Newsletter of the IFLA Acquisition and Collection Development Section

Contents

IFLA 2011
PUERTO RICO
13-18 August, San Juan

World Library and Information Congress: 77th IFLA General Conference and Assembly

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International Federation of Library Associations and Institutions

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From the Chair

Judy Mansfield
Retired
Library of Congress

The world economy has certainly been a point of major concern this past year. Owing to that, the Standing Committee did not hold a mid-term meeting. Also, owing to that we will miss several Standing Committee members at the coming IFLA Congress. The budget cuts at their institutions simply don't allow for travel.

In our last newsletter I identified the four initiatives to which we would devote our energy this year. I am happy to report that we have already completed one of them. Thanks to Sharon Johnson, Nadia Zilper and Joseph Hafner and all the translators, we now have a new Section brochure. A second initiative was to plan our satellite conference. We all owe a big thank you to Regine Schmolling and Judith Rogers (local coordinator) for their extraordinary work in bringing this conference to fruition. To Pascal Sanz, we owe a round of applause for identifying an open programme topic that would ultimately attract 29 proposals for papers. Our fourth initiative was to complete the electronic resources guidelines and Sharon Johnson continues to work to that end.

I continue to be delighted with the level of participation and commitment I see from SC members and feel very fortunate to work with such a splendid team. This IFLA Congress will be my last and I consider every minute I spent on IFLA activities to have been enormously interesting and worthwhile.   -Judy

From the Secretary & Editor

Joseph Hafner, Associate Director
Collection Services,
McGill University Library

This is always a busy time of year for us at McGill University Library with the close of the academic year when exams are happening. Knowing that commencement ceremonies are around the corner, it exciting knowing so many students are completing their studies and moving to the next stages of their life— hopefully their success is owed in part to the support of the library and library staff. With summer approaching, it also means the annual IFLA Congress isn't far away, too, and our Standing Committee has two exciting programmes planned, a Satellite Meeting in St. Thomas, U.S. Virgin Islands and a program in San Juan at the main conference. Please take advantage of these opportunities. I'm lucky to know all of you on the committee and I'm looking forward to seeing all of you again soon!
                              -Joseph

Programme in San Juan

Developing collections in hard financial times:
Proactive collaboration, balancing e-resources vs. print, low cost options and alternative resources, free resources

Monday 15 August, 16:00 - 18:00   San Juan, Puerto Rico

Collection development in Public Libraries Section of the National Library and Libraries Services Autonomous Institute according to changes in the Institute's budget between 2004 and 2010 - Cesar Alvardo Lopez (IABNSB), Venezuela.

Shared archiving as a chance to acquire fresh money for collection development - Brigitte Kromp and Wolfgang Mayer (Vienna University Library and Archive Services), Austria.

National Electronic Information Consortium as a leader of coop-erative acquisition of e-resources in Russia - Alexander Kuznetsov (Russian State Library), Natalia Litvinova (Russian State Library) and Irina Razumova (National Electronic Information Consortium), Russia.

Even cowgirls get the blues: How research libraries are coping with reductions in their collections budgets - Kim Armstrong and Jay Starratt (Committee on Institutional Cooperation, Washington State University), United States.

Skating on thin ice: the resilience of the Zimbabwean libraries during the decade 2000 to 2010 - Sheila Nomathemba Ndlovu (Lupane State University), Zimbabwe.

Overcoming the barriers to accessing research collections in the developing world: an international collaborative approach - Peter Burnett (INASP), United Kingdom.

Satellite Conference

10 - 11 August 2011, University of the Virgin Islands

Maximising collection development of electronic and print media in the digital environment:
opportunities for collaboration, strategic partnerships and patron initiated models.

