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And They Were There: Reports of Meetings

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And They Were There

Reports of Meetings — SCLA/SELA Joint Conference “Local Roots: Regional Reach,” and the 33rd Annual Charleston Conference (a Mini Report and a Preconference Report)

Compiled by: **Ramune K. Kubilius** (Northwestern University, Galter Health Sciences Library) <r-kubilius@northwestern.edu> and **Tom Gilson** (Assoc. Editor, *Against the Grain*, and Head of Reference Emeritus, College of Charleston) <gilson@cofc.edu>

South Carolina Library Association / Southeastern Library Association Joint Conference — Westin Poinsett Hotel, Greenville, SC, November 13-15, 2013

Reported by: **Tom Gilson** (Associate Editor, *Against the Grain*, and Head of Reference Emeritus, College of Charleston, Charleston, SC 29401) <gilson@cofc.edu>

The 2013 SCLA/SELA joint conference “Local Roots: Regional Reach” was held in the historic Westin Poinsett Hotel in downtown Greenville, SC. and attended by more than 400 librarians, publishers, and vendors.

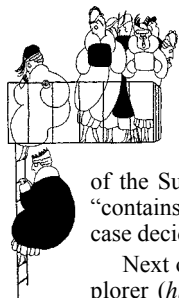
“Building Partnerships: On Campus and Off” featured **Dr. Gordon Baker**, Clayton State University, GA and **Robert E. Fox**, University of Louisville, making the argument that “the library staff must build partnerships within the campus and off campus if the library is to be meaningful for the learning community.” Both speakers offered their libraries’ experience to support this contention.

As strategies for reaching out to students **Mr. Fox** highlighted the use of library publications, tours and orientations, welcome back events, and partnering with individual classes to do special events. In connecting with faculty he noted the positive effects of faculty orientations, sponsoring a series of “Tuesday talks” where faculty discuss their research in layman’s terms, providing meeting space, and librarian liaison efforts. He stressed the need for collaboration with campus groups ranging from student government and faculty and student advisory boards to the College Foundation, Alumni Affairs, the Writing Center, and the First-Year Experience — all with an eye toward enlisting them as library advocates. He ended by reminding the audience that librarians can’t assume that “people know our story” and that libraries need to take advantage of their staff talents as well as other campus resources to build needed partnerships.

Dr. Baker focused on off campus partnerships, noting that for his library the K-12 community was a good fit. He discussed the value of contacting school media coordinators and media specialists, conferencing with teachers, and presenting to students, especially highlighting available library resources. He also talked about his library’s efforts in working with the local museum, acting as the “Foundation Center” providing information to the local community, and having an internship position at the Clayton State archive to work with local genealogy groups.

In her presentation “Beyond.gov – Using Non-Government Websites for Government information,” **Kathy Karn-Carmichael** from USC-Aiken told the audience about a number of worthwhile Websites. True to the program description, **Ms. Karn-Carmichael** discussed a number of sites that would be useful in providing information “on business, social sciences, and international relations in academic and public settings.”

Ms. Karn-Carmichael divided her discussion into six major topic areas, recommending Websites for each. She started by talking about Legislative and Judicial Sites, noting that *Thomas.gov* was being replaced by *Congress.gov* and then spoke highly of the Supreme Court Database (<http://scdb.wustl.edu/>) that “contains over two hundred pieces of information about each case decided by the Court between the 1946 and 2012 terms.”



Next on her list was the Demographic Website Social Explorer (<http://www.socialexplorer.com/>), which she felt was easier to use than the Census Bureau’s Database American FactFinder (<http://factfinder2.census.gov/>), in addition to containing thousands of interactive maps.

Given the recent concern about the activities of the **National Security Agency**, **Ms. Karn-Carmichael** pointed to sites that focused on government transparency including the National Security Archives (<http://www2.gwu.edu/~nsarchiv/>), which is centered at **George Washington University** and is the biggest requester of FOIA documents — and according to the *LA Times*, “the world’s largest nongovernmental collection” of declassified U.S. documents. Her second choice in this category was *OpenSecrets.org* (<http://www.opensecrets.org/>), a non-partisan Website that sheds light on campaign and political spending as well as providing data on lobbying efforts.

