

The cover features a dark blue background with a large orange horizontal bar at the top. A vertical light purple bar is on the right side. A horizontal bar at the bottom is divided into three colored segments: light purple, orange, and teal. The year '2011' is printed in white on the dark blue background of the bottom right.

# ER&L Conference Program

**Electronic Resources & Libraries Conference**

AT&T Conference Center – Austin, Texas

2011

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ER&L 2011 Session Tracks	
ebooks	Standards
ERM	Scholarly Communication
Statistics/Assessment	Emerging/Future Technologies
Managing Electronic Resources	Collection Development
eResource Delivery & Promotion	Management Track

Look for your Session Track tag in the ER&L Program

## [Coordinator's Welcome]

It is with great pleasure that I welcome you to the 6th annual ER&L conference. Each year, we bring you the most thought-provoking content in electronic resources management. This has been a year of significant growth for ER&L.

Even with increased capacity, we reached our limit much earlier than expected. The industry is supporting ER&L in larger numbers than ever before, making it easy for us to keep the costs of attending low and allowing us to support students and new professionals. With your help and the hard work of our presenters, we are offering over 50 sessions spanning three days in key areas of librarianship.

To enhance your conference experience, we are including interactive components. Buzz Sessions are meant to give us more time to talk informally about hot topics. Lightning Talks allow any attendee five minutes to pose a question, demo a work-in-progress, or highlight a best practice.

As the interest in ER&L programming increases, I plan to keep ER&L user-focused by keeping the cost of attendance low and increasing online content access throughout the year. I am open to new ideas for keeping ER&L an important part of your continued professional development. Please feel free to connect with me at the conference or contact me after with your suggestions.

I am especially grateful to the leadership provided by our Local Logistics Coordinator Jill Emery and our Program Planning Coordinator Elizabeth Winter, all of our volunteer committees and our host university community at UT-Austin. Enjoy the conference and don't forget to follow us on Twitter with #erl11.

**Bonnie Tijerina**

*ER&L Conference Coordinator*

## [Highlights]

This year's conference has a host of wonderful networking events and excellent sessions. Please make time for these highlighted events at ER&L this year!

Date	Event(s)
Sunday, February 27	– <b>Welcome Reception</b> , Perry-Castañeda Library, 1st Floor @5:00pm
Monday, February 28	– <b>Welcome &amp; Keynote Session</b> , Salon ABC @ 8:30am – <b>Vendors' Reception &amp; Exhibit</b> , Salon C @ 5:30pm
Tuesday, March 1	– <b>Keynote Session</b> , Salon ABC @ 8:30am – <b>Lightning Talks</b> , Room 204 @ 1:45pm
Wednesday, March 2	– <b>Closing Keynote</b> , Room 204 @ 11:35am

# [Volunteer Acknowledgements]

## **Conference Coordinator**

*Bonnie Tijerina, ER&L, LLC*

## **Program Planning Committee**

*Elizabeth Winter, Georgia Institute of Technology*

*Annette Bailey, Virginia Tech*

*Jill Emery, University of Texas, Austin*

*Kyrille Goldbeck, Virginia Tech*

*Marina Oliver, Texas Tech Univ. Libraries*

*Wendy Robertson, The University of Iowa*

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*Bonnie Tijerina, ER&L, LLC*

## **Pre-Conference Program Planning**

*Xan Arch, Reed College*

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*Jim Irwin, University of Texas, Austin*

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## **Program Design**

*Sandy Tijerina, ER&L, LLC*

## **Website & Mobile Site Design**

*Sam Bloomberg-Rissman, UCLA*

## **Key Support also provided by**

*UT-Austin Library Staff*

# [Sponsor Acknowledgements]

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Baker and Taylor, YBP Library Services

Coutts Information Services, Ingram

De Gruyter

EBL - Ebook Library

ebrary

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## **BRONZE**

BioMed Central

Casalini Libri

Gale, Cengage Learning

Innovative Interfaces

NASIG - North American Serials Interest Group

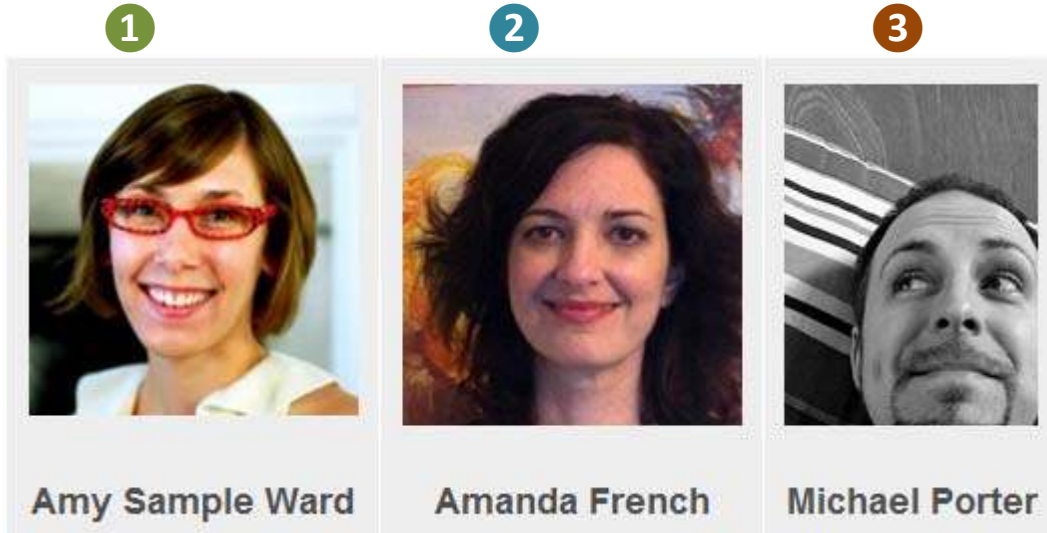
Science/ AAAS

Swets

## [Keynote Speakers]

ER&L Keynote speakers punctuate our meeting with challenging and thought-provoking topics. We look forward to the Keynote speakers, **Amy Sample Ward**, **Amanda French** and **Michael Porter**.

