New Technologies and Best Practices
Westchester Library Association Meeting

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February 3, 2021

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Thanks

WESTCHESTER LIBRARY ASSOCIATION

Celebrating 60 Years
westchester LIBRARY SYSTEM
Empowering libraries. Empowering communities.

EPL
Eastchester Public Library

– Raised By Wolves: The New Generation of Feral Professionals In the Academic Library
http://www.ala.org/acrl/sites/ala.org.acrl/files/content/conferences/pdf/neal2-05.pdf

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Topics

- Library is the Brand
- Open supports sustainability
- Collaboration makes a difference
- You don't need to dominate the market to influence it

About Columbia University Libraries

- Columbia University
  - Founded in 1754 - research, teaching and learning
  - 30,000+ students (9,000 undergrad), 4,000+ faculty, 18 schools
  - $5 billion - tuition, research, clinical care, investments
- Columbia University Libraries
  - Over 300 full-time staff members (40% non-library professionals)
  - 13 million volumes, 160,000 journals and serials, 600 million articles
  - Strategic Directions: https://strategicdirections.library.columbia.edu/

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Does Branding Matter?

What is Branding?

"Branding, by definition, is a marketing practice in which a company creates a **name, symbol or design that is easily identifiable** as belonging to the company.... Branding is **absolutely critical** to a business because of the overall impact it makes on your company. Branding can **change how people perceive your brand**, it can drive new business and increase brand awareness."

– Source: What Is Branding And Why Is It Important For Your Business?

https://www.brandingmag.com/2015/10/14/what-is-branding-and-why-is-it-important-for-your-business/

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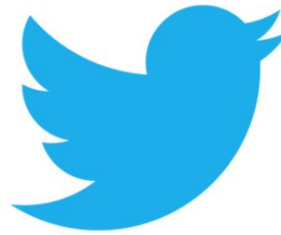
Does Branding Matter?

- At Columbia Libraries - 6 vendors - $3 million annual spend
- Library presence on vendor sites minimal or non-existent
- E-resource vendors placed advertising contrary to values
- Lack of visibility - could affect ability to secure resources

Why Did Libraries Give Away Our Branding?

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Before...

After...

Branding Matters!

- Guide for Vendors:
  https://library.columbia.edu/bts/cerm/e-resource-branding.html
- Collections Development Policy:
  https://library.columbia.edu/about/policies/collection-development.html

"Library branding is more important than the vendor's or publisher's corporate brands. Our users' experiences indicate a lack of awareness that they are using library-supported, library-acquired resources. Our continued funding for electronic resources and our ability for continued business with vendors and publishers hinges on the following branding characteristics, practices, and principles…"
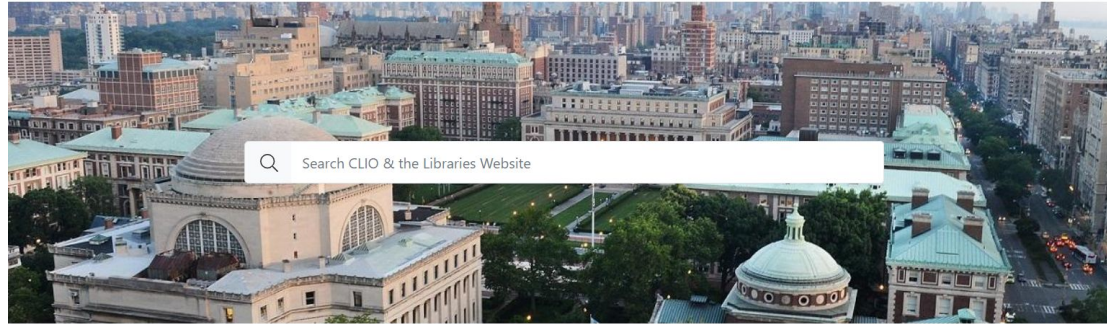
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Library is the Brand

– Source: Guest Post - The Library is the Brand, The Scholarly Kitchen
https://scholarlykitchen.sspnet.org/2019/03/20/guest-post-the-library-is-the-brand/
https://doi.org/10.7916/d8-bcen-hk75

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"Open" Supports "Sustainability"

Sustainability

- Definition: "use and stewardship of resources today that preserves them for tomorrow"
- Components:
  - **Economy** - management, or stewardship, of the resources;
  - **Ecology** - relationship of the community with its environment
  - **Equity** - fairness to all

  - Source: ALA Sustainability and Libraries

  https://libguides.ala.org/SustainableLibraries

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Open

"...free to access, use, modify, and share"
- Open Definition, http://opendefinition.org/od/2.1/en/

- Ensure content, technology and service can be sustained
- Avoid "traps" that impede economy, ecology, equity
- Support bibliodiversity: https://www.alliance-editeurs.org/bibliodiversity
- Minimize conservation, remediation, migration costs

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Open Source

"Open source software is made by many people and distributed under an OSD-compliant license which grants all the rights to use, study, change, and share the software in modified and unmodified form. Software freedom is essential to enabling community development of open source software."

