Against the Grain

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And They Were There- Reports of Meetings – 38th Annual Charleston Conference

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was born **Wilhelm Beigel** in 1927 in Vilna, then in Poland (now in Lithuania), where there was also safety in his Jewish family; his father was a Polish army officer and the family owned the city's largest hotel, where they lived. But in 1940, the Soviets seized control of Vilna, then the Germans invaded in June 1941 and established a ghetto a few months later. Two years later, **Bill's** father, who, with his military background, became a member of the Jewish police, was executed by the Latvian SS. The following year, **Bill** was sent to a labor camp with his mother and maternal grandmother.

As **Bill** would casually tell the story, decades later, he escaped from the camp simply by walking out of it one day. You can read the complete story of the escape in **Bill's** privately published memoir, *Conspicuously Invisible, Wartime Memories of a Jewish Boy from Wilno*, edited by technical journalist and documentary filmmaker **Karen A. Frenkel**, whose mother was a close friend of **Bill's** wife. **Bill** actually jumped down twenty feet from a window and was prevented from rescuing his mother and grandmother.

The memoir's title derives from **Bill's** learning, after the June 1941 German invasion,

that, in **Karen Frenkel's** formulation, "in order to survive he must be utterly inconspicuous in some situations and outrageously visible in others." I found the memoir, even though it is sprinkled with the humor I remember about **Bill**, harrowing to read. **Bill** was the only member of his large family to survive the Holocaust, so I read with a sense of foreboding. For any reader who comes to *Conspicuously Invisible* without knowing much about **Bill**, there is other terrible news at the end, where he tells about the loss of his son, **Freddie**, to an illness at the age of 36, the loss of his daughter, **Alissa**, to sickness in her mid-40s, and the death of his wife, **Tusia**, six months later.

When you close the book (if you can locate a copy — not many copies are available, as far as I can tell), you will understand that it was not written by a forgiving man. At the end, **Bill** makes clear he "hate[d] the Germans" because the Nazis had murdered the other 14 members of his family and he had been "orphaned." Years after the war, when he "first came to Frankfurt and Berlin they were in shambles and Germans lingered around me as I sat in cafes smoking cigarettes. They were waiting for the butts, but I would deliberately smash them under my heel. That was my revenge." Later, however, **Bill** heard a speech by the German Ambassador to Israel that recounted suffering of German families at the hands of the Nazis.

It "changed my mind, that some Germans were not included in my hatred."

The memoir, which was written over a period of almost 30 years and which **Bill** kept to himself until **Karen Frenkel** began to edit it, was completed shortly before his death in 2009, after a protracted illness at the age of 82. While he left no family, there is a living legacy. There is **Begell House**, the publishing firm he started after selling **Hemisphere** to **Taylor & Francis**. And there is the **William Begell Medal for Excellence in Thermal Science and Engineering**. It is awarded every four years to an individual, or, in 1918, to a team of two researchers, from among those selected to deliver Keynote Lectures at the International Heat Transfer Conference.

"I believe the only reason I was able to withstand both tragedies and continue my life," **Bill** says in *Conspicuously Invisible*, "was the fact that during the ghetto and camp times I developed a drive to survive regardless of the occurrences around me. It is obviously a very selfish attitude; nevertheless, it allowed me to continue my life, sad as it may be, without being surrounded by my closest family."

And now, with his legacy, his life will continue without him. 🐼

And They Were There

Reports of Meetings — 38th Annual Charleston Conference

Column Editors: **Ramune K. Kubilius** (Galter Health Sciences Library & Learning Center, Northwestern University Feinberg School of Medicine) <r-kubilius@northwestern.edu>

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Issues in Book and Serial Acquisition, "Oh, Wind, if Winter comes, can Spring be far behind?" Charleston Gaillard Center, Francis Marion Hotel, Embassy Suites Historic Downtown, and Courtyard Marriott Historic District — Charleston, SC, November 5-9, 2018

Charleston Conference Reports compiled by: **Ramune K. Kubilius** (Galter Health Sciences Library & Learning Center, Northwestern University Feinberg School of Medicine) <r-kubilius@northwestern.edu>

Column Editor's Note: Thanks to all of the *Charleston Conference* attendees who agreed to write short reports highlighting sessions they attended at the **2018 Charleston Conference**. Attempts were made to provide a broad coverage of sessions, but there are always more sessions than there are reporters. Some presenters posted their slides and handouts in the online conference schedule. Please visit the conference site, <http://www.charlestonlibraryconference.com/>, and link to selected videos, interviews, as well as to blog reports written by *Charleston Conference* blogger, **Donald Hawkins**. The **2018 Charleston Conference Proceedings** will be published in 2019, in partnership with **Purdue University Press**: <http://www.thepress.purdue.edu/series/charleston>.

