



LibraryConnect

Partnering with the Library Community

Welcome

- This issue reflects on the changing global nature of science and publishing.

As you can see while reading these pages, information professionals in all quarters of the world are leading efforts to provide users with e-access to the global knowledgebase and tools to help them gain maximum benefit from e-access. Such efforts range from small to large ventures, but all are important.

One story here relates how representatives of the National Library of China visited Australian and US librarians to learn from their experience. To lay the groundwork to help students and researchers benefit from rapid changes in the areas of scientific communication and investigation and publication of scientific findings, often months or years of preparatory work is involved.

Another story highlights outcomes resulting from expanded e-access to STM journals. In the words of Mr. V. K. Gupta, the director of the National Institute of Science Communication & Information Resources in India: "One may conclude therefore that e-access has made an impact on the R&D output of CSIR scientists."

I trust this issue of Library Connect will inspire you to continue initiatives to improve access worldwide to scholarly publications and improve support provided to researchers and librarians involved in creating and disseminating scholarly findings. To all contributors who have made this read so informative, I offer a special thank-you.

Best wishes,

Eduard Cohen

Director, A&G International Markets, Elsevier, Amsterdam, The Netherlands

Q & A Snapshot with Eduard Cohen

Q: What were you doing before joining Elsevier?

A: Following my graduation from the University of Leiden, where I studied chemistry and pharmacy, I joined Beecham Pharmaceuticals where I worked for five years in the sales and marketing department. For almost 20 years now, I have been with Elsevier in various management positions in different countries.

Q: What industry trend are you watching?

A: How the emerging countries bridge the gap with the developed countries in various ways and at different paces. It is fascinating to be part of this race!

Q: What's the best part of your job?

A: Meeting people across the world — in different time zones, with different backgrounds and speaking their own languages, but sharing the passion to push the boundaries of research.



Eduard Cohen

newsletter

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Q: What is your favorite book?

A: Today I tend to say *Siegfried* by the Dutch author Harry Mulisch, because of the plot's similarity with the plot of *The Da Vinci Code*! But also *The European Dream* by the American economist Jeremy Rifkin.

Q: What are you reading now?

A: *New Neighbours* by Saskia Noort. The book was recently issued and already she has become one of my favorite authors.


 FEATURES

From Tortoise Shells to Terabytes: The National Library of China's Digital Library Project

Established in a Beijing temple in 1909, during the Qing Dynasty, the National Library of China has become the fifth largest national library in the world. Its earliest holdings include 4,000-year-old inscription-bearing animal bones and tortoise shells from China's first dynasty. But with the Digital Library Project and its associated 80,000-square-meter new building both under construction, the NLC's sights are firmly set on the future. The NLC serves over 15,000 customers in-person each day, and when the DLP opens in 2008, many thousands more will be able to access its collections remotely.

Sharon Ruwart, the managing director of Elsevier's operations in China, and Michael Zhou, an Elsevier account manager in China, recently met with NLC Digital Library Project Director Ms. Fu Ping and NLC Department of Serials, E-resources and Audio-visual Materials Director Mr. Wang Zhigeng, the two NLC directors guiding the ambitious Digital Library Project.

Sharon Ruwart: Please can you introduce yourselves to our readers?

Ms. Fu Ping: Since earning my degree in library science from Beijing University, I have spent 31 years at the NLC. During my tenure, I've headed up construction of the main building, completed in 1987 after four years. The DLP will be my biggest project, and my last, before retiring in 2008.

Mr. Wang Zhigeng: My academic background is in Japanese studies. In my 12 years at the NLC, I have held various roles while managing acquisition of serials and monographs as well as technical initiatives.

Michael Zhou: What are the aims of the DLP?

Fu: The NLC's mission is to serve as the complete and perpetual archive of all Chinese publications. The goals of the DLP are twofold: first, to preserve in digital form manuscripts and books, many ancient and priceless, embodying China's history and cultural heritage; and second, to capture and preserve more ephemeral forms of today's dynamic Chinese culture — Web pages, e-journals, blogs and so on — that appear only electronically.

Zhou: What kind of difference will the DLP make, as the NLC seeks to offer more electronic resources?

Wang: Only 20% of the NLC's vast holdings are currently available to the public in digital form. I've been working to increase that percentage, but we face several hurdles. The budget provided by the government for the DLP covers only the cost of the building; there is nothing for acquiring content. We along with the public and the research community must shift from print to "e," but resource constraints pose a huge challenge. All that said though, when it opens in 2008, the DLP will offer an estimated 120 terabytes of data to users, rising to 340 terabytes by 2010.

Ruwart: Funding is a significant challenge that information professionals worldwide no doubt appreciate. But I can see that, as elsewhere in China, the NLC's response to insufficient funding is to plunge ahead instead of waiting around for more money to materialize. It's apparent that for projects designated as national priorities, like the DLP, the momentum is unstoppable. Just look at the drills and cranes outside at this very moment! Given your intention to overcome funding challenges and vastly increase the e-resources held by the NLC, how will you make these resources easily accessible to users?

Fu: That's a good question and one that brings up several issues. Today, we have a print-based workflow for acquiring subscriptions, housing publications and providing services to users. An issue we're examining is whether to integrate digital materials into our standard workflow or create a new workflow.

Wang: Metadata management is also involved in this discussion. We have print bibliographic data, and in digital materials this is embedded so there are two different formats. How do we get both sets of metadata into one system for good discovery and retrieval? A lot of work remains ahead of us.



Sharon Ruwart (left), Ms. Fu Ping (center) and Mr. Wang Zhigeng (right) speak at the National Library of China in Beijing.

Zhou: How are roles and responsibilities of NLC librarians changing, as you move further into an e-centric world?

Fu: Although we have provided our staff some training, it's still not enough, and with the new systems we're designing or acquiring, we'll need much more. I've set up a new department to focus on training, but must still find resources and determine what the department should prioritize. Training our librarians and preparing them to train users on new e-systems, and other operational questions, are occupying much time for Mr. Wang and me, along with other NLC colleagues. Our ability to come up with creative solutions within resources available will be key to realizing the full potential of our Digital Library Project.

Ruwart: Last year, you went on a fact-finding mission, visiting libraries in Australia and the United States. Which libraries did you visit and what made the biggest impression on you?

Wang: We visited the National Library of Australia, the libraries of the University of Sydney and the Australian National University, the Library of Congress and several libraries in California including ones at Stanford and the University of California, Berkeley. Service made the biggest impression.



The construction site of NLC's new eight-story digital library — a massive and modern design by German architects Engel und Zimmermann — shows girders swinging through the air and signs identifying the construction company and exhorting safety.

These libraries really know how to serve their customers. Also, the libraries use many intermediaries that help libraries very well — like subscription agencies and systems developers. There is good cooperation between these intermediaries and libraries; we don't have such organizations in China. As you know, the library service sector is still in its infancy here.

Ruwart: Could foreign companies fill the gap until China's support systems develop?


Wang: Language is a big barrier to adapting foreign systems. We use Chinese characters, which foreign technologies cannot support. We even have to use older Chinese characters such as found in ancient documents. These wavy, elongated characters, which resemble modern written Chinese only slightly, pose a further challenge to Roman-character platforms.

However, the NLC is seeking cooperative relationships with overseas libraries and organizations to help come up with approaches meeting our specific needs, particularly for archiving. For example, the British Library has collaborated with the NLC on the International Dunhuang Project to digitize ancient manuscripts found in a grotto on the ancient Silk Road. Scholars in China and abroad can access the manuscripts for further study.

Zhou: I understand the NLC's mission as the nation's comprehensive archive means the library's cultural and social science holdings are more extensive than its STM resources. Can you talk about the importance of STM resources to your library?

Wang: The NLC offers a full range of STM databases, of which ScienceDirect is the most widely used resource from a foreign publisher. We must pay attention to science and technology, and we have identified content gaps we must fill. For example, we need to collect more books and series. We are considering purchases of ScienceDirect Backfiles, and we're looking to Elsevier for advice on transforming print into permanent digital archives.

