

# CONFERENCE 2011 AND EXHIBITION

4-6 April 2011

Harrogate International Centre

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## Plenary Session I

# Future communications

Auditorium

Chair: Tony Kidd, *University of Glasgow*

▶ 10.40

## William Gibson and the future of libraries

John Naughton

*The Open University and Cambridge University Library*

The novelist William Gibson, the man who coined the term 'cyberspace', famously observed that "The future is already here; it's just not evenly distributed". Everything we know about the history of technology seems to corroborate that insight. In this talk John Naughton explores the relevance of Gibson's insight to the future of libraries in a digital age.

**JOHN NAUGHTON** is Professor of the Public Understanding of Technology at The Open University. He is also a Fellow of Wolfson College Cambridge and Academic Adviser to the Arcadia Project at Cambridge University Library, which is exploring the role of academic libraries in a digital age. In other lives, he is:

The Observer's Internet columnist. Before switching to technology he was for nine years The Observer's TV Critic, and during that time won the Critic of the Year award three times.

An historian of the Internet. *A Brief History of the Future*, his book on the origins and evolution of the network, has been published in several languages (including Chinese) and is now a staple of university reading lists worldwide.

A Fellow of the Royal Society of Arts. He was a member of the group which drafted the Adelphi Charter on Creativity, Innovation and Intellectual Property.

Co-founder and non-exec director of Cambridge Visual Networks, a start-up that has invented an innovative way of displaying and managing screen-based displays.

An inveterate photographer, blogger, Twitterer and Flickr-er.

His new book, *Everything You Need to Know about the Internet*, will be published in the autumn by Quercus.

▶ 11.20

## The future of the book

David "Skip" Prichard

*Ingram Content Group Inc*

The book industry is undergoing rapid changes, and the fallout is just beginning. Relentless industry change is bringing success and opportunity to some, transformation and consolidation to others, and failure to those who get left behind. At no time has publishing been at a similar crossroads, where both content format and the delivery methods are changing at the same time. Publishers and libraries must not become paralysed in the midst of the rapid change the industry is facing. Publishers need to stop making decisions about format and make available all formats and let the consumer decide. To be successful we must focus and act on the next generation of content now rather than being distracted by the seeming chaos that comes with charting new territory. Mr Prichard's perspective as the leader of Ingram Content Group, which sits between publishers, retailers and libraries, offers a unique view of the future of books and publishing and the already proven business models that are helping the entire industry not only survive, but thrive, in this time of transformation in publishing.

**DAVID "SKIP" PRICHARD** is President & Chief Executive Officer of Ingram Content Group Inc. Ingram Content Group provides books, music and media content to over 35,000 retailers, libraries, schools and distribution partners in over 200 countries. More than 21,000 publishers use Ingram's fully integrated physical and digital solutions and programmes to realise the full business potential of books. Under his leadership Ingram Content Group has improved its financial position, expanded its international locations to continental Europe and Australia, strengthened its digital offerings and integrated its multiple companies and acquisitions into a unified service offering. Mr Prichard's perspective as the leader of Ingram Content Group – the centre hub between publishers, retailers and libraries – offers a unique view on the future of books and publishing. His views have been featured in print and online publications and broadcast media, including the BBC, The New York Times, The Daily Beast, Harvard Business Review, Information Today, The Bookseller, Publishers Weekly, Christian Retailing, Library Journal and others. He has spoken on this topic at conferences, including O'Reilly Tools of Change for Publishing, BookExpo America, PubWest, and the ECPA's Executive Leadership Summit. Prior to his appointment at Ingram Content Group Mr Prichard was President and Chief Executive Officer of ProQuest Information & Learning where he led ProQuest through a successful financial turnaround, achieving double-digit growth and returning the company to profitability. Earlier in his career he held a number of executive positions with LexisNexis, where as Vice President of corporate and federal markets he provided business information and risk management solutions to the largest global corporations.

A photographer will be operating throughout the conference and some of the images taken will be used for future publicity purposes. Please lodge any concerns at the Conference Registration Desk.

## OECD's global Knowledge base



PDF



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DATA



BETTER POLICIES FOR BETTER LIVES

For some 20 years we have been quietly using free, open software to develop our text processing systems. Rejecting proprietary software has paid off:

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We think you should consider free open software for your business, with or without us.

[www.river-valley.com](http://www.river-valley.com)



RIVER VALLEY

# Monday 4 April

## Morning

08.00

### Registration

Main Foyer

09.00

### Refreshments and exhibition viewing

Hall Q

10.30

### Opening of the Conference

Auditorium

Tony Kidd

*Chair, UKSG*

### Greetings from NASIG

Katy Ginanni

*President, NASIG*

### Presentation of 2011 John Merriman Joint NASIG/UKSG Award

Ian Bannerman

*Taylor & Francis*

UK award sponsored by



Taylor & Francis Group  
an informa business

## Plenary Session I

### Future communications

Auditorium

**Chair:** Tony Kidd

*University of Glasgow*

10.40

### William Gibson and the future of libraries

John Naughton

*The Open University and*

*Cambridge University Library*

11.20

### The future of the book

David "Skip" Prichard

*Ingram Content Group Inc*

### Presentation to the sponsored students

Felix Haest

*Elsevier BV*

Students part sponsored by



12.00

### Lunch and exhibition viewing

Hall Q

# New approaches to research

Auditorium

Chair: Ed Pentz, *CrossRef*

▶ 15.00

## Digital research, analog publishing: one scientist's view

Philip E Bourne

*University of California, San Diego*

The process of conducting scientific research is currently completely separate from the process of publishing that research. There is no reason why it should be that way. The possibility exists whereby public accessibility with appropriate reward can be considered an extension of the research workflow. The result is a product that can improve the comprehension of that research. In short this takes us 'Beyond the PDF'. What is needed to go beyond the PDF will be discussed.

