If Rumors Were Horses

Katina Strauch

Against the Grain, kstrauch@comcast.net

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Emerging from the Dark(room): Tales of Adversity and Triumph in Collection Development

by Lindsey Reno (Acquisitions Librarian, Liaison to Fine Arts, Film Theatre, and Music, University of New Orleans, Early K. Long Library) <lreno@uno.edu>

Collection development can be one of the most contentious areas of a library. Everyone in the library, as well as patrons and other stakeholders, has an opinion about what a particular library should hold. Librarians and patrons alike can be fiercely protective of library collections. Throw in related issues, like budget cuts and space, and things can get awfully messy. The resulting conflicts are many and various. As information professionals, it is how we deal with those conflicts that really matters. In the following pages, you will find the descriptions of many such conflicts. The librarians who wrote these articles have shared my struggles, and yours, in one way or another. We have all persevered and triumphed in the face of adversity. My inspiration for this issue came from my own experiences attempting to start a leisure reading collection in my library at the University of New Orleans. It took three years of struggle, and countless meetings, to gain approval. Another story that inspired me to put together this issue was of LOUIS Consortium colleague Megan Lowe, from the University of Louisiana, Monroe, whose description of an extensive weeding project, in “It’s My Deselection Project, I’ll Cry If I Want To,” is sure send shivers down any librarian’s spine. As a voracious reader of dystopian fiction, and a firm believer in the freedom to read, I was disturbed to read about Candace Vance’s encounter with censorship in the library. Her article, “Censorship in the Library: The Dark Side of Dystopia” provides us with the perspectives of both parent and librarian. Her recommendations on how to approach challenges to literature are valuable indeed. Everyone wants to read literature that they can identify with and finding books with characters who mirror ourselves is important. Unfortunately, the challenge of finding multicultural children’s literature can be arduous, as written in Angela Scott Warsinske’s “Missing Multiculturalism.” Collection development and budgets, much to our chagrin, are irrevocably linked. Many, if not most, librarians have had to deal with a budget cut at some point in their careers, but how about a budget cut with a

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If Rumors Were Horses

Hey everyone! I have to say that retirement is truly glorious! There is a lot to do but the scheduling is easier.

We are gearing up for the 36th Charleston Conference! Have you registered yet? We will meet in the Gaillard Center for the Plenaries and the Neapolitans. We are planning to use the Performance Hall some of the time but we will use the Gaillard Ballrooms when seating is possible. Many concurrent sessions will be held in the Gaillard Center ballrooms and meeting rooms. We will continue to have concurrent sessions at the Marriott Courtyard, The Embassy Suites, and the Francis Marion. I am happy to report that we will avoid daylight savings time this year so there will be daylight longer. The presidential election will also be the week after the Conference is over so no need for absentee ballots! Hooray!

Just heard that the three publishers — Cambridge University Press, Oxford University Press, and Sage Publishing, with support from the Copyright Clearance Center have filed another appeal against the latest ruling in favor of Georgia State University’s long-running e-reserves lawsuit.

http://libguides.law.gsu.edu/gsucopyrightcase

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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:

Subject: ATG v.28#3 June 2016

I just finished reading this issue. It is superb.

Thanks, Joe Esposito (President, Processed Media)
<espositoj@gmail.com> 🌸

AGAINST THE GRAIN DEADLINES
VOLUME 28 & 29 — 2016-2018

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Rumors from page 1

Donna Jacobs went to the Charleston County Library to find a book for her Book-Lover column this time. Did you see that there is a new Charleston County Library executive director – Nicole Davies who was selected by Library Journal as the 2016 Librarian of the year. Davies led the Arapahoe Library District which serves the suburbs of Denver, Colorado. Davies will take over in October for Cynthia Bledsoe, who has been serving as acting executive director since previous director Doug Henderson retired in January. She will oversee a $108.5 million building and renovation program that voters approved in a November 2014 referendum to build two new libraries, replace three existing libraries and renovate 13 libraries. http://www.postandcourier.com/20160719/160719377/charleston-library-system

And Tom Gilson is on the Friends of the Library Board for the Charleston County Library so I hope he will keep us posted! Did you know that at one time Tom worked in a public library?

I was so happy to hear that Jack and Lesley Montgomery were going to finally take a vacation this past summer. Until, distress, Jack tripped on a sidewalk and broke three ribs! Ouch! Jack’s mother who lived in Columbia passed away this summer. So very sad. When we run into Jack in Charleston, let’s give him an extra hug! Jack has been a Charleston Conference director for probably twenty years!

