

OXFORD JOURNALS UPDATE

FOR LIBRARIANS

Oxford Journals gains international standard for quality management



Maxine Smith | Quality Manager,
Oxford Journals | Oxford University Press

As part of our commitment to provide a consistently high quality of service, Oxford Journals has become one of the first publishers to achieve ISO 9001:2008 certification. Maxine Smith, our Quality Manager, explains what this means for you, our library customers.

Quality is very important to us at Oxford Journals and it guides everything that we do, from the journals we publish through to the service we provide our customers. We therefore wanted to establish a more formal quality management programme that would ensure we had a mechanism in place for responding to customer feedback and making the service we offer to customers better. Becoming ISO 9001:2008 compliant has allowed us to do just that.

Established in 1947, ISO (International Organization for Standardization) is the world's largest developer and publisher of International Standards. It is a non-governmental organisation made up of a network of the national standards institutes of 161 countries.

ISO has developed more than 1500 standards and ISO 9001:2008 is their internationally recognised standard for quality management.

continued...

INSIDE THIS ISSUE

- 2 Oxford Journals gains international standard for quality management
- 2 Oxford Journals makes a change to its pricing policy
- 3 New Librarian Resource Centre
- 3 Oxford Handbooks go online
- 4 New online resources in Medicine and Law
- 5 Who's responsible for digital preservation?
- 6 An insight into the world of the library trainer
- 7 Learning from our Library Advisory Group
- 8 Meet the team ...

CONTACT US

If you have any news that we could cover in this newsletter or suggestions for items that we could include, please contact:

kirsty.luff@oup.com
Tel: +44 (0)1865 354206



OXFORD JOURNALS
OXFORD UNIVERSITY PRESS

This standard relates to the processes that create and control the products and services an organisation supplies. In other words, it is concerned with the way an organisation accomplishes its work and meets the requirements of its customers.

In order to achieve ISO 9001:2008 certification we were required to demonstrate that we have a formal quality management system – a system which is focused on the needs of our customers, is responsive to customer feedback, and which enables us to provide an excellent quality of service. This system is continually reviewed in order to improve its effectiveness, measured against key objectives, and changes made to our processes where appropriate.

Achieving this certification proves that the key working practices undertaken by staff working in our Operations Group, which consists of our Production, IT, and Customer Services departments in both our UK and US offices, are effective in providing a consistent quality of service to the authors, readers, purchasers of our content, and our society partners. It also shows that we have the proper mechanisms

in place to evaluate and improve the quality of the service that we provide.

Included in this quality management programme are the services that we offer to our library and consortia customers worldwide, as are the services we offer to subscription agents. Our IT functions are also included in this quality management programme. Their inclusion will ensure that

the software and systems used to manage our online content provides a good quality of service to our customers.

For more information about ISO certification please go to www.iso.org/iso/home.htm and www.ukas.com. ■



Martin Richardson | Managing Director, Academic and Journals Divisions | Oxford University Press



Oxford Journals makes a change to its pricing policy

Oxford Journals is changing its pricing structure to reflect the shift to what has become the primary library acquisition, the online journal. Martin explains the changes that have been made and what they mean for our library customers.

From 2010 onwards the online-only price rather than the print-plus-online (otherwise known as the combined price) will be the 'base' price for Oxford Journals. We have made this change to our pricing policy following consultation with the library community because it is now seen as the fairest approach in an environment which is increasingly thinking about online first.

As part of this change we are also pleased to be able to announce that for the majority of our journals there will be no increase in the online price between 2009 and 2010.

This also means that current increases in printing and distribution costs which need to be reflected in the price of a print subscription are not reflected in the online price. In most cases the print-only and the combined price will be 110 per cent and 120 per cent respectively of the online-only price.

Given the current budgetary pressures facing many libraries at present, our change in price structures gives our customers the option to re-subscribe with an online subscription with no price rise, or even a price reduction

if they previously subscribed to the combined version. Furthermore, we have adjusted our prices according to the level of open access uptake, and more information will be available about this on our website (www.oxfordjournals.org/oxfordopen) in the near future.

