

Library Connect

Partnering with the Library Community

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GREETINGS AND WELCOME TO ELSEVIER'S LIBRARY CONNECT



Leo Voogt
Global Director
of Library Relations

Dear Information Professional:

My colleagues and I are pleased to introduce you to Elsevier's **Library Connect**, a partnership with the library community designed to provide us with many interesting and varied communication opportunities. The program is aimed at the librarian and information professional who interacts with Elsevier in any capacity. Through this initiative, Elsevier intends to expand its existing library relationships and work with you in creating new ones. From the new quarterly newsletter, *Library Connect*, to a wide range of offerings (e.g., workshops, seminars, research awards, and partnerships) this program—we hope—will offer you much of value.

In this inaugural newsletter we bring you feature coverage of the Digital Libraries Symposium VI as well as the Elsevier Strategic Partners Forum. We are also very pleased to acquaint you with the Elsevier Foundation. In our Center of Attention spread we highlight the issue of "What's the Use of Usability and Marketing?" with thoughts, tips, and tricks, on issues related to marketing online resources to users. In addition, we bring you up-to-date on some of the Elsevier News and Views, and introduce you to our community support campaign, *Never Underestimate the Importance of a Librarian* on Page 7. We hope you enjoy this ongoing campaign, and please watch for additional posters with subsequent issues.

While my colleagues and I have framed the basics of the **Library Connect** program we need your help in completing the details. So, please share with us your ideas, suggestions, and thoughts on how you would like to see **Library Connect** develop. Comments and feedback can be sent to libraryconnect@elsevier.com. We would most welcome the chance to meet with you in person, as well. For a list of upcoming **Library Connect** and Elsevier events, see Page 6. We look forward to connecting with you soon.

Kind regards,

Leo Voogt

The Road from Library Consult to Library Connect

by Swee Bee Lan
Marketing and Communications Manager
Elsevier, Singapore

If **Library Connect** sounds familiar, you probably have heard of *Library Consult*, the quarterly newsletter which was first published in June 2000 by Elsevier's Regional Sales Organisation (RSO) in Asia Pacific to bring updated news on IT developments and trends to library IT professionals. In a continuous bid to contribute to the library community and increase customer satisfaction, the RSO started to contemplate on the possibility of tapping on Elsevier's expertise and resources to expand *Library Consult* into a series of initiatives to support librarians in the evolving library environment.

In November 2001, RSO Asia Pacific organised the first **Library Consult** seminars in Korea and Japan on the topic—"The Quest for SGML/XML, Metadata and In & Outward Linking—Electronic Publishing Developments at Elsevier Science." The audience appreciated the seminars for their informative nature and expressed their desires to attend more of such events over the usual user meetings which revolved around issues pertaining to sales and products. In August 2002, **Library Consult** returned to Korea and Japan in the form of a skill development workshop entitled "Digital Library Management for Tomorrow's Leaders" which was conducted by the renowned Netherlands' Tilburg Innovation Centre for Electronic Resources (TICER). The RSO also began to focus its sponsorship activities on events and initiatives that would help librarians keep up with current issues facing the library community such as the Consortium on Core Electronic Resources Meeting in Taiwan, Commonwealth Scientific and Industrial Research Organisation IT Services Conference in Australia and the 5th International Conference on Asian Digital Libraries 2002 in Singapore.

Outside Asia Pacific, various divisions within Elsevier were in fact, engaged in many more other projects in support of the library community but without a common name. A core working group was thus formed in 2002 to bring the whole range of ongoing librarian community activities under a common umbrella in order to leverage resources and achieve the greatest impact on developing a global program. In order to retain the recognition of what we have built up in Asia Pacific and yet extend the scope of the program outside IT development issues, **Library Connect** was chosen as the new program name to represent all the supportive efforts that we will continue to bring to the library community globally.



Library Connect
Partnering with the Library Community

Digital Libraries Symposium VI: Requirements for the Future Digital Library

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

The Sixth Annual Digital Libraries Symposium, sponsored by Elsevier in conjunction with the Midwinter American Library Association Conference, was held on January 25th in Philadelphia, Pennsylvania, USA. Karen Hunter, Elsevier Senior Vice President, was again the organizer and moderator for the session, which attracted an overflow crowd of over 300 librarians, administrators, and vendors.

The guest panel included three leading voices from the library community. Deanna Marcum, President, Council on Library and Information Resources', Ann Okerson, Associate University Librarian, Yale University and Clifford Lynch, Executive Director, Coalition for Networked Information, all expressed their visions on the future of the digital library.

The first speaker, Deanna Marcum, centered her talk on the visionary question, "How do we realize the potential of digital libraries?" Marcum described her answer as simple, "We must build massive, comprehensive digital collections that scholars, students, and other researchers can use even more easily than they use the book-based collections that we have built up over the centuries."