Ruwart: We're honored you're turning to us for advice. Although Elsevier's oldest document now on ScienceDirect dates back less than 200 years (I'm referring to *The Lancet's* first issue, published in 1823) rather than 4,000, the principles of digital preservation and modern-day access are the same. And, we're honored to have had the opportunity to meet with you two. Thank you.

Fu: We thank you both. 

 www.nlc.gov.cn/old/english.htm


FEATURES

ScienceDirect China Collection Quick Facts

Per recent Scopus statistics, the output of scientific journal articles from China doubled between 2001 and 2005, while the number of citations referring to this content more than tripled. Still, due to language and other barriers, 75% of Chinese scientific research never gets published abroad. The ScienceDirect China Collection, launched earlier this year, provides a bridge to research from China.

- This collection includes prestigious journals never before disseminated outside of China and provides broad coverage of key scientific areas.
- This collection currently offers over 20 journals. More will be added to it on a continuing basis.
- All journals in this collection are available in English. Most titles in the collection are published in English and the remaining ones are translated into English.
- Titles currently available include:
 - *Acta Genetica Sinica*
 - *Agricultural Sciences in China*
 - *Chemical Research in Chinese Universities*
 - *Chinese Journal of Biotechnology*
- Titles coming available soon include:
 - *Asian Journal of Surgery*
 - *Chinese Journal of Aeronautics*
 - *Hong Kong Physiotherapy Journal*
 - *Journal of Ecological Sciences*
- The ScienceDirect China Collection offers:
 - Access to established society journals covering the expanding scope of Chinese research.
 - Insight into practices and methodologies rarely used elsewhere.
 - Perspectives on increasingly influential Chinese research, enhancing your users' understanding of their fields.
- This collection is available to all users for free until December 31, 2006.
- Details on the 2007 offering of this collection and links to its currently free content are available at www.info.sciencedirect.com/china



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makes sense.


FEATURES

National Support Helps Nurture Knowledge Creation and Communication

By V. K. Gupta, Director, National Institute of Science Communication & Information Resources, New Delhi, India

Western nations mostly are developed and relatively have better economies, infrastructure and purchasing power which allow them access to a wider global knowledgebase. Emerging nations are economies in transition with limited infrastructure which restricts access to wider global knowledge. Countries like India, China and South Korea are now emphasizing access to and creation of knowledge and thus contributing strongly to knowledge economies and their nations' further development.

NISCAIR Provides National Encouragement

As the NISCAIR director since 2000, I'm able to help nurture India's contributions to science and technology research and watch the nation's S&T scholarly output grow. The mission of NISCAIR is to become the prime custodian of all S&T information resources in India and promote communication in science to diverse constituents at all levels.

Our institute operates the National Science Library, which is open to all without charge, and publishes Indian research journals — in English and Hindi — freely available online. To encourage development of scholarly research and output in India, NISCAIR doesn't just provide access to information resources; we also help institutes gain access to specific e-resources in an organized way and gain budgetary and infrastructure efficiencies. One of our main achievements has been creating a consortium for CSIR laboratories, so they can access a greater range of e-journals.

CSIR Consortium Serves Researchers Nationwide

In India there are 12 publicly funded S&T departments including the Council of Scientific and Industrial Research, which supports 15,000 researchers nationwide. CSIR has 38 national laboratories and institutes across India and ranks high among India's approximately 3,000 R&D organizations spanning the government and private domains.

For research and development organizations, journals are essential for pursuing world-class activities. Here it is pertinent to mention that during the last 20 years the cost of scholarly journals overall increased 226%, whereas library budgets have not maintained the pace.¹

Due to this challenge, e-journal subscriptions at CSIR laboratories/institutes declined significantly from 1993 onwards. The CSIR consortium has helped arrest this decline and is providing CSIR scientists with the same level of access to knowledge as available at world-leading institutes. The consortium provides on an equitable basis to all its users access to 4,000+ licensed R&D journals and about 2,000 open access STM journals.

Gauging Value of Consortial Access to E-journals

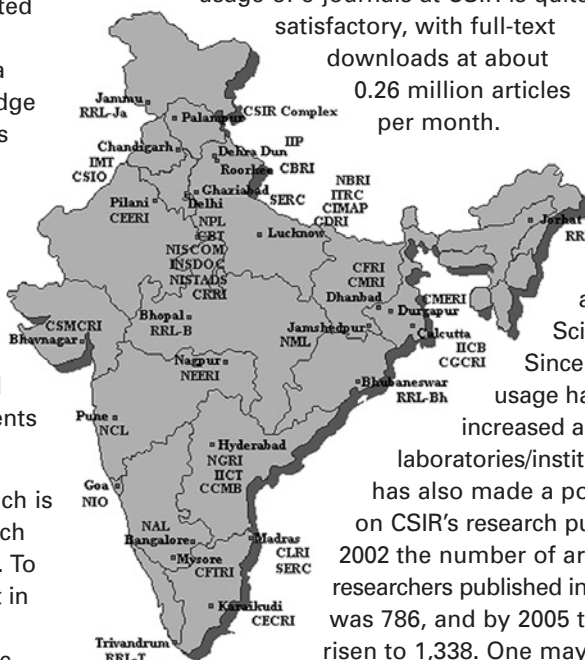
To evaluate benefits of scholarly e-access the consortium provides, we look at the journal usage per dollars spent as well as at researchers' publication output. Current usage of e-journals at CSIR is quite satisfactory, with full-text downloads at about 0.26 million articles per month.



V. K. Gupta

In 2002, CSIR signed its first e-license and gained access to ScienceDirect.


Since then its usage has constantly increased amongst all CSIR laboratories/institutes. E-access has also made a positive impact on CSIR's research publications. In 2002 the number of articles by CSIR researchers published in Elsevier journals was 786, and by 2005 that number had risen to 1,338. One may conclude therefore that e-access has made an impact on the R&D output of CSIR scientists.




The 38 CSIR national labs are located across India.

Challenges of Moving into the Future

The consortium faces challenges relating to users and publishers. As far as assessing whether our users are being served in accordance with their needs, we have introduced an online feedback form to help us retrieve information on user behavior and future needs. The main challenge in dealing with vendors is creating agreements resulting in win-win situations for all. At present CSIR has agreements with 13 international publishers to access their STM journals.

What's in the future for the CSIR consortium? Continued interaction and networking, to make sure this project keeps doing well. So far we're seeing that national leadership and infrastructure can go a long way towards helping researchers working across our country, as they create knowledge warranting international dissemination. 

¹ Association of Research Libraries. (2001, October). Monograph and serial costs in ARL libraries, 1986-2000. *ARL Bimonthly Report* 218. www.arl.org/newsltr/218/costimpact.html

Mr. Gupta is an engineer by profession and has an advanced degree in business administration. He can be reached at vkg@niscair.res.in.
 www.niscair.res.in

Managing Vendor Relations: A Graduate Course Worth Our Time

By Lorraine Busby, Associate University Librarian,
University of Western Ontario, London, Canada

In January 2006, a new graduate-level course dealing with librarian/vendor relations was launched at the University of Western Ontario. The course, "Managing Vendor Relations," explored business connections between librarians and companies providing information resources and services essential to academic library operations.

Getting the Course off the Ground

Prior to the launch of the course, I was asked to construct and teach it, drawing upon my experiences in negotiating and managing information resources and services for the university's libraries — among Canada's largest academic libraries. Twenty-two enterprising students in the university's Master of Library and Information Science program signed up.

While designing the course, I built in two elements that proved key to the curriculum: practical hands-on work, such as visiting publishers' websites and analyzing toolkits provided there to help aspiring and working librarians; and classroom visits by industry representatives sharing their time and expertise.

Many students entered the course with reservations about dealing with for-profit companies. They worried about their ability as new librarians to work in partnership with account representatives and negotiate fair and balanced agreements with large corporations.

Guest speakers ensured the course provided vendor perspectives as well as information on how vendors maintain viability of information services. Classes in which guests spoke were educational while providing an alternative view of issues involved in contracting for services and resources. These classes turned out to be the first time many students had actually met vendor representatives. Speakers came from companies including Elsevier, Swets Information Services and Yankee Book Peddler Services.

