



# MUSE muse.jhu.edu NEWS

Winter/Spring 2005 Volume 6, Number 1

## UPCOMING CONFERENCES

**ACRL National  
Conference**  
April 7-9  
Minneapolis, MN  
Booth #429

**UKSG**  
April 11-13  
Edinburgh, Scotland

**Buenos Aires  
International Book  
Fair-Professional  
Event**  
April 18-20  
Buenos Aires, Argentina

**Amigos Annual  
Member Conference**  
May 5-6  
Dallas, TX

**Solinet Annual  
Membership Meeting**  
May 5-6  
Atlanta, GA

**Nelinet Annual  
Meeting**  
May 6  
Worcester, MA

## Project MUSE® Celebrates its 10th Anniversary

The past decade has brought significant technological advances to the realm of scholarly research and communication. At the forefront of these progressions has been Project MUSE. On the cusp of celebrating ten years as a leader in online scholarly journals, MUSE has grown from a grant-funded entity with one publisher to a self-supporting venture with relationships with 60 publishers from around the world. The organization has been recognized for its unparalleled cooperation between librarians and publishers, resulting in a resource that effectively balances the needs of information providers and information users. Here is the story of this successful collaboration.

### Project MUSE and the Johns Hopkins University Press

MUSE was launched in 1995 by the Johns Hopkins University Press (JHUP), in collaboration with the Milton S. Eisenhower Library (MSEL) at Johns Hopkins University, to offer the full text of JHUP scholarly journals via the Web. In 2000, MUSE expanded to become a unique cooperative of not-for-profit publishers, increasing its ability to offer essential periodicals in the humanities, the arts, and the social sciences.

JHUP is one of the country's oldest and largest university presses. By long tradition the Press has published with distinction in such disciplines as literary studies, classics, history, economics, political science, and the history of science and medicine. Its innovative publishing program embraces both traditional and newer modes of scholarly communication. In 1995, MUSE was a grant-funded joint project of JHUP and MSEL, exploring new ways to fulfill the Press' mission of disseminating scholarly content far and wide. In 1997, the journals from JHUP's extensive program were sold for the first time as a collection online, offering 40 distinguished titles in literature, history, religious studies, classics, film and theatre, American studies and education, among others.

### MUSE Supporters

MUSE has become a successful and stable resource because of the enthusiastic and enduring support of the library and publishing communities. In 1996, the Oberlin Group of Liberal Arts College Libraries played an integral role in the launch of MUSE by serving as charter subscribers and beta testers to the first eight journals produced online, offering valuable feedback on functionality and usage policies for the content. Soon, subscription commitments from significant groups such as the Virtual Library of Virginia (VIVA), the University of California and California State University systems, the Utah Academic Library Consortium, and members of the NorthEast Research Libraries Consortium helped establish a loyal customer base for the collection.

Due to the support of such organizations, MUSE achieved a major milestone by becoming self-supporting when initial grant funds expired in 1998. MUSE was able to take this large step by working with library consortia partners. "VIVA began subscribing to Project MUSE in January of 1996, so this is now our 10th year subscribing. MUSE was selected because it was a very high quality product, but I'm delighted to say that the package has improved in many ways over the years," says VIVA Director Kathy Perry. "The growth in the number of titles is impressive, but even more impressive is the fact that the quality of the titles continues to be excellent, administrative features such as the statistics package continue to improve, and despite the enormous growth within MUSE, we still receive a very high level of personal and responsive service."

The new millennium brought a number of changes to MUSE that dramatically increased the scope of the venture. Most notable was the introduction of journals from nine respected university presses including Carnegie Mellon University Press, Duke

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.

*(continued on page 2)*

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University Press, Indiana University Press, Massachusetts Institute of Technology (MIT) Press, Oxford University Press, Pennsylvania State University Press, University of Hawaii Press, University of Texas Press and University of Wisconsin Press. Since 2000, the number of publishers working with MUSE has grown substantially from the initial ten to 60.

"Over the past five years, the University of Hawaii Press has included 14 journals in MUSE and feels the partnership has been a great success," said Joel Bradshaw, Journals and Web manager for the University of Hawaii Press. "Working with MUSE gave us the impetus to revamp our workflow and improve productivity; our journal articles are now reaching a wider variety of new readers whom our print editions might never have reached; some of our journals have been able to add richer content that strict page limits had previously prohibited and our issues on MUSE reach overseas subscribers much more quickly than our print issues."