Patent Searching is of interest to many people, and **Ms. Karn-Carmichael** recommended two sites: Google Patent Search (<https://www.google.com/?tbs=pts>), which enables you to search more than seven million U.S. patents, and Patentscope, (<http://patentscope.wipo.int/>), sponsored by the **World Intellectual Property Organization**, and which has “32.5 million patent documents including 2.2 million published international patent applications.”

In searching for Statistical information **STATS America** (<http://www.statsamerica.org/>), a service of **Indiana University’s Kelley School of Business** was **Ms. Karn-Carmichael’s** top choice. She admitted that some of the information was not as robust as full census data but praised what she saw as the zero learning curve as well as a software feature that allowed users to make numerous statistical comparisons.

She ended her presentation by recommending two history-related Websites. The first, Historical Timeline (<http://www.historicaltimeline.com/>) provides five historical timelines categorized under the broad topics The World, Leaders, Religion, Wars, and Inventions. Besides providing relevant chronological facts, each timeline has a bibliography of related resources displayed side-by-side with the events. The second was the Policy Agenda Project (<http://www.policyagendas.org/>), which collects and organizes data from various archived sources to trace changes in the national policy agenda and public policy outcomes since the Second World War.

“Growing a New Liaison Program” featured librarians at **Georgia Regents University**, a newly consolidated university which formed when **Augusta State University** and **Georgia Health Sciences University** merged. Naturally, this merger led to the joining of **Augusta State’s** liberal arts **Reese Library** with **GHSU’s Greenblatt Medical Library**, hence the need for a new approach to library service.

Presenters **Melissa Johnson**, **Autumn Johnson**, and **Camilla Baker** discussed how they started with the idea of transplanting the embedded librarianship model from the **Greenblatt Health Sciences Library** to the new consolidated university library but eventually emerged with a liaison program instead. After examining the pros and cons of the embedded and liaison models they chose the latter with its focus on providing duties/services centered on specific subject disciplines. Although there were a number of similarities between the two models, the embedded model was seen as too narrowly focused to fulfill all of the responsibilities assigned to the library and the librarians. Better communication, increased sustainability, and improved work load balance were also given as primary reasons for preferring the liaison model. The presenters also discussed the implementation process that included four training sessions as well as contacting and making connections with the faculty departments to explain the new model and the reassigning of liaison responsibilities among the librarians themselves.

“Reimagining the University Press: Digital, Historical, and Student Centered” was presented by **Trisha O’Connor** and **Alli Crandell** of **Coastal Carolina University’s Athenaeum Press**. They discussed the production process of the first book published by the press, entitled

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Chasing the Paper Canoe. The book follows explorer **Nathaniel Bishop's** journey down the Waccamaw River in a paper canoe more than a century ago. While the annotated chapters were written by faculty, the presenters claimed that what was unique about the publication was the student involvement in every phase of the book's development. In particular, students were responsible for the taking of the photographs and the design and production of a companion Website which includes streaming video via a feature called Augmented Reality.

O'Connor and **Crandell** noted that the creation of *Chasing the Paper Canoe* was a valuable learning experience for both themselves and the students as they developed a realistic sense of the time and research demands of such a project, were required to make connections with the community, had to develop more technical knowledge, and had to foster faculty integration in the project. A member of the audience asked about librarian involvement especially in the research phase of the project. The presenters admitted that librarians had not participated but that librarian involvement in future projects was an excellent suggestion.

According to the presenters the experience gained with *Chasing the Paper Canoe* will be used in two new projects: My Life with Mickey which presents five stories of **Mickey Spillane**, acclaimed pulp fiction author, through the eyes of his wife, **Jane Spillane**, and The Gullah Spirituals Project, which is a multi-media, multi-dimensional look at the music, history, culture, and language of the Gullah people of South Carolina.

"Organization Change and Conflict: Challenges and Opportunities" was designed "to analyze and discuss inevitable and predictable conflict associated with organization change processes." In line with this, **Tom Ward**, University Ombudsman at **Clemson University**, took the audience through the various elements of organizational change including the complexity and ramifications of change, motivational factors causing change, the types of organizational change, and the design, implementation, and managing of change.