Biographies and Talk overviews are below.



**1** **Amy Sample Ward** is a blogger, facilitator and trainer focused on leveraging social technologies for social change. She is dedicated to supporting and educating organizations and change-makers in the use of revolving technologies that cultivate and engage communities. In 2009, she co-authored *Social by Social*, a handbook on using social technologies for social impact, and has contributed to various others publications about social media. She is a conversation-starter and thought-leader, writing about strategic uses of new technologies for communities and organizations on her blog and the *Stanford Social Innovation Review*. Amy has helped groups in the US, UK, and around the world use social media to start creating a better world. You can learn more and connect with her at <http://amysampleward.org>.

### *“Libraries: The Oldest New Frontier for Innovation”*

Libraries, whether associated with a school, government, agency or geography, serve a community. And when the community changes, there’s an opportunity for the institution and the service to change or not to change. Nonprofit organizations, local and federal governments, campaigners and even businesses are trying to innovate at the speed of communities. Libraries can and should be doing the same. We are, all of us, part of many communities and it is within these spaces that we build our lives and the world. Libraries have access to information, engagement, and opportunity – it’s just a matter of setting sail.

**2** **Dr. Amanda French** is currently THATCamp Coordinator at the Center for History and New Media at George Mason University, where she helps people all around the world organize interdisciplinary and interprofessional “unconferences” on humanities and technology (THATCamp stands for The Humanities And Technology Camp). One of her primary professional interests is in helping humanities scholars learn from librarians and archivists, and in helping humanities scholars, librarians, and archivists address technology issues and projects together. She has drawn on her experience as a Council on Library and Information Resources Postdoctoral Fellow to develop courses in digital methods and issues for graduate students in English at NCSU and for graduate students in the Archives and Public History

Program at NYU. She recently contributed to two collections of essays: Hacking the Academy and #alt-ac: Alternative Academic Careers for Humanities Scholars. You can learn more at <http://amandafrench.net/about/>.

### *“Toward the Digital Public Library of America”*

In December of 2010, Harvard’s Berkman Center for Internet and Society announced a planning initiative toward a Digital Public Library of America. Countries such as Norway, France, and China have already built or begun building national digital libraries, and indeed we even have a World Digital Library (which, with less than 200 items, is not as impressive as it sounds). Despite its name, the Digital Public Library of America is the brainchild of research librarians, with stakeholders on the Steering Committee from the Library of Congress, the National Archives, the Smithsonian, the Council on Library and Information Resources, the Mellon Foundation, and Harvard. What challenges will this key planning initiative face, and how can research libraries help? What benefits might the creation of such a national digital library have for research libraries?



**3** Michael Porter is a librarian, presenter, author, practical technology fan, and PEZ collector. He has 20 years of experience working in Libraryland and has presented hundreds of times to library staff around the world. His writings regularly appear in major library journals around the world. In 2009 he was selected as a Library Journal “Mover & Shaker”, in 2010 was elected to the American Library Association’s governing Council and in 2011 was also elected to the ALA Executive Board. He currently works at WebJunction.org in Seattle, Washington as their Communications Manager and also serves as the President of Library Renewal, an organization dedicated to research, partnerships and grassroots support for libraries as they struggle to offer electronic content to their users in competitive ways. Read more from Michael at [libraryman.com](http://libraryman.com).

### *“We’ve Won, We’ve Lost, We’re Just Getting Started: New Possibilities for Electronic Content Access via Libraries”*

We’re gathering to talk and think about managing electronic resources in the digital world. And we all likely agree that when it comes to content and libraries, people want what they want, when they want it, in the format they want. But what’s a library to do when services like Netflix, iTunes, Hulu and Amazon offer electronic content much more effectively than libraries? In an era when larger consumption patterns are shifting more and more away from physical formats (print, CD, DVD), to electronic formats, and in a time when libraries struggle financially, how can we possibly offer access in competitive ways? Well, it might actually be possible. In this session we’ll look at the electronic content access environment we inhabit and the directions we are headed. We’ll then look to our competition, our history and our institutional missions and then try to find ways libraries can take solid, practical action to remain relevant in the rapidly impending world where electronic content accounts for the most of library’s circulation.



