



XXVII Annual Charleston Conference

Issues in Book and Serial Acquisition

Wednesday, November 7, 2007:
Preconferences and Vendor Showcase

Thursday, Nov. 8, - Saturday, Nov. 10:
Main Conference

WEDNESDAY, NOVEMBER 7TH, 2007

Wednesday, 9:00 AM – 12:00 NOON

MORNING PRECONFERENCES

Navigating the eBook Landscape (Part 1)

Location: Colonial Ballroom, Francis Marion

- Audrey Powers – Librarian/Research Services & Collections, University of South Florida

Electronic Resource Management Systems: Learning from Experience

Location: Addlestone Library, Room 227

- Kristen DeVoe (Moderator) – Electronic Resources Librarian, Addlestone Library, College of Charleston
- Tony Harvell - Head of Acquisitions, University of California San Diego
- Karen Akins - Head, Collection Development and Electronic Resources, James G. Gee Library, Texas A&M University-Commerce
- Jared Howland - Electronic Resources Librarian, Brigham Young University

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

Location: Pinckney, Francis Marion

- Becky Lenzini – Publisher, The Charleston Advisor
- George Machovec – Associate Director, Colorado Alliance of Research Libraries
- Bernard Reilly – President, Center for Research Libraries
- Anita Cook – Director of Library Systems, OhioLink

Negotiating with Vendors: Dos and Donts

Location: Calhoun, Francis Marion

- Buzzy Basch – President, Basch Subscriptions
- Adam Chesler - Assistant Director, American Chemical Society
- 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

Location: Rutledge, Francis Marion

- Elisabeth Leonard – President, Library Solutions

Acquisition Basics and Beyond

Location: Laurens, Francis Marion

- Paul Rittelmeyer - Head of Acquisitions, University of Virginia Library
- Dawn M. Waller – Associate Head of Acquisitions, University of Virginia Library

Wednesday, 10:30 AM

BREAK

Location: Outside Carolina Ballroom, Francis Marion

Sponsored By: American Institute of Physics

Wednesday, 12:00 PM

Lunch for All Preconferences

Location: Vendor Showcase – Carolina Ballroom, Francis Marion

Sponsored By: Charleston Information Group, LLC.

Wednesday, 12:00 PM – 6:00 PM

9th Annual Vendor Showcase

Location: Carolina Ballroom and Club Level, Francis Marion

Wednesday, 1:00PM – 5:00 PM

AFTERNOON PRECONFERENCES

Crime on the Coast

Location: Arnold Hall, Jewish Studies Center, College of Charleston

- Ann Hamilton, Georgia Southern University
- Gwen Hunter, South Carolina Mystery Author
- Tamar Myers, South Carolina Mystery Author
- Cathy Pickens, South Carolina Mystery Author
- Mary Charles, Georgia Mystery Author
- Patricia Sprinkle, Georgia Mystery Author

Serials Resource Management

Location: Pinckeney, Francis Marion

- Buzzy Basch –President, Basch Subscriptions

Creating the Capacity for Change: Transforming Library Workflows and Organizations

Location: Gold Ballroom, Francis Marion

- Rick Lugg – Partner, R2 Consulting
- Ruth Fischer – Partner, R2 Consulting

Are Publisher Licenses Compatible with Library Technology?

Location: Calhoun, Francis Marion

- Simon Inger, Publishing Consultant
- Pinar Erzin - Managing Director, Accucoms

Wednesday, 2:00 – 5:00 PM

Navigating the eBook Landscape (Part 2)

Location: Colonial Ballroom, Francis Marion

- Audrey Powers – Librarian/Research Services & Collections, University of South Florida

Wednesday, 2:30 PM

BREAK

Location: Francis Marion – Vendor Showcase Break – Carolina Ballroom, Francis Marion

Sponsored By: Charleston Information Group, LLC.

Wednesday, 5:00 – 6:30 PM

First Timer's Reception

Location: Embassy Suites Atrium

Sponsored by: Coutts Library Services

Wednesday, 5:15 PM – 6:30 PM

Juried Product Development Forums – Sign-Up Required

(On-Site Registration across from Information Desk, Mezzanine Level, Francis Marion)

THURSDAY, NOVEMBER 8TH, 2007

Thursday, 7:30 AM – 8:00 AM

Welcome Breakfast

Location: Outside Carolina Ballroom, Francis Marion

Sponsored By: EBSCO Information Services

Thursday, 8:00 AM – 8:15 AM

Introductions

Location: Carolina Ballroom, Francis Marion

- Katina Strauch- Head of Collection Development, College of Charleston; Founder, Charleston Conference; Editor, Against the Grain

Thursday, 8:15 AM – 9:00 AM

Scholarly Literature as an Object of Computation: Implications for Libraries, Publishers, Authors

Location: Carolina Ballroom, Francis Marion

- Clifford Lynch – Executive Director, Coalition for Networked Information

We are seeing the emergence of a variety of text and data mining technologies that are being used on large textual corpora of scholarly material, often in conjunction with ancillary databases of various types. This has wide-ranging implications, and I'll survey some of these, in areas ranging from license agreements and delivery platforms for electronic journals to changes in editorial and authoring practices. Finally, I'll also consider some of the implications of the linkages and interpenetration of content intended primarily for machine processing and texts targeted for human readers.

Thursday, 9:00 AM – 9:30 AM

Thoughts on Unweaving the Web

Location: Carolina Ballroom, Francis Marion

- Deborah E. Wiley – Senior Vice President, Corporate Communications, John Wiley & Sons, Inc.

How does a company stay in business for 200 years and remain current in today's environment? In "Untangling the Web" one approach is the use of scenario planning with Wiley as a case study.

Thursday, 9:30 AM – 10:30 AM

I Hear The Train A Coming - LIVE

Location: Carolina Ballroom, Francis Marion

- Greg Tananbaum – Consultant
- James Mullins – Dean of Libraries, Purdue University
- Ian Russell, Chief Executive, Association of Learned & Professional Society Publishers

Each issue of Against the Grain, Greg Tananbaum's Train column explores what's around the bend on the scholarly communications track. This annual session brings together several of scholarly communication's forward thinkers to sketch a future intuited but as yet unseen. The panelists will discuss where publishing, libraries, and academic technology are going in the next year. What are the big questions that everyone will be talking about at the 2008 Charleston meetings? What are lurking as transformative issues that will change the way publishers, libraries, and scholars interact?

Thursday, 10:30 AM – 10:45 AM

BREAK

Location: Outside Carolina Ballroom, Francis Marion

Sponsored By: New England Journal of Medicine

Thursday, 10:45 AM – 11:00 AM

Skit

Location: Carolina Ballroom, Francis Marion

2007 Skit Group:

Anne-Marie Breaux
Stephen Clark
Eleanor Cook
Lauren Corbett

Rebecca Kemp
Audrey Melkin
Steve O'Dell
John Riley

Thursday, 11:00 AM – 12:00 PM

The Future of Electronic Publishing – A View from the Top

Location: Carolina Ballroom, Francis Marion

- Rolf Janke (Moderator) – Vice President and Publisher, SAGE Publications
- Blaise Simqu – CEO and President, SAGE Publications
- Stephen Rhind-Tutt – President, Alexander Street Press
- John Barnes – Senior VP, Strategic Business Development, Gale
- Laura Brown – Former President, Oxford University Press

Ever want to be a fly on the wall in a corporate boardroom? How is top management planning for tomorrow in a digital age? This lively discussion will allow leading publishing directors to share their *personal* insights as to where academic publishing is heading as they move their firms into the ever changing digital arena. They will give their "big picture" views as well as discuss the threats and opportunities that lie ahead. This session will continue as a *Lively Lunch* where you will be able to participate in a question and answer session with the panelists.

Thursday 12:15 PM – 1:45 PM
THURSDAY LIVELY LUNCHESES

Business Intelligence: How to Understand What You Need to Know About Companies, Markets, and the Global Economy

Location: Rutledge- Francis Marion

- Lawrence Maxted – Collections Development Librarian, Gannon University

Gathering and interpreting business intelligence has always been a daunting task. This session is an informal opportunity to discuss and ask questions about company metrics, market/sector trends, and economic indicators. Now more than ever there are numerous websites with a wealth of business related information. The SEC's Reg FD's "widespread dissemination" requirement makes sure that information on U.S. public companies is immediately available to all. Meanwhile, the race to globalization and the privatization of many companies opens new challenges to gathering information. A handout of useful websites and print sources will be made available. Exchange of advice and experiences will be welcomed.

Anatomy of a Weed: the Process in Today's Environment

Location: Pinckney, Francis Marion

- Victoria Koger – Reference Librarian, Eastern Kentucky University

Come join a librarian from Eastern Kentucky University as she discusses her recent experiences weeding the print collection (Nursing, Reference, Exercise and Sport Science) and why it's even more important to do so in the era of electronic resources. Discussion topics include: our weeding experiences, collection development and weeding policies, syncing with your library's strategic plan, external and internal marketing, outreach to academic departments, what we learned, and what we would do differently.

(Thursday Lively Lunches, continued)

Building a Liaisons' Portal

Location: Laurens, Francis Marion

- Faye Christenberry – English Studies Librarian, University of Washington
- Anne Davis – Collection Development Coordinator & Anthropology Librarian, University of Washington

What information is needed to perform all the responsibilities expected of a library liaison? What is the best way to gather & present this information in a way that makes sense to new & seasoned librarians? We will demonstrate how the UW Libraries worked with liaisons & other staff to build an information gateway on Plone, an open source content management system. In addition to important policies, forms & contacts, the Portal includes special features such as: a calendar devoted to training workshops, spending deadlines & other dates important to liaison work; a recommended readings folder to which all liaisons may contribute; a news folder for timely projects such as the dreaded serials cancellations review. Speakers welcome comments & will provide insight on what we've learned.

Make Them Understand: Speaking Up For Your Academic Library Message

Location: Calhoun, Francis Marion

- Chris Matz – Library Director, Christian Brothers University

Following a year-long review by teaching faculty and university administration, our library discovered that no one outside the building (and many people within it) had a clear concept about the services and resources we offered. At this point in academic library history, that's not just unfortunate, it's dangerous. Faculty and students are easily distracted constituencies that need to know what's happening, and so do librarians. We chose to inform them with our library's first annual report, generated from the summary activity of collection development liaisons from the previous year.

The annual report can be an effective implement for examining the present and predicting the future. They have value as a public relations device, for internal data analysis and planning, and in forcing the library to articulate just what it is they do every day. Annual reports are laborious, but the resulting candor with which librarians may view their own institution is a powerful reward.

Whether your library is Goofus or Gallant, you'll want to hear about our mistakes and what we are doing to repair them, and how advocacy can be a two-way street -- but only if librarians go first. A great library with meaningful collections and a terrific staff isn't enough for patrons; we must make them understand.

eBook Business Models: Which One is for Me?

Location: Gold Ballroom, Francis Marion

- Andrew Albanese (Moderator) – Editor, Library Journal Academic Newswire
- Jon Clayborne – Senior Product Sales Manager, A&G Americas, Science & Technology Books Online, Elsevier
- Richard Bennett - Director Licensing, Americas, Springer
- Suzanne Kemperman – Director of Publisher Relations, NetLibrary

Three leading eBook publishers and three leading eBook aggregators will debate and discuss the potential benefits and pitfalls of looking for an aggregator to provide an eBook solution vs. purchasing directly from publishers. They will discuss business models, pricing, value, DRM, concurrent user polices, cost per title and more.

(Thursday Lively Lunches, continued)

The Future of Electronic Publishing – A View from the Top (continued)

Location: Carolina Ballroom, Francis Marion

- Rolf Janke (Moderator) – Vice President and Publisher, SAGE Publications
- Blaise Simqu – CEO and President, SAGE Publications
- Stephen Rhind-Tutt – CEO, Alexander Street Press
- John Barnes – Senior VP, Strategic Business Development, Gale
- Laura Brown – Former President, Oxford University Press

This will be the continuation of the earlier session where the panelists will answer questions and provide further insights.

SuperBook: A Deep Log Evaluation of the Introduction of e-Books into a UK University

Location: Colonial Ballroom, Francis Marion

- David Nicholas – Director, School of Library, Archive and Information Studies, University College London

SuperBook is an action research study, which involved 'dropping' about three thousand carefully selected e-books OUP (Oxford Scholarship Online), Wiley (Interscience), and Taylor & Francis into the University College of London (UCL) information environment and then assessing, by means of deep log analysis, what happened as a result. What was created was an e-book observatory in which user behaviour could be observed and changes introduced and then evaluated. Early findings of this ongoing project (2006-2007), which has piloted techniques that will be used in the future JISC funded National e-book observatory study (2008-), will be shared to stimulate discussion on the impact of e-books in the academy.

The 7th Annual Health Sciences Lively Lunch: Issues and Trends in Society and Scholarly Publishing

Location: Citadel Green Room– Embassy Suites

- Elizabeth Lorbeer (Moderator) - Associate Director for Content Management, Univ. of Alabama at Birmingham
- Meg White (Moderator) - Executive Director of Technology Services, Rittenhouse Book Distributors
- Tom Richardson - Director of Institution Sales and Services, New England Journal of Medicine
- Bruce Polsky - Chief Executive Officer, AAN Press
- Kathey Alexander - Consultant in Professional and Scholarly Publishing
- Lisa Dittrich – Director of Publications, American Society of Bone and Mineral Research

This guided question and answer session will address the role of the society and scholarly publisher in an increasingly complex information environment. The panel will respond to questions on the topic of how society publishing programs are coping with the changing information and professional needs of their members and the academic and health sciences community at large. Emphasis will be placed on evolving business models, the impact of electronic publishing/distribution, open access, and the mission of the scholarly society.

Tracking Library Changes: 2005 to 2007

Location: Colonial Ballroom, Embassy Suites

- Tinker Massey – Serial Librarian, Embry Riddle Aeronautical University
- Shin Freedman - Head of Acquisitions & Serials, Framingham State College
- Marin Dell – Reference Librarian, Florida State Univ. Law Library

Presenting in an informal "Lively Lunch" panel format, we will explore the general terrain of changes in library leadership/management. We will analyze the change force within the library's functional department, in library or on campus. We will discuss coping skills, tools and benefits of the change(s). We hope to identify the barriers to change: human side, technological, organizational and all of the above. At the end, we would like to draw out where all of these changes lead us.

(Thursday Lively Lunches, continued)

Investigating Women's Studies Core Journals: Librarians' Tools, Citations, and Speculations

Location: Board Room, Embassy Suites

- Wm. Joseph Thomas – Collection Development, East Carolina University
- Leigh Medford Younce – Library Fellow, East Carolina University

Having a list of "core" journals in a subject area can help librarians justify new subscriptions or protect highly-regarded titles in tight budget times. Women's Studies is a broad interdisciplinary field that may effectively be resistant to the development of a core list, despite having customary librarians' tools for creating such core lists. Thomas and Younce have compared title lists from various standard sources, including the 2006 ISI Journal Citation Reports, the 2002 ACRL Women's Studies Section core list, and titles indexed in a variety of Women's Studies indexes and databases, and collated those lists to arrive at a potential core journal list for Women's Studies. They then conducted a citation analysis of publications from faculty teaching Women's Studies courses at East Carolina University, to find intersections between faculty research patterns and the proposed core list. The purpose of this study is twofold: to propose a current core list of journals for Women's Studies, and to examine the challenges of creating core lists.

