

## Against the Grain

---

Volume 25 | Issue 2

Article 3

---

April 2013

# If Rumors Were Horses

Katina Strauch

*Against the Grain*, [kstrauch@comcast.net](mailto:kstrauch@comcast.net)

Follow this and additional works at: <https://docs.lib.purdue.edu/atg>

 Part of the [Library and Information Science Commons](#)

---

### Recommended Citation

Strauch, Katina (2013) "If Rumors Were Horses," *Against the Grain*: Vol. 25: Iss. 2, Article 3.

DOI: <https://doi.org/10.7771/2380-176X.6462>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact [epubs@purdue.edu](mailto:epubs@purdue.edu) for additional information.



# Against the Grain

*“Linking Publishers, Vendors and Librarians”*

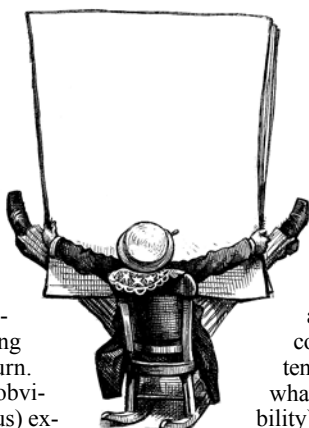
ISSN: 1043-2094

## Transformation in Acquisitions

by **Jesse Holden** (Head, Acquisitions, USC Libraries, University of Southern California) <jholden@usc.edu>

Anyone involved with acquisitions practice has noticed that change is an integral part of the “new normal” to which all of us are adjusting: not the usual kind of change, obviously. Revolutionary change. *Transformation.*

For the past few years, “business as usual” has succumbed to enormous pressure. Shifts in the economy, for example, have challenged our assumptions about the budget. No longer facing merely the “usual” whittling away of budget lines, we often must overcome profound shifts in how libraries budgets are determined, and, subsequently, how content and staffing decisions are prioritized in turn. Mobile technology is another obvious (and increasingly ubiquitous) ex-



ample. A few years ago, no one could conceive of a world where you would “curl up by the fire with an eBook.” However, the likes of Kindle and iPad have made such a scenario not only conceivable but also increasingly preferable for many technology consumers and library users. Along with the paradigm shift (or shifts) in economics, technology, and media consumption come the attendant changes in distribution, pricing, and access models in an exploding e-content marketplace. Change, it seems, leads only to more change.

Most of us are already adapting to these changes as they come, disruptive as such change tends to be. But, taking a step back, what is the implication (or inevitability) of such transformation for our

entire practice of acquisitions? There is no one answer. Collected in this issue are several responses to the undeniable “transformation in acquisitions” that is well underway.

Not surprisingly, eBooks take center stage in this developing conversation. **Joseph Thomas, Heather Racine, and Dan Shouse** present their experience of integrating eBook into an acquisitions workflow. **Ann-Marie Breaux** and **Kristine Baker** help define the vendor’s expanding role in providing services for eBooks, drawing on their experience at **YBP**. **Liz Lorbeer**, reflecting on recent changes in budgeting and e-content, contemplates a demand-driven future. And AcqWeb blogger **Steven Brooks** asks the question on everyone’s mind: “What’s next for eBook acquisitions?”

*continued on page 12*

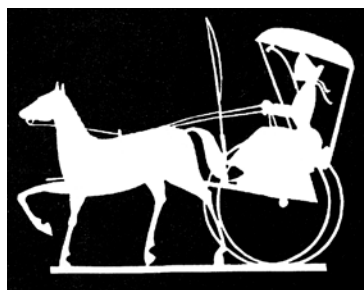
## If Rumors Were Horses

Was excited to learn about the efficient **Charles Watkinson’s** (Director, **Purdue University Press** and Head of Scholarly Publishing Services, **Purdue Libraries**) new daughter! Born March 6, a sister for **Alexander** and a bouncing 7 lb 11 oz baby girl — **Victoria Caroline Elsie Watkinson!** She is following in the 4-name tradition of her grandfather, **Anthony**, and her brother, **Alexander!** Congratulations!

More but not about babies! As of April 9, 2013, the awesomely vibrant **Martha Whittaker** will be leaving **Georgetown** and moving right into new digs at the **American Society for Microbiology**. **Martha** loves the idea of this new opportunity! Hooray and Congrats, **Martha!** And PS here is new contact information: Work email:

<mwhittaker@asmusa.org>; Personal email: <whittaker0519@comcast.net>.

Even more excitement! The incredibly hard-working **Cris Ferguson** <cris.ferguson@gmail.com> has accepted the Director of Technical Services position at **Murray State University** in Murray, Kentucky. She starts there on July 1st and will be leaving **Furman** in mid-June. **Cris** says she’s not sure yet what this means for her usual **Charleston Conference** attendance, but she will keep us posted and meanwhile, we are keeping our fingers crossed!



Long-time colleague, **Iris L. Hanney**, president of **Unlimited Priorities LLC**, a company specializing in support for organizations within the information industry,

*continued on page 6*

### What To Look For In This Issue:

*Women’s Studies in African History...* 73  
*What We’ve Got Here Is a Failure to Communicate* ..... 77  
*If You Build It They [Really] Will Come*..... 82

### Interviews

*Bryn Geffert*..... 48  
*Karen Phillips*..... 50  
*Khal Rudin* ..... 50  
*Peter Berkery*..... 61

### Profiles Encouraged

*Mitchell Brown*..... 36  
*Alison M. Armstrong*..... 40  
*Richard Brown*..... 46  
*SAGE*..... 51  
*Adam Matthew*..... 52  
*Valarie Prescott Adams* ..... 76  
*Plus more*..... See inside

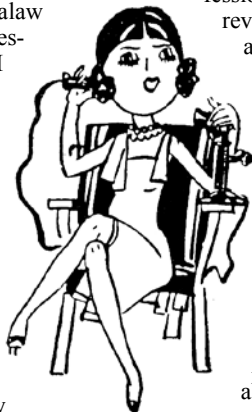


1043-2094(201304)25:2:1-#

## From Your (wedding planning) Editor:

Reading about **Audrey Powers'** son getting married (see this issue, p.53), reminded me that my husband and I are planning a wedding ourselves. No, we are married and all that, but our daughter, **Ileana**, is getting married in October to **Sam Jacks**. They live in Jacksonville, Florida, but will be married in Rockville on Wadmalaw Island, about 20 miles from Charleston. And, as you might imagine, I have spent a lot of time calling, texting and emailing, writing checks, etc., helping out with the wedding planning. What a production. I have to tell **Audrey** that it's easier when your son gets married than when your daughter gets married! Whew!

