Conference and Exhibition 2006

3-5 April 2006
University of Warwick
www.uksg.org

UK SG
UNITED KINGDOM
SERIALS GROUP

PROGRAMME

Monday 3 April

▶	10.00	**Registration and exhibition viewing**, Mead Gallery
▶	10.30	**Opening of the Conference**, Arts Centre Theatre Keith Courtney, *Chair, UKSG* Greetings from NASIG Mary Page, *President, NASIG*

Plenary Session 1
Arts Centre Theatre

Chair: Keith Courtney
Taylor & Francis

▶	10.40	**Connecting collections with workflows** Carole Goble *The University of Manchester, School of Computer Science*
▶	11.10	**Journal futures: researcher behaviour at early internet maturity** Michael Mabe and Adrian Mulligan *Elsevier Ltd*
▶	11.40	**Economic evolution of the scientific publication market** Alexis Walckiers *ECARES - Université Libre de Bruxelles*
▶	12.10	**Lunch and exhibition viewing**
▶	13.30	**Workshops and briefing sessions (Group A),** Social Studies Building
▶	14.30	**Refreshments and exhibition viewing**

Plenary Session 2
Arts Centre Theatre

Chair: Jill Taylor-Roe
Newcastle University

▶	15.00	**What will become of us?: looking into the crystal ball of serials work** Rick Anderson *University of Nevada, Reno*
▶	15.30	**From support to mission critical: United Nations Libraries in transition** Linda Stoddart *United Nations*
▶	16.00 to 17.15	**Product reviews**, Arts Centre Theatre **Chair:** Graham Stone *The University of Bolton*
▶	19.00	**Coaches depart for the National Motorcycle Museum**
▶	19.15	**Reception**
▶	20.30	**Conference dinner**
▶	22.30	**Coaches return to campus**
▶	22.45 to 02.00	**Disco and bar, Students' Union Cooler**

Tuesday 4 April

▶ 07.30 to 09.00 | **Breakfast**, Rootes Restaurant

▶ 09.00 | **Product reviews**, Arts Centre Theatre
Chair: Ian Middleton
EBSCO Information Services

Plenary Session 3
Arts Centre Theatre

Chair: Ross MacIntyre
MIMAS, The University of Manchester

▶ 09.30 | **Innovations in scholarly communication and publishing**
Gerry McKiernan
Iowa State University Library

▶ 10.00 | **Archiving scholarly material**
Gordon Tibbitts
Blackwell Publishing

▶ 10.30 | **Digital archiving at the National Library of The Netherlands**
Erik Oltmans
Koninklijke Bibliotheek, National Library of The Netherlands

▶ 11.00 | **Refreshments and exhibition viewing**

▶ 11.30 | **Product reviews**, Arts Centre Theatre
Chair: Nancy Buckley
Blackwell Publishing

▶ 12.15 | **UK Serials Association AGM**, Arts Centre Theatre

▶ 12.45 | **Lunch and exhibition viewing**

▶ 13.45 | **Workshops and briefing sessions (Group A)**,
Social Studies Building

▶ 14.45 | **Refreshments and exhibition viewing**

▶ 15.15 | **Workshops and briefing sessions (Group B)**,
Social Studies Building

▶ 16.15 | **Product reviews**, Arts Centre Theatre
Chair: Helen Crook
SAGE Publications

▶ 17.00 to 18.00 | **Informal group meetings**, Social Studies Building

▶ 18.00 | **Reception**, Mead Gallery

▶ 19.00 | **Dinner**

▶ 21.00 | **Quiz** } Panorama Suite

▶ 22.00 to 02.00 | **Disco and bar**

PROGRAMME

Wednesday 5 April

▶ 07.30 to 09.00	**Breakfast**, Rootes Restaurant

Plenary Session 4
Arts Centre Theatre

Chair: Hazel Woodward
Cranfield University

▶ 09.00	**The transition to electronic-only format: costs and considerations** Roger C Schonfeld *Ithaka*
▶ 09.30	**Research assessment and UK publication patterns** Jonathan Adams *Evidence Ltd*
▶ 10.00	**Refreshments and exhibition viewing**
▶ 10.30 to 11.30	**Workshops and briefing sessions (Group B),** Social Studies Building

