

2015

# And They Were There--Reports of Meetings

Ramune K. Kubilius

*Northwestern University*, r-kubilius@northwestern.edu

Sever Bordeianu

*University of New Mexico, Albuquerque*, sbordeia@unm.edu

Wendy Pederson

*University of New Mexico*

Follow this and additional works at: <https://docs.lib.purdue.edu/atg>



Part of the [Library and Information Science Commons](#)

---

### Recommended Citation

Kubilius, Ramune K.; Bordeianu, Sever; and Pederson, Wendy (2015) "And They Were There--Reports of Meetings," *Against the Grain*: Vol. 27: Iss. 4, Article 35.

DOI: <https://doi.org/10.7771/2380-176X.7153>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact [epubs@purdue.edu](mailto:epubs@purdue.edu) for additional information.

# And They Were There

## Reports of Meetings — LéaLA 2015, SALALM 2015, and the 34th 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](mailto:sbordeia@unm.edu)>

**LéaLA 2015 – 4th Feria del Libro en Español de Los Angeles** — Los Angeles Convention Center, Los Angeles, CA — May 15-17, 2015

Reported by: **Wendy Pederson** (University of New Mexico)

The Los Angeles Convention Center was host to **LéaLA**, the **4th Feria del Libro en Español de Los Angeles** [<http://en.lea-la.com/>] from May 15-17. The **Feria** is an initiative sponsored by the **University of Guadalajara at Los Angeles** and the **Guadalajara International Book Fair (FIL)**. The organizers seek to encourage reading, to promote books in Spanish, and to recognize the USA's Latino population, culture, and traditions. This year's activities included sessions with Latino writers, talks on contemporary culture and history in Latin America, and discussion forums relating to the U.S. sale and distribution of books in Spanish. The **Feria** also featured an Education Pavilion promoting secondary and higher education and a dedicated area for children with learning and entertainment activities. Admission was completely gratis, and the event was well-attended (almost 87,000 visitors) by the general public, educators, parents, and especially children.

This year, the first day was dedicated to professionals with special programs addressing their particular interests. Almost 120 guests attended, including about 90 librarians and academics who were graciously shepherded by project assistant **Eunice Lara**. Lounge and storage space were even provided for us, and many took advantage of one night's lodging at the expense of the **Feria**. The **FIL's David Unger** and **SALALM's** book fair guru from **Stanford University**, **Adán Griego**, began the day with their overview presentation, "How to navigate LéaLA and further understand readers of books in Spanish." The **FIL's Rubén Padilla** then presented a look at the U.S.



trade market for Spanish-language books, consumer tastes, and the making of best-sellers in his talk, "Books being read by U.S. Hispanics."

After the lunch break — and food trucks in downtown LA are amazing! —

two panels on new trends rounded out the overview. **Edward Benitez** of **Penguin Random House**, **Michael Schuessler** of **UCLA** and **Universidad Autónoma Metropolitana**, **Eduardo Rabasa** of **Sexto Piso**, and **Pedro Huerta** of **Amazon** discussed books for U.S. adults. A fascinating panel then followed regarding the publishing and sale of children's books, conducted by **Chiara Arroyo** of **LA Librería**, **Alex Correa** of **Lectorum**, **Gabriela Olmos** from **Artes de México**, and **Alán Miranda** from **Fondo de Cultura Económica**. There is a perception that not many U.S. publishers are interested in Spanish language/bilingual books produced here, but are more likely to buy translations. **David Unger** suggests that authors shop their manuscripts in Mexico first. For **Chiara Arroyo**, books have to feature quality illustration and good storytelling. **Alex Correa** expressed a concern with sloppily produced bad translations, and has even been known to return disappointing shipments. It was noted that U.S. readers are introduced to a broader Spanish vocabulary due to the international nature of sources.

In a separate discussion with **Dauno Tórtoro** and **Marcelo Montesinos** of **Chile's Cooperativa Editores de la Furia** entitled, "Literatura para niños desde la edición independiente," independent publishers asserted that the gatekeepers of children's lit vastly underestimate kids' capacity to understand and process complex ideas. Particularly in

bilingual/immigrant communities, kids switch back and forth between cultures with ease. This is the most visually literate generation ever, and one trend engendered by this is that text blocks are getting smaller, while illustration becomes a larger part of the narrative.

