

Summer 2009 Connections

A Newsletter for ProQuest's Global Publishing Partners

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The Summon™ unified discovery service ... everything behind a single search box. John Shipp, University Librarian at University of Sydney, says, "The Summon service's ability to simplify access and uncover the genuine riches of our collection is an opportunity for the library to shine when we need it most."

Read our interview with Michael K. Zoradi, VP Medcom-Trainex, describing their exciting new video content recently added to ProQuest Medical Databases.

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TO ELEVATE THE RESEARCH EXPERIENCE

For more than seven decades, librarians have spoken and ProQuest has listened. The result: an exciting history of customer-centered innovation.

Soon we'll be ready to reveal the all-new ProQuest platform. In the process of unifying our multiple platforms, we didn't just put a new skin on existing technologies. We listened to what you told us you loved most, and created an entirely new way for researchers at all levels to connect with the information they need.

For the next chapter in online research innovation ... start here.





Global Content Alliances Team

Top (left to right) Marcia Keefer, Jill Miller, Cara McEachen, Lynn Ratliff, Mary Schodorf, Donda Walke, Cathryn Powell, Corye Bradbury

Bottom (left to right) Amy Schaare, Sandra Parr, Karen Seltz, Becky Ward, Sue Maniloff, Jeanne Gough, Janet Driver

Not pictured: Heidi Bonine, Julie Carroll-Davis, Rayna Hileman, Marilyn Meeker, Kevin Norris, Helene Stewart, Sabine Bodzian

Close-up:



Marcia Keefer

Senior Rights Manager

ProQuest has a team of dedicated library professionals who rigorously maintain bibliographic integrity of the content in our products. This ensures that ProQuest's customers have proper access to the licensed content, and that publishers can trust ProQuest's commitment to its partnerships. Our Senior Rights Manager is Marcia Keefer, who has worked at ProQuest for 20 years. Her cataloging expertise, institutional knowledge and rights experience have made her an invaluable leader and mentor to the team. Outside the office, Marcia is an avid photographer and aficionado of historical landmarks and lighthouses.



UPDATE FROM KEVIN NORRIS

Thank you for your continued participation in ProQuest's product offerings. Your partnership is a fundamental building block positioning ProQuest as a leader in creating indispensable research solutions that connect people and information.

In 2009 we are all faced with unprecedented economic turmoil. In this issue of Connections we will highlight several of the ways we are responding to these conditions and continuing to pursue our vision to be central to research around the world. We are selectively investing in the strategic initiatives that will make the biggest difference for our shared customers and end-users.

ProQuest differs from other aggregators in that it holds to the core value of Librarianship. This is usually recognized in our product design and support for the library community. This April we took the occasion of National Library Week to look inward at how librarians enrich life within our company. What we discovered—and celebrated—is that ProQuest employs over 120 librarians worldwide in every aspect of the company's operation. These key contributors have dedicated their professional lives to furthering learning and research and to enhancing the use of your content. This underscores our dedication to ensure the high quality our partners trust when they license their content with ProQuest.

This spring, we also announced an exciting new product for the library community. The Summon™ unified discovery service, which we are highlighting in our feature story, is a true revolution in information science. It is the perfect example of our combination of innovation, focus on the library, and a commitment to maximizing discoverability of your content.

We are also committed to maintaining and extending our product brand and market leadership—so when the economy strengthens, ProQuest will be ready to maximize your market value. Following are some of the announcements we made for 2009:

