March 2010 Springer MENA Library Advisory Board Meeting

Topics and Follow-up Items

Thank you for your valuable input during the second Middle East/Northern Africa Library Advisory Board meeting in Amman, Jordan, March 22-25, 2010. The meeting was attended by 15 active Board members. Springer attendees included Peter Coebergh, Olaf Ernst, Juliane Ritt, Eric Merkel-Sobotta, Kim Zwollo, Chris Bendall, Christel Keurentjes and Angela Timmerman.

The following outlines the major topics discussed and the next steps Springer is pursuing. If you have any questions, please contact Angela Timmerman at +31 (0) 78 657 6113 or angela.timmerman@springer.com.

### Session Topics, Key Insights & Next Steps

#### Springer Strategy Update

**Session Leader:** Peter Coebergh

Peter provided an overview of Springer’s strategy and addressed the recent acquisition of Springer.

**Key Takeaways**

- SpringerPedia – concerns about timing, we are behind other publishers
  - Peer review of such is critical. It must be above the Wikipedia level
- Develop a big bibliographic database with all types of content from all publishers
- Are we developing from eBooks and journals to an eLearning platform/tools?
- Clear messages on what we do/will do and what we don’t do (local languages.eLearning)
  - Clarify our services in the contract stage
- Local language interfaces/content are important for this region
- Usage statistics – counter compliant; Egypt- more detailed usage statistics! Journal level, user behavior
- Interest in eLearning solutions
- Interest in eBook archives was limited

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<tr>
<th>Areas to Address/Next Steps</th>
<th>Timing</th>
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<tbody>
<tr>
<td>Promote knowledge of “free” services from Springer</td>
<td>Q3/4 2010</td>
<td>A. Timmerman</td>
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<tr>
<td>Follow up with CoreMetrics report to all attendees</td>
<td>2010</td>
<td>Licensing managers and A. Timmerman</td>
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Springer LAB Action Update

Juliane reported to the members a recap of what was discussed in last year’s MENA meeting, the action items that emerged and the status of those items. Additionally, she briefed the members on where they can get additional information about the LAB (via Springer LAB web site).

Key Takeaways

♦ Consider global LAB or some way for MENA members to share experiences and learn from other LAB members outside the region (once every two years)
♦ Confirm process for obtaining and utilizing testimonials received from customers

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<tr>
<td>Send all people who deliver testimonials hard copies of the marketing collateral in which their testimonials appear</td>
<td>Ongoing</td>
<td>Marketing</td>
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<tr>
<td>Consider a global or ROW LAB</td>
<td>2011</td>
<td>C. Keurentjes</td>
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March 2010 Springer MENA Library Advisory Board Meeting
Topics and Follow-up Items

**Beyond Print – an eProducts Discussion**

*Olaf Ernst*

**Objectives:**
- Share information on SpringerLink, eBooks and other eProducts
- Understand how the members perceive the impact these products will have in their regions
- Determine how Springer can position these products for maximum acceptance

**Key Takeaways**
- Integration of all Springer platforms is key
- Promote most downloaded articles
- Access Indicators are important
- MySubscribed is needed urgently
- Hiccups on SpringerLink beta
- Book Archives: skeptical (depends on kind of books and subject area)
- Mobile – not a big topic yet
- Don’t default on author in the key word search
- Note how many eBooks per collection
- Add a “Viewing History” option
- Use highlighted words to link out to Exemplar
- Export citations on a list level
- Evaluate our Facebook strategy – how we deal with social networking sites

