Against the Grain

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2014

If Rumors Were Horses

Katina Strauch
Against the Grain, kstrauch@comcast.net

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Against the Grain
c/o Katina Strauch
209 Richardson Avenue
MSC 98, The Citadel
Charleston, SC 29409
TM

CHARLESTON CONFERENCE ISSUE

VOLUME 26, NUMBER 5 NOVEMBER 2014

Against the Grain

"Linking Publishers, Vendors and Librarians"

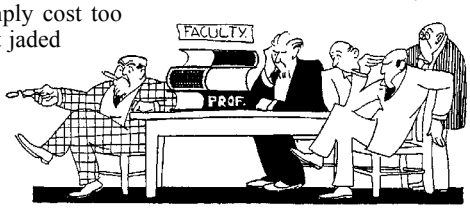
ISSN: 1043-2094

Library Roles with Textbook Affordability

by **Charles Lyons** (Electronic Resources Librarian, University at Buffalo, 520 Lockwood Library, Buffalo, NY 14260; Phone: 716-645-7703) <cflyons@buffalo.edu> *http://library.buffalo.edu/clyons*

In the Venn diagram linking libraries and textbooks, the overlap has for years been represented by a narrow sliver. Library policies rain down on students seeking shelter from high-priced textbooks like an edict from the authorities: we don't own them, won't purchase them, and can't borrow them for you via inter-library loan. More recently, however, librarians seem to have misplaced their certainty about avoiding textbooks. Indeed, if the articles in this special issue of ***Against the Grain*** are any indication, librarians are discovering they can play significant and impactful roles in the provision and creation of textbooks and other course materials at their institutions.

Why are librarians reassessing their stance on textbooks? The central issue is affordability: textbooks simply cost too much. Even the most jaded university bookstore manager or **Pearson** representative would not deny that textbook costs have risen to levels that make them difficult for many students to manage. Making higher education more affordable and accessible to a wider array of students is a theme that resonates as motivation for the authors of the articles in this issue.



What is remarkable is the variety of approaches librarians are using to tackle textbooks. The thrust of many library initiatives revolves around the creation and promotion of open education resources (OER) as alternatives to costly commercially-published textbooks. Some librarians are negotiating with traditional commercial publishers, the oft-maligned villains in the textbook world, for more sustainable pricing and licensing terms for e-textbooks. Others are going head-to-head with the bad boys and publishing their own textbooks to compete with traditional publishers. There is also renewed interest and vigor being put into more traditional library services like course packs and course reserves. Finally, simply putting more energy and creativity into promoting the use of library-licensed resources as course materials is a strategy gaining steam with librarians looking to play more active roles in textbook affordability.

In "**Spreading the Word, Building a Community: Vision for a National Librarian OER Movement**," **Nicole Allen**, **Steven Bell**, and **Marilyn Billings** call on academic librarians to unite and form a national movement to promote the widespread adoption of OER with the goal of taking control of learning materials away from commercial publishers and putting it back into the hands of educators.

While the number and quality of OER are increasing, making the switch from traditional textbooks to OER-based learning materials is no small matter. Redesigning course materials

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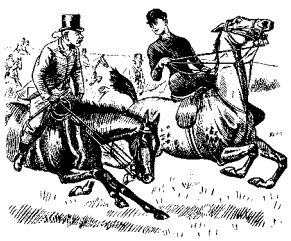
If Rumors Were Horses

Gearing up for the **2014 Charleston Conference**! A lot of you will be here! Welcome!

Was excited to see the Webcast sponsored by ***LJ*** and **ExLibris** the other day, which previewed a few of the hundreds of upcoming panels during the **2014 Charleston Conference**. **Michael Perry**, Collection Services Manager from Northwestern was the moderator of the panel which included **Roger Brisson** (ExLibris), **Rachel Borchardt** (American University Library), **William Cross** (North Carolina State University), and **Hilary Davis** (North Carolina State University). The Webcast lasted an hour and is archived on the ***LJ* Website**. Many of the participants in this Webcast will be in Charleston presenting at the panels. Check it out!



BTW, the **Charleston Conference** program is available in a great app — **2014charlestonconference.sched.org**. Using this app allows you to download your personal schedule and information about sessions that you want to attend onto your iPad or iPhone, tablet, etc. Very convenient and useful!

As the great conference directors, **Beth Bernhardt** and **Leah Hinds** who put together the whole **Charleston Conference** schedule and loaded all the info into the app, etc., etc. with no help from yours truly said, "There is always something going to happen that is beyond our control." This time it was a problem with the **sched.org platform**. Most of our speaker photos were deleted, leaving only the ones that are linked to a Facebook or LinkedIn account

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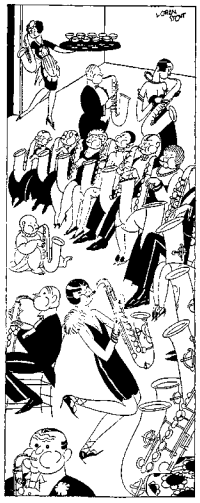

I get too much credit for starting a Conference 34 years ago. This conference has grown because of countless hard-working people. I am constantly impressed by the creativity and great ideas and follow through of all of you. Thank you.

This issue is a case in point. **Charles Lyons** has put together a stellar group of papers on **Library Roles with Textbook Affordability**. We have articles from **Nicole Allen**, **Steven Bell**, and **Marilyn Billings** (adoption of OER), **Ann Agee** and **Christina Mune** (engaging faculty), **David Gibbs** and **Jessica Bowdoin** (building a textbook reserves program), **Monica Metz-Wiseman** (discounted versions of etextbooks), **Tyler Smeltekop** (course pack creation), **Kate Pitcher** (faculty-authored textbooks), and **Sharon Farb** and **Todd Grappone** (creating learning materials). Our **OpEd** is about library landing pages and the state of library Webpages, in **Back Talk**, only **Tony Ferguson** can make seed-sharing interesting. We have interviews with **Gilles de La Rochefoucauld**, **Dr. Mehdi Khosrow-Pour**, **Anthea Stratigos**, and **David McCune**, **Jason Hoyt** and **Peter Binfield**. **Media-Centered** has a discussion of more documentaries to watch, **deg farrelly** and **Jane Hutchison** give us results of a national survey on academic library streaming video. **Dennis Brunning** and **Mimmo Bonanni** talk about research re: Chromebooks and Surface Pro use, **Rick Anderson** has his usual humble opinion about depth perception in libraries, **Jerry Spiller** talks about the comic book legal defense fund, while **Mark Herring** takes a look a selfies. We have lots of reviews from **Tom Gilson** and **Deb Vaughn**, and another digital conversation with **Paul Chilsen** and **Todd Kelly**. And there's much, much, more in this jam-packed, 112-page issue!