Wednesday
- Library tour of Ralph M. Paiewonsky Library
- Social Event

Thursday
- Programme (see next pages)

Friday
- Sight-seeing tour of St. Thomas

Visit the Satellite Conference Website at:
http://www.library.mcgill.ca/ifla-stthomas/

Photo credit: Calyponte

Programme
August 11, 2011

Session I

Redefining Collections: Balancing Electronic versus Print Media

Reading in Print or On Screen: Evaluating the Importance of Attitudes - Vendor Presentation: Saur/de Gruyter (Dr. Alice Keller)

Access vs Ownership: Academic Libraries Outsourcing Print Collections - Case Aalto University and University of Eastern Finland - Sirpa Janhonen, Pentti Vattulainen (Varastokirjasto - Depbibliotek - National Repository Library, Kuopio, Finland)

Moving to a World of Virtual Libraries: Thriving and Surviving in the Transition to Electronic Resources - Joseph Hafner (McGill University, Montréal, Canada)

Collection Development of Digitized Books on Demand: Opportunities for Collaboration and Strategic Partnerships between Libraries - Silvia Gstrein (Library of the University of Innsbruck/Austria)

Vendor Presentation: Emerald

Session II

Collection Management in the Spanish-Speaking World: Marketing Online and Print Resources

Collaborative Digital Collections: Caribbean Solutions for Effective Resource-Building and Successful Partnerships - Judith Rogers, (UVI, St. Croix, USA) and Brooke Wooldridge (Florida International University, USA)

Programme

Patterns of Consumption of Electronic Journals at the University of León (Spain): Results of a Survey - Blanca Rodgríguez Bravo (Universidad de León, Spain)

Methodological Guide for the Evaluation of Collections: Experience with Ten Medical Specialties - Tania Morales Fernández (Centro Provincial de Información de Ciencias Médicas, Santa Clara, Cuba)

Biblioteca Casa Abierta: Cooperation in Selection, Evaluation and Distribution of Commercial Electronic Resources in University Libraries - Alma Beatriz Rivera Aguilera (México D.F)

Vendor Presentation: Librisite

Session III
Tools to Optimize Collection Building

Open Access and Collection Development in Academic Libraries: Digitization to Discovery - Laura Bowering Mullen (Rutgers University Library of Science and Medicine, USA)

Implementing Patron-Select Models for Book Collections: a Case Analysis at a University Library in U.S. - Sha Li Zhang, Ph.D. (University of North Carolina at Greensboro Libraries, USA)

Traditional Subscriptions, Big Deals or Pay-Per-View? A Comparative Evaluation of Business Models in Austria - Kerstin Stieg (Cooperation e-Media Austria, Vienna)

A Report on the
30th Annual Charleston Conference
Issues in Book and Serial Acquisition
November 3-6, 2010
Keri Price, Special Collections Coordinator
U.S./Anglo Division, Library of Congress

The conference had a wide variety of attendees: librarians, vendors, publishers, consultants, students. The plenaries and sessions allowed plenty of time for questions and discussions about the current issues of librarianship. Attendees were able to choose between many topics and presentations from the listed concurrent sessions which were organized by topics into nine threads.

Great Expectations: Maximizing Efficiency and Value in Collection Management and Discovery
 Speakers: Kittie Henderson (Moderator) – EBSCO Information Services
 Jennifer Bazely - Miami University of Ohio
 Beth Berhnardt – UNC-Greensboro
 Kristina Krusmark – EBSCO Information Services
 Michael Gorrell – EBSCO Publishing

E-journals, e-books and aggregated full text-databases have made it possible to provide users access to a wide range of content. All this available content has made the management and access to these resources very challenging. Library watchwords now include: efficiency of acquisition, management of required information, discoverability of resources, and evaluation of the collection. The discussion included experiences of both the staff (management) and the users (discoverers) that occurred at Miami of Ohio and UNC-Greensboro libraries.

One for All and All for Everyone: The Art of Negotiating Licenses in an Age of Collaboration
 Speakers: Janet Fisher (Moderator) – Publishers Communication Group
 Mark Kurtz – BioOne
 Erin Igoe – Cambridge University Press
 Rick Anderson – University of Utah

Rick Anderson explained that most of the worst terms that used to appear in license agreements are disappearing or getting easier to negotiate out of the agreements. These terms include indemnification; unilateral or unreasonable termination clauses; unilateral alteration – changes must be agreed upon by both parties; and termination without warning in event of an alleged breach.

