

Against the Grain

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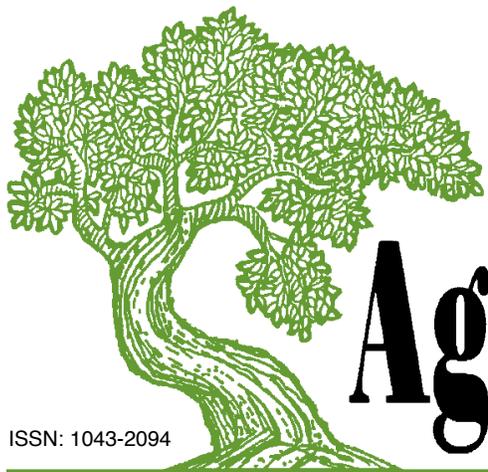
If Rumors Were Horses

Katina Strauch

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Against the Grain

“Linking Publishers, Vendors and Librarians”

ISSN: 1043-2094

2018 Charleston Library Conference: Oh, Wind, if Winter comes, can Spring be far behind?

by **The Charleston Conference Team: Leah Hinds** (Executive Director of the Charleston Conference, Charleston Information Group, LLC) <leah@charlestonlibraryconference.com>, **Tom Gilson** (Associate Editor *ATG*) <gilson@cofc.edu>, and **Katina Strauch** (Editor, *ATG*) <kstrauch@comcast.net>

The 2018 Charleston Library Conference — our 38th annual conference — was held from Monday, November 5, through Friday, November 9 in beautiful Charleston, SC, like always. **Preconferences** and **Seminars** as in years past were held prior to the conference on Monday and Tuesday, November 5 and 6. The **Charleston Seminars** part of the **Preconferences** are in-depth workshops that are offered either before or after the main **Charleston Conference**. This year’s seminars were **Acquisitions Bootcamp**, presented in partnership with **UNC School of Information and Library Science**, and **Marketing to Libraries**. A total of 8 preconferences were presented over the two days on many other topics including the user experience, data curation, vendor-library relationships, OERs, and more.

Our attendance (approx. 2,000 total) contained roughly 50% librarians, 23% vendors,

18% publishers, and 9% consultants, students, and others. These statistics were taken from the self-reported “Attendee Type” category on the conference registration form.

The main conference consisted of 7 plenary presentations, 162 concurrent sessions and lively lunches, 18 Neapolitan sessions, and 47 poster and virtual poster sessions. Major themes of the meeting included data visualization, analysis and assessment of collections and library users, demand-driven acquisition, the future of print collections, and open access publishing. This short overview will give you a birds eye view of some of the content which was extensive and far-ranging.

The 2018 Charleston Conference was opened by a keynote presentation from the vivacious **Annette Thomas**, Chief Executive Officer, Scientific & Academic Research, **Clar-**

ivate Analytics, titled “The Future of Research Information: Open, Connected, Seamless,” in which she discussed the opportunities, challenges, and pitfalls of this golden age of research, and about embracing the original principles that made the web itself such a powerful force. The audience was heartened to hear that in the future the **Web of Science** will be used to identify the product that we all know and love.

A brief plenary presentation on Wednesday was a short talk from the amazing **T. Scott Plutchak** about the **Open Scholarship Initiative**. “The world of scholarly publishing has always been fraught with issues of access, authority, politics, and funding. Who has access to academic journals? How are studies and

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Someone out here on **Sullivan’s Island** has created a small kiosk of sorts that has books that are free to be shared with the community. I think this speaks to the library as place. What do you think?

If Rumors Were Horses

Happy New Year, everyone! We spent the vacation in Winston-Salem at the **Graylyn Estate** figuring that it would be best to stay out of my daughter and her husband’s hair since they now have three children and one was only just born on November 3, 2018. **Graylyn Estate** is a very inexpensive and friendly historic hotel owned and operated by **Wake Forest University**. Highly recommended! www.graylyn.com/

Two enterprising librarians, **Christian Lauersen** and **Marie Engberg Eiriksson** launched **Library Planet**, “a crowdsourced Lonely Planet for libraries,” in early December. The two librarians from Denmark both love to visit libraries when they travel and had talked about how they could share their experience with other people. They also shared a frustration: travel books often only include libraries if they are flagship or historical libraries, **Engberg Eiriksson** wrote in an email. See A “**Lonely Planet**” for Libraries by

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Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone 843-509-2848, or snail mail: **Against the Grain**, Post Office Box 799, Sullivan's Island, SC 29482. You can also send a letter to the editor from the **ATG Homepage** at <http://www.against-the-grain.com>.

Dear Editor:

I am co-presenting on a poster for the **2018 Charleston Conference**. I have questions about children accommodations. Are children, specifically one ten-year-old child, allowed to accompany their adult parent in the conference? Does the conference provide any designated childcare? Would the child be able to: 1) Quietly stand by me while I present one poster? 2) Come with me quietly to view other attendee presentations? 3) It is okay for my son to sit with me in the audience quietly to observe other speaker presentations? And can my son attend with me under my registration ticket or does he need to have a purchased registration?

Thank you so much for your help!

Many thanks,

Michelle McClure (Accounting and Serials Unit, George A. Smathers Libraries, University of Florida) <michelleelneil@ufl.edu>

Editor's Response: *We don't offer childcare, but your child is welcome to attend as you've described. I'm assuming you've checked in with your poster co-presenter too and they're okay with it as well? If yes, it's fine to bring him and thanks for asking! No registration or name badge needed as long as he stays with you. — Yr. Ed.*

Follow-up letter — Dear Editor:

It's been one week back in the office and I'm fondly reminiscing about the **Charleston Conference**. It was such a rewarding professional experience. I want to compliment you all behind the scenes. This conference was so well organized and every experience I had was wonderful, from every presentation / speaker event right down to every coffee / food break.

Also, my son (and possible future librarian) who attended with me had a wonderful time as well. He learned a lot about speaking events and the etiquette of a professional conference. I have attached a picture of him at his favorite spot in Charleston — **Blue Bicycle Bookstore**. We went there after the conference almost each night to purchase more books — he loves books.

Hope you have a great Thanksgiving holiday!

Thank you again so much!

