If Rumors Were Horses

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Electronic Resource Management Systems:  
Still Trying to Hit the Moving Target

by Heather Klusendorf  (Media Relations Coordinator, EBSCO Information Services)  
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Electronic resource management (ERM) systems are not new — they’ve been available to librarians since early 2004. Today, numerous vendors offer ERM systems to libraries in addition to open source options and home-grown ERMs that librarians create in-house to meet their specific e-resource needs. With all these options, librarians still struggle with e-resource management. Jill E. Grogg, Electronic Resources Librarian at The University of Alabama Libraries, notes that “E-resource data remains spread out among too many systems, and there remains too much need for continued manual data entry.” It’s not surprising considering the myriad issues that librarians face when trying to setup access to e-resources, including new registration on publisher platforms, activation of access, establishing linking, seamless renewal of access and more. Management of e-resource data often requires more than one system and includes individual details that require careful attention with many layers for data entry. Additionally, libraries find that multiple staff is needed to help navigate e-resource setup. There are many pieces and many players involved.

In January, EBSCO added another ERM system to the market: EBSCONET ERM Essentials. Our goal is to provide a next-generation solution that solves the problems that we’ve heard from librarians over the years. ERM Essentials attempts to bring all the pieces together under one umbrella for succinct management that includes automated population of data for e-resources purchased through EBSCO.

As we geared up for the release of ERM Essentials, I began investigating current trends in ERMs. This led me to pore through research

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Spring has sprung in Charleston. The azaleas and dogwood are out, the birds are singing, and we are forgetting the cold winter that we had down here and preparing for the heat that always comes with summer. So it is especially bittersweet to have spring without my 15-year-old puppy called Cleo who was truly a member of the family. But age got to the poor thing and she is now a fond, loving memory.

As a long time believer in books, lover of magic in books, and even one whole skipped page, which brought out this rebuke: “Grandpa Jack,” which she promptly did. With that I proceeded to read to her, and missed a page!” I replied “Yes,” and she quickly jumped off the sofa, went to a two-foot pillow of kids’ books, picked out the largest of the lot, and returned hugging it to her tiny chest. I remarked, “Well, Alison, this is certainly a big book for such a little girl!” Her only and very quiet reply was: “But it’s MY book, Grandpa Jack.” With that I proceeded to read to her, and each page, while new to me, was well-known to her, to the point of catching me on skipped words and even one whole skipped page, which brought out this rebuke: “Grandpa Jack, you missed a page!”

And so to me, like so many others, including little Alison, the book will never be dead, for there is always true magic in books.

With warm regards,

Jack Walsdorf

<jackwalsdorf@teleport.com>
Great to hear of great press for libraries and librarians. Check out this article in USA Today (Author: Librarian, cybrarian appreciation is Overdue, by Rob Fleder). And, of all things, our bam-zowie columnist, Dennis Brunning, has an interview with Marilyn Johnson, the author, in this issue, p.62.


Was thrilled to learn that the Johns Hopkins University Press (JHUP) has appointed Dean Smith as Director, Project MUSE effective March 10, 2010. Dean Smith comes to JHUP with extensive publishing leadership experience and expertise in digital publishing initiatives, product management, technical direction, global sales and marketing, and strategic development. As Director of Content for the American Society for Training and Development, Smith created a digital publishing strategy for the society’s periodical, book, and research publications. During a decade-plus tenure with the American Chemical Society, Smith oversaw dynamic growth in worldwide electronic access to the society’s publications, designing innovative pricing models, emphasizing library customer relations, and implementing effective internal management systems. He previously spearheaded electronic publishing efforts for a variety of medical publication products at Chapman & Hall, and led traditional journal publishing programs at C&H and Springer-Verlag. An accomplished writer and published poet, he holds a BA from the University of Virginia, and an MFA in Creative Writing from Columbia University. muse.jhu.edu

I was so saddened to learn of the death of Jamie Galbraith, quite a wonderful Scotsman, salesman, and friend. We have an obituary from Scott Alan Smith in this issue. See p.14.

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eBooks are an example of this. netlibrary had some initial, enthusiastic adopters, but many librarians were unsure of how to integrate eBooks into their collections (many still are). Early reader devices also met with a tepid response (remember the RocketBook?). Although electronic resources now represent a significant part of collections, formats are not yet mature. Whether or not librarians embrace the current generation of readers, e.g., the Kindle or the Sony eBook Reader, remains to be seen. It’s also unclear how the eBook providers will fare — inconsistent publisher coverage, awkward user interfaces, limits on simultaneous use and pricing issues may well prevent their sustainability.

This brings me to another point: vendors to no small degree must compete with their suppliers (there are many, many industries where this is not true). Hence another challenge for providers of digital content (e-journals, databases, etc.) is how to deal with publishers. If enough major publishers, say, the top 15 or 20 STM houses and university presses, aggressively and successfully market their own packages directly to libraries, the remaining content, be it from smaller academic presses or grey literature in general may be too expensive or too impractical to handle. Margin erosion can be dramatic indeed.