**PHILIP E BOURNE** PhD is a Professor in the Department of Pharmacology and Skaggs School of Pharmacy and Pharmaceutical Sciences at the University of California San Diego, Associate Director of the RCSB Protein Data Bank and an Adjunct Professor at the Burnham Institute. He is a Past President of the International Society for Computational Biology. He is an elected fellow of the American Association for the Advancement of Science (AAAS) and the American Medical Informatics Association (AMIA). He is the co-founder and Editor-in-Chief of the open access journal PLoS Computational Biology and a long standing member of the National Science Foundation, National Institutes of Health and Genome Canada panels responsible for reviewing proposals relating to computational biology. Awards include the Jim Gray eScience Award (2010), the Benjamin Franklin Award (2009), the Flinders University Convocation Medal for Outstanding Achievement (2004) and the Sun Microsystems Convergence Award (2002). Bourne's professional interests focus on relevant biological and educational outcomes derived from computation and scholarly communication. This implies algorithms, text mining, machine learning, metalanguages, biological databases, and visualisation applied to problems in drug discovery, evolution, cell signalling, apoptosis, systems biology and scientific dissemination. He has published over 200 papers and five books, one of which sold over 150,000 copies. He has co-founded four companies: ViSoft Inc., Protein Vision Inc., a company distributing independent films for free and, most recently, SciVee. Bourne is committed to furthering the free dissemination of science through new models of publishing and better integration and subsequent dissemination of data and results which as far as possible should be freely available to all. Personal interests are squash, hiking, skiing, flying and motor bikes.

▶ 15.30

## The gatekeeper is dead! Long live the gatekeeper! Or: What does filtering mean for scholarly communications in a web-based world?

Cameron Neylon

*Science and Technology Facilities Council*

An important traditional role of the scholarly literature has been a filter, selecting those submissions to the permanent scholarly record that are worthy of the cost of printing and distribution, and worthy of the attention of researchers checking the latest issues in the library. At its centre lies the editor, academic or professional, who makes a choice about how limited resources will be allocated. This made sense when the bottleneck was printing and distributing. In a web-based world, where the cost of making something available is low, it makes sense to publish everything, just in case, but how we will manage the information overload? Cameron will argue that this only seems a paradox from the print media world: that in fact publishing more makes filtering and discovery easier. Tools and approaches are available to enable improved automated filtering and discovery, for example by social filtering and hugely improved web search. It places control in the hands of the user. The role of the publisher changes from that of gatekeeper to one of facilitating discovery. To support this, publishers and researchers will need to consider how to provide access to much more of the raw material of the research process and, critically, how to enable the effective and efficient annotation and mark-up that will support new discovery platforms.

**CAMERON NEYLON** is a biophysicist who has always worked in interdisciplinary areas and is an advocate of open research practice and improved data management. He currently works as Senior Scientist in Biomolecular Sciences at the ISIS Neutron Scattering facility at the Science and Technology Facilities Council (STFC). Along with his work in structural biology and biophysics, his research and writing focuses on the interface of web technology with science and the successful (and unsuccessful) application of generic and specially designed tools in the academic research environment. Cameron is a co-author of the Panton Principles for Open Data in Science, founding Editor in Chief of Open Research Computation, and writes regularly on the social, technical, and policy issues of open research at his blog, Science in the Open.

▶ 16.00

### The research workflow revolution: the impact of Web 2.0 and emerging social networking tools on research workflow

Bill Russell  
*Emerald Group Publishing Ltd*

Every day the mainstream and education media tell us that our lives are changing due to Facebook, LinkedIn and other social media tools. Is this really true? Where is the evidence? How is social media really affecting the researcher community that librarians and publishers strive to support? The presentation reports on a major international survey, covering 2,000 researchers, which investigated the use of social media in the research workflow. Working with CIBER at UCL, the research process revealed that social media have found serious application at all points of the research lifecycle. Journals, conference proceedings and edited books remain the core dissemination channels for research. The research demonstrates that institutional repositories are also highly valued, with social media now seen as providing important complementary channels for both the dissemination and discovery of research. Revolutionary forces are at work. Academe is growing worldwide, and younger researchers are feeling 'squeezed out' of the world of peer evaluation, citations and high impact journals. Social media is growing as a forum to serve younger and frustrated academics. Revealingly, in one lengthy focus group about information use, libraries were not mentioned once. Librarians and publishers must recognise that social media has a major role to play in the workflow of all subjects, especially social sciences and humanities. Publishers and librarians must develop their services accordingly, or risk being left behind.

**BILL RUSSELL** is Communications Director at Emerald Group Publishing Limited. He joined Emerald in 2000, having held senior sales and marketing positions for the Hallmark greeting card company, and Castrol, a leading motor oil brand. In 13 years with Castrol, Bill's mix of national and global experience included an overseas posting to Spain and management of their international motorsport programme. Eleven years with Emerald have seen him leading – at various times – all of Emerald's journal and book sales and marketing activities. He is a Visiting Professor at CIBER (Centre for Information Behaviour and the Evaluation of Research) at University College, London. Particular areas of interest are: the impact of economic growth in Asia on publishing and research; digital researcher and student behaviour, including usage patterns; academic research workflow; development of global Higher Education, especially in social sciences; international expansion of Business Schools; and the changing role of the digital librarian. Bill is married with four children and a dog and lives in the Yorkshire Dales in the UK.

