



MUSE muse.jhu.edu NEWS

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Behind the Scenes at Project MUSE

Project MUSE is committed to having the electronic versions of journals available to MUSE subscribers the same day the print journals are mailed. This happens thanks to the hard work of Christine O'Shea, Project MUSE Production Coordinator, and her team. "Many online journals are available only in PDF format," Christine says. "While PDFs are a lot easier to produce, the steps we take to prepare journals for MUSE subscribers result in a greater quality product that's easier to use."

What follows is an overview of MUSE's strict technical and quality control processes to produce HTML versions of journal articles.

Stage 1

Four to six weeks prior to the print journal's mail date, the publisher sends the first draft to MUSE, whose indexers assign Library of Congress subject headings. An electronic table of contents is created.

Stage 2

The publisher sends the final files to MUSE, typically in Quark or PageMaker. MUSE collects the fonts, images and final files and converts the files into HTML using special software to match the style title tag, ensuring that the journal's format keeps the same look and feel as the printed version.

The journal's images are also prepared. Unlike other electronic journal databases, MUSE provides two sizes of each image to enable subscribers to view all of the image details depending upon their browsers.

Stage 3

MUSE verifies that the table of contents continues to match up with the final electronic version of the journal.

To prep the final files for all the functionality that makes reading an electronic journal easy, MUSE runs a series of scripts using Unix-based programs to insert copyright information and link the journal's references to the bibliography. Article-level metadata (the Library of Congress subject headings that allow for searching capabilities by keywords, as well as author's name, title, and abstracts) is also inserted into the HTML code.

Stage 4

The journal is uploaded onto the MUSE production server, where a proofreader verifies that the content in the electronic journal is the same in the printed version and that all of the functionality is in place.

Stage 5

The electronic version is moved to the "2nd-proof" side of the production server. This transfer from side to side is important because it replicates the move to the live MUSE site. This is another quality check ensuring that the file remains intact. A second proofreader performs a final file check. Once approved, MUSE moves the journal to the live site where subscribers can access it. ■

UPCOMING CONFERENCES

ALA Midwinter Meeting

Jan. 10-12, 2004
San Diego, CA
MUSE Booth #1752

19th Annual NASIG Conference

June 17-20, 2004
Milwaukee, WI

ALA Annual Conference

June 26-29, 2004
Orlando, FL

Published seasonally by Project MUSE, a collaboration of 40 not-for-profit publishers in conjunction with the Milton S. Eisenhower Library; MUSE News is distributed gratis to subscribers and the library community.

At the International Coalition of Library Consortia (ICOLC) meeting in September, we talked frankly with attendees about the challenges and opportunities facing Project MUSE. With your support, in just 3 years, MUSE has grown from 47 journals from 1 publisher, to 257 journals from 40 publishers, and from 700 subscribers to well over 1,000.

As the content of MUSE has increased, so has its price. Even though the full price of the entire MUSE package before consortia discounts is still lower than the price of some STM journals, library budgets have been hit hard, and libraries are increasingly sensitive to MUSE price increases. Thus, to allow growth while controlling prices, MUSE offered more package options in 2004 and is researching additional packaging options for 2005. We welcome your feedback on how you would like us to package MUSE and what journals you would like us to add.

Just as library budgets have decreased, so too has the revenue stream for our collaborating publishers. In 1999, when MUSE expanded to include other publishers, electronic journals provided an incremental revenue stream. In 2004, with libraries increasingly canceling the print, the revenue from electronic publishing must increasingly replace the print revenue stream. Currently, libraries purchase MUSE at an average discount of 53%, but they purchase the print at full price. All of the MUSE publishers are nonprofit publishers whose operations are affected adversely by even small decreases in revenue.