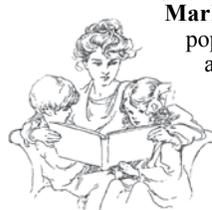
Michelle McClure 🌿



From Your (grandmothering) Editor:

Welcome to 2019! This issue focuses on the **2018 Charleston Conference** and is guest edited by the fantastic **Charleston Conference** team of **Leah Hinds** and **Tom Gilson** and yours truly. BTW! We would love, love, love suggestions for a **theme for the 2019 Conference!**

The awesome **Don Hawkins** has been blogging the **Charleston Conference** for over six years and gives us an overview of the topics and hot areas that were discussed this past year. **IGI Global's open access proposal** was popular among several attendees. **Lisa Hinchliffe's Trendspotting** was ground breaking, and we look forward to continuing trendspottings as the years go by. The session in Charleston on **Affordability of textbooks**, chronicled in two separate articles by



Mark Cummings and **Joe Esposito**, was another popular session. I was riveted by **Lindsay Cronk's** and **Rachel Fleming's** "They Didn't Teach This in Library School." The write up on the **Charleston Conference poster sessions** shows the variety of innovative ideas and changes that are taking place in many libraries. **Carol Apollo Kennedy** tirelessly plays the role of social media guru. **Erin Gallagher** emceed the closing session for the third time in a row. **Steven Rhind-Tutt's** summary of the closing session is masterful.

Scott Plutchak's Op Ed this time is about trust and skepticism. Our interview is with **Heather Staines**, and we have tons of **individual profiles!** Our book review section includes **Corey Seeman's** Monograph Musings, **Donna Jacob's** Booklover, **Ann Doherty's** Collecting to the Core, and **John Riley's** Wryly Noted.

Moving right along, we are excited to have **Anthony Paganelli** starting the **Legally Speaking** column which this time is about the **Music Modernization Act**. Also included are **Cases of Note** and **Questions and Answers** from the awesome **Lolly Gasaway!**

And there is more. **Myer Kutz** explores rosters of non-executive boards, **Michael Arthur** and **Erin Gallagher** are into User-centered Collection Development, **Corey Seeman** is interested in **Sears and Libraries**, **Mark Herring** sings libraries' praises, **Michael Gruenberg** asks if you can justify your price, **Antje Mays** continues her brand new column and asks if we are too "enclosed" within our own field. **Carol Seiler**, **Anne Campbell**, **Stacey Marien** and **Alayne Mundt** are engrossed by EDI and its benefits. **Library Analytics** is about how important analytics are. So is building the analytics culture.

Whew! I am out of breath and have to get ready for the deluge of grandchildren! Who said that getting old is not for sissies?

Happy New Year!!! See you soon! Love, Yr. Ed. 🌿

AGAINST THE GRAIN DEADLINES VOLUME 31 — 2019-2020

2019 Events	Issue	Ad Reservation	Camera-Ready
Annual Report, ACRL	February 2019	01/03/19	01/17/19
MLA, SLA, Book Expo	April 2019	02/21/19	03/14/19
ALA Annual	June 2019	04/04/19	04/25/19
Reference Publishing	September 2019	06/13/19	07/11/19
Charleston Conference	November 2019	08/15/19	09/05/19
ALA Midwinter	Dec. 2019-Jan. 2020	11/07/19	11/25/19

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Rumors

from page 1

Kara Yorio and thanks to **Ramune Kubilius** for the suggestion!

<https://www.slj.com/?detailStory=a-lonely-planet-for-libraries>

Another experience at **Graylyn** — I was heartened to see that the library was central to the hotel. There was a **library at the entrance**, a small room with information and historical information about the venue and of course several books. Tour guides pointed it out to visitors and guests. Interesting that they are devoting crucial space to a library! **Corey Seeman's Squirreling business column** in this issue (p.70) talks about **Sears** and his

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From Affordable to Open: Evaluating Open Educational Resources



by **Mark Cummings** (Editor and Publisher, Choice) <markc@ala-choice.org>

[The following is the text of a presentation given by **Mr. Cummings** at the **Charleston Library Conference** on 8 November 2018. It was delivered as part of a three-person panel exploring “**The Library’s Opportunity in Affordable Textbooks.**” Also presenting were **Mark McBride**, Library Senior Strategist at **SUNY**, and **Gwen Evans**, Executive Director of **OhioLINK**.]

I. My name is **Mark Cummings**, and I’m the editor and publisher at **Choice**, a publishing unit at the **Association of College and Research Libraries**.

Those of you familiar with **Choice** know that, unlike the organizations represented by my two colleagues, we are not a provider of instructional materials, affordable or otherwise, so at first blush our role on this panel may not seem obvious. That said, we are close observers of the selection process for scholarly materials, and in that vein, in the spring of this past year we conducted a survey of undergraduate instructors that has direct bearing on the topic. The survey was designed to discover two things relating to the issue of textbook affordability: First, how instructors discover, evaluate, and select materials for classroom instruction, and second, what, if anything, is different about the criteria or methods employed when the instructor sets out to use open educational materials.¹

Our survey was deployed to about 88,000 instructors in the United States, and although the number of responses was low, just under 1,400, we were able to derive some interesting information from them nonetheless. A few words about the distribution of responses are probably in order here, so let me briefly note that our respondents were split almost equally between two- and four-year schools (52%/48%) but overwhelmingly (83%) employed at public institutions. Enrollment at the institutions represented by our respondents was fairly evenly distributed, with no one of the eight FTE ranges provided garnering even 20% of the total responses. Not surprisingly, STEM instructors accounted for almost half (47%) of all respondents, followed by the humanities (30%), social sciences (22%), and “other” (5%). Introductory-level courses comprised almost 60% of the courses taught by these instructors. Our by-no-means “typical” instructor, therefore, teaches introductory algebra at a mid-sized community college that is part of the state university system in, say, California.

