

Welcome

Are we getting closer to a world without paper? Or more accurately to a world where printing is done on demand by the reader, not in advance by the publisher? This issue of Library Connect offers an international perspective on some aspects of being e-only or e-centric.

The first of our feature articles takes a look at Iceland's successful move to national e-only licenses, giving ubiquitous access to journals and databases from the home and workplace. That usage is split 50-50 between these locations raises many questions about patterns of information access.

Moving from Iceland to New Zealand, we hear about a national effort to cope with digital heritage, this time in the building of a national digital repository. The National Library of New Zealand was charged with ensuring permanent access to the country's documentary heritage and has an ambitious digital archive program in development.

And from Africa comes a report on the challenges of providing e-resources in this region. The costs and other barriers are still high, but the spread of e-services is rapid and enormously encouraging.

Will we move soon to e-only and no print? Probably not, but the value of electronic delivery is undeniable. Please let us know your thoughts on the prospects and problems of e-only.

Karen Hunter, Senior Vice President, Elsevier, New York, NY, USA



Karen Hunter

Q & A Snapshot with Karen Hunter

Q: What is the best part of your job?

A: Seeing a policy or position or service I've advocated on behalf of libraries getting adopted and put in place.

Q: What keeps you up at night?

A: Very little that is work-related. These are incredibly challenging times in publishing, but I am impressed with the number of (young!) Elsevier managers whose intelligence, creativity and genuine concern for the advancement of science and medicine make me optimistic about the future.

Q: How do you keep your blood pressure down?

A: Pills, and remembering that one often has to think out of the box to solve a problem. If all else fails, I keep repeating "This, too, will pass."

Q: How are you and your husband involved in the selection of bands for Elsevier's dessert receptions during library conferences in the USA?

A: My husband, who as a lawyer has worked for Elsevier in the past, is a musician and band leader. Our responsibility is to find the right band for the

location (e.g., Western swing in Texas, Dixieland in New Orleans), and make all of the booking arrangements. Often we already know the bands we want, but when we have no local contacts it takes some research. We're their contact at the event and generally my husband plays one or two numbers with them.

Q: What travel destination do you highly recommend?

A: There are two. In Europe I really like Munich. It is an attractive city on a manageable scale, with an extraordinary number of fine museums and good restaurants. The other surprise for me was Hawaii. There is something so very relaxing and appealing about Hawaii, where getting dressed for dinner means putting your shoes on. It's the ideal halfway culture between the continental USA and Asia.

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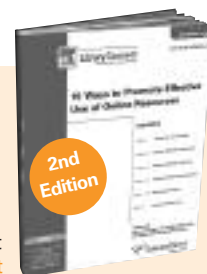
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Library Connect Practical Assistance Pamphlet #1

The very first and ever popular Library Connect pamphlet, "15 Ways to Promote Effective Use of Online Resources," has been updated. Find its second edition at www.elsevier.com/libraryconnect



Going E-only: All Icelandic Citizens Are Hooked

Thanks to a national license with several major publishers and data providers, all Icelandic citizens have access to scientific information from any computer within the country. Solveig Thorsteinsdóttir, the director of the Medical and Health Information Centre of the Landspítali – University Hospital in Reykjavík, provided comments during the 4th Elsevier Scandinavian Librarian Forum in Copenhagen in October.

What caused the Icelandic government and university and medical libraries to work together toward a national license?

In 1997, the government issued its policy that everyone in the country should have free access to scientific information. At the same time there was an initiative from university, research and medical librarians to share resources to make accessible larger numbers of e-journals and databases to their users. These two developments soon led to the formation of an electronic access committee investigating the idea of a national license. In 1999, the first national license in the world was signed between the Encyclopedia Britannica and the Icelandic government, followed soon by agreements with ProQuest and Elsevier in 2001. At that time the licenses covered print and electronic subscriptions, but the high computer literacy of the Icelandic population made the various stakeholders opt for an e-only arrangement when the agreements were renewed in 2003. In this new arrangement the libraries pay for the journal access fees (75% of all costs) whereas the government pays for the remaining 25% involved with libraries maintaining the infrastructure (homepage maintenance, etc.).

So when it comes to STM information, Iceland has gone e-only?
Overall, yes.

What type of information is covered in the national license?

Currently journals and databases are covered. We are looking into including backfile content and books in the future but more national funding would be needed for that. Elsevier just shared with us a study showing that backfiles are heavily used products in most European countries. It would be great to include this content in a national license.

“We prefer e-only licenses for all of our journals.”

Do you still have any printed journals in your library?

In addition to a handful of journals that are not available in electronic format, we still receive print copies of some 200 journals from publishers who don't provide an e-only access model. So whether we like it or not, we have print and electronic access for these journals. Hopefully this will change in the future because we prefer e-only licenses for all of our journals.

How do you measure the success of your national license?

We are closely monitoring usage. The previously mentioned Elsevier study also shows that the usage per inhabitant in

Iceland is two to four times higher than in any other European country. Whereas this doesn't come as a surprise with a national license, it also means that the research funds provided by the government are being used to serve a greater number of citizens, which was exactly the goal of this license. Studies also show that, regarding our nationally available health subject collection, there seems to be a pattern of 50% of usage coming from within research institutions and 50% from outside. It is difficult to say whether the outside usage comes from researchers working at home or from other interested people not directly involved with research, such as patients.




Solveig Thorsteinsdóttir

Are you concerned about archiving issues in an e-only environment?

All of Elsevier's electronic journals are safely stored in two places in the world [the Koninklijke Bibliotheek in the Netherlands and Portico in the USA], but an increasing number of institutions (including my own) are building their own e-repositories to ensure affordable access to their publications in the future. Articles in the repository of my university hospital all point to final versions of published articles at the publishers' websites and, of course, because of our national license, everybody in Iceland can click through to the final versions of articles!

“All of Elsevier's electronic journals are safely stored in two places in the world [the Koninklijke Bibliotheek in the Netherlands and Portico in the USA].”

What do you consider to be the big challenge for e-only in the future?

With the limited funds we have available, it will be difficult for librarians to continue to provide access to all the important literature. Together with publishers we need to find ways to make nonsubscribed material easily accessible, without the administrative burden that is currently associated with Pay per View and ILL solutions. 

 www.landspitali.is

Interview by Ingrid van de Stadt, Customer Marketing Head, Elsevier, Amsterdam, The Netherlands

Explore More

“The Value of Online Journal Backfiles to University Libraries,” a ScienceDirect white paper (2005), is freely available at www.elsevier.com/librarians



Getting Excited About Science

By Jonathan Wood, PhD, Editor, *Materials Today* and *Nano Today*, Elsevier, Oxford, UK

Every nerve was jangling. It was all I could do to keep myself from shaking under the bright lights — lights so bright I couldn't see the audience. But I knew they were there. I could feel them watching me, judging me. Beads of sweat started to run down my back.

This was the final of Famelab, a UK competition to find the next face of science, and I was on stage about to give a five-minute talk on a topic of my choosing in front of a panel of judges and a live audience.

“Coverage of research is moving into new online forums, including many good podcasts and blogs out there. While this might hold out some hope in allowing more informed debates and enthusing a young audience, the same lessons for presenting science well also hold here.”

Science Meets “American Idol”

Run by the Cheltenham Festival of Science and backed by the UK National Endowment for Science, Technology and the Arts (NESTA), Famelab is billed as the science equivalent of “American Idol.” It was set up in 2005 to find presenters who can inspire and excite, and also challenge the general perception of scientists. This year, in 2006, almost 200 young researchers entered regional heats and were given just a short time to impress the judges. The best 10 entrants went on to the final at the Cheltenham festival. Although the competition wasn't televised, it was great entertainment for the audience and the winner walked away with the chance to pitch an idea to the UK TV station, Channel 4.