Hearing from Elsevier Representatives

Elsevier sent Regional Sales Director Adam Chiaino and Account Manager Kortney Boak to speak about pricing models. After giving a thorough and balanced overview of issues surrounding pricing models, Adam completed the picture with remarks on the ongoing investment needed to sustain stability and

reliability of Elsevier's services. Students were fascinated with the technology and backup Elsevier has put in place to ensure, to the fullest extent possible, customer access to e-products regardless of power failures or other breaks in service. Adam also outlined Elsevier's ongoing investment in product development, investment essential for the future of the company and its ability to respond to our information needs. The real value of the visit, however, was in putting a "human face" on Elsevier.



Lorraine Busby

During Adam and Kortney's visit, students met and interacted with representatives who care about libraries and information services, and welcome librarians' opinions. This was reflected in students' enthusiastic feedback after the visit: *"Thank you for the guest speakers. Very interesting class today! I really enjoyed the presentation Adam gave!"*

The impact of the visit became apparent the following week

when, as a course requirement, students attended the Ontario Library Association's SuperConference. "Knowing" Elsevier representatives gave students confidence to seek out and interact with company representatives in a professional manner. Kortney and Elsevier colleagues Kimberly Hill and Jon Clayborne gave unstintingly of their time to assist the students in completing an exhibit hall assignment — another practical hands-on exercise. For many students, stopping by the Elsevier booth was a highlight of their conference experience.

Looking Back and Ahead

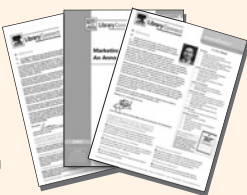
By the end of the course, students had gained exposure to industry issues from librarian and vendor perspectives and realized that working in partnership with vendors is both a professional necessity and possible. The most gratifying feedback I received came from two students who said the course dramatically changed their preconceived notions of what vendors do and how sales are made. They enjoyed the experience and learned a tremendous amount in the process. Thanks to all the company representatives who helped make the students' learning experience valuable and memorable. **LC**

➔ www.uwo.ca

"The real value of the visit, however, was in putting a 'human face' on Elsevier."

LIS Outreach Program Offers Free Resources

Elsevier offers many complimentary resources to support LIS faculty and graduate programs covering scholarly communication, publication and dissemination, publishing technology, vendor relations and related areas. These resources are now available worldwide through the Library Connect LIS Outreach Program.



Want to know more? Visit www.elsevier.com/wps/find/librarianshome.librarians/LISOutreach

Complimentary resources available through this program include:

- Print and online publications relevant to LIS curricula
- "Meet the LIS Editor" sessions — often focusing on how to get published — at library conferences
- An annual Library Connect Marketing Internship in San Diego, California
- Speakers from diverse teams across Elsevier who can address various subjects in talks to LIS classes


 COMMUNITY CONNECTIONS

NISO Keeps Its Eyes on Identifiers


By Pat Stevens, Interim Executive Director, National Information Standards Organization, Bethesda, MD, USA

Identifiers, long a mainstay of backroom business, are moving front and center as organizations including libraries and publishers work together across the globe to provide immediate access to digital information. Because information moves across the globe at the click of a mouse, identifiers and standards must work in this international context.

Over its history, NISO has promoted the development and effective use of identifiers. As a standards developer, our organization has managed globally deployed standards like Z39.84 or Syntax for the Digital Object Identifier. NISO has also been active as the American National Standards Institute representative to ISO TC46, the technical committee managing development of widely deployed and internationally used identifiers like ISBN and ISSN.

In March 2006, NISO held an Identifiers Roundtable to gather information on how our organization might improve usefulness of identifiers for digital information objects. Participants included people active in using identifiers in libraries, publishing, biomedicine and e-learning, and represented organizations in Canada, France, Finland,

Germany, Sweden, the UK and the US. Discussion quickly identified two issues. First, the exchange of information across heterogeneous systems requires identifiers and supporting systems based on public standards. This allows a system to understand identifiers from other systems and prevents collisions between identifiers from different systems. Second, identifiers can function only in the context of a social and economic infrastructure — an infrastructure requiring funding from across the community using it. Hence the discussion made it clear that NISO must remain engaged with the issues of identifiers and identifier systems.

During the roundtable, participants further urged NISO to develop programs to educate audiences about identifiers and identifier systems and to continue our work with INFO Uniform Resource Identifier (URI). The “info URI” helps ensure that identifiers libraries and publishers use today can be used most effectively in a Web environment. NISO will soon respond to roundtable participants’ recommendations and publish a report on the roundtable outcomes. 

➡ www.niso.org

“Search Scirus with TEK” Helps Researchers Overcome Connectivity Problems

By Sharon Mombrú, Head of Scirus, Elsevier, Amsterdam, The Netherlands

Low bandwidth and poor connectivity continue to prevent people in certain regions and nations from reaping the full benefits of searching the Web.


In 2003, the Computer Science and Artificial Intelligence Laboratory at the Massachusetts Institute of Technology developed “Time Equals Knowledge” (TEK), a service minimizing the time users need to be online while enabling them to carry out Web searches. Realizing TEK complements existing efforts such as HINARI and AGORA to facilitate access in developing countries to scientific information, Elsevier last year initiated “Search Scirus with TEK” — a collaborative effort involving the MIT laboratory.

How does Search Scirus with TEK work? Researchers submit queries via email to the TEK search engine maintained by MIT. The TEK search engine uses Scirus to search the Web, locates pages, selects pages to send back, compresses them and emails them to users. Because search results are returned asynchronously, by email, connectivity charges are lower. Because Scirus is used for the searches, researchers retrieve only the most accurate and relevant search results while spending minimum time online.

“Search Scirus with TEK can potentially help bridge the information divide between technologically advanced and technologically challenged areas.”

Scirus searches only scientifically relevant Web information and indexes over 250 million pages including scientists’ homepages, university websites and institutional repositories as well as full-text articles from sources including the Institute of Physics Publishing, NASA, Medline and ScienceDirect.

A pilot version of Search Scirus with TEK has been developed. Elsevier and MIT are now seeking other institutes to involve in this project. Specifically, we’re seeking institutes that could help us reach out to end-users to test the service.

Search Scirus with TEK can potentially help bridge the information divide between technologically advanced and technologically challenged areas, and so help the global scientific community at large. Institutes or researchers interested in using and testing the service are invited to contact us at feedback@scirus.com. 

Explore More

- Scirus
www.scirus.com
- TEK: An Email-Based Web Browser
<http://tek.sourceforge.net>

Reed Elsevier Makes Caring a Worldwide Mission

By Allison Bechill, Elsevier Global RE Cares Coordinator, Elsevier, San Diego, CA, USA

Reed Elsevier maintains a strong commitment to giving back to communities worldwide. One way the company accomplishes this is through the RE Cares program, launched in 2003. This program focuses on education for disadvantaged young people and community initiatives of importance to local employees. In 2005, over 7,000 RE employees participated in the program, helping it achieve a significant impact on improving life for people in communities around the world.



Pictured here are children and teachers at LfL's school — supported in part by RE Cares — in Takia Doga, Pakistan. In the wake of a 2005 earthquake in Pakistan, money donated by RE helped supply winter tents to help prevent further loss of life and allow schooling to continue.

for funding from a central budget supporting the RE Cares focus on education for disadvantaged young people. RE Cares activities, driven by employees spanning ranks and teams, differ from region to region and office to office.


Human Resources Director Kim Chan with Elsevier in Singapore noted, "As Elsevier and other Reed Elsevier companies develop and grow in the Asia Pacific region, the RE Cares program is gaining momentum. Many employees are volunteering their time and effort for this program, and it is thriving in Singapore, India, Japan and Australia."

The program's support of Learning for Life shows how RE Cares is benefiting Asia Pacific nations. A London-based charity, LfL works with local partners in Afghanistan, India and Pakistan to support education and training in rural regions and urban slums and provide emergency relief in exceptional circumstances. In the past two years, RE Cares has contributed nearly US\$40,000 to LfL projects.