- Source: Open Source Initiative, https://opensource.org/

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It Takes a Village - Open Source Sustainability

Three Phases:
- Getting started,
- Growing
- Stable but not static.

– Source: It Takes a Village:
https://doi.org/10.7916/D89G70BS

Five Opens

- Open Content - access, re-use, bibliodiversity
- Open Source - documented, re-usable
- Open Format - standards-based, facilitate use, migration
- Open Protocols - standard APIs, network protocols
- Open Community - diverse, representative, inclusive

– Sustaining an Open Scholarly Ecosystem with Community-Based Open Source, ElPub 2019

https://doi.org/10.7916/d8-kjrc-cj71

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Example: Search and Discovery

- Open Content - https://library.columbia.edu/bts/clio-data.html
- Open Source - Blacklight, SOLR, solrmarc, and more
- Open Format - MARC metadata standard
- Open Protocols - Solr backend: https://lucene.apache.org/solr/
- Open Community - Blacklight/Samvera Community

Source: History of Blacklight
https://doi.org/10.7916/D8J38S9M

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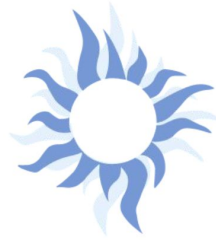
Project Blacklight

- Open source discovery platform framework
- Community-based open source
- 100+ organizations, 400+ contributors

Source: History of Blacklight
https://doi.org/10.7916/D8J38S9M

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CLIO - Unified Discovery

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Ask a Librarian   Robert Cartolano (rc13) ▾   Feedback / Help ▾

CLIO

Catalog, Articles, Academic Commons, Library Web   🔍 Search

Quicksearch

Catalog	18,146,681
Databases	
E-Journal Titles	
Archives	
U.S. Government Information	
New Arrivals	
E-Books	
Articles+	606,221,272
Academic Commons	31,286
Libraries Website	
GeoData	59,608
Dissertations	

Catalog ⓘ   View and filter all 18,146,681 results

AMEEL

Published	Connecticut : Yale, Connecticut, United States
Online	✓ Current site
Format	🌐 Online

al-Khiṭāb al-balāghī 'inda sharāḥ al-Ḥadīth al-Nabawī : bahjat al-nufūs li-Ibn Abī Jamrah namūdhajan

Title	الخطاب البلاغي عند شراح الحديث النبوي : بهجة النفوس لابن أبي جمرة نموذجا
Author	Ḥasan, Zaynab Ṭal'at
	حسن، زينب طلعت،
Published	al-Qāhirah : al-Dār al-Thaqāfīyah lil-Nashr, [202-?].
Location	Offsite Shared Collection (Princeton)
Format	📕 Book

Nirkh-i bizihkārī-i Īrān dar sāyah-yi ijrā-yi qānūn-i hadafmand kardan-i yārānah'hā = Delinquency rates of Iran in the light of enforcement of targeted susidies law

Title	نرخ بزهکاری ایران در سایهی اجرای قانون هدفمند کردن یارانهها = Delinquency rates of Iran in the light of enforcement of targeted susidies law
Author	Bāyrāmī Ārbāṭān, Rāmīn
	بایرامی آرباطان، رامین
Published	Tihrān : Intishārāt-i Majd, 1394 [2015 or 2016]
Location	Offsite Shared Collection (Princeton)
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Published	Tihrān : Intishārāt-i Majd, 1394 [2015 or 2016]
Location	Offsite KMH3207 .B39 2015
Format	📕 Book

Articles+ ⓘ   View and filter all 606,221,272 results

互联网环境下山西零售战略转型设计研究

Author	赵欣
Citation	统计与管理, 2018, ISSN: 1674-537X, Issue 6, p. 50
Format	Journal Article: Full Text Available

橡胶坝工程的常见问题及对策

Author	郝雪品
Citation	河南水利与南水北调, 2011, ISSN: 1673-8853, Issue 14, p. 57
Format	Magazine Article: Full Text Available

