

Library Connect

Partnering with the Library Community

newsletter

Volume 1 ■ Number 3 ■ September 2003

Welcome

Dear Colleagues,

Welcome. This is the third issue of Elsevier's *Library Connect* and we are enormously gratified with your positive response to this effort. Please continue to let us know what you think and how we can improve and enhance our communication with librarians.

As a scholarly publisher, Elsevier appreciates and values librarians. We are advocates for librarians and your role in education and research. We know you have to be your own advocates as well. This issue features articles on library advocacy and examples from the field. We also hear from you about who or what you believe your strongest library advocate to be. An interview with Carole Moore of the University of Toronto looks at library metrics. And if you are interested in being published, we have an article with tips on that process. There is a feature on strategic marketing and, among the many news items, an update on The Elsevier Foundation. The Foundation has started to make grants and welcomes your suggestions of deserving projects.

We look forward to your continued feedback. Tell us what you like, what's missing, and what we can do better. And let us know how we can be advocates on your behalf.

Best regards,

Karen Hunter
Senior Vice President, Strategy, Elsevier, New York



Karen Hunter

Library Connect Editorial Team

JENNIFER ARCUNI
Events Marketing Manager,
Account Development,
Amsterdam, The Netherlands

DIANE BARTOLI
Director of Marketing,
ePeriodicals, Health Sciences,
Philadelphia, PA, USA

DARIA DECOOMAN
Account Development &
Channel Marketing Manager,
San Diego, CA, USA

PENNY EMKE
Marketing Manager,
Endeavor, Des Plaines, IL, USA

KAREN HUNTER
Senior VP Strategy, New York,
USA

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Channel Marketing,
San Diego, CA, USA

DAVISS MENEFFEE
Director, Library Relations,
Columbus, OH, USA

AMANDA SPITERI
Marketing Director,
ScienceDirect & Bibliographic
Databases, Amsterdam, The
Netherlands

NANCY STEVENSON
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Brand Development,
New York, USA

BEE LAN SWEE
Communications & Channel
Marketing Manager, Account
Development, Singapore

JOHN TAGLER
VP Account Development &
Library Marketing, NY, USA

LEO VOOGT
Global Director,
Library Relations,
Amsterdam, The Netherlands

Managing Editor
CHARLOTTE DEWHURST
Senior Account Development
& Channel Marketing
Manager, San Diego, CA, USA

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Library Connect Editorial Office

ELSEVIER

525 B Street, Suite 1900
San Diego, CA 92101, USA

Phone: +1-619-699-6379 and +1-619-699-6380

libraryconnect@elsevier.com

Measuring Library Value

Interview with Carole Moore, Chief Librarian, University of Toronto, ON, Canada

One theme we are hearing this year is that of "Measuring Library Value." Librarians are interested in how to make better "value arguments" to their administrations to justify funding and support. Carole Moore, Chief Librarian at the University of Toronto, and a participant in our Strategic Partners Program, took a little time out of her busy schedule to share her perspective with *Library Connect*.

LC: Tell us a little about yourself and your role at the University of Toronto.

Moore: I have served as Chief Librarian at the University of Toronto since 1986. In that capacity I am responsible for libraries and academic computing support services for students and faculty centered in our Information Commons and Resource Centre for Academic Technology. The University is large and operates in a decentralized mode, and the Library services reflect this system.

LC: In these difficult budget times, university libraries are spending more and more time making arguments to their administration to maintain (let alone increase) the library budget. Can you tell us about the situation at the University of Toronto?

Moore: We, too, are experiencing budget reductions and difficult choices. For some years we have concentrated more and more on analysis of use of our collections and other services. This process has definitely guided our own planning and helped us make the case for support to our administration and wider university community.

LC: How do you work with the university administration to define the mission, services, and objectives of the library?

Moore: We have had the good fortune to be involved in a university administration which valued longer range planning, even though this can be extremely difficult in a public university environment. Having this larger framework of planning makes it possible for the library to define its contribution to the overall mission and objectives, and to articulate clearly the

library's role. At present we are just beginning a new five-year planning effort.

At the University of Toronto all academic divisions are reviewed on a five to seven year basis. These are wide-ranging external and internal reviews and very helpful in setting the course for the future. The Library has undergone two such reviews since I have been Chief Librarian. In addition, there is a university Advisory Committee on the Library System, which advises both the University Provost (Vice President, Academic) and the Library. This committee also makes a strong contribution to determining the priorities and securing the budgetary resources for the Library.



Carole Moore

“...use is the primary metric, but that use must be evaluated in terms of the local institution's short and longer term objectives. For example, if the institution considers it has an important role in the preservation of knowledge, it may value activities that are not currently in high use.”

LC: Businesses are held accountable by various metrics by which value is measured. "Profit" of course is a primary value metric in the corporate sector. What in your opinion should be the primary value metrics for libraries? Can library values be measured?

Moore: This is a difficult question. The measures we use require interpretation, in terms of our local goals and values. We do look at many types of use statistics as I have mentioned and we also compare these with other institutions as much as possible. Increasingly, we conduct user surveys and focus groups to elicit feedback from various user groups. I would say that use is the primary metric, but that use must be evaluated in terms of the local institution's short and longer term objectives. For example, if the institution considers it has an important role in the preservation of knowledge, it

may value activities that are not currently in high use.

LC: With the availability of online journals, a lot of attention is focused on the quantity of article downloads. How do you evaluate and use this information at the University of Toronto?

Moore: We do look at this data in a general way to determine what our users find of value. In some cases, this information has shown us whether our users even know about electronic journals and where we need to get the word out about new electronic resources. We also have looked at when our users are using electronic resources. For example, at least 25% of the use is between midnight and 8:00 a.m., when most of our libraries are closed. How soon after publication users look at electronic materials is also of interest and not surprisingly, varies among subject disciplines.

In the past, with print journals, we had only very limited information about these use patterns. The overall patterns are helping us to adjust our priorities to provide the services our users need — in terms of what we make available and how we deliver services.

LC: Is usage and value analysis purely academic or do you feel this kind of work has become a necessity in running a university library these days?

Moore: It is definitely necessary for determining priorities effectively and for making the wider university community aware of how others are utilizing library resources. Most faculty and students have a very narrow view based on what they do in a particular field. The picture shown by the analysis is both interesting and convincing. Much of the information is not really surprising once you have seen it, but few, even staff in the library, could have guessed or predicted what the data shows. For example, we have demonstrated to our scientists how much they depend on library resources.

LC: *When it comes to your library patrons, do you think they even care about the value metrics used by the library?*

Moore: For individuals, it is most important that they get what they need, when they need it. However, I do think that all of our users want to feel that we are managing our resources effectively even if they are not personally interested in the details of how we do so.

LC: *How do you promote the value of the library to your patrons?*

Moore: We do try to reach new patrons, faculty and students, when they arrive to make them generally aware of our services. We try to update them through our website, newsletters and articles and ads in university news media. Some of the most successful outreach activities are the special electronic newsletters that our subject specialists send to users in their disciplines. We also do a lot of instruction for students. The most successful instruction is closely integrated with the course curriculum. We try to work with the faculty directly in all of the large classes and as many others as possible.

Perhaps the most effective way to promote the value is to improve the services. For example, what users want is to be directly and conveniently linked to the full text of the material they need. As we make that possible more and more by integrating information systems, they do find it valuable. Frequently, faculty stop me to thank us for what has been accomplished in service to the desktop over the last few years. That did not happen in the past.