Took a welcome breather from wedding planning and my regular job, to digest this issue of **ATG**, guest edited by the awesome **Jesse Holden** who has collected papers about **transformation in acquisitions** from **Wm. Joseph Thomas**, **Heather Racine** and **Dan Shouse**, **Kristine Baker** and **Ann-Marie Breaux**, **Elizabeth R.**



**Lorbeer, Stephen M. Brooks, Nancy Beals, Michael A. Arthur and Natasha White, and Tiffany Russell.** Whew again!

Our Op Ed is a response to **Don Hawkins** about subject heading browse display. **Tony Ferguson** is talking about problems the profession is facing. Of course we have book reviews, reference reviews, conference and special meeting reports. There's a lot on DDA or PDA, more on usage statistics, and our regular informative columns on collecting and acquisitions.

We have interviews with **Bryn Geffert, Karen Phillips, Khal Rudin, and Peter Berkery.** Our people profiles are many and include **Alison Armstrong, Mitchell Brown, Richard Brown, and Valarie Adams** just to name a few. And our publisher profiles are all about **SAGE** and **Adam Matthew.**

Well, my wedding planning daughter tells me that my time to work on my stuff is up! I have to go visit the photographer and caterer and ... ! Hmmm. Fun and games!

Love, Yr. Ed. 🐾

## Rumors from page 1

has announced that **Delores Meglio** has joined the company in a dual capacity. **Delores** will market publishing e-services for **Unlimited Priorities'** clients. **Delores** has a great background! She served as Vice President of Publisher Relations at **Knovel**, she was Senior Vice President for **Ziff-Davis** and **Thomson Corporation**, she was Vice President of the **New York Times Information Division**, and she developed databases for the White House and the oil, gas and energy industries. **Delores** is a graduate of **City College of New York**, holds a Masters Degree in Information Science from **St. Johns University** and attended the **INSEAD European Management Institute** in Fontainebleau, France. In 1992, she won the **YWCA Tribute to Women in Business Award.**

<http://www.unlimitedpriorities.com/>

Do you remember **Hope Barton** (associate university librarian, Main library, **University of Iowa**, Iowa City) from **Charleston Conferences?** Her husband would drive down with her and go golfing. Well **Hope** seems to have retired (back in November!), **Ramune Kubilius** tells me. Apparently at one point, she and her husband were thinking of moving to Charleston, until they saw that real estate was cheaper in Savannah, GA. Anyway, **Hope** will be getting the **Carla J. Funk Governmental Relations Award** according to **MLA Focus**, 3-24-2013. And don't forget that **Hope** was **MLA Collection Development Chair** in 2005-2006. [crln.acrl.org/content/74/3/171.full](http://crln.acrl.org/content/74/3/171.full)  
[http://colldev.mlanel.org/section/officers2005\\_06.html](http://colldev.mlanel.org/section/officers2005_06.html)

Just learned that the fantabulous **Leah Hinds**, my main right hand **Charleston Conference** person, is celebrating her 12th wedding anniversary! Congratulations, **Leah!** Oh! And not to slight my other right hand people, **Sharna Williams** and **Toni Nix!** And, lordy me, who can forget the astutely energetic **Beth Bernhardt?** Couldn't do anything without them all!

Guess that y'all all heard about the problem with the **Breakfast at Tiffany's** "unruly" cat that was fired from the Broadway production? I have a dog that is unruly enough. Couldn't handle a cat! See this issue, p.12. BTW, why don't you send us pictures of your pets to post on the **ATG NewsChannel?** Send to <kstrauch@comcast.net> or <leah@katina.info>.

**David Stern's** book that we told you about last issue (**ATG**, v.25#1, p.35) — **How Libraries Make Tough Choices in Difficult Times: Purposeful Abandonment** — is out and I can't wait to read it.

Another book I am ordering is **Lori Andrews' I Know Who You Are And I Saw What You Did** (sounds like a murder mystery but it's about social networking instead). See **Michael Pelikan's** column this issue, p.8.

Speaking of **buying books** (and writing books), did you know that **the first book**

*continued on page 16*

## Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: **Against the Grain**, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the **ATG Homepage** at <http://www.against-the-grain.com>.

### Dear Editor:

I think there is someone you haven't interviewed that you should interview. How do I make this happen? Thanks! BTW, love your interviews.

Sincerely, Anonymous



### Editor's Response:

Dear Reader, Thanks for your interest in **ATG** and our interviews. We welcome suggestions for interviews or articles or guest editors. Just send them to either **Katina Strauch** <kstrauch@comcast.net> or **Tom Gilson** <gilson@cofc.edu>.

Sincerely, Yr. Ed. 🐾

## AGAINST THE GRAIN DEADLINES VOLUME 25 — 2013-2014

2013 Events	Issue	Ad Reservation	Camera-Ready
ALA Annual	June 2013	04/05/13	04/29/13
Reference Publishing	September 2013	06/21/13	07/15/13
Charleston Conference	November 2013	08/23/13	09/09/13
ALA Midwinter	Dec. 2013-Jan. 2014	11/08/13	11/25/13

### FOR MORE INFORMATION CONTACT

**Toni Nix** <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892; USPS Address: P.O. Box 412, Cottageville, SC 29435; FedEx/UPS ship to: 398 Crab Apple Lane, Ridgeville, SC 29472. 🐾

**eBooks and Efficiencies in Acquisitions ...**  
from page 14

should not rush to do so, and we should consider carefully the criteria which will guide our decisions when we do.