- **ProQuest is adding new index terms and content to ABI/INFORM Complete™** that will power research of emerging business trends like the global economic crisis. ABI/INFORM Complete provides a digital gateway to more than 4,000 business journals, and will include new content from Incisive Media, Business Monitor International, and Economist Intelligence Unit. Human indexing makes ABI/INFORM's search results "smart," returning content that goes beyond the user's specific search terms to directly and quickly expose the most relevant information.
- **ProQuest will add more than 300 videos from Medcom, Inc.**, a leading producer and distributor of multi-media health care education, to ProQuest Nursing & Allied Health Source. This new content provides visual support for nurse training, and helps fulfill the critical need for current and comprehensive information on health and wellness.
- **Five ProQuest products were selected as finalists in the Software & Information Industry Association's (SIIA) 24th annual CODIE Awards**, which honor outstanding achievement and vision in the software, digital information and education technology industries. The finalists were chosen from more than 850 nominations submitted by 600 companies and include ProQuest Central, Black Studies Center™ with The History Makers™, SIRS Discoverer®, SIRS Researcher®, and HeritageQuest™ Online.
- **Annie Callanan, President and CEO of R. R. Bowker, a CIG company, has joined ProQuest as COO** effective May 1st. Annie is a proven leader with keen industry and business acumen that will be a tremendous asset to the ProQuest management team.

Thank you again for your continued partnership as we move forward together through a challenging 2009 with concrete plans for continued growth in the future.

Best Regards,

Kevin Norris
SVP, Global Content Alliances
General Counsel

Now, exclusively from ProQuest: 75-80 Medcom videos live on ProQuest Nursing & Allied Health Services.

Interview with Michael K. Zoradi, Vice President of Medcom-Trainex

“Think of us as a mini-Hollywood.”

For over 45 years, Medcom-Trainex has been a leading producer and distributor of multimedia health care educational materials. Their products are used by a wide range of health care professionals, patients, and health-conscious people everywhere. They are the largest producer/distributor of nursing education video programs in North America, and their programs have won over 50 major awards for excellence, including the prestigious Emmy award.

Can you tell us a little bit about Medcom?

We are about 40 employees and a large network of specialized production talent and subject matter experts. Our primary business is content development. We have full production capabilities including a studio for creating videos, DVDs, CD-ROMs, etc., as well as print and text materials. In recent years we’ve taken our rich and vast health care content and moved it online. We create programs to build clinical education skills, and to meet federal accreditation mandates in health care. We own one of the largest health care content libraries, and we have a very strong presence in nursing and vocational health related schools. We took the Apple approach of gaining name recognition for quality educational products with students early on, while at a high school level, and in ROP programs, and to a much lesser extent, colleges and universities. Covering over 1,000 subjects, as experts at educational design, we rely on our network of experts in each field for content development.

What’s your flagship product?

Our largest success was a product we developed as a result of the OBRA (Omnibus Budget Reconciliation Act of 1987) regulation for certified nurse assistants. We developed a program to meet the federal guidelines to make certain that certified nurse assistants received proper training before giving direct patient care. This OBRA act is revered, and considered to be one of the greatest improvements in the quality of care to patients and residents in the U.S. Due to the aging population, the certified nurse assistant has become one of the largest occupations in the country. We designed a training program, with both video and textbook components, to prepare certified nurse assistants to meet the federal guidelines required to work in health care. The course covers 18 core areas and has been implemented in over 10,000 health care locations. Believe it or not, “certified nurse assistant” is the number one Googled job in health care.

Who are your primary customers?

Our customers are nursing and allied-health schools, hospitals and institutions everywhere and anywhere where health, nursing or allied health are taught and practiced.

How was ProQuest able to meet your needs and complement this?

Even though we do sell to schools, ProQuest complements our distribution perfectly. We are well represented in nursing

schools and hospitals, but we have not had the resources or ability to really penetrate universities and public libraries. ProQuest, being an expert in these markets, makes for an excellent partnership. Through the use of our streaming video, professors and teachers can make their courses more interesting both in the classroom and online.

How do you decide what courses and content to create?

We survey our customers to find out their needs and closely monitor what federally mandated training is coming down the pike. The three largest institutions which regulate health care training are: Medicare CMS (Centers for Medicare & Medicaid Services), the CDC (Centers for Disease Control and Prevention), and OSHA (Occupational Safety and Health Administration). Between customers and our own research, we keep on top of changing market demands.