# [Agenda of Pre-Conference Sessions\*]

Sunday, February 27

12:00pm - 5:00pm	Registration: ER&L Badge pick-up AT&T Center, Prefunction A	
Rooms →	Perry-Castañeda Library Room 1.124	Perry-Castañeda Library Room 1.339
8:00am - 12:00pm	Ready for Research?: A Practical Guide for Designing Your Assessment Project Pre-Conference	Preparing for Electronic Resources Management (ERM) Software Pre-Conference
1:00pm - 5:00pm	Data Clean-Up Workshop Pre-Conference	Effective E-Resource Management with CORAL Pre-Conference
5:00pm - 7:00pm	Welcome Reception, <i>Perry-Castañeda Library, 1st Floor</i>	

\*requires separate registration fee

8:00am-12:00pm

## Ready for Research?: A Practical Guide for Designing Your Assessment Project

Rachel Fleming-May, School of Information Sciences, The University of Tennessee

This pre-conference will provide participants with the foundation necessary for developing effective assessment projects, including guidance related to determining assessment priorities, identifying appropriate data types and sources, and analyzing and summing up findings. The pre-conference will be highly participatory; participants should come with specific research ideas and can expect to leave with the outline of a solid plan for designing and conducting a research project.

## Preparing for Electronic Resources Management (ERM) Software

Joe Holtermann, Minnesota State University – Mankato

Is your library planning to implement electronic resources management software soon? Are you “getting organized” and reviewing your electronic resources processes? This workshop will focus on planning and preparing for ERM software, with emphasis on small to medium sized libraries who have not yet implemented an ERM product.

The session will emphasize the importance of planning and preparation in several important areas: a) workflows, b) licensing, c) access details, and d) usage statistics. We will also consider the inter-relationship between ERM software and other common library tools, such as an integrated library system and a link resolver.

1:00pm-5:00pm

## Data Clean-Up Workshop

Margaret Hogarth, University of California, Riverside Libraries

Moving data about library resources among systems often engenders data clean-up processes. What’s the best way to clean up data? Which tools and skills can non-programmers use? Learn and practice techniques to clean up data problems common to libraries in this hands-on workshop. Discuss data normalization, strategies for coping with missing data, and the use of macros.

## Effective E-Resource Management with CORAL

Robin Malott, Ben Heet, Tanya Prokrym & Andrea Langhurst, University of Notre Dame

Participate in a half day preconference for an in-depth overview and discussion of the University of Notre Dame’s open source ERM system, CORAL. This session is designed for libraries that are currently seeking an ERM solution as well as those who have already implemented CORAL. The session will include guided demonstrations and discussion as well as time for individual hands-on testing of the CORAL ERMS.

# [Agenda of Sessions: Monday, 2/28]

Monday, February 28

	Room 204	Salon ABC (AB in p.m.)	Salon DE
7:30am - 5:30pm	<b>Registration: ER&amp;L Badge pick-up &amp; Information desk</b> <i>AT&amp;T Center, Prefunction A</i>		
8:30am - 9:40am	Welcome & Keynote talk entitled " <b>Libraries: The Oldest New Frontier for Innovation</b> " with Amy Sample Ward, <i>AT&amp;T Center, Salon ABC</i>		
9:50am - 10:35am	<b>eResource Delivery &amp; Promotion</b> Databases on the Go: Creating a Mobile Database Site	<b>Statistics/Assessment</b> ROI -- Why Oh Why? How to Use Return on Investment Data to Tell Your Library's Story	<b>eResource Delivery &amp; Promotion</b> LibX 2.0: New Realities, Directions, and Possibilities
10:35am - 11:00am	Break		
11:00am - 11:45am	<b>eResource Delivery &amp; Promotion</b> Using the Social Design Model to Enhance Electronic Browsing and Article Linking in Online Journal Databases	<b>Statistics/Assessment</b> Making Data Work: Telling Your Story with Usage Statistics	<b>Scholarly Communication</b> Centers for Digital Scholarship in Libraries
11:45am - 1:00pm	Lunch break – on your own		
1:00pm - 2:00pm	Fishbowl Conversation, <b>Room 204</b>		
2:05pm - 2:50pm	<b>eResource Delivery &amp; Promotion</b> Promoting Electronic Resources at the Point(s) of Need	<b>ebooks</b> 16 Schools, \$150,000 and 9 days: Experimenting with the Patron Driven Acquisition Model in a Consortial Environment	<b>Scholarly Communication</b> Digital Libraries: An evaluation of humanities-based digital libraries for teaching and learning
2:05pm - 2:50pm	<b>Buzz Session:</b> Usage data and assessment, <b>Salon C</b>		
2:50pm - 3:10pm	Break		
3:10pm - 3:55pm	<b>Emerging/Future Technologies</b> EReaders, Our Readers, and Electronic Collections: Where Do We Go from Here?	<b>Collection Development</b> Head first into the PDA pool: A comparison of librarian selections vs. patron purchases	<b>ERM</b> Is the Bloom off the ERM Rose? Rethinking and retooling our electronic resource management strategies
4:00pm - 4:45pm	<b>Emerging/Future Technologies</b> Library Renewal How?: An open discussion of electronic content access and the future of libraries	<b>Managing E-Resources</b> Full Stream Ahead: Libraries and the (Bit)Torrent of Demand for Online Video	<b>Buzz Session:</b> Make it yourself! Academic library as publisher of print and online products
4:50pm - 5:35pm	<b>Managing E-Resources</b> You've Flipped: the implications of e-journals as your primary format	<b>eResource Delivery &amp; Promotion</b> Do students want mobile library services and are librarians ready to deliver?	<b>Buzz Session:</b> Off campus access to licensed electronic resources
5:30pm - 7:30pm	Vendor Reception, <i>AT&amp;T Center, Salon C</i>		



## [Presentations by Day: Monday, 2/28]

Monday, February 28

9:50am-10:35am

### ***Databases on the Go: Creating a Mobile Database Site***

*Mary Walker, Wichita State University Libraries*

Mobile access to databases is becoming increasingly available. As Smartphones increase in popularity, more of your customers will be able to access databases from outside the confines of a computer. Even if your library does not yet have a mobile library site, you can create a mobile database site.