The last daytime event on Professionals' Day was the announcement of **Latino Literacy Now's International Latino Book Awards 2015** nominations, with readings from some of the nominees. The list can be found at [<https://app.box.com/s/93gyay6emvpaqfxgvpkuzfe6b1hq7ygps>]. A celebratory reception was held after hours in the Los Angeles Theater Center, fashionably late at "22 HRS."

Programming continued for three days in meeting rooms and special children's areas. The exhibit floor was lively and encouragingly crowded. Mexico City was the featured "guest of honor" region and presented many well-known writers and speakers at its pavilion. Close to 100 exhibitors offered not only books and media, but also public information — especially including educational opportunities and immigration advice. Mexico was well-represented, and publishers from several other Latin American also showed their wares. 🌿

**SALALM 2015 – 60th Annual Seminar on the Acquisition of Latin American Library Materials** — Princeton University, Princeton, N.J. — June 13-17, 2015

Reported by: **Wendy Pedersen** and **Claire-Lise Bénaud** (University of New Mexico)

**SALALM**, the **Seminar on the Acquisition of Latin American Library Materials**, held its 60th annual conference June 13-17 at Princeton University (#salalm60). About 150 attendees gathered for the program, entitled "Brazil in the World, the World in Brazil: Research Trends and Library Resources," organized by **SALALM's** 2014-2015 president, **Luis González** (Indiana University) and a team including the very capable local arrangements committee led by **Princeton Library's** very **Fernando Acosta-Rodríguez** and **Timothy Thompson**.

Several dedicated Latin Americanist librarians attended two full weekend days of working committee meetings before the three days of exhibits and panels began. In addition to 24 panels, participants had the opportunity to see and discuss the products and services of 36 exhibitors from Latin America, Europe, and the U.S., including (but not limited to) **Susanne Bach Books From Brasil**, **Digitalia Ebooks**, **HB Berenguer Publicaciones Chilenas**, **Iberbook Sánchez Cuesta** (Spain), **Retta Libros** (Uruguay), **Libros de Barlovento** (Puerto Rico), **Casalini Libri** (Italy), **Libros Argentinos para Todo el Mundo**, **E. Iturriaga y Cía** (Peru), **Esteva Servicios Bibliotecarios** (Mexico), and **Libros Latinos** (San Francisco, USA).

In the panel "Building Latin American collections in the 21st Century: Emerging Trends and Challenges," **Debra McKern** (Library of Congress-Rio de Janeiro) discussed **LC's** process of collecting Brazilian ephemera. Some 31,000 items have been photoreproduced and can be searched on the **LC Rio** Web page. Substantial energy is now also going toward Web archiving. **LC Rio** also offers a very good service providing hard-to-find journals, music, and cordel literature via its Cooperative Acquisitions Program. **LC** has recently appointed **Carla Maia** to head a newly combined **Rio** Cataloging and Acquisitions section. **UCLA's Jennifer Osorio** gave a highly informative presentation on the prevalence of open-access journal publishing in Latin America. Such journals are often strictly vetted by national accrediting and evaluation panels rather than by the more well-known peer review process. While the scholarship is sound, these panels and their portals may have a tendency to marginalize certain dissenting, regional, or alternative elements of the academic population.

*continued on page 79*

## And They Were There from page 78

**Judy Alspach** (CRL), **Melissa Guy** (University of Arizona, soon to be at UT Austin), and **Suzanne Schadt** (University of New Mexico) were panelists in “Collaborations Supporting Scholarship Latin America: LAMP and LARRP,” describing those programs and their efforts to microfilm and digitize important scholarly documents in need of preservation and access. Some intention was declared to “push the envelope on matters of open access.” LAMP and LARRP committees also met at SALALM to review current projects and make new awards.

In the panel “Perspectives on Digital Humanities Scholarship,” **Aquiles Alencar-Brayner** (British Library) discussed how his institution supports archival projects all over the world through the Endangered Archives Programme. This is achieved through the award of grants in an annual competition. His library offers money, equipment, and expertise to digitize archival materials that are in danger of being destroyed. He noted that only 15% of the applications were from Latin America. **Thomas Cohen** and **Joan Stahl** (Catholic University of America) reported on a collaborative digitization project in which they used the **Gale Company** to digitize their 19th- and 20th-century pamphlet collection. This collection covers the history and culture of Brazil and Portugal, including topics such as colonialism, the Brazilian independence period, slavery, and the Catholic Church. The final product, “*Brazilian and Portuguese History and Culture: The Oliveira Lima Library*,” is sold as a stand-alone product, but is freely available to the **Catholic University of America** community.