Unreasonable terms that still remain common in agreements include licensee responsibility for user behavior; over broad confidentiality statements; complete disclaimers of warranty; refusal to negotiate changes to language; non-US jurisdictional language; notification of changes; and unreasonable ILL tracking requirements.

At one point, Mr. Anderson commented that one of the worst license negotiations he had run across was with the Library of Congress when his university tried to negotiate use of *Cataloger's Desktop*.

He discussed publishers and libraries using the SERU/NISO agreement. He said this was the best practice between publishers and libraries because of the common understandings of users, misuse and principals. Relying solely on copyright law and dispensing with license agreements altogether was also discussed.

The progress he sees in future license agreements are briefer negotiations which would require better trained librarians and better organized publisher representatives; fewer unacceptable terms; fewer examples of "false mutuality;" less disclaimer language on vendor behalf of "not giving a working product." "False mutuality" greatly favors the vendors and protects intellectual property rights. He also sees fewer clauses of "mutual confidentiality" and "mutual indemnification."

Erin Igoe stated the Cambridge University Press is working on a revamped license agreement for e-journals, databases and e-books and that Cambridge understands that libraries in the United States do not like to see the "Law of the United Kingdom" in the agreements. Cambridge is adding mobile capability to their agreement and is redefining "users." They know that 'click-through agreements' are not well received in the United States and they are being taken out of their agreements.

Buying the Cow but Still Paying for the Milk?: A Librarian-Vendor Dialogue on Annual Access Fees for Purchased E-Resources

> **Speakers:** Glenn Johnson-Grau – Loyola Marymount University
> Vince Vessalo – Cengage Gale
> James Wiser – SCELC
> Brett Rubenstein – Springer

This session was about buying databases but still having to pay annual access fees (AAF). AAF are any recurring fee(s) that the institution has to pay for a resource that has already been purchased. They are also called: annual surcharges, content fees, access fees, hosting fees, or subscription content fees.

Glenn Johnson-Grau of Loyola Marymount stated that 5% of their annual budget is spent on AAF. The reality of the current environment includes economic/ budgetary downtime, Google books and mass digitization. Marymount is ten years into digital purchases and at 5% AAF for ten years, Marymount is halfway to purchasing resource again! He is also skeptical about purchase models – they were created because librarians asked for them

What libraries want now is more flexibility. Mr. Johnson-Grau also said that vendors should not use the term "modest annual fee". In the long run, they are not modest.

Vince Vessalo of Gale stated that their hosting fees consistently are 0.5% - 1.75% of a collection purchase price. He also stated that they have a contained Hosting Fee platform with extremely minimal hosting fees. A new Gale platform is going to be launched with enhanced metadata and content to operate with Serials Solutions *Summons* and ExLibris' *Primo Central*.

James Wiser of SCELC (Statewide California Electric Library Consortium) stated that the keys to better management include training in license review/negotiation and copyright.

The E-Brarian Revolution: The Collapse of the Traditional Library and the Dawn of the New E-Empire
       Speakers: Medhi Khosrow-Pour – IGI Global -- Moderator
       Kevin Sayer – ebrary
       Marcus Woodburn – Ingram Content Group
       Mirela Roncevic – IGI Global
       Rick Anderson – University of Utah
       Lynn Silipigni Connaway – OCLC

When asked the question, will print collections be replaced by e-resources within the next 20 years, Mirela Roncevic of IGI Global answered that she did not think that was the case because smaller libraries still cannot afford databases; people are still drawn to libraries; and patrons like browsing the printed collections.

Lynn Connaway of OCLC stated the library must build its resources around the users and provide seamless access to both the printed and digital materials. The expectations of the users are convenience; immediate access and 24/7 availability. A library experience should be like the experience on the web.

Rick Anderson compared the iPod to the Library. He claimed the iPod destroyed the music industry and he thinks that the web with its massive amounts of information may do the same to the library if libraries do not radically redirect their industry. The library should not be a building that just houses books--it should be a collaborative research space; a central repository of local scholarship and research; and a publisher. Users like to use the library as a place to study together. Mr. Anderson stated that the greatest competition to the library on campuses was the student union.

