

2018

And They Were There-Reports of Meetings-37th Annual Charleston Conference

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Recommended Citation

Kubilius, Ramue K. and Bordeianu, Sever (2018) "And They Were There-Reports of Meetings-37th Annual Charleston Conference," *Against the Grain*: Vol. 30: Iss. 2, Article 29.

DOI: <https://doi.org/10.7771/2380-176X.8055>

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And They Were There

Reports of Meetings — 37th Annual Charleston Conference

Issues in Book and Serial Acquisition, “What’s Past is Prologue,” Charleston Gaillard Center, Francis Marion Hotel, Embassy Suites Historic Downtown, and Courtyard Marriott Historic District — Charleston, SC, November 6-10, 2017

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 **2017 Charleston Conference**. All attempts were made to provide a broad coverage of sessions, and notes are included in the reports to reflect changes that were not printed in the conference’s final program (though some may be reflected in the online schedule, where links can also be found to presentations’ PowerPoint slides and handouts). Please visit the conference site <http://www.charlestonlibraryconference.com/> to link to selected videos as well as interviews, and to blog reports, written by **Charleston Conference** blogger, **Donald Hawkins**. The **2017 Charleston Conference Proceedings** will be published in 2018, in partnership with **Purdue University Press**.

In this issue of **ATG** you will find the second installment of 2017 conference reports. The first installment can be found in **ATG v.30#1, February 2018**. We will continue to publish all of the reports received in upcoming print issues throughout the year. — **RKK**

WEDNESDAY, NOVEMBER 8, 2017 LIVELY LUNCH DISCUSSIONS

Choose Your Own Adventure: A Thrilling Journey of Collaborative Collection Assessment — Presented by **Jamie Hazlitt** (Loyola Marymount University); **Jeremy Whitt** (Pepperdine University); **Madelynn Dickerson** (Claremont Colleges Library); **Caroline Muglia** (University of Southern California)

Reported by **Colleen Lougen** (SUNY New Paltz) <lougenc@newpaltz.edu>

This presentation is a testament to the networking opportunities that are available to professionals at the **Charleston Conference**. The four presenters met at Charleston two years ago and embarked on an ambitious research project. Their presentation thoughtfully focused on the intricacies of collaborating on a multi-institutional research project, highlighting not only their successes, but also challenges, pitfalls, and failures they encountered along the way. **Hazlitt, Whitt, Dickerson, and Muglia** provided details about specific aspects of their research process, such as the challenges of collecting and combining disparate data from diverse institutions, as well as the humbling experience of the peer-review process. Their presentation was inventive and played off the “Choose Your Own Adventure” theme throughout their discussion. Additionally, the group conducted several entertaining informal polls to elicit and engage audience participation.

eBooks Speed Dating: Who’s in the Driver Seat Going Forward? — Presented by **Jackie Ricords** (Moderator, IGI Global); **Julia Gelfand**, (University of California, Irvine); **Jill Morris** (PALCI); **Jeremy Garskof** (Gettysburg College); **Lisa Mackinder** (Ohio University)

Reported by **Heidi Busch** (University of Tennessee at Martin) <hbusch@utm.edu>

This session was especially enjoyable as it was presented in an un-

conference format. The presenters each gave a 90 second introduction to their perspectives of eBook acquisition and management. After their very brief introductions, we were provided with the guidelines for each “Dating Round.” One of the guidelines included taking a notecard that had candy attached, on the front it read, “I Like Your Ideas, I Want to Connect with You.” There were spaces for writing our names, LinkedIn, Facebook, and email to help us form connections with others in our groups.

The rounds lasted 15 minutes each. Speed Dating Round 1 dealt with Acquisitions Pros and Cons. In my group we spent time answering questions from a publisher about what models we are considering. We also discussed how we can best work with publishers to assure that our patrons are getting the resources they need. The second round was focused on dealing with platforms. We discussed what preferences we have and the role of DRM. The third round was referred to as the Second Date and we discussed collection strategies. In my group we were focused on eBooks as textbooks and issues that may add to our collection development strategies. At the end, the small group monitors, the presenters, shared the overall responses from the groups. I enjoyed this session because it allowed me to learn from others in our small groups and also engage with a wide variety of librarians and publishers.