Discussion of Online Collection Analysis Tools

Location: Room 120, Addlestone Library, College of Charleston

- Suzanne Mangrum – Collection Management Librarian for Collection Assessment & Development, James E. Walker Library, Middle Tennessee State University
- Ginny Vesper – Coordinator of Collection Management, James E. Walker Library, Middle Tennessee State University

Please join us for an informal (and hopefully informative) discussion on some of the online collection analysis tools on the market. We will lead a discussion on the strengths and weaknesses of these tools and the future of online collection analysis.

So We Bought Your Electronic Book, Now What Can We Do With It?

Location: Room 122, Addlestone Library, College of Charleston

- Chuck Hamaker – Assoc. University Librarian, Collections and Technical Services, UNC Charlotte
- Linda Beebe – Senior Director, PsycINFO, American Psychological Association

Libraries are purchasing various files, including pdfs directly from various publishers. What can libraries do with them, what can't they do. What are they doing? What are some common sense guides that we can use for providing these resources to our communities and stay within the intent of copyright law? What can happen if we exceed those bounds? Come join a discussion with Linda Beebe, of the American Psychological Association and Chuck Hamaker.

Am I From the Stone Age if I Talk About Inventory?: Statistical Analysis of Inventory Data from a Medium Size Academic Library

Location: Room 227, Addlestone Library, College of Charleston

- Jan S. Sung - Assistant Professor, Eastern Illinois University
- Nackil Sung – Head, Library Technology Services, Eastern Illinois University

Libraries invest substantial resources to acquire monographs. Access to these collections is dependent on stacks maintenance that directly impacts the quality of services, and the public's ability to access materials. Booth Library undertook a major inventory project with a locally-developed inventory program and wireless technology. Using colors and sounds, it tells if books are misplaced, found with active status, and helps identify label discrepancies. It took 1,150 hours to inventory the half-million-volume collections, revealing valuable data such as misplaced distance and rates of misplaced books, label inconsistency, and missing books status. Via statistical analysis of the inventory and circulation data, cost-benefit analysis was performed to measure the value of the project.

(Thursday Lively Lunches, continued)

From Brains to Bits to Brains: What the Heck Do Publishers and Librarians Do All Day?

Location: Arnold Hall, Jewish Studies Center, College of Charleston

- Carter Glass (Moderator) – Assistant Director Electronic Publishing, American Geophysical Union
- Julie Blake – Acquisitions Coordinator, Milton S. Eisenhower Library, Johns Hopkins University

As publishers we run peer-review systems, provide copy editing services, supply data to A&I services, provide real-time reference linking, run wonderful websites, and make our content easy to find. With all of the wonderful services we provide, we wonder...what do librarians do all day anyway?

As librarians we have wonderful databases; we have institutional repositories; we run link resolvers, and we can find anything. What is this 'value add' publishers keep talking about? How are publishers spending our money? We wonder what do publishers do all day anyway?

Thursday, 2:00 – 2:50 PM
THURSDAY CONCURRENT SESSION 1

Authoritative? What's That? And Who Says?

Location: Rutledge, Francis Marion

- Leigh Dodds - Chief Technology Officer, Ingenta
- Laura B. Cohen - Web Support Librarian, University at Albany, SUNY

Web 2.0 makes it easier for anyone to publish information online, and search engines make content more easily findable. But how do users know what information is authoritative? Do they even understand what "authoritative" means? And who defines that something is "authoritative" in the first place?

In scholarly publishing, the peer review process is an indicator of quality. But as content is increasingly mashed-up, syndicated and blogged in many different locations, how do users differentiate between peer reviewed content, and "user generated content"? And is there a natural progression from the creative chaos of Wikipedia, through the "gentle expert oversight" of Citizendium to, ultimately, the closed rigorous approach of double-blind peer review?

Is Against the Grain Finally Going Online?

Location: Laurens, Francis Marion

- Cris Ferguson - Electronic Resources/Serials Librarian, Furman University
- David Lyle - Technical Consultant, Blackbaud
- Kristen DeVoe - Electronic Resources Librarian, College of Charleston Library
- John Cox - Managing Director, John Cox Associates Ltd
- Katina Strauch - Head of Collection Development, College of Charleston Library

We are pleased to announce that Against the Grain is being launched online with some exciting new features! We are planning and are currently implementing features that require YOUR participation. These features include rumors and news feeds, featured articles from the print journal, and even a collaborative e-book! Full access is promised to current subscribers of the print journal, limited access will be available to everyone else. At this session we welcome feedback on the new features we are rolling out and also any suggestions on similar projects you have seen.

COUNTER Usage Reports – What's Good for the Goose is Nuts for the Gander

Location: Calhoun, Francis Marion

- John Dooley - Vice President of Sales, Knovel
- Peter Shepherd – Director, COUNTER
- Noelle Egan - Electronic Resources Librarian, Drexel University Libraries

(Thursday 2:00 PM Concurrents, continued)

How do you measure the value your organization receives from online collections you subscribe to? COUNTER reports are designed to help subscribers of a digital collection understand:

- the value their users are receiving from the collection
- How the subscription might be expanded or reduced to optimize value for money based on their usage patterns

But COUNTER reports were designed with journal collections in mind. Overlooking the fundamental differences between journals and online collections of technical reference books has the unintended consequence of presenting a misleading picture of subscription utility. COUNTER reports are applicable to books and reference works when the searches are for a survey of information for all that has been written on a topic, as is likely in the social sciences. This type of search returns a high number of 'hits' and many of these are likely to be accessed to provide a rounded view on a particular topic. COUNTER Reports for this type of resource reflect the volume of searches and access to content, which is a good indication of value.

However, technical references are different. Retrieving fewer search results is a better outcome, provided that the sources with the right answer are included in the result. Many technical book collections fully index tables, graphs and properties data as well as the full-text. Highly specific searches are possible with this type of collection; the aim of these searches is to provide exactly the right results that answer a search query. For example, when searching for a material with specific properties, such as a boiling point between 0 and 10 degrees Fahrenheit, only references to the materials with these specific qualities will be returned. Furthermore, if the reference is in a table or database, the search will return just the relevant rows.

If COUNTER reports are misleading for technical data, what is a better alternative?

WorldCat Collection Analysis: Evaluating the ILL Enhancements as a Resource to Guide Strategic Collection Decisions

Location: Pinckney, Francis Marion

- Hilary M. Davis - Collection Manager for Physical Sciences, Engineering and Data Analysis, North Carolina State University Libraries
- Annette P. Day - Associate Head of Collection Management, North Carolina State University Libraries

To optimize our collection with users' needs, we are exploring the utility of ILL data in OCLC's WCA to guide strategic collection decisions in emerging research areas at NCSU such as medicine & public health. We investigate the ability of this data to answer questions such as: What is the nature of requested resources (e.g., format, age, language)? Should we focus more on acquiring serials back files or current subscriptions? What proportions of our ILL requests are being met by our consortium? How does our borrowing activity compare with our activity as lender? How does WCA's ILL data supplement internal ILL data? As priorities & expectations shift, our collections should be in sync with the diversity & depth of our users' needs. Can ILL data in WCA help in this all-important goal?

Catalog Collectivism: XC and the Future of Library Search

Location: Gold Ballroom, Francis Marion

- Eric Lease Morgan – Head of Digital Access and Information Architecture Department, University Libraries of Notre Dame
- Stanley Wilder - Associate Dean, River Campus Libraries, University of Rochester

Is collaboration still possible? Or is it possible to build next generation search *without* collaboration? Morgan and Wilder will provide an update on Rochester's Mellon-funded project XC, and then describe how a community-built search system could move past limitations inherent in commercial systems such as Endeca, Primo, or Worldcat Local.

(Thursday 2:00 PM Concurrents, continued)

**The Rollercoaster Ride of Ebooks: What Have We Learned; Where Do We Go From Here?
(Part 1)**

Location: Carolina Ballroom, Francis Marion

- Elizabeth E. Kirk - Associate Librarian for Information Resources, Dartmouth College
- Mildred L. Jackson - Associate Dean for Collections, University of Alabama
- Denise Koufogiannakis - Collections and Acquisitions Coordinator, University of Alberta, Canada
- Tony Horava - Collection and Information Resources Coordinator, University of Ottawa, Canada

For many of us, grappling with ebooks has been like the ups and downs of a rollercoaster: various highs, lows, and never a dull moment! The complexities of licensing, selection, access, and acquisitions issues seem to grow with each passing month. Four collection development librarians will discuss timely topics and strategies for incorporating ebooks into collection development approaches and acquisition workflows.

Project Transfer: An Update of the United Kingdom Serials Group Initiative to Improve the Process of Journal Transfers Between Publishers

Location: Colonial Ballroom, Francis Marion

- Nancy Buckley – Managing Director, Burgundy Information Services

The UKSG Transfer Code of Practice was launched in April 2007 and has attracted commentary and enthusiasm from Publishers and Librarians alike. Now that the Code has been launched, what are the next steps for the project working team? This session will discuss how Project Transfer intends to measure the compliancy of its signed-up publishers as well as the development of the public database of journal transfer information.

Is Reference Dead? Is Collecting Dead?

Location: Citadel Green Room, Embassy Suites

- Stephen Rhind-Tutt – President, Alexander Street Press

What is reference in the electronic world? Aren't all electronic products reference underneath? What does the word 'collection' mean when collections are distributed and owned by other parties? How can any library or any vendor offer 'reference' or 'collections' that aren't dwarfed by services offered by Google, Yahoo, Amazon, Ingram and Microsoft? This talk will examine recent trends and attempt to project scenarios for the future.

Electronic Resources Management: The Future of Library Technical Services and other Ideas on How to Dismantle an Atomic Bomb

Location: Colonial Ballroom, Embassy Suites

- Robert McDonald – Director, Strategic Data Alliances, San Diego Supercomputer Center, UC San Diego
- Rachel Frick - Senior Program Officer, National Leadership Grants, Institute of Museum and Library Services

In the current literature much is discussed about electronic resources management and its relationship to current and future technical services infrastructures within the library environment. This presentation will move that agenda forward and use as its hypothesis that electronic content management is the future of traditional library technical services and that as such libraries should be preparing their work force now for the onslaught of digital content whether it be raw research collections such as scientific measurements or social science research data, internal unique collections that are hosted through a local digital library, or highly-finished and refined scholarly products such as peer-reviewed electronic monographs or journals. In this presentation the authors will map out the future of research libraries and will offer suggestions for workforce support that will go beyond technical services reorganization and provide a holistic look at Library 3.0.

(Thursday 2:00 PM Concurrents, continued)

Fewer Mouse-Clicks and Better Results: A 2007 Updated Analysis of User Navigation on a Publisher's Platform

Location: Board Room, Embassy Suites

- Marthyn Borghuis – Senior Manager ScienceDirect and Scopus Usage Research, Elsevier

Knowing how users navigate to full text articles of their choice is an important issue for both librarians and publishers. In the early days of the internet, users had to click many times before they found what they needed. Nowadays, the landscape of users preferring certain internet sites to take the shortest route to full text articles is changing rather quickly. Recent developments are in the area of Internet Search engines like MSN, Yahoo and of course Google (+ Scholar), while the early referrers, such as: PubMed, CrossRef and Library ERM systems still maintain a strong position. By presenting up to date results about user navigation, the most important referrers (the top-25) and the entry-pages of choice, the audience will be informed about staff and student navigation behaviour. Differences by country/state and (anonymized) universities will be shown as well; usage data of ScienceDirect has been used for the analyses.

eBooks and Cooperative Collection Development

Location: Room 122, Addlestone Library, College of Charleston

- Julia Gammon - Head, Acquisitions Dept. University Libraries & Interim Marketing Manager, University of Akron Press
- James Galbraith – Head, Collection Development Dept, University of California Irvine
- Carolyn Morris - Director, New Business Development, Coutts Information Services

In response to shrinking monograph budgets over the past decade, many libraries have made efforts to extend their resources by cooperating with other libraries in their collection development endeavors trying to reduce unnecessary duplication of specialized titles and to expand the number of unique titles within their consortium. As eBooks begin to play a larger role in collections, they both create new opportunities for cooperation and threaten existing ILL relationships. This presentation will review the issues involved from the perspectives of a multi-campus system consortium, a mixed consortium of both private and public institutions, and an eBook vendor.

Profilers: How Approval Plans Are Made. Part 1: The Vendors

Location: Room 227, Addlestone Library, College of Charleston

- Bob Nardini (Moderator) - Group Director, Client Integration & Head Bibliographer, Coutts Information Services
- Kim Anderson - Director of Special and Consortia Sales, Blackwell Book Services
- Mary Lynn Kingston – Collections Consultant, Coutts Information Services
- Reeta Sinha – Collection Development Manager West, YBP Library Services
- Jay Askuvich – General Sales Manager, Midwest Library Service

Approval plans are a part of the collection development fabric for many academic libraries, but information on how approval plans are created is hard to find. In this program, a panel of representatives from three leading approval plan vendors will draw upon their experiences to talk about working with librarians to create new approval plans, and to speculate on how this work might change in the future.

Mad, Bad and Dangerous to Know: How Technology and Competition Energized Publishers to Serve a New Generation of Users

Location: Arnold Hall, Jewish Studies Center, College of Charleston

- Simon Beale - Senior Vice President, Global Sales, ProQuest

Despite the past decade's cataclysmic changes to the environment in which information publishers operate, their role remains largely unchanged: identify the most relevant data, vet it and deliver it in a context that makes sense. This presentation will explore the ways publishers are seizing technology to enhance their traditional role and serve a demanding new information seeker by embedding accurate, relevant data into the workflow of research and academics.

Thursday, 3:00 – 3:50
THURSDAY CONCURRENT SESSION 2

Are They Being Indexed? Tracking the Indexing and Abstracting of Open Access Journals
Location: Rutledge, Francis Marion

- Elaine Yontz – Professor, Valdosta State University MLIS Program
- Jack Fisher – Acquisitions Librarian, Valdosta State University

If open access journals are to fulfill their promise, their inclusion in the indexing and abstracting services used by scholars and researchers is essential. The purposes of this project are to design a model for tracking the inclusion of open access journals in recognized indexing and abstracting services and to test the model.

The 78 Library and Information Science journals in the DOAJ will be checked for inclusion in LibLit, LISA, LISTA, ISTA, T&I, and SocSCI. Ulrich's, the home pages of the journals, and the lists of the indexing/abstracting services will be consulted to verify inclusion or exclusion. The presentation will include results for the 78 LIS journals, an evaluation of the model, and recommendations for extending the study to other scholarly and research disciplines.

The 7 Ghastly Horrors of Electronic Resource Management & What Librarians Can Do to Save Themselves

Location: Pinckney, Francis Marion

- Jill Emery – Head of Acquisitions, University of Texas at Austin Libraries

This provocative presentation will outline the seven most cumbersome problems librarians face when trying to manage electronic resources and how recent standards developments by NISO, organizational change, and workflow configuration can help librarians better manage the administrative metadata of electronic resource access. The data presented in this program has been gathered and assembled through electronic resources forums held at various venues throughout the 2007.