In this issue of *ATG* you will find the fourth installment of 2018 conference reports. The first three installments can be found in *ATG* v.31#1, February 2019, v.31#2, April 2019 and v.31#3, June 2019. We will continue to publish all of the reports received in upcoming print issues throughout the year. — **RKK**

THURSDAY, NOVEMBER 8, 2018 MORNING CONCURRENT SESSIONS

Demonstrating Library ROI: Success Stories and Strategies to Replicate in Your Library — Presented by **Kristi Ward** (SAGE Publishing, moderator), **Melvin Davis** (Coastal Carolina University), **Rebecca Fernandez** (University of Texas at Tyler), **Carol Tenopir** (University of Tennessee School of Information Sciences), and **Nick Wooley** (Northumbria University) — <https://sched.co/GB4B>

Note: In an earlier program version, **Kimberley Robles Smith** was listed in lieu of **Carol Tenopir**. **Smith** did not present in this session.

Reported by **Nicole Eva** (University of Lethbridge)
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In her brief introduction, moderator **Ward** shared a publisher initiative related to the session's topic. **SAGE** is working on data evidence metrics to help libraries tell their stories to university administrators.

Tenopir described the Representing Library Value project (<http://www.libvalue.org/home>) she has been leading, which has a suite of tools libraries can use to articulate value in a variety of areas. **Davis** stressed the ephemerality of library value; it's a moving target, ranging from size of collections, to gate counts, to programming. **Fernandez** and **Wooley** both mentioned the importance of matching the library vision to the institution's strategic plan in order to communicate the support the library provides to the institution. **Fernandez** suggested visualizing the data in a way to best communicate with your audience, echoed by others who stressed tailoring the message to the stakeholder (i.e., an engineer vs. a classicist, who will be swayed by different figures/narratives). We can't assume that the various stakeholders know what libraries do. An evidence-based narrative also has to emphasize how the library contributes to research success/output. Use champions (student/faculty/alumni) to tell your story. **Fernandez** also mentioned the utility of having librarians on various campus-wide committees to bring the library voice to the table, in addition to keeping abreast of any changes on campus and forming partnerships.

Getting E-Books into Courses: How Libraries can Partner with Faculty to Ease the Textbook Affordability Crisis — Presented by **Dave Comeaux** (Louisiana State University), **Kara Kroes Li** (EBSCO), and **Jeanne Pavy** (University of New Orleans) — <https://sched.co/GB4E>

Reported by **Martha Smith** (Winthrop University) <smithms@winthrop.edu>

Affordable learning and OERs (Open Educational Resources) have become significant issues for colleges and universities. At many institutions, libraries are involved in helping faculty and students identify more affordable alternatives to traditional textbooks. In this session, **Comeaux** gave an overview of Louisiana State University's (LSU's) e-textbook program, and **Pavy** and **Kroes Li** discussed the EBSCO Faculty Portal that has been developed for the LOUIS Consortium. At LSU, each semester the library receives a list of required texts from the bookstore, identifies what they already own and what needs to be purchased, and generates a website that students can browse or search for assigned texts. LSU has also constructed a portal to enable faculty to search for DRM-free eBooks available from a variety of publishers, plus OERs. They can then notify the library to add the resource to the website or acquire it for a class. Through the LOUIS Consortium/EBSCO Faculty Portal, faculty can search for OER and DRM-free material, and request materials for purchase by their library. In general, these initiatives have been successful, but there is room for growth and improvement: faculty are often unaware of the options available for affordable learning materials; putting links to eBooks on course pages greatly increases the chances that students will find and use them; and eBook platform functionality can be confusing for users.