Many ICOLC attendees asked if discontinuing the print altogether would reduce our publishers' costs. At the Johns Hopkins University Press, 55% of our journal subscribers are individuals, not institutions. Whereas an increasing number of institutions are canceling the print, individuals in the arts, humanities, and social sciences still prefer the print. In the recent report *Dimensions and Use of the Scholarly Information Environment: Introduction to a Data Set Assembled by the Digital Library Federation and Outsell, Inc.*, Amy Friedlander states, "More than three-quarters (78.4%) of the respondents in arts and humanities said that they rely all or most of the time on print materials for their research." Anecdotally, when we talk to faculty and students, we often hear that they use MUSE as a discovery tool for print and online resources. Thus, for the foreseeable future, our consumers want to be able to choose between the print and online versions.

On the basis of my conversations with librarians at ICOLC and other conferences, I know that many of you have questions about the relation of the print to the electronic version, and I welcome you to contact me at any time.



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SUBSCRIBERS Project MUSE Statistics 2003 CUMULATIVE		
Total Database Package Subscribers 1,025		
<i>By Institution Type</i>		
Large Academic (>2,000 FTE)	623	61%
Small Academic (<2,000 FTE)	185	18%
Community/Junior College	144	14%
Public Libraries	6	1%
High Schools	23	2%
Other Special Libraries	44	4%
<i>By Location</i>		
United States	843	82%
International	182	18%
<i>By Collection</i>		
Full Database	863	85%
Arts & Humanities	35	3%
Social Sciences	11	1%
Johns Hopkins U. Press	103	11%
<i>How Subscribed</i>		
Direct	117	89%
Via Consortium	908	11%
New Subscribers during 2003 82		
<i>For 2004:</i>		
Participating Journals	257	
Participating Publishers	40	

"Librarians at Towson University are big fans of MUSE, and I especially like the fact that the journals are full image."

Mary Volland
Head of Reference Services and
reference librarian liaison for the
English and Modern Languages
departments

CAMPUS CASE STUDY:

MUSE important classroom tool at Towson University

A member of the University of Maryland System, Towson University was founded in 1866 as the Maryland State Normal School with a mission of preparing public school teachers. Today, it is home to nearly 20,000 students studying everything from accounting to women's studies. We spoke to Mary Volland, head of Reference Services and reference librarian liaison for the English and Modern Languages departments, and literature professor Dr. Don-John Dugas on how Project MUSE has impacted Towson.

How did you learn about MUSE?

Mary: I was first introduced to MUSE while working at a county library. We didn't have access to printed scholarly journals so we subscribed to MUSE, which only had about 30 titles at the time. I'm amazed and pleased to see MUSE grow so fast and include interesting, important titles.

How do you promote MUSE on campus?

Mary: Librarians at Towson University are big fans of MUSE, and I especially like the fact that the journals are full image. Students become aware of MUSE either through faculty or library instruction training—a requirement through several General Education classes. As the English department's reference librarian liaison, I keep the faculty abreast of MUSE's new journals and functionality. MUSE makes this easier with the new e-mail alerts I receive.

Don-John: With Mary's help, I devote a week of class to teach students online database research. Mary gives a 1 1/2 hour tutorial on online research, including MUSE.

How are you implementing MUSE in the classroom?

Don-John: My Shakespearean Comedy class's textbook was published in 1997. Therefore, to supplement the textbook articles, I ask the students to use MUSE for *Shakespeare Quarterly* to review more current articles. I also require a minimum of 12 journal articles in an annotated bibliography in my Literature Research and Applied Criticism class. Students are required to use only peer-reviewed journals—which is MUSE's entire collection—and they find MUSE very helpful.

What do students think?

Don-John: I've found students benefit from the wide array of journals MUSE provides along with the easy access to the material quickly, especially since many students defer their projects until the last minute and they haven't allotted themselves enough time to use the inter-library loan system. MUSE also makes up for shortcomings in the library's printed copies that can't be purchased because of funding issues.