This will not be easy, inexpensive, or without significant challenge, "but making much more content much more accessible is a great and worthy goal," she stated. "If we could make it possible for every student in America and throughout the world to access computers to use as doorways to the library world, that would be an achievement truly worthy of the ingenious technologies that are beginning to make it possible."

She stressed the need for strengthened and extended collaborations between librarians and publishers in order to achieve effective digital libraries, "re-conceptualizing the roles of librarians and publishers, libraries could bring such things as digitizing experience, high-level metadata, delivery systems and large scale storage, while publishers could bring their expertise in marketing, pricing, and customer support."

"In building the future digital library, professional separation is only a burden to use all," she concluded.

Ann Okerson, the second speaker, centered her talk around "Asteroids, Moore's Law, and the Star Alliance" which raised immediate intrigue. Okerson first discussed several existing assumptions and "golden rules" that librarians brought with them from the print world to the digital environment which they still try to apply.

"I think those are asteroid rules, just like the golden rules of collections," Okerson stated referencing the title of her talk. "So some of our asteroids are a rapidly increasing amount of content; diverse formats in media, with electronic being the most recent, the most pervasive, the most powerful, and the most tantalizing; and a growing mandate for libraries of all sorts to collect across all of these media." In addition, users want increasing amounts of information outside the boundaries of anything they imagined to be in the library.

She described several institution-specific examples of new modes of collection development and the need for collaboration to realize the potential, rather like the Star Alliance, a reference to the airline partnership program, analogous to cooperation. "What can we learn from the Star Alliance?" she asked. "The Alliance is global in coverage—that's its intention. It is to be largely non-duplicative wherever possible and has a very high value to the customer." She continued by describing the consortia of the future and its role in building digital libraries. Okerson closed by encouraging all to, "go boldly together where no libraries have gone before."

The final speaker was Clifford Lynch who offered sketches of three areas of opportunity that he feels will advance the digital future. The first area addressed the question of changes in scholarly communication. "I think if we are really honest, if we look at how we have been making technology investments over the past 20 or 30 years, we have mostly been running around modernizing print-based publications," he said. "But, at some level, the basic concepts of authoring—of making arguments—of conveying information and conveying insight haven't changed yet very much in the digital world, but we can start seeing those changes happen."

His second set of opportunities focused on the understanding of digital libraries and digital collections. "I think we are starting to understand that digital collections and digital libraries are not co-terminus—they are not equivalent—that digital libraries are more than digital collections, they are software systems that are unpinned, in part, by digital collections."

Lynch's third area builds on the question of being very flexible and open-minded in our thinking about what is a digital library, where does its content come from, and what does it do? He described the digital universe being made up of personal information, organizational information, and public domain information, three areas that operate very independently at the moment but the prospect of integrating them creates an arena of opportunity.



Karen Hunter, Elsevier, moderates the sixth annual Digital Libraries Symposium in Philadelphia. Panel participants Ann Okerson, Clifford Lynch, and Deanna Marcum (not pictured) expressed their visions of the future digital library.



Attendees and participants at the Editor's Panel included Daviess Menefee, Elsevier's Director of Library Relations for the Americas, Carol Pitts Diedrichs of *Library Collections, Acquisitions and Technical Services*, David F. Kohl of *The Journal of Academic Librarianship*, Lisa Janicke Hinchcliffe of *Research Strategies*, Connie Foster and Beverly Geer of *Serials Review*, and Chris Pringle, Publishing Editor, Elsevier.

Elsevier at the American Libraries Association

In addition to the Digital Libraries Symposium VI, Elsevier had many wonderful opportunities to interact with the librarian community at the ALA Midwinter Meeting Conference held January 24-29 in Philadelphia, Pennsylvania, USA.

Elsevier-sponsored activities included an exhibition booth, an Internet Access Room, Digital Libraries Symposium VI, and an Editors Panel where conference attendees could listen to talks by and visit with editors of four Elsevier library science journals. The editors led a thought-provoking discussion about the challenges facing the library industry.



LibraryConnect
Partnering with the Library Community

Elsevier's Strategic Partnership Program (SPP) Conducts First Strategic Partners Forum

by Frans Lettenström
Director, Strategic Partners Program
Elsevier, Barcelona, Spain

The Strategic Partnership Program (SPP) is Elsevier's customer-focused worldwide initiative bringing together some of our major customers, thought leaders and innovators in the field of digital libraries. The intent is to further understanding of the issues facing libraries — now, and in years to come.

By fostering this understanding and sharing our experiences we aim to help our partners, and others within the library community, to prepare to meet challenges of this new era, and to position them to realize maximum benefits that new technologies, products and services offer. We believe that Elsevier with our extensive resources of content, software and manpower is uniquely positioned to help our partners. The outcomes of the various projects and initiatives that we jointly conduct will enable us to develop better products, services and business models to help all of our customers.