From Numbers to Narratives: Putting the Human Face on Metrics — Presented by **Karen Gutzman** (Moderator, Galter Health Sciences Library, Northwestern University); **Aaron Sorensen** (Digital Science Consultancy); **Mike Taylor** (Digital Science); **Anne Stone** (TBI Communications); **Michael Habib** (Clarivate Analytics)

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

A good challenge at a Lively Lunch occurs when one has to choose between eating a boxed lunch and taking notes. Thank goodness — this session’s slides and notes were posted in the conference schedule, (<http://sched.co/CHpS>), as mentioned by moderator **Gutzman** in her introduction. Speakers shared a number of interesting use cases and tools. **Habib** discussed altmetrics for power research, as empowering new forms of scholarly communication, exposing hidden impact. **Publons** provide cross-publication recognition for peer review and can be useful for tenure and promotion (two clicks to a downloadable record of your verified contributions). **Sorensen** mentioned VOSViewer as way to tell a story, and to quote **Newton**, to stand on the shoulders of giants. **Stone** shared “The Value of the Narrative and Understanding Influence,” beginning with the quote “Believe none of what you hear and half of what you see.” There are different lenses, your metrics and results will vary. Good metrics change behavior — metrics have more meaning if they are personal, gain attention and engage audiences. Visual abstracts (promoted by surgeon **Dr. Andrew Ibrahim**, <https://www.surgeryredesign.com/>) can be used to disseminate research. **Taylor** discussed “Creating Narratives from Data,” showing an example of a Google Trends Map for Zika vs Dengue for 2016. Science doesn’t have to be a 3-5 year process (anymore). The engaged audience’s questions included inquiries about trends for Ebola, what PhD students should be taught, Mendeley vs citation counts, etc...

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Pirates or Robin Hoods? Copyright and the Public Good — Presented by **Rick Anderson** (University of Utah); **Ann Okerson** (Center for Research Libraries); **William Hannay** (Schiff Hardin LLP); **Robert Boissy** (Springer Nature)

Reported by **Lauren Kuhn** (Springer Nature)
<lauren.kuhn@springernature.com>

Currently, there is a good deal of disagreement about how strictly copyright should be enforced and what the proper response to piracy should be, especially in the context of the recent debates about Sci-Hub. This panel, moderated by **Anderson**, brought stakeholders from across the library, publishing, and intellectual property spheres together to discuss the current state of copyright, which sparked lively discussion on whether or not copyright has outlived its usefulness and how stringently copyright should be enforced. While **Hannay** and **Boissy** felt copyright is definitely a net positive, both agreed that it needs to be revisited to explore issues including how to update and harmonize interpretations of what fair use means. Furthermore, **Okerson** felt the chief beneficiaries of copyright are those in the business, rather than the authors themselves, so we may have lost sight of the original purpose of copyright. **Boissy** suggested that while we continue to look at copyright enforcement, we should also work to advance open access, which may render the conflict increasingly less relevant, while **Okerson** felt increased consensus and education among authors would also aid in the enforcement of copyright.



Survey, Statistics, Narrative: Communicating Library Value to Administrators — Presented by **Michelle Rivera-Spann** (Moderator, Taylor & Francis Group); **Luke Swindler** (University of North Carolina); **Alison Scott** (University of California Riverside); **Mark McCallon** (Abilene Christian University Library); **Jeffrey Matlak** (Western Illinois University Libraries)

NOTE: Alison Scott now works at University of California Los Angeles.

Reported by **Susannah Benedetti** (University of North Carolina Wilmington) <benedettis@uncw.edu>

The panelists responded to questions about how success is defined differently by libraries and administration, what tools are used to measure library success, how to promote that success to administration, and how communicating their value has helped libraries. They described different scenarios at their institutions but agreed that in today's landscape the perspective has shifted beyond simply marketing new content. Scenarios included the library justifying how it fits into a revenue-generating model, and determining how to measure student success and retention while aligning library services with long term strategic campus goals. Student success is difficult to measure, but embedding the library in the academic process and building relationships with partners like the First Year program can get librarians directly involved in information literacy instruction, QEP, and accreditation. Measuring value must be coupled with demonstrating value. Third party evaluations like LibQual give crucial legitimacy, and reimagining positions in areas like assessment, GIS, Digital Humanities, and data mining allows librarians to embed themselves not only in the consumption of services but the creation as well, building the library into the academic structure. Panelists agreed on the need for a coherent contextualized narrative of the library as being a leader in providing crucial academic services as well as resources.

