."

Additional Resources: The Future of the Library and Scholarly Publishing

BOOKS

Abel, R. E. & Newlin, L. W. et al. (2001). *Scholarly Publishing: Books, journals, publishers, and libraries in the twentieth century*. Hoboken, NJ: John Wiley & Sons.

Block, M. (Ed.). (2003). *Net Effects: How librarians can manage the unintended consequences of the internet*. Medford, NJ: Information Today, Inc.

Case, D. (2003). *Looking for Information: A survey of research on information seeking, needs, and behavior*. San Diego, CA: Academic Press.

Hernon, P. & Powell, R. R. et al. (2003). *The Next Library Leadership: Attributes of Academic and Public Library Directors*. Westport, CT: Libraries Unlimited.

Miller, W. (Ed.). (2003). *Joint-Use Libraries*. Binghamton, NY: The Haworth Press.

Sapp, G. (2002). *A Brief History of the Future of Libraries: An annotated bibliography*. Lanham, MD: Scarecrow Press.

ARTICLES

Awasom, I. (2003, June-December). Digital libraries in the central African sub-region: A case study of Cameroon. *The International Information & Library Review*, 35(2-4), 149-155. <http://www.sciencedirect.com>

Kratz, C. (2003, February). Transforming the delivery of service: The joint-use library as information commons. *CARL News*, 64(2). <http://www.ala.org>

Lynch, C. (2003, September). Digital library opportunities. *The Journal of Academic Librarianship*, 19 (5), 286-289. <http://www.sciencedirect.com>

Marcondes, C. H. & Sayão, L. F. (2003, June-December). Brazilian digital library of theses and dissertations. *The International Information & Library Review*, 35(2-4), 265-279. <http://www.sciencedirect.com>

Marcum, D. (2003, September). Requirements for the future digital library. *The Journal of Academic Librarianship*, 29(5), 276-279. <http://www.sciencedirect.com>

Okerson, A. (2003, September). Asteroids, Moore's Law, and the Star Alliance. *The Journal of Academic Librarianship*, 19(5), 280-285. <http://www.sciencedirect.com>

Prinsen, J. G. B. (2003). Leaders' visions on the library of the future: A short impression. 8th International Summer School on the *Digital Library*. <http://www.ticer.nl/summer03/publicat/course1.htm>

Zhu, Q. (2003, June-December). China Academic Library and Information System: Current situation and future development. *The International Information & Library Review*, 35(2-4), 399-405. <http://www.sciencedirect.com>

WEBSITES

ebrary Library Center
<http://librarycenter.ebrary.com>

Elsevier LIS Journals
<http://www.ElsevierSocialSciences.com/LIS>

Libraries for the Future
<http://www.lff.org>

Library Futures Quarterly
<http://www.libraryfutures.com>



G.W. Brian Owen
Systems Manager,
University of British
Columbia Library Systems
Division, Vancouver, BC,
Canada

"It is increasingly taken for granted that anytime, anywhere access should be the norm. At the campus level, most institutions, including UBC, have realized that identity management is critical in a networked environment and single sign-on or campus wide log-in systems are being implemented. Standards based solutions such as Shibboleth that will interoperate with these local authentication facilities are being seriously considered by many and will be of key importance in the future."



Midori Ichiko
Manager, Public Services,
Hiyoshi Media Center,
Keio University,
Yokohama, Japan

"I have so many things to consider: library systems, information accessibility, space in the library, information literacy education, staff training, library finance, etc. Users love the Internet and Google very much. Once they acquire convenient and easy ways, they seek more and more accessible and useful things and forget to evaluate them before using them. We are preparing several kinds of channels and systems to impart what they should do when they use information."



Dr. S. Venkadesan
Librarian, JRD Tata
Memorial Library, Indian
Institute of Science,
Bangalore, India

"The future of libraries lies in providing users anytime, anywhere access to digital information. Preparing involves keeping up-to-date technologically to achieve this and training our staff constantly in efficient and effective use of new resources. Most importantly, users need to be familiarized with new modes of access to the world of digital information. In these tasks, publishers and librarians should jointly strive to fulfill the needs of the user community."