Based on the success of the pilot program, we have already expanded the profile for DDA eBooks, hoping to attract a larger pool of titles. One of the benefits of this expansion is that it should reduce the number of titles selectors have to consider for purchase decisions. Selectors can also review the subjects used and titles triggered to inform their firm order purchases. However, if the larger DDA pool does not generate an increase in the percent of titles used, we may need to refine the profile again in hopes of getting more targeted titles that are more likely to be used by researchers here. It will take two or three years, though, to be able to make this determination. There is a potential for increased work for acquisitions and cataloging, in the event that the expanded profile leads to more purchases; we must be prepared for the increase in workload.

The most immediate comparison for DDA purchases is firm order eBooks. The most recent three fiscal years (2010, 2011, and 2012) of firm order data are included, for orders placed with YBP, Joyner Library's primary book vendor. The companies providing those eBook firm orders were ebrary, EBSCOhost, Gale, and Wiley-Blackwell. Gale and Wiley-Blackwell titles are excluded because of the small number of eBook firm orders with YBP. Firm orders placed for EBSCOhost eBooks can only be compared to a certain degree for two reasons: first, EBSCOhost only provides BR1 reports beginning with January 2011. We are therefore missing eighteen months of activity for EBSCOhost eBooks compared to ebrary. Second, the usage reports aren't quite the same: EBSCOhost uses the BR1 report while ebrary provides BR2 and BR5 reports (so the usage counts a different activity). For ebrary firm orders, we decided to use their Title Report, which counts the number of times a user sessions opens a title and performs any action such as page turn, print, copy, or download.

The largest number of firm orders was placed with ebrary: 736. Of them, 617 (84%) have been used. The intensity of use is eye-catching: these 617 books have been accessed a total of 3,969 times between August 2009 and October 2012. Intensity of use for ebrary's books — that is, the total user sessions divided by total books available, is about 5.4, higher than what is reported for triggered DDA books. **The three-year average cost per user session for ebrary's firm order books is \$20.09.** A direct comparison between ebrary's firm order and DDA eBooks shows that, while DDA gets off to a better start than the newest firm orders, the firm orders rapidly increase in total use and intensity of use. We hope that use of our DDA titles will follow such an arc.

**ebrary Firm Order Use Compared to DDA:**

Acquisition Type:	Fiscal Year:	Total User Sessions / Total Books:	Total Costs / Total User Sessions:
DDA Triggered	2012	3.82	\$25.18
DDA Nontriggered	2012	1.29	\$72.76*
DDA All Used	2012	2.15	\$44.08*
Firm Order Ebook	2010	10.54	\$10.63
Firm Order Ebook	2011	5.36	\$16.91
Firm Order Ebook	2012	2.62	\$48.63
Firm Order Ebook	3-year average	5.39	\$20.09

\*The library was not charged for nontriggered uses; these book costs are factored in only for comparative purposes.

Firm orders for EBSCOhost eBooks totaled 90 titles, of which 39 (43%) have been used between January 2011 and October 2012. These books have an average of 3.5 uses each. **EBSCO eBooks have a cost per user session so far of about \$49.91**, which is not much different than the initial year of our ebrary firm orders. Total uses divided by total number of EBSCOhost firm orders equals 1.52 — a figure that compares well with the print firm orders below, but is far below what we see with DDA or ebrary firm orders. It is unclear why ebrary firm orders out-perform firm orders from EBSCO; after all, when combined with the former netLibrary collections, EBSCO offers far more eBooks to our patrons than ebrary, and its interface is familiar to patrons because of other EBSCO databases we offer. For ebrary and EBSCOhost together, though, the firm order eBooks still demonstrate that patrons discover them faster than they discover our print firm orders, and use them to a greater extent. The chart below illustrates the relative use by format.

**Percent of Firm Orders with Use: eBooks vs. Print Circulation:**

Fiscal Year:	Total Ebook Titles:	Percent Ebook Titles Used:	Total Print Titles:	Percent Print with Circls:
FY2010	166	90%	3,914	48%
FY2011	356	90%	3,017	43%
FY2012	304	62%	3,687	23%

The faster discovery and increased usage compared to print books is especially visible from information in the charts above and below. We must treat the firm order eBooks use with a little caution since the pool is still small compared to our firm order print books. The information in these charts is only for firm order print books ordered from YBP over the most recent three fiscal years. Reference is excluded because most reference titles do not circulate. We have concerns about including the numbers for fiscal year 2012, because it is not clear how many of that year's titles were ordered early versus late — so we cannot know how much time patrons may have been able to discover and check out these books. The percentage of print titles that have circulated approaches what we have seen in the past for Joyner's print books acquired. Since this number is lower than we would like, we have tried and will continue to try multiple ways of involving faculty in order to improve our success rate. Also, we understand that the total cost per circulation will never be as low as the total cost per user session of electronic books, but we *do* want to see patron transactional costs going down through time, no matter the format.

*continued on page 18*

**Rumors**  
from page 6

written on a "word processor" was Len Deighton's *Bomber*. That was in 1968 and the machine was a 200-pound IBM MT/ST (magnetic tape selectric typewriter). Apparently, Deighton's assistant had to keep retyping the manuscript and got tired of it! I remember I had the same reaction. I bought my first word processor in 1981, a clunky old Macintosh, because I had already typed a 600-page manuscript three times and I was against typing it a fourth time!

[http://www.slate.com/articles/arts/books/2013/03/len\\_deighton\\_s\\_bomber\\_the\\_first\\_book\\_ever\\_written\\_on\\_a\\_word\\_processor.single.html](http://www.slate.com/articles/arts/books/2013/03/len_deighton_s_bomber_the_first_book_ever_written_on_a_word_processor.single.html)

Some news about journals for a minute. Ringgold Inc ([www.ringgold.com](http://www.ringgold.com)) has announced the publication of its new subject taxonomy, **Ringgold Subjects** that is being considered for adoption by COUNTER for use in classifying journals for the **Journal Usage Factor (JUF)**. For further information, contact [info@ringgold.com](mailto:info@ringgold.com).

