If Rumors Were Horses

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Best Practices in Collection Development

by Kristen Devoe (Electronic Resources Librarian, College of Charleston) <devoek@cofc.edu>

A “best practice” is a management idea which asserts that there is a technique, method, process, activity, incentive or reward that is more effective at delivering a particular outcome than any other technique, method, process, etc. In collection development “best practices” can be developed locally to fit specific needs, but the basic ideas and principles behind the practices can often be applied to other libraries.

With the rapid shift from print to electronic for many journal titles and monographs, how can a collection development librarian establish “best practices” at his or her library for managing collections? To help answer these questions, we have collected seven articles from library professionals that discuss how they have developed “best practices” for collection development at their library. The topics of the articles range from performing collection assessments to consortium licensing practices.

Rickey Best, Dean, Auburn University at Montgomery Library, wrote a thorough article on how the Network of Alabama Academic Libraries developed their practices and policies for the consortial licensing of electronic databases. Jim Dooley, Head, Collection Services, University of California-Merced, contributed an article describing that library’s first foray into the world of ebooks and how the library is managing the transition from print to electronic monographs. Barbara Gushrowski, Access and Instructional Services Librarian, Indiana University School of Dentistry Library, has included an article on developing and refining a weeding process. Her article details her own experiences at a dental school library, but the lessons learned can be applied in all types of libraries.

Daniel Mack, Head, George and Sherry Middelmas Arts and Humanities Library, The Pennsylvania State University, tackles the topic of collection development in academic libraries and its place in an open-systems view of librarians’ liaison work with collegiate faculty and academic programs in his article. Elizabeth Lorenzen, Head of Acquisitions/Serials, Indiana State University and Suzanne Kapusta, Senior Collection Development Manager, YBP Library Services, examine approval plan management in times of budget constraints. Corey Tucker, Collection Development Librarian, University of Nevada, Las Vegas, has contributed a paper discussing the collection assessment process at UNLV and how it became a “best practice” for that library. Finally, Dan Tonkery, VP of Business Development, EBSCO Information Services, examines how agents are inventing new services for efficient collection development that would be beneficial to librarians.

If Rumors Were Horses

So sorry. Neglected to mention this what with the broken elbow and all. Culminating a yearlong search, Penn State University Press (an administrative unit of the University Libraries) has appointed Patrick H. Alexander as its new associate director and editor-in-chief effective March 6, 2007. Patrick began his publishing career in 1986 as associate editor with Hendrickson Publishers, Inc. of Peabody, Massachusetts. He joined Brill Academic Publishers, Inc. and Brill USA, Inc., located in Boston, Massachusetts, as vice president and publishing director in 2000 before moving to De Gruyter in 2005. At Penn State University Press, Alexander inherits a flourishing book-publishing program. The Press reached its 50th anniversary in 2006. As Patricia Schroeder said on this occasion, the Press “is a vital, thriving answer to the Cassandras who have predicted the death of print publishing in general, and scholarly publishing in particular, as the inevitable ‘catastrophic damage’ of our digital Brave New World.” Graham Spanier, President of Penn State, paid tribute to the Press as “still relevant, still supporting great ideas, and still deeply committed to serving academic, its scholars, and society.”

Patrick Alexander will serve as the Press’s co-director of the Office of Digital Scholarly Publishing, a joint venture of the Libraries and Press at Penn State, launched in spring 2005, which is developing low-cost and experimental publishing services. He will share this responsibility with Michael Furlough, who came on board as assistant dean of scholarly communications in the Libraries in September 2006. Sadly, the wonderful and charming Dr. Data (Bob Molyneux) <drdata@molyneux.com> is no longer with SirsiDynix but he is still ecstatically happy married to Carolyn.
By choice, 

A bio-inspired approach to achieving artificial photosynthesis is the development of synthetically accessible building blocks capable of self-assembly into a complete, functional system.
bined total value of approximately $7.75 billion in cash. The transaction is expected to close in the third quarter of this year and is subject to regulatory approvals and other customary closing conditions. The higher education, careers and library reference assets include such well-known brands and businesses as: Wadsworth, Delmar Learning, Gale, Heinle, Brooks/Cole and South-Western. Nelson Canada will be majority-owned by OMERS. This new part of Thomson’s previously announced strategy to sell the assets of its Learning business to enable Thomson to pursue opportunities better aligned with its growth strategy and business model. On October 25, 2006, Thomson announced its intention to sell its Thomson Learning businesses, including those serving the higher education, careers, library reference, corporate e-learning and e-testing markets, via three independent sales processes. Morgan Stanley and RBC Capital Markets are financial advisors to Thomson on the sale. Evercore Partners Incorporated and Atlas Advisors are financial advisors to Apax and OMERS on the acquisition. Acquisition finance was provided by The Royal Bank of Scotland, JPMorgan, Citigroup, UBS and The Royal Bank of Canada.

www.thomson.com

So, what is Apax Partners and how about OMERS? Apax Partners is one of the oldest and largest private equity firms in the world with more than $30 billion under global management. Apax has offices in the United States, United Kingdom, Germany, France, Sweden, Spain, India, Italy, Israel, and Hong Kong and over 120 investment professionals worldwide. Apax invests in five key sector areas: media, technology/telecom, retail/consumer, healthcare and business/financial services. Over the past 10 years, Apax has been one of the most active investors in media and communications with over $4 billion of equity invested. Recent investments include TDC (17.6 billion enterprise value), Intelsat (5.0 billion), CME (3.0 billion), Yell Group (3.0 billion), VNU World Directories ($2.6 billion) and Hit Entertainment ($1.0 billion).