Before going any further, I need to point out the most obvious statistical anomaly in our results: the overlap between instructors who claim to use all (7%) or some (60%) OER in classroom instruction and those who use at least some commercial materials (93%). From this high degree of overlap in the choice of instructional materials we can infer that our respondents represent a self-selected — and perhaps minority — instructor population already aware of and favorably disposed to explore open educational materials. Significantly, then, many of their

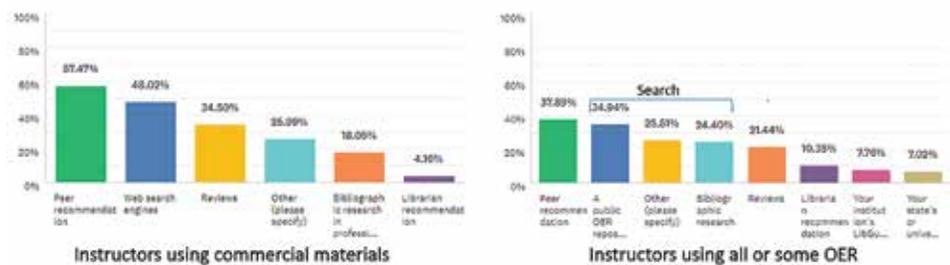
responses betray a notable lack of precision as to what constitutes an open educational resource. Among the “OER” cited by some of the respondents were TED talks, Khan Academy, eBooks, “websites,” YouTube videos, and (interestingly) library holdings. That these materials are free (to the student) but not licensed for modification and redistribution was a distinction not widely observed.

With those facts in mind, let’s take a look at the results of the survey as they relate to affordability and the issue of open education.

II. The survey itself comprised thirty questions, but here I’m going to limit my discussion to three elements of particular relevance to our topic: the discovery, selection, and typology of classroom materials. With respect to discovery, Slide 1 below shows that among those using commercial materials, peer recommendation is the most important factor, followed by web searches and reviews. Significantly, only 4% of the respondents listed librarian recommendation as an element in the discovery process, a fact that bears exploration beyond the scope of this paper.

Among OER respondents, if one aggregates bibliographic research, OER repositories, and “other” (many of which listed “Google search”) generically as “search,” the same ranking of the three principal discovery elements occurs: peer recommendation, search, and reviews. And as before, librarian recommendation appears near the bottom of the ranked elements.

Slide 1: Discovery



“If the materials adopted for any of your courses were previously unknown to you, how did you discover them?”

Next we queried instructors about factors influencing the selection of the materials discovered, asking them to tell us the relative importance of quality, cost, scope and sequence, accessibility, peer recommendations, and so forth. Not surprisingly, among instructors using OER, affordability is the key factor in motivating the selection of course materials, second only to the quality of the materials themselves. But as Slide 2 shows, contrary to the image of instructors as oblivious (or worse) to the cost of textbooks, the same result obtained among instructors using commercial materials. Even given the overlap in the two populations responding to this survey, it appears likely that the issue of cost has now been elevated to a position of prominence gen-

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desire that libraries are not on the same path that **Sears** took. I share the same concern. What about libraries is important? Is it library

as place? As a resource? A service? We can get resources and services anywhere, but not the pensive solitary environment that is the library’s trademark.

During vacation, also had a chance to spend some time reading a riveting book by **Jason**

Fagone. *The Woman Who Smashed Codes* chronicles the life of a truly extraordinary woman, who played an integral role in our nation’s history for forty years. **Elizebeth Smith** (her first name was spelled differently to make it

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Op Ed — Epistemology from page 46

So where does it leave those of us who labor in what **Lynch** refers to as society’s “memory institutions”? (And I’d include publishers and journalists with the librarians and archivists that he points to.) One of the things that Lynch emphasizes is the need to archive and provide context. Is someone keeping both of those versions of the **Acosta** clip? Certainly part of our obligation to society is to help separate the true from the false. But to the extent that we and our institutions are trusted, it’s because we are committed to preserving and displaying and discovering all of it.

The goal of the Trendlab discussions is to identify the impacts of significant social trends on the information industry, to try to predict the best and worst possible outcomes. And then, what can we do to nudge things toward the former and away from the latter?

It was depressingly easy to come up with worst case scenarios — the public trust in science, in institutions of higher education, in objective journalism, in scholarly publishing, in the collection policies of libraries, continues to erode and with it the willingness to provide funding, in whatever fashion, for those institutions. Then we’re left with advocacy journalism at its most outrageous, clickbait

websites that rake in advertising dollars, an educational system that can no longer afford to support the humanities and basic research, libraries and archives gathering dust.

Harder to imagine what the best outcome might be. Most of us in the library and publishing fields believe that we play a critical role in society, that our best efforts are fundamental to keeping democracy alive and to advancing the causes of justice and equality. Our ability to do that is dependent on being trusted. If we act in ways that give our critics room to claim that we’re manipulating the facts in order to promote a hidden or partisan agenda, we cripple our ability to function at all. Recognizing the limits of objectivity is important, but we can’t let the recognition of those limitations lead us to abandoning the ideal.

One of the members of our group suggested that perhaps it would turn out that those of us in the “elites” might start to do a better job of listening to the views of people who view us with distrust. That perhaps instead of writing them off as uneducated and ignorant, we would start to work harder to understand the multiplicity of worldviews and influences that are in play. That perhaps we would remember to apply a bit of healthy skepticism to our own certainties and a greater willingness to come clean about our failures. And that from this we might be able to establish some connections that would provide a basis for reawakening trust. 🐜

Endnotes

1. **Lynch, Clifford**. “Managing the Cultural Record in the Information Warfare Era.” *Educause Review*. October 29, 2018. <https://er.educause.edu/articles/2018/10/managing-the-cultural-record-in-the-information-warfare-era>
2. **Chiu, Allyson**. “Kellyanne Conway on Jim Acosta Video.” *The Washington Post*. November 12, 2018. <https://www.washingtonpost.com/nation/2018/11/12/kellyanne-conway-acosta-video-thats-not-altered-thats-spiced-up-they-do-it-all-time-sports/>
3. **Davies, William**. “Why we stopped trusting elites.” *The Guardian*. November 29, 2018. <https://www.theguardian.com/news/2018/nov/29/why-we-stopped-trusting-elites-the-new-populism>

Rumors from page 26

stand out since Smith was such a common name) was one of the first if not the first code-breaker in American history. “**Fagone** unveils America’s code-breaking history through the prism of her life, bringing into focus the unforgettable events and colorful personalities that would help shape modern intelligence.” **What a book!**

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Interview — Heather Staines from page 49

Both companies are part of the **Annotating All Knowledge Coalition**. Both require integration by a site owner before a user can attempt to leave feedback for others; so, in that way, they aren't as widely useful or multi-purpose as we built **Hypothesis** to be. Annotations made with these services are not publicly discoverable via **Crossref Event Data**.

Our biggest differentiator is our non-profit status. Unlike these other startups, in accordance with our charter, we cannot be acquired. Many of our partners have seen their platform hosts and their manuscript submission systems acquired by competitors, so our independence gives them some peace of mind. Ultimately, we want to work with any standards-based system that keeps researcher needs firmly in mind. **Alex Naydenov**, Co-Founder of **PaperHive**, and I collaborated on a *Scholarly Kitchen* article this past summer to detail a shared vision of open annotation.