Altmetrics for Everyone: How to get Open, Easy, Free Metrics of Online Impact — Presented by **Robin Sinn** (Sheridan Libraries, Johns Hopkins University); **James MacGregor** (Public Knowledge Project, SFU Library); **Heather Piwowar** (Impactstory); **Jason Priem** (Impactstory)

NOTE: Heather Piwowar did not present in this session.

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

Per **Priem**, altmetrics can be footprints on snow, but when the tool is closed source and closed data, it becomes a scenario of "I've got the data but if you want it, you have to pay." He didn't mince words about **CrossRef** Event Data, indicating that it is open source, open data, free for everyone, but not so easy to use. Similar to it is Impact Story, which uses data from **CrossRef**, but at a higher level abstraction, simplifying events, including summary, provides useful metadata. A new source is **Unpaywall** Views, and buzzing the week of the conference — the **PaperBuzz** api. **McGregor** gave highlights of his career (including ten years at PKP) and the numbers associated with **CrossRef** — views, downloads, server log analysis. Other metrics include **Plum** and **Altmetrics**,

CrossRef's Cited By, **Lagatto's** ALM, and now **Paper Buzz**. The last is a useful tool and developed by scholars for scholars, supports and strengthens existing partnerships. There is no single service or single data point. Open source means metrics and the delivery process are transparent, the API is open, free to use, thereby reducing barriers to entry. **Sinn** took a "no slide" approach discussing OJS for student and professional journals. Students will gamefy. RIM-DOI: dance and performance fields want it too. Questions abounded, starting with a discussion of DOI which is slanted towards STEM. Tracking annotations and comments? Yes, everything is data. **Hypotheses** and **Publons** are good examples, but their infrastructures are not mature yet.

There are so many developments in this field. It does not appear that the two speakers who used them posted their slides to the conference schedule site, which is rather unfortunate for those who might want to visit the unfamiliar sites mentioned in this session.

Demystifying the Buzz Words: Linked Data, Artificial Intelligence – What Does This Mean for My Library? — Presented by **Phil Schreur** (Stanford University); **Erik Mitchell** (University of California Berkeley Libraries); **Ruth Pickering** (Yewno)

Reported by **Mimi Calter** (Stanford University)
<mcalter@stanford.edu>

The presenters set out to demystify the discovery space by clarifying the buzzwords associated with three different faces of discovery: traditional, semantic web, and artificial intelligence. These three tools offer different views into a library corpus, just as each of the three personalities of the title character in "The Three Faces of Eve" presented a view into the same person.

Schreur discussed traditional catalog discovery using MARC records. He demonstrated a Blacklight tool that takes advantage of complex MARC data by mapping it to a SOLR index that is used for discovery. This approach offers improved facet searching and more detailed results, but is still a very inward-facing approach that doesn't link the catalog to other information sources. In addition, the approach is problematic when mixing records cataloged to different standards (e.g., MARC vs Dublin Core).

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Mitchell looked at the advantages of a semantic web approach, codified through linked data. He demonstrated SHARE-VDE, a beta test tool that allows for concept expansion and entity aggregation, and, more broadly, allows promotion of more visibility of library resources. However, this comes at the cost of the creation of linked data triples.

Finally, **Pickering** described an AI approach, in which full text resources are analyzed to identify individual concepts and the relationships between them. The results, demonstrated in the **Yewno** interface, are a graphical display of concepts that does not force ranking on individual works.

The session closed with questions, and there were many. Presenters discussed methods for working with all three faces of discovery without duplicating work, as well as the ability of these tools to work across languages. In closing, **Anthony Watkinson** noted that a new disadvantaged class may be developing, in the sense that discovery tools are not universally available.

Don't Stop the Presses! Study of Short-Term Return on Investment on Print Books Purchased under Different Acquisition Modes — Presented by **Maria Savova** (Claremont Colleges Library); **Candace Lebel** (Claremont Colleges Library)

NOTE: Savova's co-presenter, Lebel, was unable to attend in person but was available via telephone.

Reported by **Jeanne Cross** (University of North Carolina Wilmington) <crossj@uncw.edu>

Usually presenting on eBook and e-resources, this foray into the print world is a first (and likely not last) for **Savova**. The presentation given was based on an internal study of print book use related to the method of book acquisition.

