

Against the Grain

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If Rumors Were Horses

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Against the Grain

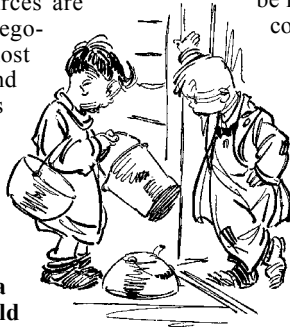
“Linking Publishers, Vendors and Librarians”

ISSN: 1043-2094

Content for Courses: Welcome to our Special Issue!

by **Heather Staines** (Director, Publisher and Content Strategy, ProQuest, 14 Raynor Ave., Trumbull, CT 06611; Phone: 203-400-1716) <heather.staines@proquest.com> www.proquest.com

I'm very excited to bring you this special issue on the role of libraries in facilitating access to content for courses. Librarians have a long record of working with faculty to ensure that the best resources are available to students, from negotiating the licenses for the most needed journals, databases, and eBooks, to managing e-reserves or course reader initiatives. Now, with new and varying types of content, ranging from multimedia to student generated content to maker-spaces, librarians have a wider role than ever before. **Jessica Clemons** and **Roger Schonfeld**



look at trends demonstrating growing commitments to student retention, progression, and lifelong learning outcomes and offer their take on the subject in “Why should librarians be involved in facilitating access to content needed for courses?”

Two years ago, the November 2014 issue on electronic textbooks, edited by **Charles Lyons**, introduced a number of projects on alternative textbooks and Open Educational Resources. Wherever possible, I wanted to revisit these projects. In “Momentum Building: Progress Towards a National Library OER

Movement,” **Nicole Allen**, **Steven Bell**, and **Marilyn Billings** weigh in about growth indicators and new practical strategies on the OER front overall. In “High Textbook Costs: The Battle Continues,” **Crista Bailey** and **Ann Agee** update us on the Affordable Learning Solutions (ALS) project at **San Jose State University**, including the popular Textbooks Available as eBooks in the Library (TABL) list and the Textbook Alternative Project (TAP) Grants for faculty. In “TextSelect revisited: The evolution and success of the textbook reserves program at **George Mason University**,” **Jessica Bowdoin** and **Madeline Kelly** detail new developments in the university's textbook reserve initiative in cooperation with

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If Rumors Were Horses



My first shout out goes to the little guy on the front page — **Carter Mungin** and his family. **Carter** just turned two years old. He had a stroke when he was barely six months old. Between the MUSC doctors and a “Berlin heart” he is doing very well. **Carter** is **Sharna Williams** grand-nephew and he is a sweetheart. This picture is from the heart walk by the **American Heart Association Team Carter** here in Charleston a few weeks ago. And read all about the Berlin heart which was founded in 1996. I was lucky to be able to ask my son-in-law who is a cardiovascular surgeon about it all, and he tried to answer my crazy questions. **Carter** no longer needs the Berlin heart and is doing well. https://en.wikipedia.org/wiki/Berlin_Heart



Center going to the left: **Carter Mungin**, **LaQuanna Mungin** (mom), **Kieran Smalls**, **Maurice Mungin** (dad), **Henry Smalls**, and **LaKetheia Mungin**.

Another picture in this issue. Big news from the **John and Gloria Dove** world. A few weeks ago in San Francisco they greeted the birth of their first grandchild provided by son **Matthew** and his wife, **Jodi**. **Elijah William Dove** arrived at 7 pounds 7 ounces on the 7th of September (talk about synchronicity). As you can see from the photos, everyone is happy, healthy, and the grandparents are “Over the Moon” (p.30).

Speaking of Matthew. Yes, we survived **Hurricane Matthew**! It was nothing like Hurricane Hugo but Matthew took its toll especially on Beaufort and Edisto Island and Myrtle Beach. The scary thing about all hurricanes, and especially this one, was its total unpredictability! Here's hoping we avoid another hurricane for a few more years (how about decades!)! Fingers crossed.

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From Your (hurricane-fearing) Editor:

I will never forget **Hurricane Hugo**. It was September 19, 1989. I had just started *Against the Grain* in March with **Steve Johnson's** (Clemson) beer newsletter experience. My husband **Bruce** and I bundled computers and floppy discs (remember those?), children, dogs, all our belongings that would fit in the car and headed inland until we found a hotel that would take dogs. The news from Charleston was grim. Do not come back yet, **Mayor Riley** told us. Wait. We finally headed back to Charleston three days later. There were downed trees and power lines everywhere. And we were kept in the cocoon of **The Citadel** since we didn't get power for several weeks! The landscape had changed and the usual landmarks were gone. I remember walking to the **Mills House Hotel** (the con-

ference headquarters that year) because the roads were not passable. But the **Charleston Conference** took place. It had taken six weeks and Charleston had survived. Whew!