Mary: Students want full-text and they want to read their journals online. And they love that they can access articles anytime, anywhere. ■

Project MUSE Promotes Two and Welcomes Three New Faces

Project MUSE is happy to report that we have promoted two of our staff from within. Bill Kulp has been promoted to Indexing Coordinator/Senior Authorities Librarian. He will oversee and coordinate the MUSE indexing and bibliographic access program. Greg Harrison has been promoted to Production Supervisor, supervising six production specialists while continuing his current production coordination responsibilities.

Additionally, we have added some new faces and talent to our team: Brian Harrington, Authorities Library Specialist; Gizem Arslan, Metadata and Indexing Assistant; and Li Zhou, Production Specialist.

Harrington will undertake special indexing and name authorities projects. He has 15 years of experience in the Eisenhower Library at Johns Hopkins University, where he held positions in the Archives, Special Collections, Systems, and Digital Knowledge Center departments. Harrington has a long

history with MUSE, since 1995 occasionally working on MUSE technical and systems issues through his position at the library. Recently, Harrington entered the M.L.S. program at Drexel University.

Arslan will index and create descriptive metadata and authority records for MUSE articles. A graduate of Franklin & Marshall College, Arslan holds a B.A. in English and was a member of Phi Beta Kappa.

Zhou is responsible for converting journal files into web-ready documents that conform to MUSE standards. Zhou previously worked on MUSE as a student while earning her M.S. in information and telecommunication systems from Johns Hopkins University, awarded in May 2003. In addition, Zhou received a B.E. from Fuzhou University in Fuzhou, China. We congratulate those whose hard work has been recognized with increased responsibilities, and welcome our newest team members. ■

Project MUSE Adds Convenient, Time-Saving Research Features

Project MUSE, in its continuous effort to be a more effective research tool, offers several new enhancements to its search interface. Users now have more options for working with their search results, including saving, e-mailing and exporting results to RefWorks and EndNote, and downloading and printing in "printer-friendly" text-only format. Users may also view their search history and follow links provided to modify their previous searches or retrieve all of their search results.

"We understand that faculty, students and librarians all desire tools that make their research more efficient and effective; many of the enhancements are in response to those requests," says Elizabeth Brown, Project MUSE Manager of User Services. "The new features will allow users a more comprehensive and higher quality research experience."

For more information on these and other new features for librarians and users, please visit http://muse.jhu.edu/proj_descrip/librarian_resources/.



<http://muse.jhu.edu>

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PUBLISHING PERSPECTIVES:

Two new Indiana University Press (IUP) Women's Studies titles will be added to Project MUSE in 2004—*Meridians: feminism, race, transnationalism* and *Nashim: A Journal of Jewish Women's Studies & Gender Issues*. IUP titles are at the core of MUSE's Women's Studies selection. Other titles include *differences: A Journal of Feminist Cultural Studies*, *Hypatia*, and *NWSA Journal*.

Founded in 1950, IUP is recognized internationally as a leading academic publisher specializing in the humanities and social sciences. IUP was part of the original group of publishers invited by Johns Hopkins University Press to join MUSE in 1999. Indiana's journals program is recognized for its strength in areas including Women's Studies and Victorian Studies.

According to Dr. Kathryn Caras, IUP Director of Electronic and Serials Publishing, being a part of MUSE has tremendous benefits. "For several years, we've been experiencing an inevitable decrease in the print subscription side

of our business as a result of shrinking library budgets," she says. "The royalties we earn from MUSE are a much-needed and welcomed revenue stream. With MUSE, our titles reach many more readers than we could have ever hoped to reach in print and it's also been a great marketing tool for us, especially internationally."

In addition to the Women's Studies titles, IUP publishes 14 journals that are part of the MUSE collection. These include *Africa Today* and *Victorian Studies*. Three titles were added to MUSE this year: *Indiana Journal of Global Legal Studies*, *Journal of Folklore Research*, and *Philosophy of Music Education Review*.

"I envy students now who have access to such a good tool as MUSE because I know how helpful it would have been when I was writing my dissertation," says Dr. Caras. "The luxury of sitting at home and being able to do library-based research is inestimable, I think. I have no doubt that it makes MUSE users better scholars." ■



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