After the demise of the Richard Abel Company there was a tendency among libraries to avoid consolidating too much business with any single book vendor. Librarians would often say they didn’t want “all the eggs in one basket.” This gradually changed, and consolidation with fewer suppliers became more common, particularly as integration of workflows with vendor systems, and consortial buying became more widespread.

This began to swing back in the 90s. The emergence of Web-based companies like Amazon and Alibris provided libraries with alternatives, offering greater speed and more choices of condition and price. The result for the “traditional,” brick-and-mortar wholesalers was loss of market share, quite often of mainstream trade publishers. Also, as budgets continued to decline, many libraries scaled back their approval plans with fewer suppliers became more common, particularly as integration of workflows with vendor systems, and consortial buying became more widespread.

On the other hand, the evolution of digital content and cheaper storage offered opportunities for new ventures, such as the “solutions” folks — by whom I mean Serials Solutions and Syndetics, as a couple of examples. Moving forward, we can expect cloud computing and open source to have an increasing impact in the market.

Another shift is demographic. A lot of people were drawn to librarianship and to the vendor world during the expansion of the 1960s. Many of us are retiring or changing direction in our careers.

What might we conclude from this? Vendors come and vendors go; while some known companies will endure, others will be absorbed or simply go out of business. Hence the title of this month’s column: the dinosaurs will disappear. Those life forms capable of adaptation or migration will live on. New products, new constituencies, and new librarians and vendors will shape the new and emerging opportunities to come. Stay tuned! 🎬
Licensing resources and tracking the information contained within a license is a time-consuming process that necessitates a large number of faculty and staff hours to manage effectively. There are many constituency groups throughout the library that are concerned with this information. The electronic resource staff uses this information to assure compliance with legal obligations spelled out in each contract. Additionally, interlibrary loan also needs access to the information on a daily basis to inform their decisions on when they can use a digital copy instead of scanning or mailing the print version of the document. As more and more of our journal subscriptions migrate away from print to electronic, this process and access to information will become even more important and potentially more time-consuming for the interlibrary loan departments across the nation.

Tracking renewal and payment schedules is also a very important task that involves the ERP. This task is presently being performed using a variety of methods that include spreadsheets, calendars, email, or they are simply not being tracked effectively. Having the ability to track this information and send yourself or other staff members reminders and task assignment emails automatically, as some of the ERM systems allow you to do, has the potential to save both staff and faculty time. It also ensures that deadlines are not inadvertently missed, resulting in temporary loss of access to a resource or additional fees from vendors and publishers due to late payment.

So how does an electronic resource professional track all of this information and scheduling of tasks? For many ERPs, the answer is the best way they can with what they have access to. In the case of Murray State University, we have a home-grown ERM system consisting of an Access Database, which I have to admit is not used that often but does contain some of the information that would be managed in a full-featured ERM system. We also have a myriad of spreadsheets that contain login information and statistics. At this point in time I have also started to use my Google calendar to track dates of renewals and projects — when I can find the time to enter them into the calendar appointment template.

There are many good ERM products on the market today that address a large number of the needs that were stated earlier in this article. However, in comparisons for campus institutions, small- to middle-sized libraries have even more hurdles to acquiring and implementing one of these products. Many small- to medium-sized libraries do not have the necessary budget to pay for an ERM system; others do not feel that they have the time or the staffing capabilities to fully implement a system once it is purchased. Murray State University Libraries fall somewhere in the middle of these two issues. We do not have the time to implement a system such as Ex Libris’ Verde or Serials Solutions 360 due to the need to input massive amounts of information on the uptake. Nor do we want to spend a large amount of money on an ERM system due to the fact that our holdings budget is limited. Additionally, the state and university budgets do not look to be shaping up in a manner that will provide the University and the Library with the possibility for additional funding in at least the next few budget cycles. Despite these issues we are interested in purchasing an electronic resource management system sometime in the very near future.

I had the opportunity of viewing a live demonstration of EBSCO’s new product EBSCONET ERM Essentials in January. Murray State University currently subscribes to a majority of our journal content through EBSCO, so we are very familiar with the interface of the EBSCO Journal Subscription Management System, EBSCONET. EBSCONET ERM Essentials has been integrated into the EBSCONET Interface, which allows a certain level of familiarity even before starting to work with the system. Some of the attractive features from the standpoint of a small- to medium-sized library include integration of the system into EBSCONET; allowing a supervisor to spend less time training and helping staff to acclimate to a new interface; the auto population of data fields by EBSCO if the journal, database, or other electronic resource is purchased from EBSCO; and the built-in ability to update links and other information automatically across the library’s ERM, A to Z Journal List, and Link Resolver, if a library uses the EBSCO A-to-Z listing service along with LinkSource, EBSCO’s link resolver product. Murray State University Libraries currently use SFX for link resolving, but we will be looking into the possibility of migrating to EBSCO products to enable us to take advantage of these time-saving features.