OMERS is a multi-employer pension plan established in 1962 and is one of the largest and most sophisticated asset management entities in Canada. As one of Canada’s largest pension plans, OMERS provides pension services to about 372,000 active and retired members and almost 900 employers. With over Cdn $48 billion in assets under management, OMERS invests actively and directly in a wide range of securities including public equity, real estate, infrastructure and private equity. OMERS has a 10% allocation to the private equity asset class and currently has investments in excess of Cdn $2.5 billion. As manager of the private equity portfolio, OMERS Capital Partners Inc. continues to seek attractive investments on a global basis which will help meet the pension obligations of its members. Hmmm ... is all I have to say. Plus, I wonder if ProQuest CSA is somewhere in the wings?

www.thomson.com

The amazing Elizabeth Connor <elizabeth.connor@citedel.edu> sends this picture of David C. R. Heisser being congratulated by Provost Harrison Carter on being named a Professor Emeritus. David retired from the Citadel May 15, 2007 after a awesome career. We don’t yet have his new email address but will give it to you once we have it!

Recently got an email query from Cheryl Hunter (Contract Support Librarian to the Army Librarian CIO Office) <cheryl.hunter@hqda.army.mil>. Cheryl said that at least three librarians recommended The Charleston Conference when asked for suggestions of what to include in the Army Library Program catalog listings. We can access the Army Library Program site at www.libraries.army.mil/lib.htm#train

Gosh! I have gotten two queries in the past week about the Charleston Conference reports that we publish in Against the Grain! Are you reading this, Ramune? We do those reports thanks to the hard work and stick-to-it-iveness of Ramune Kubilus <rkubilus@northwestern.edu> and her many reporters! We are publishing more reports in this issue (see p.80) and in the September issue. Thanks to Nathan Norris <mnorris@bidmc.harvard.edu> (Agoo Medical Library, Beth Israel Deaconess Medical Center) and Don Hawkins (below) for missing the reports. Heard recently that for every one person that does ask, there are 36 who don’t. So, sorry, sorry, sorry.

And, speaking of Donald Hawkins (Information Technology and Database Consultant Information Today, Inc.) <dhawkins@verizon.net> and his lovely wife Pat. I FORGOT to tell y’all that the Charleston Conference got some FABULOUS coverage in Information Today (v.24,81, p.25). Some great pictures too! Check it out! Plus ... blush blash ... Don did a great interview of yours truly in the same issue (p.27). You read it here!

Have you registered for the 2007 Charleston Conference yet? Registration opened early this year, June 1, 2007. The theme is Digital Copyright Violations on Campus. There is a hearing coming up in Washington, DC in June entitled Using Technology to Reduce Digital Copyright Violations on Campus. Congressman Howard Berman chairs the judiciary committee and was among congressional leaders who sent strong letters to the top 20 Universities with the largest record of illegal downloading of music and movies.

Ex Libris Group and Fujitsu Services have announced that the Royal Library of Denmark, which serves as the country’s national library and the library of Copenhagen University, have chosen the Primo® discovery and delivery solution to provide the institutions’ users with a state-of-the-art interface for all local and remote scholarly information resources. Primo is designed to enable libraries to offer users an experience and services in line with their expectations to receive relevant information quickly and efficiently wherever and whenever they need it.

The Royal Library of Denmark is one of 28 national libraries that are running Ex Libris products. Erland Kolding Nielsen is director general of the Royal Library. The Royal Library of Denmark was established around 1648 when Frederik III appointed the library’s first librarian. During Frederik’s reign, four prominent Danish libraries were acquired. These libraries, along with the king’s own library, became the core of the Royal Library. The Royal Library serves as the national library of Denmark and the library of the University of Copenhagen and serves as the national deposit for all works publications in Denmark or outside of Denmark on the subjects of Denmark or Danes. The Royal Library contains the Danish Museum of Books and Printing, the National Museum of Photography, and the National Archive, which houses Danish manuscripts and collections of cultural and historical significance.


Speaking of the Royal Library of Denmark (above) brings back memories of a fascinating lecture I heard recently by the amazing Oliver Everett, Librarian Emeritus of the
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Rumors
from page 8

Royal Library at Windsor Castle. Calling his talk “Treasures and Curiosities of the Royal Library at Windsor Castle,” Mr. Everett’s lecture included a virtual tour of the library. Mr. Everett spoke for well over an hour and I was not bored! The Royal Library at Windsor was created in the 1830s at the instigation of William IV. It occupies a suite of rooms on the north side of the Upper Ward, adjacent to the State Apartments. Although the majority of the volumes are printed books of the 18th, 19th and 20th centuries, the Royal Library contains a small but important group of illuminated manuscripts, the best-known of which is the early 15th-century Sobieski Hours. There is also a fine group of incunabula, the earliest and rarest Western printed books, dating from the period before 1500. These include the Mainz Psalter of 1457, the second book ever to be printed with movable metal type. The first royal library, founded in the 1470s in the reign of Edward IV and enriched over the following centuries, was presented in 1757 to the newly established British Museum by George II. His successor George III, a noted bibliophile, created his own library at Buckingham House (later Palace). Known as the King’s Library, this collection of over 65,000 books was given to the British Museum by George IV in 1823 and still forms a separate entity within today’s British Library. At the time of the gift, a small but important group of volumes was retained for royal ownership. These books from George III’s library, together with many of George IV’s books, have since been joined in the Royal Library by a number of fine books from earlier royal libraries. I understand that Mr. Everett does talks on board ships! I wonder if Sandy Paul Money knows about this? Do you, Sandy? I’ll bet so! www.royallibrary@royalcollection.org.uk?

Serials Solutions has launched Cost and Collection Management features. These new modules are the first step in a series of features being developed that will support e-resource usage reporting and cost analysis. 360 Resource Manager provides librarians with a central interface to organize e-resource licensing information, track vendor contacts, and manage the subscription lifecycle. www.serialssolutions.com

While we are in the ProQuest CSA space — The dapper Simon Beale had just been appointed to senior vice president of global sales. Hoo-haa! Reporting to Matt Dunie, president of ProQuest CSA, Simon will be responsible for sales of all products to all markets worldwide. Mr. Beale joined ProQuest Information and Learning in June 2002 as vice president of International Sales and Marketing. In 2004, he assumed responsibility for driving international business development. Prior to joining ProQuest CSA, Mr. Beale was executive director of sales at Elsevier Health Sciences, EMEA division, director of sales at Harcourt Publishers Europe, director of sales at Prentice Hall Europe, and international sales and marketing manager at Pitman/FT Publishing. Pearson. He holds a bachelor’s degree from Loughborough University, UK. In addition, Mark Hyer has been appointed vice president of sales for North America, and Terry Robinson is vice president of sales for EMEA and Latin America. Both will report to Simon Beale.

www.proquest.com www.csa.com

Just got this from Matt Dunie, President and Marty Kahn, CEO. When CSA and ProQuest first joined forces, they announced that they would use the name ProQuest CSA in the early days together. During the first ninety days, they gathered input from literally hundreds of customers about the company and its brands. Accordingly, a new logo has been unveiled and the name of the company is now ProQuest. Check out the new logo at ALA in Washington in a few weeks!