Our mission at Oxford Journals is to bring the highest quality research to the widest possible audience so we are committed to ensuring that our prices remain fair and competitive. We hope that these pricing changes will give our customers an even fairer deal in the difficult year to come. ■

Jennifer Hetherington | Library Marketing Manager, Oxford Journals | Oxford University Press



New Librarian Resource Centre

Following feedback from customers and the results of a recent survey, we have improved the range of resources we have available to help you promote your journals collection to library users.

Our new **Librarian Resource Centre** provides a wide range of tools to help you raise awareness of your online resources and encourage usage. Promoting your collection to users can help ensure that your resources get used in the library, and that your investments provide value-for-money.

Our improved Librarian Resource Centre includes, amongst other things, pre-written email templates for you to send to your users, online versions of our brochures for you to circulate, extensive training materials for you

and your users, and a range of full colour customizable posters to download. You can also upload your institution's branding and logo to personalize the pages of the journals your institution has subscribed to.

We would love to hear about your experiences in promoting library content to users, particularly if there is anything we can do to assist you. Please email your thoughts, comments and suggestions to us at: library.marketing@oxfordjournals.org. ■



Vicky Jackson | Online Development Editor | Oxford University Press

Oxford Handbooks go online



Oxford Handbooks Online launches in September 2009. Covering, in the first instance, the fields of Business and Management, Philosophy, Religion, and Political Science, the site will contain over 2000 essays from the prestigious *Oxford Handbooks* series.

Any academic, advanced student, or researcher will know how daunting it can be to try to gauge the state of play in a speciality – let alone a whole subject discipline – outside of their own. It can be difficult to find appropriate resources which will map out unfamiliar intellectual territory: identify key debates, predict new opportunities for research, source authoritative bibliographies, and give meaningful context to specialized jargon. But it is this kind of cross-disciplinary awareness which can be fertile ground for innovative research, adding an interesting breadth to well-established depth of understanding.

The challenge and the potential intellectual reward of this familiar research scenario was addressed some years ago by Oxford University Press when we launched the *Oxford Handbooks* series in 2001 across a range of disciplines in the humanities and social sciences. The *Handbooks* have come to be seen as an authoritative guide by those within a discipline,

as well as a valuable reference source for anyone in related disciplines who want to bring themselves up to speed in a new area, or place their own work in a broader context.

The launch of *Oxford Handbooks Online* in September 2009 builds on the original motivations of the print series by adding features which facilitate research and enable easy user journeys to other online content. The editors at OUP have created a wealth of links and supporting metadata that will enable users to navigate the content in a more flexible way, tracing key ideas within a subject, making connections between subjects, and identifying further reading. Alternatively users will be able to browse by subject module or use the powerful search functionality for jumping to specific content quickly and easily.

We've also provided subject and author-based links through to the award-winning

Oxford Scholarship Online, as well as cross-search functionality between these two sites, so that users can move seamlessly from the introductory essays of the *Handbooks* to original research published in OUP's academic monographs. And of course *OHO* also supports all the standard features which librarians and users expect, such as COUNTER-compliant statistics, MARC records, OpenURL, and print-friendly format.

Regular updates to *OHO* will expand the number of subject areas offered online, and bring this strand of OUP's scholarly publishing to a wider audience, enabling more innovative research across a broader range of disciplines. ■

For more information and to register for an institutional free trial please email: onlineproducts@oup.com

Alison Bowker | Head of Marketing, Medicine and Law | Oxford University Press

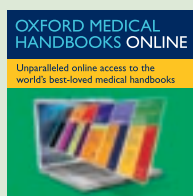


New online resources in Medicine and Law

2009 has seen an unprecedented expansion in the range and variety of online resources developed by OUP for academics and practitioners in Medicine and Law.

New Medicine online resources

Three new online services for medical academics and practitioners will launch by the end of this year: the integrated *Oxford Medical Handbooks Online* service, the online edition of *The ESC Textbook of Cardiovascular Medicine*, and the *AMA Manual of Style*.