Determinations were made that standing orders performed poorly while books purchased on-demand and for course reserves circulated with the greatest frequency in the first year. Demand driven purchases also had the highest subsequent turnover rate. One surprise was the number of autoship and firm order books that circulated within 24 hours of being available. Speculation about the quick circulation time was that the “new book” shelves were having a positive effect.

The analysis of circulation overall showed that 60% of all circulation came from items 18 years old or older, and the newest 5 years accounted for just under 10% of all circulation. Based on these figures **Savova** and **Lebel** have determined that print books are still valuable. However future standing order purchases will be evaluated carefully.

If We Had a Prologue — Presented by **Laura Krier** (Sonoma State University); **Jodi Shepherd** (California State University, Chico)

*NOTE: The presenters expanded the session title listed in the program to: **If We Had a Prologue: Lessons from a System Migration.***

Reported by **Christine Fischer** (University of North Carolina at Greensboro, University Libraries) <cmfische@uncg.edu>

The twenty-three campuses of the **California State University** system migrated to **Ex Libris Alma** with a go-live date in June 2017. The presenters shared their experiences as project managers for their libraries. **Krier** and **Shepherd** described the structure of the working groups and implementation teams, the meeting schedules, and the value of having central staff to consult before directly contacting **Ex Libris**. They emphasized the importance of communication in helping staff understand the reason for the migration. Neither library was fully staffed

during the process, which added to the challenge of staff completing regular work, while contributing to the implementation and participating in extensive training. The majority of workflows changed, and staff contributed to discussions on what they wanted to accomplish rather than simply describing how specific tasks were performed. Much of the presentation was devoted to suggestions to meet challenges they experienced, such as having a good understanding of what data cleanup is needed prior to the migration, choosing one place to post information, establishing naming conventions for files, and documenting decisions made throughout the process. Attendees contributed to an energetic question and answer period.

Impact Analytics: Empowering the Library to Evaluate Meaningful Use of E-Resources — Presented by **Jesse Koennecke** (Cornell University); **Andrea Eastman-Mullins** (Alexander Street Press); **Boaz Nadav-Manes** (Brown Library); **Helen Adley** (Nottingham Trent University)

Reported by **Alicia Willson-Metzger** (Christopher Newport University) <awillson@cnu.edu>

This session addressed methods for defining meaningful use of e-resources. What constitutes “good” use of an e-resource? Does the traditional metric of number of uses actually tell us anything useful? Engagement analytics provide a much richer picture of patron usage of e-resources. For instance, it may be useful to know that a particular book or video was viewed more than any other, but it may be much more helpful to know what was watched/viewed for the longest period, or the greatest percentage viewed. What resources have been cited, shared or embedded? Examining playlists, watch lists, comments and ratings may also tell us more than a **COUNTER** statistic. Marketing and promotion strategies are important, as is discoverability of resources. The increasing amount of available usage data raises the question of whether or not more data is necessarily a good thing. Is there a possible tension between the desire to know and understand use versus seamless and non-intrusive access?

This session posed thought-provoking questions with incisive observations regarding impact analytics.

Is It Really Publishing: The Why and How of Library Publishing Initiatives — Presented by **Sarah Lippincott** (Scholarly Communications Consultant)

*NOTE: An expansion of the speaker's work should be listed as: **Scholarly Communications and Digital Scholarship Consultant.***

Reported by **Yuan Li** (Princeton University) <YL7@princeton.edu>

Lippincott started by providing an overview of the library publishing, what exactly library is doing in this area. The general business model of the library publishing is the collaboration between the library and the faculty, in which faculty member focuses on the editorial process, including building a pool of peer reviewers, providing scholarly content and disciplinary expertise, and performing peer review; while the library focuses on the production, including providing technology skills, metadata, discovery, copyright advisory, training, hosting, distribution and preservation. Library publishing tends to focus on the digital publishing not print, though sometimes print-on-demand can be an option. The Library normally doesn't do copyediting, marketing, and graphic design. Light-way workflow helps keep the cost low. Library brought new models to the table to fill gaps in the publishing, such as non-traditional publishing in data, gray literature, and digital humanity projects. Library publishing fulfills the library mission on access and stewardship. It provides home for scholarship that otherwise won't be available to the world. Library publishing addresses critical services needs in the publishing,

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by providing alternatives that offer terms more open, less restrictive that can accommodate the new form of scholarship and complement existing services to support teaching and learning.