ATG: *Recently, Hypothesis and Atypon announced a collaboration to align annotation capabilities in Atypon's new in-browser Literatum eReader. How will that work and how will it benefit the end user?*

HS: **Atypon's** new Literatum eReader is quite an exciting development. Our work enabling the annotation of content in the EPUB format was initially funded by a **Mellon** grant in collaboration with **NYU Press and Libraries** and developed in conjunction with **Evident Point**. When **Atypon** approached us about integrating **Hypothesis** into the new eReader, we brought the experienced team at **Evident Point** into the discussion to ensure that everything would proceed as smoothly as possible. The eReader will provide readers with a cohesive book experience with some great new features like open annotation and collaborative research. We're also looking forward to the coming wider integration of annotation with Literatum outside of the eReader in early 2019.

ATG: *Hypothesis also has arrangements with HighWire, Silverchair, PubFactory, and Ingenta. Are they similar to the collaboration with Atypon? Are there differences?*

HS: One of the first things I did after joining **Hypothesis** was to widen conversations with as many platform hosts as possible to enable publishers, regardless of their size or hosting situation, to incorporate annotation. Thus, we established partnerships with these platform hosts, as well as many other open source platforms like the **Public Knowledge Project's** Open Journal Services, **Pensoft's** ARPHA, **Ubiquity Press**, and more. Each collaboration works a bit differently, with some hosts enabling the free version of **Hypothesis** for all publishers opting in and others facilitating conversations for partners to add publisher groups as an additional service. The eReader integration with **Atypon** is somewhat special due to the extensive work undertaken to modify the tool to fit their unique interface.

ATG: *In addition, Hypothesis has partnered with the developers of EPUB.js and the W3C to make annotation a permanent feature of EPUB and the open web. It sounds like a project that will have a major impact on the industry. Can you give us a status report?*

HS: The EPUB project I mentioned above with **NYU** and **Evident Point** enabled annotation on content rendered in EPUB.js and also on **READIUM.js**. As **Hypothesis** annotations were long able to cross formats from HTML to PDF and vice versa, we thought extending this capability to EPUB as well was key. With more publishers adding EPUB to their list of outputs, we wanted to ensure a good annotation experience. We will continue our work with the W3C on the standards front with this firmly in mind.

ATG: *Heather, you have been a member of the Board of Directors of COUNTER since 2016. Can you tell us about the work that COUNTER performs for the industry and the role the Board plays?*

HS: When the **COUNTER** Executive Director **Lorraine Estelle** reached out to me about joining the Board of Directors, I was beyond excited. (I admit it, I jumped up and down and whooped about it. Then I had to sit my husband down and explain what **COUNTER** actually does.) I've participated on standards committees and working groups for some time, both for **NISO** and for **Crossref**. I can't stress enough how critical standards are for every-

thing we do, professionally and personally. I initially learned about **COUNTER** and how it enables libraries and publishers to compare usage across resources in a uniform manner when I started at **Springer** (now **SpringerNature**) in the spring of 2008. Electronic resources are far from static, and different challenges in assessing their use arise every day. I was fortunate to join the Board just as the informational kick off for **COUNTER** Release 5 was accelerating, so I witnessed first-hand all the technical and educational legwork necessary even before the Release details were announced. We're now deep in the transition from Release 4 to Release 5, which hopes to introduce clarity and promote consistency across reports, so things are getting real! Board members participate in all **COUNTER** committees and working groups that keep things moving forward. You wouldn't believe the detailed questions that come in on a daily basis. I'm humbled to find myself in true standards-nerd paradise.

ATG: *Given all of your professional commitments and responsibilities, making room for down time must be difficult, but nonetheless necessary to stay re-charged. How do you find time to unwind? And what activities do you most enjoy when relaxing?*

HS: I love this industry so much that many parts of what I do hardly seem like work at all. A busy travel schedule sometimes makes things tough, but I try to find an afternoon here or there to visit a museum or a park, particularly in a place I'm enjoying for the first time. (As an historian, I highly recommend adding a visit to Charleston's Patriot's Point to the USS Yorktown and other historic ships.) I also use such occasions to set aside time to keep up with friends living in far flung places. When I'm home, I often find myself at marching band or drum corps competitions with my 17 year old tuba-playing son or enjoying the antics of our gorgeous pet rats with my 15 year old son. My husband, who is an English professor at **CUNY's John Jay campus**, and I binge on **Netflix** and attempt to catch our breath. I'm also an absolute karaoke maniac — I've been known to sing even if I'm not in an actual karaoke bar. (You've been warned.) 🍷

Rumors from page 47

What a woman! **Erin Gallagher** has accepted a new position as **Head of E-Resources at University of Florida libraries**. Her final day at **Reed College** was December 7th. Until **Erin** has an email account set up at **UF**, please use this address to contact her: <egallagher6431@gmail.com>.

Do you all read **ATG Quirkies**? They are selected by **John Riley** and posted by **Tom Gilson**. The **Quirky** on November 28 was from the **Fairbanks Daily News-Miner** — An intoxicated book lover broke the glass in one of

the **Noel Wien Library's** front doors to gain access after hours Tuesday night. According to library director **Melissa Harter**, the man "really wanted to read and didn't realize the library was closed." People do love libraries! What a man!

http://www.newsminer.com/news/local_news/intoxicated-fairbanks-man-breaks-into-library-to-read/article_adj5b51e-e96e-11e8-94ce-9373d48724b2.html

Connected with **Rick Anderson** before the holiday! He is back from the UAE. **Rick** and his family drove to Wyoming for a Christmas visit with the in-laws. With them were two of their kids: **Rick's** son is currently at the **Air Force Academy** and their

daughter **Maggie** and her husband were with them. **Rick's** other son is currently serving in Oklahoma as a missionary. Since **Rick** wasn't at the **Charleston Conference**, I shared a couple of potential debate topics that came up in November: a) Who owns usage data? and b) Do we still need collection development? Send us your ideas and let us know if you have another topic to suggest! Debate coming up!

<https://www.against-the-grain.com/?s=debate>

Was on a conference call today and learned that the incredibly helpful **Melanie Dolechek** has horses just like the incredible **Leah Hinds**. The tidbits you don't pick up over the telephone!

