



Library Connect

Partnering with the Library Community

newsletter

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Welcome

What is our strategy in this challenging economy? Universities and corporations alike are taking a hard look at this question. And for those of us at Elsevier who have the privilege of serving academia, we know that each institution is unique in both the direction of its ambitions as well as the foundation upon which its strategy is based. A host of individual factors and distinctive competencies comes into play.

As a member of any organization, we are then forced to ask ourselves: Am I in alignment with the strategy? With every choice that I make, what is the return on investment? Does this change my role and how?

The editorial theme of this issue is "Changing Roles." But you will notice in many of the articles a parallel theme of "Strategy Alignment." To understand our morphing environments and changing roles, we must understand our institutional objectives and strategy. Only then can we, as information providers and proactive partners, contribute to the scholarly information arena.

This issue provides perspective from individuals representing various points along the scholarly information continuum. Articles include the following:

- Kathy Brown talking about how academic libraries can thrive, given the increased emphasis on assessment
- Professor Daryl Le Grew illuminating the role of academic research executives and managers (REMs) and how the university mission is defined
- Chris Banks explaining the strategy of her library's alignment with the University of Aberdeen's mission
- Richard Klavans and Kevin W. Boyack discussing how science mapping reveals an institution's strategic foundation and competencies

We also include an interview with Professor Lai Maosheng and articles by Juliette Goetzee and Iris Kisjes, who all discuss the changing roles of librarians.

Continuing our *Library Connect Newsletter* coverage of how libraries can strengthen their funding, Martin Myhill with the University of Exeter Library discusses tapping into special or one-time sources to help support an academic library.

In addition, this issue offers content spanning topics including eBooks and TRANSFER, an initiative to ensure access to journal content when it changes from one publisher to another. A hearty "Thanks!" to all contributors to this issue.

Kind regards,
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Chrysanne Lowe

Theme: *Changing Roles*

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SLA names Elsevier as the most influential publisher

At the Special Libraries Association (SLA) Centennial Conference in Washington, DC, in June, Elsevier was named "The Most Influential Publisher of the Last 100 Years in Biomedicine and the Life Sciences."



"Elsevier won because time and time again it has been brave, bold and collaborative," said Tony Stankus, director of SLA's Biomedical & Life Sciences Division (DBIO).



Elsevier Vice Chairman Y.S. Chi (on the left) accepts the Most Influential Publisher award from W. Davenport Robertson of the National Institute for Environmental Health Sciences.

In addition, 20 journals published by Elsevier, some on behalf of prestigious societies, were selected this year by the DBIO for its "Top 100 Journals in Biology and Medicine." In 2008, DBIO convened an international panel of nine eminent subject experts to compile a ballot for an electronic poll of DBIO's 686 members concerning the most influential publisher and the 100 most influential journals of biology and medicine over the past century of SLA's existence.

Established in 1909 to serve librarians working in business, government, social agencies and academia, the SLA is now an 11,000-member professional organization of subject-specialist librarians, information managers and publishing industry representatives. **LC**

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Two SciVal white papers now available

Find both "Co-Citation Analysis: The Methodology of SciVal Spotlight" (2009) and "Navigating the Research Funding Environment: Junior Researchers Find Success Through Networking, Mentors and Doing Their Homework" (2009) freely available online.

- ➔ <http://info.spotlight.scival.com>
- ➔ <http://info.funding.scival.com>



Thrive rather than survive: Incorporate assessment into your library planning

**By Kathy Brown, Director for Planning and Research,
North Carolina State University Libraries, Raleigh, USA**



Kathy Brown

The depth and extent of the current economic downturn have affected all of us in both our professional and personal lives. Strategic thinking and careful planning are absolutely critical when the focus is on surviving rather than thriving. To a certain extent, this is not a new scenario for libraries. We have always had to plan carefully. Even in the best of times, we've rarely experienced the luxury of having enough resources to match what we hoped to achieve with our services, collections and staff.

While retrenchment may be the order of the day, library planning has undergone another major change over the last decade. Funding agencies no longer take it on faith that libraries do good things with their allocations. Society in general is demanding accountability, and assessment is becoming an increasingly important component of library planning.

An academic library's planning process now likely starts with a determination of users' needs, whether through focus groups,

surveys, advisory boards, observation or collected data. Whatever methodology a library selects to guide its planning, a typical cycle involves identifying what's important to users, establishing meaningful metrics with at least a few that are quantifiable, analyzing the results to evaluate the level of success in meeting goals and using the results to make improvements.

Evidence of the emergence of assessment is not hard to discern. The Association of Research Libraries identifies library assessment as a "key issue" on its website and has sponsored two biennial assessment conferences (with the next one scheduled for 2010). Accrediting agencies are asking educational institutions, including their libraries, to demonstrate how they contribute to student learning outcomes. In addition to the Measurement, Assessment and Evaluation Section of LLAMA (Library Leadership & Management Association), several discussion groups, interest groups and committees also within the American Library Association include assessment as part of their charges.

Incorporating assessment activities into the planning process may pose challenges initially, but this shift in emphasis can only help libraries in the long run. As we all know, libraries do make a difference, in good times and (especially) in bad times. **LC**

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Today's changing environment brings benefits and challenges to researchers

**By Frans Heeman, Portfolio Manager, and Joy Van Baren,
Portfolio Manager, User Centered Design Group, Elsevier, Amsterdam, The Netherlands**

As we work in the User Centered Design Group which helps design electronic products, it's important for us to stay in touch with users' real-life needs. Since 2006, we've been involved in studies focusing on how researchers work and how their roles and environments are changing. Here we share with you a few observations.

Researchers today are blessed with increasingly accessible and abundant information, but this proliferation brings challenges. Researchers can now access a wider range of resources, but must spend more time finding the right information. The volume of available information is also growing researchers' responsibility for information management. To stay effective, researchers must keep track of current research, spot interesting articles not only inside but also outside their fields, and organize data to share with research groups.

Search methods haven't changed fundamentally in recent years, but are

starting to. New display technologies and mobile devices, as well as the ability to combine information across resources (e.g., mash-ups), are changing how researchers find information. Semantic search, data mining and visualization are starting to change how people find, navigate and organize information.

Researchers face growing challenges as the funding landscape evolves. Competition is increasing as resources shrink. Inexperienced researchers must find and apply to more sources to bring in funding. Established researchers may submit proposals several times before getting approval.

As collaboration diversifies projects, strengthening their potential for success, funders are looking for collaborative efforts. Thus, now more than ever, researchers need strong relationships in their fields or beyond. In the past, personal networks developed over a career, but traditional networking can't keep pace with today's globalization and interdisciplinary nature of

research. New tools like social media (e.g., 2collab) can help achieve effective global collaboration. But even when taking advantage of such tools, researchers may find language barriers present an obstacle to collaborative research.

To maximize their projects' funding potential, researchers face the growing need to strategically target their research. Many funding bodies now aim to stimulate collaborative, interdisciplinary and international research initiatives and have research agenda, affecting which proposals receive funding. Scientific merit is no longer the sole criterion for a successful proposal; researchers need to present their work within strategic contexts.

And researchers face an increased focus on performance evaluation from institutions, as well as governmental and funding bodies.

Libraries and publishers are working to support today's researchers as they cope with and help shape their changing roles and environments. Never a dull moment! **LC**

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From stronghold to threshold: The library's role in supporting the University of Aberdeen's quest to join the ranks of the world's top 100 universities

By Chris Banks, University Librarian and Director, Library & Historic Collections, University of Aberdeen, UK

Founded in 1495, the University of Aberdeen is the fifth-oldest university in the English-speaking world and holds a reputation as a broad-based, research-driven institution. The results of the UK's 2008 Research Assessment Exercise (RAE) demonstrated that 89% of the university's research was of international quality, with 55% being rated as internationally excellent or world-leading. The RAE results, combined with a trebling of our competitively won research income over the last decade, comprise tangible outcomes of the university's fundraising and investments to support our ambition to become one of the world's top 100 universities.

What the university needs to do to achieve our ambition

Aberdeen recognizes that to achieve our ambition we must attract even more world class academic staff, encourage and recruit undergraduate and graduate students, and provide a first-rate learning environment — both in terms of facilities and the culture of thought within the institution.

