

## 2011 Charleston Conference Poster Sessions Thursday and Friday, 2:00 PM – 3:30 PM



**Location: Courtyard by Marriott Prefunction Space (Outside Cypress Ballroom)**

### THURSDAY POSTER SESSIONS

- 1) ***Budget's Stretched, Staff Stressed, Usage Stalled...Something's Gotta Give!***  
**Presenters: Stacy Baggett and Megan Williams, Shenandoah University**

In the present economy, library budgets are being cut or, at minimum, remaining at the status quo. As a result, libraries are struggling to maintain current subscriptions and often making the difficult choice to cut resources and titles. Staff are becoming stressed trying to accommodate student needs amidst the constant changes in technologies and diminishing resources. The presenters will share the results of a student survey designed to discover:

- How current students use Web 2.0 tools and new technology
- What current users know about library resources
- How library users obtain information about available library resources
- New ways to offer library resources using social and mobile technology
- Information to use in planning for and acquiring additional library resources
- Ways to design and implement marketing strategies to increase library resource usage

Using these results, we have begun to develop strategies to increase usage of library resources with available Web 2.0 tools and mobile technologies. The presenters will invite comments and discussion of other institutions best practices and/or experiences promoting library resources and mobile technology.

- 2) ***The Library as Space: A Changing Landscape***  
**Presenter: Ginny Boyer, East Carolina University, Laupus Health Sciences Library**

Libraries as space are dramatically changing in our e-centric information environment. As print collections dwindle, stacks are replaced by collaborative learning commons and shared spaces with external student support organizations such as writing and tutoring centers. This change was felt most acutely at the Laupus Health Sciences Library at East Carolina University. After settling into a new building in 2006, within a mere 6 year span, the library found itself having to rethink its physical priorities as over 30,000 print journal volumes were weeded in favor of permanent electronic archives of the titles. This shift in format left an enormous physical space occupied by empty stacks, while the remainder of the library struggled to accommodate the physical presence of students who needed more access to study spaces for collaborative interaction. By thoroughly evaluating the needs of our students, our mission, and our obligation to the needs of our division, the library was able to respond by re-purposing the space to accommodate both private and group study areas, office space for a burgeoning Student Services department, and presentation classroom space.

This poster will discuss tips to consider when embarking on such a project, including things such as collections considerations, patron population being served, cost savings measures, and considerations for creating an appealing space that welcomes and accommodates library patrons. It will provide food for thought in terms of considering how one's physical space is currently being used and whether or not change is necessary. Attendees can expect to learn about being tuned into to their collection and patron base to allow the library as space to be an organic thing that morphs fluidly with the changing library landscape.

- 3) ***Book Selection - What We Gave Up and What We Are Doing About It***  
**Presenter: Lora Brueck, Worcester Polytechnic Institute**

At Gordon Library, Worcester Polytechnic Institute, there have been a lot of things we have had to give up. Fortunately, our book budget has not been one of them. But we have had to give up staff to do book selection. Historically our faculty have done most of the selecting with supplemental selections made from Choice by the Assist Director for Collections Management. We have never

had the luxury of subject specialists, but FY11 was a low point in book requests with only one department spending their entire allocation. We benefitted from this by being able to put year end funds into PDA, ebook subject collections, and a film collection. But is this how we want to spend our book budget?

YBP to the rescue! In July, 2011, we set up subject notification slips with YBP, which will be received by our library liaisons and forwarded to their departments. Slips will include both ebooks and print books. As all work will be done within the Gobi system, our acquisitions associate will have less work to do in Gobi, and will only have to check and approve requests that have been selected by liaisons and faculty.

4) ***What's the Bottom Line? An Academic Library's Efforts to Justify Materials Budget Expenditures***

**Presenters:** *Steven Carrico, Raimonda Margjoni, Trey Shelton, and Jack Waters*, University of Florida.

Academic libraries, like the universities and colleges they serve, are facing increasing pressures to justify budgets and expenditures. Using the business model employed at several other research institutions, the University of Florida (UF) has adopted the accounting system Responsibility Center Management (RCM) which necessitates the university's sixteen colleges to track their individual operational budgets including absorbing a new tax levied to finance the library. This tax has created a renewed sense of urgency for the library to show details of the material budget expenditures for each college. This poster - and subsequent paper - will reveal how staff in the UF Library's Acquisitions Department developed a fresh mapping strategy to track costs of the traditional book budget, print serials, and other tangible materials, but also expenditures for all e-resources drilled down to the individual e-journals purchased through Big Deal packages. Going forward, the library can use this refashioned budget system to reallocate its materials budget to more accurately support the colleges of UF.

