CONFERENCE 2009 AND EXHIBITION

30 March - 1 April 2009
Riviera International Conference Centre, Torquay
www.uksg.org

UK SG

PROGRAMME

CONNECTING THE INFORMATION COMMUNITY

Monday 30 March

▶	08.00	**Registration**, Riviera Centre Entrance Hall
▶	09.00	**Refreshments and exhibition viewing**, Arena
▶	10.30	**Opening of the Conference**, Forum Paul Harwood, *Chair, UKSG* **Greetings from NASIG** Jill Emery, *President, NASIG*

Plenary Session 1
Forum

Chair: Paul Harwood
Content Complete Ltd

▶	10.40	**Beyond open access** Jan Velterop *Knewco, Inc*
▶	11.10	**How technology is changing learning and research in universities** Sir Timothy O'Shea *University of Edinburgh*
▶	11.40	**Where do we go from here?** Joseph Janes *University of Washington Information School*
▶	12.10	**Lunch and exhibition viewing**, Arena
▶	13.30	**Breakout sessions** (Group A) Riviera Centre and Toorak Hotel/Victoria Hotel/Grosvenor Hotel
▶	14.30	**Refreshments and exhibition viewing**, Arena

Plenary Session 2
Forum

Chair: Debbie Dore
Swets

▶	15.00	**2020: a publishing odyssey** Ahmed Hindawi *Hindawi Publishing Corporation*
▶	15.30	**Science publishing in 2014-2019** Derk Haank *Springer Science+Business Media*
▶	16.00 to 17.30	**Exhibition viewing and reception for solo/first-time delegates**, Arena
		Evening theme: ***Bella Italia***
▶	18.00	**Reception**, Arena
▶	19.00	**Buffet dinner**, Forum
▶	21.00	**Quiz and bar**, Forum
▶	22.30 to 01.00	**Disco and bar**, Forum

Tuesday 31 March

Plenary Session 3 Forum	**Chair:** Diane Thomas *Cengage Learning*	
▶ 09.00	**JISC national e-books observatory: some findings** **from the project and how we will use them** Lorraine Estelle *JISC Collections*	
▶ 09.30	**University of Toronto E-book Study: turning the page** Warren Holder *University of Toronto Libraries*	
▶ 10.00	**What's happening with e-books?: assessing the impact** **of e-books on the Higher Education sector** Jill Jones *Cengage Learning*	
▶ 10.30	**UK Serials Association AGM**, Forum	
▶ 11.00	**Refreshments and exhibition viewing**, Arena	
▶ 11.30	**Breakout sessions** (Group A) Riviera Centre and Toorak Hotel/Victoria Hotel/Grosvenor Hotel	
▶ 12.30	**Lunch and exhibition viewing**, Arena	
Plenary Session 4 Forum	**Chair:** Richard Gedye *Oxford University Press*	
▶ 13.45	**Understanding and recognising research excellence** Jay Katzen *Elsevier*	
▶ 14.15	**Journal spend, use and research outcomes:** **a UK perspective on value for money** Ian Rowlands *CIBER @ University College London*	
▶ 14.45	**Refreshments and exhibition viewing**, Arena	
▶ 15.15	**Breakout sessions** (Group B) Riviera Centre and Toorak Hotel/Victoria Hotel/Grosvenor Hotel	
▶ 16.15 to 17.45	**Exhibition viewing**, Arena	
	Evening theme: ***Going Green***	
▶ 19.00	**Drinks reception,** Torre Abbey	
▶ 20.30	**Conference dinner**, Forum	
▶ 22.15	**Band – *Dodgey Practice* – and bar**, Forum	
▶ 23.45 to 01.00	**Disco and bar**, Forum	

