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NEWS

Summer 2005 Volume 6, Number 2

Project MUSE® Increasing Awareness, New Markets

While many educational institutions use the summer season as an opportunity to reflect on the past school year and briefly rest before tackling a new one, Project MUSE finds itself immersed in activities that will keep the library industry and academic world up-to-date on the latest trends and information available in online scholarly journals. This summer, MUSE will work with organizations around the world to increase awareness of its valuable benefits while looking to expand into new markets, including Asia and the Nordic countries.

MUSE recently established an exciting new partnership with iGroup, a multinational information service provider for subscribers and publishers, helping MUSE break into the Asian market. In addition, MUSE will be traveling the globe to areas including Canada and Norway for two of the industry's leading conferences: the Canadian Library Association (CLA) Conference and the International Federation of Library Associations (IFLA).

MUSE is also pleased to be working with secondary schools on a special pricing offer. Aware that secondary schools need access to online scholarly journals but may lack sufficient funding to afford that service, MUSE is offering deeply discounted rates for Full Collection subscriptions to college-preparatory and international school libraries.

Below are details about each of the upcoming, exciting adventures. MUSE wishes everyone a happy and safe summer 2005.

MUSE Partners with iGroup to Increase Presence in Asia:

In an effort to expand its international subscriber base, Project MUSE has entered an agreement with Hong Kong-based iGroup to be MUSE's exclusive sales agent in the Asia-Pacific region. iGroup is a multinational information service provider for subscribers and publishers which will use its cultural knowledge to introduce the value of MUSE to libraries in countries including China, Hong Kong

Indonesia, Malaysia, the Philippines, Singapore, Taiwan, Thailand and Vietnam.

"We are honored that Project MUSE has selected iGroup to represent them in the Asia-Pacific region," said Koen Meijerink, Product Manager at iGroup. "Project MUSE is relatively new to the library community in Asia; however, we're already experiencing great interest from potential subscribers for its sophisticated online journal collections in the arts, humanities and social sciences. We believe that our knowledge of the cultural dynamics and enthusiasm for the product will enable MUSE to prosper and create a successful working relationship with us."

The increasing number of international publishers working with MUSE, and its growing subscriber base, demonstrate a mounting demand for the greater dissemination of humanities and social science research. International participation has grown from 14 percent of MUSE subscribers in 2000 to nearly 30 percent today. Since partnering with iGroup earlier this year, MUSE has already welcomed two new subscribers from Thailand and one from Singapore.

"Working with iGroup enables MUSE to move forward with our goal to increase our presence internationally," said Ann Snoeyenbos, Sales Coordinator, International and Special Markets for Project MUSE. "The proven success of iGroup in distributing electronic journals in the Asia-Pacific marketplace demonstrates to us that it is the right partner to help us capitalize on the region's increasing demand for online access to leading scholarly journals."

Interest in MUSE overseas has grown exponentially since the addition of Ann to the staff in August 2004. She provides a presence for MUSE at numerous international library conferences and is working to secure partnerships with international organizations. Among her priorities is collaborating with international subscribers and MUSE's User Services Group to address the unique needs of these customers, such as translation of instructional materials.

(continued on page 2)

UPCOMING CONFERENCES

Canadian Library Association (CLA)
Calgary, Alberta
June 15-18
Booth #81

ALA Annual Meeting
Chicago, IL
June 24-28
Booth #1832

IFLA Annual Meeting
Oslo, Norway
August 14-18
Stand #215

Frankfurt Book Fair
Frankfurt, Germany
October 19-23

Project MUSE®
Scholarly journals online

Published seasonally by Project MUSE, a collaboration of 60 not-for-profit publishers in conjunction with the Milton S. Eisenhower Library; MUSE NEWS is distributed gratis to subscribers and the library community.

(“Increasing awareness, new markets” continued from page 1)

MUSE Travels the Globe in Summer 2005

Summer 2005 brings new destinations to Project MUSE as this leading provider of online scholarly journals treks the globe to educate attendees at premier library-industry conferences about MUSE's benefits and services. MUSE will begin its journey by heading north for the Canadian Library Association (CLA) conference taking place June 15–18, in Calgary, Alberta. MUSE will then travel to Oslo, Norway, for the International Federation of Library Associations (IFLA) annual conference, which runs from August 14–18.

