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And They Were There-Reports of Meetings-SALALM 2010 and the final installment of reports from the 2009 Charleston Conference

Sever Bordeianu
University of New Mexico, sbordeia@unm.edu

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The 2010 SALALM Annual Conference was hosted by Brown University in Providence, RI, from July 23rd to the 27th. This year’s theme was “The Future of Latin American Library Collections and Research: Contributing and Adapting to New Trends in Research Libraries.” In his welcoming address, Richard Snyder, Director of the Center for Latin American and Caribbean Studies at Brown, remarked that when he looked at 20 years of SALALM themes, the words Change, New, Adaptation, and Transformation have been a steady feature of SALALM programming. Still, he pointed out that he was impressed by SALALM’s “truly new” activities: a “Smoothie Time” sponsored by the Libreros (Bookdealers) and a “Haagen-Dazs Ice Cream Social” sponsored by Gale-Cengage.

SALALM (Seminar on the Acquisition of Latin American Library Materials) Annual Conference — July 23-27, 2010, Brown University, Providence, Rhode Island

SALALM (Seminar on the Acquisition of Latin American Library Materials) brings together Latin Americanists, Librarians, and “Libreros” at an annual event, and keeps them connected through publications and electronic communications, especially business transactions, throughout the year. At the annual conference, the Libreros set up a large book exhibit, and librarians have the opportunity to discuss business with their respective vendors. Both groups are an integral part of SALALM and participate in discussions, panels, and of course, enjoy each other’s company at the conference receptions.

We were fortunate to have Deborah Jakubs, Duke University Librarian, as the keynote speaker. Ms. Jakubs is a past SALALM president and was a very active SALALM member for many years. In a thought-provoking address, she discussed old worries, like area studies librarianship, and new worries — archiving full-text, diversity of models for digital dissemination and how digital acquisitions impacts print acquisitions. She outlined library goals — improve users’ experience and understand users’ research needs, provide digital content, and develop new research and teaching partnerships. Finally, she highlighted two major trends: the library’s engagement beyond the walls of the library and an integrated view of collections, rather than print versus digital. This year, SALALM offered several types of programs: the usual panel presentations on a wide variety of topics, roundtable discussions on collaborative collection development and the evolving role of the Latin American Studies librarian, and a Pecha Kucha panel (i.e., Japanese term for quick presentations by several people to share ideas).

In his presentation “What’s Paper Doing in the Electronic Library?”, David Block from the University of Texas at Austin, saw 2005-06 as the tipping point for libraries’ preference for electronic publications, especially journals. While Latin America is still more print dependent than the U.S. and Europe, he showed us examples of Latin American university Websites for journals. He mentioned that libraries need to do the following: if possible, rely exclusively on digital content, do digital retrocon or “procon” (since all print books today are born-digital — libraries should try to acquire these files), acquire digital data, and develop new models for acquiring print. He lamented that U.S. research libraries create a lot of duplication, whereas there is a need for more variety of Latin American materials. Dan Hazen from Harvard University gave an insightful picture of area studies programs from WWII to today. He emphasized how area studies librarianship has drastically changed and how bibliographers have lost the prestige they once had. Because technology plays a foremost role today, bibliographers are now one of the many players in research libraries. Cooperation with other research libraries, which is one of bibliographers’ crucial models, is in jeopardy because digital rights and restricted licensing go against the idea of sharing. He clearly delineated four levels of collecting: core materials to support the curriculum; a record of scholarship, such as materials published by university presses, think tanks, and scholarly associations (a huge body); blogs and popular magazines (a big universe); and raw data (measured in bytes). The cooperation thread was picked up by James Simon from the Center of Research Libraries. He presented data about collections from major U.S. research libraries which show that collaboration is selective and shallow and that ARL libraries only have holdings for a bit over half of Latin American imprints in WorldCat (57%).