Since 2001, our strategic partners wanted an opportunity to meet each other and Elsevier representatives in an informal and creative setting. Everyone wanted to discuss initiatives already running and planned between Elsevier and different partners, and at the same time learn from all participants' rich experiences in developing digital libraries. We with SPP also wanted to use this opportunity to explore what new initiatives Elsevier could start with one or several of our partners, in areas of high mutual interest.

So, we invited representatives of our strategic partners to Philadelphia, Pennsylvania on January 22-23, 2003, just prior to the American Library Association's (ALA) midwinter meeting. Most, but not all, were able to participate and representatives of British Library, CSIRO in Australia, Los Alamos National Laboratory, Oxford University, Pharmacia, The Royal Library of Netherlands, Yale University and Elsevier staff were there.

Introductory speeches addressed diverse topics including: digital archiving, the "scientist workbench" concept, support of geographically distributed research, eLearning, integration of digital resources and data mining. In addition, two specially invited speakers gave further inspiration. David Marques delivered the first talk, covering projects of Elsevier's Advanced Technology Group. Clifford Lynch, Director of the Coalition for Networked Information (CNI), gave the second talk, addressing problems and opportunities facing research libraries in the near future.

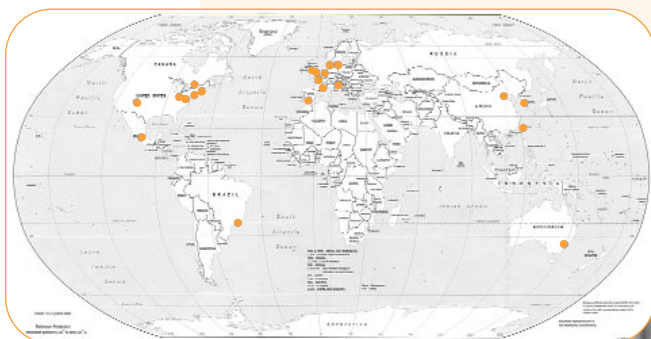
After working sessions on the second day, we asked our partners to rank, in order of importance, ideas for future projects or initiatives they would like to start with Elsevier. Out of a list of 17 topics, three ideas emerged as the main focus for possible future collaborations: data mining and data visualization; non-text searching, e.g. chemical structures; and authentication / access control, e.g. Shibboleth, <http://www.shibboleth.internet2.edu>. In addition, two other topics are already active SPP initiatives or in a start-up phase: digital archiving and eLearning.

During and after ALA, further communication with strategic partners regarding some areas mentioned above has occurred, and we hope this dialog will materialize as new initiatives.

We believe participants of the first Strategic Partners Forum went home carrying a sizeable injection of fruitful ideas, which will be very useful in development of their home libraries, as well as helpful to the continuing development of their partnerships with Elsevier.

For more information contact:

Frans Lettenström (f.lettenstrom@elsevier.com), Director Strategic Partners Program



Geographic distribution of the current Elsevier strategic partners.



Photo: Monica Papoulias, Elsevier

Forum participants included from left to right sitting: Ann Okerson (Yale University), Layne Johnson (Pharmacia), Karen Hunter (Elsevier) and Philip Kent (CSIRO). Standing: Miriam Blake (LANL), Rick Luce (LANL), Johan Steenbakkens (Dutch Royal Library), Scott Nicholson (Syracuse University), Daviess Menefee (Elsevier), David Gewirtz (Yale University), Jonathan Clark (Elsevier), Warren Holder (Toronto University), Andrew Braid (British Library), Chrysanne Lowe (Elsevier), Chris Pringle (Elsevier), Frans Lettenström (Elsevier), Chris Shillum (Elsevier), Geoff Adams (Elsevier), Clifford Lynch (CNI), Rob Brines (Elsevier) and Dominic Vaughan (Elsevier.) Not pictured: David Perrow (Oxford University), Mitch Lapidés (Elsevier), John Meyer (Elsevier), Sebastian Vos (Elsevier), David Marques (Elsevier).

What's the Use of Usability and Marketing? Plenty.

Tools, tips, and tricks to making and marketing the most out of your online resources

According to You,

15 Ways to Promote Effective Use of Online Resources

In an ongoing effort to improve the services and collaborative activities offered to the librarian community, Elsevier regularly conducts independently commissioned research reports amongst librarians and end-users. One finding of this research has been that librarians are interested in learning about the research results that emerge from these programs. We are, therefore, pleased to share here the summary results of recent research into the promotion, integration, and use of online services within organizations and institutions.

At the end of 2002, Elsevier commissioned, through DVL Smith—an independent research agency, an extensive international qualitative research program amongst librarians and end-users across Germany, France, UK, USA, and Asia Pacific. The research objective was to gain insights from users into the factors that increase usage or create efficient usage of online services. While primarily focused on the ScienceDirect point-of-view, the findings can be extended to other online services. This article presents summaries provided by the independent research agency; these summaries do not necessarily represent the views of Elsevier. All research which Elsevier commissions is conducted under strict market research codes of conduct.

The research came up with a number of simple guidelines that can promote the usage of online services.

