

Florida Electronic Library

2006 Annual Report

Prepared By



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Executive Summary

FEL has provided access for public libraries to Thomson Gale's full text periodical and reference databases since 2002. In 2005, FEL gave K-12 school libraries access to their collection. This report details enhancements to the content that Thomson Gale implemented during the contract, new and future platform developments, and other products and services available to Florida libraries through Thomson Gale.

FEL currently makes available the following Thomson Gale resources:

InfoTrac Periodicals

InfoTrac OneFile
General Reference Center Gold
Expanded Academic ASAP
Health Reference Center Academic
General BusinessFile ASAP
Computer Database
InfoTrac Student Edition
InfoTrac Junior Edition
InfoTrac Kids Edition
Professional Collection
Informe

Resource Centers

Health and Wellness Resource Center
What Do I Read Next?

E-books - Gale Virtual Reference Library

Beacham's Guide to the Endangered Species of North America, 6v, 2000
Biology, 4v, 2002
Encyclopedia of Small Business, 2nd ed., 2v, 2002
Gale Encyclopedia of Alternative Medicine, 2nd ed., 4v, 2005
Gale Encyclopedia of Cancer, 2v, 2002
Gale Encyclopedia of Genetic Disorders, 2v, 2002
Gale Encyclopedia of Medicine, 2nd ed., 5v, 2002
Gale Encyclopedia of Multicultural America, 2nd ed., 3v, 2000
St. James Encyclopedia of Popular Culture, 5v, 2000
World of Earth Science, 2v, 2003

Florida usage of Thomson Gale periodical databases has increased each year. The total number of **annual sessions registered by Florida public library patrons increased by 5.16%** (from 638,804 to 671,774 sessions) from 2003 to 2005.

Thomson Gale added more than 1,600 titles to its periodical databases in the past two years, with a strong focus on academic content. **The total number of periodicals available through InfoTrac databases now exceeds 10,300. Florida has access to all of them.** The number of peer-reviewed publications increased by more than 1200 titles in the last eight

months – with more than 400 signed in Q1 2006 alone. Aggressive goals have been identified for the remainder of 2006, securing InfoTrac's position as the largest, full-text periodical file.

Seventy-five percent of the full-text titles in our databases (4,300 periodicals) are unique to Thomson Gale. This represents more content than any other vendor, with more full-text and fewer embargoes. In 2005, **Florida patrons retrieved more than 1,283,478 full-text articles** from periodical titles unique to InfoTrac databases.

In the area of electronic health databases, Thomson Gale has continually edged above its competition with its **Health & Wellness Resource Center** and its **Health Reference Center-Academic** offerings. *Health & Wellness Resource Center* is a compilation of myriad health and wellness content in a well-designed, integrated interface that affords all of the content of the *Health Reference Center* with additional and enhanced content comprised of 986 indexed and abstracted health and medical journals, 769 or 78% of which are full text, 422 refereed journal titles, 432 imaged titles, 616 pamphlets (more than 75% are full text) and health content from 2,200 general interest publications, all coupled with a broad collection of the content of core Thomson Gale reference titles. Periodical coverage extends from 1980 to the present. In addition, Thomson Gale has added premium links to key health sites on the web - making this resource the ideal starting place for any health research. **Available January 2006, Gale is pleased to add health video from Healthology.** The new video library provides **over 700 streaming videos** covering 60 therapeutic areas. The videos run approximately four minutes in length, always have full transcripts, and are meant to inform and engage their viewers. The library also contains easy-to-read full-text articles and the option to subscribe to weekly e-newsletters for various topics to keep you informed of current events.

With a comprehensive list of health care topics and precision search and retrieval options, this database provides instant access in libraries and homes to the most carefully compiled and trusted medical reference materials. Full text of the following reference books are included in *Health & Wellness Resource Center*:

Body by Design: From the Digestive System to the Skeleton
The CareNotes System - Updates in 2005 and 2006
Clinical Reference Systems - Updates in 2005 and 2006
Consumer Health Information Source Book
Gale Encyclopedia of Cancer, 2nd edition - New edition loaded in 2005
Gale Encyclopedia of Childhood & Adolescence - Significant updates in 2006 for HWRC

Gale Encyclopedia of Genetic Disorders, 2nd edition
- New edition loaded in 2005
Gale Encyclopedia of Medicine, 2nd edition - Update
to 3rd edition in 2006
Harvard Special Health Reports - Updates in 2005
and 2006
Healthy Living
Medical and Health Information Directory, 18th
edition - New edition coming late in 2006
Mosby's Medical, Nursing, and Allied Health
Dictionary, 5th edition - New 6th edition coming
in 2006
The Patient's Guide to Medical Tests
PDR Family Guide to Nutrition and Health
PDR Family Guide to Over-the-Counter Drugs
PDR Family Guide to Prescription Drugs - Updates
coming in 2006
PDR Family Guide to Women's Health and
Prescription Drugs
USPDI: Volume 2, Advice for the Patient - Updates
in 2005 and 2006
Healthology Consumer Health Library, 700
streaming videos covering 60 therapeutic areas -
Weekly updates on rolling basis