What the university is doing to get there

Improvements in the infrastructure and teaching and research provision have been underpinned by a major fundraising initiative, beginning in 1999 with our Sixth Century Campaign which was at the time the biggest fundraising program ever undertaken by a Scottish university. Our major fundraising initiative is on target to raise a total of £150 million by 2010.

In relation to learning and the student experience, the university has undertaken an extensive review to modernize the content, delivery and flexibility of Aberdeen degrees to ensure they match the needs of graduates and employers. Curriculum reform plans are being implemented to provide students at Aberdeen with a wide choice of restructured and enhanced degree programs, more flexible entry and exit, and enhanced support. On completion of the new programs, Aberdeen graduates will be academically excellent and intellectually flexible and able to think critically and communicate effectively. Thus Aberdeen graduates will be more committed to personal development and better prepared to be active citizens.

The library's role in supporting the university's goal

Out of the total raised through our major fundraising initiative by 2010, £57m will be invested in a new library. Due to open in 2011, this flagship project will spearhead the university's next ten-year £230 million investment in its infrastructure. Designed for the 21st century, the new library will be of great architectural merit and will offer a research environment featuring flexible and large learning spaces for our students and academic community, as well as dedicated public spaces for exhibitions, readings, art, music and events for all. Reflecting the university's academic aspirations, the new library will provide access to everything from our oldest mediaeval manuscripts to the latest online resources and technology.



Chris Banks

Actions the library is taking to support the university's goal

Throughout their courses, the library offers students information skills sessions to support their studies and make effective use of our significant investment in electronic resources. Over 80% of our collection development budget is spent on electronic material, and in the summer of 2008 we were in a position to make a further major investment in backfile purchases. Using subject-specific analysis provided by Elsevier and recommendations from academics, we purchased collections of ScienceDirect backfiles that would most benefit research by providing a five-fold increase in content. A ten-fold increase in ScienceDirect fulltext downloads occurred within 3 months of access to the new backfiles.

Use and impacts of the library's investments

The partnership between the University of Aberdeen and Elsevier has resulted in further significant investment and has extended our access to ScienceDirect's complete journal backfiles and collections of electronic books, with a further impact on our ScienceDirect download figures. Prior to this significant investment in our ScienceDirect holdings, one fulltext item was downloaded every 111 seconds (averaged over a year). This has now jumped to one download every 73 seconds. We've yet to fully analyze the usage of the new electronic books but they have proved very popular; usage increased markedly once records were added to the library catalog. There are still users of library catalogs out there!

Measuring the impacts of Aberdeen's access to ScienceDirect and Scopus is a challenge. Scopus is popular at Aberdeen; we are one of Europe's heaviest users of Scopus. In the coming years, we'll use Scopus to measure student and faculty output and will thus investigate the impacts of Aberdeen's access to ScienceDirect and Scopus.

An investment in a Research Information System (RIS), which captures research outputs and integrates with our Institutional Repository, has allowed us to become more involved in providing research performance evaluation, improving grant and funding proposals, identifying potential collaborators and analyzing competitive intelligence for our scholars, researchers and graduate students.

An evolving university requires an evolving library

As our university seeks to strengthen its role and standing, our university library acts as a proactive partner, changing and improving the resources and services we offer. Throughout the journey, as our library supports our university's goal to join the ranks of the world's top 100 universities, we continue to offer not a stronghold, but a threshold of available knowledge. **LC**

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Academic research executives and managers (REMs) face increasingly complex and changing challenges

By Professor Daryl Le Grew, Vice-Chancellor and President, University of Tasmania, Hobart, Australia



Daryl Le Grew

Research in the university sector balances on the knife edge of globalization. Research now crosses national boundaries, and researchers, ideas and technologies are highly mobile, as is

funding support. Rules of engagement are increasingly global as quality assessment relates to ranking systems and regulatory systems are multijurisdictional. Infrastructure is increasingly shared among and between research organizations. Government and funding agencies demand public good and economic development returns on their research investments. Business and industry look globally for their research intelligence as do the philanthropies in seeking to invest in research that is of strategic interest to their boards.

Strategically shepherding and supporting academic researchers' efforts, and making sure they align with institutional efforts, are deans, chancellors, heads of schools and departments, and other research executives and managers, known as REMs. Their drive for success is matched only by their need for greater intelligence and the capacity to plumb the depths of research and model the complex world of researchers themselves.

REMs face multiple challenges

As a leadership cadre, REMs have emerged across all disciplines and thematic research areas and at all levels of research organizations. With deep knowledge of internal university machinations and with regional, national and global externalities in mind, REMs promote strategic research positioning, the development of distinctive research profiles and building critical mass of researchers, support and infrastructure in key areas. REMs seek new and high-potential recruits to fuel the future as team

members and experienced professionals as leaders. They deploy resources to maintain peak levels of performance.

Today, REMs are constantly seeking new business in areas of strength whilst nurturing the strong general culture of inquiry that permeates a research-led university. Equally, they seek to maximize resources gleaned from an ever-widening array of sources. Above all, REMs foster an environment in which excellence is the predominant driver and the ultimate end. They measure excellence through the quantum of high-citation publications, the continuity of competitive research grants, the successful nurturing of young and talented researchers and students, and the ethical quality of their research processes, and by the regard of peers in other places.

Amidst all this complexity, REMs quest after reputation and ranking. The comparative reputation and the relative positioning of the institution in global ranking systems are the ultimate grail.

New circumstances demand new tools, particularly for the rapidly changing world of research.

Growth and development are high on REMs' scale of success

In a world in which research is often underfunded, there are few other options than to grow the research portfolio per se. All REMs, no matter where they are placed in the leadership lattice, have growth on their agenda. Here productivity is vital: keeping the pressure and incentives on research operations and maximizing grant applications, doctoral completions and high-quality publications are stock in trade to the whole gamut of REMs. Add to this innovation and commercialization as part of the growth and development agenda, and increasingly REMs must gain returns on intellectual property and continuing business from consultancy and contracted research. The reputation of the REM is colored by the reputation and ranking, growth and impact of the institution itself.

New circumstances demand new tools

In these instances, nothing is left to happenstance. Expected to drive hard towards strategic research objectives and targets, carefully plan progress and projects and deploy resources prudently to achieve these outcomes, REMs are in constant need of information. Information driven by key research performance indicators, dashboards and scorecards provides a continuous stream of intelligence about how the institution is faring in itself and relative to the rest of the world. Information about past and present performance coupled with systematic understanding of future environments provides a basis for modeling and a capacity to forecast likely outcomes of strategic maneuvering.

New circumstances demand new tools, particularly for the rapidly changing world of research. Driven by the balance between competition and collaboration, by the demands of government for quality and accountability for research investments, and by the demands of industry clients, research partners and communities impacted by research, REMs need new tools to drive policy, protocols and continuous improvement.

Much has been achieved to this point by the transparency and interrogation of publicly available databases on performance, by quality agencies and ranking organizations. But the quality of the models used and indices constructed tend to be crude and rarely stand up to statistical validity, especially when they are applied sectorwide and on a comparative basis. It is the publishing industry that is rising to the challenge of producing high-quality tools, unashamedly linked to their own databases, but designed to be of direct value to decision makers in the research arena. **LC**

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Case study: Using science mapping to identify areas of scientific leadership at the University of California, San Diego

By Richard Klavans, SciTech Strategies, Inc., Berwyn, PA, and Kevin W. Boyack, SciTech Strategies, Inc., Albuquerque, NM, USA

Identifying a university's areas of scientific leadership can help the school attract students and faculty, as well as funding and research partnerships.

University rankings systems such as the THES-QS World University Rankings and Academic Ranking of World Universities from Shanghai's Jiao Tong University are often used to compare universities. Some other systems use journal-based classifications to arrive at university rankings. But none of these systems measures how well a particular university performs in specific areas.

Science mapping, an alternative methodology we developed and that's been used to develop Elsevier's new SciVal Spotlight solution, uses reference-based classification for identifying scientific leadership. Highly cited references are clustered into categories, and then articles are assigned to this classification system. Science mapping clusters millions of documents rather than thousands of journals. Each category or paradigm in which a university holds a leadership position is identified. Distinctive competencies are defined as clusters of related paradigms where the university excels. This clustering is done on a university-by-university basis, so subsequent aggregations reflect each university's unique character.