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<tbody>
<tr>
<td>• Evaluate and Prioritize SpringerLink;</td>
<td>Q3 2010</td>
<td>Marketing/ eProduct Management</td>
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<tr>
<td>• Create subscribed only filter/search;</td>
<td></td>
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<tr>
<td>• Add another filter: Last viewed abstracts.</td>
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<tr>
<td>• Work toward integration of all platforms</td>
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<tr>
<td>• Access Indicators/My Subscribed is needed urgently</td>
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<td></td>
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<tr>
<td>• OCLC MARC records – improve and communicate.</td>
<td>ongoing</td>
<td>W. van der Velde</td>
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<tr>
<td>• Create a marketing strategy for social networking sites</td>
<td>2010</td>
<td>Marketing</td>
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March 2010 Springer MENA Library Advisory Board Meeting
Topics and Follow-up Items

**Enriching Research Through Publishing**

**Objectives:**
- Identify important areas of research and publishing by the institutions represented
- Understand how librarians would ideally like to see content published
- Determine how Springer can serve as a partner in enhancing scientific research and the publishing process

**Key Takeaways**
- Local language publishing is still needed – maybe Springer can do something with translation help
- Many local/regional journals only in Arabic (option to translate)
- Tunisia, Algeria, Morocco is in French
- Egypt: Project with Science Direct (30 journals – enhance quality in five years then accept for publishing)
- Librarians are or can be the liaison with the publisher.
- Springer can take the opportunity to promote science from this area. Develop local journals to international ones; regional journals are better than local (no dilution).
- Be more active in soliciting papers from this region for international journals
- Clear rules and guidelines for how to publish.
- Local language marketing materials – francophone countries
- Good opportunities for publishing cooperations
- Digitize journals from the region; many in paper and not easily accessible
- 2 worlds: promotion of their own journals vs international journals
- Regional initiatives for regional repositories/archives – combining all content
- Elsevier is ahead in the region, more active.
- More presence for acquiring content
- Researchers from the region need to be better trained to publish in English in international journals. Institutions would like the publishers, such as Springer, to play a major role in providing such training.
- Problem: Too many small university based journals
  - Causes the scientific impact of countries and the region to be diluted
  - Need better Inter-Institutional and inter-regional collaboration
### March 2010 Springer MENA Library Advisory Board Meeting

#### Topics and Follow-up Items

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<tr>
<td>• Look for local conference proceedings to publish</td>
<td></td>
<td>Publishing/ C. Bendall</td>
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<tr>
<td>• Investigate local language issue solution through co-authors</td>
<td></td>
<td>Publishing/ C. Bendall</td>
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<tr>
<td>• Investigate publishing opportunities we could take advantage of via Springer France for North Africa? Francophone one</td>
<td></td>
<td>Licensing Managers/Publishing</td>
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<tr>
<td>• Investigate “Arab Library of Science” or “Middle East Library of Science”?;</td>
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<td>• Investigate publishing works for authors</td>
<td></td>
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<td>• Organize Publishing Workshops</td>
<td>2Q10</td>
<td>Publishing/Marketing</td>
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<td>• Train the trainers</td>
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<td>• Provide manuals for Sci-publishing</td>
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<td>• Acquire top regional journals which can be boosted into Pan-regional journals</td>
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<tr>
<td>• Start new Pan-regional journals</td>
<td>2Q10</td>
<td>Publishing</td>
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<td>• Follow up: Kuwait is publishing technical reports – needs support</td>
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Clarifying the Role of Agent and Publisher

Objectives:
♦ Identify current activities and services provided by agents
♦ Gain insight into the expectations of librarians with regard to agents; and with regard to publishers
♦ Identify areas where Springer can support the librarian

Key Takeaways
♦ Working with agents has benefits: local presence, time savings of only one visit to cover multiple publishers and products, invoicing in local currency, flexible payment plan to better match fiscal year, and available library systems.
♦ Limited knowledge of products and platform is a problem
♦ Pricing does not appear to be the same from various agents; they are seen as more expensive
♦ Payment process is often too long and resigning of agreements every year is difficult
♦ Whether agent or direct to publisher is best is not a black/white answer
♦ Look into going direct (journals, etc.)
♦ Depends on the country
♦ Not all agents value is high
♦ Need the right Springer sales people on the ground
♦ Some agents have paid trials – this is interesting
♦ Local language skills are a big plus for agents
♦ Springer’s approach of giving the client the choice of an agent is appreciated

