2014

And They Were There: Reports of Meetings

Sever Bordeianu
University of New Mexico, Albuquerque, sbordeia@unm.edu

And They Were There

Reports of Meetings — LITA, SCLA, and the 33rd Annual Charleston Conference

Column Editor: **Sever Bordeianu** (Head, Print Resources Section, University Libraries, MSC05 3020, 1 University of New Mexico, Albuquerque, NM 87131-0001; Phone: 505-277-2645; Fax: 505-277-9813) <sbordeia@unm.edu>

LITA (Library and Information Technology Association) 2014
— Albuquerque, New Mexico — November 5-8, 2014

Reported by: **Sever Bordeianu** (University of New Mexico)
<sbordeia@umn.edu>

The *2014 LITA Forum* took place in Albuquerque between November 5th and 8th. As usual, it brought together leaders in technology from the library world as well as vendors and developers. There was a dizzying array of presentations that addressed technology in libraries ranging from the theoretical to the practical. Vendors demonstrated products, and librarians reported on their projects. There were altogether 28 talks that took place during two days of concurrent sessions, in addition to two preconference workshops, the keynote talk, two general sessions, and 14 poster sessions. This was indeed a very busy conference.

The forum started with two preconferences: *Linked Data for Libraries: How Libraries can Make use of Linked Open Data to Share Information about Library Resources and to Improve Discovery, Access, and Understanding of Library Users*, with **Dean B. Kroft** and **Jon Corson-Rickert** from **Cornell**; and *Learn Python by Playing with Library Data*, by **Francis Kayiwa** of **Kayiwa Consulting**. These were hands-on seminars where users learned how to use the products.

The keynote address was given by **Anne Marie Thomas**, from the **University of St. Thomas**, who talked on the importance of having fun in a work and research environment. **Thomas** talked about how "unusual combinations of people in groups lead to delightful outcomes." This pertains to creating teams of specialists who would not normally work together, like a geologist and a musician, to render the science and experience of an earthquake. The result, totally novel, far exceeded the expected traditional outcome. **Thomas** also talked about the "Maker" movement, which brings together people who have only one thing in common: they make things, from the artistic, to the culinary, to the technical. Makers are resilient, they don't give up easily, and they are resourceful. They also share. It is the same mentality that the early programming community had in the 1960s and '70s before the rise of **Microsoft**. This and other associated movements are changing the much-touted STEM movement to STEAM: Science, Technology, Engineering, Art, and Mathematics.

In the second general session, **Lorcan Dempsey**, Vice President, **OCLC Research** and Chief Strategist talked about linked data. This concept, which we almost take for granted today, has been possible because of the tremendous advances in computing power. He made two statements that set the tone for the entire discussion: technology changes how people behave, and people's use of technology (their behavior) changes technology. In this framework, **Dempsey** talked about **OCLC's** linked data efforts which have already linked over 200 million subject headings from a variety of authority files into 8 million clusters. He described the evolution of technology in libraries from "Automation," to "Networks," to the current "Socio-Technical environment." The social aspect of information is now the pervasive force that shapes the new environments. He ended by pointing out that libraries need to become partners in the whole range of data creation, and certainly this conference provided ample examples of this trend.

The concurrent sessions followed these themes and dealt with cutting-edge technological developments from vendors or their applications in Libraries. The new technical environment is cloud-based, it is linked, and it is social.

In *Collaborative Discovery: The Open Initiative In Practice, The Art of Index Search and What it Means for Your Library*, **Marshall Breeding**, a nationally-renowned consultant, **Andrew Pace**, Executive Director, Networked Library Services at **OCLC** and **Allie Flanary**, User Experience Librarian at **Portland Community College** discussed the development, adoption, and application of the Open Discovery Initiative (ODI) which is now a **NISO** standard. The standard promotes transparency and neutrality from database creators, which is very important to users and facilitates cooperation across discovery ecosystems. Breeding talked about the need for indexed-based discovery. **Pace** discussed the application of ODI. He said that libraries generally look for technical solutions to legal, business, and political problems, while service providers look for unique selling points. So then the dilemma: how to address Content Providers who are also Discovery Service Providers, because the library needs to know why a vendor makes specific decisions. ODI's standards for transparency and neutrality address these problems. **OCLC** is ODI compliant. **Flannary** represented the library's point of view. She stated that we need to speak the same language and librarians need to be part of the conversation. This session demonstrated that they are.