In discussing the complexity and ramifications of change, **Mr. Ward** noted that there are predictable tensions and conflicts often due to bad execution and lack of clarity as to goals. Such issues can be anticipated so managers need to be aware of potential pitfalls. Regarding motivations for organizational change he pointed to external factors like funding, technology, and customer needs as well as internal factors like a change of leadership, space needs, and generational differences. **Mr. Ward** continued by elaborating on various types of organizational change including changes in control, restructuring, management style, condition of employees, and market conditions — i.e., competition, and legislation, and policy. In discussing design, implementation, and management of change, he stressed an awareness of the existing conditions within the organization as a key element, noting that the change process accentuates existing challenges. He then gave reasons why people resist change including an absence of trust, lack of consistent, quality communication, lack of familiarity with the new processes, and negative expectations. He felt that it was essential to build an *Esprit de Corp*, noting that people need to trust leaders, feel a connection to the old way in some fashion, and believe that the change is beneficial.

Charleston Conference Mini Report — A View From A Local

by **Mike Dodd** (Circulation/Shelving, College of Charleston Libraries, Charleston, SC) <doddml@cofc.edu>

The **Charleston Conference** for 2013 was an eye-opening experience for this attendee. Although it was not my first, I appreciated this conference more than any of the previous years. Having been a resident of Charleston for over two full years, I now fully appreciate the scope of everything that happens during this unique event, and yet I only attended sessions on Friday and Saturday.

The first one was a "shotgun session" billed as "pecha-kucha-like" featuring four PowerPoint presentations and a "rapid fire group of talks." The topics included ERM (electronic resources management) and the "extended mind." There was mention of the "As We May Think" article by **Vannevar Bush** (featured in *The Atlantic Monthly*, July 1945), which predicted information technologies and services like Google and Wikipedia. I found that very interesting. There was also discussion about "filter failure" vs. "filter success" illustrating the ramifications of settings and cookies which control the filter and flow of information for a particular user. Presenter **John Dove** spoke of how publishers once served as primary filters as to what information was obtainable; however, more recently "information overload" has become all too common. The talk was interesting and insightful, but I couldn't understand what the best solution would be for "information overload." Perhaps it may be best described as an ongoing challenge.

The next session featured several presenters from around the globe speaking about the unique relationship between university presses and academic libraries. I learned that they coexist symbiotically or at least that they should. Also, they should probably not compete against or work against each other.

Another session concerned "e-textbooks" which are gradually becoming popular. Apparently they represent only 15% of all "eBook purchases," and yet they have only been available since 2007. It was mentioned that students illicitly download the most popular "e-textbooks" online for free at torrent-based Websites like <http://thepiratebay.sx/>. This session was also insightful but did not persuade me to invest in any eBook technology. Apparently the majority of undergraduate and graduate students are also staying with traditional textbooks (in print) for the time being.

The final event of the **Charleston Conference** (for me) was the Hyde Park Debate where the theme was the pros and cons of academic publishers selling content back to academic libraries (at a high price). I listened to very persuasive arguments on both sides, for and against. Both speakers were very knowledgeable, passionate, and well prepared. I was actually more impressed with the informed comments from audience members representing the fields of publishing, technology, and academia (**Johns Hopkins**, **UCLA**, **SUNY**, and many more). It was during this final session that I realized how interesting and inspiring the collective experience is at the **Charleston Conference**. I felt like I was in the company of experts and look forward to next year.

33rd Annual Charleston Conference — Issues in Book and Serial Acquisition, "Too Much is Not Enough!" — November 6-9, 2013, Charleston, SC

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

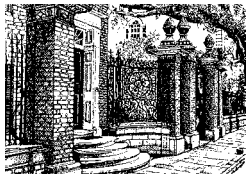
Column Editor's Note: Thank you to all of the **Charleston Conference** attendees who agreed to write short reports that highlight sessions they attended at the 2013 conference. All attempts were made to provide a broad coverage of sessions, and notes are included in the reports to reflect known changes in the session titles or presenters, highlighting those that were not printed in the conference's final program (though some may have been reflected in the online program). Please visit the **Conference Website**, <http://www.katina.info/conference>

for the online conference schedule from which there are links to many presentations' PowerPoint slides and handouts, plenary session videos, and conference reports by the **2013 Charleston Conference** blogger, **Donald T. Hawkins**. Visit the conference blog at: <http://www.katina.info/conference/charleston-conference-blog/>. The **2013 Charleston Conference Proceedings** will be published in partnership with **Purdue University Press** in 2014. — **RKK**