Librarians are the enemies of scholarship! *Print collection management during a major renovation — Presented by **Beth Blanton-Kent** (University of Virginia), and **Timothy Morton** (University of Virginia) — <https://sched.co/GB4F>

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

The Alderman Renovations Collection Team is leading the project to assess and relocate all collections of the library in anticipation of a one-phase renovation of the main library at the University of Virginia. A near site shelving facility with reading room and scanning facilities will host most of the collection. This research collection will contain low

use titles that are valuable to retain. In addition compact shelving will be installed in **Clemons Library**, another campus library, to allow for access to a browseable collection of approximately 500,000 titles which are anticipated to be in greater demand. Decisions about which items to have available in **Clemons** were based on data including collection use, circulation rates of various subjects, and percentage of the collection by subject. Different thresholds were applied for different subjects. Important collections based on the history of UVA will also move to **Clemons**. Community engagement has been a priority including open town meetings, user surveys, one-on-one meetings and a website for renovation information. Still, concerns about the collection from faculty remain. Plans for future communication include increased liaison engagement and in-context collection information included on the website.

Other Duties as Assigned: A Reexamination of Roles in Resource Acquisition and Management — Presented by **Rachel Arkoosh** (Pacific University) and **Christine Fischer** (UNC Greensboro) — <https://sched.co/GB4I>

Reported by **Roger Cross** (The University of North Carolina at Pembroke) <roger.cross@uncp.edu>

This session focused on a trend in technical services, work that traditionally was classified as paraprofessional is being done by MLS graduates. Typically these jobs, though becoming more complicated, centered on the routine processing of books. They generally are not tenure-track and they lack faculty status. The major cause of this increase of MLS graduates working as staff has been the economy. MLS graduates face an economy that has been weak, with a surplus of capable and qualified people competing for available jobs. The result is more librarians moving into entry-level paraprofessional positions.

The results of over 600 survey responses, from librarians and staff, show the majority saw this development as acceptable, if not ideal. Overall, opinions in the survey ranged from viewing the hiring of MLS graduates to paraprofessional positions as exploitive to accepting the development simply as a matter of financial survival. A staff position can be the stepping stone to a better position for some, but that also raises questions about the responsibility of a library to mentor these staff members and adjusting their pay. Clearly technical services is evolving and libraries may soon need to reevaluate their definitions and duties of these positions.

Preparing Researchers for Publishing Success: How libraries are impacting outcomes — Presented by **Beth Bernhardt** (University of North Carolina—Greensboro), **Kate McCreedy** (University of Minnesota), **George Stachokas** (Auburn University), and **Gwen Taylor** (Wiley Researcher Academy, Wiley, moderator) — <http://sched.co/GB4P>

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

This informative session outlined ways in which various libraries are providing opportunities for publishing training to their faculty members and graduate students. For instance, the **UNCG Library** provides access to Sage Research Methods, APA Style Center, Wiley Research Academy, the Chicago Manual of Style Online, and Zotero. Among other forms of research assistance, faculty may apply for "time grants" from the library (personal consultation time with librarians). The library actively partners with other campus entities including the Teaching and Learning Center and the Office of Research and Engagement to assist faculty in their publishing endeavors. At the **University of Minnesota**, librarians co-author science articles, contributing literature reviews to faculty articles, and offer consultations with faculty to help them focus on their work, create manageable projects, and to develop an awareness of scholarly communication topics such as predatory publishing and OER. **Auburn University** is examining ways to provide more resources to faculty, while reducing costs. They are creating teams to liaise with new interdisciplinary subject areas, and

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are considering new analytics. This was a helpful session providing a wide array of techniques for assisting campus authors.

Seasons of Change: Digital Preservation in an Ever-Changing Digital Environment — Presented by **Robert Boissy** (Springer Nature), **Shannon Keller** (New York Public Library), and **Heather Staines** (Hypothes.is) — <https://sched.co/GB4G>

Reported by **Mallory Kasinec** (Boston University, Fineman & Pappas Law Libraries) <mbbreon@bu.edu>

The **NASIG** Digital Preservation Task Force was created to raise awareness, deliver best practices, and educate a wider range of information professionals about digital preservation. In this session, it was reported that the team has successfully created three preservation guides, and will soon be releasing official results of a survey designed to get an idea of how **NASIG** can facilitate and support digital preservation efforts. Early survey findings suggest that while libraries used to be the main entity in charge of preservation, in the digital arena that is not so; uncertainty as to who is in charge of digital preservation indicates a need for libraries, publishers, consortia, and authors to collaborate. Another major takeaway from the survey was that while financial concerns are the number one barrier to expanding digital preservation initiatives, institutional priorities may need to be addressed simultaneously or beforehand in order to garner institutional buy-in. The panelists also touched on **LOCKSS**, **CLOCKSS**, **Portico**, and the **Keepers Registry** from publisher (preservation) and library (access and use) points of view. A lively discussion of pre-arranged and audience questions closed out the session.