LC: *Do you have any advice to other librarians who are struggling with their administrations right now?*

Moore: Get to know what issues their administration is struggling with and make it clear how the library can help advance the overall priorities. Be willing to adjust library practice in creative ways. Also, have as much concrete evidence as possible about the real impact of potential budget cuts before they happen, and try to communicate this information in constructive ways. ■

*Contributed by Chrysanne Lowe,
VP Account Development & Channel Marketing,
Elsevier, San Diego, USA*

Justifying Costs in the Changing Library Environment

Librarians, and representatives from Elsevier and KPMG Consulting work together to develop a cost/benefit financial model for libraries moving towards the digital concept

Many librarians developing digital collections and supporting services for their researchers find themselves faced not only with increasing budgetary constraints, but also with a lack of information on how offering these far-reaching changes will affect their finances. Moving forward, certain library services, activities, and costs will decrease whereas others will increase. How will this affect a library's budget?

Help is at hand! A project team working in Europe has developed a model for academic libraries that can be used to give detailed insight into a library's current financial structure and to quantify the impact of the transition to a digital environment. Elsevier commissioned the project and Atos KPMG Consulting provided the methodology (Rapid Activity Based Costing) and financial expertise.

The resulting financial model is based on three "real-life" cases and exists thanks to the co-operation of the libraries of the universities of Utrecht in the Netherlands, Luleå in Sweden, and Bremen in Germany. Each university selected library staff from different key positions and backgrounds to attend workshops where their library's current situation was defined, and estimated future costs were modeled.

By taking away financial uncertainty the model can support the library management's decision-making process. The model shows that, by implementing electronic information services, the library can deliver more services while freeing up resources that can be used to develop the library even further. The next project worthy of further research is the effect in scientific article output or research quality that is evoked by the new library environment.

"A very positive aspect of this research, aside from the co-operative effort involved, is that all participants gained a detailed insight into library costs before and after the transition to a digital environment and were able to show, to varying degrees, that the added value of library services increases," says Joost Kollöffel, Market Intelligence Manager, Elsevier, The Netherlands.

Read more about the research in the paper "Developing a cost/benefit financial model for hybrid libraries," *Serials*, Volume 16 (1), 2003 — authored by Joost, together with Arian Kaandorp, Senior Consultant, Atos KPMG Consulting, and their co-authors: Bas Savenije, Library Director University of Utrecht, Terje Hoiseth, Library Director, University of Luleå, and Annette Rath-Beckmann, Library Director, University of Bremen. You can find the article online at www.info.sciencedirect.com/licensing_options/index.shtml. ■

*Contributed by Charlotte Dewhurst,
Senior Account Development & Channel Marketing Manager,
Elsevier, San Diego, USA*

Outcomes Assessment — A New Way of Looking at Higher Education Accountability

- What is outcomes assessment?
- What is the key literature?
- What are the current trends?
- Why should academia engage in outcomes assessment?



For the answers to these questions and more why not read last year's special issue of *The Journal of Academic Librarianship*, offering the first extended treatment of the topic of outcomes assessment? We have 200 copies to give away free to our readers. Send an e-mail to libraryconnect@elsevier.com now and include a paragraph on what library issues are most important to you. We want your feedback!

Engaging Patrons Through Strategic Marketing

**By Ken Marks,
Chair of the ACRL @ your library Task Force and
Dean of Libraries at University of Nevada,
Las Vegas, NV, USA**

If librarians ever thought their libraries enjoyed a protected and honored place in their institutions, those opinions have been disabused. Faced with budget problems bordering on the catastrophic, institutions have cut even their most "sacred" members. Librarians are going to have to be much more engaged with their communities if they are to survive and prosper.



Ken Marks

While there has been a growing recognition of the need to respond to the critics and opponents of libraries, these efforts have

largely been reactive. Advocacy prepares librarians to respond only when challenged to the tough questions that are posed by individuals.

An alternative to advocacy is the proactive process known as strategic marketing. As part of her program for 2002-2003, Helen Spalding, then ACRL President, established the @your library Task Force with the charge to prepare a marketing process that academic and research libraries might use. The ACRL effort was a direct off-shoot of the American Library Association @ your library program.

The ACRL Task Force, assisted by other academic librarians and supported by 3M personnel, developed marketing materials for introduction at the 2003 National ACRL Conference in Charlotte, NC. The materials consist of train-the-trainer slides, a facilitator's guide, facilitator slides, and a participant's manual.

The materials focus on strategic marketing. This process connects what have typically been disconnected activities: long-range planning, marketing activity, and assessment efforts. Seldom has there been any linkage among these functions, or any attempt to incorporate a missing element that I will identify as "customer/patron knowledge."

The first thing that librarians are asked to do in strategic marketing is conduct a status inventory of progress in four broad areas. These are 1. Customer and Market Research, 2. Library Strategic Plan, 3. Promotion of the Library, and 4. Service. There are twenty-six inventory elements to evaluate. Progress may be considered as "Not/Just Begun," "In Process," or "Completed." A completed status inventory provides a subjective snapshot of where a library is in terms of marketing success.

The foundation of strategic marketing is an extensive understanding of the major segments that make up the customer/patron community. Librarians tend to think at the macro level when it comes to customers/patrons. It is important for librarians to focus on who their future customers/patrons will be.

If strategic plans have been created, they should be reviewed to determine if they focus on specific library products and services directed to particular customer/patron groups. The library products and services should respond to customer/patron needs that have been identified. Needs may be known and current, or future and implied.

Marketing library products and services requires the creation of messages. These messages can either make people aware, foster interest, move people to want to use, or actually lead people to take action to use a library's products or services. Developing messages is a challenging experience for most librarians because of the

imperative to be specific and succinct. As messages are developed, the purpose has to be kept in mind. Is the message to build awareness, create interest, establish a desire to use, or cause a person to take action to use a product/service?

Once the messages have been created, the next task is to select vehicles for delivery. There are five broad vehicle categories: advertising, direct marketing, personal selling, sales promotion, and public relations/publicity. After the vehicle has been selected, the question is, How often to deliver the message? Early in the process of developing the marketing plan, the duration of the marketing effort should be determined. The plan should cover a minimum of two years, but no more than five years.

At this stage in the process of developing a marketing plan, a dose of reality is administered by the cost of various activities.

These costs include time, supplies/materials, equipment, space, political will, expertise, and staffing. Undoubtedly, revisions to the plan will have to be made.

Before the plan is finalized, the methods of assessing success must be established. The assessment must take place annually so that improvements can be made to the plan. It is helpful if the expected results of the marketing effort and the actual results have been identified.

The results of the assessment combined with an improved understanding of customer/patron groups permit the concurrent revision of both the strategic plan and the marketing plan. The outcome is that the often independent activities of assessment and strategic planning become interconnected in a dynamic and coherent way through the strategic marketing process.

If you are interested in learning more about strategic marketing for academic and research libraries, the ACRL is offering a workshop entitled "Creating a Marketing Plan for Your Academic and Research Library" as part of ALA Midwinter 2004, January 9-14, in San Diego. For more information visit www.acrl.org. ■

“An alternative to advocacy is the proactive process known as strategic marketing.”

“The foundation of strategic marketing is an extensive understanding of the major segments that make up the customer/patron community.”

Getting Published in LIS Journals: Here's How to Do It!

Librarians seeking to get published may find the prospect daunting, especially if they are newcomers to the field.