Did you read the Cases of Note in the April issue of ATG? It was about a lawsuit involving Brilliance Audio (ATG, v. 19/#2, p. 70-71). Well, turns out that Amazon.com, Inc. (NASDAQ:AMZN) has acquired Brilliance Audio (www.brillianceaudio.com), an independent publisher of audiobooks in the United States. Amazon.com subsidiary CustomFlix has also announced that it now supports both standard CD and MP3-CD audiobook formats via its Disc on Demand service (www.customflix.com/audiobooks). CustomFlix complements the acquisition of Brilliance Audio by providing publishers and authors with a way to introduce new titles on an inventory-free basis, or to keep physical formats of audiobook titles available that may otherwise go out of production. The production of audiobooks has traditionally been limited to best-selling titles due largely to the economics associated with recording, producing and bringing audiobooks to market. Brilliance Audio will continue to operate independently under the leadership of Michael Snodgrass and its operations will remain in Grand Haven, Michigan.

www.amazon.com

More than 900 research libraries and corporations from all over the world are participating in the trial of eBooks on ScienceDirect. www.info.sciedirect.com/

The winner of the first annual Emerald Group Publishing MLS Student Best Paper Award is Mari Beth Slade from Dalhousie University in Nova Scotia, Canada. Maro Beth is the 2007 winner for her paper titled “Compete or Collaborate? Resource Sharing in Corporate Libraries.” Ms. Slade will receive a check for $1,200 toward a student membership in the American Library Association (ALA), conference registration to the ALA Annual Conference in Washington D.C., and travel-related expenses. In addition, Emerald recognizes two other submissions with Honorable Mentions. Jason Woloski also from Dalhousie University for his paper entitled “Quality vs. Popularity,” and Angela Milock from the University of Wisconsin in Madison for her paper “Analysis of the Lesbian Gay Bisexual Transgender Campus Center (LGBTCC) Library Collection.” Originally from St. John’s, Newfoundland, Canada, Mari Beth Slade holds a BA (Hons.) in English from Dalhousie University and graduates this May.
with a MLIS and MBA, also from Dalhousie. With interests in corporate librarianship and environmental issues, Mari Beth hopes to pursue a career in sustainability reporting for the financial sector. Last summer, Mari Beth worked at the Canadian Imperial Bank of Commerce as part of a research team, supplying competitive information to employees worldwide. She is currently employed at the Royal Bank of Canada in Toronto as part of their Environmental Risk Management Group.

www.emeraldinsight.com


Speaking of reading, I just finished a fascinating book. It’s called Reluctant Genius: Alexander Graham Bell and the Passion for Invention by Charlotte Gray (New York: Arcade Publishing, 2006). I highly recommend the book to you. It’s about an exciting time in history and is also a great love story. In case you didn’t know, Bell was Scottish though he spent most of his life in the US (Boston and Washington) and Canada (Nova Scotia, Cape Breton Island). His father or grandfather was considered the inspiration for George Bernard Shaw’s Henry Higgins (Pygmalion). In spite of lots of naysayers to the telephone, Mark Twain was one of the first customers and was also one of the first writers to incorporate the telephone in his sketch (1880) “The Telephone Conversation.” One of my favorite quotes is from a Western Union electrician: “… [the] telephone has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.” (p.129). Hmmm … Plus there’s a Charleston connection. Bell’s real passion was working with the deaf (his mother and wife were both deaf) and besides helping Helen Keller, Bell worked with Laura Bragg, a grand Charleston lady who was the first woman in the United States to lead a publicly supported museum, The Charleston Museum. (Okay, she was born in Massachusetts and relocated in Charleston for much of her adult life.)

Another fascinating book that I picked up at the public library. An Alphabetical Life: Living It Up in the World of Books by Wendy Werris (New York: Carroll & Graf Publishers, 2006). Wendy was a nineteen-year-old who fell in love with the industry when she got a job at the Pickwick Bookshop in Los Angeles. This book is about her career and is, according to Eric Miller, President if the National Association of Independent Publishers Representatives, “the poet laureate of publisher’s reps.” Where is Lyman when we need him! His stories would have been excellent additions to this volume!

And! This ties together both Canada and bookselling. Just got a call from the I-love-his-Canadian-accnt Keith Schmiedel <kschmiedl@couttsinfo.com>. Keith was in Niagara Falls doing IT consulting with Coutts! He said when he sold Coutts he planned to stay with the company only six months … and, after a brief “vacation” he is still there!

And here’s more — Coutts Information Services will become the first North American vendor to become a partner in OCLC’s WorldCat Selection service. Says Keith Schmiedel (Technical Services Director for Coutts): “Our participation in the WorldCat selection service allows us to add further value to … [help] librarians save time and streamline their selection and ordering process.” OCLC and Cornell University Library staff have worked together to develop this service, which is based on software known as the Integrated Tool for Selection and Ordering at Cornell University (ITSOCUL). www.oclc.org www.couttsinfo.com

And speaking of books, did you read our interview with Andrew Hutchings (CEO, Blackwell Book Services) in the April issue of ATG (v.19#2, p.58)? My favorite quote was: “Competition within the library supply industry is good for libraries,” … anyway, I was recently playing around on the BBS Website when I located the charming History Flyer from four generations ago and the Afinicado’s Guide to Books and Those Who Love Them, the commemorative 125th anniversary book www.blackwell.com/downloads/HistoryFlyer.pdf. www.blackwell.com/downloads/FINALBook.pdf.

