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TCR Special Report on ACRL

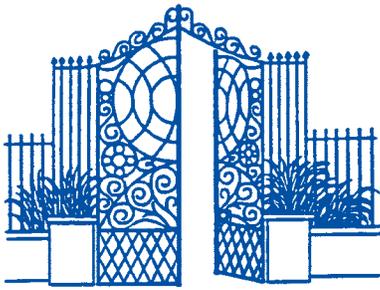
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The CHARLESTON REPORT

Business Insights into the Library Market

MARCH / APRIL 2009

VOLUME 13, NO. 5

Libraries on the Move

A partnership between the Special Libraries Association (SLA) and San Jose State University (SJSU) School of Library and Information Science now offers an executive MLS with a focus on business skills and executive-level training. This program is designed for library or information science professionals who do not hold an MLIS but have at least three years of experience. The new program is scheduled to start in June 2009. *Press Release*, February 24, 2009, <http://www.sla.org/content/SLA/pressroom/pressrelease/09pr/pr2902.cfm>.

In a joint project between the National Yiddish Book Center and the Internet Archive in San Francisco, the full texts of nearly 11,000 out-of-print Yiddish titles are available. You can browse, read, download, or print any of these books, free of charge. These titles were scanned through the support of the Steven Spielberg Digital Yiddish Library. To search the Yiddish books online, go to <http://yiddishbookcenter.org/+yb>.

The University of Pennsylvania libraries and Kirtas Technologies, a scanning and digitization company, have launched a print-on-demand (PoD) service for the Penn library's 200,000+ public domain works. This partnership benefits both parties, as Kirtas gains digital content for sale on its retail site, while Penn library's digital collection grows in response to user demand. In addition, this arrangement covers the up-front costs of scanning. Kirtas' latest machine can scan books for pennies per page and can scan up to 2400 pages an hour. *Library Journal*, February 25, 2009, http://www.libraryjournal.com/article/CA6639703.html?&rid=reg_visitor_id&source=title.

The University of Arizona School of Information Resources and Library Science and the University of Arizona Outreach College have developed the DigIn program, a certificate program in digital information management, designed to provide working professionals as well as full-time students with a balanced mix of content that combines practical applied technology skills along with a foundation in the theory and practice of building and preserving today's digital collections. All coursework for DigIn is conducted online, with no residency requirement. The certificate consists of six 14-week graduate-level courses to be taken within three years. Students can begin the program in the summer, fall, or spring semesters each year. For more information, go to <http://digin.arizona.edu/>.

continued on page 2

Open Access News

The faculty of the Oregon State University Libraries has adopted an Open Access policy that requires deposit of final published versions of all library faculty scholarship in the libraries' institutional repository, ScholarsArchive@OSU. This is the first Open Access mandate adopted by a library faculty in the United States. *Oregon State University Libraries*, March 6, 2009, <http://osulibrary.oregonstate.edu/library-faculty-grant-open-access-their-work>.

The faculty of the Massachusetts Institute of Technology has adopted an Open Access policy. Under the terms of the policy, each faculty member grants to the Massachusetts Institute of Technology nonexclusive permission to make available his or her scholarly articles and to exercise the copyright in those articles for the purpose of open dissemination. The Provost's Office will make the scholarly articles available to the public in an open-access repository. *Scholarly Publication – MIT Libraries*, March 18, 2009, <http://info-libraries.mit.edu/scholarly/faculty-and-researchers/mit-faculty-open-access-policy/>.

To secure permanent access to scientific output for the future, focused on the preservation of articles published in Open Access journals, a cooperation between the Directory of Open Access Journals (DOAJ) developed and operated by Lund University Libraries and the e-Depot of the National Library of the Netherlands (KB) has been initiated. At present DOAJ and KB carry out a pilot project aimed at setting up a workflow for processing Open Access journals listed with DOAJ. In the pilot a limited number of Open Access journals will be subject to long-term preservation. These activities will be scaled up shortly and long term archiving of the journals listed in the DOAJ at KB's e-Depot will become an integral part of the service provided by the DOAJ. *Press Release*, April 1, 2009, <http://www.doaj.org/doaj?func=loadTempl&templ=090401>.