Community Connections

Success Story: Korea

KESLI Consortium holds a library website contest

Independent research has shown that good library website design contributes significantly to efficient usage of online services.¹ So, to promote efficient use of online resources, the Korea Electronic Site License Initiative (KESLI) Consortium recently held a library website contest. The contest was sponsored by Elsevier and helped build closer partnerships with librarians.

Seventeen institutions responded to KESLI's invitation for participation in May this year. Elsevier's User Centered Design (UCD) Group determined a set of criteria for evaluation of their websites based on the following qualities:

- Consistency
- Orientation and Navigation
- Page Layout
- Hypertext/Linking
- Aesthetics and Graphics
- Flexibility and Efficiency of Use
- Match Between System and User Activities
- Accessibility

Members of the UCD team also lent their expertise by helping participating institutions review and upgrade their websites between June and August. A panel of judges, including representatives from KESLI and Elsevier's Korean office, then selected the winners.

Ms Young-Heui An, Serials Librarian at Cheonan University commented, "Thanks to the website contest, we had the chance to remake our library homepage into one that is really focused on our users. We hope that our new homepage will stir up our users' interest in electronic journals and help them recognise that our library is very much awake and moving with the times to promote online resources."

An award ceremony was held during the KESLI general meeting, September 18-19, 2003. The 280 librarians from 250 member institutions who attended the event had the opportunity to learn more about the winning entries during a poster session.

Mr Jeong Hwan, Kim, KESLI team member said, "Currently, the biggest challenges we face are how to increase the usage of more than 6,000 electronic journals available through the KESLI consortium, and how the librarians can effectively promote online resources to their end users. In this light, the library website contest provided us with a great opportunity to promote electronic journals. Featuring the winning entries through the poster session was also an excellent idea as it allowed librarians to learn from one another."

The success of the library website contest has prompted many calls for it to become an annual event. ■

¹ 15 Ways to Promote Effective Use of Online Resources, Library Connect, Volume 1, Issue 1

Bee Lan Swee, Communications & Channel Marketing Manager, Elsevier, Singapore and Soon Kim, Account Development Manager, Elsevier, South Korea

WINNING WEBSITES

- 1st** Cheonan University
<http://lib.cheonan.ac.kr>
- 2nd** Samsung Medical Center
<http://www.smc.samsung.co.kr/library>
- 3rd** Hanyang University Ansan Campus
<http://information.hanyang.ac.kr>
- 4th** Pohang University of Science and Technology
<http://www.postech.ac.kr/library>
- 5th** Korea Research Institute for Human Settlements
<http://library.krihs.re.kr>
- 6th** Rural Development Administration
<http://lib.rda.go.kr>

1st Place

The screenshot shows the BLISS library website interface. Callouts point to various features: 'Online Resources' points to a menu item, 'Help' points to a 'Help' button, 'Searches on Metadata' points to a search bar, and 'Subject-specific content' points to a list of subject categories.

The overall winner, BLISS (Baekseok Library Information Systems) at Choenan University offers clear links to online resources and subject-specific content on its first page. Also provided via the website are: searchable lists of online resources and providers (offering journals in A-Z and subject lists); individual journal links giving detailed information of each journal's access license; well-structured FAQs; and WAP and SMS services to end users via cellular phone.



Representatives from the six winning teams after the award presentation.



Left to right: Myunghee Oh and Jae Ro Park from Samsung Medical Center, receiving their prize.

Austrian University Library Receives Usability Review

In May 2003 members of Elsevier's User Centered Design Group completed a usability review of the Universitätsbibliothek Innsbruck website at <http://ub.uibk.ac.at/>. Dr Heinz Hauffe, the Library's Deputy Director, gave *Library Connect* his feedback on how it went.

"All in all we found the website review very helpful. The report identified positive and negative factors influencing the usability of our website. Potential usability problems were rated very clearly as High, Medium or Low and positive comments were indicated by a '+' symbol. Findings were listed under the following headings: consistency; orientation and navigation; page layout; hypertext/linking; aesthetics and graphics; flexibility and efficiency of use; match between system and user activities; and accessibility and help.