Thanks to advice contributed by a host of librarians and LIS professors, jumping into the fray and succeeding in getting published may now be a bit easier. The recently produced Library Connect pamphlet, "How to Get Published in LIS Journals: A Practical Guide," offers insider tips and insights from Jennifer Dörner, Connie Foster, Peter Hernon, Lisa Janicke Hinchliffe, Ellen G. Miller, Don E. Riggs, Susan E. Searing, Jeff Slagell, and Scott Walter.

Dörner and Hinchliffe edited the pamphlet, available free in PDF at www.elsevier.com/locate/libraryconnect or in print by emailing libraryconnect@elsevier.com.

Articles featured include "Writing from Presentations," "Peer Review," and "Seeking to Publish? Prepare for Success!"

Throughout the pamphlet certain themes emerge.

- Get yourself organized early, and above all just get going.
- Thoroughly review the existing literature to figure out where your article fits and to ascertain the relevance of your topic.
- If you are conducting research, clearly identify the problem or question your research is to answer.
- Whether you are conducting research or reporting on a best practice initiated or implemented at your library or institute, ensure that your article offers meaning to your target audience.
- Get someone else to read your paper — for grammar, spelling, and punctuation, as well as for understandability.
- Submit your article to one journal at a time.

Aside from practical and technical advice, words of encouragement are offered to aspiring authors. According to Slagell, "I have consistently seen the publishing 'domino effect' take place with myself and a number of my colleagues." And in the words of Riggs, "Many opportunities exist for research and publishing in LIS."

The pamphlet also lists additional resources relating to publishing in LIS literature, for example the University of Illinois at Urbana-Champaign's Journals for LIS Research page at www.library.uiuc.edu/lisx/Serial.html, and a listing — at www.elseviersocialsciences.com/lis — of Elsevier's LIS journals. ■

*Contributed by Daria DeCooman
Account Development & Channel Marketing Manager, Elsevier,
San Diego, USA*

Library Connect pamphlets on subjects of interest to librarians appear online at www.elsevier.com/locate/libraryconnect.

If you have suggestions of topics for future pamphlets, please email libraryconnect@elsevier.com.

So, You're an Author! Where to Turn? The Author Gateway, of Course!

Speeding up the publishing process for scholars and researchers

The Author Gateway is an online tool for authors publishing in Elsevier journals. It offers general information on journals, as well as access to innovative services such as electronic submission and tracking of papers through the production process. The Web site — launched in 2002 — has over 75,000 registered users.

"The Author Gateway brings together a vital set of relevant information and services, so Elsevier can address authors as a unique and important customer group," comments Paul Titcombe, Author Gateway Product Manager, Elsevier, Oxford, UK.



Access to handy information and tools

Authors visiting the Author Gateway find two types of access:

- Free access to general information, such as guides for authors, free online sample issues, tables of contents, and impact factors.
- Registered access to services, including online submission, paper tracking and alerts. Authors can also opt to create a personalized homepage.

Tracking of papers and electronic submission

All papers accepted by Elsevier are registered in our tracking system, so authors can view the status of their papers online throughout the production process. Registered users of this service can also receive email alerts on key milestones — such as the date their articles are published on ScienceDirect. In July 2003, over 50,000 email alerts went out to our authors. In addition to article tracking, over 300 journals now offer the convenience of full online submission through the Author Gateway.

"I just wanted to congratulate you on your Author Gateway service. I was quite pleased by the way you inform authors of the various stages of the manuscript throughout the production process." Mathieu Rouget, Ph.D., University of Cape Town, South Africa

Access to support

Authors also benefit from email access to Elsevier's Author Support Department, based in Shannon, Ireland. ■

Check out the Author Gateway at <http://authors.elsevier.com>

*Contributed by Lesley Roberts,
Marketing Communications Manager, Elsevier, Oxford, UK*

Behind the Scenes

Customizing Our Support Programs: Asia Pacific

In a bid to tailor our support according to our customers' needs, our Asia Pacific office has carried out research on the use of electronic resources, support materials, and training by librarians in the region. This research, undertaken from February - July 2003, followed hot on the heels of research commissioned by ScienceDirect into usage of library resources*.

Forty-five librarians from six countries participated in the study. All were ScienceDirect customers and the countries represented are Australia, India, Macau, Malaysia, New Zealand, and Thailand.

The research confirmed that we can't treat our customers as a

uniform entity because they have differing needs, from both a cultural perspective and depending on access models and technologies available. We did find consistencies though — with two distinct groups emerging.

Access in countries in Group A (Australia and New Zealand) extends to off-campus terminals although librarians report that the majority of end-users still access resources from the library due to the superior IT facilities on hand. In Group B countries (India, Macau, Malaysia, and Thailand) remote access is not the norm and when available it is usually via dial-up modem. As a result, patrons often depend exclusively on the physical library as their access point for electronic resources.

The same regional grouping occurs with regard to librarians' attitude to the provision of training and training materials/manuals.

Group A librarians prefer to carry out their own training, with vendors providing "train the trainer" sessions rather than engaging directly with their library's patrons. They are satisfied with the level of support Elsevier already provides to their end-users and prefer that we limit

future initiatives to developing tools to facilitate the job of the librarians themselves. Respondents in this group have, in many cases, adapted materials supplied and developed their own "vendor-neutral" manuals and online support tools such as chat services.

In contrast, Group B librarians tend to make more direct use of publisher-specific training and materials such as user guides and newsletters, and distribute them in their existing form to assist end-users with problems relating to online resources.

"Having gained a better insight into what our different customers groups expect from us, we will now work towards developing our customer relationships and promotional materials according to the feedback we have received."

— Elvira Elferink, Head of Account Development & Channel Marketing Asia Pacific, Elsevier, Singapore

In the case of customers falling into Group A, we fully appreciate the librarians' wish to be the primary facilitator in the provision of electronic information and support of their end users. So, we will maintain our present level of contact with librarians, seeking to provide them with more user-friendly online support tools such as customizable promotional materials, presentations, email alerts, online demonstrations, and training resources to help reach off-campus users. We will continue training librarians on advanced functionalities to help them become better trainers to their end-users.

To respond to the needs of our Group B customers, the frequency of onsite visits and training presentations to librarians will be increased and we will adopt a more proactive approach to finding out more about specific needs and problems and how we might be able to help with these. We will continue to provide training, and promotional materials for the library, and to send email alerts to both librarians and end-users. Whenever possible, materials will be translated into local languages.

Both groups cite usage reports as their "most-used support tool" and in addition

to the steps outlined above, our Account Development Managers will continue to work with our customers to increase usage of electronic resources and help them achieve the maximum value of their subscriptions with us.

We would like to take this opportunity to thank all our customers who took part in this research. ■

*Contributed by Bee Lan Swee,
Communications & Channel Marketing
Manager, Elsevier, Singapore*

*For more information on the results of this research see our pamphlet "15 Ways to Promote Effective Use of Online Resources" at www.elsevier.com/locate/libraryconnect or email libraryconnect@elsevier.com for a paper copy.

Correction

In Issue 2 of *Library Connect* the photograph on page 12 incorrectly identified Obianuju Mollé, Librarian, John W. Scott Health Sciences Library, University of Alberta, Edmonton, Alberta, Canada.

Thanks to our readers who spotted this mistake. Please see below for the correct caption.



Left to right: Jumanne Gwau, Viridiana Mvungi, and Obianuju Mollé (at the computer) at a HINARI workshop on managing digital information resources.

Librarians in the Spotlight

Librarians play an integral, often misunderstood, role in the research and discovery process. Elsevier's dedicated global advertising campaign spotlights librarians active in their fields, dismissing some of the pervasive stereotypes of the profession. The image campaign — "Never underestimate the importance of a librarian." — recognizes librarians for their behind-the-scenes value as proactive information providers, building insights and transforming knowledge into action.