Ken Ward and Patricia Figueroa, curators of the De Soto exhibition at Brown University, were part of a panel called “Challenges in Special Collections from the Inquisition to the Digital Age.” Ken Ward presented a paper on Melchor Pérez de Soto, Mexican astrologer and architect, whose collection consisted of nearly 1,600 books. He discussed De Soto’s collecting interests which got him in trouble with the Inquisition and which led to his arrest in 1655. Brown University Libraries owns half of the titles collected by De Soto. SALAMISTAS had a chance to view these books at the John Carter Brown Library reception. Paloma Carbajal from the University of Wisconsin at Madison discussed the “Cartoneria” project at her institution. This publishing movement — a challenge to the publishing establishment — began in Buenos Aires in 2003. Cartoneras are books whose covers are different, while the content is the same; the cardboard covers of cartoneras are hand-painted by anonymous people or by known artists. Cartoneras are cheap and designed to be read by all — it is ironic that they are housed in special collection department in U.S. libraries. Andrew Ashton from Brown University brought the panel discussion into the digital age. He gave an enlightening presentation on how to engage students fully with digital resources. He discussed some interesting examples of how students and professors can add value to Brown’s digital collection of Latin American travel accounts.

The Pecha Kucha panel, which consisted of quick presentations by five people, covered what’s new at LANIC at the University of Texas at Austin, new tools for cross-campus collaboration at Tufts University, federated searching at HAPI and data visualization at UCLA, and bibliographic commons at Indiana University, Bloomington. Cataloging trends were also devoted a panel. John Wright from Brigham Young University discussed the shortcomings of cooperative cataloging which has not realized its full potential, the use of vendors for obtaining MARC records, and cataloging benchmarks at his institution. Ana Cristán of the Library of Congress gave a presentation on RDA (Resource Description and Access, the long awaited successor
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to ACR2), and Ellen Jaramillo from Yale University discussed the cataloging of materials in “other” Iberian languages. Panelists in “Documenting in Times of Adversity” discussed the Cuban Rafters Phenomenon Website at Duke University and the Chilean protest murals at Harvard. Of great interest was Molly Molloy’s paper on preserving the record of violence in Ciudad Juarez, Mexico, one of the most violent cities in the world. Molloy, a librarian at New Mexico State University in Las Cruces, New Mexico, is building an archive documenting the murdered people in Juarez. Finally, my colleagues from the University of New Mexico Suzanne Schadl, Kevin Comerford, and I, presented a panel on print collecting versus e-born collecting and using “Archive-It” as an acquisition model for the new century.

SAALM members are a tightly knit group, and an esprit of camaraderie makes this conference most enjoyable. The University of Pennsylvania and Temple University will host SAALM’s 2011 annual conference in Philadelphia, May 27-31. Conference headquarters will be at the historic Warwick Hotel. The conference theme will be “Preserving Memory: Documenting and Archiving Latin American Human Rights.” Stay tuned for that report in next year’s ATG. Meanwhile, hope to see some of you in the City of Brotherly Love.

Issues in Book and Serial Acquisition, “Necessity is the Mother of Invention,” Francis Marion Hotel, and Embassy Suites Historic District, Charleston, SC, November 4-7, 2009

Charleston Conference Reports compiled by: Ramune K. Kubilius (Collection Development / Special Projects Librarian, Northwestern University, Galter Health Sciences Library) <rkubilius@northwestern.edu>

Column Editor's Note: Thank you to all of the Charleston Conference attendees who agreed to write short reports that highlight sessions they attended at the 2009 conference. All attempts were made to provide a broad coverage of sessions, and notes are included in the reports to reflect known changes in the session titles or presenters that were not printed in the conference’s final program. Please visit the Conference Website for presentation material (PowerPoint slides, handouts) and taped session links. The 2009 Charleston Conference Proceedings will be published sometime in Fall 2010.

In this issue of Against the Grain you will find the final installment of 2009 conference reports. The previous installments can be found in ATG v.22#1, February 2010, ATG v.22#3, June 2010, ATG v.22#4, September 2010, and ATG v.22#5, November 2010. This concludes the reports we received from the 2009 Charleston Conference. Watch for reports from the 2010 conference in upcoming issues of ATG. — RKK

Innovation 1 — Saturday, November 7, 2009

Strategies for Marketing Your Collection Using Free Online Tools: There is such a thing as a Freebie! — Presented by Kirstin Steele (Collection Management Librarian, The Citadel); Dana DeFebbo (Reference and Instruction Librarian, The Citadel); Jackie Zanghi-LaPlaca (Director of Library & Educational Relations, IGI Global)

Reported by: Regina Koury (Idaho State University, Eli M. Oboler Library) <kourregi@isu.edu>