See what I told you about all our creative and impressive colleagues!

Meet them all in Charleston this November! 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:

I enjoyed the piece in this month's ***ATG*** on my imminent retiral from **COUNTER**. It is hard to believe that **COUNTER** has been going for over 12 years! The encouragement we got from you when we set up the project and the venue you have given us at the **Charleston Conference** over the years to inform the community about **COUNTER's** activities have been very important factors in **COUNTER's** success. Thank you!

I shall look forward to seeing you next month in Charleston.

Best Regards to you and Bruce. **Peter Shepherd**

(Director, COUNTER) <pt_shepherd@hotmail.com>

BOOKSELLING AND VENDING

Bet You Missed It 10

by **Bruce Strauch** — *What do hamburgers and gimlets have in common? Read about it here!*

Analyze This 98

Usage and Your Collection — Google and Wikipedia: How They Form Expectations for Digital Discovery by **Kate Lawrence** and **Deirdre Costello** — *Google and Wikipedia represent a successful pattern of information-seeking that works seamlessly for today's users.*

Curating Collective Collections 100

What Exactly Are We Retaining When We Retain That Book? Part One. by **Bob Kieft** — *Do academic libraries exist just to preserve the cultural record?*

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Epilogue to Thoughts on Sustainability by **Scott Alan Smith** — *Langlois must now demonstrate the value of consolidation to their voters.*

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Here's looking at You, Selfie by **Mark Y. Herring** — *We hear all sorts of "stuff" about privacy and First Amendment rights only to watch the Internet make roadkill of both on the information superhighway.*

I Hear the Train A Comin'..... 104

Of Ecosystems and Stakeholders by **Greg Tananbaum** — *We are looking forward to the panel in Charleston 2014 called "Let's talk: Bringing Many Threads Together to Weave the Scholarly Information Ecosystem."*

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eBooks and DRM: A Legitimate Defense of Author Rights, or a Publisher-Imposed Impediment in Defense of a Troubled Business Model by **David Parker** — *Why haven't pricing models within the DRM-regime emerged that expand the effective consumer-base of the knowledge?*

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Usus — A New Community Website on Usage by **Peter T. Shepherd** and **Anne Osterman** — *Usus will be a new community Website editorially independent of* ***COUNTER****.*

Pelikan's Antidisambiguation 106

"I didn't sign that. Wait, did I?" by **Michael P. Pelikan** — ***Michael*** *asserts that we need to draw a distinction between that information that might be regarded by the "reasonable person" (a legal construction) to be public information, and that which, say, a business can keep as part of its internal records.*

ONIX and More: EDItEUR's Standards in the Library Supply Chain..... 107

by **Tim Devenport** — ***Tim*** *introduces us to the intricate international standards that are impacting our industry.*

Rumors

from page 1

and it happened to all the events that **Constant Contact** hosts! A perfect storm! Anyway, **sched.org** uploaded the photos themselves so hopefully everything is fixed!

One person who will not be with us this year is **Deb Vaughn**, who is one of ***ATG's*** book review editors! Surprise! **Deb** and husband **Bo** are expecting their fourth child! Gosh! Speaking of which, I just heard from my daughter **Ileana** who is due November 4. She says a full moon is expected the 6th of November, and she predicts that's when my grandbaby will make his/her appearance. That will certainly add more excitement during the **Charleston Conference**!

Another of our regulars who will not be with us at the **Charleston Conference** this year is the energetic **Bob Holley**. He's on the accreditation team that will evaluate the **Universite de Montreal**. **Bob** says he has agreed to do this and is looking forward to using his French. And there's always next year. In the meantime, **Bob** has a column in this issue of ***ATG*** (p.90) about **self-publishing** and **Smashwords**. Is self-publishing becoming more mainstream? There are

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Getting Faculty into the Fight…
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While working on a solution, we heard about a program piloted in 2012-2013 at **Chico State**, another **CSU** campus, called TAP or the Textbook Alternatives Project. This project awarded grant funds to faculty working on more affordable course materials meant to replace expensive textbooks. In Spring 2013, we brought TAP to **SJSU**. As of Summer 2014, we've completed three rounds of TAP grants and have had 23 faculty members participate.

TAP is currently funded by grants from the **CSU** Chancellor's Office. These grants are offered to ALS programs for each university in the system, and campuses receive up to $20,000 each. Requirements — such as the contribution of finished projects to *MERLOT.org*, an OER depository, and the planning of faculty recognition events on campus — come with these funds. Here are some of the projects our TAP faculty produced:

Department	Course	Materials	Cost Savings (Appx Course Enrollment x Cost Savings per Student)
Religious Studies	Eastern Religions	Rather than requiring three textbooks at a total cost of $160 as he has previously done, the instructor will use a combination of free library resources and a custom AcademicPub course pack.	$6,960
Computer Science	Software Engineering	Software Engineering is a required course for Computer Science majors and has an enrollment of 200+ a year. The current textbook costs $128. The instructor is replacing it with an open online textbook.	$72,000
Geology	Hazards, Risks of Earthquakes and Volcanoes	More than 250 students take this class each year. The current text costs $66 (used) to $158 (new). The instructor will be replacing it with an open online textbook he has created with learning activity worksheets, peer-reviewed instructional materials, and articles available from federally funded sources.	$18,480
Accounting	Introduction to Financial Accounting & Survey of Accounting	These two accounting courses can enroll up to 400 students a year. The instructor has created an e-textbook titled Discovering Accounting which will be priced at $55, replacing a $255 traditional textbook for a savings of $200 per student.	$80,000

Initially, we offered TAP grants from $500-$2,000. Applicants were required to submit a proposal that included: number of students and sections per term, current cost of course materials, projected cost, and a description of new materials, including information about how these materials would be assessed. The grant proposals were reviewed by the ALS coordinators using a rubric. The most heavily weighted criterion was the savings to students, which was determined by multiplying the number of students affected by the cost reduction of course materials.