“Taking part in such international conferences strengthens MUSE's visibility outside of the U.S., as they present an opportunity to introduce MUSE's services to new markets while providing the chance to speak with our current subscribers about the resources and support they receive,” said Snoeyenbos. “We look forward to attending the conferences and thank both the CLA and IFLA for providing an environment where vendors such as MUSE can directly learn about and address the needs of librarians everywhere.”

While at the CLA conference, MUSE will be holding special in-booth focus groups where attendees can comment on MUSE's For Librarians page—a resource page that combines pertinent links and information from the MUSE Web site along with tools and resources created especially for librarians—and provide feedback on the direction they would like to see MUSE grow. This is also the first time MUSE's User Services Group will be attending a conference outside of the United States.

MUSE will use the opportunity at IFLA to inform attendees, especially those from the Nordic countries, about its international growth during the past ten years and about how libraries can provide their patrons with access to the most comprehensive collections of journals in the arts, humanities and social sciences. MUSE continues to increase its international participation, with more than half of new subscribers in 2005 coming from overseas.

To enhance its outreach activities at IFLA, MUSE has partnered with Wize Nordic AB, a consulting company offering services to scholarly publishers seeking a greater presence in Norway, Sweden, Finland, Denmark and Iceland. Wize Nordic provides publishers with a variety of market analyses, sales, marketing and account management services and will be assisting MUSE with the planning and execution of events and demonstrations for library and consortia representatives during IFLA.

“As an information industry consultant with thorough information-industry experience in the Nordic area, I particularly appreciate the fact that Project MUSE offers access to important content through a business model which is based on a librarian-publisher

relationship and a pricing structure that make the service affordable for smaller institutions as well,” says Dan Ahlskog, Director of Wize Nordic AB. “These are very important aspects for the Nordic market.”

Both CLA and IFLA will prove to be valuable excursions and will open up MUSE to industry leaders from around the globe. MUSE will be exhibiting at Booth #81 at CLA and Stand #215 at IFLA.

MUSE Offers Special Pricing for School Libraries

In recognition of the need for top-quality research tools for secondary schools, Project MUSE is offering college-preparatory and international school libraries access to its Full Collection for the deeply discounted subscription rate of \$1,000. The decision stems from MUSE's desire to encourage and support the use of online scholarly journals in the college-preparatory school environment for both research and information literacy training.

“Project MUSE is pleased to offer college-preparatory and international school libraries access to our Full Collection at a price that allows students to take advantage of the wealth of journals and articles for an enhanced research experience,” said Snoeyenbos. “We feel that MUSE opens a new spectrum of resources to students at these schools, helping to refine their research and Internet skills, and giving them a greater depth of knowledge on their research topic. All this contributes to helping prepare students for college or university life.”

Currently, MUSE is used by nearly 30 secondary schools. Students can log on to MUSE through authorized computers on campus or at home by accessing the school's computer network. They conduct their content searches using the MUSE search interface or may link to MUSE articles from a variety of popular bibliographic services.

“We subscribed with MUSE to gain greater access to scholarly content at a cost that suited our budget,” said Carol Ann Pala, library director at St. Andrews School, a college-preparatory school in Delaware. “MUSE is regularly utilized by our students for research projects. It is also regularly used by our entire faculty, particularly teachers from our English department. I also forward MUSE's e-mail newsletter to faculty members to inform them of new journals appropriate to their focus. Since subscribing four months ago, it has become a key resource for our students and faculty.”

Secondary school libraries continue to have the option of subscribing on a title-by-title basis to any journal for which the publisher has opted to have MUSE sell single titles, at rates set by the publishers.

The current list value of subscriptions to all of the journals in the MUSE Full Collection is more than \$23,000. ■

Project MUSE Collaborates with Google

Project MUSE is dedicated to providing stellar customer service to its subscribers and we continue to do so with our latest endeavor with Google Inc. MUSE has recently collaborated with the search engine to enable researchers and students to use the Google Web site and its Google Scholar interface to explore the MUSE Web site for relevant scholarly research material.

Individuals at a MUSE subscribing institution can now use the familiar interface of Google at www.google.com or www.scholar.google.com to search the full-text content from any of the more than 270 scholarly journals that MUSE currently hosts. Articles can be viewed in HTML or PDF.

“Project MUSE is excited to work with Google to provide our users with yet another easy, user-friendly gateway to find appropriate full-text articles on MUSE,” said Wendy Queen, Manager, Publishing Technologies for Project MUSE. “We believe that this new Google capability will help subscribers increase their usage of MUSE content, enhancing its value and usefulness as a research tool at libraries.”

