2016

Table of Contents

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

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

Recommended Citation

(2016) "Table of Contents," *Against the Grain*: Vol. 28: Iss. 5, Article 1.

DOI: <https://doi.org/10.7771/2380-176X.7498>

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

Against the Grain

Against the Grain (USPS 012-618) (ISSN 1043-2094) is published six times a year in February, April, June, September, November, and December/January by Against the Grain, LLC, 209 Richardson Ave., MSC 98, The Citadel, Charleston, SC 29409. Subscription price per year is \$55 U.S. (\$65 Canada, \$90 foreign, payable in U.S. dollars). Periodicals postage paid at Charleston, SC. **Postmaster:** Send change of address to Against the Grain, LLC, 209 Richardson Ave., MSC 98, The Citadel, Charleston, SC 29409.

Editor:

Katina Strauch (College of Charleston)

Associate Editors:

Cris Ferguson (Murray State)
Tom Gilson (College of Charleston)
John Riley (Consultant)

Research Editors:

Judy Luther (Informed Strategies)

Assistants to the Editor:

Ileana Strauch
Toni Nix (Just Right Group, LLC)

Editor At Large:

Dennis Brunning (Arizona State University)

Contributing Editors:

Glenda Alvin (Tennessee State University)
Rick Anderson (University of Utah)
Sever Bordeianu (U. of New Mexico)
Todd Carpenter (NISO)
Bryan Carson (Western Kentucky University)
Eleanor Cook (East Carolina University)
Anne Doherty (Choice)
Ruth Fischer (SCS / OCLC)
Michelle Flinchbaugh (U. of MD Baltimore County)
Joyce Dixon-Fyle (DePauw University)
Laura Gasaway (Retired, UNC, Chapel Hill)
Regina Gong (Lansing Community College)
Chuck Hamaker (UNC, Charlotte)
William M. Hannay (Schiff, Hardin & Waite)
Mark Herring (Winthrop University)
Bob Holley (Retired, Wayne State University)
Donna Jacobs (MUSC)
Lindsay Johnston (IGI Global)
Ramune Kubilius (Northwestern University)
Myer Kutz (Myer Kutz Associates, Inc.)
Tom Leonhardt
Rick Lugg (SCS / OCLC)
Jack Montgomery (Western Kentucky University)
Bob Nardini (ProQuest)
Jim O'Donnell (Arizona State University)
Ann Okerson (Center for Research Libraries)
Rita Ricketts (Blackwell's)
Jared Seay (College of Charleston)

Graphics:

Bowles & Carver, *Old English Cuts & Illustrations*.
Grafton, *More Silhouettes*. Ehmeck, *Graphic Trade Symbols By German Designers*. Grafton, *Ready-to-Use Old-Fashioned Illustrations*. *The Chap Book Style*.

Production & Ad Sales:

Toni Nix, Just Right Group, LLC, P.O. Box 412,
Cottageville, SC 29435, phone: 843-835-8604
fax: 843-835-5892 <justwrite@lowcountry.com>

Advertising information:

Toni Nix, phone: 843-835-8604, fax: 843-835-5892
<justwrite@lowcountry.com>

Send ad materials to:

Attn: Toni Nix, Just Right Group, LLC
398 Crab Apple Lane, Ridgeville, SC 29472

Publisher:

A. Bruce Strauch

Send correspondence, press releases, etc., to:

Katina Strauch, Editor, *Against the Grain, LLC*,
209 Richardson Ave., MSC 98, The Citadel,
Charleston, SC 29409. phone: 843-723-3536,
fax: 843-805-7918. <kstrauch@comcast.net>

Against the Grain is indexed in *Library Literature*, *LISA*,
Ingenta, and *The Informed Librarian*.

Authors' opinions are to be regarded as their own. All rights reserved. Printed in the United States of America. This issue was produced on an iMac using Microsoft Word, and Adobe CS6 Premium software under Mac OS X Mountain Lion.

Against the Grain is copyright ©2016
by Katina Strauch

AGAINST THE GRAIN

TABLE OF CONTENTS

v.28 #5 November 2016 © Katina Strauch

ISSUES, NEWS, & GOINGS ON

Rumors.....	1	Deadlines.....	6
From Your Editor.....	6		

FEATURES

Content for Courses: Welcome to our Special Issue! — Guest Editor, Heather Staines

Content for Courses: Welcome to our Special Issue!

