2014

If Rumors Were Horses

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Against the Grain

"Linking Publishers, Vendors and Librarians"

Trends in Health Sciences and Biomedical Sciences Information and Services Provision

by **Ramune K. Kubilius** (Collection Development / Special Projects Librarian, Northwestern University, Galter Health Sciences Library) <r-kubilius@northwestern.edu>

The overarching title for this *Against the Grain* (ATG) special issue builds on the titles used for the Nov. 2008 and Dec. 2011-Jan. 2012 special issues. Adding the concept of "services" to this special issue's title serves as a reminder that "if you build it," they (users) will not necessarily come (paraphrasing a phrase voiced in the movie, *Field of Dreams*). "Services," as used in this context, incorporate the necessary activities of marketing, training, partnering, and collaborating. This ATG special issue includes seven contributions by experienced authors who share insights and their own experiences. They address current trends and opportunities addressed or undertaken by those who work with persons involved in the triad of patient care, education, and research, and beyond. Hopefully, all of the articles will have elements that resonate with ATG readers or pique their interest.

Without a doubt, those who work in the health and biomedical sciences information sector are familiar with phrases such as

"global health" or "one health." The second was selected as the theme of the historic 2013 annual meeting of the **Medical Library Association (MLA)** and its partners in Boston, MA. The **National Program Committee (NPC)** worked for three years to create a federated international meeting incorporating the 2013 Annual Meeting and Exhibition of **MLA**, the 11th **International Congress on Medical Librarianship (ICML)**, the 7th **International Conference of Animal Health Information Specialists (ICAHIS)**, and the 6th **International Clinical Librarian Conference (ICLC)**. The onsite report of the 2013 meeting recorded representatives from 46 countries. In the 2011/2012 special issue of *ATG*, staff from the **U.S. National Library of Medicine (NLM)** shared examples of information innovation, often with a global focus. Although most librarians are not qualified to offer clinical medical assistance in global health initiatives or after international disasters, there are other ways for librarians to act glob-

ally, by participating in the initiatives of **NLM**, their institutions, or their professional associations. Many health sciences librarians belong to the **MLA**, a professional association that has never focused on only one country. The **International Cooperation Section of MLA** celebrates its 25th anniversary in 2014. As **T. Mark Hodges** wrote in the section history posted in the **MLA** Website, (<http://www.mlanet.org/archive/history/unit-history/international.html>), "...although **ICS** was only founded in 1989, its antecedents go back to the earliest years of the association and are an integral part of the history of the section. From the outset, the **MLA** has had an interna-

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If Rumors Were Horses

Charlotte is **Dongmei Cao's** new daughter. **Dongmei** is a reference librarian at the **Addlestone Library, College of Charleston**.

The wonderfully cheerful **Eileen Lawrence** (have you ever seen her frown?) tells us that her hard-working colleague **Jenni Wilson** has left **Alexander Street Press** for a new career adventure. They have begun the hiring process. In the meantime, **Mary Siegel** will be handling **Jenni's** accounts, <siegel@alexanderstreet.com> or 800-889-5937 ext. 903. The position is posted at: <http://alexanderstreet.com/careers/regional-sales-manager-us>, and information about working at **Alexander Street Press** is at <http://alexanderstreet.com/careers>.

Heard from **Hendrik Edelman** the other day. He was in Florida for a funeral and then popped in to **Charleston** for the **Family Circle Cup**, the big tennis match on Daniel Island. I did not see **Hendrik** unfortunately but he was in touch with **Julie Arnheim** who as we all know is living in **Charleston** and lives on Pitt Street behind the **Addlestone Library** and working with yours truly. **Hendrik** says they enjoyed the tournament and the weather so much that they plan to return. Maybe we will hook up next year?

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From Your (reading to my recovering husband) Editor:

One reason I haven't retired is that I can't figure out what I would do with all my time. But I now know, I can go to nursing school. I know there is a shortage! Have been spending some time in hospitals and there are many great role models. But when I wasn't reading, I was pursuing the occupation of editing *Against the Grain*. This is easy when you have a guest editor like the effervescent **Ramune Kubilius** who has put together a series of papers on **Trends in Health Science and Biomedical Sciences Information Services Provision**. Besides an introduction by **Ramune**, we have papers by **Carla J. Funk**, **J. Michael Homan**, **Lenny Rhine**, **Mary A. Hyde**, **Lisa A. Palmer**, **Anneliese Taylor**, **Susan K. Kendall**, **Elizabeth R. Lorbeer**, and **Michelle A. Kraft**. In our **Op Ed** for this issue **Mark Herring** talks about the Google Book Decision while **Tony Ferguson** talks about paradise in his

Back Talk column. We have interviews with **Neil Blair Christensen** and **Francis Pinter** and plenty of profiles to read as well. **Tom Gilson** and **Debbie Vaughn** have done their usual great reviewing jobs. We have **Bill Hannay's Legally Speaking** column and **Lolly's** answers to more questions. There are some random ramblings, a discussion of consortial DDA, some things we need to know about engineering handbooks and computing instructions manuals, and **Donna Jacobs** says we should not judge a movie by its book, and there's lot more.

Patient is now asking for me to find another book to read. I just finished reading him **Laura Hillenbrand's** *Unbroken: A World War II Story of Survival, Resilience, and Redemption*. Maybe next is *Seabiscuit*?

Meanwhile, back to you in June and on the **ATG** Website! Happy Spring!

Love, Yr. Ed. 🌱

Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: **Against the Grain**, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the **ATG** Homepage at <http://www.against-the-grain.com>.

Dear Editor:

Re: **Nancy Herther** article on the **ATG NewsChannel** (<http://www.against-the-grain.com/2014/03/newsflash-celebrating-10-years-scopus-announces-major-archival-expansion-program/>)

Many congratulations to **Nancy Herther** on putting together such an informative article. These are very exciting times to be around in

publishing, and I look forward to a future opportunity to bring the challenging work of the SCOPUS Content Advisory Board to a wider audience through your **ATG NewsChannel** newsletter.

