

Creighton CORNERSTONE

ISSUE 47

REINERT/ALUMNI MEMORIAL LIBRARY

SPRING 2004

Regaining Control of Academic Publishing: The SPARC Initiative

By Julia C. Blixrud



SPARC

The Scholarly
Publishing &
Academic
Resources
Coalition

Open access journals, bundled e-journal subscriptions, and boycotts of specific commercial publishers have been hot topics in the scientific and library press throughout 2003. The academic community's consciousness has been raised on how best to publish scientific and scholarly work. What has driven this issue?

The rising costs of serial subscriptions have made it difficult for libraries to provide access to research that faculty need, thus inhibiting the advancement of scholarship. Data from the Association of Research Libraries (ARL) show that the unit cost for serial subscriptions rose 227 percent from 1986 to 2002, while the Consumer Price Index rose 64 percent (see figure, page 4). Although subscriptions are a relatively small part of a university's total budget, they are a significant part of library budgets, especially those that support science, technology, and medicine (STM). Factors increasing subscription costs include the concentration of commercial publishing in STM fields and significant profits by STM publishers — as much as 35 percent in one case. Libraries have

addressed this problem by canceling subscriptions and by joining forces in hardline negotiations for access.

To address this problem proactively, ARL initiated SPARC, the Scholarly Publishing and Academic Resources Coalition (<http://www.arl.org/sparc/>). SPARC was established in 1997 as a worldwide alliance of research institutions, libraries, and other organizations to encourage strategies that will correct market dysfunctions in the scholarly communication

system. SPARC's agenda is to promote change in the system by encouraging the use of new technologies and new business models for information dissemination. Strategies to promote change include raising awareness in the academic community about the changing nature of scholarly communication, and incubating alternatives to demonstrate that new forms of publication can be viable. These strategies are intended to expand access to scholarly and scientific literature at a reduced cost.

“SPARC has been able to demonstrate that high quality does not necessarily mean high cost.”

One of the first ways that SPARC has sought to correct market dysfunction is to help non-profits

Continued on page 4

In This Issue

1 Regaining Control of Academic Publishing: SPARC

2 Redesign of Library Website Faculty Forum

3 Research Assistance Program (RAP)
How to Create A Link Into CLIC

4 Regaining Control: SPARC (con't)

5 New E-Resources
Historical Photos on Display

6 Library Professional Notes
Book Order Deadline March 5th

<http://reinert.creighton.edu/>

Redesign of Library Website Underway

Remember the last time you cleaned your garage? You tidied up all of the clutter, trashed what was necessary, and stored the rest in neatly labeled boxes. Over the years, you've purchased new tools that you stuck in whichever box had room, and your boxes are now overflowing with unrelated items crammed in together. Such is the current state of the Reinert/Alumni Library website. It's time to drag everything out of the virtual garage, get rid of the junk, and rearrange the rest so that 1) users can more easily find the information they seek, and 2) the site can continue to expand in a logical fashion.

To this end, the Reinert/Alumni Library website will undergo a major transformation in terms of appearance and structure that will make the site more attractive and navigable for students and faculty. During fall semester 2003, the Library's Web Team embarked on a project that will culminate in the launch of an entirely redesigned website during the summer of 2004. Part of the project will include ensuring redirection from pages on the old site to the new one, so faculty will have plenty of time to change links from their pages that refer to the old site.

Also during the summer, we will be soliciting assistance from students and faculty to give us feedback on the new website. If you are interested in helping us make our site as usable as possible, please contact Chris Jorgensen at x1757 or cjorgensen@creighton.edu.

Chris Jorgensen

Library Receives a Facelift

Students returned from their semester break to a transformed library space. Thanks to the University President, Rev. John P. Schlegel, S.J., the entire main level of the Library has been newly painted and carpeted. The Library is also grateful to Prof. Christine Wiseman, J.D., Vice President of Academic Affairs, for funds to refurbish and reconfigure the Reference office. These improvements greatly enhance our ability to provide a space conducive to study, consultation, and research.