Having seen a flyer for the competition, I decided to enter. After all, I like giving talks, so what better way to see if I am actually any good at it? This attitude vaporized in seconds when I realized the level of competition. Instead, I have come away with a much better idea of what's needed in presenting science to a wide audience and realized why such efforts are important.

Getting the Message Across

I actually believe that the world is crying out to hear the latest on a whole range of scientific topics. These range from political issues like nuclear power and climate change, to concerns about what's in the food we eat and the pure excitement of sending space probes to collide with comets. You can see our growing wish to get a handle on these matters in the number of front page stories that now appear on these topics. Efforts like Famelab help to fill this gap and show that it is possible to talk about research science in an engaging way for a wide audience.

So why do so few kids — at least in Europe and the States — want to take science options in school, never mind follow it as a career? And why do we keep hearing that the general public's understanding of science is quite low?

There are a number of problems on all sides. There is the general perception of what science is — difficult, esoteric and practiced by aloof boffins with mad hair and sandals. This is compounded by the feeling that science is about learning countless facts and terms, and figuring out complex sums and problems.



Jonathan Wood


But scientists also contribute to the problem; they are wary of talking about their research because they don't feel they've had the necessary training or might be misrepresented in the media. Finally, there is the media itself, who know

they could cover science stories better but have to come up with stories that fit the news agenda. That leads to reports on controversial, speculative findings or quirky, superficial stories.

Coming Up With Solutions

Coverage of research is moving into new online forums, including many good podcasts and blogs out there. While this might hold out some hope in allowing more informed debates and enthusing a young audience, the same lessons for presenting science well also hold here. There needs to be something you want to get across that can be summed up in a sentence or two. From that, the content has to be interesting to the audience above all. Then there's getting the message across with variety, avoiding the least bit of jargon or technical language.

I still firmly believe that people want to hear the expert opinion and hold it in esteem. But scientists do need to see the danger in appearing to preach the correct analysis in incomprehensible language. Indeed, researchers need to be open and honest and listen.

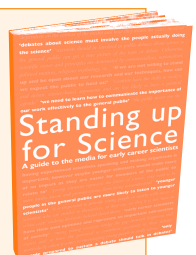
And so it came to my turn in the Famelab final. As my eyes became used to the lights, I relaxed and explained why Peter Parker, the Amazing Spider-man, might have used spider silk to swing between skyscrapers. Just relieved to have gotten to the end, I was as surprised as anyone when the judges chose me as the winner. They said I had told an interesting story that communicated the latest results and illustrated how the world of research works. 

► www.materialstoday.com ► www.nanotoday.com

Hot Off the Press! “Standing Up for Science”

Sense About Science's new freely available brochure, “Standing Up for Science: A Guide to the Media for Early Career Scientists,” offers scientists' and journalists' top tips for communicating with the media.

► www.senseaboutscience.org



Creating an International Model for Digital Repositories and Preservation

The National Library of New Zealand Te Puna Mātauranga o Aotearoa's vision is to connect New Zealanders with information important to all aspects of their lives. To achieve this vision, the National Library of New Zealand, Endeavor Information Systems and Sun Microsystems, Inc. are teaming up to design a world-class digital archive capable of ensuring preservation and future access to the nation's digital heritage collections.

Recently the National Library of New Zealand's Director of Digital Innovation Services Graham Coe offered the following insights on the partnership.

On the part of the National Library of New Zealand, what has led to this exciting partnership?

With the passing of the National Library of New Zealand Act 2003, our institution was charged with collecting, preserving and making accessible digital as well as conventional collections, and so ensuring permanent access to New Zealand's documentary heritage. To meet this mandate, in 2004 the Library established the National Digital Heritage Archive Programme, focused on developing and implementing a solution that will process ingest, storage, preservation and access of deposited published digital material and donated unpublished digital material.



(Left to right) Endeavor's CEO Roland Dietz; NLNZ's Director of Digital Innovation Services Graham Coe and Innovation Centre Manager and NDHA Programme Architect Steve Knight; and Sun's Business Development Manager, Education & Research Australasia David Bunker

The NDHA Programme encompasses the National Library of New Zealand's partnership with Endeavor Information Systems and Sun Microsystems to develop a digital preservation solution. In November 2005, Sun announced that the Library, in recognition of its work in the

digital preservation domain, had been selected as a Sun "Center of Excellence for Digital Futures in Libraries." The Library was the first nontertiary institution in the world to receive this recognition.

Please, can you give more specifics on the NDHA Programme?

The National Library requires a system securing the integrity and authenticity of digital material deposited with the Library while integrating with other software used to deliver digital library services. Hence the NDHA is overseeing development of a commercial software system that is standards-based and supports a cost-effective and adaptable end-to-end solution. The Library's deployment of the software will serve as an international model for implementation of a digital preservation solution, and Endeavor's commercialized version of the software will be available for other organizations to use.

What experience does the library have in digital initiatives?

Since 2000, the Library has created and led digital preservation initiatives including development of a preservation metadata

schema and data dictionary, as well as development of software for automated extraction of preservation metadata from key file formats. The Library has also collaborated with the British Library and the International Internet Preservation Consortium on development of a Web Curator Tool for harvesting websites.

How is the NDHA Programme funded?

The New Zealand government has authorized the National Library to spend up to NZ\$24 million from 2004 to 2008, with this money dedicated to establishing and developing the NDHA.

How has the NDHA Programme been tendered?

In February 2005, a public request for interest was issued for a software partner. From nine responses received, two respondents progressed to the request for proposal phase. The other respondent withdrew before the RFP was issued, and subsequently a letter of intent was signed between Endeavor and the National Library. Later in 2005, a specification of requirements was issued to Endeavor, and subsequently a two-contract partnership was agreed on. The first contract, signed in August 2006, focuses on the design of the software. The second contract will focus on building and developing the solution, and is expected to be awarded in 2007.


What is Sun's role in the NDHA Programme?

Sun will provide architecture expertise, hardware and, where relevant, software. Sun is developing a reference architecture, or a comprehensive overview, of the necessary infrastructure for running and maintaining digital preservation solutions. This reference architecture will be available in two distinct versions: one customized exclusively for the National Library, and the second as a more generic infrastructure that can be adapted to any major institution doing digital preservation.

How is the international community involved in the program?

Endeavor and the National Library have established a Peer Review Group, including representatives from the British Library, Cornell University Library, Getty Research Institute, Helsinki University Library, Koninklijke Bibliotheek, National Library of China, Singapore National Library, University of Glasgow and Yale University. These academic and research leaders, with institutional expertise in digital preservation and permanent access, are serving as independent advisors — charged with helping determine the scope and design of the initiative, and its compliance with industry standards.

What will the NDHA mean to National Library users?

The digital preservation management solution resulting from this partnership will allow the National Library to meet its expanding, long-term digital access and archiving needs, and collect and preserve in perpetuity New Zealand's digital heritage. Through the NDHA, the Library will also gain the capability to make its digital heritage collections permanently accessible. Ultimately the program will benefit users in significant and enduring ways. 

➔ www.natlib.govt.nz

Interview by Brian Schwartz, Marketing Communications Manager, Endeavor Information Systems, Des Plaines, IL, USA

[Editor's note: At press time, Francisco Partners had agreed to acquire Endeavor from Elsevier.]

African Medical Librarians Discuss Challenges and Benefits of E-resources

By Tony McSeán, Director of Library Relations, Elsevier, London, UK

The Association for Health Information and Libraries in Africa stages a biennial conference bringing together leading medical librarians in sub-Saharan Africa. The recent 10th AHILA Congress in Kenya was no exception to the organization's conferences over the years; attendees overcame complex difficulties to attend, sessions drew enthusiastic participation and break times saw keen discussion of professional issues.