As of April 1, 2009, the Directory of Open Access Journals (DOAJ) contains 4,000 Open Access journals. *Press Release*, April 1, 2009, <http://www.doaj.org/doaj?func=loadTempl&templ=090401b>.

Text Me

Bryant University's Krupp Library began a text messaging, or SMS, referencing service in July 2007. Between the "Text a Librarian" service's official kick-off in September 2007 and the end of the fall semester in December 2008, the library received 420 text messages. Krupp's unique take on a text messaging reference service was the use of a cell phone and a texting subscription for the reference desk. They chose a plan with the lowest monthly calling minutes possible and about 200 text messages per month. The service costs about \$240 per year. The total expense to implement the texting service was \$340. *C&RL News*, February 2009, Vol. 70. No. 2, <http://www.ala.org/ala/mgrps/divs/acrl/publications/crlnews/2009/feb/phoneofonesown.cfm>.

Libraries on the Move *from page 1*

The Auraria Library (Denver, Colorado) was the first library in the nation to make tens of thousands of open-access digitized books and serials from the University of Michigan available in their online catalog. Last year the University of Michigan made available bibliographic records for many of the out-of-copyright titles that Google digitized from its collections. The University then made available online files for each of the digitized works. The librarians at the Auraria library acquired and enhanced the bibliographic records. After the records were loaded into Skyline, the Auraria Library online catalog, they were uploaded to Prospector, the union catalog of the Colorado Alliance of Research Libraries. Now library patrons from across Colorado have access to the online books via the Prospector catalog. *Press Release*, April 10, 2009, http://www.coalliance.org/prospector/p_news/HathiTrustpressreleaseApr2009.htm.

The U.S. Library of Congress has begun uploading its audio archives to iTunes and will soon begin to post videos on YouTube in an effort to make its materials easier for the public to access. The library already offers the materials at its own Web site, LOC.gov, and through interactive exhibitions on its new, personalized Website at myLOC.gov. The expansion to YouTube and Apple's iTunes is part of the library's efforts to make its 15.3 million digital items more accessible. *Network World*, March 27, 2009, <http://www.networkworld.com/news/2009/032709-library-of-congress-embraces-youtube.html>.

The Cardiff Library (Wales) is a new, six-story, state-of-the-art green library. Among its interesting features are chairs with desks attached, a self-checkout system, a Sedum grass roof that insulates the building in winter and prevents heat gain in the summer, and a white concert grand piano on the third floor near the music library where pianists can plug in their headphones and play for free. *BBC News*, March 7, 2009, http://news.bbc.co.uk/2/hi/uk_news/wales/7929177.stm.

TCR Quotes

“A brand is the best tool of all. Brands are exclusionary: this is worth reading, this is not worth reading. An authoritative brand is of great value to readers. Access is not the problem, selection is.”

— Joe Esposito in a post to *liblicense-l*, March 25, 2009.

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The Charleston Report is written for publishers, vendors, product developers, merchandisers, and wholesalers who are interested in expanding their library market. Readers will gain insights in effective marketing to libraries, early alerts to library trends, access to library leaders' future plans, library budget projections, library strategic plans, technology directions, and publications needs.

For comments and contributions, contact Laura Barfield, <barfieldlaura@gmail.com>, Editorial Offices, 6180 East Warren Avenue, Denver, CO 80222. 303-282-9706, FAX 303-282-9743, (c) Copyright 2009, The Charleston Co. All rights reserved. ISSN 1091-1863.

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Did You Know?

Online searches of 4-8+ words are becoming more common, while 1-2 word searches are decreasing. *Press Release*, February 24, 2009, <http://www.hitwise.com/press-center/hitwiseHS2004/google-searches-jan-09.php>.

Google has released Latitude, a feature in Google maps for mobile devices and iGoogle that allows you to share your location with selected friends. You invite friends to join Google Latitude and when they accept, you will see their profile picture appear on a map through your mobile device or desktop PC. When their icons appear, you can call, text, IM, or email them. You can also get directions to their location on the map. Privacy settings allow you to hide your location or share as much or as little about your location with selected friends. Latitude is available in 27 countries. To join Latitude, go to <http://www.google.com/latitude/intro.html>. *Press Release*, February 4, 2009, http://www.google.com/intl/en/press/annc/20090204_latitude.html.