5) ***Engaging Research and Teaching: New Roles for Subject Librarian Liaisons at Duke***

**Presenter:** *Aisha Harvey*, Duke University Libraries

In 2010, the Duke University Libraries began a process of re-visioning the role of the subject librarian liaison to reflect new ways that research, teaching and learning are happening on campus. Following on a reorganization of collections and public services functions, the re-visioning process has drawn on the work of ARL and other libraries such as the University of Minnesota. The result of this yearlong process is a document that offers a holistic view of subject librarian liaison activities growing out of engagement with departments, interdisciplinary institutes, and programs across the Duke campus. The report includes short statements of subject librarian responsibilities along with examples of best practices in areas such as engagement, collection development, teaching and learning, research services, scholarly communication and digital tools. "Engaging Research and Teaching: sharpening our vision as subject librarians at Duke University Libraries" will be used as the foundation for position descriptions and the starting point for a training program that will equip librarians with the skills they need to fulfill new responsibilities. This poster will provide an overview of the re-visioning process and the resulting report, along with information about future plans.

6) ***Licensing Library Resources and US Export Control Compliance***

**Presenter:** *Andrea Langhurst*, University of Notre Dame

The University of Notre Dame started looking at a new acquisition of a hard sciences database in Spring 2011. Included in the license agreement and EULA was a reference to required compliance with US Export Control regulations. This poster will provide an overview of US Export Control, a brief explanation of it as a classification system for controlled technologies, and possible implications of licensing a resource with requirements for governmental clearance for distribution of information and limitations for access based on citizenship status.

7) ***Acquisitions Business: Flavors of the Middle East***

**Presenter:** *Henry Owino*, The Petroleum Institute, Abu Dhabi. United Arab Emirates

The objective of this poster is to set out brief outlines of what librarians accepting positions in collection development/Acquisitions might encounter. Also it aims to educate Library Suppliers in what might impact their business relationships if and when dealing with libraries in the Middle East.

The Middle East flavor to Collection Development and Acquisitions is of interest to many Librarians and Book Suppliers keen to do business in the region. Developing collections, selecting suppliers and the actual process of getting the resources into the region needs a closer look to understand the expectations from both vendors and clients standpoint. The cultural aspects that shape the discussions and expectations; thoughts, suspicions, set procedures are all aspects that if not properly appreciated and implemented with due patience might lead to unexpected outcomes.

8) ***Using Ebooks in the Classroom: Reports from an Ebooks Pilot Program***

**Presenter:** *Mara Rojeski*, Dickinson College

Libraries have grappled with how to integrate ebooks into our collections since they came onto the market. Smaller academic libraries face unique challenges when evaluating how best to use ebooks to serve our patrons. Given their smaller budgets, smaller academic libraries often still engage in title-by-title books selection. As financial constraints grow even tighter, we all want to make sure that we get the most use out of the materials we acquire. This involves detailed study of our users' interaction with library materials and creative thinking on the part of librarians for uses of library materials.

To investigate ways to address concerns about increasing the number of monographs in electronic format added to the collection, Dickinson College implemented a pilot program to incorporate ebooks into required readings for one class for the spring 2011 semester. Through this pilot program, the library also sought to identify important factors to consider for the user experience with ebooks, particularly for use in the classroom setting. Books were purchased in electronic format when available and integrated into the course management system. When not available electronically, books were purchased in print and placed on traditional course reserve at the library's circulation desk. Students were surveyed about their use experiences with both materials.

The purpose of this poster is to present the results of a pilot program at Dickinson College where select reserve books for a class were purchased as ebooks and linked through the course management system. The poster will report on the process of integrating the ebooks into the class and share the results of survey data, a focus group session, and usage statistics to evaluate the pilot.

9) ***Regional Print Journal Retention Plans: Virginia Tech's Participation in the Association of Southeastern Research Libraries Project***

**Presenters:** *Connie Stovall, Ed Lener and Leslie O'Brien*, Virginia Tech

To optimize the collection management of journal collections, many academic libraries are participating in regional, collaborative print journal retention agreements. The Association of Southeastern Research Libraries (ASERL) has drafted such an agreement, and roughly half its members have committed to participate thus far, including Virginia Tech's University Libraries.

This poster will provide background information on ASERL's Cooperative Journal Retention plan, including goals of cost-sharing and long-term retention of print journals, the specifics of governance, the agreement's duration, and the selection and identification of titles. Further, the poster will describe the University Libraries' experience in collaborating with the group, its experience with developing a more detailed set of selection guidelines for bibliographers, its challenges and solutions in the actual selection and storage of titles, and, finally, implications and suggestions for the future.