1
by Heather Staines — *With new and varying types of content, librarians have a wider role than ever before.*

Why Should Librarians Be Involved in Facilitating Access to Content Needed for Courses?

12
by Jessica Clemons and Roger C. Schonfeld — *Fewer library leaders nationally are focusing on research support, and more would like to focus on contributing to student success.*

Momentum Building: Progress Towards a National OER Movement.....

14
by Nicole Allen, Steven J. Bell, and Marilyn Billings — *Publishing options and data sharing, educators are slowly gaining awareness of OER as learning materials.*

High Textbook Costs: The Battle Continues

18
by Christa Bailey and Ann Agee — *Affordable Learning Solutions (ALS) is an initiative that reduces the cost of a college education by promoting low-cost classroom materials.*

TextSelect Revisited: The Evolution and Success of the Textbook Reserves Program at George Mason University.....

20
by Jessica Bowdoin and Madeline Kelly — *Under the current TextSelect program, George Mason Libraries provide (via physical reserves) one copy of every required textbook over \$50 for general education courses.*

Textbook Affordability: An Update...22

by Monica Metz-Wiseman — *The Textbook Affordability Project (TAP) at USF is the umbrella for any initiative that supports textbook affordability on behalf of students.*

Collaboration Is Key to Innovative Textbook Affordability Solutions.....

24
by Robert A. Walton — *As the challenges of higher education continue to grow in scope and sophistication, institutions that have a strong culture of collaboration among functional areas will be the ones that thrive.*

Two Views on E-Reserves.....

28
Current Trends, Challenges, and Opportunities for Electronic Reserves Services at Santa Clara University by Elizabeth McKeigue — *The SCU Library has been conducting a comprehensive review of its course reserves services.*

SIPX Electronic Reserves at Pepperdine University by Sally Bryant and Gan (Grace) Ye — *This discusses some of the issues with the implementation of SIPX at Pepperdine University.*

Media in the Classroom.....

32
Connecting, Collaborating, Creating by Lori Widzinski — *This group of discussions underlines the way that library content provision goes way beyond books or journals.*

Northeastern University Libraries' Digital Media Commons Delivers Creative and Curricular Services to All by Debra Mandel — *The DMC Studios is a suite of recording studios designed to produce videos, record music, podcasts and learning objects.*

Bridging the Analog to the Digital: The University of Washington's "mediArcade" by Andrew Weaver — *The means for integration of physical materials in digital instruction is opening up a wealth of materials for creative and scholarly interaction.*

Toward a New Vision for Media Literacy Instruction by Andrew Horbal — *This is about a relatively new format — the video essay.*

Multimedia Creation in the Small Campus Library.....

35
by Alyson Gamble — *This is a case study of the use of videos in the flipped classroom.*

Does There Need to be a Distinction between "Content for Courses" and "Content for Libraries"?.....

36
by Liz Mason — *There is work to be done to foster more collaboration and communication between librarians and faculty.*

The Affordable Textbook Revolution ...38

by Robert W. Boissy — *The era has now arrived when publishers should spend some of their marketing money and time on promoting what has already been bought. Hear hear!*

Dispatches from the Digital Front: Student Attitudes, Digital Content, and Lessons Learned

40
by William Chesser — *What is the challenge holding back digital adoption?*

From Alexander Street to the Classroom

42
by Bennett Graff — *Semantic indexing and discipline level customization have had a positive impact on the use of video materials for teaching and learning.*

Op Ed

60
Pelikan's Antidisambiguation "Giving the People what they Want" by Michael Pelikan — *See what works, and make your product like that.*

Back Talk

110
A Goopy Petri Dish by Ann Okerson — *There are many balls in the air and we need to pay attention to them all!*

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

ATG SPECIAL REPORT

by **Allen McKiel**—Over 2,000 students and researchers from over 600 colleges and universities took the survey. This article compares responses from three global student surveys conducted by ebrary.

Howard N. Lesser..... 62
Founder and CEO, Midwest Library Service
Ruggero Gramatica..... 64
Founder and CEO, Yewno, Inc.

Profiles Encouraged 104
A Brand New Section in *ATG* — Profiles for
21 authors featured in this issue and one company profile (Midwest Library Service, p.63).

Monograph Musings by Regina Gong — *This issue is filled with more reviews than ever before.*

Book Collecting for Fun, not Profit by Thomas W. Leonhardt — *Tom* says this is about book collections and not collecting books.