13.30

**Breakout sessions**  
(Group A)

14.30

**Refreshments and exhibition viewing**  
Hall Q  
Break sponsored by



**Plenary Session 2**

**New approaches to research**

Auditorium  
**Chair:** Ed Pentz  
*CrossRef*

15.00

**Digital research, analog publishing:  
one scientist's view**

Philip E Bourne  
*University of California, San Diego*

15.30

**The gatekeeper is dead! Long live the  
gatekeeper! Or: What does filtering mean  
for scholarly communications in a web-  
based world?**

Cameron Neylon  
*Science and Technology Facilities Council*

16.00

**The research workflow revolution: the  
impact of Web 2.0 and emerging social  
networking tools on research workflow**

Bill Russell  
*Emerald Group Publishing Ltd*

16.30 to 17.30

**Exhibition viewing**  
Hall Q

18.00 to 19.00

**Reception**  
Hall Q

19.00

**Curry and quiz night**

Royal Hall (additional bookable option),  
or Free evening – delegates can consult  
<http://www.uksg.org/event/conference11>  
for dining and networking ideas

## Plenary Session 3

# Rethinking 'content'

Auditorium

Chair: Hazel Woodward, *Cranfield University*

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▶ 09.00

### Open, social and linked – a ménage à trois of content exploitation

Andy Powell  
*Eduserv*

Openness (or, at least, the perception of openness), the growing importance of social media, and our ability to use the humble hypertext link to construct a complex 'web of data' form the foundations on which much of the impact of the modern web is built. This talk will look at what the three words, 'open', 'social' and 'linked', mean, both technologically and economically, and will consider the impact they might have on the ways in which university libraries and academic publishers can best disclose their content on the web.

**ANDY POWELL** is Research Programme Director at Eduserv, a not-for-profit IT service provider, where he is responsible for a programme of internal and external research and standards-making activities that inform the development of sustainable services for education, health and the public sector. His primary areas of interest include: cloud services in education, metadata, the Semantic Web and Linked Data; repositories, research data, resource discovery and scholarly communication; identity and access management. Over the last 15 years Andy has been involved in a wide range of digital library projects, services and standards-making activities at both national and international levels. As part of those activities he has worked closely with JISC, often in an advisory capacity, on a variety of their programmes including the JISC Information Environment, Repositories and Preservation, the UK Access Management Federation and, more recently, the Resource Discovery Taskforce (covering libraries, museums and archives). Andy is a techie at heart but has occasionally been known to get thru a whole 30-minute presentation without using a single angle bracket.

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▶ 09.30

### Buying by the bucketful: a comparative study of how e-book bundles are used

Terry Bucknell  
*University of Liverpool*

At the end of 2009 the University of Liverpool embarked on a research project to study the use and impact of the Springer e-book collections that it had purchased. The usage analysis element of the study was reported in the July 2010 issue of *Serials*, and a user survey was reported in a subsequent Springer white paper. This presentation will bring those studies up to date and will examine whether their findings hold true for other e-book collections purchased by the University of Liverpool and other institutions. Having access to bucketfuls of e-books also serves as a useful test-bed for other possible e-book models. What works: title selection, patron-driven acquisition, big deal, or selection after one year's access? Or does it all come down to price?

**TERRY BUCKNELL** is the Electronic Resources Manager at the University of Liverpool where he manages an extensive collection of e-journals, databases and e-books, as well as the online services, including EBSCO Discovery Service and SFX, through which they are accessed. After acquiring a first degree in Physics from the University of Manchester he gained his MA in Librarianship at the University of Sheffield. He was previously Engineering Librarian at the University of Leeds. Terry has a particular interest in employing usage statistics in the selection and de-selection of electronic resources, and Big Deals in particular. He is a member of the COUNTER Executive Committee and of several publishers' Library Advisory Boards, and he recently joined the editorial board of *Serials Librarian*.

▶ 10.00

### Opening up bibliographic data

Rufus Pollock  
*Open Knowledge Foundation*

Over the past few years there has been an explosive growth in open data with significant uptake in government, research and elsewhere. Bibliographic records are a key part of our shared cultural heritage. They too should therefore be open, that is, made available to the public for access and reuse under an open licence which permits use and reuse without restriction (<http://opendefinition.org/>). Doing this promises a variety of benefits. First, it would allow libraries and other managers of bibliographic data to share records more efficiently and improve quality more rapidly through better, easier feedback. Second, through increased innovation in bibliographic services and applications generating benefits for the producers and users of bibliographic data and the wider community.

This talk will cover the what, why and how of open bibliographic data, drawing on direct recent experience such as the development of the Open Biblio Principles and the work of the Bibliographica and JISC OpenBib projects to make the three million records of the British Library's British National Bibliography (BNB) into linked open data. With a growing number of Government agencies and public institutions making data open, is it now time for the publishing and library community to do likewise?

**RUFUS POLLOCK** is a Shuttleworth Foundation Fellow, an Associate of the Centre for Intellectual Property and Information Law at the University of Cambridge and a Director of the Open Knowledge Foundation which he co-founded in 2004. He has worked extensively as a scholar and developer on the social, legal and technological issues related to the creation and sharing of knowledge.

### Plenary Session 3

#### Rethinking 'content'

Auditorium  
Chair: Hazel Woodward  
*Cranfield University*

09.00

#### Open, social and linked – a ménage à trois of content exploitation

Andy Powell  
*Eduserv*

09.30

#### Buying by the bucketful: a comparative study of how e-book bundles are used

Terry Bucknell  
*University of Liverpool*

10.00

#### Opening up bibliographic data

Rufus Pollock  
*Open Knowledge Foundation*

10.30

#### UK Serials Association AGM

Auditorium



11.00

#### Refreshments and exhibition viewing

Hall Q  
Break sponsored by



11.30

#### Breakout sessions

(Group A)

12.30

#### Lunch and exhibition viewing

Hall Q

# Strategic directions in a constrained world

Auditorium

**Chair:** Diane Thomas, *Gale Cengage Learning*

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▶ 13.45

## Brave New World: rebooting UK HE

Sir John O'Reilly  
*Cranfield University*

“Never in the field of human conflict . . .” Well, perhaps not as momentous as the events that prompted Churchill’s words but certainly we will have “so much owed by so many” as a result of the changes in higher education funding in England. Of course, in another sense it was ever thus; the ‘so many’ of society have previously provided the funding for higher education with the collective that is society seen as the beneficiary. We are now in a new world with much of the state support for universities linked yet more directly than previously with individual students.