10) ***Designing and Implementing Effective Digitization Workflows***

**Presenter:** *Vickie Toranzo-Zacker*, School of Information, University of South Florida

The 21st century has witnessed an exponential growth in technological tools whose intentions are to enhance productivity. In some instances they create complex issues that have to be addressed prior to completion of a task such as technological obsolescence and deterioration of digital storage media (Li & Banach, 2011), and asset management technologies, digital archiving best practices, and metadata standards (Hurford & Runyon, 2011). With the digitization of photography collections, libraries are being forced to reexamine their workflows in order to facilitate the acquisitions process, provide better access, and successful collection management. In order to determine the current status of workflows for digital photography collections in Association of Research Libraries (ARL) member institutions, this poster presentation will examine the results of a survey. Based on the methodology presented by Li and Banach (2011), questions will focus on participating libraries' missions and goals, preservation policies and strategies, rights and agreements, long-term plans to ensure quality of the resources, and sustainable funding and staffing concerns (p. 2). Findings will reveal current workflow practices for digital photograph collections in ARL libraries, and identify concerns and suggested remedies for libraries struggling with designing and implementing effective digitization workflows.

## FRIDAY POSTER SESSION

2:00 PM – 3:30 PM

**Location: Courtyard by Marriott, Prefunction Space (Outside Cypress Ballroom)**

### **1) *Giving Them What They Want: Providing Information for a Serials Review Project***

**Presenters:** *Kristin Calvert* and *Rachel Fleming*, Western Carolina University

In preparation for a comprehensive serials review project, we created a homegrown Access database in order to bring together and analyze information about our collection from multiple sources. Bibliographic and order information were taken from the catalog; online access information was exported from the A-to-Z list; and in-house as well as electronic use statistics were gathered. These were assembled into a single, easy-to-use form showing the comprehensive range of data for each title. From there, the information could be tailored to best serve each level of review during the decision making process.

This poster will present the challenges in assembling and presenting the data to diverse constituent groups. We will discuss the results of the cancellation project and the role having a comprehensive database of information played throughout. Finally we will discuss the reasons for choosing this method of review over a commercial product and our suggestions for others in similar circumstances.

### **2) *Untethered Electronic Resources Management: Reaching Out Beyond Your Library***

**Presenters:** *Lenore England*, *Li Fu*, and *Stephen Miller*, University of Maryland University College.

Electronic resources management (ERM) is a patchwork business of strategically organizing the interconnectivity of resources, tools, systems, and staff. If not well managed, ERM can become increasingly fragmented and inefficient. Coordination is critical, not only in the library, but throughout the organization. It was discovered that the purchase of electronic resources was occurring both in the library and in various departments at the University of Maryland University College (UMUC). The departments were not coordinating the purchase of electronic resources, resulting in cost, licensing, and staffing inefficiencies. It was then decided to coordinate ERM functions throughout UMUC, setting up directional changes both in the library and UMUC as a whole. A plan is proposed to untether ERM and set up a central electronic resources processing unit, for the coordination of the acquisition, licensing, and management of electronic resources. A workflow diagram was developed to map out the new process, showing the relationship between the library, academic departments, course development, and procurement. The most important direction of the expansion of ERM will result in economies of scale not previously seen and ultimately reduce costs. In addition, the expanded ERM will address issues of quality and consistency of electronic resources license agreements, offer more efficient procurement and financial management, and enable greater understanding of the curricular requirements.

### **3) *How to Win Friends and Influence Teaching Faculty with Citation Analysis***

**Presenter:** *Leslie Farison*, Appalachian State University

Have you ever been asked by a teaching faculty member to help them with a citation analysis of their scholarship? Most academic librarians don't have the time to provide this service so why not offer a workshop to teach them how to do their own citation analysis using traditional tools such as Web of Science and the Journal Citation Reports (JCR) and newer tools like Google Scholar and subject-specific databases. It's a great way to connect to teaching faculty and their research interests and help them through a process often wrought with anxiety.

What exactly is citation analysis? Citation analysis is used to trace relationships amongst academic journal citations. Data from citation indexes can be analyzed to determine the popularity and impact of specific articles, authors, and publications. Using citation analysis to gauge the importance of one's work, for example, can be a significant part of the promotion/tenure review process.