With Best Wishes,

David Rew, TD MA MChir FRCS
Consultant, Surgeon
University Hospital of Southampton
<David.Rewd.rew@soton.ac.uk> 🌱

AGAINST THE GRAIN DEADLINES VOLUME 26 — 2014-2015

2014 Events	Issue	Ad Reservation	Camera-Ready
ALA Annual	June 2014	04/03/14	04/24/14
Reference Publishing	September 2014	06/19/14	07/10/14
Charleston Conference	November 2014	08/21/14	09/11/14
ALA Midwinter	Dec. 2014-Jan. 2015	11/13/14	11/28/14

FOR MORE INFORMATION CONTACT

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The weather has finally gotten reasonable in Charleston after three months of nothing but cold rain and clouds, no sun. It's now finally spring, getting ready for the cloying Charleston summer. But I have been playing **nursemaid**, taking care of my husband who had an operation a few weeks ago. I have been running errands, cooking and cleaning.

Had planned to go to the **16th Fiesole Retreat** in Cambridge England but the doctor called instead. The **Retreat** has just ended and what a spectacular event it was. The weather in Cambridge was delightful and so were the presentations. Watch for them shortly on the **Casalini** Website www.casalini.it.

Speaking of the **Fiesole Retreats** and Cambridge. Our second England but the doctor called instead. The **Retreat** has just ended and what a spectacular event it was. The weather in Cambridge was delightful and so were the presentations. Watch for them shortly on the **Casalini** Website www.casalini.it.

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<https://www.linkedin.com/http://www.against-the-grain.com/>

The **NASIG Executive Board** has appointed the energetic **Angela Dresselhaus** editor of the **NASIG Proceedings**. **Angela** is Acquisitions and Electronic Resources Librarian, **University of Montana**, Missoula. She is an active member of **NASIG** and **NASIG** newsletter editor-in-chief.

The **Association for Library Collections & Technical Services (ALCTS)** has named the industrious, energetic, and awesome **Patrick Carr**, assistant director for acquisitions & collection management, **Joyner Library** at the **East Carolina University**, Greenville, N.C., the winner of the 2014 **Esther J. Piercy Award**. The award will be presented on Saturday, June 28, at the **ALCTS Awards Ceremony** during the **2014 American Library Association (ALA) Annual Conference** in Las Vegas. The **Esther J. Piercy Award** was established by **ALCTS** in 1968 in memory of **Esther J. Piercy**, editor of *Journal of Cataloging and Classification* from 1950 to 1956 and of *Library Resources & Technical Services* from 1957 to 1967. The **Piercy Award** recognizes the contributions to those areas of librarianship included in library collections and technical services by a librarian with no more than ten

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Trends in Health Sciences ... from page 8

institutes involved with translational and comparative medicine, basic science research findings can impact health care knowledge and practices. In 2010, a survey report on information seeking behaviors of basic scientists included this finding in the conclusion: "Although the basic science researchers expressed a positive attitude toward the library, they did not view its resources or services as integral to their work...." That finding was not shared by **Marysue Schaeffer** at the 2013 **Charleston Conference Health Sciences Lively Lunch**. She reported on the successful experience of **Becker Medical Library at Washington University**, where bioinformaticists on staff have provided specialized resources and services to the research community for the past ten years. Past **ATG** special issues included articles that addressed e-science (2011/2012) and **VIVO** (2008). In her 2014 **ATG** article, **Susan Kendall** provides an overview of the "rediscovered" basic scientist. A librarian with a basic science doctoral degree, **Susan** regularly works with scientists at her institution and networks with colleagues. She has developed and taught skills building CE courses in this area for colleagues in both **MLA** and **SLA** (the **Special Libraries Association**). She was a past convener of **MLA's** Molecular Biology Special Interest Group (SIG), and is the 2013/2014 chair of the **MLA's** Collection Development Section. One could conclude that, based on the efforts and successes of this author and her colleagues, suggested future roles in the conclusion of the aforementioned 2010 article are already coming to fruition at many institutions.

It is all too common to read or hear about special library closures and mergers. A small exception to that current trend has been a response to an aging population and changing demographics that have contributed to a

physician shortage in the United States. As the headline of a February 15, 2010 *New York Times* article by **Anemona Hortocollis** indicated, we are now "Expecting a Surge in U.S. Medical Schools." On November 2012, the **American Medical Association (AMA)** newswire featured an announcement about the opening of three new medical schools in the U.S., at **UC Riverside School of Medicine (CA)**, **Quinnipiac University's Frank H. Netter MD School of Medicine** in Hamden (CT), and **Western Michigan University School of Medicine** in Kalamazoo (MI).⁸ At the time of the announcement, all had received preliminary accreditation status from the Liaison Committee on Medical Education (LCME). As one might imagine, hand-in-hand with hiring faculty and planning curricular matters, new medical schools also must address libraries and information services. In days gone by, this was referred to as planning for the "opening day collection." How do present day librarians in new academic medical institutions plan for collections (or these days, online access to resources) as well as services for "opening days" — that is, the arrival of the inaugural classes of students on-site or virtually (for online courses)? What are some goals, priorities, and techniques? In her article, **Elizabeth Lorbeer**, library director at the third institution in the aforementioned **AMA** newswire announcement, shares some of her first-year plans and accomplishments. A follow-up at some future date may be interesting...

Last but not least, it is not an understatement to say that in many institutions, many things have changed. Changing budgets and priorities, external and internal, have driven libraries' decisions on collections (information resources), staffing, and space. Views about technology and practices are changing "in the trenches." So, in what direction should and could libraries head? Followers of hospital librarian **Michelle Kraft's** lecture circuit appearances at professional meetings or readers of her blog, *The*

Krafty Librarian: Every Librarian Needs a Bag of Tricks (<http://kraftylibrarian.com/>), know that they will be amused, entertained, sometimes challenged and/or invigorated by things she says and writes. **Michelle** has served on the **MLA** Social Networking Task Force, has moderated the popular "Tech Trends" session at **MLA** annual meetings, and, as December 2013 election results revealed, will serve as president of **MLA**, beginning her duties at the conclusion of the 2014 **MLA** annual meeting in Chicago (May 16-21). In the 2011/2012 special issue of **ATG**, **Patricia Hammond** wrote about hospitals' collection building and information resource work. In this issue of **ATG**, **Michelle Kraft** questions some established, perhaps entrenched, practices, routines, and thinking. It is her opinion and prognostication that much could and should (still) be changed in hospital and health sciences libraries, and perhaps other types of libraries as well.