There have been reviews and changes in higher education before, of course. The Robbins report of 1963 led to considerable expansion in the number of universities and to substantial widening of participation. With the Dearing Report of 1997 we saw a shift from undergraduate tuition being funded entirely by grants from the government to a mixed system in which tuition fees, supported by low interest government loans, were raised. Given that, might the Browne review of 2010 – and the changes brought in following it – be seen as much evolution as revolution perhaps? Is this truly a ‘Brave New World’? It most certainly is! And, as with any other change of this magnitude, there are pit falls, potential casualties and the like. It will be important as we plot our way forwards in the new landscape to be sensitive to these, to make hard choices – and above all to ensure we take maximum advantage from modern tools, techniques and capabilities to provide the highest possible quality of experience.

**SIR JOHN O'REILLY** is Vice-Chancellor of Cranfield University, a position he has held since December 2006. Prior to joining Cranfield he was Chief Executive of the Engineering and Physical Sciences Research Council (EPSRC). He has held academic appointments at Essex, Bangor and UCL, as well as positions in industry/government. He is currently Chairman of NICC (Standards) Ltd and a Director of the ERA Foundation Ltd. A Chartered Engineer, he is a Fellow and member of Council of the Royal Academy of Engineering, an International Fellow of Académie Hassan II des Sciences et Techniques and of Academia das Ciencias de Lisbon, a former President of the Institution of Electrical Engineers and of EUREL, the Confederation of European Professional Electrical Engineering Societies. He holds honorary doctorates/Fellowships from Essex, Bangor and UCL and is an Honorary Fellow of the Institution of Chemical Engineers. Widely published, with over 350 research papers and three books, he was awarded the J J Thomson Medal of the IEE for 'distinguished contributions to electronic engineering'. He was awarded a knighthood for contributions to science in 2007. In the wider international arena Sir John chairs the President's Academic Advisory Committee of Khalifa University and is a Board Member of A\*STAR, the Agency for Science Technology and Research, in Singapore.



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▶ 14.15

### Three years and counting – the economic crisis is still with us but the muddling through is over

Charles B Lowry  
*Association of Research Libraries*

The 126 members of the Association of Research Libraries in Canada and the US, like NFPs everywhere, have been buffeted by three years of economic crisis and all the uncertainties that have emerged for higher education in North America. This plenary will provide a report of the survey of data on budgets among ARL Members. This data is based not on expenditures that can give a skewed view of the fiscal condition for these institutions due to various factors such as carry-over funds, but on the actual beginning of year budget allocations from three fiscal years 2008-2011. There is evidence that these libraries are grappling with the economic crisis by accelerating the rate of adaptation of the research library model.

**CHARLES B LOWRY** is the Executive Director of the Association of Research Libraries (2008- ). The Association of Research Libraries (ARL) is a non-profit organisation of 126 research libraries in North America. Its mission is to influence the changing environment of scholarly communication and the public policies that affect research libraries and the diverse communities they serve. ARL pursues this mission by advancing the goals of its member research libraries, providing leadership in public and information policy to the scholarly and higher education communities, fostering the exchange of ideas and expertise, facilitating the emergence of new roles for research libraries, and shaping a future environment that leverages its interests with those of allied organisations. ARL is on the web at <http://www.arl.org/>. Lowry was the Dean of Libraries at the University of Maryland College Park (1996-2008), a system composed of the seven libraries, and was also an Emeritus Professor in the University of Maryland College of Information Studies and will return to teach there in 2013. He has directed five academic and research libraries, including service as University Librarian at Carnegie Mellon University in Pittsburgh where he led significant information technology initiatives (1992-96). Prior to that he served as director of libraries at University of Texas Arlington, University of South Alabama and Elon University.

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### Plenary Session 4

#### Strategic directions in a constrained world

Auditorium

Chair: Diane Thomas  
*Gale Cengage Learning*

13.45

#### Brave New World: rebooting UK HE

Sir John O'Reilly  
*Cranfield University*

14.15

#### Three years and counting – the economic crisis is still with us but the muddling through is over

Charles B Lowry  
*Association of Research Libraries*

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14.45

#### Refreshments and exhibition viewing

Hall Q

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15.15

#### Breakout sessions (Group B)

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16.15 to 17.15

#### Exhibition viewing

Hall Q

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#### Evening theme: SPArkle

Venue: Barceló Harrogate Majestic Hotel

19.00

#### Reception

20.15

#### Conference dinner

22.15 to 00.30

#### Band: The Nightjars

with disco and bar

## Plenary Session 5

# Improving access

Auditorium

Chair: Richard Gedye

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▶ 09.00

### The dynamics of improving access to research papers

Mark Ware

*Mark Ware Consulting*

We will give the first presentation of the findings of this Research Information Network project conducted by Cambridge Economic Policy Associates in association with Mark Ware Consulting. The project aims to improve understanding of the transitions needed to improve access to research articles by modelling and comparing the costs and benefits associated with a series of scenarios, together with the drivers and mechanisms underlying the transitions. The scenarios describe potentially plausible ways to improve access over a five-year period via five possible routes: open access journals (Gold OA); open access repositories (Green OA); delayed access; extensions to licensing; and transactional solutions (such as pay-per-view).

**MARK WARE** is a publishing consultant working in the STM and B2B sectors. Prior to establishing his own consulting practice in 2003, his most recent positions were as Director at Ingenta, exploring the development of a new online CME/CPD platform; as Executive Director of the Healthcare division of CMP Information; and as Publishing Director, IOP Publishing (the publishing division of the Institute of Physics).