Liaison Responsibilities in Collection Management

Location: Laurens, Francis Marion

- Sarah Jeong - Research & Instruction Librarian-Sciences, Wake Forest University
- Peggy Ridlen - Assistant Professor and Reference/Instruction Librarian, Fontbonne University
- Elisabeth Leonard – President, Library Solutions

There have been many changes in collection development and in liaison responsibilities. This session analyzes results from a national survey. The data provides insight on the responsibilities of liaisons, percentage of time spent on liaison work, and the need for professional development. Suggestions for liaison outreach will be presented. At the end of this program, participants will be able to define liaison work and understand the importance of this work to their libraries, use new ideas to reach members of their communities, and communicate to administrators and colleagues the role of liaison activities in order to generate increased local support.

Acquisitions 2.0: Buying in a Collaborative World

Location: Calhoun, Francis Marion

- Adam Murray – Interim Dean of University Libraries/Head of Acquisitions, Murray State University

Has my book been ordered yet? Why was that book more expensive than the list price I provided? Have you even received my book requests? How much money do I have left to spend? These are common questions asked of Acquisitions Departments and can be answered in innovative ways. This presentation focuses on using Web 2.0 interfaces, such as Google Documents and Spreadsheets, to provide up-to-date accounting and workflow information. Issues with collaborative interface design, integration into Acquisitions workflow, and training will be addressed. Attendees will learn buying in a collaborative world is only limited by their imagination.

(Thursday 3:00 PM Concurrents, continued)

Investing Wisely: Citation Rankings as a Measure of Quality in Library and Information Science Journals

Location: Gold Ballroom, Francis Marion

- Deb Schmidle – Associate Librarian, Cornell University
- Barbara Via – Assistant Director, Science and Dewey Graduate Library and Circulation Services, University at Albany

The library and information science (LIS) field faces difficult decisions about how best to allocate expenditures among increasingly expensive journals. This presentation discusses findings on return-on-investment measures of LIS serial expenditures. The frequency of citations to 116 library science journals (compiled from bibliographies of eleven premier library journals over the period 2002-2005), and computed price-per-citation figures are noted. Presentation findings draw upon our article scheduled for publication in an upcoming issue of *portal: Libraries and the Academy*.

This presentation follows up a 2002 Charleston presentation that discussed results of a pricing survey for LIS journals over a six-year period (1997-2002).

The Rollercoaster Ride of Ebooks: What have we Learned; Where Do we Go From Here? (Part 2)

Location: Carolina Ballroom, Francis Marion

- Elizabeth E. Kirk - Associate Librarian for Information Resources, Dartmouth College
- Mildred L. Jackson - Associate Dean for Collections, University of Alabama
- Denise Koufogiannakis - Collections and Acquisitions Coordinator, University of Alberta, Canada
- Tony Horava - Collection and Information Resources Coordinator, University of Ottawa, Canada

Continued from 2:00 pm session. For many of us, grappling with ebooks has been like the ups and downs of a roller coaster various highs, lows, and never a dull moment! The complexities of licensing, selection, access, and acquisitions issues seem to grow with each passing month. Four collection development librarians will discuss timely topics and strategies for incorporating ebooks into collection development approaches and acquisition workflows.

The National E-Books Observatory Project: A National Experiment About the Impact of e-Books on Student Learning and Publishing Sales

Location: Colonial Ballroom, Francis Marion

- Lorraine Estelle – CEO, JISC Collections
- Hazel Woodward - University Librarian, Cranfield University

JISC has funded a collection of e-books that will be freely available to students in all UK universities. The aim of the JISC national e-books observatory project is to gather much needed evidence:

- Evidence for publishers about the impact of e-books on traditional print sales to students
- Evidence for publishers about how to create exciting e-books that will engage the digital native
- Evidence for publishers and libraries about the pricing models for the future
- Evidence for libraries about how to promote the use of e-books

The e-books, chosen, include some of the most popular texts in Business and Management Studies, Medicine, Engineering and Media Studies. JISC is funding CIBER to study just what happens when these books are freely available to students. How will they find them? Will they use them? Will the e-books impact on their learning? What are the behavioural differences in the students from the four disciplines? Knowledge gained from the project will be shared with publishers, aggregators and libraries to help encourage an e-books market that has appropriate business and licensing models.

(Thursday 3:00 PM Concurrents, Continued)

Marketing Your Collection

Location: Citadel Green Room, Embassy Suites

- Karen Hawkins - Director of Publication and Information Marketing, IEEE Publishing and Information
- Ruth Wolfish - Client Services Manager, IEEE Publishing and Information
- Barbara DeFelice - Director, Digital Resources, Dartmouth College

Best practices, Tips and Tricks for creating a successful E-resource event – from flyer to logistics-vendor fairs, library awareness, and training sessions. Not specific to one vendor or subject area. Librarians show actual examples and library events. Marketing swap and shop – please bring any examples to share.

The “Google Effect” at JSTOR: Early Lessons Learned from Enhanced ‘Discovery’ via Search Engines

Location: Colonial Ballroom, Embassy Suites

- Bruce Heterick, Director, Library Relations, JSTOR | ARTstor | Portico | Aluka

In early 2006, in response to requests from librarians and researchers, JSTOR and Google collaborated to facilitate the discovery of content archived in JSTOR via Google and Google Scholar. The impact(s) of this enhanced discovery have been profound, particularly for a relatively small, not-for-profit organization. We will look at how the seemingly benign decision to be “crawled by Google” has impacted usage of the archive, as well as share a few of the early lessons we have learned in the process.

Transforming an Academic Business Collection to Create a Collaborative Learning Environment

Location: Board Room, Embassy Suites

- Marianne Ryan - Associate Dean for Learning, Purdue University Libraries
- Tomalee Doan - Head, Management & Economics Library, Purdue University

At Purdue Universities Management & Economic Library, a total library redesign project is in progress which encompasses revamping physical spaces, collection rightsizing, developing web tools, organizational restructuring, and building partnerships with key internal and external stakeholders. This presentation will explore our process and address collection management issues incurred when moving from a primarily print collection to delivery of information in an electronic format. It will suggest approaches for developing critical relationships with library administrators to support the expensive shift to electronic resources and ongoing maintenance costs. It will also discuss the value realized by primary customers as well as by the additional benefactors of this format transition.

Your Journal, My Journal—Opportunities in Custom Publishing and the Challenges for Libraries

Location: Room 122, Addlestone Library, College of Charleston

- Karen Christensen – CEO and Founder, Berkshire Publishing Group
- Beth Bernhardt - Electronic Journals and Document Delivery Librarian, UNC Greensboro

Can academic journals and professional newsletters really go live? The possibilities offered by books on demand and custom course packs—improved comprehension, enhanced relevance, and targeted spending—are now developing in the world of serial publications. New software for content management and digital printing allows for the creation of customized journals and professional newsletters; content can be customized down to the individual subscriber level or for particular disciplines or professions. As these technologies are used more by publishers, librarians will face not only more choices of format and bundle, but more nuanced and granular selection options for both online and print products.

(Thursday 3:00 PM Concurrents, Continued)

For example, Berkshire's first serial publication, *Guanxi: The China Letter*, is a monthly print and online professional newsletter focused on understanding China and Chinese perspectives. Thanks to digital printing technology, Berkshire is now able to create custom monthly journals—one for the business school, one for the law school, another for Chinese language and literature—rather than a single publication that tries to cover all topics.

The possibilities are even greater than that. With the right systems in place, a publisher could create a special edition for business people, another, more colorful version for high school libraries—following the need for knowledge on a subject, rather than focusing on a particular market. In addition, digital printing allows a publisher to produce print serial publications on demand.

This session will provide an overview of the editorial challenges and opportunities this creates for both librarians and for publishers, and will generate a list of issues for further collaborative research.

Profilers: How Approval Plans Are Made. Part 2: The Librarians

Location: Room 227 Addlestone Library, College of Charleston

- Bob Nardini (Moderator) - Group Director, Client Integration & Head Bibliographer, Coutts Information Services
- Janet D. Carter - Collection Coordinator, Research, Instruction & Collection Services, UCLA Louise M. Darling Biomedical Library
- Sharon Gasser - Director of Technical Services, James Madison University
- Adam Wathen - Head of Acquisitions at Kansas State University
- Stefanie Wittenbach - Assistant Dean for Collections, University of Texas San Antonio

Continued from the 2:00 session: Approval plans are a part of the collection development fabric for many academic libraries, but information on how approval plans are created is hard to find. In this program, a panel of four librarians will draw upon their experiences to talk about working with vendors to create new approval plans, and to speculate on how this work might change in the future.

The Meaning of Quality in Large Scale Digitization: The Digital Library That Will Stand the Test of Time

Location: Arnold Hall, Jewish Studies Center, College of Charleston

- Lotfi Belkhir – Founder and CEO, Kirtas Technologies

Lotfi Belkhir, the founder and CEO of Kirtas Technologies, Inc in Victor New York, describes the impact of quality on the large-scale digitization process. By large scale, he is referring to book scanning initiatives involving hundreds, thousands or even millions of books and other bound documents. High quality, according to Belkhir, is expected in small run projects, but when it comes to larger quantities, many organizations are willing to lower their standards in exchange for speed and economy.

By leveraging state-of-the-art hardware and software, coupled with a highly tuned workflow process, Lotfi Belkhir posits that standards need not be compromised. "Because, when you're approaching a project involving hundreds and thousands of books, you'll probably only be able to dedicate the time and resources to do it once. If you sacrifice quality, you'll have to live with it for generations to come. In one hundred years," Belkhir argues, "No one will remember whether the digitization process was fast or cheap, but they will be constantly reminded of the level of quality."

Thursday 3:50 – 4:15 PM

BREAK

Location: Francis Marion and Embassy Suites

Sponsored by: Springer

Thursday, 4:15 – 5:00 PM
THURSDAY CONCURRENT SESSION 3

Global Utilization of RFID Technologies: The World Beyond the Library

Location: Rutledge, Francis Marion

- Corrie Marsh – Associate Director, Hong Kong University of Science & Technology Library

RFID technologies are familiar to US libraries and even more common throughout Europe. We see RFID in action on the toll-ways and transportation systems. RFID is increasingly visible in retail, baggage systems, postal and courier, and schools. By expanding the deployment of RFID within the supply chain, some manufacturers are incorporating RFID into the very items they produce. Many of us have recently purchased a book and find the bookstore's security RFID tag inside, but just imagine the day when publishers start supplementing barcodes with RFID tags for their own warehousing and tracking, as well as customer added-value service.

The presenter has firsthand experience of industry applications through private visits to research centers, projects with business leaders and innovators, and the annual RFID World Conference. The presentation will illustrate developing uses in food and animal tracking, retail merchandizing, parking and traffic systems, as well as the increasing trend for contact-less payment systems. RFID technologies are, indeed, pervasive in our society. As librarians we may envision RFID beyond the current item management and security systems toward patron cards for authentication and payments, as well as smart items and robotics.

Peer Review: Time for a Change or Stay the Course?

Location: Pinckney, Francis Marion

- Anthony Watkinson (Moderator) – Senior Lecturer, Centre for Publishing, University College London
- Ramune K. Kubilius (Moderator) – Collection Development/Special Projects Librarian, Galter Health Sciences Library, Northwestern University
- Irving E. Rockwood – Editor & Publisher, CHOICE
- David Hoole - Head of Brand Marketing and Content Licensing, Nature Publishing Group

Peer review, that staple of the scholarly publishing process, has a long and distinguished history. In recent years, it has been subjected to increasing criticism, prompted in part by several highly publicized "peer review failures" that resulted in the publication of research based on deliberately falsified data. Defenders argue that peer review, for all its faults, remains our best available tool for preserving the integrity of the scholarly research and communication process. Others have looked for new models. Irv Rockwood will attempt to place the current controversy in historical context while providing an overview of major criticisms and recent experimentation with alternatives to the traditional peer review process. David Hoole will discuss a few current experiments in detail. Time will be left for audience questions and comments.

To Buy or Not to buy: Consideration of Duplication and Availability in the OhioLINK Central Catalog

Location: Laurens, Francis Marion

- Linda Brown – Collections Coordinator, Bowling Green State University
- Rob Kairis – Library Director, Kent State University, Stark Campus Library

This study aims to identify patterns in OhioLINK-wide book purchasing that contribute to excessive or inadequate duplication. Data generated can suggest purchasing strategies that enable libraries to decrease unnecessary duplication and increase duplication where an insufficient number of copies are available. Bibliographic and shipment data for books handled by a U.S. book vendor were analyzed. Shipment type, library type, LC class, and formats were examined to determine patterns. A sample of titles was searched in the OhioLINK Catalog to determine the number of copies available for each title. The analysis of availability data by LC Class sub-division and purchasing patterns suggests strategies for cooperative collection development.

(Thursday 4:15 PM Concurrents, Continued)

Deep Indexing of Embedded Article Information

Location: Calhoun, Francis Marion

- Helle Lauridsen – Technology Manager Europe, Proquest
- Anne Langley - Coordinator of Public Services Assessment and Chemistry Librarian, Duke University

A vast amount of important information is often unfindable for researchers because it is deeply embedded within research articles, sometimes in the form of tables, or as part of the methods or discussion of the research itself. For many years chemists have created their own versions of what we now call Deep Indexing. Because chemical articles often contain data, such as chemical or property data, that has a life of it's own beyond its birth in that paper, chemists create and use indexes and databases that offer specific deep indexed information.

This joint presentation will take a look at using Deep Indexing not only from a historical academic perspective and but also will present results and discussion from a recent a depth survey of researcher behaviour showing that making these objects visible by indexing each table & figure, makes an extremely valuable research tool to focus literature searches, and allows researchers to draw connections between disparate subjects, identifying avenues of new research rather than simply providing answers and as a side benefit.

Join Helle Lauridsen, technology manager for Proquest (from the former CSA) with responsibility for development of CSA Illustrata and Anne Langley, Coordinator of Public Services Assessment and Chemistry Librarian at Duke University as they talk about Deep Indexing.

Getting Beyond the Data Gathering: An Automated Workflow for Usage Data Integration and Analyses for Collection Decision Making

Location: Gold Ballroom, Francis Marion

- Bob Schufreider – US Sales Manager, MPS Technologies
- Patricia Brennan – Product Development Manager, Thomson Scientific
- James Mouw – Assistant Director for Technical and Electronic Services, University of Chicago

A case study about how, through SUSHI, a library can cleanly gather relevant electronic resource information to help in their e-resource decision-making process. By using a real-life example, a prominent university librarian discusses what hurdles they saw in trying to corral their e-resources dilemma. Using SUSHI, two vendors combine forces to help collect and integrate their usage data to help them better understand the decision making process.

