

April 14, 2011

STM Annual Spring Conference Trailblazing & transforming scholarly publishing 2011+ Stakeholders venture forward

Tuesday, April 26 – Thursday, April 28, 2011
Washington Marriott, 1221 22nd Street, NW
West End Ballroom, C, D & E
Washington, D. C. 20037

Program

Tuesday 26 April

- 4:00pm – 6:00pm Spring Conference Registration
- 6:00pm – 7:30pm **Welcome Reception at the Washington Marriott**

Wednesday 27 April

- 8:00am – 9:00am Registration & Continental Breakfast
- 9:10am – 9:15am **Welcome & Introduction**
Eric Merkel-Sobotta, STM Board Chair
- 9:15am – 10:15am **Keynote: No Time to Think: Finding Contemplative Balance in an Age of Acceleration and Overload**
David Levy, Professor, Information School, University of Washington
Over the past fifteen years—first as a researcher at the Xerox Palo Alto Research Center (PARC) and then as a professor in the Information School of the University of Washington— Levy has been exploring the alarming growth of information overload, extreme busyness, the fragmentation of attention, and the acceleration of just about everything. In these remarks, Levy will discuss the roots of these problems and will suggest ways that we, as individuals and as a society, can find what he calls “contemplative balance.”
<http://www.youtube.com/watch?v=KHGcvj3JiGA>
- 10:15am – 10:45am Break
- 10:45am – 12:30pm **Panel: Scholarly Publishing of the Future: Venturing Forward**
- 10:45am – 10:50am **Moderator: Nancy Axelrod**, Executive Publisher, Elsevier

- 10:50am – 11:15am **Analysis: Insights and Trends in the Global STMS Market**
David Bousfield, PhD, Vice President & Lead Analyst, Outsell (UK), Ltd
 In this talk, Bousfield will review some of the key qualitative and quantitative trends impacting on the scientific, technical, medical and scholarly publishing industry. Despite the intense budgetary pressure on traditional STMS markets, there are many opportunities for growth created by technology and the changing shaper of the global economy.
- 11:15am – 11:35pm **A Society Publisher's Future Perspective**
Kevin Fitzpatrick, Senior Vice President, Business Development & Entrepreneurship, American College of Cardiology
- 11:35am – 12:00pm **A Knovel Way to Build Revenue Streams**
Meagan Cooke, Director of Content Strategy, Knovel
 Knovel partners with more than 70 authoritative publishers and societies to ensure that engineers have fast, convenient access to trusted content. Knovel adds value to content through interactive tools and search capabilities, and ultimately offers partners a new revenue stream and market for their content. More than 90% of Knovel's customers renew their subscriptions annually. Learn about Knovel's business model and the evolution of the pay wall.
- 12:00pm – 12:20pm Q & A
- 12:30pm – 2:00pm Lunch
- 2:00pm - 2:05pm **Introduction to afternoon**
Sue Kesner, Director, Rightsholder Experience, Copyright Clearance Center
- 2:05pm – 2:45pm **Keynote: Harbingers of turbulence: Data and the scientific record in a networked world**
Richard E. (Rick) Luce, Vice-Provost and Director of Libraries for Emory University. His most recent publication, [A New Value Equation Challenge: The Emergence of eResearch and Roles for Research Libraries](#) is part of CLIR's Report, *No Brief Candle: Reconceiving Research Libraries for the 21st Century*. Fundamental changes in the paradigm for scientific data collection, analysis, storage, along with subsequent access and use are shifting the lens with which we understand research methods and production. Likewise, formal scientific communications, impacted by this turbulent environment, are experimenting with reconceptualized models of research communications. What do these changes portend for libraries, publishers and information providers? This talk will characterize current conditions and explore some of the drivers and ramifications this changing landscape will have our business models and customer relationships in a networked world.
- 2:45pm – 4:15pm **Panel: Libraries 2030 – Will we recognize them?**
- 2:45pm – 2:50pm **Moderator: Lisa Nachtigall**, Director of Business Development, Digital Books, John Wiley & Sons
- 2:50pm – 3:10pm **Research Library Futures: ARL Looks to the Horizon**
Rick Anderson, Associate Director for Scholarly Resources & Collections, University of Utah
 Anderson will present a summary and discussion of the ARL report "Envisioning Research Library Futures 2030." This scenario-based planning document is designed to help research libraries position themselves for any of multiple possible

contingencies in the near-to-mid-range future, and offers fascinating (and perhaps troubling) insights into some of those likely scenarios.