"This picture says more than I could possibly ever explain verbally."

— Mary-Ellen Bechard, MLS,
Windsor Regional Hospital, Windsor, Ontario, Canada

Bechard

Three versions of the ad depict the librarian as an essential team member in various fields of science. From the operating room to an underwater dive to the laboratory, librarians serve their constituents in seemingly unconventional places. Librarians worldwide have broadened and deepened their skill sets to provide their users the tools they need. To support this global library community, the ads have been translated into French, German, Japanese and Spanish, with Portuguese in development.

The librarian image campaign was launched at ALA Midwinter in January 2003. It can be seen in trade publications such as *American Libraries*, *Information Today*, *Information World Review*, *Library Journal* and *IFLA Journal* throughout 2003.

The librarian community has responded overwhelmingly in favor of the image campaign. Dr. Diana Leitch, Deputy University Librarian, University of Manchester's John Rylands University Library, says, it is "the best thing [Elsevier] has done in helping librarians to reach their users and improve the professional standing of librarians and information professionals."

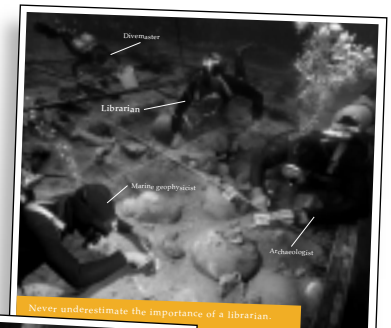
To further raise awareness of librarians' contributions to the research and discovery process, Elsevier has created complimentary posters of the ad for librarians to display in their workplaces. Mary-Ellen Bechard, MLS, a librarian from Windsor Regional Hospital, Windsor, Ontario, Canada, says of the posters, "...brilliant! . . . We can strategically place [posters] in the library and the hospital since we are heavily marketing the library... This picture says more than I could possibly ever explain verbally." Elizabeth Cooksey, MA, MLS, a librarian at

Skidaway Institute of Oceanography, Savannah, Georgia, agrees: "I've posted them in six different buildings around here, and sent two off to another of my colleagues on the coast a little farther south."

The librarian image campaign, along with the Library Connect program, illustrates Elsevier's commitment to partnering with librarians to raise awareness of their critical and expanding role in the digital age. If you would like to receive copies of the ads or posters, or would like to share your feedback about the series, contact us at libraryconnect@elsevier.com. ■

Contributed by Nancy Stevenson,
Senior Manager, Brand Development,
Elsevier, New York, USA

Elizabeth Cooksey, MA, MLS, a librarian at



What's in a Name (Change)?



You may have noticed that earlier this year we changed our name from Elsevier Science to Elsevier. This change reflects not only the fact that many of you already referred to us as simply Elsevier, but means our name more accurately represents our portfolio of science, technology, health, and medical products.

Our mission remains the same: as a partner with the scientific, technical, and health communities, we deliver information products and services that build insights and break boundaries.

The Elsevier logo, the original printer's mark of Isaac Elsevier, developed in 1620 and adopted by the company in 1880, illustrates this mission. The mark combines three icons with symbolic meaning: the Tree of Life stands for *experience*, the grapes represent *knowledge*, and the sage *wisdom*. Together they describe a symbiotic relationship in which each cannot exist alone. This is the legacy of our company and its vision of the future. ■

Center of Attention — Library Advocacy

For the Love of Libraries — Partnership for Progress

"Libraries are important to the communities they serve because they fulfill a diverse set of needs: information, culture, technology. They bring their local communities together," says Eric Massant, Director, Government & Industry Affairs, Reed Elsevier.

Libraries also bring together industry leaders. The Library Business Alliance (LBA) was formed in 2001 by the Washington Office of the American Library Association to lobby in support of US federal library legislation. The LBA's forty-seven members represent companies such as the Gale Group, 3M, Ingram, and OCLC, as well as Elsevier and its parent company Reed Elsevier.

One advocacy initiative Reed Elsevier has worked on with the LBA is reauthorization of the Library Services and Technology Act (LSTA) of 2003. LSTA, a part of the Museum and Library Services Act, focuses on two key priorities: information access through technology and information empowerment through special services. The LSTA is the only federal program created specifically for libraries — including public, academic, research, school, and state institutions.

A little help goes a long way on Capitol Hill. Reed Elsevier's Government Affairs Department assisted the ALA in securing support from 126 Representatives and 51 Senators who co-sponsored the legislation in the House and Senate, respectively. On August 1, the Senate passed the Library Services and Technology Act compromise bill; two weeks later, on September 16, the House approved it. It will now go to President George Bush, a vocal supporter of libraries, who is expected to sign the bill immediately.

If signed as is, LSTA will provide \$232 million in federal funding for US libraries. The Institute of Museum and Library Services, an independent governmental agency, will oversee disbursement of funding using a new, state population-based formula.

ALA Washington Office Executive Director Emily Sheketoff spearheads advocacy initiatives such as the Library Services and Technology Act. "This bill has been worked on since January," she says, "...in comparison to other bills, the process has gone quite smoothly." She thanks the business community for its vocal backing and action "to garner support for the bill from Congress and key government officials."

The LBA draws its members together several times a year on the Hill. The group's members are also encouraged to work independently, using the strategy and briefing materials and talking points provided. There is a listserv for members to communicate and share ideas, and a website is under development.

Members are enthusiastic about the results. "We're achieving great success," Massant says, "and Reed Elsevier will continue its efforts to secure the enactment of this important bill."

Next for the Library Business Alliance is to reunite this fall to explore other initiatives. On the table for discussion are issues such as increasing interest in the library profession through federal scholarship support through loan or tax forgiveness programs and appropriation projects for libraries, including federal support of state programs.

To learn more about ALA activities in Washington, visit the ALA Washington Office Web site at www.ala.org/washoff.

For more information about Reed Elsevier or Elsevier, email libraryconnect@elsevier.com. ■

*Contributed by Nancy Stevenson,
Senior Manager, Brand Development,
Elsevier, New York, USA*

Librarians Speak Up "Who or what is your library's strongest advocate?"

The most important part of Library Connect is you, librarians all over the world, and starting this issue we present librarians, professors, students, and other professionals speaking out — to tell us what's on their minds. Thanks go to the six contributors who stepped forward to share their responses this time.

Each issue we'll pose a question relating to a key theme. If you would like to participate or suggest a question please email libraryconnect@elsevier.com.



*Obianuju Mollé, Librarian,
John W. Scott Health
Sciences Library,
University of Alberta,
Edmonton, Alberta, Canada.*

"I would say it's the faculty. Especially when they get excellent service. And with online access to resources at their desktops, they love that. It's relationship-building, really. Our users turn around and show their appreciation by supporting what you do."



*Professor Aura M.
Rodriguez, Teacher
Librarian, Carnegie
Library, San Juan,
Puerto Rico.*

"The best advocate is the information specialist. That one who serves proudly to satisfy the clients, doing everything possible, up to the last available resource. Librarians and teachers who develop the collection to fulfill the users' need for information."



*Bernard Bizimana,
Bibliothécaire,
Ecole de technologie
supérieure, Université du
Québec, Montreal,
Québec, Canada.*

"I think the university administrator. In my experience, with our library, we have good enough conditions because the director believes in the library. If the director doesn't support the library, the budget will be diminishing year after year."