Thanks go to all of this year's special issue contributors for sharing their expertise and insights! 🐾

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years of professional experience who has shown outstanding promise for continuing contribution and leadership. The recipient receives a \$1,500 grant donated by **YPB, Inc.**, and a citation in recognition of accomplishments. Congratulations, **Patrick!**
<http://www.ala.org/news/press-releases/2014/02/alcts-piery-award-patrick-carr>

Speaking of Awards! I was catching up on some professional reading when I realized that the person on the cover of *College and Research Libraries News* was none other than **Tim Bucknall!!!** **Tim** is **ACRL's 2014 Academic/Research Librarian of the Year!!** Woo hoo! **Tim** is assistant dean of libraries and head of electronic resources and information

technologies at **UNC-Greensboro**. In 2004 **Tim** convened the **Carolina Consortium**, which allows libraries in both North and South Carolina to pool their monetary resources to obtain favorable pricing on electronic resources. **Tim** also created **Journal Finder**, the first open source link resolver. **Journal Finder** was sold to North Carolina-based **WT Cox Subscriptions** for \$350,000 in 2008. The award is sponsored by **YBP Library Services** and includes a \$5,000 award to be given during the **ACRL President's Program** at the 2014 **ALA Annual Conference** in Las Vegas.

<http://newsandfeatures.uncg.edu/journal-finder-sold-to-wt-cox-subscriptions/#sthash.BKUD0kT5.dpuf>

We are getting all sorts of renewals from y'all for *Against the Grain*. Very gratifying! We have been working on a rollout of the new

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Column Editor: **Bruce Strauch** (The Citadel)

Editor's Note: Hey, are y'all reading this? If you know of an article that should be called to *Against the Grain's* attention ... send an email to <kstrauch@comcast.net>. We're listening! — **KS**

AH, THE POIGNANCY OF MIDWEST YEARNINGS by Bruce Strauch (The Citadel)

Here's some good old stand-bys about the Midwest. (1) **Theodore Dreiser**, *Sister Carrie* (1900) (Carrie takes to the Chicago stage; becomes rich and famous; all her lovers end up in the gutter); (2) **Sinclair Lewis**, *Main Street* (1920) (desperate for culture in Gopher Prairie); (3) **F. Scott Fitzgerald**, *This Side of Paradise* (1920) (not sure how this one quite fits, other than **Fitzgerald** being Midwestern and filled with yearnings to be rich); (4) **Booth Tarkington**, *Alice Adams* (1921) (desperation to escape middle class-dom); **Jetta Carleton**, *Moonflower Vine* (1962) (a four-women-go-out-in-the-world novel; 1962 bestseller often compared to *Little Women*).

See — **Diane Johnson**, "Five Best," *The Wall Street Journal*, Jan. 18-19, 2014, p.C10.

(Diane is, of course, the author of the marvelous "*Le Divorce*," and "*The Marriage*," in which she captures all the subtleties of the French. Her new book is "*Flyover Lives: A Memoir*.")

MEMORY LANE ROCK by Bruce Strauch (The Citadel)

One of the forgotten giants of early rock was **Jerome Feldman** AKA **Doc Pomus**. Born in 1925, crippled from age 7 by polio, he spent his early years in an iron lung and casts and fell in love with music. At 17, he staggered into a Greenwich Village club on crutches and in leg braces, announced he was a blues singer. He was given a \$40-a-week gig and went on from there to write and record 50 blues numbers in the 1950s for **Atlantic**.

"Save the Last Dance for Me," "This Magic Moment," "Little Sister," "Can't Get Used to Losing You," and "Teenager in Love" were among his greats.

Business fell off in the '60s when rockers started writing their own music. Then he was hit by a wrecked marriage and big back taxes owed.

In the '70s and '80s he staged a comeback, collaborating with **B.B. King**, **Dr. John**, and **Bob Dylan**.

See — **Marc Myers**, "From Pain, Magic Moments," *The Wall Street Journal*, Oct. 4, 2014, p.D4.

WHITHER WARNER MUSIC? by Bruce Strauch (The Citadel)

Leonard "Don't call me an Oligarch" **Blavatnik** was born in Odessa, immigrated with his family to NY aged 21 in the '70s when Jews were allowed to leave the Soviet Union. He did **Columbia** and **Harvard** B-School. When Russia began selling off state industries, he bought into aluminum manufacturing, mixed it up with the crime groups, sued and was sued by partners, survived, and is now billionaire rich.

He lives in a £41 million mansion on Kensington Palace Gardens, lunches with **Lord Weidenfeld**, shmoozes with the **Clintons**. Gave £117 million for a Blavatnik School of Government at **Oxford**; gave \$50 million to **Harvard**.

In 2011, he bought **Warner Music** for \$3.3 billion. It's said he bought it not out of a love for music but for social cachet. The execs were shocked by his tastes which run to *Fiddler on the Roof*. **Blavatnik** got rid of the wild overcompensation to execs, making them take dividends from increased value in the company.

The coke-fueled heady days of the '70s music biz are gone. Doomsters talk about the "CD cliff," the point when CDs vanish from retail. Listeners don't want to pay for streaming subscriptions.

Blavatnik seems to see **Warner** as a real estate buy rather than media-and-entertainment. He'll profit from the gigantic catalogue of recordings dating to the '60s.

See — **Connie Bruck**, "The Billionaire's Playlist," *The New Yorker*, Jan. 20, 2014, p.40.

Future Dates for Charleston Conferences Preconferences and Vendor Showcase Main Conference

	Preconferences and Vendor Showcase	Main Conference
2014 Conference	5 November	6-8 November
2015 Conference	4 November	5-7 November
2016 Conference	2 November	3-5 November
2017 Conference	8 November	9-11 November

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Website and hope to unveil it very soon! In the meantime **Tom Gilson** and **Leah Hinds** are doing their very best to keep us informed. Be sure and visit the Website frequently and set up RSS feeds! Have you renewed your subscription yet?