Finding UCSD's areas of scientific strength using a traditional approach and science mapping

Rank	Areas of scientific strength at UCSD
1	-omic technology and molecular basis of disease
2	Cerebral vascular imaging and neural functioning
3	Oceanography, instrumentation and earth sciences
4	Nonlinear dynamics and neuroscience
5	Optical bioengineering
6	Clinical aspects of biorhythm disorders and aging
7	Cellular control mechanisms
8	Genomic regulation
9	Behavior disorder (smoking, drinking, drugs)
10	Optics and plasma flows

UCSD's 10 distinctive competencies as identified by science mapping in 2006

In 2006, to test our new science mapping system, we did a case study looking at the University of California at San Diego. Based on publication counts, UCSD ranks among the top 25 universities internationally. First

we used a traditional journal classification method to assess the university's areas of scientific strength. And then we used our science mapping method.

Most importantly, science mapping reveals specific research areas in which a university leads.

The differences between the results from the traditional approach and our science mapping approach are stark. Traditional methodology identified one area where UCSD was ranked first: oceanography. Science mapping identified 30 areas. Ten areas (see the chart) were large enough to be considered areas of scientific leadership or distinctive competencies.

All 10 areas of UCSD's scientific strength identified via science mapping are multidisciplinary. These multidisciplinary research areas revealed distinct patterns.

The first five and the tenth areas involve measurement techniques being applied to scientific areas. UCSD's largest area of scientific strength involves development of -omic technologies (e.g., genomics, proteomics, bioinformatics and metabolomics) that are applied to the study of the molecular basis of disease. The next largest area of scientific competency uses cerebral vascular imaging to investigate neural functioning in multiple neurology subspecialties. The third area links remote sensing technology to the investigation of large-scale oceanographic phenomena. The fourth uses modeling of nonlinear dynamics from physics to investigate neuroscience. The fifth uses optical bioengineering for machine vision. The tenth uses optics and lasers to investigate plasma flows in plasma physics.

Another multidisciplinary pattern that emerged from the analysis is a link between the social sciences and mainstream science and engineering. Identifying and understanding this pattern is especially important if scientific solutions are going to be applied to social problems that may involve changes in human behavior (such

as the energy crisis and corresponding changes in society's energy use). The ninth area of scientific strength is an example of this pattern. In 2006, over half of UCSD's research in this area was in medical and brain research, with the remainder in social and health services. Research in this area focuses on behavioral disorders (e.g., drug addiction).

Science mapping allows crossdisciplinary relationships to surface

Why didn't the traditional approach we used identify nine discipline-sized areas in which UCSD leads? One strong possibility is that they are all highly multidisciplinary. All 10 distinctive competencies pull from many disciplines. Journal classifications provide a more aggregate level of information and return a higher-level view of a university's research strengths. But a science mapping approach, such as that embodied in Elsevier's SciVal Spotlight, provides a more detailed view and identifies crossdisciplinary strengths.

Science mapping reveals where measurement techniques are linked with new areas of science. It reveals where research on important social issues (like global warming) can be strengthened. It offers administrators a more objective view of what is required to attract students, faculty and research dollars. Most importantly, science mapping reveals specific research areas in which a university leads. **LC**

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🔗 www.info.spotlight.scival.com/researchstudy

🔗 www.topuniversities.com/worlduniversityrankings

🔗 www.arwu.org/rank/2007/ranking2007.htm

Resource

Klavans, R., & Boyack, K. W. (2009). *Co-citation analysis: The methodology of SciVal Spotlight* [SciVal white paper]. <http://info.spotlight.scival.com>



Martin Myhill talks about tapping into additional funding to grow an academic library's offerings

The University of Exeter Library recently successfully secured special, one-time funding from the university in order to increase the library's science holdings. Martin Myhill, the assistant director of the library's Collections and Research Support (Academic Services), here offers insights into how that funding came about and how it is benefiting the library and the entire university.

— Mervyn Bregonje, Account Manager, Elsevier, Amsterdam, The Netherlands

Mervyn Bregonje: *How did the one-time funding come about?*

Martin Myhill: The University of Exeter achieved notable success in the 2008 Research Assessment Exercise, conducted jointly by the Higher Education Funding Council for England (HEFCE) along with other UK governmental groups. Following those successes, in 2009 the university received significant additional funding from HEFCE.

And how has the University of Exeter Library been able to tap into that funding?

Following the HEFCE RAE allocation in March 2009, the university's vice chancellor, backed by his executive group, quickly directed a substantial proportion of that income to provide additional e-journal backfiles and eBooks to support the university's science strategy.

Did you have to convince the vice chancellor of the library's need for those funds?

Yes. To obtain for the library a portion of the HEFCE funding, we had to make our case for monies to come to the library. Through the efforts of Michele Shoebridge, our director of academic services, we ensured that the vice chancellor and other members of his executive group were aware of the library's successful track record in developing collections meeting the university's needs. For example, we let them know that with over 6.25 million downloads in 2007–2008 from over 34,000 e-journal titles, Exeter was already a major user of electronic library resources. In fact, in 2006–2007, among UK academic SCONUL (Society of College, National and University Libraries) libraries, Exeter ranked third in terms of library e-resource usage by university members. Also, we assured the vice chancellor and his executive group that acquisitions made with this grant allocation would support not just the library's but also the university's strategy.

How has the university library used the additional HEFCE funding?

We've just purchased the majority of ScienceDirect's science-related journal backfiles, a significant collection of related eBooks on ScienceDirect, and a subscription to Scopus. Prior to this acquisition, our usage statistics showed that the library's top four most-heavily used resources included our ScienceDirect portfolio; those statistics endorsed the significance of ScienceDirect to Exeter. The new Research Information Network (RIN) study *E-journals, their use, value and impact* (2009) shows that access to core e-journals is crucial to researchers. We're pleased to now offer our researchers broader access to ScienceDirect content.

"As you request funding from a special or one-time source, make sure your library spending proposal is aligned with the goals of the institution."

How is the library's investment in ScienceDirect and Scopus supporting the university's strategy?

The purchases are helping support Exeter's science schools, within the context of the university's science, research and education strategies. Hence, the purchases are helping underpin the university's aim to move from its current position as a leading, research-led UK university to become a world class, research-intensive university.

What benefits do you anticipate the library's investment in ScienceDirect and Scopus will bring?

Improved access to a wider range of online research journals will increase the quality of research outputs and consequently the number of citations. A summary paper on this subject by Carol Tenopir (2005) shows the benefits of electronic journals in STM subjects. She

highlights the impact of electronic journal content which produces a 50% increase in academic reading and a decline of 40% in the time required to read articles, together with the increased convenience of desktop access on a 24/7 basis. Additional benefits include the fact that, with the ScienceDirect and Scopus acquisition, we're releasing library shelf space in favor of a variety of learning spaces.

How do you think this investment will contribute to Exeter's future?

Exeter is already a top-ten UK university, recently ranked 9th out of more than 100 UK universities in the *Times Higher Education* league table. It was the 2007/08 *Times Higher Education* University of the Year. Exeter also has won three Queen's Anniversary Prizes for its research. The university combines world-leading research with very high levels of student satisfaction and is one of the UK's most popular and successful universities.

As Exeter continues to build on its successes and strive towards a sustained top-ten UK position, we are particularly glad to have access to Scopus and additional ScienceDirect content. We regard these Elsevier products as amongst the top flight of available e-resources, and we believe they will help the university achieve its goals.

What advice do you have for other library administrators seeking special funds for particular acquisitions?