### ***ROI — Why Oh Why? How to Use Return on Investment Data to Tell Your Library's Story***

*Doralyn Rossmann, Montana State University*

Do we have the right terminology, skills, and abilities to gather the data and tell the stories which demonstrate libraries' value? This session explores the ROI in library collections and associated staffing, possible metrics, and how these metrics can be assembled into outcomes which tell an effective story to administrators.

### ***LibX 2.0: New Realities, Directions, and Possibilities***

*Kyrille Goldbeck, Sony Vijay, and Annette Bailey, Virginia Tech*

This talk will focus on the outcomes of the latest grant work for the LibX project (<http://libx.org>). Discussions will explore the new framework and design of LibX 2.0, as well as demonstrate applications librarians can create or modify to include in their LibX editions.

11:00am-11:45am

### ***Using the Social Design Model to Enhance Electronic Browsing and Article Linking in Online Journal Databases***

*Jacqueline Radebaugh, Columbus State University*

The presentation will use the Social Design Model, found in the study of Social Informatics, to describe how emerging technologies, such as the OAI-ORE specification, the DOI and enhanced graphical interfaces can be used to promote electronic title browsing and article linking in aggregated journal databases.

### ***Making Data Work: Telling Your Story with Usage Statistics***

*Michael Levine-Clark, University of Denver; Jamene Brooks-Kieffer, Kansas State University Libraries; John McDonald, Claremont Colleges Library*

There is a wide variety of disparate, but valuable, usage data available to libraries today, and libraries are being held more accountable than ever for providing information and making informed decisions. This session focuses on strategic approaches to distilling and using data with the greatest impact and best return-on-investment.

### ***Centers for Digital Scholarship in Libraries***

*Michael Boock, Oregon State University; Deborah Ludwig, University of Kansas*

The presenters will describe the formation of two Centers for Digital Scholarship and their role in evolving services that extend the work of librarians in partnership with faculty researchers, cultural heritage digital initiatives, digital publishing, data management, and the development of new campus directions in scholarly communication.

**1:00pm-2:00pm**

### ***Fishbowl Conversation***

*Robb Waltner, Alice Eng, University of North Florida, Teresa Abaid, Florida Atlantic University, Rita M. Cauce, Florida International University*

This session intends to introduce the “unconference” experience to the conference. Participants will sit in a “fishbowl” configuration and discuss the major issues regarding electronic resources and libraries. In this way, every attendee will have a chance to speak.

**2:05pm-2:50pm**

### ***Promoting Electronic Resources at the Point(s) of Need***

*Teri Gallaway, Loyola University New Orleans*

Promotion of electronic resources takes place throughout the library. This session details how technical services, web librarians, student employees, teaching faculty, as well as reference and instruction librarians can collaborate on a campaign to promote the library’s electronic resources.

### ***16 Schools, \$150,000 and 9 days: Experimenting with the Patron Driven Acquisition Model in a Consortial Environment***

*Harriet Rykse, University of Western Ontario; Kate Davis, Ontario Council of University Libraries (OCUL)/ Scholars Portal; Colleen Neely, OCUL; Lei Jin, Ryerson University*

What happens when 16 schools in a Canadian provincial consortium participate in a joint trial for Patron Driven Acquisitions (PDA) of e-books? This presentation will share the results of a collaborative effort with ebrary to provide a PDA model in a consortial environment.

### ***Digital Libraries: An evaluation of humanities-based digital libraries for teaching and learning***

*Tanya Prokrym, University of Notre Dame Libraries*

Digital libraries have had a profound impact on how humanities scholars conduct research. This research role is well documented. It is less clear what role digital libraries play in teaching and learning activities, especially for humanists. This presentation highlights which digital library features are important to humanities faculty and students, as well as to librarians as supporters of students and faculty. Challenges that digital libraries present for the humanities disciplines and factors hindering their use are also explored.

**3:10pm-3:55pm**

### ***EReaders, Our Readers, and Electronic Collections: Where Do We Go from Here?***

*Danielle Pollock, Sandia National Laboratories*

With the increasing number of dedicated eReaders on the market, and the introduction of devices such as the iPad, how should libraries support researchers who want to use this technology with our collections? This presentation highlights strategies developed and lessons learned during the 2010 pilot study at Sandia National Laboratories.

### ***Head first into the PDA pool: A comparison of librarian selections vs. patron purchases***

*Lisa Shen, Glenda Griffin, Erin Cassidy and Tyler Manolovitz, Sam Houston State University*

By examining the differences between librarian-preferred titles and actual purchases of patrons through a pilot PDA program of over 100,000 titles, this study highlights several implications for user-oriented collection development.

## ***Is the Bloom off the ERM Rose? Rethinking and retooling our electronic resource management strategies***

Susan Davis, University at Buffalo, State University of New York

Electronic resource management systems have been around for over 5 years now which seems like a good point in time to step back and take a look at how we're using our ERM system compared to what we hoped and planned for. The University at Buffalo (SUNY) is presently undertaking a review of its current ERM, the Innovative Interfaces stand alone module; as well as an environmental scan of the ERM universe. This session will discuss UB's ERM implementation, current situation, and the review process with an eye toward helping others along the same path.