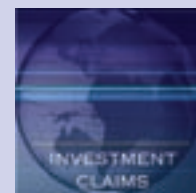
Since launching *Oxford Medical Handbooks Online* in May, the response has been enthusiastic. Free online trials have given libraries and consortia a real feel for the added functionality that the online version brings, and with the world-class reputation of the *Oxford Handbooks*, library users are equally excited by the prospect of having instant access to up-to-date clinical information.

The *AMA Manual of Style* is an online guide for medical writers, editors, and researchers on how to prepare their manuscripts for publication. Also launched in May, it answers questions such as, 'What units should I write drug dosages in?' and 'What is a verso?' – perfect for increasing medics' chances of seeing their names in print.

Finally in August, we'll be launching *The ESC Textbook of Cardiovascular Medicine*. This major reference work is published jointly with the European Society of Cardiology, and it's the first time it will be available online for both individuals and institutions. We're hoping that this will be just the first of our major reference works to go online; the fifth edition of the *Oxford Textbook of Medicine* is scheduled to follow in early Spring 2010.

'2009 has seen the culmination of over eighteen months' work to develop the necessary processes and technology to deliver these three projects online,' explains Mandy Hill, Editorial Director, Science and Medicine, 'but it only marks the start of our continued work to open up access to as many of our printed products as possible.'

New Law online resources



Legal professionals and academics will benefit from several new online resources. In August 2008, we launched two brand new online services: the *Max Planck Encyclopedia of Public International Law* (the online edition of the print *Encyclopedia of Public International Law*), and *Oxford Reports on International Law* – a single portal for all international case law. These were closely followed by the launch of *Investment Claims* – an online service focusing on the field of international investment arbitration.

The response to all three of these resources has been fantastic. With comments such as 'impressive', 'monumental', and 'highly recommended', users have been praising not only the content of the resources, but also the functionality, the ease-of-use, and design. Users have also been impressed by the *Oxford Law Citator* – an innovative new citation service which is included with each new legal service from OUP at no extra cost.

If three new online services weren't enough, we have also launched a new law module for the highly regarded *Oxford Scholarship Online* – a vast cross-searchable collection of scholarly titles from Oxford University Press – as well as two encyclopaedic works, *The Oxford International Encyclopedia of Legal History* and *Parry and Grant: Encyclopaedic Dictionary of International Law*, both of which have been added to the *Oxford Digital Reference Shelf*.

The next year will prove equally exciting as we develop our new resources with additional content and functionality, and work on some new projects. Watch this space.



Who's responsible for digital preservation?

Richard Gedye | Research Director, Oxford Journals | Oxford University Press



In his role as Research Director Richard often ruminates on perplexing issues facing librarians and publishers today. Recently Richard has been considering who is responsible for digital preservation.

History is peppered with examples of scholarship and knowledge being lost to successive generations through natural calamity of some kind. Perhaps the greatest loss is the Ancient Library of Alexandria in Egypt, one of the largest libraries of the ancient world. According to Plutarch and other contemporary sources, Caesar accidentally burned down the library when he set fire to his own ships to frustrate Achilles' attempt to limit his ability to communicate by sea.

Librarians are well aware of the natural and man-made forces such as fire, flood, and war that can destroy print collections. Online-only collections are susceptible to different kinds of threats. What if the format of the material becomes obsolete? Perhaps PDF won't be around in the future and we can no longer read content in this format. What if a serial e-publication ceases publication, the publisher goes out of business, or the servers hosting the content fail?

Several vendors and institutions now maintain 'dark' archives which light up during a 'trigger event' when there is loss of access to content for some reason. Oxford Journals is already a member of the major archiving and preservation initiatives, such as CLOCKSS, LOCKSS, Portico, and the Dutch National Library's e-Depot project, and we are also looking into creating our own discrete dark archive.