Remember that you may not have to look far. Start with your own organization and see what's available there. Then, as you request funding from a special or one-time source, make sure your library spending proposal is aligned with the goals of the institution. **LC**

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How we're promoting Elsevier eBooks via our library blog

By Dr. Oliver Obst, Director, Medical Library, University of Muenster, Germany

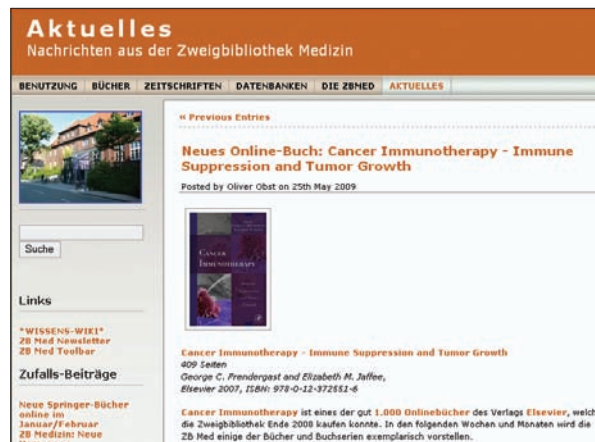


Oliver Obst

The promotion of English-language books proves to be a special challenge in German libraries, as these titles are used much less frequently than their German counterparts.

Recently the medical library of the University of Muenster, in Germany, purchased about 1,000 Elsevier eBooks, in diverse medical subject areas. To promote these new titles, the university's library has introduced a new strategy, building on detailed book information available on ScienceDirect.

From the new titles, we choose books reflecting our faculty's research areas,



The University of Muenster Medical Library's blog is helping get word out about available Elsevier eBooks. See the blog at www.uni-muenster.de/ZBMed/aktuelles/tag/elsevierbuchpaket.

and we promote these selected titles via our library's blog, which is part of our library's homepage. Using the selected titles' covers and "About this Book"

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descriptions, freely available on ScienceDirect, we write in advance blog posts and schedule them for publication on Mondays. This only takes us about 5 minutes per book.



Our own statistics and Elsevier's have revealed heavy usage of book titles we've promoted in contrast to ones we've not promoted. This heavy usage started shortly after we began posting the blog entries. **LC**

What is the value of content to the research workflow? A recent study found that online access to eBooks is key

By Theresa Herbst, Online Marketing Director, Elsevier, New York, NY, USA

Only by understanding what today's researchers want and need, and therefore value most in terms of content type and delivery, can publishers and libraries build partnerships and deliver solutions to help researchers work efficiently. To that end, Satisfaction Management Systems, Inc., (SMS) and Elsevier's Science & Technology Division recently teamed up on a global study to survey 500 researchers and librarians regarding how researchers find and use content in their daily workflow.

Researchers value eBooks

Researchers participating in the study defined the way they work, and then tied the value of book and journal content to their productivity at each stage of the research workflow. Researchers reported that, during three of the identified workflow stages, books offer more value than journals, and at all five stages, books offer significant value. Also, researchers indicated that at all stages of the workflow, access to integrated book and journal content on one platform makes the research process more efficient.

Researchers recommend eBooks

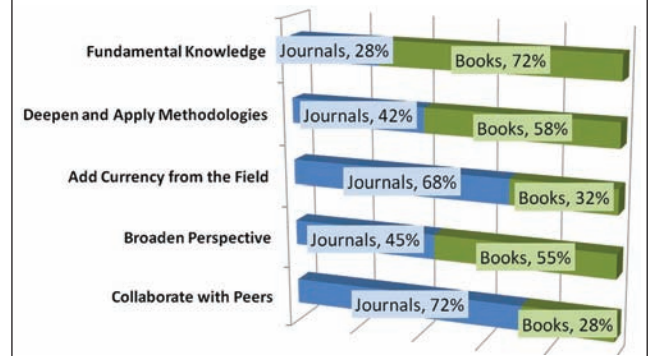
Further, researchers indicated that the most important attributes associated with book content are those accommodated via online delivery: accessibility, flexibility, searchability and convenience. Also of note, 92% of the participating researchers reported regular use of crossdisciplinary research content.

Of the researchers surveyed, 83% would recommend online books, over print, to their peers, and a significant number want to access and use online books but do not have access through their libraries.

Librarians prefer ScienceDirect

Of the surveyed librarians, 56% said they prefer ScienceDirect to other publishers' platforms. Asked why, the responding librarians gave these three answers most frequently: ScienceDirect's easy-to-use

Researchers rate the value of content at each stage of the research workflow



According to a 2009 global study by SMS and Elsevier, depending on the stages of the research workflow, books and journals offer differing value to researchers.

interface, its familiarity and reliability, and its breadth and quality of content across a diverse range of subjects. **LC**

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- 📍 www.onlinebooksonsciencedirect.com

Resource

Herbst, T., & Cawley, S. (Eds.). (2009). *The evolution of the book: Defining the value of content in academic knowledge discovery — and differentiating the value of online books in the ScienceDirect platform* [ScienceDirect white paper]. www.onlinebooksonsciencedirect.com



(Left to right) Cheng Aijun, Liu Jingyu, Sui Haihua, Xie Jing and Song Linlin stand in front of the "Signature Wall," signed by attendees at the Xi'an seminar. During the event, these five young info pros gave talks.

Librarians Speak Up

next

In this time of information professionals' changing roles,

Library Connect Seminar draws over 100 to Xi'an

In June, librarians and library directors from universities throughout China converged in the historic city of Xi'an for a Library Connect seminar titled "Library in a Changing World: Innovation and Value."

Speakers Paula Kaufman, from the University of Illinois at Urbana-Champaign, and Peter Sidorko, from the University of Hong Kong, discussed return on investment, the library's role, new service models and project management.

Additionally, the seminar featured:

- A "Next Generation Speaks Up" session with the five students and young librarians shown on these two pages discussing various topics; and
- An exhibition displaying Chinese authors' contributions to the *Library Connect Newsletter* and pamphlets since 2003.

Li Guangyu, the deputy librarian of Huazhong University of Science and Technology, said, "I have been to many seminars and meetings. This is the best ever." **LC**

<http://china.elsevier.com>



Xie Jing, MLIS Graduate, Class of 2008, Peking University, Beijing, China

Since my schooldays at Peking University's Department of Information Management, I've benefited a lot from the comprehensive training gained as I obtained my LIS degree. Several notable competencies I gained make me a strong candidate for many jobs. My skills in information searching, classification and analysis are among my core competencies. Also important are my technology skills and communication skills. Communication expertise especially is key to achieving success in work environments where teamwork and constant interaction with colleagues with diverse backgrounds are the order of the day. In today's changing times, information professionals are emerging to play a critical role. Thanks to my LIS degree, I'm well-equipped to play that role.

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Cheng Aijun, Master's in Medicine Information and Science, Class of 2003, Peking Union Medical College, Beijing, China

As everyone knows, an advanced degree is very important in China. My master's degree in library and information science is benefiting me a lot. First, it is a stepping stone. It can help me get good positions like my current job as a subject librarian in the library at Capital Medical University. Second, it is a money-spinner. One will get good results for himself and others if he works on what he loves and masters. So besides being a stepping stone, my new LIS degree is a money-spinner. Finally, it is setting my mind at ease. We are living in information times. Having an LIS degree gives me confidence about achieving career success.

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Five questions



With Professor Lai Maosheng, Department of Information Management, Peking University, China

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Lai Maosheng

"As employers' needs rapidly change today, so do the roles of information professionals and the curricula of LIS graduate programs."

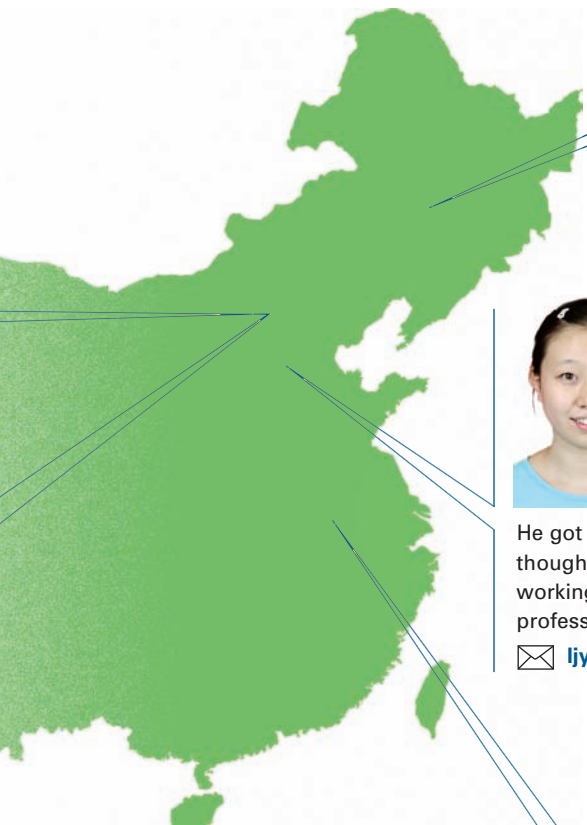
1 How have you seen the role of librarians change?