4:00pm-4:45pm

## ***Library Renewal How?: An open discussion of electronic content access and the future of libraries.***

Michael Porter, *WebJunction.org* and *Library Renewal*

Why in the world don't libraries have their own services like Netflix, iTunes, Hulu, Pandora or Spotify? On closer examination, it becomes clear that there really are no good reasons other than a lack of understanding, a lack of effective leadership, a lack of coordination....and plenty of greed. With market trends and technological ubiquity clearly telling us that content in electronic form is what will dominate the information landscape in the coming decades, what can we possibly do at this late stage? Well, for starters, you can come to this session and chime in with your thoughts and ideas. You can also get some new information on real things you can do now to help work towards solutions. Come to share and learn and discuss and debate. It is unfortunate that it is still rare to have time like this to gather and discuss these issues in an open yet focused way, but this is a great place to start.

## ***Full Stream Ahead: Libraries and the (Bit)Torrent of Demand for Online Video***

Christine Ross, University of Illinois – Springfield

With a demonstrable rise in demand for online video and in enrollment in online programs, the work flow for acquisition of video in libraries has had to evolve to accommodate the unique challenges that collecting and licensing digital video present.

4:50pm-5:35pm

## ***You've Flipped: the implications of e-journals as your primary format***

Kate Seago, University of Kentucky

What are the implications for acquisitions and other areas of library when the primary serials format is online only? The University of Kentucky from 2005 to 2010 moved from print to e-only as the primary format for its journal collection. What changes have occurred in staffing, workflow and communication among the library units particularly those in technical services to accommodate this change? What do we see moving forward as we manage an e-based collection?

## ***Do students want mobile library services and are librarians ready to deliver?***

Angela Dresselhaus and Flora Shrode, Utah State University

The purpose of the research is to determine if college students at Utah State University are using mobile devices for academic purpose. We will present preliminary survey results on mobile usage and future needs of students. We will also present our results from a survey designed to collect data regarding the type of services libraries are currently offering or plan to implement in the future.

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# [Agenda of Sessions: Tuesday, 3/1]

Tuesday, March 1

	Room 204	Salon DE	ROOM 203	Salon ABC
7:30am - 4:30pm	<b>Registration: ER&amp;L Badge pick-up &amp; Information desk</b> <i>AT&amp;T Center, Prefunction A</i>			
8:30am - 9:30am	Keynote talk entitled, <b>“Toward the Digital Public Library of America”</b> with Amanda French, <i>Sponsored by Digital Library Federation, AT&amp;T Center, Salon ABC</i>			
9:40am - 10:25am	<b>eResource Delivery</b> Libraries and Streaming Media: How Libraries Can Provide Access to Streaming Media	<b>Statistics/Assessment</b> Metrics-Based Journal Value Analysis	<b>ERM</b> Does every cloud have a silver lining: moving from local to remote host	<b>Management Track</b> Innovative eResource Workflow Strategies
10:25am - 10:45am	Break			
10:45am - 11:30am	<b>Collection Development</b> Transcendental Metadata: A Collaborative Schema for eResource Description	<b>Managing E-Resources</b> The Necessity, Challenge, and Opportunity of Managing Free Electronic Resources	<b>Emerging/Future Technologies</b> HTML 5: Will It Be Worth It?	<b>Management Track</b> Becoming a leader, to the eyes of your manager
11:40am - 12:25pm	<b>Managing E-Resources</b> Using the READ Scale to Track the Effort of Resolving Electronic Resource Access Issues	<b>Statistics/Assessment</b> What am I really getting? Finding the unique content in your databases	<b>Managing E-Resources</b> When Two Become Three: Adding Additional Staff to E-Resource Management	<b>Management Track</b> Tipping the Cow: Reorganizing Staff to Support Electronic Resources
12:25pm - 1:45pm	Lunch break – on your own			
12:30pm - 1:30pm	EBSCO Lunch Session* - <b>Acquisition to Access: New Services for Content Acquisition and Discovery</b> <i>--presented by Kittie Henderson &amp; Brian Duncan *for RSVP'ed guests only - Room 103</i>			
1:45pm - 2:30pm	Lightning Talks, <b>Room 204</b>			
2:40pm - 3:25pm	<b>Managing E-Resources</b> Individual E-Journal Subscriptions: Assembly Required	<b>eResource Delivery</b> bX e-VALUE-ation: Taking a chance that new end-user services also benefit libraries	<b>Collection Development</b> The Role of Collection Development Policies in Today's Academic Library	<b>Management Track</b> The Great Unboxing
3:25pm - 3:45pm	Break			
3:45pm - 4:30pm	<b>eResource Delivery</b> Discovering Choices: The Web Scale Discovery Marketplace	<b>Managing E-Resources</b> Acquisition Magic	CORAL User Group Meeting, 3:30pm-4:30pm	<b>Management Track</b> Going Virtual is Not Magic: Converting Physical Libraries to Virtual Libraries
4:40pm - 5:25pm	<b>eResource Delivery</b> The Mathematics of Web-Scale Discovery: Addition, Subtraction, Multiplication, Division in Your Organization	<b>Collection Development</b> Social Media as Selection Tool: Mechanisms for Collaborative Collection Development	<b>Scholarly Communication</b> The Copyright Outreach Librarian	<b>Management Track</b> Evolving Organizational Structures: Are We Keeping Up?