When evaluating the purchase of an ERM, a library needs to examine the following criteria: cost of the system and its implementation versus the cost of not implementing an electronic resource management system. This data should be considered along with other information the library has determined germane to the discussion of acquiring an ERM before acquiring a system from any vendor.

In conclusion, can a small- to medium-sized library function without an ERM system? Yes, many of us have been doing so for years, and many of us will continue to successfully provide access to our electronic content without the aid of an Electronic Resource Management System. However, we also face the continual increase of the number of electronic resources we must provide and maintain, and, in many cases, a reduction in the number of staff or the number of staff hours that can be allocated to these tasks. So, when should a library acquire an ERM system? I think the answer is simple: when it is more cost effective to do so.

Endnotes
envisions a directory of configurations for resources, including the URLs, where admin functions are accessible. Another suggestion calls for the creation of a common repository for publisher documentation, so that libraries do not have to maintain this information on their own sites. In this area, Deborah England also suggests that publishers can set up a data feed in a standardized format to push the latest information out to their customers for loading into their ERMs.

**Product Maintenance and Review**

I was surprised to discover how manual a process the correction of titles can be on the library end. In many cases, I learned, this is due to a desire to update library systems between vendor updates. Improvements on this front, as noted by Katie Rizzio, stem from recognition by libraries, vendors, and publishers of the need for best practices, as well as from adjustments in ERM-providers workflow. Another side of this issue is the prospect of a regular package review between libraries and publishers. While a publisher might be surprised to hear inquiries from librarians about complimentary or bonus access to content, the need to display accurate collections to patrons and to make wise collection-development decisions requires the differentiation between owned, leased, or temporary access status. Maria Collins notes the usefulness of widgets on some publisher sites that allow the regular downloading of content freely accessible to a library. If there were a way to push this information out to libraries through a regular feed, it would be even more beneficial.

Ensuring consistent access, trouble-shooting, and technical support are major concerns. Library troubleshooters have become savvier, and vendors who may have initially underestimated the level of support needed have adjusted accordingly. Suggestions here focus on the ability to reach an actual person, rather than just a Web-form that might merely bounce back with a message that the support mailbox is full. Greg Matthews notes, "Catalog Librarians and Coordinator of E-Resources Management at Washington State University, a veteran with more than five years ERM experience, contends that “the resolution of support issues has improved. In earlier days, a helpdesk staffer might know the technical side of the product but not how a library needed to use it; moreover, the library staff was still learning how to ask the right questions.”

Locating a knowledgeable person on the phone or via email to assist personally helps tremendously with weeding through ERM problems.

**Renewal and Retention**

Time and again I heard about the back and forth involved in reconciling title lists for a renewal. Some of this burden has been relieved, I learned, by automated processes available through subscription agents, but obstacles remain for those libraries that renew directly. Authority control in naming a resource is another factor to consider. Generation of an accurate title list can be complicated further by the numerous iterations in the library’s ILS — nearly 90 different variations for some larger publishers!

Where do we go from here?

Of course, some challenges with ERMs fall beyond what the publishers can directly affect. Ivy Anderson points to the role that an individual library workflow can play in ERM utilization. During my conversations, I detected a noticeable difference in librarian outlook, depending upon when a library implemented their ERM (or tried to). Early adopters were in many cases forced to create their own loading tools, to train themselves based on limited documentation, or even to build their own home-grown ERMs. Our ERMs today are very much first-generation products with both software and standards that have yet to mature enough to support these complex resources and workflows. Still, areas for improvement can be identified. Ivy stresses data accuracy from publishers’ and system vendors’ compliance with the recently-issued KBART recommended practice, as well as a focus on more granularity and consistency in holdings information to support interoperation among the many flavors of products now available. She stresses timely and structured communication from publishers, preferably via ONIX-SOH for direct loading. In addition, the overall need for better technical and administrative support remains across the many areas mentioned above.

ERMs are complex tools, referred to by many librarians as the “holy grail” or “magic bullet” that promises, to varying degrees, to make their lives easier. When I asked Tim Jewell whether he thought some cloud-based solution might come along and solve these complex issues, he chuckled and told me that “the ingenuity demonstrated daily by technology companies would likely require us all to continue to adapt.”

Darby Orcutt, Senior Collection Manager for Humanities & Social Sciences at North Carolina State University was quick to differentiate between two different levels where efforts might be focused: the higher-analytical level versus the day-to-day need to “keep the trains running on time.” I encourage publishers to participate fully in the conversation on both of these levels regarding next steps in making ERMs the needed “holy grail” that can reduce e-resource management difficulties.