Generally, librarians are still playing their traditional roles as well as new ones. Today, librarians continue to develop and manage print collections, but increasingly develop and manage electronic collections, too. In fact, today, librarians increasingly are taking the role of resource managers. Also, librarians are taking two quite new roles: providing information literacy instruction and providing a wide range of personalized services. Among those personalized services, librarians are providing extensive research assistance to diverse users, to a much greater extent than in the past. Though websites and electronic scholarly resources offer user-friendly navigation, researchers facing an evermore complex world of information still benefit from librarians' rich knowledge and experience.

2 Why are information professionals' roles especially changing today?

As employers' needs rapidly change today, so do the roles of information professionals and the curricula of LIS graduate programs. For example, especially in the private sector, employers now want to know where they stand as compared to their peers, and so librarians perform competitive intelligence analysis, using internal and external resources. As another example of how information professionals' roles are rapidly changing, more enterprises are strengthening their service principles, and so entire workforces including librarians are embracing approaches such as IBM's Service Science. (See www.ibm.com/developerworks/spaces/ssme.) As market demands change, more and more LIS departments or institutes aim at graduating students who are interdisciplinary human resources specialized in information management.

how is your LIS degree benefiting you?



Sui Haihua, MLIS Student, Class of 2011, Northeast Normal University, Changchun, Jilin, China

My LIS studies are benefiting me already. Through studying LIS, I've improved my critical thinking ability and concentration. The ability to apply my LIS training as I seek to understand other subjects prevents me from being at a loss when I'm faced with many information choices. Information analysis methodology has broadened my point of

view as I consider specific questions, and so this methodology helps a lot in my daily life. Whenever I plunge myself into puzzling over a problem, there seems to be a map in my mind, which directs my thoughts in the right direction. Also, the idea of classification has penetrated my study and life which has been getting more and more ordered and clear.

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Liu Jingyu, MLIS Student, Class of 2011, Nankai University, Tianjin, China

That question has been on my mind since I chose library science as my major! Just one year ago, my classmates and I felt confused and worried about our future. However, it seems that LIS students' prospects are getting better and better. Now we realize that, because our society is changing, the LIS degree can offer us broader choices. An LIS degree doesn't provide certification of a qualified librarian, but documents competency and professionalism. One of my friends is a good example.

He got an LIS degree and an economics degree. When he secured work in an investment company, though not in its library, he realized his LIS degree is an apparent advantage. As for me, maybe working for a global database company is an ideal job. It could give me a greater stage to use my professional knowledge and a more flexible environment to develop myself.

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Song Linlin, PhD Student, Class of 2011, Wuhan University, China

After 7 years of studying library and information science, I possess competencies that not only enable me to meet my needs but also enable me to provide information assistance to others. The practical focus of the curriculum of my LIS graduate program has given me a working knowledge of information organizations' operations and a good understanding of what to expect in my future workplace.

Besides giving me expertise with information organization and information resource management, my LIS studies have given me competencies to benefit all my studies and my life.

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3

In China, is there discussion about replacing the term "librarian" with "information professional"?

We're continuing to see discussion about the renaming of LIS departments in colleges and universities. But there's little discussion about replacing the term "librarian" with "information professional" or "information specialist."

4

When did discussions about the renaming of LIS departments in colleges and universities start in China?

In 1992, Peking University's Department of Library & Information Science, founded in 1947, was renamed and became the Department of Information Management. After that, almost all the universities and colleges in China renamed their LIS departments as "Information Management" or "Information Management & Information System" departments. That was the first movement, anywhere in the world, to rename LIS departments. In 1995, UC Berkeley renamed its LIS department as the School of Information Management and Systems (now the School of Information). That may have been the first renaming of an LIS department in the US.

5

How do you see the future for librarians?

It's bright and promising in China. With the continuing high growth of the economy in China, librarians definitely have a prosperous future here.

Want to see more
next gen
content?

➤ <http://libraryconnect.elsevier.com/lcn/0701/lcn070111.html>

➤ <http://libraryconnect.elsevier.com/lcn/0604/lcn060410.html>

Partnering further with faculty and university administrators: Academic librarians offer a vision of their future

By Iris Kisjes, Senior Communications Manager, Academic & Government Products Group, Elsevier, Amsterdam, The Netherlands

To gain information to help us better understand our librarian customers, Elsevier marketing colleagues recently surveyed academic librarians regarding their changing roles. From the more than 6,000 email addresses worldwide to which we sent the survey invitation, we received 441 replies.

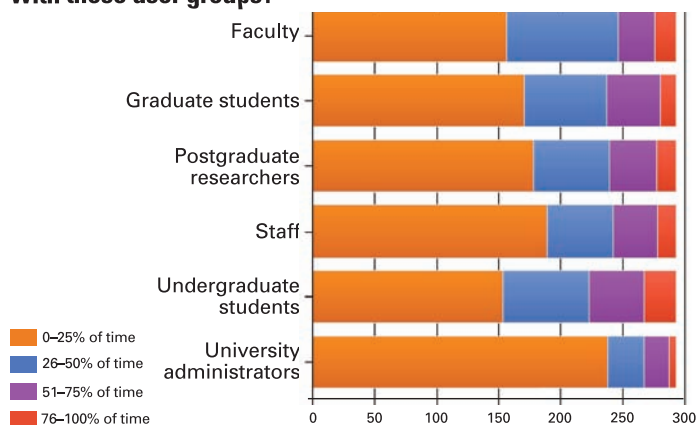
In describing themselves, the majority of respondents indicated that they have been employed as academic librarians for 10 years or more and in positions that existed 5 years ago; primarily support their institutions or campuses as a whole rather than particular departments, faculties or schools; and work directly with library users. Further, 31.3% of respondents identified themselves as library directors, and 37% as between the ages of 50–59. “Library Director” and “50–59” thus emerged as the most frequently chosen answers to “What is your primary role?” and “What age are you?”

When looking at the survey results overall, a trend emerged: Librarians see themselves as increasingly partnering with faculty and partnering with university administrators.

Librarians focus on partnering with faculty

Respondents indicated a strong current focus on supporting faculty and a strong interest in not just supporting faculty but partnering with them on an intensified basis moving forward. Faculty emerged as a user group now getting a lot of attention from respondents; 30.7% indicated they spend 26–50% of their time with faculty. See Graph 1.

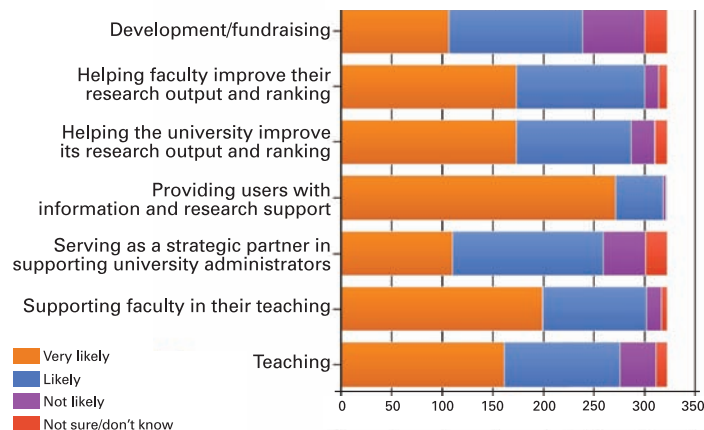
In your current role, how much of your time do you spend with these user groups?



Graph 1: Respondents indicated they spend significant time with faculty.

