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## Newsletter Spring 2009

Colgate University Libraries

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# Colgate Libraries Newsletter

## From the University Librarian

Joanne Schneider



### The Scholarly Communication System is Broken

The use of commercial journals to transmit scholarly research is highly inefficient and costly. While the underlying cost of distribution of research has fallen significantly, the prices paid by users to access that research has not. Association of Research Library (ARL) members spent 230% more on unit cost per serial in 2006 than they did in 1986 which is far beyond the 75% rise in the CPI for the same period. At Colgate, this upward trajectory moved from spending \$238,353 (or 44.6% of the materials budget) on 2,420 journal titles in 1986 to \$1,067,425 (52.5% of the materials budget) for 1,804 paper titles in 2006. Prices for some subject areas far outstripped overall cost increases for ARL journals. For example, from 1984 to 2002, economics journals increased in price 423.7% and chemistry and physics journals increased 664%. Irrespective of how they are measured, scholarly journal prices are high and are going up.

Originally, professional societies and other scholarly groups served as gatekeepers for the rapid dissemination of scholarly information involving copy editing, typesetting, printing, binding, and mailing. It was reasonable to expect that publishers would be able to cover their essential costs plus make a reasonable profit to do so. Advances in technology, however, have lowered costs for publishers. Instead of passing on these lower costs to users, commercial publishers saw an opportunity to not only protect, but increase, income flows. They inflated per-page costs, created more specialized journals, invented differential pricing for individual

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## Serials Cancellation Project

by Emily Hutton-Hughes

### Background

Three years ago we worked extensively with the faculty on a serials review project and approximately 263 subscriptions valued at \$204,000 were cancelled. The highest cost per use journals were targeted at the time. The elimination of the eleven highest cost per use titles yielded an immediate savings of \$111,000. While we planned for increased demand for articles through interlibrary loan, that demand never materialized.

### This year's serials review:

The Colgate Libraries are in a much more challenging spot now than we were in the spring of 2006. At that time we were able to balance our budget by cancelling a relatively small number of journals. Because we had not done a cancellation project in 15 years, much of what we cancelled was no longer relevant to the curriculum. We face tougher decisions in our next cancellations, and a larger number of titles will be under review. The review objective is to find \$135,000 in serial cancellations for the 2009/2010 fiscal year and to prepare for likely additional cancellations in the following year. In addition, we will have to cancel several database subscriptions and build in additional money to strengthen document delivery. We spent the last couple of

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## Support for Academic Poster Assignments

by Chloe Lanzara & Clarence Maybee

The Collaboration for Enhanced Learning (CEL) is investigating how to best support academic posters for class assignments. A CEL working group is currently developing procedures and policies for the printing of academic posters in the Case-Geyer Library. Led by Learning Commons Librarian Debbie Krahrmer, the group includes ITS staff members Dan Wheeler, Rich Grant and librarian Clarence Maybee.

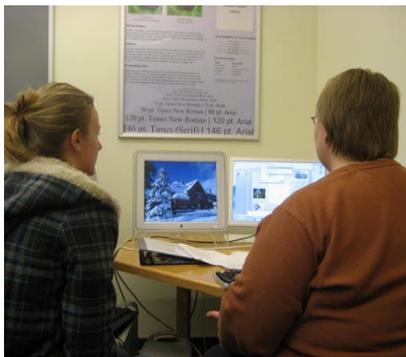
The group is developing different models of support depending on the needs of a course. Support options include librarians and ITS staff offering class sessions on designing effective posters, reviewing student posters prior to printing, and having staff and student workers print the posters. Class sessions will focus on visual literacy concepts that will empower students to take advantage of the strengths of the poster format.

### Featured CEL Project

During the spring 2009 semester, CEL has been working with Professor Margaret Wehrer's Introduction to Anthropology (SOAN 102) class to support 31 students designing academic posters. Professor Wehrer collaborated with Clarence Maybee, Debbie Krahrmer and Dan Wheeler to teach her students effective research skills and design concepts as they prepared academic posters.

SOAN 102 students presented their posters during class time the week of April 13<sup>th</sup> in Case-Geyer Room 560. The posters were displayed throughout the week on Case-Geyer Level 5.