Library Hosts Faculty Forum

To facilitate dialog between librarians and faculty, the Library hosted a *Faculty Forum* on October 16th. The *Forum* was part presentation, part discussion, with a broad slate of topics such as the Library's current database offerings, how to determine the availability of full-text journals, electronic reserves and copyright issues, current awareness services, the Jays' Online Library Tutorial (JOLT), and Reinert's web redesign project. Faculty were invited to ask questions and provide feedback about any of the Library's services, and discussion was lively. The library staff was able to answer many questions, and came away with a number of helpful suggestions and insights. A total of 15 faculty, representing 11 departments within the Colleges of Arts and Sciences and Business Administration, attended the two sessions. We appreciate their participation!

Mike Poma

Creighton CORNERSTONE

Reinert/Alumni Memorial Library
Creighton University
2500 California Plaza
Omaha, Nebraska 68178
<http://reinert.creighton.edu/>

Editor: Mary Nash
(402) 280-2226
mdnash@creighton.edu

Committee: Michael LaCroix,
Director; Lauralee Grabe, Arnette
Payne, Mike Poma, David Sherwood,
Debra Sturges

Design: Media Services

Creighton
UNIVERSITY

Research Assistance Program (RAP) Offers Personalized Consultations

Do your students sometimes have trouble getting started on their research? Are they using inappropriate sources of information or relying too heavily on the web? Or do they say they can't find enough on the topic? The *Research Assistance Program (RAP)* may offer a solution.

RAP is a new service we will launch this spring that provides one-on-one consulting to students in need of research assistance. While similar service can sometimes be provided at the Reference desk, one-on-one sessions allow for in-depth, uninterrupted interaction between the student and a professional reference librarian in a private, consultative atmosphere.

“There is evidence that better research skills lessen the incidence of plagiarism.”

We can't do students' research for them, but we can help them with any step of the research process, from narrowing their topic to citing sources correctly. Freshmen, in particular, tend to begin their research with a web search, bypassing library databases. They may have only a vague idea what to look for — or where — when told to focus on “scholarly,” “scientific,” or “peer-reviewed” journals. We can explain these concepts and then assist them to select sources appropriate to the assignment, whether electronic or print. We can work with them to formulate database search

strategies that yield positive results. There is some evidence that better research skills lessen the incidence of plagiarism, especially “inadvertent” plagiarism.

Appointments are requested 24 hours in advance and at least one week before the assignment is due. This gives the librarian time to do some basic exploration of the topic. The student, in turn, will have sufficient time to do the research and writing. We also ask that students describe the class assignment in detail or provide us with a copy of it. By doing this, we can ensure that we are directing your students to the types of resources that you expect them to use. We expect that most appointments will take place between 8 AM and 5 PM Monday through Friday, but other times may be possible depending on the availability of a librarian.

We invite all faculty to keep this service in mind when assignments are made that require library research. Students may stop by the Reference Department to set up an appointment in person, call us at x2227, or sign up online. The online appointment form can be found at <http://reinert.creighton.edu/rap/rapform.htm>. We welcome the opportunity to work with your students! If you have any questions about this new service, don't hesitate to call your liaison librarian or the Reference Department (<http://reinert.creighton.edu/liaisons.htm#list>).

Mike Poma

How to Create a Link Into the CLIC Catalog

Faculty can create a URL that will link to a “canned” search in CLIC by following the steps below. The link generator is available courtesy of Creighton's Health Sciences Library/LRC.

1. Go to the web form at <http://www.hsl.creighton.edu/cgi-bin/webcatcan.pl>
2. Enter the search terms that retrieve exactly what you want.
3. Enter the “Link text” as you would like for it to display.
4. Click the “Create Link” button.
5. Scroll down to the generated link and click on it to check the results.
6. Copy and paste the link into your web page.

Regaining Control of Academic Publishing: The SPARC Initiative

Continued from page 1

expand their publishing capabilities. Evidence exists that societies, university presses, and other non-profit entities provide access to scholarly information at a much lower cost, but those organizations need assistance to move to electronic information dissemination. By supporting alternatives to high-priced titles, SPARC has been able to demonstrate that high quality does not necessarily mean high cost.