3:10pm – 3:30pm

Reinventing Collection Development for a Digital Age: On-Demand and On-the-Go

Michael Levine-Clark, Collections Librarian, Penrose Library, University of Denver
The library of 2030 should be a very different place than today. No longer a warehouse for little-used print volumes, the library will focus instead on providing services and spaces for students and scholars – an emphasis we already see in library renovations, but not in the way we build collections. Though digital technologies have transformed the way that libraries provide access to information, libraries and publishers have not yet taken advantage of the possibilities offered by this new environment to make necessary changes in the way that collections are developed. This talk will suggest ways in which libraries and publishers must work together to develop new delivery mechanisms and business models for management of scholarly research collections. Short-term loans, demand-driven acquisition, and disaggregation of journal content should all be options for libraries as they build 21st-century collections.

3:30pm – 3:50pm

A Post Doc & Scholarly Research now and the future

Frank L. Hammond III, PhD, Harvard University School of Engineering & Applied Science

Frank's talk will highlight the importance of institutional libraries to the conduct of research in physical sciences and engineering by describing the use of library resources throughout the duration of a typical research project. His talk will also provide insights into how academic researchers are changing their publication trends in response to the evolving methods and growing costs of library access, and will discuss what engineering researchers think are critical capabilities for libraries of the future.

3:50pm – 4:15pm

Q & A

4:15pm – 4:45pm

Break

4:45pm – 6:00

Market Watch: Opportunities & "Let me draw you a map of the real world"

4:45pm – 4:50pm

Moderator: John Lavender, Senior Vice-President, Publishing & Online Products, CRC Press, Taylor & Francis

4:50pm – 5:20pm

Current and future challenges in China: What's an STM publisher to do?

Steve Miron, Senior Vice President, Scientific, Technical, Medical and Scholarly Division, John Wiley & Sons

Over the past decade China has emerged as an increasingly important market for international STM publishers and as a vital source of scientific and scholarly content. However, continuing market access restrictions, IP protection issues, calls for Open Access, intense competition among international STM publishers for market share in China and the growing global aspirations of Chinese STM publishers are all contributing to an increasingly complex business landscape. In this session, we will examine current and future challenges and opportunities in China and attempt to answer the question, "What's an STM publisher to do?"

- 5:20pm – 5:40pm **What are the opportunities and challenges in Latin America?**
Bob Wing, Systems Link International
 Challenges include: The size of the market, the many languages, cultural & political differences, travel difficulties, monetary barriers, political stabilities or any lack of such. The region can be divided into three tiers based on population and economic strength. Opportunities/Tactics include: Focusing on national consortia, working with primary universities in: Social Sciences and Humanities, Health Sciences, Technology, Engineering, Physics, Chemistry, Math & Biology. Providing training and tutorials and local help desks in each country and meetings and mini-expos.
- 5:40pm – 6:00pm Q & A
- 6:00pm Close for the day
Eric Merkel-Sobotta, STM Board Chair

6:00pm – 7:30pm **Reception in the Washington Marriott**

Thursday 28 April

- 8:00am – 9:00am Continental Breakfast
- 9:05am – 9:10am **Introduction to morning**
Jayne Marks, Vice President & Editorial Director, SAGE
- 9:15am – 10:00am **Keynote: Considering the researched: ethics and online research**
Aleks Krotoski PhD, an academic and journalist. Aleks is a research associate at the Oxford Internet Institute and the Researcher-in-Residence for the British Library's Growing Knowledge exhibition. She completed the 4-part, prime time BBC2 series, Virtual Revolution in early 2010, about the social history of the World Wide Web. Aleks writes for The Guardian and Observer newspapers, and hosts Tech Weekly their technology podcast. Her writing also appears in Nature, BBC Technology, New Statesman, MIT Technology Review and The Telegraph.
<http://alexskrotoski.com>
 Publishers have a responsibility to ensure that the subjects of research are protected by the ethical guidelines of disciplines, yet online research and distribution remains an uncertain area at many institutions. What role should publishers play in protecting the online individual in the content included in their volumes?
- 10:00am – 10:30am Break
- 10:30am – 12:20pm **Panel: The Data Deluge or "How to handle data alongside publications"**
- 10:30am – 10:35am **Moderator: Terry Hulbert**, Director of Business Development, American Institute of Physics
- 10:35am – 11:00am **Riding the Data Wave: Research Libraries' Role and Response**
James L. Mullins, PhD, Dean of Libraries & Professor, Purdue University
 When it became apparent that management, sharing and preservation of data sets were creating challenges for investigators, especially after greater access was desired by researchers and the more recent mandate issued by funding agencies, some method or process needed to be established that would provide reliable, consistent, and possible, perpetual access to data sets. Although it was not apparent initially, research libraries are now stepping forward to create order in a

very confusing arena. This presentation will present an overview of the challenge; the response of the research library community, both within the U. S. and internationally; and the need for collaboration between STM publishers and libraries to regularize linking and citation for data sets through the work of DataCite and CrossRef.

