

# Library Connect

Partnering with the Library Community

# newsletter

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## Welcome

Dear Colleagues,

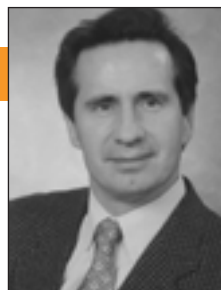
As we continue to work together to open new doors to information access, the user community can now obtain more information than ever before. While our users are interested in learning more about recent developments in their fields of interest, they have also begun to request information of historical relevance — articles from 10 years of research in the field, backfiles from 40 years ago or historical images from more than 100 years ago. Satisfying these demands requires that libraries provide access to current literature as well as historical data that may have influence on a thesis, paper or laboratory discovery.

Furthermore, an increase in requests for archival materials of all types is likely as the nature of research continues to evolve to include more interdisciplinary subjects. Physical and monetary constraints prevent many libraries from constructing large buildings to house and make available archival items for access and research. As libraries implement electronic solutions for historical preservation, they are finding success not only in preserving that information, but also in providing access to it. Along the way, they're also creating new electronic processes for archiving today's research for tomorrow's end-user.

Consciously aware of promoting the most recent research as well as preserving past information, Elsevier takes a keen interest in archiving and the archival needs of libraries. This issue of Library Connect highlights a number of different archival projects at libraries of diverse backgrounds as well as internally at Elsevier. It also focuses on efforts of librarians to promote the use of valuable electronic resources. These selections demonstrate the thoughts of librarians who want to provide their patrons with the most solid and uninterrupted research process and the information literacy skills to match. The success of these libraries can be the inspiration for similar projects or groundbreaking ideas at your libraries.

Best regards,

Roland Dietz  
President and CEO, Endeavor Information Systems,  
Des Plaines, IL, USA



Roland Dietz

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Look out for these two new ads ("sonogram" and "astronaut") in the "Never underestimate the importance of a librarian." campaign. These and other ads are available in poster format. To request posters for your library contact [libraryconnect@elsevier.com](mailto:libraryconnect@elsevier.com). "Surgery," "diver" and "laser" posters are also available in French, German, Japanese, Spanish and Portuguese.



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## Collecting Cultural Histories: Digital Archiving at the State Library of Queensland

**Anna Raunik, Executive Manager, Resource Discovery; Sharon Young, Project Manager for Picture Queensland; Helen Thurlow, Manager, Library Information Systems; and Margaret Barram, Senior Librarian, Internet Services, State Library of Queensland, Brisbane, Queensland, Australia**

Libraries everywhere are working to make previously unavailable collections accessible to interested researchers and searchers wherever they are. One of the cornerstones of the State Library of Queensland (SLQ)'s Strategic Plan is to provide access, through Web services, to unique Queensland materials.

In June 2003, SLQ launched the Queensland Digital Library, one project in a series of initiatives to develop a "Smart Library Network" — an integrated network of resources to link diverse groups of Queenslanders to information, knowledge and each other. The project brings together current library materials and regional digital collections to form a publicly accessible, collected cultural history of our region.

The Queensland Digital Library currently includes four major collections:

1. The catalogues of the State Library of Queensland and a range of Queensland Government libraries.
2. The Picture Queensland collection of historic photographs, sketches and images from Queensland.
3. The Music Queensland collection of scores and audio files of music by Queenslanders and about Queensland.
4. The Johnstone Art Gallery Archive containing finding aids for archival materials including scrapbooks, photograph albums and correspondence files of a nationally significant Queensland art gallery.

During 2005, we'll be adding the Manuscript Queensland collection of finding aids and images of original written materials significant to Queensland history. Once this wide variety of content becomes live in early 2005, a researcher will be able to perform a search and obtain diverse results — a book, picture, manuscript or even music related to the topic researched.

Electronic presentation of these materials means researchers can access vast collections — some of which were previously unavailable even to guest users visiting the physical library. Images now electronically available in the Queensland Digital Library were difficult for users to access: delicate historic materials are stored in boxes under a single heading, so access to the collection is limited to a single subject heading. With this single subject storage structure, a photograph of a Greek wedding in the city of Toowoomba may be kept in a file under "weddings." Someone searching "Greek immigrants to Australia" would not find this photo. Now, through the digital archive, a researcher can enter a search term such as "wedding," "Greek," "Toowoomba" or the couple's name to discover images related to the search term — meaning many more relevant and possible results. Now photographs are handled once during the scanning process, yet viewed and studied by hundreds of researchers over the Web. Online access not only benefits preservation efforts — searching photos is much easier as well.

Besides the obvious benefits of opening up access to historic materials and revealing previously hidden connections, we found that this project offered tremendous opportunity for collaboration,



Visitors to the Queensland Digital Library can access images, as well as music files and other items of interest to Queensland history.

both with in individual libraries with independent working areas (such as our own), and between libraries and organizations across the state.

At the State Library of Queensland, we have more than 250 staff members across a number of units. Collaboration began between the project team, the curators, and the information technology group. It extended to resource discovery librarians who offered input to the end-user experience and advised on digital standards, and the image production unit who captured the images.

The State Library's own holdings of over one million photographic resources (negatives, plates, slides, etc.) are not the only content in the repository — other groups throughout Queensland are also contributing images. We are currently working with public libraries, historical societies, community groups and other cultural institutions to share resources and increase the breadth of the collection. The Picture Queensland Outreach program has created widespread interest in developing the repository, giving public libraries the opportunity to join as trial sites — by early 2005, we'll have content from six pilot sites distributed throughout Queensland. Through the outreach program, we encourage active engagement with all communities linked to the Picture Queensland project and respond to requests from community organizations wanting to learn more about the Queensland Digital Library. Our responses include giving local presentations at museums, galleries and history conferences.

Reaction to the Queensland Digital Library has been overwhelmingly positive. Each image or record in the collection is linked to a feedback form where viewers can leave additional information about the image or note a personal relationship to the record. Response is not limited to Australian viewers — feedback forms contain comments from viewers in Brazil, Canada and the United States.

Our digital library continues to grow in size as it connects an ever-increasing eclectic range of physical and virtual communities i.e. historical societies, schools, tourist sites, and so on. At the same time, we're implementing a growing range of innovative services that make our project distinctive. Already our visitors are able to purchase prints of images featured on the website, send e-greeting cards using digital library images, and personally comment on the items featured in our collection. The collection has also been used to create online games for children and a series of screensavers. We're sure there will be more to come. ■

For more information or to search the Queensland Digital Library, visit <http://enc.sliq.qld.gov.au>

## The "KB" — An Update with a National Archive

In 2002, Elsevier was the first publisher to partner with the National Library of the Netherlands — the Koninklijke Bibliotheek (KB) — to archive comprehensive digital content. The KB's publisher partners now include Kluwer Academic, Blackwell Publishing, BioMedCentral and Elsevier. Library Connect interviews Johan Steenbakkers, Director of E-strategy at the KB, to find out more.



Johan Steenbakkers

**LC:** *What led the KB to engage in publisher partnerships for digital preservation?*

**Johan Steenbakkers:** In contrast to other European libraries, the KB's deposit is not covered by legislation, but is based on voluntary agreements with individual publishers. As a result, the KB has developed close relationships with Dutch publishers over the years, and our deposit collection has achieved excellent coverage of publications appearing in the Netherlands.

*“At the KB we had to develop completely new skills and create an archiving infrastructure to handle digital publications, to preserve them, and to keep them accessible for use, both for now and in the future.”*

It was some ten years ago when digital publications first appeared — on hand-held carriers, such as floppy discs and CD-ROMs. Publishers sent these to us, as they would print books and journals. However, when digital publishing of networked information started, the situation changed dramatically and it had a profound affect on the roles of both the library and the publisher. Until that time, publishers produced and sold their publications and also provided a copy to the deposit library for archiving. Now publishers had to get actively involved in the archiving process, especially the technical standards. Permanent contact was needed between publishers and the library to sort out issues about formats, transport protocols and other technical issues, and even for the process of depositing itself. As a consequence of the ease of copying and distributing digital information, it was also necessary to revise conditions of access to the archive to cover the digital publications.