Journey by Donna Jacobs — *Donna journeyed to the library and checked out a book.*

Commodity and Alcohol Studies in World History by David M. Fahey — *Books we need to keep in our collections.*

Reviews of Reference Titles by Tom Gilson
— *Tom* has lots of reviews too. Topics include economics and society, graphic novels (fiction and non-fiction), and psychology and behavioral health. Don't miss his extra servings!

The Dreadful Jumble of Acts by **Bruce Strauch** — *Guino vs. Renoir (and a slew of others)*. This one talks about sculptures.

Copyright Column by Laura N. Gasaway —
Many relevant questions and answers such as,
*why is the **GSU** case appealed?*

by **Bruce Strauch** — *What do Yeats and The Citadel have in common? Read it here!*

The Out-of-Print Book Market: Some Personal Perspectives by Bob Holley — *The out-of-print book market has declined in volume and revenue over the last decade.*

Publisher Ownership and Share Prices by Myer Kutz — *Do you know where your stocks or mutual funds are today?*

Why Scholars Blog by Pat Sabosik — *Scholarly blogs, once considered ephemeral, are now becoming part of the scholarly record and are an important component of a scholar's work.*

#LIAL16 by Mark Y. Herring— *For the last sixteen years, the **Harvard School of Education** has been running this five-day program for librarians (and deans, and provosts, and presidents, etc.), to help them come to grips with the meaning of leadership in all its various modalities.*

A Collaborative Publishing Experiment by Donald T. Hawkins — *Don interviewed Ruth Wylie after the 2016 SSP conference.*

News and Announcements for the Charleston Library Conference by Leah Hinds
— *Keeping you updated on the 36th Annual Charleston Conference.*

Reports of Meetings — *The last batch of reports from the 2015 Charleston Conference by Ramune Kubilius and her reporters is here.*

Moving Books Off-site Based on Circulation and Publication Dates by Stacey Marien and Alayne Mundt — *How did patrons react to this decision?*

Charleston Bound! by Winifred Fordham Metz — *Winifred* is super excited to be attending her first **Charleston Conference** ever!

Libraries Gardening with Kids? A Growing Trend Compiled by **Dr. Jeanine Huss** and **Ms. Roxanne Myers Spencer** — *Did you know that public and school library gardens are a growing movement?*

Protecting the Scholarly Record: Shared Print at Scale by Susan Stearns and Anna Pericci with thanks to Sara Amato and Matthew Revitt — *EAST is a good example of trends in shared print agreements that propel libraries toward a national-level of policy and governance.*

continued on page 6

Against the Grain

Against the Grain is your *key* to the latest news about libraries, publishers, book jobbers, and subscription agents. **ATG** is a unique collection of reports on the issues, literature, and people that impact the world of books, journals, and electronic information.

ATG is published six times a year, in February, April, June, September, November, and December/January. A six-issue subscription is available for only \$55 U.S. (\$65 Canada, \$90 foreign, payable in U.S. dollars), making it an uncommonly good buy for all that it covers. Make checks payable to ***Against the Grain, LLC*** and mail to:

209 Richardson Avenue
MSC 98, The Citadel
Charleston, SC 29409

**Wire transfers are available,
email <kstrauch@comcast.net>
for details and instructions.*

Name		
Address		
City	State	Zip
Company	Phone	
Email		

From Your (hurricane-fearing) Editor:

I will never forget **Hurricane Hugo**. It was September 19, 1989. I had just started *Against the Grain* in March with **Steve Johnson's** (Clemson) beer newsletter experience. My husband **Bruce** and I bundled computers and floppy discs (remember those?), children, dogs, all our belongings that would fit in the car and headed inland until we found a hotel that would take dogs. The news from Charleston was grim. Do not come back yet, **Mayor Riley** told us. Wait. We finally headed back to Charleston three days later. There were downed trees and power lines everywhere. And we were kept in the cocoon of **The Citadel** since we didn't get power for several weeks! The landscape had changed and the usual landmarks were gone. I remember walking to the **Mills House Hotel** (the con-

ference headquarters that year) because the roads were not passable. But the **Charleston Conference** took place. It had taken six weeks and Charleston had survived. Whew!

