

November 2013

People Profile: Michael Furlough

Editor

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Recommended Citation

Editor (2008) "People Profile: Michael Furlough," *Against the Grain*: Vol. 20: Iss. 6, Article 17.

DOI: <https://doi.org/10.7771/2380-176X.2612>

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to encompass a wider range of publishing activities, including those based in libraries, and outlined the potential benefits of working together (<http://www.ithaka.org/strategic-services/Ithaka%20University%20Publishing%20Report.pdf>). **Karla Hahn's** report for the **Association of Research Libraries**, *Research Library Publishing Services: New Options for University Publishing*, provides the best data on library based publishing so far. **Hahn's** survey found that of 80 surveyed and responding research libraries, 44% were offering some type of publishing service and another 21% were expecting to do so. However, **Hahn** found that only a small portion of library publishing services were offered with university presses (<http://www.arl.org/bm~doc/research-library-publishing-services.pdf>). No doubt this has to do with the small number of university presses, but there are many institutions where the library and the press have chosen not to work together for various reasons. But when it might make sense to work together, then what?

In the essays that follow, **Raym Crow** (**SPARC**) outlines a new **SPARC** guide, *Campus-based Publishing Partnerships: A Guide to Critical Issues*, that provides readers with some practical questions to ask when exploring new library-publisher partnerships. **Crow** points out that both partners need to understand and share the risks and rewards of collaboration, and that the distinct business cultures, missions, and market relationships will inflect how these factors are perceived and lived. The full **SPARC** guide includes more case studies of some of the projects discussed in this issue.

Catherine Mitchell (**California Digital Library**) and **Laura Cerruti** (**University of California Press**) discuss the history of collaboration between their two organizations, moving from experimental projects to a more formalized strategy based on deep research. As they explain, a clearly articulated set of needs doesn't make it simple to define a new publishing services partnership. But they also report on their initial pilot efforts and the strategy underlying their approach.

Monica McCormick (**New York University Library**), alone among our contributors, can refer to both the press and library in the first person. As Digital Scholarly Program Officer she reports to both the press director and the dean of libraries and functions as a collaboration hub in a very decentralized environment. With a background in both publishing and libraries, **McCormick** is in a position to bridge cultural gaps while remaining sympathetic to the core values of her colleagues.

Terry Ehling (**Cornell University Library**) and **Erich Staib** (**Duke University Press**) detail a partnership formed across organizational and institutional boundaries to support **Project Euclid**, an already established journal aggregation. Their discussion points to some of the distinct benefits that a business partnership can bring to a market-oriented li-

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against the grain people profile

Michael Furlough

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BORN & LIVED: Columbia, SC.

EARLY LIFE: Grew up in Myrtle Beach, SC. Spent high school selling LPs and cassettes. Attended **University of South Carolina** and hung out with the wrong crowd. Went to grad school at the **University of Virginia**, joined an even worse crowd. Began working at **UVA Library** and ended up on the straight and narrow.

FAMILY: Married to **Ellie Goodman**. Two cats.

PROFESSIONAL CAREER AND ACTIVITIES: I am really a humanist by training and joined the library community because it allowed me to explore the way that knowledge is created in many different fields. At **UVA Library** I got to experience the earliest waves of digital services (including publishing services) in libraries, and that has colored my whole professional life. Currently I am serving on **ACRL's Scholarly Communications Committee**, and I've been active in **DLF** and **Educause** as well.

IN MY SPARE TIME I LIKE: Guitar, recently ukulele, previously the presidential election.

FAVORITE BOOKS: Magazines and newspapers.

PET PEEVES/WHAT MAKES ME MAD: Questionnaires.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: I hope that in five years we can stop focusing on generational differences, especially as they relate to library work cultures and services. For one thing, age doesn't define our relationship to technology and change: attitude and aptitude do. Many of today's students will be as conservative and hesitant as many of today's faculty. Instead, I hope that in five years we will have normalized the range of activities that fall under the rubric "scholarly communications" and begin to think of them as ingrained in our everyday services. 🐾

Rumors from page 12

in Copyright Wars — **Google** concedes that information isn't free," by **L. Gordon Crovitz**. The article largely focuses on **Google** and the recent copyright settlement with publishers which focused on the five million books that are still in copyright but are not in print. The settlement seemed to agree that 20% of a book can be previewed without payment. But for the other content, a registry will be maintained which will allow **Google** to offer millions of books for sale, sharing the proceeds with publishers and authors. Books long out of print will be searchable and available for a fee. Time will tell how this all plays out. <http://online.wsj.com/article/SB122688619008032339.html#>

We are sorry that we are not able to print the **Out of the Box** essay by **Hana Levay** which won the **Charleston Conference/Swets Out of the Box Essay Competition** for the 2008 Charleston Conference. However, the essay IS loaded on the **Charleston Conference** Website and at the **Swets** homepage. Many thanks are due to **Christine Stamison** and her crew who single-handedly honchoed this new initiative! And, you know what? **Christine** is Greek and she and I had many Greek-flavored

conversations together. And her Greek is so much better than mine that I am counting on her to teach me more!

Speaking of **Greece**, just heard from the delightful **Tove Rosado** <gabriel.rosado@snet.net> (once at the **Univ. of Connecticut**, now retired). **Tove** and her husband **Gabriel** just took a 3-week trip to Greece. They went on a cruise around the islands and also by bus around much of the country. They had a great time visiting and re-visiting all the beautiful sites and antiquities. You see, **Tove** and **Gabriel** went from Denmark to Greece on their honeymoon in 1962, before they came to the U.S.A. **Gabriel** is classically educated in Greek and Latin. **Tove** tells me that she and **Gabriel** are well and enjoying their beautiful garden (when it's not snow-storming, which it is now). **Tove**, hopefully **Lyman Newlin**, one of your biggest fans, is reading this in heaven!

Also got several other cards. **Barbara Meyers** (now **Ford**), the **Charleston Conference publishing panel** wizard. Well, **Barbara** has been busy getting married but we hope to get her back to **Charleston** soon!

Oh! Got a great card from **Betty** and **Sevgin Oktay** (**Betty** is retired from **Vassar**, you'll

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