

# Library Connect

Partnering with the Library Community

# newsletter

Volume 1 ■ Number 2 ■ June 2003

## WELCOME

Dear Colleagues,

It is my pleasure to welcome you to the second issue of the Library Connect newsletter.

This issue focuses on two closely aligned themes: usage of electronic products and marketing of library services. Diana Leitch from the University of Manchester shares her institution's experience with us. Additionally, Library Connect takes a close look at usage statistics with an article from COUNTER's Peter Shepherd and an interview with Elsevier's Marthyn Borghuis and Lotte Sluysen — the ScienceDirect Usage Research team. And the center spread this month offers success stories from our customers regarding how libraries market online resources.

You'll notice we have included one of the new "Never underestimate the importance of a librarian" ads/mini-posters on page 15. What do you think? Send us your feedback about this campaign by emailing [libraryconnect@elsevier.com](mailto:libraryconnect@elsevier.com). Thank you to those we have already heard from. We hope to publish some of your responses in future Library Connect issues.

Kind regards,

Daviess Menefee



*Daviess Menefee  
Director of Library Relations,  
Americas, Elsevier*

## Two UK Universities Receive Usability Review

In the first issue of this newsletter, available at <http://www.elsevier.com/locate/lcnewsletter>, Library Connect announced a Web site usability review to be provided at no cost by an industry expert. Now we are pleased to let you know that two UK universities, which plan to merge, have received this complimentary review. These institutes located in England are the University of Manchester (<http://www.man.ac.uk>) and University of Manchester Institute of Science and Technology (<http://www.umist.ac.uk>).

Dr. Diana Leitch, deputy university librarian with the John Rylands University Library of Manchester, is representing both universities in the review. To find out what's on Leitch's mind regarding digital libraries and related topics, see page 2. For the outcomes of the usability review, stay tuned. This newsletter will soon report on highlights from the review, Leitch's reactions, and which aspects — if any — of the review get implemented.

We thank Elsevier's User Centered Design group (see page 5) for providing the review, and we thank all our readers who offered up Web sites to be placed under the microscope. Given the strong response to our call for sites to consider, it seems that usability remains a hot topic among librarians.

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## Librarian Gives Straight Talk, Provides Insights and Inspiration

Dr. Diana Leitch, Deputy University Librarian at the University of Manchester's prestigious John Rylands University Library, was on hand to address Elsevier staff at a recent global Account Development retreat in Amsterdam, The Netherlands.

### "I'm here to say what I think"

Diana spoke frankly to an audience that included CEO Arie Jongejan, ScienceDirect Product Manager Joep Verheggen, Managing Sales Director Frank Vrancken Peeters, Vice President of Account Development Chrysanne Lowe and Felix Haest, EMEA Head of Account Development and Channel Marketing, on the issues and challenges libraries face in the ever-expanding realm of digital information, offering constructive criticism and personal insight as more than just food for thought.

In a time where 'keeping contact with our users' is one of the great challenges facing librarians, Diana has found new and innovative ways to keep them logging on, if not dropping by.

From facilitating the implementation of the ATHENS authentication system so that users can access information from virtually anywhere to offering valuable feedback when, for example, currency and access issues arose with Trends & Current Opinion titles, Diana manages to stay one step ahead of the game, which is essential in her role at a library which currently boasts more e-resources than any other in the UK.

### Where have all the journals gone?

And she certainly knows when to do things completely differently. Recently she took all the Elsevier and Academic Press printed journals which were in ScienceDirect off the shelves at the university library. On the empty shelves, Diana placed notes saying, "Check the e-journals on ScienceDirect at [www.sciencedirect.com](http://www.sciencedirect.com)."

In addition to encouraging access to ScienceDirect, this initiative has also freed up valuable shelf space in the library, space which can be retained for print-only titles. As more backfiles become available, and Diana has bought all those available, more printed material is being moved out to make way for 10 km of special collections material that will need to be housed in the Main Library, while the historic rare books and manuscripts library in

Deansgate, Manchester City Centre is being renovated as part of a two-year £15 million project.

What do users have to say about this change? So far, reports Diana, there have been 'virtually no complaints'. Not only have there been no complaints, but traffic on backfiles has increased significantly and now accounts for 15% of overall usage on ScienceDirect.



*University of Manchester's Deputy University Librarian Dr. Diana Leitch (left) with her Elsevier team members — EMEA Regional Sales Manager Ian Brune and EMEA Account Development Manager Wendy Gaurie in Amsterdam, in May 2003. Photo by Monica Papoulias.*

Along with seeing real growth in usage since the backfile collections have been made available, Diana also cites the inclusion of IDEAL titles on ScienceDirect as a contributing factor to the increase in usage.

### Measuring Value for Money

As an increase in usage is tantamount to an increase in value for money, measuring usage is of key interest to librarians. Diana acknowledges the ScienceDirect usage reporting functionality, using the daily activity reports as an example of information she "would never have known" without the tool. But information has demands as well, and Diana is quick to give voice to areas where there is room for improvement, expressly that she would like to see what titles are not being used. Yearly reporting capabilities and revised alphabetical listings are other features on her wish list.

Usage research manager Lotte Sluysen comments that these enhancements, along with a number of others, will indeed become available later this year, as Elsevier moves towards COUNTER compliance. (See page 3.)

Diana also sees a need for a succinct user guide for the SD usage reporting tool as "there is not enough information to explain the sophistication that is there" for layout, printing and display options.

Although Diana gives a proportionate amount of time to generating and customizing usage reports, she admits that time is a luxury and most librarians simply can't take the time to sift through help files.

### Partnering in Education

One way to increase value for money would be to take advantage of access to html (versus PDF) versions of articles, but the user culture hasn't changed enough yet to recognize the added-value, and users still want the 'print-look'.

Diana is confident that change will come, but it is still a process, one in which there has been and still needs to be a "tremendous amount of user education." Although librarians have been typically cast in the training role, and likewise publishers in the sales role, Diana sees training as a joint effort.

Elsevier is excited about current and future partnerships in training and education, and is already on board with initiatives like Library Connect, customer website usability study sponsorships and grants like the recent one awarded to the University of Edinburgh library to rebuild after a fire.

The effort begins with reaching out to users. The "Never underestimate the value of a librarian" campaign is, according to Diana, the "best thing [Elsevier] has done in helping libraries to reach their users and improve the professional standing of librarians and information professionals."

More information about John Rylands University Library of Manchester, the University of Manchester's library and information service, appears at <http://rylibweb.man.ac.uk/>.

*Contributed by Jennifer Arcuni  
EMEA Marketing Events Manager  
Elsevier, Amsterdam, The Netherlands*

By Peter T. Shepherd  
COUNTER Project Director  
COUNTER, Edinburgh, UK

Online information resources are now central to the product offerings of most STM publishers. They and their customers want to understand better how these resources are used. Publishers want to know how the information they produce and disseminate is being accessed. Librarians want better insights into the way the information they purchase from a range of vendors is being used. Meeting these publisher and librarian objectives requires usage statistics that are credible, compatible and consistent.

An important step towards achieving this is the development of an agreed international Code of Practice governing the recording and exchange of usage data. The first major objective of COUNTER was to develop such a code and it has done so with the broadest possible support from the publisher and library communities. Elsevier has been actively involved in COUNTER from the outset and is represented on the Executive Committee by Marthyn Borghuis.