The role of the future librarian will not be that of selector/bibliographer; cataloger; desk attendant; or bibliographic instructor. The role will be that of yenta; negotiator; troubleshooter; roving consultant; curriculum designer (classroom instructor); liaison to publishers; and data curator.

Kevin Sayer of ebrary stated that the one of the fastest growing sectors in the information marketplace is e-books and digital content. He said that there is more unique data expected to be created in 2010 (4 exabytes—1 quintillion bytes) than in the past 5,000 years combined! Libraries are competing for student's attention with resources available on the web. More than 31 billion Google searches are conducted each month; students spend over 21 hours per week online for school, work, or recreation; 94% of students use their library website to find information; two thirds of students own a mobile internet device; 89% of students own a laptop or netbook. And yet, the students are unable to find the authoritative information they need over 1/3 of the time. Therefore librarians still have a role. They need to help the students find the information they need and help them manage all the data they acquire.

Marcus Woodburn of Ingram Content stated that the University of Michigan Press has shifted to mostly digital publishing and the University of Texas has opened the first bookless college library. Half the world is planning to buy e-readers, according to a recent survey. The librarian has to anticipate the patron's move to digital. That means changing buying patterns; utilizing usage data acquired; and becoming a bookstore.

The Role of the Acquisitions Librarian in Electronic Resources Management
Speaker: Sarah B. Pomerantz – Adelphi University

Sarah Pomerantz of Adelphi University stated that librarians need to be concerned about the role the acquisitions librarian plays in managing e-resources because more than 50% of an academic library's materials budget is now spent on electronic resources. Users are far more likely to turn to online resources as opposed to microfiche, film or print material. It is difficult to separate acquiring e-resources from managing them because maintaining access is ongoing.

Libraries struggle with developing e-resources workflows because they don't fit neatly into the current workflow for print material and they are vastly different from the workflows for "traditional" resources.

The workflows for ordering e-resources include the pre-order phase where an e-resource is identified; the e-resource is evaluated; and pricing and delivery options are obtained. The order phase involves reviewing and/or negotiating any existing license agreement; paying for the e-resource; and confirming links and access. Follow-up involves training, troubleshooting problems and reporting problems to the vendor, and collecting usage statistics and evaluating for renewal. Collaboration among acquisitions, reference, collection development, and technical support staff is a necessity for access to appear seamless.

The keys to better management of e-resources include more training in license review/negotiation and copyright; collaboration among all participants and stake-holders; and knowing the vendor contacts for technical and administrative issues.
Ms. Pomerantz concluded by stating that librarians need to keep up with trends and take ownership of their own professional development.

SUMMARY
The 30th Annual Charleston Conference: Issues in Book and Serial Acquisition – 30th Anniversary – Anything Goes! was an interesting event to attend. We are all concerned about the future of libraries, publishing, vending, and scholarly communication and we are all trying innovative approaches – so Anything Goes! The conference focused on the issues of book and serial acquisitions which included print material, e-books, e-journals, and subscriptions to e-resources and how the acquisitions area is constantly changing.

Digital data is playing a major role in how the end user retrieves information. To survive in this new world of exploding data, the library of today has to adapt. The library has to find a way to provide this data to the end user; help the end user interpret what they find; and learn to do it quickly. There were conflicting views as to whether the library would survive over the next 20 years. Adaptation is the key to survival.

"How well prepared are you to ensure you can provide positive and enjoyable learning experiences for young children and their parents and caregivers?"

That is the key question the authors ask librarians working with this group, and they offer them a well organised handbook which considers the relevant issues for developing and building quality library services for children under five and their families.

The book is written integrating the early years education segment by author Avril Brock and the information and library services segment by Carolynn Rankin, to give a final product covering both aspects of this discipline.

The authors analyse and provide useful information based on research in childhood development and emergent literacy studies. This is accompanied by advice on best practices for designing buildings and spaces, selecting the right resources, and planning and promoting the services for young children.

Another focus of the book is on the best strategies to reach families of various cultural and social backgrounds, especially those with low literacy skills, to better support the development and the achievements of their children.