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▶ 09.15

### Barriers to an exclusively electronic journal environment

Laura Cox

*Frontline GMS Ltd*

The report on barriers to an online-only journals environment in UK HEIs is part of a portfolio of projects on transitions in scholarly communications. This particular project investigated the obstacles to exclusively online journal provision from the perspectives of libraries, academia, and journal publishing. It used a number of sources, a literature search, data collection and analysis, and an extensive programme of consultative interviews with librarians, academics, publishers and other organisations involved in the journals landscape. The report identifies and investigates the barriers, some of which may not be obvious to all, with observations and recommendations on the steps needed to overcome them. This session will provide an overview of the projects findings.

**LAURA COX** has been a publishing consultant for nearly ten years. She works with a variety of international clients including publishers, intermediaries and trade associations, in strategic sales and marketing consultancy, the creation of business and pricing models, market research, data analysis, project management, and a range of promotional and PR activities. She is the author of the Consortium Directory Online and co-author of the ALPSP Scholarly Publishing Practice surveys, and a number of RIN and JISC reports. Laura previously held the position of Acting Business Manager for the ALPSP and worked at John Cox Associates as a publishing consultant.

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▶ 09.30

## Access to scholarly content: gaps and barriers to access (key findings)

Ian Rowlands

*CIBER Research Group, University College London*

Ian will present the key findings of a study funded by the Research Information Network, JISC and the Publishing Research Consortium into access gaps and barriers for scholarly content in the UK. The study is based on an online survey of nearly 2,700 users of journal articles and conference papers in universities and colleges, medical schools and health providers, industry and commerce, and research institutes. The paper will also size the potential market for UK knowledge workers in organisations without subscription access, based on an analysis of the UK Labour Force Survey.

**IAN ROWLANDS** is Professor of Information Studies at University College London (UCL) and teaches on the MA Publishing programme. A life scientist originally, Ian became interested in the world of libraries and publishing upon graduation, and worked in the database publishing sector for ten years before joining academia in 1993. His research interests focus on journal publishing, information-seeking behaviour and bibliometrics, all of which find outlets through the work of the CIBER Group at UCL.

Followed by:

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▶ 09.45

## Chaired debate between

Steven Hall

*IOP Publishing Ltd*

and

Alma Swan

*Key Perspectives Ltd*

**STEVEN HALL** is managing director of IOP Publishing. He has worked in academic publishing for more than thirty years, holding senior positions at Chadwyck-Healey, ProQuest, Blackwell and Wiley-Blackwell before joining IOPP. He serves on the boards of the International Association of Scientific, Technical and Medical Publishers and of CrossRef. Steven has been engaged in digital publishing since the mid-1980s and has taken a close interest in copyright and licensing issues as digital business models have evolved; he has been an active participant in the debate on Open Access. As IOPP employs both traditional subscription and Open Access journal publishing models, he is able to draw on a good understanding of both.

**ALMA SWAN** is a consultant working in the field of scholarly communication. She is a director of Key Perspectives Ltd and holds honorary academic positions in the University of Southampton School of Electronics & Computer Science and the University of Warwick Business School. Alma is Convenor for Enabling Open Scholarship, the global organisation of universities promoting the principles of open scholarship in the academic community. Her work covers market research and business modelling, project management and evaluation, research communication practices and behaviours, and the study and promotion of new forms of scholarly communication in the age of the Web. She writes and makes frequent presentations on scholarly communication issues. Alma has BSc and PhD degrees from the University of Southampton and an MBA from Warwick Business School. She is a Fellow of the Society of Biology (UK) and a Chartered Biologist, is an elected member of the Governing Board of Euroscience (the European Association for the Promotion of Science & Technology) and is the former editor of its online magazine, The Euroscientist.

# Wednesday 6 April

Morning

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## Plenary Session 5

### Improving access

Auditorium

Chair: Richard Gedye

09.00

### The dynamics of improving access to research papers

Mark Ware

*Mark Ware Consulting*

09.15

### Barriers to an exclusively electronic journal environment

Laura Cox

*Frontline GMS Ltd*

09.30

### Access to scholarly content: gaps and barriers to access (key findings)

Ian Rowlands

*CIBER Research Group,*

*University College London*

Followed by:

09.45

### Chaired debate between

Steven Hall

*IOP Publishing Ltd*

and

Alma Swan

*Key Perspectives Ltd*

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10.30

### Refreshments and exhibition viewing

Hall Q

Break sponsored by



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11.00 to 12.00

### Breakout sessions

(Group B)

# Anticipating and managing change

Auditorium

Chair: Incoming Chair, UKSG

▶ 12.15

## Collections 2021: the future of the collection is not a collection

Rick Anderson  
*University of Utah*

The thought of a library without a collection seems, on its face, ridiculous – if the library has no collection, then in what meaningful sense is it a library? But there's another question we must ask, and it is more urgent: what if the library collection doesn't work? Are we actually very good at guessing what our users will need? And if not, what alternatives exist? Is it possible for libraries to move from a speculative, just-in-case model to a responsive, just-in-time model? If so, what would doing so imply for the future of the library and of scholarly communication in general? Clearly these questions are fraught, so expect lively discussion!

**RICK ANDERSON** is Associate Director for Scholarly Resources and Collections at the University of Utah's Marriott Library. He has previously worked as a bibliographer for YBP, Inc, and in the libraries of the University of North Carolina, Greensboro and the University of Nevada. He serves on numerous editorial and advisory boards and is a regular contributor to the Scholarly Kitchen blog and Against the Grain. His book, *Buying and Contracting for Resources and Services: A How-to-Do-It Manual for Librarians*, was published in 2004. Rick has served as president of the North American Serials Interest Group, and was an ARL Research Library Leadership Fellow for 2009-10.

▶ 12.45

## Unlocking the four doors to sustainable change

Brad R Meyer  
*Collaboration Ltd*

The good news is that THERE ARE ONLY FOUR CHALLENGES to sustainable change. The bad news is that ignoring any one of these four challenges means that the change you desire will not be sustainable.

Don't agree with me? Then you've confirmed the first challenge – accuracy of situational assessment.

Agree with me, but think "So what"? Then welcome to the second challenge – logical/organisational importance.