[http://www.projectcounter.org/usage\\_factor.html](http://www.projectcounter.org/usage_factor.html)

[http://www.projectcounter.org/documents/Draft\\_UF\\_R1.pdf](http://www.projectcounter.org/documents/Draft_UF_R1.pdf)  
<http://www.ringgold.com/pages/subjects.html>

In fact, did I tell y'all about Myer Kutz? We interviewed Myer in v.1#4, p.5 of *Against the Grain*. I remember that Audrey Melkin (then at Wiley) put us in touch! Myer was talking briefly about publisher backlists (and ATG was only 40 pages!) Anyway, we have reconnected! Myer and his wife have a place at Kiawah that they visit during the year. Myer is working as a consultant after many years at Wiley. Anyway, Myer has written a fantastic

*continued on page 28*

## What's Next for eBook ... from page 26

This works beautifully for acquiring eBook titles by way of firm orders and approval plans. Preference for eBook or print book for a given title can be applied to approval plans broadly or with greater specificity. Even with one vendor, a library can have licenses on multiple eBook platforms and even choose among platforms for a given eBook title in many cases. However, this is only one part of the picture: unlike print books, vendors' access to the eBook market depends on eBook publishers' cooperation, which is not a given.

Because aggregators offer eBooks from many publishers under one license, there is a "least common denominator" effect: the licenses will permit only as much flexibility to libraries as every publisher is willing to allow. eBook publishers have developed their own platforms too and will often market directly to libraries, bypassing vendors and aggregators altogether. In selling eBooks directly to libraries, individual publishers tend to be more accommodating of libraries' needs, perhaps eliminating DRM entirely or even using a Shared E-Resources Understanding (SERU) agreement in place of a license.

When a library buys eBooks directly from a publisher, it undermines the services its vendor provides and adds another workflow to the library's acquisitions processes. Vendors, of course, have an incentive to work with eBook publishers so as not to get cut out of the transaction. Nonetheless, some publishers remain reluctant to allow vendors to mediate their sales to libraries, and libraries must weigh the benefits of potentially less DRM against the need to negotiate another agreement and develop a separate workstream. Libraries can lobby on vendors' behalf with publishers to involve vendors in the sale, but even when these efforts bear fruit, the effectiveness of duplication control and other vendor services depends on the active cooperation of eBook publishers. In other words, a library can convince a publisher to let a vendor sell its eBooks in a given case, but the library cannot compel the publisher to provide timely notice of title changes, eBook availability, or MARC records to the vendor (nor to the library, for that matter).

Ultimately, when a library knows that it prefers an eBook publisher's platform to either the print version or an aggregator's platform version of the same content, the acquisitions

staff accommodate the purchase. The process efficiencies provided to the library by digital technology become subverted both by the need for flexibility in acquisition methods and by the range of format and platform choices provided to libraries in developing their collections. It is hard to complain, though, about purchasing packages of eBooks, whose titles may not be available simultaneously, are not shipped to libraries like print books, and require library staff periodically to check the publisher's platform for the availability of content and MARC records. This is because the acquisitions process may seem unique to each package of eBooks purchased and these sales models were not prevalent in a print environment. Regardless, in my experience, buying 10,000 eBooks from a publisher can be accomplished in as little as 30 minutes!

This leaves the library acquisitions department at a crossroads. On the one hand, buying some kinds of eBooks through its major vendors, typically those eBooks hosted on aggregators' platforms, retains many of the benefits for the library that have emerged from and been enabled by extensive partnering with one or few vendors, but with the tradeoff of more restrictions on use of aggregated eBook content. On the other hand, buying other kinds of eBooks, typically those hosted on publishers' own platforms, conveys more rights to the readers — by way of less DRM restriction — but without the streamlining and integration into existing workflows that have been developed in conjunction with these major vendors.

The flexibility afforded by eBooks has led to other efficiencies in providing content to library users. In one example, demand-driven acquisitions (DDA) allows a library to provide search results encompassing many eBook titles while only purchasing the titles that patrons use. In another, publishers are increasingly approaching library consortia with a range of offers on both their print and digital content, which is driven by the ease of disseminating eBooks and controlling access to them with DRM.

Though serials went through a digital revolution well in advance of monographs, they have paved the way for a lot of the eBook models in existence now. The eBook Big Deal is taking off, both on an individual institution and a consortium-wide scale. There are subscription models for temporary, yet deeply-discounted, access to large and dynamic eBook collections. Publishers are

selling custom-made collections at a fraction of the price of the print counterparts. Buying eBooks is becoming cheaper and less time consuming in many cases — once the license negotiations are out of the way — than buying print books. Before technical services staff breathe too much a sigh of relief at what seems to be a more efficient way of acquiring eBooks, digital technology will continue to push eBook publishers away from the print book format restrictions that have migrated to the eBook model and toward increasingly functional content, until the eBook can no longer reliably be seen as a surrogate format.

We are still very much in the throes of a publishing crisis. Authors continue to create content, but technology now provides nearly countless avenues for attracting readers to their content. In fact, "reader" is becoming more of a misnomer as content is not limited to the printed page, but can incorporate moving images, sound and interactivity impossible in print form. The old model of selling a book with a CD or DVD tucked in a pocket inside the back cover is out: current technology demands that the text and multimedia content should be integrated instead. The Website, whose form has left the printed page in its dust, is a more accessible model of providing print, video and audio content in a way that encourages exploration of a resource and rejects the strictly linear way of digesting content that a printed book suggests.

All content is not destined to be digested digitally. The Website model of content is not a panacea: some content remains better suited to the printed page, either because of the nature of the content; the preference of the reader; or the inability of the publisher to secure specific rights to images (in particular), or other parts of the content, which cannot be migrated from the printed page to the digital environment. The eBook is a poor approximation of the printed book from which it is trying to evolve and also of the Website, which it is hindered from emulating.

The tension between copyright, licensing, SERU, and open access will either continue to bog us all down in negotiations until one form comes to dominate or some other force renders them all obsolete. Meanwhile, libraries, vendors, and publishers will continue to seek ways to add value to the conversation between content creators and content users and ensure our relevance. 🌳

## Rumors from page 16

book, *In the Grip* (a murder and romance). A column about his publishing saga is coming up in the June issue of *ATG!* Stay tuned!