<http://www.against-the-grain.com>

Speaking of *Against the Grain*, in the current print issue **Ramune Kubilius** has done her usual thorough job of updating us on the state of the medical library community. There is a whole lot of library rethinking going on which is necessary in this environment that we find ourselves in, and this issue focuses on the medical library community. I was especially fascinated by **Elizabeth Lorbeer's** article about being a library director of "nothing" and making it into something

that is viable — building an opening day collection for a virtual health science library. The school received over 3,570 applications for 50 spots in the first class which begins August 2014. **Elizabeth** says that there is no physical space for print material but an adjoining information commons allows students to pass through easily between lecture hall and the learning community. See this issue, p.36.

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For the past two years, all workshops have included a cross-program training module titled “**Research4Life** Programmes — Similarities and Differences.” The **HINARI**, **AGORA**, and **OARE** Web interfaces are reviewed, as are the different databases and search tools. This is most useful for participants from universities where there is access to multiple **Research4Life** programs. By the end of 2014, all the programs will have the same search tool (SUMMON) and this will increase the similarities among the programs. Also, during the past year, the **HINARI** training staff has developed better tools to evaluate the impact of training besides the post-workshop surveys that are now used. This includes evaluating pre- and post-workshop usage of the **HINARI** resources and sending an “outputs” survey six months after a workshop is concluded.

Challenges

Some challenges for the e-library training program have been Internet and Wi-Fi access and the availability of laptops. The speed of Internet access has slowly but surely increased in many countries although bandwidth and minutes still can be expensive. For example, in Sub-Saharan Africa, the increase often is the result of access via cables strung to East and West Africa with less reliance on satellite links. Also, the eligible institutions have increased bandwidth as there is a better understanding of the potential of the Internet as a source of academic and research information.

Approximately three years ago, participants began bringing laptops to workshops. In most cases, the host institutions have also added Wi-Fi access. Consequently, participants can bookmark Internet links and save files directly to their laptops. Also, bibliographic management software such as Zotero or Mendeley can be downloaded directly onto these laptops.

Finally, a continuing challenge is to maintain funding for the program. We hope to continue to work with the **Elsevier Foundation** and several other partners to continue this very valuable program.

Conclusion

The **MLA/Librarians Without Borders** e-library training initiative has successfully worked for the past six years in partnership with a variety of other organizations to train health and health-related professionals, including librarians, to effectively access and use health-related databases. The program has also trained U.S. health sciences librarians to be trainers of their international colleagues. This global outreach project has not only renewed **MLA's** historic international commitment to assist people anywhere in the world, but in a practical sense has demonstrated a consistent ability to work with a diverse group of individuals and funding organizations to build in-country capacity for improved health of all participants. 🌱

against the grain people profile

Coordinator, MLA/ Librarians Without Borders E-Library Training Initiative
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Lenny Rhine, Ph.D.

PROFESSIONAL CAREER AND ACTIVITIES: Coordinator of the **MLA/LWB** e-library training initiative since 2006. The project's principal activities are conducting workshops and the developing/updating training material for **HINARI** (www.who.int/hinari/) — a collaborative **WHO** and **Partner Publishers** project for access to 11,400 health e-journals, 18,500 eBooks, and 70 other institutions resources for institutions in low-income countries. Since 2007, I have conducted 51 workshops in 29 countries and developed more than 20 training modules. I also update the training material for the **Research4Life** and am the compiler of the “Essential Health Links” gateway that contains over 800 annotated links for health professionals in low-income countries (www.healthnet.org/essential-links/). A **University of Florida** emeritus librarian, I have worked with libraries and health information professionals in low-income countries since 1990, concentrating on the delivery of electronic information, (www.research4life.org/) partner programs in agriculture research and environmental research.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Maybe I should address where I think the **Research4Life** programs will be in five years. Currently, the **Research4Life** partner publishers are committed to the project through 2019. These publishes will need to renew their commitment for the activities to continue. The programs regularly add content as more publishers participate. The mix of countries and territories eligible for the **R4L** programs will continue to change as some will graduate while others may go up or down in category (free access vs. low cost access). The platform for all the programs also will continue to evolve as currently a new authentication system is being installed and the Summon search engine is being piloted. Each technological change should result in enhancements to accessing the resources. 🌱

Endnotes

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Speaking of which, one of the books reviewed in this issue is *Reinventing the Library for Online Education* by **Frederick Stielow**. See this issue, p.44.

Reinventing the library operation(s) is being explored everywhere we turn. The work

that **Outsell** is doing to survey the information industry gives us a longitudinal snapshot of our end users. In this issue, we have a look at **Outsell's End-User Study of Faculty and Students**. Interesting that faculty are more loyal to print than expected and both faculty and students find digital textbooks more difficult to work with than with their print counterparts. See this fascinating summary, this issue, p.90.

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ant part of the collection. Our history information is not only about the books physicians used at the time they were practicing, but it also contains information about the history of medicine, history of obstetrics and gynecology, biographical or historical information on famous obstetricians, gynecologists, and other famous figures, as well as the histories of some medical schools.

Museum — The History Museum is the visual history of obstetrics and gynecology. You can find a display on forceps, destructive instruments, pelvimeters, sounds, pessaries, kegel meters, vibrators, models, IUDs (including the Dalkon shield), birth control pills (from the very complex to the very simple), condoms, and medicines of many types.

Publications Support — Resource Center staff provide publication assistance to College staff by verifying the references that are used in our publications. Often we find that a reference has been replaced by something newer or is rather questionable and should not be used. We provide alternatives if necessary. Staff attend committee meetings and often are asked for input as to what kind of questions we get from members and consumers that would be relevant for guideline development.

Website — The Resource Center maintains its section of the College Website and often provides information to other staff about a broken link or the need to update a page. We provide the “coding” for the documents to Web services staff to use to provide access to the documents on the Web page.

