



NASIG Newsletter

North American Serials Interest Group

Vol. 29, no. 3

September 2014

eISSN 1542-3417

Serials & E-Resource News

Report on the Acquisitions Institute at Timberline Lodge

Rhonda Glazier

If you have never been to the Acquisitions Institute at Timberline Lodge, you are missing a rare treat. First, the location is beautiful. Second, because of the size of the conference, all attendees are present for all sessions. This makes it possible for more in-depth conversation to occur during breaks and meals. By the time the institute has come to a close, not only have you learned a lot, but you have also had time to meet new colleagues and make new friends. The conference this year was kicked off by keynote speaker Michael J. Paulus, Jr. from Seattle Pacific University with a thought-provoking presentation on libraries and culture. He highlighted the role of libraries from the Library of Alexandria to the dystopian view of libraries in literature. Paulus connected libraries to culture and highlighted their societal impact by explaining how libraries preserve the knowledge of the community through collections. The presentation closed with a lively conversation on how libraries fit into society and the role of libraries in literature, with special attention paid to dystopian literature.

Conference presentations ranged from organizational management to evolving library collections and collection analysis, with a presentation on future trends in libraries and collections thrown in for good measure. Kristine Ferry and Keith Powell's presentation, "Successful Leadership in Middle Management," included information on the "Four Frame" model

developed by Bolman and Deal, and the People Empowerment Pyramid. After introducing these two models, Ferry and Powell walked the conference participants through a series of case studies using these models. The case studies reinforced how to implement the models and helped participants understand their own strengths and weaknesses in regards to management.

This was followed up by Martha Hruska's presentation "Restructuring Collection Development & Content Acquisition at the UC San Diego Library." The UC San Diego Library needed to reorganize because of budget constraints, but more importantly in reaction to format changes in the collection. It is no secret that e-resources are taking up more and more of a library's collection. Changes were made to the organizational structure of the library. For example, interlibrary loan was merged with acquisitions to create a new department called Content Acquisitions & Resource Sharing. This natural collaboration has led to efficiencies and less duplication of work. This presentation included information on what worked well with the reorganization and lessons learned.

Another session, "Tapping the Talent," was a panel discussion comprised of vendors and librarians; they tackled the daunting task of laying out the skills needed to work in libraries today. These skills were contrasted with the need to get the campus community into the library. As stated during the panel discussion, "You can have the best collection in the world, but it won't matter if it isn't used." This lively presentation

energized and inspired conference attendees to find innovative ways to let go of the past and to find ways to reinvent the library and the perception of the library. Librarians must be out in the community and interacting with faculty and students through various outreach opportunities. The library needs to become personalized to each department and viewed as central to the campus. The panel advocated for creating “engaged liaisons who seek to enhance scholar productivity, to empower learners, and to participate in the entire lifecycle of the research, teaching, and learning process.” They encouraged all attendees to find out what motivates their university, not the library, and use that information to drive strategic planning and promotion of services. They also advised librarians to look for partnerships on campus and find ways to quantify goals and highlight successes.

Deg Farrelly’s presentation, “Streaming Video: Results of a National Survey of Academic Libraries,” included key findings from a recent survey conducted by Deg and J. Hutchison. Streaming videos have clearly reached the tipping point and are offered by over 70% of academic libraries surveyed. This presentation highlighted important findings in the survey including budgetary implications of streaming videos and the variety of ways that libraries are providing access to this type of content.

Brian Kearn’s presentation, “Electrifying Reference,” discussed how Allegheny College is analyzing the use of their reference collection and determining whether or not this collection should be converted to electronic format. The questions and concerns about making this change were presented and conference participants were asked to analyze the pros and cons of this type of change. They were also challenged to provide insight into the issues surrounding reference collections and the decision to move reference collections from print to electronic format.

Scott Devine’s talk, “Preservation as Curation: The Evolving Role of Preservation in the Management of Print Collections” highlighted not only techniques used in preservation, but also a series of questions that can

be used to determine how much preservation a particular title should be given. It is clear that while we are moving towards electronic versions of older materials, there are still titles that should be preserved, and libraries such as Northwestern University have developed a comprehensive program for determining which materials will have basic shelf preservation versus modified shelf preparation or conservation treatment. This preservation initiative will help keep older, rare materials available in the future. There was also discussion on what materials can be digitized with limited damage and others that cannot be digitized at this time. We are making progress in digitizing older materials because of preservation initiatives

Rhonda Glazier’s presentation, “Don’t Let Print Become the ‘Weeds’ in Your Collection,” articulated the need for libraries to continue to develop print collections. The presentation included information on how to analyze your budget and selection criteria that needs to be considered to ensure that your library is purchasing materials in the best possible format.

It is one thing to build a collection for your own campus or community, it is quite another to build it for a national audience. Thomas H. Teper’s presentation “Building Research Collections in the Area Studies to Serve Nationwide Populations: The Case of University of Illinois at Urbana-Champaign,” articulated the challenges of identifying and analyzing language collections use relative to a large and diverse population. An analysis of the borrowing patterns for language materials was presented along with the challenges encountered by librarians as they try to meet the library’s unique mission.

Heidi Nance’s presentation, “Buy More, Save More: Using ILL Data to Inform Collections Purchases and Reduce Costs,” focused on using ILL data to inform collection purchases and reduce costs. Heidi analyzed ILL data on requests and copyright costs to identify a set of journal titles to purchase. An analysis of the cost to purchase a title versus paying ILL fees was undertaken and by targeting titles for purchase it was possible to reduce ILL costs. Three different acquisition methods

were employed: subscribing to a journal, pay-per-view, and using a commercial document provider. The actual use of a title was used to determine which method was the most cost effective. This presentation highlighted budgetary savings that can be realized when librarians take the time to analyze the data that, in most cases, already exists in their system.

A panel discussion, "Exploring the Scholarly Communication Ecosystem," addressed the future of library collections. Each panelist got out their best crystal ball and gave their predictions for the future. This lively discussion was followed-up by a presentation by Kim Maxwell from MIT on how her library compared the medical journal holdings of Harvard and MIT. These two campuses have a joint Health Science and Technology Program. By analyzing holdings, it was possible for the library to make more informed purchasing decisions. Her presentation included the methodology used to analyze the two collections and problems and issues encountered when trying to do this type of data analysis. Final conclusions included the need for selectors to work with technical services staff so that consistent coding of data and gathering of data can be done. In addition, it highlighted opportunities for collaborative collection development between

campus libraries and perhaps a new discovery tool that can be used across institutions.

The final presentation by Alexa Pearce, "Evaluation of A&I Services for Discovery and Access to Historical Literature," described a citation analysis of history citations in *Historical Abstracts / America: History & Life*, *ArticlesPlus*, *WorldCat*, *JSTOR* and *Google Scholar*. Alexa's goal was to investigate what the scholarly conversation in history looks like and where scholars go to find it. History researchers at the University of Michigan were asked what tools they use to access history articles. Then, 250 citations were checked against the main history research tools at the library. More work needs to be done before definitive findings can be given, but the consensus of the group was that initial findings warranted further investigation of the topic.

The variety of topics covered and the opportunity to meet and have informal discussions with other attendees made this an enjoyable and thought-provoking conference. Conversations that began in the meeting room spilled over into breaks, lunch, and dinner. By the end of the conference, attendees had been treated to a series of stimulating presentations given against the backdrop of Mount Hood.