### Start Small, Test Often

Early in the project planning it was agreed that Release 1 of the COUNTER Code of Practice should focus on journals and bibliographic databases. There are two main reasons for this. First, these two types of content consume the lion's share of library budgets. Second, definitions, standards and protocols for the online dissemination of journals and bibliographic databases are relatively well established. This is not the case with e-books and most other types of content; these will be included in subsequent releases of the Code of Practice as its scope is extended in response to market feedback.

In developing this Code of Practice, we have been sensitive to the diversity of the publisher community. Small publishers often lack any experience in producing usage statistics, while larger publishers have to manage data for many hundreds of individual products. For these reasons the requirements for Release 1 of COUNTER compliance have been kept simple. Compliance must be an achievable goal for as many publishers as possible if customers are to receive meaningful usage data for a substantial proportion of the literature.

### THE COUNTER Code of Practice

The full text of Release 1 of the COUNTER Code of Practice is available on the COUNTER website (<http://www.projectCounter.org>). It specifies in detail the requirements vendors must meet to have their usage reports designated COUNTER-compliant. The highlights of this code are summarized here.

*Compliance must be an achievable goal for as many publishers as possible if customers are to receive meaningful usage data for a substantial proportion of the literature.*

### Definitions of Terms Used

The code contains an extensive list of data elements and other terms used in the usage reports and other parts of the code. Where possible, existing definitions from NISO, ISO, ARL and other organizations have been implemented. Among the terms defined are 'Vendor', 'Aggregator', 'Article', 'Full-text article', 'Search', 'Item request', 'Consortium' and 'Consortium member'. Also defined are protocols to be observed when an aggregator or gateway is involved in the delivery of vendor content to a customer. These protocols are particularly important to avoid duplicate counting of usage by vendor and aggregator.

### Data Processing and Auditing

As the way usage records are generated differs from one platform to another, it is impractical to describe all the possible filters used to clean up the data. Instead, the Code of Practice specifies only the requirements to be met by the data to be used for building the reports. A fundamental principle is that only intended usage should be recorded, and all requests that are not intended by the user are removed. To this end, all double clicks on an http-link within 10 seconds of each other will be counted as only one request. Where a pdf-link is involved, this filter is set at 30 seconds, due to the longer time it takes to render a pdf.

Auditing of vendor reports and processes by an approved third party will be a requirement for COUNTER-compliance. Detailed auditing specifications will be made available, along with a list of approved

auditors, during 2003, in time for full implementation of COUNTER for the 2004 subscription year.

### Usage Reports

To comply with Release 1 of the COUNTER Code of Practice, vendors should provide at least the appropriate Level 1 Usage Reports listed below.

- Journal Report 1: Number of successful full-text article requests by month and journal.
- Journal Report 2: Turnaways by month and journal (this report is only applicable where the user access model is based on a maximum number of concurrent users).
- Database Report 1: Total searches and sessions by month and database.
- Database Report 2: Turnaways by month and database.
- Database Report 3: Total searches and sessions by month and service.

In addition to the above reports, vendors who can provide further statistics are welcome to do so and are urged to make every effort to use the COUNTER definitions, which extend well beyond the definitions required in the Level 1 reports listed above.

The code specifies that the usage reports must be delivered at least monthly and as a CSV file, as a Microsoft Excel file or in a format that can be easily imported into Microsoft Excel.

### Compliance with the Code of Practice

Compliance is encouraged in two ways. First, customers are urged to include a clause in all relevant licence agreements specifying that vendors provide usage statistics that are COUNTER-compliant. A standard form of words for this clause is provided in the Code of Practice. Second, to obtain 'COUNTER-compliant' status for their usage reports vendors will, for 2003, be required to sign a formal Declaration of COUNTER Compliance and list those of their usage reports that are compliant. These reports will be listed on the COUNTER website and only reports listed there may be regarded as being COUNTER-compliant. To maintain COUNTER-compliant status from 2004, vendors' reports will have to be audited by an independent, COUNTER-approved auditor. The auditing standards and processes are being developed in the course of 2003.

By May 2003 over 20 major publishers and intermediaries, including Elsevier, were either already COUNTER-compliant or had declared their intention to become so in the course of 2003.

Continued on page 14

## How ScienceDirect Usage Reports Are Born

**Library Connect interviews**  
**Lotte Sluysen and Marthyn Borghuis**  
**ScienceDirect Usage Research**  
**Elsevier, Amsterdam, The Netherlands**

**LC:** From a usage researcher's perspective, how has the relationship between publisher and librarian changed with the advent of usage statistics?

**Sluysen:** I think the most dramatic change is in the way librarians and publishers communicate. The contact between the two parties is now direct, which immediately generates a need to better understand each other's business processes.

**LC:** How has usage impacted our industry?

**Borghuis:** The reporting of online usage of full-text articles is a new phenomenon. At the time when only print collections existed, it was a cumbersome and often difficult exercise for librarians and primary publishers to establish quantitatively the usage of journal collections. For librarians, available lending data — including inter-library loan balances per journal title — was used to measure the attractiveness of a journal collection. Techniques like counting re-shelves were applied; these techniques proved time-consuming and often incomplete.

**Sluysen:** Yes, and publishers faced the same difficulties; measuring subscription figures, subscription income, or the number of articles or printed pages published, proved not to be an accurate measure of the attractiveness of published journals. Now, for the first time in history, librarians and

publishers are able to share the same usage information and, what is more, both parties should now be better equipped to agree on the relevance and attractiveness of e-journal collections they subscribe to or produce.

**LC:** When we talk about usage, what exactly is measured?

**Borghuis:** When a user clicks on a page or document available on ScienceDirect, a key-event is cut. This is a record containing coded information about: the user's IP and other ID's, session cookie, the exact date/time stamp, the account to which this user belongs and finally the specific page that was accessed (search, article, journal home page, etc.). On a monthly basis ScienceDirect collects about 60 million of these key events. Records are processed; double-clicks are filtered out and validated at the Lexis-Nexis premises in Dayton, OH.

**LC:** And how are the reports generated?

**Borghuis:** The records, together with reference information and meta-data, are transferred to the Netherlands and uploaded onto the ScienceDirect Usage Analysis System, Devote, which is an extensive data-warehouse built and maintained by an external party. The data-warehouse holds usage data since September 2000, and is a database of currently 700 million records. A business intelligence tool, licensed from MicroStrategy, builds the final chain in this application.

**LC:** Sounds like an enormous volume. Is this all automated?

**Sluysen:** About 12 people in Elsevier manage the reporting process. Since February 2003, a new release of the Devote system enables librarians to view and download usage reports on consortium and account level with a single username and password.