Library Web Site Positioning

1. Ensure direct and obvious links from the institution's main home page to the library home page.
2. Subsequently, from the library home page, design clear and immediate links directing users to relevant and subject specific content
3. Limit the number of mouse clicks a user needs to get to full-text access. While dependent on the size of organization's size and library structure, the ideal is only 3-4 clicks between the institution's homepage and full-text access.

Library Web Site Searching

4. Allow searches on metadata, or key words associated with journals, to expand search functionality beyond key words contained in journal titles.
5. Offer options for restricting a search and especially include drop-down menus.
6. Offer comprehensive searchable lists of online resources and providers—including an A-Z and subject-area list.

Library Web Site Help Features

7. List library staff titles and names—with telephone numbers and email addresses.
8. Provide well-structured FAQs and step-by-step guides as part of your Web site.
9. Incorporate subject-specific help features within your library Web site.
10. Provide appropriate guides for all levels of users: from beginner to advanced.

Marketing to End-users

11. Use communication channels extending beyond the library building and targeting users in subject-relevant ways, e.g. use subject course notes and faculty newsletters for communicating resource updates and availability.
12. Send tailored email messages to faculty and students, such as an announcement about "New online resources available in mathematics." Avoid generic email alerts to a wide audience.
13. Create training courses and session updates that focus on specific problems and communicate the exact nature of these sessions to the target audience, such as "What to do if you live a long way from the library?" or "Hard to Find Resources in Chemistry."
14. Allow end-users to register online at the library Web site for training courses or sessions.

In Addition

15. Collaborate with your publisher and vendor contacts, and inquire about the various marketing activities and cooperative programs available to libraries.

For more information:

If you would like to receive a free copy of the complimentary brochure, *15 Ways to Promote Effective Use of Online Resources* containing additional information and resources, please write libraryconnect@elsevier.com and include your mail address.



Web Site Usability Review

Are you interested in learning how your library Web site stacks up against the competition when competing for student and faculty attention? Would you like the opportunity to work with a leading expert to evaluate and enhance usability of your library Web site? Would you like to get the chance to identify some quick-win fixes that could lead to increased usage of your site and electronic resources?

The **Library Connect** network—including computing professionals—invites librarians to register for an opportunity to receive a complimentary Usability Review and Suggestion Guide performed by an industry expert and specific to the selected library's Web site.

To register, email libraryconnect@elsevier.com with "Web Site Review Opportunity" in the subject line. Please include your name, address and phone number in your message.

Connecting librarians to usability professionals will be an ongoing **Library Connect** initiative, and our first complimentary review will be announced 31 May 2003, with additional reviews announced throughout coming months.

Community Voices

"In my own experiences, as well as those relayed to me by colleagues and peers, I find one of the major limitations in generating use of online materials, is lack of knowledge about them. It is not enough for libraries to simply announce that the material is available, it must be actively publicized, and not just once but over and over again. Publicity tactics should include targeted announcements, such as alerting specific faculty groups about relevant materials, to repeated training and information update sessions.

When I was Dean, it was not unusual for me to be talking to faculty who were astonished to learn that particular journals of interest to them were available online—even though this was often well after the fact of licensing online access. And we had in our view a very active publicity campaign! Creating ongoing and multi-faceted marketing communication is my advice."

—DAVID KOHL, Editor-in-Chief
The Journal of Academic Librarianship
Dean and University Librarian, Emeritus, University of Cincinnati



Library Connect
Partnering with the Library Community

Five Quick Questions

for **Melissa Kane**

Electronic Services Librarian / Bibliothécaire des services électroniques
ESIC/CIST
Natural Resources Canada/Ressources naturelles
Canada, Ottawa, Ontario

Q: *In your experience, what have you found to be your most effective tool(s) for marketing newly licensed electronic resources to your end-users?*

A: Sending out monthly or bimonthly emails with the newly added e-resources has been an effective marketing tool—it lets our internal patrons know what's new and reminds them about library services.

Q: *What challenges might you face when marketing new content at your institution?*

A: One of the biggest challenges is everyone's workload followed by email fatigue. All our patrons are so busy with their work they find it difficult to fit in time for training on new systems or resources. Email fatigue is a problem also because all employees receive so many emails every day telling them about this new program or something else new that our library news may get lost in the excess of email.

Q: *What marketing opportunities are now available to you that might not have been available in a print-only environment?*

A: Web sites are a great opportunity for marketing—the whole site is about library services! Library branding on external services(databases, current awareness services) is also a good opportunity to remind users where the service comes from, plus the whole electronic environment allows patrons to perform all their library functions in one virtual space. Email is a great marketing tool also.

Q: *What sort of strategy would you use, or do you use, to interest undergraduates, new students, or new employees in electronic resources?*

A: We gets lists of new employees every quarter and send all new employees a letter and brochure introducing the library, illustrating our services and offering training at their office or at the library. We also send emails to all employees describing new services and we've interested many new employees that way. Our patrons are encouraged to talk up the library and bring their new colleagues/employees to get training and library tours.