Nancy Kamau (on the right), AHILA's new president, opens the 10th AHILA Congress in Mombasa, Kenya in October 2006.

As I participated in last month's conference, as a presenter and attendee, I felt a striking perception of Africa as a real entity with a strong identity crossing linguistic and cultural divides. Also, I noticed a story emerge: the story of e-resources becoming more readily accessible in Africa but still not accessible enough.

Hot Issues Roundup

The relaunch of African Index Medicus was big news at the conference. This online resource comprises an A&I tool for all medical literature (scholarly in the broadest sense) published in Africa. Though coordinated by the World Health Organization Regional Office for Africa (WHO/AFRO), the work is done by volunteer-staffed national centers submitting data in a standard format for consolidation. This is an amazing achievement given the practical difficulties that have to be overcome.

Other issues discussed included:

- Outreach from the cities into rural areas. We can all learn from partnerships some of the universities are forming with public libraries to repackage patient information and public health information for delivery in the outback.
- New health threats in Africa, e.g., obesity and cardiovascular disease resulting from pseudo-Western lifestyles combined with African-grade poverty.

The Reach of Online Access

Lack of money and resources still prevails in sub-Saharan Africa, so exchange of information tends to emphasize what can be found for little or no money, and how to make inadequate sums go far.

When it comes to bandwidth, time and technology have to an extent eliminated technical and physical problems. But now

it's cost-limited. Bandwidth remains impossibly expensive in many parts of Africa, and there are real-life impacts. For example, a colleague at Uganda's Makerere University says it can take four minutes to open a text email.


Regarding HINARI, the Health InterNetwork Access to Research Initiative, it's impossible to overstate its impact on African medical libraries or the need to keep its support strong. During the conference, HINARI was credited with making possible the introduction of evidence-based medicine into Africa. However, the total use of HINARI from within Africa is less than equivalent e-journal use by the Christie Hospital and North Manchester General Hospital Trust in England.

“Regarding HINARI, it's impossible to overstate its impact on African medical libraries or the need to keep its support strong.”

Elsevier's Role

In his address to the AHILA general assembly, outgoing President Ibrahim Bob paid eloquent tribute to contributions made to the development of African medical libraries by organizations outside the continent. He singled out the contributions of three organizations as particularly worthy of note: the World Health Organization, the US National Library of Medicine and Elsevier.

It's satisfying to remember that in the past year Elsevier has donated \$800,000 worth of books to African libraries, has funded HINARI training sessions in electronic resources and has played a leading role in the development of the HINARI, AGORA and OARE programs.

For more on Elsevier's commitment to HINARI, as well as AGORA and OARE, see below and page 16. 

HINARI, AGORA & OARE Receive More ScienceDirect Content

To help celebrate the launch of OARE (see page 16) and further support researchers at public and nonprofit institutions in developing nations, Elsevier has opened to HINARI, AGORA and OARE the same extensive list of full-text journal content on ScienceDirect. This means researchers affiliated with institutes supported by the three initiatives can now access many more journals at www.sciencedirect.com.



HINARI trainers Lenny Rhine (on the left) and Vimbai Hungwe look over Elsevier-donated "Book in Your Name" titles now in use at the University of Zambia.

- www.who.int/hinari/en ➤ www.aginternetwork.org/en
- www.oaresciences.org/en

Implications of New Media for Scholarly Publishing

By Yehuda E. Kalay, PhD, Director, Center for New Media, University of California Berkeley, USA

New Media is a term that connotes any revolutionary representational technology that has the power to shake the foundations of human culture and existence. It encompasses a number of converging technologies for creation, representation and communication of information, based on the paradigm of computation. Like all technological revolutions, New Media was born from a confluence of technological innovations that resonated with perceived needs. It has subsequently been passing through a phase of “identity crisis,” as its impacts have become manifest and a subject of study in many disciplines, which try to assess critically the technical, social, professional, aesthetic or ethical values of New Media implications.

Square Peg or Horseless Carriage?

Scholarly journals have been considered the means for both disseminating scientific knowledge and building scientific careers. Their contents are part of society’s cultural capital, the peer-validated repository of knowledge that has its own value and is subject to protection, sale, theft and falsification. With the advent of the Internet, paper publishing has been complemented or replaced with electronic forms of dissemination, which make information searchable and linkable and allow for readers’ immediate feedback.

The changes posed to scientific publishing due to New Media can be assessed in two ways. First, we may view these changes as forcing a square peg into a round hole, which implies that the use of the new technology is misdirected or at least poorly fits the traditional processes of scholarly publishing. This interpretation is an easy way to explain problems arising from adapting a new technology to current practices, such as copyright issues, revenue models and archiving. The underlying assumption is that “rounding the peg” is a resolution and can make new publishing methods better fit current practices.

Second, we may view these changes as a horseless carriage. This view implies a lack of appreciation for the emerging potential of technology to change the task to which it is applied. Just as the automobile was viewed as a horseless carriage in the early days of the 20th century, a myriad of social, cultural, environmental, economic and legal changes was not anticipated as electronic scholarly publishing got going. New Media is the modern-day horseless carriage of scholarly publishing. It has the potential to change not only how knowledge is communicated, but what knowledge is and how it is produced and used as well.


Blurring Differences and Altering Relationships

In the New Media age, technologies are altering traditional modes of publishing and allow anyone to publish her/his work to a worldwide audience. Moreover, they are altering the unidirectional flow of information, effectively blurring the difference between authors and readers. New Media has the potential to fundamentally alter the relationship between information producers and consumers.

But why stop there? Rather than emulating older technologies and publishing practices, could we use the Internet’s multimedia capabilities to communicate the information itself that the paper describes? Could we use the Internet’s interactivity to allow viewers to participate in and experience experiments, rather than read about them? The answers can only be found by interrogating as many stakeholders as possible rather than keeping our focus on any one academic discipline alone, or on any one segment of society.

The Center for New Media at UC Berkeley

In 2002, the Center for New Media at UC Berkeley was explicitly formed to make it possible to convene experts, representing diverse disciplines, for the purpose of investigating related issues from many different points of view. This approach does not guarantee answers but provides a mechanism for searching for them.

The First Information Dynamics Workshop took place at the center on June 7, 2006. The intent of the workshop was to reveal opportunities and implications for scholarly publishing made possible by New Media. Three topics — personal information behavior, research group behavior and issues affecting scholarly communication generally — were discussed. We thank Elsevier for having generously supported this workshop. While no formal report from the event is available, this article reflects thoughts shared that day. Anyone interested in learning more about the center and our investigation into New Media impacts on scholarly publishing is invited to visit our website. 

 <http://cnm.berkeley.edu>

Explore More

Chastain, T., Kalay, Y. E., & Peri, C. (2002). Square peg in a round hole or horseless carriage? Reflections on the use of computing in architecture. *Automation in Construction*, 11(2): 237-248.

 www.sciencedirect.com



Yehuda Kalay

A Student Perspective on the Serials Crisis

By Chrysanne Lowe, Vice President, Global Customer Marketing, Elsevier, San Diego, CA, USA

The serials crisis has been examined and debated by librarians and publishers for nearly two decades, so one might think this topic exhausted without resolution. But when Elsevier's Senior Vice President of Global Academic & Customer Relations Dr. Jasna Markovac was approached by Dr. Bruce Ganem of the Baker Laboratory at Cornell University with an idea to have a team of graduate students ponder the subject as a senior research project, Markovac saw opportunity for a fresh perspective.