The issue that currently interests me is how publishers can best serve the library community in the future. How can our resources be best placed

in the years to come, particularly those of smaller publishers who perhaps cannot afford to put their eggs in all the available baskets? Should publishers collaborate and invest in one large repository or archive? In order to get to the bottom of these issues we must understand what the library community expects and needs.

At our OUP Library Advisory Group meeting in May I asked a panel of nine librarians from large institutions in the UK, North America, and Europe how important the issue of preservation was to them. Their response confirmed my suspicions that libraries are clearly divided on the level of risk they are prepared to take with preservation. The most risk-averse institutions take out subscriptions to Portico, and indeed several members of our Library Advisory Group have gone down this route. Other panel members were content to rely on funded initiatives, such as CLOCKSS, which provide non-restricted access in the case of a trigger event.

My hypothesis is that the more research-intensive an institution, the more likely that institution is to participate in initiatives like Portico. In other words, libraries which support research programmes will be more incentivized to take an active interest in the long term preservation of their content.

The extent of overlap between the Portico and ARL membership appears

to confirm this hypothesis. Out of the 129 members of the Association of Research Libraries listed on their website on 27th May 2009, 94 (73 per cent) were also members of Portico on that date.

The next step is to find out the views and opinions of a wider

sample of librarians through an online survey and/or telephone interviews. We are planning to share our findings of our research at the UKSG Annual Conference in Edinburgh (April 12th-14th 2010). In the meantime, please drop me an email at richard.gedye@oxfordjournals.org if you would like to discuss these issues with me one-to-one. ■

'... libraries are clearly divided on the level of risk they are prepared to take with preservation ... libraries which support research programmes will be more incentivized to take an active interest in the long term preservation of their content.'



Claire Dowbekin | Senior Marketing Manager, Oxford Online | Oxford University Press

An insight into the world of the library trainer

OUP offers librarians training on online products to help them become more familiar with the resources. Claire talks to Mark Turner about what a job as a trainer involves and how libraries can benefit.

With the increasing number of online resources available to library users the question, 'how can I use the internet to find information on...?' can be a daunting one for anybody working in a library. To help you answer questions like these we offer training for our online products. I talked to Mark Turner, one of our product trainers, to find out what this training involves.

Mark works from home but more often than not his 'office' is in a library somewhere in the UK. I wanted to find out from Mark what a typical day might involve but, as he explained, with a job as varied as his, there is really no such thing.

When Mark visits libraries to carry out training, his working day entails two training sessions – one in the morning and one in the afternoon. Both of these training sessions will be two to three hours long so, as Mark says: 'If I have a couple of days like that in a row I have no voice by the end. It also means the tea and biscuits halfway through are vitally important!'

The training is very hands-on; Mark is keen to get library staff to explore the resources for themselves. He finds that allowing people to make their own discoveries opens up the possibilities of the resources to them, encouraging them to find out more and to use the resources in imaginative ways. A recent recipient of Mark's training sent him an email to thank him saying: 'It really has inspired us to try and do more with the resources we have available,' and this sums up what Mark thinks training sessions can achieve.

Mark previously provided training to public libraries but now he trains librarians in both public and academic libraries. 'Although the subject matter may be different', he observes, 'library users at reference desks in public and academic libraries all essentially want the same thing from the library staff – to be directed to a place where they can find the answer to their question.'

The one big difference between public and academic libraries is the variety of people attending a session. In public libraries, Mark often finds that only



Mark Turner, Product Trainer for Oxford Online

library staff will attend the training sessions whereas faculty members and students with specific subject interests often come to the training sessions with librarians in academic libraries. As Mark comments, 'It means you never know quite what questions to expect. My way around this is to change our approach to create product information that is more specific to the type of library.'

According to Mark, the most satisfying part of the job is the increased confidence of library staff he notices following training: 'Staff often imagine

that our resources are very scholarly and this is daunting for them, particularly if they are not working in that particular subject area. My training focuses on drawing out the practical uses of each product which helps librarians to lose some of their fears. Libraries sometimes stay in touch to report back on progress and it is always great to hear how the training is being used on a day to day basis.' ■

'Although the subject matter may be different ... library users at reference desks in public and academic libraries all essentially want the same thing from the library staff – to be directed to a place where they can find the answer to their question.'