At the KB we had to develop completely new skills and create an archiving infrastructure to handle digital publications, to preserve them, and to keep them accessible for use, both for now and in the future.

**LC:** *What does the partnership with Elsevier involve?*

**Steenbakkers:** Well, the partnership really began back in 1998 when we sought co-operation from Elsevier in our digital archiving efforts. We wanted to obtain digital material to experiment with, in both local and international projects on digital archiving (See the international project NEDLIB at [www.kb.nl/hrd/dd/dd\\_projecten/nedlib\\_publicaties-en.html](http://www.kb.nl/hrd/dd/dd_projecten/nedlib_publicaties-en.html).)

Fortunately Elsevier was, even in those early days, willing to provide the KB with digital publications. This made it possible for us to experiment with real-life digital material. Elsevier was also the first publisher to deposit its e-journals at the KB, initially those with an imprint (location of publishing) in the Netherlands. This enabled us to migrate our responsibility as a depository into the digital era.

Once the KB had developed the skills and infrastructure for digital archiving it became clear that selection for depositing of international networked publications on the basis of imprint was somewhat odd. It also appeared that archiving all of Elsevier's e-journals would not mean much additional work. At the same time, Elsevier was looking for an independent archiving partner. In 2002 the KB agreed to become Elsevier's first "official archive," and the agreement was put into practice in 2003. In the words of Karen Hunter, Senior Vice President for Strategy at Elsevier: "As we move toward journals being available only in electronic form and being held centrally on publishers' computers, the public has the right to be assured that, should a publisher go out of business, these files will not be lost. The agreement with the KB provides that assurance for Elsevier titles, which constitute an essential part of the core scientific literature currently published."

In a recent article, "Partners go Dutch to preserve the minutes of science." (*Research Information*, September/October 2004, Issue 13, pp. 18-22) Geoffrey Adams, Director of IT Solutions for Elsevier, explains more about how Elsevier is depositing its journals with us.

**LC:** *What have been the practical implications for the KB in receiving and storing publishers' data?*

**Steenbakkers:** The development of a digital archive, or "e-Depot" as we call it, has had a great impact on both the strategy and practices (workflow, skills, organization, and so on) of the KB. The task of the "Information and Communication Technology" department was substantially extended but did not

### About the Koninklijke Bibliotheek (KB)

The Koninklijke Bibliotheek (KB), founded in 1798, is the National Library of the Netherlands. It's also a center of expertise for digitization, preservation and digital preservation. The KB is an autonomous administrative body financed by the Dutch Ministry of Education, Culture and Science.

The KB's mission is to provide universal access to the knowledge and culture of the past and present by providing high-quality services for research, study and cultural enrichment. One of its key tasks is to preserve and to manage the national cultural heritage in so far as it has been laid down in written, printed or electronic documents, and to offer retrieval and accessibility to this heritage.

The KB is also the deposit library of the Netherlands with responsibility for the preservation of Dutch printed and electronic publications and the national bibliography.

[www.kb.nl](http://www.kb.nl)

change as such. However, the task and organization of “Acquisition and Processing” and “Research and Development”, two of the KB’s four main departments, have changed drastically. To deal with digital publications two new departments have been created within these departments — the “e-Depot” for operating the digital archive, and “Preservation Research,” with the task of further developing functionality for digital preservation and guaranteeing permanent access to e-publications.

**LC:** *Have there been any particular benefits for the KB?*

**Steenbakkens:** Our national library wants to continue to do a good job and help library visitors acquire the information they need. The drive to set up the KB’s digital archive was the great (potential) success of digital publishing, apparent to us some ten years ago. We realized that, as a deposit library, the KB also had to guarantee the long-term availability of these types of publications. It’s important to realize that e-journals are normally licensed and not (like printed journals) collected by libraries. This means that archiving is no longer implicitly guaranteed by print library collections around the world. Agreements with publishers — “traditional” commercial publishers, “Open Access” publishers, academic repositories, or other types of digital publishers — are necessary for us to explicitly arrange archiving of their digital publications, beginning from the day they are published.

What’s in it for the KB? — That we can continue to do our job in the digital era. And I can assure you that realizing an archive of digital information and guaranteeing its accessibility now and in the future is tough but very interesting work.

One practical advantage is that, since the KB’s deposit collection can be fully used onsite in the library, we can offer our visitors a rich and fairly comprehensive digital collection for extensively searching the digital scientific literature.

**LC:** *What are some of the most important or unexpected issues that have arisen?*

**Steenbakkens:** We did not plan to go international with our archival activities but international publishers such as Elsevier were looking for partners to archive their publications. And, as Karen Hunter expressed, “the KB was a logical partner, well-known as a leader worldwide in experimentation and investment in digital preservation.” This leading position came somewhat as a surprise to a medium-sized national library with a modest budget. Of course, we are very happy and proud to have now been selected by several other international publishers to become their first official digital archive.

**LC:** *What do you see as the future focus of the KB’s archiving efforts?*

**Steenbakkens:** In addition to maintaining the digital publications archived at the KB and improving the processes and organization involved, we’re focusing on further preservation research to guarantee permanent access to digital information. This research doubtless requires international co-operation and the KB is actively looking for international partners and working on a European research agenda for Permanent Access to the Records of Science ([www.kb.nl/coop/euconference/index.html](http://www.kb.nl/coop/euconference/index.html)). ■

## “The Electronic Warehouse,” Elsevier’s Internal Archive

**Jan Visser, Director, Electronic Production, Elsevier, Amsterdam,  
The Netherlands**

Since 1997, Elsevier’s internal digital archive has resided in Amsterdam at our electronic warehouse (EW), a unit of the company’s electronic production department. This global department, with end-to-end responsibility for all electronic publication processing as well as the management of applications, processes and content standards throughout the entire editorial, production and publication cycle, is ideally positioned to manage Elsevier’s archival efforts.

In September 2004, a completely new and XML-based electronic warehouse was opened for use in a new home. With expanded and better facilities the EW is now open 24/7 and fully integrates our workflow, automating actions previously performed manually and thereby reducing the time to publication. All material is stored in its original format — older material in SGML and new material in XML.

Data collected from more than 1,800 journals passes through the EW continuously, amounting to more than 280,000 articles per year or more than 1,000 articles per working day. Storage is growing at a rate of 0.5 terabytes per year. This is a big operation!

In 2000, Elsevier made a commitment to “retrodigitize” our publications and since then we’ve been creating digital backfiles from volume 1, issue 1, for all titles available. This is a huge undertaking and investment; to date four sea and two air containers carrying millions of pages have been sent to the Philippines, a new factory has been built there, and 1,000 people there have been busy scanning and processing articles. A major milestone last year was making the entire file for *The Lancet* available online, going back to 1823. The backfiles project will be completed in 2005, having added an estimated total of four million articles to the EW.

### The Importance of Media-neutral Formats

Both SGML and XML are machine-readable, media-neutral archival formats which enable us to preserve the structure of content rather than its presentation in any particular medium. Use of these formats allows us to base our production process on the principle of producing the source material for both electronic and print formats only once. We’ve developed advanced tools and detailed specifications for automated quality control of XML/SGML files, close to the point of file creation, to validate the structure of the documents and ensure end-to-end quality.

### Metadata and Reference Information

The metadata of all our publications is maintained and preserved in the EW. We recognize that more extensive metadata may be required for items that need to be archived and preserved for the long term. We are closely watching the library and scholarly community for the emergence of a consensus on what the metadata for this type of preservation should be.

The EW has been developed with metadata-conversion capabilities so that if new metadata is required, technology will not be an inhibitor to implementing it. Metadata that may, at some time, be required for compliance as an Open Archives Initiative (OAI) Data Provider can thus be easily generated from existing metadata.