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**Endnotes**


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**Rumors**

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Following right along, OCLC and H.W. Wilson will work together to transition library subscriptions for H.W. Wilson databases provided on the OCLC FirstSearch service to the WilsonWeb platform over the next 16 months. A FAQ concerning Wilson databases for customer support, billing, content, and platform transition is available at www.hwwilson.com/oclc/ and a full press release is loaded on the ATG NewsChannel.

www.against-the-grain.com/

Two really energetic and bam-zowie people have joined On Demand Books as Vice Presidents. Steve Sutton and Susie Stroud have joined On Demand Books as Vice-President, Director of University Library Sales and Vice President, Director of Content Acquisition respectively. Steve will be responsible for sales of On Demand Books print services via the Espresso Book Machine to university libraries and campus bookstores. We all remember that Steve has extensive university and library experience, most recently at YBP Library Services where he was VP-Library Services and Director of New Business Development. Prior to YBP, Steve held management positions at Alibris, NetLibrary, and Blackwell’s Book Services. Susie Stroud will oversee the company’s strategic efforts to increase the volume of titles available for purchase through the Espresso Book Machine catalogs and its EspressoNet software. Her work will involve permissioning content from publishers, content aggregators, and international library collections. She will also manage the company’s relationships with print on demand and digital asset repository partners. Susie has over 20 years of experience in academic, professional, and reference publishing, most
their ERM does not integrate with their ILS, which results in problems with managing budgets and the need to update multiple systems many times for the same data.

Another concern with current ERMs pertains to integration with other Web-based tools. Librarians who ranked the effectiveness with which their “ERM system integrates well with other Web-based tools” were primarily neutral (24%), with many of them noting in the open-ended question that their reason for a neutral ranking is a lack of full understanding of what the ERM can do. Twenty-two percent agreed, and 32% disagreed that their “ERM system integrates well with other Web-based tools.” One librarian noted that the ERM “does not eliminate the need to use multiple systems to track e-resource information,” and another offered that the “ERMS functions in modules ... and are not integrated in one system.” This results in “significant duplicate efforts” when maintaining an ERM along with other systems.

Still Room for Improvement

Librarians were candid in their open-ended responses to questions, and we found repeated complaints about the amount of manual data entry required when maintaining an ERM. When detailing why librarians might have cancelled or no longer use a purchased ERM, some commented that they “found it too labor intensive for our staff to use” and that “It’s all data and labor intensive no matter what you do.” Librarians repeatedly mentioned the difficulty entailed in populating the ERM, labeling this process as “cumbersome” with “too many links/pages that need to be filled out” for e-resources information. One librarian noted, “Most data must be entered manually. It’s like the days when we had 40-pound invoices and had to manually key all those records.”

Librarians had many positive comments, too, about how their ERM helps them manage their e-resources, such as “The ERM allows us, as a department, to share and manipulate e-resource related data to reduce duplication of effort and facilitate smoother workflows,” and “The system has improved our ability to successfully manage these resources a hundredfold.” While surveys are often a venue for respondents to note dissatisfaction, we were pleased to find that many librarians took the time also to offer positive feedback, reinforcing that ERM systems can greatly improve e-resource management given the library has enough available staff and time to implement and use the ERM. It appears that the hardest part is the ability to move past data population into true, effective ERM use.

Conclusion

It is important that vendors assist with these problems, creating an ERM product that does not require workarounds and can help librarians move past organizing data in multiple locations such as in spreadsheets, email, and other documents.

One librarian offers what seems to be the general feeling about ERMs today: “Although there are things that could be better, it’s a huge improvement over life before ERM.” Despite some negative experiences, it seems that ERM vendors are offering basic functionality that increases the effectiveness of e-resource management. Librarians may be dissatisfied with some pieces of their ERM, such as reporting functionalities and difficulty in locating license details, but, overall, librarians believe that ERMs are evolving — it’s an ongoing effort between libraries and vendors. Librarians need new features and functionality; the ERM must continue to grow and meet the increasing needs of e-resources as libraries build larger and more diverse electronic collections.

Rumors
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recently as National Accounts Director at ABC-CLIO and National Accounts Manager at Greenwood Publishing Group. Congratulations to both Susie and Steve!

Lulu.com sends news that it is no longer just a place to self-publish and sell works. It’s a place to buy your favorite traditionally published books (or eBooks). Lulu just added more than 700,000 new titles to virtual bookshelves in the Lulu Marketplace — titles as diverse as Harlan Cohen’s “Caught” to “Blink” by Malcolm Gladwell — in an effort to create the world’s biggest bookstore. Lulu is bringing open publishing to all, so that whether you are an author, publisher, educator, etc — and whether you write technical manuals or romance novels — you have the most opportunities to share and profit from your ideas, knowledge and stories. More power to Lulu. The founder is Bob Young, http://lulublog.com/2010/04/12/message-from-bob/. http://www.lulu.com/

The trend for social networking continues. Just read a posting in the Chronicle of Higher Education called “Is Your Thesis Hot? Or Not?” There is a graduate student community called GradShare http://www.gradshare.com/landing.html which allows students to comment on each other’s proposals and ask questions. This just started and there are already over three thousand active members in the areas of arts, humanities, and linguistics, business, education, engineering, life sciences, physical sciences, and social sciences. Isn’t this social networking wonderful? <Wiredcampus@chronicle.com>.