Q: *What advice would you offer other librarians to assist in their marketing efforts of electronic resources?*

A: Be creative—try to think of new ways to promote your services. Be personable—not all marketing of electronic resources has to be done electronically and library employees are always the best advertisement for library services. Be persistent—sometimes it takes numerous reminders/advertisements before a patron decides to check out the Web site or library.

Enjoy it—marketing is one of the fun, creative tasks library staff get to do!

Community Voices

"We really appreciate the on-site training that is made available by some publishers. I've heard from many people that our recent Elsevier presentations were a highlight of our user meetings. Our scientists also appreciated the hands-on interaction and we have received excellent feedback about the product training."

—MELISSA KANE, Electronic Services Librarian
Bibliothécaire des services électroniques
ESIC/CIST

Natural Resources, Canada/Ressources naturelles Canada

Recent Articles on Marketing and Usability

found on ScienceDirect, www.sciencedirect.com

"How do I find an article? Insights from a Web usability study," Barbara J. Cockrell and Elaine Anderson Jayne, *The Journal of Academic Librarianship*, Volume 28, Issue 3, May-June 2002, Pages 122-132

"Creating Web-based listings of electronic journals without creating extra work," Rob Withers, Rob Cassona and Aaron Shrimplina, *Library Collections, Acquisitions, and Technical Services*, Volume 26, Issue 2, Summer 2002, Pages 107-112

"Exploring behavior of E-journal users in science and technology: Transaction log analysis of Elsevier's ScienceDirect OnSite in Taiwan," Hao-Ren Ke, Rolf Kwakkelaar, Yu-Min Tai and Li-Chun Chen, *Library & Information Science Research*, Volume 24, Issue 3, 2002, Pages 265-291

"User perceptions of the library's web pages: A focus group study at Texas A&M University, Gwyneth H. Crowley, Rob Leffel, Diana Ramirez, Judith L. Hart and Tommy S. Armstrong, II, *The Journal of Academic Librarianship*, Volume 28, Issue 4, July-August 2002, Pages 205-210

"Technology provides innovative reference services at University of Michigan libraries," Valeda Frances Dent, *Research Strategies*, Volume 17, Issues 2-3, 2nd Quarter-3rd Quarter 2000, Pages 187-193

"Usability testing of an academic library Web site: a case study," Brenda Battleson, Austin Booth and Jane Weintrop, *The Journal of Academic Librarianship*, Volume 27, Issue 3, May 2001, Pages 188-198

Books of Interest

Designing Web Usability: The Practice of Simplicity, Jakob Nielsen. New Riders Publishing, 2000. (ISBN: 156205810X)

Web Bloopers, Jeff Johnson. Elsevier, 2003. (ISBN: 1-55860-840-0)

Don't Make Me Think: A Common Sense Approach to Web Usability, Steve Krug and Roger Black. Que, 2000 (ISBN: 0789723107)

Home page Usability: 50 Websites Deconstructed, Jakob Nielsen and Marie Tahir. New Riders Publishing, 2001. (ISBN 073571102X)

How to Build a Digital Library, Ian H. Witten and David Bainbridge. Morgan Kaufmann, 2002. (ISBN 1-55860-790-0)

Usability for the Web: Designing Web Sites that Work, Tom Brinck, Darren Gergle, Scott D. Wood. Morgan Kaufmann, 2001. (ISBN 1-55860-658-0)

Web Site Usability: A Designer's Guide, Jared M. Spool et al. Morgan Kaufmann. 2001. (ISBN 1-55860-569-X)

Additional Reading and Resources

You can learn of new articles and books on usability, marketing, and related library research as they become available by registering for **ContentsDirect** or **ScienceDirect** alerting services. These free alerting services include the Elsevier collection of Library and Information Science titles including:

Government Information Quarterly

Information & Organization

Information Processing & Management

The International Information & Library Review

International Journal of Information Management

The Journal of Academic Librarianship

Journal of Government Information

The Journal of Strategic Information Systems

Library and Information Science Research

Library Collections, Acquisitions and Technical Services

Research Strategies

Serials Review

Telecommunications Policy

World Patent Information



ContentsDirect Article and Book Alerting Service

<http://contentsdirect.elsevier.com/>



ScienceDirect Journal Issue, Search, and Citation Alerting Service
http://info.sciencedirect.com/user_help/user_tips/index.shtml

A Backfiles Access Solution between Elsevier and Nature

Policies in Action

by Daviess Menefee

Director of Library Relations, Americas
Elsevier, Ohio, USA

The journal *Neuropsychopharmacology* transferred from Elsevier to Nature Publishing Group at the beginning of 2003.

Elsevier and Nature Publishing Group have reached an agreement allowing subscribers who purchased electronic access to *Neuropsychopharmacology* prior to 2003, to continue to view the 2002 and earlier volumes via ScienceDirect.