- 11:00am - 11:20am **Open Data at The World Bank: moving away from a subscription model**
Soong Sup Lee, Senior Information Officer, The World Bank
In April 2010, The World Bank decided to abandon its subscription model for accessing highly valued datasets, and move to a fully open model, where anyone can use and re-use the data for free - with only minimal restrictions. The response has been overwhelmingly positive. Neil will describe the strategy and the changes that have taken place, assess the impact, and describe some of the lessons learnt along the way – including the need for data librarians, data curators, and data story-tellers. Fantom will outline the contribution that Open Data can make to Open Development, and provide insights into the Bank’s plans for the future.
- 11:20am – 11:40am **Action Science Explorer: Interactive Data Visualization for Rapid Understanding of Scientific Literature**
Cody Dunne, PHD student in Computer Science, Human-Computer Interaction Lab, University of Maryland
We developed Action Science Explorer (ASE), a tool designed to support users in rapidly generating easily consumable summaries of academic literature. ASE uses bibliometric lexical link mining to create a citation network for a field and context for each citation, automatic clustering and multi-document summarization techniques to extract key points, and potent network analysis and visualization tools to aid in the exploration task. These techniques provide several coordinated views of the underlying data.
- 11:40am – 12:00pm **Strategic Integration of Article Content: Managing Supplemental Materials**
Linda Beebe, Senior Director, PsychINFO, American Psychological Association,
David Martinsen, ACS Publications, Senior Scientist, Web Strategy and Innovation
Adding supplemental materials sounded like such a good idea. They were intended to give the author additional opportunities to explain their research and to improve science by providing easy access to data needed to replicate studies without increasing workloads or costs. Those journals that have attracted a lot of supplemental materials are now struggling to keep up with reviewing and managing them. With no standards or best practices to guide their presentation, readers are often at a loss trying to find them or understand the context for them. A new initiative is working on finding common solutions.
- 12:00pm – 12:20pm Q & A
- 12:20 **Meeting Close**
Eric Merkel-Sobotta, STM Board Chair
- 12:30pm – 1:00pm **STM Members Forum: Update on issues of importance to members**

Spring Conference 2011 Program Committee

Nancy Axelrod, Executive Publisher, Elsevier

Bob Howard, Director, Social Science Journals, Sage Publications, Inc

Terry Hulbert, Director of Business Development, American Institute of Physics

Sue Kesner, Director, Rightsholder Experience, CCC

Lisa Nachtigall, Director of Business Development, Digital Books, John Wiley & Sons

John Lavender, Senior Vice-President, Publishing & Online Products, CRC Press, Taylor & Francis

Janice Kuta, Director of Membership & Marketing, STM

Eefke Smit, Director of Standards & Technology, STM

Hotel information

The Washington Marriott is holding a block of rooms at a reduced rate of \$239.00 per night (April 26 & April 27, 2011), if you reserve **BEFORE MARCH 29, 2011. BOOK YOUR HOTEL RESERVATION ONLINE.**

https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=3188945

REGISTRATION FORM

STM Annual Spring Conference Trailblazing & transforming scholarly publishing 2011+ Stakeholders venture forward

Tuesday, April 26 – Thursday, April 28, 2011
The Washington Marriott, Washington, D. C.

[For quick registration, register online](#)

Name _____
Business Title _____
Company/Institution _____
Street Address _____
City _____ Postal Code _____ Country _____
Phone _____ Fax _____ E-mail _____

Registration Fees – Discounts for early registration

	<u>Before March 30, 2011</u>	<u>After March 30, 2011</u>
Member	<input type="checkbox"/> \$950	<input type="checkbox"/> \$1,160
Member New Attendee	<input type="checkbox"/> \$695	<input type="checkbox"/> \$1,160
Non-Member	<input type="checkbox"/> \$1,275	<input type="checkbox"/> \$1,600
Non-Member New Attendee	<input type="checkbox"/> \$1,185	<input type="checkbox"/> \$1,600

A new attendee is defined as someone who hasn't attended an STM Spring conference since 2007.

Payment

_____ Enclosed is a check, a bank draft or a postal order for \$ _____
(Please make payable to the International Association of STM Publishers)

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Payment must be received in full at the time of registration. Cancellations must be made in writing up to 30 days before the seminar for a 50% refund. No phone cancellations or refunds will be accepted or made after that deadline. Substitutions may be made at any time.

Registration form should be faxed to Sofie Peeters at +32 2 761 16 99