Collaboration is another way in which overall system costs can be held low. As an example, SPARC provides support to *BioOne* and *Project Euclid*, information communities in the biosciences and mathematics respectively, that demonstrate by working together, small non-profits and libraries can move from print-based to electronic publishing in a cost-effective manner.

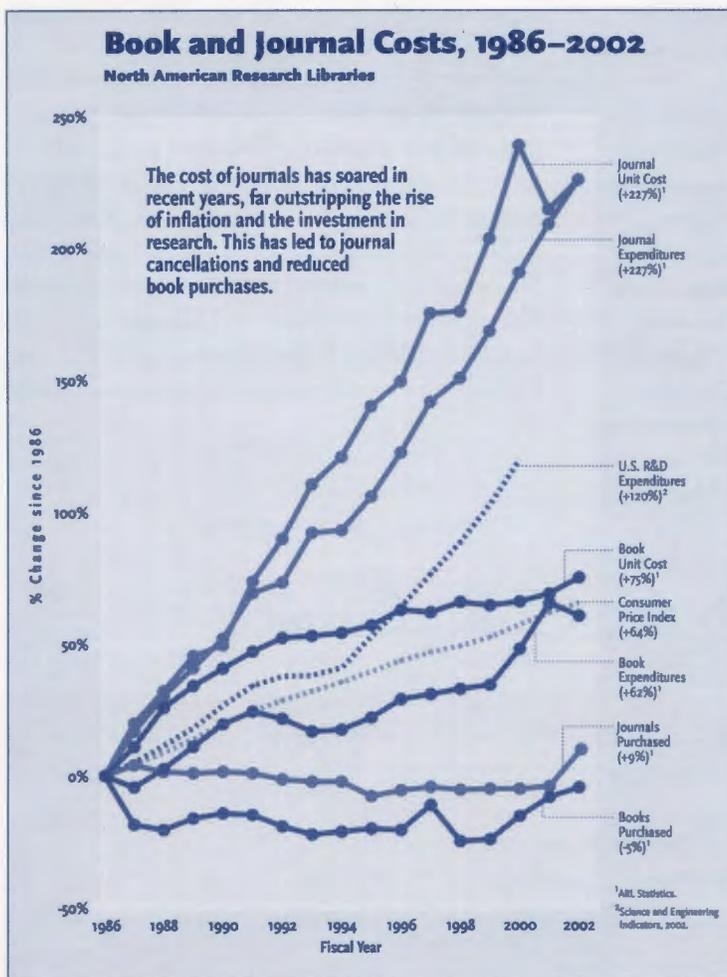
Of particular importance recently has been the widespread discussion about "open access." Open access refers to the free or unrestricted availability of the literature that scholars give away without expectation of remuneration (i.e., journal articles). Individuals and organizations such as SPARC have signed the Budapest Open Access Initiative (<http://www.soros.org/openaccess>). The Budapest Initiative encourages authors to provide access to their research in digital repositories supported by their institutions or by disciplinary groups, and/or to publish their papers in open access journals. It has been estimated that the costs in the total scholarly communication system could be reduced by as much as 75 percent, but more importantly, access to scholarship could be significantly increased. Preliminary studies show that citations to open access papers are substantially higher than those in subscription-based journals.

The costs to support open access journals can be borne in a variety of ways. Publication charges can be paid by authors, institutions, or libraries; through grants, advertising, or sponsorships; or through premium online versions. Several experiments to evaluate financial models are in process, and SPARC has supported their development through planning documents and demonstration projects. For institutions in the sciences, major funding agencies such as the Howard Hughes Medical Institute and The Wellcome Trust (UK) have demonstrated their support by issuing statements in 2003 of their willingness to cover publication fees for authors who submit papers to open access journals.

Scholars themselves can participate in the changes in the scholarly communication system by becoming familiar with the issues, by self-archiving their papers, and by publishing in open access journals. The resources exist and the environment is ready for the academy to reclaim scholarly publishing.