Currently, MUSE subscribers can search and browse the collection's numerous journals through the subscribing library's catalog, many traditional abstracting and indexing databases, links from related products and MUSE's own search engine. Google is the first well-known Internet search engine to index scholarly content online.

“Working with Google is also beneficial to publishers who participate in MUSE as content from their journals is more visible to researchers and students,” said Aileen McHugh, Project MUSE Director of Electronic Publishing. “Since publishers aim to distribute scholarly information as widely as possible, aligning with Google enables MUSE to help satisfy our publishers' goals.”

Students or researchers unaffiliated with a MUSE-subscribing library will be able to view abstracts or excerpts of articles found through a Google search of MUSE journal content. The excerpt will help the user determine if he or she wants to locate a full copy of the text, and guidance will be offered on alternative methods of accessing the article. ■

DIRECTOR'S MUSINGS

Project MUSE Continues to Expand its Outreach

Project MUSE continues to celebrate its tenth anniversary with expansion into new international and domestic markets. To date, MUSE has signed library customers in over 30 different countries and has recently expanded its presence to several new territories including Belgium, Brazil, France, India and Thailand. MUSE also now has six publishers from outside the U.S.—Australia, Canada, England, Japan, Singapore and Thailand. The number of international publishers is expected to increase in coming years. With MUSE's special pricing for high schools and its new Undergraduate Collection, it is becoming an information literacy tool for preparing students for college both domestically and overseas.

MUSE's collections of high-quality, peer-reviewed journals from nearly 60 distinguished not-for-profit publishers are increasingly in demand overseas among librarians who need to provide researchers with access to authoritative information. MUSE enables libraries to offer powerful research tools and simultaneous, multi-user access to more than 270 full-text scholarly journals in a secure environment that integrates with their systems and digital resources.

This issue of MUSE News announces a new international distribution agreement with iGroup (www.igroupnet.com) for selected countries in the Asia-Pacific region. MUSE is proud to collaborate with

a well-established and respected partner in this important area, and may enter into similar alliances with leading international distributors of electronic information products as we continue to expand our global reach.

MUSE's outreach into new markets also benefits our publishers. Through global dissemination, our publishers' scholarly journals can promote global understanding and tolerance, and transform the future. MUSE's politics and human rights journals consistently see high usage. In fact, the journal with the highest usage since 1995 is *The Journal of Democracy*. In addition to global distribution, new markets bring new revenues for our publishers, whose not-for-profit status reflects their commitment to fair and sustainable models for scholarly communication.

As MUSE celebrates its tenth anniversary, we thank our subscribers, publishers and staff for making MUSE so successful.

Sincerely,



Aileen McHugh
Project MUSE
Director of Electronic Publishing



<http://muse.jhu.edu>

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PUBLISHING PERSPECTIVES

MUSE Exposure Benefits Penn State University Press

Established in 1956, the Penn State University Press (PSU Press) was the first to sign a letter of intent with Project MUSE in 1999, when the opportunity arose for outside presses to join. After hearing about MUSE at various industry meetings, the PSU Press knew this was a venture with which they wanted to be involved.

Since officially joining in 2000, the PSU Press has observed several positive affects from its involvement in MUSE, including substantial visibility for its journals, and ease of accessibility. "We have been very pleased with the amount of exposure our journals have received by being a part of this project. The ease of accessibility and benefits provided by MUSE allow people access to information they may have otherwise never been exposed to," said MaryLou McMurtrie, Journals Manager, PSU Press.

Other MUSE benefits McMurtrie has noted include the extensive amount of information available in one place, as well as authors and editors being able to view their journals online before they are finished in print. Also, the entire staff at the PSU Press agrees that the team at MUSE is very helpful and easy to work with. "The fact that individual presses get to give their input makes us very confident that our opinions count and know that MUSE will be around for a long time," said McMurtrie.

Journals from the PSU Press that are currently available on MUSE include *Book History*, *The Chaucer Review*, *Comparative Literature Studies*, *The Good Society*, *JGE*, *The Journal of General Education*, *Nietzsche Studies*, *Journal of Policy History*, *The Journal of Speculative Philosophy*, *Philosophy and Rhetoric*, and *SHAW The Annual of Bernard Shaw Studies*. ■

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