Where is your content videotaped and by whom?

The producing, directing, writing, designing and programming are all done in-house over a 90 to 120 day period. Think of us as a mini-Hollywood. As much as possible, we like to shoot in our own in-house production studio. Here we can create our own hospital and we use our own actors. Real doctors and nurses get too nervous. We also have the capability to go on location to shoot things like surgeries, or MRIs—things that we cannot do in a studio. In either case, there is always an expert consultant on the set, and it’s a very controlled environment. Success comes—just like in the movies—from a good script. The scripts, of course, are reviewed by several experts, nurses, physicians, and specialists, before we begin production.

Where do you see video and your industry in particular evolving in this information age?

Due to high-speed internet access, streaming video online is evolving into a more widely accepted venue for health related education especially among schools. We see more and more individual consumers purchasing video courseware to further their skills. The “YouTube” generation is quite used to getting their information through videos. We are selling a lot of mandated courses online and since health care professionals can now take these courses online, the need for DVDs is falling.

How long have you partnered with ProQuest? How did that come about?

Our partnership with ProQuest is new in 2009. Becky Ward, of ProQuest, was instrumental in seeing the vision for Medcom products and how the two organizations could create a mutually beneficial long-term relationship.

What marks a successful partnership for your business?

A successful relationship for Medcom is usually long-term and grows our revenues in both the short and long term. It allows Medcom’s exposure to increase in unique ways and in markets where our current capabilities are limited.



News Briefs

- **ProQuest committed to expanding Historical Newspaper offerings**

The digitized full runs of newspapers from the first issue forward are key research tools for libraries. The ability to perform keyword searching across multiple newspaper titles from 1764-2007 have opened up a treasure trove of content for research from academic monographs to personal genealogy. With over 35 titles in the Historical Newspaper platform, this product line is growing rapidly. ProQuest added 11 titles last year to the historical newspaper database including our first international titles, *The Guardian* and *Observer*, *Irish Times* and *Scotsman*. In 2010, ProQuest plans to digitize more titles including the *Detroit Free Press* (1837-1922) as part of our agreement with Gannett, the *St. Louis Dispatch* (1874-1922), and more international titles. To build in success of our ethnic newspaper collections, ProQuest also plans to digitize historical Jewish newspapers including the *Jewish Advocate* (1905-1990) and *Jewish Exponent* (1887-1990).

- **Library Journal Picks ProQuest Entrepreneurship as "Best Reference 2008"**

Library Journal had selected ProQuest Entrepreneurship a "Best Reference 2008" in the business/economics category. It includes start-up toolkits, data and market research, research articles and working papers, conference proceedings, dissertations, teaching resources, and video clips of successful entrepreneurs.

- **ProQuest signs Gannett Newspapers**

In April ProQuest announced a long-term deal with the world-leading news and information provider Gannett Company, Inc. The deal includes 85 exclusive full-text newspapers and seven U.S. military newspapers. The Gannett content covers 30 states and will make a significant contribution to ProQuest's mission to help libraries create a link between researchers and invaluable information. ProQuest's news program includes more than 700 leading newspapers, including 550 full-text titles, and ProQuest Historical Newspapers, the world's largest digital newspaper archive dating from 1764.

- **ProQuest's New Digital Microfilm™**

Today, users are looking for up-to-date full-image newspapers that they can access remotely. ProQuest's new Digital Microfilm™ offering extends the reach of archival newspaper content with an intuitive, online interface. Subscribers of the Digital Microfilm™ solution have unlimited access to high quality digital scans of newspapers enabling researchers to utilize the quality that microfilm offers from anywhere an Internet connection is available.

- **ProQuest Google Partnership**

ProQuest has formed a partnership with Google that has the potential to bring millions of pages of newspaper content to the open web. The program allows web access to archives of both large and small newspapers. Without this initiative, these newspapers might never be digitized.

ProQuest welcomes...