Wednesday 1 April

Plenary Session 5 Forum	**Chair:** Lesley Crawshaw *University of Hertfordshire*
▶ 09.00	**To everything there is a season: reflections on the Big Deal and what might replace it** Jill Taylor-Roe *Newcastle University*
▶ 09.30	**Clubs, jokers and the ace of spades: consortia and business models behind the Big Deal** Hugh Look *Rightscom Ltd*
▶ 10.00	**Where are library consortia going?** Katherine A Perry *VIVA (The Virtual Library of Virginia)*
▶ 10.30	**Refreshments and exhibition viewing**, Arena
▶ 11.00 to 12.00	**Breakout sessions** (Group B) Riviera Centre and Toorak Hotel/Victoria Hotel/Grosvenor Hotel
Plenary Session 6 Forum	**Chair:** Incoming Chair, *UKSG*
▶ 12.15	**Security at the digital cocktail party – social networking meets IAM** Slawomir Górniak *European Network and Information Security Agency*
▶ 12.45	**We-think** Charles Leadbeater *Visiting Fellow, National Endowment for Science, Technology and the Arts*
▶ 13.15	**Close of conference and lunch**, Rosetor

UK SG

Breakout Sessions

This year there will be 28 breakout sessions from which to select, split into two groups.

The Group A sessions will run concurrently on:
Monday 30 March at 13.30 and Tuesday 31 March at 11.30

The Group B sessions will run concurrently on:
Tuesday 31 March at 15.15 and Wednesday 1 April at 11.00

Delegates will be able to attend a different session for each of the four time slots, and are requested to make their selections from Groups A and B and indicate their preferences on the Delegate Booking Form.

This year there will again be four 'Introductory Level' breakout sessions on offer which should appeal particularly to those fairly new to the serials industry. These sessions are marked **IL**.

Breakout Sessions   Group A

1. **Moving to e-only from a library perspective?**
   IL Sarah Pearson
   University of Birmingham

   Over the last few years, due to restrictions on space in our print collections, libraries have faced increasing pressure to move to e-only. However, progress is often piecemeal and can depend on school or departmental decision-making, as well as finding funds to deal with the extra costs associated with e-journal procurement. This workshop seeks to provide those with an interest in moving from print, or hybrid collections, with an overview of the benefits, challenges and learning points in moving to e-only from the University of Birmingham experience. Attendees will be encouraged to contribute to the discussion and share their own experiences.

2. **Getting (slightly) technical –**
   IL **an introduction to linking**
   Ross MacIntyre
   Mimas, The University of Manchester

   A gentle introduction to the technology behind linking on the web and some other key standards and initiatives, starting with 'how the web works' in a diagram you can fit on a beer mat, then links, evolving from *static*, via *proprietary* to *predictable* and *persistent*, ending up with *standardised*. Relevant standards (DOI and OpenURL) will be covered, but illustrated by real-life examples. There will be mention of CrossRef, OAI, COUNTER and ERM too. The session is aimed at the technical novice.

3. **The Evolved Agent: what information**
   intermediaries are doing to bring benefit
   to the information chain in the digital age
   Sarah Durrant
   Association of Subscription Agents & Intermediaries

   The scholarly information arena continues to undergo substantial and rapid change with the result that libraries and publishers are faced with increasingly complex choices, demands and challenges. The services of information intermediaries have also been evolving, ensuring that, whilst upholding their traditional values of service quality and added value, they remain effective and compelling in this new environment. In this session delegates will learn about some of the dynamic new services which information intermediaries are offering today and have planned for the future, and the many benefits these services bring to the information community.

PROGRAMME

Breakout Sessions

Group A

4. **E-books in academic libraries: new challenges, best practice and lessons learned**
    Steve Sharp
    University of Leeds
    Sarah Thompson
    University of York

    With more stakeholders now in the e-book market, this workshop will explore purchasing models, cataloguing and licensing issues, software tools (e.g. ERMS and link resolvers), and how staff are adapting. Through open discussion we will look for examples of best practice and lessons that can be learned from e-journal management. Aimed at those with some experience of managing e-books, it may also be relevant to those new to e-books or publishers seeking an overview of issues being faced by libraries. Participants will be encouraged to submit questions and issues in advance.

5. **Electronic journals – continuing access and long-term preservation: roles, responsibilities and emerging solutions**
    Terry Morrow
    Tee Em Consulting

    Will you be able to access subscribed issues of e-journals, even after cancellation? Who will ensure the continued accessibility of journals after their publishers are no longer in business? How can small publishers safeguard their back catalogue of issues? How can we ensure the continued preservation of the academic record when there is such a rapid turnover of technologies? These are questions that need addressing now as we move towards an e-only model of published scholarship. This session, based on a JISC-funded investigation published in 2008, will look at different approaches to e-journal preservation, compare some solutions, and test how these would cope with a number of classic scenarios. The audience will be encouraged to think about the solutions on offer and consider whether or not they satisfy their needs.