LfL's project most recently benefiting from RE Cares involves post-earthquake reconstruction in Pakistan. In October 2005, a wide swathe of India and Pakistan was devastated by an earthquake, and 25 LfL-sponsored schools in Pakistan were destroyed or damaged. To help, RE Cares donated \$26,000 to assist with rebuilding schools and constructing new schools in Balakot and Mansehra in Pakistan. Reed Elsevier was the

Through the program, each RE employee is encouraged to devote two paid workdays per year to volunteering, to participate in additional volunteer activities and to donate to worthwhile causes. The program also allows staff to nominate charities

 **Reed Elsevier**
cares

first donor to offer to help LfL's children return to schools. LfL hopes to have all the schools constructed and equipped and teachers trained in the next five months so the children have a warm, safe place to go to during harsh winter months. 

➤ www.learningforlifeuk.org

➤ www.reedelsevier.com/staging/ReviewReport/g1.html

Vietnam's HCMC General Science Library Gets a Boost

By Jasna Markovac, Senior Vice President, Global Academic & Customer Relations, Elsevier, San Diego, CA, USA

Since its inception in 2002, the Elsevier Foundation has awarded over 40 grants worth more than half a million US dollars. In doing so, the foundation has been guided by Elsevier's corporate mission: to deliver superior information products and services fostering communication, building insights and enabling individual and collective advancement in scientific research and health care.




Ms. Nguyen Thi Bac

In 2004, Ho Chi Minh City **THE ELSEVIER FOUNDATION** General Science Library in Vietnam received a US\$25,000 foundation grant to upgrade its computer resource center and information infrastructure. The grant is providing 30 new computers and peripherals, including four PCs for low-vision users, as well as software and Internet installation and maintenance. The grant is also helping the library expand its collection by adding reference databases and remote access to other libraries' e-resources.

These improvements are helping the library meet the evolving needs of students, teachers, researchers, foreign scholars and ordinary citizens who rely on the library's resources. The library's director Ms. Nguyen Thi Bac commented, "The improvements made possible by the Elsevier Foundation allow us to take one more crucial step forward in our library's quality of service. This support is helping our community educationally and economically."

Founded in 1868 as the Library of the Admirals and Governors, the library was later recognized as the National Library of South Vietnam. The library's holdings include special collections of 17th- and 18th-century French/European and Indochinese materials. In addition, the library maintains book exchanges with more than 40 libraries and information centers around the world.

Through its collection and services, the library plays a vital part in the economic development of Vietnam by promoting national culture, supporting industry and research, and stimulating formation of joint ventures. In the international arena, the library acts as a deposit library for UNESCO, the World Bank and the International Atomic Energy Agency. 

➤ www.elsevierfoundation.org

CENTER OF ATTENTION

Librarians Speak Up

“How does your library help users with limited English proficiency access STM information, much of which is in English?”



Aysen Kuyuk, Medical Library Director, Hacettepe University, Ankara, Turkey

Hacettepe University Medical Center Library, the oldest and largest medical library in Turkey, serves information needs of students, faculty, staff and patients of the HU schools of medicine and health sciences. While Turkish is our users' main language, 90% of our electronic sources are in English. Many of our users have limited English proficiency.

Language is also a barrier for library staff. To improve our librarians' ability to use effectively our online resources, we divide the databases among librarians. Each group studies specific databases, learning about their content, features, advanced use, statistics and so on. Later each group organizes a workshop to share knowledge with other librarians. Groups also prepare user guides in Turkish.

This approach has resulted in Turkish-language user guides covering ScienceDirect and other databases. Following such study and workshops, librarians are familiar with all our databases and can help users more effectively, and librarians and users can benefit from the local-language user guides available on our website. 


☞ www.hacettepe.edu.tr/english



Layali Khazaal, Head Librarian, Health Sciences Center Library, Kuwait University, Kuwait City, Kuwait

To support information needs of Health Sciences Center faculty, staff and students, and other health professionals, the HSC Library provides a range of services. Notably we provide orientations in Arabic and English. These provide training on how to search different databases and evaluate retrieved information. Printed handouts in Arabic and English give more information on navigating the databases.

The library also provides online and print bilingual dictionaries and encyclopedias covering medical and scientific disciplines. Arabic- and English-speaking staff assist with questions about our print and online resources, as well as reference questions. Patrons needing personal consultations in Arabic or English can register online for training sessions on different databases. Furthermore we sometimes translate specific resources into Arabic. Recently the library purchased translation software, available for use by faculty as well as librarians.


The library's services help English- and Arabic-speaking patrons become independent learners and problem solvers rather than passive recipients of information. 

☞ www.hsc.edu.kw/vpo/LIBRARY/index.asp



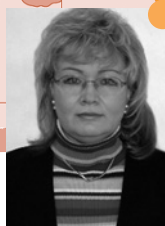
Sabina Aneva, Vice Director, Central Library, Bulgarian Academy of Sciences, Sofia, Bulgaria

The Central Library of the Bulgarian Academy of Sciences is one of the largest and oldest scientific libraries in Bulgaria. Our major group of users consists of researchers, professors and students (master's and PhD levels). Though the percentage of users with limited English proficiency is relatively small, we offer a number of services in two languages: Bulgarian and English.

Our library offers workshops to help users improve their knowledge of how to use online databases more effectively, and we publish brochures giving additional information on specific features of each online product. Our reference librarians support users during their online query sessions and we support a mailing list, via which users get answers in a short time. Further, our website — available in Bulgarian and English — offers a lot of information helpful for users. 

☞ www.bas.bg/index-en.html

Library Connect loves to



**Irina Kuznetsova, Head Librarian,
Academic Library, Samara State
Technical University, Russia**

At my library, staff members use presentations, user guides and descriptions in Russian from Elsevier's Russian website at www.elsevier.ru. Many thanks to Elsevier colleague Alex Mzhelsky who initiated translations of Elsevier's ScienceDirect and Scopus materials into Russian, and realized the idea of Elsevier's Russian website.

Our library staff members provide our users/students with trainings, giving an overview of resources the university subscribes to via the NEICON consortium. At such trainings, materials translated into Russian and provided by Elsevier are actively used. ScienceDirect handouts in Russian are very popular among the users.

The majority of our professors and researchers feel confident enough with their English to use Elsevier publications in English. Some people require more training on doing searches in English and translating the key words. However, as I've mentioned, Russian translations of support materials are highly appreciated and do help our librarians and patrons. ^{LC}

☞ www.samgtu.ru



**Telma de Carvalho, Librarian,
Faculdade de Odontologia,
Universidade de São Paulo, Brazil**

Our community of users is largely Brazilian. Our 39 SIBi/USP libraries serve about 76,000 undergraduate and graduate students, and among these Portuguese is the first language for 90%. It is very important that while our libraries offer digital resources in English (and other languages), we also offer associated learning guides in our local language.

Our librarians recently created the "Tutorial de Revistas Eletrônicas do Sistema Integrado de Bibliotecas da USP." This interactive online tutorial provides details on accessing full-text articles, finding headings such as from the list of serials available from our OPAC, searching in databases provided by publishers and more.

Through this local-language tutorial, our libraries connect with users and show how to use online resources including ScienceDirect. We're delighted with the results. Thanks in part to the tutorial, we're seeing usage of our libraries' e-resources going up and the number of information queries going down. ^{LC}

☞ www.usp.br/sibi

hear from you!

Here's Our Annual Special Thank-you

Since its launch in June 2003, Librarians Speak Up has benefited from contributions by information professionals in Australia, Austria, Brazil, Bulgaria, Canada, Chile, China, Denmark, England, India, Japan, Korea, Kuwait, Lebanon, New Zealand, Portugal, Puerto Rico, Russia, Scotland, Serbia and Montenegro, South Africa, Spain, Switzerland, Taiwan, Thailand, The Netherlands, Turkey and the USA. A big thank-you goes to all LSU contributors.

