

December 2014

ATG Interviews Douglas H. Wright

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Recommended Citation

Strauch, Katina (2011) "ATG Interviews Douglas H. Wright," *Against the Grain*: Vol. 23: Iss. 1, Article 20.

DOI: <https://doi.org/10.7771/2380-176X.5743>

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ATG Interviews Joyce Dixon-Fyle

Collection Development Librarian, DePauw University Libraries <joyfyle@depauw.edu>

by Katina Strauch (Editor, *Against the Grain*) <kstrauch@comcast.net>

ATG: Tell us about your job at DePauw.

JDF: As collection development librarian, I provide leadership in the development and implementation of collection policies and procedures, and I provide collaborative leadership in the selection, analysis, and development of all subject and general collections, including recreational reading.

ATG: How many people work in collection development?

Seven — I work with one part-time assistant and six work-study students. Collection managers and librarians serving as liaisons to specific departments also do some collection development.

ATG: What is your materials budget? Are you buying books and journals?

JDF: A total of about one million dollars. This includes electronic resources, magazines and newspapers, monographs, media resources, etc., etc.

ATG: Are you buying eBooks?

JDF: No, we were part of the **Net Library** project which did not work out well for us. All our books are in print, with the exception of former print reference books which are now in e format.

ATG: Can you give us more specifics about two of your successful projects that continue to produce results: *The New faculty Initiative and Setting up Book displays supporting approved colloquia and symposia on campus?*

JDF: When new members of the faculty are hired, the office of the Vice President for Academic Affairs sends me the list around the first week of July. We immediately contact each individual and map out his or her curricular needs, with reference to their specific teaching areas and their courses for the first and second

semesters. I ask them for a ranked list of core texts and other relevant resources in all formats, especially if those areas are new to the existing slate of courses in the department. After a careful review of these requests, I work with them collaboratively to select a set of the indispensable resources for early acquisition. The acquisitions manager informs the faculty member via email, as and when the materials are ready for use. This process is completed before they actually arrive on campus in mid-August, when several other issues are competing for their attention.

During the course of the semester, we set up individual meetings with every one of the new hires and conduct in-depth interviews and create their teaching and research profiles which inform future collection building. At the end of the year, they are invited to a luncheon, during which they interact with all the librarians and give us helpful feedback about the experience, including suggestions for improvement.

This process has received rave reviews from participants, who appreciate, among other things, their decisive role in, and the timeliness of this hassle-free process.

Over the years, the introduction of book displays on the **DePauw University** campus has turned out to be a great success, both for the Library and the community. I introduced this service, first as an outreach activity that serves three purposes:

1. To give the members of the community, faculty, students, and staff a set of talking points to facilitate discussion during the conferences.
2. To highlight the role of the Library, its centrality in the knowledge-creating process and as an academic place.
3. To use the available funds to upgrade and update the Library's holdings with quality, relevant materials in all formats.

Now the Library is always included in the planning stages of campus colloquia, and several librarians use book displays to support the following:

- Banned Books Week
- ArtsFest
- New Faculty Publications
- DePauw Discourse

ATG: Tell us about your book, *Female Writers' Struggle for Rights and Education for Women in France, (1848-1871), New York, Peter Lang, Inc. 2006.*

JDF: This book is a product of my Ph.D. dissertation. It analyzes the writings — in various genres — by French women who sought change by protesting against constricting social codes that kept them as legal minors in the domestic sphere in February 1848.

Using their pen as their weapon of choice, they wrote defiantly in newspapers, pamphlets, poems, books, slogans — in spite of strict, punitive censorship laws by the July Monarchy. They struggled for universal suffrage, women's rights to education including marital and labor reforms.

ATG: If you could change anything about collection development, what would it be?

JDF: I wish that the practice of collection development was not so inextricably linked to the institution's budget — it ebbs and flows, making it increasingly difficult for selectors to acquire resources in print and other physical and electronic formats to fully support the research, teaching, and service mission of the University.

ATG: Who is your favorite author?

JDF: This is a hard question. I love any good book! 🍷

ATG Interviews Douglas H. Wright

Director, PCG <dwright@pcgplus.com> www.pcgplus.com

by Katina Strauch (Editor, *Against the Grain*) <kstrauch@comcast.net>

Editor's Note: PCG celebrated its 20th anniversary in 2010, and as they enter their 21st year, I sat down with PCG's Director, **Douglas Wright**, to talk about how our industry has changed in that time.

PCG is a consulting firm specializing in sales and marketing services to help scholarly publishers grow their presence in global library markets. Their clients include **BioOne, Nature Publishing Group, CABI Publishing, Lexis Nexis, and American Society for Microbiology**, among others. — **KS**



ATG: What has changed over the last 20 years with libraries and publishers?

DW: So much has changed over the last 20 years; it's hard to be succinct. Products, formats, economics, business models, technology, decreasing number of publishers, and the new demands on both publishers' and librarians' time and resources would be a few.

Obviously, we have seen the birth and evolution of digital products and services. When PCG got started, we would carry print samples with us to visit subject specialists. Now, we'll just hop on our iPad or laptop and show the products online.