Would You Like Back Issues With That? Issues and Controversies in Archival E-Journal Access

Location: Carolina Ballroom, Francis Marion

- Rick Anderson - Assoc. Dir. for Scholarly Resources and Collections, University of Utah
- Jenifer Holman – Acquisitions Librarian, University of Wisconsin-La Crosse
- Beverly Geer – Library/Consortia Sales Manager, SAGE Publications

Many libraries can no longer afford to maintain both print and electronic subscriptions. In order to stretch declining budgets and in response to patron demand, some libraries are switching to electronic-only subscriptions, despite concerns over loss of ownership and archival access. Publishers offer online subscriptions with a wide assortment of access terms, some of which are controversial. In this session, Rick Anderson (U. Utah) will moderate a discussion of archival access issues led by Jenifer Holman (U. Wisconsin-La Crosse) and Beverley Geer (SAGE Publishing).

(Thursday 4:15 PM Concurrents, Continued)

Gaming the Impact Factor

Location: Colonial Ballroom, Francis Marion

- Nawin Gupta (Moderator) – Journals Division Manager, University of Chicago Press
- Isabel Czech - Director of Publisher Relations, Thomson Scientific
- Julia Gelfand - Applied Sciences Librarian, University of California (Irvine)
- David Tempest - Associate Director, Scientometrics & KM Research & Academic Relations, Elsevier Science

Just how should impact factors be considered relative to acquisition decisions? Learn about how they are determined, the forces that affect them, and how editors influence them as well as the value assigned to them by academic institutions around the world at this provocative session.

The Serendipity of Online

Location: Citadel Green Room, Embassy Suites

- Kevin Cohn – Product Director, Atypion Systems, Inc.

It is a long-held belief that the print medium is more conducive than online to making unexpected discoveries of interesting content. Indeed, it is one of the bedrock principles upon which bookstores and libraries are built. But evolving technology is finally enabling users to make similar discoveries with online content. In this presentation, the speaker examines new ways of presenting content and services to users that promotes unexpected discoveries, and reflects on how this might affect the future of print.

Shift Happens! How the Network Effect, the Wisdom of Crowds, and Two-Sided Markets are Impacting Scholarly Communication

Location: Colonial Ballroom, Embassy Suites

- Bruce Heterick – Director, Library Relations, JSTOR | ARTstor | Portico | Aluka

This session will discuss the changing nature of library services and scholarly research in the networked world. Our affiliated group of not-for-profit digital initiatives - JSTOR, ARTstor, Portico, and Aluka - has an interesting perspective on this shifting environment, each created in an effort to help the scholarly community take advantage of the advances in information technology. There is a great deal of ongoing discussion about the evolving Web (sometimes referred to generally as Web 2.0): the migration of the Internet from a platform to a service; the network effect that encourages (and values) contributions and collaborations; and a shift in software and services to a participatory model. As members of the higher education and scholarly not-for-profit community we have all seen how this evolution is changing libraries, publishing, and scholarship. During this session, we'd like to take a unique look at the "law of change" in the networked environment, and how the "wisdom of crowds" and "two-sided markets" are fundamentally changing the paradigm of scholarly communication.

The Vanishing Gypsies

Location: Board Room, Embassy Suites

- Alice Crosetto - Coordinator, Collection Development and Acquisitions Librarian, University of Toledo

The summer of 2002 saw a change in the Library of Congress classification of DX. What for years had been the subject area for Gypsies was now Roma – the modern, politically correct ethnic term. Was this a response to society's attempt to embrace diversity or as the documentation reveals, a politically motivated change brought about by lobbying top Washington politicians?

The first part of this paper will address the documentation that reveals the actions that brought about this change in the Library of Congress classification. Should the Library of Congress be above any political influence?

(Thursday 4:15 PM Concurrents, Continued)

Planning for Excellence: Using WorldCat Collection Analysis for Peer Ranking Comparisons

Location: Room 120, Addlestone Library, College of Charleston

- Merrie Davidson - Psychology, Sociology & Linguistics Librarian, University of Florida Libraries
- Peter Z. McKay – Business Librarian, University of Florida Libraries

First, how are we applying the WorldCat Collection Analysis to the University of Florida's collections in the university's bid to become a Top 10 AAU Public University? We use WCA to develop reports comparing our collections to those held by top 10 AAU libraries and to other top university libraries in each area of study. Our Business and Engineering collections were compared to an "average" top 10 AAU library and to a "core" collection held by almost all (80% or more) of the top 10 libraries.

Second, to more deeply collaborate with the other state university libraries in Florida, we are using WCA to analyze which libraries hold the strongest collections in which areas of study.

The Impact of Internationalization on Collection Development in a Small Liberal Arts Institution

Location: Room 122, Addlestone Library, College of Charleston

- Dr. Joyce Dixon-Fyle - Coordinator/Librarian Collection Development, DePauw University
- Dr. Kathy Davis - Director of Libraries, University of Wisconsin, Steven Point

As academic institutions expand their international programs in recent years, they witness the highest number of international student enrollment, necessitating an urgent re-assessment of the nature, scope and quality of the services they offer to their increasingly diverse user groups. This intended outreach to international students poses new and larger challenges for education in general and for the academic library in particular, which plays a central role in the fulfillment of the universities' goals. The first part of this paper will examine the concept of internationalization and the implications for developing relevant print, media, electronic collections and services in this changing technological age. The second part will include a discussion of the challenges for American students doing research in foreign countries and the barriers that confront foreign students using American college and university libraries and a discussion of techniques and strategies for addressing each of them.

Would You Like Those Ebooks Shelf-Ready?

Location: Room 227, Addlestone Library, College of Charleston

- Heather D'Amour - Monographs, Gifts, Collections Budget Librarian, University of Calgary
- Kathy Carter - Coordinator, Bibliographic Services, University of Calgary
- James Shetler – Vice President, Library Technical Services, YBP Library Services
- Christopher Warnock – CEO and CTO, ebrary

The marketing of e-books to Libraries is accelerating, ranging from publisher-based packages of hundreds/thousands of titles to single item purchases. There is an increasing awareness of the need for reliable cataloguing records that deliver content "shelf ready" for loading into the library catalogue. The University of Calgary, University of Alberta, and The Alberta Library consortium are developing specifications for these records and are discussing delivery models and options with vendors. Our experiences and perspectives will be shared, including the surprise many publishers have at the demand for quality records, and the cooperative role institutions, vendors and providers must adopt to be successful in delivering e-books.

Thursday 5:15 – 6:45 pm

Juried Product Development Forums – Sign Up Required

(On Site Sign Up across from Information Desk, Mezzanine Level of Francis Marion)

Thursday 7:00 – 9:00 PM

Gala Reception at the Visitor's Center – Oyster Roast and Barbeque

Sponsored By: Cambridge Information Group

FRIDAY, NOVEMBER 9TH, 2007

Friday, 7:30 – 8:15 AM

Continental Breakfast

Location: Outside Carolina Ballroom, Francis Marion

Sponsored By: New England Journal of Medicine

Friday, 8:15 – 8:45 AM

Media Publishing Giants: Can They Get Even Bigger?

Location: Carolina Ballroom, Francis Marion

- **Bill Hannay – Schiff, Hardin & Waite Law Firm**

Bill Hannay has spoken at the conference many times. Let's see what he says today!

Friday, 8:45 – 9:30 AM

Open Access: Good for Society, Bad for Libraries?

Location: Carolina Ballroom, Francis Marion

- Rick Anderson - Associate Director for Scholarly Resources and Collections, University of Utah
- T. Scott Plutchak –Director, Lister Hill Library of the Health Sciences, University of Alabama at Birmingham

As open access becomes more widespread, and more scholarly material becomes available either in open access journals or institutional repositories, libraries will become more marginalized in higher education institutions as funds formerly devoted to collections are diverted to other institutional priorities.

Scott Plutchak and Rick Anderson, two well-known contributors to the ongoing discussion of Open Access issues and the scholarly information economy, will share their perspectives on this question. Each will offer a ten-minute presentation of his views, followed by a five-minute rebuttal by the other. The remainder of the time will be devoted to discussion with the audience.

Friday, 9:30 – 10:00 AM

BREAK

Location: Outside Carolina Ballroom, Francis Marion

Sponsored By: IOP Publishing

Friday, 10:00 – 10:15 AM

SKIT

Location: Carolina Ballroom, Francis Marion

2007 Skit Group:

Anne-Marie Breaux
Stephen Clark
Eleanor Cook
Lauren Corbett

Rebecca Kemp
Audrey Melkin
Steve O'Dell
John Riley

Friday 10:15 – 11:00 AM

The OPAC is Dead. Long Live the OPAC!

Location: Carolina Ballroom, Francis Marion

- **Jane Burke – Vice President and General Manager, Serials Solutions**

Friday, 11:00 AM – 12:00 PM

What Do Users Want?

Location: Carolina Ballroom, Francis Marion

- Ann Okerson (Moderator) - Associate University Librarian, Yale University
- Lucinda Covert-Vail – Director of Public Services, New York University Libraries
- Cecily Marcus - CLIR Postdoctoral Fellow, University of Minnesota Libraries
- James J. O'Donnell – Professor of Classics and Provost, Georgetown University

In the spirit of Web 2.0 and beyond, librarians are listening ever more to their users and re-imagining libraries as places -- and places as libraries -- that meet not only traditional but also new and until now unimagined needs. Two of the speakers (one a librarian and the other a post doc) have been intensively involved, first-hand, in extensive user studies at their institutions. The third is a long-time scholar, administrator, and power user of libraries. From their perspective, what should libraries be doing and how will they evolve to serve tomorrow's demanding readers?

Friday, 12:15 – 1:45 PM
FRIDAY LIVELY LUNCHES

How Wikipedia Really Works

Location: Rutledge, Francis Marion

- David Goodman – previously Bibliographer and Research Librarian, Princeton University; now Administrator at Wikipedia

Wikipedia seems very simple, but the English version alone has over two million articles and one million registered contributors. The actual operations are complex, and appear mysterious. This talk will present a detailed overview of how contributions are edited, contributors coordinated, the material organized, and errors corrected. Recent studies will be mentioned, and some probably forthcoming revolutionary changes hinted at. Citizendium will be mentioned. All questions will be answered, and advice given, by a Wikipedia administrator.

The Human Factor? : Why Use a Consultant in Collection Assessment?

Location: Pinckney, Francis Marion

- Thomas W. Leonhardt – Director, St. Edwards University Library
- Jack G. Montgomery – Coordinator, Collection Services, Western Kentucky University Libraries

Most librarians who perform some sort of regular collection assessment and evaluation today employ one of the many online tools designed for this purpose. With all of this technology at our fingertips, why would we even consider hiring a consultant as we regularly did in the past? This program will reexamine the value and impact of traditional collection assessment and the use of consultants in this process. We will also present the possible negative impacts of having an 'outsider' review your collection.

Dismantling an Approval Plan, or When Dollars Don't Equal Demand

Location: Laurens, Francis Marion

- Ellen Safley - Senior Associate Director for Public Services and Collections, University of Texas at Dallas Libraries

The University of Texas at Dallas Libraries recently dismantled their approval plan due to inflationary pressures on the budget, the demand for all things electronic, and because of lack of usage as compared to items ordered by the selectors. An analysis was undertaken to review how the book collection was used over a 3-year period and if direct orders or approval books were used most often. Was the budget situation fortuitous or unfortunate? Are we building the Library of the future or are we short slighted? History will tell.

(Friday Lively Lunches, continued)

Weeding a Periodical Collection

Location: Calhoun, Francis Marion

- Tinker Massey – Serials Librarian, Embry Riddle Aeronautical University

A discussion of the general principles of weeding a periodical collection and some new ideas for creating/saving space, conserving materials and enhancing the library's overall collection. Bring your thinking caps and a list of how-to's from your own libraries! We will discuss past experiences and new ways to maintain your collections.

Book Approval Plans & Vendors: A Comparison

Location: Gold Ballroom, Francis Marion

- Michael Lindsay - Electronic Resources/Collection Development Librarian, University of South Alabama Biomedical Library

In the collection management departments of many libraries today, staff must manage collection development and assessment, electronic serial, book and database access, and cataloging. With the increased demands of managing electronic serials and databases, collection development for print book collections can get short shrift. One solution for libraries lies in implementing a book approval plan. In the past, approval plans were pretty static. Profiles were prepared and books were sent out to libraries, where they could keep them or send them back. Now, libraries are faced with a flurry of choices in selecting a vendor for an approval plan. This submission would be in the form of a poster providing a feature-by-feature comparison of three book vendors providing approval plans: Rittenhouse, J.A. Majors, and Matthews Medical Books.

Consortial Conundrums: Purchasing E-Journals by Consortia

Location: Carolina Ballroom, Francis Marion

- Ann Okerson (moderator) – Associate University Librarian, Collections and International Programs, Yale University
- Tim Bucknall – Assistant Director, Jackson Library, UNC Greensboro
- Rick Burke – Executive Director, Statewide California Electronic Library Consortium (SCELC)
- John Cox – Managing Director, John Cox Associates Ltd.
- Jeff Downing – Associate Director & Manager of Electronic Information Resources, Amigos Library Services

Electronic journals present numerous challenges for consortia, not the least of which is whether to purchase them through an intermediary. The panel will consider the advantages and disadvantages of using an intermediary in consortium collective purchasing whether a subscription agent or other intermediary that offers negotiation and implementation services to consortia. Panelists include representatives of consortia that have chosen different paths to e-journal purchase. Cox will discuss what subscription agents and other intermediaries have traditionally done and can do, for consortia, beyond negotiating the commercial terms of a consortium license, including implementation, technical support, and communication issues between the publisher and the consortium (and individual consortium members). What should consortia be looking for from an intermediary?

Publisher Consolidation: Where Does It Leave Us?

Location: Colonial Ballroom, Francis Marion

- Janet Fisher (Moderator) - Senior Publishing Consultant, Publishers Communication Group, Inc.
- Diane Scott-Lichter – Senior Director Publications, The Endocrine Society
- Margaret Landesman – Head, Collection Development, University of Utah Libraries

The ever-shrinking number of publishers due to consolidation in the industry has the potential to drive small publishers out of business and relentlessly force librarians into big collection deals. Join us for a discussion of this topic in order to better understand the driving forces, repercussions, and potential responses.

(Friday Lively Lunches, continued)

Patron's Choice: Filling Gaps in our Monograph Collection Based on User Need

Location: Citadel Green Room, Embassy Suites

- Denise Koufogiannakis – Collections & Acquisitions Coordinator, University of Alberta Libraries

In November 2006, the University of Alberta Libraries implemented a purchase program for books that were requested via Interlibrary Loan (ILL). The goal of this program was consistent with our recent focus on collections decision making prompted by user need. This presentation will give an overview of the Patron's Choice purchase program and provide an evaluation of the success of the program in its first year. Did we meet our users' needs? Were we able to supply materials in a timely manner? Were these materials used; and were there any subjects that were acquired via this method more than others? Based upon the evaluation, next steps for the project will be determined and decisions made regarding changes in monograph acquisition procedures.