Students will learn to design graphically effective posters. The posters will be printed out for the students by ITS and Library staff using Case-Geyer's poster printer, and students can pick up their posters at the Learning Commons Desk on Level 5 of Case-Geyer.



Poster printing resources are limited so if you are interested in developing an academic poster project for your class, please arrange and schedule poster printing for your students before the beginning of the semester.

To discuss the possibilities contact the CEL group by e-mail:

[cel@colgate.edu](mailto:cel@colgate.edu) ●

## Table of Contents Alerts by Peter Tagtmeyer

The ability to automatically retrieve table of contents (TOC) information and article citations based on subject keyword searches has been available for a while. Competing services freely provide routine information delivery to your email and/or RSS\* feed program. However, like many networked resources and services, the methods used to set up automatic information retrieval use similar processes, but the specific procedures for setting up a service differ from platform to platform. The libraries have developed a series of instruction sheets that explain how to set up TOC and search alerts on a variety of information provider platforms. Interested students and faculty members can use these help sheets to set-up TOC and subject alert delivery in 10-20 minutes. The help sheets can be found at <http://exlibris.colgate.edu/research/toc/>

\* RSS stands for Really Simple Syndication. RSS feed applications continually and automatically update information that is provided by a website or service. The information provided is usually a brief headline or title, with a link to the complete record and/or document. An RSS feed could be compared to a ticker-tape running along the bottom of a television channel. ●

## Health Services/Library Table at COOP

by Chloe Lanzara

Reference and Instruction Librarian Debi Ivarson collaborated with Student Health Services to provide an outreach table of self-help information in the COOP on Tuesday, January 27, 2009. The table displayed health reference books such as medicinal dictionaries and encyclopedias covering men's and women's health issues. Debi also set up a laptop that showcased the *Health & Wellness Resource Center and Alternative Health Module* database. The goals of this collaboration were to share self-help medical information and to highlight the paper and electronic resources available in the Libraries. Debi handed out research appointment forms to encourage students to make further use of the Libraries' resources. The students were surprised at the wealth of health information that is available in the Libraries. ●



## RefWorks Got references?

You or your students can use RefWorks to organize and cite sources when conducting research.



Plus, the Write-N-Cite plug-in of RefWorks will automatically format a bibliography.

<http://exlibris.colgate.edu/whatsnew/refworks.html>

## Library Staff News

### Lynne Derhammer

**Attended:** NYLINK Local Holdings Summit, Saratoga Springs, NY, June 2008.

### Charlotte Droll

**Attended:** Association of College and Research Libraries (ACRL) Conference, Seattle, WA, Mar. 2009.

### Karla Evans

**Webinar:** NYLINK's Basics of Local Serial Holdings Maintenance, Mar. 2009.

### Cindy Harper

**Received:** Professional Advancement certificate in Data Mining from statistics.com, Nov. 2008.

### Debbie Huerta

**Attended:** Upstate Science Librarians, Syracuse, Oct. 2009.

### Emily Hutton-Hughes

**Attended:** Oberlin Group Conference: Shaping Liberal Arts College Collections, Vassar, Oct. 2008; NYLINK Resource Sharing Summit, Saratoga, Oct. 2008; Issues in Book and Serial Acquisition, Charleston, SC, Nov. 2008; Worldcat Collection Analysis Webinar, Nov. 2008.

### Ann Kebabian

**Attended:** NYLINK Resource Description and Access, Jan. 2009; OCLC Webinar on Expert Community Experiment, Feb. 2009.

### Francesca Livermore

**Attended:** ACRL Conference, Seattle, WA, Mar. 2009.

### Clarence Maybee

**Presented:** Podcasting, Cyber Zed Shed presenter at ACRL Conference, Seattle, WA, Mar. 2009.

**Panel Presenter:** Marginalized Conflicts Podcast Series. Panel presentation at the Special Interest Meeting (Media Scholarship) of the NorthEast Regional Computing Program (NERCOMP), Worcester, MA, Feb. 2009; Undergraduate Research. Panel presentation at Oberlin Group Annual Directors' Meeting, Clinton, NY, Oct. 2008.