Sustainable Digital Preservation: An Innovative Partnership in the Long-term Preservation of Special Collections Materials —

Presented by **Mary Barbosa-Jerez** (St. Olaf College); **Michael Peters** (East View Information Services)

Reported by **Nancy Hampton** (Xavier University of Louisiana)
<nhampton@xula.edu>

St. Olaf College was founded in 1874 and has a small archival collection of fragile Norwegian-American Newspapers, documents, photographs, pamphlets and print journals. In 2007 **Barbosa-Jerez** hired a digital specialist and few college students to digitize some of the college's archival materials. This proved to be a timely endeavor that was not very efficient or scalable for a small college library. In 2013, the digitization project had not come close to being completed and the grant funding the library was using for the program was nearly depleted. Library users in anticipation of accessing archival documents online continued to demand the digitization of certain materials. **Peters** of **East View Information Services** was contacted by **Barbosa-Jerez** and they were able to plan the completion of the unfinished digital project. Their plan consisted of having archival materials carefully packaged and delivered via courier to the **East View Information Services'** headquarters. In the company's digital lab, items were scanned at 600 dots per inch (DPI), given article level metadata and tagged with language identifiers before being returned to the college. Once revealed, the final digital project was well received by university stakeholders, researchers and members of the Norwegian-American community.

Textbook Collections: Required of our Students, Unwelcome in our Academic Library? — Presented by **Leanne Olson** (Western University)

Reported by **Robin Sabo** (Central Michigan University)
<sabo1r@cmich.edu>

With the increased cost of textbooks, there is mounting pressure on academic libraries to help ease the cost for students by providing access to course texts. Traditionally, most academic libraries have had collection development policies in place discouraging the purchase of textbooks. However, an informal poll of the audience by the presenter showed that the majority of libraries were collecting textbooks, but only a few were collecting texts in a systematic manner.

Olson collected and analyzed statistics at her institution debunking four myths surrounding the collection of textbooks: 1) Textbooks don't belong in a university collection; 2) Students won't use them; 3) Textbooks are too expensive; and 4) Textbooks have a short lifespan. Of note from her findings were that the university bookstore and **Amazon** charged significantly less for textbooks than the Library book vendor. In addition, average cost per circulation of textbooks was less than the cost of borrowing through interlibrary loan. **Olsen** has posted the source code for an applet used in this study for other libraries to use and modify (<https://github.com/LeanneOlson/Textbook-Collections-2017>).

This presentation provided useful data encouraging academic libraries to investigate how they might support students by purchasing textbooks in a systematic way.



Bringing Your Physical Books to Digital Learners via the Open Library Project — Presented by **Brewster Kahle** (Internet Archive)

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

Kahle, the founder and digital librarian of **Internet Archive**, is a visionary, to be sure, and his plenary presentation in Charleston was sincere and enthusiastic. It was quite impressive to hear how many patrons visit **Internet Archive** each day (3-4 million), that there are 170 staff, and 500 libraries and university partners. It is not hard to believe that the average life of a web page is (only) 100 days before it is deleted or changed. The aim of the projects underway at **Internet Archive**, in building the library of the future, is to provide long-term public access to knowledge. **Hathi Trust** is great for data mining, but it doesn't put books on shelves. Partnerships are in place with **DPLA (Digital Public Library of America)**, **MIT Press**, and others. In all of these efforts, **Kahle** emphasized, there is a balance between public access and being respectful of the rights of authors, publishers, etc. After the session, audience questions and comments abounded, about the Open Library Project, orphan works, protections, lending issues... Take a step and start moving forward, **Kahle** advised. Don't anticipate hypothetical diseases (what ifs).

Read also the session report by **Charleston Conference** blogger, **Donald Hawkins**: <http://www.against-the-grain.com/2017/11/the-thursday-keynote-building-open-libraries/>.

All The Robots Are Coming! The Promise And The Peril Of AI — Presented by **Heather Staines** (Moderator, Hypothes.is); **Peter Brantley** (UC Davis); **Elizabeth Caley** (Chan Zuckerberg Initiative); **Ruth Pickering** (Yewno); **Ian Mulvaney** (Sage)

NOTE: The last presenter, Elizabeth Caley, joined the panel via Skype.