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On the library side, we've seen faculty and researchers gain more influence over acquisition decisions. I think they always had input, but as library budgets have tightened and acquisition costs rise, the researchers have had to be part of the give and take process. With their being more actively involved in making content-buying decisions, faculty have also become more aware of the costs of acquisitions.

ATG: *What has stayed the same?*

DW: One thing I find quite unique about scholarly publishing is that it is very collegial. Our clients (publishers) and their customers (librarians) are an interesting community with a definite academic leaning and with one main common goal of disseminating quality content and delivering it to students, faculty, and researchers.

ATG: *From your perspective, how have libraries changed over the last 20 years? Do you see their structures and decisionmaking processes as different than they were in, say, the 1990s?*

DW: First of all, you can now get a really good cup of coffee in many of our university libraries. Seriously, you do notice it if you think back in the physical use of space. Stacks were replaced first by rows of computer stations, then open space designed for laptop use, and now gathering areas. Even public libraries have started to become Starbucks-esque.

Structurally, library staff has also changed. They used to be separated into monographs, journals, and special collections. Electronic resources specialists began appearing in the late 1990s, but at that time they were pretty technology focused. These days, almost everyone is an e-resource specialist: when we contact a library on behalf of our clients we might speak to the same librarian about an e-journal, print journal, eBook, or online database. As online journals and databases absorbed an increasing amount of budgets, more staff focused on them.

ATG: *How have publishers' needs evolved over the last 10/20 years with the introduction of online technologies, etc., and what has PCG done to adapt to those changes in terms of your sales and marketing offerings?*

DW: Publishers had to face many radical changes in the last 20 years but have had the opportunity to work more closely with the library and academic communities. Over the years, it was crucial for us to stay flexible and to listen to both groups' concerns in order to provide solutions for them. As a result, we are working more in the international market and are focusing our expansion in these areas.

The shift to electronic resources has created new ways of communicating regularly and effectively with customers, and we've been able to help publishers find strategies to leverage the new tools at their disposal.

ATG: *Economic crisis, how has this affected libraries/publishers, and how are they responding?*

against the grain people profile

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Joyce Dixon-Fyle

BORN AND LIVED: Born in Freetown, Sierra Leone, West Africa. Have lived in Freetown, Nigeria, France, U.K., and the USA.

EARLY LIFE: Born and lived in Sierra Leone and France, B.A. (Honors, French); taught French in the **University of Port Harcourt**, Nigeria; M.A.(Comparative Literature,(African)); proceeded to the USA, obtained a PH.D (French Lit.), and an M.L.S. from the **Indiana University**.

PROFESSIONAL CAREER AND ACTIVITIES: Eleven years as coordinator of collection development. Introduced two successful projects that continue to produce results: The New Faculty Initiative and setting up Book displays supporting approved colloquia and symposia on campus.

FAMILY: Married, with one daughter (an attorney) and one son (a computer engineer).

IN MY SPARE TIME: I love reading, gardening, and sewing.

FAVORITE BOOKS: *Metamorphoses* by **Ovid**, *Washington Square* by **H. James**, *Eugénie Grandet* by **H. de Balzac**, *Madame Bovary* by **G. Flaubert**, and all African novels about women's lives, e.g., *So Long a Letter* by **M. Bâ**.

PET PEEVES: Reckless drivers make me extremely nervous.

PHILOSOPHY: Strive to make the best out of every opportunity.

MOST MEMORABLE CAREER ACHIEVEMENT: The publication of my book, *Female Writers' Struggle for Rights and Education for Women in France, (1848-1871)*, New York, Peter Lang, Inc. 2006.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Increase my service to the profession and keep abreast of innovative technologies, trends, and sustainable approaches to the changing field of collection development.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: I would like to see a resolution of copyright legislation which would protect intellectual property rights while broadening the scope of the provision for open access to all digital and print resources. 🐻



DW: It's made everyone nervous about budgets and rightfully so, but it's also focused both librarians and publishers on their core functions. As many of us have done at home, librarians have looked for any opportunity to stretch a dollar, a euro, a pound by consolidating holdings, converting print subscriptions to online, and using electronic tools to increase internal efficiency.

Publishers are feeling the effects too. They are doing what they can to make their products more attractive to existing customers while maintaining the bottom line. Some have offered low or flat increases while experiencing cost increases. Others have taken the opportunity to expand their offerings by acquiring content. Publishers, like many businesses, are looking at their resources closely. They are definitely looking to growing into new markets as well.

ATG: *What are your plans for growth/expansion?*

DW: Publishers are looking outside the traditional markets for revenue, and so are we. Last year we opened an office in São Paulo because of the increasing importance of the Brazilian market. The country has one of the fastest growing economies, and we want to help our clients grow there as well. We are also in the process of setting up a liaison office in Delhi because we see opportunities increasing in India for many of our clients. We are constantly on the lookout for new opportunities for our clients and will therefore continue to focus on new regions beyond our current offices. Stay tuned...

ATG: *Where do you see PCG in 20 years?*

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DW: I have been called clairvoyant, but I don't think I can see that far ahead. I know that we will continue to evolve our services as the industry, technology, and markets evolve. I know that we will have a larger global presence and specialists in e products and social media.