### Mike Poulin

**Attended:** ACRL Conference, Seattle, WA, Mar. 2009; Shaping Liberal Arts College Library Collections, Vassar, Oct. 2008; NY-SHEI meeting on purchase of American Chemistry Society Journals, Oct. 2008; CLRC Library Resources and Services Committee, Jan. and Mar. 2009.

**Presented:** Compilation and Analysis of Counter Statistics, Syracuse University Libraries, Nov. 2008; You want me to cut how much? - Integrating disparate data for effective use/cost analysis, SerialsSolutions User Group, Mar. 2009.

**Moderated:** SerialsSolutions Counter town hall web meeting, Dec. 2008, Feb. and Mar. 2009.

**Interviewed for Publication:** Colgate University—Building a More Dynamic and Cost-Effective Electronic Collection.

### Joanne Schneider

**Attended:** NYLINK Board Retreat, Albany, NY, Sept. 2008; ConnectNY Directors' Meeting, Siena College, Nov. 2008; NEDCC Persistence of Digital Memory conference, Chicago, IL, Dec. 2008; ACRL Conference, Seattle, WA, Mar. 2009; NITLE Summit, Philadelphia, Mar. 2009.

**Hosted:** Oberlin Group Library Directors' Annual Meeting, Colgate University, Oct. 2008.

**Presented:** CIO 101: Successfully Navigating Your First Year as a CIO, EDUCAUSE Annual Meeting, Orlando, FL., Oct. 2009; Top Ten 'Gotchas' for the New CIO, EDUCAUSE annual meeting in Orlando, FL., Oct. 2009.

### Peter Tagtmeyer

**Attended:** Upstate Science Librarians, Syracuse, Oct. 2009; American Library Association Midwinter Meeting, Denver, CO, Jan. 2009.

### Deborah Wagoner

**Attended:** Central NY Library Resource Council, ILL Workshop, Utica, NY, Oct. 2008; ILLiad International Conference, Virginia Beach, VA, Mar. 2009.

### Mary Jane Walsh

**Attended:** Federal Depository Library Conference, Washington, DC, Oct. 2008; Discussion on cooperative collection development among ConnectNY depository libraries.

## Center for Research Libraries/ConnectNY by Mike Poulin

During these days of financial restraint, the addition of membership in the Center for Research Libraries (CRL) expands the Library's ability to provide rapid and extended access to many research collections previously unavailable at Colgate to our faculty and students.

CRL holds over four million newspapers, journals, dissertations, archives, government publications and other traditional and digital resources for research and teaching. Holdings include such diverse materials as 800,000 doctoral dissertations (including those of Albert Einstein, Dag Hammarskjold and other Nobel laureates), some of the earliest African-American newspapers, and foreign government documents.



A sample of collections include the Papers of the NAACP - The Anti-Lynching Campaign, 1912-1955, Manuscripts on Middle American Cultural Anthropology, Nineteenth Century Drama (over 10,000 American and British plays), The Middle East from the Rise of Islam (3,000 books on fiche), and Sir Isaac Newton: Manuscripts and Papers. Finding aids for most of the microform collections are available online to help the researcher pinpoint the materials needed. CRL provides over 8,000 online titles with more being digitized each year.

One student researcher has used the Civilian Conservation Corps Newspapers for her senior thesis project. Faculty have borrowed foreign newspapers from all over the world. Most materials borrowed have three month due dates and liberal renewals are available. Digital delivery of print is available for materials of 50 pages or less. Materials may be located by searching the CRL Online Catalog (<http://catalog.crl.edu>), and records have also been loaded into the ConnectNY catalog. Most items may be ordered using a ConnectNY request. For other items, submit an InterLibrary Loan request indicating that the materials were found in CRL. ●

## 24-Hour Delivery of ILL Journal Articles by Frank Gavett

Beginning early this summer, Colgate's Libraries will start using the Rapid ILL national delivery system for faculty and student requests for journal articles. Rapid ILL turnaround times from request to delivery average less than 24 hours (Monday through Friday). From the requester's perspective, article requests will work as they do now, using the My Interlibrary Loan form on the Libraries' website. The only noticeable change will be the decrease in delivery time to 24 hours or less compared to the current 1 to 3 days. The system draws upon the periodical resources of participating academic libraries; the Canada Institute for Scientific and Technical Information (CISTI); the Center for Research Libraries in Chicago; and the Linda Hall Library of science, engineering, and technology. The academic libraries include many of the largest academic research libraries in North America, the Oberlin Group of selective liberal arts colleges, and the Boston Library Consortium.