All items in the digital archive are associated with a PII (Publisher Item Identifier) and a DOI (Digital Object Identifier), including the journal backfiles.

## Technical Standards

Elsevier has devised a new XML standard CONTRAST (CONtent TRANsport Standard) for its data transports. Since the electronic warehouse is purely an internal digital archive, we don't require standard metadata-harvesting capabilities such as those outlined by the Open Archives Initiative.

Of course, we do review these standards for relevance to our work and to identify how we can implement them for efficiencies.

## Guarding Against File Corruption

Articles stored in the EW are protected by a number of in-house checking mechanisms that guard against possible file corruption or loss of content. During transportation of files (from suppliers to the EW and from the EW to customers) a system of check-digits is used to ensure no corruption of a file has taken place during the transfer.

## Ensuring Accessibility to Content

Technicians have posited widely different approaches to the question of ensuring continuing accessibility to content, such as the universal computer concept, hardware emulation and format migration. To date, Elsevier has concentrated efforts on the format migration approach, paying particular attention to adherence to open standards. We have already had significant experience in this area, having recently upgraded all of our legacy SGML material to XML (while of course retaining the original SGML source files). We will continue to monitor the technology in this area for any new developments.

## Protecting the Electronic Warehouse from Destruction

Fire, flood, earthquakes, computer viruses and acts of vandalism are some of the threats these days to physical computer centers as well as to the integrity of information contained within computers. The physical security of our buildings is maintained at a high level with special measures protecting the equipment in the electronic warehouse. On a technical level, software protection is ensured by an intricate system of firewalls and passwords.

In addition to these provisions, we have also taken steps to guard against natural disasters by initiating a multi-layered approach to back-up and disaster recovery planning. Copies of data in the warehouse are stored both on- and off-site across two continents. Our own disaster recovery procedures are regularly tested and even if Elsevier were not able to get

the system back up and running, special arrangements with IBM ensure we could be operational within 24 hours.

The content we hold in the EW is of enormous historical significance. Digital preservation of this material is an issue of social responsibility to our authors and the broader scientific community. Elsevier and librarians act together as integral members of the scientific information community, and scientists and science historians view us as custodians of scholarly publications. This is a significant trust that has been placed

in us and we take this very seriously. From a business standpoint, such content is obviously extremely valuable to us and it is in our own best interests to carefully safeguard this asset.

Elsevier has already invested heavily in the EW and will continue to do so as technology changes and we move to take advantage of new technologies.

We are very optimistic about the future. These are exciting times in the field of digital preservation, and we look forward to being able to meet the new challenges this emerging field will invariably present. ■

“The content we hold in the EW is of enormous historical significance. Digital preservation of this material is an issue of social responsibility to our authors and the broader scientific community.”

## What's in the Electronic Warehouse? Some Facts and Figures

- > 6 million articles, growing to a projected 8 million by the end of 2006.
- > 6 million high-resolution graphics files.
- > 6 terabytes of storage space.
- Stacked on top of one another, articles would reach an approximate height of 3km, equivalent to 12 Eiffel Towers or 7 Empire State Buildings.
- Laid end-to-end, article pages would stretch the length of the Great Wall of China.



“Laid end-to-end, article pages would stretch the length of the Great Wall of China.”

**Editor's Note:** Elsevier policies addressed here reflect variations in the current definition of the word "archiving" amongst librarians. To avoid confusion the following definitions are used:

1. Digital archiving addresses assurances for customers that they will be able to access digital content in the future and for all time. "Digital archiving" is a continuing process; it stands outside of any specific online platform and is not dependent upon any publisher.

2. The post-termination access policy for journals on ScienceDirect also provides for access to content both now and in the future but only on the ScienceDirect platform. The ScienceDirect post-termination access policy enables access to content via an online platform provided by Elsevier and is, therefore, publisher-dependent.

## Elsevier and Digital Archiving

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



Karen Hunter

The increasing move to e-only amplifies pressure on archival preservation of the electronic version. It is therefore a subject high on the agenda of individual libraries and library groups. Establishing an online archive is a learning process for publishers and libraries alike, but we are all agreed that libraries need to feel confident about e-archives before they can decide to go e-only.

In common with our librarian and research colleagues, Elsevier takes digital archiving seriously. We have a responsibility to our authors and readers to maintain "the minutes of science." We recognize their importance to the library community and, of course, we have an interest in maintaining a valuable business asset.

Digital archiving is a partnership in which Elsevier welcomes the input of librarians. Elsevier has participated in a broad range of actions related to digital archiving — we've been involved in discussions, projects and committees since 1995. We were among the first (after AIP) to make a public archiving commitment and perhaps the first to incorporate it in our licenses. We've recently made significant investments in additional internal and external back-up systems.

To date there are no formal standards or business models for a digital archive. Elsevier has, in the absence of accepted standards, created an archiving policy, which I will outline below, and we continue to work with libraries to create a long-term and sustainable digital archive.

At Elsevier we talk about four levels or types of digital archive:

**1. Internal production archive** — The files stored in our Electronic Warehouse (EW) in Amsterdam, which are routinely backed-up. The EW contains all of the "raw" material or components necessary to recreate both the print and electronic versions of our journals, including high-resolution graphics.

**2. Official archive** — A formal, contractual relationship between Elsevier and a trusted archival institution to provide permanent retention and access to the digital files for future generations.

**3. De facto archive** — We have about ten regular ScienceDirect OnSite (SDOS) customers worldwide who receive everything or nearly everything we publish for local loading but make no archiving commitment beyond their constituency; they are effectively de facto archives.

**4. Self-designated national archive** — Libraries or other institutions choosing to maintain an archival copy locally, primarily as a national or regional security measure. This is a variation on the SDOS license for onsite-only access.

## Official Archives

In August 2002, Elsevier signed the first formal agreement for an official archive with the Koninklijke Bibliotheek (KB), the National Library of the Netherlands. We have plans for 3 to 4 additional agreements (in North America, Asia and Europe). The KB is a recognized international leader in digital archiving and, fortunately, also Elsevier's national library. We were already sending them the electronic files for our 351 Dutch imprint journals and in 2002 we expanded this to include the entire 1,800 title journal list, which the KB will archive forever (see page 3 of this issue for an interview with KB E-strategy Director Johan Steenbakkers.) Because of the perpetual nature of an archive, contract terms for official archives differ from those of the standard ScienceDirect license and cover service-level agreements, data submission formats, comprehensiveness of the archive (e.g., handling of "withdrawn" material), and so on. As standards for archival repositories develop, we require our official archive partners to meet these as part of our agreements with them.

## Elsevier's Archiving Policy

Since 1999 Elsevier has had the following public policies on archiving:

- Elsevier will maintain the digital archive of the journals it owns and makes available over the ScienceDirect service.
- It is Elsevier's intention to maintain, in its internal production archive, the digital files of Elsevier journals in perpetuity, converting them as appropriate if technology used for storage or access changes. The current format standards are SGML, XML and PDF.
- Elsevier understands that the permanent availability of these archival files is of critical concern to its customers. Therefore, Elsevier made the commitment in 1999 that, in the unlikely event that it cannot assume responsibility for maintaining the internal production archive, Elsevier will transfer this archive to one or more depositories mutually acceptable to Elsevier and an independent board of library advisors. In 2002, while continuing to maintain the archive internally, Elsevier also created an independent "official archive" at the KB (see above).
- Elsevier publishes many journals owned by other publishers (such as scientific societies). To the extent it has the right to do so, Elsevier will include these journals in its ScienceDirect service and will maintain them in its digital archives in the same manner in which it maintains the Elsevier journals. Should Elsevier cease to be the publisher for such a journal or cease to have electronic rights, it will use reasonable efforts to ensure that either the journal's archives remain

available through the ScienceDirect service or the owner makes them available on the same access terms via a new host. Elsevier cannot guarantee the permanent availability of journals owned by others.

