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Something to Think About -- Nothing's the Same Anymore!

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And They Were There
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Our Common Future — Presented by **Ivy Anderson** (Director of Collections, California Digital Library)

Reported by: **Audrey Powers** (University of Florida)
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Anderson began her presentation by summarizing the current state of affairs with an analysis based on three perspectives: the bad news (the economy), the uncomfortable news (rise of digital technologies and the information explosion) and the good news (creating a sustainable future). To address sustainability, thought-provoking questions related to what issues you are grappling with, how you are coping, and what you are doing to be sustainable were posed. Her analogy to the Army Field Guide and library operations acknowledged where libraries need to change:

- Defense – Reduce costs of core operations
- Offense – Effective transformation
- Joint Operations – Develop deep collaborations to share resources

She mentioned several major projects underway that epitomize retooling the way we do business such as **Judy Luther's** approach to rethinking technical services (Streamlining Book Metadata Workflow), the recent agreement between **Columbia** and **Cornell** to collaborate and redirect emerging resources to collections and services (**2CUL**), collaborative management of print collections (**Heading WEST: Towards a Western Regional Storage Trust**), and the large scale shared digital repository (**HathiTrust**).

During her presentation she interwove examples from the **University of California Libraries** to illustrate her points. This approach was useful to many librarians attending the conference because the **University of California Libraries** provides benchmarks of future initiatives for many libraries.



The Google Settlement One Year Later — Presented by **Anthony Watkinson, Moderator** (Senior Lecturer, Centre for Publishing, University College London); **Jan Constantine** (General Counsel, Authors Guild); **Allan Adler** (Vice President for Legal and Governmental Affairs, American Association of Publishers)
NOTE: Dan Clancy (Engineering Director, Google), did not participate in this panel presentation. Peter Givler (Executive Director, Association of American University Presses), joined the panel.

Reported by: **Sharon Dyas-Correia** (University of Toronto Library)
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Watkinson began this interesting plenary session by introducing the panel, thanking them for their participation so close to the expected November 9th ruling, and summarizing a previously distributed handout that outlined eight major library concerns related to the **Google Book Settlement**. **Adler** discussed how the settlement came to be and gave a brief history of events leading up to the litigation. **Constantine** focused on author issues and the **Google** print program, and **Givler** talked about how a complex problem had been tackled and brought to a reasonable conclusion and indicated, as did the other panelists, that it will be interesting to see the revised settlement. Some illuminating discussions followed around distinctions between the ways commercially available and out-of-print material will be treated, whether or not innovation and competition will be stifled, the need for legal oversight, what fair institutional pricing will look like, issues related to the privacy of individuals accessing material, and the impact of loss of access to illustrations not found in picture books. **Adler** made the final point in the discussion by wondering what will happen if a settlement is not reached, and he concluded that the best alternative is a **Google Settlement**. 🐼

*That's all the reports we have room for in this issue, but we have many more reports from the 2009 Charleston Conference which we will continue to publish in upcoming issues of **Against the Grain**. In the meantime, all the reports that have yet to be published can be found on the **ATG Website** by visiting <http://www.against-the-grain.com>. Presentation material (PowerPoint slides, handouts) and taped session links from many of the 2009 sessions are available at www.katina.info/conference. You may also visit the conference Website (www.katina.info/conference) for details about the 2010 Charleston Conference. — KS*

Something to Think About — Nothing's the Same Anymore!

Column Editor: **Mary E. (Tinker) Massey** (Serials Librarian, Embry-Riddle Aeronautical University, Jack R. Hunt Library) <masse36e@erau.edu>


Used to be that you could tell what building was the library. It meant something to you, and it stirred your emotions or excitement just to know it was there and you would be entering. The world has changed. Now, there need not be walls or paintings or books, just the constant hum of a standalone computer or laptop. Many students find that being curled up in their favorite chair at home or a nearby coffee shop is just the perfect virtual library for them. We defined our library by its physical nature, the people we went to see for answers, and/or the things that the walls housed (books, journals, music, art, etc.). We must now take a different look at the nature of the library.

The Collection is turning into a mass of electronic images on the screen. More and more of the books and journals we held in our hands are turning into animals we unleash with the depression of a computer key stroke. They dance around the lighted venue and entertain us as we read, leaving no smell of leather bindings to remember. What will our memories be? I have recently experienced a **Kindle** in my hands and it wasn't all bad, but I have a tendency to fall asleep while reading and the fun was finding my place again after dropping the material. Now, the **Kindle** remembers where I was. Takes all the fun out of it! Makes senior moments in the book world non-existent! The library is moving toward an all electronic

collection. I can see some advantages, especially economically, but most of these things you can't own. It's a rent-it and throw-it-away world. How did we get here? Where do you go from here? I think some day there will be another kind of communication system that will replace computer and digital things, but who knows what that will be? I can't help remembering *The Time Machine*, where one of the future libraries had many rings of knowledge that could be spun and the harmonics created. These spoke



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and visualized volumes of history and other information for you. I have always thought that to be fascinating, but it could just as easily be memories created by odors from sticks or vials. We might even develop our minds to communicate for us without speech, like some Star Trek episodes I've seen. Will we be ready to accept those changes? How will the people staffing the library change to command those new devices or techniques? Is it the human being in the equation that continues the knowledge of information and how to find it? I still believe the human "x" factor is the most important to our definition of library and, no matter how virtual we get, we will always need someone to explain things to us. Our 24/7 reference service for distance education works a lot like that. The interviews and help come over the electronic email to the inquirer, and information leaps time and space to get there. The transference of information to another person not even in our contiguous space is amazing. The librarian must still be alert to the kinds of information transmitted and the needs from so many different cultural backgrounds and places of study. It is a challenge every day to keep up with those needs, and the various barricades we raise in the communication process require human beings to be the bearers of the information and explain the innuendos. It is a different, more diverse world these days and a challenge to keep "library" as the purist's image of knowledge. I find myself grieving the loss of our ivy-covered, leather-filled, quiet studying students in the Halls of Information. It is indeed past midnight, and the glass slipper has been lost. Perhaps we will need to think about our new and varied roles and how our definitions have changed to meet the world's challenges for us. What do you think? Virtual? Real? Both? 