Conclusion

Many health association libraries are an integral part of their organizations. They provide traditional and non-traditional services not only to the organizational staff, but to members and non-members as well. The **Medical Library Association’s Health Association Libraries Section** provides members with feedback on how other societies may be handling a specific need within their organization. We like to help each other evolve and grow as librarians and libraries. Without each other we would not be able to learn adaptive techniques, fulfill the needs of our organization, and thrive. 🌱

Endnote:

1. **Dunikowski L. G., Embrey A. C., Hawkes W. G., Riedlinger J. E., Taliaferro M. G., Van Hine P. M.** “The Health Association Libraries Section survey: finding clues to changing roles. *J Med Lib Assoc* 2013; 101:318-22.

against the grain people profile

Mary A. Hyde

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BORN AND LIVED: I was born in and grew up in Cleveland Ohio. I attended the **University of Dayton** for my undergraduate degree and the **Clarion University of Pennsylvania** for my Masters of Science in Library Science.

PROFESSIONAL CAREER AND ACTIVITIES: I first started my medical library career at the **Winchester Medical Center** in Winchester, VA in 1990. I started the library at the **Association of American Medical Colleges** in 1992. I have been with the **American College of Obstetricians and Gynecologists** since 1996. I started as the reference librarian and became the director in 2002. I have been involved in local library societies and **HALS** for many years. I have served as president, chair, chair-elect, secretary, and treasurer. I am currently the Chair of **HALS**.

FAMILY: I have been married to my husband, **William** for almost 23 years. We have two daughters. **Caroline** is 19 and a freshman at **Beloit College** in Beloit, WI. **Catherine** is 15 and a freshman at **St. Maria Goretti High School** in Hagerstown, MD. We live in Lovettsville, VA.

IN MY SPARE TIME: In my spare time I enjoy reading, crocheting, walking my dog, and baking.

FAVORITE BOOKS: Any mystery that doesn’t talk about women’s health.

PET PEEVES: Asking me what my pet peeves are.

PHILOSOPHY: Even if I knew that tomorrow the world would go to pieces, I would still plant my apple tree. — **Martin Luther**

MOST MEMORABLE CAREER ACHIEVEMENT: Becoming the Director of the **Resource Center**.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Adding more services for our members to use the **Resource Center** electronically.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Continued involvement of the profession. We won’t lose the books because they are important. But we will have to expand our electronic access to books as well as journals. Many of us may be remote or become telelibraries/librarians. 🌱

Rumors from page 18

This leads me to mention that the November issue of **ATG** (the **Charleston Conference** issue) will be guest edited by **Charles Lyons** from **SUNY-Buffalo**. **Charles** says that the general plan is to have articles focusing on: library eBooks as e-textbooks, innovative textbooks on reserve, open textbook publishing, working with commercial textbook publishers, and university bookstores. I have recently been fascinated by all the e-textbook innovation and news. Apparently there is a move to have the purchase price of e-textbooks added to the overall course fee. See the latest article in *Information Today* by none other than **Chuck Hamaker**! “EBooks on Fire: Controversies Surrounding eBooks in Libraries.”

<http://www.infotoday.com/searcher/dec11/Hamaker.shtml>

Moving right along — the **Addlestone Library** is over eight years old and we are renovating. The **South Carolina Historical Society** in the Fireproof building on Meeting Street (across from the Mills House Hotel) is moving many of their rare manuscripts to our Special Collections Department. All shelves are being compacted to make room for additional seating and storage. This means that the Technical Services Department (my department) will have to move from the second floor to the first floor for four plus months (April-August, 2014)! What fun it has been to plan, plan, plan and relocate, relocate, relocate, right at the end of the 13/14 fiscal year! However, it will all be over by the time you come to Charleston for the **34th Charleston Conference**.

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Op Ed — Little Red Herrings from page 42

for **Google**. For intellectual property, not so much. For small- to medium-sized publishers, again, not at all. For discovery of materials, yes and no. Yes, because they can be found; no, because they are likely to be lifted, for free, or you'll get a snooty email asking why you're a stinking, dirty, money-grubbing capitalist. (And for your information, all those billionaires in Silicon Valley *are not* capitalists; they just got rich quick, that's all!)

In a sense, we all work for **Google** now, free of charge. I suppose that fits since we all now attend the "University of Google," right? 🐼

You Gotta Go to School for That? from page 41

I want to spend the time and money to travel somewhere just to "screen" films when I can do it from the comfort of my office computer screen? This experience at the **National Media Market** answered that question for me.

I suppose I'm making a case for the film "experience." I'm trying to say that viewing a few seconds of a film from one's desktop is not really "screening" a film. The fact is that randomly reviewing films from my desktop cannot hold a candle to sitting in a screening room with an audience and getting the full film experience. There really is a big difference between watching a film, even a trailer, and ex-

periencing a film in its natural environment on the big screen with a big audience.

Of course we often have to make buying decisions based solely on reviews or the few minutes we can give to online trailers. So, yes, one can get an idea of the worth or appropriateness of a film title by a quick desktop trailer. We have to do that most of the time. But, I posit that we media librarians (dare I say "film" librarians?) cannot fully grasp the medium we cherish, promote, and nourish without being regularly washed in the real/reel thing upon occasion. Just as one cannot live on fast food alone, one should spend at least one week a year savoring a full film meal at the **National Media Market**. Next year it is in Charleston again just ahead of the **Charleston Conference**. Certainly, this is yet another reason to come to Charleston early. 🐼

Rumors from page 22

Speaking of the **Charleston Conference**, the **Call for Preconferences** at the **2014 Charleston Conference** is out. And the **Call for Papers** opens tomorrow! Get on the stick! Time's a wastin'! <http://www.katina.info/conference/call-2014-preconferences-now-open/> and <http://www.katina.info/participate/call-for-papers/>

The **2014 Charleston Conference** program is shaping up! We can let everybody in on a few things.

First, the fantastic **Anthea C. Stratigos** will be our main keynote speaker. We mentioned **Outsell's End-User Study of Faculty and Students** above in this issue. **Ms. Stratigos** is co-founder and CEO of **Outsell, Inc.** (founded in 1994), a leading research and advisory firm that focuses exclusively on the information and publishing industries,

providing analysis and recommendations for high-level executives regarding markets, trends, benchmarks and best practices. **Anthea** is **Outsell's** primary spokesperson, and chairs **Outsell's Leadership Council**, a member-service for CEOs and senior executives of publishing and information-provider firms. **Ms. Stratigos** holds a B.S. degree in Communication from **Stanford University** (1983) and graduated from the Executive

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From the Reference Desk from page 46

drawn from the disciplines of social psychology, sociology, history, business, political science, cultural anthropology, moral philosophy, theology, law, family studies, ... and more. From the "little white lie," to lying on a resume, to the grandiose lies of presidents, this two-volume reference explores the phenomenon of lying in a multidisciplinary context to elucidate this common aspect of our daily lives..."