Reported by **David Myers** (DMedia Associates, Inc.)
<dave@dmediaassoc.com>

This plenary session aimed at introducing the concept of artificial intelligence (AI) from the viewpoint both as a panacea for information overload and a harbinger for the end of human society and the impact it has on our daily lives. This session did not disappoint. **Staines**, introducing the session to a packed house, estimated at over 400 people, set the stage quickly and then introduced the first presenter, **Mulvaney**. He covered what AI is and the many techniques on how to use AI, including off-the-shelf solutions. Defining AI as machine learning wherein training data (you need a lot) leads to a model, which then leads to a decision, you can explore, predict, and finally generate new kinds of data. But you need appropriate training. However, he mentioned, sometimes the machines don't get things right (i.e., mis-categorizing people). If you know model, you can trick the model. Ultimately, he posited that currently AI is in the dark ages. Next introduced was **Brantley** who also began by explaining that with AI, one can derive patterns out of large data and then make inferences about that data, and with AI, associations may approach the level of insight. Yet, observable data may not be causal and that AI is increasingly invading social interaction — broader use of data. The manipulation of interpretation becomes fraught with dangers. An example of which is bias. Bias is not misclassification, quoting "AI is informed by and informs the society in which it is created." Next up was **Pickering** who

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discussed how AI can mean augmented intelligence to recreate a neural network model. Using AI to create products = data with appropriate algorithms leads to relationships, which ultimately leads to knowledge. Using **Yewno** as examples, she mentioned that we need to understand data in the broader context, and that a graphic representation of AI is a powerful tool to do so. The last presenter was **Caley** who added to the debate by stating that we must accelerate the impact of science by enabling rapid sharing of knowledge. She concluded by presenting the many uses of AI — to recognize entities, disambiguate, generate recommendations, calculate and predict/forecast. The session ended with a series of questions from the audience. The closing remark and advice to the audience, we all need better, more, and clean (meta)data.

Read also the session report by **Charleston Conference** blogger, **Donald Hawkins**: <http://www.against-the-grain.com/2017/11/all-the-robots-are-coming-the-promise-and-peril-of-ai/>.

THURSDAY, NOVEMBER 9, 2017 NEAPOLITAN SESSIONS

Open Access Monographs: Promise or bust? — Presented by **Heather Staines** (Moderator, Hypothes.is); **Rebecca Welzenbach** (Michigan Publishing, University of Michigan Library); **Dean Smith** (Cornell University Press); **Frank Smith** (Books at JSTOR, ITHAKA); **Erich van Rijn** (University of California Press)

Reported by **Alicia Willson-Metzger** (Christopher Newport University) <awillson@cnu.edu>

Representatives from four publishers (**Books at JSTOR**, **University of California Press**, **Michigan Publishing**, and **Cornell University Press**) assessed the current state of open-access monographs in academic libraries, in part summarizing the findings of a **Knowledge Unlatched** research report entitled “Exploring Usage of Open Access Books via the JSTOR Platform.” Demand for open-access monographs is high, yet awareness of OA among various campus constituencies remains low. Usage data lacks uniformity; however, usage reports should be comprehensive, consistent, customizable, communicable, and consumable. What sorts of questions should we be asking to discover whether OA titles are useful to patrons? For instance, do readers download one chapter or multiple chapters? Is the same content repeatedly downloaded in one institution? Are users successful in finding OA books on the open web? Simplicity of discovery and retrieval is central to increased OA usage. Funding for OA initiatives, however, remains unpredictable.

This informative session explored seminal questions regarding open-access monographs.

Unlocking Your Classic Books for New Generations — Presented by **Anthony Watkinson** (Moderator, CIBER Research); **Amy Brand** (MIT Press); **Brewster Kahle** (Internet Archive); **Wendy Hanamura** (Internet Archives)

NOTE: Anthony Watkins (CIBER Research), was originally scheduled to moderate, but was not able to attend the session.