And, so, this issue of *Against the Grain* has survived! The awesome **Heather Staines** has guest edited this issue on the **role of libraries in facilitating content for courses**. We have many papers about library involvement, the national OER movement, high textbook costs, collaborative textbook affordability, media in the classroom, creative curricular services, moving from analog to digital, media literacy instruction, student attitudes about it all. We have created an expanded **profiles encouraged** section in this issue which we



hope to continue. You will notice this is one of our longest issues ever (112 pages). We had to expand the table of contents section so we will have to wait til our Dec16-Jan17 issue for the letters to the editor, but do not fear, we have interviews, meeting reports, many book reviews and lots of other stuff too.

We are back in Charleston after another evacuation for Hurricane Matthew! Gosh! Were we surprised that it made landfall here in Charleston! Thank goodness the storm had downgraded considerably.

Thanks to everyone who helped to put this issue together despite uncertainties!

See many of you in Charleston in a few weeks! Love, Yr. Ed. 🐾

BOOKSELLING AND VENDING (con't)

Being Earnest with Collections 92

Let's Get In Formation: Standardized Data Review for eResource Management by **Kelli Getz** and **Lindsay Cronk** — *Exploring the early stages of establishing a systematic way to measure the impact of existing e-resources.*

Biz of Acq 98

Toward Data-Informed Collection Decisions: 4+ Years of PDA Insights at Winthrop by **Antje Mays** — *This article (the first in a series of three) shares broad print and eBook usage and expenditure findings.*

Both Sides Now: Vendors and

Librarians 102

Learning How to Embrace the Concept of "Change" by **Michael Gruenberg** — *Michael was chosen to be a judge for SIIA 2016 CODiE Awards in the new sales management technologies category. He was impressed by the wisdom and professionalism of the people and products he saw. These were change agents themselves.*

Rumors

from page 1

Now on to **library and book business!**

I was excited to see the latest CEO Forum (the quarterly publication by CEOs for CEOs) which includes an interview with our own **Mary Ann Liebert**. What a woman! As a classical music lover, I was especially intrigued by the fact that **Mary Ann** conducted the first movement of **Tchaikovsky's** Fourth Symphony with the **Westchester Philharmonic Orchestra**. I can't imagine! Only **Mary Ann!** We at **ATG** interviewed **Mary Ann** on July 16, 2012. (v.24#3) <http://www.against-the-grain.com/2012/07/v24-3-atg-interviews-mary-ann-liebert/>

<http://www.liebertpub.com/lpages/maryannliebertinterview/180/>

<http://www.against-the-grain.com/2012/07/v24-3-atg-interviews-mary-ann-liebert/>

Guess you saw the piece in **Scholarly Kitchen** posted by **Roger Schonfeld**, "Building a Repository in Partnership with Elsevier: The University of Florida's Perspective." A Neapolitan coming up in Charleston this November!

<https://scholarlykitchen.sspnet.org/2016/06/29/elsevier-uf-partnership/>

Just learned that the second edition of **Jesse Holden's** book, **Acquisitions: Core Competencies and Practices** was published by **ALA/Neal Schuman**.

<http://www.ala.org/news/member-news/2016/09/core-concepts-and-practices-acquisitions>

All of you know **Toni Nix**, my incredible assistant with both *Against the Grain*, the **Charleston Conference Vendor Showcase**, ads manager for **ATG** and many other publications. I could not do without her! **Toni** and her husband **Dean** are real pioneers! They live on the banks of the Edisto River. They deal with flooding all the time but especially after big rains and hurricanes. But not to be daunted,

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TECHNOLOGY AND STANDARDS

@Brunning: People & Technology ... 72

At the Only Edge that Means Anything/How We Understand What We Do by Dennis Brunning — *As always, Dennis talks about many things – usage data, Bookbub, the Zeitgeist.*

Decoder Ring 80

ALA Takeaways and Fall Follow-Ups by **Jerry Spiller** — *Jerry focuses on a treasure trove from Image Comics.*

AGAINST THE GRAIN DEADLINES VOLUME 28 & 29 — 2016-2018

<u>2016 Events</u>	<u>Issue</u>	<u>Ad Reservation</u>	<u>Camera-Ready</u>
ALA Midwinter	Dec. 2016-Jan. 2017	11/10/16	11/28/16
<u>2017 Events</u>	<u>Issue</u>	<u>Ad Reservation</u>	<u>Camera-Ready</u>
Annual Report, ACRI	February 2017	01/05/17	01/19/17
MLA, SLA, Book Expo	April 2017	02/16/17	03/09/17
ALA Annual	June 2017	04/06/17	04/27/17
Reference Publishing	September 2017	06/15/17	07/06/17
Charleston Conference	November 2017	08/17/17	09/07/17
ALA Midwinter	Dec. 2017-Jan. 2018	11/09/17	11/24/17

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Rumors

from page 6

Toni will boat out of her house to her truck which is on high ground to take care of **ATG** and **Charleston Conference** business. Speaking of which, on last Tuesday the **Intellectual Property & Science Business of Thomson Reuters** became **Clarivate Analytics**. That means that the position of the business in the **Vendor Showcase** guidebook, etc., etc. had to change at the last minute! And this is part of **Toni's** purview. Did she complain? No!