ABC-CLIO is also publishing a couple of new sets in April.

- **Famous Assassinations in World History: An Encyclopedia** (978-1-61069-285-4, \$189) is edited by **Michael Newton** and provides "complete and up-to-date coverage of assassinations of key figures throughout history and around the world... Each entry identifies the assassination target and summarizes that person's significance; discusses the person's assassination, including the factors that led up to it and its political and cultural contexts; and explains the powerful effects of the assassination in world history. ... In addition, 23 primary source documents provide accounts of assassinations throughout world history."
- **Muhammad in History, Thought, and Culture: An Encyclopedia of the Prophet of God** (978-1-61069-177-2, \$189) Editors **Coeli Fitzpatrick** and **Adam Hani Walker**, offer readers "more than 200 A-Z entries" that "summarize views of Muhammad from the earliest editors of the Qu'ran to contemporary Muslim theologians" and "explores the traditions, ceremonies, and beliefs of Islam as they have spread worldwide, and examines Muhammad's role in other religious traditions as well as the secular world."

IGI Global has recently added one new title to their reference list.

- **Encyclopedia of Business Analytics and Optimization** (9781466652026, \$2560) is a five-volume set edited by **John Wang** that looks at the "challenges of information retrieval in the age of Big Data by exploring recent advances in the areas of knowledge management, data visualization, interdisciplinary communication, and others. Through its critical approach and practical application, this book is ... for the professional, leader, analyst, or manager interested in making the most of the knowledge resources at their disposal."

Wiley has also added a new reference to their list.

- **The Wiley-Blackwell Encyclopedia of Health, Illness, Behavior and Society** (978-1-4443-3076-2, \$795) is co-edited by **William C. Cockerham**, **Robert Dingwall**, and **Stella Quah** and provides a "comprehensive, interdisciplinary, and international reference work on all aspects of the social scientific study of health and illness..."

In case you missed it, January saw **Oxford University Press** add a number of new titles to their online **Oxford Quick Reference** collections.

- **A Dictionary of Genetics** (8 ed.)
- **The Concise Oxford Dictionary of the Christian Church** (3 ed.)
- **A Dictionary of Food and Nutrition** (4 ed.)
- **A Dictionary of Epidemiology** (5 ed.)
- **A Supplementary Dictionary of Sports Personalities** (1 ed.)

Oxford also added one title to its online **Oxford Reference Library**.

- **The Oxford Encyclopedia of Biblical Interpretation** (1 ed.)

You can find more information along with relevant links at: <http://www.oxfordreference.com/page/new/whats-new>. 🌳

Rumors from page 43

Marketing Program at **Harvard University** (1992). Read all about her in *Forbes*, *BusinessWeek*, etc.

<http://www.forbes.com/profile/anthea-stratigos/>

<http://www.businessweek.com/stories/2005-05-04/work-family-and-the-holistic-way>

We will also have a keynote from **John Rennie**. **John** received a Bachelor of Science in Biology from **Yale University** and worked as a science writer and researcher at **Harvard Medical School**. He currently teaches science

writing as adjunct professor at **New York University's Arthur L. Carter Journalism Institute**, and writes his **The Gleaming Retort** on the PLoS Blogs Network. **John** served as editor in chief of *Scientific American* between 1994 and 2009. Based in New York, he continues to work as a science writer and editor, and as an adjunct instructor in **New York University's Science, Health and Environmental Reporting Program**.
<http://blogs.plos.org/retort/about/>
<http://www.weather.com/tv/tvshows/hacking-the-planet/cast>

We will have another debate this year between **Rick Anderson** (University of Utah) and **David Magier** (Princeton). This year's

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by **Tonia Graves** (Electronic Resources & Serials Services Librarian, Old Dominion University, 4427 Hampton Blvd., Norfolk, VA 23529; Phone: 757-683-4188) <tgraves@odu.edu>

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Column Editor: **Michelle Flinchbaugh** (Acquisitions and Digital Scholarship Services Librarian, Albin O. Kuhn Library & Gallery, University of Maryland Baltimore County, 1000 Hilltop Circle, Baltimore, MD 21250; Phone: 410-455-6754; Fax: 410-455-1598) <flinchba@umbc.edu>

Introduction

Can you have too many demand-driven acquisitions (DDA) programs? Is one DDA program enough? In the Commonwealth of Virginia, we're not sure how to answer the first question. However, our answer to the second question is an unequivocal NO! Well, that is at least true if you examine the experience of **Old Dominion University (ODU)** and the **Virtual Library of Virginia (VIVA)**, the Commonwealth's consortium of nonprofit academic libraries.

In the last 18 months, both organizations have implemented DDA pilots, and **ODU** participated in both of them. Because the same vendor was used for each pilot, it's not surprising that the plans have similar characteristics. Both plans only include eBooks, and their basic acquisitions models match. They have similar browsing periods, and both allow unlimited simultaneous users, although the overall number of uses is limited for purchased titles. The programs differ in a number of ways, however, including the number of allowable Short Term Loans (STLs) before purchase, the kind and number of books available for use, and the maximum list price for titles (Figure 1).

These plans also have different challenges. The primary issues faced by **ODU** have been training staff, avoiding duplication, creating end-user awareness, and developing efficient workflows. **VIVA's** primary issues have been communicating the plan effectively across the consortium and bringing publishers into the plan.

Some issues do affect both the individual library and the consortium, however. For both programs, record loading and record management are complex and challenging issues. Also, since both programs are pilots, creating and applying effective assessment tools to determine future viability and funding will be critical.

Old Dominion University DDA Background

Located in Norfolk, VA, **Old Dominion University** was founded in 1930 and currently serves just under 20,000 undergraduate and just over 5,000 graduate students. **ODU** offers 70 bachelor's degrees, 54 master's degrees, 42 doctoral degrees, and 2 educational specialist degrees. More than 70 degree programs are available through Distance Learning.

