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Sustainability in Collection Development: Seeing the Forest and the Trees

by Karen Christensen (CEO, Berkshire Publishing; Phone: 413-528-0206) <karen@berkshirepublishing.com>

One of the things that makes academic publishing such a pleasure is that we create new ways for people to get information from the world’s experts, and new ways for those experts to reach a wider audience. I myself became an expert on environmental living, and a “green” author with books published in many languages, because as a young mother in London I asked so many questions about my baby’s food, water, air, and future.

Today, I continue to ask questions and have the privilege of working with hundreds of experts on all aspects of environmental sustainability. I’m dazzled by the range of analysis that’s being done. When it comes to understanding the impact of our everyday choices, however, we haven’t come far enough. There’s far more knowledge of specific issues than there was 20 years ago but not much more awareness of the big picture. We see the trees, but we still aren’t seeing the forest.

That expression has a concrete application when it comes to libraries and publishers. The “Building Sustainable Libraries Survey” we ran recently (see preliminary details on p.16) shows much emphasis on reducing paper use but little awareness of the impact of digital technologies. We seem still to be, quite literally, seeing only the trees. I wrote about this issue in Against the Grain last January, as well as in the UKSG Serials journal, and now present a group of articles in this “Sustainability” issue that will help readers see the forest—the bigger picture.

Our focus here is environmental sustainability, which means using resources and interacting with the natural world in ways that will not reduce what is available to future generations. Merilyn Burke, University of South Florida, provides a fine overview of collection development challenges, while Tony Horava, University of Ottawa, digs into how sustainability affects collection management.

In “Getting There from Here,” environmental historian Michael Smith, Ithaca College, also looks at travel and professional conferences in terms of social welfare, an aspect of sustainable development. Maria Jankowska, UCLA, contributes an overview on “Practicing Sustainable Environmental Solutions.”

A useful case study of how sustainability issues are being incorporated into many programs and disciplines has been contributed by Roxanne Spencer of Western Kentucky University, and we include a summary of results from the survey that was circulated to all contributors and contacts for Berkshire Encyclopedia of Sustainability, to Berkshire’s library contacts, and via Against the Grain’s e-newsletter. Statistician Justin Miller, a doc—continued on page 16

If Rumors Were Horses

Whew! This fall/winter has been a whirlwind! First was the 30th Charleston Conference that went very well (except for the rain, only the second time in 30 years!), then the christening of my granddaughter (9 months), and then Thanksgiving and Christmas! What’s next. Oh yes, 2011, coming up!

Let’s see. Big news that Congressional Information Service (CIS) and University Publications of America (UPA) have been acquired by ProQuest from LexisNexis just after Thanksgiving. CIS and UPA editorial staff members will join ProQuest and will continue to be based in their Bethesda (MD) offices. Product names will remain the same, but will begin to include the ProQuest brand in 2011. Customers can find answers to their questions about the transition from LexisNexis to ProQuest at www.proquest.com/go/CISUPAinfo. www.against-the-grain.com/

Plus, it was great to hook up with the sexy Simon Beale of ProQuest during the Charleston Conference Gala Reception on Thursday night!

And just heard from the incredibly hard-working Beth Bernhardt who says that her daughter Anna is engaged! James proposed to Anna Monday night a few weeks ago! I guess Beth is already shopping for her mother-of-the-bride trousseau! (or am I out of date?)

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Karen Christensen is a publisher and writer who specializes in sustainability, social networking, and China. She is the owner and CEO of Berkshire Publishing Group, which she cofounded, and in China. She was senior academic editor of the award-winning Encyclopedia of Community (Sage 2004) and is the author of popular environmental books translated into French, German, Chinese, Japanese, Korean, and Thai. She began her career in London, working at Blackwell Science and for Faber & Faber and the T.S. Eliot Estate. This range — from science to literature — characterizes her activities today. She is the author of Home Ecology, Eco Living, The Green Home, and The Armchair Environmentalist, about which Lester Brown wrote, “Filled with wisdom...[there is] more environmental advice in this crisp, tightly written volume than in anything I’ve seen to date.” She divides her time between the Berkshires and New York City and is writing a book about the search for community entitled A Smaller Circle (www.asmallercircle.com).

Building Sustainable Libraries Preliminary Survey Results

by Justin Miller, M.P.A. (Doctoral Student, Adult, Higher & Community Education, Green Funding Specialist, Council on the Environment; Phone: 765-285-5085) <jmillerr5@bsu.edu>

Guest Editor’s Note: The “Building Sustainable Libraries Survey” gathers information on sustainability efforts at academic libraries across the United States. These preliminary results will be followed by a final report, in greater depth, released next year by Berkshire Publishing Group and Against The Grain. — KC

Over 1/4 (26.9%) of respondents have a sustainability-related degree or research center.

On average, over 1/2 (56.1%) have taken steps to green computer equipment purchasing and services, with the most popular being sharing printers (95.8%), recycling of equipment (87%), and examining cloud computing (71.4%).

As an area for improvement, on average, only 1/4 (23.7%) of institutions chose books based on sustainability criteria, and no institutions report asking suppliers about books sourcing or supply chain.

While over half (56%) of respondents favor electronic resources, fewer (40%) have data on the printing of these resources, and no institutions have inquired on the vendor holding an Environmental Product Declaration.

With the exception of scientific and economics/business journals, the majority of respondents feel that available resources on environmental sustainability are “satisfactory.”

On average, almost 1/3 (30.8%) of respondents have implemented some sustainably positive physical changes, with natural lighting, LCD monitors, computer shut downs, and low-water landscaping being the most popular.

On average, almost 3/4 (72.6%) of respondents have implemented sustainably positive changes in terms of supplies, with paper recycling bins (100%), recycle-content paper supplies (96.2%) and the encouragement to reduce office supplies and paper (96.2%) being the most popular.

Over half of respondents belong to AASHE and/or are signatories of the ACUPCC. None of the respondents thought their institution had signed the Talloires Declaration (see pages 18 and 30).