The backfiles of this journal are now also available on www.nature.com, and Nature offers integrated access of the backfiles with the current issues. Visit <http://www.nature.com/npp/journal/v28/n1/index.html> to view the free January 2003 issue of *Neuropsychopharmacology*.

Elsevier recognizes the importance of continued access to the backfiles of previously licensed content, and will continue in the future to forge practical solutions to meet customers' needs across various types of situations facing journals—such as a change of publisher or ownership.

Partnerships among publishers demonstrate our ability to be flexible, to craft solutions meeting needs of librarians in very particular situations. We are delighted to be teaming with Nature in this instance, and look forward to other new and creative similar partnerships—all helping librarians and researchers manage the flow of information in ways that make sense and benefit our collective good.

Upcoming Events

Watch www.elsevier.com for information on forthcoming **Library Connect** and other conference news.

7-9 April	UKSG 2003	Edinburgh, UK
10-13 April	Association of College & Research Libraries (ACRL)	Charlotte, NC, USA
9-11 April	BioSquare 2003	Lyon, France
28 April	Canada CNSLP User Group Meeting	Montreal, Quebec, Canada
May	Annual Meeting of Japan Medical Library Association	Japan
May	Meeting of Japan Association of Private University	Japan
May	Macquarie Conference	Australia
May	CALIS Meeting	China
2-7 May	Medical Library Association (MLA)	San Diego, CA, USA
4-8 May	CONSAL XXI	Berakas, Brunei Darussalam
19-24 May	ACHEMA - Biotechnology Conference & Exhibition	Frankfurt, Germany
27-29 May	INFORUM 2003	Prague, Czech Republic
28 May-1 June	Book Expo America	Los Angeles, CA, USA
June	Annual Meeting of Japan Special Libraries Association	Japan
June	Annual Meeting of Japan Pharmaceutical Library	Japan
2-5 June	IATUL - 24th Annual Int'l Assoc. of Technological University Libraries	Ankara, Turkey
3-5 June	20th IDT/ Net 2003	Paris, France
11 June	Corporate User Group Meeting	New York, NY, USA
7-12 June	Special Libraries Association Annual Conference	New York, NY, USA
21-24 June	American Library Association / Canadian Library Association	Toronto, ON, Canada
26-28 June	Nordic Baltic EAHIL Workshop	Oslo, Norway
27 June	Mexico User Group Meeting	Mexico City, Mexico

On the Road with Library Connect: Calabasas, California, USA

Library Connect recently caught up with **Jina Wakimoto**, Cataloging Coordinator at CSU Northridge Library, California, a 32,000 student campus northwest of Los Angeles, and **Elizabeth Parang**, Serials Librarian, Payson Library at Pepperdine University, Malibu, California, a campus of 6,000 students, 3,200 of which are graduate students.

On the eve of the Statewide California Electronic Library Consortium (SCELC) Vendor Day, Jina and Elizabeth spent some time visiting with Armond DiRado, their Elsevier Account Development Manager about marketing to faculty, training on databases, cataloging, travel plans, Humboldt County, and more.

Library Connect correspondent Karen Steele asked them to share their ideas on enhancing usage of their institutions' licensed database products. CSU Northridge has over 100 licensed databases and Pepperdine over 60. They confessed to challenges in keeping up with a variety of products and vendors, but mostly spoke of the opportunities available to create awareness and usage of their resources. Armond has been their Elsevier Account Development Manager for almost 3 years, so has participated in the early training and roll-out of ScienceDirect in these institutions and now collaborates with them on the opportunities for growth.

Armond: "I'm a native New Yorker, and my very first trip ever to California was when I came to Pepperdine to meet Elizabeth. Now 3 years later, it really has become one of my favorite areas and my customers out here are wonderful to work with and each trip is like visiting old friends—they make my job a pleasure."

Elizabeth: "Yes, Armond has greatly accommodated us here in California. He's held training sessions at the main Pepperdine campus for our librarians, but also conducted sessions for our librarians in Orange County and Culver City. He's even been way up north to Humboldt State University, a CSU institution."

Armond laughing: "I didn't realize how far north it really is—it was beautiful up there!"

Jina: "We'd like to talk to you about doing a special marketing event for Physics and Chemistry faculty as they are prime potential users and heavy researchers on our campus."

Armond: "Sounds good. We could focus our session on content topics like advanced search techniques and Dymond linking functionality to really tailor it to their interests and subject content. And you have the International Encyclopedia of Social & Behavioral Sciences (IESBS), too, so we could even do two sessions, one also for psychology faculty on IESBS and the ScienceDirect psychology content."

Elizabeth: "A Special Session Day focused on psychology would work well for us, too. I think it works best when we target specific subject groups, particularly if we can tag onto their faculty meetings and conduct sessions in their buildings. It's easier to capture their attention when they already have a dedicated time block for meeting together. Remember when you did a training session for Natural Sciences faculty session? They insisted on helping you hook-up your computer."