Topics covered so far have included:

- *How is your library adding value to content?*
- *How is user behavior at your library changing?*
- *How is your library helping users get the most benefit from digital resources?*
- *How do you ensure excellent customer service at your library?*
- *What's the most important criterion you use to measure success at your library?*
- *What's the number one archiving challenge facing librarians today?*
- *How do you direct users to your library's A&I resources?*
- *How do you get to know your users?*
- *What's the biggest issue you encounter in reaching today's users?*
- *How are you preparing your library for the future?*
- *Who or what is your library's strongest advocate?*

The next issue of this newsletter will ask:

- *Do your users prefer e-books or print?*

Let Us Know What You Think

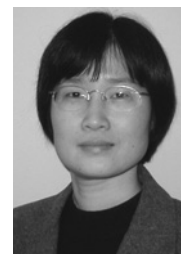
If you'd like to suggest questions or contribute quotes, please write to libraryconnect@elsevier.com.

To read answers to past LSU questions, visit www.elsevier.com/libraryconnect

The LIS International Perspective: Real, Needed and Supported

By Yin Zhang, Associate Professor, School of Library and Information Science, Kent State University, OH, USA

Since 2000, the Special Interest Group of International Information Issues (SIG III) of the American Society for Information Science and Technology has sponsored an international paper contest on digital libraries and technology advances in developing countries.



Yin Zhang

The international perspective within the library and information science profession is increasingly important given global access to information, as well as the trend among libraries and information institutions worldwide to share resources and collaborate.

Associations, Schools and Training Programs Offer Support

The LIS profession has seen remarkable growth in international associations. Baldwin (1997) reported the number of international associations increased from 33 in 1973 to 76 in 1990. Besides the International Federation of Library Associations and Institutions which serves as the "global voice of the library and information profession" and whose members represent 150 countries (IFLA, 2005), the American Library Association supports development of libraries everywhere and global librarianship (ALA, 2001).

International librarianship is featured on curricula in American LIS programs. The University of Hawaii at Manoa, St. John's University and Dominican University offer courses titled "International Librarianship," and the University of Illinois at Urbana-Champaign offers the graduate course "Global Perspectives in Library and Information Science."

These courses prepare next-generation librarians to address issues in our global information society. Such issues range from information policy making and international information standards development, to technological advancements and their social, economic, cultural and political impacts.

In addition to benefiting from graduate courses focusing on international librarianship, LIS professionals benefit from international exchange and training programs involving developed and developing countries. Simmons College is helping prepare a new generation of Vietnamese librarians to run some of Vietnam's largest university libraries. The Luce Summer Institute for East Asian Librarianship at the University of Pittsburgh recently staged a rigorous training program for midcareer Chinese studies librarians and library managers from North American institutions (University of Pittsburgh, 2003).

International Librarianship Literature Is Growing

A visible volume of literature addresses international librarianship. A quick search on international librarianship revealed over 800 published articles locatable via scholarly journals. More on the search results appears in the table.


JOURNAL TITLE	NUMBER OF ARTICLES LOCATED
<i>Libri</i>	10
<i>IFLA Journal</i>	8
<i>Scientometrics</i>	7
<i>International Information & Library Review</i> (Formerly <i>International Library Review</i>)	5
<i>Library Trends</i>	5
<i>College & Research Libraries</i>	4
<i>Aslib Proceedings</i>	3
<i>Information Processing & Management</i>	3
<i>Library Journal</i>	3
<i>Special Libraries</i>	3
<i>The Journal of Academic Librarianship</i>	3
<i>Zentralblatt Fur Bibliothekswesen</i>	3
<i>Canadian Library Journal</i>	2
<i>Education for Information</i>	2
<i>Habitat International</i>	2
<i>Journal of Documentation</i>	2
<i>Journal of Librarianship</i>	2
<i>Journal of Library History, Philosophy and Comparative Librarianship</i>	2
<i>Library & Information Science Research</i>	2
<i>Library Quarterly</i>	2
<i>Media Culture & Society</i>	2
<i>Program: Electronic Library and Information Systems</i>	2
<i>Wilson Library Bulletin</i>	2

This table lists journals which per search results have each published at least two articles relating to international librarianship.

This competition helps maintain a network of experts on digital libraries and information technology in developing countries. SIG III, for which I served as chair in 2004 and 2005, believes communication among nations is vital to global discussion of information issues.

Since its launch, the contest has attracted more than 230 papers by information professionals from more than 50 countries. Over 60 of the papers have appeared in LIS publications. Publication of the papers has contributed notably to international librarianship literature — largely dominated earlier by contributions from industrialized countries (Bliss, 1993; Raptis, 1992).

What This Augurs for Newcomers

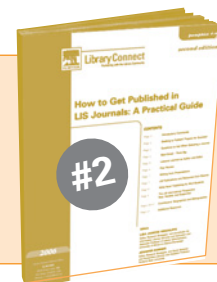
An international perspective has long been part of the LIS profession in its various platforms — its associations, education and literature — and continues to shape the future of the profession. The international perspective in the LIS field gains from contributions made by professionals across the globe. Newcomers are encouraged to add their voices. 

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The newly updated Library Connect practical assistance pamphlet "How to Get Published in LIS Journals: A Practical Guide" (2006) offers the full, original version of this article and others at www.elsevier.com/libraryconnect

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An Exchange with Karen Hunter, Award-winning Pioneer in Electronic Delivery of Scholarly Communication

In February, Karen received the 2006 CSA/Ulrich's Serials Librarianship Award recognizing her leadership in the collaborative development of electronic delivery of scholarly information. Noted Marilyn Geller, chair of the award committee, "[Karen's] ability to represent the views of the library world to the publishing world and the views of publishers to librarians ... continues to have a profound and positive influence within our industry. Electronic journals as we know them today, and indeed, the electronic delivery of scholarly communication has been shaped by Ms. Hunter's thoughts and deeds."

➔ <http://infomotions.com/serials/acqflash/06/0054.shtml>

How exactly were you involved in efforts leading to online publishing of STM journals?

Since 1976, I've been with Elsevier and the idea of electronic journals was there almost from the start. After trying to make CD-ROMs work for journals, I set up in 1991 the TULIP (The University Licensing Program) experiment — the first really large network test of online STM journals. With nine universities involved, we started with about 40 journals and ramped up to over 80. This was before Web browsers, and the journals were loaded at each university for distribution over campus networks. In the four years of the experiment we learned an enormous amount about technical issues and ways students and researchers would use online journals.

Did you initially realize how momentous the achievement — electronic publishing of STM journals — was?

By the end of the TULIP experiment it was clear there was no turning back. The introduction of the first robust Web browser (Mosaic) in 1993 in mid-experiment was a critical piece of the puzzle; Mosaic made it clear that online access from a central host was the next step. That's when we started developing ScienceDirect. Everyone knew this was a huge and essential change for journal publishers.

I've heard that e-publishing of STM journals was started by people sitting around a table who said, "Let's just do it."

As an industry it was much more evolutionary than that. When CD-ROMs showed their flaws and the power on the desktop and speed of networks increased, many publishers were looking at how to move journals online. Within Elsevier we started with getting all our journals into a "media neutral" database and storing them in our "electronic warehouse." Once that infrastructure was in place, we quickly knew we needed a distribution system to make best use of emerging technologies. At that point then Elsevier Chairman Herman Spruijt decided to go ahead with what became ScienceDirect and told me to find the best six people in the company and make it happen!

Why did you join Elsevier?

From 1967 to 1972, I was in technical services at the Cornell library and particularly liked the business aspects of the job.

I then moved to Baker & Taylor for four years and during that time I also got my master's in business from Columbia. By 1976, it was time to leave B&T and Elsevier was looking for a new MBA to do what we now call strategic planning for the New York office. It was a great opportunity and the office was right across the street from my commuter train station, which sealed the decision.



Karen Hunter

How has your education benefited your career?