In 2005, Thomson Gale launched **Thomson Gale PowerSearch**, offering platform enhancements in

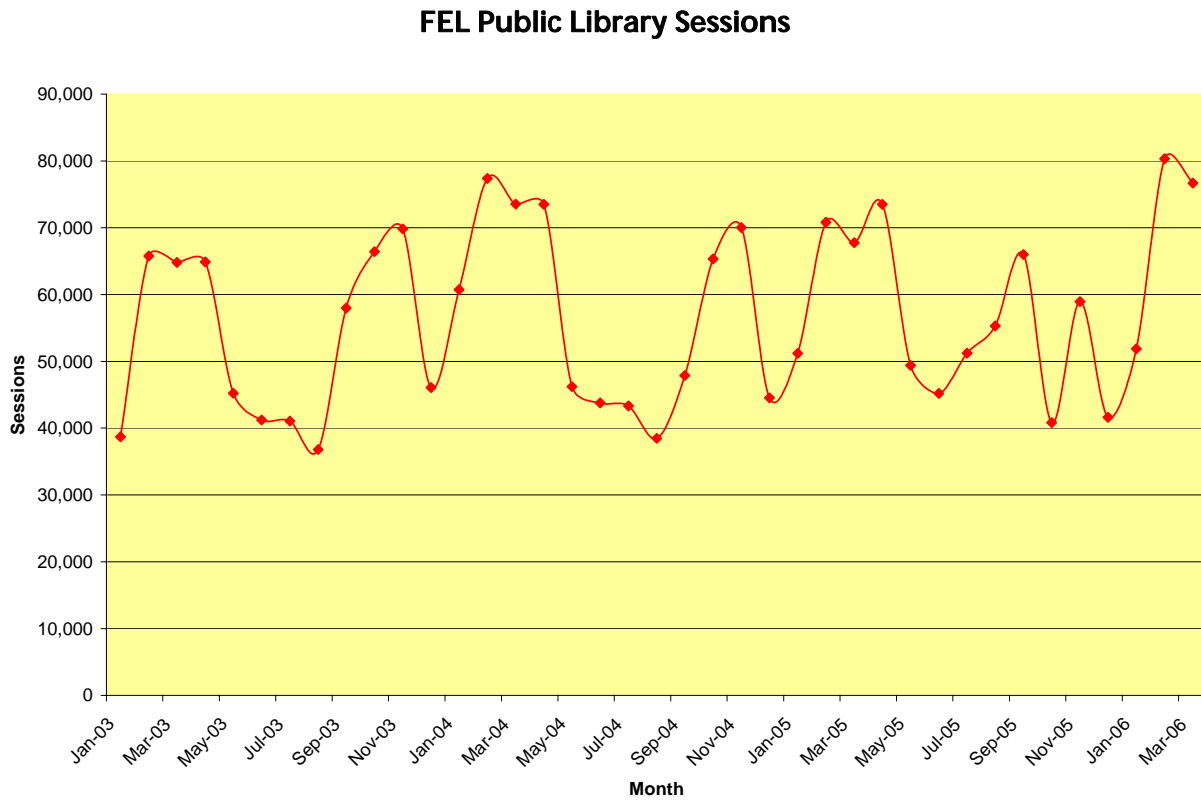
features and functionality that clearly establish Thomson Gale as the market leader in both content and technology. Since Thomson Gale is known for the quality and depth of its indexing, our new platform reveals controlled vocabulary in a new way, immediately directing patrons to the most relevant content. **In December 2005, a new feature was added to the databases that allows both the interface and content to be translated into a multitude of languages, including – Spanish, French, German, Italian, Japanese, Chinese, Korean, Russian and Portuguese.**

Thomson Gale's **AccessMyLibrary.com** is a new, free service that drives traffic from the open web to Florida libraries. Anyone in Florida using Google, Yahoo or any other search engine will soon find Thomson Gale articles mixed in with web results. When a user clicks on a link, the system will indicate that this article is available for free through FEL. Patrons with library cards can authenticate directly to the text.

Thomson Gale also recently launched the new **Customer Resource Center** with a goal of establishing customer service levels unequalled in our industry. The suite of services offered by the Customer Resource Center includes focused training, online help, order tracking, marketing support, and much more.