At the library we were very happy to see that many items such as consistency were rated positively. Only a few items received a 'High' rating with regard to potential usability problems, for example, a missing navigation bar or a missing logo on header pages. Some of the review's recommendations will be implemented within the scope of a joint project involving the websites of the University and the library. However, due to organizational circumstances some proposals cannot be fulfilled. For example, limited manpower means that it is not possible to provide a direct link from the OPAC to the full text of a journal. In some cases, the responsibility for carrying out suggested improvements lies elsewhere in the organization and in those cases we have forwarded the recommendations." ■

Sandra Grijzenhout, Account Development Manager, Elsevier, Amsterdam



Don't forget to drop us a line at libraryconnect@elsevier.com with your usability questions. Chris Jasek from our User Centered Design Group will answer them for you.

LC: Given that some library administrators are telling employees to take e-mail addresses off Web pages to avoid spam, what would you advise with regard to the provision of staff and faculty contact information, including e-mail addresses, on library Web pages?

Jasek: Obviously, providing contact information is extremely important. Users need to know who to contact if they have a question or problem. An alternative to providing "mailto" links is to provide a form that users can complete. When the form is submitted an e-mail is sent to the appropriate party behind the scenes by using a script. Keep the form very simple by only asking for the user's name, e-mail address, subject and question or problem.

The form approach isn't as usable as a standard e-mail link, but it may help reduce spam. You might want to read about additional strategies to help reduce spam at www.wilsonweb.com/wmt8/spambot_hiding.htm. However, do be aware that all of these approaches have usability drawbacks and make it more difficult for users to contact you. ■

Success Story: United Arab Emirates

CD-ROMs increase awareness and usage of online journals

The UAE University is the oldest and most prestigious university in the United Arab Emirates. In January 2003, it moved to electronic-only access and now has over 3,200 full-text journals available online.

Dr. Husam, Dean of University Libraries commented, "The UAEU Library's decision to cancel print journals and subscribe to a larger number of electronic journals was a strategic decision to meet our users' expectations of unrestricted, convenient and remote access, in addition to having them benefit from the powerful searching tools and features that the printed journal could not offer."

In order to ensure a smooth transition from print to electronic format, the university has deployed impressive marketing actions including print and electronic newsletters as



Students using the CD-ROMs find links to resources, tutorials and online help.

Left to right (top): Widad Eljaly, Training Coordinator; Olivier Diesnis, Elsevier Account Development Manager; Dr. Husam Mohamed Sultan Al Ulama, Dean of the University Libraries; Salim Al Haj, Assistant Librarian; Mr Walid Haj Ali. Left to right (bottom): Mary Kay Rathke, Assistant Head of Public Services and Mr Ali Dualeh Abdulla, Head of Public Services.

well as subject-specific workshops. More recently, business card sized CD-ROMs promoting MBA research resources were distributed to students. In addition to providing comprehensive links to available online resources, they also contain tutorials on how to make the best use of databases and provide general information on library staff and services.

Mr Ali D. Abdulla, Head of Public Services, explained, "As ScienceDirect and other e-journal packages were made available, the University Libraries' Deanship launched targeted marketing activities to raise users' awareness of what is offered and stimulate the use of these resources by providing assistance in the reorientation of faculty and students accessing this information from their offices and homes." ■

Olivier Diesnis, Account Development Manager, Elsevier, Amsterdam

Elsevier Design Partner Program

We value your feedback about our products. With your input we know we can make our products easy to use and useful in your daily work. That's why we created the Design Partner program. We'd like you to be our partner as we continue to enhance existing products and create new ones. More information at:

<http://dpartner.reed-elsevier.com/ucdPartner.asp>

5 Quick Questions - The Future of the Library

*Alison Sutherland, Bibliographic Services Librarian,
Curtin University of Technology, Perth, Australia*

1. What do you see as the key issues for the library of the future?

The eternal key issue is funding. Electronic resources have not meant a huge cost saving despite what many of our clients think! No matter what format resources are produced in they will cost money. Many librarians are dependent on the stability of foreign exchange rates to ensure they can maintain their collections. I thought Australian libraries were badly off until I spoke recently to an Indonesian librarian who described the drop in currency there. This meant a foreign journal cost 30% more in 2002 than it did in 1999.