Achieving Positive Outcomes Using the Librarian-Faculty Liaison Collection Development Model: Advantages and Challenges in Pursuing Research Level Status in Education

Location: Colonial Ballroom, Embassy Suites

- Terrie Sypolt – Reference Librarian, University of Central Florida
- Michael A. Arthur - Head of Acquisitions & Collection Services, University of Central Florida

The librarian-faculty liaison model is used by the University of Central Florida Libraries. Why? A successful five-year project to improve collection strength in selected areas of Education has resulted in the development of a research collection while improving our relationship with faculty and administrators. Additional benefits include an increase in use of both library instruction and materials, and improved services to students. What challenges do we face with this model? How has this project changed our thinking? Come and express your ideas at this lively lunch as we discuss best practices for collection development using this model.

Would You Move, Please? Weeding the Science Reference Collection

Location: Board Room, Embassy Suites

- Nevenka Zdravkovska - Head of the Engineering & Physical Sciences Library, University of Maryland
- Nedelina Tchangalova - Reference Librarian Engineering & Physical Sciences Library, University of Maryland

In the last five years the Engineering & Physical Sciences Library underwent a major staff shortage. This resulted in slowing down some services and abandoning other vital activities such regular weeding of the reference collection. Many print indexes and abstracts (e.g. Science Citation Index, Chemical Abstracts) were canceled in favor of electronic access but the old print volumes remained in reference. The reference collection occupies a prime location in the library. This space could be repurposed. The challenges we face is where to house this large volume count. This session will provide information on the best practices in weeding print reference collections. The tips were gathered from a review of literature on collection management at other academic, public and special libraries.

Copyright 2.0: How Do We Manage Content When the User is in Control?

Location: Room 120, Addlestone Library, College of Charleston

- Edward Colleran (Moderator) – Senior Director, Rightsholder Relations, Copyright Clearance Center
- David Hoole - Head of Brand Marketing and Content Licensing, Nature Publishing Group
- Cindi Trainor - Coordinator, Research & Instructional Services Division, Eastern Kentucky University Libraries

What are the new licensing challenges in a world where the user is in control when accessing content that is increasingly at their fingertips? Web 2.0, blogs, course management systems and institutional repositories are a few examples of user-controlled media that have made managing the licensing of intellectual property more and more challenging. But there are solutions to meet these challenges for both users and creators of digital content.

(Friday Lively Lunches, continued)

This interactive session will delve into somewhat uncharted territory as we hear from experts from all sides of the equation sharing their own experiences with these new rights challenges and their observations of how things might pan out in the future.

Content is Dead, Community is King? The Promises and Risks of Social Networking in the Information Industry

Location: Room 122, Addlestone Library, College of Charleston

- Karen Christensen – CEO and Founder, Berkshire Publishing Group

Social networking is at least 50,000 years old. It's part of our DNA, essential to human happiness and, often, to human innovation and success. In the 21st century it increasingly takes place not face to face but screen to screen, and businesses large and small are scrambling to "build community" online. This session brings together lessons from companies with social networking initiatives to tell us how we can create—or cultivate—the right communities and develop the systems to make them a sustainable and profitable.

Attend this session to find out how your enterprise can profit from social networking: in promotion and marketing, in the development of new products and content creation, and even by making communities one of the things your business offers as an ancillary to content products.

Selectors Talking With Selectors

Location: Room 227, Addlestone Library, College of Charleston

- Renee Bush - Head, Collection Management Services Health Science Library, University at Buffalo
- Barbara Schader – Assistant University Librarian, Collections & Scholarly Communication, Rivera Library, University of California, Riverside

Continued decentralized collection management, increased emphasis on supporting interdisciplinary research and education programs, a need to reduce duplication, and other factors can make communication among selectors more important than ever. But are the right people talking to each other and, if so, are they effective?

Most of the time available will be used for discussion so come prepared to share your perspectives on: what information needs to be shared and how it might be done; whether there are easily identified situations we can target where effective communication is especially important; what are the barriers to communication; and how can we address those barriers effectively and efficiently, thereby facilitating optimal communication, collection development and collection management.

Friday 2:00 – 2:50 PM FRIDAY CONCURRENT SESSION 1

Managing Changes in Serials Workflow while Migrating to a New Library Automated System: Lessons from Experience

Location: Rutledge, Francis Marion

- Myrna Douglas – Serials Cataloguer, University of West Indies

The purpose of this paper is to share the challenges in setting up a serials technical services unit while migration from one library automated system to another at the University of the West Indies (UWI), Mona Campus in Jamaica, West Indies. The paper examines the local requirements that played an important role in the selection of a new system. UWI Mona Library experience is reviewed and provides important lessons for other developing countries currently considering changes in Library Automated Systems which affects serials technical services workflow. Such lessons concern maintaining a strong relationship between librarians and support staff, and staff in Serials Technical and Public Services for a more effective management of serials workflow during the change process. Highlighting management of the change process should benefit libraries, not only in the Caribbean region and other developing countries but also libraries around the world, that are intending to migrate from a legacy system to a new system.

(Friday 2:00 PM Concurrents, continued)

Best Practices: Improving Librarian Administration Interfaces

Location: Pinckney, Francis Marion

- Chris Beckett – Vice President, Sales & Marketing, Atypon Systems, Inc.
- Theodore Fons – Innovative Interfaces, Inc.
- Claire Ginn Winthrop – Director, Library Services, Ingenta
- Dan Tonkery – Vice President, Director, Business Development, Ebsco Information Services

Librarians are activating and maintaining online subscriptions to thousands of products every year, most commonly through web-based administration interfaces provided by publishers and vendors. The panelists will discuss ideas for improving librarian administration interfaces with the intentions of reducing the learning curve for each interface and increasing the amount of control that librarians have over how their patrons interact with purchased content.

Scholars Portal: The Canadian Experience

Location: Laurens, Francis Marion

- Karen Marshall - Director, Library Technical Services, University of Western Ontario

Dreaming about an archive of millions of journal articles to which you have perpetual access? Wishing for a one-stop shopping experience for researchers? Stop dreaming it is reality north of the border! A consortium of 20 Ontario University Libraries have created an infrastructure which supports a suite of products locally loaded and archived for Ontario scholars. For the researcher Scholars Portal provides a single point of entry into an integrated and inter-connecting environment of high quality scholarly resources and sophisticated user focused services that enable rapid access to resources, services and tools and long term stewardship, archiving. This presentation will outline how this miracle was managed and where the future is taking Ontario's Scholars Portal!

Cross Campus Collaboration

Location: Calhoun, Francis Marion

- Doug Kiker – Assistant Librarian, University of Florida
- Cecilia Botero - Assistant Director for Resource Management, Health Sciences Center Library, University of Florida
- Edward T. Hart - Acquisitions and Serials Librarian, Chiles Legal Information Center, University of Florida

The University of Florida libraries are probably typical of most large research universities in that divisions exist. Some libraries are financially and/or administratively independent of the main library for most purposes, including acquisitions, collection development, and serials management. At UF the Smathers Libraries, Health Sciences Center (HSC), and the Chiles Legal Information Center (LIC) are each independent of the other two. They report to their respective vice-presidents or dean as the case may be and control their own budgets and collections. But in today's environment of limited budgets and increasing costs, it makes sense for us to pool our resources for the greater good of the University. Primarily, this comes in the form of sharing the expenses of electronic resources available campus-wide, but does include coordination of print acquisitions, also. Two examples: first, there is a great deal of overlap of common interest in science journals between Smathers and HSC. With the switch to electronic access, the two libraries found they could cost share the funding to acquire access to the desired titles adding additional titles to which access could be gained. Second example, Smathers and LIC have entered into agreements on who will subscribe to which electronic databases providing access to both business-accounting students and law students. What we plan to present is how the formal and informal relationships formed and continue to develop between the three branches of UF's libraries.

(Friday 2:00 PM Concurrents, continued)

Conservancy for Print

Location: Gold Ballroom, Francis Marion

- Matthew Bruccoli - Jefferies Distinguished Professor Emeritus, Department of English, University of South Carolina
- Richard Layman – Vice President, Bruccoli Clark Layman, Inc.
- Joel Myerson – Carolina Distinguished Professor Emeritus of American Literature, University of South Carolina

Theme: The necessity of reference books as books in print on paper. Matthew Bruccoli's talk is titled "Libraries Without Reference Books." Richard Layman's talk is titled "Seduction by Bits and Bytes" and Joel Myerson's talk is titled "The Good, the Bad, and the Ugly: Using Reference Works in the Digital Age."

We're All In This Together - Lessons Learned in Library-Vendor-Publisher Relations

Location: Carolina Ballroom, Francis Marion

- Anna Fleming (Moderator) – Acquisitions Librarian, Galter Health Sciences Library, Northwestern University
- Lynn M. Fortney - Vice President & Director, Biomedical Division, EBSCO Information Services
- Nick Niemeyer – Site License Manager, Annual Reviews
- Kevin Cohn – Product Director, Atypion Systems, Inc.

Come be a fly on the wall while a librarian who works for a major intermediary, a site license manager at a smaller not-for-profit publisher and a product development manager for a technology services provider opine about library-vendor relations. Find out what they've learned along the way and what still surprises them. Panelists will answer a set of prepared questions before allowing ample time at the end for questions and comments from the audience.

SERU - NISO's Simplified E-Resources Understanding (SERU) Project

Location: Colonial Ballroom, Francis Marion

- Todd Carpenter – Managing Director, NISO - National Information Standards Organization
- Lauren Kane - Director of Publishers Relations, BioOne
- Selden Durgom Lamoureux - Electronic Resources Librarian, University of North Carolina, Chapel Hill

Licensing electronic content has become an ever-growing issue among both publishers and librarians since the first e-content license was negotiated more than two decades ago. Perhaps there is a easier way to purchase and sell content. The Simplified E-Resources Understanding (SERU) best practice statement will not be a license, although it addresses many issues common to license agreements. During the purchase process, publishers and librarians will be able to reference the normative understandings expressed in the best practice statement and they may choose to rely on their trust in the shared expectations and existing contract and copyright law, rather than negotiating and signing a license agreement. Developed by NISO in partnership with ALPSP, ARL, SPARC and SSP, SERU was launched for trial-use this summer. This session will provide some background information about SERU and provide the perspective of a content provider and a librarian who are currently testing its use.

Adventures in Open Data

Location: Colonial Ballroom, Embassy Suites

- Greg Tananbaum – Consultant
- Myron Gutmann – Director, Inter-university Consortium for Political and Social Research
- Sara Wood – Chief Data Officer, Swivel

The openness, availability, and ownership of the raw building blocks of scholarly communication (e.g., experimental datasets) are an emerging issue within academia. This session will

(Friday 2:00 PM Concurrents, continued)

contemplate some fundamental questions associated with open data. Why is this an important issue? What has happened with data preservation and access to date? What opportunities exist for standardization and collaboration? What challenges exist in seeking to make more information more accessible?

Consultant Greg Tananbaum will moderate the discussion, which will include presentations by Myron Gutmann, Director of the Inter-university Consortium for Political and Social Research (a social science data repository supported by 800 institutions worldwide), and Sara Wood, Chief Data Officer of Swivel (a commercial site at which end users can deposit, analyze, and cross-correlate datasets).

One for All: A Joint Venture to Expand the SUNY System Collection

Location: Citadel Green Room, Embassy Suites

- Katherine Latal - Head, Acquisitions Services Department, University at Albany
- Caryl Ward – Head of Acquisitions, Binghamton University (SUNY)

Cooperative Collection Development: what does it really mean for Technical Services operations? The State University of New York stretches across 64 campuses that include colleges of arts and sciences and health sciences, university research centers, community colleges, and specialized colleges. To increase access to print resources for SUNY, a pilot project was instituted in 2006 to coordinate purchasing one copy of each monograph published by eight selected university presses. After much discussion, the Technical Services staff at Albany, Binghamton, Buffalo and Stony Brook rolled up their sleeves and started adding the books to their local catalogs. Representatives from three libraries will share their unique stories about the challenges, pitfalls, and triumphs of this pilot project.

Preservation in Historic Relief: How Can the Past Help Us Plan For the Future

Location: Room 120, Addlestone Library, College of Charleston

- Roger Schonfeld – Manager of Research, Ithaka

The history of American academic libraries suggests a recurrent tension between the vision of large-scale cooperation and the reality of decentralization. Even in the print era, it was sometimes challenging to achieve community-wide goals such as ensuring the preservation of the resources valued by readers. In an increasingly electronic environment, the need for collaborative approaches to community-wide goals has become even more important. Can the fundamentally decentralized nature of decision-making, and the varying incentives faced by individual libraries, align with and advance such community-wide goals? A massive format migration from print to electronic, largely uncoordinated, is now underway for scholarly journals. Given what we know of our past, how can we organize to support preservation for tomorrow?

Expanding Journal Literature

Location: Room 122, Addlestone Library, College of Charleston

- Mary Summerfield (moderator) – Director, Business Development, University of Chicago Press Journals Division
- Robert Michaelson – Head Librarian, Seeley G. Mudd Library for Science and Engineering, Northwestern University
- David Colander – CAJ Distinguished Professor of Economics, Middlebury College
- Zac Rolnik – Publisher, NOW Publishers

The journal literature continues to expand with both more pages in existing journals and launches of new journals. What factors lead publishers and scholars to choose each of these modes of increasing the publications in a discipline? Which serves libraries and scholars best in various situations? Are scholars better able to locate and use the literature they need in fewer larger and more general journals or in a greater number of more specialized journals? How do librarians help their clientele access the literature and determine which elements are more worthy of attention? Should libraries seek to influence the expansion of the scholarly literature and the use of these two modes of expanding publication of articles? If so, how might they do so?

(Friday 2:00 PM Concurrents, continued)

This panel will be moderated by Mary Summerfield, Director, Business Development, University of Chicago Press Journals Division. It will include Robert Michaelson, a librarian in collections development, David Colander, an economist involved in the decision of the American Economics Association to launch four new journals, and Zac Rolnik, a principal in a commercial publisher that works with new journals.

EBook Think Tank - Librarians

Location: Room 227, Addlestone Library, College of Charleston

- Christopher Warnock (moderator) – CEO and CTO, Ebrary
- Susan Gibbons – Associate Dean, University of Rochester
- Fred Stielow – Dean of Libraries & Educational Materials, American Military University
- Jeffrey Matlak – Electronic Resources, Western Illinois University
- Dennis Brunning – Electronic Resources Manager, Arizona State University
- Harvey Brenneise – Lead, Resource Development Team, University of La Verne

A panel, comprised of well- respected electronic resource librarians, and moderated by Christopher Warnock, ebrary's CEO, will be discussing what innovations will be successful for libraries with regards to eBooks electronic content, as well as how libraries will integrate electronic content across multiple vendors and platforms. The panel will also discuss which functionalities and technologies are required for libraries to achieve cohesiveness thus making content accessible and useful for their patrons. If time allows, questions will be accepted from the audience.

Friday, 3:00 – 3:50 PM FRIDAY CONCURRENT SESSION 2

Taming the Serials Beast: New Library Roles in Scholarly Publishing Models

Location: Rutledge, Francis Marion

- Adam Wathen – Acquisitions Librarian, Kansas State University Libraries
- Beth Turtle – Science Librarian, Kansas State University Libraries

Serial inflation and flat budgets have forced academic libraries to cut subscriptions. As well, serials take a larger percentage of the materials budget, leaving less for other resources. This situation is not sustainable for libraries. By developing strategic and collaborative solutions, libraries can lead change in scholarly publishing, provide greater access to research, and use our budgets more effectively.

