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Optimizing Library Services – “...To Talk of Many Things!”

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Optimizing Library Services — “...To Talk of Many Things!”

IGI Global's Annual Academic Librarian Sponsorship Program Winner Shares Insights on Open Access, ROI, and the 2019 Charleston Conference

by **Ms. Brittany Haynes** (Editorial Assistant, IGI Global) <bhaynes@igi-global.com>

Featuring **Ms. Elyssa M. Gould** (Head of the Acquisitions and Continuing Resource Department at the University of Tennessee, Knoxville, USA) <egould1@utk.edu>

Column Editors: **Ms. Caroline J. Campbell** (Marketing Manager, IGI Global) <ccampbell@igi-global.com>

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Column Editors' Note: This column features **Ms. Elyssa M. Gould**, Head of the Acquisitions and Continuing Resource Department at the University of Tennessee, Knoxville, USA, who was the winner of IGI Global's annual Librarian Sponsorship Program, which provided a travel stipend for the 2019 Charleston Conference.

To learn more about **Ms. Gould's** experience at the 2019 Charleston Conference and her view on the trending topics of discussion at the conference, read the interview below. — CC & LW

What do you do in your current position at the University of Tennessee?

I currently coordinate and lead 16 staff who perform acquisitions, electronic resource management, licensing, binding, and interlibrary loan activities at the University of Tennessee, Knoxville, USA. Additionally, I have previously served as Electronic Resources & Serials Librarian at the University of Michigan Law Library, USA, and Cataloging & Metadata Librarian at Northern Michigan University, USA.

What was your experience like at the 2019 Charleston Conference?

I had a good conference! It was my second time at the Charleston Conference, and it was my first as a presenter. I presented on two panels, “I Don't Want to Go Among Made People: Adventures in Establishing Good Communication Between Subject Librarians and Technical Service Departments in a Large Academic Library” and “Begin at the Beginning: Revamping Collection Development Workflows,” in conjunction with my colleague **Ms. Jennifer Mezick**, Collections Strategist, from the University of Tennessee, USA. Both panels outlined practices, workflow enhancements, and lessons that we learned at the University of Tennessee when we were both put into leadership positions.

Additionally, during the conference, I felt like I got a good mix of vendor conversations, conversations with peers, and ideas from interesting presentations. I was honored to receive the IGI Global Librarian Sponsorship award, as the Charleston Conference is a wonderful conference that prioritizes librarians and vendors working together to achieve

mutual goals. Sharing in conversation with vendors is the first step towards a mutually beneficial partnership.

In your opinion, what were the most relevant topics that were discussed during the conference?

I think the most relevant topics were around scholarly communications, publishing, and open access. I really appreciated presentations by practitioners showing what their institutions were doing to respond to both open access and budget constraints. What I saw was that no two institutions were alike; what one institution values most may be of lower value at another institution. It was encouraging that a response can look so different but still be working towards an overall goal of making research accessible to patrons.

What can librarians do to ensure that they are maximizing the ROI on their content investment?

Librarians should spend the time to go through data provided by the vendor, talk to the patrons who use the content, and incorporate other measures such as e-resource troubleshooting data. Through creating a holistic view of what content is being used, needed, as well as published, librarians can ensure that they are making the most informed decision, while even identifying areas of opportunity or improvement.

As the open access movement was a prominent topic discussed at the Charleston Conference, what are the benefits of open access, and how can publishers better support academic libraries and their patrons in OA?

The open access movement provides a more transparent way for libraries and publishers to support research. The additional benefit — of being able to make more content open access — fulfills library missions. To improve their open access models, publishers should talk openly with libraries before making decisions on how to improve existing models to ensure that it is directly benefiting their customers and the academic community at large.

In relation to this question, I think IGI Global's open access offset model, the Open

Access Fee Waiver (Read and Publish) Initiative,¹ is a really good start and rightly acknowledges a library's subscription or purchase as supporting research.

What challenges do librarians face in integrating these models and conforming to the OA movement?

Coming from a technical services background, the more slightly different models we have, the more difficult it is to keep track of them and fully maximize each model. If we cannot keep track of them, researchers definitely will not be able to keep track of them. I do not think one model will fit all, but I anticipate a wider adoption rate by researchers if there are only a few options to keep track of, instead of many.

As a librarian, what are the things you most want publishers to understand about your acquisition needs?

We are being asked to do more with less funding, but the reality is really that we are doing less with less funding. It is time to stop squeezing libraries for funds. Instead, publishers need to look into new and additional partnerships that can offset publishing costs while still providing patrons with access to research needed for teaching and learning.

IGI Global would like to congratulate **Ms. Gould** on this award, as well as her work in advancing the state of knowledge resources. Additionally, as a diamond sponsor of this conference for over 11 years, IGI Global would like to thank everyone who was involved in this year's successful conference.

Column Editor's End Note: To learn more about how librarians can maximize their ROI and about IGI Global's transformative OA Fee Waiver Initiative noted in the above interview, watch the Charleston Conference panel, “Twelve Danishes for the Price of One: The Benefits of Bulk Acquisitions for Libraries,” here: <https://bit.ly/36snDZe>.

