



2nd ERA Members Forum

Conference Room of the National Library of Australia
Wednesday, 25 March 2009

MINUTES OF THE MEETING

Chair: Roxanne Missingham
Minutes: Virginia James/ Nikki Darby

Present:

Roxanne Missingham	Parliamentary Library - Chair, ERA Executive Committee
Geoff Strempel	Public Libraries Australia (PLA) - Deputy Chair, ERA Executive Committee
Nikki Darby	ERA Executive Officer
Virginia James	ERA
Tony Leschen	State Library of South Australia - ERA Executive Committee (NSLA)
Ann Ritchie	ERA Executive Committee (Special)
June Wall	ERA Executive Committee (Australian School Library Association)
Lynette Miller	Government Libraries & Information Network in NSW (GLINN)
Rob Walls	National Library of Australia (NLA)
Warwick Cathro	National Library of Australia
Lucy Hill	TAFE Libraries Australia
Jim Tindall	State Library of New South Wales and NSW.net
Julie Whiting	National Library of Australia (NLA)
Joye Volker	Arts Libraries Society Australia and New Zealand (ARLIS)
Michelle Jones	Australian Customs Service
Jacki Talip	Parliamentary Library
Jane Hardy	Australia Library and Information Association (ALIA)
Cathy Center	IP Australia
Heather Carter	Canberra Institute of Technology (CIT)
Lynn Fletcher	Canberra Institute of Technology (CIT)
Alex Digan	Australian Bureau of Statistics
Susan Glasson	Cranbrook School
Dale Cousens	Gulliver & Whitehorse Manningham Regional Library Corp.
Jane Layton	Department of Finance and Deregulation Library
Valerie McKenzie	Department of Finance and Deregulation Library
Ruth Terracini	Dept of Education, Employment & Workplace Relations
Helene Brown	TAFE NSW Library Network
Andrew Holmick	TAFE NSW
Cathy Center	IP Australia Library
Jan Bordoni	Treasury
Michael Cooper	Treasury
Renata Dyer	Treasury
Denece Sippo	East Gippsland Shire Library, Victoria
Jane Greville	Ryde Library Services
Lyndall Carey	Australian Bureau of Statistics
Vania Gilbert	Department of the Environment, Water, Heritage and the Arts (DEWHA)

Marisa Vearing	Australian Competition and Consumer Commission (ACCC)
Kathy Stapleton	Australian Government Libraries Group (AGLIN)
Matthew Burless	ACT Library & Information Service
Diane Costello	Council of Australian University Librarians (CAUL)
Julie Philips	National Museum of Australia
Paul Reynolds	National Gallery of Victoria

Guest speakers:

Wendy Quihampton National and State Libraries of Australasia (NSLA)

Vendor representatives joining the meeting after morning tea:

Michael Brown	Forward Learning Pty Ltd
Camille Davey	Encyclopædia Britannica Australia Pty Ltd
Maryce Johnstone	Gale Cengage Learning
Victoria Nash	Macquarie Dictionary Publishers Pty Ltd
Bevan Rigato	Good Reading Magazine Pty Ltd
Kevin Serpanchy	ProQuest Australia and New Zealand
Jonathan Fredman	Warner Books Pty Ltd
Erica Maxwell	RMIT Publishing

AGENDA ITEM 1. Welcome and introduction

Roxanne Missingham opened the Forum and welcomed all delegates.

Ms Missingham provided a brief introduction, emphasising that while ERA's long-term goal is to provide access to quality resources for Australians through their libraries there are many other benefits including: overcoming the isolation of those living in remote areas; strengthening the bargaining position of libraries; making better use of electronic resources; and raising the profile of libraries at all levels of government. She mentioned that at the end of "phase one" there are 778 libraries across all sectors and states participating in ERA and the consortium enabled 8.5 million Australians to have access to electronic resources.

ERA also allows us to engage with other consortia to learn and share. This year ERA joined with other library consortia in becoming a signatory to the *Statement on the Global Economic Crisis and Its Impact on Consortial Licenses January 19, 2009*.

ERA is now entering "phase two" with a greater product range and the option for calendar or financial year subscriptions. Plans for the future include promotion and marketing to increase use of ERA's electronic resources and advocating with vendors for the best price and conditions. Ms Missingham indicated that planning for "phase three" needs to commence now and that library feedback and input will be critical.