Tuesday, March 1

9:40am-10:25am

## ***Libraries and Streaming Media: How Libraries Can Provide Access to Streaming Media***

*Cyrus Ford, University of Nevada, Las Vegas*

The main objective of this program is to show how libraries can provide an “online video library” to library users. Library users with a computer and an Internet connection can view videos through a library. This presentation also includes the technical aspects of making streaming videos available to library users.

## ***Metrics-Based Journal Value Analysis***

*Chan Li, California Digital Library*

Since 2009, the UC libraries have adopted a new value-based strategy developed by CDL, Weighted Value Metric, to assess multiple vectors of value for scholarly journals. This new strategy is now used during the journal review process among the UC libraries and during the negotiations with major publishers.

## ***Does every cloud have a silver lining: moving from local to remote host***

*Ronda Rowe and Jim Irwin, University of Texas Libraries*

The University of Texas Libraries will discuss the experience of moving their ERM (Electronic Resource Management) application from a locally loaded software environment to a vendor hosted one. The presentation will describe the migration project, discuss changes in workflows and describe both real and potential outcomes.

## ***Innovative eResource Workflow Strategies***

*Kelly Smith and Laura Edwards, Eastern Kentucky University; Xan Arch, Reed College; Ben Heet, Notre Dame; Robert McDonald, Indiana University*

Commercial ERM software has provided a container for holding various pieces of information related to eResources, but it has fallen short on providing a practical way to track eResource tasks and workflows. Librarians in this session will present solutions they have implemented or are developing to address this problem. The University of Notre Dame has built an open source ERM which includes workflow functionality. At Stanford, a commercial bug and issue tracking tool called Jira has been repurposed for managing the electronic resource purchase process. Eastern Kentucky University is implementing a system to manage databases and collections using Drupal. The Kuali OLE project, a partnership of top research libraries, will develop community-source library management system ERM using Kuali Rice with a component called e-doc.

10:45am-11:30am

## ***Transcendental Metadata: A Collaborative Schema for eResource Description***

*Craig Harkema, Charlene Sorensen and Karim Tharani, University of Saskatchewan Library*

The chaotic environment of evolving standards and systems makes it difficult for librarians to understand and assess their eResources collections. This presentation will introduce a schema and tool that provides a foundation for eResource decision making, collection assessment, and demonstration of accountability.

## ***The Necessity, Challenge, and Opportunity of Managing Free Electronic Resources***

*Stephanie Braunstein, Louisiana State University Libraries and George Stachokas, Indiana State University Libraries*

Free information is growing at an explosive rate. While, in theory, much of what is freely available online can be found by patrons on their own, libraries still need to incorporate free electronic resources into their services. This incorporation makes it necessary to evaluate, select, and manage free e-journals, eBooks, databases, archives, repositories, and other information sources. Also, it is a civic duty and professional responsibility to manage electronic content made available through the Federal Depository Program. Thus, by tracking, selecting, and managing what is most relevant and reliable, we help our patrons and reinforce the Library as the single most important information resource for higher education in the 21st Century.

## **HTML 5: Will It Be Worth It?**

*Christine Peterson, Amigos Library Services*

The next version of HTML is version 5. Although not slated to be a W3C recommendation until 2012, major commercial websites are already using pieces of HTML 5. Browser manufacturers are starting to support the more stable sections. Is it complete enough for libraries to start using? Definitely, yes!

## **Becoming a leader, to the eyes of your manager**

*Elisabeth Leonard, Western Carolina University*

Electronic resources consume a large part of a library's resources. That puts the electronic resources librarian at the center of short and long term strategic decisions. How can electronic resources librarians leverage this to become library leaders? Join in this discussion of what leadership is, what type of leadership administrators look for, and how to leverage the role of an electronic resources librarian to be an effective leader in any library.

**11:40am-12:25pm**

## **Using the READ Scale to Track the Effort of Resolving Electronic Resource Access Issues**

*Margaret Heller and Bella Karr Gerlich, Dominican University*

Electronic resource access issues may start at the reference desk, but can easily become complicated technical services projects needing expert resolution. The READ Scale is a helpful, qualitative metric to track effort resolving problems and understand how workflows can be adapted to improve library user experience and staff efficiency.

## **What am I really getting? Finding the unique content in your databases**

*Monica Moore, Illinois Wesleyan University*

In order to help subject librarians at Illinois Wesleyan University make the best decisions about resources for their discipline, a methodology was created to compare various databases for overlap and unique content. This presentation will discuss the techniques used as well as the end results of this analysis.

## **When Two Become Three: Adding Additional Staff to E-Resource Management**

*Carolyn DeLuca, Dani Roach, and Kari Petryszyn, University of St. Thomas*

We created a new position for managing electronic resources from an open circulation position. We'll describe the process from defining the position to hiring and training and our background and rationale for the decisions we made. Adding a third staff resulted in centralized and improved e-resources management.

## **Tipping the Cow: Reorganizing Staff to Support Electronic Resources**

*John McDonald, Claremont Colleges Library*

Just like the prank of cow-tipping, changing our processes to support e-resources in libraries is more often talked about than actually accomplished. It's also hard to get started, but once begun, usually happens quickly and can't be reversed easily. It's also likely to upset many of the sacred cows of our profession. Libraries have long known that the focus of technical services departments needs to shift from the print to the digital. No one knows this better than the technical services staff who saw and continue to see their roles and responsibilities change on a daily basis. But change in library organizations is slow to emerge and difficult to accomplish. The Claremont Colleges Library is no different – changing roles to support electronic resources has not been accomplished in a quick and efficient manner over the past decade. Instead, with no organizational support for ending print-based tasks, technical services was essentially still designed to handle traditional processes related to print materials management. This talk will focus on our efforts to move from an organization whose structure was designed to support print collections into one whose first focus is on electronic resources.