**LC:** So with all this effort how do you measure success?

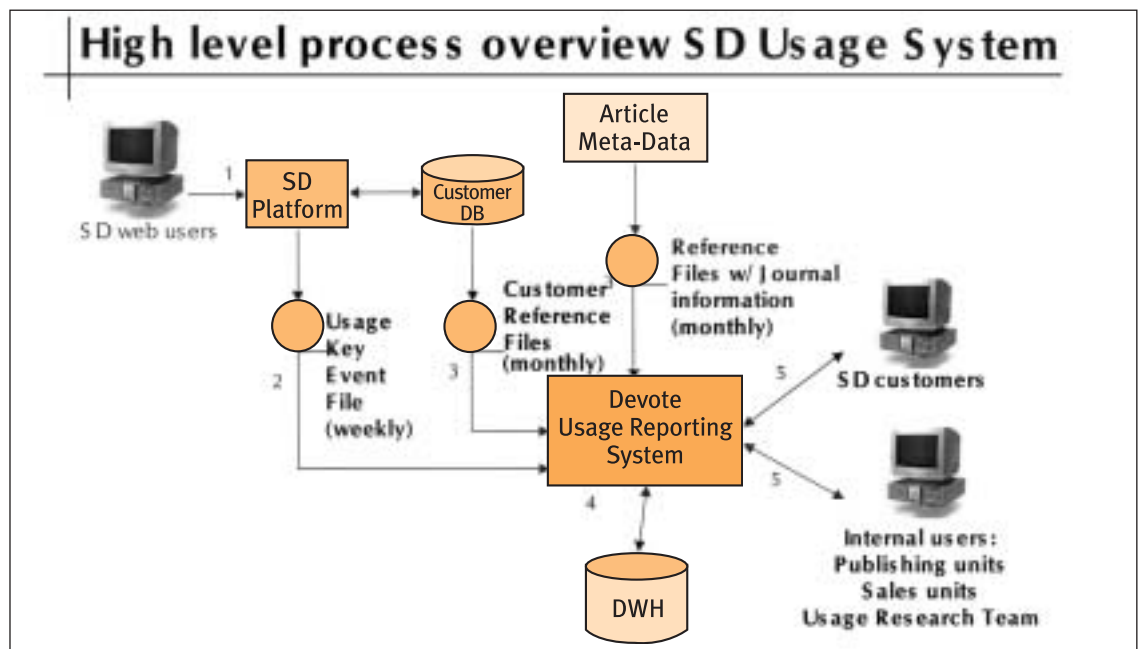
**Sluysen:** Well, a recent worldwide survey among librarians pointed out that the ScienceDirect usage reports were considered to be among the best in the business. Of course we are very proud of this result, but also acknowledge that ScienceDirect furnishes about 20-25% of all the usage within a university or institute, which makes our usage reports a necessary asset for collection management.

**LC:** What, in your view are the greatest challenges in this area?

**Sluysen:** Coping with the increasing number of usage records to be processed. Usage doubles every year! Also, the consequences of changes in the data, because of the semi-annual new releases of the ScienceDirect platform.

**Borghuis:** Both factors have a considerable effect on the production time of the reports, as the more data we have to process the longer the production process takes. We do everything possible to enhance processing times and deliver our usage reports in a timely manner.

Diagram by ScienceDirect Usage Research Team





## Usability Testing, Testing, 1, 2, 3

**Library Connect interviews**  
**Chris Jasek and Niels Weertman**  
**User Centered Design Group**  
**Elsevier, USA and Science Direct, The**  
**Netherlands**

During this year's ACRL, at a session entitled 'Beyond Usability: Not Just a Pretty Interface', Carol R. Hunter, University of Virginia Library, called for vendors/publishers to better inform librarians about efforts to improve the usability of their products. To that end we thought that you might like to see our answers to the questions she posed:

**LC:** Do you have an employee whose job it is to do usability testing?

**Jasek:** Yes, our User Centered Design Group has 14 staff worldwide. The group's aims are to: understand users, their tasks, and their work environment; design user interfaces that enable users to achieve their goals efficiently; and evaluate product designs with users throughout the product lifecycle.

**LC:** Is there a formal usability lab?

**Jasek:** There's one formal lab in-house but as we test in many geographic locations we may rent facilities, or visit users in their work settings.

**LC:** If so, how is it designed?

**Jasek:** All the labs we use are specially designed. A moderator sits with participants, following a prepared script. One-way mirrors allow observation and video-conferencing facilities and close circuit monitors are often available if needed.

**LC:** Who do you test?

**Jasek:** We test a mixture of end-users (70-80%) and librarians (20-30%).

*“When it comes to accessibility for the blind, ScienceDirect is really in very good shape. I feel that the long-term support of these issues will advance the educational and career opportunities in areas where the blind had previously limited options.”*

— Judith Dixon, Consumer Relations Officer,  
 National Library Service for the Blind and Physically Handicapped,  
 Library of Congress, USA

**LC:** How do you select people to involve?

**Jasek:** Selection is made on a number of criteria. Potential candidates are contacted by a moderator, screened, and asked if they would like to participate.

**LC:** Do you conduct testing on a regular basis?

**Weertman:** On average at least twice a month — this includes testing for ScienceDirect, as well as for other products/ad hoc projects. One special project last year was to evaluate the accessibility of ScienceDirect with visually impaired end-users at the Library of Congress in Washington, D.C.

Our Design Partner Program is another project, developed to create more personal partnerships with users who we can ask for future input on product design and enhancements. If readers are interested in taking part please sign up at <http://dpartner.reed-elsevier.com/ucdPartner.asp>

**LC:** When was your interface last tested?

**Weertman:** In the case of ScienceDirect there are two product releases per year and two test sessions per release: 1) concept testing — prior to making decisions on what will be in the forthcoming release this provides end-user feedback on features/functionalities being considered. 2) usability testing — during the 'design' phase of each release this ensures any new features/functionalities are incorporated into the product in the most user-friendly manner and do not negatively impact usability.

The last feature/functionality test for ScienceDirect was this May.

**LC:** Last redesigned?

**Weertman:** Usability testing on ScienceDirect has been undertaken since the very beginning so there has been no complete redesign. The user interface was extensively holistically tested in September last year and results indicated that users find the site easy to use and helpful in finding relevant articles on ScienceDirect.

**LC:** How are test results integrated into design changes?

**Weertman:** Test results are the basis for design decisions.

**LC:** What changes to the interface are in the works?

**Weertman:** Too many to mention in detail here but one key challenge for ScienceDirect is the incorporation of new content types such as reference works and book series into the user interface.

**Contributed by Charlotte Dewhurst**  
**Senior Marketing Manager, Account**  
**Development & Channel Marketing**  
**Elsevier, San Diego, USA**

*Elsevier's User Centered Design Group, as of 2002:*  
 Back row (left to right): Chris Jasek, Ravinder Bhogal, Andrew Ferguson, Spencer de Groot, Ted Gies;  
 Middle row: Giles Forrester, Xiaomu Yang, Eric Le Van Quyen, Tom Noonan, Frans Heeman; Front row:  
 Nymphaea Notschaele, Heather Williams.  
 Not pictured: Anne Wilson, Stephan Stipdonk.



## Article Removal Policy

### Introduction

The following policy was developed by Elsevier in response to requests from the library community to provide more information regarding the removal of an article from the ScienceDirect database.

It is important to regard this new policy in light of the history surrounding it and context in which it was created.

At the time ScienceDirect was launched, there seemed no reason to implement a formal policy regarding removal of records. This was back in 1998, and the print version of the journals was still considered the format of record. The electronic version back then was viewed mainly as a supplement to the print. Over the course of time, the electronic format, though, has become just as important as the print if not more so.

