Libraries on the Move

On October 1, 2015, OCLC printed its last library catalog cards, officially closing the book on what was once its signature service and a real innovation that changed the face of library technical services forever. OCLC began automated catalog card production in 1971, when the shared cataloging system first went online. Card production peaked in 1985, when OCLC printed 131 million cards and shipped 8 tons of cards each week, or some 4,000 packages.

Short Takes

Ringgold has announced expanded descriptive metadata for its Identify Database records. Developed in consultation with customers, the company has introduced nine new areas of classification, including:

- **Governance** – the way the organization is managed,
- **Reach** – geographical scope of the organization,
- **Mission** – what the organization is trying to achieve and what its purpose is,
- **Granular Subjects** – five hierarchical subject levels and over 800 subjects,
- **Self-Description** – how an organization describes itself,
- **Activity Status** – whether an organization is active or not, and
- **Number of Sites** – single or multiple.

For additional information, visit *www. ringgold.com*.

Don't Miss This!

Against the Grain's September 2015 issue (Volume 27, number 4) features a focus on "Audio Visual Preservation" with guest editors Corrie Marsh and Fenella France. Check out the full issue at *http://www. against-the-grain.com/2015/09/v27-4- september-2015-table-of-contents/*. And don't forget that a year's subscription to *ATG* is included with your Charleston Conference registration!

TCR Reports from the Field: Outsell's 9th Signature Event

. . . Reported by Katina Strauch, Editor, Against the Grain, <kstrauch@comcast.net>

Outsell's 9th Signature Event was held in North Carolina's gorgeous Pinehurst Resort September 30 through October 2. **Success in the Digital Machine Age** was the overarching theme which included over 140 information industry CEOs, COOs, and Presidents from the U.S. and beyond. The opening night keynote was delivered by the inspiring L. David Marquet, Captain, U.S. Navy Retired, and author of the bestselling *Turn the Ship Around, A True Story of Turning Followers into Leaders*. Marquet told a riveting story of how a failing submarine crew of followers on the USS Santa Fe became leaders when they were encouraged to take control instead of following orders.

Thursday's Annual Outlook morning began with a global economic outlook from Chris Giles, economics editor of the *Financial Times*. Giles was not optimistic or pessimistic but realistic. He spoke a lot about China and its impact on the global economy and advocated the need to "reset expectations." Anthea Stratigos, Co-Founder and CEO of Outsell, gave the **Information Industry Outlook Tipping Points for 2016**, a series of small changes or incidents significant enough to cause larger more important change in the future. She characterized the **Millennial generation**, which now outnumbers baby boomers in the workforce, as raised on brands, comfortable using external information, distrustful of once "trusted" approaches, but currently lacking savvy and confidence in decision-making. Other trends that matter include the growth of advanced data analytics, the entry of the corporate Chief Data Officer, convergence of the cloud and APIs as platform, content, technology and solutions enable extreme scaling in the niche, convergence of face-to-face in-person events delivering high value to marketers, community-oriented businesses and networking Websites.

Outsell's 9th Signature Event was co-produced with the **Jordan, Edmiston Group, Inc., (JEGI)**. Wilma Jordan, founder and CEO, next gave a detailed look at the Mergers & Acquisitions environment, players, and funding of the past few months. Her insights were invaluable.

The luncheon keynote was John Ross (Inmar President of Analytics) whose topic was **Intelligent Analytics That Drive Customer Engagement & Commerce**. Ross gave a fascinating look inside the development and use of information about consumer buying habits and the transformation of his own company, moving from manual paper coupon collecting to big data collection from electronic barcoded items. Ross described how marketers can focus advertising opportunities in real-time such as with parents of new babies (purchasing diapers) and any variety of consumer purchasing opportunity that can go with it.

After a networking break, we moved to **Round Robin Success Stories and Sprints**, 15-minute case studies about operating in real time to increase speed to market and reduce costs in the digital machine age.

There were many unique programming opportunities during this **9th Signature Event**. There were generous question and answer periods for presenters and Sprinters. The Thursday evening keynote – **A View From the Top** – was an interactive panel featuring Mark Burfoot (Novartis Pharmaceuticals), Sheldon Ross (Swiss Reinsurance Company, Ltd), and Michelle Lee Cooper (SAP, AG).