Plenary Session 5
Arts Centre Theatre

Chair: Incoming Chair, *UKSG*

▶ 11.45	**'The Endangered Database Species': are the traditional commercial indexing/abstracting and full-text databases dead?** Péter Jacsó *University of Hawaii, Department of Information and Computer Science*
▶ 12.15	**Google and libraries: an uneasy relationship** Stephen Abram *SirsiDynix*
▶ 12.45	**Close of conference and lunch**

Workshops and Briefing Sessions

This year there will be 30 workshops and briefing sessions from which to select, split into two groups (A and B).

The Group A workshops and briefing sessions will run concurrently on:
Monday 3 April at 13.30 and Tuesday 4 April at 13.45

The Group B workshops and briefing sessions will run concurrently on:
Tuesday 4 April at 15.15 and Wednesday 5 April at 10.30

Delegates will be able to attend two workshops/briefing sessions from each group, and are requested to indicate their preferences on the Delegate Booking Form.

As the workshops are practical and participative in nature, attendances will be limited to 20. Briefing sessions are more akin to lectures, allowing larger numbers to be accommodated, although delegates will still have the opportunity for questions and discussion.

(W = workshop, BS = briefing session)

Workshops and Briefing Sessions   Group A

1. (BS) **Successful subscriptions: renewals process, cancellation reasons and managing the migration**
Pinar Erzin
Accucoms BV

This briefing session will deal with interpreting statistical data based on thousands of phone conversations with librarians worldwide.

The session will cover:
- renewal and cancellation percentages and geographic spreads
- reasons for true cancellations and migration to online
- how the renewal process works and why there is a struggle to recognise renewals
- how migration to online could be managed better
- a practical approach for better communication.

2. (W) **Use and usability**
Kevin White
Dewoollery Ltd

Information Technology, especially the Internet, has provided librarians and readers with an unprecedented facility to access the vast quantity of information available. Unfortunately, all too often access is hampered by a frustrating user interface resulting in lack of service use or increased training costs.

Discover:
- what is usability
- the five core principles of usability
- how to create accessible websites
- how to stay on the right side of usability law.

As a conference bonus, discover why doors can be an embarrassment!

PROGRAMME

Workshops and Briefing Sessions   Group A

3. (W)   Link resolvers: fast, friendly and flawless
Rónán Kennedy
National University of Ireland, Galway

As information professionals we try to ensure that users find efficiently what they are looking for, with minimum fuss and maximum options. Essentially, link resolvers are an excellent way of integrating a disparate range of resources into a library system. For users, searching is now a process of moving seamlessly from one interwoven resource to the next. This workshop will cover the advantages of implementing link resolvers and the points to take into consideration during implementation.

4. (BS)   A (slightly) cynical view of journal usage statistics
Jonathan McAslan
University of Oxford

This briefing session will look at what usage statistics can tell us and what they cannot tell us; how usage statistics can be used to support renewal and cancellation decisions but how this must be done with care; and a few comments on some popular 'myths' about usage.

5. (BS)   Branding for libraries: communicating your value to increase reader awareness and usage of the library service
Melinda Kenneway
TBI Communications Ltd

Librarians play a critical role in human achievement but this value is not always fully understood. As a librarian you have a great story to tell about what you can offer, but that story needs to be told – consistently and with conviction. This briefing session is designed to help you communicate what makes your service special, through your brand, and as a result to grow the loyalty of your users and increase awareness of the importance of the library in the overall success of your institution.

6. (BS)   Creative Commons licences
Charles Oppenheim
Loughborough University

This briefing session will cover background to the Creative Commons movement, what the licences involve, and their possible impact on librarians, authors, readers and publishers.