Grassroots Advocacy

Like libraries everywhere, transportation libraries are under financial pressure. In particular, the US National Transportation Library (NTL) is in danger of losing its funding for 2004.

In March 2003 the SLA (Special Libraries Association) Transportation Division's 2002/2003 Chair, Roberto Sarmiento of Northwestern University Transportation Library, initiated a campaign to advocate reauthorization of funding for the NTL.

The Web site — www.library.northwestern.edu/transportation/slatran/ntl_funding_rev.html — provides addresses and links to enable readers to write to US Senators and appropriate government bodies to support funding of the library. SLA division members and friends as well as US state transportation officials and international librarians have already lent their support.

"One can't underestimate the power of the pen," notes Chris Pringle, Publisher, Elsevier, and Editor of Elsevier's *TR Update*. This newsletter has supported Roberto's campaign by dedicating an issue to articles about the value of transportation information. The issue appears at www.transportconnect.net.

At the time of writing, the future of the NTL remains uncertain. ■



Sue Webreck Alman, Ph.D.,
Director, Distance
Education Services,
School of Information
Sciences, University of
Pittsburgh, PA, USA.

"Staff approachability is the key factor in library advocacy. Library users judge their library experience based on the interaction they have with the staff — it doesn't matter whether the staff member is the library director or the custodian. It is essential that everyone who comes into contact with the public be approachable. The library collection may be comprehensive, but that is inconsequential if the library user doesn't feel comfortable."

Additional Resources

Library Advocacy & Marketing

BOOKS

Siess, J. A. (2003). *The Visible Librarian: Asserting Your Value with Marketing and Advocacy*. Chicago: American Library Association

Wallace, L. (Editor). (2003). *@ your library toolkit for academic and research libraries*. Chicago: American Library Association and Association of College and Research Libraries.

Fisher, J. D. & Hill, A. (2002). *Tooting Your Own Horn: Web-Based Public Relations for the 21st Century Librarian*. Worthington, Ohio: Linworth.

Reed, S. G. (2001). *Making the case for your library: A how-to-do-it manual*. New York: Neal-Schuman Publishers, Inc.

Library Advocate's Handbook; Revised Second Edition. (2000). Chicago: American Library Association.

ARTICLES

Giappiconi, T. (2003). Bibliothèques, politiques et management public: Bâtir un projet choisi, partagé et soutenu par l'exécutif politique de la collectivité. From the 69th IFLA General Conference. <http://www.ifla.org/IV/ifla69/papers/061f-Giappiconi.pdf>

McAdam, D. (2003). Marketing y lobby: ¿El mismo combate? From the 69th IFLA General Conference. http://www.ifla.org/IV/ifla69/papers/062s_trans-McAdam.pdf

Bissonnette, L. (2003). Pour amener la sphère politique à soutenir les bibliothèques au Québec. From the 69th IFLA General Conference. <http://www.ifla.org/IV/ifla69/papers/124f-Bissonnette.pdf>



Maureen Elizabeth Miller,
Library Specialist, A.K.
Smiley Public Library,
Redlands, CA, USA.

"Without a doubt A.K. Smiley Public Library's strongest advocate would be the Friends of the Library. This noble group earned approximately \$75,000 this past year and supported the library with around \$43,000. The Friends usually support us with more funds than the city. It is not only their financial support that is noteworthy, it is also their dedication and hard work that stand out. Including non-residents there are about 43,000 card holders in a community of around 68,000."

Gerding, S. R. (2003). Small library, big fundraising: Community support is way above par. *Computers in Libraries*, 23, 14-18.

Kassel, A. (2002, May/June). Practical tips to help you prove your value. *Marketing Library Services*, 16(4). <http://www.infotoday.com>

McClamroch, J., Byrd, J. J. & Sowell, S. L. (2001). Strategic planning: Politics, leadership, and learning. *The Journal of Academic Librarianship*, 27(5), 372-378. <http://www.elseviersocialsciences.com/lis>

Nkanga, N. A. (2002). Marketing information services in Botswana: An exploratory study of selected information providing institutions in Gabarone. *Library Management*, 23(6), 302-313.

Ferguson, D. (2001). Friends of libraries: Brokers not bystanders. *Australian Public Libraries*, 14, 117-120.

WEBSITES

Chartered Institute of Library and Information Professionals. <http://www.cilip.org.uk/advocacy/advocacy.html>

California Library Advocacy Center. <http://www.friendcalib.org/calad/index.htm>

Library Advocacy Now! From the Canadian Association of Public Libraries. <http://www.cla.ca/divisions/capl/advocacy/>

LibraryLaw.com. From Mary Minow. <http://www.librarylaw.com/>

Marketing Librarians and Their Services. From Colorado Library Marketing Council. <http://www.clmc.org/ResourcesFiles/marketing-l.htm>



Janine Schmidt, University
Librarian, The University of
Queensland, Australia.

"Our greatest advocate is Senior Deputy Vice Chancellor, Professor Paul Greenfield. So impressed is he by the easy, seamless, access to information provided by our Cybrary website, that he constantly provides both the moral support and financial resources required for us to continue to support teaching, learning and research throughout the University. His advocacy, backing and encouragement have made it possible to innovate and provide new services which inspire and inform our clients."

Community Connections

Success Stories from the Field

Success Story South Africa: Implement a (Winning) Partnership-Marketing Plan

University of Pretoria experiences 50% increase in usage

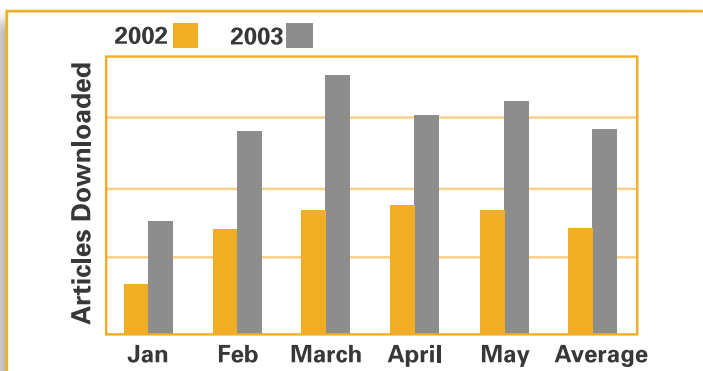
Since their marketing plan won last year's competition at the GAELIC (Gauteng and Environs Library Consortium) and Friends Annual Marketing Fair (see *Library Connect*, Issue 2), Monica Hammes and Hilda Kriel at Pretoria University Library have been busy implementing their winning strategy with an initial focus on niche markets identified as "E-only Generation" and "Paper Lovers." Results already show an increase of over 50% in ScienceDirect article downloads.

A week-long "ScienceDirect Splash" in April introduced a self-help training module to students, teaching staff, and researchers in a variety of different ways, including a giant banner welcoming patrons to the library and custom screensavers. The "Celebration of Cooperation" event held at the beginning of the week was an opportunity to thank staff involved and to share successes with campus partners and stakeholders.

The self-help training module developed for the ScienceDirect search function (including a virtual tour and an animated demonstration) is being expanded to cover other functionalities and to include voice.

The marketing team lent support by producing a series of weekly hints on maximizing the usability of ScienceDirect and informed researchers of journal contents pages and alert functionalities fitting their profiles.

For more information visit the progress report at www.info.sciencedirect.com/sd_updates/clientstories/pretoria. ■



Growth in ScienceDirect Usage (2002-2003) for the University of Pretoria, South Africa.