The proposal was to conduct an "Operational Analysis of Scholarly Journal Publication and Access Alternatives in the Digital Age." Three promising young students from the Master

of Engineer Project in Cornell's School of Operations Research and Industrial Engineering took on the task: Mr. Byung Gon Yoo, Ms. Mine Bayrak and Ms. Sundari Swami under the direction of Professor Mark Eisner and Professor John Muckstadt of ORIE. Adding perspective to the team were Cornell University Librarian Sarah Thomas, Dr. Markovac and the late Ross Atkinson, the deputy university librarian at Cornell University who invested countless hours helping to put this project in motion.



Byung Gon Yoo Mine Bayrak Sundari Swami

Over five months, the students examined the sometimes polarizing positions of libraries and publishers, interviewing their

project advisors and pouring through literature. In addition they examined research and funding trends, ARL studies and open access models. "These students came to the problem with a blank slate," noted Markovac. "The digital research space is the only space they know in which to do research. They have no bias."

Their conclusions were illuminating. The team's main recommendation to both publishers and libraries was to refocus attention on the researcher, the end user.


The students noted that new activities are emerging in the scholarly communications system, emphasizing collaboration and interaction. Bayrak pointed to "team-based research and writing" with members around the world. As much as open access facilitates scientific information exchange, the students recognized the need to solve the problems of information scatter in a networked communication environment.

The team suggested that publishers were in a good position to address these needs by creating subject-specific portals to

collect, organize, share, certify and archive STM information. They supported a quasi open access model supplying preprints, rough drafts and open communication but felt that researchers would be willing to pay nominal amounts for peer review, formal publishing, archiving and indexing. Additional revenue could come from advertising and special issues, and they favored author fees as well as institutional portal subscriptions by libraries that waived individual author fees.

The call to action was a call for compromise from all sides: Authors pay a little, libraries continue paying via reduced subscription fees, and publishers reducing fees and broadening revenue streams. But an interesting observation was the firm belief by all three students that the demand for traditional publishing and peer review would not wane.

"I think peer review is still something that publishers can provide and that people really need the certification."

"I think peer review is still something that publishers can provide and that people really need the certification," said Swami. In recognizing the value of the publishing role she commented, "Even Ginsparg [the developer of the ArXiv.org e-print archive] said they could not afford to add peer review." Librarian Sarah Thomas questioned if indeed more access to "other objective data" would not bring on the "decomposition of the traditional publishing world." But all parties agreed that scholarly communication is indeed in the midst of change and welcomed the perspective of this new generation of researchers.  www.orie.cornell.edu


SAm Program Going Strong

In 2005, Elsevier introduced the Student Ambassador Program (SAmP) to help libraries promote their e-resources. So far, nearly 60 universities have adopted the program. In each implementation, an Elsevier-paid graduate student works with library staff and an Elsevier Account Development Manager and gains skills to last a lifetime.



SAm Degao Wang participates in Scopus event at Dalian University of Technology.

Remarkably, Degao Wang, a 2006 SAm at China's Dalian University of Technology, "In the process of promoting Scopus, I've had fun and learnt skills that will benefit me in my future."

Are you a librarian who's interested in the program? Please speak with your Account Development Manager. 

<http://asia.elsevier.com/SAmP.htm>

<http://contacts.elsevier.com>

Researchers Speak Up How would the end of print



Yan Cheng, Library Connect Marketing Intern, Elsevier, and MBA Student, San Diego State University, CA, USA

I remember a TV talk show I watched eight years ago, discussing whether physical copies would be extinguished with the development of the Internet. Most people held the opinion that Web-based media would take over a majority share from print, however, print would never die because it is more friendly to human eyes. Eight years later, how many people are still the stubborn “print non-extinguish believers”?

“Print will not die, I believe, I hope and I pray.”

In the e-age, with e-journals substituting for printed journals and emails substituting for physical written mail, the tendency leads towards the end of print. E-content brings enormous convenience and flexibility, as it's easy to store and carry. It takes a whole room to store printed matter that can be electronically stored on a small disk. It takes five trucks to move printed matter that can fit on a portable drive in your pocket. In contrast to e-content, print is costly and burdensome.

Yes, print is unnecessary. However, it is nice — warm and personal. Sensibility is something in the human nature that is beyond convenience. It is just nicer to touch and read a physical copy rather than staring at the cold computer screen. If you really like an article or photo, you are very likely to print it out and keep it with you rather than only having an e-version of it.

Print will not die, I believe, I hope and I pray. LC

☞ www.elsevier.com/librarians



Kuan-Teh Jeang, MD, PhD, Molecular Virology Section Chief, Laboratory of Molecular Microbiology, National Institute of Allergy and Infectious Diseases, National Institutes of Health, Washington, DC, USA

Six or seven years ago a major journal for which I am an editorial board member asked me what I would think if the journal were to end its print edition and become entirely electronic. I was aghast, and my response was “You can't be a real journal if you are not on shelves.”

“Print is unnecessary and passé.”

Now, in 2006, I think it has been a good five years since the last time that I took a journal off a library shelf. Every print copy of journals mailed to me, major or otherwise, ends up in my trash can (of course, after I read them). I no longer archive journals or articles in print form.

My entirety of reference searching and utilization is now electronic. Save the trees, and stop using toxic chemicals for printing. Print is unnecessary and passé. LC

☞ www.nih.gov



Cristina Sabbioni, Professor and Senior Researcher, Institute of Atmospheric Sciences and Climate, National Research Council, Bologna, Italy

Since time immemorial, human culture has expressed itself through material evidence. Manuscripts, documents and books are tangible testimony of human thought. In the past few centuries, print has provided common instruments allowing human beings to communicate. Will the new means of communication now make print useless? For transmitting to future generations the same cultural heritage I have personally received from past generations, I cannot imagine a future without print. Thus, the end of print would mean to me a world without foundations.

An example from the past: The Arno River flood in 1966 received massive worldwide coverage highlighting the damage inflicted on cultural heritage, in particular on archives and libraries, such as the Uffizi and Biblioteca Nazionale in Florence. The tremendous practical and emotional response received on that occasion is proof of the deeply felt need of human beings for tangible testimony of their cultural identity, and print is the most realistic way of fulfilling such need.

“I cannot imagine a future without print.”

Finally, as a researcher, scientist and physicist, fully aware of how insignificant my personal contribution is to the advancement of knowledge, I need to consign my results to printed documents rather than files. LC

☞ www.cnr.it/sitocnr

affect you?



**P. L. Patrick Rau, PhD, Professor,
Department of Industrial
Engineering, Tsinghua University,
Beijing, China**

My graduate students once asked me about my experience of searching and reading journal papers ten years ago. When they learned how much time I spent on copying papers in libraries, they wondered where I could hide all the copies in my office. Fortunately, now I don't have to. And I no longer need to carry a lot of hard copies. The digital format papers in my laptop saved me when I visited Germany last year and Japan this year.

“My experiences and skills of searching papers are old stories to my students. Their searching strategy does not involve touching, smelling and way-finding.”

I feel panic if I cannot get hold of the most updated research papers. Now I am comfortable because they are only a few clicks away.

I spent a lot of time in libraries as a graduate student, and I remember the locations for my research area and the different smells in those libraries. My experiences and skills of searching papers are old stories to my students. Their searching strategy does not involve touching, smelling and way-finding.

I still print things out to read sometimes, and I have many books. If there is a device that can mimic the feeling of sinking into a hammock with a good paperback, I want to be the first one to try.

► www.tsinghua.edu.cn/qhdwzyeng/index.jsp

Researchers Writing to the Library Connect Mailbox Said ...