Just returned from the 12th Fiesole Collection Development Retreat in Leuven, Belgium. What a fantastic place Belgium is. Did you know that they brew at least 700 beers and each beer has a special glass? But, I digress. Lots of informative papers were given. Go to the Website www.digital.casalini.it/retreat.

Speaking of which, the vivacious Jill Cousins (Director of The European Library, Programme Director of Europeana and Executive Director of the EDL Foundation) gave us an update on Europeana and asked for our input! Did you know that the Europeana group comprises a number of projects run by different cultural heritage institutions. All are part-funded by the European Commission’s eContentplus programme. Over the next three years these projects will be con-

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Strategy 4: Recognizing Synergies Elsewhere in the Library

Nordor Special Collections necessarily have to aim at being self-sufficient for research. Special Collections are no longer just for faculty or specialist research but have as an essential task giving students experience using primary, original-condition, materials, as part of their undergraduate education. Indeed, an increasing number of courses build in an undergraduate research-component using Special Collections. A generation ago, the aim was to make each collection complete enough to support all imaginable research projects on the topic. In practice, Special Collections research has always relied for support on the proximity of the general stacks. Research on original-format materials in Special Collections, both in smaller collections and even on isolated highpoints, can also draw the contextual material it needs from microform or digital sources. For instance, a few years ago, a gift collection (of children’s literature) brought with it five isolated manuscript pages of poems in his own hand by James Weldon Johnson, poet of the Harlem Renaissance and longtime leader of the NAACP. Neither Special Collections nor the stacks then held much James Weldon Johnson in original editions. We rapidly built a good collection of firsts, maybe thirty items in all. But a vastly wider context for use of those materials, as for work on Johnson generally, is provided by the microfilm series of the NAACP archives.

The Continuing Impact of Single Items

More dramatically, two years ago, the library purchased a first edition of Phillis Wheatley’s Poems (1773). Even if it did not make the “Grolier 100” in 1893, the Wheatley (the first published book by an African-American) is clearly a highpoint, the kind of acquisition that can fully anticipate the element of opportunism in Special Collections. Focus on original materials, see that you have a head and not a pumpkin on your shoulders. One essential, as for development or the importance of weighing cost against value. The situation development policy cannot allow for that acquisition, it is an inadequacy policy.

Closing Thoughts

The nostrum or mantra of “building to strength” has always been more honored in theory than in practice. Some libraries inherit great collections, some build great collections book-by-book, and some have great collections thrust upon them — or, in truth, most libraries have at least some collections acquired in each of the three ways. Focus is fine, but the focus should be less on perfecting the collections themselves, and more on fulfilling the purpose of having them. No policy can fully anticipate the element of opportunism in Special Collections development or the importance of weighing cost against value. The one essential, as A. E. Housman said about the editing of classical texts, is that you have a head and not a pumpkin on your shoulders. It helps for the Special Collections librarian or team and the library dean or director to have broad academic backgrounds, interests, and contacts. It is good if you also have colleagues in relevant teaching departments who share the big picture, rather than simply lobbying for a bigger piece of the pie. Collection building requires not just funds and forcefulness and a single-minded plan, but balance and a sense of proportion and responsiveness to people and to opportunity. For Special Collections, at least, collection development should be less like driving a bulldozer and more like learning to ride a bicycle.

Endnotes

1. For a recent, nuanced application of this approach, see Elaine B. Smyth, “A Practical Approach to Writing a Collection Development Policy,” Rare Books & Manuscript Librarianship, 41:1 (January 2010): 27-31. Surprisingly, even thirty years ago, Cave’s standard book contained no mention of limiting Special Collections acquisitions to a few chosen strengths: see Roderick Cave, Rare Book Librarianship (London: Clive Bingley, 1976), revised ed. 1982.


4. For a library dean’s argument that smaller libraries should sell or transfer isolated highpoints to those who can look after them, see Mark Herring, “Archival Treasures; Blessing — or Burden in Disguise,” American Libraries, 31:7 (August 3, 2000): 41-42.

5. The negative use of “building to strength,” in allowing an dean or director to veto proposed new collecting initiatives, is shown by the response to a proposed book history collection by “the library director at a large Midwestern state university”: “Within special collections ... it makes far greater sense ... to commit resources towards strengthening existing collections rather than opening new, ... ‘the history of the book’ could prove a costly distraction. ... Generally, I would urge special collections staff to build upon their existing strengths.” Quoted in Stephen Ferguson, “History of the Book: Field Notes of a Curator,” Rare Books & Manuscript Librarianship, 14:1 (1999): 33-48 (pp. 44-45).

6. The recent 75th anniversary volume, Celebrating Research: Rare and Special Collections from the Membership of the Association of Research Libraries, ed. Philip N. Cronewett, Kevin Osbourn, and Samuel Stret (Washington, DC: ARL, 2007) selected just one collection to represent each library, showing the variety of materials new identified by ARL libraries as “strengths,” from Renaissance books and eighteenth-century manuscripts, through collections on tractor manufacture and spiritualist experiments, to Sri Lankan manuscripts and a re-embraced pink Victorian corset (representing a focus on women in the book arts). In almost every case these materials represent a collecting strand, not an exclusive focus, in a library that has well-balanced, even distinguished, collections, but the volume illustrates the risks of tying public identity to a single collecting focus.