- If Elsevier sells or otherwise transfers ownership of an Elsevier journal to another publisher, it will use reasonable efforts to retain a non-exclusive copy of the digital archive for that title and make it available through the ScienceDirect service to existing subscribers.
- If Elsevier ceases publication of an Elsevier journal, the digital archive for that title will be maintained at Elsevier and made available through the ScienceDirect service. ■

## Post-termination Access Policy for Journals on ScienceDirect

Tony McSeán, Director of Library Relations, Elsevier, Oxford, UK

The post-termination access policy for journals on ScienceDirect, outlined below, covers the options available to non-corporate ScienceDirect customers who decide to cancel either individual journal titles or their whole ScienceDirect contract.



Tony McSeán

The principle underlying this policy is that when a customer licenses access to a journal on ScienceDirect, the customer is, in effect, buying the right to access, in perpetuity, the content of that journal for every year for which the customer paid a full electronic subscription.

In the case of termination of a ScienceDirect license there are two options by which customers can retain access to the journal content they have purchased from Elsevier:

**Option 1.** Customers can receive the raw data, formatted in SGML/XML and PDF and then copied onto CD or tape. Customers can then arrange to mount this data locally. This is the option provided in all ScienceDirect licenses. Customers who choose this option will be charged a one-time flat fee to cover processing costs.

**Option 2.** Customers can retain access via ScienceDirect. At our customers' request this option was introduced subsequent to Option 1, and it is now available to all customers with ScienceDirect licenses, regardless of what is stated in individual contracts. Customers who choose this option will be charged an annual fee. This fee consists of a fixed portion (US \$5,000 in 2005) and a variable amount calculated on the number of full-text article downloads in the preceding year (US \$0.25 per download in 2005).

If a customer cancels individual journal titles but remains a licensed customer of ScienceDirect, then the customer will be able to continue to access the content of the cancelled journal(s) via ScienceDirect for those years for which a full electronic subscription was paid. No additional fee will be charged for this access, which will continue until such time as the customer terminates its ScienceDirect license. ■

## Some FAQs About the Post-termination Access Policy for Journals on ScienceDirect

### *Why does Elsevier charge at all for Option 2?*

There is a cost to maintaining the accessibility of electronic information. A minimal fee has been established to ensure equitable distribution of costs so that Elsevier's current customers are not subsidizing former customers.

### *How is this charge calculated?*

The fixed portion of the annual fee for Option 2 covers items such as the maintenance of the customer's profile, records and usage statistics. The full-text article download charge contributes fairly and proportionately to the cost of maintaining the ScienceDirect system.

### *Doesn't this mean Elsevier is charging me for something I have already purchased?*

No. The information is yours and you have the option to take the files and manage them in your own local system. Some of our customers have expressed a desire to continue access from ScienceDirect to avoid the expense of establishing, managing, and developing their own delivery systems. We will accommodate either option. It's your choice.

### *Which ScienceDirect usage report will give me an indication of how much the variable amount of the fee under Option 2 might be in the year following termination?*

The indicator "Subscribed" in ScienceDirect customer usage report "3b. Document Usage By Entitlement" gives the number of downloads on which the variable amount will be based.

### *Will I benefit from ScienceDirect developments if I retain post-termination access?*

There is no guarantee that you will be able to access every new feature and function (though this is likely to be the case), but we do guarantee a permanent level of basic access.

### *Will I have access to ScienceDirect resources for which no charge is normally made?*

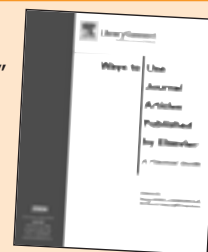
Yes.

### *Will I have access to the other types of content I've subscribed to on ScienceDirect?*

This policy focuses only on journals at this time. Additional policies for other types of content on ScienceDirect are under development. Elsevier would like to hear feedback from customers on this journal policy as we design policies for the various other kinds of electronic content available.

## Author "Self-archiving"

Elsevier has a policy covering the "self-archiving" of authors' versions of their published journal articles on their personal or institutional websites. To view the full policy, "Author Posting of Final Papers to Public Websites," visit [www.elsevier.com/librarians](http://www.elsevier.com/librarians)



Library Connect Pamphlet Number 4: *Ways To Use Journal Articles Published by Elsevier*, explains this policy in plain English and covers other ways in which journal articles published by Elsevier can be used. A PDF is available at [www.elsevier.com/librarians](http://www.elsevier.com/librarians) and print copies can be requested from [libraryconnect@elsevier.com](mailto:libraryconnect@elsevier.com)



Mohammad Sarairoh.  
Photo by YU Department of Public Affairs.

## 5 Quick Questions

**Dr. Mohammad Sarairoh, Library Director, Yarmouk University, Irbid, Jordan**

### 1. What is a key archiving project ongoing at your institute?

Established in 1976, Yarmouk University (YU) is now the second largest university in Jordan. Our university has started scanning 40,000 volumes (millions of articles) from 200

Arabic journals, all academic and refereed. Some titles are more than 100 years old.

### 2. How have you organized the effort?

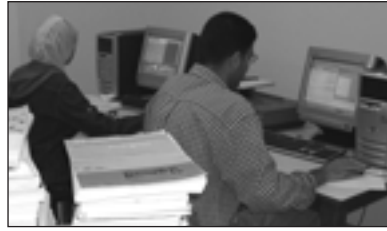
All articles are indexed by a team of 15 professionals and uploaded into a searchable database. The university uses four scanners, each with a feeder able to process 39 pages per minute at 200 dpi. Budget is of course limited. This project meant the purchase of a server but no additional staff members were hired and so librarians on our staff are doing this work.

### 3. What's the importance of this archiving project from a larger perspective?

While Yarmouk University holds around 200 Arabic titles, the total number of Arabic-language journals is around 700. I'm seeking collaboration with other Middle Eastern academic libraries, to establish their involvement with the project. I've already contacted libraries in Egypt, Syria and Saudi Arabia.

### 4. How are you dealing with copyright issues for this project?

We believe we do not have a problem with on-campus use of these journals because they have either been purchased



Librarians scan journal articles at Yarmouk University in Irbid, Jordan. Photo by YU Department of Public Affairs.

by us or gifted to us. However, when time comes for off-campus use we have signed agreements with publishers for giving paid access to interested institutions.

## Librarians Speak Up

What's the number one archiving challenge facing librarians today?



Jeff Coghill, AHIP, Collection Development & Electronic Resources Librarian, William E. Laupus Health Sciences Library, East Carolina University, Greenville, NC, USA

Good question — where would you begin the archiving? Think of all the information that is available electronically. How would you archive information that resides in a virtual world? We would assume that all scholarly information would be archived. If someone else owns the current issues of a journal and the back issues, how would a library archive all knowledge owned by another entity? And then, is all relevant information published on the Internet worthy of archiving? We need librarians to be the arbiters of winnowing good from bad information. What about wikis, blogs or emails? Are those worthy of archiving? The flurry of activity in the virtual world is staggering. How could you capture the look and feel of items in the ether? Libraries have traditionally been good stewards of the print record of scholarship, but what about all items electronic? That is the challenge for librarians in the 21st century and it seems I have posed more questions about archiving than I've answered. ■



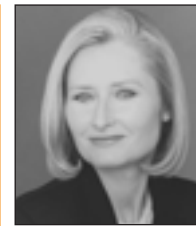
Professor Derek Law, Librarian and Head of IRD, University of Strathclyde, Glasgow, Scotland, UK

I believe the biggest challenge we face is in defining quality assurance standards for archives. Libraries define archival standards in terms of centuries; computer managers define archiving in terms of months. We need to be sure that when we hand over data it will be preserved in agreed ways for agreed periods of time.