7. (BS)   Setting up an institutional repository: Cranfield QUEprints – a case study
Simon J Bevan
Cranfield University

This briefing session will describe the set-up and management of Cranfield QUEprints, the institutional repository at Cranfield University. It will cover issues such as advocacy, management, staffing and collection policies and will also report on a survey conducted towards the end of 2005 to discover the attitudes of authors to publishing in an institutional repository.

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8. (BS) Implementing Shibboleth:
a publisher's perspective
Chris Shillum
Elsevier

Shibboleth as a technology holds much promise to
solve the longstanding problems of offering seamless
access to electronic resources. It obviates the need for
multiple usernames for different resources, yet still allows
personalisation whilst protecting privacy. It also avoids the
complexities and security issues of operating proxy servers
for remote access. However, we are still in the early days
of implementation. What does it take for a publisher to
implement support for Shibboleth, and what can be done
in the vendor and academic library communities to drive
adoption?

9. (W) Customer service excellence
Bev Acreman
Taylor & Francis
Graham Stone
The University of Bolton

Libraries, publishers and subscription agents all
seek to improve communication in the information
chain. Discussion lists play an important role in the
communication between libraries and publishers. However,
there are still ongoing issues – libraries often publicly berate
publishers for their lack of clarity in communication, but
what do publishers think of libraries? Can libraries do
more to help publishers improve communication? Are the
subscription agents doing enough in the middle to get the
information out there? This is intended as a no-holds-barred
workshop, covering all publishers and libraries.
The presenters hope to come out of the workshops with
a clear list of improvements that can be made to make
the communication process much more effective.

10. (W) Non-standard licensing models
Lorraine Estelle
JISC

This workshop will start by looking at what is in the standard
licence JISC and NESLi2 Licences – who can use resources and
what they can use them for.

The workshop will explore:
• What do institutions need in terms of non-standard licence
   agreements? Non-standard needs are likely to include
   issues such as higher education courses delivered in non-
   HE institutions, consortia courses (such as the medical
   schools), limited commercial use, and many more.
• How can the JISC facilitate the non-standard when it
   negotiates at a national level using the JISC model licences?
• How can institutions build on the standard licence terms
   and conditions to negotiate for the add-on of non-standard
   clauses?
• Do we need to develop templates for adding non-standard
   clauses to standard licence agreements?

11. (W) What colour is the sky on your planet?:
embedding e-resources and independent
learning skills into your universe
Jo Richler
Wigan & Leigh College

Independent learning within the further education sector is
currently under siege as we try to dismantle limited availability
of relevant and appropriate e-resources and, at the same time,
argue the business case for accessibility for all learners to the
best e-materials and resources money can buy. This workshop
will explore the issues and challenges that Learning Resources
teams are currently facing in order to create independent
learning environments that are inclusive and innovative.

PROGRAMME

Workshops and Briefing Sessions   Group A

12. (BS) E-books for the healthcare family
Ann Wales
NHS Education

The NHS Scotland e-Library (www.elib.scot.nhs.uk) provides access to approximately 5000 electronic books, from a range of providers. The collection focuses on the needs of NHS staff for clinical and managerial practice, professional and personal development. Increasingly, its scope is extending to support the extended healthcare family and the needs of patients and carers. This presentation will outline the principles of selection, presentation and organisation of e-books to support delivery of care and improvement of health and well-being.

13. (W) Claiming – sharing best practice
David Painter
Oxford University Press
Steve Alston
University of Bath
Richard Smart
EBSCO Information Services

This workshop aims to be interactive and take a back-to-basics approach on claiming, both in the print and electronic environments. The session will briefly cover the claims process from the view of a library, publisher and vendor and then facilitate group discussion, so participants can share experiences, ideas and best practice.

14. (BS) Back to basics
Finola Osborn
University of Warwick
Tamsyn Honour
Swets Information Services

This briefing session will present a review of the basic practicalities of the day-to-day management of print and electronic serials in libraries, specifically for those new to the role, exploring areas such as acquisition, renewals, claiming, invoices and access, from the perspective of a serials librarian and a subscription agent.