2:40pm-3:25pm

## **Individual E-Journal Subscriptions: Assembly Required**

*Kate Silton, North Carolina A&T State University and Anne Rasmussen and Qinghua Xu, University of Wisconsin-Parkside*

E-journal subscriptions are like ready-to-assemble furniture; the real work begins after you pay. This panel presentation describes the approaches taken by two different universities to manage individual e-journal subscriptions. Librarians in both schools have the goal of a streamlined workflow to activate these subscriptions. Working with different collection sizes, and different serials vendors and link resolvers, we discuss the processes we developed, strategies for altering and simplifying workflow, and benefits to our library community.

## **bX e-VALUE-ation: Taking a chance that new end-user services also benefit libraries**

*Jamene Brooks-Kieffer, Kansas State University Libraries and Nettie Lagace, Ex Libris*

At a time when libraries compete with information resources 'in the wild,' there exists a great deal of pressure to adopt new services to benefit end users accustomed to non-library tools. However, libraries cannot abandon established goals of delivering reliable services, excellent user experiences, and curated collections. How can novel end user services be evaluated in terms of helping librarians achieve these goals?

## **The Role of Collection Development Policies in Today's Academic Library**

*Mary Ellen Pozzebon and Suzanne Mangrum, Middle Tennessee State University*

Collection development evolves daily with ongoing expansion of electronic resources by publishers and vendors. Collection development policies have long been employed to guide decision making and inform stakeholders. The presenters performed an environmental scan that determines how libraries are revising their policies to support electronic resources management.

## **The Great Unboxing**

*Michael Clarke, Silverchair Science+Communications Inc.*

Publishers have historically oriented their business around the production of specific containers: books, journals, magazines. These formats were not simply convenient vessels for content – the format is inextricably linked to the content itself. Put another way, the content is shaped by the intended container. As publication moves online, the containers have remained fundamentally the same. Journals have become ejournals. Books have become ebooks. As new technologies – social, mobile, semantic – develop and become widely adopted, the formats are becoming increasingly permeable. Publishers and librarians are beginning to think about content as distinct from format. The breakdown of these formats of information containers—or “boxes”—has profound implications for publishers, librarians, students, researchers, and other information professionals.

3:45pm-4:30pm

## **Discovering Choices: The Web Scale Discovery Marketplace**

*Athena Hoepfner, University of Central Florida*

Web Scale Discovery (WSD) can deliver a Google-like search experience across catalogs and subscription content. WSD will be popular with patrons and many libraries will want to deploy the service. This presentation introduces WSD concepts and terminology, compares the functionality, licensing, and pricing models offered by major vendors.

## **Acquisition Magic**

*Sally Krash and Laura Venhaus, Southwest Research Institute*

Having trouble expanding resource access on a shoestring budget? During this time of economic uncertainty, the Slick Library at Southwest Research Institute had to significantly reduce its budget. At the same time, our technical divisions were screaming for more resources! See how we accomplished both by blending new acquisition models.

## ***Going Virtual is Not Magic: Converting Physical Libraries to Virtual Libraries***

*Jesse Koennecke and Bill Kara, Cornell University*

Cornell University is currently in the process of reducing the number of physical libraries it maintains in favor of virtual libraries. We will present ideas about how to manage some of the e-resource, virtual library, and related aspects of these major transitions.

**4:40pm-5:25pm**

## ***The Mathematics of Web-Scale Discovery: Addition, Subtraction, Multiplication, Division in Your Organization***

*Amy Foster, Elizabeth Babbitt, Doralyn Rossmann, Montana State University*

Using Web-scale discovery tools can create mathematical consequences for your organization: division of interpersonal relationships; multiplication of links; addition and subtraction of resources. Successful implementation and maintenance of this technology requires internal and external partnerships. We explore WorldCat Local and Summon experiences and how to avoid organizational long (term) division.

## ***Social Media as Selection Tool: Mechanisms for Collaborative Collection Development***

*Steven Harris, University of New Mexico*

Has patron-driven collection development killed selection? The speaker will address how social media can serve both patron-driven and selection models at the same time. From discovery, to evaluation, to request, social media can play a roll in bringing librarians and users together to develop collections more collaboratively.

## ***The Copyright Outreach Librarian***

*Martin Brennan, UCLA Library*

The effective copyright librarian must explain a complex set of issues to constituencies across campus, while constantly avoiding being perceived as the “copyright cop.” In this session, we will identify professional development and training needs, discuss effective strategies for outreach, and identify key campus stakeholders to support this role.

## ***Evolving Organizational Structures: Are We Keeping Up?***


*Glenn Bunton, Old Dominion University Libraries*

The evolution and revolution of electronic resources is obvious to everyone who has visited an academic library in the last decade. Discussion of changing organizational structures have been equally obvious, Less certain is the extent that library organizations have effectively evolved to meet the changing needs and opportunities.