The University Libraries' collections total approximately 3.2 million items, including over 1 million monographic volumes, over 20,000 journals and other serial publications, over 2 million microform units, and over 68,000 maps, computer data files, audiovisual, audio, film, and cartographic materials.

DDA at ODU

Like many other college and university libraries, **ODU's** University Libraries have been coping with material budget issues over the last few years. In response to these challenges and in order to expand the universe of available titles and provide immediate access to materials, the University Libraries allocated funds to begin a DDA program in 2012. DDA would also serve the University's extensive Distance Education Program.

In August 2012, the University Libraries selected **EBL** as its vendor and implemented a DDA eBook pilot program. New titles were based on the Library's **YBP** existing monographic approval plan, and the plan only included titles published since 2010. All subjects were represented, although textbooks and popular titles were excluded, and the maximum prices were set at \$300 per title and \$30 per STL with staff mediating requests that exceeded the maximum limits.

Standard parameters for STLs, purchase triggers, loan periods, numbers of users, and course reserves were established. Three STLs were allowed, and on the fourth use of a title, the book was purchased. **ODU** opted for the seven-day STL, and, following the **EBL** model, once purchased, a title had 325 available loan days per year. Initially, 19,500 **EBL** titles were loaded into the libraries' Sierra Integrated Library System (ILS), and duplicates were removed as they were discovered.

Plan Criteria	ODU Plan	VIVA Plan
Subjects	All	Science, technology, engineering, mathematics, and health
Publishers	No restrictions	Added to the plan based on consortium request and negotiation by EBL
Publication date limit	2010	2012
Maximum list price	\$300/title; \$30/STL	\$250/title
STL period	7 days	7 days
STLs before purchase	3	10, then 25

Figure 1: Basic Comparison – ODU and VIVA DDA Plans

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Rumors from page 47

debate proposition will be — “Wherever possible, library collections should be shaped by patrons, instead of by librarians.”

And there are several more speakers so be sure and look at the **Charleston Conference** Website for updates.

www.katina.info/conference

We will have a change of pace for the **Saturday Rump Session**. There will be a

Charleston Seminar Luncheon and program from noon to 3:30 organized by **Michael Arthur, Meg White, Rebecca Seger, Jonathan Harwell**, and others. More information will be posted on the **Charleston Conference** Website. www.katina.info/conference

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Student Resources), and his *Cryptography and Network Security*, now in its sixth edition, is a useful model for a textbook that blends basic information with practical applications and could be used by an undergraduate student or as a reference by practitioners.^{2,3}

Another benefit of selecting and recommending course books to computing students is that it orients them to those foundational texts recognized across the computing industry. One particularly good example of a course book that is also arguably the definitive introductory text in the subject is *Introduction to Algorithms*, published by MIT Press.⁴ While there are other books available on this topic, this is a work that anyone in the industry will have studied from and is required reading for most computing professionals.

As universities and accrediting agencies place higher importance on job placement after graduation, libraries should consider collecting certification manuals for myriad reasons. Certifications are increasingly being promoted and supported by computing departments, which underscores the importance of acquiring these materials for the library. In "Integrating IT Certification into an Information System Course," authors Akram Al-Rawi, Azzedine Lansari, and Faouzi Bouslama prescribe a strategy for incorporating certification exams into the university computing curriculum.⁵ In computing, a degree alone does not necessarily show employers that a potential new hire has a certain breadth of knowledge, whereas certification proves competence and the ability to pass an accredited industry-wide exam. Certifications ensure common and measurable fluency on a topic, since students or professionals sitting for the exam must be able to demonstrate their knowledge. Popular certification paths that can be tied to the undergraduate curriculum, library materials, and professional certifications are the tracks for Network+ and the CCNA (Cisco Certified Network Associate).

Much of the material in these courses mirrors the material taught in any introductory college networking course. Certification exams provide effective surveys of their topic areas and give the student a solid foundation on which to build a career. Though industry-recognized certifications can be résumé builders, they are not necessarily correlated with job placement, and library selectors should also recognize that computing faculty may have mixed feelings on incorporating certification training into the curriculum. Some programs have successfully integrated certification manuals into courses, supplemented with more theoretical texts; other computing departments opt to offer certification courses as electives. To support these efforts, bibliographers might look toward purchasing certification manuals and texts from the following group of publishers and series: Cisco Press (Official Cert Guide Series); McGraw-Hill Osborne Media (All-in-One Series); Microsoft Press Books (also available as electronic books through O'Reilly Media

and Safari Books Online); and various series from Wiley's Sybex imprint. Texts from these series can be easily integrated into collections and as universities become more accountable to students' postgraduate career placements, supporting computing certification becomes more critical.

Once bibliographers decide to add selective textbooks and certification manuals to the computing collection, challenges remain. One practical concern is that it can be difficult to locate hardcover texts that will stand up to the wear and tear of users, as these titles are routinely heavily used. Certain works, such as the *CCNA Routing and Switching Study Guide*, will often be continuously checked out from the moment they are received.⁶ They will also probably be stolen, highlighted, dog-eared, and ripped apart, so it may be necessary to buy two copies or a physical copy and an electronic copy, allowing students to choose their preferred format. The consideration of whether to provide electronic texts is still an important question for computing students, who do not necessarily want to read books online, especially when they are trying to code or cross-reference materials. Nevertheless, when purchasing computing course materials and certification manuals in an electronic format, it is important to purchase a concurrent user license so that as many users as possible can access the needed materials. Given the general affordability of these works in both print and electronic forms, they are low-cost yet high-value additions to the undergraduate collection.

It is important to remember that, despite falling outside the scope of most traditional selection policies, instruction manuals — both textbooks and certification guides — are often the preeminent books in computing. They are intentionally written to be easy to understand, which makes them ideal for

self-directed learning; they are usually highly vetted and well known in the industry; they are frequently edited and reissued, which is key in a fast-changing field; and they often directly support certification study, all of which make these materials excellent options for the undergraduate library collection. In fact, libraries of different sizes serving distinct communities — from liberal arts colleges to universities, technical schools to large public libraries — should find little reason to exclude these important and useful instructional materials from the computing collection. After all, it is often said that collection development is an art, not a science. When it comes to computer science, course books and certification guides can be critical for helping students learn their chosen art. 🐷

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Editor's note: An asterisk () denotes a title selected for *Resources for College Libraries*.