Reported by **Nancy Hampton** (Xavier University of Louisiana) <nhampton@xula.edu>

During this moderated discussion, **Brand** explained that hundreds of out-of-print **MIT Press** books used to be inaccessible and one of her long term goals had been to make those books available. To this end, she reached out to **Kahle** who recommended that she digitize the collection for open access since they did not make a very good commercial proposition. Both speakers described what happened next which

was an agreement between **MIT Press** and the **Internet Archives** to go into the deep backlist of **MIT Press**, digitize the titles and make them available for a one to one lending schema. The charitable fund, **Arcadia**, agreed to sponsor this partnership and 1,500 books that were not heavily illustrated were identified for digitization. **Brand** said that this program has inspired a renewed interest in authors such as **Norbert Wiener** and **Frederick Law Olmstead**. Most authors that had the rights to do so were thrilled to place their works back in circulation. **Kahle** mentioned that the 1965 book *Libraries of the Future* by **J. C. R. Licklider** has been viewed 3,200 times and currently has a waitlist as library users place holds with their open library accounts. **Hanamura** gave an **Internet Archives** demonstration before moderating questions from the audience.

Read also the session report by **Charleston Conference** blogger, **Donald Hawkins**: <http://www.against-the-grain.com/2017/11/unlocking-your-classic-books-for-new-generations/>.

THURSDAY, NOVEMBER 9, 2017 CONCURRENT SESSIONS

Beyond Vendor Fairs: Partnering with Vendors to Engage End Users — Presented by **William Mischo** (University of Illinois); **Susan Wald Berkman** (Nova Southeastern University); **Jalyn Kelley** (IEEE); **Nancy Linden** (University of Houston)

NOTE: Nancy Linden did not present in this session.

Reported by **Christine Fischer** (University of North Carolina at Greensboro) <cmfische@uncg.edu>

This session provided practical approaches to promoting library resources and services to students. After noting that there is often lack of end user participation in training sessions, **Kelley** commented on the successes experienced with her co-presenters in cooperatively organizing and conducting vendor fairs and events. Bringing students in to take advantage of opportunities that support their learning, research, publishing interests, and career plans led **Mischo** to partner with a professional society and other outside partners as the means of attracting participants. He also commented that serving on library advisory boards with publishers and societies yields benefits to libraries through input on pricing and platform features that can benefit users. **Berkman** outlined Power Publishing Day, an event with publishers and university faculty members presenting sessions on how to be published. Extensive marketing contributed to the success of this annual event, and the organizers looked at both successes and issues that arose on the day of the event to help inform future planning. Working with vendors on special programming showcased the libraries, provided collections awareness, and gave students an introduction to the scholarly and research community.

Expanding Access to University Press Books: A Multi-Format Consortium Collection Development Model — Presented by **Rebecca Seger** (Oxford University Press); **Kristine Baker** (GOBI Library Solutions); **Cathy Zeljak** (Washington Research Library Consortium (WRLC))

Reported by **Faye LaCasse** (EBSCO Information Services) <flacasse@ebSCO.com>

The Beatles tune, “With a Little Help from My Friends” could easily have been the theme for this panel discussion describing **Washington Research Library Consortium’s (WRLC)** efforts to re-imagine their collection development strategy. **Zeljak** from **WRLC** described how her team worked closely with **Oxford University Press** and **GOBI Library Solutions** to meet their obligation to preserve academic content by developing an acquisition strategy that balanced the print and eBooks needs of their consortia and the nine individual libraries they serve. This required a careful review of their existing collection,

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assessing duplication across monographs, developing a guideline for print acquisitions (two print copies of titles published 2004 or earlier) and reaching out to twelve key publishers including **Oxford University Press** to negotiate a sustainable and mutually beneficial print and eBook agreement. **Zeljak** described how she “loves how [the **OUP** agreement] worked and would love for other publishers to do the same thing.” To manage the end-to-end workflow required for this initiative, **WRLC** engaged **GOBI Library Solutions** to handle duplication control, print and eBook acquisitions and recommendations, cataloging records and the shelf-ready physical processing and shipment of the print titles to **WRLC**’s central consortium location.