Elsevier's first policy on this subject tried to address potential removals by instituting a thorough review on a case-by-case basis with the participation of senior publishers. As you may note in the current policy, the decision to remove an article is not taken lightly. While the first policy was in effect, Elsevier continued to listen to its customers and also library advisors. The overwhelming response was that the policy should be stricter and that detailed reasons be spelled out online whenever an article was removed. This advice has been incorporated into the current policy.

The question that naturally arises is: What happened to articles removed before the first policy was created? Between the time of the ScienceDirect release and the first removal policy some 26 articles were removed from the database and replaced with a brief note explaining they had been removed for legal reasons. Currently Elsevier is reviewing these articles and applying the new policy to them. Expectations are that most of the articles will be reinstated in the database. A few articles, however, will not. The major reason for this is that Elsevier is not the publisher for all the journals it produces. It contracts with a number of societies and acts as the agent-publisher for them. In this case, the society remains the official publisher and controls its content. They own the copyright for it. Elsevier encourages societies to adopt its article removal policy but the final decision remains with the societies.

Our Electronic Age continues to offer up a variety of challenges and change. The article removal policy is part of this cycle of change, a publisher's response to the growing importance of the electronic format and delivery. Your thoughts and comments are welcome.

### Elsevier's New Policy on Article Withdrawal

It is a general principle of scholarly communication that the editor of a learned journal is solely and

*...the editor of a learned journal is solely and independently responsible for deciding which of the articles submitted to the journal shall be published. //*

independently responsible for deciding which of the articles submitted to the journal shall be published. In making this decision the editor is guided by the policies of the journal's editorial board and constrained by such legal requirements as shall then be in force regarding libel, copyright infringement and plagiarism.

An outcome of this principle is the importance of the scholarly archive as a permanent, historic record of the transactions of scholarship. Articles that have been published shall remain extant, exact and unaltered as far as is possible. However, very occasionally circumstances may arise where an article is published that must later be retracted or even removed. Such actions must not be undertaken lightly and can only occur under exceptional circumstances, such as:

- infringements of professional ethical codes, such as multiple submission, bogus claims of authorship, plagiarism, fraudulent use of data, or the like. (See Article Retraction.)
- legal limitations upon the publisher, copyright holder or author(s). (See Article Removal.)
- the identification of false or inaccurate data that, if acted upon, would pose a serious health risk. (See Article Removal or Article Replacement.)

Each of these instances together with the Elsevier procedures is detailed below.

### Article Retraction by the Scholarly Community

The retraction of an article by its authors or the editor under the advice of members of the scholarly community has long been an occasional feature of the learned world. Standards for dealing with retractions have been developed by a number of library and scholarly bodies and this best practice is adopted for article retraction by Elsevier:

- A retraction note titled "Retraction: [article title]" signed by the authors and/or the editor is published in the paginated part of a subsequent issue of the journal and listed in the contents list.
- In the electronic version, a link is made to the original article.
- The online article is preceded by a screen containing the retraction note and it is to this screen that the link resolves; the reader can then proceed to the article itself.
- The original article is retained unchanged save for a watermark on the pdf indicating on each page that it is "retracted."
- The html version of the document is removed.

### Article Removal

In an extremely limited number of cases, it may unfortunately be necessary to remove an article from the online database. This will only occur where the article is clearly defamatory, or infringes others' legal rights, or where the article is, or we have good reason to expect it will be, the subject of a court order, or where the article, if acted upon, might pose a serious health risk.

In these circumstances, while the metadata (title and authors) will be retained, the text will be replaced with a screen indicating that the article has been removed for legal reasons.

### Article Replacement

In cases where the article, if acted upon, might pose a serious health risk, the authors of the original article may wish to retract the flawed original and replace it with a correct version. In these circumstances the procedures for retraction will be followed with the difference that the database retraction notice will publish a link to the corrected re-published article and a history of the document.

*Continued on page 7*

## User Satisfaction, Marketing and Outreach... What's It All About?

**Interview with Karen Oye**  
**Head of Customer Services**  
**Case Western Reserve University Library**  
**Ohio, USA**

### *Q: How do you measure user satisfaction?*

We began some more hardcore assessment this year through LibQUAL+ to measure user satisfaction. We're going to repeat it this year, along with other methods of interaction and assessment, some at the point of service, and some in liaison groups, hopefully capturing outcome assessment, as well. It was attractive to my director because it gives us good profiles, but just like in a focus group, a survey can give you an idea of how uninformed your customer base is: we've extended hours, added a new collection, but the comments requesting the same are still there. We know we need to continually inform our customers, and measuring satisfaction is an indicator of where to place our efforts.

*Article Removal Policy, continued from page 6*

In all cases, our official archives at the National Library of the Netherlands will retain all article versions, including retracted or otherwise removed articles.

Elsevier recognises the importance of the integrity and completeness of the scholarly record to researchers and librarians and attaches the highest importance to maintaining trust in the authority of its electronic archive. This policy has been designed to address these concerns and to take into account the current best practice in the scholarly and library communities.

As standards evolve and change we shall revisit this issue and welcome the input of the scholarly and library communities. We believe that these issues require international standards and we will be active in lobbying the information bodies to establish international standards and best practices which the publishing and information industries can adopt.

*Contributed by Daviess Menefee*  
**Director of Library Relations, Americas**  
**Elsevier, Ohio, USA**

### *Q: What is your biggest challenge in supporting your users?*

Teaching them about what's new, and what's already there, and how to use it well. Faculty that became tenured before 1996 also can struggle with this, as they've had little formal training on using online information resources, unlike librarians. Students, having grown up in a largely electronic environment, already think they've mastered it. If people are asking for more journals but we have nearly 7,000, it must be that they aren't looking in the right place for them and so aren't aware of how rich our environment is.

Teaching them that they need to stay connected to a person in the library so that they use the tools in a smart way. Road shows, new staff programs, a student liaison group allow us to talk with people so we can become part of their landscape and reach them on a personal level. We need to help them put together a new set of research skills that isn't what they taught themselves. The message is that the searching skills you learn here, the basic strategies, will serve you well after CWRU, too. If I could do more in marketing and outreach I would be very happy. It's not a case that "if you build it they will come." The digital world has few boundaries...

but its very size and lack of help can make it less efficient. We can tell users "Librarian X is the one who can show you the best way to do that..." or "I can put you in touch with Librarian X to get you started", rather than "go to the library and look up..." It's all about connecting with users and

**“ A librarian can save you time, good for your social life. ”**

showing them what's possible, how it works, what the benefit is. With undergrads the benefit is: It saves you time. A librarian can save you time, good for your social life.

### *Q: How do you personally benefit when your users are happy?*

You want to feel you've made a difference for them. You want to unlock the mysteries. You want them to be jazzed. Librarians are teachers. Not everything is quantifiable in customer service. As an administrative liaison the praise I get comes from unusual places, but it always feels personal, and like a partnership. Whether it's a new service that you can measure, or an interaction that is a 'soft' result, when you meet-and-exceed, you've truly made a difference.