The other key issue is collection development in electronic format. We still don't have all the electronic resources we need available for purchase. The only way this is going to happen is by opening up negotiations and developing partnerships with publishers.

2. How do you see your library's patrons or community changing, and what will the impacts be for your library?

University students are becoming more technology-savvy and want access to more and more information. Making better use of mobile phones and PDAs will really make a difference.

Student demand and university pressure will increase the amount of distance/online education, which in turn will increase demand for linking technologies, virtual reference services and more integration of information sources. I believe that demand for face-to-face contact, as the population ages and social contact reduces, will place enormous pressures on public libraries.

3. What role will the physical library space play as the virtual library expands?

The same as always — an escape from friends, enemies, relations, while trying to study! The library is also a place where you can escape the pressures of life, somewhere safe to read, work and sometimes sleep. It provides excellent opportunities to meet like-minded folk and communicate with the rest of the world. Who knows, you might even read a book or two?

4. What is the future of print collections?

For large university and state libraries the same as it has always been. We can't replace our print collection with equivalent electronic resources yet. When we can, print collections will start to be stored as shared facilities in central locations.

For small and personal collections I think we will be hanging onto our print copies as hard as we can. I'm not giving up my own collection at home. Our childhood books, our private collections of old and new books will remain in print. The smell, look and feel of print is completely different. Sitting down with children to read a story is not going to be quite the same with a flat screen, but then who knows what will be developed over time? As long as we can drop it, touch the screen with sticky fingers, or read it in the bath or at the beach, I'll be happy. All I will want then is the musty book smell — and I'm sure that will be possible too.

5. How do you think the job of the librarian might change or develop?

We will need to keep up our technical skills, as well as maintaining our interpersonal skills. At one end of the information market, we'll be increasingly concerned with indemnification insurance for the information we provide, and we'll become responsible for all manner of information in corporate spheres, for futurists and strategists. At the other end of the market, we must still encourage both young and old to seek information, to read and to learn; whether it be teaching/helping people to read or to use the Internet. We will also need to maintain our vigilance against political influence; we must always fight for freedom of all information. ■

Hui Ling Goh, Account Development Manager, Elsevier, Singapore

Elsevier Foundation Update

New Grants for Library Projects

The Elsevier Foundation awarded the following new grants in October 2003.

- Book Aid International, UK and Sabre Foundation, USA — \$25,000 to support the learning needs of students, academics and professionals in Ghana and Tanzania. The grant will provide 4,700 higher education and medical books to selected hospitals, universities and resource centers in Ghana and Tanzania, and 15,000 education and medical books to the Ghana Book Trust.
- Dominican University of California, USA — \$18,000 to support its program of Diversity, Women in Science, and Scholarly Communication. The grant will provide access to ScienceDirect to support scholarship and research among students and faculty in this program.
- Resource Center for Pain Medicine and Palliative Care, Beth Israel Medical Center, New York, USA — \$25,000 to expand the highly utilized StopPain.org service. This grant will fund a part-time librarian position to expand information resources and make available a wealth of books, articles, charts and CD-ROMs to the global community.
- General Sciences Library, Ho Chi Minh City, Vietnam, (formerly the National Library of South Vietnam) — \$25,000 to upgrade the Open Access Computer Center. The library is a central resource providing education and training to library school students and organizations seeking to develop libraries, and more broadly, supporting education and economic development in Vietnam.
- Brooklyn Public Library, NY, USA — \$11,500 to expand its volunteer-led Hospital Storytelling Program. Funding will support volunteer storytellers reading aloud to 2,000-4,000 sick children in hospital clinics, wards and waiting rooms across the city's most populous borough.
- Medical Library Association, USA — \$25,000 for the Lindbergh Fellowship Endowment, providing funding for research aimed at expanding the research knowledge base of health science librarians. The Endowment will fund research initiatives that link librarian information services to improved health care and advances in biomedical research. ■



For further information about program areas and funding applications, visit www.elsevierfoundation.org

Behind the Scenes: Emerging Technologies Advance Libraries Into the Future

Library Connect interviews Endeavor's Harry Samuels, LinkFinderPlus Product Manager and Sara Randall, Manager, Digital Library Product Management

LC: Do you think there will be a significant change in the technologies required by the library of the future?