In *Collaborating to Innovate: A Consortium's Journey*, **Anya Arnold** described the migration experience of the 37 member library ORBIS/Cascade consortium from a stand-alone ILS (**Innovative**) to a cloud-based system, **Ex Libris'** Alma. This consortium practically had to invent the wheel. There were no models to follow for RFIs and RFPs, so they had to write their own. **Arnold** described the vendor evaluation process, the selection process, and the actual migration from one system to another. She stated that it's important for a library to reevaluate their processes and not simply insist that they be ported to the new system. The new system capabilities are different, and old processes can be discarded. This is a time to look for new opportunities and efficiencies. **Arnold** stressed that we should strive to leave "Stress" out of the process. This can only be achieved by continuous communication with all constituents and a pragmatic attitude: as long as the basic library functions work well, everything else will be addressed in time. And she reminded the audience that everybody involved in the process wants to succeed: the library and the vendors. Ultimately, this was a very successful transition, and ORBIS/Cascade's model is being used by other libraries. All their documentation is freely available at *https://www.orbiscascade.org/rfp-for-shared-library-management/*

Two other sessions discussed the migration experience from stand-alone to cloud-based systems. In *Consortial Collaboration in the Cloud: An Innovative Group Implementation of Web-Scale Management*, **John Petrusa** from **Butler University**, **Lauren Maguson** from the **PALNI** consortium, **Edward Mandity** from **Marian College**, **Karl Stutzman** from the **Anabaptist Mennonite Biblical Seminary**, and **Cynthia Wilson** from **OCLC** described this consortium's migration experience. The interesting thing about this presentation is that they are in the middle of the migration process so they could share and learn with the audience. **Lea Briggss** from the **University of New Mexico** described **UNM's** recent successful migration to **OCLC's** WMS system in *Transformation: Taking an Academic Library Consortium to the Clouds with OCLC's WorldShare Management Services*. This migration, essentially complete, took 17 New Mexico libraries on this intense journey in which many lessons were learned. **Briggs** discussed the process, the preparation, and issues we should not worry about. Another session dealing with migration was **Hong Ma**, who discussed the **Loyola University Chicago's** experience in *Evaluating and Selecting Library Services Platforms: Are you ready to Shift? Where Should You Start?* In *Migration to Kuali Open Library Environment: An Early Adopter's Experience*, **Chulin Meng** and **Michelle Suranofski** from **Lehigh University** described the KUALY OLE project, which is an open-source, community-based library management system. As a founding partner in Kuali, **Lehigh's** experience was unique. These sessions show that there is a lot of activity going on with libraries migrating to new cloud-based discovery platforms.

In their talk *Schema.org – What It Means for You and Your Library*, **Richard Willis**, Technology Evangelist at **OCLC**, and **Dan Scott**,

from **Laurentian University** in Canada, talked about the importance of linked data. *Schema.org* is a markup language. **Willis** started with two questions: "Why do we catalog? In order to find things." "Why do we put things on the Web? So more people can find them." Many search engines use *Schema.org*, and 25% of the Web is encoded with this markup language, which makes it a de facto standard. In 2012 **OCLC** processed over 300 million bibliographic records with schema, and now these records exist as linked data. *Schema.org* uses a vocabulary for everybody, not just library terms, so the metadata and the linking is much richer than a traditional library catalog. The approach is to identify all entities in the data. *Schema.org* uses "Actions" which provide directly actionable links (such as "Search" or "Borrow"), and APIs can find the information. The result is that from one book there are hundreds of links out and they link to other links. **Dan Scott** pointed out that usability and discoverability are both low in libraries. *Schema.org* provides a de-facto generalized vocabulary that is embedded in html and is available now. They are moving beyond the library world and working with publishers to apply schema.org to electronic journals.