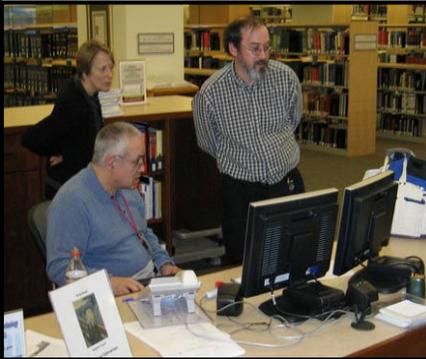
Colgate's participation in Rapid ILL is through the ConnectNY consortium of which the Colgate Libraries are a founding member. While plans for our participation were started well before the current economic crisis, Rapid ILL will provide faster access to rich collections of periodicals at a time when our local collections are under pressure. ●

## From the University Librarian continued from page 1

and library subscriptions, and seized ownership of the researchers' copyrights to maximize their profits. Lower costs led to more journals, which led to more profits, which led to more journals. For-profit scholarly publishers have become the gatekeepers of maximizing profits—not disseminating information—in both print and online.

Technology has shifted costs to the universities that now subsidize authoring through the purchase of computers and word processing software for faculty who produce camera-ready copy, the result being a university subsidy for publishers. This subsidy is enhanced by the universities paying scholars to do research, who then either give it away or pay per-page charges to commercial publishers to repackage it and sell it back to university libraries as subscriptions. These scholars labor at being the gatekeepers of content who decide what to publish for free or for far below the cost of actually providing that service in a business market from their positions on the boards of commercial journals.

### Send Your Students to the Reference Desk



Have you recently assigned a research paper?

Do your students need reliable, academic information and primary sources?

Send them to the Reference Desk for expert research assistance.

**Case Library, Level 3  
315-228-7303**

**“Academic libraries and their parent institutions have not been able to keep up with rampant journal inflation in addition to the growth of journal titles.”**

This university and faculty subsidy to publishers has been exacerbated by the increasing focus by higher education on the numbers of items published required for promotion and tenure. While many scholars now post their published research on their websites, on pre-print servers, or on institutional repositories, this “free access” exists parallel to the very expensive formal journal publication system. The reason researchers want to publish their work in established commercial journals rather than through some other cost-effective means has to do with academic incentives for promotion through publishing in peer reviewed journals, which is highly valued by universities for promotion and tenure. It is in the interest of faculty to have as many publishing outlets for their research as possible, so the rapid increase in the numbers of journals has not been viewed as a problem by scholars.

Libraries simply reflect the derived demand for scholarly research as described by what faculty say they need for teaching and research. This is limited only by the library budget which is determined by the administration. Rather than being a library issue, it is a university administration issue. Many administrations have been committed to the present system by purchasing prestige through the research of their respective faculty, which then improves each institution's competitive edge.

Academic libraries and their parent institutions have not been able to keep up with rampant journal inflation in addition to the growth of journal titles. At Colgate, the library has engaged faculty in two major cancellation projects from 1992 to 2006. The current economic downturn will require \$135,000 in subscription cancellations for 2010 and most likely more than that for 2011. Colgate is not alone. At least 30% of Oberlin Group libraries are currently facing materials budget reductions for 2010 ranging from 11% to 23% of their materials budgets at institutions such as Amherst, Carleton, Davidson, Earlham, Hamilton, Haverford, Middlebury, Smith, Vassar, Wellesley, and Williams. Many research libraries, such as Purdue and Virginia Tech, are cancelling \$1 million in journals for 2010. Projected out five or six years, most libraries may have to cut their current subscriptions in half or more.