It would virtually blank out the hard (copy) reality, because the end of print would mean that virtual would be the "in" thing. I have noticed that the Net is a medium which gives scope for a lot of unauthenticated material to appear, and in that context, with such an explosion and maybe many copy-pasted and rehashed articles, genuinely written material based on hard realities can get lost.

I am a lawyer and an activist, doing research, under Shivaji University in Kolhapur, on matrimonial property rights of women under the family laws of Goa.

— **Albertina Almeida, Governing Board Member, SANDARSH, Goa, India**

Ending print is a terrible idea! Libraries need the print in case the electronic is not available. There is also the archiving aspect that is important.

— **Elizabeth Burns, MLS, Library Manager, VA Medical Center, Kansas City, MO, USA**

This is a serious and complex issue. First, having been in the print industry for over 20 years, I can see it adversely impacting the financial stability of many companies in the manufacturing chain. Second, eliminating mailed publications and related subscription offers would adversely impact postal services' revenue. Third, I would have nothing to read on the train or plane. Fourth, I would have fewer alternatives to roll up and use to swat mosquitoes and flies. Not a good idea.

— **Barry Epstein, Direct Marketing Consultant, Berwyn, PA, USA**

The end of print will affect me because I won't have a friend to talk to. To me print, for example a book, gives me the sense that I am not alone.

— **Violet Radiporo, Special Collections Librarian, University of Botswana, Gaborone**

Only print journals really afford the opportunity for perusal. Loss of print will diminish the probability of finding things that are not intentionally searched for and alter the likelihood of reading/contemplating articles for which the reader was not originally prepared. You never know when a priceless connection will present itself.

— **Janice Marchut Conrad, Biological Sciences Lecturer, Plattsburgh State University of New York, USA**

The end of print would affect me greatly. In addition to professional reading, I am an avid reader of nonfiction. I average five books a week, mostly paperback editions. Paperback books are easy to hold, portable and easy to read. Online material is harder to read, close to impossible with a PDA or other small electronic device, and much harder on the eyes than print.

— **Holly Kailani, Faculty, Nursing, Hawaii Pacific University, Kaneohe, HA, USA**

Upcoming "Librarians Speak Up" Questions

■ **LCN, 5:2, April 2007:** "How is your library helping take care of the environment?"

■ **LCN, 5:3, August 2007:** "How is your library helping researchers evaluate their performance?"

To contribute quotes or suggest other hot topic questions to appear in this newsletter, drop a line to libraryconnect@elsevier.com.

The Decision to Stop Print Journals: Not Just Around the Corner

By Karen Hunter, Senior Vice President, Elsevier, New York, NY, USA

The increasing ubiquity of and reliance upon electronic editions of journals inevitably raise the question “How long will publishers continue with print?” As libraries switch to e-only, the number of print subscribers steadily declines. Surely publishers must have a plan for stopping the print edition.

“With archiving in place, publishers, libraries and researchers can look more actively at what it will take to end print. But it is not just around the corner.”

Reality Reveals No Master Plan

In fact, most journal publishers do not have an “end of print” master plan or target date. Although the costs associated with maintaining print (the in-house print production workflow; the cost of paper, printing, binding and mailing; and perhaps a separate subscription management system for paper) will only end when no print is produced, publishers still have reason to continue with dual editions — or so it seems to us.

Issues Differ for Libraries, Authors and Publishers

Some librarians and their administrators are saying to us that they would like an end to the print version, as that would reduce their need to build or maintain shelf space. Individual libraries may shift to e-only, but there will be some lingering concern about not also having the print so long as both editions exist. Is the electronic complete and definitive? What am I “missing” if I don’t have the print?

For authors the issues are a bit different. Most authors like the reassurance of having a print edition available somewhere. It seems to lend more weight and credibility to their publications. They want to have reassurance that they will get needed recognition and readership if they publish in e-only journals. They want to know that the integrity of the work is assured in a digitally changeable world and that articles will be preserved for future scholars to access.


For publishers the issues are more complicated. They need to balance the cost of providing the print against revenues derived from the print. There are still a surprising number of print-only subscribers, and there is no guarantee they would switch to electronic if that were the only edition available. Also, the societies for whom we publish want paper editions for their members, and those same members (and other individual subscribers) are an attractive market for advertisers, particularly in clinical medicine. Advertising is a significant revenue source, and it provides a subsidy that allows the institutional subscription price to be much lower. Online advertising models for journals have not yet come close to their print counterparts.

Publishers need to manage the transition to electronic-only journals very carefully, not putting at risk either their flow of quality manuscripts or their revenue streams.


One question that must be addressed for all stakeholders is the need to have bullet-proof digital preservation and secure archiving in place. Without that there cannot be an end to print versions.

Archiving Is Key

Elsevier took the lead in establishing an independent library-held archive, created at the Koninklijke Bibliotheek, the National Library of the Netherlands. Several other publishers later followed and began depositing with the KB. More recently the establishment of Portico and the pilot test of the CLOCKSS project have provided further assurance that responsible third-party preservation and archiving are happening.

With archiving in place, publishers, libraries and researchers can look more actively at what it will take to end print. But it is not just around the corner. 

Explore More

For a more complete discussion, see Hunter’s article, “The End of Print Journals: (In)Frequently Asked Questions,” slated to appear in the *Journal of Library Administration*, 46(2), 2007.  www.haworthpress.com



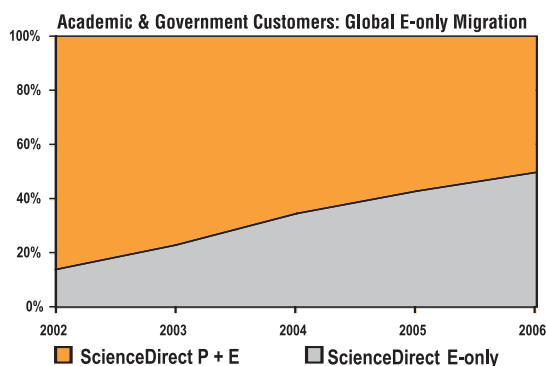
ScienceDirect Customers and the Migration to E-only

By Leo de Vos, Sales Intelligence Manager, Science & Technology Finance, Elsevier, Amsterdam, The Netherlands

When looking at this graph, please understand that only large institutes in developed countries are represented. Also note:

- A customer has been counted as e-only as soon as 50% or more of that customer’s investment with Elsevier has gone to e-only publications.
- Large customers have been assessed on the headquarters level (e.g., statewide university systems have been counted as one customer each) and consortia on a member level.
- For 2002, IDEAL customers not licensed to ScienceDirect journals haven’t been counted as ScienceDirect customers.
- 2006 estimates are based on actual and foreseen changes.

Despite the caveats, this graph indicates the speed and extent of the migration to e-only by ScienceDirect customers.





Is Paper On Its Way Out?

By Márta Virágos, General Director, University and National Library, University of Debrecen, Hungary

Some forty years ago, Marshall McLuhan announced that the Gutenberg Galaxy would come to an end: Printed materials would be replaced by new media and civilization would take a completely different direction. In the 1970s, other communication and library specialists predicted that by the end of the century half of all the publications would be issued electronically. Today, however, we see the growing popularity of books and editors believe that the chances for profit making are more or less evenly distributed between books and electronic publications. Also we librarians are witnessing changes both in the reading habits of the reader and in publication contents.

Impacts of the E-world

It is indisputable that the computer and its network are unquestionable indicators of the development of a new technological society. In today's society, continuous and intensive, the interactive use of information resources is the sine qua non of personal achievement and social efficacy.

Usage statistics compiled by university libraries show that the most frequently used electronic services are always almost the same in each library: library homepage, (full-text or bibliographic) databases, electronic journals, electronic books and electronic news. Analytical surveys reveal students' preference for information found on the Net, and for most of them the first choice is Google. Libraries try to develop an institutional virtual learning environment where information is tailored to the needs of students and teachers, respectively.