Here's the scoop! The previously announced sale of the **Thomson Reuters Intellectual Property & Science** business to **Onex Corporation** and **Baring Private Equity Asia** was completed October 3. The company's many well-known brands include **Web of Science**, **Cortellis**, **Thomson Innovation**, **Derwent World Patents Index**, **Thomson CompuMark**, **MarkMonitor**, **Thomson IP Manager** and **Techstreet**, among others. The newly independent company will be known as **Clarivate Analytics**, with **Vin Caraher**, as CEO. The new business continues to focus on scientific and academic research, patent analytics and regulatory standards, trademark protection, pharmaceutical and biotech intelligence, domain brand protection and IP management. The new name is effective immediately, and

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Content for Courses

from page 1

tion with their campus bookstore. **Monica Metz-Wiseman's** "Textbook Affordability: An Update" brings us up to speed on four initiatives at the **University of South Florida**: Online Course Reserve, Print Textbooks on Reserve program, eBooks in the Classroom, and the Open Textbook Initiative. As you will soon see, there have been many exciting developments, and these initiatives continue to gain wider acceptance and participation. Increasing visibility for these projects is particularly important to me, as, in my day job, I'm focusing on ensuring that the metadata for these new resources is as widely available as possible in discovery and delivery services.

Bookstores, coursepacks, and e-reserves continue to be common ways to provide students with access to items assigned on a syllabus. In "Collaboration is Key to Innovative Textbook Affordability Solutions," **Robert A. Walton** of the **National Association of College Stores (NACS)** provides informative case studies of library-bookstore collaborations to meet the needs of various campus constituencies. On the e-reserves front, I'm also pleased to bring you two views of library activities, including workflow challenges and opportunities, in this changing environment: "Current Trends, Challenges, and Opportunities for Electronic Reserves Services at **Santa Clara**" by **Elizabeth McKeigue** and "SIPX

Electronic Reserves at **Pepperdine University**" by **Sally Bryant** and **Gan Ye**. Ensuring that library resources and open content are visible in faculty workflows translates into more transparency on content use, costs, and other metrics that help support the teaching and learning environment.

In investigating topics on which to commission articles for this issue, it became quickly apparent that the role of the librarian in content provision goes well beyond books and journals — electronic or otherwise — and into the wild world of multimedia. In "Media in the Classroom — Connecting, Collaborating, Creating," **Lori Widzinski (SUNY Buffalo)**, **Debra Mandel (Northeastern University)**, **Andrew Weaver (University of Washington)**, and **Andy Horbal (University of Maryland)** detail the variety of ways that libraries have moved from the storage of knowledge to the creation of knowledge in support of classroom learning. And in "Multimedia Creation in the Small Campus Library," **Alyson Gamble**, Assistant Librarian, Sciences at the **New College of Florida** and the **University of South Florida Sarasota-Manatee**, explains her library's focus on metaliteracy and active learning through a case study in the use of videos in the flipped classroom.

Publisher and vendor initiatives offer another view into ways that content can be adapted for use in courses. In "Does there need to be a distinction between 'content for courses' and 'content for libraries'?" **Liz Ma-**

son explains how **Cengage** develops their library products to better meet classroom needs and to help libraries demonstrate how they support better classroom learning outcomes. **Robert Boissy's** "The Affordable Textbook Revolution" reveals how **Springer Nature** has taken a hands on approach to ensuring maximum visibility for ebooks and reference content already licensed by the university, so that faculty will see what is available to them for course use. On the e-textbook front, **VitalSource's William Chesser** takes on the print versus electronic debate in "Dispatches from the Digital Front: Student Attitudes, Digital Content, and Lessons Learned." And finally, to bring video content into the conversation, "From **Alexander Street Press** to the Classroom" by **Bennett Graff** recounts how decisions like semantic indexing and discipline level customization have had a positive impact on the use of video materials in teaching and learning.

Whether it is highlighting the traditional and continuing role of libraries in meeting faculty and student needs in the classroom or detailing new media and support mechanisms that now exist alongside regular content services, these contributors have done an amazing job. I hope that you will enjoy these articles as much as I did and that you will find useful information and practical advice that you can apply in your library or organization. 🌱

Two Views on E-Reserves from page 28

(ILS) functions to the **OCLC WorldShare Management Services** system at the end of 2010. The libraries have continued to add web-based applications to eliminate local server maintenance fees and staff time. Early in 2014, the need to upgrade the server hosting the libraries Docutek ERes e-reserve system accelerated an existing desire to reshape the libraries' workflows and better integrate the e-reserves service with other campus technologies, including the Learning Management System (LMS) Sakai. Library staff wanted to easily set up and distribute course readings without worrying about copyright challenges.

