

Oxford 2003



The Fiesole Collection Development Retreat Series, Number 5

“Authors to Readers: Who Are We Serving? How? and How Well?”

PROGRAM



Somerville College
Oxford University, Oxford, UK
July 24-26, 2003

Sponsored By: The Charleston Company and Against the Grain

Hosted By: Blackwell's

Additional Sponsors: Oxford University Press

Thursday, July 24

- 11:00 a.m. – 12:00 p.m. **Registration at Somerville College**
- 12:00 p.m. – 5:00 p.m. **Luncheon and Punting**
Optional
Organizers: Helen Henderson, Simon Inger
- 5:00 p.m. – 6:00 p.m. **Registration at Somerville College**
(continued)
- 6:00 p.m. - 7:00 p.m. **Evening Reception at the Blackwell's Bookshop**
- 7:30 p.m. - 10:00 p.m. **Dinner at Somerville College**
Dinner Keynote: Richard Charkin, CEO, Macmillan
“The Scholar, the Witch and the Wardrobe”

Introduction by: Adam Hodgkin, xrefer
And nephew of Dorothy Hodgkin, distinguished graduate of Somerville College

Friday, July 25

- 8:00 a.m. – 8:45 a.m. **Breakfast at Somerville College**
- 8:45 a.m. – 9:30 a.m. **Opening Remarks**
Keynote Speaker: David Seaman, Director, Digital Library Federation
“Authors to Readers: Observations and Challenges for Librarians, Publishers and Intermediaries”
- 9:30 a.m. – 12:30 p.m.
(Break at 10:30 a.m.) **Panel 1: What Are Users Using and Why?**
Convener: Liz Chapman, Librarian, Taylor Institution, Oxford University

Derek Law, Head, Information Resources Directorate, University of Strathclyde
“The Social Role of Digital Libraries”

Clare Jenkins, Director of Library Services, Imperial College, London
“Serve You Right?”

Phil Davis, Life Sciences Bibliographer, Cornell University
“What Usage Statistics Say About Online User Behavior”

Carol Tenopir, School of Information Sciences, University of Tennessee
“Science Journals and Science Students: Bringing Them Together”
- 12:30 p.m. – 1:30 p.m. **Luncheon at Somerville College**
- 1:30 p.m. – 5:00 p.m.
(Break at 3:00 p.m.) **Panel 2: Branding — How Important Is It?**
Convener: Chris Beckett, Chris Beckett Associates

Michael Mabe, Director of Academic Relations, Elsevier Science, Oxford
“What Do Authors Really Care About?—What 50,000 STM Authors Tell Us Each Year”

Malcolm Campbell, Department of Plant Sciences, University of Oxford
“Impact Factor: Is It All Academics Care About?”

Peter Boyce, American Astronomical Society
“The High Productive User: What Are They Up To? Are They Influenced by Brands?”

Jerry Cowhig, Managing Director, Institute of Physics Publishing
“How the Society Publisher Perceives Brand”

Pippa Scoones, Sales and Marketing Director, Blackwell's Publishing
“What Do Publishers Do When They Go Home?”

Friday, July 25 (continued)

5:30 p.m. - 7:00 p.m. Reception at Oxford University Press

Dinner Open

Saturday, July 26

8:00 a.m. – 8:45 a.m. Breakfast at Somerville College

8:45 a.m. – 9:30 a.m. Opening Remarks

*Keynote Speaker: Colin Steele, Director of Scholarly Information Strategies,
The Australian National University*

“Digital Dreams or Nightmares? Creator to Consumer in the Twenty-First Century”

9:30 a.m. – 12:00 p.m.

(Break at 10:30 a.m.)

**Panel 3: Growth or Marketshare — What Drives Mergers and
Acquisitions in the Publishing Industry?**

Convener: Dan Halloran, CEO, Blackwell's Book Services

Mark Rowse, CEO, Ingenta

“What Makes the Deal Attractive to Buyers and Sellers?”

Dan Halloran, Blackwell's

“What Does the Industry Consolidation Mean for the Author, the Publisher,
the Distributor, and the Reader?”

John Cox, John Cox Associates

“Where Are the Industry, the Profession, and the Art Headed?”

12:00 p.m. – 12:30 p.m.

Closing Session:

Convener: Ward Shaw, Founder, CARL and UnCover, and Independent Investor

1:00 p.m.

Luncheon at Somerville College

We are meeting in rooms named for **Somerville College** graduate **Dorothy Crowfoot Hodgkin** (1910-1994), “sole winner of the 1964 Nobel Prize in Chemistry. She won the Nobel Prize ‘for her determination by x-ray techniques of the structures of biologically important molecules.’ The molecular structures that she determined include those of cholesteryl iodide, penicillin, vitamin B12, vitamin B12 coenzyme and the protein hormone insulin. Her achievements included not only these structure determinations and the scientific insight they provided but also the development of methods that made such structure determinations possible.” Born in Cairo, Egypt, she became a tutor and fellow of Somerville College in 1936.

(Excerpted from her Obituary in *Physics Today*, May, 1995)
<http://curie.che.virginia.edu/scientist/hodgkin.html>.

Somerville College was founded in 1879 and named after the scientist and mathematician, **Mary Somerville**. It was one of the first women’s colleges in Oxford and remained a women’s college until 1994 when the first men arrived as undergraduates. Somerville College has educated ambassadors, scientists, writers, and politicians. Just some of them are **Vera Brittain** (1893-1970 — Author of poetry, fiction and biography.), **Shirley Williams** (1930- — A British politician.), **Indira Gandhi** (1917-1984 — Prime Minister of India 1966-1977 and 1980-84.), **Margaret Thatcher** (1925- — British Prime Minister 1979-1990.), **Dorothy Hodgkin**, **Iris Murdoch** (1919-1999 — Irish-born novelist and philosopher.), **Dorothy Sayers** (1903-1957 — Writer and theologian.), and our very own **Liz Chapman** is a fellow of Somerville College.

(Adapted from **General Information/Somerville College Website**
http://www.some.ox.ac.uk/admissions/ad_frame.html.)