Success Story UK: Create a Face-to-Face Learning Environment

University of Cambridge offers an integrated user education program

The University of Cambridge is one of the oldest universities in the world and has become one of the largest in the UK. It is successfully fulfilling the task of delivering information and access to student and research communities by maintaining a face-to-face learning environment that takes a comprehensive approach to user education.

In addition to online information, training seminars, and one-to-one tutorials, the user education program sponsors a series of talks throughout the semester to address key electronic services and resources. The series, comprised of the following talks — Introduction to Electronic Resources, Information Retrieval Skills, Introduction to Electronic Journals and Staying up-to-date with Research: Current Awareness Services Online — aims to raise awareness and market available content.

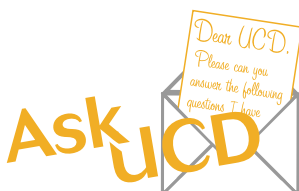
"Introduction to Electronic Journals," new this term, has quickly become a permanent part of the University Library's user education program. The talk includes a demo of ScienceDirect and highlights features such as download options, article formats and citation searches. Although each talk is usually given once a semester, three sessions were offered this past semester due to the number of interested participants.

Isabel Holowaty, Deputy Head of the Reference Department at the University Library, explains that interest in the user education program is stimulated on a number of levels. Although advertised online, email announcements and alerts sent to students and departments university-wide and posters advertising the program seem to be the most effective ways of generating interest and attendance. It doesn't hurt, however, that student attendance is often required by tutors and user guides and personalized features are heavily promoted.

These activities have resulted in higher-than-expected usage of electronic resources, with full-text downloads on ScienceDirect exceeding the standard usage pattern for new accounts and number of registrants.

For more information, visit the User Education Web page at www.lib.cam.ac.uk/Courses/. ■

We would like to feature your success stories in future issues of *Library Connect*. Let us know what has worked for your library by dropping us a line at: libraryconnect@elsevier.com



At Library Connect presentations this summer some of you posed questions about usability. We've decided to include an "Ask UCD" column as a regular feature, so, if you have any burning usability issues you'd like answered please drop us a line at

libraryconnect@elsevier.com. Chris Jasek of our User Centered Design (UCD) Group has agreed to answer them for you.

LC: Does data exist about users' reactions to pop-up screens? Academic libraries have to present more and more information on their Web pages. At the same time they are seeking to simplify this online environment to assist researchers and increase effective use of digital resources. Can pop-ups play a role here?

Jasek: In general I would not recommend popping open new browser windows as a way to simplify the user interface. New browser pop-ups can hurt usability because:

- Many users do not realize a new window has opened.
- The browser's "Back" button is disabled in the new window.
- Users are quickly frustrated by multiple windows cluttering the desktop.
- Users may automatically close pop-ups without reading them, thinking they are adverts.

Pop-ups can also affect accessibility as multiple browser windows are more complex for those using screen readers.

One good use for popping open a new browser window is a Help function. This keeps the context of the current page while providing the user assistance in a new window. ■

Lending our Support to Library Associations...

...or how does Elsevier juggle endless solicitations for library sponsorships?

Library Connect interviews John Tagler, VP, Account Development & Channel Marketing, Elsevier, New York. A veteran of many library conferences, he has managed our sponsorships to library organizations in North America for many years. We asked him to share his experiences and comment on Elsevier's philosophy on this issue.

LC: *You must receive a lot of sponsorship requests. How do you decide?*

JT: Elsevier has a long-standing commitment to supporting library organizations. That being said, even with a fairly generous budget for library association sponsorships, it is hard to decide where to contribute. Donations to the three major national associations — ALA (including ACRL), MLA and SLA — account for over \$100,000 in sponsorship this year. We've also long contributed to the Charleston Conference.

LC: *What is Elsevier's motivation with such sponsorships?*

JT: Well, of course it's considered part of our marketing program. But truly, Elsevier recognizes that librarians are core decision-makers in our markets and it is vital that we support them via their industry organizations.

LC: *How do you decide where to get the best "bang for the buck" so to speak?*

JT: Over the years, we have experimented with many options - sponsoring sessions, coffee breaks, meals, premium items, etc. Lately, we have gravitated toward Internet rooms or cyber cafes. The Internet connection — no pun intended — gives us excellent visibility and we rather like having Elsevier associated with electronic access.

LC: *What trends have you observed in library associations' fundraising campaigns?*

JT: Over the past few years, the major library associations have become very organized and professional in soliciting sponsorships from the vendor community. The national associations (and many smaller ones, as well) have moved from casual solicitation for contributions to more proactive fundraising. Today, at conferences, there is a more visible hierarchy in who gives money and how much, with associations embracing the airlines' notion of membership levels — bronze, silver, gold, etc.

Oh, and then there are all the divisions. We usually contribute to ACLTS or ACRL programs within ALA, and at the MLA, EMBASE has a long tradition of sponsoring a lecture at which we have had some very distinguished speakers.

LC: *What about SLA and all their divisions?*

JT: We usually sponsor about a dozen division activities. Some are perennial, like the PAM or Transportation divisions. For several years we gave a modest donation to the Solo Librarians Division. Having been in a one-person library when I started my career, the request hit a chord. Division fundraising is a volunteer effort and the chair usually rotates each year, so the effectiveness of sponsorship campaigns can vary considerably.

LC: *What about all the smaller conferences?*

JT: There are all of the regional chapters of the national library associations as well as one-off symposia and conferences so this does become a difficult juggling act. In general, the small, specialized associations don't have the national sweep of an MLA or SLA but they often represent a key constituency whom we serve. For example, we always try to support IAMSLIC. Don't you love that acronym? It's a small group but very much on-target for our marine sciences publishing program.

In all cases we look at programs to determine whether the topic is something that we feel is particularly interesting and relevant. If the elements seem right, we'll participate. We try to be selective and do a better job (i.e. attend) those where we have made a commitment. Sponsorship of these smaller events usually exceeds another \$100,000 in North America.



The Internet Room, sponsored by Elsevier, at ALA, June 2003, Toronto, Canada.

LC: *You mentioned IAMSLIC. That's an international association, isn't it?*

JT: Yes, at Elsevier, the Regional Sales Offices are responsible for sponsorships in their respective geographic territories. But there are important international organizations attracting movers and shakers in the library world that we all pay special attention to such as IFLA and IATUL, who rotate their annual conferences around the world. I've been attending IFLA for over a decade now and I work closely with my colleagues abroad to ensure that we maintain a consistent level of commitment wherever it is held. At the end of the day, a thriving global library community is good for librarians, good for researchers and users of our information, and therefore good for Elsevier; and so it's one of the very positive aspects of my job to support library organizations. ■

More on our sponsorships outside North America in the next issue...

Glossary of Acronyms

ACRL: Association of College and Research Libraries

ALA: American Library Association

IAMSLIC: International Association of Marine Science Libraries and Information Centers

IATUL: International Association of Technical University Librarians

IFLA: International Federation of Library Associations

MLA: Medical Library Association

SLA: Special Libraries Association

On the Road

Mexico City Welcomes Library Connect Seminar

Nearly 200 librarians, faculty, and information specialists gathered in Mexico City on June 30, to attend the Elsevier Library Connect Seminar held at UNAM (Universidad Nacional Autónoma de México). Speakers from the university joined Elsevier representatives in the one-day program.

Sylvia González Marin, General Director for Libraries, DGB-UNAM, opened the proceedings. Darrell W. Gunter, Senior Vice President, Sales and Services Americas, Elsevier, welcomed the attendees.