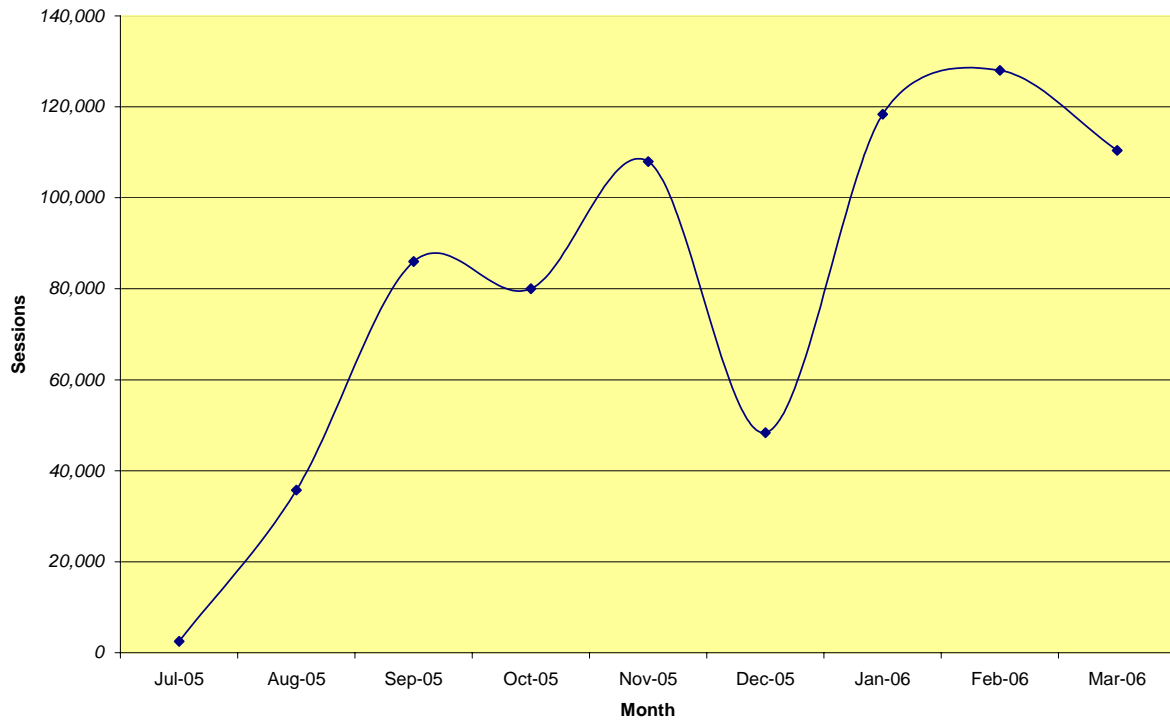
Database Usage

Overall FEL Usage January 2003 – March 2006 for Public Libraries



Overall FEL Usage July 2005 – December 2005 for School Libraries

FEL School Library Sessions



Database Search Term Usage

Through a customer search term analysis initiative, Thomson Gale is now able to provide libraries with subject analysis details of patron usage. This allows libraries to refine electronic and print collection development based on the often searched topics. The charts below show the top subject searches in Florida libraries in 2005:

InfoTrac OneFile by Market

TOP ONEFILE SEARCHES IN FLORIDA PUBLIC LIBRARIES 2005	
1	medical ethics
2	music
3	stem cell research
4	football
5	basketball
6	capital punishment
7	consumer reports
8	sports
9	soccer
10	abortion
11	cars
12	child abuse
13	esol
14	baseball
15	holocaust
16	fcatt
17	classroom management
18	cancer
19	stem cells
20	dance

TOP ONEFILE SEARCHES IN FLORIDA SCHOOL LIBRARIES 2005	
1	teen smoking
2	great white sharks
3	italian mafia
4	the scarlet letter
5	legalization of marijuana
6	a tale of two cities
7	heroes
8	jennifer lopez
9	marilyn monroe
10	nursing home abuse
11	pearl harbor
12	pit bulls
13	scarlet letter
14	the bermuda triangle
15	veterinarian
16	writer
17	dna
18	abuse
19	actresses
20	adhd and medication

Health and Wellness Resource Center by Market

TOP HWRC SEARCHES IN FLORIDA PUBLIC LIBRARIES 2005	
1	diabetes
2	breast cancer
3	sleep apnea
4	rheumatoid arthritis
5	lincoln
6	nutrition
7	cancer
8	arthritis
9	autism
10	depression
11	obesity
12	lung cancer
13	cholesterol
14	prostate cancer
15	colon cancer
16	multiple sclerosis
17	hypertension
18	alzheimers
19	aids
20	schizophrenia

