2013

Back Talk/Library Dreams

Anthony W. Ferguson
anthony.ferguson185@gmail.com

Follow this and additional works at: http://docs.lib.purdue.edu/atg

Part of the Library and Information Science Commons

Recommended Citation
Ferguson, Anthony W. (2013) "Back Talk/Library Dreams," Against the Grain: Vol. 25: Iss. 1, Article 15.
DOI: http://dx.doi.org/10.7771/2380-176X.6416

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
than clustering eBook management decisions annually, collection reviews may be made in response to vendor offers throughout the fiscal year, and usage reports are pulled and examined to support purchasing decisions per platform as needed.

We are still facing the fact that our select eBook vendors have not congregated around a primary metric. We will now be providing a split metric overview usage report, with the preferred COUNTER Book Report 2 (Number of Successful Section Requests by Month and Title) competing with the second gathered metric of the Book Report 1 (Number of Successful Title Requests by Month and Title). Where the COUNTER Book Report 3 (Turnaways by Month and Title) is applicable, the data may inform future expansion of access, when such options are financially feasible. A single platform currently houses a high percentage of eBook titles under simultaneous usage restriction. This collection has now moved to a platform where the Book Report 3 is available for analysis. Usage for scattered eBooks available on database platforms is not routinely examined or reported, as of now.

Continuity of access is a key factor in analyzing usage and is closely tied to judicious use of collection funds. Raw vendor reports are retained and archived for future reference. Each genre has a dedicated overall fiscal year compilation spreadsheet where the primary arrangement is by vendor or publisher. Ideally, usage statistics would be reductive to one all-encompassing metric. But in the interest of granular examination of usage, for the time being, we are pursuing the worthy goal of comparing apples to apples until such time being, we are pursuing the worthy goal of comparing apples to apples until such time.

Future trends and events will necessarily dictate a reflection on existing practices and drive procedures. Emerging and expanding services models, such as patron-driven acquisition (PDA), may influence renewals and prove to be a more cost-effective and responsive option than outright subscriptions or purchases. We will actively consider implementation of a proprietary third-party usage gathering or loading tool, pending available funding. We recently launched a discovery service, and after the three genres remain in the usage statistics and analysis of trends. Reports in this format must account for such variables as the occasional database and e-journal migration, with the resultant potential overlapping transitional usage data. Other factors challenging continuity in reporting include the detailing or documenting of cancellations or cessations, titles changes, and significant product upgrades.

Future trends and events will necessarily dictate a reflection on existing practices and drive procedures. Emerging and expanding services models, such as patron-driven acquisition (PDA), may influence renewals and prove to be a more cost-effective and responsive option than outright subscriptions or purchases. We will actively consider implementation of a proprietary third-party usage gathering or loading tool, pending available funding. We recently launched a discovery service, and after the three genres remain in the usage statistics and analysis of trends. Reports in this format must account for such variables as the occasional database and e-journal migration, with the resultant potential overlapping transitional usage data. Other factors challenging continuity in reporting include the detailing or documenting of cancellations or cessations, titles changes, and significant product upgrades.

Future trends and events will necessarily dictate a reflection on existing practices and drive procedures. Emerging and expanding services models, such as patron-driven acquisition (PDA), may influence renewals and prove to be a more cost-effective and responsive option than outright subscriptions or purchases. We will actively consider implementation of a proprietary third-party usage gathering or loading tool, pending available funding. We recently launched a discovery service, and after the three genres remain in the usage statistics and analysis of trends. Reports in this format must account for such variables as the occasional database and e-journal migration, with the resultant potential overlapping transitional usage data. Other factors challenging continuity in reporting include the detailing or documenting of cancellations or cessations, titles changes, and significant product upgrades.

Future trends and events will necessarily dictate a reflection on existing practices and drive procedures. Emerging and expanding services models, such as patron-driven acquisition (PDA), may influence renewals and prove to be a more cost-effective and responsive option than outright subscriptions or purchases. We will actively consider implementation of a proprietary third-party usage gathering or loading tool, pending available funding. We recently launched a discovery service, and after the three genres remain in the usage statistics and analysis of trends. Reports in this format must account for such variables as the occasional database and e-journal migration, with the resultant potential overlapping transitional usage data. Other factors challenging continuity in reporting include the detailing or documenting of cancellations or cessations, titles changes, and significant product upgrades.