In the panel “Emerging Latin American Literary Treasures,” **Hortensia Calvo** (Tulane University) discussed two unpublished letters written by **Maria Luisa Manrique de Lara y Gonzaga**, vicereine of New Spain, dated 1682 and 1685 respectively. She was **Sor Juana Inés de la Cruz**’ friend and mentor, and their correspondence uncovered **Maria Luisa**’s impressions of the New World including her domestic life in the palace, the religious customs of the Indians, and her loneliness in Mexico.

**José Montelongo** (University of Texas at Austin) discussed a controversial acquisition by his institution. Colombian author **Gabriel García Márquez** (1927-2014), famed writer of *One Hundred Years of Solitude*, is the equivalent of a rock star in the literary realm. His archive was acquired by UT-Austin, and not by the **Colombian National Library**. This created displeasure at the latest book fair in Bogota which took place in April. **Montelongo** explained the various reasons why the **García**

**Márquez** archive is now at the **Harry Ransom Center** (expertise in Latin America, preservation and study of the writing process, and trust in the institution).

There was an excellent roundtable discussion on “The Impact of Campus Internationalization on the Research Library” with four participants, **Jeremy Aldeman** and **David Magier** (Princeton University), **Michael Stoller** (New York University), and **Steven Will** (University of Illinois at Urbana-Champaign). They discussed how a library is seen as fixed place in a global world. They related a myriad of hurdles such as practical matters (moving books and people across the globe, problems with shipping), technical matters (moving large data, weak Internet connections), political matters (censorship, bribery), bureaucratic matters (obtaining visas), legal matters (copyright laws), and cultural matters (working with institutions that work in very different ways).

SALALM conferences feature one lightning-round panel known as a “Roda Viva.” This year’s brief talks included **Jesús Alonso-Regalado** (SUNY Albany) on crowdfunding and collection development, **Lisa Gardinier** (University of Iowa) on collecting fanzines, **Lief Adelson** (Books From Mexico) on the dearth of digital publishing in Mexico, and a particularly useful chat by **Sara Levinson** (UNC Chapel Hill) on “Creating a Catalog Record For an Item Written Almost Entirely in a Language You Don’t Understand.” And speaking of cataloging, in another panel **Daniel Schoorl** (Hispanic American Periodicals Index, UCLA) described **HAPI**’s commendable accomplishment of creating a searchable trilingual database in English, Spanish, and Portuguese.

The **Princeton University Library** and the Program on Latin American Studies hosted a generous reception in Prospect House, which was once occupied by university president and later **POTUS Woodrow Wilson**. The booksellers, **AKA SALALM Libreros**, once again hosted a delightful dinner and dance reception and raffle. SALALM’s *Enlace* raffle supports a program that granted travel awards to three librarians from Latin America this year. During the Town Hall Meeting, Salamistas paid homage to long-time SALALM member, **Dan Hazen** (Harvard) who passed away this spring. A Memorial Fellowship will be established in his name to support professional development among the SALALM membership.

Incoming president **Paloma Celis-Carbajal** (University of Wisconsin-Madison) will preside over next year’s conference, hosted by the **University of Virginia** under the guiding hand of **Miguel Valladares**. SALALM’s grand assortment of compadres and comadres are eager to reunite in Charlottesville May 9-13, 2016. 🌿

---

## Issues in Book and Serial Acquisition, “The Importance of Being Earnest” — 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 5-8, 2014

---

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 2014 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.charlestonlibraryconference.com>, 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 **2014 Charleston Conference** blogger, **Donald T. Hawkins**. Visit the conference blog at: [http://www.against\\_the\\_grain.com/category/chsconfblog/](http://www.against_the_grain.com/category/chsconfblog/). The **2014 Charleston Conference Proceedings** will be published in partnership with **Purdue University Press** in 2015 (<http://docs.lib.purdue.edu/charleston/>).

