

ER&L Conference  
Austin, Texas, February 1-3, 2010

Conference report by Marie Hay, Serials and Electronic Resources Librarian,  
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I want to thank LIBRAS for the opportunity to attend the ER&L Conference. I was hoping to discover opportunities and converse on issues related to managing electronic resources and the conference was able to accomplish that and more. I was able to take away advice that will enable me to improve the way I collect, manage, maintain, and make accessible electronic resources at Trinity International University.

Some of the notable presentations are as followed:

Librarians in the Wild - Lance Hayden

Lance Hayden has spent nearly twenty years in the information security profession, including positions with the C.I.A., and Cisco. Lance holds a Ph.D. in Information Science from the University of Texas, where he also teaches on the topics of security, privacy, and surveillance. Using the metaphor of “the wild” Lance Hayden emphasized that our behavior online compared to the physical world is vastly different. His lively presentation hit on four survival tips. Large Herds Attract Big Predators, Structures Decay Quickly, Protective Spells can Backfire and Knowledge is the Best Survival Trait or Ignorance Can Get You Eaten. The presentation was not only enlightening but frightening. At the end of his speech he had a couple of questions about libraries security, and it became quickly obvious that we were soulfully uninformed. He suggested that talking to our IT departments and looking online at SANS, ISSA and [www.insecure.org](http://www.insecure.org) would move us in a better direction.

Usage Statistics for E-resources - Is all that data meaningful? - Sally R. Krash (Southwest Research Institute) and Benjamin Heet (University of Notre Dame)

The speakers discussed the many statistical measurements available and the efforts COUNTER has made toward systematizing measures of database access. The question, do statistics really help libraries understand how databases are being used, came down to the individual Universities and what they find is ultimately useful.

The COUNTER reports under discussion were:

- JR1 Successful Full-Text Article Requests by Month & Journal
- JR3 Number of Successful Item Requests by Month & Journal
- DB1 Total Searches & Sessions by Month & Database
- DB3 Total Searches & Sessions by Month & Service
- BK1 Number of Successful Title Requests by Month & Title
- BK2 Number of Successful Section Requests by Month & Title Usage

Patron-Driven Selection of eBooks: Three Perspectives on an Emerging Model for Acquisitions - Lee Hisle (Connecticut College), Ellen Safley (University of Texas at Dallas), Nancy Gibbs (Duke University)

Librarians at three different types of academic libraries provided perspectives on their patron-driven ebook acquisitions programs. The panelists discussed the virtues and shortcomings of patron-driven selection, the vendors offering this acquisitions option, and key issues surrounding ebook acquisitions.

GoogleSweet: leveraging Google's free suite of resources - Amy Dumouchel, and Beth Fuchs (Moravian College)

Smaller academic libraries have limited funds to accomplish reference, outreach, and staff communication. Google provides free access to services that allow smaller libraries do more with less. With little or no technological experience, Google Docs, Picasa, and Google Wave allow for easy collaboration, enhanced communication, and innovation.

Encourage or Inhibit? An examination of institutional copyright policies - Sherri Michaels (Indiana University)

Copyright and intellectual property policies have raised a mass of questions about fair use and other copyright issues. These issues if left unaddressed could have serious repercussions for the academic culture in which we operate. This presentation examined various policies that affect the work of faculty, students, and librarians and suggested ways to promote better policies.

Evaluating and marketing electronic resources: What are you “really” doing to promote your electronic resources? - Marie Kennedy (Loyola Marymount University), Jia Mi (College of New Jersey)

Marie Kennedy looked at twenty four articles written by librarians and discovered thirty eight past marketing techniques falling into four categories; human interaction, physical medium, e-communications and training. The top techniques from the four categories were patron training, flyers, email and surveys. Jia Mi emphasized that students and faculty have very different approaches to information retrieval. They all prefer online resources and the Library is not the first place they start their research. Making students and faculty more aware of the library's role in providing access to the high-quality resources is essential. Librarians needed it to go to the patrons in this new online environment.