6. **CrossCheck – detecting originality and plagiarism in academic publishing**
    Ian Bannerman
    Taylor & Francis

    Allegations of plagiarism are often extremely damaging, with careers and reputations at stake. The presenter will give an overview of plagiarism in academic publishing, looking at some high-profile cases and speculating on the extent of the problem. He will go on to describe progress with CrossCheck, which allows publishers to check the originality of submitted articles against a broad database of the published literature. He will close by asking how librarians and publishers can work together to increase awareness of plagiarism and reduce its prevalence.

7. **'Microlicensing' – towards more effective mechanisms to support copyright compliance on the network**
    Mark Bide
    Rightscom Ltd

    There is a growing number of initiatives aimed at creating an environment which encourages greater copyright compliance for the reuse of resources that may be found on the internet. These include Creative Commons, the PLUS Coalition (working specifically in the area of photographic images), ACAP (Automated Content Access Protocol, a project to develop simple machine-interpretable licence terms for all types of content), and ONIX for Publication Licenses (a messaging standard for licence communication between publishers and institutional customers). A number of 'rights registry' projects have also been announced, including the Book Rights Registry (to be created in the wake of the settlement reached between Google and US book authors and publishers) and the European ARROW project (which has a focus on orphan works). This session will begin with a brief presentation exploring the similarities and the differences between these initiatives and will then seek (in workshop format) to understand better what requirements there may be both to extend and to unify the different approaches being proposed – and how this might be achieved.

8. **How green can our value chain become?**
Michael Leuschner
Swets

Will the shift from print to electronic make our value chain more environmentally friendly? Paper releases greenhouse gas emissions throughout its lifecycle. Paper production requires large quantities of energy. The transportation of journals, books and papers to their final destinations consumes a lot of energy and has a high carbon dioxide output. Moving from print to electronic content is promising but how green is the IT infrastructure that supports the digital value chain? The session will highlight some facts and discuss the outlook for green initiatives in our industry.

9. **Usage Factor, Transfer and KBART: updates on UKSG's current work in the information community**
Richard Gedye
Oxford University Press
Ed Pentz
CrossRef
Charlie Rapple
TBI Communications

This session updates delegates on current UKSG projects, including:

• Usage Factor: applying usage statistics to provide greater insight into the value of online journals. Richard Gedye reports on the modelling and analysis work, currently underway, that will define how a usage-based metric might be derived, constructed and effectively applied.

• Transfer: helping publishers ensure that content remains easily accessible when journals are transferred to a new publisher. Ed Pentz reports on publisher compliance to date, and the development of supporting services.

• KBART: increasing the effectiveness of OpenURL linking by improving knowledge base compliance. Charlie Rapple outlines the recently published report that completes Phase 1 of KBART's work, advising publishers about providing publication metadata to support OpenURL linking.

10. **The 21st century library – a whole new ball game?**
Helle Lauridsen
ProQuest
Graham Stone
University of Huddersfield

Over the last few years the shift in emphasis from print to electronic collections has posed a new series of challenges for libraries. Issues regarding physical logistics are now being replaced by URL management and appropriate copy, licence agreements, linking problems and, first and foremost, the growing challenge of how to make users aware of the virtual cornucopia of e-books, journal articles, text and images. In addition users expect this information in a one-box interface. With a reduction in many libraries' staffing, this session asks: how do we cope?

11. **How users navigate publisher platforms - 2004 to 2008**
Marthyn Borghuis
Elsevier, Usage Research,
Academic & Government Products

The availability of full-text journal articles and book chapters on publishers' websites has highly increased the efficiency with which users find what they are looking for. This has been further improved by the major internet search engines, disciplinary databases and above all by globally supported linking standards such as the DOI and the impact of CrossRef. The presentation will focus on the effects that all these services have brought about and what has changed since the early days of internet-based article delivery. Based on data from ScienceDirect, an analysis is provided of the changes in user behaviour, covering the period from 2004 to 2008.