There were some clear winners, mostly large General Education courses with expensive textbooks, which represented the courses we had intended TAP to target. However, as reviewers, we felt many projects had merit and had difficulty turning anyone away. So for the first round of TAP grants, we requested additional funds from the Chancellor's Office in order to fund 11 out of 17 submitted projects. This raised the total award amount available from $6,000 to $9,500.

We incorrectly assumed that applicants would select the amount of funds they needed for their course redesign and submit that with a budget breakdown. Unsurprisingly (in hindsight), all of the applicants requested the highest amount. We had to then decide how much we would offer each winner using their rubric score. Once awarded, some winners decided the amount was not enough (mostly those that received $500) and pulled out of the project. For the next iterations, we specified a set amount — $1,000 — and all of the winners received this amount.

We also found the original requirements of the Memorandum of Understanding each TAP recipient signed to be rather onerous—on both the recipient and the ALS coordinators. We removed required meetings with library faculty and the mandate that they adopt a Creative Commons license for self-authored material. We do still ask that they submit a showcase profile for our Website, post completed open resources to *MERLOT.org*, and provide assessment and evaluation information.

Evaluation of the new affordable materials in existing TAP courses is an ongoing project. Faculty need to develop a convincing assessment that compares the effectiveness of original materials with the new materials they have chosen to use. TAP participants must also report these results to us in a way that can be shared with the Chancellor's Office and other stakeholders. Deciding on appropriate assessment indicators — such as GPA, retention, survey results, or individual qualitative feedback — continues to be a challenge.

We recognize the innovative achievements of TAP participants in a number of ways. Profiles are showcased via a revolving spotlight on our ALS Website. Participants' deans and colleagues are invited to an annual event, called "da Vinci Day," that recognizes the winners with a lunch and a keepsake poster that highlights their projects and outcomes. Additionally, letters of recommendation are sent to their department chairs and directly to the faculty. These letters are for inclusion in faculty dossiers and annual evaluations, to prove service to students and a commitment to teaching and learning at **SJSU**.

Next Steps

In addition to our TABL list and TAP grants, we plan to pursue other opportunities to engage faculty in switching to affordable, open materials for the classroom. Most promising is our Open Textbooks Project. This project targets large, General Education courses for the adoption of OER or library materials as replacements for current textbooks. This project reverses the process, however, by finding the material first, then matching it to an existing course.

High quality, open access textbooks and library eBook vendors have already been identified by librarians. We plan to fund adjunct librarians to match these books — from vendors like Open Stax (from **Rice University**) or library eBooks from **ebrary** and **EBL** — to textbooks currently used in high-enrollment General Education courses at **SJSU**. Librarians would also research and identify relevant textbook supplements, such as test banks, instructor manuals, PowerPoint presentations, and prepared lecture notes, that would make adoption of these affordable materials easier and more attractive. Open textbooks and library eBooks that show a strong alignment with textbooks currently in use would be promoted to the faculty teaching the courses and to the department chairs. We hope the Open Textbooks Project will reach even more students and keep a college education within their reach by making it more affordable.

Endnotes

1. U.S. Government Accountability Office. "College Textbooks: Students Have Greater Access to Textbook Information," Publication No. GAO-13-368. (June 2013). *http://www.gao.gov/assets/660/655066.pdf* (Accessed August 1, 2014).

Rumors
from page 6

several sessions at this year's **Conference** about self-publishing initiatives.

Was excited to read about **Usus – a community Website on usage** in this issue of ***ATG*** (p.105). **Usus** (Latin for usage) is a new, independent, community-run Website *(http://www.usus.org.uk/)* for all those interested in the usage of online content. It is designed to support a productive

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Interview — Rochefoucauld
from page 44

We have recently signed with a large publisher a partnership agreement, and we will be marketing 80 titles each month from their catalogue. This is a first initiative, and we hope that it will catch on with other publishers.

ATG: Given the dramatic changes the publishing industry is experiencing, mergers like yours may become commonplace. Do you have any words of wisdom for other companies considering such a merger?

GLR: You're right. When I attended my first **ALA** meeting, 25 years ago next year, there was an entire aisle devoted to foreign vendors. In Las Vegas last June, we were five or six gathered together at the end of one aisle. The movement towards consolidation is thus clearly visible.

As concerns business mergers, people often say that the human element is the most delicate. In our case, this was the easiest. By contrast, I understand better the difficulties that libraries face when they undertake a system change. Based on our experience, the advice I'd give, in the case of merging two bookselling operations, would be to devote some time to carefully study the compatibility of information systems and put everything in place for a complete, reliable, and useful consolidation of past activity.

ATG: Gilles, thank you so much for taking the time to talk us about this exciting new venture!

GLR: Thank you and thanks to your readers for your interest in **AMALIVRE**.

against the grain

publisher profile

AMALIVRE

Corporate Headquarters:
62 Avenue de Suffren, 75015 Paris, France
Phone: 33 (0) 1 45 67 18 38 • Fax: 33 (0) 1 45 66 50 70
www.amalivre.fr

AFFILIATED COMPANIES: Editions *Clément Juglar* (Law and economics), Distributor for the Voltaire Foundation, (Oxford), Centre d'études sur le XVIIIe siècle (Ferney-Voltaire, France) and Société Diderot (Langres, France).

OFFICERS: Gilles de La Rochefoucauld, **Christèle Giboire**, **Lionel Chaumontet**.

ASSOCIATION MEMBERSHIPS, ETC.: Member of **SNIEL** (French Association of vendors which sell abroad); **ACRL-WESS**.

VITAL INFORMATION: We maintain a database of over 650,000 new French language titles with bib records published around the world.

KEY PRODUCTS AND SERVICES: Monographs (print and electronic), journals, series, DVDs, microfiches, out-of-print material marketed through firm ordering, approval plans, standing orders, or subscriptions.

SERVICES: Bibliographic information, cataloging (MARC21 FCR), tables of contents (pdf and MARC21), shelf-ready processing…

CORE MARKETS/CLIENTELE: Academic Libraries, Public Libraries, Museums and Research Institutions, Foreign Booksellers marketing French materials…

NUMBER OF EMPLOYEES: 35

HISTORY AND BRIEF DESCRIPTION OF YOUR COMPANY/PUBLISHING PROGRAM: Founded in 1935, initially as a dealer for antiquarian books and as a publisher. Began working with North American libraries as a bookseller and subscription agent in 1945. Focused on current and out-of-print search since 1990 on the **Amateurs de Livres** side and since 2013 on the **Touzot** side.