Ms Missingham concluded by urging delegates to provide information to the Executive Committee about events or conferences where ERA could be promoted.

AGENDA ITEM 2. New Panel of ERA Products for 2009-2011

Rob Walls summarised the two staged tender evaluation process used to select the ERA product panel and the establishment of the multi-use list of prequalified suppliers to be used in future procurement of ERA products.

A Tender Evaluation Committee (TEC) was formed comprising of ERA Executive Committee members Roxanne Missingham (co-chair) and Tony Leschen, and NLA staff Rob Walls (co-chair), Erica Ryan and Nikki Darby. Other Executive Committee members: Kate Davis, Michele McLoughlin, Lynette Miller and Ann Ritchie, provided specialist advice on the evaluation of the content of the tendered products. Mr Walls took this opportunity to thank the TEC for their hard work and contributions.

The RFT process concluded with the completion of contracts earlier this month with eight vendors:

- Cengage Learning Australia Pty Ltd
- Encyclopædia Britannica Australia Pty Ltd
- Forward Learning Pty Ltd
- Good Reading Magazine Pty Ltd
- Macquarie Dictionary Publishers Pty Ltd
- ProQuest LLC
- RMIT Publishing
- Warner Books Pty Ltd

Mr Walls said that two existing vendors, EBSCO Publishing and Oxford University Press, were not included on the panel and indicated that the ERA Executive Officer will be working with these vendors to inform libraries with existing subscriptions to their products that they will need to contact the vendor direct for future subscriptions and to assist in making this transition as seamless as possible.

Mr Walls also highlighted that one of the aims of ERA is to achieve a benchmark set of licence terms and conditions for online products. The new Head Deed contains a number of important usage rights, as did the previous deed, and now includes a number of other terms and conditions that previously were only covered by the individual vendor licences. A new clause 5.3 - 'Best available terms' has also been added. The intention of this clause is that prices achieved through ERA should, not only match those provided direct to libraries or through other consortia, but should be better. This clause requires vendors to ensure that libraries are not disadvantaged financially by participating in ERA.

There was some discussion about this clause with questions asked about how this clause would be implemented and how ERA would address pricing based on different terms e.g. site licence versus no. of concurrent users. Mr Walls acknowledged that libraries have different arrangements, such as product packaging and different licence terms, that can make it difficult to compare pricing. In implementing this clause the NLA will rely on feedback from libraries and if pricing discrepancies are found vendors are required to review the issue and discuss it with the Library.

Ms Missingham then announced the 2009-2011 ERA Product Panel to the members noting the expanded subject coverage and the continued focus on full text resources with an emphasis on Australian content. Products included in the new panel are:

Australian News & Business Information

- *ABI/INFORM Complete*[™] (ProQuest)
- *Asian Business & Reference*[™] (ProQuest)
- *Informit Business Collection* (RMIT Publishing)
- *ProQuest® Australia & New Zealand Newsstand* (ProQuest)

General Reference

- *Academic Research Library™* (ProQuest)
- *Britannica Online* (Encyclopædia Britannica) - various editions
- *eLibrary® Australasia* (ProQuest)
- *Macquarie Dictionary & Thesaurus Online* (Macquarie)
- *MacquarieNet* (Macquarie)
- *World Book Web* (Forward Learning) - various editions

Health Information

- *Health & Medical Complete™* (ProQuest)
- *Health & Wellness Resource Center* (Cengage)
- *Health Reference Center Academic* (Cengage)
- *Speaking from Experience* (Cengage)

Humanities & Social Sciences

- *Australian Public Affairs Full Text* (RMIT Publishing)
- *Bloom's Literary Reference Online* (Warner Books)
- *Global Issues in Context* (Cengage)
- *Good Reading Magazine Online* (Good Reading)
- *Informit Humanities & Social Sciences Collection* (RMIT Publishing)
- *Literature Resource Center* (Cengage)
- *Opposing Viewpoints Resource Center* (Cengage)

Science & Technology

- *ProQuest Science Journals* (ProQuest)
- *Science Online* (Warner Books)
- *Science Resource Center* (Cengage)
- *Today's Science* (Warner Books)

Ms Missingham confirmed that there were no products being offered in the legal category however there are some legal titles within the products available. Some discussion ensued about the expense of legal resources and the legal product market. Ms Costello suggested that ERA may explore negotiating with vendors for 'cut-down' versions of these products in future procurements as a way of making these resources more affordable for libraries.