*Contributed by Harriet Bell*  
**Senior Marketing Manager, ScienceDirect**  
**Elsevier, Amsterdam, The Netherlands**

### Look for Elsevier's 2004 Journal Catalog in August

Seasons come and seasons go, and so do journal catalogs. Elsevier and other publishers update their price lists and publish them in catalog form each summer. This year is no different and Elsevier expects to make its 2004 catalog available over its corporate Web site ([www.elsevier.com](http://www.elsevier.com)) this August. Like the '03 catalog, the '04 version will be in PDF format and will include ISSNs, titles, and pricing information.

What is new this year is that there will also be a downloadable comma-delimited file. This should enable librarians to load the file into their own spreadsheet applications and facilitate management of their collections and budgets. Look for the catalog at [www.elsevier.com](http://www.elsevier.com).

**www.elsevier.com**

## Success Stories from the Field

### Way #1: Throw a Party

#### Success Story: New York Medical College Library Teams with Providers to Honor Authors

Each January the Medical Sciences Library of New York Medical College hosts along with the dean and provost an Author Recognition Event — also known as a “Sherry.” The event recognizes university faculty members who have published in journals, books, and e-content during the previous academic year. This event, organized by staff from the library, attracts vendors and publishers as sponsors providing financial support.

According to Library Director Diana Cunningham, “From the very beginning of this annual event in 1993, Elsevier has been supportive. Our partnership has helped launch a tradition truly celebrating academic achievement with a joyful event held in our library. One faculty member noted that this is the one event where academic scholarship and publishing are acknowledged by one’s own institution and peers.

“In addition to the event, we publish a bibliography — listing works authored by our faculty and available through our library. And the day after the party, we put up on our Web site photos taken during the event. It’s a whole package, and we’ve had some fun with it. The current bibliography and photos are always available!

“Our Sherry is an affordable way for us to celebrate our published researchers and draw attention to digital offerings available through our library. All nine events are archived electronically. Individual departments and administrators have used the bibliography as part of their own accreditation or promotional activities. This celebration has proven a favorite among our faculty and staff.”

More information on the New York Medical College Faculty Authors Bibliography is available at <http://library.nymc.edu/bibliog/intro2002.htm>. Or, contact Cheryl Silver at [Cheryl\\_Silver@nymc.edu](mailto:Cheryl_Silver@nymc.edu).

### Way #2: Hold a Marketing Competition

#### Success Story: South African Librarians Excel as Marketers

The annual GAELIC and Friends Marketing Fair in South Africa featured its first Electronic Product Marketing Competition as the event focus in 2002. From among the six libraries presenting marketing plans for digital information products, the University of Pretoria emerged as the winner — thanks to its ambitious marketing plan for ScienceDirect. Anyone

**“A user-awareness program is not enough: libraries have to do some aggressive marketing if they do not want to end up with state-of-the-art products for which a return on investment cannot be proved.”**

**Hammes** — Monica Hammes  
GAELIC/GAELMARK, South Africa

wishing to receive a copy of the winning plan may send an email to [Ria.Groenewald@ais.up.ac.za](mailto:Ria.Groenewald@ais.up.ac.za).

Among attendees at the fair were library directors, publishers, vendors, and providers of marketing and client services. Products featured in the marketing plans included ScienceDirect, Emerald, and JSTOR.

“The competition is the direct result of a need for more focused and well-founded marketing,” remarked Monica Hammes, leader of GAELIC’s GAELMARK team. “All the participating teams spoke of a steep learning curve and a very gratifying experience. Because of South Africa’s unfavorable exchange rate, information products and their marketers need to work ten times harder than elsewhere.”

More information on this competition appears in the November/December 2002 issue of SD Connect, available at [www.info.sciencedirect.com](http://www.info.sciencedirect.com).

### Way #3: Take Training to End-Users

#### Success Story: University of Tokyo’s Digital Library Division Offers Training on Demand

Often end-users can attend trainings in libraries to get to know online resources. Librarians with the Digital Library Division (DLD) at the University of Tokyo’s Information Technology Center

*During New York Medical College’s 2002 event to recognize authors, Michael Gewitz, MD, on behalf of pediatrics faculty who published in the journal with the highest impact factor, accepts a certificate and bottle of sherry from Diana Cunningham, MLS, MPH, Associate Dean and Library Director. Ralph A. O’Connell, MD, Provost and Dean, shakes hands with Dr. Gewitz. Photo by New York Medical College library staff.*





*“We were delighted the Secretary of Agriculture was there to launch it, and her participation encouraged a lot of other people to come in and see what the buzz was about. I encourage other librarians to stage similar outreach events and invite VIPs. Excellent online resources and a celebrity, there’s a winning combination.”*

**Kosecki**  
— Stan Kosecki, USDA, USA

have gone a step further by taking such trainings into laboratories and other locations to suit researchers’ convenience.

When the DLD receives a request for an end-user training session with details such as number of expected participants and needed content, a librarian then delivers a subject-specific and customized training onsite. A professor can even incorporate the training into a lesson or seminar. Each request for a customized training must be received two weeks in advance of the delivery date and involves DLD librarians working out arrangements in cooperation with individual departmental libraries in the University of Tokyo Library System.

At this university, end-users do not have to sit through standard courses at libraries anymore. Instead, they can request training sessions catering to their research needs — any time and any place. By offering such flexible trainings, DLD librarians are encouraging more people to use electronic journals, which will improve efficiency in the research process.

“And this has led to increased usage of our e-resources,” commented Ms. Ichimura with the University of Tokyo’s Information Technology Center’s Digital Library Division. The DLD plays the key role of supporting and promoting information literacy education at the university, ensuring that researchers fully benefit from information media.

More information about the DLD appears at [http://www.lib.u-tokyo.ac.jp/dl/index\\_e.html](http://www.lib.u-tokyo.ac.jp/dl/index_e.html).

**Way #4: Stage Open House and Invite VIP**

**Success Story: USDA Launches Expansion of Digital Library and Attracts Big Crowd**

In January 2003, the US Department of Agriculture’s National Agricultural Library staged an all-day event featuring an electronic cutting of the ribbon and a visit by US Secretary of Agriculture Ann M. Veneman.

This event — to launch the expansion of USDA’s digital library DigiTop, both in terms of resources provided and users served — attracted several hundred librarians, researchers and USDA

administrators and proved a rousing success. The following month brought a significant increase in usage of ScienceDirect journals available to USDA researchers.

Participating providers included Elsevier, ISI, CSA, BIOSIS, and CABDirect, among others. The day included group demos presented by publisher and vendor representatives, in addition to one-on-one consultation opportunities — when librarians and researchers gained hands-on knowledge of DigiTop’s e-resources.

According to USDA Electronic Library Services Coordinator Stan Kosecki, who helped organize the day, “Our open house was worthwhile because vendor reps were on-hand to give our librarians and end-users a good look at the valuable tools available through our digital library. These are powerful information resources that are valuable to most everything the Department of Agriculture does, so it’s important we hold events like this to help get the word out.”