If you would like to arrange a training session for your library, please get in touch.

The Americas

For information on training sessions available to North and South American libraries, please contact online.training@oup.com, or visit our schedule online at [www.oup.com /us/departments/sales/librariansales/webinars/](http://www.oup.com/us/departments/sales/librariansales/webinars/)

Outside of the Americas

If you are based outside of the Americas, please contact Mark Turner at mark.turner@oup.com. If you would like to join one of our regular Webex sessions please visit www.oup.com/uk/academic/online/librarians/ to find out more.

Learning from our Library Advisory Group



Our Global Library Advisory Group assembled in Oxford this spring for the fifth year in a row to discuss a range of issues including the global recession.



Kirsty Luff | Senior Communications Manager, Academic and Journals Divisions | Oxford University Press

Our Library Advisory Group (LAG) is an essential part of our strategy at OUP. Our panel of experienced librarians help us to understand the current issues facing the library community. Our annual meetings give us a chance to listen, understand, and find out how we should be responding as a publisher.

Long term preservation was the first issue we tackled at our 2009 annual meeting. Staff at OUP wanted to know how important these issues were to librarians, and who they felt were responsible for preservation – libraries, publishers, or both? It became clear from discussions with our panel that libraries with more of a research focus were more likely to take out subscriptions to archive vendors like Portico. (Please see Richard Gedye's article on page 5 for a more detailed discussion of archiving and preservation.)

After coffee we discussed how the global recession was affecting the library community. Each panel member shared their experiences; all LAG member libraries were affected but to different extents, with cuts mostly in the region of between five – ten percent. It was shocking

and sad to hear that some libraries had to use voluntary and compulsory redundancy to make ends meet.

Jill Taylor-Roe from Newcastle then presented findings from a survey of thirty eight librarians from the UK. According to this survey, around half of respondents were dissatisfied with the big deal, although only four per cent were coping

'the real value of consultation ... enables us to make the changes that will make our business more in tune with needs of our customers.'

with their budget shortfall by cancelling big deals. In short, evidence suggests that most libraries who have reservations about big deals are willing to stick with them at present, presumably finding that the benefits outweigh the disadvantages.

We spent the afternoon discussing discoverability and, in particular, how we can use technology to make content more discoverable. We covered

the main methods such as Google, A&I databases, library catalogues, link resolvers, federated searching, article references, e-alerts (RSS) and text mining. Basically, the feedback we received is that we need to ensure that we continue to be compliant with all the relevant standards.

Our annual LAG meetings generally yield incredibly useful information which informs our future strategy, and this year was no different. One OUP colleague benefited from some useful feedback regarding a forthcoming online resource. The name we had settled on for the product, we were told, did not get across sufficiently what the product was about and as a result we are changing it. Last year, as a result of discussions with our LAG, we made the decision to automatically deposit all manuscripts funded by the National Institutes of Health in PubMed Central.

This incident reveals the real value of consultation – it enables us to bring about the changes that will make our business more in tune with needs of our customers, and it is for this reason that we will continue to hold library advisory groups in future and, of course, use every opportunity to listen. ■

MEET THE TEAM ...

Our sales and account representatives attend conferences all over the world, and we are always eager to meet with librarians and consortia representatives. You can either catch us at our information stand, or alternatively contact us to arrange a private appointment with one of our representatives.

Below is a list of the major conferences we will be attending throughout the autumn. To schedule a meeting or to request any other information, please email the relevant contact.