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Being Earnest with Collections from page 64

design and collection development funding, and we are actively seeking feedback on the heuristics themselves and their viability for use in evaluating new resources and OA initiatives. Joe and I sent a survey in February 2018 to a few targeted lists. We asked respondents to review the reworked heuristics and then apply them to a theoretical OA funding opportunity. We quickly realized that a survey was not the best instrument for this venture, as the logistics were complex and confusing. We found more success in taking the show on the road, presenting our ideas at the **Electronic Resources & Libraries²** conference and the **Oregon Library Association³** conference. Feedback has been positive so far, but we have yet to test the heuristics ourselves at **Reed College**. I am happy to share our fluid document⁴ on reworking library service design heuristics for collection development and encourage readers to comment.

I am confident that library service design heuristics have the potential to play a significant role in helping us make decisions on which OA initiatives we should support, and at what level. Even if the ultimate decision is to refrain from funding an OA opportunity in order to see how it unfolds, or to support the initiative as “free riders,” we must evaluate OA differently. You may wonder why this is so important. Why should we care? Our

institutional and library mission statements say we should; they champion concepts like lifelong learning and global citizenship. Our researchers and institutional stakeholders think we should care, as proven by the passage of institutional OA policies and the development of institutional repositories. With OA funding, we are not only considering local benefit and ROI, but how our support impacts global research and access to information beyond the walls of academia.

While service design heuristics hold particular value for OA funding decisions, they can also be applied to collection development decision-making in general. They help us to think differently about our collections, not just as products or items to be purchased and consumed, but as a service that lives and breathes and operates within the larger functioning system of the library and the institution. They reposition our focus from the product to the user, allowing us to strengthen our commitment to service and illuminating a solid connection between our user community and the oft-invisible work done in collection development.

Faithful *ATG* readers, I welcome your thoughts. I am happy to share my working document on reworking library service design heuristics, as well as a brief list of further reading. Librarians at **Yale University** published a recent article in *College & Research Libraries* on collections as a service (citation in reading list), but this is still a burgeoning area of research. This proposition is not a means to an end, but rather another evaluation tool that

can evolve and adapt along with the shifting collection development terrain.

Further Reading

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Endnotes

1. <https://www.luxservicedesign.com/publications/>
2. <https://er18.sched.com/event/Crh8>
3. <https://orlib18.sched.com/event/DYfg>
4. https://docs.google.com/document/d/15IuXnkjod76_eFx2vUyysWFvnKaHpQ-fYRT7i1PHVJaw/edit?usp=sharing

Rumors from page 50

Buzzy Basch tells me that **Prenax's** U.S. company has let their CEO go and have now put the young man who was running their Australian company in charge. **Prenax** was established in 1993 and has responded to the demands of the market with flexibility and attention to detail. **Jan Boonzaier** is the managing director at **Prenax Pty, Ltd.** in Melbourne Australia. I feel like I know him already since he went to **Graduate School of Business** at the **University of Cape Town** and **Stellenbosch University**. I remember visiting Cape Town for a conference in the 1990s with the awesome **Digby Sales** who regularly attended the **Charleston Conferences** until his retirement several years ago. **Digby** knows all about good wine — how to find it, what it should taste like, and what it should cost! We miss him and he needs to make an appearance if not in person, perhaps virtually? Meanwhile, look for our interview with the delightful **Nancy Percival** <Nancy.percival@prenax.com> with **Prenax**. I met her in Charleston at the Vendor Showcase! www.prenax.com
<https://www.against-the-grain.com/>

The alert **Nancy Herther** sends news of this interesting collaboration: “Google’s computer brains are helping *The New York Times* turn a historic archive of more than 5 million photos into

digital data that’ll appear in the newspaper’s features about history. The newspaper’s ‘morgue’ has 5 million to 7 million photos dating back to the 1870s, including prints and contact sheets showing all the shots on photographers’ rolls of film. *The Times* is using Google’s technology to convert it into something more useful than its current analog state occupying banks of filing cabinets.” More is available at https://www.cnet.com/news/google-ai-helps-nyt-get-a-handle-on-5-million-photo-archive/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+webware+%28Webware.com%29#tag=CAD590a51e.

Like wow! **Corey Seaman** says he has started up a number of series of blog posts on the **Golden Age of Radio** — or old time radio. He has focused on Christmas, Thanksgiving, diet, baseball, African-Americans, world travel and lighthouses. He is starting a new series that he has been planning for some time. As a librarian (13+ years at the **University of Michigan**), he has long wanted to match his love of old time radio with his profession. So he is starting up the new series — **Librarians on Old Time Radio**. **Corey** is going to feature



Congratulations to **Lindsay Wertman (IGI Global)** and her husband **Erik Wertman** on the birth of their son, **Kendrick**, born September 14th.

programs that have librarians and related information professionals in key roles in the story. These might be fairly straight forward — or only tangentially related to librarianship. Maybe there is a minor part of a librarian in the story. Anyway, **Corey** should have a good number of episodes to feature over the upcoming months. (He hopes to feature one entry a week.) Let’s enjoy them! <https://cseeman.blogspot.com/2019/01/librarians-on-old-time-radio-damaged.html>

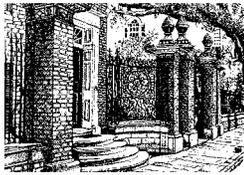
Some great news from **Jill Heinze** who you will remember wrote the **Charleston Briefing — Library Marketing: From Passion to Practice**. **Jill** was invited to conduct a workshop on marketing for the **Lamar Soutter Library**. One of the attendees at **Jill’s Charleston Briefings** presentation found the session so helpful that she invited **Jill** to her institution! Like awesome! I’m sure **Jill** will share some reflections about this workshop in an upcoming *ATG* article since she is a new column editor!

Speaking of the Briefings (see p.71 this issue), did you attend the session during the

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Both Sides Now ... from page 68

To that end, what research went into the development of the product, what data is included, what are future plans for the product and what were the factors that determined the final price that is being asked?

When a prospective customer asks those questions, nine out of ten times, the salesperson may not be able to answer those inquiries. In these days of sales reps having multiple products to sell, those details are often glossed over. Of course, getting the answers will ultimately lead to a discussion with the Product Manager, Sales Manager, VP of Sales, etc. This is good because before your money is spent, you want to know how the company arrived at the selling price they are asking you to spend. That means that the five word question, **“Can You Justify Your Price?”** needs to be answered to your satisfaction. If it cannot be answered to your satisfaction, then maybe that product is not right for you.

