

ACRL 2011 Conference Report

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My main focus at this conference was on PDA (Patron-Driven Access), as this is something we are hoping to implement at Lake Forest College. The last 3 pages of this report cover my gleanings on PDA in detail, which I shared with the director and heads of technical and public services here this morning. The key points about PDA were that libraries seem to be implementing this as consortiums and primarily for digital books.

Immediately below are other highlights of the conference.

Memorable keynote speakers and invited papers

Tiffany Shlain:

"...award-winning filmmaker, artist, Internet pioneer, and activist. Founder of The Webby Awards and co-founder of the International Academy of Digital Arts and Sciences, she was honored by Newsweek as one of the 'Women Shaping the 21st Century.' ...Her most recent film, 'Connected: An Autobiography about Love, Death & Technology,' is premiering at Sundance 2011."

Talked about:

Her family's decision to have weekly technology fasts .

The positive aspects of technology: Connectedness -- a tool for peace.

Future connectedness of the world's illiterate population via text-to-speech technology.

Her new curriculum DVD to accompany the *Connected* film.

Jaron Lanier:

"...author of *You are Not a Gadget*, is a renaissance man for the 21st century who writes on numerous topics, including the social impact of technology, the philosophy of consciousness and information, Internet politics, ...talk entitled *The Bipolar Library: How Humanizing and Digitizing Must Both be Advanced*."

Gave an interesting slant on the marketing of inferior technologies (they are deemed more valuable). A few memorable notes & quotes on this theme:

"It's a stupid way to run a civilization."

Romanticize the book and the author instead of making everything available or the book/civilization dies

Google and Facebook users are the product, not the customers. Google & Facebook are the consumers of us, the product.

Char Booth (E-Learning Librarian at UC Berkeley, 2007 ALA Emerging Leader and 2008 Library Journal Mover and Shaker): **The Librarian as Situated Educator: Instructional Literacy and Participation in Communities of Practice.** Some take-aways:

Instructional literacy is broader than information literacy. Teach/discover the *how* and *why*, not just the *what*.

The librarian is an indicator species of democracy.

The librarian's secret skill: See outside the tunnel

Librarians are research therapists.

Roundtable Discussions (were not particularly helpful)

Midcareer Angst: Interesting to hear regrets of a systems librarian who was drafted into being a director and wishes he could go back to being a librarian.

The One-Shot: Debating Its Use and Its Future I shared tailoring one-shots so students don't get the same information each time

Cyber Zed Shed Presentations (more informative than Round Tables or Posters)

Mobilize Your Library: Making a Mobile Enhanced Website: Google analytics has determined that mobile devices are 1% of traffic and growing.

QR Codes: Looking for the Tipping Point (the tipping point being when QR readers are ubiquitous)

Posters—Several of the numerous posters whose resources I intend to pursue included:

Make Your Own [Library Instructional] Game:

<http://www.library.appstate.edu/elearn/libraryadventure/mylibgame.html>

The Homegrown Mobile Catalog:

http://s3.goeshow.com/acrl/national/2011/client_uploads/handouts/ACRL%20Poster%20-%20Mobile%20Catalog%20-%20Ken%20Irwin.pdf

Honesty is the Best Policy (Fairfield University):

<http://librarybestbets.fairfield.edu/academicintegrity>

Workshop:

Collaborative Collection Development + Patron-Driven Acquisitions = A Win-Win for Libraries and Patrons

1:30 PM - 4:30 PM

Program Description

Fiscal constraints have increased the need for resource sharing and collaborative collection development. The tradition of pre-selecting materials is under scrutiny due to reduced funding, low circulation, and print-on-demand services. Implementing a PDA program within a consortium can be a powerful strategy for maximizing tight budgets, fulfilling collection development goals, and improving return-on-investments. This hands-on workshop will cover collaborative planning with consortial partners, the implementation process, and evaluation criteria.

Speaker : Lorraine Huddy, CTW Librarian for Collaborative Collection Projects, CTW Consortium

Speaker : Beth Hansen, Director, Information Resources, Connecticut College

Speaker : Doris Kammradt, Head Librarian for Collections, Research & Instruction, Trinity College

Speaker : Steve Bischof, Systems / Discovery Librarian, Five Colleges Libraries

Speaker : Andrew Klein, Science Librarian, Wesleyan University

Speaker : Pat Tully, University Librarian, Wesleyan University

Nancy's notes:

I. Collaborative Collection Development

Used Mellon Grant

Assumed no text books

Anthologies v. monographs

Just in Time v. Just in Case

II. Vendor Evaluation

Simultaneous access

Who are the Vendors? (EBSCO Net library, Oxford UP, MyiLibrary)

What do we need?