PROGRAMME

Breakout Sessions   Group A

12. If you love your content, set it free?
Mike Ellis
Eduserv

Traditional business models have **scarcity** at their core: when something is scarce, it becomes valuable. Online, this notion is challenged: in a world where every one of us can copy and distribute content at the click of a mouse, notions of 'scarcity' become more and more distant from reality. Several commentators have suggested that **scale** – i.e. providing **more** access to 'valuable' content rather than less – is actually a more scalable business model for the online economy. This session will look at ways in which content can be freed, and will also examine some of the issues which follow around control and authority.

13. OPAC 2.0 and beyond
Dave Pattern
University of Huddersfield

This informal presentation will cover the continuing impact that Web 2.0 is having on the humble library OPAC. As well as discussing the background to why this is happening, the session will include practical examples of how libraries and vendors are moving their web catalogues into the 21st century in order to meet the needs and expectations of increasingly tech-savvy library users.

14. The costs of the scholarly communications system and how they are met: an update on possible changes
Michael Jubb
Research Information Network

This session will provide an update on the estimates published by the Research Information Network in 2008 of the global costs of the scholarly communications system as a whole, and of how and by whom those costs are being met. The estimates are based on a sophisticated model that allows users to produce estimates of the cost and funding implications of possible changes to the system, and we shall look at how the model can be used to test out different scenarios and their impact.

Breakout Sessions   Group B

15. Implementing an Electronic Resource Management ⓘ **System – challenges, benefits and future plans**
Anne Knight
Cranfield University

Over the past few months Cranfield University has been implementing the Verde Electronic Resource Management System from Ex Libris. This session will give an overview of the implementation, including the reasons for purchasing, the process and its use. It will also cover the challenges and issues faced so far, benefits gleaned (both visible and hidden) and plans for future developments.

16. The good, the bad and the ugly: why elegant ⓘ **electronic publishing costs real money**
Chris Beckett
Atypon

This session will provide librarians with insight into the factors that impact electronic journal costs and how 'You get what you pay for' applies in the electronic journal space as elsewhere. It will review some of the cost components related to electronic publishing and examples of the differing costs, to the publisher, of different content delivery platforms. It should provide librarians with a deeper understanding of the electronic journal publishing world, using real-world examples.

17. COUNTER in context
Peter Shepherd
COUNTER

In August 2008 Release 3 of the COUNTER Code of Practice for Journals and Databases was published and it is being implemented by vendors. This Release has a number of new features that will make it easier for librarians and consortium managers to collect, manage and analyse the growing volume of COUNTER-compliant data. At the same time COUNTER usage data is being used in the development of new metrics that may provide alternatives to citation-based measures of journal and researcher performance. Updates will be provided on two of these projects: Usage Factor and PIRUS – Publisher and Institutional Repository Usage Statistics.

18. The evolving role of the institutional repository in promoting library research support
Jessica Eustace
Trinity College Dublin

This breakout session will look at the use of the Research Support System in combination with Trinity's Institutional Repository as a method of promoting the Library's role in adding value to the research process. The session will focus on Trinity College Dublin Library's path in encouraging IR deposit and building Research Profiles and the effect it has had on working with the research community. There will be plenty of opportunity for questions.

19. A student perspective on accessing academic information in the Google era
Presenter to be confirmed

This year the UKSG has invited papers from undergraduate, postgraduate and research students on UK/Irish Library and Publishing courses. The winning entrant will be invited to give an original and personal perspective on being a 'digital native' (http://en.wikipedia.org/wiki/Digital_native). How do they search for and access academic information for studies and research? How do they begin the process? Where do they find the information that they need? How do they assess whether it is good or bad? And what are their pet hates?

20. Federated access management futures
Ian A Young
University of Edinburgh

The first half of the session will give a snapshot of the current state of federated access management, along with an outline of the developments likely to become relevant in the near future. Subjects covered will be topical, but will likely include inter-federation, identity assurance profiles and the 'discovery problem'. The session will conclude with a period for questions and discussion.

Breakout Sessions   Group B

21. **Marketing your collection**
Ruth Wolfish
IEEE
Dianna Magnoni
Franklin W Olin College of Engineering

Best practices, tips and tricks for creating a successful
e-resource event from flyer to logistics – vendor fairs, library
awareness, and training sessions. Not specific to one vendor
or subject area. Librarians show actual examples of library
events. The best ideas come from you. We are amazed at the
creative and effective marketing ideas we see at libraries every
day. It is a crime if nobody else sees them! Please join us at
this event where we will visually display the best of the best.
IEEE's Ruth Wolfish presents best practices from colleagues
all over the US. We will provide you with templates and take-
aways you can use immediately to promote your collections.
Learn how Olin College of Engineering co-ordinated
an excellent vendor fair that received rave reviews from
attending vendors and students. Hear the behind-the-scenes
report from Dee Magnoni, Olin College Library Director.