What we need is a modern equivalent of the five Maori tests for oral archives:

1. Receive the information with accuracy
2. Store the information with integrity beyond doubt
3. Retrieve the information without amendment
4. Apply appropriate judgement in the use of the information
5. Pass the information on appropriately

When we can do all of these with electronic data, we will have a reliable system. ■



Victoria Steele, Ph.D., Head, Department of Special Collections, Charles E. Young Research Library, UCLA, Los Angeles, CA, USA

The special collections community is confronting what is being called the "hidden collections problem," that is, the challenge of providing access to uncataloged and unprocessed archival and rare book collections. All of us bring in more archival collections than we are able to process and make accessible, creating over time large backlogs. One way we're addressing this problem at UCLA is through the Center for Primary Research and Training. The center pairs graduate students with unprocessed or under-processed collections in their areas of interest and trains them in archival methods, resulting in processed collections for us, and dissertation topics for them. Once a collection is processed, the finding aid becomes the basis for a MARC record searchable in our OPAC. A link on the MARC record leads the user to the full finding aid. Currently, we have more finding aids searchable on the California Digital Library's Online Archive of California than any other institution in the state. ■



Yarmouk University's Library.  
Photo by YU Department of Public Affairs.

## 5. What will the future bring, for this project?

This project is the first of its kind in the Middle East. Yarmouk University is aiming to further research in the Arab world and to strengthen Arabic language studies for scholars worldwide. This digitization effort will help achieve these objectives. ■

[www.yu.edu.jo](http://www.yu.edu.jo)

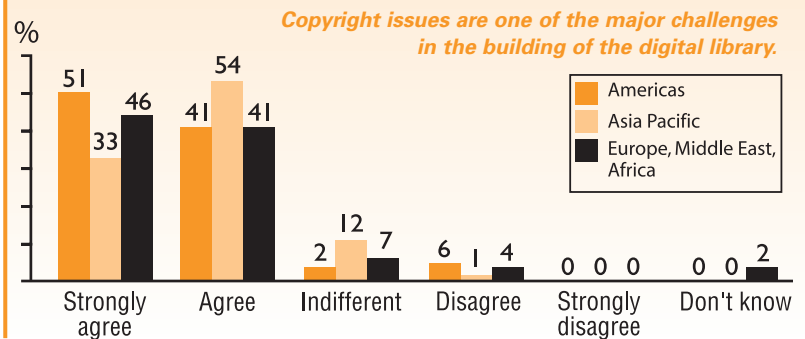
## Librarians and Copyright

Steve Carroll, Research Director, Research Office, Elsevier, Oxford, UK

From November 2003 to January 2004, we commissioned an independent survey of 800 librarians via local-language telephone interviews. The main purpose of this survey was to help improve the service librarians receive through ScienceDirect but we took the opportunity to ask some questions related to some more general issues facing librarians today.

Copyright emerged as an issue of great importance for librarians across all regions with 89% of those interviewed agreeing or strongly agreeing with the following statement: "Copyright issues are one of the major challenges in the building of the digital library."

There were some regional differences (see graph below). ■



Dr. S Venkadesan, Head, Library Services, Indian Institute of Science, Bangalore, India

The issue of access to archives presents a top challenge to today's information professionals. We must consider the issue from several aspects, e.g. assuring access at any future date, covering costs of perpetual access to subscribed data, and ensuring rapid access. However the most important factor is providing access to active archives.

Passive archives and active archives differ considerably. Used to retain data for long-term storage, passive archiving moves data and may use more affordable media and more affordable storage locations. Active archiving organizes data into information collections and ensures easy retrieval.

A passive set-up may lack software enabling presentation of journal articles (including full text) in a navigable and user-readable form. Constructing active archives is most desirable since over a period of time a collection may amass large amounts of data and moving all items from a passive to active archive will be a Herculean task.

Setting up an active archive demands a strong computing and network infrastructure. ■



Dr. Kathleen (Katie) Clark, Biotechnology Librarian, University of Illinois at Urbana-Champaign, Urbana, IL, USA

I think most of us at academic institutions, such as the University of Illinois at Urbana-Champaign, are concerned about whether the electronic materials we purchase today will continue to remain accessible to our faculty and staff in perpetuity. This is especially so as economic factors are forcing us into the difficult decision of canceling our print subscriptions in favor of e-only subscriptions. We consider our e-subscriptions "purchases," not "licenses," and so expect to continue to have access to the content we've purchased whether the original publishing house is purchased by another, the title changes, or at some point we cancel our current subscription. In all cases, just as if we'd purchased the print issues, we expect to continue to have e-access to the purchased content. At this point, we are trusting that projects such as LOCKSS (<http://lockss.stanford.edu/>) will succeed, and that technology will rise to meet the challenge of providing access to the diverse formats that will surely evolve. ■

## Training Can Be Your Library's Best Promotion: Five Top Training Tips

Rachel Daniels, EAST Team Leader, Engineering, Applied Sciences and Technology Team, Royal Military College of Science Library, Cranfield University, Wiltshire, UK



Rachel Daniels

### 1. Find Helping Hands

Some academics can be enlisted as "champions" for electronic resources. Not only will some fervently recommend databases in their lectures and tutorials but some will even set assignments involving use of particular resources. Get to academics early on in their careers so you can groom them for useful promotional purposes!

We get information on new staff members before they start and this allows us to make an appointment for each during the first week of the college induction process. During this appointment, each new faculty member receives a tour of the library, and a detailed introduction to online resources. Also, involve academics right from the start of the resource acquisition process. Use them in database trials and encourage feedback from them.

We do not spend time reinventing the wheel by writing guides to individual databases but we do link to helpful online guides produced by database suppliers. For example, the Help link for ScienceDirect leads customers to the ScienceDirect interactive tutorials. Why not let the experts have the worry of producing and updating!

### 2. Carefully Plan Live Trainings

There are several elements to bear in mind when thinking about promoting e-resources to students through training. Consider the following.

#### ■ Time it right

Through liaising with academics, try to negotiate an appropriate time, when your librarian-led training will tie in with assignments.

#### ■ Make it relevant

Discover what subjects and assignments students will cover in their courses and ensure searches you use demonstrate useful and pertinent resources. If students can see the immediate benefit of using resources, they are more likely to come back and try them again.

#### ■ Select impressive resources

Strategically select databases and websites to show in training. You are unlikely to be able to show students everything, so go for ones that make an impression, either visually or because of content. (Full-text databases go down a storm — particularly if you have students who leave assignments until the last minute!) Also sell the benefits of image databases if students are likely to give presentations.

#### ■ Teach transferable skills

As you can't show everything and because new resources can be acquired at any time, concentrate on effective search skills useful with any resource. To avoid glazed expressions, I rarely mention Boolean and keyword searches; instead I suggest that the process for searching for information is like the process of buying a car. For details on the four principles involved, please see the Library Connect pamphlet "How Libraries Are Training Users on E-resources: Best Practices" — available at [www.elsevier.com/librarians](http://www.elsevier.com/librarians)

### 3. Promote and Build Relationships

We promote new library resources in various ways. We have used library newsletters, website announcements, global emails, training sessions and even launch parties. But personal invitations seem most effective at generating interest. Although it is more time-consuming, more personalized promotion offers many benefits in terms of relationship-building with customers.

### 4. Train at the Point of Need

Take every opportunity to promote resources, old and new, to all customers wherever convenient to them — at the inquiries desk, at public computers in the library, in library staff offices, in academics' offices, at communal coffee times, wherever you interact with customers. Don't leave training just in the training room!

### 5. Structure Well Your Web Pages

We offer an information resources (IR) Web page which groups e-resources alphabetically by subject area and is designed around courses and research carried out at our institution. If a database such as ScienceDirect is useful in multiple areas, this database is listed in multiple subject areas. In addition to the IR page, on our departmental website we have online subject guides which also recommend particular resources. ■

### Library Connect Pamphlet Offers Inside Scoop on Successful Trainings

The newest Library Connect pamphlet, *How Libraries Are Training Users on E-resources: Best Practices*, is now available. This publication features articles by librarians in Asia, Europe and the Americas, and gives tips on how to make the most of training opportunities.