We will discuss:

- What is a strategic direction for libraries?
- Examples of Academic libraries and programs that are responding strategically
- Collaboration with and education of teaching and research faculty
- Inviting publishers and vendors into the conversation
- Libraries as publishers
- The vision – new metrics of scholarly authority

From Chaos to Effectiveness: Results of Workflow Analysis Projects at Two Large Academic Libraries

Location: Pinckney, Francis Marion

- Michael A. Arthur - Head of Acquisitions & Collection Services, University of Central Florida
- Tonia Graves - Electronic Resources & Serials Services Librarian, Old Dominion University
- Carol Ann Borchert – Coordinator for Serials, University of South Florida

Is your unit working harder, not smarter? Do you feel like there is no "flow" to your work? The shift to electronic resources dramatically changed operations in technical services, but some libraries still struggle to integrate these changes into their existing workflows. Panelists will discuss their experiences documenting and evaluating workflows at two large university libraries. Benefits of a workflow analysis include identifying ineffective use of staffing, pinpointing training needs, and discovering new initiatives. Come learn about the goals of a workflow analysis and what the panelists learned during the process that might benefit your organization.

(Friday 3:00 PM Concurrents, continued)

The Flip Side of Acquisitions: New Developments in Print Archiving

Location: Laurens, Francis Marion

- Melissa Trevvett - Vice President and Director of Programs and Services, Center for Research Libraries
- David Millikin - Product Manager, Library Logistics, OCLC, Inc.

The reliance on electronic information, coupled with full facilities and financial constraints, drives the need for libraries to address print retention and preservation on a systematic and broad scale. Collaborative solutions are the only option. This program outlines an important collaborative initiative led by OCLC to provide the data management and policy support necessary for concerted national action. The chances for success depend upon adoption by librarians at many different levels and functional areas in a wide range of institutions, as well as buy-in by faculty and administrators. The program will include opportunities for feedback and questions.

Approval Plan Assessment in Two Large ARL Libraries

Location: Calhoun, Francis Marion

- Lynn Wiley – Head of Acquisitions, University of Illinois at Urbana-Champaign
- Leslie Rios – Collection Management Librarian and Assistant Professor for Library Administration, University of Illinois at Urbana-Champaign

Two large ARL libraries, the University of Illinois at Urbana-Champaign and Pennsylvania State University, studied their acquisition approval plans in order to answer basic questions concerning use, cost effectiveness and coverage. In tandem, data were collected from vendors and local online systems to track book receipt, cataloging, time to shelf-availability and circulation/use of the items. The study period covered fiscal years 2005, 2006 and partially covered 2007. Multiple data points were collected for each title, including author, title, ISBN, publisher, LC call number, cost, circulation and the processing dates for each book during every step of its journey from receipt to shelf. Results examined use of approval plan-received materials by subject, the cost-effectiveness of materials by subject, and compared the data between the two libraries to determine similarities and differences in use, subject coverage and cost effectiveness.

UKSG Usage Factor Research - an Update

Location: Gold Ballroom, Francis Marion

- Richard Gedye – Sales Director, Oxford University Press
- Hazel Woodward - University Librarian and Director of the University Press, Cranfield University

As COUNTER reaches its 5th birthday in 2007, robust and reliable online journal usage statistics have become increasingly available. Encouraged by this, the UK Serials Group commissioned some research into whether it might now be timely to develop a measure of usage that would allow more valid comparisons to be made at the global level between journals of different sizes. The final report from this research was published earlier this year. In this session Richard Gedye and Hazel Woodward will: -

- summarise the report's conclusions
- outline some of the advantages that a new "Usage Factor" might bring to the key stakeholders in the information chain
- examine some of the issues that will need to be addressed before such a measure can be successfully developed and put into use
- with these issues in mind, present an update on some of the analysis and modelling that UKSG and COUNTER are planning to undertake, with data from a small group of journal publishers and aggregators, to assess how realistic is the prospect of developing a meaningful, reliable, and cost-effective "Usage Factor" metric.

(Friday 3:00 PM Concurrents, continued)

Boon or Bust? Influences of Online Vendor Tools on Library Acquisitions and Collection Development

Location: Carolina Ballroom, Francis Marion

- Jessica Bowdoin - Collection Development Librarian, George Mason University
- Lisa Barricella – Acquisitions Librarian, East Carolina University
- Carolyn Morris - Director, New Business Development, Coutts Information Services
- David Swords - Vice President of Sales and Marketing, Blackwell Book Services
- David Whitehair - WorldCat Selection Product Manager, OCLC
- Mark Kendall - Senior Vice President North American Sales, YBP Library Services

Panel of librarians and vendors will discuss advantages and disadvantages of online vendor tools for library acquisitions and collection development. For example, implementing select features to help streamline Acquisitions workflows may negatively impact Collection Development activities, and vice versa. Two librarians will present the library perspectives, while representatives from Blackwell, YBP, Coutts and OCLC will talk from the vendor perspective. Though discussions will mainly focus on North American vendors, the international vendor perspective will also be explored. This program will not include demonstrations of vendor products or share proprietary information.

What is Text Mining and Why Should Librarians Support the Next Generation of Information Tools

Location: Colonial Ballroom, Francis Marion

- Catherine Blake – Assistant Professor, University of North Carolina at Chapel Hill
- Selden Durgom Lamoureux - Electronic Resources Librarian, University of North Carolina at Chapel Hill

What is Text Mining and why should your library be involved? Expert presenters will take us on a journey through both the conceptual and technical issues surrounding Text Mining. The first part of the presentation will provide examples of Text Mining use, both in librarianship and in the sciences to demonstrate how the technology works, the benefits, and some of the pitfalls. The second part of the presentation will describe the contractual and technical issues that librarians should consider to ensure that their patrons can leverage this next generation of information tools.

Implementing ERMs: Opportunities and Challenges

Location: Citadel Green Room, Embassy Suites

- Rebecca Kemp - Serials Supervisor Librarian, University of North Carolina at Wilmington
- Jeff Campbell - Systems Librarian, University of North Carolina at Chapel Hill

Jeff Campbell (Systems Librarian, UNC Chapel Hill) and Rebecca Kemp (Serials Supervisor Librarian, UNC Wilmington) will describe their institutions' respective implementations of the Innovative Electronic Resources Management (ERM) module. ERM serves as a central database for gathering together information about e-resource licenses, title coverage for journal packages, vendor contact information, and usage statistics. In addition to discussing profiling and display decisions necessary for successful ERM use, the presenters will also address the challenges of the implementation process.

Observing Student Researchers in their Native Habitat

Location: Colonial Ballroom, Embassy Suites

- John Law - Director, Strategic Alliances and Platform Management, ProQuest CSA
- Susan Gibbons – Associate Dean, Public Services & Collection Development, University of Rochester

Understanding how students in real world situations go about conducting research is essential to ensuring that library resources are best positioned to meet their needs. For this reason a series of field studies have been conducted observing students in the context of performing research for actual course assignments. These contextual studies identify how students approach their research tasks, what tools are used, and how/if library resources are engaged. How students regard web search engines and how they interact with scholarly content are particularly interesting.

(Friday 3:00 PM Concurrents, continued)

Presented will be findings of several progressive stages of the research, including quantitative data, and key areas for improvement. The presentation will include a brief review of study methods and select video clips.

Streamlining Monographic Acquisitions Workflows Using a Lean Planning Process

Location: Board Room, Embassy Suites

- Hope Barton - Director of Central Technical Services, University of Iowa
- Robert Van Rennes – Acquisitions Librarian, University of Iowa

In light of the need to redirect staff to support electronic resources, the Acquisitions and Rapid Access Unit of the University of Iowa Libraries undertook a review of monographic acquisitions workflows using the Lean planning process, conducted by campus facilitators. There were a total of 24 hours of planning sessions and meeting participants included the unit head and the 7 sub-unit managers. The meetings were devoted to examining the current state, identifying the future state, conducting an analysis of the gap between the two, and developing a proposal for the desired changes and their implementation. As a result of the process, selection/ordering processes were streamlined greatly, the order-to-shelf time was reduced significantly, and staff time was freed to work on e-resources.

Agents and Publishers in the Consortial e-World (Part 1)

Location: Room 122, Addlestone Library, College of Charleston

- Friedemann Wiegel (Moderator) – Harrasowitz
- Robert W. Boissy - Manager, Agency Relations, Springer
- Adam Chesler - Assistant Director, American Chemical Society
- Tina Feick - Vice President of Customer Relations, Swets
- Mike Harwell - Director of Consortia Sales, Ebsco Information Services

Our agent and publisher panel will examine the growing complexities and issues surrounding the work of agents and publishers with consortia in today's e-environment. Managing complex e-journal packages and license agreements are significant aspects of consortia management. Each e-package and license agreement raises questions regarding the conditions that exist in each license, the use of agents, billing processes, renewal administration, and many other details. Panelists will consider these increasing complexities, looking at the pros and cons of how agents and publishers are working with consortia for the provision of e-content. Our program will also look at the impact of e-migration on the nature of the business, how roles are evolving, and changing publishing models in this new e-environment.

EBook Think Tank - Vendors

Location: Room 227, Addlestone Library, College of Charleston

- Gary Ives (Moderator) – Resources Coordinator, Texas A&M University
- Kevin Sayar – President, Ebrary
- Andrew Hutchings – CEO, Blackwell Book Services
- Bob Nardini – Group Director, Client Integration & Head Bibliographer, Coutts Information Services
- Gary Shirk – CEO, YBP Library Services
- Chris Forbes – CEO, Knovel

A panel, comprised of executive level management from well-known electronic resources companies, and moderated by Gary Ives, Resource Coordinator at Texas A&M, will be discussing the following topics: Which innovations that will be successful for libraries, with regards to eBooks electronic content, how libraries will integrate electronic content across vendors and platforms, and which functionalities are required for libraries to achieve cohesiveness. If time allows, questions will be accepted from the audience.

Friday, 3:50 – 4:15 PM

BREAK

Location: Francis Marion and Embassy Suites

Sponsored By: Swets

Friday, 4:15 – 5:00 PM

FRIDAY CONCURRENT SESSION 3

Openness in Asia: Developments in Open Access to Scientific Information in Asia

Location: Rutledge, Francis Marion

- Corrie Marsh – Associate Director, Hong Kong University of Science & Technology Library

The presentation explores the latest developments for providing open access to scientific research throughout Asia, including projects in China, Hong Kong, Singapore, Taiwan, Japan, and Korea. Government efforts, especially in Japan and China, are providing support to infrastructure and information platforms for the free global exchange of scientific findings. Asian countries have long-established open access journals and are now moving into shared data networks.

While much of the world views China as a "controlled Internet" environment, however, it is noteworthy that the nation predicts there will be over 170 million Internet users in China by the end of 2007. The Ministry of Science and Technology and Chinese Academy of Sciences are leading innovative, large-scale programs for the exchange of scientific information. An "information explosion" has arrived in China and it is expected that China will soon produce more scientific output and research findings than any other nation.

Who Shall Review the Reviewers?

Location: Pinckney, Francis Marion

- Geoffrey Bilder - Director of Strategic Initiatives, CrossRef
- Leigh Dodds – Chief Technology Officer, Ingenta

Publishers tend to do a pretty poor job of explaining how and where they contribute significant value to the scholarly communications process. Filtering out the noise (through peer review and other editorial activities) in the official research record is undoubtedly the most important role they play, and the role can be further enhanced with new tools. After four years of ranting to publishers and librarians about the importance of "trust metrics" on the Internet and in scholarly communication, Geoffrey Bilder and Leigh Dodds set out five radical ideas about how we can start to lay the foundations for a new "epistemic infrastructure" for the web. Come learn how meta-peer-review, user-centric contributor identification, overlay kitemarks, provenance verification services and retraction networks could form the backbone of our content filtering systems in the Web 2.0 era and beyond.

Providing User Access to Bibliometric Tools

Location: Laurens, Francis Marion

- David Clay - Deputy Head of the Academic & Finance Division, University of Liverpool Library

Librarians use bibliometric indicators to inform purchasing decisions and need to be able to guide researchers and others in their analysis and use. Users need access to research performance measurement tools that enable them to perform analysis on the output of an author or on a specific collection of articles as well on journals. This presentation will explore the ways citation databases are being used by librarians and others to carry out a range of bibliometric analyses. It will show how citation databases can be used to calculate the h-index, an indicator developed to assist in measuring an individual's research output, citing real world examples of how librarians are working with vendors to improve the tools available for bibliometric analysis and continue to meet the needs of users.

(Friday 4:15 PM Concurrents, continued)

What Do Soldiers Read? Collection Development for a War Zone

Location: Calhoun, Francis Marion

- Karen Murphy - Deployment Services Librarian, U.S. Army General Library Program
- Bob Nardini - Group Director, Client Integration & Head Bibliographer, Coutts Information Services

This program will describe how the US Army General Library Program supports American soldiers in Iraq and around the world. The program will be delivered primarily by Karen Murphy, the librarian who selects the books provided by the Army and other services for our soldiers. Bob Nardini, of Coutts Information Services, the vendor who has supplied books to the Department of Defense for the past seven years, will introduce Karen and will briefly describe the book vendor's role in this very special program.

Beyond COUNTER: What Publishers Can Do To Give Librarians More Information

Location: Gold Ballroom, Francis Marion

- Kevin Cohn – Product Director, Atypion Systems, Inc.
- Georges Sarazin – Vice President of Sales, North America, Swets
- Fiona Bennett – Head of Library Sales and Business Development, Oxford Journals/Oxford University Press
- Theodore Fons – Product Manager, Innovative Interfaces, Inc.
- Tansy Matthews – Associate Director, The Virtual Library of Virginia (VIVA)

COUNTER provides a basic set of guidelines for collecting information on successful usage of online products and, to a limited extent, unsuccessful usage of the same. But as purchasing decisions become more and more focused on online usage, publishers have an opportunity—and perhaps an obligation—to provide even more detailed information to librarians on how their patrons are using (or not using) their content. In this presentation, the panelists discuss this opportunity and propose solutions.

Collections and Readers: Possibilities for Collaboration in a Turbulent Climate

Location: Carolina Ballroom, Francis Marion

- Richard Hume Werking – Library Director & Professor of History, U.S. Naval Academy

This paper will reflect upon the desirability and feasibility of several kinds of collaboration. Topics to include: a) The ideas of Richard Abel and Lyman Newlin regarding librarians as “knowledge synthesizers” and “relaying knowledge concepts and integrated bodies of knowledge to...lifelong learners;” b) possibilities offered by so-called “crowdsourcing” mechanisms like *Wikipedia*; c) concerns about future of academic libraries, evidenced by the ACRL Summit in November 2006 and the Janus Conference at Cornell the year before; d) responses to these concerns, including additional forms of collaboration.

Terra Incognita: How do Patterns of Usage Help Us Map the New World of eBooks?

