

Day 1 Plenary summary

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- Hidden costs of digitisation in: time and planning; IPR; workflow; unfunded mandates; access; preservation
- Public-private partnerships can bring benefits: experience; expertise in rights management; economies of scale; technical support; private body assumes cost of creating and sustaining the resource
- But also challenges: potential low sales; geographical exclusivity; no Open Access; hidden staff costs; cataloguing and digitisation costs; capital claims

Content Development Strategies: Content procurement in uncertain times

- The public sector deficit will impact on library purchasing. New approaches are needed - librarians are thinking about what can be done to improve big deals: e-only journals to neutralise VAT costs; a reduction in content with a concomitant reduction of fees; a pricing model not based on a historic spend
- E-journals is an area where a value proposition could be developed between spend, usage, and research outcomes
- The overriding need is for more flexibility, and for libraries to adapt and survive. The best result from this difficult situation will be achieved if publishers, librarians and other stakeholders work together with a constructive dialogue and without ideological arguments

- It is not enough to create exciting digital resources – you have to be proactive in engaging the community with them
- Traditional approach: sell the resource to users on the basis of the content
- Radical approach: sell the resource on the basis of what you can do with the content in a pedagogical setting
- Teachers will take up a resource if it offers: value; a good fit with current teaching; authentic evidence and sources; engaging media; meaningfulness
- To enable take up a resource needs to be: easy to locate; actively promoted; freely accessible; easy to use with good search tools, good quality materials and the ability to see examples quickly and easily

- Websites fail to reveal the richness of collections because of: inconsistent results from search; there's often no real indication of content, even from the name of the site; complicated advanced searches are offputting
- Digitisation projects need to think about: innovating more; structuring metadata; embedding usability meaningfully; sustainability
- Innovation sometimes breaks rules
- Projects using web 2.0 need to think about intended purposes, benefits, risks, missed opportunities (if we don't do it, who will?), costs (what happens if Twitter disappears tomorrow?), and then ask all this within the context of a particular service

- The impact of user generated content on research and scholarship can be massive - but only when the user generated content is sourced and employed intelligently, imaginatively and respectfully:
- 'Many hands make light work'
- Users are collaborators
- Prepare for your project to evolve away from your control in order to have long-term sustainability