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conversation among librarians, publishers, aggregators, and repository managers so that we can all get the best possible usage reports for our electronic resources. The **Usus** Website provides: 1) a source of hints and tips on solving known problems; 2) a list of vendors with problems that are affecting the credibility and/or usefulness of the COUNTER reports; 3) a collection point for suggestions for new COUNTER usage reports and metrics. The **Usus Supervisory Board** will ensure that the Website is editorially independent and will serve the needs of the community. Chaired by **Anne Osterman**, Deputy Director of VIVA (the Virtual Library of Virginia), the members of the Supervisory Board are: **Anne Osterman**, VIVA, USA (Chair); **Simon Bevan**, Cranfield University, UK; **Melissa Blaney**, ACS Publications, USA; **Anna Creech**, University of Richmond, USA; **Lorraine Estelle**, JISC, UK; **Oliver Pesch**, EBSCO, USA; **Kari Schmidt**, Montgomery College, USA; **Mark Tullos**, ProQuest, USA.

And, thanks for **Project COUNTER's** financial support to get **Usus** off the ground. **COUNTER** has also offered to provide a travel award worth £1,000/$1,500 to a librarian who contributes the best opinion piece for the **News & Opinions** section of the **Usus** site. The award can be used to travel to the **Charleston Conference**, **UKSG Conference**, or **Electronic Resources & Libraries Conference**. Send submissions of 1,000 words or less to <usus.stats@gmail.com> by **December 31, 2014**. Good luck!

And we must not leave out the elegant **Peter Shepherd**, the creator of Project COUNTER! He has a letter to the editor in this issue and will also be in Charleston in November!

AGAINST THE GRAIN DEADLINES VOLUME 26 & 27 — 2014-2016

2014 Events	Issue	Ad Reservation	Camera-Ready
ALA Midwinter	Dec. 2014-Jan. 2015	11/13/14	11/28/14
2015 Events	**Issue**	**Ad Reservation**	**Camera-Ready**
Annual Repot, ACRL	February 2015	01/08/15	01/22/15
MLA, SLA, Book Expo	April 2015	02/19/15	03/12/15
ALA Annual	June 2015	04/09/15	04/30/15
Reference Publishing	September 2015	06/18/15	07/09/15
Charleston Conference	November 2015	08/20/15	09/10/15
ALA Midwinter	Dec. 2015-Jan. 2016	11/12/15	11/27/15

FOR MORE INFORMATION CONTACT

Toni Nix <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892; USPS Address: P.O. Box 412, Cottageville, SC 29435; FedEx/UPS ship to: 398 Crab Apple Lane, Ridgeville, SC 29472.

A whopping **130 exhibitors** will be featured in the **Charleston Conference Vendor Showcase**. We will be using the **Gold Ballroom** as well as the **Carolina Ballroom** in the Francis Marion Hotel. This is a golden opportunity to connect with the vendors, publishers, and aggregators

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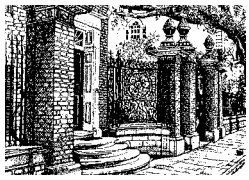

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Critical Reviews of Web Products for Information Professionals

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Interview — SAGE and PeerJ
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SAGE will be an active participant, whether via our own internal innovation, start-up launches, or investments in other companies. We would welcome a potential collaboration with any entrepreneurs that have ideas for increasing the amount of quality scholarship and research and for improving teaching in the world. This is an exciting, optimistic time in the education field, and we are proud to be part of it.

ATG: Business relationships are also learning experiences. So far, what is the key thing that SAGE has learned from PeerJ? What has PeerJ learned from SAGE?

DM: In addition to learning about their membership models and their innovative publishing system based on open-source software, it is a lot of fun to watch a couple of creative, passionate entrepreneurs innovate. The feedback loop between trial, evidence, reevaluation, and retrial is currently very short for **PeerJ**. **SAGE** is a fairly large organization that is operationally very efficient, but our trial-error-retrial loop is longer; while we are constantly innovating, our innovation cycle takes longer. Perhaps we can learn from watching **PeerJ**. By the same token, **PeerJ** will likely have to scale up to many, many times its current size, and being efficient often becomes a challenge as organizations grow. **PeerJ** may learn from **SAGE**, which is proud to employ one of the best management teams on the planet.

SAGE has decades of experience talking to all of the various stakeholders in higher education, whether they be senior scholars, newly-minted Ph.D.s, librarians, students, scholarly societies, university administrators, or research funders. These stakeholders share the broad goal of education, but they also have somewhat divergent agendas, experiences and incentives. **SAGE's** experience building coalitions among these educational groups may prove valuable to **PeerJ**.

JH: Despite its size, **SAGE** is still a family-owned publisher, and that means they can still behave in many ways that are similar to a start-up or small publisher (as opposed to a publicly owned company). That's a tremendous advantage that was a delight to learn about as we got to know them better. We're expecting to learn a lot going forward since they've been through the growth stages that we'll eventually see. In fact, it is that family-owned aspect that was a key decider in taking on investment from **SAGE**.

ATG: It we were gazing into a crystal ball, what would the SAGE-PeerJ relationship look like in two to three years?

JH: The normal course with investments like this is that over the course of time the investor and investee develop more trust and third-party connections. It would also be great if some of our streamlined business processes could find their way into **SAGE** eventually — in areas that make sense for them. And likewise, there's such a wealth of knowledge that **David McCune** brings that we can hardly anticipate where exactly we'll draw from, but we know that we will undoubtedly do so.

DM: PeerJ will be a huge success, having proved that the individual and institutional membership model of paying for OA works and meets the needs of various stakeholders in the educational process. **SAGE** will still be a minority shareholder, and a very happy one at that!

Rumors
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which we all deal with on a regular basis. In fact I just saw that one of the exhibitors, **SPIE** is making research papers (100 in all) published by six **2014 Nobel Prize** recipients freely available in the **SPIE Digital Library**. The new Nobel Laureates are **Isamu Akasaki**, **Hiroshi Amano**, and **Shuji Nakamura**, who were awarded the Physics prize for their invention of blue light-emitting diodes (LEDs), and **Eric Betzig**, **Stefan Hell**, and **William Moerner**, recipients of the Chemistry prize for the development of super-resolved fluorescence microscopy.

www.spie.org/nobelpapers

Speaking of which, I am very excited that the awesome **Regina Reynolds** is coming to

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Media-Centered
from page 71

tor **Chico Pereira's** gorgeous black, white and gray documentary debut exudes a lush vigor and richness belied by the economic state of Almaden and the advancing years of many of its residents.