TOP HWRC SEARCHES IN FLORIDA SCHOOL LIBRARIES 2005	
1	geriatrics
2	geriatric nursing
3	assisted suicide
4	spina bifida
5	genetic disorders
6	euthanasia
7	polio
8	stem cell research
9	down syndrome
10	alzheimer's disease
11	obesity
12	pregnancy
13	breast cancer
14	health care
15	cancer
16	diabetes
17	birth defects
18	als
19	schizophrenia
20	blindness

Superior Content

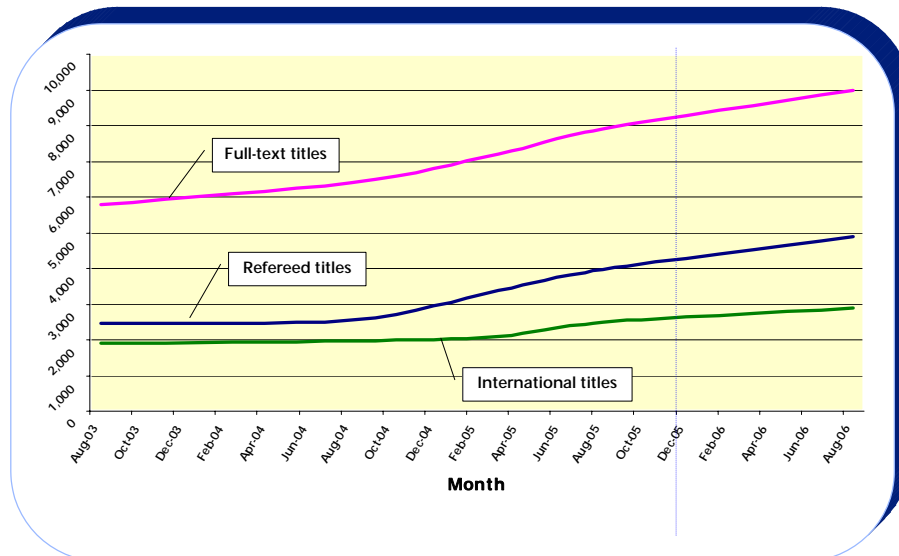
New titles added to Thomson Gale online resources

Product Growth	2003				2004				Today				2006				Full-Text Title Growth	Refereed Title Growth	Full-Text Title Growth	Refereed Title Growth
	Index and Abstracted	Full-Text	Full Image	Refereed	Index and Abstracted	Full-Text	Full Image	Refereed	Index and Abstracted	Full-Text	Full Image	Refereed	Index and Abstracted	Full-Text	Full Image	Refereed	Today vs. 2003	Today vs. 2003	2006 Expected	2006 Expected
	<i>InfoTrac OneFile</i>	9058	5023	3142	2467	9319	5163	3247	2562	10192	6002	3317	3840	11825	6558	3922	4400	119%	156%	109%
<i>Expanded Academic ASAP</i>	3364	2071	1644	1961	3528	2161	1731	2063	3848	2272	1779	2844	4408	3118	2104	4400	110%	145%	137%	155%
<i>General Reference Center Gold</i>	4033	3073	2087	682	4463	3491	2191	911	4539	3532	2178	989	4945	3870	2575	1075	115%	145%	110%	109%
<i>Professional Collection</i>	340	254	189	144	407	305	210	185	482	304	243	215	538	346	287	237	120%	149%	114%	110%
<i>InfoTrac Student</i>	486	427	235	41	554	489	234	81	557	470	226	81	618	538	267	87	110%	198%	114%	108%
<i>InfoTrac Junior</i>	154	147	75	2	217	206	75	13	216	204	75	13	237	237	89	14	139%	650%	116%	108%
<i>Business and Company Resource Center</i>	4031	3254	1805	437	4087	2990	1571	571	4089	3223	1495	587	5053	3548	1768	645	99%	134%	110%	110%
<i>Health and Wellness Resource Center with AHM</i>	847	639	428	352	931	697	441	377	987	740	449	607	1236	968	531	679	116%	172%	131%	112%

Not reflected in the above figures are a number of fresh agreements:

- A collection of 166 peer-reviewed publications from Springer-Verlag
- A collection of 43 peer-reviewed publications from Sage
- A collection of 66 peer-reviewed publications from Internet Scientific Publications
- A collections of 12 peer-reviewed publications from Science Publishers
- A collection of 11 refereed titles from the Lancet Publishing Group
- A collection of 9 refereed titles from Indiana University Press
- Blackgirl Magazine
- Comparatist
- Harvard Journal of Hispanic Policy
- Harvard Review
- Kennedy School Review and five other Kennedy School of Government publications
- Sky & Telescope

The Strength of InfoTrac



On an ongoing, systematic basis, Thomson Gale is increasing the number of academic journals in our databases. In 2005 and up until today, hundreds of peer-reviewed journals have been added to the databases. We are currently working on agreements with large, renowned publishers that will bring hundreds of their titles into InfoTrac. Special focus is being paid to the areas of science, technology and medicine.