Good question. The College of Wooster, where I earned my BA, taught me how to think, ask questions and take on challenging projects. My graduate history experience, when I earned a MA from Cornell, basically taught me I didn't want a PhD and didn't want to be an academic. I went to work in the library and found that a good fit, hence the library union card (my MLIS from Syracuse). When I moved further into the business side at B&T, I thought I also needed my MBA. Getting that degree was the hardest work of any,

but it has more than paid off at Elsevier, particularly in the early years. In time your experience is what counts, though, not your degrees.

“Don't be afraid to take risks.”

Why did you become an academic librarian?

I was working as a library assistant at Cornell and liked what I was doing. Working in technical services, everything was new and I knew so little, I just blundered ahead, learning new things hand over fist. Cornell had a program with Syracuse to encourage staff to go to library school, so off I went.


Besides your involvement in the development of online publishing, what do you regard as highlights of your career?

Relationships I have had with academic librarians. I didn't intentionally leave academic libraries; I just took a good job offer at B&T. That I have been able to continue to work with such great people — friends — has been a highlight for sure.

What is your role at Elsevier now?

My position is that of senior vice president. I spend a lot of time on issues with strategic effects on our relationships with libraries. I work on issues including pricing models, post-termination access and article posting by authors, and public access and public policy. I am also on the boards of CrossRef and the Copyright Clearance Center.

What advice do you want to offer colleagues aiming at making a lasting difference?

Don't be afraid to take risks. Think big, think boldly and don't worry too much about those who tell you why something is not going to work. 

Interview by Daria DeCooman, Library Connect Managing Editor

BEHIND THE SCENES

Exploring Local-Language Possibilities for ScienceDirect

By Gertrude Hoogendoorn, Head of ScienceDirect Marketing, Elsevier, Amsterdam, The Netherlands


Since the launch of ScienceDirect, the issue of whether to provide its interface or content in languages other than English has perennially arisen. Hence in 2005, we surveyed customers to gain in-depth information useful in determining the value of localizing pages on ScienceDirect. Among respondents, 57% were senior researchers, 30% junior managers or researchers, 8% librarians and 5% consultants or administrators or serving in other capacities.

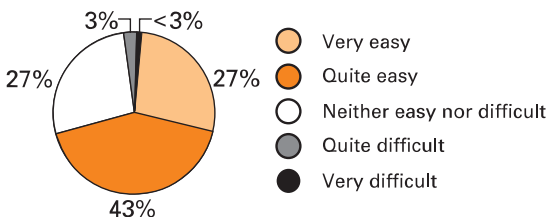
Approximately 2,300 customers completed the survey, offered in eight languages. It asked respondents if they wanted these ScienceDirect areas to appear in local languages: tools (e.g., thesaurus); interface (e.g., icons); STM content (e.g., titles, abstracts and full text); and features (e.g., ScienceDirect Info site, newsletters and help files). ScienceDirect has been developed and the platform redesigned.

Survey results identified a link between understanding of English and ease of use of ScienceDirect. Among French, German and Italian speakers — the group with the highest percent indicating complete understanding of English — close to 90% stated ScienceDirect is easy to use, but among Japanese and Korean speakers — who indicated more difficulty with English — only about 35% stated ScienceDirect is easy to use.

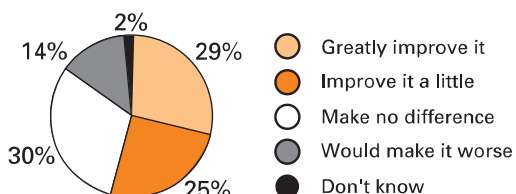
Only 11% of responding librarians indicated having complete understanding of English. This finding may speak to librarians' role; responsible for supporting many users, librarians may be especially concerned with understanding all resources offered on ScienceDirect.

Despite expressing difficulty with English or using ScienceDirect, respondents overall didn't indicate strong interest in localization of the interface or even aspects of articles on ScienceDirect. That said, localizing full-text articles and titles emerged as useful for just over half the respondents and specifically for Japanese, Korean, Russian and Spanish speakers.

As with many surveys, this one shed some light and brought up new questions. The upshot? Deliberation continues and we'll keep you updated. 



Respondents' replies to "As someone whose first language isn't English, how easy or difficult do you find it to use ScienceDirect?"



Respondents' replies to "How much would local-language translations of the ScienceDirect interface improve it?"

Did You Know?

ScienceDirect's over 2,000 journals offer some content in French, German and Russian.

French content appears in 42 French-only journals and 15 hybrid (French and English) journals now on the platform. As Elsevier recently acquired Masson, its 44 journals — including 43 in French and one in English — will also be on ScienceDirect as of 2008.

Several Urban & Fischer titles on the platform occasionally offer articles and book reviews in German. Urban & Fischer titles are listed at http://info.sciencedirect.com/content/journals/urban_fischer

The journal *Russian Literature* publishes articles in Russian and English.

The New ScienceDirect: Try It, You'll Like It!

Have you taken a look at ScienceDirect lately? Good surprises are in store for you at www.sciencedirect.com

Recent user testing and benchmarking revealed insights into activities users now wish to undertake on ScienceDirect. Based on the research outcomes, a new action-oriented navigation flow for ScienceDirect has been developed and the platform redesigned.



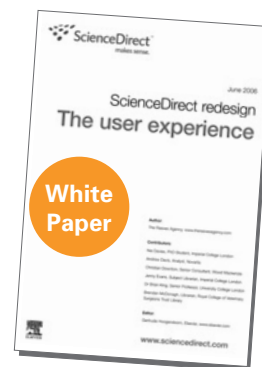
Researchers will find the redesigned platform saves them time and helps them become more productive. Besides improving overall user experience, librarians will find the redesigned platform facilitates easier integration of ScienceDirect into the digital library environment.

The redesign involves a phased process. The first phase goes live this month and offers a good number of enhancements.

ScienceDirect enhancements going live this month include:

- Quick Search is now available on every page to help users take care of specific frequent tasks.
- Personalization settings are now available from the homepage and include a "Remember me" option allowing the user to log in automatically.

Future ScienceDirect releases will address other areas of the product. For more information, contact your account development manager or visit www.info.sciencedirect.com



The new white paper "ScienceDirect redesign: The user experience" is available at www.info.sciencedirect.com

World's Premier Urology Journal Now Available on ScienceDirect

In January, ScienceDirect's urology collection received a significant boost thanks to the introduction of *The Journal of Urology*, the most widely read source of research findings in the field of clinical and investigative urology and the official journal of the American Urological Association.

With a 2005 impact factor of 3.592, *The Journal of Urology* ranks above all other general urology journals within the urology and nephrology category of the *ISI Journal Citation Reports*, published by Thomson Scientific.

Martin I. Resnick, MD, the journal's editor-in-chief and Lester Persky Professor of Urology and Urology Department chairman at Case Western Reserve University in Cleveland, Ohio commented: "For AUA, Elsevier offers the expertise, resources and global presence to help us capitalize on the success of our publishing program."


According to ScienceDirect Marketing Manager Brant Emery, "In only a few months *The Journal of Urology* has become



the most downloaded urology journal on ScienceDirect. A remarkable feat and one that highlights this journal's importance in the field of urology."

Back files for *The Journal of Urology* on ScienceDirect currently extend to Volume 153, published in 1995.

More than 16,500 subscribers look to *The Journal of Urology* for coverage of current studies in adult and pediatric urology, along with literature surveys on topics of special interest. These and other features — including editorials, reviews and letters — combine to make the journal the definitive source of urological research for physicians and researchers keeping abreast in this constantly evolving specialty.