That question, when elevated within the company indicates that the buyer is serious about the product and wants to know how the price was developed. Only when the customer is completely satisfied that the price is aptly justified, then the final details of the sale can be completed.

In the 1974 **Kinks** album, “Preservation Act 2” the song “Nobody Gives” says:

“Why can’t we sit down and work out a compromise, Why not negotiate and try to be civilized? I’ll tell you why, because nobody gives.”

Using that philosophy, no deals would be consummated, so it’s better to work together and make the deal happen. 🍀

Mike is currently the Managing Partner of Gruenberg Consulting, LLC, a firm he founded in January 2012 after a successful career as a senior sales executive in the information industry. His firm is devoted to provide clients with sales staff analysis, market research, executive coaching, trade show preparedness, product placement and best practices advice for improving negotiation skills for librarians and salespeople. His book, “Buying and Selling Information: A Guide for Information Professionals and Salespeople to Build Mutual Success” has become the definitive book on negotiation skills and is available on Amazon, Information Today in print and eBook, Amazon Kindle, B&N Nook, Kobo, Apple iBooks, OverDrive, 3M Cloud Library, Gale (GVRL), MyiLibrary, ebrary, EBSCO, Blio, and Chegg. www.gruenbergconsulting.com

Rumors

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Conference on “Short Books: Why They are Published, the Obstacles they Face, and their Prospects for Success” by **Matthew Ismail** (Central Michigan University) and **Steven Weiland** (Michigan State University). Short books have languished but we now have several examples from **Oxford University Press, Cambridge University Press, MIT Press, the Charleston Conference Briefings, Morgan & Claypool**, etc. The audio from the Short books session should be coming up soon on our YouTube channel. And watch for a Briefing on this topic!

<https://www.youtube.com/user/Charleston-Conference/>

Hot off the press! **John Dove’s** mother used to work for **Encyclopedia Britannica**. Last Sunday night, **John’s** sister called him from Chicago and told him to turn on the television since their mother was on the **CBS Sunday Morning Show**. The episode was about the history of the **Encyclopedia Britannica** and its 250th anniversary. The link to the tape is below. This is definitely worth looking at. **John’s** mom is fourth from the right at 03:02 - 03:08. His mom was an “answer girl.” Just for the record, **John** says he never heard his mother refer to the team she was on as “The Answer Girls.” “My mother was a feminist,

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Squirreling Away from page 70

earn “Shop Your Way Points.” Just a simple means of providing some loyalty rewards to your regular customers. When you buy an appliance there, you can earn a bunch of these that can be used for just about anything. For what it’s worth, I am a sucker for any loyalty program, but that is another problem.

In November 2017, I noticed something different in my regular emails from **Sears** offering me FREECASH deals. **Sears** was offering points, but not making me buy anything. Now I am very used to getting coupons in my inbox, but these were different. Right now from **Staples**, I have a \$30 off \$60 and a \$10 off \$50. Technically, that is free cash. But these were different.

What came from **Sears** was an offer for FREECASH with a twist. For the Christmas season and beyond, I would get an email telling me I had \$18 or \$22 or \$15 in FREECASH — but on any purchase. Since you could order online and pickup in the store, and I practically pass it every day on the way home, I thought why not. I would order just over the amount offered. I replaced socks, jeans, tools, kitchen accessories, shirts, sweatshirts, etc. They would offer me \$22 and I would spend \$22 or \$23. Then I realized that I could actually spend less than that amount. I would pick up items on the way home and not spend a dime. The stuff I was able to get was all useful, so I am happy about that. But they were paying me to shop with their money. They were so needy for people to shop there that they were not only waving a carrot in front of me, but the whole meal.

My last transaction like this was March 31st — a nice 5-pack of dress socks covered completely by my FREECASH points. After that, they started saying that you needed a minimum purchase, and it was not surprisingly less enticing for me. This went on for around 6 months. It was a good idea to get people shopping, but it did not have the desired impact. But my thought at the time was that the only way I am shopping this much at **Sears** is because they are essentially giving it away. For me, the “writing was on the wall” for the future of this American icon and I thought it was just a matter of time before they threw in the towel.

Change Management

Once again, if you have made it this far, you might be thinking what on earth does this have to do with libraries. **Sears** is an icon of American commerce and retail. Getting something from the **Sears Catalog** was akin to **Amazon** long before **Jeff Bezos** was born. And yet it seems more and more likely that the 2018 holiday season might be its last. If they are lucky, it might be their penultimate season. And that brings us to libraries. I have thought of **Sears** as something that would always be around. But they are getting ready to join **Pan Am Airlines**, **Arthur Andersen**, **Lehman Brothers** and many other huge companies in the annals of history. These companies seemed like they would run forever. In 1999, just 20 years ago, **Sears** was the 21st largest company in the United States as ranked by *Fortune*. Now, they are 172 and falling quickly.⁴

The lessons for libraries from the coming demise of **Sears** is mostly one of adaptability and relevance. **Sears** did a great deal right over their history. Companies cannot survive that long without doing great things. But during the last few years, especially after the merger with **Kmart** and their own financial problems, they appeared to be a 20th century shopping experience in a 21st century economy. They might not have been as nimble, thinking that their brand name and market leadership in some key areas would be enough to keep them going. And while their brand was strong, it simply does not translate to attract modern customers. The appearance that something is old and somewhat out of touch might be the issue that many libraries face. As we look at our own libraries, are we really positioned to last another 100 years? Another 50 years? Most academic libraries have been in existence since the founding of their schools, but may often have a same vibe as **Sears**. We are losing space, we are losing collection dollars, and we are losing staff. In many ways, we are like **Sears** in a slow descent to a new future. Can we rely on the way people used to use the library as a way for us to move forward? Absolutely, but it may not guarantee our longevity.

I do not believe for a moment that academic and public libraries will be going bankrupt anytime soon, but we are on a path that is



not sustainable. What will be critical is that library leaders understand change management and learn lessons from public institutions, higher education, and some businesses to ensure that we survive the pressures that we know about and the ones that we have yet to face.

