

2016

## Jason Coleman Profile

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If I'm right — if the distance between what we think our patrons should do and what they actually want to do is getting wider — then there's a real tension between our service and education roles, and that tension is increasing. And if that's the case, then we face some pretty difficult questions in the near- to mid-term future, and whatever answers we come up with will be fraught with risk. Move too far in the direction of "just give the people what they want" and we end up abdicating our role as professionals and (in many cases) as faculty members. Move too far in the direction of "educate the people so they learn to want what they should" and we run the serious risk of alienating our stakeholders. The appropriate and effective resolution to this tension is going to vary from library to library and institution to institution, and will depend on (among other things) the amount of political capital the library has in reserve, the actual amount of distance existing between patrons' desires and library practices, and the nature of the changes the library wants to see in patron behavior.

What does not vary from library to library, I believe, is the radical importance of paying attention to these questions and addressing them in a careful, mindful, and strategic manner. Our future probably depends on how well we do so. 🌱

## against the grain people profile

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### Jason Coleman

**BORN AND LIVED:** Born in San Antonio, TX; college at **University of Texas at Austin**; graduate school (MFA) at **University of Virginia**; three years in the Netherlands, where I was married and my first child was born; working in publishing for nearly fifteen years now.

**FAMILY:** Wife **Margot**, daughter **Kate** (currently attending **UT Austin**), and son **Jan**, plus English lab named Lobo, and two lab rats — sorry, I mean cats.

**FAVORITE BOOKS:** I'm surrounded by scholarly books at work, so it's pretty much all fiction on my own time — **Joyce's Ulysses**, the **Modern Library** edition of **Chekhov's** stories, **Jesus's Son** by **Denis Johnson**, **Philip Roth's Zuckerman Bound**, **Alice Munro's Selected Stories**, **Moby Dick**, **Lolita**...I could go on.

**MOST MEMORABLE CAREER ACHIEVEMENT:** Helping to turn **Rotunda** from a grant-dependent side project with one title and roughly a dozen customers into a resource that is available in the majority of **ARL**-member libraries and provides a robust revenue stream for the Press.

**GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW:** after selling plenty of other people's books, I'd like to publish my own.

**HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS:** The digital revolution will create a publishing environment in which nothing goes out of print, where even small publishers have a far greater awareness of alternative markets, and where new technologies (XML workflows, data mining) result in increasingly fluid content. I believe, however, that the book as a physical object will remain the centerpiece of publishing. 🌱

Talk of **Open Access** is everywhere! **Michelle Flinchbaugh's Biz of Acq** about **Maryland's Shared OA Repository, MD-SOAR** is about how ten university libraries implemented a consortial repository, this issue, p.70.

Moving right along, **Don Hawkins'** report on **The Impact of OA Model** (p.67) includes many interesting discussions. I especially noticed the **View of the OA Front from a Graduate Student (Kenneth Yancey, Cornell)** and the comments by **Mackenzie Smith** (University Librarian, **UC Davis**) about the increasing disconnect between European and American approaches to OA (gold vs. green). You might recall that **Mackenzie Smith** riveted us during the **2011 Charleston Conference**

when she spoke about **Data Papers in the Networked Era**.

<http://www.slideshare.net/CharlestonConference/data-papers-in-the-network-era-by-mackenzie-smith-mit-libraries>

And not to miss, **Cabell's The Source Multibrief on Open Access**.

<http://www.multibriefs.com/briefs/cb-cabell/cb-cabell021616.php>

**The National Information Standards Organization (NISO)** has announced that **Jill O'Neill** and **Henrietta Verma** have joined the organization as **Educational Programs Manager and Editorial and Communications Specialist**, respectively. **Jill O'Neill** has been an active member of the information community for 30 years, most recently managing the professional development programs for the **National Federation of Advanced Information**

**Services (NFAIS)**. Her publishing expertise was gained working for such prominent content providers as **Elsevier**, **Thomson Scientific** (now **Thomson Reuters**), and **John Wiley & Sons**. **Jill** continues to write for a diverse set of publications, including **Information Today** and the **Scholarly Kitchen** blog.

**Henrietta Verma** is a librarian who has worked in public libraries in New York, first as a librarian then as a library director. In 2006, she started her publishing career at **School Library Journal**. **Etta** continues to review for **LJ** and is also working on book about writing and reviewing that will be released in mid 2016. Congratulations to **Etta** and **Jill** and **NISO**!

I just ordered the book **Your Digital After-life** by **Evan Carroll** and **John Romano** (New Riders, 2010). Did you know that you need a digital executor for your estate? How about your Facebook pages? Your emails? I remember an article a while ago (several years) about a woman whose sister had died and she wanted access to her deceased sister's Facebook account and pictures. Apparently this is not always possible depending on the policy of the provider. I had no idea. Do you?

<https://www.rocketlawyer.com/article/appoint-digital-executor-estate-plan.rl>

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### Future Dates for Charleston Conferences



	Preconferences and Vendor Showcase	Main Conference
2016 Conference	2 November	3-5 November
2017 Conference	8 November	9-11 November
2018 Conference	7 November	8-10 November
2019 Conference	6 November	7-9 November
2020 Conference	4 November	5-7 November