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<tr>
<td>Run an agent satisfaction survey to get regular feedback on agent performance</td>
<td>2010</td>
<td>Marketing/Sales</td>
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<tr>
<td>Evaluate possibility of “renewal letters” instead of new license agreement each year</td>
<td>In process</td>
<td>Sales</td>
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Understanding the Librarian’s Information Sources ........................................ Eric Merkel-Sobotta

Objectives:
♦ Understand how librarians in this market gain industry information
♦ Understand how research is currently publicized
♦ Determine how Springer can help promote the research to enhance the reputations of the researchers/institutions

Key Takeaways
♦ Continue to look for other ways to raise end-user awareness
♦ Redistribute Springer articles that relate to a local area even if the author comes from outside the area
♦ Working with universities on PR is nice but not critical

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<tr>
<td>• Investigate author/event promoting authors</td>
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<td>Corporate communications/end-user marketing</td>
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<tr>
<td>• Look for opportunities with a local scientific event to use for giving an award to a prominent scientist</td>
<td></td>
<td>Corporate communications/end-user marketing</td>
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<tr>
<td>• Blueprint presentation “How to communicate your research” – setting up communications for “discovery”</td>
<td>Q3 2010</td>
<td>E. Merkel-Sobotta</td>
</tr>
<tr>
<td>• Ensure SpringerSelect is front-of-mind with publishing editors (internal) – present to publishing (exists)</td>
<td></td>
<td>E. Merkel-Sobotta</td>
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<tr>
<td>• Involve librarians if an article of their library is chosen for SpringerSelect</td>
<td></td>
<td>E. Merkel-Sobotta/Marketing</td>
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Identifying High-Impact Training Opportunities

Objectives:
♦ Gain clarity on training goals/objectives of the participating institutions
♦ Identify opportunities for Springer to improve training offerings to meet the needs of the academic librarians
♦ Determine how best to fulfill the training needs of the MENA market for eProducts

Key Takeaways
♦ Training needs are very different but prominent throughout the region.
♦ 3 areas: content (journals, high impact, book series per subject), interface, and how to publish with Springer
♦ Librarians in some countries do not feel comfortable conducting training.
♦ “Certified trainers” from faculty would be a good opportunity
♦ Prestige of a trainer is key. If the trainer is not seen on the same level, they won’t attend
♦ Library science is taught in Arabic – librarians are not comfortable receiving training from Springer in English
♦ Different types of training for different groups is needed
♦ More frequent training needed; enhance marketing
♦ Elsevier Training Desk is a good example.
♦ Onsite is key every once in a while – Rest online, help, guides, etc.
♦ Egypt’s 3 levels: consortia, institution, users
♦ Training (provision of) is of much importance and complexity in this region, that Springer should probably give more serious thought to how to do this more effectively
♦ Expand the Train-the-Trainer concept
♦ Most regions are fine with the Train-the-Trainer concept; online webinars are okay; in-person trainings are good if person is very knowledgeable and it is not a promotional demo
♦ End users mainly need training on “how to search”
♦ Training for North Africa should be done in French

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<tr>
<td>Create training concept which differentiates end users (search strategy); librarians (Train-the-Trainer program) and on-site (for those with low experience level)</td>
<td>Fall 2010</td>
<td>C. Keurentjes/Library Marketing</td>
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<tr>
<td>♦ Trainers in local language need to be arranged</td>
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<td>♦ Evaluate faculty trainer program from Egypt</td>
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<td>♦ Provide a clear schedule of online trainings</td>
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<tr>
<td>As part of the training concept explore partnership opportunity with Qatar Foundation, Kuwait Fund, KACST, etc to organize regional training?</td>
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<tr>
<td>As part of the training concept create online training suite in Arabic</td>
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