I began this piece by examining Dr. King’s dreams and how they have been largely realized. We then moved into a brief review of how libraries and the profession followed suit and made it possible for America’s black readers and librarians to join and enrich the mainstream. While there is much yet to be done, I think this is remarkable and is due to the fact that, as my non-librarian wife often remarks, librarians are such nice people. While these changes have been extraordinary, I think the advent of so much non-commercial and relatively affordable commercial e-content is equally amazing. We often talk about the need for “even playing fields.” While I don’t think they completely exist, I do believe that with the advent of the Web we are much closer to achieving the dream of all librarians: To help people to find the information they need.
While thinking about writing this Back Talk column, I was also watching reports concerning Martin Luther King’s 1963 “I have a Dream” speech, President Obama’s second inauguration speech, and the 150th anniversary of the signing of the Emancipation Proclamation. Dr. King hoped that Americans would work, pray, stand, struggle, and if need be, go to jail together, so that all men would be equal, so that the sons of slaves and slave owners might sit together as brothers, so that there would be freedom and justice for all, so that people would be judged by their character and not by the color of their skin, and so that black and white children could play together as brothers and sisters.

As I reflected upon these hopes for America voiced by King some 50 years ago, the year I graduated from high school, I thought that while we have not fully achieved all of his dreams for goals, America had made real progress: local laws allowing job discrimination have been struck down, combined black and white church congregations are common, workers of all colors march together to fight for justice for all, so that people would be judged by their character and not by the color of their skin, and so that all men would be equal, so that the sons of black and white students from a local Christian college. They were ultimately fined $100 each but given suspended sentences. Subsequently ALA amended its Library Bill of Rights to state “The right of an individual to the use of a library should not be denied or abridged because of his race, religion, national origins, or political views.” While some libraries continued to maintain separate reading rooms, denying access to certain kinds of books and by removing all desks and chairs so that blacks and whites could not need to sit next to each other, gradually conditions improved and libraries, like the rest of America, integrated. (“Segregated Libraries.” Americanwki.pbworks.com/w/page/32944222/Segregated%20Libraries)

Fast forwarding to the present year, we find that libraries in this regard have changed significantly. In the current version of the African American Library Directors in the USA sponsored by the University of Kentucky Libraries there are approximately 150 black librarians, assistant directors, and directors of major departments listed. While this number is admittedly small compared to the total number of librarians, progress has been made. Based upon census samples, in 1950 there were 990 black librarians, or two percent of the total number of librarians. By 1990, the most recent year for which I could find data, that had changed to 27,958, or nine percent of the total number of librarians. (Oxford University Press. blog.oup.com/2011/06/librarian-census/)

While the number of black library directors might be smaller than many might wish, the quality of those serving or who have served is remarkable. For example, Robert Wedgeworth was the Executive Director of the American Library Association from 1972 to 1985, the Dean of Columbia University’s School of Library Service from 1985 to 1992, and the University Librarian and Professor of Library and Information Science at the University of Illinois from 1993 to 1999. Another example is Loretta Parham, who was just made a member of OCLC’s Board of Trustees. Loretta is currently the Executive Director and Chief Executive Officer at the Robert W. Woodruff Library-Atlanta University Center, Inc. She was formerly the CEO and Director of Vanderbilt University’s library system and chaired Solinet.

When my generation of librarians, whether school, public, special or academic, joined the profession in the late 60s and early 70s, I believe we all shared the dream of helping people find the information they needed to be successful. In my own academic library career when the pre-electronic era, the emphasis was on collecting as many primary and secondary source printed materials as possible and teaching students and teachers how to find them once they were added to the collections.

In the early 70s when we started to provide access to electronic databases, we added to our workloads the job of interpreting patron needs when doing their database searches for them. Thankfully, once the databases became more user-friendly we got out of the users’ way and let them do their own searches. Then the focus of at least my own work became justifying new funds and redistributing old funds to buy as much of the right electronic full-text information resources as possible. Initially, this meant adding e-journals to our existing print research journal subscriptions. Later we flipped the equation and worked on figuring out for which titles we still needed print copies. We then found that via the “big deal” packages we could get even more content for the same or a bit more money than in the print world. This step toward the acquisition of more online content was then followed by the heady early days of consortial e-journal and eBook buying. For smaller/poorer libraries this was like Christmas, and the larger/richer libraries got to continued on page 85