ASIA

PULC Seminar

16 September, Osaka, Japan

Kazunori Oike, Oxford Journals
kazunori.oike@oxfordjournals.org

PULC Seminar

18 September, Tokyo, Japan

Kazunori Oike, Oxford Journals
kazunori.oike@oxfordjournals.org

KESLI/KERIS September EXPO

17 – 18 September, Seoul, Korea

Kazunori Oike, Oxford Journals
kazunori.oike@oxfordjournals.org

Library Fair & Forum

10 – 12 November, Yokohama, Japan

Kazunori Oike, Oxford Journals
kazunori.oike@oxfordjournals.org

AFRICA

LIASA 2009

28 September – 2 October, Pretoria, South Africa

Graham Grant, Oxford Online
graham.grant@oup.com

EIFL General Assembly

18 – 22 November, Alexandria, Egypt

Wolfgang Steinmetz, Oxford Journals
wolfgang.steinmetz@oxfordjournals.org

AUSTRALIA AND NEW ZEALAND

10th International Congress on Medical Librarianship (ICML)

31 August – 4 September, Brisbane, Australia

Hannah Dernie, Oxford Journals
hannah.dernie@oxfordjournals.org
Marika Whitfield, Oxford Online
marika.whitfield@oup.com

LIANZA 2009

12 – 14 October, Christchurch, New Zealand

Marika Whitfield, Oxford Online
marika.whitfield@oup.com

NORTH AMERICA

MLA TriChapter Conference

5 – 8 October, Atlantic City, NJ, USA

Chloe Hennin, Oxford Journals
chloe.hennin@oxfordjournals.org
Robert George, Oxford Online
robert.george@oup.com

Illinois Library Association Annual Conference

6 – 9 October, Peoria, IL, USA

Belinda Hayes, Oxford Journals
belinda.hayes@oxfordjournals.org
Marie Wallden, Oxford Online
marie.wallden@oup.com

North Carolina Library Association Annual Conference

6 – 9 October, Greenville, NC, USA

Jeff Gilchrist, Oxford Online
jeff.gilchrist@oup.com
Lisa Gonzales, Oxford Online
lisa.gonzales@oup.com
Jenifer Maloney, Oxford Journals
jenifer.maloney@oxfordjournals.org

Pennsylvania Library Association Annual Conference

18 – 21 October, Harrisburg, PA, USA

Belinda Hayes, Oxford Journals
belinda.hayes@oxfordjournals.org
Jenilee Andreola, Oxford Online
jenilee.andreola@oup.com

Virginia Library Association Annual Conference

29 – 30 October, Williamsburg, VA, USA

Jenifer Maloney, Oxford Journals
jenifer.maloney@oxfordjournals.org
David Woods, Oxford Online
david.woods@oup.com

XXIX Annual Charleston Conference

4 – 7 November, Charleston, SC, USA

Francesca Martin, Oxford Journals
francesca.martin@oxfordjournals.org
Rebecca Seger, Oxford Online
rebecca.seger@oup.com
Debbie Farinella, Oxford Online
debbie.farinella@oup.com

EUROPE

Informatico Medicata 2009

17 – 18 September, Budapest, Hungary

Adina Teusan, Oxford Online
adina.teusan@oup.com

Congress of Slovenian Librarians

6 – 8 October, Maribor, Slovenia

Wolfgang Steinmetz, Oxford Journals
wolfgang.steinmetz@oxfordjournals.org
Adina Teusan, Oxford Online
adina.teusan@oup.com

Lund Online 2009

7 – 8 October, Lund, Sweden

Aviva Weinstein, Oxford Online
aviva.weinstein@oup.com
Matthew Ward, Oxford Online
matthew.ward@oup.com

Frankfurt Book Fair

14 – 18 October, Frankfurt, Germany

Wolfgang Steinmetz, Oxford Journals
wolfgang.steinmetz@oxfordjournals.org
Hannah Dernie, Oxford Journals
hannah.dernie@oxfordjournals.org
Matthew Howells, Oxford Journals
matthew.howells@oxfordjournals.org

London Language Show

30 October – November 1, London, UK

Attendee TBC

London Online

1 December, London, UK

Wolfgang Steinmetz, Oxford Journals
wolfgang.steinmetz@oxfordjournals.org



OXFORD JOURNALS
OXFORD UNIVERSITY PRESS