Mr Walls outlined the process and timeframes for the product poll which opens on Thursday, 26 March and closes Wednesday, 15 April.

Mr Tindall expressed concern about the short time timeframe from the announcement of products and the product poll in which libraries were being asked to confirm interest. Mr Walls indicated that the short timeline was dictated largely by requirements in the Head Deed contracts and is required in order to make the products available by 1 July.

AGENDA ITEM 3. ERA Governance Framework

Roxanne Missingham introduced the ERA Executive Committee members present at the meeting which included:

Roxanne Missingham	Chair, Special Libraries
Geoff Strempel	Deputy Chair, Public Libraries
Tony Leschen	NSLA
Ann Ritchie	Special Libraries
June Wall	School Libraries
Lynn Fletcher	TAFE Libraries
Lynette Miller	Special Advisor

Ms Missingham drew members' attention to the paper [ERA Governance Framework - March 2009](#), outlined the nine recommendations in the paper and sought endorsement from the forum to implement these recommendations.

The recommendations were endorsed in principle, however Ms Costello highlighted that the voting rules could not be changed without abiding by the original voting rules which requires an absolute majority of the Membership Forum to amend any part of the framework. Ms Missingham motioned that a poll be issued to members asking them to vote on the change to clause 11.1 'Governance Framework Amendments', Ms Costello endorsed the motion with Ms Wall seconding.

ACTION: Ms Darby to seek endorsement for the membership to change clause 11 to read " Any part of this framework may be amended by the majority of the ERA Membership Forum that participate in the ballot." and the recommended changes.

AGENDA ITEM 4. Future ERA Financial Model

Mr Walls drew members' attention to the paper ERA Business Model - March 2009 noting that it was about three years since ERA's business and governance models were decided. It was therefore timely to review the current business model with the aim of identifying any changes that could be made to make ERA work better for libraries and vendors; and to identify developments that may contribute to the achievement of national licensing.

The paper provides an overview of the business models that were originally considered for ERA, including their pros and cons, and raises some of the issues for the Forum to discuss. Mr Walls indicated that the same paper had been provided to participating vendors and we would be seeking their input at a meeting on 26 March. Delegates were then invited to provide input into how they would like to see ERA develop in the coming years.

Mr Stempel commented that a change to a central billing model should result in lower prices from vendors as the administration is being shifted from the vendor to the library. It is recognised that this would mean increased resource costs for the NLA and libraries may be prepared to pay a subscription fee to the National Library to cover costs thereby keeping money in the library sector. Mr Stempel also noted the value that ERA provides to libraries in procuring products streamlining the approval processes within their organisations.

Ms Costello advised that in her experience some vendors would want to continue to do the billing and administration themselves even under a central billing model. She also suggested that another way to reduce the risk to the Library in a central billing model would be to negotiate with vendors a 60 day payment term which would allow the NLA to recover the costs from the library before payment.

Ms Wall indicated that the school sector would support a central billing model and such a model would result in more take up within the school sector.

Mr Cathro sought feedback from members on the current model, noting that a paper will be presented to the National Library's Corporate Management Group that will be based on the Forum's feedback and this feedback will assist in planning for the next two years.

Key points raised in the discussion were:

- In terms of contract negotiations the level of indemnity coverage is an issue for special libraries (most need coverage of several million).
- As the Head Deed definition has been revised to include corporate special libraries their advice should be sought on these issues.
- Greater sharing of risk assessment tools to assist in procurement - Ms Missingham noted that a procurement seminar would be held by ALIA and AGLIN later this year. She also offered the Parliamentary Library's risk assessment and procurement checklist for use by member libraries.

- Inclusion of a clause outlining copyright usage in clear, simple terms.
- Alternative suggestions for setting pricing included: based on the previous year's subscription levels once a benchmark has been established and minimum take levels to start.
- Setting targets for take-up for individual products and if not achieved within 2-3 years consider dropping products from the panel.
- Inclusion of an option in the product poll to express interest in subscribing in the new calendar year.
- Suggestions for apportioning a national licence included: acquisition budget, number of users and the Libraries Australia pricing model.

