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People Profile: Marilyn Geller

Editor

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resources to allow the university to be certified by professional associations. Although the materials are not unique, the individual titles have more weight than general materials because they support researchers who are doing more thorough and exacting research.

- Finally we acquire materials in support of advanced degrees in subject fields that the university has defined as its core areas of expertise. While some of these materials may be older, they still provide historic context for the discipline. Every title in support of these subjects is unique and special; each is irreplaceable. Many organizational libraries have these same basic, intermediate and advanced collection levels although specific subject areas are defined differently according to the mission and identity of the organization. For example, we understand that the discipline of Expressive Arts Therapies is far more important at **Lesley University** than at other schools and that Mathematics is far more important at other schools than at **Lesley University**. For us, all Expressive Arts Therapies materials are critically important.

To support the physical preservation of these materials that we define as part of our core areas of expertise and that support programs that are certified or monitored by outside organizations, we have tried to create an environment that is controlled for temperature, light and humidity. We also bind journal issues for durability. Because we don't physically segregate our collections by category of importance to the university's mission, we are preserving all of our acquisitions, not just the mission critical materials. In this way, we feel that we have some control over the continued availability of these materials for our patrons over time.

But how can we create a preservation environment in the digital realm? In order to preserve our digital materials, we would have to "capture" them since we don't have actual possession of this content. This means gathering text files, graphics files, audio and video files, possibly data files. And it means putting the pieces back together to form a coherent replication of the original digital work. It would also entail finding a way to keep the materials readable in appropriate configurations no matter how formats or software packages or hardware platforms change over time. It sounds like a rather daunting task that would take time and money and staff and technical expertise and hardware and software. Or we could choose to outsource the preservation and archiving of digital materials.

To meet our needs in this area, the **Lesley University Library** looked for an archiving service that was wholly focused on archiving born digital materials, that was actively applying and participating in the development of industry-wide digital preservation standards, that could be monitored or certified in some

against the grain people profile

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Marilyn Geller

BORN AND LIVED: Born in New Jersey, lived in New Jersey, West Virginia and Massachusetts.

PROFESSIONAL CAREER AND ACTIVITIES: In my adult life, I've always been a librarian except for a brief flirtation with graduate work in anthropology.

FAMILY: Husband, one daughter, one son-in-law, and two sons.

FAVORITE BOOKS: There are too many to pick from, and I'm not done reading yet.

PET PEEVES/WHAT MAKES ME MAD: Clichés, especially "think outside the box" and "perfect storm."

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: I hope libraries will continue to be the one thing you can count on in an information blizzard. 🐼

way, that had a demonstrable track record for meeting expectations and that required no technology commitment from us since we do not control our own technology services. And the outsourcing solutions needed to be affordable now and for the foreseeable future.

Portico met our needs as an outsourcing service. The organization is associated with **JSTOR** and has background, growing expertise and a proven track record. **Portico** staff members have participated in the development of industry standards and have designed the ingestion, manipulation, storage and future migration of content according to these standards and industry best practices. **Portico** has also participated in the development of auditing and certification procedures for archives. Finally, **Portico** requires no technological support on the library's side.

All that's left then is to determine if **Portico** is an affordable solution. In FY2007, **Lesley University** became one of the **Portico Archive Founders**. Aside from the honor, this has netted the university a 10% savings for each year of the next five years. We have assumed that over time, the archive would grow to include more titles, and the more titles covered by the archive, the more titles from the **Lesley University Library** collection will be covered. In December 2006, when **Lesley University** joined the program, **Portico** had committed to archiving approximately 5,300 journals. As of this writing, there are over 7,600 journals in this category. In our first year of membership, the archive was committed to preserving 23%

of the titles in the **Lesley University Library** collection. This worked out to \$18.71 per title per year for the service of preserving and archiving titles in the collection. In FY2008, **Portico** was committed to preserving 24.6% of the titles in the **Lesley University Library** collection. The cost per title per year fell to \$17.64. This is only slightly higher than the cost per title per year for binding, which is only one of our preservation expenses in the print environment. **Portico** does, truly, offer us an affordable solution for a significant portion of our digital archiving needs.

Until recently, the solution **Portico** offered us applied only to journals in digital formats. In June 2008, **Portico** announced that it would begin archiving eBooks also. As our library acquires more eBook packages and individually purchased titles, this new initiative is a welcome addition to the archiving effort. One concern we still have regarding the archiving of digital materials is that many of publishers of more esoteric titles in our core areas of expertise are smaller operations and may not have the technical or financial ability to join an archiving initiative like **Portico**. We would encourage **Portico** to find a way to reach out to these publishers whose digital content may be more at risk than content from larger and more robust publishing organizations. This concern aside, we believe that we have made a sound financial decision in selecting our preservation and archiving choice for materials in the **Lesley University Library** digital collection. 🐼

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and I spent a delightful afternoon with **Leslie Abrams** and her talented and heading-to-college-soon son **Nick** in San Diego a few months ago. Turns out, **Nick** and I are big horse-racing

fans and we commiserated on the loss of the **Triple Crown** by **Big Brown** in the **Belmont Stakes**. Anyway, getting back to business, **Leslie** way back when was **Head of Reference** at the **College of Charleston** and she is now in charge of the **Art & Architecture Library** at **UCSD**.

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