Sue Maniloff

Alliance Manager

Sue Maniloff recently joined ProQuest's Global Content Alliances group. Sue is managing publisher relations for Summon, the unified discovery service offered by our Serials Solutions business unit.

For information on Summon, contact Sue at sue.maniloff@proquest.com

Sue hit the ground running with this new and groundbreaking service. Since arriving on the scene in September of 2008 she has traveled extensively, meeting with hundreds of publishers.

Sue has more than 20 years of experience in Business Development, Publisher Relations and Sales Management. She came to ProQuest from Gale, Cengage Learning, where she was a Business Development Manager. Sue holds a Bachelor's degree in French from Michigan State University, and a Master's degree in Advertising from Michigan State University.



Mike Buschman

Senior Product Manager, Serials Solutions

Mike Buschman is a Senior Product Manager and comes to Serials Solutions from IEEE, where he was a Client Services Manager, providing training and promotional support to institutions that subscribed to IEEE's online products. Mike is widely known for his work at Microsoft, where he was a Technical Evangelist and Program Manager for Microsoft's Live Search Academic and Book products, helping guide product development and maintaining relationships with partner publishers and libraries. Prior to joining Live Search, Mike was the Collection Manager for the Microsoft corporate library. Named one of *Library Journal's* Movers & Shakers in 2005, Mike holds a Masters of Library and Information Science from the University of Washington.

The Summon™ unified discovery service... everything behind a single search box.



ProQuest is thrilled to introduce the Summon™ service, the revolutionary new unified discovery service through our Serials Solutions business. The Summon™ unified discovery service allows the researcher to quickly search, discover and access reliable and

credible library content. It goes beyond federated search, beyond next-generation catalogs to create an all-new service for libraries. Through one simple search, Summon provides instant access to the breadth of authoritative content that's the hallmark of great libraries. There is digital and print, audio and video, single articles to entire e-journals, and every format in between. No need to broadcast searches to other databases—it provides one search box for researchers to enter any terms they want and quickly get credible results in one relevancy ranked list.

Announced in January 2009, the Summon unified discovery service has captured the attention of both librarians and the media for its creation of Google-like searching of the full breadth of content found in library collections. It addresses what research shows is a fundamental barrier between libraries and users: a simple, obvious starting point for searches.

Our commitment to securing the role of libraries.

The Summon™ unified discovery service creates a customized library-branded search box that eliminates the confusion users have in finding a starting point for library research, making collections simple to use. The hosted service is built with an open API that will allow it to integrate with existing library web sites or campus systems with low impact on staff.

The service is being developed in close cooperation with library beta partners, with a goal of not only bringing the researcher back to the library, but providing a channel for greater return on the library's content investment. Western Michigan University joins University of Sydney, University of

Liverpool, Dartmouth College and Oklahoma State University in providing feedback that will refine all aspects of the service. "We're facing challenging budget years ahead. It's essential that we raise the profile of the library and demonstrate real value," said John Shipp, University Librarian at University of Sydney. "The Summon service's ability to simplify access and uncover the genuine riches of our collection is an opportunity for the library to shine when we need it most."

It's all about discovery ... simplify the path and make it easy.

We know that usage is a key measure of publisher success. That means we need to simplify the paths, delivering users simply and quickly to your content wherever you choose to publish it. What does that look like? In September 2008, at a Top Management Roundtable at the Society for Scholarly Publishing, publishers said users need:

- Reliable information in a single search
- Information efficiency
- Easy, timely access to accurate information
- Targeted, relevant and authoritative information, and
- An academic oriented search interface for content discovery and increased usage

Simple, Easy, Fast.

Summon, a revolutionary new service from Serials Solutions, creates a Google-like search of the full breadth of content found in library collections- from books and videos to e-resources at the article level. The Summon unified discovery service addresses what research shows is a fundamental barrier between libraries and users: a simple, obvious starting point for searches. Publishers have embraced the service for this ability to surface content in the right context at the right time for the right user. Print, e-journal or aggregation, we will connect users with you content.