Commercial journals exist too much for their tenure gate-keeping functions and not as an efficient means of transmitting information. For journals to become efficient transmitters of information, their original role of guiding readers to peer-reviewed, high quality research needs to become primary over their current monopolistic role in the academic tenure and promotion process. For this to happen, scholarly publishing needs to be reformed. The question is whether the current situation will prove to be the tipping point for commercial scholarly publishers to curb their quest for unrestrained profits.

Proposed solutions on the part of universities include eradicating institutional subsidies of per-page charges for publication, placing university limits on outside gate-keeping done by scholars for commercial publishers, retention of copyrights by scholars or universities, revised expectations for tenure, university lobbying to limit the price differential between libraries and individuals to no more than 100%, and support for publication in open access journals.

The current system is broken. Both the academy, in terms of scholarly research incentives and publishing subsidies—and scholarly publishers, in terms of unreasonable revenue expectations—need to undergo a transformation. ●

## Help Your Students Plan Their Time

### The Assignment Calculator

Starting on: 4/9/2009

Ending on: 4/10/2009

**According to the dates you have entered, you have 0 days to finish.**

*You have less than one day to get this done. I hope you're just kidding!*

- Step 1** By Thu Apr 09, 2009: *Understand your assignment*
- Suggestions for Understanding Assignment Sheets - U
  - Understand Your Assignment - York University
  - Understanding Your Assignment - University of Maryla
  - Understanding Writing Assignments - MIT
  - Understanding the Assignment - OWL at Purdue Unive
- Step 2** By Thu Apr 09, 2009: *Select and focus topic*
- Picking Your Topic - OWL at Purdue University
  - Selecting a Topic - Binghamton University
  - Selecting and Refining a Topic - Western Connecticut
  - Choose a Research Topic - UC, Santa Cruz
- Step 3** By Thu Apr 09, 2009: *Do preliminary research*

<http://libscoolsv01.colgate.edu/assncalc/>

Using the Assignment Calculator students can follow 13 simple steps to complete their research project and not have to ask for an extension!



<p><b>Colgate University Libraries</b></p> <p>Regular Library Hours Academic Year 2008-2009</p> <p>Case Library and Geyer Center for Information Technology</p> <p>Monday–Thursday: 8 a.m.–2 a.m. Friday: 8 a.m.–10 p.m. Saturday: 10 a.m.–10 p.m. Sunday: 10 a.m.–2 a.m</p> <p>Cooley Science Library</p> <p>Monday–Thursday: 8 a.m.–midnight Friday: 8 a.m.–10 p.m. Saturday: 10 a.m.–10 p.m. Sunday: 10 a.m.–midnight</p> <p>For exceptions to the regular hours see: <a href="http://exlibris.colgate.edu/about/hours.html">http://exlibris.colgate.edu/about/hours.html</a></p>
<p><b>Phone Numbers</b></p> <p>Case Reference: 315-228-7303 Case Circulation: 315-228-7300 Cooley Library: 315-228-7312 ITS/Source: 315-228-7111</p>

## Serials Cancellation continued from page 1

months analyzing data on the cost and use of every subscription. We need the faculty’s help in ranking these titles in order of importance to the curriculum and student/faculty research before we initiate subscription cancellations. We have prepared lists for your review based on the following methodology:

- Titles with fewer than an average of 5 uses per year and with a cost per use greater than \$15.00 were added to the review list.
- Titles with a cost per use of greater than \$100 / use were added irrespective of the number of uses.
- We have also considered cases in which current issues of a journal were receiving very low use but use on JSTOR was very high. In some cases it may be sufficient to offer access only through JSTOR even if there is a three year embargo.
- Journal packages such as Project Muse were assessed for cost effectiveness relative to the cost of purchasing key individual subscriptions.
- We have agreed to protect anything of local historical interest such as the Hamilton newspaper.

TIME LINE	
<b>April</b>	Potential cancellations will go out to departments for their feedback. Departments will be asked to rank journals according to their importance to the curriculum and to student/faculty research.
<b>May</b>	Library faculty will consider all feedback from the departments and finalize the list of cancellations. Titles to be cancelled will be posted on the library’s website.
<b>Jan 2010</b>	Cancellations take effect.

For more information see:

<http://exlibris.colgate.edu/collectiondevelopment/SerialsCancellations09.html>