Dry-witted drama unfolds over not-so-quiet conversations and many a Marlboro in this laconic observational character study with a protagonist, who at first, second and third glance remains singularly off-putting. But more time spent with **Pablo** yields a much larger tale of hero and town — with the beauty of both becoming increasingly more clear and the personality of one becoming begrudgingly endearing. Ultimately, this cinematic and very alluring visual narrative cleverly combines the striking vistas of the village with the musings and ministrations of a grumpy old man to such excellent effect, you'll want to pull up a chair and join him.

Pablo's Winter Director: **Chico Pereira** 2012 Country: Spain. For more information, visit: *http://www.pabloswinter.com*.

Saga of a Photo

Margot Klausner was an important figure in the foundation of **Israel's Habimah National Theater** and the undeniable first lady of the **Israeli Film Industry** — with her studio (the first in Israel) Herzliyah built in 1949. Here, director **Mooli Landesman** uses a mix of family photos, home movies, archival film footage, interviews with her mother and uncle as well as dramatic re-enactments based on **Margot's** diaries — to present a rich and complex telling of **Margot's** early life of privilege in Europe, her introduction to Palestine and the Yishuv, and resulting life's work in helping articulate a National arts and cultural identity for Israel via theater and film.

Margot, a German Jew, was raised among Europe's affluent class, the youngest daughter of the **Leiser Shoe Company** co-founder and scion, **Julius Klausner**. **Landesman** begins her film reflecting on her grandmother as she is shown walking through a field in Israel. She then traces **Margot's** story back to a single photo of her wedding day in 1926 Berlin, Germany. **Margot** met and married **Jacques Rosner** when she was little more than 19. And, what began as a honeymoon in Palestine, turned into many months of travel and time spent on Kibbutz. As **Margot's** story continues to unfold, we learn **Margot** eventually leaves **Jacques** for Israel and once settled there, imparts on her life's work with a seemingly singular focus.

Saga of a Photo Director: **Mooly Landesman** 2013 Country: Israel. Available on DVD via Ruth Diskin Films (*www.ruthfilms.com*).

Beauty is Embarrassing

As director **Neil Berkeley's** documentary on artist/creator/musician/family man **Wayne White** unfolds, it becomes apparent why the likes of **Paul Reubens**, **Todd Oldham**, **Mark Mothersbaugh**, **Matt Groening** and **Mimi Pond** absolutely adore this LBJ puppet-suit-wearing, profanity-spewing, banjo-pickin, prolific southern iconoclast. Most folks recognize **White** from his incredibly creative artwork gracing the vintage 1980s sets of Pee-Wee's Playhouse. He is also pretty famous for creating the imagery for music videos for the **Smashing Pumpkins** and **Peter Gabriel**. And, more recently, he has become known by a younger generation for his hysterically irreverent paintings — cleverly concise words carefully crafted in a 3D effect onto re-purposed vintage landscape reproductions. But, what a lot of folks didn't know and what **Berkeley** shows us is a peek into the life of this affable, Emmy award-winning artist, as profane as he is prolific and full of frenetic energy and verve.

Director **Neil Berkeley** quickly draws you in, as he steadfastly trains his camera on the artist, wisely letting **White** act as his own narrator. **White** essentially sums up the trajectory of his artistic life and his process when he states early on, "I want to try everything I can. I want to take this painting idea and see if you can do a puppet version of it. I want to take this cartooning and turn it into a set. I want to take this set and turn it back into a painting." And, so he does.

Beauty is Embarrassing Directors: **Neil Berkeley** 2012 Country: USA (*beautyisembarrassing.com/*).

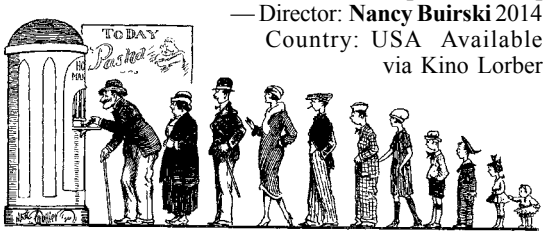
Keep Watching…

Looks like we're out of space for more reviews, so here is an alpha list of more films from 2013-2014 to view.

112 Weddings — Director: **Doug Block** 2014 Country: USA (*http://112weddingsmovie.com*) — filmmaker **Doug Block** spent twenty years videotaping weddings. Years later, he's decided to reach out to several of the couples and see how their marriages are today…

Apollonian Story — Director(s): **Ilan Moskovitch** and **Dan Bronfeld** 2013 Country: Israel (*http://apollonian-story.com/en/*) — **Nissim Kahlon** has painstakingly and singularly crafted an amazing home amongst a series of caves along the Herzliya coast, but at what cost to his family and their relationships?

Afternoon of a Faun: Tanaquil Le Clercq — Director: **Nancy Buirski** 2014 Country: USA Available via Kino Lorber



Bronx Obama — Director: **Ryan Murdock** 2014 Country: USA (*http://www.bronxobamamovie.com*) — **Louis Ortiz**, an unemployed single father from the Bronx, strikes a remarkably similar visage to our Commander in Chief.

Cutie & the Boxer — Director: **Zachary Heinzerling** 2013 Country: USA. For more info visit (*www.cutieandtheboxer.com*) — this is quite a complex and beautifully crafted portrait of artists **Ushio** & **Noriko Shinohara**.

The Hand that Feeds — Director(s): **Rachel Lears** and **Robin Blotnick** 2014 Country: USA. For more information visit: *http://thehandthatfeedsfilm.com* — compelling doc covering a group of undocumented immigrant fast-food employees as they fight for better treatment in the workplace, a decent wage and benefits.

Olga - To My Friends — Director(s): **Paul-Anders Simma** 2013 Countries: Finland, Norway, Sweden (*www.taskovskifilms.com/film/olga-to-my-friends*) — the isolating and solitary work of a woman caretaker at a reindeer herdsman's outpost in the middle of the Russian part of Lapland.

Seeds of Time — Director: **Sandy McLeod** 2013 Country: USA (*seedsoftimemovie.com/*) — an important and timely doc about scientist **Cary Fowler** and his mission to preserve seeds at the global level.

The Supreme Price — Director: **Joanna Lipper** 2014 Country: U.S. Nigeria. Available on DVD via Women Make Movies (*wmm.com*) — incredible story of the daughter of Nigeria's president-elect MKO **Abiola** and human rights activist **Kudirat Abiola**, and her work today.