Armond: "That's right, that's right. They were all concerned that I wouldn't be able to get an internet connection in their building, so I had 50 natural scientists helping me out that day. They were great, and I had no problem with my computer."



Elizabeth Parang, Payson Library, Pepperdine University, Armond DiRado, Elsevier Account Development Manager, and Jina Wakimoto, CSU Northridge Library, visiting prior to SCELC Vendor Day 2003.

Jina: "I agree, if we can reach faculty in subject-specific situations, then they help us extend the reach to students, too. One thing we like to do is distribute the Quick Reference Guides within the faculty buildings and they in turn distribute them out to students."

Armond: "You've also both been very active on cataloging all the titles by subject area, too."

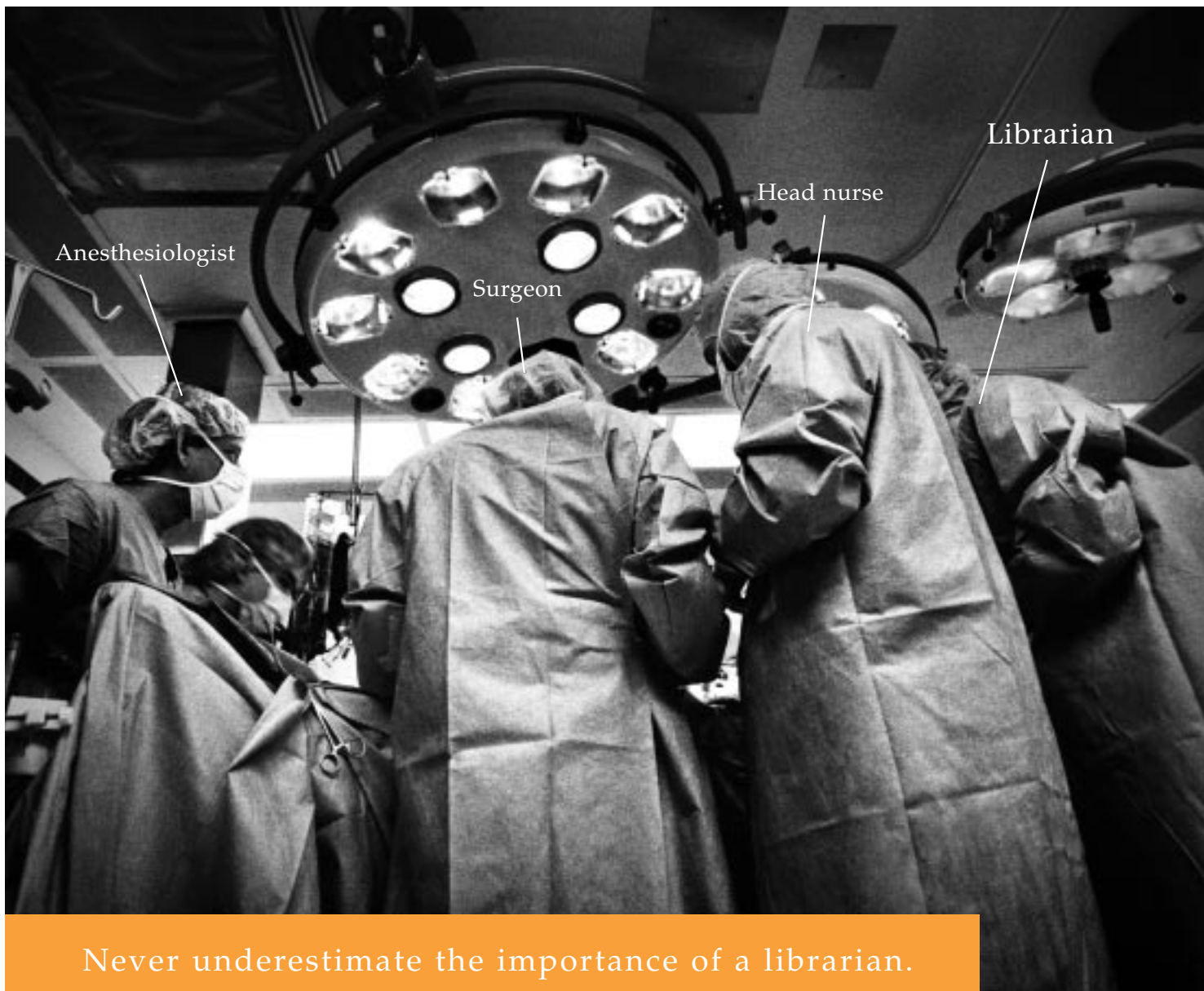
Jina: "Yes, with cross-access for CSU, we have about 1,400 titles and have cataloged them all using the journal-specific URLs you provided—those are very helpful—both in their alphabetical listings but also by subject discipline. The expectation from students now is they want access to fulltext articles anywhere and at anytime. So we facilitate user-friendly access as much as we can."