Was interested to see this interview from the Frankfurt Book Fair with Ruth Pickering and Yewno and a new approach to discovery continued on page 8
Andrea Hebert and Caminita able to get support for this collection. She described the steps taken to implement a collection of graphic novels in her library and how she was the first to do so. She mentioned that she faced some challenges in getting buy-in for the project, including a lack of understanding from some of her colleagues about the importance of graphic novels in a library collection.

Normal of Collection Development.” The budget cut in “Reversals of Fortune: The New Normal of Collection Development” was a significant factor in her decision to implement the collection.

A group of librarians from the Charleston Conference were able to write about the difficulties of a temporary reprieve from a severe cut in the library’s budget. They persevered through a massive weeding process and were able to keep the collection intact. The Gaillard has a showcase that could be revoked in the future. The Gaillard has a showcase that requires no security or storage at this point.

Jennifer Jackson, a librarian at the Charleston Addlestone Library, is working on this with a group of volunteers in Charleston this year. One of them is Trey Shelton, who will be directing the event in Charleston.

Carol Price is another librarian/helper! Carol will help with the Juried Product Development Forums. She will also be staffing a booth at the Vendor Showcase for Against the Grain Press and the Charleston Conference.

Speaking of Charleston, I guess you have all heard about the acquisition of Atypoon by Wiley. John Wiley & Sons, Inc., has signed a definitive agreement to acquire Atypoon, a Silicon Valley-based publishing-software company, for $120 million in cash. Atypoon is a trusted technology partner that enables scholarly societies and publishers to deliver, host, enhance, market and manage their content on the Web. The transaction is expected to close October 1, 2016. Atypoon is privately held and headquartered in Santa Clara, CA, with approximately 260 employees in the U.S. and EMEA (Europe, the Middle East, and Africa). The company generated over $31 million in calendar year 2015 revenue. Atypoon will be managed as a separate business unit while benefiting from the financial stability and continuity of Wiley’s 209-year-old organization. The data and plans from each of Atypoon’s clients will remain sequestered and behind firewalls. Clients use Atypoon as their core journal-delivery platform or as a way to supplement end-user engagement. Wiley itself will become an Atypoon customer.

Georgios Papadopoulos, Atypoon’s founder and CEO, will continue to lead the business and will report to Mr. Mark Allin, President and CEO of Wiley. Georgios will be in Charleston and he plans to speak in a panel on Thursday, Applying Entrepreneurship in a Changing Education Landscape.

https://2016charlestonconference.sched.org/
www.atypoon.com

Speaking of which, we are pleased to announce that the 2016 Charleston Conference schedule is now available. You can view the full schedule and list of speakers online at https://2016charlestonconference.sched.org/. (Did you know that you can set up an account to personalize your schedule, sync to Outlook or iCal, and more? See Sched’s Attendee Guide for more info.)

I hope that you have noticed the Charleston Fast Pitch competition! We are excited that the Goodall Family Foundation has continued on page 24
Milled Davis from the NCTE encourages everyone to give more credit to students. “They can distinguish between the real world and fiction. Through reading, students can encounter human experiences vicariously, giving them the chance to think about these issues without ever having to actually experience them or, in some cases, in preparation for experiencing them.” Libraries that are properly prepared to handle challenges can better protect everyone’s right to read.

Bibliography


Rumors

from page 8


Kidd (2009).


Kidd.


Balaka Basu, Katherine R. Broad, and Carrie Hintz.


Pat Sabosik, the general manager of the ACI Index will be running a panel in Charleston. Several local academics from the College of Charleston and the Citadel will be presenting about their blogs!

By the way, we are considering videoting or recording some of the Concurrent sessions! If there is one that you would especially like to attend and cannot, slip us an email please with the subject line “possible session to record for 2016.”

Yallfest is not bumping heads with the Charleston Conference this year unfortunately! Ramune Kubilius is disappointed! Her book club just discussed the third book of Lithuanian American YA author, Ruta Sepetys who will be at Yallfest.

PEW Research Center’s Libraries 2016 was just released September 9. The report discusses trends in public libraries. Patrons like libraries and but are unaware of all the services that the library provides. The large majority want libraries to have programs to teach

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Endnotes

11. ibid.
14. ibid.
punch. Furthermore, how you fight can be just as informative—if you throw a lot of punches below the belt, you may get away with it, but you risk turning the crowd against you.

