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People Profile: Joyce Dixon-Fyle

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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?*

continued on page 47