Rumors from page 62

We are excited to have a UNC-Chapel Hill School of Library and Information Science Data Curation Course which will take place for one-and-a-half day on the Monday and Tuesday prior to the Charleston Conference! Stay tuned!

www.katina.info/conference

Brainstorming the other night with the awesomes Mitchell Davis and Carolyn Morris and the newly-hired Biblioboard employee Steve Sutton (yes, you heard me right) and my wonderful husband Bruce, we had the idea for a Charleston Conference band... or music group... There are so many musicians in our midst! In fact, I was talking by email to Scott Plutchak about this since he

is part of the Bearded Pigs who I have always wanted to get to perform in Charleston. But Scott says they retired the annual Bearded Pigs event at the MLA meeting after last year since there were too many logistical and other issues. Of course the initial challenge is getting the right core group of musicians together, as Scott says. But he adds a thought — suggests an open mike session one evening during the Charleston Conference. People would sign up for fifteen minute sets ahead of time. That could be a fun event in itself and help identify some people we could tap for something the next year. What musicians out there want to help with this crazy idea? Jack Montgomery, how about you? Seems like every other person mentions music in the *Against the Grain* profile! Fun, fun, fun! Who is interested? Please let me or Leah Hinds know! <leah@katina.info>

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Decoder Ring from page 92

In the case of the subtitle example above, that would be:

\$page->subtitle()

The worst thing I could say about Kirby is that it prescribes a directory structure and naming scheme to a certain extent. Visible content should be in a subdirectory of Kirby's *content* folder, named according to *number-name* scheme such as "01-blog" or "02-comics." Unnumbered folders are "invisible," meaning they are still Web-accessible but do not appear in auto-generated navigation. Subdirectories follow this same scheme, with the numbers starting over from 01 in each folder.

Again, I found this hierarchy sensible and didn't consider it limiting to the project at hand. Admittedly, it does mean that media content like my image files are spread out in each individual post subdirectory. If you need to house all media together in one directory or in another structure, as I could see being useful for a digital library admin who didn't want to reinvent a wheel, you could get around this limitation with Kirby's custom metadata fields.

After considering your projects needs, I recommend experimenting with each of these flat file systems to see if it's right for the project and the people working on it. All are available on GitHub (Kirby's licensing is based on the honor system). Jekyll is very capable and probably fairly simple to use and maintain if you develop in Ruby. If you're more comfortable in PHP, Pico and Kirby are very similar on first, and even second, glance. I found Kirby easier to work with and extend. Plus, if I had problems Kirby's documentation cleared things up faster than Pico's did.

And then there's the fact that I was making a Webcomic, and what comics creator could resist a name that recalls the King, Jack Kirby?

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Back Talk from page 94

ways imagined that paradise will be a kind of library." I think this is 100% true and that is why we should all try to help others find this paradise before they cross the veil between this and whatever is coming next. 🌧

against the grain people profile

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BORN AND LIVED: I've lived all over the place! I grew up in southern Idaho and Salt Lake City, went to college in Chicago, taught English as a Foreign Language in Shanghai, and then moved to Durham, North Carolina. My first three books are set in Chicago, a city I dearly love.

IN MY SPARE TIME: Between writing and working full-time, I hardly feel like I have spare time! I read a lot, both for work (I run two book clubs) and for fun. I like to cook and eat, so I like going out to restaurants and I read a lot of cookbooks. I run and enjoy hiking. I'm interested in quilting, but have only made two baby quilts (though I've bought fabric for several other quilts).

FAVORITE BOOKS: I've been telling everyone I meet to read *The Black Count* by **Tom Reiss**. I'm also a big fan of *Wolf Hall* and *Bring Up the Bodies* by **Hilary Mantel**. For romance novels, I love *The Outsider* by **Penelope Williamson**, anything **Carla Kelly** writes, *Simply Love* by **Mary Balogh**, and **Jennifer Crusie's** *Faking It*. I'm sure if you asked me on a different day, you'd get a different list. Asking a librarian this question is a bit like asking a mother to pick her favorite child.

PHILOSOPHY: Perfect is the opposite of good. **Anne Klinefelter**, the director of the **UNC Law Library**, told me that my first year of graduate school. Honestly, if I waited for perfect, I would never get anything done (can you tell that I'm a big picture person, instead of a detail-oriented person?).

MOST MEMORABLE CAREER ACHIEVEMENT: I have two careers, so I'll answer for both of them. Winning the **RWA Librarian of the Year Award** was fantastic. And getting the phone call from **Megan Long** for my first book was a wonderful feeling. I had been having a really terrible month of May. When **Megan** told me the production schedule and how quickly I'd have to turn the book over, she said, "Do you think you can do that?" My exact response was, "I've spent the past week force feeding a cat. I can do anything." It took **Megan** a couple seconds to respond with anything more coherent than a "um, okay."

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: eBooks and self-publishing are changing the market a lot (which we all know). Even though libraries and publishers are fighting out the role of libraries and eBooks, with brick-and-mortar stores struggling and the number of books available online is skyrocketing, I think authors and publishers will start placing greater value on the unique role of the library and librarians in getting books into the hands of readers (there are many authors and publishers who recognize this already). 🐾

Rumors from page 86

Speaking of **ATG** profiles, I noticed that **Anneliese Taylor** (p.30) noted that in her spare time, she enjoys anything that gets her away from a computing device. Ain't it the truth?

And reading the *Forbes* interview with **Anthea Stratigos** (see above) I was interested to see that she and her husband, **Greg Chagaris**, make a point of going computer-less when they vacation. This may be a growing trend?

One last thing before I go, what do you think is the sexiest part about being a librarian? Got this from **Ileana Jacks** who found it on Instagram.

Now I gotta go! But be sure and visit the **ATG archive** on the **Purdue University Press** website not to mention the proceedings as well. <http://docs.lib.purdue.edu/atg/>

Happy Spring! 🐾

Check out **Lindsay Barnett's** new couch. Do you think Charlie was watching the Academy Awards?