



Library  
Choice



Association of  
Subscription Agents  
& Intermediaries

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## ASA NEWS

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Spring 2010

Dear Colleagues

Welcome to the Spring edition of non-member edition of *ASA News*. I have merged the March and April issues together as the ASA Conference and other conference attendance have meant I've had less time than normal for news-gathering. This has made for quite a chunky newsletter but then size zero is so last year, right?

### News From The ASA

#### Library Choice

As some of you will know, the ASA recently launched a new initiative called "Library Choice". The thinking behind this initiative is as follows: as the number of publishers offering e-content continues to grow, the role of the librarian is increasingly defined by the volume of work associated with providing access to and management of e-collections. Subscribing to a large package of e-journals, either directly or through a consortium, whilst providing greater access, typically creates more work for administrative, serials and technical staff. Not knowing precisely which titles and years are included in a deal makes collection management difficult and time consuming and this lack of detail makes content linking and discovery difficult, if not impossible. Factors such as these may compromise or even prevent libraries from fulfilling their key role - enabling intuitive, seamless access to their information collections.

Agents and publishers understand that many libraries are struggling in this challenging environment and in response, the ASA and its members have collaborated with publishers to develop the Library Choice initiative. Library Choice enables libraries to take advantage of publisher deals, in terms of price and features, whilst remaining free to order through preferred channels and retain valuable agent services which help them achieve their information access and management goals.

The [Library Choice pages](#) of the ASA website feature full information for publishers, librarians and others in the information sector. With [30 publishers](#) already signed and more joining each month, the initiative is proving very popular. Publishers wishing to join can [contact the ASA](#) or their publisher relations manager.

#### ASA Conference 2010

The ASA Conference in February was one of the most successful the ASA has run. Attendance was very strong despite the economic climate with 126 delegates attending over the two days. Conference presentations are available to view and download from the ASA website (click [here](#)). On behalf of all members, I would again like to thank the following organisations who generously sponsored the 2010 event: Accucoms, Cambridge University Press, EBSCO, Emerald, Ex Libris, JISC Collections, John Wiley & Sons, Professional Engineering Publishing, Research Information, Sage and Swets.

### ASA Conference 2011

Plans are already afoot for our next conference which will be held in London in February 2011. Non-members are welcome to [contact me](#) with suggestions for speakers and topics; equally, if your organisation wishes to field a speaker, do get in touch.

### Ann Lawson Appointed Chair of ALPSP Professional Development Committee

In March the Association of Learned and Professional Publishers (ALPSP) announced that Ann Lawson, Senior Publisher Relations Executive (Europe), EBSCO, and our own treasurer here at the ASA, will Chair ALPSP's Professional Development Committee. The Professional Development Committee oversees ALPSP's programme of seminars, briefings and updates in the UK. Congratulations to Ann (and also to ALPSP for recognising talent when they see it ;O)).

### News From ASA Members<sup>1</sup>

#### eBooks in SwetsWise

ASA member Swets has announced that its eBook procurement portal has been fully integrated into SwetsWise and is now available to all customers. The eBooks procurement portal relieves some of the major headaches involved in searching and selecting eBooks. It allows users to purchase both individual titles and eBook collections. Users can also compare and contrast the different pricing and purchase models available from different providers. The procurement features included will provide customers with a single source for purchasing eBooks and a means to select the desired access route to their acquired content, e.g. directly via the publisher or through an aggregator. SwetsWise now provides the unique capability to browse, acquire and manage all eBook purchases through the same interface in which they manage their print and electronic journal subscriptions ([full story](#)).

#### Harrassowitz Gains ISO 9001 Certification

Harrassowitz is pleased to announce that it has recently been awarded a new ISO 9001: 2008 certification. This latest award, which follows the company's earlier ISO 9001: 2000 certification in 2007, recognizes Harrassowitz's continued efforts to improve management and system processes involving the provision of electronic and print resources to academic and research libraries ([more on this](#)).

#### LM Information Delivery Opens Office in Sweden

LM Information Delivery Group has established an affiliate in Sweden through the establishment of LM Informationstjänst Sverige AB. LM Information Delivery aims to strengthen its services in the Nordic region and provide customers with enhanced tools for acquisition, access and management of e-resources. LM Informationstjänst Sverige AB will service and support Nordic libraries and corporate customers locally and offer a new range of products for e-resources. For further information contact: Zahra Touil.