Thomson Gale is also paying close attention to the Open Access movement and hopes to bring that content into our databases, as well. More than 100 open access journals have already been added to the databases as part of this initiative.

We will continue to ensure that InfoTrac maintains its status as the largest full-text, periodical file on the market – with more than 80 million full-text articles.

Unique Content

More than 75% of the full-text titles available through Thomson Gale are not available through the EBSCOhost platform. Nearly 600 of these full-text titles are active, peer-reviewed journals.

Included in the list are such titles as:

- Duke Law Journal
- Harvard Review
- The New Yorker
- New York Times
- Sky & Telescope
- The suite of Kiplinger's titles
- The suite of Euromoney titles

Unique Periodical Content

Over 3000 active, full-text titles not found in any other package...
20% of which is published outside the United States



How Unique?

Total, Gale <i>Unique</i> Full-text titles	4,348
Total, Gale <u>Active</u> <i>Unique</i> Full-text, Refereed titles	423
Total, Gale <u>Active</u> <i>Unique</i> Full-Text, International titles	538
% of Full-Text titles in InfoTrac that are unique to Gale	75%

On average, over 50% of the articles retrieved from InfoTrac databases are from titles unique to Gale.

Competitive Overview

Comparisons are based on title analysis of Thomson Gale's InfoTrac databases; EBSCO's Academic Search Premier, MasterFile Premier and Business Source Premier; and the ProQuest Company's ProQuest 5000 – a collection of 16 periodical databases.

Important factors that affected counts:

- Only true periodical titles with ISSNs were counted. Newspaper titles were not included.
- Any articles under embargo during the time period reported were not considered full-text (this explains the small number of articles added to EBSCO products in 2004 – nearly 50% were embargoed when they were added).
- Title counts are based on the latest lists provided by the publishers on their sites.

More Titles, More Full-Text



	Total Periodicals	Total Full-text Periodicals	Total Full-text Articles	Total Full-text articles added in 2004	Refereed full-text articles added in 2004
INFOTRAC	11,333	8,509	79,557,992	6,375,868	99,867
EBSCO	9,929	6,110	5,108,643	399,947	97,013
PROQUEST	9,922	5,344	23,529,495	2,629,845	90,235

More than 1000 new titles added to InfoTrac in 2005

More than 600 of them were peer-reviewed journals

The Strongest Roots

LIBRARYJOURNAL	
The 50 best reference sources of the millennium	
1.	Webster's Third International Dictionary (Merriam Webster)
2.	World Almanac & Book of Facts (World Almanac)
3.	Times Atlas of the World (Times Bks.)
4.	Statistical Abstract of the United States (Government Printing Office)
5.	Oxford English Dictionary (Oxford University Pr.)
6.	Bartlett's Familiar Quotations (Little, Brown)
7.	Encyclopaedia Britannica (Encyclopaedia Britannica)
8.	Encyclopedia Americana (Grollier International)
9.	Infotrac (Gale)
10.	Readers's Guide to Periodical Literature (H.W. Wilson)

Of all the periodical aggregators, only InfoTrac made the cut. InfoTrac ranked as the 9th best reference source of the millennium.

- The factors the selectors considered:*
- Overall usefulness of the source
 - Originality of concept and data
 - Importance to a particular discipline
 - Longevity
 - Practicality today

Gale's periodical brand – InfoTrac® – revolutionized the information industry by becoming the first database of aggregated periodicals. InfoTrac was named by *Library Journal* as 9th best in the “Top 50 Reference Sources of the Millennium” – a list that included no other content aggregator. Thomson Gale will ensure that the InfoTrac suite of products continues to lead the market in innovation and content quality.

Fewer Roadblocks

Thomson Gale has fewer embargoes than any other aggregator. Unlike other aggregators, whose databases are nearly 50% embargoed (with those embargoes averaging 11 months), Thomson Gale databases, at most, are 4% embargoed. Thomson Gale embargoes average three months. This means that searchers looking for full-text find it with one click, rarely having to wait until the publisher makes it available.