The meeting E-books and E-content 2007 took place at the University College London on the 3 May 2007. The incredible is he’s there’s he’s everywhere Anthony Watkinson (who chaired one of the panels) sent us a report. It will be in ATG September! www.econtentu2007.com

Taylor & Francis recently became the first publisher to sign-up to the Project Transfer code of practice. Project Transfer aims to improve procedures for journals transferring between publishers. The Project Transfer Code outlines a set of guidelines for both the Transferring and the Receiving publisher in any journal transfer. Comprehensive in its detail, the Code covers issues of ongoing access provision to online content, exchange of subscriber lists, DOI and URL transfer as well as clarifying the issues relating to born-digital versus newly digitized backfile content. Taylor & Francis Journals Managing Director Ian Bannerman says, “Project Transfer Compliance is a very important step in helping publishers, libraries and subscription agents …” www.projecttransfer.org

www.informaworld.com continued on page 16
Introduction

Consortial licensing of electronic databases and journals offers significant advantages to libraries. As described by Kohl and Sanville "In the last decade and a half the convergence of two explosive trends—the rise of digital information and consortial organization—have provided radical new possibilities for improving libraries' abilities to get more value out of each dollar spent."

While debates over the ultimate value of "the Big Deal," an online aggregation of journals offered to libraries as a package has generated numerous debates, the increase in access to journal literature through consortial licensing is an attractive option, particularly for smaller and mid-sized academic libraries. As Kohl and Sanville point out, the essence of the Big Deal is "primarily a means of substantially improving the purchasing power of the consortium and its library members by delivering proportionately more titles per dollar spent...." The Network of Alabama Academic Libraries has operated on the principles articulated by Kohl and Sanville and has provided the academic libraries in Alabama with electronic access to a wide range of titles by increasing the purchasing power of the institutions through shared purchasing power.

History of the Network of Alabama Academic Libraries

When the Network of Alabama Academic Libraries (NAAL) was established in 1984, its goals were ambitious: to coordinate resource sharing among academic institutions in the state of Alabama that offer graduate education. The NAAL homepage (http://www.ache.state.al.us/NAAL/Index.htm) includes the following statement of purpose:

The purpose of the Network of Alabama Academic Libraries (NAAL) is to coordinate academic library resource sharing to enhance education and research. NAAL is an unincorporated consortium of the Alabama Commission on Higher Education and Alabama’s eligible public and private four-year colleges and universities. In addition, other research libraries not affiliated with educational institutions may join as nonvoting cooperative members.

NAAL currently consists of twenty-one member institutions, along with a representative of the Alabama Commission on Higher Education. The twenty-one general members include both public and private, non-profit institutions. Additionally there are seven cooperative members consisting of two federal libraries; three state agency libraries, one special library, and one public library. In 2000, the NAAL Advisory Council established an affiliate institution program for the eight private non-profit academic institutions in Alabama that were not eligible for general membership due to lack of graduate programs.

The member libraries of NAAL have worked assiduously to ensure cooperation that would benefit the students, faculty and researchers in Alabama. As described by Dr. Sue Medina, Director of the Network of Alabama Academic Libraries, “Alabama is unique among the states in considering its total academic library resources as a single research collection. The resources are housed in the libraries of the various institutions, but are available for use by all students, faculty, and researchers.” Through the 1980s and 1990s, NAAL efforts focused upon the sharing of resources, both via traditional interlibrary loan services and document delivery activities. By the early 1990s, however, NAAL embraced group licensing of databases as a strategy to improve access to information. A statewide plan for electronic access to information, “An Electronic Gateway to Information: Networking for the Nineties,” was adopted by the NAAL Advisory Council in 1992. The overarching logic that drove this decision was that given the inherent poverty of the state, only by collective action could the institutions overcome the economic limitations each institution’s budget placed on their libraries.

NAAL and the Alabama Virtual Library

NAAL was an early leader in advocating a statewide collection of electronic resources. Recognizing that the students coming to the state’s universities were under-served by the resources in their local school systems and public libraries, NAAL began in the early 1990s to advocate negotiations with vendors for a statewide program that would benefit K-twelve schools, two year colleges, public libraries, as well as colleges and universities. In 1998, by working with the leadership of key education agencies, a successful lobbying campaign was conducted which resulted in the Alabama State Legislature providing three million dollars for funding the Alabama Virtual Library (AVL) (http://www.virtual.lib.al.us/). Five state agencies were responsible for the governance of the AVL and each appointed three representatives to a governing council. The AVL licenses full-text access to fifty-six journal databases or encyclopedic resources, and eleven citation only resources. Within the full-text resources, the Alabama Virtual Library licenses access to more than nine thousand full-text journals and magazines. Because of the support provided through the AVL, NAAL is able to focus upon licensing databases that have a higher level research component.

NAAL Licensing Practices

The Network of Alabama Academic Libraries has developed a set of guiding principles, described under the heading of Online Content Program on the NAAL Webpage (http://www.ache.state.al.us/NAAL/backgrnd.htm). Among the background information provided is a description of the NAAL licensing strategies. The principles that NAAL adheres to for allocating group costs to its members are:

- NAAL should make it possible for as many members as possible to subscribe to needed databases by seeking the lowest possible group cost and allocating individual costs as equitably as possible.

Rumors from page 14

Recently read a column by Kathleen Parker which I cut out and put on my bedroom work table. It was called “Loss of Newspaper Book Sections Symptomatic of Rising Iliteracy” and was published in the Charleston Post & Courier on Thursday, April 26 (p.13A). It’s about the recent decision by the Atlanta Journal-Constitution to eliminate its book editor position. Now there are only five stand-alone book sections: The Washington Post, San Francisco Chronicle, Chicago Tribune, the San Diego Union-Tribune, and the New York Times.

categories in their subject areas in order to gauge the types of books included within each category. Then, they decided which Select categories they would specify within the LC ranges for which they were responsible.