### LIS Publications Help Librarians Share Best Practices

According to Lisa Janicke Hinchliffe, Editor, *Research Strategies*, "Librarians worldwide develop best practices to help researchers get the most from library-provided instruction. By sharing our success stories, we librarians contribute to users gaining better research results and enhancing their careers."



"Getting your training-related tips and guidelines into the hands of other information professionals can be easily accomplished by submitting papers to LIS journals." Lisa is Coordinator for Information Literacy Services and Instruction and Associate Professor of Library Administration at the University of Illinois, Urbana-Champaign, Illinois, USA. She is also a guest editor of Library Connect Pamphlet Number 2: *How to Get Published in LIS Journals: A Practical Guide*. This pamphlet offers advice and insider tips and insights from a host of librarians and LIS professors.

To view PDFs of Library Connect pamphlets, please visit [www.elsevier.com/librarians](http://www.elsevier.com/librarians). To request printed copies, or suggest topics for future pamphlets, please email [libraryconnect@elsevier.com](mailto:libraryconnect@elsevier.com)

For more details on Elsevier's library and information science publishing program visit [www.elseviersocialsciences.com/lis](http://www.elseviersocialsciences.com/lis)

## Library Leadership Institute Brings Together Librarians in East Asia

In March 2003, the University of Hong Kong Libraries initiated an education program designed to support library directors and senior librarians in the East Asia region by providing them with the opportunity to develop the new skills and awareness required of leaders in the rapidly changing information sector.

Since 2003, the University of Hong Kong Libraries have collaborated with regional library organizations to create an Annual Library Leadership Institute with the following objectives:

- To develop and enhance management and leadership qualities in academic and research librarians in the East Asia region, and
- To enhance collaboration and foster relations among academic and research libraries in the region.

The residential program offers a cost-effective means for librarians in the region to access management training services provided by experts in the field from the United States, Hong Kong and mainland China. To date, institutes have focused on the individual manager's role in providing leadership within the complex and changing environment of the 21st-century research library, and have attracted participants from mainland China, Fiji, Hong Kong, Japan, Macau, Singapore, Taiwan and Thailand.

The Third Annual Library Leadership Institute is scheduled to take place in Macau in May 2005. "What is special about this institute," explained Dr. Anthony Ferguson, Librarian for the University of Hong Kong, "is the opportunity for library leaders to work with colleagues from other cultures, using a common language, to discover out-of-the-box solutions to the problems facing them as they move from print to digital environments."

Elsevier is proud to be sponsoring five scholarships to enable librarians from the East Asia region to attend the institute in 2005.

For further information visit the institute's website at <http://lib.hku.hk/leadership> or send an email to [leader@lib.hku.hk](mailto:leader@lib.hku.hk) ■

## Getting the Most From Your E-resources

More and more publishers are providing materials for librarians to help promote usage and awareness of e-resources. And why not? It's a win-win proposition for both parties. Focused on creating the right kind of support, the MD Consult marketing team surveyed 180 medical librarians this past September, regarding promotional and awareness materials they use to educate their patrons. 76% of those surveyed use MD Consult training and awareness materials at their institution. The five most popular items were (in order): brochures, giveaways, user guides, quick reference cards and content lists. The five most effective items were (in order): quick reference cards, user guides, brochures, content lists and giveaways.

The team received useful ideas for other training and awareness materials including quick reference bookmarks, calendars, searching tips, search examples and registration instructions. If you have ideas you'd like to share, please email [trainingfeedback@elsevier.com](mailto:trainingfeedback@elsevier.com)

MD Consult training and awareness resources are available from [www.mdconsult.com/resources](http://www.mdconsult.com/resources) ■

## Serials Review Focuses on Open Access

*Open Access 2004, Serials Review, Volume 30, Issue 4*

**Issue Editor: David Goodman, Associate Professor, Long Island University, Palmer School of Library and Information Science, Brookville, NY, USA**

This special issue of *Serials Review* records a snapshot in time (Summer 2004) of the rapidly changing Open Access movement for scholarly communication.

The issue will be available free for the next 9 to 12 months as the sample issue of the journal at

[www.sciencedirect.com/science/journal/00987913](http://www.sciencedirect.com/science/journal/00987913) ■



Chris Jasek of Elsevier's User-Centered Design Group answers your usability questions.

## What's the best way to provide help and training information on my library website?

Most people will admit they "don't read the instructions," and therefore help pages are typically not a frequently used feature of any website. However, concise and clearly written help is highly valued by users when they want to access it. Consider these guidelines when designing your help pages:

- Place a help button near the top right corner of every page of your website.
- Provide context-sensitive help information (that applies to the page the user is currently viewing) when the help button is clicked.
- Be as concise and clear as possible when writing help text.
- Include specific examples users can relate to and make use of.
- Include links to possible training opportunities and other additional information to allow users to further learn about the topic at hand.
- Open help pages in a popup browser window that displays in the top right corner of the user's screen. This is an acceptable use of a popup and allows users to keep the main website in view.

Library Connect Pamphlet Number 5: *How to Design Library Websites to Maximize Usability*, offers a short set of simple-to-implement guidelines for the design of usable library websites.



View a PDF at [www.elsevier.com/librarians](http://www.elsevier.com/librarians) or request print copies from [libraryconnect@elsevier.com](mailto:libraryconnect@elsevier.com)

# Community Connections

## Success Story Korea: KESLI Consortium Holds a Marketing Case Study Contest

Soon Kim, Account Development Manager, Elsevier, Korea

A Google search on “marketing your library” delivers over 11.5 million results. Librarians around the globe recognize the importance of not just building and collecting resources, but marketing those resources. Following the success of 2003’s library website contest, jointly organized by the Korea Electronic Site License Initiative (KESLI) and Elsevier Korea, a new contest showcasing the library marketing activities of KESLI members was implemented in 2004.



Librarians examine and discuss marketing case studies at the KESLI General Meeting in September.

This year’s “Elsevier Leadership Award” was judged by a panel of representatives from KESLI and Elsevier’s Korean office who picked out two winning institutions: Ajou University and Kangbuk Samsung Hospital. The prize will sponsor one librarian from each institution to participate in London Online 2005.

The award ceremony was held during the KESLI General Meeting in September. A poster session gave the 250 librarians present a chance to hear case study presentations about the winning initiatives.

Ms. Myung-Hee Lee, Serial Librarian from Ajou University commented, “Thanks to this award sponsored by Elsevier, I am so delighted to share our new library service with other librarians. I hope this event becomes an annual event for librarians to learn from one another continuously.”

The contest helped raise awareness among the Korean library community on how library services can really help promote effective use of online resources. It also helped foster closer partnerships between Elsevier and our librarian customers in Korea.

### Winning Case Studies

#### Ajou University: The Integrated E-Class System



Myung-Hee Lee from Ajou University receives her prize.

At the beginning of each semester, professors at Ajou University can designate reading lists of books and journals for their classes on the main university computer. The integrated system now automatically links this information to the library’s OPAC, enabling librarians to easily sort out and display related information, such as journal URLs or bookshelf locations, within the courseware homepage. Students are able to access relevant resources available through the library conveniently and without further research. As a result,

e-journal usage at the university has increased dramatically and awareness of the library is on the rise thanks to the visibility of this popular service.

**Ajou University's E-Class Homepage**

**E-Class Search Results**



Jung Mi Park, from Kangbuk Samsung Hospital receives her prize.

#### Kangbuk Samsung Hospital: Reading Taskforce Campaign

Librarians at Kangbuk Samsung Hospital took the lead in organizing a taskforce to promote a reading culture throughout the hospital by encouraging colleagues to read good books. The 10-member taskforce consists of representatives from all departments, including doctors and nurses. The team meets to discuss books every month and the library issues a newsletter featuring recommended book lists and articles from staff members. Thanks to the campaign, hospital staff are reading more books, and library-awareness is high. ■



A newsletter, produced by the Kangbuk Samsung Hospital Library, highlights recommended books and includes reviews from hospital staff.