ACTION: The ERA Executive and NLA to consider the input and determine priorities for ERA and report back to ERA members.

Mr Walls closed the session by thanking delegates for their input.

AGENDA ITEM 5. Single Business Discovery Project

Warwick Cathro gave a presentation on the National Library's Single Business Discovery Project. This project aims to improve the discovery experience for users (general public and researchers) by giving them a more integrated search experience with a focus on Australian collections.

Mr Cathro stated that through this project the NLA will be no longer building new stand-alone services and instead will be working on integrating the services to provide an integrated search platform for users. He provided a mock-up to show how the integrated search would provide eight 'islands' to explore with the ability to refine the search and use external targets.

Mr Cathro reported that a prototype would be available in April with stage one of the staged process being released sometime in the third quarter of this year. More information is available on 'Library Labs' (<https://wiki.nla.gov.au/display/LABS/2.+Single+Business+Discovery+Project>).

In relationship to e-resources a future project stage will expand the 'Journals, Articles' view with full content of journals digitised by NLA, APAIS, AMI and other indexing data and search facilities for an identified set of licensed journals. In an ideal future the service will allow Australian library users to easily discover and link to all of the e-resources which they are entitled to access by virtue of their multiple library memberships.

In answer to a question about the timeframe for the project Mr Cathro stated that it would be a two to three year project with individual services gradually being decommissioned.

The Library of Congress' international discovery project was raised and Mr Cathro indicated that it appeared to be more of a showcase of international resources rather than a comprehensive search service so the National Library would be monitoring developments however not participating.

A question was raised about being able to include a library's own catalogue in the Single Business Discovery service. Mr Cathro explained that the service will have customisable views that could include a link to the catalogue but that Libraries Australia doesn't have comprehensive information about every library's catalogue. It may be possible in the future though to include individual libraries' catalogues.

AGENDA ITEM 6. Vendor Panel Discussion

Ms Missingham introduced the representatives from the successful vendor companies and invited them to give a 7 minute presentation. Each vendor gave an overview of the products that they are offering via the ERA panel and also responded to the question “What will ultimately make ERA successful?”.

- **Forward Learning** / Mike Brown
- **Gale: A Cengage Learning Company** / Maryce Johnstone
- **ProQuest** / Kevin Serpanchy
- **Encyclopædia Britannica Australia Pty Ltd** / Camille Davey
- **Good Reading Magazine Pty Ltd** / Bevan Rigato
- **Macquarie Dictionary Publishers Pty Ltd** / Victoria Nash
- **RMIT Publishing** / Erica Maxwell
- **Warner Books Pty Ltd** / Jonathan Fredman

Suggestions for what will ultimately make ERA successful included:

- Promotion and increased awareness of ERA e.g. at conferences, direct marketing, industry groups such as ALIA.
- Market the benefits of ERA to libraries and funding bodies.
- Market success story via road shows and national press coverage.
- Innovative and effective marketing of the resources to end users at a local level.
- Mentoring activities from larger libraries to smaller/ remote libraries.
- Training and upskilling librarians so that are more confident and comfortable promoting the resources to end users.
- More joint initiatives and co-branding of marketing materials.
- Try to secure some Government funding for infrastructure, staffing and even for the databases themselves.
- Working more collaboratively and actively with other consortia groups and sharing knowledge across sectors.
- Making the process easier to understand from indicating interest to following through with a subscription.
- Utilise portals, and OpenURL solutions to enable clients to easily “discover” ERA resources.
- Feedback from what library users want from products.

Links to the vendor presentations can be found on the ERA website at <http://era.nla.gov.au/governance/2009memberforum.html>.

The meeting broke for lunch at 12:40pm

AGENDA ITEM 7. “Re-imagining” Australian Library Services

Ms Missingham opened the afternoon session by introducing Wendy Quihampton. Ms Quihampton is currently working for National and State Libraries Australasia (NSLA) as the Program Manager for Re-imagining Library Services, delivering NSLA's strategic plan.

Ms Quihampton spoke to her presentation. She began her presentation by listing the libraries participating in NSLA and proceeded to outline the 10 projects underway as part of strategic plan in particular noting the projects of particular relevance to ERA. The projects consist of:

1. Do it Now!

2. Open Borders
3. Virtual Reference
4. Delivery
5. Community Created Content
6. Changing Capability and Culture
7. Collaborative Collections
8. Flexible Cataloguing
9. Scaling up Digitisation
10. Connecting and Discovering Content

Each of the projects has a webpage available at <http://www.nsla.org.au/projects/rls> which includes information about the projects, updates and contacts.