Randall: At Endeavor we believe that integrated library systems will play a key role into the future — the library functions they automate will always be integral parts of the library workflow. However, as institutions streamline technologies we believe the research-focused portal will become more important. Students, faculty and researchers increasingly expect an integrated approach to the fulfillment of their information needs. Integration means different things to different types of users. Some users may expect to address all their course-related needs, including library content, from their learning management system. For other users, integration is demonstrated by the ability to find library content as a channel within a university portal or from a single place containing relevant resources within a library's own Web space.

LC: How do you plan what new technologies the library of the future will need?

Samuels: That's a tough question. In the time it takes to list all the technologies involved currently, a new technology will emerge. The only thing we know for certain is that there will be change and there will be unexpected change. At Endeavor, we are working with Elsevier's Advanced Technology Group to investigate the viability of many new technologies, such as Shibboleth and METS (Metadata Encoding & Transmission Standard). Our development team here at Endeavor also works to further existing technologies such as OpenURL, SOAP (Simple Object

Access Protocol), XML (Extensible Markup Language) gateways, HSE (HTTP Search Engine) connectors and Z39.50.

LC: With so many new technologies available how do libraries decide where to start?

Samuels: Well, it's more than likely that at least some, if not all, of the technologies I've mentioned are already in use in any given library today. For example, ScienceDirect customers are already using an OpenURL-enabled system with an XML gateway.

Different libraries have different approaches to new technologies. Some feel it's good to focus on one technology, and grow from there. Many libraries want to be able to mix and match the products of different vendors and be able to choose the best-of-breed for each application. Endeavor builds open standards-compliant products that will interoperate with the products of other vendors and the custom-built systems developed by the libraries themselves.

LC: How can librarians stay up-to-date with all these emerging technologies?

Randall: Being involved is important — listservs, conferences, library journals and general technology journals provide a wealth of information. Personally, I have found that being active in the American Library Association's Library and Information Technology Association (LITA) has been invaluable, not only for the content of the programs it offers, but just as importantly for the networking possibilities. It has provided me with opportunities to learn how people are using a particular technology in their institutions. Librarians are excited to learn from other librarians who are tweaking technologies to suit the individual goals of their institutions. There are many talented staff in today's libraries, eager to test their skills and try something new.

LC: Are there consistent standards across all of the technologies available?

Samuels: The industry is certainly working towards that and Endeavor's Product Strategy team is very involved in National Information Standards Organization (NISO) committees. I currently serve on the OpenURL Committee, "Committee AX." Our website at <http://library.caltech.edu/openurl> is an excellent resource for information on the emerging OpenURL standard. In addition, committee members, including myself, are very active in giving OpenURL presentations at conferences and workshops around the world.

Randall: And I'm working closely with an NISO committee that is just beginning to talk about standards for metasearch. This is a very open topic right now as there is rapid development in this area. To keep up-to-date with the committees' reports readers can visit the NISO website at www.niso.org.

LC: Do librarians have to be very technical to understand what's coming in the future?

Samuels: No, not necessarily. Take the ScienceDirect example above. It isn't essential for librarians to know exactly how the system works, but knowing more about the linking technologies used can help them understand how the system connects to other resources, such as their library's local holdings.

Randall: I agree. Some broad themes emerge when we discuss the library of the future, and consistently librarians I come into contact with look to streamline the way in which they make information sources available to users. By understanding their institution's goals and the library's direction within those goals, librarians are in an excellent position to determine what technologies apply to the immediate and future needs of their user communities. ■



WHITE PAPERS ○○○○○○

OpenURL: A Tutorial

Harry Samuels, Endeavor LinkFinderPlus Product Manager and a member of the NISO Committee AX, the group behind the OpenURL standard, explains in layperson's terms the benefits and technologies involved. www.endinfosys.com/pdf/openurl4_02.pdf

Other Elsevier White Papers include:

How Scirus Works

www.scirus.com/press/pdf/WhitePaper_Scirus.pdf

Usability Drives Value of Bibliographic Databases

www.info.sciencedirect.com/content_coverage/databases/sd_bdwhitepaper.pdf

Penny Emke, Marketing Communication Manager, Endeavor Information Systems, Des Plaines, IL, USA

For more information:

Shibboleth: <http://shibboleth.internet2.edu/>
METS: www.loc.gov/standards/mets/
SOAP: www.w3.org/ and www.oasisopen.org/cover/soap.html
LITA: www.lita.org

Asia Pacific Library Connect Seminar Series Continues in India



Dr. S. P. Singh presents a librarian's perspective in Delhi.