7. Sensible models for such reassessment are Smyth’s article, as in n. 1 above, or the 2004 policy at Northern Illinois University, on-line at: http://www.ulib.niu.edu/aboutus/cdpolrbspcol.cfm.


At Eastern Book Company, we’ve spent more than half a century shaping our unique brand of service. The first step is fulfilling our customers’ orders with unmatched speed and accuracy. Then we custom-fit our operations to our customers’ needs, allowing libraries to streamline processes and maximize budgets. And finally, we cultivate next-generation technologies to help our customers build the libraries their users need.

We base these products on scientific data we’ve collected about how users seek and use information. We are investing in ways to make information more accessible and usable rather than in trying to keep information away from others.

ATG: What’s a publisher to do? It’s interesting that we are seeing more and more publishers building their own content sites. We are also seeing more and more publishers making their content unique between electronic and print. We are also seeing distinctions about how the full text is presented in html, xml, pdf, etc. Also in the searchability and presentation of that content.

What’s the next step? Will journals continue to be published in their current form (a package of related articles) or will content take on new forms like individual articles, tables, charts, graphics, etc.? Any predictions?

PS: We believe that publishing will transition into many different models and delivery methods. Popular publications will continue and will be accessed through a variety of technologies: electronically through e-readers like the iPad, PCs, the publisher’s Website and also print editions. Content from these publications will also be accessed through aggregated databases and the Web. Additionally, this content will be organized within context and available through knowledge portals and subject-specific Websites. The point is that publishing isn’t transitioning from “this” to “that” — there will be many different models designed to meet the needs of many different types of consumers.

ATG: I appreciate your frank answers. Thanks so much.

Interview — Patrick Sommers
from page 60

We received a great message from the inimitable Helen Henderson the other day. It said “Funny how CIP Data can do you in.” There was a link to an article and comments that were entertaining and poignant at the same time. The link was to a discussion of the article “Betraying Salinger … I scored the publishing coup of the decade: his final book. And then I blew it.” The article by Roger Lathbury gives us an insight into this great author and his wars with the publishing world. http://nymag.com/arts/books/features/63210/

Heard that the glorious Helen Henderson missed UKSG because the cartilage in her knee split in two and is blocking the joint. She is having surgery in the UK the beginning of May but she is still coming to the States, she says, even if it’s by wheelchair. Good luck, Helen, and we can’t wait to see you dancing!

Bummer. Buzzy Basch tells me that 35 people are still stranded in Edinburg after the planes aren’t flying because of the volcanic ash from the Iceland volcano. Edinburg is a good place to be stranded in, but stranded is stranded.

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Interview — Patrick Sommers
from page 60

The science of service.

At Eastern Book Company, we’ve spent more than half a century shaping our unique brand of service. The first step is fulfilling our customers’ orders with unmatched speed and accuracy. Then we custom-fit our operations to our customers’ needs, allowing libraries to streamline processes and maximize budgets. And finally, we cultivate next-generation technologies to help our customers build the libraries their users need.

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PS: We believe that publishing will transition into many different models and delivery methods. Popular publications will continue and will be accessed through a variety of technologies: electronically through e-readers like the iPad, PCs, the publisher’s Website and also print editions. Content from these publications will also be accessed through aggregated databases and the Web. Additionally, this content will be organized within context and available through knowledge portals and subject-specific Websites. The point is that publishing isn’t transitioning from “this” to “that” — there will be many different models designed to meet the needs of many different types of consumers.

ATG: I appreciate your frank answers. Thanks so much.

Rumors
from page 53

The science of service.

At Eastern Book Company, we’ve spent more than half a century shaping our unique brand of service. The first step is fulfilling our customers’ orders with unmatched speed and accuracy. Then we custom-fit our operations to our customers’ needs, allowing libraries to streamline processes and maximize budgets. And finally, we cultivate next-generation technologies to help our customers build the libraries their users need.

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ATG: I appreciate your frank answers. Thanks so much.
**Lost in Austin — The Golden Age of Librarianship**

Column Editor: **Thomas W. Leonard** (Director, Scarborough-Phillips Library, St. Edwards University, 3001 South Congress Avenue, Austin, TX 78704-6489; Phone: 512-448-8470; Fax: 512-448-8737)  
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**On March 3, 2010, I flew to Oklahoma City to attend the 27th Annual Conference of the University of Oklahoma Libraries hosted by Sul Lee, Dean of Libraries at OU. This was my seventh of these conferences including the one in 1987 when I spoke on “Approval Plans In Times of Austerity.” Austerity was not the theme of this conference. It was “Climbing Out of the Box: Repackaging Libraries for Survival,” but the messages from the speakers used austerity as a starting point, complete with statistics that showed just how hard the current recession has hit ARL libraries and, by implication, academic libraries of all stripes.**

For those of you who do not know about this conference (the proceedings are published each year by Haworth), there are about a hundred attendees from all over the U.S. with two from other countries this year, Canada and Japan, who gather to hear about collection development issues and current trends and challenges in academic librarianship. The format is simple and compact, and it works well. The conference begins at 1 p.m. on the first day and goes until 5 p.m., followed by a reception consistently delivering good food and drink and the opportunity for attendees to share ideas with one another and the speakers. The meeting resumes at 8:30 a.m. the next day and adjourns at noon. All of this takes place on a Thursday and a Friday, leaving the weekend free.