#### East View Converts Pravda

[East View Information Services](#), a leading provider of high-quality information products and services in world languages and English translation, has adopted new technologies and converted the historical archives of *Pravda*, the most important newspaper of the Soviet era, into an online collection. From this Spring this resource will be available in a complete archive, in full-image with searchable full text.

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<sup>1</sup> News is welcomed from [all](#) ASA members. Please contact [info@subscription-agents.org](mailto:info@subscription-agents.org) to get your story included in *ASA News*.

### East View & Serials Solutions

East View Information Services have also reached an agreement with Serials Solutions whose *Summon* service will include East View content on its Universal Database platform, a source for newspapers, scholarly journals, government publications, archival content and business periodicals from Russia, China and across Eurasia. As with the other content providers to the Summon service, East View will provide full text directly to Serials Solutions for inclusion in the service's unified index ([full story](#)).

### EBSCO Holds Open Days Across Asia

Electronic research databases provider EBSCO Publishing has announced that EBSCO Open Days, now in its fourth year of bringing together librarians and publishers, is expanding to Asia. The Open Day series offers the opportunity to make valuable contacts within a single day, providing publishers with excellent exhibitor opportunities in which to share their e-content product information with attendees. In addition to learning more about the value of e-resource management available through EBSCO Discovery and Management Solutions, librarians, information managers, e-resource managers and serials and e-book acquisitions specialists will have the opportunity to learn more about e-content products from publishers such as M.E. Sharpe, Royal Society, World Scientific Publishing Company (WSPC), AAAS (Science), Institute of Physics (IOP), John Wiley & Sons, and Oxford University Press (OUP).

### Swets in Partnership with Deep Web Technologies

Swets has announced it has entered into a partnership with Deep Web Technologies to further enhance the performance of SwetsWise Searcher, Swets' powerful federated search module. SwetsWise Designed to help librarians and their users meet the challenge of searching and finding relevant results from the ever-increasing catalog of content available online, SwetsWise Searcher simplifies access to an organization's diverse and valuable resources, along with the open Web content users are accustomed to searching ([full story](#)).

### JSTOR's Current Scholarship Programme Expands

The University of Chicago Press and ASA Associate Member JSTOR have announced they will join forces in JSTOR's Current Scholarship Program. Scheduled to launch early in 2011, the program will bring scholarly content from leading not-for-profit publishers to a single integrated platform, making its use more innovative, efficient, and affordable for faculty, students, librarians and publishers. To read the original press release click [here](#). For more information about the Current Scholarship Program, click [here](#).

### Wiley Develops New Tool for Comparing eReaders

Publisher and Associate Member of the ASA John Wiley & Sons, Inc. has developed eReaderResource.com to help consumers tap into the power of an eReader to change the way they receive knowledge and entertainment no matter what the source. The site examines what an eReader is, what can be done with it, and which of the available devices is best on an individual basis ([more on this](#)).

### Wiley Launches Chinese Language Website

Elsewhere in the news, Wiley has also launched its Chinese language website. [www.wileychina.com](http://www.wileychina.com) which is expected to raise the publisher's profile in China through greater and more meaningful engagement with the community there. Designed to enhance Wiley's China-based customers' experience with tailored sections for librarians, authors, societies and industry partners, [wileychina.com](http://wileychina.com) will feature general information about Wiley's presence in China as well as specific details about core content of particular interest to the Chinese community (full story).

## Industry News

### Ithaka Survey Examines Faculty Attitudes Towards Academic Libraries

Ithaka Strategy and Research has released results from its fourth faculty survey in the last decade examining changes in faculty attitudes towards the academic library, information resources, and the scholarly communications system as a whole. The report, *Faculty Survey 2009: Strategic Insights for Librarians, Publishers, and Societies*, analyzes responses from over 3,000 faculty members based at US four-year colleges or universities and offers a unique comparative look at 2009 against previous surveys from 2000, 2003, and 2006 on a variety of key questions facing information service organizations and their parent institutions. The full report is freely available (click [here](#)). [Ithaka S+R](#) is the strategy and research arm of ITHAKA, a not-for-profit organization dedicated to helping the academic community use digital technologies to preserve the scholarly record and to advance research and teaching in sustainable ways.