Regarding partnering with faculty, in response to “How likely is it that academic librarians will take the following roles in the next 3–5 years,” 61.8% of respondents indicated that supporting faculty in their teaching would be very likely. Also 53.7% indicated that helping faculty improve their research output and ranking would be very likely. See Graph 2.

How likely is it that academic librarians will take the following roles in the next 3–5 years?



Graph 2: Respondents indicated that supporting faculty in their teaching and helping faculty improve their research output and ranking are very likely among librarians' roles in the next 3–5 years.

Out of 197 responses to the open-ended question “What would you like to see as the academic librarian’s primary role in the next 3–5 years,” a significant number talked about librarians partnering with faculty in teaching and research. Such responses included:

- “Active engagement with both the teaching (learning) and research activities in the university.”
- “To work hand in glove with the faculties and to be more involved in research purposes.”
- “Partnering with faculty to improve student outcomes.”
- “A research partner for the academic staff.”
- “Greater partnership with faculty in the classroom setting.”
- “Working with faculty, graduate students as integrated partners/collaborators in teaching and research.”

Librarians focus on partnering with university administrators

In response to the question “How likely is it that academic librarians will take the following roles in the next 3–5 years,” 34.2% of respondents said it’s very likely they’ll serve as a strategic partner in supporting university administrators, and 46.3% said such a role is likely. See Graph 2.

The open-ended question “What would you like to see as the academic librarian’s primary role in the next 3–5 years” elicited a good number of comments talking about partnering with university administrators and the university overall. Such comments included:

- “Strategic partnerships with university administrators and with external institutions.”
- “I want academic librarians to be seen as academic partners with faculty and university administration to further the University’s strategic directions.”
- “Be at the table when the parent organization discusses or implements new initiatives: departments, educational programs, other units that want to take on roles traditionally under the library’s purview.”
- “Helping the university successfully navigate the complicated and changing world of scholarly communication.”
- “Library role as strategic partner in whole of university teaching and research endeavours.”

<< page 10

Regarding how librarians currently support university administrators, though 81.2% of respondents indicated they spend 0–25% of their time with this user group (see Graph 1), respondents confirmed that they provide a range of services to this user group. Per the survey results, research assistance is the service most popularly provided to university administrators. The next most popularly provided services include creating communications for use within an institution or campus (46.4% of respondents provide this service), bibliographic instruction (45.9%) and institutional performance evaluation (42.9%). See Graph 3.

In your current role, what services do you provide to university administrators?

(Tick as many choices as you wish.)



Graph 3: Among services provided to university administrators, 21.9% of responding librarians provide development/fundraising assistance and 18.9% provide funding/grantwriting research.

And many respondents indicated providing additional services, beyond those listed in Graph 3, to university administrators. Respondents ticking “Other” in response to “In your current role, what services do you provide to university administrators,” offered comments including:

- “Budget decision support”
- “Budget documents; futures forecasting for computing”
- “Formulating policies and solving various problems”
- “Copyright consultation”

As previously noted, many (80.5%) of the respondents indicated it’s very likely or likely that, in the next 3–5 years, they’ll take the role of serving as a strategic partner in supporting university administrators.

The survey’s summary results are online

Space here doesn’t allow for more in-depth reporting of the survey results. Suffice it to say that additional survey results, including those addressing academic librarians’ use of social media tools and marketing tactics, the pressure on academic librarians to publish, and metrics being used to measure library performance, may interest you.

Certainly, we feel the survey results will help us, as we strive to offer services to help information professionals in their jobs, on the ground, day to day. We thank everyone who took the time to respond to the survey. And we invite you all to take a look at the collected data. **LC**

<http://tiny.cc/2009AcademicLibrariansChangingRolesSurvey>

Information juggler to infopreneur: Innovation Explorers discussion reveals divergent views on the role of librarians

By Juliette Goetzee, Head, Marketing Relations, Academic & Government Products Group, Elsevier, Amsterdam, The Netherlands

In March, some of the 150 librarian members and 300 researcher members of the Elsevier online community Innovation Explorers participated in a discussion regarding librarians’ changing roles. Following are some contributions to the discussion.



“Information juggler! The Finnish professional associations have given up promoting the Finnish term for ‘Librarian’ and are actively replacing it with ‘information specialist’ or ‘knowledge specialist.’ This reflects the changes in their role from ‘book curators’ into more and more information related activities, information search, retrieval and analysis, training and teaching, especially information literacy.”

— **Information Scientist, Finland**

“I think that in a clinical setting, the role of a librarian is becoming increasingly complex. . . . I think that in 5 years, clinical librarians will become an integral part of the clinical team (in some hospital settings they already are!). I know that many would disagree with this but with proper training, a librarian could help become a good EBM [evidence-based medicine] Specialist in the future.”

— **Librarian, Medical Center, USA**

“As our users become more ‘digital-native’ and online tools and resources are more accessible via open-source, the librarian will probably move away from the gate-keeper role and become more of an expert in supporting users in accessing resources electronically. . . . Finally the Librarian will need to be innovative to keep up with clients’ demands as information, tools and resources increase exponentially. Library services need to stand out as adding value to freely available resources.”

— **Librarian, Medical College, Australia**

“I don’t know that an MLS is the ONLY degree which can sow the philosophies and skills needed, but I do think that the librarian’s role will continue to be important. It’s kind of corny but I do consider librarianship a ‘calling.’”

— **Librarian, University, USA**

“Infopreneur! The future librarian will be more into establishing networks to market the information available at his working organization. Information products are costlier every passing year and if you fulfill your own users the librarian must try to look up to subscribed users. Entrepreneurship in information imparting will take place sooner than later in near future.”

— **Librarian, Research Institute, India**

Resource

Elsevier. (2009, January). New online community Innovation Explorers seeks librarian members. *Library Connect Newsletter*, 7:1.

<http://libraryconnect.elsevier.com/lcn/0701/lcn070105.html>

Elsevier is looking for additional librarians to join the Innovation Explorers community. If you're interested, please complete the brief survey at <http://mayweask.com/elsevier>.

TRANSFER Code of Practice aims to facilitate journal transfers

By Ed Pentz, Executive Director, CrossRef, Oxford, UK

Many librarians have experienced the pain of losing access to online journal content when it changes from one publisher to another. Often librarians are not even aware that journals are moving publisher until they hear from angry users. Other problems encountered after journal transfers include losing access to archives, differing access rights and establishing correct subscription information.

Journal transfers are also not easy for publishers who certainly don't want to cause their customers problems and have their own struggles with getting electronic files in adequate time to load them onto online journal platforms.

According to the 2008 ALPSP report *Academic Journal Publishers' Policies and Practices in Online Publishing*, the average number of journals transferred in 2008 was 17.6 per large publisher, 1 per medium and 1 per small. If one multiples those numbers by the numbers of publishers worldwide, one can see that a significant number of journals changes hands each year.

The TRANSFER Working Group gets underway

As a result of problems associated with journal transfers, the UKSG established the TRANSFER initiative and set up the TRANSFER Working Group in 2006 to take a look at the issue. The group's goal was to develop a comprehensive, effective and voluntary code of practice representing the concerns of all stakeholders involved in journal transfers. In 2008, I took over from Nancy Buckley, with Burgundy Information Services, as chair of the group, but I had been involved in it from its beginning.

The Working Group included librarians, along with representatives of nonprofit and commercial publishers and subscription agents. The group got underway by identifying the key steps, organizations and data involved in a journal transfer. Quickly, the group realized that journal transfers are complex, with no two transfers exactly the same, and identified problem areas to be addressed at a high level.

The TRANSFER Code of Practice gets developed

The code's initial draft was released in 2007 and immediately endorsed by a small group of publishers. Other publishers expressed support for the code's goals and the STM (International Association of Scientific, Technical and Medical Publishers) and ALPSP (Association of Learned and Professional Society Publishers) associations provided feedback on the draft. Clearly the devil was in the detail. Hence, discussions continued.



Public comment periods took place in 2007 and 2008,

and US and European antitrust reviews took place in 2008 to ensure that the code and its development process were inclusive and fair and didn't affect the competitive market for journal transfers or supplant contractual terms. This step was crucial (though expensive) because journal transfers are commercial transactions with many parties involved, including publishers, societies and libraries.

