



Taylor & Francis Group

eBooks In Your Library:
Discoverability, Communication and
The Future of eBooks.
An interactive event.



EBOOKS IN YOUR LIBRARY:

Discoverability, Communication and the Future of eBooks

An interactive event



Simply drop your business card into the bowl and listen out at the end of this session ...it could be you!



Interactive = *have your say*

Please note down any comments,
questions or feedback on your post-it
notes





Please leave your name/email on your post-it if you have any questions, so we can get back to you





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About Taylor and Francis

Established in 1798

Leading international academic publisher

Based in Oxfordshire, United Kingdom

20 offices worldwide

2,500 journals

Over 5,000 new books each year

107,000 eBook titles



Imprints



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CRC Press

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Focal Press

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Psychology Press

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Arts	Dummy Subject Code - Not for use	Food Science & Technology	Mathematics & Statistics	Reference & Information Science
Behavioral Sciences	Earth Sciences	Geography	Medicine, Dentistry, Nursing & Allied Health	Social Sciences
Bioscience	Economics, Finance, Business & Industry	Health and Social Care	Museum and Heritage Studies	Sports and Leisure
Built Environment	Education	Humanities	Physical Sciences	Tourism, Hospitality and Events
Communication Studies	Engineering & Technology	Information Science		
Computer Science		Language & Literature		

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Library admin area



The screenshot shows a library administration interface. On the left is a teal sidebar with navigation options: Dashboard, Access Entitlements, Licenses, MARC Records, Usage Reports, Institutional Settings, Notifications, and Data Requests. The main content area is white and features two sections: 'CURRENT ENTITLEMENTS' and 'MOST POPULAR'. The 'CURRENT ENTITLEMENTS' section displays 'TOTAL 123.7K' next to a green circular progress indicator. The 'MOST POPULAR' section lists two books: 'Ency of Library and Inform Sci 4e (Online)' with 83 accesses and 'Noise Coupling in System-on-Chip' with 76 accesses.

CURRENT ENTITLEMENTS

TOTAL
123.7K

MOST POPULAR

Books

- Ency of Library and Inform Sci 4e (Online)
83 accesses
- Noise Coupling in System-on-Chip
76 accesses



Librarian-Friendly



Support

Free trials at platform and collection level

Data analysis

Marketing materials and marketing support

Training sessions and technical support



What librarians like about eBooks



Usage and Denials data

Instantaneous

Bonus materials

Edition updates

Easy to find related topics/ books

Take up no shelf space

No packaging or shipping expenses

Simultaneous users





eBook concerns for librarians

- #1 Discoverability
- #2 Communication
- #3 The Future



How would you describe yourself?



- Acquisition librarian
- Subject librarian/faculty liaison
- Library assistant
- Technical/service librarian
- Aggregators, publishers etc.
- Other





eBook concerns for librarians

- #1 Discoverability
- #2 Communication
- #3 The Future



Discoverability challenges



Ease of obtaining MARC records from publisher

Encouraging patrons to access content through library/university website instead of Google

Comprehensiveness of MARC records

Increasing awareness of available content

Communicating to patrons how resources can help enrich their careers and research

Other





Is discoverability working well in your library?

- Yes
- Could be better
- Getting there
- Not at all



Content quality > content dissemination



- Improve all aspects of discoverability through technology
- Need quality, enriched & standard compliant data and content
- All our ebooks are indexed on Google Scholar
- SEO and micro tagging
- Being mobile-optimised helps Google rankings



Do you receive the usage that you want?



- Yes
- Yes but we want more
- Nearly
- Not at all





eBook concerns for librarians

- #1 Discoverability
- #2 Communication
- #3 The Future



Usage is linked to discoverability but also to communication



But how do we
communicate our
eBooks to our users
to encourage usage?



How do you communicate now? Do you...



- Hold any training sessions with faculty?
- Hold any training sessions with students?
- Hold any other types of events such as library days?
- Do you email your library users?
- Do you advertise with posters?
- Other





Do you think you do enough?