ATG: *Boston, Oxford, São Paulo, what are the different personalities of your offices?*

DW: Boston is where PCG started 20 years ago, and it has remained the headquarters and our largest office.

In Oxford, we share an office with our parent company, **Publishing Technology**. You will hear Spanish, Hebrew, Italian, Arabic, or Serbian as our team speaks with librarians all over the world.

São Paulo has a start up-feel, with our team wearing many hats. There's a great entrepreneurial spirit you feel in the office there.

ATG: *Tell us what makes the PCG team unique.*

DW: We really reflect our industry. We're librarians, publishers, marketers, and salespeople. Figuratively and literally, we speak your language having grown up, lived, or traveled all over the world. We also get a charge out of learning about and identifying new trends. 🌱

against the grain people profile

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Matt Hancox

BORN AND LIVED: Born in Philadelphia and now reside in Raleigh, NC.

EARLY LIFE: Attended the **Milton Hershey School**, a boarding school in Hershey Pennsylvania, from the tender age of 7 and count myself a proud graduate of that wonderful institution.

FAMILY: Wife **Shelley**; son **Miles** (4) and daughter **Sadie** (2).

IN MY SPARE TIME: I have two children under 4 – I do not remember what spare time is!

FAVORITE BOOKS: *The Book Thief* by **Marcus Zusak**; *To Kill A Mockingbird* by **Harper Lee**; *Shoeless Joe* by **W.P. Kinsella**.

PHILOSOPHY: Pay attention to the details and the big things will take care of themselves.

MOST MEMORABLE CAREER ACHIEVEMENT: I have a hard time putting my finger on one specific thing. I suppose it is the relationships that I have developed with my customers and the people I work with over the last ten years.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Through-hike the Appalachian Trail.

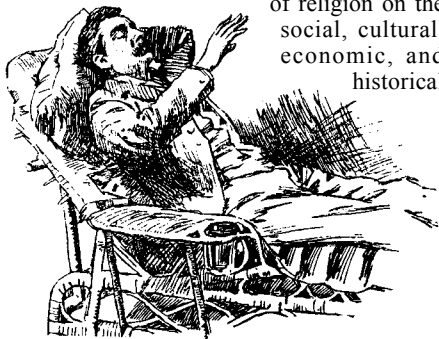
HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Gee, that's the toughest question and it is mandatory! Seriously, I have no idea. I just try to embrace the change because that is the only sure thing that is going to happen in this industry, or most others for that matter. 🌱



From the Reference Desk

by **Tom Gilson** (Head, Reference Services, Addlestone Library, College of Charleston, 66 George Street, Charleston, SC 29401; Phone: 843-953-8014; Fax: 843-953-8019) <gilson@cofc.edu>

The *Encyclopedia of Religion in America* (2010, 978-0872895805, \$600) is further evidence that **CQ Press** is expanding its horizons since its purchase by **Sage**. Best known for its reference works on U.S. government and politics, this recent encyclopedia is a departure. While religion and politics as well as Church-state issues are discussed, this set is far more ambitious. These four volumes are concerned with the "origins, development, influences, and interrelations of the many faiths practiced in North America." In short, the influence of religion on the social, cultural, economic, and historical



development of the United States, Canada, Mexico, and the Caribbean are explored in approximately 340 scholarly articles.

Edited by **Charles H. Lippy** and **Peter W. Williams**, the present set is, in some ways, an updated and expanded version of their well-received collaboration, the *Encyclopedia of the American Religious Experience*, published in 1988 by **Scribner**. However, while this prior reference was a collection of in-depth essays treating major themes, this time **Lippy** and **Williams** have opted for the more traditional alphabetical arrangement of topic-specific articles. Of course, the world has changed, often dramatically, since 1988. And while articles on the Emerging Church Movement, Faith-Based Initiatives, Megachurches, and Same-Gender Marriage speak to this change directly, the *Encyclopedia* is informed by contemporary scholarship throughout. Each entry has bibliography of quality sources, and recent publications are well-represented. Examining the thematic table of contents reprinted in each volume also testifies to the religious diversity found in the Americas. Entries cover topics

as diverse as Appalachian Mountain Religion, Buddhism, the Holiness Movement, Wicca and Witchcraft, City Missions, Santeria, Ecumenism, Jainism, and Neo-Paganism. Although a lot of the coverage relates to the United States, there are specific articles that discuss Canada, Mexico, and the Caribbean from aboriginal and indigenous traditions to the twentieth century mainstream. In addition, articles discussing cultural issues, theological movements, and social forces, as well as those delving into the role of mass media, popular culture, worship, music, and architecture are included.

Regardless of the changes made by editors **Lippy** and **Williams** in the *Encyclopedia of Religion in America*, an insistence on scholarly rigor and integrity remains key to their efforts. The quality readers have come to expect from **CQ Press** is evident throughout. The articles provide well-researched and accessible discussions of complex issues, as well as specific religions and traditions. They offer information and insights that students, scholars, and lay readers will all find of value. While it may

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