To learn more about the Summon unified discovery service, visit <http://www.serialssolutions.com/summon>.

Would you like ProQuest to help drive users to your content?

At ProQuest, we are committed to fostering long-term relationships with our publishing partners. Our global sales and marketing team promotes awareness and usage of our publishers' journals to an extensive customer base of leading research institutions worldwide. Our Global Content Alliances team manages ongoing communication; and our Content Operations team is on hand with flexible technology solutions to ensure easy data access and loading.

If you'd like to participate as a publisher, please contact connectwithgca@proquest.com or call 1-800-521-0600, ext. 3333. Outside the U.S., please call 734-761-4700, ext. 3333.

RETURNING THE RESEARCHER TO THE LIBRARY

... learn how in a special webcast series sponsored by Serials Solutions and *Library Journal*

User expectations changed dramatically in the wake of Google® and continue to evolve. Studies point to a disintermediation of the library from the research process, yet libraries have a powerful advantage in the breadth and authority of their content – an advantage recognized by users. This free webcast series, hosted by Serials Solutions and *Library Journal*, explores how libraries are taking back their role as the starting point for research.

This four-part webcast series, “Returning the Researcher to the Library,” presents industry experts speaking on “Understanding the Next-Gen User” (Part 1, archived at www.libraryjournal.com/nextgenuser) and “Building ROI through Discovery” (Part 2, archived at www.libraryjournal.com/buildingROI). Tune in later in the summer to hear from early library partners and adopters of the Summon unified discovery service in Parts 3 and 4 of the webcast (watch www.libraryjournal.com/webcasts for exact dates).

“The ground-breaking scale of the Summon initiative offers a unique opportunity to streamline the discovery-to-delivery process for our users ... allows us to maximize the return on our substantial investment in full-text content and authoritative databases.”

— Anne Prestamo
Associate Dean for Collection and Technology Services
Oklahoma State University (Beta site)

“... a simple, speedy, customizable interface that unifies the breadth of our scholarly material – whether that material is owned, subscribed to, freely available, or able to be borrowed.”

— David Seaman & Cyndy Pawlek
Dartmouth College Library (Beta site)

What industry leaders are saying about Summon...

“My killer-app moment was with Summon ... does what we really want a product like this to do: natively indexes data from its sources (databases, ebooks, OPACs, etc.) so that retrieval is fast and consistent.”

— Karen Schneider
FreeRangelibrarian

“It’s All About Discovery ... the service of my – and so many others’ – dreams!”

— Cheryl LaGuardia
LJ e-Views

“I have seen the future of how libraries will provide access to information, resources, and collections. It’s called “Summon” ... and it can become equally important as Google® in everyone’s everyday information seeking and use.”

— Michael Eisenberg
Dean Emeritus & Professor
University of Washington Information School



Summon™
Unified Discovery Service

One search box ... your library discovered.

Learn more about the Summon unified discovery service by visiting www.serialsolutions.com/summon.
Serials Solutions is a ProQuest company.



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On the Calendar for Global Content Alliances

Special Libraries Association
Washington, D.C. – June 14-17

American Library Association
Chicago, Illinois – July 9-15

**International Federation of Library
Association (IFLA)**
Milan, Italy – August 23-27

Beijing International Book Fair
Beijing, China – September 3-7

**Association of Information and
Dissemination Centers (ASIDIC)**
Washington D.C. – September 13-15

**International Association of
Scientific, Technical & Medical
Publishers**
Frankfurt, Germany – October 13

Frankfurt Book Fair
Frankfurt, Germany – October 14-18

Charleston Library Conference
Charleston, SC – November 4-7

Online Information
London, U.K. – December 1-3

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We need your feedback! We welcome your ideas!

We are always looking for ideas and suggestions on ways to improve our communication with you. Please email us stories or news you would like to read about in our upcoming issues at pubrelat@proquest.com or just drop us a note and let us know how we are doing. Thank you!