India, August 25-29, 2003

Library Connect visited five Indian cities in the last week of August: New Delhi, Kolkata, Chennai, Bangalore and Mumbai. A total of 250 librarians attended. Special thanks go to our guest speakers Dr. S. P. Singh, Mr. C. Jayakumar, Dr. I. R. N. Goudar and Dr. Venkadesan, for sharing their knowledge and experience. In addition to the presentations, participants also appreciated the opportunity to interact with their peers.

"It's an excellent move towards the promotion of e-resources awareness, please continue it."

— Bablu Sutradhar, Deputy Librarian, IIT Kharagpur, India

"Topics, contents, relevance, usage and presentation to the right audience in the right place."

— Satish S. Munnoli, Librarian, Advanced Centre for Treatment, Research and Education in Cancer, Mumbai, India

"It needs to be conducted regularly for feedback. There should be more emphasis on training the library professionals."

— Satish Iyer, Scientific Officer B, Department of Atomic Energy, India

"I think this seminar helps to update the knowledge of librarians."

— Siddhartha Basu, Library & Documentation Division, Indian Institute of Chemical Biology, Kolkata, India



Seminar participants in Kolkata.

Library Connect — Onwards and Northwards

Norway, September 16 -18, 2003

Seventy-five library staff members and information specialists attended three Library Connect seminars held at the Norwegian School of Management, Oslo, the NTNU Trondheim and the University of Bergen.

The seminars provided an open forum for new information and perspectives on Elsevier strategy, content and services, including: usage reporting and COUNTER-compliance; research findings and tips on improving library websites; open linking resolvers; and the results of Elsevier's recent customer satisfaction survey.

Participant feedback from these highly interactive seminars has been extremely positive. They have been cited as "a good way to gain mutual understanding." The team looks forward to taking additional seminars north!

Ground-breaking Move in Access to Agricultural Information

Rome, Italy, October 14, 2003

Elsevier offers 185 journals through the AGORA (Access to Global Online Research in Agriculture) project — a ground-breaking initiative, which will provide students, researchers and academics in developing countries with free, or very low cost access to agriculture, food and environment research literature (more on page 6.)



Left to right: Arie Jongejan, CEO Science & Technology, Elsevier and Jacques Diouf, Director General, Food and Agriculture Organization of the United Nations sign the statement of intent at the AGORA launch.

www.aginternetwork.org

Strengthening Partnerships with Customers in Brazil

São Paulo, Brazil, September 18, 2003

At Elsevier's 3rd Brazilian Symposium "Elsevier and Brazilian Libraries, Connected," 120 representatives of Brazilian state, federal and private universities and research institutes took the opportunity to share perspectives, hear about future projects and discuss the CAPES Portal experience.



Left to right: Eduardo Domingues, Head of Sales, Elsevier South America; Elenara Chaves E. de Almeida, Access Coordinator, CAPES; Frank Vrancken Peeters, Managing Director, Sales, Elsevier; Margarida Luiza de Mattos Vieira, Program Director, CAPES; Claudio Rothmuller, Managing Director, Latin America, Elsevier; Michael Mabe, Director, Academic Relations, Elsevier; and Darrell Gunter, Senior VP, Sales and Services, Americas, Elsevier.

Presentations covered the transition from print to electronic format in Brazil, new solutions for the library of the future and the importance of user training and promotion of library services.

Invited speaker, CAPES representative, Professor Margarida Luiza de Mattos Vieira, explained: "Since 2000, the number of institutions accessing the CAPES portal has increased from 72 to 99. Recognition of the great importance of CAPES to the research community is illustrated by the guarantee of continued funding we have received from the Brazilian Minister of Education, Dr. Cristovan Buarque."