The **Association of Research Libraries** has been polling its members to try and establish some budget trends that show the effects of the recession and that predict the short-term future. **Charles Lowry, ARL’s executive director** titled his talk “Year Two of the Depression — North American Research Libraries in Fiscal Crisis.” **Lowry** cited ARL surveys and suggested that, “It is anticipated that the steep decline in institutional revenues will continue throughout the Fiscal Year 2009-2010 with repeated reductions and cyclical need to constrain expenditures. The necessary cutbacks are having an impact on all segments of ARL member library budgets — operations, staff, and acquisitions.”

**James Neal, Vice President for Information Services and University Librarian Columbia University Libraries**, was equally eloquent as he spoke about “Collaboration by Cliché: The Radicalization of the Academic Library Commitment to Cooperation and the ‘Two Cool’ Initiative.” “Two Cool is a play on the 2CUL partnership between the libraries of Cornell University and Columbia University.”

“Over the next two years, 2CUL will explore ways to improve the quality of collections and services offered to campus constituencies, redirect resources to emerging needs, and make each institution more competitive in securing government and foundation support. The relationship could also provide a new blueprint for broad, non-exclusive partnerships between other academic libraries and other parts of the academy.” [From the Cornell press release, http://www.library.cornell.edu/news/091012/2cul]

**Dennis Dillon, Associate Director for Research Services at the University of Texas at Austin Libraries and Allen Powell, President of EBSCO Information Services** talked about changing business models, one from a major supplier’s perspective (libraries have less money to spend, and we have less revenue) and the other from a major consumer’s perspective (do we need selectors, and does our traditional warehousing make sense?).

**Joan Giesecke, Dean of Libraries, University of Nebraska — Lincoln Libraries** talked about “Finding the Right Metaphor: Restructuring, Realigning, and Repackaging Today’s Research Libraries.” Her advice, or admonition, if you will, applies to most academic libraries where, as she notes, we are no longer collections-centered but user-centered. You can choose your own apt metaphor, but the one I liked and that seems to fit my library is “Library as Living Room.” Not only do we serve free coffee (and doughnuts on Wednesdays), but we also have an area with a couch, a settee, and two bean bags where regular naps are the norm.

The presentation that I most enjoyed (all of the above were exceptional conference papers) was by **Carla Stoffle, Dean of Libraries, University of Arizona**. She points out that the current crisis for academic research libraries has been predicted since 1995. She talked about what the **University of Arizona Libraries** have been doing since the 1990s (she became dean there in 1992), much of which involved a total reorganization and restructuring of the way staff (librarians et alia) are used and described in their titles. Below is a Google search result on “University of Arizona Libraries Functional Teams.” There were many results but the one that gave me what I was looking for was a snapshot (more of a panorama, actually) of the UA Libraries mission, organizational structure, and more. The MSWord document is aimed at prospective employees and states that each new employee will be assigned to a team whose assignment could change quickly, as needed.

For many years, I saw the changes being made in libraries as the automation of repetitive, labor-intensive tasks and never considered those changes to be fundamental. In fact, we did not always use our new tools to drastically alter how we do things (we all still do the same copy cataloging with a staff that might serve us better doing other things — this a point made by more than one speaker). Even the OPAC was basically a glorified, albeit more efficient, version of the card catalog. The options available today go far beyond the card catalog and the Kardex and are not necessarily library-driven. We are now using tools (Web 2.0) that stretch our limits far beyond what I could have imagined when I began library work four decades ago.

These are exciting times, even for old-timers, old-timers who should be more comfortable with change than those younger than we are. We have seen what good can come of change and understand that we recover from disruption and discomfort in short order and that even the changes we introduced are transitory. What remains is a constant change, and the older I get the clearer that becomes.

Change is good! 🌠

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**Rumors from page 61**

and it gets old after a few days. Here’s hoping that this ordeal ends soon.

This got **Buzzy** remembering back to January 1978 when several people leaving A LA Midwinter went out to the O’Hare airport only to learn that their flights were cancelled! They had to go continued on page 85

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[DOC]

Compensation and Recognition at the University of Arizona Library  
- 1:37pm

File Format: Microsoft Word - View as HTML

The University of Arizona Libraries and Center for Creative Photography advance... The use of cross-functional teams ensures broad-based involvement in...

intranet.library.arizona.edu/teams/hrce/.../JoiningLibraryPacket0210.doc
I Hear the Train A Comin’  
from page 84

community and research centers. An endowment, as well as support from scholarly societies or funding agencies, may also be part of our mature portfolio.