Just learned of **another book** about a librarian who slipped in and out of the Jewish ghetto of Vilnius to carry food, clothes, med-

icine, money and documents to the prisoners. The book is by **Julija Sukys** and the book is *Epistolophilia, Writing the Life of Ona Simalte*, published in 2012 by **University of Nebraska Press**. Thanks to **Ramune Kubilius** for the citation!

<http://www.nebraskapress.unl.edu/product/Epistolophilia,674947.aspx>

[http://www.lituanus.org/2008/08\\_2\\_01%20Sukys.html](http://www.lituanus.org/2008/08_2_01%20Sukys.html)

Speaking of **buying books**, my husband and I buy tons of them. We prefer paper but recently we visited Cambridge, England, and did not take one print book. It was all on iPads and, you know what, I hate to admit it, but one gets fewer distractions (at least I do) with the online book than the print book. Go figure. Of course, I was reading lightweight books that took no intellectual power at all (airplane reading) but, still, I was surprised.

*continued on page 40*

what you want *in the catalog* is often the only way to go.

A colleague said to me the other day, “they’ll never make indexes like they used to.” She is probably right. Full-text keyword searching is here to stay, and I wouldn’t have it otherwise. But the library catalog’s subject index is a tool we all own. It’s already designed, built, paid for. **Library of Congress** continues to modify it to suit emerging topics and trends.

So what’s a librarian to do? Reference librarians, make sure the subject heading browse display is available to you. Learn to use it. If you’ve never seen it, ask about it. And when a foundering freshman wails, “I just want to write about gun control, and my professor says I have to narrow the topic,” don’t start typing. Instead, perform librarian magic. Pull up the browse screen and read off a few choices: “How about public opinion, social aspects, or ownership?”

Catalogers? Keep up the good work and recognize how important it is that your work be understood by those *outside* of technical services.

All librarians, when you implement the best discovery catalog, beautifully designed with the user in mind, don’t abandon “essential components of information discovery” like the subject heading browse display. No, they’re not for the amateur. In fact, that’s the point!

### References

Hawkins, D. T. (2012). Indexing and Indices: An Essential Component of Information Discovery. *Against the Grain*, v.24#6, p.66-68.

Kornegay, B., Buchanan, H., Morgan, H. (2005). Amazing, Magic Searches: Subdivisions Combine the Precision of the Cataloger with the Freewheeling Style of a Googler. *Library Journal*. Retrieved from <http://www.libraryjournal.com/article/CA6277396.html>.

Meyers, P. (2011, September 2). Missing Entry: Whither the eBook Index? [Web log post]. Retrieved from <http://newkindofbook.com/2011/09/missing-entry-whither-the-ebook-index/>.

Rutner, J., Schonfeld, R. C. (2012). *Supporting the changing research practices of historians: Final report from ITHAKA S+R*. New York, NY: Ithaka S+R. 🍷

### Rumors from page 28

Speaking of Cambridge, with **Anthony Watkinson**, the wonderful (where does he get his energy? he travels all the time), visited with the energizer bunny **Julie Carroll-Davis** (Vice President, Global Content Alliances, **ProQuest** — I had always wondered where the Quorum was and what it was, quite a group of offices and buildings), **Serpil Pavay** (her name is Turkish and means “to blossom” and she does indeed

## against the grain people profile

Collection Management Librarian  
Radford University  
<amarmstro@radford.edu>

### Alison M. Armstrong

**BORN AND LIVED:** I was born in Greenville, SC, raised in Asheville, NC, lived in Essex Junction, VT and currently live in Blacksburg, VA.

**PROFESSIONAL CAREER AND ACTIVITIES:** My professional career started June, 2011. My library experience began in 7th grade, “working” in the middle school library.

I was lucky enough to work as a student assistant in Special Collections while I was an undergraduate at **UNCA** and then, briefly as a Page in **Asheville’s Pack Memorial Library**. I worked as a paraprofessional at **Radford University** for four years, got my MLIS and I was hired as the Collection Management Librarian this June.

**FAMILY:** My family consists of my husband and our Cavalier King Charles Spaniel. My extended family (especially, my favorite niece) resides in Asheville, NC and my husband’s extended family resides in Upstate New York.

**IN MY SPARE TIME:** I knit, make jewelry, volunteer, hike, camp, travel and, of course, play with the dog in my spare time.

**FAVORITE BOOKS:** Anything by: **Barbara Kingsolver, Carl Hiaison, Bill Bryson, Tom Robbins, David Sedaris.**

**PET PEEVES:** Cutting corners to save time but sacrificing quality. I would rather do it right the first time than do it not-quite-right quickly and then have to do it again.

It means that I am also a fan of “if you want it done right, do it yourself” which, in reality, isn’t a good way to live.

**PHILOSOPHY:** Social action, social justice play a big part, so does my religious viewpoint. On the humorous side, I trend toward bumper sticker philosophies to capture the essence. (Syracuse Cultural Workers and Northern Sun.)

“Your silence will not protect you.” ~ **Audre Lorde**

**MOST MEMORABLE CAREER ACHIEVEMENT:** It’s coming. One day.

**GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW:** I hope to have contributed in some way to my field. I want to be on my way to being known as a thinker/mover/leader.

**HOW/WHERE I SEE THE INDUSTRY IN FIVE YEARS:** We will better serve our constituents by having more direct feedback about what they want and what they are looking for. We will be more closely tied into what they are doing and seeking at a multitude of contact points (social network, Web analytics, interest groups, etc.) that we will no longer be “divining” what they want, but, in some fashion, hearing what they want and need from them. In the past five years, I think we have seen a shift toward the individual in terms of how the individual expresses their needs, thoughts, experiences and so forth (Facebook, Yelp, TripAdvisor, blogs) that give individuals a place and the power to share all of that information. Along with that trend, I think that, it is no longer just the squeaky wheel that expresses what they want, but everyone has been given the means to express themselves and the affirmation that (to a degree) other people are listening to them. 🍷



blossom as a meeting organizer extraordinaire) and the equally energetic **Heather Crossan**. We are planning for the **16th Fiesole Retreat**, which will be in Cambridge at the DoubleTree by **Hilton** tentatively April 10-12, 2014. If you are interested, we can tell you more. [www.casalini.it/retreat/](http://www.casalini.it/retreat/)