- Yes, we are great at communicating!
- No, we need to do more





What is holding you back?

- Time?
- Staffing resources?
- Expertise or comfort level?
- Other?





Faculty communication

Show of hands if...

- Communication **from faculty to students** is a challenge?
- Communication **from faculty to librarians** is a challenge? (What books/ebooks they want)
- Other





eBook concerns for librarians

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This is today...what about tomorrow?



The Future of eBooks

Please consider TaylorFrancis.com, or any other eBooks platform that you use...what has been good for you, as a customer? For example, EBS sales models? One single platform? Please note it down...





How many can see yourselves increasing the proportion of your eBook purchases?

- **No** – we are already digital only
- **No** – we only purchase print
- **No** – a slightly higher proportion on print than digital
- **Yes** – a slightly higher proportion on digital than print
- **Yes** – it will accelerate



What do we all want in the future?



Is digital is going to become more prevalent?
Annie Callanan, our new CEO:

- Artificial intelligence will optimise research funding
- There is demand for designed knowledge artefacts that meet the needs of 21st Century Learners
- Technology will enable rapid knowledge curation...



Artificial Intelligence



We have been working with the power of AI and Machine Learning to enrich customers' online experience.

Ultimately, we want every piece of content ever produced by T&F to be semantically linked through Machine Learning to a web of knowledge, *'joining everything and everyone within the academic world'* - Nicolas Jessus, software architect at T&F





Taylor & Francis is bringing AI to academic publishing - but it isn't easy

Published April 30, 2018 by Molly Flatt

Share



Introducing new tech into an established publisher can be tough, so Taylor & Francis have teamed up with a smart AI-focused Danish startup.

<https://www.thebookseller.com/futurebook/taylor-francis-bringing-ai-academic-publishing-it-isnt-easy-776476>



What is the biggest opportunity for academic publishers to improve academic eBooks? Is it...



- Improving accessibility of content, regardless of the technology (such as broadband speed, lack of internet connection, device type)
- Interactive media combined seamlessly with ebooks
- Chapter and article-level purchasing
- Innovative pricing models
- Custom publishing; pick and mix chapters and articles to build your own ebook
- Other





If we can help with anything else, please let us know. We try to listen to you and create content to help where you would like it.



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Taylor & Francis supporting librarians



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Services & support



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Keep on top of news and views in the library community with our blog, white papers, LIS books and journals, and Insights newsletter.

Library insights

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<https://librarianresources.taylorandfrancis.com/>

Library Insights



Library insights

Library insights brings together the latest thinking, trends, issues and best practices in librarianship from Taylor & Francis in collaboration with the library and information science community.

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Our Commitment to Library Partnerships

The library world is changing. In the face of evolving technology, shrinking library budgets, and increasing demand for instantaneous access to information, Taylor & Francis has made it a priority to develop meaningful, lasting partnerships with librarians.

As you peruse the tabs on this page, you'll get an idea of how important our librarian partners are to us, and the steps we're taking to nurture our relationships with them.

- We assess librarians' needs, methodology, and pain-points through groundbreaking primary research.
- We attend and present at prominent library conferences.
- We create innovative online platforms to help librarians develop collections that meet their students' and institution's needs.
- We publish digestible supplemental information – in the forms of white papers, snapshots, video, social media, newsletters, and more! – that we believe will be useful to librarians.

And we're always looking for ways to do even more.

Award-Winning Content

Choice magazine, the publishing branch of ACRL, has been reviewing selections of Taylor & Francis titles in the humanities, social sciences, sciences, technology, engineering, and mathematics since 2012.

Visit our [Routledge & CRC Press Choice Catalog](#) to see our *Choice*-reviewed titles from 2012-present.

To see all recently published and forthcoming Taylor & Francis titles, visit our [Routledge & CRC Press Reference Catalog, 2018](#).