### The User Experience is a Priority at MUSE

Throughout the last ten years, MUSE has implemented a number of technological enhancements to the online portal to make the resource more efficient and user-friendly for librarians and end users. Functionality additions have included enabling users at subscribing institutions to view journal articles in HTML and PDF formats; to save, email and export search results to RefWorks and EndNote, and additional options for defining search terms and limits by journal, subject, date, field, and type of material. Other additions include viewing search histories and following links provided to modify previous searches or retrieve all of the results of the searches. MUSE also implemented a customized email service that enables users to be alerted when a new journal or new issues of a selected journal appear in MUSE.

To address librarians' concerns about stable, archival access to online content, MUSE signed on as a beta participant in the LOCKSS (Lots of Copies Keep Stuff Safe) initiative. LOCKSS, a project based at the Stanford University Libraries, is open source, peer-to-peer software that enables local, library-controlled computers to create a cache of online journal content to which the institution subscribes, ensuring the secure, long-term availability of the content to authorized users. In 2002, MUSE implemented a usage statistics reporting system that adhered to the ICOLC (International Coalition of Library Consortia) guidelines. In response to the development of the COUNTER Code of Practice for online usage statistics, MUSE switched to a COUNTER-compliant system in 2004. The COUNTER Code of Practice, which governs the exchange of online usage data, allows librarians to better understand how the information they buy from a variety of sources is being used. Publishers are also given the opportunity to know how the information products they disseminate are being accessed.

In recent years, MUSE has expanded its offerings to assist subscribing libraries educate their users about the resource and manage their subscriptions. A "For Librarians" Web page, introduced in summer 2004, offers a variety of tools and

information for downloading details about MUSE holdings, requesting support materials and finding answers to common questions. Several new instructional guides are available for downloading, including both general tips and subject-specific guides in fifteen major disciplines. MUSE frequently hosts user group meetings, focus groups and usability testing sessions at library conferences and nearby universities in order to solicit ongoing feedback about how to best meet the needs of librarians and researchers.

### MUSE Partnerships Expand Awareness of its Services

Over the years, MUSE has entered into partnerships with several organizations offering gateway or bibliographic services to allow convenient linking via their indexing and search facilities to full-text articles in MUSE. Today, many significant discovery tools including ABC-CLIO, EBSCOhost Electronic Journals Service, ProQuest and many others link to MUSE. An ongoing project with JSTOR enables linking between several journals for which MUSE carries recent content and JSTOR offers archives. Users can search across both collections from either the MUSE or the JSTOR interface.

In addition, its continuing relationships with library consortia and regional networks have allowed MUSE to reach out to a variety of sizes and types of libraries, making the resource widely available both in the U.S. and abroad. Informal collaboration with both publishing and library organizations with complementary missions has inspired discussions regarding new ways of enhancing MUSE's accessibility and functionality.

During the last ten years, MUSE has made a deliberate effort to give back to its loyal customer base through efforts to advance the library profession. Currently, five professional librarians are on staff at the project, serving in outreach, article indexing and authorities, and usability roles. One professional position was modified to provide a current library school student the opportunity to gain professional librarian experience as well as a unique perspective from working in the MUSE environment. MUSE librarians have contributed new Library of Congress subject headings for the past several years through the Library of Congress' Subject Authority Cooperative (SACO) Program. During this time, MUSE has contributed more than 400 new subject headings, improving MUSE subject access while contributing new headings that can be used by librarians around the world.

"During the last ten years, MUSE has demonstrated its commitment to libraries and the library profession. In addition to the contributions from individual staff from the Eisenhower Library at Hopkins in the earlier years, the librarians MUSE has added to its own staff have worked to improve MUSE and help library customers increase usage. The input we've garnered has resulted in enhancements such as the 'For Librarians' page," said Elizabeth Brown, Manager of User Services at Project MUSE. "Our staff has presented at conferences both nationally and internationally. The librarians at MUSE are very excited to give back to our community through their work here, and are especially proud of the efforts to provide librarians-in-training with special opportunities on our team."

("10th Anniversary" continued from page 2)

### MUSE Grows at Home and Abroad

The increasing number of international publishers working with MUSE and its growing subscriber base, both domestically and outside of the U.S., demonstrate a mounting demand for the greater dissemination of humanities and social science research. The Oxford University Press was MUSE's first international publisher, and its first subscriber from outside the U.S., the Council of Australian University Librarians consortium, signed on in 1997. International participation continues to expand, from 14 percent of MUSE subscribers in 2000 to nearly one quarter in 2004. Recent additions to the list of international publisher participants include the University of Toronto Press and Sophia University in Japan.