15. (BS) Institutional identifiers: how they could streamline the supply chain
Helen Henderson
Ringgold Ltd

There are several current initiatives for a standard institutional identifier which would, for example, allow publishers to know who their users really are, to allow administrators to allocate entitlements to the users and for the users to identify themselves to their suppliers. They could additionally be used in COUNTER reports, ONIX metadata and ICEDIS transactions, which would mean that the problems of publishers transferring titles, libraries changing agents, gracing periods and the move to Shibboleth would be considerably eased.

16. (BS) Licensing e-content: results and perspectives from southern Europe
Lluís M Anglada i de Ferrer
CBUC (Consorci de Biblioteques Universitàries de Catalunya)

The world is global, and licensing e-content is an activity with a lot of similarities among different countries, but also with some dissimilarities. The price models made in the US or the UK might not be applicable in other countries and the effects of the 'Big Deal' can differ. This briefing session will present how licensing e-content in Portugal, Spain, Italy, Greece and Turkey is evolving.

17. (BS) Ghosts in the machine: the promise of electronic resource management tools
Jill Emery
University of Houston Libraries

Electronic resource management tools hold the promise of helping libraries establish consistent work-flow operations and processes for electronic resources. This programme identifies current needs of libraries and how these tools can be integrated to help co-ordinate this management. In addition to an overview of current products available from the library market-place from major vendors, some home-grown library tools will be discussed. Lastly, a few brief statements concerning the potential impacts on processing of electronic materials and work-flow will be made.

18. (W) Exclusively electronic: redeploying staff to manage electronic journals
Susan Davis and Cindy Hepfer
University at Buffalo, State University of New York

A new twist on the old 'form versus function' debate for technical services organisation comes with the shift to predominantly electronic subscriptions. The University at Buffalo created an exclusively electronic periodicals management department in 2005. The presenters will share their experiences of working with staff totally focused on keeping the electronic access up and running, discussing issues such as skills needed, workflows, communication, and how easy it was to leave the print world behind!

19. (BS) PDAs for health
Sarah Sutton
University of Leicester

Personal Digital Assistants are now appearing in the hands of those who love new technology; now applications for these intriguing mini computers are becoming increasingly available and provide opportunities for wider access to all kinds of information, including electronic journals. This presentation will cover the many uses of PDAs, with a focus on the University Hospitals Leicester's 'Knowledge in the palm of your hand' project and accessing electronic journals.

PROGRAMME

Workshops and Briefing Sessions   Group B

20. (BS) E-books – the new serial?:
making sense of e-book usage data
Jill Taylor-Roe
Newcastle University

Just when we were beginning to feel we had mastered the infinite variety of technical terms, formats and outputs of e-journal usage data, we find ourselves at the start of a new learning curve for e-books. Sessions, page views, hits, prints, title visits, secure chapters viewed – which are the most meaningful reports for library managers and how (if at all) do they relate to the usage figures we are accustomed to seeing for printed books? This briefing session will consider these issues from a practical viewpoint and will highlight the role of the new COUNTER Code of Practice for e-book usage data in helping librarians and publishers refine the methods for collection and interpretation of this rapidly expanding addition to our electronic portfolios.

21. (W) Journals moving between publishers
Nancy Buckley
Blackwell Publishing

This workshop will identify the key challenges that librarians and publishers face when journal titles move between publishers. The workshop delegates will be invited to share their experiences of managing journal movement from an access, price model and archiving perspective. Delegates are requested to read the ALPSP guidelines for publishers in advance to provide useful background information. http://www.alpsp.org/socjourn1.pdf

22. (W) Electronic Resource Management –
current status and future trends
Peter Evans
Ringgold Inc

The aim of this workshop will be to:
• identify current key functional areas for ERM systems
• examine available product offerings
• look to the future – how might they develop.

The workshop aims to include identification of new ideas by participants from their practical experience in this fast developing product area.