数据中心机房冷却系统设计浅析

Author	朱强
Citation	数字化用户, 2013, ISSN: 1009-0843, Issue 12, p. 62
Format	Magazine Article: Full Text Available

View and filter all 606,221,272 results »

Academic Commons ⓘ   View and filter all 31,286 results

2-D Melting in Excimer-Laser Irradiated Polycrystalline Silicon Films

Author	Wong, Vernon
Date	2021
Subject	Materials science, Silicon oxide films, Silica, Polycrystals, Melting points
Type	Theses

A Banned Identity; Explorations of Muslim Youth in United States Schools

Author	Aboali, Nora
Date	2021
Subject	Education, Secondary, Muslim youth--Education, September 11 Terrorist Attacks (2001), Arab Americans--Education, Islamophobia, Muslims--Ethnic identityt
Type	Theses

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Academic Commons - Institutional Repository

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Search for theses, data, articles, etc. 🔍

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STATS AT A GLANCE

31,286	total works
13,288	articles
5,845	reports
6,393	doctoral theses
118	conference materials
283	datasets

"Academic Commons is an important way that Columbia makes our scholarship accessible and discoverable. Open access has been incredibly effective in helping my writing reach new and important audiences."

Sharon Marcus
Orlando Harriman Professor of English, Columbia University

"Academic Commons has enabled us to distribute citable versions of *all* our work, including software products. It tracks how much the software is being accessed, which helps us show the impact of our work."

Simon J. Mason
Senior Research Scientist, International Research Institute for Climate and Society

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Digital Library Collections
- Digital Preservation

Collaboration Makes a Difference

Collaboration

- Libraries are part of much larger information ecosystem
- No single library can "go it alone"
- Collaboration can drive innovation, develop new services, spread risk, foster sustainability
- Requires staff time, relationship building, new partners

Collaboration at Scale

borrowdirect

Fedora™

ReCAP The Research Collections and Preservation Consortium

LYRASIS

VIVO

blacklight

samvera™

collectionspace a community served by LYRASIS

ArchivesSpace

Muslim World Manuscript Project
https://blogs.cul.columbia.edu/global-studies/2019/05/28/the-muslim-world-manuscript-project/

SimplyE

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Example: ReCAP

- Collaboration: Columbia, Harvard, NYPL, Princeton
- Shared Collaborative Collection
- Offsite library shelving facility
- Item delivery to campus
- Electronic document delivery via email
- $750,000 Mellon-funded effort to improve software, support Harvard integration along with offsite depository

– ReCAP Offsite Library Shelving Facility
https://library.columbia.edu/services/request/off-site.html

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Collaboration Results: Shared Collections

Location	
Online	3,369,516
Offsite Shared Collection (NYPL)	2,507,556
Offsite	2,321,863
Offsite Shared Collection (Princeton)	2,302,660
HathiTrust ETAS	1,678,937

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You Don't Need to Dominate the Market to Influence It

Dominate? Market? Influence?

- Libraries are a small part of trillion dollar info/tech world
- Libraries can influence broader library and tech market
- Foster core library values
- Engage in efforts that foster sustainable access, preservation, services

Sources: Core Values of Librarianship
http://www.ala.org/advocacy/intfreedom/corevalues

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Goal: Imagine a Better Academic Ebook

- Transform the academic ebook ecosystem
- Use open approaches to foster sustainability
- Collaborate with local, national, international partners

Sources:
DPLA Exchange And SimplyE, an Open Platform for E-Content Services, Helping
Libraries Take Back Control of E-Content Delivery to Your Patrons
https://www.cni.org/topics/digital-libraries/dpla-exchange-and-simplye

Can You Imagine a Better Academic E-book Experience?
Piloting SimplyE in Academic Libraries
https://doi.org/10.7916/d8-dwjn-cq95