To this end, I am going to focus my writing this year on change management. We have gone through a very disruptive change in 2014 when the decision to no longer provide us with space for a print collection. There are disruptions like this that we face year in, year out. It is how we manage through this change that makes it possible for us to be successful with our community. In the end, I hope we are more successful than **Sears** in navigating through modern times. The early indications are positive, but as we know, this can change in a moment. 🐿

Corey Seeman is the Director, Kresge Library Services at the Ross School of Business at the University of Michigan, Ann Arbor. He is also the new editor for this column that intends to provide an eclectic exploration of business and management topics relative to the intersection of publishing, librarianship and the information industry. No business degree required! He may be reached at <cseeman@umich.edu> or via twitter at @cseeman.

Endnotes

1. **Nassauer, S.** (2018, Dec 25). U.S. Holiday Retail Sales Are Strongest in Years, Early Data Show; Sales Excluding Autos Rose 5.1% between Nov. 1 and Dec. 24 From A Year Earlier, According to Mastercard. *Wall Street Journal (Online)*
2. See <https://www.jewishvirtuallibrary.org/daniel-chapter-5>.
3. “Sears Holding Corporation.” *International Directory of Company Histories*. Ed. **Karen Hill**. Vol. 119. Detroit, MI: St. James Press, 2011. *Business Insights: Global*. Web. 29 Dec. 2018.
4. See <http://fortune.com/fortune500/sears-holdings/>.

Rumors from page 69

even refusing to accept an engagement ring or wedding ring; she said to my father that she was not going to wear any symbol of a “kept woman.” She was disappointed when I dropped out of college and joined a start-up on **Wall Street** back in 1968. She did live long enough to see me working with libraries beginning with **Silverplatter** and then **Credo**. I think she’d feel I did okay in the end.” What a

story! Be sure and go to this link of the history of **Britannica**. **Britannica’s** executive editor **Ted Pappas** says “**Britannica** did something unique; it combined long, scholarly essays with short definitional entries and practical information.” Founded in 1768 in Edinburgh, Scotland, **Britannica** was the brainchild of **Colin Macfarquhar**, a printer, and **Andrew Bell**, an engraver. <https://www.cbsnews.com/news/encyclopedia-britannica-is-turning-250/>

Another anniversary! Founded in 1869, **Nature** was launched with a mission to “place

before the general public the grand results of Scientific Work and Scientific Discovery” and to aid scientists by “giving early information of all advances made in any branch of Natural knowledge throughout the world.” Today, the journal continues to provide its readers with original research along with news and commentary on science and society, in print and online at **nature.com**. November 2019 will mark **150 years since the official launch of the weekly issue**. Activities are planned

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PEOPLE PROFILES ENCOURAGED



Heather Ruland Staines

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BORN AND LIVED: Born in Ames, Iowa. Lived in Ohio, Connecticut, Massachusetts, and Indiana, with stints in Tokyo, Japan, Wellington, New Zealand, and London, England.

EARLY LIFE: Grew up on the eastside of Columbus, Ohio, with my nurse mom, statistician dad, two younger brothers, and one little sister. From a true Buckeye family (my great aunt Dorothy “Sloopy” Sloop inspired the McCoy’s famed Hang On Sloopy), I attended college at THE Ohio State University, where I majored in International Studies and Japanese. I then went on to Yale University where I did my Ph.D in Military and Diplomatic History.

PROFESSIONAL CAREER AND ACTIVITIES: After two years as a post-doc, I went into academic publishing. I started as a books acquisitions editor, then moved on to science journals after falling in love with “electronic publishing.” In 2012, I joined the startup world with SIPX (formerly the Stanford Intellectual Property Exchange). I’m now on my second startup – but my first non-profit, Hypothesis, a mission driven project bringing standards-based annotation to the web. I’m active in a lot of industry organizations, particularly around standards, and I love to put together programming for all types of events.

FAMILY: I met my husband John, who now teaches in the English Department at John Jay College, CUNY, when we were both studying in New Haven. We have two giant boys: Liam (17) my marching band and music kid; and Ethan (15) my computer and animal-loving kid. We’re based in Trumbull, Connecticut, making me the only one in my family not living in Ohio (no pressure)!

IN MY SPARE TIME: When I’m not putting together programming for industry events, I am an avid reader (science fiction and thrillers), karaoke-nut (Proud Mary), and tireless world traveler (I still need Africa and Antarctica). Around the house I am legend for my quick transformation from mild-mannered conference call host to harried homework harpy.

FAVORITE BOOKS: My all time favorite has to be John Irving’s *A Prayer for Owen Meany*, but I devour anything by Lee Child, Daniel Silva, or Harlan Coben, sci-fi titles by Jack McDevitt (*Time Travelers Never Die*), and anything Harry Potter-related. My recent jag has been everything by Marie Lu (I love YA titles).

PET PEEVES: Anyone who messes with my commas, hotels without early check in, and karaoke deejays who hog the mic.

PHILOSOPHY: There are two types of people in the world: those who have been on a conference session for me and those who have not YET been on a session. You know immediately where you stand.

MOST MEMORABLE CAREER ACHIEVEMENT: One of my military history books, an autobiography, was featured in an article in the New York Times. The author, David Zellmer, had been a B24 bomber pilot in WWII and also a dancer with the Martha Graham Dance Company – two activities requiring absolute precision. Upon publication, Mr. Zeller sent me a signed copy of his book and a wings patch cut from his uniform (“For turning this writer into an author”). I still tear up thinking about it.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: I hate these questions. Ask me again in 4-1/2 years. As long as I am doing more of the things I like to do and less of the things I dislike, I consider myself ahead of the game.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Demographics and changes in the nature of work will require further shifts in how we view education, which affects both libraries and publishers. We’re increasingly living in a world of personalized instruction and life-long learning/re-training. This shift will lead to more and different opportunities around both content and services. If we can harness the power of machines to free up humans to do what humans do best, we can make an amazing future together. (And I’m generally a pessimist, so watch out!)

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throughout 2019 to celebrate the history and legacy of research published in *Nature*, as well as looking ahead to the future of research. www.springernature.com/us/

Did I tell you that I ran into **William and Janice Welburn** in downtown Charleston after the Conference was over? Both work with university administrations tirelessly to help the education at all levels! What a **power couple**! **Janice** is Dean of Libraries at **Marquette** and a frequent conference attendee. **William** is Executive Director of the Office of Institutional Diversity and Inclusion in the Milwaukee area! See you next year! Maybe on the program?