Another common belief is to proclaim this or that event (say, Romney’s 47 percent comment or Obama’s performance in the first presidential debate in 2012) to be a “game-changer.” In The Timeline of Presidential Elections: How Campaigns Do (and Do Not) Matter, Robert Erikson and Christopher Wlezien analyze all the national presidential election polls from 1952 to 2008 (more than 2000 of them) to determine how voter preferences evolve over the timeline of the presidential campaign. They find that vote choice slowly coalesces throughout the election year. While political ads and other campaign events may affect voters’ candidate preferences, most of the effects disappear quickly without leaving a trace, like ripples from a pebble tossed into a river. There are two exceptions, though. The first involves the national nominating conventions, which are major spectacles that engage and inform large numbers of voters, help activate and cement latent party loyalties, and mobilize supporters. The other exception is short-term movements of opinion in the final two weeks of the campaign that affect the vote before their effect wears off. But the scope for such last-minute movements is limited, “as remarkably few voters change their minds over the course of the campaign.”15 Again the battle metaphor is instructive—most events of the campaign are glancing blows, not knockout punches, but sometimes landing a few glancing blows at the end of a match can be enough to have it called in your favor.

The third major lesson from the recent campaign literature is that the messages campaigns choose to focus on make a difference. In The Message Matters: The Economy and Presidential Campaigns, Lynn Vavreck applies the lessons of “low-information rationality” to campaign strategy.16 In choosing a candidate to match their preferred positions on issues, voters face uncertainty about the relative importance of different policies, about where a candidate stands on an issue, and about how certain they are that the candidate actually holds the position he or she professes. Candidates thus engage in three distinct behaviors that inform voters. By talking repeatedly about certain issues (a process called priming), candidates attempt to focus the agenda of elections onto issues favorable to them. They also attempt to persuade voters that they hold specific positions—or that their opponents do—and to clarify their positions on important issues, primarily the economy (which is the best issue because it’s always clear which side to be on—“everyone prefers prosperity to decline”).17 Ultimately, this leads to two dominant strategies for candidates, depending on whether the fundamentals favor them or not—either they run a clarifying campaign to emphasize “their role in fostering the good economic times or their lack of a role in bringing about bad times” or they run an insurgent campaign, which attempts to refocus the election off the economy and onto a popular issue that “directly exploits[ ] the weaknesses or constraints of their opponents.” In other words, if you can’t use “it’s the economy stupid,” then you’d better change the subject. Testing her theory against the fifteen presidential elections from 1952 to 2008, Vavreck concludes that the “impressive relationship between citizens and national economic context can be intensified if candidates choose to talk about the economy in their campaigns,” but “candidates’ rhetoric about other issues can drive out the importance of the economy if they choose the right issue. The structural conditions matter, but they can be overcome.”18

Many questions remain about precisely in what ways and for whom campaigns matter. For example, while there’s general agreement that a small segment of the population in any given election can be swayed from one side to the other (perhaps as much as 20 percent, but likely less than 10 percent), there’s much disagreement about which voters are most persuadable. Most of the literature has argued, following Lazarsfeld, that voters with the least political knowledge and interest are the most persuadable, since they can benefit the most from the informational effects of campaigns. However, others have argued that campaigns frequently use “wedge” issues to try to target and win over knowledgeable partisans who have strong preferences on an issue that diverges from their party’s candidate (for example, in 2004 Democrats tried to use the issue of stem cell research to attract the votes of Republicans who disagreed with Bush’s stance against it).19 Another question of increasing relevance to campaign researchers concerns the issue of “microtargeting”—the ability of campaigns to leverage technology and vast databases of information on voters to send messages and appeals finely tuned to various constituencies, say 45 to 55-year-old white, female, college-educated Democrats making more than $120,000 a year in Princeton, New Jersey. There is much we don’t know about how these groups are selected, what kinds of messages are targeted to them, and how effective the appeals are.

But with all that we know (or don’t know) about campaigns, perhaps one lesson is most worth remembering in this election season: the people’s verdict can be no more a selective reflection from among the alternatives and outlooks presented to them... If the people can choose only from among rascals, they are certain to choose a rascal.”20

Endnotes
3. Ibid., 8–9.
10. Ibid, 2.
15. Erickson and Wlezien, Timeline of Presidential Elections, 16.
17. Ibid, 30.
18. Ibid, 159-60.