Still agree, but don't really care? That's the third challenge – personal relevance.

Beginning to wonder who's behind these comments? You've acknowledged the fourth and deepest challenge – a personal state of engagement with the promoters of change.

**BRAD MEYER's** professional activities are focused on helping people work together more effectively – through communicating more effectively – in person and via technology. He is a partner in three companies: Collaboration Ltd, Interaction Technologies Ltd and Vision Enabler Ltd.

Private sector work with: BP, SAIC, IBM, SEMA, INSEAD, Ernst & Young, Unilever, Henley Management College, etc.

Public sector work with: United Nations, ADSE and HALDE (French government bodies), Aston University, Multi-Stakeholder Forum, etc.

Third sector work with: Club Madrid (former Heads of democratic states), Sergeants, Cancer Research, MS Society, Respect, etc.

Books authored: "The Forensics of Legal Fraud", "Being Inclusive in a Diverse World".



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*AIP Advances* ([aipadvances.aip.org](http://aipadvances.aip.org)) is a fast-track, community-based, open access journal, focusing on research in applied physical science. The journal's unique pre- and post-publication evaluation process strikes an excellent balance between traditional peer review and the need for rapid dissemination of information.

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# Wednesday 6 April

Morning

## Plenary Session 6

### Anticipating and managing change

Auditorium

Chair: Incoming Chair

UKSG

12.15

### Collections 2021: the future of the collection is not a collection

Rick Anderson

University of Utah

12.45

### Unlocking the four doors to sustainable change

Brad R Meyer

Collaboration Ltd

13.15

### Close of conference and lunch

There are 28 breakout sessions, split into two groups.

**The Group A sessions will run concurrently on:  
Monday 4 April at 13.30 and Tuesday 5 April at 11.30**

**The Group B sessions will run concurrently on:  
Tuesday 5 April at 15.15 and Wednesday 6 April at 11.00**

The four 'Introductory Level' breakout sessions are marked **II**

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### 1. **A day in the life of a publisher/agent/librarian**

**II** Ruth Wells  
*Taylor & Francis*  
Jo Connolly  
*Swets*  
Stephen Buck  
*Dublin City University*

**Publisher:** Ruth will talk from the point of view of the customers and external factors she comes across during the day. These feed into how these factors affect the decisions she takes and therefore the impact for the business. The information will be general but still useful to others.

**Agent:** Jo plans to run through some key statistics to give the audience an idea of the scale of the work of an agent and how the agent manages that scale as creatively and efficiently as possible, in an increasingly demanding chain, to ensure the agent continues to add value. Audience participation will be encouraged.

**Librarian:** This light piece is audio-based around the characters encountered in a typical working day. It is almost a parody of the typical "I ate my sandwich at my desk, had a five-minute lunch and didn't get out of the office until ten" type of piece that appears quite often.

---

### 2. **Hide and seek? An idiot's guide to content dissemination and discovery**

**II** Charlie Rapple  
*TBI Communications*

For publishers who are unsure how best to get content in front of readers, in all the disparate places where they start their research – reading lists, OPACs, ERM systems/ services like Verde or SwetsWise, webscale discovery tools like Summon, faceted search services like AquaBrowser, general discoverability tools like Google, scholarly ones like Scopus, discipline-specific ones like PubMed – this session will suggest a strategic approach to content discovery, and recommend sources of guidance and best practice for practical implementation.

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### 3. **Working with subscription agents: 2011 and beyond**

Juliet Baxter and Bev Delaney  
*The Open University*

This is an invitation to attendees from libraries, subscription agents and publishers to come along and participate in a discussion that will explore the issues, expectations and opportunities facing everyone in the supply of scholarly information in an increasingly digital world. What are the key messages that we need each other to hear? How do we see our working relationships developing in the next five years? How have the discussions from last year helped to inform the parties involved? Challenges? Threats? Opportunities ...? You decide!

---

**4. Share and share alike: a year in the life of a shared service for libraries and publishers**

Caren Milloy and Paul Harwood  
*JISC Collections*

JISC Collections exists to improve the efficiency and effectiveness of licensing scholarly online content on behalf of the UK academic community. It is a shared service that works collaboratively with a range of partners and stakeholders. This briefing session will review and highlight the significant body of work being undertaken by JISC Collections, in support of its mission, being delivered at a time of significant financial stress and budgetary uncertainty for academic institutions in the UK.

---

**5. Driving usage – what are publishers and librarians doing to evaluate and promote usage?**

Sarah Pearson  
*University of Birmingham*  
Christian Box  
*IOP Publishing*

Although a relatively recent phenomenon, measuring the usage of published research has rapidly become one of the most important ways to evaluate the relative value of different publications. Libraries and publishers are also investigating the impact of interface and technology provision in improving resource discovery and content usage. Demand for such data is increasing throughout the industry, partly in response to greater scrutiny of return on investment. As a result the techniques used by publishers and librarians to promote and evaluate usage are also developing. This briefing session looks at some of the methods currently adopted and examines the issues faced by the industry in driving the application of usage data forward.

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**6. Just Doing IT Yourself - simple recipes for the rest of us**

Tony Hirst  
*The Open University*

Whenever you need one, there's never a developer to hand. But what's stopping you from doing the IT thing yourself? In this session we'll explore some of the ways in which non-developers can 'mash-up' their own web applications, from rich interactive visualisations to powerful, realtime current awareness monitoring systems. Sounds too much like computer code? Far from it – in many cases, all you need to be able to do is cut and paste URLs from one place to another.

---

**7. The Pistoia SESL pilot project: knowledge brokering for Life Sciences?**

Richard Kidd  
*RSC*

The Pistoia SESL pilot project is concerned with demonstrating the feasibility of an open knowledge brokering framework. The pilot is focused on the extraction of assertions for Type II Diabetes mellitus, both from the full-text scientific literature, supplied by participating publishers, and from bioinformatics resources managed by EMBL-EBI. In this session Wendy will present the project and its findings, then open up a discussion to explore the opportunities and challenges of knowledge brokering for the Life Sciences. SESL project members: data consumer companies (AstraZeneca, GSK, Pfizer, Roche, Unilever); publishers (Nature Publishing Group, Elsevier, Oxford University Press, Royal Society of Chemistry); EMBL-EBI.