Interest in MUSE overseas has grown exponentially since the addition of Ann Snoeyenbos to the staff as Sales Coordinator, International and Special Markets in August 2004. Ann 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 our international subscribers and MUSE's User Services group to address the unique needs of these customers, such as translation of instructional materials.

### MUSE Responds to the Changing Landscape

In 2004, MUSE embarked on an extensive pricing study in response to the changing dynamic of the publishing industry and library subscription trends. The goal was to create an equitable, sustainable model addressing the needs of both libraries and publishers, to carry MUSE through at least another ten years. The results of the research enabled MUSE to introduce a new domestic pricing model that bases subscription rates on factors including value and actual usage relative to peer institutions. The new model expanded the number of tiers for academic institutions from two to five and introduced two new Basic collection options. More libraries will be able to find a MUSE collection and price that allows them to take advantage of the product's wealth of resources.

Understanding that high schools also have a need for scholarly information both for research and to help with information literacy training, MUSE introduced a special \$1,000 high school rate for the Full Collection to encourage and support the use of online scholarly journals in this environment. New international pricing and pricing for other kinds of libraries, such as publics, is in development and will be introduced during the next two years.

### The Future of MUSE

Many exciting developments have been successfully moving ahead in 2005. MUSE is collaborating with Google™ 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. In addition, MUSE has become compliant with Athens Authentication, the U.K. standard to access Web-based subscription services for British higher education, further education and research councils, enabling MUSE to be more readily accessible to British subscribers.

After the introduction of the new pricing model, MUSE was pleased to once again see a subscriber renewal rate for 2005 of more than 95 percent, a figure the resource has achieved every year since its initial launch. Perhaps more importantly, MUSE has already welcomed nearly 100 new subscribers so far this year, with 70 percent contributing to our rapidly growing international base.

"The future for Project MUSE looks very exciting as we continue our efforts to increase the number of international subscribers and publishers, as well as link and learn from other online providers similar to us," said Aileen McHugh, Project MUSE Director of Electronic Publishing. "The Internet has become the world's number one resource for information and MUSE is pleased to play a leading role in helping publishers and scholars take full advantage of the benefits of this medium."

## DIRECTOR'S MUSINGS

The library serials market has seen tremendous change in the past ten years, and Project MUSE has emerged as one of the leading collections of online journals in the humanities and social sciences. Commitment to our core mission of library-publisher collaboration is the reason for our success over the past decade. We are indebted to the library community, our university press and scholarly publishers, our staff, and our founders, The Johns Hopkins University Press and The Milton S. Eisenhower Library. As we look forward to the future, we reaffirm our commitment to our core mission, and we thank all of you who have made MUSE such a success.

Sincerely,



Aileen McHugh  
Director of Electronic Publishing  
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Project  
**MUSE**

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## PUBLISHING PERSPECTIVES

# MUSE Becomes Athens Compliant

For students and researchers at subscribing British higher-education institutions, Project MUSE has become more user-friendly and accessible, as it is now compliant with Athens authentication. Athens, developed by Eduserv, is the U.K. standard to access Web-based subscription services for British higher education, further education, and research councils. The system enables these institutions to efficiently manage access rights to multiple online resources.

As a result of this cooperation with Athens, users affiliated with subscribing institutions in the U.K. can now access the full text of the 270 scholarly journals MUSE hosts from a variety of locations, including at home, on campus, while traveling, or from any place that has an Internet connection. All users need is an Athens password/username and they can gain access to any Athens-compliant resource (including MUSE) with which their home institution has a license.

"Project MUSE is thrilled to introduce Athens compliance as a way of adding value for our customers in the U.K.," said Aileen McHugh, Project MUSE Director of Electronic

Publishing. "Making MUSE accessible through the popular Athens system will help secure our place as a premier scholarly resource for British researchers in the humanities and social sciences."

Eduserv Athens, a service of Eduserv Technologies Limited, was designed and beginning starting in 1994. The service has been in active use since 1996 and is utilized by three million users, predominantly in higher education and National Health Service institutions throughout the U.K.

"We are thrilled to have Project MUSE on board with Athens," said Lyn Norris, Eduserv Athens Manager at Eduserv Athens. "MUSE is a well-known leading research tool throughout the U.K.'s educational institutions. We hope that our partnership will introduce MUSE to many new users who will benefit greatly from its breadth and quality of journal content."

## MUSE NEWS

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