Armond: "I'll send you some additional URL lists that just became available. And I'll contact you soon to set up the Special Event faculty sessions."

Jina: "Sounds good, and we'll see you at ALA in Toronto, too, if not before."

Elizabeth: "Yes, see you both in Toronto, and Armond, I'll see you tomorrow at the SCELC Fair."

Armond: "I'll be there."



Never underestimate the importance of a librarian.

Okay, chances are you won't actually find a librarian in the operating room. But librarians do play a vital role on any surgical team enabling research breakthroughs and point-of-care 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 operation. **BUILDING INSIGHTS. BREAKING BOUNDARIES.™**





The Elsevier Foundation: Giving with a Global Reach

The Elsevier Foundation is a knowledge-centered, corporate foundation making grants and contributions throughout the world. A reflection of our culturally rich global organization, the Foundation is founded and funded by the Elsevier company.

Created in 2002, The Elsevier Foundation supports the many local communities where our employees live and work, as well as the broader scientific, technical and medical communities we serve.

The Elsevier Foundation has two primary goals:

- Enrich and improve the quality of life for people worldwide through the transmission of knowledge and information as well as the sharing of educational resources.
- Recognize excellence and innovation in research and information services within global scientific, technical and medical communities.

Elsevier and its employees have a long history of philanthropy and volunteering. With the creation of the Foundation, the Elsevier corporate philanthropic programs will have maximum impact in the communities and organizations we serve by optimizing staff and financial resources.

For more than a century, Elsevier has been dedicated to excellence in the exchange of information. And today, Elsevier remains committed to its mission: Elsevier is an integral partner with the scientific, technical and health communities, delivering superior information products and services that foster communication, build insights, and enable individual and collective advancement in scientific research and health care.

The Elsevier Foundation was created to make contributions to qualified not-for-profit organizations that have knowledge-centered missions, values and programs consistent with our goals.

The Elsevier Foundation makes contributions on a selective basis to scientific, technical and medical (STM) communities and the local communities in which Elsevier employees live and work.

Contributions are possible in the forms of financial grants and/or contributions of products, services and equipment.

Investing in our Communities

The STM communities

The Elsevier Foundation provides grants to organizations that demonstrate excellence and innovation in scientific research and information services in order to advance vital research and scholarly thinking. These grants take the form of program support, lectureships, and selected scholarships.

The Elsevier Foundation provides selected institutions in developing countries with access to Elsevier products and services, where such services are needed to access larger and more developed information resources. The Elsevier Foundation recognizes that access to basic computer hardware and software is a prerequisite for promoting the transmission of knowledge.

Local Communities

The Elsevier Foundation has a strong commitment to youth development and children's education initiatives in the primary geographic communities where Elsevier employees live and work and where our funding will make a difference in the community. Funding and grant-making opportunities will be concentrated on:

- children's reading and literacy programs
- children's science exhibitions
- computer literacy in elementary and secondary schools
- children's health and wellness projects

To respond to the particular information needs of local communities, the Foundation policy also permits the contribution of Elsevier information products and services.

As the world becomes increasingly digital and interconnected, our information technologies and services are particularly useful to many local communities. We will provide selected agencies and institutions with valuable services and hardware for educational efforts.

Grant to the University of Tilburg

Last fall the Elsevier Foundation awarded a grant to the University of Tilburg (Netherlands) to allow three librarians and an ICT Manager from universities in developing countries (Sri Lanka, Tanzania, Zambia and Zimbabwe) to attend the International Summer School on the Digital Library Course 3: Electronic Publishing in Florence, Italy in September 2002.

The University of Tilburg organises "Summer School" courses in co-operation with the European University Institute in Florence (Italy). The *Electronic Publishing: Libraries as Buyers, Facilitators, or Producers* is a course designed for library managers/directors, IT or systems librarians, licensing officers, and digital library project managers from academic and research libraries. The course is relevant for publishers because it gives them insight into the field.

The Course provides professionals with:

- A sound knowledge of the current changes in the information chain and possible roles and new opportunities for librarians.
- Insight into the strategy of other commercial and non-commercial players in the market.
- Knowledge of relevant copyright issues and of different approaches for licensing and the forming of consortia.
- Practical techniques to facilitate negotiations with suppliers.
- A foundation of knowledge on technological issues in electronic publishing.

The course makes use of several training methods. In addition to lectures, attendees work on case studies and participate in group discussions and workshops.

Professor Mel Collier of the University of Tilburg submitted a request for a grant to allow several representatives from developing countries to attend the above-mentioned course at the International Summer School on the Digital Library. Representatives from the following institutions attended:

Zambia Privatization Agency (ZPA), Library, Lusaka, Zambia
University of Zimbabwe, Library, Harare, Zimbabwe
Sokoine University, Library, Morogoro, Tanzania
University of Colombo, Science Library, Sri Lanka