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**8. The Journal Usage Factor Project – what have we learnt from our data analysis?**

Richard Gedye

Last year seven major academic and professional publishers submitted substantial amounts of journal usage data for analysis, with the twin aims of:

- searching for a credible usage-based metric which might supplement established citation-based metrics as a measure of journal utility, and
- identifying any issues that would need to be addressed, and further actions that would need to be taken, before any such metric could become routinely produced and widely accepted.

The data analysis has now been completed and this session will report on the results and recommendations, as well as outlining the next steps to be taken if the Usage Factor concept is to become an implementable metric with value to all players in the information chain.

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**9. Open library environments**

Ken Chad  
*Ken Chad Consulting Ltd*

Open source, open data, open access, open learning resources, open APIs: the trend towards 'openness' seems inexorable. However, the technology environment of most libraries typically remains a series of silos. Community and commercial initiatives are working to create a more open interoperable technology environment for libraries but will they be able to overcome the power of legacy? Ken looks at the initiatives, the barriers and the possibilities for a more open library environment.

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### 10. **How to become a first-class citizen of the Web**

Adrian Stevenson

*UKOLN, University of Bath*

Jane Stevenson

*Mimas, The University of Manchester*

The JISC-funded LOCAH project aims to put archival and bibliographic data at the heart of the Linked Data Web, providing the opportunity to link diverse content sources and enabling the free and flexible exploration of data. This session will give a brief overview of the concepts behind Linked Data and will explain how we are applying these ideas to archival and bibliographic data. We will outline our progress and lead a discussion about the opportunities and barriers in creating and using Linked Data.

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### 11. **The JISC Journal Usage Statistics Portal (JUSP)**

Ross MacIntyre

*Mimas, The University of Manchester*

The portal provides a single gateway to the (JR1, JR1A and JR5) COUNTER-compliant usage statistics for institutions subscribing to NESLi2 deals. It brings together statistics from publishers, gateways and host intermediaries. A monthly ingest is planned, though ad hoc updates may also be required. The portal aims to collect all data via SUSHI directly from the supplier. Tools provided are at individual and summary level and include the ability to view the highest-accessed journals, generate graphs and charts, and the ability to include or exclude backfile data. Reports are downloadable in CSV format and can be obtained via SUSHI.

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### 12. **Open access, repositories and research assessment: Enlighten-ing lessons from the University of Glasgow**

William Nixon

*University of Glasgow*

This breakout session will focus on the themes of open access, institutional repositories and research assessment at the University of Glasgow. Enlighten, the University of Glasgow's repository service, is a mature and well-embedded service which also acts as the University's publications database. This session will share key lessons which we have learned, including the need to focus on people, processes and policies. An update on Enlighten's role in our local Research Assessment Exercise will also be provided. The session will be delivered in lecture format but will include a range of questions after each section to engage the attendees and generate some discussion.

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### 13. **Finding out about the preservation of e-journals: an overview of the Piloting an E-Journals Preservation Registry Service (PEPRS) project**

Fred Guy

*EDINA, University of Edinburgh*

The presentation will describe the progress and plans of the JISC-funded project which has been carried out by EDINA with its partner, the ISSN International Centre, Paris. Phase 1 commenced in August 2008 and ran until July 2010. Phase 2 started in August 2010 and is scheduled to run until July 2012. The public beta service, which is scheduled to be launched in late 2010, will be demonstrated. This session will take the form of a lecture with a demonstration and time for questions.

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### 14. **Refurbishing the digital library: how far can our users define our e-strategy?**

Jane Harvell and Chris Keene

*University of Sussex*

Libraries are overhauling and refurbishing their digital libraries with new infrastructure and resource discovery services. With the shift to e-only, why does this process not warrant the same investment and consideration as redevelopments of academic library buildings? This session will explore the issues that arise from this, using Sussex as a case study, and we will look closely at the stages involved in producing a consultative e-strategy. The workshop will assess how much of an influence a strategy can truly have on which systems are eventually chosen. A solution for one element of the service has the potential to lead to a chain reaction. Is the selection of products using the same vendor and knowledgebase the only current sensible option?



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**15. Project management for everyone**

**IL** David Sommer  
*David Sommer Consulting*

We all have to manage projects. Whether you are a librarian implementing a new ERM system or a publisher launching a new online product, we are often managing projects without the support of a professionally trained project manager. We are expected to deliver more with less and it mustn't go wrong on our watch! If this sounds familiar, then help is at hand! In this workshop David Sommer introduces a simple and free project management tool which allows you to manage any size of project from a single sheet of paper, providing all the key information you need, and enabling you to stay on track and deliver on time and on budget. David will demonstrate the tool in action, provide worksheets and examples, and share tips and tricks from his 15 years' experience of successfully managing large projects.

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**16. E-journal preservation: economics and practicalities at the LSE**

**IL** Lisa Cardy and Bill Barker  
*London School of Economics*

The LSE has participated in UK LOCKSS since the pilot stage. This breakout session will cover implementing the LOCKSS box, focusing on staffing implications and technical know-how for participating institutions. We will give an overview of the highs and lows from pilot to where we are now, what we have learnt along the way and what is still on the 'to do' list. Finally we will summarise how the LOCKSS box supports the LSE's e-journal collection policy.

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**17. Turn off that phone! Mobile technologies in the library**

James Clay  
*Gloucestershire College*

Is there a role for mobile devices in the modern library? What are the issues, challenges and opportunities of using mobile devices to support learning and resource discovery in the library? Is it time to stop telling people to turn off their mobile phones? From communication, collaboration, storage, notes, books, journals and more, mobile technologies are changing the way in which users can and are using libraries.