Baby Boomers are adopting consumer technology nearly 20 times faster than younger generations, according to the latest Consumer Electronics Usage Survey from Accenture. Usage and adoption by Gen Y seems to have leveled off.

Boomers have:

- Increased blog reading and podcast listening by 67% year over year; nearly 80 times faster than Gen Y (1%)
- Increased social network site usage by 59%—more than 30 times faster than Gen Y (2%)
- Increased online video watching/posting by 35%—while Gen Y usage decreased slightly (-2%)

Micro Persuasion, March 23, 2009, <http://www.micropersuasion.com/2009/03/social-networking-demographics.html>.

Mark Your Calendars

4th International Conference on Open Repositories, May 18-21, Atlanta, GA, <http://www.openrepositories.org/>.

Society for Scholarly Publishing 31st Annual Meeting, May 27-29, Baltimore, MD, <https://www.sspnet.org/Events/spage.aspx>.

Inspiration, Innovation, Celebration: an Entrepreneurial Conference for Librarians, June 3-4, Greensboro, NC, <http://www.beyondthejob.org/?p=508>.

NASIG 24th Annual Conference: Riding the Rapids Through a Mountain of Change, June 4-7, Asheville, NC, http://www.nasig.org/activities_calendar.cfm?action=announce&rec=94.

SLA Annual Conference, June 14-17, Washington, DC, <http://www.sla.org/content/Events/conference/ac2009/index.cfm>.

Joint Conference on Digital Libraries, June 15-19, Austin, TX, <http://www.jcdl2009.org/>.

Association of American University Presses Annual Meeting, June 18-21, Philadelphia, PA, <http://aaupnet.org/programs/annualmeeting/index.html>.

Second International m-libraries Conference, June 23-24, Vancouver, BC, <http://library.open.ac.uk:80/mLibraries/>.

ALA Midwinter Hot Topics

. . . Reported by *Katina Strauch*, Editorial Board Member, *The Charleston Report*; Head of Collection Development, College of Charleston; Founder, *The Charleston Conference*; Creator and Editor, *Against the Grain* <kstrauch@comcast.net>

Attendance at ALA Midwinter in Denver was down significantly from last Midwinter's Philadelphia numbers. Attendance was reported by *Library Journal* as 9,850 in Denver and 12,223 in Philadelphia. There was a sharp contrast between the attitudes of librarians and vendors attending. Librarians were subdued about the future while more upbeat vendors and publishers continued to push new products and services. There were several topics that dominated the discussions.

- **Flat or reduced budgets** – At a meeting of Technical Services administrators there was considerable talk of layoffs and budget cuts. Budget cuts were as low as 3% and as high as 20%, many that will not be reinstated in the 2009/2010 fiscal year. There were a significant number of layoffs and many who have retired are not currently being replaced. Furloughs are being implemented in some states where they are allowed.
- **Cataloging issues** – There was much discussion of cataloging and metadata and how libraries and their catalog departments are able to handle the immense volume of material that must be processed. There was a definite division between those that felt that any sort of cataloging was better than perfect cataloging. Obviously, the Library of Congress and many other agencies are involved and will continue to be involved in developments over the next decade(s).
- **Hidden collections** – There is a definite trend toward libraries focusing on their unique holdings, following in the footsteps of the Library of Congress. Rather than focus on cataloging and metadata for materials which are held by many libraries, we are beginning to appreciate and showcase materials (through digitization and metadata production) which are specific to our institutions. This will allow others to access resources which were once unavailable to anyone but the dedicated researcher.
- **Open source materials** – There was more than one presentation about open source applications, particularly ILS systems. KBART, KOHA, and the Open Library project were just some of the open source tools that were mentioned.
- **OCLC and the bibliographic record** – There was consternation in many camps about the move of OCLC to copyright bibliographic records that have been contributed to their shared database, WorldCat. It was pointed out that Z39.50 file sharing is still possible and is free.
- **Gaps in middle management** – As baby boomers retire head librarians and top administrators are finding a lack of trained professionals to fill vacant positions. There are many new, unseasoned librarians, but few available experienced and trained librarians to fill vacant positions. The need for more focused library school education was mentioned more than once.
- **Pay per view, print on demand and cooperative collection development** – These approaches are gaining traction among more and more libraries as budgets for collections shrink.