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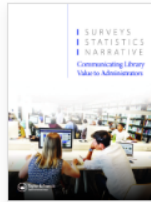
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White Papers

Surveys, Statistics, Narrative: Communicating Library Value to Administrators

Following 2016's *Creative, Evolving, Relevant: Communicating the Library's Value*, which focused on the ways librarians communicate the library's value to students and faculty members, this white paper explores the ways librarians communicate value to decision-makers such as university administrators.



Creative, Evolving, Relevant: Communicating the Library's Value

This White Paper is the first of its kind from Taylor & Francis: Working in partnership to create an expanded perspective on our communities – sharing trends and themes that broaden the discussion and inspire new ideas.



Snapshots

The visible library: 5 ways to see and be seen in your university community

Read these invaluable insights into how you can make the library more visible to your university communities.



Questions and Answers: 4 Key Takeaways from the T&F Charleston Library Conference Panel Q&A

Read about the real issues that librarians face as they work to advocate for themselves and their libraries as crucial aspects of the university community.



FreeBooks

Being a Librarian: Professional Development

From E-Learning to developing and implementing Personal Learning Plans, this FreeBook provides an overview of expert methods and advice for professionals looking to develop their careers in Librarianship.



Physical Space in the Library FreeBook

This FreeBook provides an exploration of library space as multifaceted, with different social, cultural, and objective meanings, while also fostering, motivating, and inspiring collaborative and informal learning processes – all of which is in light of Physical Space in the Library.



Lean for Librarians: in Theory and in Practice

This FreeBook outlines some of the core ideas and techniques needed for thinking Lean, following each new



User Experience in the Library FreeBook

This FreeBook provides a clear introduction to human-centered design, ethnographic methods, information access



To help your academics: Author Directions



Snapshots

Author Directions: Navigating your success in Book Reviews

Need help and advice on getting your book reviewed? This snapshot guide gives you tips that will be helpful when approaching journals, and includes advice from reviewers themselves! We also share a glimpse into the review process a journal takes to give you an idea of the hard work behind every review.



Author Directions: Navigating your success in Academic Blogging

This paper will demonstrate the benefits of blogging within academia, how to get started, and will provide key pointers to help make your blog a success.



Author Directions: Navigating your success through Discovery & Advocacy

This snapshot will help you put that knowledge into the marketing of your own book, with tips on how to gain a strong online and offline presence to maintain discoverability, even after publication.



Author Directions: Navigating your success in Book Proposals

We have taken insights from our global editorial team across Routledge and CRC Press to develop guidance on how to prepare a successful book proposal. In doing so, we've identified four important themes. Following these will increase your chances of publishing success from conception to publication.



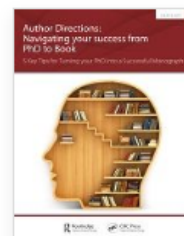
Author Directions: Navigating your success in Social Media

As an author, the information you share on social media can help you gain exposure and encourage your work's sales. Whether you are social media novice or already established, the 5 Key Tips in this paper will help give advice on building and reaching audiences.



Author Directions: Navigating your success from PhD to Book

Some PhD theses make for excellent books, but a book is a very different product from a thesis. The 5 key tips in this paper will help you assess and adapt your own work before presenting it to your publisher.





Our discoverability poll at booth #131...

TAKE PART IN OUR DISCOVERABILITY CHALLENGES POLL

How can we help you with discoverability?

Select the coloured token for your greatest challenge, drop it in the tube and receive a chocolate coin in return!

Key Challenges	Token Colour
Ease of obtaining MARC records from publisher	Red
Encouraging patrons to access content through school website instead of Google	Yellow
Comprehensiveness of MARC records	Green
Increasing awareness of available content	Blue
Communicating to patrons how resources can help enrich their careers and research	Purple



Stay in touch on our library twitter account, Library Lantern



T&F Library Lantern 

@LibraryLantern

Library support and book and journal information, plus insights and talking points from Taylor & Francis and the library community



Sorry for making your arms ache!



It would be great to meet you personally and continue the conversation...





THANK YOU!



Any questions?



Thank you for joining us. Please contact us if you have any further questions.

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