In this issue of *ATG* you will find the fourth installment of 2014 conference reports. The first three installments can be found in *ATG* v.27#1, February 2015, v.27#2, April 2015, and v.27#3, June 2015.

*Against the Grain* / September 2015

We will continue to publish all of the reports received in upcoming print issues throughout the year. — **RKK**

---

### FRIDAY, NOVEMBER 7, 2014 (continued from previous installment) MORNING CONCURRENT SESSIONS

---

**Subject Liaison’s Guide to the Backroom: What Every New Liaison Needs to Know About Technical Services Processes** — Presented by **Krista Schmidt** (Western Carolina University); **Timothy Carstens** (Western Carolina University)

Reported by: **Katie O’Connor** (College of Charleston) <oconnorkm@cofc.edu>

continued on page 80

<<http://www.against-the-grain.com>> 79

When **Hunter Library** at **Western Carolina University** adopted a liaison model, they discovered that many liaisons did not understand technical services processes. This is an issue for many new librarians, in part because only about 21% of LIS programs currently require a collection development class. Being aware of these processes can help liaisons immensely. Both presenters mentioned how important it is to understand ordering from the acquisitions side. Liaisons should find out how often items are ordered, when deadlines occur, and where they can get status updates. Understanding the basics behind cataloging can also assist liaisons. The session closed with a discussion portion in which audience members shared what they wished they had known about technical services.

---

**Self-Published Content and Approval Plans: An Open Discussion of Best Practices in Identifying Self-Publishing Services and Content for Libraries** — Presented by **Katina Strauch** (College of Charleston, Charleston Conference, and *Against the Grain*); **Robin Cutler** (Manager of Content Acquisition, IngramSpark); **Bob Nardini** (Vice President, Product Development, Ingram Library Services)

Reported by: **Rebecca Wingfield** (Stanford University Libraries) <wingfiel@stanford.edu>

---

After brief introductions by **Strauch, Cutler**, the Manager of Content Acquisition for **IngramSpark**, **Ingram's** self-publishing unit, began with an overview of the history and definition of self-publishing. **Cutler** noted the explosion of self-publishing in recent years, as new print-on-demand technologies lower production costs for publishers and authors seek new outlets for their work. **Cutler** also described projects in which **CreateSpace** and **IngramSpark** worked with libraries, particularly public libraries, to create their own publishing programs. With the proliferation of self-published content in recent years, the challenge for vendors is how to sort and filter self-published material in ways that are useful for libraries. **Nardini**, the Vice President for Product Development at **Ingram-Coutts**, described how **Coutts-Ingram** has vetted content for libraries. **Nardini** presented data on 380 self-published titles that were run through the **Coutts** profiling process, providing examples of titles that sold well and those that didn't. Both **Nardini** and **Cutler** noted that gathering useful metadata remains one of the challenges to properly vetting content for libraries. The presentations provided a useful overview of self-publishing trends and an account of how one distributor is trying to make this material available to libraries.

---

**Sustainability, not profitability: the Future of Scholarly Monographs and STL** — Presented by **Michael Levine-Clark** (University of Denver); **Rebecca Seger** (Oxford University Press); **Barbara Kawecki** (YBP Library Services); **Lisa Nachtigall** (Wiley); **Emily McElroy** (University of Nebraska)

Reported by: **Oriana Bedolla** (Student, University of South Carolina-Columbia) <bedolla@email.sc.edu>

---

Rising cost issues and other problems with publishing scholarly monographs were the main subjects of discussion from this panel. The panel seemed to represent a level of professional diversity that allowed for substantial coverage of different angles and opposing perspectives on the issues at hand. The discussion covered an overview of the economics of scholarly publishing with a focus on the rising costs of producing a scholarly monograph. Additionally, panelists examined the impact of transitioning from print to digital materials as well as the role of demand-driven acquisitions and short-term loans for electronic materials. **Levine-Clark** brought the session to a close with a discussion on the future, explaining that greater reliance on e-materials would be essential for the survival of scholarly monographs in years to come. Overall the session accomplished what it set out to do and offered concrete solutions to the highlighted problems.