*Contributed by Daria DeCooman  
Manager, Account Development &  
Channel Marketing  
Elsevier, San Diego, USA*



*US Secretary of Agriculture Ann M. Veneman (left) and Elsevier’s RSOA Account Development Manager Armond DiRado. Photo by USDA.*



*Ms. Ichimura (standing) with the University of Tokyo’s Digital Library Division delivers database training to students in the university’s Graduate School of Interdisciplinary Information Studies, in April 2003. Photo by N. Yamanishi.*

## "5 Quick Questions"

For Ms. Susanna Tsang, Mr. Li Hoo-Cheong and Ms. Shirley Lam with Pao-yue Kong Library, Hong Kong Polytechnic University

### 1. How has your collection in e-journals evolved over the past three years?

A: Our e-journal collection has increased by 95% from 10,036 titles in the year 2000 to an estimated 19,500 titles today. We also see a sharp reduction in the demand for print copies as a result of the positive response to e-journals from end-users.

### 2. Based on your experience, what are the key factors in drawing your users to your library's electronic services?

A: Users like being able to access these resources 24 hours a day without having to walk into the library. They can get instant search results and download articles hassle-free.

### 3. How do you promote electronic resources to your user community?

A: We utilize our library homepage to convey messages to our users. For example, we post announcements about our library's new resources or special features about our different databases. Our library also provides training seminars for end-users. In addition, we have produced subject-specific pamphlets that make recommendations on electronic databases available in our library to help users locate the resources they need more quickly.

### 4. What challenges do you face when marketing online services to your users?

A: Marketing the right resources to the right group of users at the right time.

### 5. What suggestion can you offer other libraries about marketing digital resources?

A: You have to know your users.

*Contributed by Siaw Pae Kee  
Account Development Manager  
Elsevier, Singapore*

## Marketing the Most Out of Your Library's Resources

Thanks go to Kathy Dempsey, editor of Information Today's *Marketing Library Services* newsletter, for her help with developing this list.

### BOOKS:

- ◆ *The Responsive Public Library: How to Develop and Market a Winning Collection*, 2nd edition, by Sharon L. Baker and Karen L. Wallace. Libraries Unlimited, a division of Reed Elsevier, 2002. ISBN: 1563086484.
- ◆ *Marketing Concepts for Libraries and Information Services*, 2nd edition, by Eileen Elliott de Saez. Library Association Publications Ltd., 2002. ISBN: 1856044262.
- ◆ *Marketing/Planning Library and Information Services*, 2nd edition, by Darlene E. Weingand. Libraries Unlimited, a division of Reed Elsevier, 1999. ISBN: 1563086123.

### ARTICLES:

- ◆ "For the Best Library Marketing, Get Your Whole Staff on Board." *Marketing Library Services*, 14:7. January/February 2003. (MLS: *Marketing Library Services* is Information Today's "how-to" marketing newsletter for librarians.) <http://www.infotoday.com>
- ◆ "99 Ways to Get Those Feet In the Door," by Carole Anne Germain. *College & Research Libraries News*, 61:2. February 2002.
- ◆ "Issues in developing, managing and marketing electronic journals collections," by Linda Ashcroft. *Collection Building*, 21:4. Emerald, 2002. <http://www.emeraldinsight.com/pdfs/cb214.pdf>

- ◆ "Library Marketing: Eight Ways to Get Unconventionally Creative," by Kristine D. Dworkin. *ONLINE*, January 2001.
- ◆ "Prescription for Successful Marketing," by Sandra Kendall and Susan Massarella. *Computers in Libraries*, 21:8. July/August 2001.

### ONLINE RESOURCES:

- ◆ Marketing Resources, from the Colorado Library Marketing Council. <http://www.clmc.org/resources.htm>
- ◆ libraryevents.com, a Web site about events for library and information professionals, and the LIS Events newsletter — from Stuart Urwin. <http://www.libraryevents.com>
- ◆ "How to develop a marketing plan," from the American Library Association's Academic and Research Library Campaign "@ your library." <http://www.ala.org>
- ◆ Marketing Our Libraries On and Off the Internet, from Mary Niederlander. <http://www.librarysupportstaff.com/marketinglibs.html>
- ◆ Marketing for Libraries, from Thompson Gale. [http://www.galegroup.com/free\\_resources/marketing/index.htm](http://www.galegroup.com/free_resources/marketing/index.htm)
- ◆ 10 Quick Tips to get the best out of ScienceDirect, from Elsevier. <http://www.info.sciencedirect.com>

## Scirus Toolbar at Your Fingertips

Free, fast and efficient, Scirus — Elsevier's Web-based search engine for scientific, technical and medical information — continues to garner praise. To help those of you looking to add Scirus to your library homepage or OPAC, the new Scirus toolbar is quick and easy to install.

After installing, the toolbar conveniently appears below your

Internet Explorer address bar — meaning you have scientific searches at your fingertips wherever you are on the Web. Scirus filters out

non-relevant information, while searching over 140 million STM Web sources, including journal databases, university pages and preprint servers such as ArXiv.

The Scirus toolbar is available for Internet Explorer version 5.0 or greater for the moment and



will become available for use with other browsers in the future. To install the toolbar and learn more, please visit [www.scirus.com](http://www.scirus.com).

## LC's First 2003 Seminar Advances CNSLP/Elsevier Dialog

The first Library Connect Seminar in North America was held at McGill University on April 28. The one-day program included several presentations from representatives of Canadian universities and Elsevier. More than 30 librarians attended.

Frances Groen, Director of Libraries, McGill University, opened the proceedings followed by Deb deBruijn, Executive Director of CNSLP, who discussed the mission of the Canadian National Site Licensing Project (CNSLP) and its commitment to providing electronic resources to educational institutions throughout the country. Sixty-one CNSLP institutions are participating in the ScienceDirect contract.

Ms. deBruijn remarked, "CNSLP's central role is to help build Canada's research infrastructure by expanding our universities' access to digital forms of scholarly content. The CNSLP-ScienceDirect agreement is an important step forward in building capacity and enabling innovative research in Canada."

A critical component of the day's agenda was hearing from librarians who use ScienceDirect. Two McGill librarians, Bob Clarke, Head Management Library, and Darlene Canning, Computer Services Librarian, provided their perspectives on the advantages of the ScienceDirect platform, and they offered constructive criticism for further refinements and functionality development. Canning offered a unique perspective since she shared her insights, both as a librarian as well as someone currently on sabbatical who uses the database for her own research purposes.

The afternoon sessions involved two panels that generated a great deal of interaction. The first, a CNSLP panel, posed questions and challenges to Elsevier on topics of quality, continuity of content, and specialized needs of the user communities in Ontario and Quebec. Responding to the panel's comments and questions were Elsevier representatives: Senior Product Manager Lindi Belfield; Senior Vice President, Sales and Services Americas Darrell W. Gunter; Account Development Manager Lisa Layton; Senior Product Manager Robbertjan Kalff; Director, Library Relations Americas Daviess Menefee; and Regional Sales Director James Tonna.

Gunter commented, "We learned a great deal from this meeting. The participants were well informed and articulate about their information needs, and they gave us some good suggestions. I also sensed, during discussions throughout the day, that the participants gained some useful insights from us as well. What most impressed me was the healthy interaction between the librarians and Elsevier representatives. It made for a stimulating day."

*Contributed by John Tagler  
VP, Account Development  
& Library Marketing  
Elsevier, New York, USA*



More about the CNSLP appears at [www.cnslp.ca](http://www.cnslp.ca)

## "Web Research Guide" Gets Patrons to Destinations

Elsevier's recently unveiled Web Research Guide helps students, faculty members, authors and research scientists find the information they need on the Web.