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## [Agenda of Sessions: Wednesday, 3/2]

	Room 204	Salon AB	Salon DE
<b>8:30am - 9:30am</b>	<b>Standards</b> Standards Panel, Part I: IOTA and KBART	<b>ebooks</b> Demand-Driven Acquisitions: New Tools and Strategies for Long-term Management	<b>Statistics/Assessment</b> Assessment of Electronic Resources
<b>9:40am - 10:25am</b>	<b>Standards</b> Standards Panel, Part II: CORE and ESPRESSO	<b>Buzz Session:</b> Security issues with online products	<b>eResource Delivery &amp; Promotion</b> The Discovery Payoff: Are discovery services increasing ROI and the library's prominence in academic institutions
<b>10:25am - 10:50am</b>	Break		
<b>10:50am- 11:35am</b>	<b>ebooks</b> Ebooks in Academic Libraries: Challenges and Successes of Managing a Dynamic Format	<b>Managing E-Resources</b> Restructuring Library Acquisitions for the Future	<b>eResource Delivery &amp; Promotion</b> Primo: D2D, Mega-Aggregate Index of Scholarly Content, and a Scholarly Recommender Service: Scholarship and Content Never Had It This Good!
<b>11:35am- 12:35am</b>	Closing Keynote talk entitled, <b>"We've Won, We've Lost, We're Just Getting Started: New Possibilities for Electronic Content Access via Libraries"</b> with Michael Porter, Sponsored by Taylor & Francis - <b>Room 204</b>		

### Wednesday, March 2

8:30am-9:30am

#### **Standards Panel, Part I: IOTA and KBART**

Chad Hutchens, University of Wyoming Libraries; Julie Zhu, AIP; Adam Chandler, Cornell University

This first of two sessions on standards will be introduced by Todd Carpenter, BLAH of NISO. Chad Hutchens and Julie Zhu will provide information about KBART Phase 1 electronic file holdings format and discuss future developments that the Phase 2 group is currently working on. Also addressed will be benefits to libraries, a value proposition for content providers, and details on how to work with publishers and vendors in the effort to make KBART a widely adopted format. In addition, Adam Chandler will present on the description of tools the NISO IOTA (Improving OpenURLs Through Analytics) Working group are developing to make dynamic reference linking more effective.

#### **Demand-Driven Acquisitions: New Tools and Strategies for Long-term Management**

Bryan Keane, ebrary; Robin Champieux, EBL, Michael Levine-Clark, University of Denver; Matt Nauman, YBP Library Services

This panel will explore the changes that the widespread adoption of a demand-driven acquisition (DDA) model will necessitate for academic libraries, approval vendors, and e-book vendors. Speakers will examine purchasing patterns for demand-driven materials, suggest ways to better manage DDA, and consider what DDA means for the future of monographic acquisitions.

#### **Assessment of Electronic Resources**

Hana Levay, University of Washington

In tough economic times, electronic resources subscriptions must be looked at carefully to decide which resources to renew, which e-journal packages to maintain, and whether or not to stay with consortial deals. We will look at several tools developed to help make these difficult choices.

9:40am-10:25am

## ***Standards Panel, Part II: CORE and ESPReSSO***

Heather Staines, Springer; David Kennedy, Johns Hopkins University Libraries; Bob McQuillan; Innovative Interfaces

Part II of this two-part session on standards will examine CORE and ESPReSSO. Libraries, publishers, and federations cooperate to ensure easier access to e-resources through federated identity management. NISO has examined the problem and developed guidelines and best practices. (ESPReSSO) While many challenges remain for publishers and federations, sharing tips and tricks eases our way forward to implementation of Shibboleth and other SSO-systems.

The Cost of Resource Exchange (CORE) Protocol provides a common method for the transfer of cost data and related financial information between automated library systems. This session provides an overview of the protocol, and describes potential use case scenarios for libraries.

## ***The Discovery Payoff: Are discovery services increasing ROI and the library's prominence in academic institutions***

Anne Prestamo, Oklahoma State University Libraries; Tammy Allgood, Arizona State University Libraries; John Law, Serials Solutions

Innovative libraries around the world are embracing web-scale discovery as a powerful new ally in bringing net-gen users back to the library as the starting point for research. This panel will review how web-scale discovery is being applied by academic libraries and examine evidence of its impact.

10:50am-11:35am

## ***Ebooks in Academic Libraries: Challenges and Successes of Managing a Dynamic Format***

Naomi Eichenlaub and Laine Gabel, Ryerson University Library and Archives

With the popularity and abundance of ebooks increasing exponentially, academic libraries are being affected in many ways. Join us for a discussion of all things ebooks at Ryerson University from acquisition, cataloguing, management and troubleshooting to some future directions we hope to pursue.

## ***Restructuring Library Acquisitions for the Future***

Cheri Duncan, James Madison University

The presenter will share the results of a year-long investigation into revising the organization and workflow of an academic library's Acquisitions department for optimum efficiency in responding to new paradigms in library acquisitions, such as streaming media, patron-driven selection, and just-in-time purchasing and in identifying future challenges.




## ***Primo: D2D, Mega-Aggregate Index of Scholarly Content, and a Scholarly Recommender Service: Scholarship and Content Never Had It This Good!***

Rebecca Fernandez, Midwestern State University & Steve Hargis, Ex Libris

MWSU chose Primo as its content neutral Discovery-to-Delivery platform and implemented it as a quick and easy, TotalCare (Cloud) hosted solution. We will demonstrate how Primo delivers better results and increases user satisfaction. Users are voting with their fingertips for this approach that also combines the element of scholarly serendipity.

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