Is there any role for commercial entities in the long-term sustainability model? If so, what might that look like?

Possibly. We’ve had some preliminary discussions with a few of the discipline-relevant scholarly societies about how they might be involved. We hope to continue the conversation with them over the course of the next year or two. Participation by the societies or commercial publishing entities must, of course, be informed by terms and conditions that are acceptable to both the arXiv stakeholders and the outside agencies.

For other disciplines in which the culture of mass distribution of open-access content by authors is not as strong, are arXiv’s recent financial developments encouraging or a cautionary tale?

Both. The mass distribution of content is costly. There are a variety of ways to recover those costs, and it’s both prudent and shrewd to devise a model that will ensure that the resource will realize revenue from a variety of different sources. It’s critical that the stewards of scholarly resources understand scale and scope economies, think strategically instead of tactically, and be willing to shift directions when their winds of fortune change.

Standards Column  
from page 86

provides the linkage of different manifestations of the same content. For example, the first ISTC was assigned to Charles Darwin’s On the Origin of Species. This text has been reprinted by numerous publishers in various forms, both print and electronic, since it was first published in 1859. A search of the WorldCat catalog found 281 different editions with Charles Darwin as the listed author, with the latest edition appearing in 2009. While few books have this many editions, in today’s digital environment, if each version is unambiguously identified (presumably with unique ISBNs), it’s very likely that every text published today could have at least a dozen different versions and an equivalent number of ISBNs. The ISTC will be the tool that links these different versions together, both for discovery and collection management. On the publisher side, the ISTC also assists with rights management. If the ISBN is used consistently for disambiguation, the ISTC can provide the umbrella framework for all of the multiple product references and could help to streamline metadata creation and improve its quality. The ISTC standard was published in early 2009 and is currently being used by a few publishers but needs to gain wider adoption to be broadly useful. Additionally, best practices need to be adopted regarding the sharing and consistent application of metadata between the ISBN and the ISTC.

The International ISBN Agency recently released a white paper (http://isbn-international.org/news/view/29) describing the problems of ISBN assignment to eBooks, emphasizing the need for consistent practices for assignment of ISBNs, and recommending some solutions. From the perspective of a centralized and globally adopted system, ensuring the consistency of the system’s application is paramount. This applies not only to different formats but also to sub-items, such as chapters or other fragments of works, when these items become part of the supply chain. The paper also suggests that there might be a need to identify the generic publication file produced by the publisher that is then used for further re-formatting and distribution. The music industry has such a system in place for the original track, which can then be placed on a variety of albums or even sold separately.

This original track — defined as “an abstract entity representing a bundle of one or more Digital Resources compiled by an Issuer for the purpose of electronic distribution to individual consumers, directly or through intermediaries” — is identified using a Global Release Identifier, or GRID. The GRID standard (http://www.ifpi.org/content/section_resources/grid-standard.html) clearly states that “the Release is not itself a Product.” The International ISBN Agency is now discussing with various stakeholders whether a similar system of using generic eBook release identifiers is both feasible and of value.

Although the digital distribution of content has been gaining momentum for more than a decade and a half, the eBook is still in its relative infancy. But eBook production is growing faster than its predecessors, such as the e-journal. As a result, the problems in the supply chain are getting out of control. We need to act quickly to develop a consensus solution. If you’re a stakeholder in this arena, the International ISBN Agency (http://isbn-international.org/) and the International ISTC Agency (http://www.istc-international.org/) are good places to start.

Rumors  
from page 63

back to the Palmer House and ALAP (ALA Players) was born. Every ALA winter and summer conference there is a dinner dance put together by Fred Goodman at LLSI usually on Monday night to commemorate the event. And, it’s a hoot by conference there is a dinner dance put together by Fred Goodman at LLSI usually on Monday night to commemorate the event.

Steering Committee is responsible for the evaluation and procurement of resources which can then be accessed by all Icelandic citizens from any computer within the country. The project is funded by the Ministry along with more than 200 libraries, educational institutions and private firms.

www.proquest.com/

Yours truly was just interviewed by Jack McHugh and the interview is posted on his Website. www.johnbmcHugh.com/. Click on expert interviews and mine is the fourth one down. Would love comments.

Was interested to see a report on eBook devices from the floor of the Consumer Electronics Show (CES) in Las Vegas. Try this link for a look at some of the devices. Ho-hum! aptara.com/context/Aptara_Context_Feb_2010.pdf?page=3?eqg=369ac53817c4b666b7b1b0007dcefc

Last but not least! Baby Georgia Helen Walser is here! Born March 7, 2010 at 6:49pm. 7 lbs 10 oz; 19.5 inches long. This is Katina’s and Bruce’s second grandbaby! And Georgia Helen skipped her father in Iraq in the first 15 mins of her life! She is obviously a genius! ;-)