### Outsell/Springer Report on ROI and Value in STM e-Journals and e-Books

“Assessing and demonstrating the value of information, especially in challenging economic times, is one of the top issues for libraries and information centres today. Feedback suggests that while libraries are keen to measure ROI and demonstrate the value of information, they struggle to collate appropriate metrics. Usage is often a proxy for value, with purchase and renewal decisions based on user volume, usage activity, and costs per download. Libraries are aware of the need to dig deeper, and have crafted various approaches, albeit ad hoc, to capture more specific value measures such as time saved and cost saved.” So reads the introduction to this interesting-sounding report, which is summarised on the [Springer website](#) and can be ordered by [emailing Springer](#).

### Science Funding Gets a Boast

*Inside Higher Ed* reports that despite stating in February’s State of the Union address that he would freeze discretionary spending, President Obama is expected to fund increases for science and technology research and education that will outpace the 1.1 percent rate of inflation expected over the next year. Encouraging news if it comes to pass for those involved in research, and the wider realm of tertiary education ([full story](#)).

### EBSCO Publishing Acquires NetLibrary Division from OCLC

OCLC and EBSCO Publishing (EBSCO) have signed an agreement whereby EBSCO will purchase the assets of the OCLC NetLibrary Division and the rights to license a select number of vendor-owned databases currently available through the OCLC FirstSearch service. The purchase includes the NetLibrary eBook and eAudiobook platform as well as operations and infrastructure in Boulder, Colorado. NetLibrary eBook content and eAudiobook subscriptions will continue to be available on the NetLibrary platform. EBSCO plans to provide access to the NetLibrary eBook content on the EBSCOhost® platform, one of the most used eContent platforms, creating a comprehensive integrated eBook and database service. NetLibrary eBooks will also continue to be discoverable through WorldCat.org ([full details](#)).

### California Digital Library Finds International DataCite Consortium

To facilitate the sharing of datasets, the University of California's California Digital Library (CDL) has become a founding member of the international DataCite consortium, a group of leading academic and scientific memory institutions providing data publishing opportunities for researchers lacking appropriate publication channels and incentives for their datasets. One of today's most important priorities for academic scholarship and research is providing long-term access to datasets as scholars and archivists recognize the potential for increasing collaboration and synthesis when data are archived, published, and shared, forging the possibility for new discoveries built upon the research of others. To date trusted facilities in this area have been noticeably lacking ([full article](#)).

### ACS Goes Mobile

The American Chemical Society (ACS) has announced a new service ACS Mobile, a new iPhone application delivering fast-breaking research reports and science news. The new service provides readers with an up-to-the-minute live stream of peer-reviewed research content published across the Society's portfolio of scholarly research journals and is augmented by "Latest News" from Chemical and Engineering News (C&EN), the Society's industry-leading magazine ([full story](#)).

### High Wire Ebooks Survey

HighWire Press has released the full results of a Fall 2009 survey of librarians on their attitudes and practices related to ebooks. The survey was conducted as part of HighWire's ongoing exploration of the fast-growing scholarly ebook market and the results and accompanying analysis draw together the input of 138 librarians from 13 countries. The responses underscore the significant growth librarians expect in ebook acquisitions and point to their current preferences and possible trends in this evolving area ([full report](#)).

### RIN Publishes New Guide on Peer Review

The UK's Research Information Network (RIN) has released a guide, *Peer review: a guide for researchers*, that sets out the processes involved in peer review for both grant applications and publications. It also looks at the issues that have been raised in a series of recent reports on the costs of the system, and how effective and fair it is. The new guide provides researchers with an understanding of how peer review works and highlights some of the issues that surround the current debates about the peer review process. It looks at how effective peer review is in selecting the best research proposals, as well as in detecting misconduct and malpractice (read more including the full report [here](#)).

### DeepDyve and CalTech

DeepDyve has been chosen by the California Institute of Technology (Caltech) Alumni Association to provide members with access to DeepDyve's extensive catalogue of scholarly and professional journals. As part of this agreement, the Caltech Alumni Association will promote the DeepDyve service to the entire population of approximately 22,000 alumni. Students at Caltech and other academic institutions have free access to a range of journals in their field of study. After leaving the university, however, former students lose their online institutional access and must begin bearing the cost of reading such journals, costs that can exceed \$30 per article, or up to thousands of dollars for an annual subscription. DeepDyve squarely addresses this need by providing graduates with journal access at a substantially reduced cost (read the full press release [here](#)).