And, so, this issue of *Against the Grain* has survived! The awesome **Heather Staines** has guest edited this issue on the **role of libraries in facilitating content for courses**. We have many papers about library involvement, the national OER movement, high textbook costs, collaborative textbook affordability, media in the classroom, creative curricular services, moving from analog to digital, media literacy instruction, student attitudes about it all. We have created an expanded **profiles encouraged** section in this issue which we

hope to continue. You will notice this is one of our longest issues ever (112 pages). We had to expand the table of contents section so we will have to wait til our Dec16-Jan17 issue for the letters to the editor, but do not fear, we have interviews, meeting reports, many book reviews and lots of other stuff too.

We are back in Charleston after another evacuation for Hurricane Matthew! Gosh! Were we surprised that it made landfall here in Charleston! Thank goodness the storm had downgraded considerably.

Thanks to everyone who helped to put this issue together despite uncertainties!

See many of you in Charleston in a few weeks! Love, Yr. Ed. 🐼

BOOKSELLING AND VENDING (con't)

Being Earnest with Collections 92

Let's Get In Formation: Standardized Data Review for eResource Management by **Kelli Getz** and **Lindsay Cronk** — *Exploring the early stages of establishing a systematic way to measure the impact of existing e-resources.*

Biz of Acq 98

Toward Data-Informed Collection Decisions: 4+ Years of PDA Insights at Winthrop by **Antje Mays** — *This article (the first in a series of three) shares broad print and eBook usage and expenditure findings.*

Both Sides Now: Vendors and

Librarians 102

Learning How to Embrace the Concept of "Change" by **Michael Gruenberg** — *Michael was chosen to be a judge for SIIA 2016 CODiE Awards in the new sales management technologies category. He was impressed by the wisdom and professionalism of the people and products he saw. These were change agents themselves.*

TECHNOLOGY AND STANDARDS

@Brunning: People & Technology ... 72

At the Only Edge that Means Anything/How We Understand What We Do by Dennis Brunning — *As always, Dennis talks about many things — usage data, Bookbub, the Zeitgeist.*

Decoder Ring 80

ALA Takeaways and Fall Follow-Ups by **Jerry Spiller** — *Jerry focuses on a treasure trove from Image Comics.*

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

2016 Events	Issue	Ad Reservation	Camera-Ready
ALA Midwinter	Dec. 2016-Jan. 2017	11/10/16	11/28/16
2017 Events	Issue	Ad Reservation	Camera-Ready
Annual Report, ACRI	February 2017	01/05/17	01/19/17
MLA, SLA, Book Expo	April 2017	02/16/17	03/09/17
ALA Annual	June 2017	04/06/17	04/27/17
Reference Publishing	September 2017	06/15/17	07/06/17
Charleston Conference	November 2017	08/17/17	09/07/17
ALA Midwinter	Dec. 2017-Jan. 2018	11/09/17	11/24/17

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. 🐼

Rumors

from page 1

Now on to **library and book business!**

I was excited to see the latest CEO Forum (the quarterly publication by CEOs for CEOs) which includes an interview with our own **Mary Ann Liebert**. What a woman! As a classical music lover, I was especially intrigued by the fact that **Mary Ann** conducted the first movement of **Tchaikovsky's** Fourth Symphony with the **Westchester Philharmonic Orchestra**. I can't imagine! Only **Mary Ann**! We at **ATG** interviewed **Mary Ann** on July 16, 2012. (v.24#3) <http://www.against-the-grain.com/2012/07/v24-3-atg-interviews-mary-ann-liebert/>

<http://www.liebertpub.com/lpages/maryannliebertinterview/180/>

<http://www.against-the-grain.com/2012/07/v24-3-atg-interviews-mary-ann-liebert/>

Guess you saw the piece in **Scholarly Kitchen** posted by **Roger Schonfeld**, "Building a Repository in Partnership with Elsevier: The University of Florida's Perspective." A Neapolitan coming up in Charleston this November!

<https://scholarlykitchen.sspnet.org/2016/06/29/elsevier-uf-partnership/>

Just learned that the second edition of **Jesse Holden's** book, **Acquisitions: Core Competencies and Practices** was published by **ALA/Neal Schuman**.

<http://www.ala.org/news/member-news/2016/09/core-concepts-and-practices-acquisitions>

All of you know **Toni Nix**, my incredible assistant with both *Against the Grain*, the **Charleston Conference Vendor Showcase**, ads manager for **ATG** and many other publications. I could not do without her! **Toni** and her husband **Dean** are real pioneers! They live on the banks of the Edisto River. They deal with flooding all the time but especially after big rains and hurricanes. But not to be daunted,

continued on page 8