Navigation: TOC v. keyword, turn pages

Printing/saving

Citation export –would be nice to have citation at page level

Note taking

Interactivity with various ereaders

Single use based on clicks or...?

Purchase trigger

Multiple and single user option

No redacted images (depend upon publisher – not purchase those?)

ADA compliant (font enlargement, text to speech)

Perpetual ownership?

ILLable?

Reserves – work with

Searching within book

Catalog records

SFX

Usage reports - institutional level

Public walk-in patrons in license?

Negotiate for discounts

III. Implementation

Invoicing

Usage stats –

- Need to check for illegal activity (this actually occurs!)

- If purchasing triggered by 2 views – how much time between those views?

Profile (academic publishers, language, content areas, price limit) – need to tweak regularly

- *Make sure ebook pub dates match print (often ebook date is newer than actual content which negates profile pub date setting)

- *How does vendor deal with radical price jumps from publisher?

Deduping (Coutts (MyiLibrary) does)

Regularly review MARC records for quality (which subfield have which ISBNs? Have OCLC#s?)

Authentication

Global update/removal of records; PDA order in record in 9xx field

Verify records are in correct categories, links work in records and from SFX

How to link with Moodle

Training users and staff

Activation and deactivation of titles

Identify publishers that are and are not (yet/anymore) available

PDA program needs monitoring

- Chris in Waverly IA; UCLA (they have print PDA)

- “40% of academic titles never circulate” –probably bigger institutions?

YBP turn-around time wasn't good – improved

Make sure instruction demos don't trigger purchases

IV. Assessment

Be sure to have data at beginning

Keep it simple

- Goals – identify and determine if met

Assess budget impact

Alter profile based on assessment

Assess workflow including liaisons & systems librarian

Users' access & response

Vendor performance

Quantitative (stats & price) & qualitative (surveys & questionnaires)

- Ebook should cost 1.7x print

Workflow impact

#times used v. non-PDA-purchased checkouts

Time to access

Which disciplines using? Percentages of total offered in discipline purchased

What is the value of those viewed but not purchased?

Collection Development On-Demand: Patron-Directed Collections and Services for the Digital Age

9:45 AM - 10:45 AM

Program Description

This panel session will explore conceptual frameworks and models, practical approaches and rationale for developing and implementing patron-directed collecting of e-books and journal articles, access to and manipulation of these resources. Presenters will provide teaching-learning-research conceptualization for this approach, outline the risks and benefits of implementing patron-directed and pay-per-view collections and services, and identify best practices for adopting scalable profile-based, e-preferred selection models at both the local institutional and consortial levels.

Speaker : Beatrice Pulliam, Library Commons Librarian for Technology and Access, Providence College

Speaker : D. Russell Bailey, Library Director, Providence College

Speaker : Mark Caprio, Digital Services & Cataloging Librarian, Providence College

Speaker : Steve Hyndman, SR. Collection Development Manager, YBP Library Services

Nancy's notes:

Fiscal repurposing (budget neutral)

Tested all ebooks on all platforms

See: *No Shelf Required: E-Books in Libraries*. Edited by Sue Polanka. 978-0-8389-1054-2. ALA Editions.

\$65.00. <https://i-share.carli.illinois.edu/all/vf/Record/11531288>

1-5% of budget for PDA

Access v. Purchase

Circulate iPads for readers?

Platforms still evolving

NYU using own platform

EBL set-up fee \$3000 (distributed per transaction; not paid if cancel)

Patron load?

"Gadget Zoo" Ereader dropin

YBP guy:

Just in time makes sense over Just in case

Multiple access clicks generate purchase

YBP uploads to Ebrary platform

Audience comments:

North Carolina instituted PDA and spent \$12,000 in 3 days!!

Pre-planning important

Accrediting agencies looking at [print] volumes?

Johns Hopkins using EBL

Baylor U?

Rutgers (Laura Mullen?)

Stealth approach best

rather than advertising that books are not purchased unless checked out n times