This free guide, in the form of 10 weekly emails, offers expert tips on a broad range of topics including:

- using search engines effectively
- focusing research on high-quality STM information only
- finding hidden scientific information online
- locating peer-reviewed, subject-specific directories
- setting up subject-specific alerts that automatically e-mail you the latest news of the week.

Available to anyone, the guide is particularly aimed at researchers with access to ScienceDirect. The Web Research Guide is available in English and Japanese.

Let your patrons know to sign up at <http://www.webresearch.sciencedirect.com>.



## What's the buzz?

*"Just this month, Elsevier released a new publication, (see: 15 Ways to Promote Effective Use of Online Resources at <http://www.elsevier.com/inca/publications/misc/waystopromote.pdf>), aimed at their library clientele, stressing the importance of maximum visibility for all online resources in order to maximize use. Along with a white paper on Scirus, the Elsevier's Web search utility, ([http://www.scirus.com/about/scirus\\_white\\_paper.pdf](http://www.scirus.com/about/scirus_white_paper.pdf)) and a series of Web-based search tutorials (<http://www.webresearch.sciencedirect.com>), it would appear that Elsevier is concentrating a good deal of effort in support of educational efforts to instill good information seeking habits and practices in the professionals and researchers of the future."*

*— Jill O'Neill, NFAIS Enotes,  
May 15, 2003*

## COMMUNITY CONNECTIONS

### HINARI Involves More Publishers and More Nations, Bridging Digital Divide

As you may know, Elsevier participates in the World Health Organization's HINARI program, which provides access to about 700 Elsevier journals to developing nations. The Health InterNetwork Access to Research Initiative, HINARI, began as an agreement in 2002 between WHO and five publishers — Blackwell, Elsevier (including Harcourt), Springer Verlag, John Wiley and Wolters Kluwer, and now provides developing countries with free access to over 2,000 digital journals.

The good news at the moment is that HINARI has entered phase two. This means that libraries, hospitals and medical schools in 43 countries whose Gross National Product (GNP) per capita is between \$1,000 - \$3,000 are eligible for access to the HINARI-offered e-journals at substantial discount.

At the MLA meeting in San Diego in early May, I had the pleasure of meeting Walter Omona. Head of Makerere University's Veterinary Medicine Library in Uganda, Omona is spending six months at WHO in Geneva, as WHO's first TDR (Tropical Disease Research)-HINARI Fellow, learning about electronic information and how to realize the effort to increase access to scholarly literature in Africa through the HINARI program.

Omona commented, "Just as the number of publishers participating in HINARI keeps growing, so does the number of participating African nations. HINARI started just 15 months ago and now more than 40 publishers and 112 nations are participating.

"HINARI surely will contribute to future developments in science and medicine in my homeland of Uganda and also in the Sub-Saharan region. After I finish my fellowship, I hope to travel in the region to train more trainers. In this way, we will inform many professionals, faculty and students whose work could much benefit from accessing the HINARI journals. This project is giving me an important charge."



(Left to right) Jumanne Gwau, Virdiana Mvungi, and Obianuju Mollel (at the computer) at a HINARI workshop on managing digital information resources.

### What can librarians do to help?

*"Awareness of the program is one of the first hurdles. I make sure that every visiting faculty or student from a developing nation who visits my university is informed about the HINARI program. They'll go back home and lobby for it at their institution."*

— Obianuju Mollel, Reference Librarian at the University of Alberta's JW Scott Health Sciences Library, in Edmonton, Canada  
(Mollel led HINARI's very first "Train the Trainer" workshop, which occurred in Tanzania in July 2002.)

"HINARI is using information technology to narrow the information gap in health science... The result is a real breakthrough in access to scientific knowledge," said Kofi Annan, UN Secretary General, who has praised the program as a leading example of successful private-public partnership.

Elsevier has seen usage of its HINARI journals increase dramatically in recent months. Institutions participating in phase two will pay a minimal amount (\$1,000) after a six-month trial. The money raised will go towards future HINARI promotion and training. For more information, see the HINARI Web site at <http://www.healthinternetwork.org>.

*Contributed by Chrysanne Lowe  
VP, Account Development & Channel Marketing  
Elsevier, San Diego, USA*

# HINARI



## ScienceDirect High School Access Program Prepares Future Researchers

At Morristown High School in New Jersey, students in a new Medical Arts Academy are expected to conduct university-level scientific research. And at the Illinois Mathematics and Science Academy in Aurora, Illinois, teachers require that students use peer-reviewed scholarly articles for all research projects.

In both those leading high schools, as in a dozen other specially selected schools across the country, students use Elsevier's ScienceDirect, the largest online database of scientific, technical and medical journals. Elsevier provides ScienceDirect to these schools for a nominal connection fee through its ScienceDirect High School Access Program. "ScienceDirect is a perfect tool for our academy," says Barbara Snyder, media specialist at Morristown High School. "Ours is a very research-intensive program, and the standards are set very high."

This program began four years ago, to explore the interest of high schools in using Elsevier's university-level research databases. The initiative was conceived as a way to strengthen the scientific community, according to John Carroll, Elsevier's Director of Business Systems Technology. "We see the ScienceDirect High School Access Program as an excellent way to reward and perpetuate excellence in scientific study among tomorrow's scientists," comments Carroll, an alumnus of the Bronx High School of Science, a participating school in the program.

Schools must be invited to participate by Elsevier, which selects schools based on measures of student achievement in science and math, such as the numbers of Advanced Placement students, National Merit Scholars and winners of the Intel Science Talent Search and other leading science competitions.

Schools report students are using ScienceDirect to study topics in the life and social sciences, including psychology, biology and socially relevant areas such as addiction and conservation. Besides regularly accessing many ScienceDirect journals, students are also using Scirus, Elsevier's Web search engine.

One of the most common uses for ScienceDirect at participating high schools is in college-level Advanced Placement courses. "We have a strong AP science program that requires a lot of independent research," says Marie Respass, bibliographic instruction librarian at The Lawrenceville School in New Jersey, which recently joined the program.

States Darrell W. Gunter, Elsevier Sr. Vice President Sales & Services Americas, "We developed the ScienceDirect High School Access Program as a channel to introduce the rich content and vast potential of ScienceDirect early to our next generation of scientists and researchers. This tool will allow them to begin to develop the necessary online skills that are required to do effective research. We believe students will rely upon ScienceDirect as a preferred research tool throughout their academic and professional research careers."

*Contributed by Wayne Harris  
Strategic Marketing Manager  
Elsevier, New York, USA*



*Janice Dunbar, science teacher at Morristown High School in Morristown, NJ, shows Jigar Shah how to navigate with ScienceDirect. Also pictured are sophomores Michelle Kim and Alissa Cerny. Photo by J.D. Solomon.*

### Come See Us at ALA!

Please stop by Elsevier's booth, # 1806, at the 2003 ALA Annual Conference in Toronto from June 21 to 24, to pick up the new brochure entitled "*Elsevier. Building Insights. Breaking Boundaries.*"

And at ALA you can pick up posters featuring Elsevier's "Never underestimate

the importance of a librarian" advertisements. If you haven't yet seen the second in this series of ads and posters, just turn to the inside back cover of this issue.