Zanghi-LaPlaca, DeFebbo and Steele did their homework on providing session participants with an array of free, Web 2.0 tools to market library collections and services. Zanghi-LaPlaca opened the session with a statistics on how use of the Internet and use of e-information grows with each year. Because many users are Web 2.0 savvy, libraries and publishers are always looking for creative ways to meet them there. She talked about free online symposium series from IGI Global: http://www.igi-global.com/campaign/symposium.asp and urged everyone to participate in Library Technology Collaborative (LTC). DeFebbo and Steele from The Citadel talked about Twitter: from setting up an account to using it, among other things, to advertise new collections, answer reference questions, and follow conferences (ALA Annual, etc.). The Citadel librarians are using Delicio.us, a social bookmarking site, for sharing resources with friends and library users; Facebook for news and patrons’ feedback; and blog for announcing library hours and electronic resources issues. Several other social networking tools were mentioned: Goodreads, for linking to WorldCat and adding your library; BookMooch, for book exchange; and LibraryThing, which for a minimal cost through Bowker, will work with library catalogue and allow patrons to post reviews.

Putting the Library Back in Digital Libraries: Indexing newspaper digitization projects on the Web — Presented by Matthew Loving (Romance Languages, Area Studies Librarian, George A. Smathers Libraries, University of Florida) NOTE: Speaker changed title of the presentation to: The Development of Catalog Databases of Digital Content (CDDCs)

Reported by: Lisa Lister (Colorado College, Tutt Library) <llister@ColoradoCollege.edu>

We all know that digitization is exploding exponentially, yet much of this content is hidden in the deep Web, difficult to find and inaccessible to our users. Because of Google’s Page Rank algorithm, essential research resources remain buried. Librarians at the University of Florida, inspired by UCLA professor Matthew Fisher’s Catalogue of Digitized Medieval Manuscripts, embarked on their own project to index free digitized historical newspaper collections using readily available software tools, such as RefWorks and Zotero. The speaker challenged us, as librarians, to expand our roles to embrace information harvesting, compilation, and searchable metadata creation, and then to share it with the library/information world. Loving invited us, as leading edge information professionals, to contribute to the “the quality and accessibility of future digitization efforts.”

Synchronizing ERMS Data Using SFX/Serials Solutions — Presented by Tony Harvell (Head of Acquisitions, UCSD Libraries)

Reported by: Janice Adlington (McMaster University) <adling@mcmaster.ca>

The University of California Libraries, including the California Digital Library, have built services upon SFX and are committed to the Ex Libris product for link resolution, but have recently adopted Serials Solutions RM 360 as their consortial ERMS. Harvell reported UCSD’s experience updating SFX from the similar, but not identical, RM 360 knowledge base, for some 8,000 titles from selectable packages (Wiley, Elsevier, T&F, etc.). Challenges include significant differences in the way title changes are tracked, discrepancies in package names and contents (particularly for backfiles), differences in update frequencies and reporting, and the need for more flexible local fields so that match points can be easily stored. He concluded that the process works well with a limited number of resources, but noted that considerable work is required to change existing procedures and assure data quality. Serials Solutions released the SFX export report in October 2009; additional programming by CDL may be shared with the Ex Libris community.

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Tying Information Literacy to a Library Materials Budget — Presented by Dawn Stephen (Collection Management Librarian, Belmont University); Jenny Rushing (Reference Coordinator, Belmont University)

Stephen and Rushing described an intriguing method of tying library expenditures to information literacy at Belmont University, a liberal arts school with approximately 5,000 FTE which is growing quickly and adding programs in pharmacy and nursing. Belmont operated on a system in which library monograph allocations were primarily determined by student enrollment, leading to inequities because costs of materials and level of need were not considered. In response to a directive from the University Provost to readjust the library budget, librarians examined all undergraduate syllabi and rated each for level of information literacy activities and thus determined a numeric score for each department. Stephen and Rushing acknowledged that reviewing syllabi was a daunting task, but this approach led to greater knowledge of the curriculum and strengthened relationships with faculty. This method of determining allocations might be difficult to implement at a larger institution, but in this case, the change in the allocation formula reduced the weight given to credit hours and majors and increased the percentages for library usage in each discipline and the average cost of materials, as well as factoring in the discipline’s need for library materials based on their level of information literacy activities.