Location: Colonial Ballroom, Francis Marion

- Pat Van Zandt - Director of Collections, College of William and Mary
- Michael Zeoli - Director of Sales, Canada, YBP Library Services

“Here be dragons” was sometimes written on maps to define the area beyond the known world. As eBooks emerge, librarians, vendors, and publishers alike willingly admit to standing in an analogous position today. Interest in electronic monographs can be gauged by the *buzz* in print and at conferences. What is only beginning to emerge, however, are concrete analyses of the data: what can this data tell us about user behavior? What does this data reveal about the changing relationships between the ‘known’ universe of print and the new universe eBooks? What does this data suggest regarding library workflow in collection development and technical services? And how will eBooks alter the relationship between librarians and their vendors (and has it already)?

(Friday 4:15 PM Concurrents, continued)

These are some of the questions that eBook usage data from The College of William & Mary will address. This is an attempt to get beyond generic surveys of opinion or a review of the eBook vendors. Based on usage statistics, we attempt to describe how eBooks have been adopted by users and what these statistics suggest regarding the questions posed above. It is too soon to claim to know the map of this New World; however, we have gathered some interesting early usage reports to provide shape to what we hope will be an exciting discussion. Come join us in Charleston to share your perspectives!

Socially Produced Content: When is it the Wisdom of Crowds and when is it NOT?

Location: Citadel Green Room, Embassy Suites

- Jenny Walker – Executive Vice President of Marketing, Credo Reference (formerly Xrefer)
- Dana M. Sally, Ph.D. – Dean of University Libraries, John C. Pace Library, University of West Florida

Building on the concepts presented in Surowiecki's "The Wisdom of Crowds" and Sunstein's "Infotopia", we look at technology-mediated large group applications to discern four main determinants that contribute to whether a socially produced content application is likely to be successful and for what purposes. We will look at examples of where these four determinants are present and also explore examples of where one or more of the determinants are compromised or missing entirely. Specific risk factors will be highlighted that must be overcome in socially produced content applications in order to achieve a valuable result.

We will include a view, from an academic reference desk, on students' usage of reference material of all types -- from unmediated user-generated content at one end of the spectrum to publisher-mediated content at the other end. What is the added value provided by traditional reference publishing and what user modalities are best served by this?

How Different Are You? Analyzing/Comparing Your Collection With Others: WorldCat Techniques in the Expert Mode

Location: Colonial Ballroom, Embassy Suites

- C. Michael Phillips – Assistant Head of Reference, Addlestone Library, College of Charleston
- Robert Neville – Assistant Director, Addlestone Library, College of Charleston
- Martha Stackel – Head of Cataloging, Addlestone Library, College of Charleston

Much of the comparative data available through WorldCat Collection Analysis can be approximated through the use of certain search techniques in the expert mode of WorldCat itself. This session will familiarize attendees with many of these techniques. Also, the presenters will report on their experiences when using these techniques to add books to several core subject collections of the Addlestone Library at the College of Charleston.

Developing a Meaningful Practicum for Library Students in Technical Services

Location: Board Room, Embassy Suites

- Elizabeth Lorbeer - Associate Director for Content Management, Health Sciences, University of Alabama at Birmingham

A practicum is designed to give students supervised field experience in preparation for professional work. Library schools in the U.S. strongly encourage, and often require, students to complete an unpaid practicum as part of their degree program. A practicum in technical services is an excellent opportunity for library and information science students to explore a career in acquisitions, cataloging, collection development and serials. Currently, library and information science schools are not properly preparing students in the vocation. Courses are not offered on a regular basis nor are they required for a Masters in Library Science degree. Many graduates lack the knowledge of basic technical skills needed to select, acquire, and catalog material for a library's collection. Seasoned professionals in the field offer excellent training grounds for the next generation of technical services librarians. Field experience allows students to apply theoretical knowledge

(Friday 4:15 PM Concurrents, continued)

learned in the classroom to the daily management and organization of both traditional and digital collections. The development of a meaningful practicum for both students and field supervisors means mutually agreeing to projects that can be accomplished within 120 to 150 hours. Expectations are managed by drawing up an agreement of the educational and professional needs of the students. Field work should introduce students to the various functions of the automated catalog, processing purchase orders and claims, introduction to publishers and vendors, and troubleshooting electronic resources. To monitor the progress and success of the internship, students must maintain an online journal for the site supervisor and faculty advisor to review. This paper will also discuss the debate of prior coursework needed before beginning an internship in technical services in addition to attracting new talent to fill vacancies.

Librarians and Wikipedia

Location: Room 120, Addlestone Library, College of Charleston

- David Goodman – previously Bibliographer and Research Librarian, Princeton University; now Administrator at Wikipedia

We all know about the role of librarians in helping user find and interpret information in Wikipedia. This talk will be about the other roles of the more than a hundred librarians there: Building information on library topics, helping people writing for Wikipedia find good information on the web, find accessible relevant documents, work with older material, and --even-- be encouraged to use print libraries. And there will be advocacy for a new role: taking responsibility for correcting information. (And a mention of the usefulness of librarian's skills for mediating conflict.) All questions will be answered and advice given, by a Wikipedia administrator who considers himself still a librarian.

Agents and Publishers in the Consortial e-World (Part 2)

Location: Room 122, Addlestone Library, College of Charleston

- Friedemann Wiegel (Moderator) – Harrasowitz
- Robert W. Boissy - Manager, Agency Relations, Springer
- Adam Chesler - Assistant Director, American Chemical Society
- Tina Feick - Vice President of Customer Relations, Swets
- Mike Harwell - Director of Consortia Sales, Ebsco Information Services

Continuation of session at 3:00 pm. Our agent and publisher panel will examine the growing complexities and issues surrounding the work of agents and publishers with consortia in today's e-environment. Managing complex e-journal packages and license agreements are significant aspects of consortia management. Each e-package and license agreement raises questions regarding the conditions that exist in each license, the use of agents, billing processes, renewal administration, and many other details. Panelists will consider these increasing complexities, looking at the pros and cons of how agents and publishers are working with consortia for the provision of e-content. Our program will also look at the impact of e-migration on the nature of the business, how roles are evolving, and changing publishing models in this new e-environment.

Librarians, Aggregators, and Publishers: Can We All Live Together?

Location: Room 227, Addlestone Library, College of Charleston

- Janet Fisher – Senior Publishing Consultant, Publishers Communication Group, Inc.
- Todd Spires - Collection Development Office, Bradley University
- Kate Duff - Licensing & Permissions Manager, University of Chicago Press

Aggregated databases are valuable to librarians in many ways, but does inclusion in such databases negatively affect publishers? Can publishers participate in such databases and still retain their subscription base? This session will highlight the benefits of journal databases and suggest ways that aggregators and publishers might work together to continue to provide these valuable products. Panelists would include a librarian that can broadly speak of the value of databases to different sizes of librarians; Janet Fisher from PCG reporting on the results of a recent survey of librarians about aggregated databases; and someone from a company that publishes such databases.

Friday, 5:15 – 6:00 PM
FRIDAY CONCURRENT SESSION 4

Building a Regional Print Archive: Implications and Future Directions for ARL Libraries

Location: Rutledge, Francis Marion

- Judy Ruttenberg – Project Librarian, Triangle Research Libraries Network
- Hilary M. Davis - Collection Manager for Physical Sciences, Engineering and Data Analysis, North Carolina State University Libraries

The Triangle Research Libraries Network (TRLN) has decades-long agreements for print cooperative collection development, and a portfolio of collectively negotiated electronic resources. With each member of TRLN committed to both LOCKSS and Portico, and an off-site storage agreement between two major partners in TRLN, a Single Copy Program was created. Initially intended to facilitate the de-duplication of print serials available electronically, the program was designed to include reference and other multi-volume works and to allow for the participation of additional TRLN partners. The Task Group will share its experience with a public-private school partnership for shared materials, the impact of de-duplication on ARL rank, and the broader context of print and electronic preservation.

A Collaborative, Curriculum-Based Periodicals Collection Development Project

Location: Pinckney, Francis Marion

- Sue Wiegand – Periodicals Librarian, St. Mary's College

A serials cancellation project at Saint Mary's College was initiated with the desire to include disciplinary departments as well as all the librarians in the deliberations about which titles to cancel. Needing to find a way to present information to all participants, I used spreadsheets to list titles and criteria for evaluation. The project is being refined as we work through evaluating our periodicals collection, and should culminate not only in a better periodicals collection in the preferred formats for each department, but in a database that can be used for future decision-making. The process itself has also become an educational, consensus-building step on the way to a documented collection development policy for a small, liberal-arts college that includes format as a criterion.

E-books in China

Location: Laurens, Francis Marion

- Angela Ko - Chinese Bibliographer/Assistant Acquisition Librarian, University of Hong Kong Libraries

This presentation will discuss the unique aspects of acquiring Chinese E-books databases and English E-books databases in academic libraries of Mainland China. Although Chinese is the national language, English is understood to be the international language. The paper will explore not only the language challenges, but the selection criteria and pricing/purchasing models. There are particular aspects about consortium settings and training to consider. It will be interesting for librarians and publishers to learn about the distinct policies and practices in Mainland China vs. those for electronic resources in Western nations. Specific problems and services will be explained.

As if by Magic...Technical Services Made Easy

Location: Calhoun, Francis Marion

- Jennifer Clarke - Team Leader, Technical Services, Bucknell University
- Ruth Fischer - Partner, R2 Consulting
- James D. Shetler - Vice President, Library Technical Services, YBP

A hush falls over library administrators and library patrons as the magician appears. With blade sharp and steady, she saws processes in half and work disappears ... then abracadabra, the books appear on the shelf! Bucknell University's Bertrand Library recently implemented a shelf-ready, firm-order process that cut acquisitions and cataloging time by more than half. Jennifer Clarke,

(Friday 5:15 PM Concurrents, continued)

Technical Services Team Leader, will describe the vendor/library partnership that enabled this new, cost-efficient process. Jim Shetler, Vice President, Library Technical Services, YBP, will present some practical dos and don'ts for libraries that are considering vendor supplied technical services, and Ruth Fischer, Partner, R2 Consulting, LLC, will discuss the strategy and tactics for implementation, incorporating elements of best practice.

University Library Satisfaction with Publisher and Subscription Agent Services: A Report from the Results of the Swamp Fox Survey

Location: Gold Ballroom, Francis Marion

- Gary Ives, Presenter – Assistant Professor, Texas A&M University
- Rick Anderson – Assoc. Dir. for Scholarly Resources and Collections, University of Utah
- Jill Emery - Head of Acquisitions, University of Texas Libraries

At recent conference programs, publishers have challenged the value which subscription agents bring to the information chain, while librarians have asserted the indispensability of services which only subscription agents can provide. At last year's Charleston Conference, the authors met at the conference hotel's Swamp Fox Restaurant and developed a survey designed to measure library satisfaction with services provided by publishers and by subscription agents. This presentation focuses on responses from librarians working at university libraries who serve as liaisons to both publishers and subscription agents, on questions addressing nine key areas of service satisfaction.

Re-Inventing the Journal Under Open Access

Location: Carolina Ballroom, Francis Marion

- Anthony Watkinson (moderator) – Senior Lecturer, Centre for Publishing, University College London
- Paul Peters – Head of Business Development, Hindawi Publishing Corporation
- Kevin Stranack – Public Knowledge Project Librarian, Simon Fraser University
- Martin Moyle – Project Manager RIOJA, University College London Library Services

It is already becoming clear that if journals continue to be published much as they are currently published the cost savings which were very much part of the argument for Open Access will not be realised. Not only are the author processing charges of many important Open Access journals increasing at way over the rate of inflation and more than subscription rates but it is probable that as research in countries such as China escalates, the steady increase of articles entering in to the publication system will begin to show a significant rise for the first time year on year – with consequent cost implications for the academic sector. Another aspect of OA rhetoric has been a promise of a re-assignment of roles in formal scholarly communication and in particular a minimisation of the role of the publisher. The model of deconstruction and reconstruction has been set out most lucidly by Raym Crow for SPARC. In this session three speakers, one a publisher and two from libraries, show how they have begun or are planning to begin an enterprise that will realise some of these ideals.

WorldCat Selection: Multiple Vendors, One View

Location: Colonial Ballroom, Francis Marion

- David Whitehair (Moderator) – WorldCat Selection Product Manager, OCLC
- Katharine Treptow Farrell – Head, Order Division and Assistant University Librarian for Technical Services, Princeton University Library
- Anali Maughan Perry – Assistant Librarian, Collections & Scholarly Communication, Arizona State University Libraries
- Pat Adams – Director of Sales, Blackwell Book Services

WorldCat Selection, which is based on Cornell's ITSO CUL, provides selectors access to notification records from multiple materials vendors in one system. Acquisitions staff export corresponding MARC records to complete the order process in the ILS. This session will include a panel of presenters representing the various roles that make the system work, including OCLC, vendors, and library staff.

(Friday 5:15 PM Concurrents, continued)

Flipping the Script: Orienting Collection Management Staff to the Library's Public Face

Location: Citadel Green Room, Embassy Suites

- Glenda Alvin - Assistant Director for Collection Management, Brown-Daniel Library, Tennessee State University

Technical Services staff often feel isolated from the public service mission of the library. Their jobs are performed behind closed doors and they lack opportunities to interact with both the patrons and their colleagues on a daily basis. Occasions may arise when they are expected to substitute on public services desks during times of short staffing, departmental meetings, or library extended hours. This program is designed to help supervisors orientate staff to reference and circulation functions, as well as, demonstrate how they can build staff morale.

Buff Siren Thumbnails: How Far Can Google Go?

Location: Colonial Ballroom, Embassy Suites

- Bruce Strauch, JD - Professor, School of Business, The Citadel

The publishing industry is in high dudgeon over Google posting sample pages from copyrighted books. But Google is clearly within the protection of Fair Use.

Aligning Collections Budget with Program Priorities: A Zero-Based Approach

Location: Board Room, Embassy Suites

- Gayle Chan – Collection Development Librarian, University of Hong Kong Libraries

In recent years, budget allocation decisions have become far more complex and difficult, partially due to the swift reallocation of the collections budget from print to electronic publications. The continued emphasis placed on electronic resources, coupled with the lack of growth in library budgets to sustain collection growth have exacerbated the need to reprioritize program needs and to redirect funds from lower priority use to higher priority use in the allocation of the materials budget. How does a library support increased spending to build robust collections to meet new program needs? What do we rely on to make sound allocation decisions, and what are our strategies behind those decisions? These are just some of the questions that need to be addressed in the process of allocating the collections budget. The presenter will explain the allocation model by highlighting funding justifications and the criteria used to prioritize "decision packages".

Friday, 7:00 PM – 9:00 PM

SpiritLine Dinner Cruise

Buses will depart from the King Street exit of the Francis Marion Hotel. Registration required.

SATURDAY, NOVEMBER 10TH, 2007

Saturday, 7:30 – 8:30 AM

BEASTLY BREAKFASTS

(A time to talk with speakers about their topics and presentations.)