## People News

### Alicia Wise To Take New Position at Elsevier

The Publishers Licensing Society (PLS) has announced that Alicia Wise will be leaving PLS after 5 years as CEO. Her part-time secondment to The Publishers Association as its Head of Digital Publishing will also come to an end at that time. PLS is co-owned by the Association of Learning and Professional Society Publishing (ALPSP), the Publishers Association and the Periodical Publishers Association. Alicia will be taking up the newly-created post of Director of Universal Access with Elsevier in June. ([press release](#)).

## News from EDItEUR

### ICEDIS Pricing Message Progress

EDItEUR reports that all four participating publishers (Elsevier, Oxford Journals, Taylor & Francis, Wiley) and all participating agents or distributors (EBSCO conditionally, Harrassowitz, LM Information Delivery, Swets, Turpin) are aiming to implement the ICEDIS Pricing Message in time for this summer's

pricing round for 2011. For further details visit the [ICEDIS website](#) or contact [Tim Devenport](#).

#### News from STM

##### STM, PA and ALPSP Question JISC OA Claims

STM, the Publishers Association (PA) and the Association of Learned and Professional Society Publishers (ALPSP) continue to be concerned about the validity of claims made by recent advocacy deriving from the UK Joint Information Systems Committee (JISC). STM believes this seriously understates the contribution of the publishing industry to UK research and makes misleading claims about the potential cost benefits of open access ([more on this](#)).

#### News from UKSG

##### Free, Practical Guidance for E-resource Practitioners

UKSG, the organization that connects the information community, has announced the latest chapters to be added to The E-Resources Management Handbook, its open access guide to the practical aspects of working with e-resources. There are 6 new chapters, 2 updated chapters, and a total now of 27 chapters all of which provide free overviews of key topics in e-resource provision. For full details, click [here](#). I will be reviewing and updating the chapter on the intermediary during the course of this year.

#### Thinking Allowed

##### (Yet another) Useful RIN Report

A report has been posted by colleagues at the Research Information Network (RIN) entitled *Challenges for Academic Libraries in Difficult Economic Times*. The guide shows how librarians are responding to the issues of balancing expenditure between information resources and staffing and how they plan to sustain levels of service, as well as developing new services to meet new needs. It demonstrates that library directors need the support of senior managers across the higher education sector, as well as from publishers and other information providers, to help address the challenges, as well as the opportunities, faced. The report is free to all and can be viewed [here](#).

#### Web-Watch

##### SSP's Scholarly Kitchen Nominated for a Webby

Readers of this newsletter will know that we at the ASA are big fans of SSP's Scholarly Kitchen blog. Well, it seems we're not alone and the blog has been nominated for a highly prestigious 'Weeby' award. The ASA is pleased to add its voice to that of SSP, STM, ALPSP and others trying to mobilise the vote and improve Scholarly Kitchen's chances of winning. To add your support, visit [the Webby Awards website](#) and cast your vote. Voting ends April 29th, and results will be announced May 4th.

##### The Onion

If you're not already a fan do yourself a favour and take a look at *The Onion* from time to time. Its irreverent, acerbic and lots of other adjectives but don't take my word for it, see for yourself. Click [here](#) and [here](#) for my top picks amongst recent stories. Peerless.

#### Key Forthcoming Meetings Spring 2010

- **STM Spring Conference**  
Tue 27<sup>th</sup> to Thu 29<sup>th</sup> April 2010, Cambridge, Massachusetts, U.S. ([details](#))
- **Society for Scholarly Publishing (SSP) Annual Conference**  
2<sup>nd</sup> & 4<sup>th</sup> June 2010, San Francisco, USA ([details](#))

- North American Serials Interest Group (NASIG) 25th Annual Conference  
3<sup>rd</sup>-6<sup>th</sup> June 2010, Palm Springs, California, USA ([details](#))
- Fourth Bloomsbury Conference on E-Publishing and E-Publications  
24<sup>th</sup> & 25<sup>th</sup> June 2010, London, UK ([details](#))
- The American Library Association (ALA) Annual Conference  
24<sup>th</sup>-29<sup>th</sup> June 2010, Washington DC, USA ([details](#))

#### Training/Continuous Professional Development

- ALPSP  
The full schedule of ALPSP training and events can be found [here](#)
- Society for Scholarly Publishing (SSP)  
A schedule of SSP meetings and events is maintained [here](#).
- STM  
Keep up with STM courses and events [here](#).
- UKSG  
A full schedule of UKSG training and events can be found [here](#).

As always, please get in touch if you have items you would like included in a future edition of ASA News.  
Best wishes

Sarah

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