On the Winds of Change- Repositories, Researchers and Technologies (the 18th Health Sciences Lively Lunchtime Discussion) — Presented by **John Felts** (Carolina Coastal University), **Jean Gudenas** (Medical University of South Carolina, moderator), **Ramune K. Kubilius** (Northwestern University, Galter Health Sciences Library & Learning Center), and **Anthony Watkinson** (CIBER Research) — <https://sched.co/GB2n>

Note: This sponsored session took place off-site and registration was requested, but was open to all.

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

Moderator **Gudenas** introduced the sponsored but no holds barred session. **Wendy Bahnsen** of **Rittenhouse**, sponsor of the boxed lunch, gave brief greetings.

Kubilius highlighted trends observed since the 2017 conference (handout is attached in the schedule: <https://sched.co/GB2n>), and moved on to describe a 21 question survey she and two co-authors conducted December 2017-January 2018 of medical institutional repositories (IRs) in **AAHSL** (Association of Academic Health Sciences Libraries). The survey response rate was 41.7%: 16 % of respondents do not even have IRs; 40% manage their own IRs. Content varies (theses & dissertations predominate; 3 respondents each reported all original content or none). Many institutions have IR managers; library staff are involved in IR work; collections staff do not predominate. (An article more comprehensively describing survey findings is in progress.)

Watkinson shared medical participants' responses from a three year (2015-2018) longitudinal study, "Early Career Researchers: the harbingers of change?" conducted by **CIBER**, commissioned by the Publishing Research Consortium. There are differences in U.S. and international early career researchers under age 35 regarding support, knowledge, or attitudes about libraries and publishers. Many have knowledge, awareness or interest in OA, sharing, transparency, and social media, but feel that for their careers, they need to follow the rules of their academies. (Year 1 and 2 reports are in the PRC site: <http://publishingresearchconsortium.com/>).

Felts highlighted the **RA21** (Resource Access for the 21st century, <https://ra21.org>) initiative. IP authentication has been in place since the 1970s, but an IP address doesn't uniquely identify users, resulting in publisher shutdowns of sites when "bad actors" are at play. Libraries mismanage IP registrations and IP Registry (Publisher Solutions International) is one initiative to better manage this area. Will **RA21** meet its goals to improve remote access, improve usability, provide personalization, and a secure, single-sign on solution? That remains to be seen.

During discussion, **Felts** mentioned a higher privacy threshold in health and that resonated with the audience: one participant raised clinical tool access challenges, and **Ralph Youngen** (**American Chemical Society**), co-chair of the **RA21** Steering Committee, mentioned the importance of having a medical community focus group. 🐾

That's all the reports we have room for in this issue. Watch for more reports from the **2018 Charleston Conference** in upcoming issues of **Against the Grain**. Presentation material (PowerPoint slides, handouts) and taped session links from many of the 2018 sessions are available online. Visit the **Conference Website** at www.charlestonlibraryconference.com. — **KS**

Marketing Touchpoints — Putting Marketing Planning in its Place

Column Editor: **Jill Heinze** (Director, User Experience, University of Virginia Library, Charlottesville, VA 22904; Phone: 434-243-1368) <jill.ux@virginia.edu>

When it comes to any sort of large-scale planning exercise, there seem to be two kinds of people: Those who recoil in horror at the mere prospect of planning detracting from their "real work," and those who eagerly welcome the process with their fresh packs of sticky notes, markers, and flip charts. I confess that I fall into the latter Planning Enthusiast camp. I work best when I can connect my regular tasks to more encompassing goals, and I thoroughly enjoy stepping back to reflect on the bigger picture. (It's a special treat for me when someone throws a couple of two-by-two matrices into a strategy session!)

Despite my penchant for planning, I recognize it can become too much of a good thing. Like yours, my work queue is awash with tasks that just need to get done quickly, and one can only anticipate but so much even with a meticulously constructed plan. It's understandable, then, if the prospect of adding a marketing plan on top of a strategic plan, departmental goals, and performance plans seems unnecessarily onerous. The perceived overhead may also partially explain why so few academic libraries appear to have written and enacted marketing plans.

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