Libraries of the Future

JISC held a public “Libraries of the Future” debate on April 2, 2009, at Oxford’s Bodleian Library that sparked a nationwide conversation. Offering up the notion of the librarian of the future as the “data warrior,” this debate raised important questions, including:

- Will libraries retain any physical form in the future?
- With improved data-enabled phones, will libraries be wherever that phone is, streaming data on request?
- To what extent will partnerships and the shared care of books, information, and digital preservation develop?

To view the debate videos, live blogs, and tweets, go to <http://www.jisc.ac.uk/whatwedo/campaigns/librariesofthefuture/debate.aspx>.

To find out more about what libraries need to consider to remain relevant to society's new search and consumption paradigms, visit the Libraries of the Future campaign pages, <http://www.jisc.ac.uk/whatwedo/campaigns/librariesofthefuture.aspx>.

Check These Out!

The Catalog of Digitized Medieval Manuscripts is now available online. The manuscripts are searchable by title, author, location, shelf mark, repository, date, provenance, and language. Professors Matthew Fisher and Christopher Baswell developed this site through the support of the Center for Medieval and Renaissance Studies at the University of California, Los Angeles and a grant from the UCHRI (University of California Humanities Research Institute). To view the manuscripts, go to <http://manuscripts.cmrs.ucla.edu/>.

The first public release of the U.S. Government Printing Office's (GPO) Federal Digital System (FDsys) is currently available as a public beta at <http://fdsys.gpo.gov>. FDsys replaces *GPOAccess* in mid-2009. FDsys is an advanced digital system that allows the GPO to manage government information in a digital form and create a repository for permanent, public access. The system gives users a centralized site for all published government information. Over 154,000 documents are currently available with additional documents added daily. Users can search for documents by Congressional Committee, Member of Congress, keyword, and date. For more information about FDsys and to access the search page, go to <http://fdsys.gpo.gov/fdsys/search/home.action>. Press Release, February 4, 2009, <http://www.gpo.gov/news/2009/09news02.pdf>.

Short Takes

The faculty of Rutgers University's School of Communication, Information and Library Studies (SCILS) voted 30-10 to change the name to the School of Communication and Information. The school will not drop the library studies program nor will any degree programs be affected by the name change. In April, the university's board of governors will vote to approve the change. *Library Journal*, February 10, 2009, http://www.libraryjournal.com/article/CA6636487.html?nid=2673&rid=reg_visitor_id&source=title.

The Special Libraries Association (SLA) Click University certificate programs, previously available to SLA members only, are now open to non-members who wish to enhance their skills in the fields of knowledge management, competitive intelligence, or copyright management. Most SLA certificate courses are offered online through the association's Click University and are taught by instructors who are leaders in their fields. *Press Release*, March 24, 2009, <http://www.sla.org/content/SLA/pressroom/pressrelease/09pr/pr2906.cfm>.

OLC has partnered with weRead, a social reading site and community for book lovers, to provide valuable content on WorldCat.org. weRead helps people find readers with similar interests and provides title recommendations. WorldCat.org now features weRead customer reviews alongside Amazon, EMRO, and original user review submissions. In addition, WorldCat.org also uses the weRead recommendation engine to make "Read By Others" recommendations for additional titles of interest on a WorldCat.org detailed record page. *Press Release*, March 25, 2009, <http://www.oclc.org/us/en/news/announcements/announcement342.htm>.

Over 250 years of British periodicals are now online — free of charge — to UK colleges, universities, and research councils courtesy of a new agreement between JISC Collections and ProQuest. The British journals range from the 1680s to the 1930s and include over six million keyword-searchable pages covering the arts, the built environment, humanities, and the social sciences. These are now accessible as part of JISC Collections' UK National Academic Archive. *Press Release*, February 17, 2009, <http://www.jisc.ac.uk/news/stories/2009/02/periodicals.aspx>.

Scribd, an online document sharing site (<http://www.scribd.com>), has partnered with a number of major publishers, including Random House and Simon & Schuster, to legally offer some of their content to Scribd's community free of charge. Publishers have begun to add an array of content to Scribd's library, including full-length novels as well as excerpts. Authors benefit from exposure on Scribd to a broader demographic and to a monthly readership totaling as high as 50 million. *TechCrunch*, March 17, 2009, <http://www.techcrunch.com/2009/03/17/major-book-publishers-start-turning-to-scribd/>.