Founded in 1902 and headquartered in Maryland, the AUA also offers UrologyHealth.org, a patient education resource developed by member experts. The association serves 15,000-plus members located around the world. 

www.auanet.org

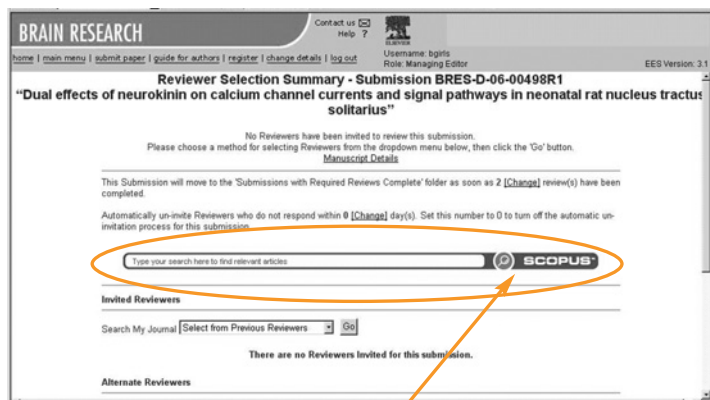
Scopus Access Through EES Helps Editors and Reviewers

Since March, all Elsevier journal editors and reviewers using the Elsevier Editorial System, an online submission and peer-review system, have been able to benefit from complimentary access to Scopus, the world's largest abstract and citation database of research information and high-quality Internet sources. Through EES, Elsevier's 7,000 editors now enjoy unlimited access to Scopus, while Elsevier's 200,000 reviewers receive a month's access to support them during the peer-review process. Scopus' user-friendly search bar is embedded directly in the EES system, enabling reviewers to locate instantly an author's related articles and references as well as track citations.


"In fact, I have stopped using my own database of reviewers as I find Scopus much more effective."

SCOPUS[™]

Merv Fingas, head of the Emergencies Science Division at Canada's Environmental Technology Center in Ottawa, Ontario and editor of *Journal of Hazardous Materials* remarked, "Scopus is a great asset to my journal work. I use it all the time to find reviewers. In fact, I have stopped using my own database of reviewers as I find Scopus much more effective."



This screenshot shows the Scopus search bar available to editors and reviewers using the Elsevier Editorial System.

Launched in 2003, the Elsevier Editorial System or EES provides a seamless end-to-end online workflow that facilitates and speeds the journal publication process. For more on how Elsevier editors and reviewers can access Scopus via EES, please contact Elsevier journal publishers or account development managers. 

www.scopus.com

ON THE ROAD



LIBRARY SERVICE AWARDS

USA, APRIL — Approximately 900 library professionals, representing 10 countries and 40 US states, attended Endeavor Information Systems' 11th annual EndUser meeting. More than 75 sessions and workshops led by 110 Endeavor users highlighted best practices as well as system enhancements and customizations. Also customers recognized three colleagues for helping peers use Endeavor software and helping the company improve its product suite. Receiving the EndUser Award of Merit for Extraordinary



EndUser Service Award winners Shelley Schultz (left) and Cathy Salika flank Endeavor President and CEO Roland Dietz.

Service to the User Community were Sam Kalb of Queen's University, Cathy Salika of CARLI Data Services and Shelley Schultz of Kirkwood Community College. **LC**



SCOPUS AND THE RESEARCH PROCESS

AUSTRALIA & NEW ZEALAND, APRIL — Scopus user group meetings across eight cities attracted over 120 librarians from 68 institutions. Discussion covered how Scopus can be used in the research funding process and how Scopus can help solve author ambiguity. Participants' responses included "Very valuable session, thank you, with ideas and hints of how to market to research office," "Very impressed with the Australian coverage in Scopus" and "Thank you for holding sessions like these." **LC**



(Left to right) Elsevier Account Development Manager Dju-Lyn Chng, Central Queensland University Electronic Services Librarian Chelsea Harper and Head of Scopus Product Management Niels Weertman



SCOPUS



Game host Paul Traynor congratulates Liz Lorbeer, the winner in a round with Deborah Blecic (on the left) with the University of Illinois at Chicago.

USA, MAY — "The Scopus Show" in the Elsevier booth at MLA in Phoenix, Arizona was a great success. Winning the eight contest rounds were Sue Ben-Dor with Orange Regional Medical Center in Middletown, New York; Barbara Bibel with the City of Oakland Public Library in California; Naomi Broering with Pacific College of Oriental Medicine in San Diego, California; Nancy Burford with Texas A&M University in College

Station; Liz Lorbeer with the University of Alabama at Birmingham; Susan Murray with Consumer Health Information Service in Toronto, Canada; Stella Seal with Johns Hopkins University in Baltimore, Maryland; and Trina Keith with New York Academy of Medicine in New York City who emerged as winner of the \$1,500 grand prize. Thanks go to the contestants, good sports all, and congratulations go to the winners. **LC**



SCOPUS AND THE RESEARCH PROCESS

BULGARIA & RUSSIA, APRIL — Library Connect Seminars at three universities in Sofia drew 115 end-users and librarians, and Library Connect Seminars in three Russian locations drew over 100 faculty researchers and librarians. The seminars in Bulgaria featured Elsevier's Middle and Eastern Europe Regional Manager Andrey Kovatchev, a native Bulgarian speaker. On one occasion in Russia, the Samara State Aerospace University library director



Andrey Kovatchev in Sofia explains the benefits of Scopus.

offered the university's brand-new media center as a place for demonstrating future releases of Elsevier products and as an "Elsevier training center" for Russia. **LC**



THE RESEARCH LIBRARY

USA, APRIL — Memorial Sloan-Kettering Cancer Center and Elsevier sponsored a Library Connect colloquium in New York. The program "Rethinking the Research Library" featured as speakers National Institutes of Health Division of Library Services Director Suzanne Grefsheim, Canadian Research Knowledge Network Executive Director Deb deBruijn, MSKCC Vice President and Chief Information Officer Pat Skarulis, MSKCC Director of Library Services JoAnne Sparks and Elsevier Senior Vice President Karen Hunter. Besides the program, guests enjoyed a library tour and dinner. JoAnne and Elsevier Vice President, Customer Marketing, Academic and Government Libraries John Tagler organized the highly successful event. **LC**



Shown at the MSKCC event are (bottom row, left to right) JoAnne Sparks and Karen Hunter; and (top row) John Tagler, Suzanne Grefsheim, Deb deBruijn and Pat Skarulis.



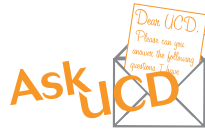
LITERATURE AND MEDICINE



Helle Mathiasen, PhD and Dr. Joseph Alpert, MD

USA, MAY — The sixth annual Elsevier luncheon for medical librarians, held at the Heard Museum during the Medical Library Association annual meeting in Phoenix, drew the largest crowd so far for these luncheons — 198 librarians plus about 25 Elsevier staff. The speakers were University of Arizona professors as well as husband and wife: Dr. Joseph Alpert, MD, and Helle Mathiasen, PhD. Dr. Alpert heads the UA College of Medicine's Department of Medicine and serves as editor of *The American Journal of Medicine*, published by Elsevier. Dr. Mathiasen serves as clinical associate professor of medical humanities. Their talk "Literature and Medicine – The Human Connection" found an appreciative audience. **LC**

For upcoming Elsevier events, see page 16



Chris Jasek of Elsevier's User Centered Design Group
Answers Your Usability Questions

@: What is the best way to organize all the features my library website offers?

A: The best and really only way to do this is by first understanding your users and the main tasks they come to your website to accomplish. Each task typically has a goal of trying to obtain a certain piece of content (e.g., a journal article or the reference desk hours). It is also beneficial to rate each task/content by how often different user groups perform/use it.

Next, group the tasks/content into four to six broad categories.

Categories I recommend for a library website are:

- **Research:** Finding books, articles and other materials
- **Course Reserves:** Finding reserve material
- **My Account:** Renewing items, checking status of requests and so on
- **Library Information:** Getting hours and locations, library news or staff contact details
- **Help:** Finding ways to access tutorials or Ask a Librarian

These categories form the information architecture of your website and should be used as the main organization of your site and as a navigation bar or site map.

So now that we have the site organization, what do we do with the homepage? One possibility is to surface three to four important links or features from each category. This reinforces your site's organization and helps users quickly accomplish their tasks. To make the right choices on links or features to surface, you may need to gain more understanding of users' needs for each of your categories. As always, get usability feedback on the homepage design.

