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

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And They Were There

Reports of Meetings — 2010 SALALM and 29th Annual Charleston Conference

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

Reported by **Claire-Lise Bénaud** (University of New Mexico)

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) 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).

@Brunning: People & Technology
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- Library mobile applications hit stride as the little buggers show up everywhere in our online lives. Hey, now the library has a drive-up!
- **Bloomberg Law** enters law market, becoming the disruptive third. What do they say about the third — a crowd, a spoiled and disruptive child? **Bloomberg** must smell cash.

Your Links:

http://paulcourant.net/ — a selection of the Bird's comments available at **Paul Courant's** blog.

http://www.bloomberg.com/news/law/ — **Bloomberg Law's** home 🌳

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 "Cartonera" 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

to AACR2), 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 Rafter 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.

SALALM 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 *SALALM'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) <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 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 **Del.icio.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.

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

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

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

Ebrarians: 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.*

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

Stachokas moderated this session, which, as advertised, served as a continuation of the Wednesday preconference (longer) conversation, though only three of the four panelists were present. Saturday session attendees heard "front line" tales with a "lone ranger" feel (**Stachokas'** expression), but also some common themes. Each panelist probably aimed for the goals shared by **Timms** — "What you do, do well" and strive to "maintain the library's credibility." **Timms** advised attendees to document standards and procedures, learn from others, have realistic expectations, and adapt and develop personally / institutionally. **Khoury** minced no words critiquing what she called "evil" licensing terms and conditions — those that change without notice, provide no **COUNTER** statistics, and don't follow a standard definition of "campus." Other challenges? Societies' tactics to draw in student members with promises of access and challenges in obtaining separate "per computer" resources' usage statistics. Workflow can be political, with a personal shopper mentality. **Stachokas** shared his institution's organizational chart changes but acknowledged that institutions' reporting relationships (aspects) differ regarding Administration, and Technical & Public Services. A proponent of continuing education, he has taken ERMS, technical services, even IT certification courses. Saturday-only participants couldn't relate to (continued) discussion that Wednesday's session was too focused on access and preservation. The emphasis heard on Saturday? The library is a service provider that interfaces with users.

Getting It System Toolkit: The GIST of making informed decisions and workflow of buying, borrowing, downloading or viewing — Presented by **Cyril Oberlander** (Associate Director, State University of NY, Geneseo); **Tim Bowersox** (Information Delivery Services Librarian, SUNY Geneseo); **Kate Pitcher** (Collection Development Librarian); **Mark Sullivan** (Library Systems Administrator, SUNY Geneseo)

Reported by: **Heather S. Miller** (SUNY Albany) <HMiller@uamail.albany.edu>

Geneseo'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**, **Geneseo** 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* in 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)

Reported by: **Mike Diaz** (ProQuest) <Mike.Diaz@proquest.com>

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 a 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 ticklers 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 all via 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 inef-

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ficiency. **Google Wave** and **Yammer** were referenced as new tools which could help pave the way for future knowledge management capabilities within the library.

(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.

Hyde Park Corner and Closing Remarks

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

Charleston Conference unofficial historians may be able to explain the name choice for the annual recap session. Perhaps symbolic conference crossroads resemble their London namesake? **Katina Strauch, Anthony Watkinson**, and **Adam Chesler** moderated. Several dozen attendees, long-timers, and first-timers happily (or reluctantly) took the roving mike and spoke their piece. **Strauch** was pleasantly surprised that everyone was positive and upbeat even though "things are gloomy." A publisher: finally, a juried product development forum for the publishing sector. Comment threads: a good mix of eBooks, journals, copyright. OA at 2009 conference: "moved to a proper place?" "Not so much" vs "I want more OA." Suggestions: bring back true debates of yesteryear; need more sessions for small, medium institutions, and special librarians; turn dine-around dinners into lunches; "thumbs up" to 2009 Beastly Breakfasts; put more organizational effort into Lively Lunches. Physical space determines (conference) conversations; post-conference "conversations" continue in many venues. Apt comment: Charleston conferences are an opportunity to "learn things, meet people, eat good food"… *Library Journal* (Academic Newswire) reporter **Josh Hadro**: too bad (Friday plenary panelist) **Dan Clancy** wasn't here; also: the conference distinguishes itself by honesty, frankness, genuine perspectives, and an end product as good as the ingredients.

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*This concludes the reports we received from the **2009 Charleston Conference**. Again we'd like to send a big thank you to all of the attendees who agreed to write short reports that highlight sessions they attended. Presentation material (PowerPoint slides, handouts) and taped session links from many of the 2009 sessions are available at **www.katina.info/conference**. — KS*