Professional Prologue: Building a community of practice for assessment and user experience librarians — Presented by **Carol Tenopir** (The University of Tennessee); **Rachel Fleming-May** (The University of Tennessee); **Teresa Walker** (University of Tennessee Libraries); **Regina Mays** (University of Tennessee Libraries); **Dania Bilal** (University of Tennessee)

NOTE: Carol Tenopir and Regina Mays were not in attendance and did not present at this session. Joining the panel were: Kristina Clement (Student Representative from UX-A Cohort); Brianne Dosch (Student Representative from UX-A Cohort); Jordan Kaufman (Student Representative from UX-A Cohort)

Reported by **Alicia Willson-Metzger** (Christopher Newport University) <awillson@cnu.edu>

This session described **The University of Tennessee School of Information Sciences**’ “Experience Assessment (UX-A),” Master’s program, funded by an IMLS grant. The school recognized a need for functional specialists and a community of practice for library assessment. Presenters conducted a survey of academic librarians in 2015-16 to discover, in part, how respondents learned to conduct assessment. Respondents indicated that most often, they learned not through MLIS courses but by reading professional literature, conferences/workshops, and consulting with colleagues. Given these results, the SIS constructed a program with curricular offerings in assessment, statistics, research methods, higher education administration and organizational communication, and included mentorship by assessment professionals and hands-on experience in assessment. Students participated in practical assessment projects such as library spaces assessment and a web usability study. Presenters recommended developing best practices and competencies more functional specialists, centralized repositories of training materials, the mentoring of students and new professionals, and the recognition that functional specialists have very specific training/professional development needs that differ from generalists’ training.

This session presented an interesting and detailed look at the issues involved in assessment training.

The ‘Other Stuff’: Examining Librarians’ Decision Making Processes in Assessing Big Deal Journal Cancellations — Presented by **Samuel Cassady** (Western University); **Catherine Johnson** (Western University)

Reported by **Cynthia McClellan** (Pennsylvania College of Health Sciences) <cmcclellan2@PACollege.EDU>

Faced with a mandate to drastically cut journal subscription costs at their large, research-intensive university (based in Ontario, Canada),

the presenters (**Cassady**, librarian and **Johnson**, associate professor) discussed results of their study that explored the “other stuff,” i.e., subjective factors in play in cancellation decision-making.

The audience to complete survey instrument, *Activity: Factor Rankings*, which required ranking various cancellation criteria by importance. Included in the mix were objective assessment tools, including impact metrics, usage, and cost-per-use (“A” factors), as well subjective considerations involving faculty, subject knowledge, and assessment of a title’s importance to the discipline (“B” factors).

Further examining these A and B factors enabled the researchers to identify two groups: the “Data-Driven Group,” (A), and the “Subjective Knowledge Group,” (B). Follow-up interviews were conducted with most responders delved more deeply into individual initial responses.

The findings were surprising and enlightening — especially to this “Data-Driven Group” reporter — as faculty and faculty relationships stood out prominently within the distilled word cloud graphic. There were positive and negative aspects to this focus, i.e. good relationships with faculty and librarian engagement, versus fear of repercussions.

Overall, librarians generally concurred that publishers’ “big deals” had become unwieldy albatrosses. While there was agreement that many of these needed to be cancelled or unbundled, doing so was difficult. There remains plenty of fodder for further exploration.

The OA Effect: How does Open Access affect Usage of Scholarly Books? — Presented by **Sarah Beaubien** (Grand Valley State University); **Ros Pyne** (Springer Nature)

Reported by **Lauren Kuhn** (Springer Nature) <lauren.kuhn@springernature.com>

This panel brought together a librarian and a publisher to discuss the state of open access books, and how making books open access impacts their usage. **Springer Nature’s Pyne** presented the results of a study on the benefits of publishing academic books via immediate gold open access, which suggested that open access books are downloaded seven times more, cited 50% more, and mentioned online ten times more than non-open access titles. On the library side, **Beaubien** pointed out that libraries need to address open access books; however, while open access books are free to readers, they aren’t free to the libraries that need to spend time developing and maintaining their collections, especially when discoverability can be a challenge. As a result, **Beaubien** suggested publishers continue to be proactive about informing libraries about their open access titles, as well as developing and sharing metrics.

Read also the session report by **Charleston Conference** blogger, **Donald Hawkins**: <http://www.against-the-grain.com/2017/11/the-oa-effect-how-does-open-access-affect-the-usage-of-scholarly-books/>. 🐼

*That’s all the reports we have room for in this issue. Watch for more reports from the 2017 Charleston Conference in upcoming issues of **Against the Grain**. Presentation material (PowerPoint slides, handouts) and taped session links from many of the 2017 sessions are available online. Visit the **Conference Website** at www.charlestonlibraryconference.com. — KS*