No Roadblocks

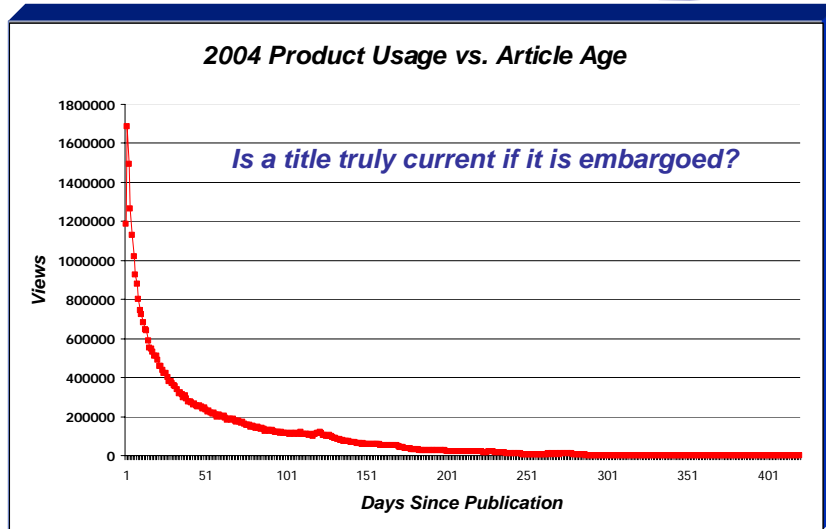


	Total Periodicals	Total Full-text Periodicals	Total Embargoed Periodicals	Average Length of Embargo	% of Full-text Content Embargoed
	11,333	8,509	327	92 days	4%
	9,929	6,110	2,886	330 days	47%
	9,922	5,344	565	300 days	11%

Why currency *is* important



Based on usage analysis, Thomson Gale determined that the vast majority of users are retrieving articles that are no more than 50 days old. If content is embargoed for nearly 1 year, very few patrons are accessing the full-text once it becomes available to them.



More Active, Full-Text in Every Subject

When comparing Thomson Gale resources to those offered by EBSCO, InfoTrac is a leader in every publication subject category – with more active, full-text titles are available in each category.

	Total Titles		Total Active, Full-Text		Total Embargoed		Actual Active, Full-Text	
	ONE FILE	EBSCO Academic Search Premier	ONE FILE	EBSCO Academic Search Premier	ONE FILE	EBSCO Academic Search Premier	ONE FILE	EBSCO Academic Search Premier
Arts and Humanities	1033	624	409	318	31	141	378	177
Business and Economics	3560	500	1800	218	191	118	1609	100
General Interest, News and Opinion	591	610	225	202	9	49	216	153
Science, Technology and Medicine	1977	4246	789	1862	47	1241	742	621
Social Sciences	2866	2215	724	1308	44	691	680	617

Thomson Gale's definition of active, full-text:

Users can access the latest issue of a periodical, full-text with no embargo.

High-Quality Content

High-quality Content



	Full-text titles in Magazines for Libraries	Active, Full-text titles in Magazines for Libraries
INFOTRAC®	2,642	2,474
EBSCO HOST	2,486	2,326
ProQuest	2,099	1,971

"There is nothing comparable to Magazines for Libraries™... a valuable tool for collection development [it] should be considered by academic and public libraries."
- BOOKLIST

"It is an indispensable resource for all libraries, especially medium to large public libraries and all academic and research libraries."
- THE SERIALS LIBRARIAN

Thomson Gale does not only focus on the quantity of titles, but also pays close attention to the quality of the content. Thomson Gale has more titles reviewed positively by *Katz Magazines for Libraries* than any other aggregator. This ensures that the titles deemed to be a necessary part of every library's core collection are available full-text and fully indexed. We select titles with the highest scrutiny; further, we analyze end-user search behavior to ensure that the content we add is the content that will meet user needs.

Thomson Gale Training

Below is a summary of the training sessions provided to FEL in 2005.

2005	Number of Sessions	Databases	Number of Attendees
April	6	all	50
July	2	all	20
Sept	2	all	25
Nov	1	all	20
Totals	11		115

Listed below are some of the training options available to Florida Libraries. Customized training sessions can also be created to meet a specific need.

Thomson Gale Database Overview (one-half day)

This hands-on class is an overview of the content, special features and search options of all Thomson Gale databases provided by FEL. The presentation will cover support resources available on FEL and Thomson Gale web sites.

This workshop covers:

- Content included in each database
- Differences between and when to use each database
- Special database features
- Efficient search strategies
- Time for independent learning
- Support resources available on the FEL and Thomson Gale web sites

Gale Database: Train-the-Trainer (full day)

This training combines hands-on training and group work that focuses on integrating the Thomson Gale databases into the public/staff training program at your library. All participants will return to their libraries with training course outlines created by the class. The class structure consists of a three-hour review of the Thomson Gale databases, followed by an in-depth review of training materials at the FEL and Thomson Gale Web sites. During the latter part of the day, the class breaks into groups to brainstorm and create lists of training classes for libraries that could include the Thomson Gale databases. Each group then chooses one training session and presents the objectives of the class, class outline, training materials needed, audience for the class, length of class, etc. Each group then makes a short presentation describing their training session. Copies of the training class ideas and outlines created by each group can be distributed to all attendees.

