

Preconferences Wednesday, November 7, 2007

ALL DAY SESSION:

Navigating the eBook Landscape

Audrey Powers, University of South Florida <apowers@lib.usf.edu>

Embassy Suites Downtown

Entire Day: 9-5 \$150

Half Day: 9-12 or 2-5 \$100

As the eBook marketplace continues to grow at a rapid pace, librarians are faced with making critical, and costly, collection development decisions. This preconference will bring together major eBook vendors and each vendor will be given time for a demonstration to focus on eBook content, pricing models, and platform operability. No sales pitches will be permitted, just facts and demos from the key vendors.

Attendees can sign up for the **entire day 9-5** or one half day. **Morning 9-12** will include acquisitions vendors like Coutts, YBP and BBS and aggregators like ebrary, netlibrary, and EBL. **Afternoon 2-5** will include subject collections like Wiley, Elsevier, SpringerLink, Safari and reference collections like Xrefer, Gale and Knovel.

MORNING PRECONFERENCES

9:00 AM - 12:00 NOON

Electronic Resource Management Systems: Learning from Experience

Kristen DeVoe, College of Charleston <devoek@cofc.edu>

Addlestone Library, Room 227

\$100

As electronic journal collections grow, more and more libraries are implementing electronic resources management systems in an effort to organize the processes of managing electronic resource related functions such as selection, license management, renewal and cancellation, and providing access. There are a variety of commercial systems available as well as many instances of locally developed systems designed to streamline electronic resource management functions. The process of selecting or developing and then implementing these systems is often a challenge requiring large commitments from library staff. This session discusses the selection and implementation process of both commercial and ³homegrown² electronic resource management systems, identifies the decisions made before and during implementation, and will provide valuable insight into the ³best practices² for the actual implementation of an ERMS from those who have already done so.

Evaluating Digital Repositories and Platforms: A Look at Projects and Products

The Charleston Advisor -- Becky Lenzini <rlenzini@earthlink.net>, George Machovec <george@coalliance.org>, Bernie Reilly (Center for Research Libraries) <reilly@crl.edu>, and Anita Cook (OhioLink)

\$100

This preconference will focus on digital repository development with an emphasis on trusted repository certification. The program will begin with a review of the digital/institutional repository landscape. The Center for Research Libraries will discuss trusted digital repository certification, what is involved, who has been reviewed and how it applies in both the commercial and academic settings. OhioLink will provide an overview of their digital repository initiatives including the hosting of their extensive electronic journal center and their institutional repository initiatives. They have faced interesting challenges and problems that will have broad interest. The program will conclude with a panel/audience discussion about the future of digital repositories.

Negotiating with Vendors: Dos and Donts

Buzzy Basch <buzzy@basch.com>

\$100

Negotiating plays a major role in library administration and operation: negotiating for a share of scarce personnel and financial resources; developing contracts with vendors and suppliers; and liaising effectively in cooperatives and other common interest groups. Join a seasoned group of library and information industry negotiators who will share their experience in defining objectives, devising strategies, and measuring success in negotiations.

Panelists:

Adam Chesler, Assistant Director, American Chemical Society

Buzzy Basch, President, Basch Subscriptions

Rick Burke, Executive Director, Statewide California Electronic Library Consortium

Janice LaChance, J.D., Chief, Executive Office, Special Libraries Association

Lisa A. Macklin, J.D., Coordinator, Intellectual Property Rights, Emory Univ. Libraries

Marketing for ROI: Branding and Promoting your Collections and Services

Elisabeth Leonard <elisabeth@elisabethleonard.com>

\$125

Much of a library's budget is spent acquiring materials to serve the library's communities and to provide library services. But, as our communities find information more seamlessly, it is increasingly difficult for them to know that the library is responsible for the materials they are using (assuming it is our materials they are finding!) or knowing about and using the services available to them. In an environment where libraries need to prove their validity to assure continued funding, it is more important than ever to ensure that that money is well spent. Strategic marketing frames the library's collections and services for the intended user in a way that promotes awareness and use. This interactive workshop will provide grounding in basic marketing concepts, while focusing on how the participants can create strategic marketing opportunities for their libraries.

Acquisition Basics and Beyond

Paul Rittlemeyer <pvr3y@virginia.edu> and Dawn M. Waller <dwall@virginia.edu>

\$100

From approval plans to Zoological Records acquisitions staff tread a terrain sometimes familiar but increasingly murky. In this session participants will learn how to use staff, technologies and other resources to meet and manage, from A to Z, acquisition challenges now and into the future. The program leaders will also survey preconference attendees prior to the event for specific issues and questions of concern.

AFTERNOON PRECONFERENCES

1:00 PM - 5:00 PM

Serials Resource Management

Buzzy Basch <buzzy@basch.com>

\$ 60

Expert panel discussion on current issues in SRM. Participate in the exchange of experience and ideas on ejournals, publisher pricing strategies, allocation of staff, and morphing of ERM and SRM. Share your insight and see what others are doing.

Creating the Capacity for Change: Transforming Library Workflows and Organizations

Rick Lugg and Ruth Fischer, R2 Consulting (www.ebookmap.net)

\$150

Libraries face unprecedented demands to adapt to the digital environment. New and emerging tasks related to institutional repositories, non-MARC metadata, networked resources and new generations of users place additional pressure on staffs and workflows built to handle print materials. Yet print-related workloads are not diminishing as fast as digital workloads are growing. Meanwhile, the growth of external competitors such as Google and

WorldCat increase the need for libraries to focus on user expectations and highlight their own unique attributes.

How can libraries turn these pressures into opportunities? How can librarians adapt workflows, priorities, and organizational structures to provide those services most important to users? How can library leaders create the capacity to pursue critical new initiatives-without increasing staff? What new tools and services can help? Join R2 to hear advice, both strategic and practical, drawn from our experience in workflow analysis and organizational redesign for academic libraries of all sizes and types.

Are Publisher Licenses Compatible with Library Technology?

Simon Inger, Publishing Consultant, <simon@sic.ox14.com>

Pinar Erzin, Managing Director, Accucoms

www.sic.ox14.com

\$170

Librarians, are you ever frustrated because a publisher's contractual terms are incompatible with the technical set up of your network?

Publishers, are libraries rejecting your licenses for technical reasons? This pre-conference will explore the apparent dichotomy presented by the contractual terms and conditions that publishers want and the technical limitations of authentication and access control libraries are dealing with. In addition we will identify the reasons that publishers are unable to fulfil some contractual requests that librarians make for technical reasons.

Alongside a discussion of these issues, the session will also include a run through of authentication models and trends and will explore whether future authentication models will overcome any of the business and contractual issues experienced by both librarians and publishers when buying and selling content. Based on real life examples of problems and issues faced by both parties.