Through a Lens Darkly: Black Photographers and the Emergence of a People — Director: **Thomas Allen Harris** 2014 Country: USA (*throughalensdarkly.wordpress.com/*) — an essential doc underscoring the importance imagery has played and continues to play in shaping African American narrative.

Ukraine Is Not A Brothel — Director: **Kitty Green** Countries: 2013 Ukraine, Australia (*www.ukraineisnotabrothel.com/*) — a complex doc on controversial Ukrainian feminist activist organization FEMEN.

L'ultimo pastore (The Last Shepherd) — Director: **Marco Bonfanti** 2013 Country: Italy (*www.lultimopastore.it/*) — a beautiful slice of life following **Renato Zucchelli**, his dog Moru and partner **Piero** as they continue a traveling herding tradition in spite of the expanding cities and highways surrounding them.

Rumors
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the **Charleston Conference** this year. **Regina Romano Reynolds** is Director, U.S. ISSN Center and Head, ISSN Section at the **Library of Congress**. I am sure that **Regina** will be front and center on relevant discussion of the ISSN and serials issues. Speaking of which, **Francois-Xavier Pelegrin**, Head of the Bibliographic Data Section, **ISSN International Centre** will also be speaking in several sessions, most notably about **ROAD**, **the Directory of Open Access scholarly Resources** worldwide.

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10. Librarians are largely unaware of many factors related to streaming video.

Many librarians are unfamiliar with models, practices, systems, and other factors related to the acquisition and support of streaming videos in their collections.

Significantly, librarians overwhelmingly report a relatively low level of staff time to support streaming video. In the aggregate, for selection, licensing, encoding and uploading, and meta-data, respondents report a staff commitment of less than one full-time equivalent. More than a quarter of respondents, however, report not knowing what that commitment is.

Aggregated Staffing Commitment	% of libraries
Less than ½ FTE	42.7 %
½ to 1 FTE	14.6 %
1 – 2 FTE	10 %
Unknown	28 %

Other responses reveal confusion among librarians in understanding the differences between distribution and licensing models, especially the differences between collections vs. single title licensing and subscription vs. term-licensing.

While approximately thirteen percent (13%) of academic institutions fund streaming video outside of the library's budget, most respondents reported not knowing who is responsible for selection of those videos, the level of funding, or the source of this external funding.

In terms of the hosting solutions used by the library or by the institution, respondents report a high degree of not knowing what system is used. (While this may not be a critical issue, contrast this degree of familiarity with librarians' knowledge/awareness of the integrated library system or learning management systems used by their institutions.)

Postscript

Nearly eighteen months have passed since we conducted the *Survey of Academic Library Streaming Video*. That is a long time for a rapidly changing approach to library collections and service. A follow-up survey, using many of the same questions, to collect more recent data, while correcting some oversights and addressing other issues related to streaming video, is ongoing. We invite your contribution to the inquiry. Please contact the authors to complete the survey for your library.

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Kaufman, P.B., & Mohan, J. (2009). Video use and higher education: options for the future. *Intelligent Television.* Retrieved from*: http://library.nyu.edu/about/Video_Use_in_Higher_Education.pdf.*

Primary Research Group (2010). Chapter 15: Audio Visual Materials. *Survey of Academic Libraries.*

Am sure you have heard that **Amazon** is opening a brick and mortar store in the middle of Manhattan, next door to **Macy's**. First the ***Washington Post*** and now a brick and mortar store. Will wonders never cease? What's interesting is that the benefits of a brick and mortar store are still recognized.

http://hbr.org/2014/09/digital-physical-mashups/ar/1

Another article that's of interest, ***The Hidden Costs of E-books at University Libraries*** by **Peter C. Herman** who is a professor of English Literature at **San Diego State University**. **Dr. Herman** finds many good and bad things about eBooks. He points out that reading a paper book is a different experience from reading an eBook. Obviously there is a difference

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Chromebook or Surface Pro ...
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Some disadvantages were unique to the technology, like:

- Apps used by library staff for committee and group work like Skype and MS Office are not available for Chromebook.
- Chromebook runs Chrome OS, and Chrome OS has much less Apps available than the MS store. Can't install traditional software like MS Office or Adobe Photoshop or Skype. Chrome OS equivalents like Google Docs or Pixlr Editor are not as fully functional.
- Chromebook screen is not as vibrant, which makes it less effective for reading documents.

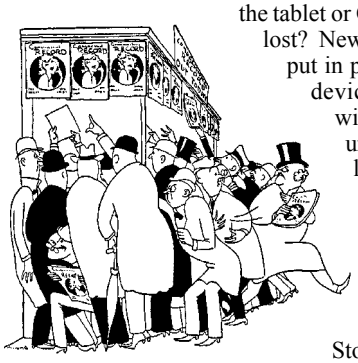
During the meetings, the authors also prompted and guided discussions based on several questions. The questions were designed to help expound on the already gathered input from librarians, and lead to a consensus decision on what technology this group of ten Librarians recommends. Discussion questions included:

- If **ASU Libraries** had an ample budget to purchase mobile technology, which of the two devices would you recommend?
- If **ASU Libraries** only had the budget for one mobile technology (either Surface or Chromebook), what would need to be changed to either the Surface or Chromebook in order to make it more functional for **ASU** librarian workflow?
- What are the major positives/negatives for either the MS Surface to the Google Chromebook?
- If our goal for future mobile technology is to replace our current library computing desktops, what would we suggest for purchase?
- If our goal for future mobile technology is to have a secondary mobile device to augment our current library computing desktops, what would we suggest for purchase?
- How can these mobile devices (either MS Surface or Samsung Chromebook) transform a librarian's workflow and work life?

These guided discussions took place over two separate meetings in February 2014. Both meetings included members from both the MS Surface and the Google Chromebook groups. At the meetings, each group discussed the merit of either replacing librarian's current computer desktop with mobile devices, or not to replace the desktop, but purchase mobile device to supplement the desktop. Here are the recommendations and consensus decision from the group:

If mobile technology is a desktop replacement:

- Recommend purchase of a tablet. The MS Surface Pro over the MS Surface. More powerful, can run more apps, can use remote desktop.
- Include docking station with larger monitor and keyboard, so staff can have the mobility of the tablet, but also the functionality and productivity of a desktop with the larger monitor and keyboard.
- Include external drives for more storage and portability.
- Mirror image the tablet to include **ASU** apps (i.e., VPN and remote desktop) and network drives and network printing.
- Need to factor possible Surface theft or loss.