The most important way librarians can improve usability of their websites is to improve the overall organization of features offered. The exercise described here can help you do just that. LC

Chris Jasek earned his BS in computer science and a master's degree in human



factors engineering from the University of Illinois, and then started his career with Reed Elsevier. For the past 11 years, he has helped design and ensure usability of information products including nexis.com, ScienceDirect and Scopus. Today Chris leads Elsevier's User Centered Design Group, which he helped form.

HOT TOPICS LIBRARY LEADERSHIP

CHINA, MAY — For the third year, Elsevier supported the annual HKU Libraries Leadership Institute organized by University of Hong Kong Libraries. Addressing "The 21st Century Digital/Print Hybrid Research Library: Challenges for Leadership," this year's institute allowed 40 library directors and senior librarians to develop management and leadership skills. Elsevier sponsored scholarships for 10 attendees. Elsevier Director of Library Relations Tony McSeán, a former librarian, spoke on "Managing Good Customer Relations." HKU Deputy Librarian Peter Sidorko wrote: "Thank you for helping make our 2006 institute a great success." LC



(Left to right) Scholarship recipients Luo Tao, Zhou Chunxia, Zhu Saihong, Siti Salbiah Ruduan and Nongnath Chairat, Tony McSeán, and scholarship recipients Wu Lingling, Ye Chunfeng, Shi Mei, Du Pingping and Tseng Shu Jen

HOT TOPICS ARCHIVES AND SCHOLARLY RESEARCH



Researchers, librarians and deans attending the event at Tehran's Simorgh Hotel

IRAN, JUNE — Elsevier Account Development Manager Olivier Diesnis and Account Manager Jalal Jalali, along with Integrated Information Network (IIN), organized a Library Connect event drawing over 230 participants from 60 Iranian universities. Presentations addressed the importance of electronic scholarly information in the research process as well as building a valuable archive collection. At the event, sponsored by Scopus, faculty authors Dr. M. Shamsipur with Razi University and Dr. M. R. Garousi with Ferdowsi University of Mashhad were honored for outstanding scientific achievement. LC

HOT TOPICS SCIENTIFIC PUBLISHING OUTPUT

SAUDI ARABIA, MAY — Organized in collaboration with Optical & Electronic Information Systems Company (OPECS), nine Library Connect Seminars in cities including Riyadh, Al Khobar, Al Hasa, Abha and Qassim drew nearly 150 participants. Topics included scientific publication production in Saudi Arabia as compared to that of other Middle Eastern nations, and ScienceDirect and Scopus recent developments. King Abdulaziz University Dean of Library Affairs Dr. Iskanderani was so enthusiastic about the seminar at his institute in Jeddah that he wants to organize another for this fall. LC



Shown at the recent seminar at King Abdulaziz University are Elsevier Account Manager for the Middle East Said Taha (standing on the right) and next to him the university's Professor and IT Director Fowzy M. Bahaider and Dean of Library Affairs Dr. Faisal I. Iskanderani (both seated).

HOT TOPICS TRANSLATION OF PRODUCT INTERFACES





Attendees enjoy presentations covering Elsevier products as well as Elsevier's position on open access initiatives.

FRANCE, JUNE — Elsevier's annual French Library Connect event took place at the University René Descartes in Paris and attracted 35 librarians from all over France. Chaired by Elsevier's Country Manager for France Dr. Didier Mascarelli, the event covered issues facing the French library community and updates on Elsevier products. University René Descartes Library Director Jérôme Kalfon addressed translation of product interfaces into French and counting of FTEs for database purchases. LC

STAYING CONNECTED



Tony McSeán Elected New CILIP Chair

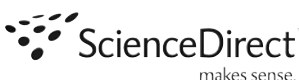
CILIP, the Chartered Institute of Library and Information Professionals, has appointed Elsevier's Director of Library Relations Tony McSeán as CILIP Council Chair for 2006–2007. A professional body for librarians and information professionals in the UK, CILIP serves approximately 23,000 members working in business and industry, science and technology, higher education, schools, local and central government, the health service, the voluntary sector and national and public libraries. Tony has served on the CILIP Council for the past eight years.   www.cilip.org.uk




Tony McSeán

Sponsored Articles Expand ScienceDirect Options

Elsevier continually engages with scientific and academic communities in exploring and shaping innovations capable of delivering demonstrable and sustainable benefits. Sponsored Articles is the latest innovation in our track record of exploring innovations. Through this new ScienceDirect access model, after an article has been accepted for publication, the author has the option to pay an article fee to sponsor unlimited access to that article. Sponsored Articles is currently or will soon be available for nearly 40 health, life sciences and physics journals on ScienceDirect. For more details, see the ScienceDirect Info site.   www.info.sciencedirect.com



Elsevier LIS Journals Now Part of HINARI & AGORA



Professionals in developing nations can now access Elsevier's 14 library and information science journals through two philanthropic programs: HINARI, the World Health Organization's Health InterNetwork Access to Global Online Research Initiative, and AGORA, the United Nations' Access to Global Online Research in Agriculture. With over 900 journals in HINARI and 230 in AGORA, Elsevier is proud to be among founding publishers in both initiatives. The addition of Elsevier's LIS journals to HINARI and AGORA ensures that professionals across 1,800 higher education and research institutes in 105 developing countries can benefit from leading titles such as *Information Processing & Management*, *Journal of Academic Librarianship* and *Serials Review*. 

HINARI

AGORA

 www.who.int/hinari  www.aginternetwork.org




Iraqi Virtual Science Library Offers Helping Hand

A group of professors has enlisted the participation of publishers and scholarly societies and funding from the US Department of Defense to build an online library of major science journals for use by faculty, students and researchers at Iraqi institutes. The Iraqi Virtual Science Library aims at bringing Iraqi scientists back into the international scientific community and helping them rebuild their country's infrastructure and educational system. A portal to thousands of scientific journals from publishers including Elsevier, the IVSL also provides online educational materials. Participating publishers are offering deeply discounted license fees to make the project possible. Seven Iraqi universities, two Iraqi science academies, one Iraqi research institute and the Iraqi Ministry of Higher Education & Scientific Research and Ministry of Science & Technology have access to the library. It is hoped the IVSL can, as soon as feasible, be transitioned to Iraqi ownership and support.   <https://ivsl.org>



Upcoming Events 2006

Events listed here include:

-  Library Connect events
-  Other Elsevier-organized events
-  Industry events and conferences at which Elsevier will have a booth

AUGUST

- 3  Library Connect Seminar, Bangkok, Thailand
- 4  Library Connect Seminar
Kuala Lumpur, Malaysia
- 20 – 23 72nd IFLA General Conference and Council
Seoul, South Korea
- 25 Bibliometrics Seminar, Seoul, South Korea

SEPTEMBER

- 19 – 22 ALIA 2006 Biennial Conference
Perth, Australia
- 20 – 22 Austrian Library Day, Bregenz, Austria
- 25 – 27 Arbeitsgemeinschaft Für Medizinisches
Bibliothekswesen, Jena, Germany

OCTOBER

- 4 – 8 Frankfurt Book Fair, Frankfurt, Germany
- 8 – 11 LIANZA 2006, Wellington, New Zealand
- 17 – 18 Informatica Medica, Budapest, Hungary
- 18 – 19  Nordic Library Directors Forum
Copenhagen, Denmark
- 22 – 25 Chemical Information Exhibition
Nîmes, France
- 22 – 27 XIV Seminário Nacional de Bibliotecas
Universitárias, Salvador, Brazil
- 23 – 25 Internet Librarian 2006, Monterey, CA, USA
- 24  Library Connect Seminar
Johannesburg, South Africa
- 26  Library Connect Seminar
Cape Town, South Africa

About Library Connect Events

Organized by Elsevier account development managers and Customer Marketing teams, Library Connect events bring together Elsevier colleagues and customers to discuss issues of concern for information professionals. Librarians play an active role in planning agendas for and giving presentations at Library Connect events, where frank discussion and sharing of ideas and experiences ensure participants get the most out of attending.

If you are interested in attending or organizing a Library Connect event, contact libraryconnect@elsevier.com

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