For complimentary copies of the brochure or posters, you can also send a message to [libraryconnect@elsevier.com](mailto:libraryconnect@elsevier.com).

### Spring Library Conferences See Action and Advocacy from Elsevier

Elsevier helped bring together librarians, Elsevier representatives, and luminaries at two national library meetings this spring — the Association of College and Research Libraries Conference in Charlotte, NC, April 10 - 12, and the Medical Library Association Conference in San Diego, May 3 - 6.

At ACRL, Elsevier sponsored keynote speaker Paul Duguid, a research specialist in social and cultural studies with the University of California, Berkeley, who delivered the talk, "Socializing Information: The library's role as a community and the interrelationships between librarians, their users and other users."

On April 11, Lisa Janicke Hinchliffe, editor of the Elsevier journal *Research Strategies*, met with librarians at Elsevier's ACRL booth and offered insights about how to publish articles in this LIS journal.

Elsevier's EMBASE.com Lecture has become a fixture at the MLA Conference. This year's speaker was Dr. Robert B. Naso, PhD, a senior vice president with Nabi Biopharmaceuticals, who spoke about NicVAX, an experimental vaccine to prevent nicotine addiction.

Following a tradition started several years ago, Elsevier invited ScienceDirect and

MD Consult customers to a luncheon on the last afternoon of the MLA Conference — and more than 100 librarians attended. These guests heard Dr. Hedvig Hricak, PhD, MD, chairman of the Department of Radiology at Memorial Sloan-Kettering Cancer Center, discuss breakthroughs in electronic transfer of information and imaging in radiology, MRI and PET scanning that are revolutionizing the diagnosis and treatment of disease.

At each conference, Elsevier's booth offered introductions to and updates on products and programs. A Library Connect presentation shared findings of a research study, commissioned by Elsevier in 2002.

The presentation — and an accompanying pamphlet, "15 Ways to Promote Effective Use of Online Resources" — relayed information about best practices in use at institutions around the world. For printed copies of this pamphlet, send a note to [libraryconnect@elsevier.com](mailto:libraryconnect@elsevier.com). This pamphlet appears online at <http://www.elsevier.com/locate/lcnewsletter>.

**Contributed by John Tagler  
VP, Account Development  
& Library Marketing  
Elsevier, New York, USA**



*Ray Colón (on the right), life sciences product sales manager with Elsevier, shakes hands with Robert B. Naso, PhD, of Nabi Biopharmaceuticals, who delivered the EMBASE.com Lecture during MLA in May. Photo by John Larrier.*



*Dr. Hedvig Hricak, PhD, MD and Elsevier's Director of Development, Dr. Jasna Markovac, PhD at Elsevier's luncheon at MLA in San Diego. Dr. Hricak was the featured speaker. Photo by John Larrier.*

*COUNTER, continued from page 3*

### Next Steps

Release 1 of the Code of Practice is an important milestone, yet is only the beginning of a process. COUNTER will continue to develop and in 2003 we have set a number of important objectives. These include:

- Promotion of the Code of Practice to publishers, librarians and intermediaries, achieving widespread implementation of Release 1 by the beginning of the 2004 subscription year.
- Obtaining feedback on implementation of the Code of Practice by early adopters. This feedback is being obtained not only via the COUNTER website, but also via vendor and librarian test sites monitored on a regular basis.
- Making plans for the development and expansion of the Code of Practice. It is envisaged that subsequent releases will cover a broader range of content categories (such as e-reference works) and will provide more granular reports (such as individual article-level usage reports).
- Development of a detailed XML DTD for the usage reports.
- Defining the detailed auditing requirements for COUNTER-compliance from 2004, and completing a list of COUNTER-approved auditors.
- Setting up an administrative /funding structure that will support COUNTER in the longer term.



Never underestimate the importance of a librarian.

Okay, chances are you won't find a librarian on the ocean's floor. But librarians do play a vital role on any research team, enabling breakthroughs and real-time solutions. Whether you're choosing information for specific research communities or decision-support for professionals, Elsevier offers access to a world of information that knows no boundaries. Select from a wide range of scientific, technical and health information available in multiple media, including innovative electronic products like ScienceDirect® and MD Consult. After all, getting the right information into the right hands is critical to the success of any exploration. *Building Insights. Breaking Boundaries.™*



## COMMUNITY CONNECTIONS

### Upcoming Events

Watch [www.elsevier.com](http://www.elsevier.com) for information on forthcoming Library Connect events and other conference news.

19-24 June	2003 American Library Association/ Canadian Library Association Annual Conference	Toronto, Canada
30 June	UNAM User Group Meeting	Mexico City, Mexico
7-8 July	Library Connect Seminar	Tokyo & Kyoto, Japan
10-11 July	Library Connect Seminar	Jecheon, Korea
14-18 July	Library Connect Roadshow	Perth, Adelaide, Melbourne, Sydney & Brisbane, Australia
21-23 July	Library Connect Roadshow	Auckland, Wellington & Christchurch, New Zealand
1-9 Aug.	69th IFLA General Conference	Berlin, Germany
24-28 Aug.	10th Asia Pacific Specials, Health and Law Librarians Conference	Adelaide, Australia
11-12 Sept.	BBS Congress, Espocentro	Bellinzona, Switzerland
17-21 Sept.	Beijing International Book Fair	Beijing, China
18 Sept.	CAPES User Group Meetings	São Paulo, Brazil



Left to right: EMEA Marketing Events Manager Jennifer Arcuni; APAC Account Development Manager (ADM) Hui Ling Goh; RSOA ADM Kimberly Hill; RSOA ADM Anh Bui; EMEA ADM Olivier Diesnis; Account Development and Channel Marketing Senior Marketing Manager Charlotte Dewhurst; APAC ADM Siaw Pae Kee; and APAC ADM Soon Kim. Photo by Nancy Stevenson.

### Elsevier Offers Product Training at Your Desktop!

Now all you have to do to join Elsevier's free training sessions is to turn on your computer and get ready to WebEx. At <https://rsoamericas.webex.com>, you can sign up for various product trainings — delivered by Elsevier experts — to help you make the most of your investment in electronic resources.

In addition to the regularly scheduled ScienceDirect sessions already appearing on Elsevier's WebEx calendar, additional online trainings for different time zones and different Elsevier products are available on request. Contact your Account Development Manager for more information.

**webex**

<https://rsoamericas.webex.com>

### Elsevier's Account Development & Channel Marketing Team Grows

Please help Elsevier welcome several new representatives coming on board around the world. These staff — who work with Elsevier customers to help them get the best from their digital resources — are:

- Siaw Pae Kee and Hui Ling Goh in Singapore, Account Development Managers with RSO APAC.
- Soon Kim in Seoul, Korea, Account Development Manager with RSO APAC.
- Kimberly Hill and Anh Bui in New York, Account Development Managers with RSO Americas (RSOA).
- Olivier Diesnis in Amsterdam, Account Development Manager with RSO EMEA.
- Jennifer Arcuni, Marketing Events Manager with RSO EMEA.
- Charlotte Dewhurst, Senior Marketing Manager with Account Development and Channel Marketing in San Diego, California.

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