This workshop covers:

- Content included in each database
- Differences between and when to use each database
- Special database features
- Efficient search strategies
- In-depth look at support resources available on the FEL and Thomson Gale web sites
- Training ideas

New Developments

Thomson Gale PowerSearch

The new Thomson Gale PowerSearch platform allows users to cross-search all of their resources from one, easy-to-use interface. The features available in this new platform far surpass those offered by our competitors and the content behind the platform is unmatched. Through this service, Thomson Gale becomes the only publisher in the world capable of combining *in one search* renowned, proprietary reference, the largest full-text periodical file in the business, multimedia content, news content, and rare primary source material.



Thomson Gale PowerSearch brings the following new features to Thomson Gale products:

- Cross-search multiple products with full functionality
- "How to Cite" tool with multiple citation formats
- Browseable indices
- Content folders – Reference, Magazines, Newspapers, Multimedia
- Up to five branding links
- Enhanced Infomark capability
- Custom collections – create custom collections of eBooks and periodicals for your individual libraries
- Subject-assisted search – A subject guide appears on every basic search
- Numerous limiting options
- Enhanced Advanced Search

Interface and Content Translation Services

Automatic interface **and** content translation into the following languages:

Spanish
French
German

Russian
Portuguese
Japanese



The same article, translated into Spanish:



AccessMyLibrary.com

What is AccessMyLibrary.com?

This service is brought to you by Thomson Gale, one of the world's largest publishers of reference information. Thomson Gale has been serving the information needs of libraries for over 50 years and is a recognized advocate for libraries around the world. As a champion for the needs of libraries, Thomson Gale recognizes that the open web and internet search engines are changing the way your patrons are looking for information. We are making it our mission to make sure that many of your premium resources are 'findable' when your users turn to a search engine.

How does the service work?

Today, when individuals in Florida are looking for information, many of them turn to Internet search engines. While these search engines are useful for many things, they do not let users know about important information resources that you have already purchased on their behalf that are available in your libraries ... until now.

We have invested in new technology and systems to help bring more people in your community into your libraries. By letting search engines 'see' portions of content from the products you have trusted for years, users of search engines will find Thomson Gale content in their search results and enjoy convenient access to full text premium content through your libraries.

Who will be able to access Florida's resources?

Any individual who wishes to access full-text content from Thomson Gale through this service authenticates through a simple process to their library's account. If the user is trying to access the articles while in a library, the authentication is automatic. Once authenticated, a user will have seamless access to Thomson Gale products and other services from your library.

Which Florida's resources are in the service?

More than 20 million full-text InfoTrac articles and a large number of Gale Virtual Reference Library eBooks are available through this service at the present time.

Why is this good for Florida?

We respect and appreciate the importance of libraries and the role they play in society. We have heard from many librarians that it can be difficult for them to effectively market their value to their students and communities. We have also heard from librarians that the popularity of search engines has made it even more challenging to make sure that your students and patrons start their search for information in your library. Thomson Gale has invested in content, systems and technology, as well as worked with leading search engines, to help bring users of search engines into your online library resources.

ACCESS my LIBRARY
Search Information That Libraries Trust

SEARCH

Home | Advanced Search | Browse by Discipline

CONNECTING YOU WITH INFORMATION YOU CAN TRUST

Discover books, eBooks, journals, articles, video, audio, streaming, and more. Perfect for research, current and at the highest level - and it's simple and easy to use.

TOP FIVE SEARCHES

- 1. [Learn lessons about art, music, architecture, advertising, art, and rich culture.](#)
- 2. [Use social media and content analysis, learn virtual events, tables, copyright, ebooks.](#)
- 3. [Read authors and learn about their lives, books, and more.](#)
- 4. [Learn lessons about art, music, architecture, advertising, art, and rich culture.](#)
- 5. [Use social media and content analysis, learn virtual events, tables, copyright, ebooks.](#)

WHAT PEOPLE ARE SAYING...

"Thomson Gale has set the standard for outstanding quality information. Their authoritative content is accurate, current and at the highest level - and it's simple and easy to use!"