During this panel session, attendees heard viewpoints from a librarian, publisher, and

continued on page 64

Optimizing Library Services from page 63

aggregators on the benefits of bulk acquisitions compared to the title-by-title approach and ways these parties can come together to create innovative solutions for achieving a maximized ROI for libraries while also catering to the academic community by providing access to trusted, peer-reviewed research. Speakers on this panel included:

Moderator: Mr. Scott Ahlberg, Chief Operations Officer, Reprints Desk

Mr. Nick Newcomer, Senior Director of Sales and Marketing, IGI Global

Mr. John Elwell, MLIS/MA, Director of Content Strategies at EBSCO Books

Mr. Scott Pope, MLS, Continuing Resources Librarian at Texas State University

Ms. Sara Tarpley, Director of Academic Product Sales at Gale-Cengage Learning

Additionally, in order to stay abreast of the opportunity to apply to next year's **Academic Librarian Sponsorship Program**, which provides a \$500 travel stipend to attend the **2020 Charleston Conference**, sign up to our mailing list at www.igi-global.com/newsletters/.

Recommended Readings

Armbruster, C., and Romary, L. (2012). The Evolving Role of Commercial Publishers and the Future of Online Access Repositories. In C. Wei, Y. Li, & C. Gwo (Eds.), *Multimedia*

Storage and Retrieval Innovations for Digital Library Systems (pp. 329-341). Hershey, PA: IGI Global. doi:10.4018/978-1-4666-0900-6.ch017

Bassuener, L. (2016). Knowledge in the Shrinking Commons: Libraries and Open Access in a Market-Driven World. In E. Railean, G. Walker, A. Elçi, and L. Jackson (Eds.), *Handbook of Research on Applied Learning Theory and Design in Modern Education* (pp. 358-379). Hershey, PA: IGI Global. doi:10.4018/978-1-4666-9634-1.ch017

Belikov, O., and Kimmons, R. M. (2019). Scholarly Identity in an Increasingly Open and Digitally Connected World. In M. Khosrow-Pour, D.B.A. (Ed.), *Advanced Methodologies and Technologies in Library Science, Information Management, and Scholarly Inquiry* (pp. 579-588). Hershey, PA: IGI Global. doi:10.4018/978-1-5225-7659-4.ch046

Fteimi, N., Basten, D., and Lehner, F. (2019). Advancing Automated Content Analysis in Knowledge Management Research: The Use of Compound Concepts. *International Journal of Knowledge Management (IJKM)*, 15(1), 53-68. doi:10.4018/IJKM.2019010104

Gaetz, I. (2016). Processes, Opportunities, and Challenges Creating and Managing a Scholarly Open Access Journal: An Investigation of "Collaborative Librarianship." In B. Doherty (Ed.), *Space and Organizational Considerations in Academic Library Partnerships and Collaborations* (pp. 205-229). Hershey, PA: IGI Global. doi:10.4018/978-1-5225-0326-2.ch010

González-Pérez, L. I., Ramírez-Montoya, M., and García-Peñalvo, F. J. (2018). User

Experience in Institutional Repositories: A Systematic Literature Review. *International Journal of Human Capital and Information Technology Professionals (IJHCITP)*, 9(1), 70-86. doi:10.4018/IJHCITP.2018010105

Kisielnicki, J., and Sobolewska, O. (2019). Technical Infrastructure of Network Organizations. In *Knowledge Management and Innovation in Network Organizations: Emerging Research and Opportunities* (pp. 55-85). Hershey, PA: IGI Global. doi:10.4018/978-1-5225-5930-6.ch003

Koutras, N. (2020). The Evolving Role of Commercial Publishers and the Future of Online Access Repositories. In *Building Equitable Access to Knowledge Through Open Access Repositories* (pp. 216-259). Hershey, PA: IGI Global. doi:10.4018/978-1-7998-1131-2.ch006

Twum-Darko, M., and Harker, L. L. (2017). Understanding Knowledge Sharing in an Organization: A Perspective of Actor-Network Theory. *International Journal of Knowledge Management (IJKM)*, 13(1), 53-74. doi:10.4018/IJKM.2017010104. 🐾

Endnotes

1. About IGI Global's OA Fee Waiver (Read and Publish) Initiative: For any library that invests in IGI Global's InfoSci-Books (5,300+ eBooks) and InfoSci-Journals (185+ e-journals) databases, IGI Global will match the library's investment with a fund of equal value to go toward subsidizing the open access article processing charges (APCs) for their patrons when their work is submitted and accepted (following the peer review) into an IGI Global journal.

Rumors from page 59

Dec19-Jan 2020 (p. 53) is her last one. But in typical organized fashion, **Lolly** has recruited her replacement, **Will Cross** from NC State <wmcross@ncsu.edu> who was one of **Lolly's** favorite students! And **Will** has already turned in his February 2020 column. We will miss you, **Lolly**! Please keep in touch! xoxo

January is almost over! Happy New Year! We continue to clear things up after the **2019 Charleston Conference** as we prepare for 2020. Just got a slew of pictures from **Reese Moore** who took fabulous pictures during the **2019 Charleston Conference**! I first met **Reese** when she was taking pictures for **College of**

Charleston publications. She has branched out on her own! Browse through these and see some familiar faces!

<https://www.reeseemoorephotography.com/blog/charleston-library-conference-photography>

I have been reading **Peter Brantley's** (UC Davis) read20-l-owner@mailman.panix.com as much as I can. Whew! A lot to take in! And a lot of "must see."

The he's here/he's there/he's everywhere!

Gary Price posted news of a new *Issue Brief* by **OhioLink** and **Ithaka S+R**: "It's Not What Libraries Hold; It's

Who Libraries Serve: Seeking a User-Centered Future for Academic Libraries."

<https://www.infodocket.com/2020/01/23/new-issue-brief-its-not-what-libraries-hold-its-who-libraries-serve-seeking-a-user-centered-future-for-academic-libraries/>

Hard to believe another year has passed! May it be the best ever! Love, Yr. Ed. 🐾