CNSLP Librarians Come Together in Canada

Vancouver, September 30, 2003

More than 20 consortia members from western Canada attended this Library Connect event, which was jointly hosted by Simon Fraser University, Canadian National Site License Project (CNSLP) and Elsevier. Two panel sessions featured librarians' views on user experiences and major changes and developments, covering topics such as usability, institutional repositories, interoperability, Open Access, the "Big Deal" and distance learning.



Left to right: Andrew Waller and Jennifer Lee, University of Calgary, and Diana Kichuk, University of Saskatchewan present their views.

In her introduction Deb deBruijn, CNSLP Director, commented, "Equitable access to scholarly journals supports more than the academic research community. It represents good public policy. Members of a consortium are more than simply a 'buying group'; their commitment to long-term content investment constitutes research infrastructure for the next generation."

Closing remarks from Ben Schmidt, CNSLP, reflected the day's constructive discussions — "In managing electronic resources from multiple publishers, we all need to bring to bear new skills. Our increasing sophistication in defining our usability, interoperability and performance requirements will allow us to realize synergies across multiple publishers."

Elsevier Author Wins Information Science Book Award

Long Beach, California, USA, October 19-22, 2003

Donald Case, University of Kentucky, won the 2003 ASIST Best Information Science Book of the Year award for *Looking for Information: A Survey of Research on Information Seeking, Needs, and Behavior* (Elsevier: Academic Press, 2003.)

This annual award is given to the author of an outstanding book relevant to the information sciences. Next year's ASIST meeting, "Managing and Enhancing Information: Cultures and Conflicts," will be held in Providence, RI, November 13-18, 2004.

www.asis.org



Donald Case accepts his award from ASIST Jury Chair, Linda Smith. Photo courtesy of Caught in the Moment Photography.

Interacting with Customers at the Frankfurt Bookfair

Frankfurt, Germany, October 8-13, 2003

Over 270,000 visitors from around the globe were in attendance at the 55th International Frankfurt Book Fair, where the Elsevier booth provided an interactive stopping point for future researchers and old friends alike.

During the Innovation Forum, ScienceDirect Marketing Manager Eduardo Ramos and Hubert Duran, Jouve, presented "The Lancet Backfiles: How to Re-Use Old Material Through Modern Technology." The audience gained insights into the process of digitizing content and the various considerations, from the heuristic to the logistic, which go into making older material available for today's research professionals. With the release of The Lancet's backfiles, over 170 years' worth of historic medical research articles are now available on ScienceDirect.

The 56th Book Fair is scheduled for October 6-10, 2004.

www.frankfurt-book-fair.com



Eduardo Ramos, ScienceDirect Marketing Manager and Hubert Duran, Jouve at the Innovation Forum.

Library Connect Addresses South African Librarians

Stellenbosch, South Africa, October 28, 2003

The South African Library Connect conference, "Navigating the Digital Landscape: Strategies & Usage," marked Elsevier's second annual event in South Africa. It preceded the annual Stellenbosch Library Symposium, and was attended by more than 30 librarians and information professionals. The program of presentations was stimulating and well received, with librarians expressing their appreciation for Elsevier's forward thinking and proactive approach to strategy and development. The day ended with a celebration — special guest delegates, researchers Charles de Koning and Willem van Otterlo from the University of the Witwatersrand, received an award for authoring the 5-millionth article to go live on ScienceDirect.



Hilda Kriel and Monica Hammes from the University of Pretoria gear up for their multimedia presentation: "Marketing: A Power Tool for Product Sustainability."

Upcoming Events

Why not come along and meet us?

2004

JANUARY

- 9-14 ALA Midwinter, San Diego, CA, USA
- 11 Elsevier Midwinter ALA Dessert Reception, Westgate Hotel, San Diego, CA, USA
- 12-13 Elsevier Strategic Partners Forum, San Diego, CA, USA

FEBRUARY

- 3-5 VALA 2004, 12th Biennial Conference and Exhibition, Melbourne, Australia
- 3-5 7th International Bielefeld Conference, Bielefeld, Germany
- 14-22 New Delhi World Book Fair, New Delhi, India

MARCH

- 10-11 Tieto Paivat 2004: Information Days Congress, Helsinki
- 23-25 Leipziger Kongress for Information und Bibliothek, Leipzig
- 29-31 United Kingdom Serials Group Annual Conference, Manchester, UK