Innovation 2 — Saturday, November 7, 2009

Ehrarions: Meeting the Challenges of E-resources Head On! Continuing the Discussion — Presented by Geoffrey P. Timms (Electronic Resources/Reference Librarian Instructor, Division of Library Services, Jack Tarver Library, Mercer University); George Stachokas (Electronic Resources Librarian, Cunningham Memorial Library Indiana State University); Regina Koury (Electronic Resources Librarian, Idaho State University)

NOTE: Ryan Weir (Serials and Electronic Resources Librarian, Murray State University), did not participate in this panel presentation.

Genesos’s team discussed software that works with ILLiad and facilitates decision making when the library receives a request for an item. Oberlander stated that acquisitions and inter-library loan (ILL) are natural partners and that our conversations should be with our users. The GIST software facilitates the partnership and the conversation. The user inputs a request and is given various choices related to purchasing and borrowing the item. It shows the holdings of SUNY libraries and other inter-library loan partners as well as reviews, purchasing options, and other information. The user selects a preference and the request travels through the process, with opportunities for librarians to choose differently than suggested by the requestor. The original requestor is informed of the status of his request during the process. This streamlines processing requests for acquisitions, ILL, and collection development. Prior to developing GIST, Genesos studied 110 items requested from ILL, finding that 79.1% could be purchased from Amazon.com. More than one third cost less than $10, and a fifth could be purchased new at that price range. Oberlander emphasized the flexible, customizable nature of GIST and the fact that it is available free to libraries at http://idsproject.org/Tools/GIST.aspx.

Blogs, Wikis, and Drives Oh-my! Achieving Knowledge Management for Acquisitions & Collection Development with Web 2.0 Technologies — Presented by Denise Pan (Associate Director of Technical Services, University of Colorado Denver, Auraria Library); Yem Fong (Faculty Director for Collection Development, University of Colorado at Boulder Libraries)

This session focused on collaboration tools that support acquisitions and collection development at the University of Colorado’s Boulder and Downtown Denver campuses.

In discussing knowledge management for acquisitions, Pan underscored that the key challenge is getting everyone access to critical information at the time of need. Email is not a very good tool for managing the communication and information sharing that is required, especially given frequent title changes and the need for complex third party negotiation of consortia agreements. MediaWiki is the free software package that Pan has implemented for sharing this information. It uploads most file types and also supports document history and version control. For proactively sharing status information, Pan has created an ERMS workflow blog utilizing Blogger software which sends updates via RSS or email.

In her review of collection development, Fong discussed the use of SharePoint, which she has used to store minutes, recommendations, status updates, and library-wide reports. Sensitive information can also be made private with only designated users being allowed access. She also discussed how their ERM system is used to capture critical information about aggregated databases and ERM tickers are used to pull usage 30-60 days prior to renewal. Basecamp software supports project management needs. It is especially useful to support complex consortia negotiations, serving as a central access point for key documents such as licenses, spreadsheets, and proposals. It also captures email activity, and it can offer updates to RSS.

There was a lively discussion about best practices in knowledge management and collaboration. A key challenge is that stakeholders want to access or receive information in varied formats. At the same time, implementing too many solutions can create duplication and inefficiencies.

Reported by: Mary Krautter (University of North Carolina at Greensboro, Jackson Library) <mmkrautt@uncg.edu>

Reported by: Heather S. Miller (SUNY Albany) <HMiller@uamail.albany.edu>
(R)Evolution in the Information Industry: What the Information Industry Can Learn from the Music Industry
— Presented by Amy Elliott (Reference Librarian/Assistant Professor, Alberstons Library, Boise State University)

Reported by: Janice Adlington (McMaster University)
<adling@mcmaster.ca>

Elliott drew on her background on Music Row to draw intriguing parallels between the music and information industries. Both have seen a consolidation of publishers, takeovers by corporations with no knowledge of the content, an emphasis on marketability over quality, and a “false boom” in profitability as content is repackaged and resold (music CDs / eBook packages). Music industry executives failed to foresee the behaviour and desires of digital natives, and saw sales plummet as users circumvented traditional distribution channels. Elliott anticipates that our current students, as they become faculty, will embrace comparable disruptive technologies, since they expect information to be immediately available, free, and reusable. She noted the potential centrality of institutional repositories in enabling full-scale changes to the publication and distribution model. In this environment, she suggested that publishers and libraries can save the time and effort of the user, and so demonstrate value, by enhancing metadata and search systems (as iTunes), and by repackaging and highlighting the best content.