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finally fulfilled her secret dream and is now the proud owner of a cute havanese puppy named Moondance.) And, in case you missed it, **Corrie** guest edited the highly cited *Serials Review* v. 35 #3 on IRs.

Talk about fast-moving! **Dan Tonkery** has left **EBSCO** and is working with **Content Strategies** which "is experienced in buying and selling content at the company, database, or product level. We are uniquely qualified to help identify targets for acquisition, participate in the due diligence process, or help you create successful long-term strategies for a changing market." And I recently got around to reading the **Dan Tonkery Profile** in *Serials* (March 2010, v.23#1). A fascinating piece of history complete with a picture of **Dan** with his granddaughter **Hailey**. <http://www.e-contentstrategies.com/>

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Library Perspective, Vendor Response

Column Editors: **Robin Champieux** (Vice President, Business Development, Ebook Library) <Robin.Champieux@eplib.com.com>

and **Steven Carrico** (Acquisitions Librarian, University of Florida Smathers Libraries, Box 117007, Gainesville, FL 32611-7007) <stecarr@uflib.ufl.edu>

Column Editors' Note: This column for Against the Grain is devoted to discussing issues affecting library acquisitions, library vendors, and the services and products they supply to academic libraries and the publishing marketplace as a whole. It is an ongoing conversation between a book vendor representative, Robin Champieux and an academic librarian, Steven Carrico. — RC and SC

Steve: **Robin**, in our last column I made a point of saying that publishers were behind the times when it comes to issuing, licensing, and selling their e-books to academic libraries — the old revenue models being used just aren't acceptable to today's library users. It's occurred to me that libraries are just as guilty of clinging to the past as publishers are, and they don't have the profit making incentive.

Robin: When speaking to libraries about eBook publishing, I often note that I don't think we're going to see significant progress on some issues (not all), until this revenue stream starts outpacing that of print sales. In some ways, I think this is true for libraries, as well. If eBooks are on the periphery in regards to collection development and acquisitions policies and workflows, then it is not surprising that some institutions struggle with how to successfully address this format. But, this is changing rapidly in both environments.

Steve: Fair enough, but now I have a question, as you work with many academic and college libraries, large and small: how often do you see libraries following organization structures that aren't always the most effective and workflows that aren't always the most efficient?

Robin: Umm, no comment. Though seriously, this happens in all types of organizations. I have witnessed it in both libraries and companies for whom I have worked. Hey, if you look at **R2's** customer list, you'll see that it's not just you guys with whom they are working. That being said, in library school I took an organizational management course with **Bob Holley**. We compared organizational change in for-profit and not-for-profit institutions. In for-profit institutions, change and re-organization happen often and quickly. This is not because they're better at recognizing the need for or implementing change, I don't think. Rather, health and success in for-profit organizations is primarily measured by revenue. This seemingly unambiguous indicator can make the need for change more obvious and easier to

implement. Moreover, measuring success in a library is difficult and it often takes a great deal of research to determine what is not working and to find solutions.

Steve: Lessons from library school again! Maybe you should teach library classes... anyway it seems that once again it's a profit incentive pushing the envelope. For libraries, a not-for-profit institution if there ever was one, this reluctance to embrace change so often permeates the organization itself. For an example that's near and dear, the Acquisitions Department at **UF**: as with many acquisitions departments in academic libraries, we are still a part of technical services but really belong in the same division that is home to collection building. Until recently acquisitions probably did belong in tech services, when acquiring print serials demanded a continuous collaboration between serials cataloging and other tech service areas, such as preservation that handled the binding of the issues. Print monographs were purchased in large quantities and demanded hands-on cataloging and processing, so workflow necessitated close proximity and constant communication. But print serials are an endangered species and **UF's** print monograph budget is half what it was, while a large percentage of the books we receive come in shelf-ready and circumnavigate the Cataloging Department altogether. Acquisitions nowadays has more daily contact with collection managers than other staff in tech services. In fact, with so much of the budget wrapped up in consortially purchased, bundled journal packages requiring little if any selector input, one could argue that acquisitions is every bit as important to collection management as the subject specialists in our library.

Robin: Just to be clear, I'm not implying that a profit motive is the best way to lead change! But I definitely see what you describe at **UF** reflected in my everyday work. At one institution I will be working primarily with Collections, at another Technical Services, and yet another Acquisitions. The work of acquisitions, technical services, and collection development is changing dramatically and rapidly. And, what this work will evolve into is still being negotiated. I believe that many models will emerge. Were you at or have you read **Susan Gibbons'** working paper "Time Horizon 2020: Library Renaissance" presented at the **ALCTS Symposium at ALA Midwinter**? It is wonderful and offers a very persuasive articulation of the emerging landscape — both technologies and services

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