23. (BS) Document supply – dead or alive?
Mike McGrath
Editor, *Interlending and Document Supply*

The presenter will cover the current state of play in document supply and related developments. The briefing will draw on the Literature Review that he writes as editor for *ILDS*. This review is based on the reading of over 140 LIS journals as well as websites, etc. Areas covered will include copyright, end user empowerment, open access, journal usage, and big deals. The presenter will draw on his previous experience of marketing document supply at the British Library.

24. (BS) Next year's model?:
online journal business models on trial
Paul Harwood and Albert Prior
Content Complete Ltd

A JISC report into online journal business models is being followed up with trials between a small number of publishers and UK Higher Education Institutions. The two models being trialled both have a pay-per-view component and will run throughout 2006. This briefing session will review the models being trialled and describe the various commercial and technical issues addressed by the various parties in preparing to participate. It will also report on findings from the first quarter of the project.

25. (W) Change management: how to do it successfully
Beryl Morris
Hudson Rivers

This interactive session will focus on practical ideas for the successful management of change.

It will include:
• what happens during change
• practical ways to harness resistance
• taking people with you – communication for change
• dealing with difficult and sensitive situations.

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26. (W) Building an online collaborative community wiki for distance education tutors: introducing the PROWE (Personal Repositories Online Wiki Environment) project
Anne Ramsden
The Open University

Part-time distance education tutors can learn a lot from fellow tutors by drawing upon a wealth of experience while learning on the job. This can be supported by new online social networking tools, such as Weblogs and Wikis, which encourage the exchange of ideas, access to resources, people and case studies. The PROWE project aims to investigate in what ways wiki and wiki-type environments could be useful and usable as personal and informal repositories to support professional development within part-time tutor communities of practice.
http://www.prowe.ac.uk

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27. (W) Claiming – sharing best practice
Suzanne Halliday
Emerald Group Publishing Limited
Bernadette Mellody
Manchester Metropolitan University
Jo Connolly
Swets Information Services

This workshop aims to be interactive and take a back-to-basics approach on claiming, both in the print and electronic environments. The session will briefly cover the claims process from the view of a library, publisher and vendor and then facilitate group discussion, so participants can share experiences, ideas and best practice.

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28. (BS) Journal article versions – is there a common set of semantics?
Cliff Morgan
John Wiley & Sons Ltd

In the digital world, multiple versions of journal articles are often available online. This may cause confusion since there is currently no established way of identifying versions of journal articles. The presenter will describe current efforts to agree a standard nomenclature for versions of scholarly material, with the emphasis on journal articles.

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29. (BS) SUNCAT – moving from project to service
Natasha Aburrow-Jones and Zena Mulligan
EDINA, The University of Edinburgh

This briefing session will provide an update of work on Phase 2 of the SUNCAT Project, as it moves towards full service delivery in August 2006. The pilot service was launched at the start of 2005, with all 22 contributing libraries in the database. The service coverage is expanding in Phase 2 of the project, and further development work is underway to provide the functionality needed to deliver the full service.

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30. (BS) ONIX for Licensing Terms: standards for the electronic communication of usage rights
Mark Bide
Rightscom Ltd
Brian Green
BIC/EDItEUR

As the number of digital resources in library collections grows, libraries are reaching out for ways to help them comply with the differing licence terms applied to resources by their creators and publishers. EDItEUR is developing standards for the expressions and communication of licensing terms in XML, building on the work of the Digital Libraries Federation's Electronic Resource Management Initiative (ERMI), the joint EDItEUR/NISO work on ONIX for Serials and the analytical approach of the INDECS project. This briefing session will inform delegates of the business benefits to libraries, publishers and intermediaries and report on two new JISC-funded ONIX for Licensing Terms projects.

The **UK Serials Group** (**UKSG**) exists to encourage the exchange of ideas on printed and electronic serials and the process of scholarly communication.

In a dynamic environment, the UKSG works to:

• promote discussion and the free flow of information on serials matters and associated technology

• develop links between all parties in the serials information chain.

• encourage professional awareness, stimulate research and provide a programme of training and education.

The UKSG is a registered charity and a company limited by guarantee. It is the only organisation spanning the wide range of interest and activity between serials producers and readers.

Serials
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