In the summer of 2014, the **Pepperdine University Libraries** selected SIPX as their new e-reserves system. The initial SIPX implementation was a stand-alone service. The SIPX implementation team acquired **Pepperdine's** holdings data from **OCLC** and loaded it into SIPX. At the same time the team provided training for the library staff. SIPX was used successfully throughout fall semester 2014.

One barrier to easy use remained: students had to create their own SIPX accounts in order to access their course reading lists. Additionally, the reading list links on the Sakai LMS site could not direct students to the reading materials. To alleviate this friction, the library wished to connect SIPX directly with Sakai. At the end of 2014 the Sakai system was upgraded and **Pepperdine** installed a SIPX plugin along with a set of validation keys that allowed the Sakai system to pass student and course information to the SIPX system, permitting the creation of user accounts in SIPX and letting users have direct access to their course reading list materials. In parallel with the technology integration process, the library worked with the Sakai team to get custom roles set up for library staff within Sakai and to train library staff. The library staff can now edit some course content

at the SIPX site and send the SIPX reading list links back to Sakai.

In January 2015, library staff began using the SIPX-Sakai integration for e-reserves. First, the staff member accesses the Sakai course to create a course reading list, selects the "Add SIPX" readings tool which directs them to the SIPX site with all the course information. The SIPX search interface returns information about the libraries' holdings as well as availability through public domain, the SIPX collection, and a copyright agent. Results from the library's subscriptions and public domain have no costs, while results from the SIPX collection or via the copyright agent have varying costs. For other items, the library can easily see what is subscribed and what requires a payment which helps in determining if they are in compliance with copyright restrictions. After all the reading materials are found and added to the course at the SIPX site, the library staff can easily inject the reading list into the Sakai course site where instructors and students can easily access readings without any additional sign-on. Because the SIPX software is located in the cloud, library staff can efficiently add new reserves from any computer, anytime, anywhere — even from home.

Some challenges still exist for library staff. Although the school and course box is automatically completed, the library staff had to input a book or journal title or an ISBN/ISSN/DOI number and add the article or chapter title to reduce the amount of search results. This issue should soon be solved, as we are currently transitioning to the new SIPX interface which integrates Summon as search engine and uses one search box. Also, in cases where clearance cannot happen automatically, such as special orders for which rightsholders must be contacted directly by the SIPX team, the wait time for copyright permissions can be excruciatingly long and the article cannot be made available until the permission is received.

Pepperdine faculty and staff anecdotally have been most appreciative of SIPX and like

the fact it is integrated into the LMS Sakai system. **Professor Ron Batchelder**, says, "I believe students should be connected to the library — I used to use the original system of non-electronic reserves as well. In the world of copyright protection, I feel more protected in distributing articles through the library system." The user interface is very intuitive and easy to use. Electronic reserves are highly accessible and eliminate the need to visit the library to retrieve physical reserves for articles and book chapters. Putting materials on SIPX saves **Pepperdine** students' money because they do not have to purchase or copy the materials (the library picks up the copyright tab). The library benefits from greater interaction with faculty under the newly-designed joint workflow that extends the library's participation into the LMS. Additionally, both instructors and the library have deeper insight into student engagement with SIPX readings, and the library has access to a broader view of content usages and cost levels on course materials across the campuses with advanced SIPX analytics data.

Looking towards the future, circulation services have been relocated to a smaller footprint as the main undergraduate library is undergoing an extensive renovation during the upcoming academic year. We anticipate more faculty will become aware of and utilize electronic reserves, as available student study spaces will be reduced. Distance learning, especially at the graduate level, is increasing in scope, and electronic reserves are a good fit for these programs. Documents accessed on SIPX via Sakai are mobile friendly and can be read on a tablet or mobile phone using a mobile web browser. SIPX is very intent on constantly evolving their product, and this fall they have scheduled a series of changes to the workflow around search and license selection plus changes to make the plugin with Sakai more robust. 🌸

Rumors from page 8

new branding will be implemented across the company's products and services, beginning in early 2017. *Clarivate.com*

Be sure and bookmark the **ATG NewsChannel** website! Did you see **Erin Gallagher's** hot topics post about **Banned Books Week** and why it is important in academic libraries? **Erin** says it was a huge success in her library (**Rollins College**). And we also had a successful Banned Books week at the **College of Charleston!** Speaking of banned books, I was intrigued by a recent article in **Elsevier's Library Connect** called, "A risky proposition: when Elsevier began its academic publishing with banned books" by **Colleen DeLory**. "In the years preceding World War II, as the Nazis rose to power in Germany, **Elsevier** Director **J.P. Klautz** acquired some of the back cata-