22. **Open APIs – getting stuff in and out**
Richard Wallis
Talis

Talis Technology Evangelist Richard Wallis will delve into
Application Programming Interfaces (APIs) for integrating
systems. Being able to draw data from external sources
to add value to user experience, or, deeply integrating the
library system with other systems in the organisation such as
finance, portals and CRM, demonstrates both the power of
APIs and the fact that they are a two-way concern. Openly
providing APIs from your system is just as important as being
able to consume data from other systems. The workshop will
be presentation based but with a significant amount of time
for questions and discussion.

23. **Reliable management and curation of research data**
John K Milner
UK Research Data Service (UKRDS)

The management and curation of their data is an increasing
problem for many researchers across a wide range of
disciplines. This workshop will show how the emerging
UK Research Data Service (UKRDS) can use coherent
data management plans, within the context of the Data
Curation Centre's (DCC) data life cycle model, to improve
the management of data for medium- and long-term
preservation and potential sharing. The approach to a
dataset discovery service that will ease the path of researchers
seeking datasets to work with will also be considered.

24. **United Kingdom Research Reserve (UKRR):
the way ahead**
Frances Boyle
Imperial College London

UKRR Phase Two was launched at the beginning of 2009
following the very successful Phase One pilot project.
It is scheduled to last for five years and aims to release
approximately 100km of shelving in UK HE libraries. This
informal workshop will examine the foundations built during
Phase One, and the factors critical to the success of Phase
Two, particularly from the point of view of UK HEIs. There
will be an opportunity to discuss both broad strategic topics
and detailed operational issues that have arisen so far.

**25. Identifying institutions – looking at NISO's I²
(Institutional Identifiers) Working Group**
Tina Feick
HARRASSOWITZ Booksellers and Subscription Agents

In July 2008 NISO established a working group to define an institutional identifier standard. By exploring the current usage of institutional identifiers the I² Working Group is focusing on four major scenarios: electronic resource supply chain, e-learning/courseware, institutional repositories, and library resource management. Along with a status update of the work completed so far, the session will provide an overview of the current institutional identifier standards/practices. Should we use one of these standards, explore other identifiers in use, or create a new standard? Come and discuss the options.

**26. Publishing and cataloguing datasets:
it's time everyone got involved**
Toby Green
OECD Publishing

A recent ALPSP survey reported that 75 publishers are publishing data alongside their journals – yet there are no citation or cataloguing standards for datasets. In parallel, new tools to visualise data are emerging all the time – tools that map, chart and make data dynamic. In this session OECD, a large data publisher, will present a proposal for citation and cataloguing standards for datasets and give a tour of some of the coolest data visualisation tools now being developed.

**27. "How many thousand??!": the licensing landscape
for membership organisations**
Tom Bishop
The Royal College of Surgeons of England
Sarah Butler
Royal Pharmaceutical Society of Great Britain

Numbers, geography, money, etc… This workshop session will explore issues involved in the licensing of electronic resources by membership organisations and the challenges of making content available to members. After a short introduction to set the scene, participants will be encouraged to discuss their experiences and approaches, with the aim of identifying areas of commonality and sharing what has worked for them. (So yes, it's a bit interactive, but not in a scary way.)

**28. So, your publishers are looking to change
hosting platforms again: what you need to
know about the decisions and challenges
publishers face in making the switch**
John Shaw
SAGE

This session will look into the process publishers take when switching their online hosting platforms. We will review why publishers and/or societies change platforms, the process they take, the decisions they have to make, the benefits from switching, and the pains and perils of doing so and who it affects downstream. Bring your paddles and slickers, as we will take this wet and wild ride together down the white water rapids we know as online hosting platform switcharoos.

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

CONNECTING THE INFORMATION COMMUNITY

SERIALS-eNews

UK SG

For booking forms and further information please refer to www.uksg.org

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