Speaking of which, Cambridge is a charming town, like Oxford but more rural. There’s the **Fitzwilliam Museum** with wonderful ancient artifacts and gorgeous mosaic floors that put wood to shame, tons of charming and walkable colleges, the most impressive of which is **King’s College**

which was founded in 1441 by **Henry VI** (1421-71) and is one of the 31 colleges in the **University of Cambridge**. (Did you know that **Anthony** himself studied at Peterhouse?) Since I have a son in the Army, I was very interested in the **Eagle Pub** when our cab driver told us about it. Since it was on flat land, Cambridge was where many RAF WWII missions originated. Of course the **Eagle** fed and watered many pilot types. There is a ceiling in a back room that is decorated with mementos from the pilots and also a plaque to them in the pub. And

*continued on page 49*

**BG:** We'll focus on long-to-medium-sized narratives, e.g., on "books" and, perhaps, lengthy essays *a la* University of Chicago Press "Shorts." We have no plans to publish journals, a format in which good, open-access work is already underway.

**ATG:** Will Amherst College Press expand to subject areas beyond the humanities?

**BG:** Probably not. We'll be a small operation, and it will be important not to overextend. I expect just a handful of tightly defined lists.

**ATG:** The quality of peer review and copy editing has been called into questioned in some open-access-all-digital efforts. What specific plans do you have in place to provide the rigorous peer-review process and strong editing and copyediting that would allay such concerns?

**BG:** There is no question that thousands of open-access publications are edited atrociously, if edited at all. But the same is true for thousands of commercial publications that charge through the nose. (See an article I wrote for the *Chronicle* last year bemoaning editorial standards at commercial presses: <http://chronicle.com/article/Libraries-Publishing/126755/>.)

I submit that declining editorial standards have nothing to do with whether a publication is open-access or closed-access. The only relevant question is whether any given publisher is willing to devote the time, money, and personnel needed to perform the skilled, painstaking, and difficult work that constitutes good editing.

In the job description we're writing for the Press, we've inserted a line that reads, "Editors will *edit*, treating manuscripts

not as nearly finished products, but as raw material from which better products can emerge. Editors will evaluate arguments, question structure, demand clarifications, call for trims, and massage prose. Quality will trump quantity."

And, of course, all work under consideration will be sent to appropriate experts for peer review.

**ATG:** Can you talk a little more about your vision of the ACP peer review process? Will you ask for outside peer reviewers and will it be double blind? How do you see peer review evolving in this kind of situation?

**BG:** We're absolutely committed to outside peer review. Some have questioned the double-blind process, but we believe in it.

For me, the interesting question is how a new press might *supplement* (not dispense with) traditional peer-review. I'm intrigued, for example, by Kathleen Fitzpatrick's decision to solicit online feedback on her book, *Planned Obsolescence*, as she wrote it. She speaks eloquently about how such feedback improved the work. Whether we experiment with supplemental crowdsourcing is a question for the new director.

**ATG:** Given that Amherst College Press materials will be digital, open access, and free how will you fund the project? Will authors or their academic departments have to pay fees to get published? And on the other side of the coin, will they receive royalties?

**BG:** We will not charge authors or academic departments.

Our business model is pretty simple. Amherst is raising funds for an endowment, the interest from which will cover the director's salary. The library will donate two additional salary lines — lines made free due to retirements — to fund two more editors. Amherst's IT department will help us install and maintain a publishing platform. A staff member in public affairs has offered to handle design. We'll cover all other expenses (e.g., freelance copy editing) with interest from existing library endowments.

Decisions about payments to authors await the arrival of a director.

**ATG:** We understand that you will be hiring a director and some additional staff. What will be their responsibilities? Do you see a role for existing library staff in developing and/or supporting Amherst College Press? And more broadly, how do you see the relationship between the library and Amherst College Press evolving?

**BG:** As a small operation with just three employees, all members of the Press will wear multiple hats. We envision something like the following: a director responsible for planning, management, building lists, and even editing; a senior editor with primary responsibility for soliciting manuscripts and editing; and a managing editor skilled in both editorial work and production, including oversight of freelancers.

As for cooperation with the library: the Press is central to the library's mission of providing high-quality information to everybody, everywhere, regardless of means. As the Press takes shape, it must function as a co-participant with the library in realizing that vision, wherever that vision takes us.

We also want the Press to integrate itself into the campus at large. Too many academic presses live on the real and figurative outskirts of their institutions, prompting uncomfortable questions (usually unfair) about how and even whether they contribute to the institutional mission. We want the Amherst Press visible not only within the library but across the entire institution. What this means in practice we don't entirely know. At the very least, however, it will mean talks and lectures by authors under contract with the Press; seminars and conferences in subject areas supported by the Press; programming with Amherst's new humanities center; and internships for students.

**ATG:** Starting an academic press, not to mention your duties as library director must take a lot of energy. How do you recharge your batteries? What do you do for fun and relaxation? Do you have hobbies or other outside activities?

**BG:** Teaching recharges my batteries, and I have a great bunch of students this semester at Smith in a class on Russian religious thought. I like to run, and, when I'm not injured, I try to do the Boston Marathon each spring. I also officiate high school basketball — nothing takes one's mind off everyday pressures like a crowd of partisans screaming at you. 🍌

### Contact Details

Bryn Geffert, Librarian of the College  
Amherst College • Phone: 413-542-2212  
Email: <bgeffert@amherst.edu>

Amherst College Library  
Frost Library, 61 Quadrangle Street  
Amherst College, Amherst MA 01002  
Phone: 413-542-2373 • [www.amherst.edu/library](http://www.amherst.edu/library)

### Rumors from page 40

there is yet another famous plaque at the Eagle commemorating the announcement of the discovery of Deoxyribonucleic acid (DNA) by American biologist James Watson and English physicist Francis Crick in the 1950s right at the Eagle Pub.