The book gives an overall view of early childhood education and childcare policies which are or should be high on the political agenda of any country. The authors offer a good example in the United Kingdom government childcare and early education programmes which are based on the statement that "a good start in early education might be a way of compensating for any negative effects of children's developmental context."
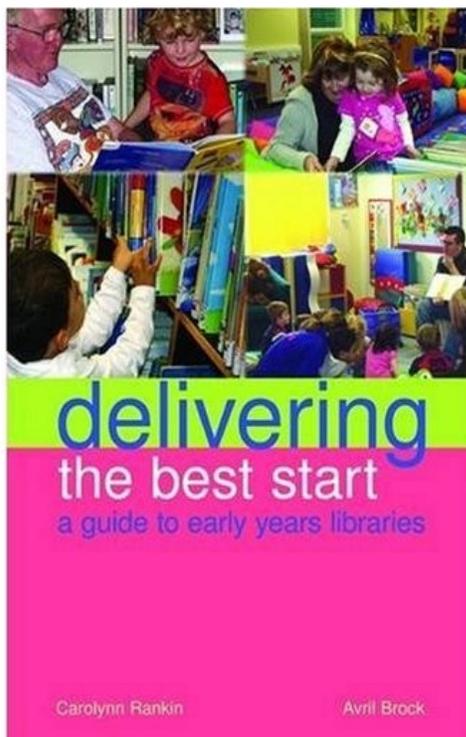
To support early education and supportive family lifestyles libraries must work together with all the other childcare agencies. "Partnership working is seen as an important strategy for tackling complex issues such as social inclusion and supporting the lifelong learning agenda." Another important task for library staff is to promote active partnership with parents in order to involve them in the development of their children and to enhance the parent's literacy skills as well.

Valuable information is provided on the selection of books for children and information materials for parents and carers. Interesting suggestions are offered to give young children the opportunity to become familiar with literacy tools and environments through different resources, such as writing materials, story sacks, treasure baskets and toy collections, following the principle of a global educational approach.

Although UK-based, the book is worth reading for librarians, teachers, nursery nurses and other child caregivers throughout the world.

Giovanna Malgaroli – Nati per leggere (*Born to read*) National Committee
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Book Review:
Managing Electronic Records. By William Saffady. ARMA International (4th ed.), 2009. Vii, 246 p. (ISBN 9781555706869)

This work should be required text for all interested in the foundation for and management of electronic records. ARMA publications provide a consistent quality of output related to the information field and William Saffady's *Managing Electronic Records* has become the classic resource for records management. Because of the speed at which electronic records and information management changes, there are continuous challenges in adapting to new technologies. Saffady's primer on the topic is appealing to a broad audience matching the near infinite spectrum of those engaged in any way with capturing and organizing electronic information for a myriad of purposes within their organization or service. Saffady work can appeal to systems analysts, librarians, archivists or records managers. The 4th edition consists of seven chapters with an appendix which provides referrals to other associations and resources. In addition, there is a glossary of terms and common acronyms.

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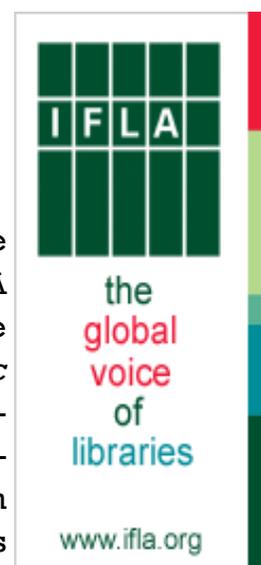
The 4th edition expands on prior editions. It both sophisticated yet understandable for general audiences. This is largely due to its arrangement coupled with a clear, concise method of presentation. Each chapter provides a summary and notes to the text. The notes are particularly beneficial providing details for discussions in the text in order to emphasize certain points. A good example is the description of the meaning of metadata.

Guidance is provided for initiating effective programs. A review of the early history of the development of electronic records management leads to logical steps linking with other technological developments in the field of records management. Demographic information and supporting facts relate to the description of the records management topics. The author spends time explaining the importance of records management making this latest edition a required text to understand the relationships within the organization and the integration of records management information systems while allowing for anticipated (or unanticipated) future needs.