Some Select categories were set for notification slip coverage, or in some cases, were totally excluded from any coverage at all. For example, the supplementary titles were set to be reviewed as slips across the board; this decision was made based on the budgets remaining within each of the class ranges. If there would not be much money to spend, there would be little point in viewing notification slips for “Non Select” titles that one couldn’t buy. A retrospective could always be done in the future to retrieve titles not purchased at this time, by viewing GOBI-generated reports organized by the individual liaisons’ respective fund code(s).

The results were actually quite excellent, with approval plan coverage that was reduced so much that there was room to increase the flow again slightly. So, the next step was to analyze university press firm orders for the past fiscal year, and see what top presses were favored by the liaisons as a whole. Suzanne and Elizabeth were able to identify about thirty university presses that had high firm order activity. In the fall of 2006, these presses were switched to allow for book coverage from within the established profiles. This allowed the other filters in the profile to work with regard to these presses, such as format, price, geographic region, and other non-subject parameters.

One more cost saving measure that was identified during this process was to fold as many of Indiana State’s blanket orders into the approval plan as possible. This was achieved either by adding the publisher to the press list when possible, or writing special instructions into the plan itself. This allowed ISU to take advantage of the special discount and shipping charges that were applied to the approval plan and therefore save a few more dollars. In a very few cases, some publishers were set to slip only so that titles could be firm ordered by the liaison, but in most cases they were left set to book or an instruction called SEND ALL.

Voila! The budget is now on track, with just the right number of approval books being shipped so that the budget is met but not exceeded. In fiscal year 2006-07, the approval plan return rate was 3%. For the fiscal year 2007-08 year so far, ISU has received 61% coverage of approval materials (as books or slips), and has acquired 8% of YBP’s approval universe. They’ve received about 38% of their purchases automatically on their book approval plan, and the remainder are firm ordered from notification slips or from other sources, such as faculty requests. Liaisons continue to make choices of materials to round out their coverage, but with the understanding that most of the basic materials in their subject areas are arriving automatically on approval. This gives them more time to view notification slips, reviews, as well as to examine other publishers, societies, associations, or esoteric resources that may not be covered by an approval plan.

By working together as library and vendor partners, we were able to come up with a good, revised approval plan that continues to supply a core of select materials. This saves time for the liaisons, and reduces the extra work for acquisitions that would have come had the approval plan been stopped. In this particular case, this seemed to be the best solution. At another library, a different solution might have been found, such as cutting back on the number of publishers considered on the approval plan, or possibly tightening up allowable formats. Even slashing book coverage in a particular subject may be warranted at times. Some schools opt to move their whole plan to a “virtual mode” where what would have shipped as a book is reduced to a notification slip, but with the notation “BOOK” in a fund code field. They then give these “BOOK” virtual slips a different priority. But that really is no longer a true approval plan, and the time savings for selectors and acquisitions departments, and the timeliness of approval books shipping every week, are lost. In this particular case, both Elizabeth and Suzanne were happy that the select option was still available, and the library liaisons overall have found it to be a good compromise. Of course, had we been trying to increase the approval plan, a whole different approach would have been needed.

We remain optimistic that this may be the next challenge we face in a few years!

In conclusion, a preliminary study of Indiana State’s collections has found that circulation statistics for approval plan books and firm order books are quite comparable, and in some cases, circulation statistics for approval plan books are higher. Further studies will identify whether the approval plan’s circulation performance reveals a further need to modify the plan. But, an approval plan is a work in progress, and is constantly changing.

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**Endnotes**

Op Ed — A Digital Artifact Cannot Replace the Original

by Susan Klimley (Serials Collection and Electronic Resources Librarian, Columbia University Health Sciences Library) <klimley@columbia.edu>

I recently re-read Matthew Bruccoli's presentation at the Charleston Conference which I heard last fall. When he spoke, I remember distinctly thinking that Dr. Bruccoli was everything that blackboard or computerized instruction will never be — a great teacher with emotion and cadence in his voice and a point about the digital library that can hardly be dismissed. A digital artifact cannot replace the original.

The unique reality of a university book was even more strongly impressed on me when I had to borrow a book to read for a class in color theory that I was taking last semester. Like many librarians, I usually buy the books I want. As a youth I was sent to the library for books I needed. I relish the idea of ownership and as a rule I have little restraint when it comes to books. In the case of Faber Birren's 1978 Color and Human Response, the book wasn't in my local bookstore and getting it via Amazon.com is never much fun. The Columbia copy was located in the non-circulating Avery collection but I was pleased to find I could use our "borrow direct" system to get a loan from another of the Ivies.

The book arrived quickly with its wide, green paper band around the cover. The first thing I noticed was the text block was completely broken, and the two halves of the book were held together by the cover on the outside and a few paper links over the break. I wondered briefly if I should have someone sign off that I didn't break the book but I put that off and started to read. It was an interesting free-wheeling book. Birren was interested in hallucinogenic drugs especially LSD and its effect on color perception, skin sensation of color and people’s color aura, but he didn't seem enthusiastic about biofeedback and meditation. How things change.

Predictably, the book had a section of plates, most in black and white, probably a result of cost. Less predictable were the black and white line illustrations at the front of each chapter. Some made sense: The man standing in front of a group of eyes at the front of a chapter titled "Visual Response;" and the painter in front of his easel at the start of "Aesthetic Response." But the man on his bended knees under the barred window in a stone wall, for "To Calm the Mind?"

The book was sporadically underlined but the text was engaging and although I wished that the underlines had been less sloppy, I mentally edited out the pencil marks. When I finished the text, I looked through the bibliography and for some reason the underlinings and notes got my attention. It appeared that multiple people annotated the bibliography. Some of them underlined and put stars next to titles. A number of the underlines had question marks, while others had notes like "interesting." I found myself trying to see what the pattern was, without success. What were the readers looking for? Why were some titles clearly of interest and others noted with a question mark?

At the end, I flipped to the back cover where there was a book pocket, charge cards and date stamps. The book had been checked out as soon as it had been received and had an active circulation. The librarian voyeur in me checked the charges: On the new book shelf in October, 1978, and then regularly checked out; one person renewing repeatedly, then in and out with various patrons, an occasional overdue notation and a couple of stints on reserve. Different people, sometimes a repeat customer. The privacy librarian in me noted that these handwritten circulation notations would be expunged on the basis of potential breach of confidentiality. The saving grace for these borrowers was that their cribbed handwriting made it barely possible to read the names. Then in 2004 the date stamps cease.