Islandora is a Digital Asset Management System for Digital Content Delivery. **Tommy Keswick** from the **Cherry Hill Company** described the application of Islandora by the Detroit Public Library Digital Collections in a talk entitled: *Using Islandora for Digital Content Delivery.* Islondra programming is developed in Drupal, which makes it flexible and adaptable. Islandora is a framework that bundles up solution packs that can be turned on or off based on application. It works with Fedora, which is an open-source repository solution, and Apache Solr which is an open-source platform. **Keswick** showed how they were able to customize display of the collection to accommodate the specific needs of the library. This is a powerful tool, and the results were impressive. In remarking that this is only the first phase of the process (which included migrating the data from the legacy system), **Keswick** ended with the observation: "Make it better — just because it works is not good enough."

In a very interesting talk entitled *Library Lab: Improving Library Services and Transforming Organizational Culture,* **Abigail Bordeaux**, **Sue Kriegsman**, and S**ebastian Diaz** from **Harvard** discussed a program implemented at Harvard that allowed for the consideration and implementation of new services. Noting that most resistance to change is political, this program created a framework where librarians could submit innovative projects that would normally have little chance for support. The program and review process was run by respected leaders including community members and had funding authority. In four years there were 171 proposals of which 47 were funded. Some projects required no money to implement, others cost upwards of $100,000. The presenters pointed out that Library Lab is an idea other libraries can implement. Among the many examples provided (they can be found at **Harvard's** Library Lab Website *http://lab.library.harvard.edu*), an interesting one is Awesomebox. This simple idea provides users a way to let their community know which books they found interesting. A box with the Awesomebox label sits next to the return box at circulation, and readers place the books they liked in that box, rather than the regular return slot. Software enables the book to be checked into Awesomebox after being checked into the library. Awesomebox is linked to the library's Web page, so other users of the catalog can see what members in their community are reading and what they found interesting. In a tech environment where the social aspect is gaining such prominence, this is a product that provides both reader referrals (which the commercial vendors have offered for a while) but also creates a new community — people who use the library's resources and share their opinions. The best thing about Awesomebox is that the software is free and easy to install. To date, over 347 libraries across the country have implemented it. Information can be found at *http://awesomebox.io*

In a fascinating talk entitled *Death of the Library Website Redesign,* **Tammy Allgood Wolf** from **Arizona State University** and **Melissa Johnson** from **South Mountain Community College** in Phoenix discussed the cumbersome and unsatisfying process of redesigning Web pages. These are major projects in libraries that cost a lot of money. They started with the statement that Big Bang Redesign is bad news. She showed several examples from industry and the conclusion is clear.

Users hate change, especially when it comes without warning and when it's extreme. And annoyances matter because they compound. **Wolf** did extensive research on Website redesign and user reactions, and the best practice is continuous incremental change. Agile Software Development is the preferred method to the old style of "Design," "Develop," and "Test." In acknowledging that the Web page redesign is a political process, they quoted some of the leading thinkers in the field, **Jakob Nielson** and **Aaron Schmidt**, to support the incremental, agile alternative. And this has certainly worked at **ASU**.

There were many more sessions on these and other topics. A sampling of titles will give an idea: ***Does your Library Make Your Users Fat?: Reducing Users' Cognitive Load with Easy to Ingest Web Design; EAD Finding Aids for Discovery Systems; EgoSystems: Outreach via Social Search; MOOC-ing Up Your Institution's IR Collections; What Does Your Repository do?: Understanding and Calculating Impact; Using Software Repositories to Manage, Integrate, Curate, and Publish Research Data; MetaArchive at 10: Growing, Diversifying, Innovating;*** and many more.

As if this were not enough, the 14 poster sessions covered such interesting topics as: ***Bringing Digital Collections to the Classroom: Integrating a Digital Repository with a Learning Management System***; ***Partners Specialists***; ***Preserving At Risk Content: A Development and Preservation Strategy for University Repositories***; ***Responsive Design: Responding to User Needs, Campus Trends, and the Rapid Evolution of Web-Enabled Devices***; *Transforming Information Literacy Using Mobile Technology in the Community College Library;* and more.