---

**The Importance of Being Earnest: One Library's Assessment Adventure** — Presented by **Rhonda Donaldson** (Shepherd University); **Ann Watson** (Shepherd University); **Theresa Smith** (Shepherd University)

Reported by: **Alana Verminski** (St. Mary's College of Maryland) <amverminski@smcm.edu>

---

Presenters **Donaldson, Watson**, and **Smith** detailed an assessment of their university library's monograph collection, which was conducted using Excel spreadsheets, ILS reports, and one "superhero intern." The **Scarborough Library's** collection was sorely out of date and failed to support many of the university's current academic programs. After weeding the VHS, audiocassette, and reference collections, presenters performed a collection assessment of the monograph collection in a very short period of time and with a limited budget. Next steps will target weeding of specific areas of the monograph collection, informing faculty of deaccessions, and future collecting to match library monograph holdings to academic program needs. Questions from the audience focused on the presenters' future plans for the project, including how to best inform and involve faculty in the large-scale weeding while maintaining positive working relationships. Attendees left the session with a list of tips as presented throughout the session and also printed on a unique handout — a paper fan. The session was presented as described in the program.

---

**We're e-Preferred. Why Did We Get That Book in Print?** — Presented by **Ann Roll** (California State University, Fullerton)

Reported by: **Jennifer Culley** (The University of Southern Mississippi) <Jennifer.Culley@usm.edu>

---

Although given to a small audience, the presentation by **Roll** (Collection Development Librarian) was well received and very informative. **California State University at Fullerton's Pollak Library** currently strives to provide as much content in electronic format as possible because of their growing online programs, need for increased accessibility of materials, and the need to repurpose physical space for other more critical functions.

This session addressed the e-preferred approval plan that **Pollak Library** currently has and the occasional issue of titles that were received in print on this e-preferred plan. **Roll** discusses several possibilities of why this could have occurred. One example was that some titles were not published as an eBook or not published simultaneously with the print, while others were only available for purchase as part of a collection. Some eBooks were available from aggregators not currently used by the library, or there were approval plan profiling issues. She included challenges that they were or are currently facing with the possible changes, such as moving into a multi-aggregator option instead of using just one, or adding other platforms. Either of these options could add more titles, but also more costs and some publishers do not offer eBooks with a Demand-Driven Acquisitions (DDA) option. There are pros and cons to any changes, and **Pollak Library** is evaluating what changes would make the most impact for user access to more information yet stay within their budget.

My expectations were met with this session, and I was pleasantly surprised that, although my library does not have an approval plan, there was still valuable information that was applicable to our ordering process. The session was very informative regarding eBooks even for libraries without e-approval plans or DDA programs who were interested in why not all books are available in electronic format.

---

**"Hey, I Didn't Order This!": How to Review Donations from Self-Published Authors** — Presented by **Heidi Buchanan** (Western Carolina University); **Katy Ginanni** (Western Carolina University)

Reported by: **Robert Weaver** (Liberty University) <rweaver@liberty.edu>

---

*continued on page 81*

## And They Were There from page 80

Deciding what to do with donated material is a persistent question for libraries; one made all the more complicated when a self-published author donates a copy of their work. **Ginnani** and **Buchanan** opened the discussion with the tale of an author who attempted to involve the library dean and the Provost in the process of approving his donation.

The trouble with self-published works, they explained, is that they seldom have published reviews for librarians to consult in determining the book's fit with the collection. They also typically lack editorial review prior to publishing, so librarians are unsure of the academic worth of the book. Self-published authors are usually unaware of library staff processes for evaluating books, and are usually emotionally invested in seeing their works accepted.

The session attendees shared their institutions' policies towards self-published donations, whether they are accepted, declined, or returned. The library community is still far from a consensus on this issue.

The participants agreed that a clearly worded policy that is available online as well as at library service points is the library's best friend in determining the fate of self-published works. Library administration must support the policy, as disappointed authors can run to them, looking for a sympathetic ear. 🌱

*That's all the reports we have room for in this issue. Watch for more reports from the 2014 Charleston Conference in upcoming issues of **Against the Grain**. Presentation material (PowerPoint slides, handouts) and taped session links from many of the 2014 sessions are available online. Visit the **Conference Website** at [www.charlestonlibraryconference.com](http://www.charlestonlibraryconference.com). — KS*



**turpin**  
distribution

A 360° SERVICE DELIVERING  
GLOBAL FULFILMENT SOLUTIONS

**BOOK FULFILMENT**

At Turpin we understand the importance of providing a timely and efficient fulfilment service for your book customers. We support many thousands of customers throughout the global arena on a daily basis – to include key trade accounts, internet e-tailers, academic institutions and individuals. Core services include:

- Full EDI integration for key trade accounts
- Amazon Advantage programme compliant
- Bespoke P&A data feeds for improved product discoverability
- Comprehensive consolidation service for reduced shipping costs
- Dedicated key trade customer advisors
- Electronic delivery of all invoice and shipping documentation
- State-of-the-art warehouse management system providing real time access to stock levels

**SUBSCRIPTION MANAGEMENT**

We can handle every aspect of the subscription fulfilment process for you, from order processing to claims handling, payment collection, renewal campaigns and label production and mailing.

We can support all types of subscription products and business models using multiple currency pricing and payment options. With over 40 years experience in the business we have developed extensive partnerships with subscription agents and online hosts to ensure there is a seamless transition from order to activation.

For more information about our services please contact Neil Castle or Bob Rooney and we will be delighted to discuss how Turpin can assist you with your print and digital distribution.

Neil Castle - Commercial Director - UK  
E: [Neil.Castle@turpin-distribution.com](mailto:Neil.Castle@turpin-distribution.com)  
T: +44 (0)1767 604868

Bob Rooney VP Publisher Relations - US  
E: [Robert.Rooney@turpin-distribution.com](mailto:Robert.Rooney@turpin-distribution.com)  
T: 001 860 318 5330

# Blurring Lines — The Logical Extension of the Demand-Driven Purchase Model



## Customization, Multi-Media and Ever-Improving Analytics

Column Editor: **David Parker** (Senior Vice President, Editorial, Licensing and Marketing, Alexander Street Press NYC; Phone: 201-673-8784) <[dparker@astreetpress.com](mailto:dparker@astreetpress.com)> Follow me on Twitter @theblurringline

Demand-driven acquisition (DDA) in the eBook space has been with us long enough to have generated both acclaim and reproach. New publishing initiatives to create demand-driven friendly content have emerged, untethered from legacy print-based pricing logic, in parallel with the inevitable backlash that has seen publishers pull content from DDA distribution because of usage too low to trigger purchase. Journals have been slower to the DDA game, although options are emerging through platforms like **Read Cube** and article rental programs. And video has been available in DDA and Evidence-Based Acquisition (EBA) for several years, and demand is growing at pace. Librarians praise the return-on-investment (ROI) when lightly used content gets read, viewed, and used but not in sufficient volume to trigger purchase and only very high-use content is triggered for purchase. Publishers and aggregators of content enjoy the “long tail” opportunity to expose their back catalogs at very low marginal cost, but worry about the financial impact on their front list should it not drive enough views to trigger purchase.

We are in the very early days of DDA across media types, and a fair amount of sorting will take place in the coming years as we establish equilibrium between library purchasing efficacy (ROI) and proper compensation for content creators to sustain their enterprises. I see three key points upon which the future of DDA will evolve and, in doing so, will bring us closer to a market-responsive equilibrium between the needs of content providers and the demands of content consumers:

1. Customization of trigger, price, and length of trigger view and period/scope of access to content post purchase.

2. DDA platforms that are multi-media and include text, image, video, and audio all in one platform.
3. Ever improving data analytics that empower both the library and the content provider.

### Customization

There really is no natural limit on a specific library's possible DDA profile. Given a sufficient progression in the technology of the publisher or aggregator-provided platform, each library account should be able to customize its experience. Four inputs come together to form the “fulcrum” of negotiation between the content provider and the library: the price paid, the length of the view that triggers the purchase, the number of views that trigger the purchase, and the period and volume of access once a DDA purchase is triggered. The “fixed” view we have on this today is hurting all of us as content and value-in-use of content in the library are far too diverse to be captured in a single model. Further, different libraries and different librarians will value the same content differently. I often come back to the example of a classic ethnographic film. Such a film is a staple of an Anthropology 101 course and can be viewed by hundreds of students a semester, but only “viewed,” from the perspective of a DDA trigger, once a semester. This film is highly prized by the creator and by the consumer, but the current DDA model fails to capture this value as it only measures aggregate click through's or hits. Imagine, instead, that the library could gain access to this film, and many more like it, with the following DDA profile: purchase for

*continued on page 82*