Congratulations to **John and Gloria Dove** who were in San Francisco to greet their first grandson. **Elijah William Dove** arrived at 7 pounds 7 ounces on the 7th of September.



logues and new manuscripts of authors who had been blacklisted by the German government because of their Jewish heritage or affiliations that did not align with Nazi ideology." Apparently **Sjors de Heuvel** is currently working on a history of the **Elsevier** company supposed to be out soon. Personally, I wish there was more interest in publishing histories than there currently is. Don't you? <http://www.against-the-grain.com/2016/09/atg-hot-topics-of-the-week-so-hot-they-should-be-banned-93016/>

<https://libraryconnect.elsevier.com/articles/risky-proposition-when-elsevier-began-its-academic-publishing-banned-books>

Nancy Herther is tireless. She has many posts on the **ATG NewsChannel** and the next one coming up will be about **Personal digital archiving**. I just read the draft. Look for it on the **ATG NewsChannel**.

www.against-the-grain.com/

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The Affordable Textbook ... from page 38

reason many people outside and even inside the company did not perceive the company to be a textbook publisher. This too served to hide the many textbooks in the purchased packages.

This article is not an advertisement; it is a cautionary tale for publishers and for librarians. If you sell content in some kind of package, make very sure you spell out the categories of content in that package. If you are selling a package of monographs, a package of reference content, or a package of e-Textbooks, the content will be clear to the buyer. But if you are selling a package that includes encyclopedias, atlases, handbooks, yearbooks, monographs, introductory undergraduate textbooks, advanced undergraduate textbooks, graduate textbooks, etc., you should remind the people making the purchases exactly what they have licensed. At **Springer Nature** we decided to do just that in the spring of 2015.

My then colleague **Sarah Schulman** was asked to create a document that we could send to opt-in faculty members at schools that already had a lot of our eBooks to encourage them to request a list of their e-Textbooks. We call this an account development campaign, as it is designed to increase use of content that is already owned. **Sarah** put together a dynamite promotion, mostly image, limited text, and with a very simple message: Click here to request a list of e-Textbooks already permanently available at your institution. We called it the “affordable textbook revolution.” We ran this campaign in mid-June 2015 to give faculty time to consider these textbooks for their courses in the fall or the following spring. Remarkably, 70% of the schools that received the message responded with at least one faculty member, and sometimes as many as ten faculty members asking for their custom lists. Anyone who markets to faculty knows they are severely stretched for time and highly unresponsive to the normal type of publisher pitch. Getting this level of response showed us that we had clearly touched a nerve. Affordable textbooks were an idea whose time had come. Seeing the result, we ran the campaign again in the fall of 2015 with a different set of schools and with equally good results. We also started to send the custom lists of licensed textbooks to our library contacts to make sure they were aware of our activity in the area in case they got faculty requests as a result of our campaign.

In 2016 we began to understand that affordable textbooks were going to be atypical as a marketing topic. This would not be a limited term effort which is often the norm with a new individual journal or book. Affordable textbooks, fueled by the strong current of the Open Education Resources (OER) movement, were an idea that we would need to keep after and prepare permanent tools to manage. Accordingly, in spring 2016 we sponsored an **ACRL-Choice** Webinar on affordable textbooks to let people know of our support of the OER movement and incidentally to let them know of our new Web page covering affordable textbooks (<https://www.springer.com/gp/librarians/affordable-textbooks>).

The page has a short form to request either a list of all our contemporary textbooks or a custom list of previously licensed textbooks. We then sponsored a second **ACRL-Choice** Webinar showing our support for the Charlotte Initiative, (featured at the **Charleston Conference 2015** and the **ER&L Conference 2016**), with its admonition to sell and buy eBooks in academic settings that have no digital rights management (DRM), unlimited concurrent use, with permanent access. Since **Springer Nature** is the largest eBook publisher in the world and backs these terms, we felt we had a natural ally in the Charlotte Initiative. Six hundred people registered for the Charlotte Initiative Webinar. At the time of this writing 90 librarians from around the world have used the **Springer Nature** affordable textbooks Web page to request lists of e-Textbooks.