Google signed a deal with Sony to make up to 7 million books that it has scanned from the world's libraries available for customers to download onto the Sony PRS-700 e-reader. Google will offer an initial 500,000 digitized books as free downloads through Sony's online bookstore. Prior to the deal with Google, Sony was offering less than half the number of books as Amazon. *TimesOnline*, March 29, 2009, http://technology.timesonline.co.uk/tol/news/tech_and_web/personal_tech/article5987343.ece.

Because 99% of its freshmen own a computer, the University of Virginia has dismantled its computer lab, with an estimated savings of \$300,000. Final savings will depend on the cost to provide alternative access to things like community printers and niche software. To make specialized software available to students, the school will review potential software delivery solutions, such as accessing specialized tools over the network, possibly through "software streaming" or some form of remote connection to dedicated machines. The university will not be able to reclaim all that physical space from the labs, however, as students need collaborative space to conduct group work with their laptops. *Ars Technica*, March 27, 2009, <http://arstechnica.com/tech-policy/news/2009/03/whats-the-point-of-running-ars>.

To maintain its leadership role in scholarly publishing in the digital age, the University of Michigan will restructure its largest publishing affiliate, University of Michigan Press, and shift its focus to the recruitment, production, and dissemination of primarily digital monographs. The change allows the U-M Press to align itself with the university's research goal to disseminate information as widely and freely as possible as well as to comply with the university's ongoing effort to digitize its library collection. In addition, this enhances U-M Press' print-on-demand capacity and increases the range and means of expression of published ideas and authors. *The University of Michigan Press Blog*, March 23, 2009, http://umichpress.typepad.com/university_of_michigan_pr/2009/03/um-redefining-scholarly-publications-in-the-digital-age.html.

The UKSG's TRANSFER Code of Practice has now been endorsed by 20 publishers. This means that access to over 8,000 journals is now protected in the event of a change of ownership. The TRANSFER Code of Practice provides best practice guidelines and outlines responsibilities to ensure that journal content remains easily accessible in the event of a change of ownership. *Research Information*, March 26, 2009, http://www.researchinformation.info/news/news_story.php?news_id=458.

Countryman Press, based in Vermont, has placed their entire fall catalog on Twitter, with all descriptions in 140-word posts. To view the Countryman Press Twitter catalog, go to <http://twitter.com/countrymanpress>.

Save the (Legal) Blogs

The Future of Today's Legal Scholarship Symposium will be held at the Gerwitz Center, Georgetown Law School, on July 25, 2009. This symposium will seek answers to the questions: How can quality academic scholarship reliably be discovered? How can future researchers be assured of perpetual access to the information currently available in blogs? How can any researcher be confident that documents posted to blogs are genuine? For full details, go to <http://www.ll.georgetown.edu/ftls/>.

TCR Special Report on ACRL

Who Buys and Who Sells? A Look at Exhibitors and Attendees at This Year's Conference

... Reported by Bob Holley, Professor, Library & Information Science Program,
Wayne State University <aa3805@wayne.edu>

Vendors at the ACRL 14th National Conference, held March 12-15, 2009, in Seattle, Washington, were most likely selling to a much different buyer market than what they encountered at the ALA Annual Conference and Midwinter Meeting. Consideration of these differences might provide a useful contrast with marketing at the larger ALA meetings.

To begin with the positives for vendors, the Conference had 2,908 physical attendees according to the ALA press release. ACRL did an excellent job of assuring that librarians visited the exhibits by offering “free” food at the opening and during the daily breaks. The best way to reach the poster sessions required walking through the exhibits. In addition, these vendors to academic libraries encountered a group focused on academic library concerns.

The buyer demographics, however, were most likely quite different. My observation, confirmed by several colleagues, was that this conference attracted younger librarians and those from smaller four-year and community colleges in a greater proportion than would be the case at the ALA Annual Conference and certainly at the more business oriented Midwinter Meeting. While I saw some colleagues from the larger ARL libraries, they were much less numerous than at the two ALA yearly meetings. One fact that supports my observation is that over one-third (1,150 out of 2,908) were first time attendees at the 2009 National Conference.