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**18. Academic e-resources in the UK: promoting discovery and use**

Vic Lyte and Sophia Jones  
*Mimas, The University of Manchester*

There is a wealth of academic e-resources and research information stored in a variety of systems throughout the UK. Many valuable collections of resources are underutilised simply through a lack of awareness of their existence. Resource discovery services at Mimas increase the visibility of information, making it more accessible to academics, researchers, developers and associated organisations. This session will present effective solutions to support search and discovery.

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**19. Update ORCID (Open Researcher & Contributor ID)**

Geoffrey Bilder  
*CrossRef/ORCID*

Name ambiguity and attribution are persistent, critical problems imbedded in the scholarly research ecosystem. The ORCID Initiative represents a community effort to establish an open, independent registry that is adopted and embraced as the industry's de facto standard. Our goal is to resolve the systemic name ambiguity, by means of assigning unique identifiers linkable to an individual's research output, to enhance the scientific discovery process and improve the efficiency of funding and collaboration.

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**20. IReL born of the Celtic Tiger – the story of its survival of economic crisis**

Monica Crump  
*National University of Ireland, Galway*

The Irish Research e-Library (IReL) has been an exemplar of how library co-operation and national funding can build a world-class resource set to support research. Born in a period of economic boom, IReL faced its darkest hour towards the end of 2009, as the global economic crisis plunged public finances into serious deficit. This session will present the story of how IReL survived: the turmoil and uncertainty faced by its member libraries while its future was uncertain, the strategies adopted to face up to the crisis, the response from publishers, academics and libraries, and the outlook for IReL.

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**21. Reprourement of the national 'Core Content' for the NHS: a review of activity and lessons learned**

Celestine Johnston  
*NHS Evidence, National Institute of Health and Clinical Excellence (NICE)*

This session will be an interactive workshop which aims to present and explore the practicalities, issues and challenges faced during the procurement of e-content resources, drawing on our experience from the reprourement of the national NHS 'Core Content', as well as the development of an NHS-specific Framework Agreement. It is hoped that an output of the workshop will be a series of generic recommendations that could help drive forward best practice for the negotiation and procurement of e-resources – participants are therefore encouraged to provide input to the workshop about their own experience within their information environments in order to help develop these recommendations.

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22. **NISO's IOTA Working Group: creating an index for measuring the quality of OpenURL links**

Rafal Kasprowski  
*Rice University*

In response to the high frequency of OpenURL linking problems, NISO formed the IOTA Working Group in 2010 to develop a community-recognised index for measuring the quality of OpenURL links generated by content providers (<http://www.niso.org/workrooms/openurlquality>), an initiative supported in KBART's Phase I Recommended Practice Report. This scoring system would allow OpenURL providers to benchmark their links and help them streamline metadata improvement efforts. Community members can contribute to its development by submitting their OpenURLs to IOTA's reporting interface. A Q&A period will follow the lecture.

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23. **DataCite – facing the data citation problem**

Adam Farquhar  
*The British Library*

In this session we will discuss the challenge of data citation from the perspective of researchers, publishers, universities and libraries. Compared with services for articles, the situation has been bleak with few standards or widely adopted practices. We will describe the approach that DataCite is taking to address these challenges, as well as initiatives to integrate data archiving and citation with article publishing workflow. DataCite is an international association dedicated to helping researchers identify, cite, access and reuse scientific and research data with confidence. It brings together national organisations, such as The British Library, with data centres, research universities, and other key stakeholders.

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24. **Current research information systems (CRIS)**

Anna Clements  
*University of St Andrews*

Do you have a CRIS? Are you planning for one? Learn what to do and what not to do! I even demonstrate it live! This session looks at why CRIS have become a hot topic and explores just what a CRIS is and how it builds a culture of integrated information management across the institution, involving stakeholders from schools, research policy and management, research funding, open access and funder mandates. A highly interactive audience participation session is encouraged and expected.

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25. **United we store, divided we lose: musings from a collaborative print collective – UKRR**

Frances Boyle  
*Imperial College London*

UKRR is a familiar name on the HE landscape; its high-level aims and principles are well documented. However, what are not quite so familiar are its processes and workflows. As well as discussing UKRR machinations, we will be looking at some fundamental issues of co-operative collection management, considering other initiatives and, in this time of austerity, musing on whether the future for legacy collections, and so much more, is a shared one.

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26. **Unified resource management – realising a vision**

Jo Rademakers  
*KU Leuven/LIBIS*

Higher education libraries are under pressure as never before. Librarians are being forced to be more and more creative about resource usage. At the same time there is a new generation, both of library 'consumers' and of librarians, with different expectations. A great deal has been done to improve the end-user experience with the 'front-end' part. It is now time to streamline 'back-office' processes. The 'unified resource management' framework formulated by Ex Libris and its customers is a compelling vision. During the session the 'development partnership' approach to building such a system will be outlined, including the expectations of a library for both the process and the resulting solution.

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27. **So much data, so few connections**

Lori S Carlin  
*AIP Publishing*

In this session we will discuss how AIP has pulled together its data from various systems to truly begin to understand the value of a customer, track trends, develop target markets, and build a roadmap for growth. We will discuss how AIP is using various tools to join up author data, subscription data, usage data, and other bits of information to assess each customer's level of engagement, and how we are using that data to promote usage and increase content sales.

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28. **The price of online investment**

Damian Bird  
*Oxford University Press*

The shift in journal publishing from print to online in recent years has resulted in challenges and opportunities for all areas of the industry. This session aims to summarise and give context to the changes in the way publishers work and their investments. The aim is to explain the less apparent costs of producing online content and services – hardware, software, maintenance, associated services – as well as the 'traditional' publishing costs that are still incurred. There will be a review of how publishers manage those costs, particularly when compared to print, and consideration of how they affect pricing.

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