There is a phrase that was commonly used when I was growing up in the 1970s — If you’ve got it, flaunt it! And that kind of sums up the experiences described in this article. But this is not just a publisher feel good story. If you go to the library Web page of the **University of North Carolina Charlotte**, you will find their Faculty eTextbook Database (<http://library.uncc.edu/>). I have held this effort up to every librarian I meet as a model. The database contains lists of the e-Textbooks from every publisher from whom they license, arranged for easy browsing and search. The site also features a second function designed for students. It contains a list tagged by faculty name of textbooks adopted for current courses with cover art and links to the full text of the eBooks. Students just need to type in the name of their professor, click on the e-Textbook for their course, download the textbook to their device of choice, and they are ready for their first class. Cost to the student — \$0.00. Of course, we hear from some students and faculty that printed textbooks are easier to study from and provide for better learning and retention. Leaving aside any review of the literature on textbook preferences and learning outcomes, there is a simple way to address this issue: give faculty and students an online and a print option. In the OER movement the call to arms often involves free online resources, but few realistically feel a print counterpart should

necessarily be free as long as it is inexpensive. At my firm at least, library purchased online resources are paired with optional print-on-demand for \$24.99. I often tote a 700-page print textbook to conferences to demonstrate that, once e-Textbooks are licensed by the library, any print-on-demand book or textbook (we call it MyCopy) is just \$24.99 if you feel you need print. This is better than the cost of photocopying, and the quality is excellent.

Reference content is a second issue that requires more visibility. Many librarians think of reference works as something separate and different from other types of purchases. Reference works cost more than monographs, and they are not always sold in a package with monographs and other content. But when significant numbers of reference works are included in package purchases, they can also be overlooked or hidden by the other content in the package. The exact same student needs associated with baseline learning from textbooks are met in the baseline information of reference works. How reference works are made visible and accessible to students in the electronic resource age is a task for academic librarians, but simply knowing what electronic reference works are on license is a start. Publishers can help here.

There was a time when academic libraries in the United States would never buy textbooks or take part in an effort to make textbooks more affordable, but that time has passed. In the rough and tumble discussions of the open access and open education movements, it is easy to forget that most scholarly publishers do attend very closely to the real needs of their readership, including their financial state. Sometimes this means it is necessary to join with libraries and champion causes that seem non-commercial or even anti-commercial. But when an important cause can be met with a considered response that mainly requires visibility and promotion, it should be done. Publishers spend a lot of their marketing budgets on pressing faculty, students, and librarians to buy new things. The era has now arrived when publishers should spend some of their marketing money and time on promoting what has already been bought. It’s simply good account development. 🌱

Rumors from page 30

Speaking of histories, just learned that **THE ABEL PAPERS** have now been gathered in Special Collections of the **Reed College Library** in Portland, Oregon. Remember when **ATG Press** published **Papa Abel Remembers**? Did you get a copy? If not, let me know because I have a few.

The **Book Industry Study Group (BISG)** has named **John Ingram**, chairman of **Ingram Content Group**, the recipient of its **2016 BISG Award for Excellence**. **Ingram** was recognized for “leading his company and

transforming **Ingram Book Company** into **Ingram Content Group**.” The award was presented at the **BISG Annual Meeting of Members** on September 30 in New York City and also served as a celebration of **BISG’s 40th anniversary**.

<http://www.publishersweekly.com/pw/news-brief/index.html?record=989>

Just heard from **Regina Gong**, our industrious Monograph Musings editor for **ATG**. **Regina** tells us in her column introduction that she will be missing **Charleston** this year because she has a new position as **OER (Open Educational Resources) Project Manager at Lansing Community College**. Unfortunately,

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Let's Get Technical from page 82

line up with what is physically on the shelf, keeping up a kind of a reality check. During the first project, there was a much higher number of records without items and it was important not to mistake another book on the shelf (with the same title or call number) for one of those on the list without an item record. It is also an important opportunity to confirm that publication dates are as expected and definitely meet your criteria. After books are pulled, we take a moment to vacuum and count them prior to shelving them in a staging area. At that point, depending on the scope of work needing to be done, either student or full-time staff in the Cataloging unit completes the work necessary to prepare the items for relocation to the off-site collections facility.

Outcomes

Prior to the first project, there was some concern that patrons would not react positively to having so many items moved off-site. Years out from that move, there has not been any measurable negative reaction. This is most likely due to the low circulation and age of the relocated books. It is also worth noting that many of our patrons request to have their books pulled for them via the catalog and that these items, now located off-site, are deliverable in one to two days to our main library, so the requesting process and experience is much the same regardless of a book's location. From a browsing perspective, the argument could be made that the collection becomes more up-to-date and relevant, when older, low use titles are removed. Also, as with the multivolume sets, many monographs received item corrections and cataloging enhancements that made them more discoverable and generally in better shape after being processed for storage.

Our first project of sending out 100,000 volumes resulted in the addition of 70 spacious, individual study spaces, while our next move of 50,000 volumes will enable us to clear half of our lower level, by consolidating our general collection on the second and third floors of our library. 🌱

Decoder Ring from page 81

There's three great ongoing titles you might have glimpsed at ALA. If you didn't, now's your chance. Get on it, true believers! 🌱

Endnotes

1. **Salazar, Kat.** "Readers Will Love Skottie Young's I Hate Fairyland," **Image Comics**. January 8, 2016. Accessed July 11, 2016. <https://imagecomics.com/content/view/readers-will-love-skottie-youngs-i-hate-fairyland>.
2. **Smith, Zack.** "Marjorie Liu Reads 'Dark Fantastic Adventure' MONSTRESS at Image." **Newsarama**. January 8, 2015. Accessed July 14, 2015. <http://www.newsarama.com/23169-exclusive-marjorie-liu-dark-fantastic-adventure-at-image-monstress.html>.
3. Ibid.



