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

placed notes saying, “Check the e-journals on
university library. On the empty shelves, Diana
which were in ScienceDirect off the shelves at the
Elsevier and Academic Press printed journals
completely differently. Recently she took all the
And she certainly knows when to do things
other in the UK.

which currently boasts more e-resources than any

Diana manages to stay one step ahead of the
issues arose with Trends & Current Opinion titles,
feedback when, for example, currency and access
virtually anywhere to offering valuable
that users can access information from
the ATHENS authentication system so
From facilitating the implementation of
new and innovative ways to keep
users' is one of the great challenges
In a time where 'keeping contact with our
criticism and personal insight as more
ever-expanding realm of digital
and challenges libraries face in the

Diana spoke frankly to an audience that included

Photo by Monica Papoulias.
The full text of Release 1 of the COUNTER Code of Practice governing the recording and exchange of usage statistics has been kept available, along with a list of approved vendors who provide usage statistics that are credible, compatible and consistent.

### Definitions of Terms Used
- **Success**: A user who has allowed cookies to be set on their device and who accesses a document, then goes on to open it (i.e., read it).
- **Unsuccessful**: A user who has allowed cookies to be set on their device and who accesses a document but does not go on to open it.
- **Turnaway**: A user who makes multiple requests that are not intended by the user and which are removed. To this end, all double clicks on an http-link within 10 seconds of each other will be counted as 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.

### Compliance and Auditing Standards
- Compliance with the Code of Practice is encouraged in two ways. First, to obtain 'COUNTER-compliant' status for usage reports designated COUNTER-compliant. The requirements vendors must meet to have their vendors' reports will have to be audited by an auditors, during 2003, in time for full implementation auditors, during 2003, in time for full implementation. Second, to obtain 'COUNTER-compliant' status for Auditing of vendor reports and processes by an vendors provide usage statistics that are credible, compatible and consistent. Instead, the Code of Practice specifies only the requirements to be met by the data to be used for Data Processing and Auditing.

### Data Processing and Auditing
- Auditing standards and processes are being developed in the course of 2003. Among the terms defined are '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 credit to vendors.

### Usage Reports
- Compliant. A standard form of words to comply with Release 1 of the COUNTER Code of Practice has been implemented. Among the terms defined are parts of the code. Where possible, existing definitions of library budgets. Second, definitions, standards and other terms used in the usage reports and other parts of the code are summarized here.

### Usage Reports
- **Journal Report 1**: Number of successful full-text downloads by month and journal (this report is only applicable where the user access service is a part of the institutional subscription).
- **Journal Report 2**: Turnaways by month and journal (this report is only applicable where the user access service is a part of the institutional subscription).
- **Journal Report 3**: Total searches and sessions by month and service.
- **Database Report 3**: Total searches and sessions by month and database.
- **Usage 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 in other parts of the code. Where possible, existing definitions are urged to make every effort to use the COUNTER definitions, which extend well beyond the definitions in other parts of the code.

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How ScienceDirect Usage Reports Are Born

Library Connect interviews
Lotte Sluyser 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?

Sluyser: 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.

Sluyser: 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?

Sluyser: 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?

Sluyser: 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?

Sluyser: 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.
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%).

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.reedelsevier.com/ucdDPartner.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

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.

Elivser'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.

Usability Testing, Testing, 1, 2, 3
BEHIND THE SCENES
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.

At the time ScienceDirect was launched, there seemed no reason to implement a formal policy constrained by such legal requirements as shall then be in force regarding libel, copyright infringement or even removed. Such actions must not be undertaken lightly and can only occur under exceptional circumstances, such as:

- The journal in which the article was published had ceased publication
- The original author(s) of the article had asked for its removal
- The article, if published, might pose a serious health risk.
- In cases where the article, if acted upon, might pose a serious health risk, the authors of the original article should be notified. In these circumstances, while the metadata (title, order, or where the article is, or we have good reason to expect it will be, the subject of a court action), the authors will be retained, the text will be withheld, and authors will be informed of the action.

Elsevier's first policy on this subject tried to be thorough 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 will be reinstated in the database. A few instances of such articles appear in the database. A few instances of such articles appear in ScienceDirect release and the first removal policy was created. Between the time of the exact and unaltered as far as is possible. However, unfortunately be necessary to remove an article and the like. (See Article Replacement.)

The following policy was developed by Elsevier in response to requests from the library community and authors. (See Article Retraction.)

It is important to regard this new policy in light of the history surrounding it and context in which it was created. Between the time of the first removal policy and the present, a number of retractions have been developed by a number of library and scholarly bodies and this best practice is part of this cycle of change, a publisher's response to challenges and change. The article removal policy is a general principle of scholarly communication.
As standards evolve and change we shall revisit this issue and to take into account the current best practice in 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 library communities. We recognize 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 environment, already think they've mastered it. If Students, having grown up in a largely electronic landscape and reach them on a personal level. 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 to a person in the library, 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. Teaching them about what's new, and what's supporting your users? 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 inform our customers, and measuring satisfaction are still there. We know we need to continually extend hours, added a new base is: we've extended hours, added a new collection, but the comments requesting the same.
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.

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 wishing to receive a copy of the winning plan may send an email to 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. ”


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 — Monica Hammes — Monica Hammes/AGALIC/GAELMARK, South Africa

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.
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.

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

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

4. What challenges do you face when marketing electronic resources over the past three years?

A: We utilize our library homepage to convey announcements about our library's new services, such as e-journals from end-users. In addition, we have produced subject-specific pamphlets that make recommendations on resources or special features about our library. We also provide training seminars for end-users. In addition, we have developed a new Scirus toolbar that makes scientific searches at your fingertips available from Internet Explorer address bar — meaning you can have scientific searches at your fingertips without any additional installation. After installing, the new Scirus toolbar is quick and easy to install. 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 more relevant information into your library, we have 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 digital resources.

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

A: You have to know your users. Users like being able to access these e-journals from end-users. They can get instant search results and download articles hassle-free. Users can have scientific searches at their fingertips without waiting to get through the libraries. They can download the articles or print them and save them on their own computers. Our e-journal collection has increased by an estimated 19,500 titles today. For Ms. Susanna Tsang, Mr. Li Hoo-Cheong and Ms. Shirley Lam with Pao-yue Kong Library, Hong Kong Polytechnic University, the most important change in the past three years was the shift in the library's collection development in e-journals. Our library also provides announcements about our library's new e-journal services 24 hours a day without having to walk into the library. They can get instant search results and download articles hassle-free. Our e-journal collection has increased by 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 digital resources.

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

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

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

A: Our e-journal collection has increased by 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 digital resources.
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

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) 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.
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.”

“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

COMMUNITY CONNECTIONS

|   12 |

Mollel— 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.)

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.
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.

"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
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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. This pamphlet appears online at http://www.elsevier.com/locate/lcnewsletter.

Contributed by John Tagler
VP, Account Development & Library Marketing
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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.

Spring Library Conferences See Action and Advocacy from Elsevier
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.


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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.

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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Upcoming Events

Watch www.elsevier.com for information on forthcoming Library Connect events and other conference news.

19-24 June 2003 American Library Association/ Toronto, Canada
Canadian Library Association Annual Conference
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 & 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 Paolo, 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.