Another more literary place that we visited just outside of Cambridge was a suburb called Grantchester where The Orchard is located. The Orchard is a genteel setting where "more famous people have taken tea than anywhere else in the world." This is where Rupert Brooke, in 1909, a young graduate of King's College took

up residence. Brooke drew a constant stream of visitors, and eventually became the centre of a circle of friends, later dubbed by Virginia Woolf the "Neo-Pagans." <http://www.orchard-grantchester.com/history/>

I must also mention the Cambridge University Library, (the UL as it is called). What a place! It is one of 114 libraries and has 8 million volumes, many on open shelves. Besides the striking "Scots industrial architecture," I was charmed by the steel bollards (posts to prevent traffic on the front sidewalk). The bollards were a pile of books arranged in a line in front of the library main entrance. Cool!

The reason we had such a spectacular visit was because the glorious Rita Ricketts and her husband

Willie live in Grantchester, and we got a great tour of the place. We even had a tour by a famous historic building architect. Robert Parkinson who is with English Heritage. What a visit!

Just learned that the president Toby Green celebrated six years as head of publishing at OECD where he had also worked as head of marketing. It reminded me of the great session he gave in Charleston in 2009 under an Out of the Box Thinking about "Publishing Data Alongside Analysis, Books and Journals." The paper made the argument for standards for datasets and data tables. Link to it at <http://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=1072&context=Charleston>.

*continued on page 53*

and **Zach**, and so much of my “free” time is spent having fun with them. My wife **Zoë** and I support the Cheltenham Festivals and we’re looking forward to the Jazz Festival in May where we’ll see many established and new musicians including **Van Morrison**, **Laura Mvula**, and **Jamie Cullum**. If time allows I also like to go and watch my football team, Arsenal; I know that **Karen** also shares this interest although it’s rather painful watching them play at the moment!

**KP:** As **Khal** says, we both support and follow the Arsenal football team. I live in Highbury (in London) within a mile of Arsenal’s Emirates Stadium, and for me football matches are both an opportunity to see live sport, but also keep in touch with family and friends on their way to or from the games. I’m also a great fan of dance and my favourite venue for this is also local; Saddlers Wells is a great venue for contemporary dance (I’m particularly fond of **Matthew Bourne** and **Ballet Rambert**).

Travel over the last year has all been for work, and continuing with the theme of the local, for once I took my holiday as a “staycation” in London, which has to be one of the most interesting places I’ve been to! I recommend London city walks, with long lunch breaks, and a good café stop to end the day off. 🍷

*Editor’s Note: Be sure to read Khal’s personal profile in this issue, page 62. — KS*

## Rumors from page 49

Speaking of the **Charleston Conference 2013**, it’s coming up! We just posted the call for papers yesterday — April 15! Here is the link! <http://www.katina.info/conference/callforpapers.php>

Heard from the full-of-ideas **Audrey Powers** <apowers@usf.edu> who is working on a pre-conference and also guest editing the November issue of *Against the Grain*. She says she needs to get most of this done before August because they are going to **Martha’s Vineyard** to celebrate **Audrey’s** son’s wedding to a wonderful Chinese woman. **Audrey’s** son (is his name **Austin**, I think I remember?) and his wife-to-be live in Beijing and are coming here with a whole group of Chinese family and friends.

Most of you have renewed your subscriptions to *Against the Grain*! Thanks!! If you haven’t renewed yet, please do so! **Leah Hinds**, **Tom Gilson**, and I have been working with **Charles Watkinson** and **Purdue University Press** on a plan to digitize back issues of *Against the Grain*! Stay tuned for an announcement hopefully at the **2013 Charleston Conference**!

Speaking of April 15, a bit of trivia. Did you know that it was April 15, 1912, when the **Titanic** went down. Most expensive tickets for the voyage were capped at \$4,350, equivalent to \$100,000 in today’s currency. Read more at <http://us2.campaign-archive2.com/?u=8be778c42e715e178d4dca04e&id=d4c-4d5aa2f&e=0e94078f7c>.

Most of us know about the recent purchase of **Mendeley** by **Elsevier**. **Elsevier** was one of our

# against the grain people profile

Editorial Director, SAGE  
1 Oliver’s Yard, 55 City Road, London, EC1Y 1SP  
Phone: 0207 324 8500  
<karen.phillips@sagepub.co.uk> • [www.uk.sagepub.com](http://www.uk.sagepub.com)

## Karen Phillips

**BORN AND LIVED:** Born in London 1962, lived in Buckinghamshire for most of my childhood and then London for the last 28 years

**PROFESSIONAL CAREER AND ACTIVITIES:** I have worked at **SAGE** for 28 years, it was my first job after university, so my entire publishing career. I have worked in marketing and editorial, across our books and journals programs and more recently have focused on developing our online products for the library market.

**FAMILY:** I have a partner who is MD of an IT company, which develops software for the travel industry, and two wonderful children, who are now young adults (aged 18 and 20).

**IN MY SPARE TIME:** I try to enjoy time with friends and family.

**FAVORITE BOOKS:** *To Kill a Mocking Bird*, *God of Small Things*, *We Need to Talk About Kevin*.

**PHILOSOPHY:** I’m taken by **Rawls’s** “Theory of Justice” as a pretty sound philosophy.

**MOST MEMORABLE CAREER ACHIEVEMENT:** Being promoted to Editorial Director at **SAGE** was a big moment in my career, it felt like the culmination of years of solid achievements in our publishing, and represented a big shift in my responsibilities.

**GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW:** The growth of **SAGE’s** online products to the point where they represent the largest source of growth for **SAGE**.

**HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS:** The pace of change has really accelerated in Higher Education publishing for both the teaching and research resources. In terms of teaching resources for the college market, alongside our textbooks we’ve seen an increase over many years of learning materials online, more recently with the increase in online assessment and video materials, and over the last year the launch of MOOCs. In the next five years, I think we will be developing even more effective pedagogic resources for a blended learning experience for students.

One of the significant changes for publishing in the next five years will be the increasing purchase of student textbooks at the institutional level. This is already the established model for the Career Colleges in the U.S., and we are also seeing early signs of this in the UK market in response to the threefold increase in student tuition fees. A more centralized textbook purchase model will increasingly be focused on e-versions of texts.