The first speaker, Margarita Lugo Hubb, Associate Director of Library Services, DGB-UNAM, provided an overview on the importance of electronic resources at the university, where there is a long-standing commitment to digital solutions. UNAM was one of the first adopters of ScienceDirect, starting in 1998 when the full-text database was available in an on-site installation only. In recent years UNAM migrated from on-site to online delivery. Also, access to ScienceDirect

has expanded from the main campus in Mexico City to a network of six UNAM locations throughout the country.



Left to right: Lindi Belfield, Darrell Gunter, Adriana Acosta, John Tagler, Sylvia González Marin, Margarita Lugo Hubb, Claritza Colon, and Lisa Layton.

Having a selection of electronic resources is one thing; promoting awareness is something else. Susana Olivares, Informatics Manager and Sergio Marquez, Associate Librarian for Collection Development, recounted their experiences in creating user awareness about the university's growing collection of digital resources.

But it is the users who ultimately determine the value of electronic resources. In a panel moderated by

Aurelia Orozco, Head of Acquisitions, researchers from four disciplines discussed their experiences in using electronic full-text databases, with particular attention to ScienceDirect. Speakers included Claudia Ramirez Jauregui, Science Librarian; Mauricio Aguilar Gonzalez, Science Librarian; Teresa Vazquez Meija, Materials Department faculty; and Bernardo Frontana Uribe, Chemistry Department faculty.

Speakers from Elsevier were Lindi Belfield, Senior Product Manager, ScienceDirect, and Lisa Layton, Account Development Manager, as well as Darrell W. Gunter, who commented, "UNAM is an extraordinary university and with more than 250,000 students, it's quite different from the large American universities."

He continued, "Building a collection and managing electronic resources for a large, diverse faculty and student population distributed over a sprawling campus is a challenge indeed. The UNAM speakers at the seminar made it clear that they are serious about digital information management." ■

*Contributed by John Tagler,
VP Account Development & Library Marketing,
Elsevier, NY, USA*

Elsevier Sponsors IFLA Delegates

By donating its three complimentary full registrations that are part of being a general sponsor of the International Federation of Library Associations and Institutions (IFLA), Elsevier enabled a university professor and two librarians to attend this year's conference in Berlin, Germany.

Professor S.B. Ghosh from the Faculty of Library and Information Science, Indira Gandhi National Open University (IGNOU) was able to attend following the IFLA Pre-conference Satellite Meeting in Geneva, where he presented a paper.

Our two additional registrations enabled the IFLA selection committee to support

Oksana Zavalina, a librarian at the National University of Kyiv Mohyla Academy, Ukraine, and Bozena Bednarek-Michalska, Deputy Director, Nicolaus Copernicus University Library in Bielany, Poland. These sponsorships were in addition to the twenty-four librarians from across the globe that IFLA had already supported through the "Bibliothek & Information International" for the Berlin conference.

Bozena says, "This was my first time at the IFLA conference. Thanks to Elsevier, I was able to meet many experts in the field and discuss modernizing our libraries and collections. I also learned how other libraries and companies worldwide operate. It was a very fruitful experience for me." ■

*Contributed by Leo Voogt,
Global Director, Library Relations, Elsevier,
Amsterdam, The Netherlands*



Left to right: Leo Voogt, Global Director, Library Relations, Elsevier and Bozena Bednarek-Michalska, Deputy Director, Nicolaus Copernicus University Library, Bielany, Poland on the Elsevier Booth at IFLA, Berlin, Germany.

Library Connect Seminars Get Thumbs up in Asia Pacific

July was abuzz with events for the Asia Pacific Office — we held Library Connect Seminars for a total of 345 librarians in ten locations across Japan, Korea, Australia and New Zealand. The seminars varied in form depending on the country but always had the same emphasis — to provide participants with a platform to hear about a current hot topic in the library arena from a keynote speaker, share best practices with fellow librarians, and discuss issues with the Elsevier Asia Pacific team.

In Japan and Korea, we had the honor of having Dr. Rush Miller, Library Director, University of Pittsburgh, lead the seminars. In Australia and New Zealand we were delighted that Mr. Alex Byrne, University Librarian & Deputy Chair of the Academic Board, University of Technology, Sydney, and Dr. David Bainbridge, Senior Lecturer, University of Waikato, agreed to be our keynote speakers. Special thanks also go to all our customer speakers who unreservedly shared their valuable experiences with participants.

In our post-event feedback forms, many participants gave their thumbs up for Elsevier's refreshing approach. With such encouraging responses, we will continue to feature Library Connect events in Asia Pacific. Keep an eye out for them in "Upcoming Events." ■

Contributed by Bee Lan Swee, Communications & Channel Marketing Manager, Elsevier, Singapore



Librarians from Doshisha University, posing with Dr. Rush Miller during the farewell reception after the seminar in Kyoto, Japan. (Left to right: Haruko Nakajima, Dr. Miller, Fumie Hibino, and Tomoko Kitajima).



Librarians in Perth kicked off the first of five Library Connect Seminars held in Australia. The seminar was repeated in Adelaide, Melbourne, Sydney and Brisbane.

"It was an interesting mix having a customer speaker. Also, I valued the opportunity for librarians to represent their views and found the digital library talk interesting."

— Alison Bogdanowicz, Department of Human Services, Australia

"This seminar is a really exciting opportunity for me to learn what Korean librarians have to do to survive in this electronic age."

— Ms Shin Kwang Seon, Hanyang University, South Korea



Participants taking a group picture at the end of the two-day seminar in Jecheon, South Korea.

"I was deeply impressed by Dr. Miller's words that librarians have to change first."

— Mr Tatsuji Tomioka, Kyoto University, Japan

"Learning more about the concept of partnership between Elsevier and libraries left me with a good feeling about the cooperation and possibilities for flexibility on what is offered."

— Maggie Dyer, Institute of Geological and Nuclear Science, New Zealand



The Library Connect Seminar in Tokyo witnessed a big turnout of 103 participants.

Community Connections

5 Quick Questions

For *Adriana Cybele Ferrari*, Technical Director, SIBi/USP, Universidade de São Paulo, Brazil

1. How do you build support for your library?

Our main source of revenue is the University budget in which we guaranteed financial provisions to maintain our collections, automation, collections' maintenance and staff training. We also belong to the Integrated System of Libraries within the University of São Paulo — SIBi/USP, made up of thirty-nine libraries, a supervisory counsel and a technical department, that coordinates system-wide activities for all libraries in the USP System.

2. Do you participate in any consortia?

Yes, we have participated in two; the ProBe Consortium (1999-2001) and today we are very much involved in the CRUESP/Libraries Consortium, which brings together the library systems of the three universities of the State of São Paulo.

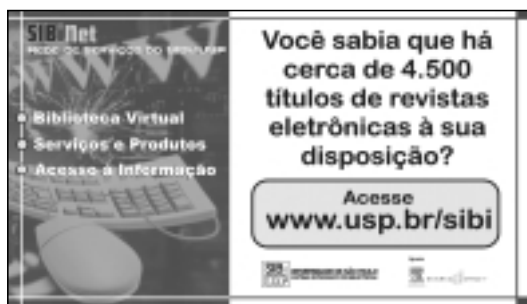
3. Does this help build advocacy for the libraries?

Yes, in consortia we work as partners. In addition to other activities, we are able to negotiate prices and conditions with our suppliers and achieve better deals on journals and electronic databases for the Universities of the São Paulo State University community as a whole. The actions of the CRUESP/Libraries Consortium are based on three principles: sharing, cooperation and rationalization. We are also currently partners of the CAPES Journal Portal.