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WEDNESDAY, NOVEMBER 6, 2013 PRECONFERENCE

SelfPub 2.0 — Presented by **Mitchell Davis, Moderator** (BiblioLabs); **Eleanor Cook** (East Carolina University); **Bill Gladstone** (Waterside Productions); **Deb Hoadley** (MA eBook Project); **Robert P. Holley** (Wayne State University School of Library & Information Science); **William Kane** (Wake Forest University); **Leslie Lees** (ebrary); **Michael Levine-Clark** (University of Denver); **Bob Nardini** (Ingram Library Services); **Matt Nauman** (YBP Library Services); **Cyril Oberlander** (SUNY College at Geneseo); **Joyce Skokut** (Ingram Library Services); **John Shearer** (UNC Press); **Charles Watkinson** (Purdue University Press)

Reported by: **Tony Horava** (University of Ottawa)
<thorava@uottawa.ca>

This pre-conference was a great opportunity to learn about the issues and challenges in grappling with self-published works. Publishing is becoming more democratized, and many tools and platforms are now available for authors of all stripes to have their own voice outside of the traditional supply chain. How and why should academic libraries address this burgeoning field of publication? It is outside of our selection criteria, our standard workflows, and field of vision. Fourteen speakers representing the different stakeholders in the system (vendors, libraries, university presses, agents) addressed these challenging questions. **Sherer** of **UNC Press** argued that self-publishing can co-exist with trade publishing and pointed to the collaboration for the Long Civil Rights Movement books. There will be 500 books published within five years, and the program is no longer grant-based. **Watkinson**, the director at **Purdue UP**, described the publication of the *Journal Transportation Research Reports* that were digitized and are now discoverable on the institutional repository and sold as print-on-demand. **Oberlander** from

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SUNY Geneseo described their publishing service and, in particular, their publishing of two OA textbooks from faculty authors. This transformative strategy will lower the financial barriers for students. **Levine-Clark** from the **University of Denver** noted that self-publishing is dwarfing the output of scholarly publishers (400,000 versus 65,000 in 2012) and described the challenges for identifying works of interest, determining quality, and finding books outside of the mainstream. The challenge of being obligated to collect all works by faculty in their discipline and outside of it, where they don't have expertise or may be writing on topics that we would typically exclude (e.g., Holocaust denial), raises issues. Peer review is unlikely for self-published books, and reviews in magazines are also unlikely. **Naumann** of **YBP** argued that self-publishing works well for fiction and popular non-fiction but wondered if “good” academic books are being self-published. How would we find them? Metadata is critical for filtering and identification. **GOBI Analytics** could analyze published authors publishing out of the mainstream. **Holley** from **Wayne State University** noted that self-published books don't count for promotion and tenure and that we need a vetting system to focus on quality, not market viability. Self-published memoirs that are witnesses to current events, e.g., Afghanistan, could be valuable as source material for historical research. Finally, **Gladstone** of **Waterside Productions** gave us a wider-lens view — he argued that the present system is not optimizing the value of citizens becoming more informed and creating a better democracy. The big publishers publish 95% of best sellers — and we need to break out of the gatekeeper mentality by embracing the opportunity of self-published books.

This pre-conference gave us a wide range of perspectives on the challenges of self-publishing and made us recognize that we as a community do have a responsibility to take this phenomenon seriously, whatever our response might be. It is another reflection of the rapidly changing digital publishing ecosystem we live in and the variety of options and business models out there for authors. There are no easy answers.... 🌱

*We only had room for the one preconference report in this issue, however, please watch for more reports from the 2013 Charleston Conference in all the upcoming issues of **Against the Grain**. Presentation material (PowerPoint slides, handouts) and taped session links from many of the 2013 sessions are available online. Visit the **Conference Website** at www.katina.info/conference. — KS*

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