What an interesting life this academic book has had. I truly had a sense of being part of a long line of users of this text. It isn’t a rare book. It isn’t a particularly old book. It is a noteworthy book in color theory but not a great book. But its shared life is clearly recorded in this particular copy.

The New York Times recently had an article about the latest eBook reader. Apparently the technology is getting closer to something people will actually use. But one of the reporter’s comments was that the typeface for all of the books he downloaded was the same. Nothing distinguished one book from another. When he read, he couldn’t tell where he was based on the thickness of pages moving from one side to the other with progress. The experience was cool, clean, without personality. Which brings me back to Dr. Bruccoli. The book as an object — and not even a unique object — has a personality independent of its text. And when the book is used by many people, each one adds a bit of wear and notations capturing a variety of people’s interactions with the book. It makes me glad to be employed by an institution that will give me access to more old books than I will ever have the opportunity to read. It makes me sad that not everyone will have the same access and adventure.

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libraries (most academic libraries in Washington and Oregon), WorldCat and a selection of article citations all through one catalog. Features initially include a single search box, relevancy ranking of search results, result sets that bring multiple versions of a work together, faceted browsing, citation formatting options and cover art. Through a locally branded interface, the service provides libraries the ability to search the entire WorldCat database and present results beginning with items most accessible to the user. WorldCat Local interoperates with locally maintained services like circulation, resource sharing and resolution to full text.

www.lib.washington.edu/
www.oclc.org/news/briefs/brief129.htm
www.oclc.org/news/default.htm

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Ed McGettigan, formerly Northeast Sales Representative, and Philip Taylor, former Director of Customer Service at H.W. Wilson will take on new assignments designed to increase customer contact and support. Ed McGettigan will now serve as National Accounts Manager. Reporting to National Sales Manager Nancy Kolady, Mr. McGettigan will assist in coordinating the overall field sales effort. Mr. McGettigan holds a degree in journalism from Moravian College (Bethlehem, PA). Philip Taylor assumes the position of Director of Sales Support. Reporting to the fantabulous Deborah Loeding, Vice-President of Sales and Marketing, Mr. Taylor will manage Wilson’s technical support, Inside Sales, circulation management, and other sales administrative functions. He has extensive experience in software development and project management. Mr. Taylor is a graduate of Columbia University Health Sciences Library (Serials Collection and Electronic Resources Librarian, Columbia University Health Sciences Library) <klimley@columbia.edu>
their families, and the role that parent-child conversations, and peer-to-peer conversations among the students, play in learning within the museum environment. Whereas museums tend to have semi-permanent physical exhibits, the Learning Commons can be used (by faculty) as a constantly changing quasi-museum, with virtual exhibits stored in large classified learning object repositories, and called up on multimedia platforms by students individually or in small groups, with the specific goal of prompting thematic learning conversations among the students. And to return to your previous question, the DisplayWall would be an idea tool for group access to multimedia learning objects. Many researchers implicitly anticipate, accept, and welcome a socializing component to these learning conversations, which illustrate the importance of space ergonomics and seating for making this possible.

**ATG:** Can you tell us about the forthcoming “Information Commons Case Studies” ALA Editions (January 2008)? What will this include? What sorts of case studies? How many? And any collection development applications?

**DB:** The forthcoming ALA Editions book by my colleagues Russ Bailey (Library Director, Providence College) and Barbara Tierney (Information Commons Desk Coordinator, UNC Charlotte) will include 20 IC case studies from both small academic libraries (Dickinson, Carleton, Champlain, Abilene Christian, Ashby Theological, and St. Petersburg) and large (U. of Arizona, SUNY Binghamton, Brigham Young, U. of Calgary, Calif. Polytechnic, U. of Georgia, U. of Guelph, Indiana U. Bloomington, U. of Mass. Amherst, U. of Minn. Twin Cities, UNC Charlotte, U. of So. Calif., Univ. of So. Maine, and U. of Victoria).

Emphasis will be placed on the “lessons learned” of these academic ICs (in the areas of design, equipment, services, etc.) as they plan their second iterations.

With regard to “collection development lessons learned,” we are seeing that many of these libraries wish to expand their electronic collections and reduce the size of their print reference collections.

**ATG:** Tell us a bit about yourself. What do you like to do? What do you read? Family? Last book read?

**DB:** Writing is my first love. I enjoyed researching and writing the Ryan biography more than any other project I’ve ever undertaken. Having it reviewed by the Editorial Board at UT Press was also nerve-wracking, however, because I’ve never been a Civil War scholar. But to write Ryan’s story as an army chaplain I not only had to delve into Civil War history, but into Tennessee’s war history, which was probably more tangled and convoluted than any other state. I also play the piano. Many years ago I rumbled through the Chopin preludes and etudes, but these days I mostly do Bach on a digital keyboard. My wife, Meredith, was formerly a cataloger at UNC-Charlotte. I have a daughter, Lucy, from my first marriage, who is now on a two-year teaching stint in Japan. We still visit friends in Charleston, frequently, and also spend times with relatives in the Virginia mountains.

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of State University of New York College at Cortland, where he earned a degree in Accounting and Finance. He also holds a degree in Computer Sciences from CPI. www.hwwilson.com

Was talking briefly to the pistol! John McDonald <jmcdonald@library.caltech.edu>. John is on family leave at home with his new baby! Congratulations to him! In the library space, we were talking about John's Statistics Preconference which he is not doing this year. But John says he is planning to be in Charleston. He hasn’t missed a Charleston since 1997! And I’ll bet he’ll be speaking to us about something interesting!
2. Specify that nothing be discarded.
3. Specify that everything be maintained in the rare books/special collections department of the library: that the books are not to be scattered.
4. Tell librarians who express concern about duplication — the shibboleth that terrifies the products of schools of information science and librarianship who orgiastically and orgastically discard and destroy the precious objects they are charged with protecting and preserving — that a duplicate copy is not a duplicate until proven so. Even then, three copies are better than one. Bowdoin’s Hawthorne-Longfellow Library declined Frazer Clark’s magnificent Hawthorne Collection on the basis of putative duplication.
5. Provide money for the compilation and publication of a proper catalogue — on paper and on telly. Do this while you are alive and can attempt to supervise it.
6. Do not leave your money to a library for an acquisitions endowment. The book-dopes will mis-spend it because they won’t know how to spend it on books and will waste it on something else that is meaningful to them — like furniture.
7. Do not be conned into trusting the administrators’ statements of gratitude. No matter what they say, they resent you and your books because the books remind them of their exclusion from the things that you value. They also resent your money and the way you have spent it. There is a wide breach between those who spend their own money on books and those who do not: these constitute responses to life. What you spend your money on defines you. Never trust a bookless library administrator.