These demographics could be important to vendors for several reasons. First, more attendees may not yet have major purchasing responsibilities beyond their assigned subject areas. Second, many of the more expensive products marketed at this Conference might be beyond the financial

reach of some smaller libraries. I see, nonetheless, several counterarguments. Collectively through their greater numbers, these smaller libraries most likely spend large sums so that vendors would find it worthwhile to target them in the same way that school libraries, which often have extremely small budgets, are important for many vendors. The vendors may also be looking ahead to when these younger librarians will move into positions of increased purchasing responsibility. Finally, even the smallest libraries may play a role in consortia buying decisions.

Collection development specialists, who have much to say about the choice of vendors, may be less likely to attend since the ACRL papers and panel discussions are heavily oriented towards public services librarians. In a companion article for *Against the Grain*, I analyzed the sessions from the conference program and discovered only seventeen papers out of 316 (5.6%) on collection development. Collection development specialists would, in my opinion, find the Charleston Conference much more focused on their needs.

Nonetheless, 1,061 exhibitors from “over 225 vendors” paid to exhibit at the conference and booked almost all the available booths. I saw many familiar vendors from the two ALA meetings who market to academic libraries. My perception was that fewer “niche” vendors such as foreign language jobbers bought space.

I won't argue against success. The ACRL national conferences have been tremendously popular even if a disconnect between the buying interests of the attendees and the selling goals of the vendors would prove to be true.

Must Reads

“The Research Library's Role in Digital Repository Services Final Report of the ARL Digital Repository Issues Task Force,” January 2009, Association of Research Libraries, <http://www.arl.org/bm~doc/repository-services-report.pdf>.

“Economic implications of alternative scholarly publishing models: Exploring the costs and benefits,” John Houghton et al., January 2009, JISC, <http://www.jisc.ac.uk/media/documents/publications/rpconomicapublishing.pdf>.

“Perceptions 2008: An International Survey of Library Automation,” Marshall Breeding, January 18, 2009, <http://www.sla.org/content/SLA/pressroom/pressrelease/09pr/pr2902.cfm>.

“What Today's College Students Say about Conducting Research in the Digital Age,” Alison J. Head and Michael Eisenberg, February 4, 2009, Project Information Literacy Progress Report, http://projectinfolit.org/pdfs/PIL_ProgressReport_2_2009.pdf.

“Journal authors' rights: perception and reality,” Sally Morris, 2009, Publishing Research Consortium, <http://www.publishingresearch.net/documents/JournalAuthorsRights.pdf>.

“Copyright and Related Issues Relevant to Digital Preservation and Dissemination of Unpublished Pre-1972 Sound Recordings by Libraries and Archives,” June M. Besek, March 2009, CLIR Pub. No. 44, <http://www.clir.org/pubs/reports/pub144/pub144.pdf>.

“Dispelling myths about e-books with empirical evidence,” March 2009, JISC, http://www.jiscebooksproject.org/wp-content/jc_ebooks_observatory_summary-final.pdf.

“Paying for open access publication charges: Guidance for higher education and research institutions, publishers and authors,” Universities UK and the Research Information Network, March 2009, http://www.rin.ac.uk/files/Paying_open_access_charges_March_2009.pdf.

“ACRL 2009 Strategic Thinking Guide for Academic Librarians in the New Economy,” Kathryn Deiss and Mary Jane Petrowski, March 2009, ACRL, <http://www.ala.org/ala/mgrps/divs/acrl/issues/future/acrlguide09.pdf>.

Taiga 4 Forum Provocative Statements

Within the next 5 years...