The closing session was given by award-winning artist and activist **Kortney Ryan Ziegler**, founder of **Trans*4ack**. **Ziegler** described the obstacles trans people encounter in society. This is even obvious in technology. Based on the popular hackathon marathon computing sessions where people create things together, he created a hackathon marathon for trans people (the first one took place in Oakland). At these events they designed apps for trans people regarding all issues from health to identity. He featured many such Websites which have a great impact on the community. In highlighting the needs and perspectives of the trans community, **Ziegler** made the audience aware of technology's great potential to affect and improve lives.

There were, of course, many opportunities for networking and making connections. There were vendor-sponsored events at dinner and lunch. Visitors also appreciated the weather, which this time of year is quite pleasant in the Southwest. The conference hotel was located in Albuquerque's Old Town, a major tourist and cultural attraction. And of course, Santa Fe, the City Different is only one hour away.

Complete information about *LITA Forum 2014* can be found at the **LITA** Website: *http://www.ala.org/lita/conferences/forum/2014.* Complete Schedule of events can also be found at *http://lita.libguides. com/.* Next year's conference will be in Minneapolis from November 12-15, 2015. Hope to see you there. 🐘

South Carolina Library Association Conference —
"*Unconventional Services in South Carolina Libraries*" —
Columbia Marriott Hotel, Columbia, SC — October 22-24, 2014

Reported by: **Katie O'Connor** (Visiting Reference and
Instruction Librarian, College of Charleston)
<oconnorkm@cofc.edu>

The 99th annual **South Carolina Library Association Conference** was held at the **Marriott Hotel** in downtown Columbia, South Carolina. Almost 300 librarians attended the three-day conference. Held October 22-24, 2014, the theme was "***Unconventional Services in South Carolina Libraries.***"

A ceremonial ribbon cutting kicked off the opening of the Exhibit Hall on Wednesday. The nineteen exhibitors represented a wide variety of companies and services, including **PASCAL** (**Partnership Among SC Academic Libraries**), **SC Legal Services**, **EBSCO**, and the **University of South Carolina** (**USC**) School of Library and Information Science.

Attendees chose from dozens of fifty-minute sessions with a range of topics: flipped classrooms in information literacy teaching; new

metrics for scholarly communication; using smartphones to engage students; providing community services to families in need, and more.

The breakout sessions commenced Wednesday morning. *"The Copyright Decision Tree"* examined copyright questions that can frequently arise at academic libraries. **Tucker Taylor** from **USC** and **Andrea Wright** from **Furman University** shared a common answer given in situations involving copyright: "It depends!" Is the item in the public domain? Is there a library license that may allow us to use the item? There are many questions to consider before tackling copyright issues, and The Decision Tree is a framework to help determine if an item can be used.

Two presenters from the **College of Charleston**, **Jolanda-Pieta von Arnhem** and **Melissa Hortman**, spoke on *"Partnerships for Outreach: Building Community in the Library."* The Center for Student Learning is housed in the College's library, but partnership between the two has been somewhat limited. **Von Arnhem** and **Hortman** created and marketed a series of information literacy and study skills offerings for students, faculty, and staff. These classes were on topics such as taking tests more effectively, meeting virtually, and finding helpful mobile apps. One highlight of the presentation involved what was for many, including this attendee, an introduction to the world of interactive print. Apps like Layar allow the user to scan and interact with print content.

Stan Trembach and **Liya Deng** from the Library and Information Science program at **USC** presented *"Information Professionals of the Future: Evolving Roles, Changing Skill Sets, and New Opportunities."*

Discussion centered on trends in the field and preparing LIS graduates to meet the demands of information careers. A survey of SLIS graduates at **USC** revealed that "soft skills" are important. These skills include risk-taking, independence in decision-making, and creativity. **Trembach** and **Deng** stressed the importance of interdisciplinary work, fast-track and/or specialized LIS programs, and technological competency.

"What Do You Do if You Build it and They Don't Come? Marketing and Assessing Library Services and Resources" featured **Diana Finkle**, **Anne Grant**, and **Micki Reid** from **Clemson University Libraries**. The session focused on **Clemson's** efforts to market their library services and instruction sessions. The three presenters shared which outreach projects worked, and, equally as important, ideas that didn't work. This lively session presented a wide range of ideas, including a "Researcher of the Month" spotlight, a technology petting zoo, and a promotional effort using whiteboards in the library. Assessment data was collected at workshops and library events when possible, and a student focus group provided insight into what services the student population wanted from their library.