Finally, after more than 2 years of work, Version 2.0 of the TRANSFER Code of Practice was released in 2008, and publishers were asked to endorse and follow the code.

The TRANSFER Code of Practice offers guidelines to help journal transfers

The code's main goal is to establish a set of standards that would apply whenever a journal is transferred from one publisher to another.

The code's other goals include:

- Establishing guidelines to help publishers make more efficient transfers;
- Ensuring that the journal transfer process occurs with minimum disruption;
- Ensuring that journal content remains easily accessible by librarians and readers when there is a transfer; and
- Ensuring that perpetual access rights that have been granted are honored.

The code outlines obligations for publishers on both sides of a transfer. The main parts of the code deal with access to content during a transfer, the transfer of digital files and subscription information, updating

URLs and CrossRef DOIs, and appropriate and timely communications. Further, the code ensures as far as possible that users won't lose access to content and any granted perpetual access rights will be honored, though the code doesn't take a position on how the access rights will be honored. In some cases the transferring publishers do this and in others the receiving publishers do.



Ed Pentz

Publishers and librarians support TRANSFER compliancy

UKSG encourages the publishing industry to embrace the standards set forth by the TRANSFER Code of Practice as a baseline level of quality and performance. About 20 publishers, including Elsevier and together representing 8,000 journals, have signed up to the code as of June 2009. This involves publicly endorsing the code and applying it in practice and thereby becoming "TRANSFER Compliant."

By asking publishers whether they have endorsed the code, librarians are playing a role in getting publishers to sign up to TRANSFER. Libraries should also consider asking for TRANSFER compliancy to be among requirements when licensing journals.

Assessing impacts of the TRANSFER initiative

So will the TRANSFER Code of Practice help make journal transfers less problematic? It is still early days but a look at the UKSG email list lis-e-resources shows that postings about difficulties relating to journal transfers have declined since the code was finalized in 2008. Moving forward, UKSG will continue to monitor the impacts of TRANSFER and report on them. **LC**

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🌐 www.projecttransfer.org

🌐 www.uksg.org/serials#lis-e-journals

🌐 www.crossref.org

Reference

Cox, J., & Cox, L. (2008). *Academic journal publishers' policies and practices in online publishing* (3rd ed.) (Scholarly Publishing Practice 3). West Sussex, UK: Association of Learned and Professional Society Publishers. www.alpisp.org

Talking with Alexander van Boetzelaer about the future of journal pricing in an electronic environment

The replacement of print by electronic as the predominant medium for access to scientific literature ranks among the most important recent developments in journal publishing. But how do, or should, journal pricing models reflect this shift? Here Alexander van Boetzelaer, Elsevier's director of strategy for the Science & Technology Division, offers insights into how Elsevier is approaching electronic journal pricing, given that digital is here to stay.

— Keith Silver, Customer Insight and Communications Manager, Elsevier, London, UK

Keith Silver: *In general, what's happening with journal pricing models today?*

Alexander van Boetzelaer: For many STM publishers, including Elsevier, prices for electronic access are still mostly derived from, and closely linked to, print prices. It's becoming evident that journal pricing models need updating to make sure they are more in line with the shift to an electronic environment. Print-based pricing is no longer the best indicator of the effective price or value of a journal in an electronic world.

And how is Elsevier responding?

A key objective in our efforts to evolve our e-subscription and pricing models is to decouple electronic from print pricing and establish electronic journal prices that are completely separate from print prices. There are different ways to realize electronic pricing, and Elsevier is working closely with customers to better understand how to decouple print and electronic pricing.

What are the advantages of decoupling electronic from print pricing?

With print-based pricing, options for differentiation are limited because list prices are identical for all customers. Electronic access, however, provides opportunities to increasingly differentiate our e-subscription and pricing options and to develop pricing structures that match the specific needs of different types of customers.

What factors are considered in journal prices today?

Over the past 2 years, we have added more objective and transparent factors in our annual process to set list prices for print journals. Factors include the quality and online usage of each journal, plus the number of articles per journal, as well as

whether a journal is participating in our author-pays model called Sponsored Articles. The intent is to rebalance the pricing of journals across our portfolio over a prolonged period of time. These changes, set to occur over several years, will help preserve and better reflect the value of each journal to the research community.



Alexander van Boetzelaer

“Overall, we are attempting to create a journal pricing structure that is more transparent and more attuned to the modern information environment.”

So Elsevier's efforts to decouple electronic from print pricing are ongoing?

Yes. As we rebalance the pricing of our journals, print and electronic prices will evolve separately. Establishing a clear framework, providing an objective and transparent direction for setting individual journal prices, is key to our ability to decouple electronic from print pricing.

Are other innovations under consideration regarding pricing for electronic access?

Yes. Along with creating more objective criteria for setting prices, we are looking into establishing a system of differentiated pricing through customer tiering, reflecting the different needs of customers as they use and access scientific journals. Tiered pricing is not a new concept for Elsevier. Some of our electronic products are already offered through tiered pricing (e.g., *Cell*, and the recently introduced SciVal Spotlight solution).

How would Elsevier determine which institutions fit which tiers?

The type of research performed at an institution, an institution's size and an institution's location could number among criteria helping determine customer tiering. Regarding the type of research performed, we would take into account whether an institution has a strong focus on research. So, all other things being equal, for electronic access to the same journal, a teaching institution would pay less than a dedicated research institution. Regarding size, we would consider how many potential users have access. So, all other things being equal, for electronic access to the same journal, an institution with 1,500 staff and students would pay less than an institution with 25,000. Regarding geography, we would consider relative purchasing power. This means that, for access to the same journal, an institution in an emerging market like Indonesia would be charged less than an institution in a mature market like the United Kingdom.

What are Elsevier's goals for its pricing models?

Our goals are to simplify our pricing structure, increase its flexibility and offer our customers more choice. Overall, we are attempting to create a journal pricing structure that is more transparent and more attuned to the modern information environment.

What do you see in the future for Elsevier's journal pricing models?

Elsevier is strongly committed to continuously evolving our pricing structure in line with customer needs. We see this as a journey that will take time. We will continue a gradual offering of new subscription options that have been developed and tested in close cooperation with our customers. Listening to, engaging with our customers and responding to their feedback are key to this journey. **LC**

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🔗 www.elsevier.com/journalpricing

Librarians in Argentina sharpen their skills in unleashing the power of digital resources

By Adriana Rodrigues, Account Development Manager, Elsevier, Rio de Janeiro, Brazil

In June, two days of professional development events in Buenos Aires attracted librarians from more than 50 institutions, all part of the Argentinean MINCyT consortium. On the first day, sessions at the Ramon Carrillo Auditorium at the Ministry of Science, Technology and Productive Innovation (MINCyT) focused on how to use advanced features on ScienceDirect, Scopus and Engineering Village. As universities, research institutes and government agencies in Argentina have had access to ScienceDirect since 2003, participants especially appreciated the opportunity to connect with Elsevier experts and gain understanding of how to get maximum benefit from the platform.

On the following day, information professionals from the Argentine Center of Scientific and Technical Information (CAICYT), National Council of Scientific and Technical Research of Argentina (CONICET) and MINCyT gathered for the seminar "Using Scopus to Evaluate Scientific Production." Speakers discussed the Argentinean Science & Technology Electronic Library's recent significant usage growth, as well as how the ministry managed to increase its budget to subscribe to more journal titles and databases.

Both days were made possible by the support of National Director of Science and Technology Physical Resources Silvia Nakano, along with Science & Technology Electronic Library Coordinators Mariana de Tezanos and Paola Azrilevich.



MINCyT Secretary of Technological and Scientific Coordination Alejandro Ceccato (on the left) and MINCyT Subsecretary for Institutional Coordination Mario Lattuada listen during the Elsevier seminar in Buenos Aires.

CONICET Scientific and Technological Development Manager Cecilia Mabragna, a member of the Scopus Content Selection and Advisory Board, also participated in the event. **LC**

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The Islamic World Science Citation Database partnership with Scopus brings greater visibility to Islamic researchers

By Ahmed Rostom, Account Development Manager, Elsevier, Cairo, Egypt



ISC Director Professor Jaafar Mehrad (on the left) and Scopus Director Niels Weertman (on the right) appear on Iran's scientific news channel.