If the mobile technology is a desktop supplemental device:

- Recommend purchase of a tablet. MS Surface 2. Runs MS Office natively so fits well with librarian workflow; Word, Excel; PowerPoint.
- Have option of allowing library staff pick their tablet device; options can include Apple iPad or Android tablets. Suggest implementing a voucher system where Librarians can buy their device. Voucher should at least cover the minimum.
- Mirror image the tablet to include ASU Apps (i.e., VPN and remote desktop) and network drives and network printing.
- Need to factor possible Surface theft or loss.

Ultimately after using both the Surface and the Chromebook for four months, the group of librarians unanimously agreed that mobile technology is necessary for librarians to remain productive in their day-to-day work. With regard to a head-to-head competition between the Chromebook and the MS Surface, the group agreed that tablets are the clear winner. Although Chromebooks are less expensive, with a better keyboard and precise touchpad, the lack of built-in productivity apps, less portability, and lower quality monitor make the MS Surface tablet a more useful choice for librarians.

Benefits of mobile technology are obvious from the pilot; however, there are challenges to implementing in enterprise and the library. It is more challenging to secure the technology, both in and outside the university network. What if the tablet or Chromebook gets stolen or lost? New policies would have to be put in place to manage these new devices and ensure librarians will have secure access to the university network and files, like requiring passwords on start-up, or enabling encryption. Library and university IT would also have to balance users' needs to access corporate app stores (both MS Store and Chrome Web store), and provide safe and secure access to the university's sponsored apps, and network. Mobile technology could benefit staff in an enterprise system, and lead to increased staff productivity and work satisfaction in today's mobile working world.

Authors' Note: *We would like to acknowledge the valuable input from the ten volunteers and the Head of ICS at* ***ASU Libraries****, for without their help the pilot would not be possible:* ***Bee Gallegos****;* ***Melissa Guy****;* ***Smita Joshipura****;* ***Lisa Kammerlocher****;* ***Philip Konomos****;* ***Christopher Mehrens****;* ***Jenny Mueller-Alexander****;* ***Virginia Pannabecker****;* ***Julie Tharp****;* ***Tammy Wolf****; and* ***Dan Stanton****. — **MB & DB***

Rumors
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between casual and research reading. And it's doubtful that the print book will go away because there are benefits to print just as there are benefits to brick and mortar stores.

http://literature.sdsu.edu/bios/peter_herman.html

http://timesofsandiego.com/opinion/2014/09/29/hidden-costs-e-books-university-libraries/

Along these lines, I am really looking forward to **Tony Horava's** and **David Durant's** presentation in Charleston called ***"The Future of Reading in Academic Libraries."*** Is it important to support the full range of reading and learning styles in both print and electronic? What are the implications for libraries and for legacy print collections? Speaking of which, **Tony** will be guest editing the February and April issues of ***Against the Grain*** on this very important topic.

Our library has been discarding print books for digital books right and left. Part of it is the need for study space for students but part of it is just the race to digital — that's not very alliterative — about the desire for digital — better? We are definitely far from alone. The other day one of the main proponents of the eBook actually said, "I think that the eBook phenomenon has peaked." Hmmm. This reminded me of a recent article that we posted

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Random Ramblings
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budget or if their sales to date would justify additional advertising in the library marketplace, but they should consider this option if economically feasible. Finally, perhaps one of the public libraries that has integrated self-published materials into its collections could publish a use study. I would support doing so even if the study showed little circulation since such a study would at least answer my questions about the current importance of self-publishing for libraries. For this very reason, I eagerly await the two papers from public libraries that will appear in the **University of Purdue Press** volume mentioned above.

What Did I Learn?

Perhaps I've been too optimistic about the importance of self-published materials for libraries. With the general decline in library funding, public libraries may not yet be willing to take on responsibility for collecting in a new area that doesn't conform to the traditional practices of collection development. On the other hand, I still find it hard to fathom that libraries can avoid forever over 50% of the titles published in the United States. I also continue to believe that library patrons won't hesitate to ask their libraries to make available self-published materials that that they encounter on **Smashwords**, **Apple iBooks**, **Amazon**, **Goodreads**, readers advisory blogs, and genre discussion lists. The best thing that might happen would be for **Amazon** to tempt a best-selling author to self-publish a novel that makes it to the top of the *New York Times* best-seller list so that public libraries couldn't refuse to buy it. Overall, $4.00 per title seems like a great way to offer a large amount of additional content to fill the wants of voracious fiction readers. Maybe the tipping point for self-published materials is farther away than I thought, but I'm patient enough to wait.

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on the ***ATG* NewsChannel** — ***"Americans still spend just as much on print books as eBooks."*** This article presents **Bureau of Labor Statistics** charts showing the breakdown of consumer expenditures on books and other reading materials by age of reference person. Fascinating.
http://www.vox.com/xpress/2014/10/2/6889911/americans-still-spend-just-as-much-on-print-books-as-e-books

Hey!! Did y'all see that there is a new TV series called **The Librarians**. Voice over: "humanity's end begins at the library" is the mysterious lead in… TNT premier December 7th. We don't watch much TV but this is something to keep an eye on definitely!
http://www.imdb.com/title/tt3663490/

LJ just published an interview with **Sam Brooks**, Executive Vice President at **EBSCO**, and **Allen Powell**, President of the **EBSCO** Subscription Services division about the **Swets bankruptcy**, see *http://www.infodocket.com/wp-content/uploads/2014/10/140925_LJ_EBSCO_SWETS.pdf*.