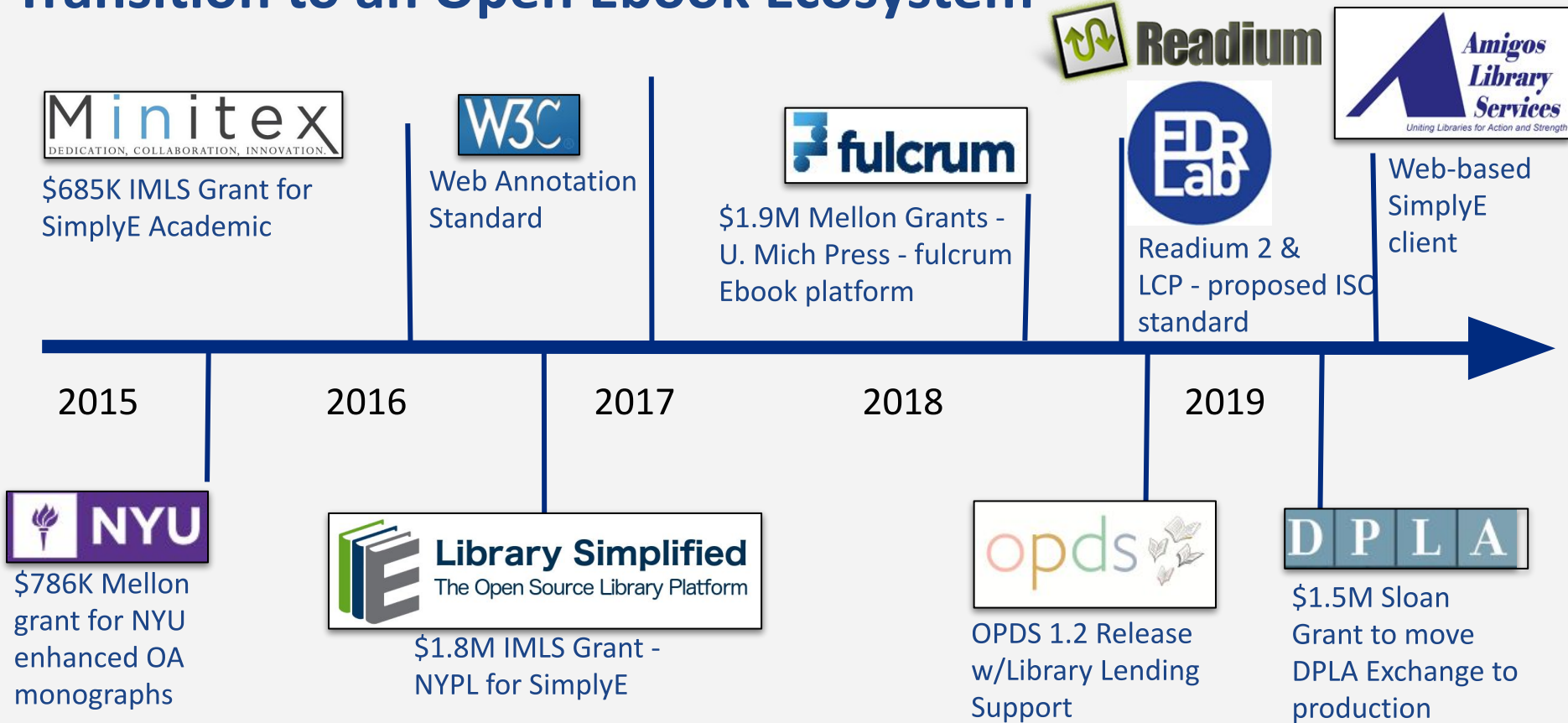COLUMBIA UNIVERSITY LIBRARIES

Public Libraries Leading the Way

> "As readers increasingly turn to eBooks, libraries have a responsibility to provide them with the same open, easy and vital access to content they have with physical books."

Transition to an Open Ebook Ecosystem

Minitex — DEDICATION, COLLABORATION, INNOVATION.
$685K IMLS Grant for SimplyE Academic

W3C — Web Annotation Standard

fulcrum — $1.9M Mellon Grants - U. Mich Press - fulcrum Ebook platform

EDR Lab — Readium 2 & LCP - proposed ISO standard

Readium

Amigos Library Services — Uniting Libraries for Action and Strength
Web-based SimplyE client

2015   2016   2017   2018   2019

NYU — $786K Mellon grant for NYU enhanced OA monographs

Library Simplified — The Open Source Library Platform
$1.8M IMLS Grant - NYPL for SimplyE

opds — OPDS 1.2 Release w/Library Lending Support

DPLA — $1.5M Sloan Grant to move DPLA Exchange to production

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SimplyE at Columbia

- Initial Launch: Spring 2021
- Goal: 1 million ebooks in SimplyE by Dec. 2022
- Work with LYRASIS and other partners to increase academic library adoption and use
- Engage ebook providers to support SimplyE and grow the overall academic ebook market

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Summary

- Library is the Brand
- Open supports sustainability
- Collaboration makes a difference
- You don't need to dominate the market to influence it

Thank You!

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