Formerly students assembled information (in the form of books and printed journal articles) in the library and kept working with these sources outside the library. Today they can write whole studies, accessing and retrieving text, pictures and audio material from the Net, and editing and compiling information from various sources, and they can finish with their studies printed and bound.

Impacts of Online Journals

In scientific research the primary tool for gathering and disseminating information is periodical literature. In the 1990s, a new era started in the life of scientific periodicals and the number of electronic journals has shown a rapid increase. Of course, user habits within the respective fields of science show considerable divergence.

On the basis of surveys conducted in our own library, the following remarks can be made regarding the use of the printed and electronic periodicals. Searching in electronic periodicals is much easier, as in most journals all the articles of a particular issue are displayed on one page and this allows users to scan titles



Márta Virágos

and select articles directly. Similarly, hyperlinked references in articles facilitate reference checking.

Information in electronically accessed journals expedites scientific communication and,

as we know, speed is the prime interest of the researcher. The networked environment supports new research capabilities, expands the ability to build upon and connect the work of many scientists, and facilitates exploration of new scientific frontiers.


However, there is an underside to this. The easy utilization of electronically accessed periodicals also tends to be risky in the sense that the user will reduce her or his search only to this category at the expense of traditional material; the reader is likely to disregard conventionally accessed but potentially more relevant information sources. For this reason it is also worth considering the fact that the granularity of the electronic journal may easily tempt users to be less concerned about the journal as a unit.

Plus Ça Change

We are a transitional generation. We were raised in a world of print, in which reading and writing were print-based activities. Already, in our generation, we can see changes in the way we approach texts. Again, electronic reading and writing are likely to change the relationship between writer and reader in more senses than one.

Thus, the borderline of the text may cease to exist and become more permeable: The writer tends to feel free to change the text any time he or she wishes, and, moreover, users can also feel that the text is at their "free" disposal. On the other hand, however, feedback from the user tends to be more immediate.

The question arises whether or not we should feel apprehensive about the disappearance of the printed form. Global statistics seem to indicate that today the annual quantity of books published is well over one million, and a hundred and fifty thousand periodicals are printed. Is, thus, paper on its way out?

News about the death of the printed page may be premature. Advances in electronic technology have not been able to do away with the intimacy the user feels when reading printed material. 

☞ www.lib.unideb.hu

“The easy utilization of electronically accessed periodicals also tends to be risky in the sense that the user will reduce her or his search only to this category at the expense of traditional material.”

“We are a transitional generation.”

Admin Tool Helps Librarians Manage ScienceDirect and Scopus

By Lisa Layton, Account Development Manager, Elsevier, Atlanta, GA, USA and Curtis Vize, E-helpdesk Representative, Elsevier, New York, NY, USA

Since its launch in October 2005, over 1,450 Elsevier ScienceDirect and Scopus administrators have logged onto the innovative Admin Tool site — freely available to Elsevier customers. The most used functions have been searching for user profiles, setting up external linking options, and viewing account IP addresses and transactional history.

But those aren't all the functions the Admin Tool offers. This site, which makes life easier for librarians by enabling them to manage and customize ScienceDirect and Scopus to suit their needs, also allows users to:

- Place branding — an institutional logo or text — on the ScienceDirect or Scopus interface
- Monitor ScienceDirect or Scopus usage per institutional department or group
- View an Entitlement Report, listing subscribed ScienceDirect titles at a particular library
- Manage user logins and create remote access passwords for ScienceDirect and Scopus
- Turn on and off transactional access, credit card purchases and document delivery for ScienceDirect
- Access ScienceDirect e-holdings and usage reports as well as content coverage reports

Why is this dynamic Web-based tool becoming increasingly popular with ScienceDirect and Scopus administrators? While working with librarians to help them maximize their efficiency by using the Admin Tool, I've observed it's a great resource for librarians. This tool gives product administrators the ability to manage ScienceDirect or Scopus settings on their own at any time. It gives libraries more control and saves them valuable time.

Also, the Admin Tool helps libraries increase their visibility. I recently helped a librarian use this tool to set up her library's



branding on ScienceDirect. She was happy to get the branding in place, so her library users receive a visual reminder that ScienceDirect is available to them thanks to their institute. And she was happy to learn she can modify the branding easily in the future.

If you too would like to use the Admin Tool to set up library branding on ScienceDirect or Scopus, just follow these steps:

1. Log on at the Admin Tool site
2. Select ScienceDirect or Scopus
3. Click on "Institutional Logo or Text"
4. Set up your library logo and descriptive text as you want them to appear on ScienceDirect or Scopus

Every ScienceDirect and Scopus administrator has access to the Admin Tool. If you need assistance with the tool or getting access to it, send a note to your Account Development Manager or admintool@elsevier.com. LC

Explore More

- Request Admin Tool access: www.info.sciencedirect.com/admsignup
- Access the Admin Tool: www.info.admintool.elsevier.com



AdminTool

Structure Searching Takes You Further with Beilstein and Scopus

By Tim Hoxter, Senior Product Manager, Elsevier MDL, Morristown, NJ, USA

Boundaries between published text and chemical structure databases are disappearing, for the benefit of Elsevier customers. Now you can conveniently locate and display chemical compounds and reactions from within Scopus, the world's largest abstract and indexing database, by accessing the Beilstein database on DiscoveryGate or via MDL CrossFire Commander. This capability bridges the gap between textual data in Scopus and structure information in the Beilstein database for the over 500,000

records common to both, making the search for relevant information quick and comprehensive.



When looking at Scopus search results, you can now extend your search to the Beilstein database simply by clicking to view a summary of compounds or reactions found in Beilstein. You can then easily access further detailed information from Beilstein, which can contain data extracted from many articles — all corresponding to the same chemical compound or reaction.

To see an interactive video of how Scopus links to Beilstein, click on the Scopus link at www.mdl.com/videos. LC

► www.mdl.com

Business Continuity Planning Isn't Just About Disasters

By Mike Hartshorne, European Facilities Director, Elsevier, Oxford, UK

At Elsevier, we believe business continuity planning is part of good business practice, and we've implemented a program to ensure all our business units have Business Continuity Plans.

These BCPs allow business units to continue to operate during incidents or disruptions that may impact their normal operations. Such incidents may range from external threats such as a terrorist attack, natural disaster or pandemic, to localized and more common incidents such as loss of key IT systems. Thus, the plans are not focused on dealing with disasters, but on dealing with all levels of disruption.



In addition, we have a Crisis Management Team for each of our locations. These teams include the managing directors and senior managers for key business units at specific Elsevier locations.

Global Approach, Implemented Locally

To manage our business continuity planning, Elsevier has adopted a global approach focusing on each business unit. To develop and implement its BCP, each business unit follows these steps:

- Completing a Business Impact and Risk Assessment questionnaire relating to key risks and likely impacts of various incidents
- Following up with a workshop, to identify critical elements within the business unit such as key staff, assets and IT systems
- Using information gained from the questionnaire and workshop to populate the main body of the Business Continuity Plan
- Identifying alternative ways of functioning without access to the critical elements

To achieve our BCP objectives, we have utilized the services and experience of a company specializing in such matters. A team from CQR Consulting has worked with us to create our global continuity framework. Their expertise in identifying key areas of risk within a business has been a critical factor in the success of our BCP program.


Implications for Customers

Every organization, whether a publisher or library, should devise its own business continuity plan to fit specific needs and realities. While Elsevier's Business Continuity Plans are necessarily confidential and regardless couldn't possibly

serve as one-size-fits-all templates for other information organizations, this overview of our approach to continuity planning may offer a leg up to groups considering or involved in such planning.