### Innovative Ideas from Other Entrants

- Cheonan University: Annual Library Book Fair including “Best Book” exhibition and “Best Library User” award.
- Chungbuk National University: Project to build a first-class e-journal training program including a “Video on Demand” service via the library homepage.
- Donga University: Digital reference service offering immediate responses to queries through instant messenger.
- Korea Atomic Energy Research Institute (KAERI): Campaign to promote library services including a homepage interface upgrade, exhibition booth and user trainings to individual research laboratories.
- Electronics and Telecommunications Research Institute (ETRI): Customized e-Library service, based on the results of a survey of end-user requests and user behavior analysis.
- The Rural Development Administration (RDA): “Expert” research information service.
- Sunchon National University: Program of active user training delivered to faculty groups.
- Yonsei University: Integrated electronic and print journal searching system delivered through the library OPAC.

## Success Story Greater China: Librarians Open the Door to Publication for Students and Faculty

**Siaw Pae Kee, Account Development Manager, Elsevier, Singapore; Shuqin He, Account Development Manager, Elsevier, China; Clare Marl, Senior Marketing Manager, Elsevier, Oxford, UK**

Librarians worldwide recognize the importance of information literacy and most library training programs offer courses in this area. But access to the world's information is only the beginning. Librarians play a vital role in helping their students and faculty become participants in the international publication process. As China in particular advances its role in scientific development, it is increasingly important for Chinese researchers to achieve publication beyond Chinese-language journals. This past fall, teams from nine libraries in Greater China worked with Elsevier colleagues to offer a series of workshops providing library patrons with useful insights into the publishing and peer-review process, and practical advice on how to go about getting published.



*Professor Hsin-Pai Li, one of Elsevier's authors, at Chang Gung University, asks about criteria used by referees when selecting papers.*

With the help of librarians, Elsevier Account Development Managers Siaw Pae Kee and Shuqin He and publishing colleagues led workshops in Taiwan, Hong Kong, Beijing and Shanghai and reached more than 400 scientists including heads of department, faculty members, research fellows and Ph.D. students.

The workshop program covered a range of topics around the publication process. A presentation by newly appointed Elsevier Vice President for Science and Technology in China, Paul Evans, examined developments in STM publishing with specific reference to the Greater China region, including journal development, the peer review process, journal selection, copyright issues and publishing etiquette. Clare Marl, Senior Marketing Manager for Elsevier's Materials Science and Engineering Publishing Program, focused on practical tips and tricks including ways to improve writing skills and increase the chances of a manuscript's acceptance.

Interactive Q&A sessions provided opportunities for more experienced authors, editors and reviewers to offer advice and encouragement to less experienced colleagues. "I think both presentations were well-received. Dr. Evans and Ms. Marl provided remarkable insight into the scholarly publishing process and helped the workshop participants better understand the related issues. During the reception several Ph.D. students mentioned to me that they had found the session informative and enlightening," said Dr. Samson Soong, University Librarian, Hong Kong University of Science and Technology.



*More than 30 professors and students attended the session at Hong Kong Polytechnic University.*

More than 90% of participants who completed surveys distributed during the workshops reported that they found the content useful. The workshops were praised for their conciseness but many participants also indicated that they would like to have more in-depth discussion on copyright issues, the refereeing process, and practical information on submitting papers and overcoming language barriers. To summarize, the academics left the workshop wanting more. "I hope Elsevier can provide more publishing information and services, just like this one," commented Wei Zhang, Ph.D. Candidate, Geology and Resource Institute of the Chinese Academy of Sciences. ■

A special "Research Toolkit" was distributed to all publishing seminar participants. Librarians can order copies for their patrons from [libraryconnect@elsevier.com](mailto:libraryconnect@elsevier.com). The toolkit is available in English, Simplified Chinese and Traditional Chinese. ■



### Institutes who took part in the publishing seminar series:

Academia Sinica, Taiwan ■ Chang Gung University, Taiwan ■ Hong Kong Polytechnic University, Hong Kong ■ City University of Hong Kong, Hong Kong ■ University of Hong Kong, Hong Kong ■ Hong Kong University of Science and Technology, Hong Kong ■ Tsinghua University, China ■ Chinese Academy of Sciences, China ■ Shanghai Jiaotong University, China ■

### Faculty Campaign Has Direct Impact on Usage!

A recent email campaign in Malaysia highlighted ScienceDirect journal titles and articles of particular interest to business and management faculty at a ScienceDirect customer institute. Presenting the availability of this content to faculty members in a context that was relevant to them had a direct impact on usage of ScienceDirect journal titles in this field. Use of the content highlighted increased so much that six additional business titles appeared in the institute's list of the top 100 most-used titles for the ScienceDirect service that month.

ScienceDirect's newest service "ScienceDirect TOP 25 Hottest Articles" provides librarians with an opportunity to encourage usage of valuable content. This service shows researchers what their colleagues are reading, which topics are causing a stir, whose work is getting the most attention.



"ScienceDirect TOP 25 Hottest Articles" displays the 25 journal articles that are most frequently downloaded by ScienceDirect users worldwide. Users can view these article-listings for any journal in the ScienceDirect database, or for a particular field of study. They can also opt to receive the list of articles via a free quarterly email service. Clicking on an article in the listing or email alert takes one to the abstract, with the option to download the full-text article, depending on access rights. Librarians can promote this free service by directing users to <http://top25.sciencedirect.com> ■

## Library Connect Seminars Reach Around the Globe

*Elsevier's program of Library Connect seminars features agendas and speakers adapted to specific needs and regional interests of librarians worldwide.*

### Argentina, August 2004

During the IFLA Conference, in Buenos Aires, a two-part Library Connect program offered a morning session designed for the SECTIP (Argentinean) consortium and an afternoon session opened up to librarians from all of South America.

The morning included two SECTIP panels and several Elsevier speakers and focused on how newly introduced electronic services are impacting universities in Argentina. Three representatives from SECTIP — Gustavo Croce, Juan Ramirez and Mercedes Portugal — looked at applications and implementations changing how research is conducted on campuses across Argentina.

The afternoon looked beyond the borders of Argentina and Latin America. Elenara Almeida, Coordenadora de Acesso à Informação Científica e Tecnológica, CAPES, discussed the innovative electronic experiment of the Brazilian consortium, and Hilde van Wijngaarden, Digital Preservation Officer, National Library of the Netherlands, shared her experiences in building a national electronic archive. ■

### India, August 2004



*Perdeep Kumar, Elsevier Sales Director, India, welcomes participants to the Library Connect seminar in Kolkata.*

Nine cities in nineteen days — Elsevier India's program of Library Connect seminars reached more than 400 librarians from institutes of all sizes. Martin Borchert from Griffiths University, Australia, joined leading Indian librarians to share experiences in the management of e-resources.

Participants felt the informal and friendly seminars offered an excellent opportunity to openly discuss issues and to network with their peers. In fact, 94% indicated they would like to attend future events. Commented Devasish Banerjee, Information Officer at Chembiotek Research International Pvt. Limited in Kolkata, "12th of August 2004 was a great experience for me. I had the opportunity to meet lots of experienced information specialists in the eastern region of India and enhance myself by gathering knowledge from their experiences." ■

### Costa Rica, October 2004

The University of Costa Rica hosted a Library Connect event that included three other Costa Rican universities. Participants discussed ways in which shared electronic resources can bring a new level of information access to a diverse collection of academic institutions. The roster of almost 100 attendees primarily included librarians but also science faculty and administrators representing university administration, computing centers and information services. Several library school and graduate science students were also in the audience.