APRIL

- 24-26 Endeavor User Group Meeting, Chicago, IL, USA

MAY

- 6-7 Elsevier Annual User Conference, Amsterdam, The Netherlands
- 20-23 Warsaw International Book Fair, Warsaw, Poland
- 21-26 Medical Library Association, Washington, DC, USA
- 25-27 INFORUM, 2004, Prague, Czech Republic
- 25-29 LIDA 2004, Dubrovnik, Croatia

JUNE

- 5-10 Special Libraries Association, Nashville, TN, USA
- 24-30 American Library Association, Orlando, FL, USA

LIBRARY CONNECT EVENTS AT ALA Midwinter

Editors' Session — Elsevier Booth # 1506

Sunday, January 11, 11:00 a.m. - 12:00 noon

An opportunity for library and information science authors to speak informally with an LIS journal editor about publishing your manuscript.

We'll be joined by:

Connie Foster & Beverly Geer — *Serials Review*

David Kohl — *Journal of Academic Librarianship*

Toni Carbo — *International Information & Library Review*

Lisa Janicke Hinchliffe — *Research Strategies*

Jim Mouw — *Library Collections, Acquisitions & Technical Services*

Library Connect Presentations — Elsevier Booth # 1506

How To Support Your Authors

Friday, January 9, 6:20 p.m.

Saturday, January 10, 3:45 p.m.

Sunday, January 11, 12:00 noon

Monday, January 12, 11:10 a.m.

How to Promote Effective Use Of Online Resources

Saturday, January 10, 11:15 a.m.

Sunday, January 11, 2:55 p.m.

Monday, January 12, 10:30 a.m.

Get Aboard the CyberTrain!

Learn about our e-products from your desktop with *Elsevier and WebEx*

More and more of our customers are signing up for online trainings. Convenient, live and interactive, these presentations provide desktop access to Elsevier Account Development Managers and other product specialists.

What our customers are saying

"It was a very informative and useful session. I have learned a lot from your excellent presentation. May I have the contents of the presentation and any tips you can provide me. Thank you so much." PiYung Peggy Hsu, Assistant Director, Electronic Collections, University of Florida's Health Science Center Libraries, FL, USA

"This is to register my appreciation for the online training you have just given me. It has opened up my understanding of ScienceDirect. I am happy for the same and I will do my best to make people aware of the ScienceDirect features that I have learnt. In case of any queries, I will forward them. Thank you again." Stephen Macharia, IT Officer, Unep Library United Nations Environment Programme (UNEP) Nairobi, Kenya

What's available?

At <https://elsevier.webex.com> you can choose from a growing range of topics including:

- 10 Tips on How to Market ScienceDirect
- Top 10 Things to Know About ScienceDirect
- ScienceDirect Usage Reports
- ScienceDirect Features & Functionality

Please register for any session you would like to attend. You then will receive an e-mail invitation with details on how to log on to each session and join by phone. Free-phone numbers are provided whenever possible.

Tell us what you need

If you need online trainings on specific Elsevier e-products, or a private in-depth training for your staff, contact your Account Manager or Account Development Manager.

We look forward to meeting you soon.

<https://elsevier.webex.com>

CONTACTS:

Library Connect Editorial Office

ELSEVIER

525 B Street

Suite 1900

San Diego, CA 92101

USA

Phone: +1-619-699-6379

Fax: +1-619-699-6380

libraryconnect@elsevier.com

The Americas

ELSEVIER

Customer Support Department

P. O. Box 945

New York, NY 10159-0945

USA

Phone: +1-888-615-4500

Fax: +1-212-633-3680

usinfo@elsevier.com

Asia

ELSEVIER

Customer Support Department

Winsland House I

3 Killiney Road #08-01

Singapore 239519

Phone: +65-6349-0222

Fax: +65-6733-1510

asiainfo@elsevier.com

Europe, Middle East & Africa

ELSEVIER

Customer Support Department

P. O. Box 211

1000 AE Amsterdam

The Netherlands

Phone: +31-20-485-3767

Fax: +31-20-485-3432

nlinfo@elsevier.com