1. ... all librarians will be expected to take personal responsibility for their own professional development; each of us will evolve or die. Budget pressures will force administrators to confront the “psychological shadow” cast by tenure and pseudo-tenure that has inhibited them from performing meaningful evaluations and taking necessary personnel actions. Librarians who do not produce will be reassigned or fired.
2. ... collection development as we now know it will cease to exist as selection of library materials will be entirely patron-initiated. Ownership of materials will be limited to what is actively used. The only collection development activities involving librarians will be competition over special collections and archives.
3. ... Google will meet virtually all information needs for both students and researchers. Publishers will use Google as a portal to an increasing array of content and services that disintermediate libraries. All bibliographic data, excepting what libraries create for local special collections, will be produced and consumed at the network level.
4. ... knowledge management will be identified as a critical need on campus and will be defined much more broadly than libraries have defined it. The front door for all information inquiries will be at the university level. Libraries will have a small information service role.
5. ... libraries will have given up on the “outreach librarian” model after faculty persistently show no interest in it. Successful libraries will have identified shared goals with teaching faculty and adapted themselves to work at the intersection of librarianship, information technology, and instructional technology.
6. ... libraries will provide no in-person services. All services (reference, circulation, instruction, etc.) will be unmediated and supported by technology.
7. ... libraries will have abandoned the hybrid model to focus exclusively on electronic collections, with limited investments in managing shared print archives. Local unique collections will be funded only by donor contributions.
8. ... library buildings will no longer house collections and will become campus community centers that function as part of the student services sector. Campus business offices will manage license and acquisition of digital content. These changes will lead campus administrators to align libraries with the administrative rather than the academic side of the organization.
9. ... the library community will insist on a better return on investment for membership organizations (e.g., CRL, DLF, CNI, SPARC, ARL, ALA). All collaboration of significance will be centered around either individual entrepreneurial libraries (e.g., HathiTrust, OLE), or regional consortia.
10. ... 20% of the ARL library directors will have retired. University administrators will see that librarians do not have the skills they need and will hire leaders from other parts of the academy, leading both to a realignment of the library within the university and to the decline of the library profession

Taiga Forum, February 25, 2009, <http://www.taigaforum.org/documents/Taiga%204%20Statements%20After.pdf>.

Kindle News

Amazon has released Kindle 2. This second-generation reading device is slimmer (0.36 inches), has a 25% longer battery life, faster page turns, 2 GB of memory, and sharper images. Kindle 2's high-resolution 6-inch electronic paper display looks and reads like real paper, which lets users read without the eyestrain caused by a backlit display. More than 230,000 books are now available in the Kindle Store, including 103 of 110 current *New York Times* best sellers, U.S. and international magazines and newspapers, and more than 1,200 different blogs. *Press Release*, February 9, 2009, <http://phx.corporate-ir.net/phoenix.zhtml?c=176060&p=iro-newsArticle&ID=1254544&highlight=>.

In a nod to complaints from the Authors Guild over possible audiobook contractual infringements, Kindle 2's experimental text-to-speech feature was modified so that publishers and authors can decide whether they want text-to-speech enabled or disabled for any particular title. *Press Release*, March 27, 2009, <http://phx.corporate-ir.net/phoenix.zhtml?c=176060&p=iro-newsArticle&ID=1261092&highlight=>.

Kindle for iPhone and iPod touch, a free application available from Apple's App Store, is available. Users can now download Kindle books to their iPhone and iPod touch, which provides the convenience of being able to read the same book on more than one device, depending on current need. *Press Release*, March 4, 2009, <http://phx.corporate-ir.net/phoenix.zhtml?c=176060&p=iro-newsArticle&ID=1262380&highlight=>.

Signs of the Times

The discussion in the publishers' hall at the recent Association of College and Research Libraries conference (March 2009) centered on how much publishers will give and how much budget-strapped librarians can take in the upcoming year. Librarians hope that publishers will freeze or cut prices. Publishers are taking a wait-and-see approach. One possible scenario is that a cut in price may also require a cut in content. *The Chronicle of Higher Education*, March 27, 2009, <http://chronicle.com/weekly/v55/i29/29a01301.htm>.

Atlas Shrugged, Ayn Rand's epic novel extolling capitalism and the virtues of self-interest, has tripled its sales in the past seven months, and sold an astonishing 200,000 copies in the US in 2008, more than at any time since it was first published in 1957. *The Economist* established that whenever Washington has intervened to bail out the markets, sales of *Atlas Shrugged* have spiked. Sales of Dickens, Thackeray, and Trollope have jumped by more than 15 per cent in the past few months, as readers hark back to a Victorian world in which financial uncertainty was ingrained in daily life, and the soul-deadening pursuit of money ruthlessly satirized. *The Times*, March 12, 2009, http://www.timesonline.co.uk/tol/comment/columnists/ben_macintyre/article5891111.ece.