#### **4) *Serials Gone Wild***

**Presenter: *Camila Gabaldon***, Western Oregon University

Over the last two years Western Oregon University has canceled almost all of our journal subscriptions in favor of on-demand purchasing of individual articles. In that time, we've experienced great successes in improving access and some serious stress about the process, the technology and the budget. We've worked with vendors who enthusiastically embrace the approach and others who seem to consider the whole process an annoyance. Almost all of us (vendors included) are relatively new to this area and, whether we embrace it or hate it, we've needed nimbleness, savvy, and humor to make it work in a way that appears as seamless as possible to our patrons. Even with the challenges we have encountered, the process has been worthwhile and we recommend other institutions consider whether an on-demand option might also be right for them. This poster will describe the models we've chosen to adopt, the successes and challenges we've encountered along the way, patron and staff responses to the service and suggestions for others considering on-demand services for their patrons.

#### **5) *Collection Development in Curriculum Materials Centers: Impact of Rising and Falling Economies***

**Presenter: *Rita Kohrman***, Grand Valley State University

Grand Valley State University was fortunate during stable economic times to develop two Curriculum Materials Libraries to support a unique preservice education program that was divided between two campuses: one for the College of Education faculty and students; the other, 12 miles away, for the content faculty and students. With Michigan's economy in recession, the CMC and library administrations were forced to look at usage statistics, duplication of services, and financial costs of running two centers. A decision was made to consolidate the two facilities into one, thereby allowing an opportunity to re-imagine the CMC.

Objectives (Attendees will learn): 1) why and how one specific Curriculum Materials Center expanded into two and then consolidated five years later into one; 2) how the consolidation required the deselection of materials, the reorganization of materials, and a rethinking of the purchase of CMC materials; 3) how collection development is changing in the new age of e-resources; 4) how the CMC staff worked with content faculty to identify necessary materials for their programs and would stay in the present library; 5) how the CMC staff will work with the content faculty to provide services they need for their students and programs.

#### **6) *The Patrons Demand, But What Do They Really Want?***

**Presenter: *Forrest Link***, The College of New Jersey

In the last few years, the acceptance and adoption of eBooks in libraries has gained considerable momentum. As platforms become more user-friendly, tablet readers proliferate, and, most notably, aggregators ramp up their marketing efforts through the aggressive promotion of patron driven acquisitions, libraries are racing to embrace electrons and jettison print. But does this always make sense?

Working on the assumption that circulation records and ILL requests are a fair gauge of patron demand, we at the TCNJ library have done a study comparing these title records over a three year period to eBook offerings of the major aggregators. A similar comparison was made using library browsing records gathered for books published in the last three years. The results suggest that libraries cannot yet rely on eBook content to entirely supplant print.

This poster will detail the methodology of the study and examine the results from both a subject and imprint date perspective. Attendees will be presented with a tool to help them make more informed decisions regarding eBook collecting and learn that eBooks may meet only a fraction of the demand for monographic scholarly output. They will also be given a quantitative basis for deciding which subjects are best served by a strategy of patron driven acquisitions.

**7) *Untapped Resources: Graduate Assistants and Collection Development***

**Presenters:** *Lilyana Todorinova* and *Brittany Rhea Deputy*, University of South Florida-Tampa

In response to the budgetary crisis, academic libraries are often forced to relegate traditionally professional librarian duties to student assistants, paraprofessionals, and other support staff. Among the newly transferred roles is collection development including the analysis, selection, and maintenance of materials and resources. Review of the literature reveals that this trend has substantially grown over past years; however, the scope and level of responsibility of the transferred projects has been limited. Additionally, the literature severely lacks mention of the roles played by graduate students working in academic libraries, while pursuing their MLIS degrees. The objective of this session is to explore the use of graduate student assistants working toward their MLIS degree in the conduction of complex collection evaluation, selection, and analysis from the perspective of one graduate student assistant and one professional academic librarian. The attendees will learn about the benefits of involving graduate student assistants in the collection development process, in terms of the need to acquire hands on experience prior to first-time professional employment, issues of current subject specialty knowledge, curatorial objectivity, and professional development in the mentor/mentee relationship.

**8) *Demand Driven Acquisition in Print: An Assessment***

**Presenter:** *Ying Zhang*, University of Central Florida

For the past several years, the Univ. of Central Florida Library Acquisitions has collaborated with the Interlibrary Loan (ILL) to purchase print monographs and multimedia materials by user demands through their Interlibrary Loan requests. In contrast with the new Demand-Driven-Acquisitions (DDA) model, which includes mostly electronic books, this DDA model is exclusively on print collections and mediated by the ILL Dept.

This presentation focuses on these DDA purchases from the previous 5 years and provides assessments based on circulation statistics, material types and purchasing costs. The presenter hopes to discuss and share lessons learned that can be applicable to all DDA on materials regardless formats being print, multimedia, or electronic.