Mr Stempel suggested that other sectoral groups would be interested in being included in the consultation as the projects move forward. Ms Quihampton indicated that many of the projects were still in the scoping stage and more formal communication about progress would happen later in the year.

Ms Missingham noted that libraries would be interested in developments of the projects and suggested that regular progress reports would be of interest to ERA members.

Ms Missingham thanked Ms Quihampton for her presentation and proposed that since the session had finished early the time could be spent on questions for the vendors.

AD-HOC Vendor discussion

Ms Ritchie raised the idea of a roadshow of ERA vendors to increase librarians' skills with the resources. The response from vendors was positive although it was noted that it would be important to ensure the appropriate audience was targeted and that resources were available. There was also the suggestion that train the trainer sessions would be beneficial.

Mr Fredman of Warner Books asked how much interdependency between ERA and vendors would exist. Ms Missingham responded indicating that it is a partnership and that ERA expects there to be more communication with vendors in "phase two" as we increase our efforts in promotion and marketing. Mr Fredman then enquired as to how amenable the system is to new trials and products. Mr Walls replied that the multi-use list will allow new products to be added and that products will be reviewed annually.

Mr Fredman also asked about the relationship between ERA and other consortia. Ms Missingham indicated that there were a number of other consortia purchasing through ERA and acknowledged that there were varying reasons that other consortia haven't come on board yet. ERA is committed to continuing to work with other consortia in the future.

Training was noted as a primary issue by both vendors and delegates as it is critical to ensure reference librarians are familiar and comfortable with the products. Webinars were suggested as a training method that works well with limited resources however there is still some reservation among delegates that it would be possible to get librarians to attend.

The discussion concluded and the meeting broke for afternoon tea at 2:30pm.

AGENDA ITEM 8. E-resources Marketing Workshop

Mr Leschen led the marketing session. The delegates formed four groups with a mix of vendors and library representatives and were asked to address three topics. Topics and responses are provided below:

Topic 1: Define ERA in 25 words or less.

- Libraries getting together with each other and with vendors to provide more quality e-resources to you, wherever you are.
- Affordable and authoritative electronic resources which meet government procurement guidelines and department/ agency/ client needs.
- Free and easy access to high quality information online available 24/7 all the time from any location for all Australians.
- ERA is an initiative supported by the NLA to provide access to high quality electronic resources via a national purchasing model.

Topic 2: What are five tips to promote your e-resources?

- Intranet A-Z list
- Search widget through federated search of all databases
- Subject portal/ library guides
- MARC records for f/t resources
- OpenURL
- Front page of website
- Weekly advert/ newsletters
- Promotional materials/ banners/ online competitions/ wobble
- User has positive experience the 1st time
- Alerts
- Integrated into LMS, course systems, metasearch
- Google
- Vendor training (train the trainer and general training)
- Teacher/ client liaison
- Database of the month
- All staff training
- Seamless single authentication/ easy access
- Local public libraries as key marketing points

Topic 3: How should we market ERA to libraries?

- Market benefits
 - Dollars
 - Contracts well done, licensing
 - Range of databases/ content
 - Supported
 - Australian content
 - Pilots/ trials
 - National purchasing model for sectors, structure for co-operative ventures
 - Reduces risks - quality content/government process
 - Benefits to smaller libraries with limited resources/ expertise in e-resources
- Testimonials from users
- Sharing experiences - learning from other libraries
- Marketing by sector
- Power of collaboration of all Australian libraries seeking mutual benefit
- Identify opposition and counter with positive information
- Provides vital infrastructure for Australia's digital future - filling the pipes and legal/ governance
- Ideal of universal access, equity

- Growth 8.5 million Australians, 1,193 libraries
- Will bring future growth
- Work with other consortia, sharing information
- Vendor benefits - market access.

ACTION: The Executive Committee to consider this input when developing its marketing priorities.

Ms Missingham concluded the meeting by thanking the delegates for their participation and encouraging them to continue to provide feedback, including on the evaluation form provided today.

Forum closed at 4:30pm