“At Elsevier, we understand that in today's increasingly e-world, continuity planning takes on even greater significance.”

Besides sharing here information that may be taken as general advice to serve in continuity planning, I wish also to offer some general reassurance. At Elsevier, we understand that in today's increasingly e-world, continuity planning takes on even greater significance. Our business continuity planning seeks to ensure that information resources we provide remain available to you, our customers, to the maximum extent possible and despite untoward circumstances such as power outages.

Elsevier leadership takes seriously our responsibilities to the global library and scholarly community, and I hope this small article conveys the depth and breadth of business continuity planning continuously underway throughout our company. If you have questions, please feel free to contact Greg Inge at greg.inge@cqrconsulting.com. 

Business Continuity Planning Pointers

Include in each business unit BCP these key sections:

- How crisis and incident management is performed
- Information about your business unit's critical processes and critical assets they require (e.g., applications, physical records)
- Contact information for key staff, suppliers and other third parties
- Task lists identifying key continuity and resumption actions (e.g., what you can do to keep your business processes going)
- Details of alternate work locations and remote working strategies for key staff in the event of a major incident
- Reference documentation that may be required to support the information contained in the plan

To complete your business continuity planning:

- Appoint a BCP coordinator for each business unit
- Build your BCP plan as per above
- Ensure all staff receive BCP orientation and understand their continuity roles
- Implement a process to ensure regular review of the plan

Seminars and Forums and Workshops, Oh, My! Librarians and Elsevier Team Up Around the World

It's fun but challenging to fill readers in on recent Elsevier events bringing together information professionals and Elsevier colleagues. Fun, because there's always a lot of "good stuff" to report on, but challenging because space alas always runs short. Regardless, here goes!

At the Chinese Association of Library and Information Science Education Annual Conference in Taiwan in November, a Library Connect Seminar featured the University of Wellington's **Dr. Berenika Webster** speaking on "Bibliometrics in Research Evaluation" and Elsevier's Director of Scopus **Jaco Zijlstra** speaking on "Capturing Changing Needs of Scientists to Offer Better Tools for Literature Research."



Kyushu University Library Administration Director Mr. Hamasaki (standing) MCs seminar at the university.

At Kyushu University in October, a seminar co-sponsored by the Kyushu, Chugoku and Shikoku library associations and Elsevier attracted 71 participants from 34 institutes and focused on "Library Services in Web Age." Speakers included Assistant Professor **Hiroya Takeuchi** with Chiba University; **Mr. Masayuki Shoji** with Waseda University; Elsevier Account Development Manager

Shoji Takahashi; and Reference Librarian **Mr. Shin Kataoka** with Kyushu University.

(Mr. Kataoka has since started his Library Connect Library Residency at the University of Toronto Libraries. This, the first-ever Elsevier-sponsored international library residency, involves Mr. Kataoka spending about two months working with UTL Deputy Chief Librarian **Judy Snow** and other UTL staff. Stay tuned to this newsletter for his thoughts about the experience.)

But back to our seminars recap. Also in October, the Library Connect Seminar for Corporate Librarians in San Francisco drew 24 librarians and addressed "Staying Ahead in a Changing Research Environment." **Kristin Oberts**, a 3M Information Research & Solutions library manager, spoke on "Libraries: Re-aligning Information Services with New Needs." Elsevier's North American Sales Director **Rusty Bausch** spoke about the Elsevier report "A Study of Correlation: The Effect of R&D Information Tools on Research Success."

In September four seminars, held in Syria's largest cities (Damascus, Aleppo, Latakia and Homs), allowed 130 librarians and professors to meet and exchange thoughts. Topics included the importance of e-resources in the research process and publishing trends in Syria. Deputy Minister of Higher Education Professor **Mohammed Najib Abdul Wahed** argued that the number of research articles published by Syrian institutions should improve and investment in a digital library would boost research in the country.

Turning our attention to Elsevier-sponsored forums, Europe recently saw two smashing ones. The first Elsevier Hungarian Rector Forum in Budapest in November brought together 27 participants from Hungary, Romania and Slovakia. Deputy Minister of Education and Culture **Dr. Károly Manherz** welcomed participants to the one-day forum, where information professionals from Hungary, Germany and the USA as well as Elsevier speakers spoke on "Moving Forward in the Digital Academic World."

At the Scandinavian Librarian Forum in October in Copenhagen, Denmark, 40 library directors and key librarians gathered for a two-day event. The program included Elsevier colleagues **Nick Fowler** speaking on open access, **Sander Verboom** on ScienceDirect usage, **Laura Hassink** on publishing and **Joep Verheggen** on Books on ScienceDirect. Speakers also included Professor **Tefko Saracevic** commenting on "Information & Citation Databases and User & Library Expectations," **Michael Mabe** on STM trends and **Thøger Kristensen** of the Danish National Library of Education. An evening boat trip to the beautiful "Black Diamond" Royal Library building treated participants to a library tour followed by dinner in the famous library restaurant.


Onward, to workshops! Elsevier colleagues in China recently organized Reader Service Workshops for reference librarians. Held in cities including Beijing and Wuhan, the well-received events involved 53 librarians from 17 universities, and presented talks on Elsevier products as well as library marketing.

And now for the category of "other." Reaching researchers is one of many goals uniting librarians and Elsevier colleagues. And that's exactly what happened, with a lot of fun thrown in, at a recent "Scoop on Scopus" day at the New Jersey Institute of Technology.



(Left to right) Elsevier Account Development Managers Armond DiRado and Sandra Power, NJIT Librarian Haymwantee Singh and Scopus Student Ambassador Mevan Siridawane are all smiles in November.

Elsevier Customer Marketing colleagues in India have connected with researchers by presenting awards to eight talented, young Indian scientists nominated by their peers. The tool to evaluate all nominated candidates and identify the top eight scientists? Scopus, of course! Librarians kindly helped by putting up posters on campuses. The award ceremony in December proved a huge success. See our next issue for more details.

And, in case you think Elsevier-sponsored competition is limited to the eastern hemisphere, get a load of this. A Scopus "Online Quiz" at The National Academies George E. Brown, Jr. Library in Washington, DC in November drew over 50 researchers. **Andrea Schultz**, of the Institute of Medicine, was the lucky winner of an iPod Nano! 



Arjan Huisman of Elsevier's Customer Service Focus Project Reports from Amsterdam

Q: How does Elsevier update librarians on ScienceDirect title holdings or title changes?

A: Most customer service questions relating to ScienceDirect involve titles of electronic holdings. Titles are added to the database, transferred to other publishers, discontinued or change their names. Naturally, customers ask us to provide the right information at the right time.

These customized emails will go to ScienceDirect administrators, as long as our back office staff knows of them. If you want to receive such emails as well, contact your Elsevier E-sales Support Coordinator or Account Manager or check out sign-up information on the ScienceDirect Info site.



Arjan Huisman

Elsevier provides title change information in several ways:

- Each quarter we update all title change information on the ScienceDirect Info site.
- For ScienceDirect customers, we provide the ScienceDirect Title Alert delivering updates on new, transferred, discontinued or changed titles.
- Thanks to the launch of the Admin Tool in 2005, we allow libraries to control management of their ScienceDirect (as well as Scopus) accounts — including access to holdings reports.
- And, now, each quarter we send out our new, customized title change notification.

“And, now, each quarter we send out our new, customized title change notification.”

Note that when you subscribe to the standard ScienceDirect Title Alert, you're not signing up for our new, customized title change notification. You can however sign up for both types of services.

Sign-up details for both appear on the ScienceDirect Info site.