Julia C. Blixrud

SOURCE: <http://www.createchange.org/resources/brochure.html>



Blixrud is Assistant Director of Public Programs with the Scholarly Publishing & Academic Resources Coalition (SPARC), an initiative of the Association of Research Libraries. The Creighton University Libraries are proud members of SPARC.

New Electronic Resources Introduced

American Humanities Index contains citations to articles, essays, and original creative works (poems, photographs, and paintings). It includes over 1,000 literary, scholarly and creative journals from 1975 to present.

ClasePeriódica is an index of Latin American journals in the sciences and humanities. It includes citations to 2,600 scholarly journals, articles, essays, and book reviews. Coverage is from 1975 to present.

Communication & Mass Media Complete merges the National Communication Association's *CommSearch* database with *Mass Media Articles Index*. It includes over 200 full-text titles in the areas of communications studies and mass media. The full-text of six NCA journals, *Communication Education*, *Communication Monographs*, *Critical Studies in Mass Communication*, *Journal of Applied Communication Research*, *Quarterly Journal of*

Speech, and *Text and Performance Quarterly* is also included from the first volume to present.

Sally Gibson

Books that Humanize

Dr. Wendy Wright, the John C. Kenefick Faculty Chair in the Humanities, has produced *Books that Humanize: Creighton Humanities Professors Discuss Their Books* on DVD, featuring faculty from the Classical & Near Eastern Studies, Philosophy, Theology, History, Modern Languages & Literatures, and English Departments. The two DVDs are available on reserve at the Circulation desk.

Lauralee Grabe

Historical Photographs on Display

A project by Dr. Dennis Mihelich, History, highlights the changing face of Creighton. Located on the History bulletin board on the third floor of the Administration Building and on the glass wall of the

Library Commons, the displays provide a photographic history of the original campus and the various university and community projects that continue to shape it. One such project, the North Freeway, led to California Street becoming a dead end near where the Criss buildings sit today. The City of Omaha vacated California from 22nd Street to the freeway in 1976, allowing Creighton to create a community space. The photographic displays grew out of research Dr. Mihelich conducted for his book on the history of Creighton, due out in 2005. Dr. Mihelich plans a new display every six weeks through the University's 125th anniversary celebration.

Jennifer Campbell



Photo courtesy of University Archives

Eastward view down California Street, 1973.

Library Professional Notes

Sally Gibson, *Reference/Database Management Librarian*, has been elected Vice President/President Elect of the American Library Association New Members Round Table (NMRT), as well as Chair of the Nebraska Library Association NMRT.

Last October, Sally presented "The Challenge of Vendor Added Content Linking and User Perceptions" at the Northwest Missouri State University *Brick and Click* Regional Academic Library Symposium.

Lauralee Grabe, *Head of Technical Services*, has been elected to a three-year term as Academic Library delegate to the NEBASE (state network) Advisory Council. She has also been appointed to a two-year term on the Nebraska Library Association Editorial Committee.

Chris Jorgensen, *Reference/Web Services Librarian*, has been elected Treasurer of the Nebraska Library Association New Members Round Table.

Chris also presented on a panel entitled "A Day in the Life of a Special Librarian" at the Nebraska Library Association Annual Conference last October.

Michael LaCroix, *Library Director*, has been appointed to a four-year term on the Association of College and Research Libraries' Budget and Finance Committee.

Mike Poma, *Reference/Education Services Librarian*, attended the Feria Internacional del Libro/International Book Fair (FIL) in Guadalajara, Mexico from November 29 to December 5, as a participant in the American Library Association (ALA) Free Pass Program.

Book Order Deadline March 5th

The time is here again to focus on library collection development. The deadline for ordering library materials is Friday, March 5th. Department Chairs and Faculty Library Liaisons are encouraged to expend departmental allocations as soon as possible and forward their orders to Marcey Gibson, Acquisitions Specialist, Technical Services Department.

Lauralee Grabe

Creighton
UNIVERSITY

Reinert/Alumni Memorial Library
2500 California Plaza
Omaha, NE 68178

<http://reinert.creighton.edu/>