The day offered a dynamic exchange of ideas and information. Ten speakers from the academic institutions present spoke throughout the day, with a panel of several librarians joining Elsevier representatives. With so many possibilities for new electronic solutions on the horizon, the attendees welcomed the opportunity to investigate the options available as they begin to build digital collections. ■



*Librarians join Elsevier representatives in a panel discussion at the University of Costa Rica.*

### Egypt, October 2004



*Library Connect seminar participants at ENSTINET, Egypt.*

A Library Connect seminar hosted by ENSTINET (Egyptian National Science and Technology Information Network) brought together 30 senior librarians from the 15 largest academic and research institutions in Egypt. Librarians and Elsevier colleagues

discussed author output in Egypt, usage statistics of electronic resources and Elsevier's newly launched multidisciplinary A&I database, Scopus. ■

### United Kingdom, October 2004

Ettington Park in Warwickshire was the venue for Elsevier's UK Library Directors' Forum — a two-day event entitled "Understanding User Behaviour and Measuring Impact and Value." The guidance of Thomas Graham, University Librarian at the University of Newcastle-Upon-Tyne, ensured an interesting program of speakers. These included: Carol Tenopir, Professor of Information Sciences at the University of Tennessee, who gave a US perspective on measuring impact and value; Natalie Ceeney, Director of Operations and Services for the British Library who outlined an independent economic impact study, commissioned to measure the British Library's direct and indirect value to the UK economy; and Christine Urquhart, Project Director of JUSTEIS, who discussed "Monitoring and Evaluating User Behaviour in



*Library directors and Elsevier colleagues enjoy the surroundings of Ettington Park at Elsevier's UK Library Directors' Forum.*

Information Seeking and Use of Information Technology and Information Services in UK Higher Education." In his talk "Trust Me, I'm a Doctor," practicing GP, writer and broadcaster, Phil Hammond, discussed the fact that one of the most interesting aspects of research is getting the public to believe it. He also focused on the importance of access to the best information, wherever you are in the research chain.

Allan Foster, Director of Keele University Library, commented, "Once again, I found this a very useful event. As a long-standing member (and past chair) of JISC's content committee, it's helpful to keep in close touch with the views of major publishing industry players. The past year has been a difficult one for UK HE-publisher relations. But it's always vital to keep open as many channels of communication and discussion as possible between us." ■

## United States, October 2004

A full-day program for corporate biopharmaceutical librarians, held in Cambridge, Massachusetts, focused on issues specifically relevant to the participants, many representing long-standing Elsevier customers and experienced ScienceDirect subscribers with highly targeted requirements. The theme of the meeting, "Information that Drives Innovation," addressed data integration.

Elsevier speakers discussed interoperability, looking at how diverse services like ScienceDirect, DiscoveryGate and the newly launched Scopus are beginning to meld together to create seamless navigation among resources that serve different purposes.



Left to Right: Panelists John Tagler, Elsevier; Judith Blaine, ArQule; Jane Burke, Pfizer; and Bob Kowalski, Wyeth.

A panel of librarians — Judith Blaine of ArQule, Jane Burke of Pfizer and Robert Kowalski of Wyeth — shared their views on what the biopharma industry needs from publishers. A highlight of the day's program was Stephanie Fitch of Millennium Pharmaceuticals' overview of how her information service has experienced several changes in direction in the past couple of years to respond to rapid changes in management priorities. ■

## Greece, November 2004



Claudine Dervos, Coordinator, Heal-Link Steering Committee, at the Library Connect seminar in Thessaloniki.

More than 90 librarians from 22 institutions attended Library Connect seminars at the Aristotle University of Thessaloniki and the University of Pireaus. Discussion centered on topics including the research output of Greek authors and how to use and interpret usage statistics for electronic resources.

Presentations included an introduction to Scopus and an update on recent improvements to EMBASE.com. ■

## South Africa, November 2004

Library Connect seminars at the University of KwaZulu/Natal in Durban and the University of Tshwane in Pretoria attracted more than 45 librarians. Guest speaker, Susan Veldsman, Project Coordinator of the South African Site Licence Initiative, provided an overview of current and future consortium developments. Tony McSeán, Elsevier's Director of Library Relations gave a lively talk entitled "Publishers and librarians: divided by a single purpose?" ■



Library Connect seminar participants at University of Tshwane, Pretoria.

## United Kingdom, United States and Japan, November 2004



Steve Jones, Professor of Genetics at University College, London, at the Scopus launch in London.

Scopus is launched! After two years of collaboration involving 21 institutions and more than 300 researchers around the globe, Scopus was commercially launched in November at events in Tokyo, London and New York.

Three prestigious scientists spoke at Scopus launch events: Steve Jones, Professor of Genetics at University College London; Takafumi Matsui, Professor of Comparative Planetology and Astrobiology at the University of Tokyo; and Brian Greene, author of the acclaimed book *The Elegant Universe* and Professor of Physics and Mathematics at Columbia University. ■

## United Kingdom, December 2004

Following London Online, the theme of Elsevier's fifth annual event for corporate life sciences customers was:

"Elsevier's focus on customer needs and services." Felix Haest, Project Manager for Librarian Customer Service, spoke about Elsevier's increased focus on customer service and plans to continue monitoring and improving services for our librarian customers in the changing information market.



Cameron Ross, Product Sales Manager, Elsevier, demonstrates Scopus to interested visitors at London Online 2004.

Guest speaker Henning Nielsen, Library Manager at Novo Nordisk and President of the Pharma Documentation Ring (P-D-R), shared P-D-R members' customer service experiences and recommendations. ■



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## Staying Connected

### Laval University Benefits from EMBASE.com Training — Delivered Online and in French

In October 2004, Index Quality and Thesauri Editor Yvonne van de Vrede with Elsevier in Amsterdam delivered an EMBASE.com training via the Web to librarians from the Bibliothèque Scientifique of the Université de Laval in Québec.

The librarians had much previous experience in database searching, yet found the 90-minute presentation helpful. Participants commented especially on the usefulness of learning many ways of setting up a search depending on results sought. The training also brought out questions regarding the EMTREE life sciences thesaurus. Participants asked how it relates to EMBASE and how it can be used to retrieve information from EMBASE.com. The session then focused on using EMTREE while setting up new searches or narrowing or broadening searches, and gaining insight into what really happens during mapped searches using EMTREE.

Yvonne noted the benefit of the training occurring in French. She said, "The librarians gained more, thanks to the training being conducted in their local language. While Elsevier products are in English, providing support to librarians in their own languages can really make a difference to how the products get used." ■

### Arrange a Customized Web-based Training for Your Library

Elsevier offers online trainings customized to meet needs of particular groups of librarians and researchers. To request such training, please contact your Elsevier Account Manager or Account Development Manager, or send a note to [trainingfeedback@elsevier.com](mailto:trainingfeedback@elsevier.com)

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### Upcoming Events 2005

#### JANUARY

- 11-14 ALISE 2005, Boston, MA, USA
- 14-19 ALA Midwinter 2005, Boston, MA, USA
- 28 Library Connect Seminar, Tehran, Iran

#### FEBRUARY

- 1-3 Information Online 2005 (ALIA), Sydney, Australia
- 2 Library Connect Seminar, Toronto, Canada
- 14-18 Library Connect Seminar, Samara, Russia
- 21-22 Library Connect Seminar for Russian State Libraries, Moscow, Russia
- 21-25 ICIM 2005, Mumbai, India
- 23 Library Connect Scopus Seminar, Seoul, South Korea

#### MARCH

- 1 Library Connect Seminar, Tunis, Tunisia
- 2-5 AFLI, Hammamet, Tunisia
- 15-17 Deutscher Bibliothekartag 2005, Düsseldorf, Germany
- 16-18 Computers in Libraries, Washington DC, USA
- 17-18 Bibliostar 2005, Milan, Italy
- 22 Library Connect Seminar, Hong Kong
- 23 Library Connect Seminar, Taiwan

#### APRIL

- 3 Library Connect Seminar, Dubai, United Arab Emirates
- 6 Library Connect Publishing Workshop, Beijing, China
- 7-9 50th Singapore and Malaysia Library Association Conference, Kuala Lumpur, Malaysia
- 7-10 ACRL, Minneapolis, MN, USA
- 11-13 UKSG, Edinburgh, Scotland, UK

For more information contact [libraryconnect@elsevier.com](mailto:libraryconnect@elsevier.com)

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