How do the two services differ? The standard ScienceDirect Title Alert presents all title changes, whereas title change information in the new notification is customized per the current license of each particular customer.

At the time of writing, we are the first major publisher to offer customized title change notification to our customers. We sent out the first batch of customized title change notification emails in November and customer feedback has been very positive.

If you take advantage of the new, customized title change notification service, please let us know what you think.

Our new service — the customized title change notification — is what I really want to talk about in this issue. First off, I want to say that's it's due to input from librarians around the globe that we've introduced this new service.

What does this new service entail? Our sales support teams worldwide are now set to send — on a quarterly basis — customized emails identifying changes impacting specific institutions. Each quarter moving forward, you can receive an email identifying title changes important to your institute. For each title change, we will provide information on the journal and the implication of the change for your contract.

- ScienceDirect Info www.info.sciencedirect.com
- Contacts Finder for Librarians <http://contacts.elsevier.com>



Tom Noonan of Elsevier's User Centered Design Group Answers Your Usability Questions

Q: How do I ensure that my website is readable?

A: Though images and videos are becoming more and more prevalent, much of what users do on the Internet boils down to reading text.

To make it easy for your users to read the text on your site, pick a font that has a high degree of legibility. Recent work indicates that sans serif fonts (e.g., Verdana, Arial) tend to be more legible on computer screens.

Beyond font legibility however, there are other items to be concerned with. Pay attention to:

- **Font color:** Some colors are more suitable for text online than others. Blue actually works pretty well (which is fortunate, since links are still most often blue). Whatever font color you use, make sure there's sufficient contrast between your text and the background.
- **Backgrounds:** Try not to use a patterned background that distracts the reader. If you must use a color background (other than white) or a pattern, test the readability of samples of text with your users.
- **Font sizes:** Many library patrons have poor eyesight due to aging or health factors, so use relative font sizes (rather than an absolute pixel size) for on-screen text. This way, users can change the size of the text to fit their needs. Consider offering, right on your site, controls to change font size. Today, many users don't know where to find such controls in their browsers or even that they exist.

- **Link color:** Use a different color for links than for plain text. Don't make your users move their pointers all over the screen to detect links. If you use a nonstandard color for text links, make it easy to discriminate the links from plain text.
- **Consistency:** Be consistent with your use of colors and font styles throughout your site.



Tom Noonan

Explore More

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OARE Disseminates Environmental Research Further



Y.S. Chi speaks at OARE launch. Photo courtesy of Yale University Library.

It's official! The OARE program was launched in New York on October 30, at a UN-sponsored event. Elsevier Vice Chairman Y.S. Chi headed the Elsevier representation at the event and spoke from the platform. To provide developing nations with free or nominal-registration-fee access to scientific literature about the environment, the UN Environment Program, Yale University and scientific associations and publishers — including Elsevier — banded together to create this project. Named Online Access to Research in the Environment, the project provides about 1,200 public and nonprofit environmental

institutions in 100 developing countries in Asia, Latin America, Africa, Eastern Europe and the Pacific and Caribbean regions with access to peer-reviewed environmental journal literature and A&I services through a secure online portal offered in English, Spanish and French. OARE is similar in mission to HINARI and AGORA, two other philanthropic initiatives that Elsevier supports.

☞ www.oaresciences.org/en

ScienceDirect Article Usage Passes One Billion

In November 2006, ScienceDirect saw its full-text article downloads pass the one-billionth mark. When ScienceDirect first appeared in 1999, many were the questions about how quickly full-text databases would catch on. Users and usage statistics have proved ScienceDirect to be quite popular indeed. To help celebrate the milestone, the ScienceDirect team has posted lists of the top 10 nations in terms of total number of downloads and per capita downloads, as well as other fun ScienceDirect facts, on the ScienceDirect Info site.

☞ www.info.sciencedirect.com



Scopus Tools Up to Help Librarians

The Scopus Info site now offers simple tools to help librarians promote Scopus. These can help librarians set up Scopus banners, download Scopus user guides, link to Scopus demos and set up HTML feeds.

☞ www.info.scopus.com/setup/promo



Elsevier Welcomes Book Authors and Draws Praise



Elsevier's book authors welcome brochure recently produced by the company's Health Sciences Division won an "Award of Excellence" in the prestigious 2006 APEX Awards for Publication Excellence. Titled "You're in Good Company Elsevier," the brochure features employees from Health Sciences offices around the world. A similar brochure for book authors publishing with Elsevier's Science & Technology

Division is also now available, and in fact is brand spanking new. Both brochures are freely accessible online.

☞ www.elsevier.com/bookauthors

Upcoming Events 2007

Events listed here include:

- Library Connect events
- Other Elsevier-organized events
- Industry events at which Elsevier will have booths or speakers

JANUARY

- 19 – 24 ALA Midwinter, Seattle, WA, USA
- 20 Meet the LIS Editors Session, Elsevier Booth 2209, 11a – 12p, Seattle, WA, USA
- 20 9th Digital Libraries Symposium [Theme: Collaboration in a Digital World], 1:30p - 3:30p Sheraton Seattle Hotel, 1400 Sixth Ave. Seattle, WA, USA (RSVP to L.mcgee@elsevier.com)
- 21 Elsevier Dessert Reception, 8:30p - 11p Seattle, WA, USA (RSVP to L.mcgee@elsevier.com)
- 30 – 1 February Information Online, Sydney, Australia

FEBRUARY

- 5 – 7 AAP Professional/Scholarly Publishing Division Annual Conference, Washington, DC

MARCH

- 15 – 16 Bibliostar 2007, Milan, Italy
- 19 – 22 3rd Leipzig Information and Library Congress, Germany
- 25 – 27 Chemical Society of Japan, Osaka, Japan
- 28 – 30 Pharmaceutical Society of Japan Toyama, Japan

APRIL

- 16 – 18 UKSG, Warwick, UK
- 16 – 18 Computers in Libraries, Arlington, VA, USA
- 29 – 2 May EDUCAUSE Australasia 2007 Melbourne, Australia
- 30 – 2 May INFO 2007, Tel Aviv, Israel

MAY

- 9 – 11 Library Connect Events Santiago de Compostela, Spain
- 9 – 11 FESABID, Santiago de Compostela, Spain

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.

Do you want to attend or organize a Library Connect event? Write to libraryconnect@elsevier.com.

Library Connect Editorial Team

Jonathan Atkinson, Group Marketing Communications Manager, Social Sciences & Economics, Oxford, UK; Dju-Lyn Chng, Account Development Manager, Singapore; Tim Hooctor, Senior Product Manager, MDL, Morristown, NJ, USA; Gertrude Hoogendoorn, Head of Marketing, ScienceDirect, Amsterdam, The Netherlands; Karen Hunter, Senior Vice President, New York, NY, USA; Iris Kisjes, Marketing Manager, Scopus, Amsterdam, The Netherlands; Chrysanne Lowe, Vice President Global Customer Marketing, San Diego, CA, USA; Tony McSeán, Director of Library Relations, London, UK; Daviess Menefee, Director, Library Relations, Columbus, OH, USA; Jason Miller, Society Publisher, Cell Press/Elsevier, Cambridge, MA, USA; Tony Roche, Publisher, Social Sciences, Oxford, UK; Ylann Schemm, Communications Executive, Corporate Relations, Amsterdam, The Netherlands; Brian Schwartz, Marketing Communications Manager, Endeavor Information Systems Inc., Des Plaines, IL, USA; Ingrid van de Stadt, Head Customer Marketing, Amsterdam, The Netherlands; John Tagler, Vice President Account Development & Library Marketing, New York, NY, USA; **Managing Editor:** Daria DeCooman, Senior Library Communications Manager, San Diego, CA, USA