Location: Gold Ballroom, Francis Marion

Sponsored By: SAGE Publications

Saturday, 8:30 – 9:00 AM

Back to the Future? How Content Connects Us to Each Other and to Knowledge in Old and New Ways

Location: Carolina Ballroom, Francis Marion

- **JoAnne Sparks – Director, Memorial Sloan Kettering Cancer Institute Library**

The concept of structured serendipity will be presented relating old and new principles of content management and access. This includes creating environments where intended but not precisely predicted “accidents” can occur, thereby inducing the experience of serendipity for the researcher. This experience of discovery and connection to a new insight occurs first and foremost because the content needed for it to occur has been created, published, selected and organized for access by authors, publishers and information professionals. In the tangled web we weave, abundant opportunities present themselves to weave new kinds of connections in both physical spaces and virtual systems. The “first principles” of librarianship are alive and well in Library 2.0. Remembering and applying these key concepts with respect to collection development drives us to future careers in our physical spaces, virtual worlds and beyond.

Saturday 9:00 – 9:45 AM

Enabling Innovation in Your Library: Identifying and Building the New within your Current Environment

Location: Carolina Ballroom, Francis Marion

- Robert McDonald – Director, Strategic Data Alliances, San Diego Supercomputer Center, UC San Diego
- Elisabeth Leonard – President, Library Solutions

If you believe that change is inevitable and that change happens over time, then planning for change begins to make sense. Innovation and innovation theory, when approached strategically and within the context of your own institution, provide a framework to identify, enable, and institutionalize the novel and unique solutions that emerge from your own environment. Knowing how to develop a program that can take advantage of these approaches and that can be used to an institutional advantage is key for long-term planning and growth, especially in a change based environment. Using two case studies, the presenters will demonstrate various methods for institutionalizing innovation best practices.

Saturday, 10:00 – 10:45 AM

INNOVATION SESSIONS 1

Ignorance is Bliss: Hyper-Streamlining Approvals at the University of Iowa

Location: Rutledge, Francis Marion

- Michael Wright – Head, Acquisitions & Rapid Cataloging, University of Iowa
- Mike Walmsley – Director of Sales, Central US, YBP Library Services

When the University of Iowa decided to go with a “virtual” approval plan with YBP, a key piece of the new program was that the selectors place their own orders, bypassing acquisitions staff altogether. We didn’t know until a YBP staffer told us (and it was too late to change our minds)

(Saturday 10:00 AM Concurrents, continued)

that this was *highly* unusual. But we felt the automated systems established to prevent duplicate titles from being ordered would work, and they did, as has our long-standing practice of providing detailed financial reports to selectors so they don't overspend. It turned out to be a growth experience for both YBP and University Libraries, but the results have been outstanding.

Turning Problems into Improvements: A MSKCC and Scopus Collaboration

Location: Pinckney, Francis Marion

- Kimberly Hill – Associate Librarian, Technology Initiatives, Memorial Sloan-Kettering Cancer Center
- Betting Schlass – Product Manager, Scopus Elsevier

In 2006, Memorial Sloan-Kettering Cancer Center (MSKCC) partnered with Scopus to assist with an in-depth analysis of research from the Surgery Department. Lessons learned from this project have had an impact on product development at both MSKCC and Scopus. Learn more about the problems MSKCC encountered, how the institution has used the data, and what new products and services are on the horizon at MSKCC, as well as how the findings have influenced development at Elsevier with regard to indexing and the author identifier.

"The library is a good source, if you have several months." Why Library Sources Are Not the First Choice

Location: Calhoun, Francis Marion

- Lynn Silipigni Connaway – Research Scientist, OCLC

Librarians spend millions of dollars and vast amounts of time acquiring and managing resources for our libraries. However, with the ease of finding information on the web, people are not going to libraries as their first source for information. How can libraries become one of the first places people go to find information? In an attempt to learn how academics find information and sources, focus group interviews and semi-structured dialogues were conducted with faculty, graduate, and undergraduate students.

This presentation will highlight the major themes identified by the study participants and will provide insights for the acquisition and development of collections that will be discovered, delivered, and used in a web-based environment.

Beyond Excel and Access for Dummies: Creative Use of Web-Authoring Tools to Make Library Data Accessible for a Broader Audience

Location: Laurens, Francis Marion

- Susanne Clement – Head of Collection Development, University of Kansas

Library data is often presented in databases and spreadsheets and distributed as files linked from the library's website or shared servers. However, when analyzing the data requires more than an elementary knowledge of Access or Excel, many users may be unable to take full advantage of the data. At the University of Kansas we found that displaying information via dynamic, data-driven web pages greatly enhances our ability to interpret data in a meaningful way with few or no additional skills required. ColdFusion is powerful web development tool that can pull information from databases, pre-populate forms, generate email messages, etc. in easy to use interfaces. This non-technical presentation will demonstrate how ColdFusion can enhance the use of library data using examples from our serials review (external use), annex selection review (external), lost book reports (internal), and publisher title list evaluation (internal) websites.

(Saturday 10:00 AM Concurrents, continued)

Can Dreams Come True? Accessing Full Text from Google Scholar Using OpenURL Link Resolvers

Location: Carolina Ballroom, Francis Marion

- Kristen DeVoe (Moderator) – Electronic Resources Librarian, Addlestone Library, College of Charleston
- Ron Burns - Director, Software Product Management, EBSCO
- Darcy Dapra – Strategic Partner Manager, Google
- Matt Hall - Director of Sales, North America, Serials Solutions

OpenURL link resolvers, in an ideal world, would allow users to move smoothly between citations found in Google Scholar and subscription databases from their library. Unfortunately, this is not always the case and users are unable to consistently access content using one of the most popular scholarly search engines available. This panel will include representatives from a content aggregator (EBSCO), Google Scholar, and a link resolver provider (Serials Solutions) to discuss what is going wrong and what it will take to “get it right.”

Delivering Targeted Library Resources into a Blackboard Framework

Location: Gold Ballroom, Francis Marion

- Richard Cox – Digital Technology Consultant, UNC Greensboro

This proposal describes the planning, development and implementation of an application that pushes library content into the Blackboard course management system. Developed by the Electronic Resources and Information Technology Department (ERIT) at the University Libraries, University of North Carolina at Greensboro (UNCG), this tool is built around a number of technologies and methodologies including SOAP Web services, ASP.NET, Java, AJAX, and Adobe Flex. Through this application, the library provides up-to-date, customized links to databases and e-journals at the course level, thereby establishing a presence at a point of need. This application may be the first to integrate library content dynamically into Blackboard at this level and scale.

ReSearcher: The Open Source Solution for Managing Electronic Resources

Location: Colonial Ballroom, Embassy Suites

- Rachel Erb – Systems Librarian, University of Nebraska – Omaha

The onerous cost of traditional vendor electronic resource management products have often excluded smaller academic libraries from providing basic services such as OpenURL link resolving, federated searching, etc. At very best, libraries often forsake one service for another, and therefore, are unable to provide the same level of comprehensive research capabilities as larger, well-funded academic libraries. Fortunately for small academic libraries, the zeitgeist of open source software has inspired the Simon Fraser University Library to provide an open source integrated suite of electronic resource management products called ReSearcher which has been adopted by a broad spectrum of academic libraries—from research to community college libraries.

This session will focus on demonstrating several components of ReSearcher as well as describing its implementation. ReSearcher’s efficacy will also be compared that of commercial offerings.

The Future of Academic Libraries Without Print

Location: Citadel Green Room, Embassy Suites

- Allen McKiel (Moderator) – Director of Libraries, Northeastern State University
- Anne Cerstvik Nolan – Electronic Resources Librarian, Brown University Library
- Jim Dooley – Head Collection Services, University of California Merced
- Robert Murdoch – Asst. University Librarian for Collection Development & Technical Services, Brigham Young University
- Carol Zsulya – Head College Management, Cleveland State University Library
- Brooks Haderlie - Electronic Services Librarian, Brigham Young University-Idaho

(Saturday 10:00 AM Concurrents, continued)

A panel, comprised of well-respected librarians and moderated by Allen McKiel, Director of Libraries at Northeastern State University, will be presenting the future of academic libraries without print. The panel will delve into the future of the academic library without print books. Topics will range from obvious to subtle and will include the following: How libraries purchase access to e-books? Where peer review fits in now and in the future? The role of publishers where and how do they work with the future library? The cost of an e-book compared to print, and other related topics as well.

Saturday, 10:45 – 11:15 AM

BREAK

Location: Outside Carolina Ballroom, Francis Marion

Sponsored By: SAGE Publications

Saturday, 11:15 AM – 12:00 PM SATURDAY INNOVATION SESSIONS 2

NKUsed Books: One Library's Experiences with Online Book Selling

Location: Rutledge, Francis Marion

- Donna Smith – Assistant Head of Technical Services, Northern Kentucky University

In the summer of 2006, Steely Library at Northern Kentucky University instituted a project to sell surplus gift books online. This presentation will discuss the first year experiences of a medium sized academic library with online selling. It will describe how the technical services staff researched and prepared to list books for sale in the online used book market. The selection process for an online book selling agent and the workflow procedures that were implemented in the department to ensure proper service to the account will be illustrated. It will conclude with a summary of the project after its initial year.

If We Build It, Will They Come?: Modeling a Donor Management System

Location: Pinckney, Francis Marion

- Julia Bock - Acquisitions Librarian/ Assistant Professor, Long Island University
- Patricia Keogh - Head of the Cataloging Department/Assistant Professor, Long Island University

How can librarians move from a passive to an active role in directing and receiving donations? Some coverage of the use of databases for donor management by current recipients of large donations has appeared in the literature. Being among those who are just beginning to explore this area, we have developed a database which we intend to use both to manage current and expected passively-acquired donations. We also plan to use it to actively cultivate donors. The database was developed in Access, a computer program which is already available to most librarians, and is relatively easy to use.

Content as Cheetos: Can We Put All of our Content in One Bag "To Go?"

Location: Calhoun, Francis Marion

- Wendy Allen Shelburne – Electronic Resources Librarian, University of Illinois at Urbana Champaign
- Kim Armstrong – Assistant Director, Center for Library Initiatives, CIC

Publishers are beginning to offer workable purchase models for both electronic books and electronic journals. Certainly users expect all content to be integrated under one discovery umbrella regardless of a publication's original "container." Does it make sense, then, for libraries to continue to purchase content from publishers in separate bundles? Does it make sense to work through multiple licenses with a single publisher? If the wrapper is removed, are there ways for us to think collaboratively about buying loose content in bulk?

This session will explore this idea of purchasing e-content in the aggregate. We will also consider the role of serial agents, book jobbers, and other content aggregators and whether their services can be adapted to manage these supersized purchases.

(Saturday 11:15 AM Concurrents, continued)

Directing the Swarm: Libraries, Information Organizations, and the Future of Information

Location: Laurens, Francis Marion

- Adam Wathen – Acquisitions Librarian, Kansas State University Libraries

Libraries are not the only organizations with a stake in the development of new information publishing, distribution, and access models. Other groups have different ideas about the future of information. These ideas push progress in a variety of directions, creating tensions between stakeholders.

The way these groups relate and move toward goals is like the way an insect swarm moves chaotically toward its goal. By creating strategic partnerships, libraries can increase their influence over the future of information.

I will present

- the swarm as a model of relationships between stakeholders and their chaotic movement toward goals
- examples of attempts to direct the swarm (like Google Library Project and Portico)
- some tensions between stakeholders and how "coopetition" can sway outcomes

Developing Effective Scholarly Communication Advocates: The Experiences of Three University Librarians in Developing Scholarly Communication Programs

Location: Carolina Ballroom, Francis Marion

- Sara Fuchs – Digital Technologies Librarian, Georgia State University
- Julie Speer – Head, Scholarly Comm. & Digital Services, Georgia Institute of Technology
- Christine Fischer – Head of Acquisitions, UNC Greensboro
- Stephen Dew – Collections & Scholarly Resources Coordinator, UNC Greensboro

Libraries are broadening their involvement in the scholarly communication process by advocating author rights and open-access publishing, as well as providing researchers with digital services, such as institutional repositories and e-publishing programs. Academic librarians are in a good position to help raise awareness on their campuses of important scholarly communication issues.

Presenters will share their experiences developing scholarly communication training and outreach programs for librarians and staff at Georgia State University, Georgia Institute of Technology, and the University of North Carolina at Greensboro. By training those who work most closely with faculty, libraries are more likely to develop effective scholarly communication advocates. Thus prepared, librarians and library staff can better inform faculty members about their individual and collective options regarding scholarly communication issues.

A Freeware Solution to Technical Services Tedium: Saving Time & Money with Jtacq

Location: Colonial Ballroom, Francis Marion

- Don Butterworth – Technical Service Librarian, Asbury Theological Seminary

JTacq is a free Collection Development/Acquisitions utility that can:

Electronically retrieve and compare lists of titles against your local holdings; Retrieve and compare availability and pricing data from multiple vendors, including used book vendors; Provide a Web based Patron Request and Selector process; Retrieve and batch edit MARC records from any z39.50 source, including OCLC; Create MARC records from vendor supplied data; Apply profiled order and item data to records with one mouse click. Come and see demonstrated how JTacq can eliminate a host of repetitive technical services tasks and annually save your library thousands of dollars in purchasing costs.

The Lois Hole Campus Alberta Digital Library: Building Collections for a Diverse Community

Location: Gold Ballroom, Francis Marion

- Kit Wilson - Director of the Lois Hole Campus Alberta Digital Library, The Alberta Library
- Helen Clarke – Head, Collection Services, University of Calgary Library

(Saturday 11:15 AM Concurrents, continued)

Can a province wide project identify a core of digital library for faith-based colleges, First Nation colleges, technical institutes and universities? Our project involved schools ranging from a top ranking ARL institution to schools that lacked such library basics as collections, staff or catalogues.

We will discuss our strategy from visioning to executing a Request for Proposal. Referencing the RFP we will discuss the pitfalls and benefits of pre-weighting, vendor pre-consultation and interpreting responses.

As information technology advances increasing amounts of inter-institutional cooperation are required. If smaller, specialized institutions are not to be left behind then we must find effective models for cooperative collection building and infrastructure development.

Saturday, 12:15 – 1:30 PM

Hyde Park Corner Sound-off

Location: Carolina Ballroom, Francis Marion

Moderators: Chuck Hamaker (UNC-Charlotte) and Katina Strauch (College of Charleston)

Hyde Park Corner in London is known as a place where one can go and express an opinion. You've been doing a lot of listening and thinking. Now SOUND OFF with your opinion/view/whatever on a pertinent topic for the Conference. Each person will have five minutes to express an opinion or put forward an idea. It's going to be invigorating!

Saturday, 4:00 – 6:00 PM

RUMP SESSION

The Challenge of Academic Libraries in the Google Age: What Does Google Know?

Location: Calhoun, Francis Marion

- Sheila Seaman - Assistant Director, Public Services, College of Charleston
- Bing Pan, Ph.D. - Assistant Professor and Head of Research, Office of Tourism Analysis, Department of Hospitality and Tourism Management, School of Business and Economics, College of Charleston
- Two College of Charleston Students

This panel will explore statistics on library use versus Google use. Findings relating to position, ranking, and relevance of websites by search engines will be discussed. Dr. Pan's recent article in Journal of Computer-Mediated Communication "In Google We Trust: Users 'Decisions on Rank, Position, and Relevance" (April 2007) will also be discussed. What can libraries do to face the challenges of Google and other search engines?