Sharon Vincent
Head, Adult Services
Farmington Community Library

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ACCESS my LIBRARY
Search Information That Libraries Trust

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CONNECTING YOU WITH INFORMATION YOU CAN TRUST

BUY THIS ARTICLE

LOG-IN WITH YOUR LIBRARY CARD

AccessMyLibrary is a fast, easy way to access your library online. Just enter your zip code below to locate your local library and view this article for free.

Enter your zip code for access to this article: 43002

CHOOSE YOUR LIBRARY TO CONTINUE

- Columbus Metropolitan Library
Evening Park Location
1544 E. Livingston Avenue
Columbus, OH 43209
- Columbus Metropolitan Library
Evening Park Location
1544 E. Livingston Avenue
Columbus, OH 43209
- Columbus Metropolitan Library
Dublin Location
2940 N. High Street
Dublin, OH 43017
- Columbus Metropolitan Library
Dublin Location
2940 N. High Street
Dublin, OH 43017

Through our intimate understanding of how search engines work, we have designed a service that will make content from the products you have subscribed to 'visible' to search engines, while at the same time, making it easy for authenticated members of your library to access full-text content from your premium databases. You'll enjoy increased exposure of your resources, increased usage of the products in which you have invested, and you'll be reaching individuals in your community - even if they did not intend to go to their library.

Customization

With Thomson Gale PowerSearch comes the ability to customize. In addition to the hundreds of interface customization options, comes the new ability to create custom products.

Thomson Gale is the only vendor that allows customers to choose a collection of periodicals and combine them with a collection of eBooks to create a comprehensive resource in a specific discipline.

For example, using the 11,300 periodicals available to them through InfoTrac, and the eBooks that Florida has access to through the Gale Virtual Reference Library, libraries can create small databases to meet specific needs – **for free!** Here's a scenario:

1. Library A has access to Expanded Academic ASAP
2. Patrons using the product tend to search on foreign policy topics the most
3. Thomson Gale recognizes the trend and associated need and informs librarian
4. A custom collection of foreign policy journals and eBooks is created
5. The collection packaged as a new product designed specifically for that library
6. Introducing: **Library A's Foreign Policy Collection**

Some recently created eCollections:

- *Criminal Justice eCollection*
- *Educators eCollection*
- *Diversity Studies eCollection*
- *Pop Culture eCollection*
- *Psychology eCollection*
- *Religion & Philosophy eCollection*
- *Small Business eCollection*
- *War and Terrorism eCollection*

Thomson Gale eBook Subcollection Manager

As your eBook reference collection grows, Gale Virtual Reference Library's Subcollection Management Tool gives you greater flexibility to optimize usage of every title and every volume in your collection. You can now organize your eBook collection just like a brick and-mortar reference desk, yet continue to share volumes with an unlimited number of users. This easy-to-use collection development tool is free to all Gale Virtual Reference Library customers – available through a new module of the IT Config customization and administration program.

With this tool, you can manage your eBook collection in order to:

- Drive usage of the eBooks in your collection
- Help end users quickly find the information they need
- Create better links from subject sites, course pages, homework areas
- Provide content to young users based on appropriate reading level
- Create a link to cross-search all volumes in a series (e.g., Business Plans Handbook)

From the Subcollection Manager home page you can:

- Create a new subcollection
- View or modify previously created subcollections
- Manage subcollections of an institution, location or multiple sites
- Name your subcollection and add a description.

Future Planned Developments

Continued enhancements of the new Thomson Gale PowerSearch interface, including:

- Monthly platform releases that bring new features to all products
- Additional foreign language translation capabilities
- New interface customization application which includes:
 - Alerting service
 - Named-user account set-up
 - Expanded configuration options
 - Further content customization options

Additional quality content/features for Academic libraries

- Strong focus on Science, Technology and Medical journals
- Cross-reference linking between articles/DOIs
- Expanded PDF backfiles
- Scholarly Journals tab
- Continued, authoritative indexing
- Additional Customer Resource Center services
- Online and live training
- Searchable repository of help materials and guides
- Search term usage on demand
- Customized reports that inform customers of what search topics are used most frequently
- Reporting on which database features are most used
- Information regarding which subjects are important and associated trends
- Enhanced marketing services and customized marketing materials
- Continued library advocacy through the full launch of AccessMyLibrary.com

THOMSON GALE TEAM

Florida is served by:

Ed McBride	Senior Vice President, Customer Resource Center
Helen Wilbur	Vice President, Consortia and Major Accounts
Mary Mercatante	Vice President, Marketing
Ron Stefanski	Vice President, Public Library Sales
Gary Ross	Senior Director, Technical Sales
Tim Turner	Account Executive, Public Library Sales
Robin Heston	Account Executive, K-12 Library Sales
Martin Borg	Large Account Technical Specialist
Ed Gron	Manager, Training and Content Support Group