There are notable exceptions to the book-enemy librarians. I was trained by the great John Cook Wyllie. But the bad ones are in control on the administrative level. It is not a sound idea to select the institutional recipient of your cherished books on the basis of the curator or library director. The good ones die and are replaced by long-lived incompetents and frauds. The best attitude for a collector-benefactor is Dr. Johnson’s “frigid tranquility.”

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Speaking of preconferences, we have NINE planned. Electronic Resource Management Systems: Learning from Experience with Kristen DeVoe <devoek@cofc.edu>, Evaluating Digital Repositories and Platforms: A Look at Projects and Products with Becky Lenzini <rlenzini@earthlink.net>, George Machovee <george@coalliance.org> and Bernie Reilly <reilly@clrl.edu>, Negotiating with Vendors: Do’s and Don’ts with Buzzy Basch, Marketing for ROI: Branding and promoting your collections and services with Elisabeth Leonard <elisabeth@elisabethleonard.com>, Acquisitions Basics and Beyond with Paul Rittlemeyer <pvr3y@virginia.edu> and Dawn M. Waller <dwaller@virginia.edu>, Crime on the Coast with Ann Hamilton <ahamilton@georgiasouthern.edu>, Serials Resource Management with Buzzy Basch <buzzy@basch.com>, Creating the Capacity for Change: Transforming Library Workflows and Organizations with Rick Lugg and Ruth Fischer, and Are publisher licenses compatible with library technology? with Simon Inger, Tracy Gardner and Pinar Erzin <simon@sic.o.x14.com>. Check out the descriptions www.katina.info/conference.

What did you do for Memorial Day? Becky Lenzini was in Southern Illinois visiting with her dad who is an incredible octogenarian! He is driving around the country like a thirty-
what was happening to the most important journals. However, this excluded too many journals and databases that also affected the overall budget each year.

Our most recent strategy for projecting inflation for our serials budget involves isolating the “big deal” contracts, which have guaranteed inflation caps resulting in known costs, from other subscriptions. Renewal costs for all subscriptions (e-journals and databases) with a multi-year contract and inflation cap are calculated based on these known costs. Inflation for individual or a la carte title subscriptions handled through serials vendors is calculated using the generic external pricing surveys. Inflation for databases which do not have an inflation cap in the contract is calculated based on local cost studies where changes in simultaneous users, coverage, FTE and other local factors can be taken into account. See Table 1.

Colorado State University Libraries may have arrived at the same conclusion as many other libraries. Estimating inflation for electronic products means a library can no longer rely on external price surveys but must consider local acquisitions data for these products. Compiling inflation data, however, is extremely labor intensive. Despite the fact that we can draw reports from our online acquisitions system and export payment data into spreadsheets, staff members still need to review each record to catch a variety of problems. Thus, compiling annual expenditures title-by-title is not viable for large collections. Furthermore, we are entering a phase where a greater percent of the budget is for electronic resources and where inflation for larger portions of the budget is controlled by long term contracts with predictable costs from year to year. If librarians can identify which parts of their budget represent print and use traditional serials vendor projections for those costs, and can also identify the known inflation rates for electronic products increasingly covered by contracts, they may have found a workable strategy for predicting budget needs each year. 

![Table 1: CSU Serials Inflation Prediction Model](image)

### Endnotes

1. The USPPI was published in each April 15 issue of Library Journal (except for 1985 when it appeared in the August issue) until 1993, when the study began appearing in the May issue of American Libraries. The study was published by American Libraries until 2003, when it appeared in the October 2003 issue of Library Resources & Technical Services. Beginning 2004 the study was published only on the ALA/ALCTS web site accessible at [http://www.ala.org/ala/alcstspubs/pubsresources/resources.htm](http://www.ala.org/ala/alcstspubs/pubsresources/resources.htm).


6. Ibid.


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...year-old. Incredible. Hope we are so spry at that age!

Guess who else I spoke with on Memorial Day? Corrie Marsh <lbmarsh@ust.hk> who is Associate University Librarian at Hong Kong University of Science & Technology! And Corrie is talking about coming to Charleston in November. Save up all your questions!

And here I am whining about my elbow and

Cris Ferguson <cris.ferguson@furman.edu> (who is starting to look very pregnant!) is taking her husband to the hospital for abdominal pain, fever and chills. Guess what? It’s appendicitis! Ouch!

Hot off the press! Project MUSE now supports OpenURL 1.0 which provides linking for search results to journals for which no subscription exists. Now, when a user tries to retrieve a MUSE journal not subscribed to by their institution, the institution-supplied link on the turnaround page will point the user to alternative resources for the articles. An institution must register with MUSE to enable the linking to their OpenURL-compliant linking servers. All institutions are encouraged to provide MUSE with a customized icon and message to display for the link to the institution’s linking server. Institutions that had previously registered with MUSE for OpenURL do not need to register again. To register and enable links to your OpenURL-compliant linking server for citations retrieved in Project MUSE searches go to the online form Enable OpenURL Links that is found on the For Librarians page, [http://muse.jhu.edu/about/librarians](http://muse.jhu.edu/about/librarians).