In terms of the future of publishing for researchers, I think the library will continue to be our primary partner for the foreseeable future, despite significant growth of open access publishing. In five years, I would expect a mixed economy of traditional and open access journals, with an overall growth in the amount of research published reflecting the global growth in research funding and publishing. Open access publishing will be a major area of growth for both STM and social science publishers, but much of the next five years will be focused on challenges here as we struggle to work out a sustainable publishing model, and researchers and research funders adapt to the changing demands and different choices that present themselves.

The libraries will not only be a key partner for the dissemination of research via traditional journals but resilient partners in collections development through good quality reference materials (increasingly delivered online), and increasingly being the point of access to growing suites of digital products, such as data products, video collections, and primary source collections.

Please note though, it’s easy to explain change in retrospect, but not so easy to predict in advance. 🍷

**Rumors** last month when there was news of the purchase of **Knovel**. Now, the Web has been abuzz. According to **Scholarly Kitchen**, an interview with Co-founder **Victor Henning** by **Andy Tattersall**, and **TechCrunch**, the price was something in the neighborhood of \$69-100 million. Not bad for a social tool, reference manager, and PDF organizer, among other things! Whoopee!

<http://bluesyemre.com/2013/04/16/the-story-behind-the-elsevier-purchase-of-mendeley-interview-with-co-founder-victor-henning-by-andy-tattersall/>

[Scholarlykitchen.sspnet.org/2013/04/08/a-matter-of-perspective-elsevier-acquires-mendeley-or-mendeley-sells-itself-to-elsevier/](http://www.scholarlykitchen.sspnet.org/2013/04/08/a-matter-of-perspective-elsevier-acquires-mendeley-or-mendeley-sells-itself-to-elsevier/)  
<http://blog.mendeley.com/tag/mendeley-and-elsevier-faq/>

And read all about the “three tech-savvy rebel scholars” who founded **Mendeley** in 2008. “When the Rebel Alliance Sells Out,” at <http://www.newyorker.com/online/blogs/elements/2013/04/elsevier-mendeley-journals-science-software.html>.

Sorry we did not make it to the **London Book Fair**  
*continued on page 55*



# STOP SEARCHING.

THE HEALTH SCIENCES EBOOKS  
YOUR PATRONS WANT

EASILY INTEGRATED WITH  
YOUR INSTITUTION'S WORKFLOW

# START FINDING.

# R<sub>2</sub> DIGITAL LIBRARY

50 STM publishers,  
1 web-based platform

Select the eBooks you need from thousands  
of best-selling current resources

Intuitive interface optimized for  
health sciences content

IF YOU HAVEN'T SEEN US LATELY,  
VISIT R2LIBRARY.COM AND  
START YOUR 30-DAY FREE TRIAL.



Rittenhouse Book Distributors, Inc.  
511 Fehleley Drive, King of Prussia, PA 19406

## @Brunnering: People & Technology from page 54

be just down the street; I may pass it every day in my commute.

We've delivered many books and journals to off-site storage or what we call High-Density Storage. I recall we had a naming contest and I guess this won. Or our suggestions were, unlike Google's, suggestions that simply didn't click.

Like Amazon, we deliver in a day. And better than Amazon Prime, we deliver at no cost. The fee is a more obscure price — a debt we've paid to space by moving books from the premises. Our books are now diamonds in the rough, awaiting our renewed interest.

That a book be plucked out of the pile our memory, a memory recorded in digital database zeros and ones, ought to grant that book a new shelf life. We ought to lend the book in perpetuity to its ardent re-discoverer, no matter what rank or status on campus, so he or she will have books near to them again. Yes, create a shadow shelf network in the offices and rooms of our users, a Napsterish peer-to-peer storage system.

I've always suspected the big gun libraries that lent many of their books to Google for scanning into the Google Library Project, did so for housekeeping and not scholarly reasons. They needed to make room for more books



or fewer books and more space for learning, tutoring, teaching, and refreshment centers. Once you have scanned copy you can index it and once you index it you can store it and once you compare with other similar databases of holdings, you can weed it.

No matter how horrific or unpleasant Mao's reeducation programs must have been because they were secret, brainwashing, and framed in the logic of doing what was right, these present-day efforts of moving the books away from shelves, may feel to some of us like a reeducation effort. What once was our comfortable world of library shelves teeming with books, deep in scholarly journals, and piled with government documents, has become the clinical environment of searching a database for an online copy, while never having to take the walk up the stairs and into the stacks.

I've just returned from the PS call number range, my arms stacked with a pile of present-day American authors. Six or so novels and poetry books from writers I remember as important to me as life itself. Their magic is one with their content, their publishers, their font, their words and my own giddy feeling that I've read them, the words have endured, and my experience of them is that walk down the book aisles with the expectation that I will find more and more and just need to reach out...

I've yet to find an online equivalent to this simple and direct experience. Let's create an app for that. 🐼

## Rumors from page 53

last week! I understand from a report recently released by Publishing Technology at the LBF that the number of publisher-owned online communities is set to more than double over the next two years. The study was conducted by Bowker Market Research, a service of ProQuest affiliate Bowker and included U.S. and UK publishers across trade and academic sectors. The full results are available now on the publishingtechnology.com/blog at <http://web.mail.comcast.net/zimbra/h/search?si=0&so=0&sc=37175&st=message&id=1479866&xim=1&action=view>.

Just learned. Mr. Richard Abel died peacefully at home on April 17, at 6:30 am. He had been enduring heart failure for several months. Mr. Abel ("Dick") was 87 years old. He is survived by his wife Kathy and his two daughters, Kit and Cori, and five grandchildren. Dick was the founder of Richard Abel & Co., best known perhaps for developing automated Approval Plans for academic libraries in the 1950s thru 1974. The assets of the Abel Company were acquired by Blackwell's in 1975. According to his wishes, Dick will be buried in a wooden casket, there will be no funeral, and no memorial service is planned. (Information provided by Don Chvatal, who requests that former employees of the company contact him to provide their email and physical addresses. Former employees will be listed in a monograph that will re-publish Dick's history of the Richard Abel Company. To be published by *Against the Grain*, the book will be edited by Katina Strauch and Scott Smith and include personal reminiscences by others who knew Mr. Abel. As one of Dick's last requests, former employees are to receive complimentary copies. Contact: Don at 503-309-2589 or <don.chvatal@ringgold.com>.) 🐼