*Reditor’s note: An asterisk (*) denotes a title.

**Resources for College Libraries**

digital skills as well as provide comfortable reading and working spaces. A couple of points that specifically interested me. Americans are divided on a fundamental question about how books should be treated at libraries: 24% support the idea of moving books and stacks in order to make way for more community- and tech-oriented spaces, while 31% say libraries should not move the books to create such spaces. About four-in-ten think libraries should maybe consider doing so. continued on page 74
serve children and young adult populations successfully?

Future trends in children and young people libraries require the librarian to be a digital literacy educator and technological adventurer with the ability to use information and communicate digital content in a wide variety of formats. This transition into an emerging digital culture explores and re-envision special skills and/or knowledge, and qualifications sought for librarians engaged in digital library practice to remain responsive to technological changes while staying connected to their local community. Required skills include varying levels of progressive technological knowledge, computer and productivity tool competencies, and associated skills and knowledge to cope with the changing information world. In this speedy development, the library ensures that both children and youth service librarians are able to utilize new platforms and resources that can genuinely exploit the integration of digital media into children and youth services.

Training librarians to be computer literate can be required at three levels: baseline, desired, and target levels. Base-line information includes basic operations such as using the printer, opening browsers and using menu bars, sending and receiving emails, and using search engines. The desired level includes skills that are a little more advanced than the basic level, but are not as developed as those in the target level which include knowledge of downloading files, cookies and general security issues (Hamada & Stavridi, 2014). With growing technical awareness and expertise, it is necessary to develop target training levels specific to each library, based on existing competencies in training and technology. While scripting languages, digital content management systems, metadata, and XML skills are often perceived as core competencies, other sub technical/digital areas such as web design and web standards (e.g., Web navigation, information visualization, and user centered design), and database design and management (e.g., SQL and Web database applications) are likely to become more relevant than ever to digital library development. In terms of advanced professionals, Heinrichs and Lim (2009) highlight the abilities that refer to multimedia skills, database development, and Web design. In addition to this, Dhanavandan and Tamizhchelvan (2013) maintain that, current practicing librarians need to seek out additional and new competencies such as communication with a computer, digital information retrieval and processing, Web-publishing, database theory, networking, human computer interaction, evaluation of information systems, and technical troubleshooting skills.

In technology-rich learning environments, it is also expected that the scope of advent basic digital skills will change to identify specific digital skill sets in two elements of digital literacy: ICT literacy and media literacy, that are to be represented by both children and young adult librarians. The impact of technology changes in format and in services requires much more in-depth technical/digital skills than ever to be more relevant to the digital library development. A list of digital competencies and technology-related skills are developed to enable full participation in a digital society and to offer greater understanding of the current and anticipated skills and knowledge of librarians engaged in digital library practice. The job market does not have formal standards for the integration of Information & Communication Technology (ICT) that apply to the new role of teacher. This list of skills, focusing upon the digital literacy, inspires the appropriate mix of digital competencies and information communication technology skills in conjunction with those digital literacy skill sets listed in discipline-specific knowledge to accommodate current changes in the roles of children and young adult librarians that best support technology-based service environment.

In a fast-paced digital age, librarians and individual library practitioners who are keen to be working with children and teens have been searching for ways to put up with the advances in children’s and teen’s access and use of information technology, along with the ability to quickly adopt and appropriately use a combination of traditional analog skills and advanced technological competencies that encompass not just technical skills, but also a variety of information and communication technologies and media and digital literacies. Adopting a new role, children’s and young adults’ librarians are expected to balance the use of digital technology with personal interaction and combine their broad competencies and responsibilities to team up with IT librarians to evaluate and invest in the library’s hardware, software and telecommunications capacity to establish a technical infrastructure designed to meet end user requirements.

Further study of the overlap for practical management, programming, and digital skills for librarians in children and young adult library areas will be useful to serve a wide variety of patrons’ needs and expectations. For more details on our developing sets of technology competencies and techno-digital skills required of librarians in order to successfully serve children and young adults in the digital age, read the IGI Global article “Children and Youth Librarians: Competencies Required in Technology-Based Environment.”

**References**


There is also a growing sense that libraries can help people decide what information they can trust: 37% of Americans feel that public libraries contribute “a lot” in this regard, a 13-point increase from a survey conducted at a similar point in 2015.


I guess that’s about it for now! Happy fall!