Over the past 10 years, Iran's scholarly output of scientific articles has increased significantly. In light of this surge in output and to further support and bring visibility to researchers it represents, the Islamic World Science Citation Database (ISC) recently

signed an agreement allowing the ISC's publications to be indexed in Scopus.

The agreement is expected to create additional interest in the growing scientific output of the Islamic world and facilitate greater collaboration between scientists.

refine your research
SCOPUS

After signing the agreement, ISC Director Professor Jaafar Mehrad and Scopus Director Niels Weertman appeared on a show broadcast by Iran's scientific news channel. During the televised appearance, they discussed the impact the new partnership will have in helping develop the value of scientific research bodies in the Islamic world. **LC**

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🌐 www.scopus.com

🌐 www.isc.gov.ir/isce.htm

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🌐 www.elsevier.com/exhibitions

For the record



In the *Library Connect Newsletter*, 7:2 (April 2009), in the On the Road article "Scopus Awards in Jordan bring together national leaders and researchers," the caption should have stated: "(Left to right) Herman van Campenhout presents a gift of Dutch pottery to Her Royal Highness Princess Sumaya, as His Excellency Dr. Walid Al Maani, Jordan's minister of higher education, and Elsevier Event Manager Alberto Rodriguez-Zapata (on the far right) look on."

Also, the article's opening should have stated: "On March 31, a Scopus Awards event in Amman, Jordan drew nearly 100 researchers. Jordan's Royal Scientific Society, Ministry of Higher Education and Elsevier cosponsored the event." See the corrected LCN, 7:2, article at <http://libraryconnect.elsevier.com/lcn/0702/lcn070218.html>. **LC**

The editor regrets the errors.





ELSEVIER

TrainingDesk Flash

Susannah Megow, with Elsevier's TrainingDesk, highlights learning resources offering practical assistance



Susannah Megow

Q: What's my institute's research output, and how can I monitor my institute's changing research trends?

A: The Scopus Affiliation Search allows you to easily monitor your institute's research output and changing research trends.

The Affiliation Search automatically identifies and matches an organization with all of its research output. This tool turns a time-consuming task into a simple search and quickly reveals information on an organization's publications, authors, patents and scholarly Web content. Additionally, by entering your organization's name in the Affiliation Search tab, you can learn which other organizations your authors are collaborating with in their research.

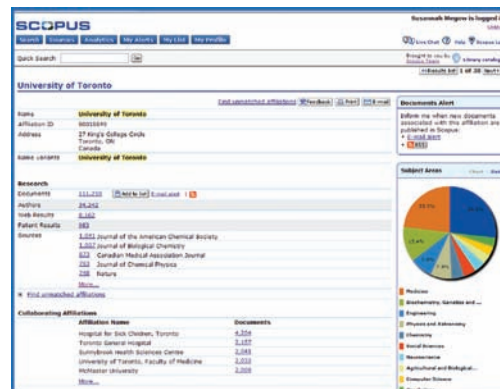
Here's how you can use the Affiliation Search to help with your work:

1. Follow your institute's research trends. View a pie chart showing which subject areas account for the largest percentages of your institute's publication output. How do these subject areas align with your collection?
2. Monitor which publications your institute publishes in most frequently. Access a list of the titles your institute has published in, and see the number of documents per title. Are the top publications included in your collection?
3. Feature on your library homepage a Scopus HTML feed to promote your institute's top researchers or recent publications. To see such a feed, visit the Memorial Sloan-Kettering Cancer Center Library website at <http://library.mskcc.org/scripts/portal/services/services.pl>.

Besides featuring the Affiliation Search, Scopus — providing abstract and citation information for over 36 million records —

features additional analytical tools offering insight into research and journal trends.

The TrainingDesk offers instructional resources addressing various Scopus tools, including the Affiliation Search, and addressing Elsevier products beyond Scopus. Sign up for our alerts and stay in the know about upcoming TrainingDesk sessions. **LC**

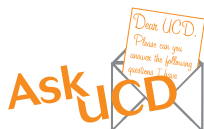


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Tom Noonan of Elsevier's User Centered Design Group answers your usability questions

Q: Doesn't persuasive design conflict with usability goals?

A: Not necessarily. You can design for persuasion and usability.

Designing your website so your users choose to use its features doesn't necessarily negatively impact the usability of the site.

For example, by wording links in a way that addresses your users' needs, you actually improve usability. Why? Because communicating clearly with your users improves their expectations about what they will discover or be able to do as they advance through your site.

So, simple links are good. But simple meaningful links are better. And simple meaningful links that impart messages speaking to users' needs are best.

Of course, persuasive design isn't just cognitive. It can also be emotional. Graphics that appeal to users' needs can be critical in communicating with your users. But beware! Including graphics can make your site more complex and can distract your users from other tasks that they can accomplish there.

Designing your site so it speaks to the needs of your users doesn't mean the site automatically becomes more complex. But speaking to the needs of your users *does* mean that you've bothered to understand those needs and you've tested designs addressing those needs.

You almost certainly do have different users with different motivations using your site. If you're designing to address a certain user need, you must still take into consideration the

overall purpose and design of the site. Goals can conflict. Your business needs for your site should help drive your understanding of the priorities for its design.

Finally, figuring out whether your persuasive design conflicts with the usability of your site is relatively easy. Test your website design with users and see if the design is causing usability problems. As Jakob Nielsen (2009) notes, "Even the tiniest amount of empirical facts (say, observing 2 users) vastly improves the probability of making correct UI design decisions." **LC**

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AUGUST

- 19–21 III National Congress of Engineering, Science and Technology, Panamá
- 20–21 4th TCI Symposium on Thai Scholarly Journals, Bangkok, Thailand
- 23–27 World Library and Information Congress: 75th IFLA General Conference and Assembly, Milan, Italy
- 23–27 AFMC International Medicinal Chemistry Congress, Cairns, Queensland, Australia
- 25–28 IV International Congress of Innovation Systems for Competition (SINNCO), Guanajuato, México
- 31–Sept. 3 Brazilian Meeting on Organic Synthesis (BMOS-13), São Pedro, São Paulo, Brazil
- 31–Sept. 4 International Congress on Medical Librarianship, Brisbane, Queensland, Australia

SEPTEMBER

- 3–4 III Seminar of Italo Iberian Latin American Libraries Consortia (SCBIILA), Lima, Peru
- 10 Library Forum, Stuttgart, Germany
- 17 Research Trends and Innovation, Lunchtime Presentation, Australasian Research Management Society (ARMS), New Zealand Chapter, Christchurch

- 17–18 Korean Electronic Site License Initiative Expo, South Korea
- 17–18 Informatio Medicata, Prague, Czech Republic
- 17–19 Association des Directeurs de Bibliothèques Universitaires, Reims, France

OCTOBER

- 5–8 International Conference on Academic Libraries, Delhi, India
- 8–9 Library Marketing Workshop & Author Workshop, Stockholm University, Sweden
- 12–14 LIANZA Conference, Christchurch, New Zealand
- 13–14 Nordic Library Forum, Amsterdam, The Netherlands
- 14–18 Frankfurt Book Fair, Germany
- 15 TRF-CHE-Scopus Researcher Awards
- 15–17 9th TRF-CHE Annual Congress, Cha-Am, Thailand
- 23 Library Connect Seminar, Hong Kong
- 26 Library Connect Seminar, Pretoria, South Africa
- 27 Library Connect Seminar, Cape Town, South Africa

NOVEMBER

- 4–5 Latin American Forum for Nursing/Health Sciences Editors, Ribeirão Preto, Brazil
- 5–6 18th Hellenic Academic Libraries Conference, Patras, Greece
- 8–10 TWAS-TWOWS-Scopus Young Women Researcher Award, Kuala Lumpur, Malaysia
- 10–12 Library Fair & Forum 2009, Yokohama, Japan
- 24–26 5th QS-APPLE Conference 2009, Kuala Lumpur, Malaysia
- 30–Dec. 3 Online Information, London, UK

JANUARY 2010

- 15–19 American Library Association Midwinter Conference, Boston, MA, USA

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