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Rumors from page 39

the OER conference is at the same time! Boo-hiss! **Regina** will be in Atlanta at ALAMW so we hope to hook up with her there. BTW, one of the authors in **Regina's** book reviews column is a long time friend of my husband's and has spoken in **Charleston** several times. The book — *Is Digital Different?: How Information Creation, Capture, Preservation and Discovery Are Being Transformed*. Editors are **Michael Moss**, **Barbara Endicott-Popovsky** and

Marc J. Dupuis. London: Facet Publishing, 2015. 9781856048545. 217 pages. \$95.00.

Heard from **Michael Cooper** (BUSCA, Ambassador). **Michael** has started a new job as small business sales representative for the national security firm ADT. He has begun training and says he is sorry he could not get back into the library world at this point. But meanwhile in Ithaca they are enjoying a community arts ritual called PORCHFEST where tons of local performers play music all around the neighborhood!

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Both Sides Now ...
from page 102

all the way up to the President of the company are now easily accessible.

Each library, be it a University, Fortune 500 company, law firm, etc., have unique ways in which they interact with the sales reps and how an eventual order is placed. For even the most seasoned sales executive, navigating through the acquisitions process can be quite daunting. Sometimes a library's policies and methodologies for buying content can be a bit obtuse. In the interest of transparency, the **University of Tennessee** library in Knoxville has clearly placed on their website how a vendor can and must conduct business with the University. It's all spelled out and each vendor needs to follow those guidelines if they have any hope in selling their products to that library.

There are programs that tell Public Library administrators what items have received the largest numbers of holds-or reserves- from their patrons. By knowing this information, the library gains great insight into what their public is looking for. For example, if ten or more people are requesting a certain title, that means that there are probably another ten who would want the same title, but just didn't take the time to make the request. Libraries throughout the country are using this type of report to actually buy materials that their patrons really want.

Along with more sophisticated methods to understand the buying and selling process, the

emergence of eBooks further adds to a situation that demands the acceptance of change for every library throughout the world. One of my colleagues used to say "change is security and security is change."

The great **Buddy Miles** sang the song "Them Changes" and said "my mind is goin' through them changes." Recognizing that change is everywhere and understanding how to cope with it and ultimately manage those changes should be a part of everyone's individual goal for success. 🌸

*Mike is currently the Managing Partner of **Gruenberg Consulting, LLC**, a firm he founded in January 2012 after a successful career as a senior sales executive in the information industry. His firm is devoted to provide clients with sales staff analysis, market research, executive coaching, trade show preparedness, product placement and best practices advice for improving negotiation skills for librarians and salespeople. His book, "Buying and Selling Information: A Guide for Information Professionals and Salespeople to Build Mutual Success" has become the definitive book on negotiation skills and is available on Amazon, Information Today in print and eBook, Amazon Kindle, B&N Nook, Kobo, Apple eBooks, OverDrive, 3M Cloud Library, Gale (GVRL), MyiLibrary, ebrary, EBSCO, Blio, and Chegg. www.gruenbergconsulting.com*

Rumors
from page 83

Y'all — I have to say that I get credit for the Conference when **so many more people deserve the credit**. Besides **Toni Nix** (above), there is **Leah Hinds** who can do everything, believe me, EVERYTHING without complaint. Add **Sharna Williams** and **Tom Gilson** and the **registration desk crews**, etc., etc. That's just the tip of the iceberg! Really! Thanks to each of the **Charleston Conference**

crews!!! And I cannot leave off the **Charleston Conference directors** and **Beth Bernhardt** and **Leah Hinds** who work tirelessly on the Conference program, room assignments, speaker bios, etc., etc. It does indeed take a village — a **Charleston Conference Village** to have a conference. Thanks to all of you!

And you know how we love new things. I have to thank **Ann Okerson** and **Steve Goodall** who had the marvelous idea of the very first **Fast Pitch competition!**

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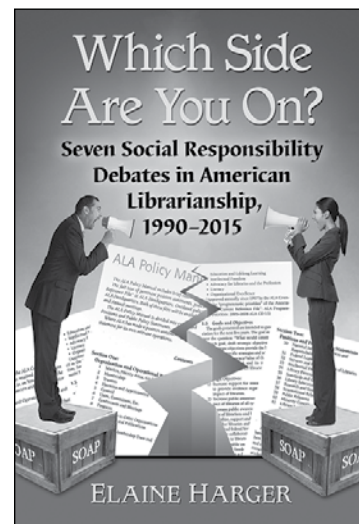
Charleston Comings and Goings: News and Announcements for the Charleston Library Conference

by **Leah Hinds** (Assistant Conference Director)
<leah@charlestonlibraryconference.com>