There are many sectors of the economy entering the world of digitization, and this means there are now digital forms of testing data, laboratory logs from research, quality control and compliance records; student transcripts, customer preference data and more. Procurement data must rely on terms, conditions, and status such as expiration dates, version of program, etc., as well as providing fast, reliable current data. Inadequate, redundant, unstructured data is explained, as well as obsolete media formats.

The first chapter serves as a detailed explanation of the context for the following chapters. Though it may seem this work of 200 pages could not cover all aspects of management of electronic records, Saffady accomplishes this task in this highly respected and sought-after publication.

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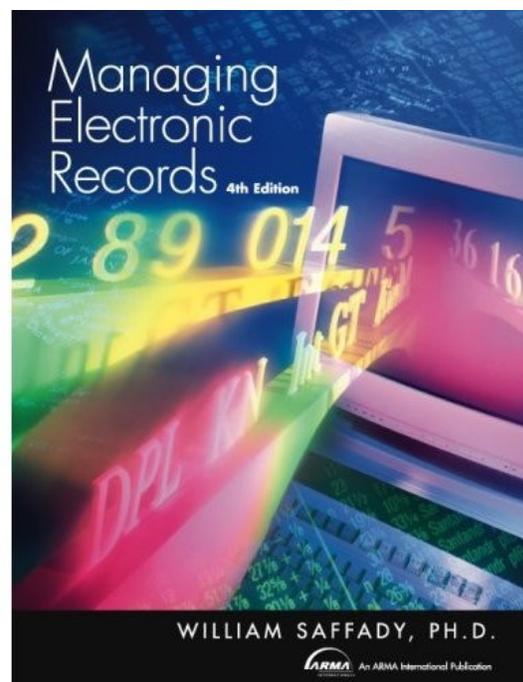
Conferences & Meetings in 2011-2012
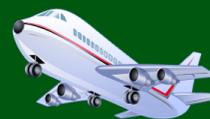
Various library conferences of interest

"Libraries for the Future - Future for the Libraries" - 100th Annual Conference of the Deutsche Bibliothekartag, June 7-10, 2011, Berlin, Germany http://www.bibliothekartag2011.de/biblio2011/redaktion/programm/call_for_abstracts.php

102nd SLA (Special Libraries Association) Annual Conference & INFO EXPO: June 12 - 15, 2011, Philadelphia, Pennsylvania, USA http://sla2011.tornado1.com/

Joint Conference on Digital Libraries, June 13-17, 2011, Ottawa, Ontario, Canada, http://www.jcdl.org/

American Library Association Annual Conference: June 23-28, 2011, New Orleans, Louisana, USA http://www.alaannual.org/

CILIP: Umbrella 2011 Conference and Exhibition: July 12-13, 2011, Hertfordshire, Hatfield, UK http://www.cilip.org.uk/umbrella2011/Pages/default.aspx

12th Interlending and Document Supply Conference (ILDS): Resource Sharing in the Digital Age, Sept. 19-21, 2011, Chicago, Illinois, USA http://ilds2011.org/

Frankfurt Book Fair 2011: October 12-16, 2011, Frankfurt, Germany http://www.buchmesse.de/en/fbf/

International Conference on Asia-Pacific Digital Libraries (ICADL 2011), October 24-27, 2011, Beijing, China http://www.icadl2011.org/

2011 Charleston Conference: Issues in Book and Serial Acquisition, November, 2-4, 2011, Charleston, South Carolina, USA

http://www.katina.info/conference/

Brick & Click: an Academic Library Symposium: November 4, 2011, Marysville, MO, USA http://brickandclick.org

Online Information, November 29 – December 1, 2011, Olympia, London http://www.online-information.co.uk/index.html

American Library Association Midwinter Meeting: January 20-24, 2011; Dallas, Texas, USA http://www.ala.org/ala/conferencesevents/upcoming/midwinter/index.cfm

Website for Library Conferences: http://library2.usask.ca/~dworacze/CONF.HTM

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