A poster session took place Friday morning and featured posters from both academic and public librarians. The Viewer's Choice Award went to **Huyen Diep** from **Midlands Tech** for her poster *"Library Participation in Faculty Learning Communities."* Current LIS students presented several posters, and a Student Spotlight Award was given to **Brianna Hughes** of **USC Columbia**.

Next year will be a big one for **SCLA** as they celebrate their 100th anniversary. The organization will be hosting a special centennial conference October 21-23, 2015 at the **Columbia Marriott**. 🐾

Issues in Book and Serial Acquisition, "Too Much is Not Enough!" — Francis Marion Hotel, Embassy Suites Historic Downtown, Courtyard Marriott Historic District, Addlestone Library, College of Charleston, and School of Science and Mathematics Building, Charleston, SC — November 6-9, 2013

Charleston Conference Reports compiled by: **Ramune K. Kubilius** (Northwestern University, Galter Health Sciences Library) <r-kubilius@northwestern.edu>

---

*Column Editor's Note: Thank you to all of the **Charleston Conference** attendees who agreed to write short reports that highlight sessions they attended at the 2013 conference. All attempts were made to provide a broad coverage of sessions, and notes are included in the reports to reflect known changes in the session titles or presenters, highlighting those that were not printed in the conference's final program (though some may have been reflected in the online program). Please visit the **Conference Website**, http://www.katina.info/conference, for the online conference schedule from which there are links to many presentations' PowerPoint slides and handouts, plenary session videos, and conference reports by the 2013 Charleston Conference blogger, **Donald T. Hawkins**. Visit the conference blog at: http://www.katina.info/conference/charleston-conference-blog/. The 2013 Charleston Conference Proceedings will be published in partnership with **Purdue University Press** in 2014.*

*In this issue of **ATG** you will find the final installment of 2013 conference reports. The first five installments can be found in **ATG v.26#1, February 2014, v.26#2, April 2014, v.26#3, June 2014, v.26#4, September 2014**, and **v.26#5, November 2014**. Watch for reports from the **2014 Charleston Conference** to begin publishing in the **February 2015** issue of ATG. — RKK*

FRIDAY, NOVEMBER 8, 2013
AFTERNOON PLENARY SESSIONS:
CHARLESTON NEAPOLITAN

The British National Approach to Scholarly Communication — Presented by **Lorraine Estelle** (JISC Collections)

Reported by: **Ramune K. Kubilius** (Northwestern University, Galter Health Sciences Library) <r-kubilius@northwestern.edu>

Much can be learned from hearing about experiences in another country, especially when it comes to Open Access matters, which are admittedly complex. This session provided information that perhaps led some to ponder "how would this work in my country?" **Estelle**, the CEO of **Jisc Collections**, set the stage. New Open Access policies (and resulting article processing / APC / funding) are driving UK universities. An important "game changer" mentioned was the *2012 Finch Report (Report of the Working Group on Expanding Access to Published Research Findings-the Finch Group)* and its recommendations. The 12-month pilot project now underway through 2014 involves an agreement between **Jisc Collections** (the UK academic community's shared service for content licensing and administration) and Open Access Key, an online payment platform. The aim of the pilot is to assist UK higher education institutions and publishers worldwide in managing Gold OA article processing charges. Universities' concerns include: the administrative costs of APCs, insufficient funding, rising APCs, and uncertainty about long-term future of grants from research funders. Per **Estelle**, **Jisc's** role will likely expand into assistance with compliance, help with data gathering, and assistance with efficiencies and accuracy in making APC payments. She emphasized that the policies have far-ranging effects for all stakeholders: research managers, institutional repositories, and finance managers. An interesting statistic: one author processing charge (currently) requires five hours per invoice. Tools and sites mentioned in her presentation included: SHERPA/FACT (Funders' & Authors' Compliance Tool, a tool to help researchers check if the journals in which they wish to publish their results comply with their funder's requirements for open access to research), and the Publishers Association decision tree (that indicates embargoes of up to 12 months (STM) or 24 months (HSS) for the Green OA option if there are no funds for the Author Processing Charge/APC).