

2009

2009 Charleston Conference -- 29th Annual Issues in Book and Serial Acquisition

Editor

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Recommended Citation

Editor (2009) "2009 Charleston Conference -- 29th Annual Issues in Book and Serial Acquisition," *Against the Grain*: Vol. 21: Iss. 3, Article 42.

DOI: <http://dx.doi.org/10.7771/2380-176X.2342>

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2009 Charleston Conference — 29th Annual Issues in Book and Serial Acquisition

Call For Papers, Ideas, Conference Themes, Panels, Debates, Diatribes, Speakers, Poster Sessions, Preconferences, etc. ...


NEW 2009 Conference Theme — “Necessity is the Mother of Invention”

Wednesday, November 4, 2009 — Preconferences and Vendor Showcase
Thursday-Saturday, November 5-7, 2009 — Main Conference
Francis Marion Hotel & Embassy Suites Historic District, Charleston, SC

If you are interested in leading a discussion, acting as a moderator, coordinating a lively lunch, or would like to make sure we discuss a particular topic, please let us know. The **Charleston Conference** prides itself on creativity, innovation, flexibility, and informality. If there is something you are interested in doing, please try it out on us. We'll probably love it...

The Conference Directors for the **2009 Charleston Conference** include — **Beth Bernhardt**, Principal Director (UNC-Greensboro) <beth_bernhardt@uncg.edu>, **Glenda Alvin** <galvin@Tnstate.edu>, **Adam Chesler** <adam.chesler@cox.net>, **Cris Ferguson** (Furman University) <cris.ferguson@furman.edu>, **David Goodman** <dgoodman@princeton.edu>, **Chuck Hamaker** <cahamake@email.unc.edu>, **Heidi Hoerman** <hoerman@sc.edu>, **Tony Horava** (University of Ottawa) <thorava@uottawa.ca>, **Ramune Kubilius** (Northwestern Health Sciences Library) <r-kubilius@northwestern.edu>, **Corrie Marsh** <cmarsh12@hotmail.com>, **Heather Miller** (SUNY-Albany) <hmiller@uamail.albany.edu>, **Jack Montgomery** (Western Kentucky University) <jack.montgomery@wku.edu>, **Audrey Powers** (UFS Tampa Library) <apowers@lib.usf.edu>, **John Perry Smith** (Total Information Inc.) <jps@totalinformation.com>, **Anthony Watkinson** (Consultant) <anthony.watkinson@btopenworld.com>, **Katina Strauch** (College of Charleston) <kstrauch@comcast.net> or www.katina.info/conference.

Send ideas by **July 31, 2009**, to any of the Conference Directors listed above.

Or to: **Katina Strauch**, MSC 98, The Citadel, Charleston, SC 29409
843-723-3536 (voice) 843-805-7918 (fax) 843-509-2848 (cell)
<kstrauch@comcast.net> <http://www.katina.info/conference> 



Crowd Control

Column Editor: **Xan Arch** (Electronic Resources and Technology Librarian, Stanford University Libraries, Stanford, CA 94305-6004; Phone: 650-725-1122; Fax: 650-723-4775) <xanadu@stanford.edu>



Column Editor's Note: *Can the library crowd help me out? See the end of the column... — XA*

What do your customers think about you? Do you know? Libraries, vendors, and publishers all have a stake in pleasing their target audiences but have different methods and different success rates in asking these audiences what they think and what they would like to see. Are there new ways we can connect with customers that will bring in the opinions and ideas that we may be missing? **Jeff Howe**, a writer for *Wired*, invented the term “crowdsourcing” and defines it as “the act of taking a job traditionally performed by a designated agent (usually an employee) and outsourcing it to an undefined, generally large group of people in the form of an open call.” Crowdsourcing is not just for jobs or tasks, however, but can also be for gathering ideas or feedback.

A few weeks ago, I attended the **Web 2.0 Expo** in San Francisco and caught an interesting presentation at the **Salesforce.com** exhibit booth. The presentation was about using **Facebook** and **Twitter** in conjunction with **Salesforce.com**. **Salesforce** is a large software company that makes Customer Relationship Management (CRM)

products. CRM software allows a company to track their customer accounts, respond to customer problems and suggestions, and follow up on leads for new customers. **Salesforce** is using **Facebook** and **Twitter** as ways for their corporate customers to gather feedback and ideas from users and push out solutions to users as needed.

The presenter first talked about their new partnership with **Facebook**. The idea is to have a page in **Facebook** where users can submit ideas for a product or a company. **Starbucks**, the example used in the presentation, has its own Website for this purpose, where customers send in ideas for new types of coffee drinks, or other improvements to the brand. Other users can vote on ideas and the company uses the input to guide development. While the Website has generated a fair amount of traffic on its own, moving the site to **Facebook** has some definite advantages. On **Facebook**, when a user adds content to a company page, such as an idea for **Starbucks**, this action is displayed to their friends as news. This means an application has a way to reach new users quickly. If you suggest through **Facebook** that **Starbucks** start serving pizza, your friends will see this suggestion, may have an opinion about your suggestion, and thus may be prompted to enter the **Starbucks** application and join the discussion. This is crowdsourcing

— bringing together opinions and ideas, sometimes anonymously, from a large group of people.

How can we use this? We don't necessarily need to bring together large numbers of suggestions in the same way as **Starbucks** but we do want to provide a place for dialogue about our services. A **Facebook** presence for a library or library-related company can be a less structured way to ask for feedback or to learn more about your users. When you have your users as “friends,” **Facebook** can also be a way to reach a wider group of potential customers as your friends interact with your **Facebook** page. Your posts and updates on **Facebook** reach your “friends,” but any time they comment on your updates or any time a new person becomes your friend, their wider group of friends is notified. This way your presence or your request for feedback can spread through your potential customer base.

The use of **Twitter** discussed in the **Salesforce** presentation was equally interesting. With **Twitter** use ramping up in the last few months, the site has become a place to find information, network, and comment on products. **Salesforce** has partnered with **Twitter** to pull comments (or “tweets”) about a company's products directly

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