4. What factors do you consider most important in building support for your library among your researchers?

We consider the quality of products and services we offer our researchers as particularly important. Electronic journals greatly facilitate research. They are easily accessible from any university computer terminal available in the libraries. We now offer 24/7 access to our researchers. Some are comfortable accessing the system and fulfilling their research needs; others are not and as librarians we are constantly engaged in training our researchers to enable them to move to the digital environment.

We also build support by addressing issues important to our communities. One of the System's biggest concerns is the question of electronic data archiving. We intend to follow up with publishers to obtain ownership rights for all data backfiles we have thus far gathered. This is also one of the main concerns expressed within Brazilian academic communities.



Billboard/outdoor poster displayed at all SIBi/USP campuses as part of a publicity campaign promoting the availability of online information.

5. Are you undertaking any specific marketing activities to build support/awareness?

To encourage researchers to visit the library and use the electronic resources available, SIBi/USP is stepping up awareness campaigns and advertising on billboards and posters in libraries, academic departments and research institutes, and student union and faculty clubs. Our intention is that this be more than just a propaganda campaign — that it be the start of continuous integrated actions,

building upon already existing training projects developed by our team of librarians, university marketing staff, and library users interested in training. ■

Contributed by *Valeria Ayres Garcia*,
Account Development Manager
Elsevier, São Paulo, Brazil

Elsevier Foundation Awards New Grants

The Elsevier Foundation is a reflection of the company's values in action: fostering communication in different communities, enabling individual growth and learning, and advancing society with scientific research and health care.

Since the start of 2003, The Elsevier Foundation has approved the following awards for beneficiaries in the STM and local communities.

- The Gordon Research Conference, Oxford University, UK — to cover the travel costs of participants from developing countries, to attend this conference on Tuberculosis Drug Development.
- The Great Valley Nature Center, Devault, Pennsylvania, US — for its Research and Educational Advocacy for Community Health program.
- De Montfort University, Leicester, UK — to sponsor six bursary places on its Royal College of General Practitioners Leadership Programme.

“Through grants and donations, The Elsevier Foundation seeks to recognize the key role that libraries and librarians play in research and education.”

- The Edinburgh Artificial Intelligence Digital Library, Scotland — to digitally recreate 4,444 Ph.D. and Master's theses, along with research reports.
- Johns Hopkins University in Baltimore, Maryland, US — to fund a visionary lecture series in Discovery Informatics.
- The Oxford Playhouse, UK — Britain's leading regional theatre — for a series of four SCI-ART workshops.
- The International Academic Nursing Alliance (IANA) — for scholarships in nursing education and practice.

We encourage you to promote awareness of The Elsevier Foundation within your community for new grant proposals.

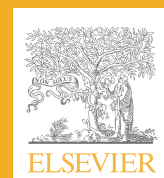
Visit www.elsevierfoundation.org for information about program areas and general guidelines for grant applications or contact us at: foundation@elsevier.com or +1-212-633-3900. ■

Contributed by *Shelly Cox*,
Director, Creative Marketing,
Elsevier, New York, USA



Never underestimate the importance of a librarian.

Okay, chances are you won't actually find a librarian firing a high-energy laser. But librarians do play a vital role on any engineering team, enabling scientific breakthroughs and real-time solutions. Whether you're choosing information for specific research communities or decision-support for professionals, Elsevier offers access to a world of information that knows no boundaries. Select from a wide range of scientific, technical and health information available in multiple media, including innovative electronic products like ScienceDirect® and MD Consult. After all, getting the right information into the right hands is critical to the success of any experiment. Building Insights. Breaking Boundaries.™



If you would like more copies of this or any other of our librarian posters (see page 7), please e-mail your request to libraryconnect@elsevier.com

Upcoming Events

Why not come along and meet us at the events listed below?

2003

OCTOBER

- 7-10 LIANZA Conference 2003, Napier, New Zealand
8-13 Frankfurt Book Fair, Germany
28 Library Connect User Group Meeting, Stellenbosch Lodge, South Africa

NOVEMBER

- 3-5 Internet Librarian, Monterey, CA, USA
4-7 EDUCAUSE, Anaheim, CA, USA
4-6 5th Library Fair & Library Connect Seminar, Tokyo, Japan
5-8 The Charleston Library Conference, Charleston, SC, USA
7 Library Connect Seminar, Kyoto, Japan
19 Library Connect Road Show, Moscow, Russia
19-20 3rd German Library Connect Customer Event, Schlangenbad, Germany
27 Library Connect User Group Meeting, Nice, France

DECEMBER

- 2-4 Online Information 2003, Olympia, London, UK
5 Library Connect Seminar, Boston, USA
8-11 6th International Conference of Digital Libraries, Kuala Lumpur, Malaysia
14-17 International Conference on Information Systems, Seattle, WA, USA

2004

JANUARY

- 9-14 ALA Midwinter, San Diego, CA, USA
10 Library Connect Digital Library Symposium, San Diego, CA, USA
11 Elsevier Midwinter ALA Dessert Reception, Westgate Hotel, San Diego, CA, USA
14-15 Elsevier Strategic Partners Forum, San Diego, CA, USA (date to be confirmed)

FEBRUARY

- 3-5 VALA 2004, 12th Biennial Conference and Exhibition, Melbourne, Australia

MARCH

- 10-12 19th Annual Computers in Libraries, Washington, DC, USA

APRIL

- 24-26 Endeavor User Group Meeting, Chicago, IL, USA

MAY

- 6-7 Elsevier Annual User Conference, Amsterdam, The Netherlands

Industry conferences at which Elsevier staff will be present (either on a booth or as delegates) are listed in gray. At events where there is a trade exhibition, don't forget to check at the Elsevier booth for information about Library Connect presentations and events during the conference.

Elsevier/Library Connect events are listed in black. Please email libraryconnect@elsevier.com if you would like further information about these events.

Come Meet Us on the Web!

Elsevier offers live product training via WebEx — a Web-conferencing service

Check out our schedule of free online trainings at <https://elsevier.webex.com>

What is Web-conferencing?

Very simply, it's a tele-conference with shared desktop-viewing and participation. It allows you to speak with colleagues and collectively view documents, presentations, and Web sites.

Elsevier now offers a range of product trainings to customers around the world using Web-conferencing. Trainings cover topics such as ScienceDirect usage reports and new features and functionality.

All sessions are free and you can register for any you wish, regardless of your location. A variety of times suitable for our US-based customers is now available and we continue to expand coverage to include times appropriate for our customers world-wide.

Information on how to log on and participate is emailed to you after registration. Wherever possible we provide toll-free dial-in numbers for participants.

Our growing list of product trainings changes on a regular basis. Visit <https://elsevier.webex.com> to view the current presentation schedule.

Please speak with your Elsevier Account Manager or Account Development Manager if you need customized trainings via WebEx or if you have suggestions for trainings that you would find useful.



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Library Connect Editorial Office
ELSEVIER
525 B Street
Suite 1900
San Diego, CA 92101
USA
Phone: +1-619-699-6379
Fax: +1-619-699-6380
libraryconnect@elsevier.com

The Americas
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Customer Support Department
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USA
Phone: +1-888-615-4500
Fax: +1-212-633-3680
usinfo@elsevier.com

Asia
ELSEVIER
Customer Support Department
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Singapore 239519
Phone: +65-6349-0222
Fax: +65-6733-1510
asiainfo@elsevier.com

Europe, Middle East & Africa
ELSEVIER
Customer Support Department
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The Netherlands
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