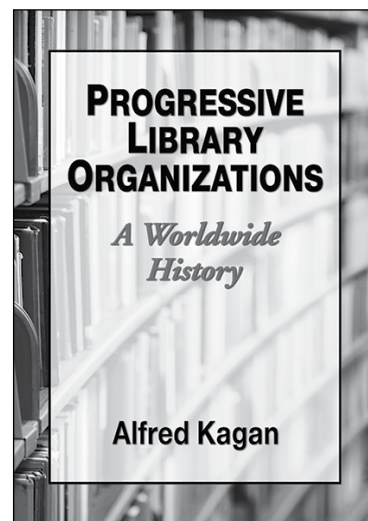
Welcome to the **Charleston Conference!** By the time this issue is distributed, the conference will be underway. Please be sure to check the **conference website** at <http://www.charlestonlibraryconference.com>, the **schedule** at <https://2016charlestonconference.sched.org/>, and **Don Hawkin's conference blog** at <http://www.against-the-grain.com/category/chsconfblog/> for all the latest news and announcements. We're looking forward to all of the pre-conferences, the Vendor Showcase, the thought-provoking presentations, the delicious local food and drinks, and networking with all of the projected 1,800 attendees at the conference. See you there! 🌸

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People Section
from page 108



Gan (Grace) Ye

Digital Systems Librarian
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<http://library.pepperdine.edu>

BORN AND LIVED: Born in Shanghai, China. Current Place of Residence is Agoura Hills, CA.

EARLY LIFE: I was born in the city of Shanghai, China

PROFESSIONAL CAREER AND ACTIVITIES: I currently hold the position of a digital systems librarian at the Payson library in Pepperdine University. Some of my research projects include the linked data and tracking our faculty research activities. I also like to work on the different systems' integration.

PET PEEVES: Smoking cigarettes and/or e-cigarettes in libraries or around non-smoking people.

PHILOSOPHY: As long as one does not intrude on others and do not threaten others' wellbeing, one should be free to believe and choose their own creed and religion.

MOST MEMORABLE CAREER ACHIEVEMENT: I designed and developed the CONULEXID system which was the largest bilingual lexicon database system in China. This system was launched in 1997.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: To build links between the data in our Pepperdine systems and the data in our library systems. To find or develop some type of tool or system to track our faculty's teaching and research activities. To let our faculty know how much attention their research areas have gotten.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: My research shows me the traditional library services will be undergoing many big changes. Academic libraries worldwide will be paying more attention to the teaching and research areas support to their faculty and students. 🐼

Back Talk
from page 110

- Quite apart from all that, people are questing for information and libraries are becoming sexy!

I believe that libraries, by definitions new and old, will thrive and prosper. However, most of us librarians are not skilled enough in the supporting industries to make accurate predictions about how they will look and perform ten years out — a lot the same, some different, but all morphing over time.

The information industry players we most admire are known for their savvy, strategic thinking and planning. In our space, what we library folks must bring is our own version of savvy strategic thinking, to provide the best information future for our readers, at the same time working with and influencing the constantly shifting business environment of which we are part. My rambling end point is that the consolidation issue we're uncomfortable with is only a piece of the action. There are many balls in the air — we have to pay attention to them all. 🐼

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Rumors
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We are excited to have many preconferences this year and all pre-conferences had excellent attendance, more than ever! I want to focus especially on the **Legal Issues in Libraries** preconference which the **multi-faceted Ann Okerson** arranged. But someone who deserves a special shout out is **Will Cross** who is currently on paternity leave. He just welcomed their first child and **Will** is taking a few weeks off. **Will** says he will be very happy to guest edit an issue of **ATG** focusing on the preconference down the road. And he will be in Charleston.

Looking forward to it all! GULP! Sooner than I thought... Travel safe, everyone! Yr. Ed. 🐼

Author	Title	Journal	Volume	Issue	Year	Pages	Abstract
Against the Grain	Against the Grain	Against the Grain	9	2	2016	1-10	
Against the Grain	Against the Grain	Against the Grain	9	2	2016	11-20	
Against the Grain	Against the Grain	Against the Grain	9	2	2016	21-30	
Against the Grain	Against the Grain	Against the Grain	9	2	2016	31-40	
Against the Grain	Against the Grain	Against the Grain	9	2	2016	41-50	
Against the Grain	Against the Grain	Against the Grain	9	2	2016	51-60	
Against the Grain	Against the Grain	Against the Grain	9	2	2016	61-70	
Against the Grain	Against the Grain	Against the Grain	9	2	2016	71-80	
Against the Grain	Against the Grain	Against the Grain	9	2	2016	81-90	
Against the Grain	Against the Grain	Against the Grain	9	2	2016	91-100	