Speaking of power — Originally founded in 1985 **Information Power** is now expanding

to best serve its funder, information vendor, library, publisher, society, and university clients. From **January 2019 two new leaders** step forward to drive the consultancy business forward: **Lorraine Estelle** and **Alicia Wise**. Together the **Information Power** team has a strategic overview of the rapidly changing information landscape, and the important trends and opportunities this change brings, coupled with decades of combined management experience. It’s hard to keep up with the energetic and spry **Helen Henderson**, Founder, and the even more energetic **Hazel Woodward**. “**Lorraine** and **Alicia** are well-known in the content and information services space. They are both accomplished and collaborative professionals, and great communicators able to work effectively across the full spectrum of stakeholders. Their leadership of **Information Power** will position them to offer thoughtful

strategic advice on some of the thorniest challenges of our times, for example the transition to Open Access.”

info@informationpower.co.uk
<http://www.informationpower.co.uk/>
<https://www.linkedin.com/company/information-power/about/>

Do you know about **substack.com**? This platform makes it simple for a writer to start an email newsletter. **Kent Anderson** has started a newsletter on this platform. I am a subscriber and it’s certainly inexpensive and easy to use not to mention full of hot topics to discuss. Highly recommended!

Speaking of the Conference, we want your input please. Do you think there are enough places to sit and talk in the **Gaillard** during the Conference? People are big fans of the **Francis**

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COMPANY PROFILES ENCOURAGED



Hypothesis

Main address: We are a 100% remote company with colleagues ranging from the United Kingdom to the U.S. West Coast. Our founder and CEO Dan Whaley lives in San Francisco, so that is as close as we come to a mothership.
hypothes.is

OFFICERS: Dan Whaley, Founder and CEO.

ASSOCIATION MEMBERSHIPS, ETC.: STM Association, ORCID, Crossref.

KEY PRODUCTS AND SERVICES: We are a non-profit and open source company, providing standards-based digital annotation tools for use upon online content. Individuals can create free accounts to make private notes, form collaboration groups, or make public annotations. Publishers can host their own branded and moderated layers across their versions of record for open discussion or distinct group activities. We integrate with LTI-compliant Learning Management Systems where instructors can assign course readings and group based annotation projects, connecting to university accounts and gradebooks.

CORE MARKETS/CLIENTELE: Individuals and organizations in the scholarly publishing, education, journalism, and research sectors.

NUMBER OF EMPLOYEES: 16

HISTORY AND BRIEF DESCRIPTION OF YOUR COMPANY/PUBLISHING PROGRAM: Founded in 2011 as a mission driven non-profit by Dan Whaley, Hypothesis was created to fulfill one of the original visions of what would become the web, that individuals should be able to not only access information but also participate in a conversation across the world's knowledge. Hypothesis team members worked with the W3C, standards-body for the web, to have annotation approved as a web standard in February 2017.

Our simple open source annotation tool has long been popular in the education space and among researchers wishing to streamline workflow. Our work with publishers began in earnest in 2016, when the life sciences publisher eLife committed to fund development of publisher-specific features. Building upon this work, Hypothesis now offers organizations the ability to host annotation layers across their content for community discussion, author and editorial updates, peer review, automated entity annotation, and more. After extensive development work this year, our education pilots will kickoff in 2019. We recently passed 4.2 million annotations with no signs of a slowdown anytime soon.

In addition to our direct projects with partners, in 2015 we created the Annotating All Knowledge Coalition which is open to any organization interested in exploring open annotation (<https://hypothes.is/annotating-all-knowledge/>), and we host the world's largest annotation conference, I Annotate, which will mark its 7th conference in spring 2019 in Washington, DC (annotate.org). We are also a founding member of the Joint Roadmap for Open Science/Scholarly Tools (jrost.org), a community of like-minded organizations building open tools and infrastructure to support the research workflow.

IS THERE ANYTHING ELSE THAT YOU THINK WOULD BE OF INTEREST TO OUR READERS? Hypothesis was born, in part, to correct misinformation on the web around climate change. The ability to add feedback, including links to quality resources, images, and video, in-line atop the version of record makes Hypothesis a powerful tool to clarify, add context, and point people to relevant information. We're still active in this effort with Climate Feedback (ClimateFeedback.org), a global collaboration comprised of more than 200 climate scientists who use our tool to fight misinformation and highlight quality content online. Soon, we'll be launching tailored functionality that will amplify the ability of other groups working in the community interest to call out "fake news" and improve media and information literacy across an array of topic areas. Stay tuned!

Rumors from page 84

Marion lobby for example. We are hoping to have more opportunities for discussion at the **Gaillard**. Thoughts?

There will be a "sudden deluge of available works" now that copyright extension protection has run out. Until now, the publishing house that still bears **Knopf's** name has held the North American copyright, but that will change on Jan. 1, when "**The Prophet**" enters the public domain, along with works by thousands of other artists and writers, including **Marcel Proust, Willa Cather, D. H. Lawrence, Agatha Christie, Joseph Conrad, Edith Wharton, P. G. Wodehouse, Rudyard Kipling, Katherine Mansfield, Robert Frost**

and **Wallace Stevens**. This coming year marks the first time in two decades that a large body of copyrighted works will lose their protected status — a shift that will have profound consequences for publishers and literary estates, which stand to lose both money and creative control. <https://www.nytimes.com/2018/12/29/books/copyright-extension-literature-public-domain.html>

And this from a Guest Post by **Arnetta Girardeau, Duke University Libraries, Copyright & Information Policy Consultant**; And in 2020, works first published in 1924 will enter the public domain, and so on and so on! It's exciting stuff. What does that mean to us as creators, makers, teachers, or writers? It means that we suddenly have access to more materials to rework, reuse, and remix! Works such as **Charlie Chaplain's The Pilgrim**,

Agatha Christie's Murder on the Links, and "**The Charleston**." Throughout the year and across the country, festivities are planned — including a live streamed panel at the **U.S. Copyright Office** on January 16, and a incredible lineup of speakers and talks at a live event, "**A Grand Re-Opening of the Public Domain**," co-hosted by **Creative Commons** and the **Internet Archive** in San Francisco on January 25. <https://blogs.library.duke.edu/scholcomm/2019/01/08/public-domain-showcase-2019/>

Hope you enjoy this issue, which highlights sessions from the **2018 Charleston Conference**. If you'd like to suggest a conference theme for 2019 send it to the **ATG** editors or any of the Conference Directors! www.charlestonlibraryconference.com 🌲