The Charlotte Initiative: Permanent Acquisitions of eBooks for Academic Libraries

. . . Special TCR Report by Alison Bradley <adbradle@uncc.edu>, Chuck Hamaker <cahamake@uncc.edu>, Elizabeth Siler <esiler3@uncc.edu>, and October Ivins <october.ivins@mindspring.com>

Purpose of Grant/Project — This spring, the Atkins Library at UNC Charlotte received a grant of $271,000 from the Andrew W. Mellon Foundation to advance the adoption of "Principles for Permanent Acquisition of eBooks for Academic Libraries." The two-year research and planning grant will produce recommendations for the licensing and acquisition of eBooks. The grant proposal was developed to assert that libraries may build eBook collections for the long term, a position that is threatened by licenses that attempt to supersede copyright law and allow providers to remove content.

At the heart of the project are three core principles proposed for eBook licenses:

1. Unlimited simultaneous users
2. No Digital Rights Management (DRM)
3. Irrevocable perpetual access and archival rights

Outsell's 9th Signature Event — *from page 1*

The panelists answered questions from Anthea Stratigos and members of the audience about their needs as customers of our industry. At one point, Anthea asked each attendee to stand up and give a short (one minute) summary of what had been accomplished over the past year. This networking and open approach dominated this event and it's truly impossible to do justice to all the unique approaches by the attendees as well as Anthea and her group of analysts. The **Outsell Signature Event** consisted of an amazing group of optimistic, energetic, creative and innovative entrepreneurs!

Be sure to mark your calendars now for Outsell's 10th Anniversary Signature Event, to be held October 5-7, 2016, Corinthia Hotel, London.

Working Group and September 2015 Meeting* — In order to address these concerns, the project team convened a working group to consider the three principles proposed as well as possible additions. With a nascent industry, a working group is the appropriate first step to explore the issues surrounding eBook acquisitions: we don't yet know enough to draft industry standards, best practices, or make other formal recommendations based on these principles. The primary potency and potential of this Working Group is in its inclusion of library, publisher, and consortia representatives selected to include various sizes and types of libraries.

The project team is made up of three librarians at UNC Charlotte: Chuck Hamaker is Principal Investigator, Alison Bradley leads the User Experience Team and Elizabeth (Liz) Siler is the Class and Instructional Use Team leader. October Ivins serves as Project Consultant. The first Working Group meeting was held from September 29-October 3 in Charlotte. Representatives from 13 academic libraries, three library consortia, three university presses, and Project MUSE came together to discuss these issues in a collaborative setting. The depth of experience brought by members of the Working Group led to engaging, thoughtful discussions with a variety of approaches to the topics. We also discussed additional principles included in similar values statements and may include some of them in our work, and added a new research team.

Research Teams — The Working Group will frame the conversation and provide insight from their individual institutions, while the original three smaller research teams address central areas of focus within the broader topic: licensing, user experience, and classroom or instructional use. Each of these themes has arisen from our experience at UNC Charlotte of buying, negotiating and using eBooks. We believe that they are key to the long-term survivability and usefulness of eBooks at academic libraries. The smaller groups will be led by members of the project team, and will include Working Group members as well as staff they sponsor and additional participants with specific expertise. The new fourth team will study functional eBook platforms that will support multi institutional or stand-alone institutional installations.

Licensing — The issue of licensing is at the heart of this project because at present license terms control every use of electronic content purchased. In a sustainable archival model, libraries could take possession of a copy of the digital file and decide how best to provide archiving and business continuity guarantees to the campus. To address the confusion and inconsistency surrounding licenses for eBooks, a research team will consider the role of licenses to govern use and access to electronic materials, in light of existing copyright laws and protections. They will analyze current case law, white papers, and other literature regarding the applications of the doctrine of First Sale in the digital environment, and will compare these findings to the current practice in licensing content for purchase and use. They will engage libraries and publishers interested in developing a sustainable ecosystem for electronic academic

publishing to collaborate in the creation of ways to open access to eBooks, whether through licensing or other mechanisms while employing the three principles. We are considering co-team leaders, a publisher and a librarian.

User Experience (UX) — Much of the existing literature on patron satisfaction with eBooks in academic settings does not differentiate between platforms, formats, and other conditions that alter the user's ability to read, annotate, and use eBook content. Many academic libraries have opted to purchase or subscribe to eBooks that only allow a limited number of users and are restricted by a variety of DRM provisions. At Atkins Library, patron feedback about eBooks with restrictive conditions like proprietary formats, Web-only readers, or limited simultaneous users has been overwhelmingly negative. The UX research team began working in summer 2015 to review and evaluate the existing research published and use this to develop consistent guidelines to accurately assess patron satisfaction in consideration of the various formats and platforms of eBooks in their collections. At the September meeting, we shared and discussed preliminary findings, and we'll present an analysis of the literature review in a Neapolitan session at this year's Charleston Conference.