William G. Bowen's talk on October 13, at **Rice University's De Lange Conference** is presented in **Ithaka's S+R's recent Issue Brief** introduced by the awesome **Deanna B. Marcum**. To quote **Ms. Marcum**: "**William G. Bowen**, president emeritus of both **The Andrew W. Mellon Foundation** and **Princeton University**, argues that we are not doing well on several fronts: the rate of higher education degree attainment has been near stagnant for the past 40 years; the time it takes for undergraduates to earn their degrees is rising; socioeconomic inequalities are growing; and, in an age of eroding government support and rising tuition, higher education is less affordable for many students and their families. …Technology is not a panacea, and **Bowen** appreciates how faculty roles and higher education governance itself will need to evolve before technological innovation can lead to positive educational outcomes. But this provocative paper asks us to consider new ways to reach our goals. I look forward to hearing your thoughts on this topic and invite you to comment on our blog."
http://www.sr.ithaka.org/blog-individual/technol-

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And They Were There
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the benefits of collocating shared print storage among the Committee on Institutional Cooperation (CIC), a consortium comprised of fifteen universities. Some of the benefits of shared print mentioned include remedying overcrowded stacks and cost-effectiveness of partnership, and the speakers conveyed the significance of librarians' natural instincts as sharers in making the partnership successful. Additionally, the collocation of materials provided further benefits, such as the pooling of resources and the ability to ensure that materials are kept in preservation-quality storage. The various roles of partner libraries were discussed, including hosts, contributors, and borrowers. It was emphasized that each contributor retains ownership of materials regardless of relocation to a partner library's facility. The CIC is currently working towards a comprehensive collection of scientific journals which will be housed in a storage facility at Indiana University, and they have created a gap list which they hope to fill in the future.

Working Better Together: Library, Publisher and Vendor Perspectives — Presented by **Maria Collins** (North Carolina State University); **Nicole Pelsinsky** (ProQuest); **Mary Somerville** (University of Colorado Denver); **Aaron Wood** (Alexander Street Press)

Reported by: **Heather Donnellan** (Elsevier, Science and Technology Books) <h.donnellan@elsevier.com>

This panel took us through examples of collaboration between libraries, publishers, and vendors, and how these collaborations can produce new workflows for libraries and improve discoverability for researchers. Each presenter represented a different sector, providing examples of real partnerships and the benefits that resulted from each. (**Collins** is Head, Acquisitions and Discovery, **North Carolina State University**; **Pelsinsky** is Manager, Global Implementation Services, **Serials Solutions**, **ProQuest**; **Somerville** is University Librarian, **University of Colorado Denver**; **Wood** is VP, Systems and Data Architecture, **Alexander Street Press**). Examples included expectations from both parties in order to make the most out of the partnership, like vendors providing library partners with training and reporting, and those libraries choosing services that complement, not compete with, in-house systems. Wins included tangible results like optimized metadata, and cultural changes like library staff thinking broader and smarter.

It was easy to see that each presenter had a lot of information and examples on the topic. The examples and benefits given were very clear, and the way each presentation built on each other made it easy for the audience to follow.

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*That's all the reports we have room for in this issue. Watch for the final reports from the **2013 Charleston Conference** in the next issue of **Against the Grain**. Presentation material (PowerPoint slides, handouts) and taped session links from many of the 2013 sessions are available online. Visit the **Conference Website** at **www.katina.info/conference**. — **KS***

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ogy-educational-outcomes-cost?utm_source=internal&utm_medium=e-mail&utm_campaign=billbowen101414

Speaking of which, there will be an intriguing session with **Joe Esposito**, **Roger Schonfeld**, **Deanna Marcum**, and **Susan Stearns** on Thursday, November 6, called **"The Spaces Between: A Research Agenda Between Librarians, Publishers, and Vendors."**

Just heard that the versatile **Scott Alan Smith**, Library Director at **Langlois Public Library** who also has an article in this issue of ***ATG*** (p.102), will once again be donning his bookseller hat. **Scott** will soon begin working with the hard-chargingly wonderful **Jay Askuvich** and the

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Curating Collective Collections
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which differences or conditions that distinguish copies and potentially make those differences worth knowing about will be acknowledged in a retention plan. These differences fall, as suggested above, into two groups that distinguish physical and, for lack of a better term, "intellectual" conditions. The former encompasses the several measures of a book's life expectancy or its deviation from its physical condition as-published; the latter encompasses the cultural and historical attributes of the book and especially **Stauffer's** traces of reader interaction.

In my next column I will look at practices in place with respect to addressing the issues of physical condition in the Maine Shared Collections Cooperative and ReCAP. I will also look at projects underway in California and Iowa to verify these two conditions of monographs in shared print partnerships against the background of general collection condition surveys performed in recent decades by preservationists. Since the condition I am calling "intellectual" has become a topic for discussion in scholarly societies as well as library groups, I will pay particular attention to the work **Stauffer** is doing and that of a task force of the **Modern Language Association** and partners to review the **MLA's** 1995 "Statement on the Significance of Primary Records" (*http://www.mla.org/pdf/spr_print.pdf*) in light of trends in publishing, scholarship, and reading practices and the incentives that libraries have to work toward collective management of print collections.

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doubly awesome **Cindy Human** and the **Midwest Library Service** crew!

Looking forward to seeing all of you in **Charleston** very soon. Was talking to the dapper **Adam Chesler** the other day. His lovely wife **Marla** who frequently comes to Charleston with him is at a wedding in Ohio. Meanwhile, **Adam** is on cat-sitting duty!

BTW, did y'all see the picture of **Narda** and **Peter Tafuri** in front of **John Riley's** rare bookshop, **Gabriel's Books**. What a smiling couple! *http://www.against-the-grain.com/wp-content/uploads/2014/09/Narda-2014-007.jpg*

Next time you are in the vicinity, a tip. Just out in the ***Post and Courier***, the Charleston daily paper this morning! One of my favorite popular crime fiction authors — the awesome **Elmore Leonard's** material is coming to the **University of South Carolina** and is on display through this month. There are handwritten notebooks, screenplays from **Leonard's** 40 novels and 60-year career. Isn't it wonderful that libraries preserve these types of materials? Worth a visit!

Quite a few of you have signed up for the ***Charleston Seminar: Being Earnest with our Collections*** which will be from 12:15-3:00 PM on Saturday, November 8. This will be a luncheon and is taking the place of the Rump Session. **Michael Arthur** who has put this together and **Anthony Watkinson** will be moderating. We will be exploring new ways of thinking about libraries and users and the distribution of information. We plan to share results through the various **Charleston Conference publications**. Stay tuned.

Every good idea that happens in Charleston happens from a group or one of y'all! This year besides the Seminar above, we have the **UNC-Chapel Hill Data Curation Workshop**. Also, **Erin Gallagher** and **Ashley Leonard** will be experimenting with polling **Charleston Conference** attendees about various issues in **An End of Conference Poll-a-palooza** that will be held on Saturday from 11:45 to 12:15 right before the Seminar luncheon. Results will be reported via Twitter et al! *http://2014charlestonconference.sched.org/event/b95af991118f2bc3d7709122ee19f64a#.VD8AjUuTxFw*

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