People Profile: Sam Brooks

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getting to know employees and making decisions regarding the future. We will be bringing product support into our Iopwich operation. As decisions are made, we will be communicating appropriately.

**ATG:** Is EBSCO contemplating any other ground shaking mergers that you’d like to give ATG the scoop on?

**SB:** EBSCO believes strongly that the best possible search results come from a relevance ranking algorithm built on searching a combination of full-text and high-quality subject indexing from controlled vocabularies. This means we will continue to be the leader in licensing full text and in acquiring subject indexes. Other than H.W. Wilson, I don’t have any I can report today, but it’s safe to say that we are interested in talking to any provider of high-quality subject indexes or any other publisher of valuable research databases.

### Rumors
from page 34

Librarian at Purdue are planning to guest edit the February 2012 issue of ATG!! They are planning this in between having babies and all that! Both Mark and Charles. Charles and his wife Heather just welcomed Alexander and we hope to hear about Mark and his wife’s new addition soon! Oh! And, my husband and I gave both of our children three names instead of two, that’s in addition to the last name and, boy, have they complained about it. So — I was gratified to learn that Charles and Heather gave their child three names — Alexander Lloyd Duncan. And Charles has three names as well — Charles Thomas Godfrey as does Anthony — Anthony Richard Kirk. It’s tradition! And Charles says that he’s trying to “keep everyone [in the family] happy.” Is that a future Charleston Conference theme?

Met one of the most energetic people that I have ever encountered the other day! Ava Jordan of BookConsignments.com based in my back yard — Summerville, SC. Ava is planning to attend the Conference both as an exhibitor and an attendee which is great. She says that she got so many suggestions that she attend from librarians in South Carolina and everywhere! Like Wow! Thanks, Guys and Gals!

Speaking of the 31st Charleston Conference, the registrations are rolling in! More than last year even! Surprising! We are planning for a third overflow room (if possible) for Plenary year even! Surprising! We are planning for a 17 long-standing advisory boards and numerous focus groups. I’ve also considered it important to be active in library science literature, and have written papers in major library science journals, e.g., Serials Review, The Library Quarterly, Portal: Libraries and the Academy, Information Technology and Libraries. Journal of Academic Librarianship, etc., as well as the library publications of more than a dozen countries, including Hungarian Journal of Library & Information Science (Hungary), KLC Journal (Kazakhstan), EBIB (Poland), Librarianship (Russia), Journal of Educational Media & Library Sciences (Taiwan), and many others.

I co-edited a book for The Haworth Press (now Taylor & Francis Informa) entitled “Library/Vendor Relationships,” published simultaneously as an issue of The Journal of Library Administration (Vol. 44, Nos. 3/4.). I have participated in panel discussions on open discussions, including ACRL Chapter meetings, IFLA, the Charleston Conference, ALCTS Networked Resources and Metadata Committee Meeting, International Congress of Information, LITA Technology and Access Committee Meeting, NLA Tri-Round Table (Technical Services, Information & Technology), etc. I’m a member of the EBSCO Founder’s Club, and after 20 great years with the company, I can’t imagine working anywhere else.

**MOST MEMORABLE CAREER ACHIEVMENT:** I guess I need to give you two answers, because one is personal and one is professional, but both are career accomplishments. From a personal standpoint, it is not even close. I’ve traveled to 92 countries with EBSCO, and much of that travel was to developing nations. We sought and gained special permission from publishers to make extraordinary offers to governments in emerging countries, and then we traveled to meet with ministers of education, science & technology, etc. to attempt to convince them of the value of national licenses for full-text journal databases for their universities and hospitals. This was hugely successful and, today, EBSCO has more than fifty national licenses with most of those being developed nations. From a purely professional standpoint, I believe it would have to be participating in the decision to listen to our advisors and put an unprecedented investment in time and funding into EBSCO Discovery Service (EDS). We started development as early as other discovery services, but made a conscious decision to delay the release so we could incorporate content and features that would give our service tremendous long-term advantages over those other services. It was a risky decision, because it gave our competitors the ability to get a head start in selling their services, but I believe strongly that it will prove to have been the right decision for EBSCO and for libraries.

**HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS:** Libraries (and library vendors) are competing with Google for the attention of end users. This is perhaps the most important mid-term and long-term issue facing our industry. Libraries and library vendors have many things that are not available free on the Web, but perhaps the greatest differentiators are valuable full-text sources (such as journals, magazines, and books) and high-quality subject indexing from controlled vocabularies. It is the segmentation of library collections, and the abundance of platforms, that makes it difficult for end users to realize the true value of the library (and its vendors). I believe that within five years, the majority of academic libraries will have a discovery service — in an attempt to address this issue. The service that does the best job of leveraging the strength of the library collection (for-fee, full-text sources and high-quality subject indexing) will be the one that is prevalent five years from now. In addition, I think we will see a big shift from print books to eBooks (hence EBSCO’s acquisition of NetLibrary and development of eBooks on EBSCOHost), and I believe we will see an explosion of usage of library resources via smartphones, e-readers and tablets. The EBSCOHost iPhone app has experienced a remarkable number of downloads, and we are working with an Android expert that we also expect to have massive usage within five years. Libraries and their vendors must embrace all of these changes, as they will make us more relevant, rather than less relevant, if we handle them properly.