Wiley-Blackwell, which is part of John... continued on page 85
Greg Tananbaum set the stage for a peek behind the curtain into the consultants’ world. Peter Banks advised that with the move to open access and electronic publishing we are in a new environment with new expectations, but this transition is not the end of the paper. Consultants help clients manage transitions. Banks cautioned that although there are new roles for scholarly publishers to play in actively creating and distributing content both in print and electronically, everything does not need to change at once. As publishers move into open access models they should test and evaluate changes and that an increase in interaction between publishers and librarians is needed. John Cox organizations use the information provided by a consultant for reassurance when making decisions and to avoid risk. Customers ask for distribution analysis data, marketing strategies and evaluation of suite of standard licenses. He explained how a consultant identifies potential customers through networking and how a consultant determines their daily rate for a project. Chris Beckett discussed how publishers use information from consultants to learn about their customers’ information needs, review their use of technology, and assess their Internet “silos” of information in order to inform their decisions when planning for change.

Session — Thursday, November 9, 2006 — Are You Taking Baby Steps Towards Your New ERMS? — Presented by Anjana Bhatt (E-resources Librarian, Florida Gulf Coast University)

Report by Tim Hagan (Serials Electronic Resources Librarian, Northwestern University Library) <t-hagan@northwestern.edu>

Anjana Bhatt enthusiastically spoke to a full room on the practical side of implementing and using an electronic resource management system. After discussing background information on ERMS and the DLF ERMi principles, as well as listing currently available systems, Anjana discussed preparation issues for ERMS implementation. These included strong emphasis on the need for the system to be integrated to existing systems, proper training, and conducting a thorough review of all current information one has for e-resources. The unpleasant, yet necessary step of manually inputting data into an ERMS was discussed.

Anjana then gave a live demonstration of her institution’s ERMS, SerialsSolutions. Seeing an ERMS in use, by a user, was appreciated by the audience, most of whom had seen only vendor demonstrations. Anjana demonstrated most aspects of her ERMS implementation, commenting on her favorite parts — such as license management — and least favorites — such as lack of a financial interface. The session finished with an overview of the alerts feature of the SerialsSolutions ERMS.

The conclusion of our reports from the 2006 Charleston Conference will appear in the September issue of Against the Grain. So... don’t miss it! Make sure you have renewed your ATG subscription. And, for information, on the 2007 Charleston Conference or to register online visit the Charleston Conference Website at www.katina.info/conference. — KS


XanEdu® Custom Publishing, part of National Archive Publishing Company (NAPC), in partnership with Harvard Business School Publishing and Darden Business Publishing, will provide digital video supplements and other multimedia case content to college and university business faculty and programs. XanEdu pioneered completely digital course pack solutions, and is now the first to offer multimedia as a standard course pack format. Beginning August 1, 2007, a range of multimedia options will be available in XanEdu Digital and Digital Plus Print Course Packs. The new content allows college faculty to add a dynamic element to business courses and enhance students learning experience. www.xanedu.com. www.napubco.com

And with this issue we have our THIRD part of Richard Abel’s story of the Richard Abel Company and the creation of the Approval Plan. p.77. It’s fascinating to read how the industry has changed in just 40 short years! Anyway, I was talking to the awesomely entrepreneurial Gail Schlachter <findaid@aol.com> about the IRPG (Independent Reference Publishers Group) meeting in Washington and I asked Gail if she had any communication with Dora Biblarz <biblarzd@yahoo.com> as Richard Abel and I had been trying to get hold of Dora since she has some great Richard Abel files! Voila! I got an email from the wonderful Dora. As we all know, Dora is retired and she says she is not getting to her email that much. She says the files are in storage. Dora and husband Mike have been traveling around in their RV for the past three years, and just prior to that they sold their home in Tempe (that’s why everything is in storage including the Abel files). Unfortunately Mike has cancer and they are moving to LA for two months so Mike can get treatment. When the treatment is under control, they hope to begin building their new home in Payson, Arizona. Dora says she writes to when we can, although she doesn’t know when she will get a chance to read her email. Dora says she reads ATG and keeps up with us! Here’s hoping that Mike’s treatment is successful. Our prayers are with you both, Dora and Mike.

Was also talking to Miriam Gilbert <migilbert2@aol.com> <miriamg@rosenpub.com> who tells me that she and son Ben are doing okay. Ben has formed a fantastic rock/jazz band — The Citizenz. They are playing their own songs and sounding good. Ben will spend six weeks this summer in Poland and Israel. He’s going with 100 teens (all rising seniors) from Colorado many of whom he knows for youth group activities. Plus, in her spare time (ha), Miriam is Director of Electronic Sales

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tricky as you potentially could have multiple databases for one vendor so by having the option to limit a search by the different choices can often narrow the results.

A benefit of creating and maintaining a home-grown license manager is that users can change the structure and contents at any time without needing to upgrade or invest a lot of money. FSU’s license manager was created using the open content management system, Drupal, so no additional money was spent to create this tool. However, you really need to consider what skill set is needed both to start an implementation and maintain a resource such as this. Currently, you may have the staff who can perform duties such as this but that does not always mean you will have someone in-house to rely on.

Is a project like this worth either your time and effort or your staff’s time? One really needs to think objectively about what purpose(s) a license manager would serve and who would use it. Those dealing in Electronic Resources often work closely with Collection Development in acquiring new resources and deciding if it is worth keeping a particular resource when the subscription is due. Electronic Resources and Collection Development Departments often have strong ties due to the nature of their work and this is a tool that encourages cooperation and coordination. As mentioned, the Electronic Resources unit at FSU is responsible for maintaining the license manager, but Collection Management also has a use for a tool such as this. While, it initially may be a lot of work to gather all the paperwork, coordinate everyone’s efforts for implementation, and decide who will maintain the tool, having all your documentation stored electronically in an orderly fashion encourages collaboration and saves time in the long run.

I Hear the Train A Comin’

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The number of libraries participating in the Google Book Search Project just got bigger with the addition of the Committee on Institutional Cooperation (CIC).

www.cic.org

We’re running out of space but not before we welcome Christine Fischer (Head of Acquisitions, Jackson Library, UNC-G)<christine_fischer@uncg.edu> as our new editor of Group Therapy, see this issue, p.79! Welcome, Christine!