Course Use — Libraries have a unique opportunity to provide the materials for classroom and instructional use through their collection of eBooks that satisfy the three principles, potentially saving students and faculty hundreds of dollars a year. Although the majority of textbooks assigned on our campus at the introductory level are formally designed for coursework, a significant portion of titles used by the campus for instruction for upper undergraduate and graduate levels do not fall into that category. They are scholarly, academic, and even technical works originally written for working scholars. Humanities and social science scholarly monographs account for over a third of books assigned for courses on our campus.

At the September meeting, the course use team's presentation led a lively discussion between the librarians and publishers concerning course use, with particular attention to how we can best work together to help ease the burden of textbook costs. The presentation centered on the need for textbook affordability for students, reviewed what libraries around the country are doing to alleviate this need, and how course and classroom use relates to the three principles. Of particular interest were the possible eBook purchasing models that could be explored with publishers to provide important course materials to students (without causing the publishers too much strain on their bottom line). The core issue for libraries and users is for eBooks selected for course use to allow access to the eBooks at any time, in perpetuity, and in a way that supports the learning environment.

Environmental Scan — A significant component of the project is an iterative environmental scan to be conducted by the Project Consultant with assistance from the Working Group in identifying the best contacts. It will include a literature review and an iterative publisher survey supplemented by interviews. The goal is to assess and promote support for the principles among publishers, to identify obstacles and to share findings with the Working Group to examine possible solutions. The goal is to list publishers who comply with the principles on a project Website to provide guidance for libraries who wish to consider compliance with the principles in their collection development choices. An overview of the environmental scan will be presented a Lively Lunch during the 2015 Charleston Conference. While not planned as a team effort, a few volunteers will contribute.

Sharing Information and Open Conference — We will share information throughout the remaining 18 months of effort, through a yet to be constructed Website, articles, presentations, and white papers. The project will conclude with a free conference in Charlotte in Spring 2017. The grant will cover most of the hosting fees, but attendees other than the Working Group will cover their own travel expenses. For more information, please contact any Project Team member.

*Ed Note: Meetings are conducted under the Chatham House Rule. https://www.chathamhouse.org/about/chatham-house-rule

Mark Your Calendars

November 12-13, 2015 — CAUL Research Repositories Community Event, Graduate House, University of Melbourne. Details and registration available at *http://www.caul.edu.au/about-caul/caul-meetings/research-meetings/repository-meetings/repositories2015event*.

December 1-3, 2015 — STM Week 2015, Congress Centre, Great Russell Street, London, UK. Single day events include STM Digital Publishing 2015, Innovations Seminar 2015 and Publication Ethics and Research Integrity. Register for all three days at *http://www.stm-assoc.org/events/stm-week-2015-combined-registration/*.

January 8-12, 2016 — American Library Association Midwinter Meeting & Exhibits, Boston Convention and Exhibition Center, Boston, MA. Registration info at *http://2016.alamidwinter.org/*.

Check It Out!

Knowledge Unlatched has announced the launch of its Round 2 Collection which includes 78 new books in five subject areas (Anthropology, History, Literature, Media & Communications and Politics) from 26 scholarly publishers. The collection is made up of eight packages; participating libraries can select all eight or at least six packages for a pledge of U.S. $3,891 to "unlatch" the whole collection (an average of just under U.S. $50 for each book). The Knowledge Unlatched model is based on libraries from around the world sharing the payment of a single "Title Fee" to publishers, in return for books being made available as a fully downloadable PDF via OAPEN and HathiTrust on a Creative Commons license upon publication. Because the Title Fee is a fixed amount, as more libraries participate, the per-library cost of "unlatching" each title declines. Libraries can view the collection and pledge their interest at: *http://collections.knowledgeunlatched.org/*. Pledging will remain open until 31 January 2016.

TCR Op Ed: The Ethics of Scholarly Publication – Two Organizations Making a Difference

. . . Reported by Jill Emery, Portland State University <jemery@pdx.edu>

The work of the **Committee on Publication Ethics (COPE)** [*http://publicationethics.org/*] has developed and grown in significance over the past 18 years. Their Website has become the main go-to site for academic publishers and the ethical practices related to scholarly communications in the Information Age.

As stories of questionable scholarly publishing practices grow and are readily disseminated via social media, it is extremely encouraging to know there are groups like COPE trying to address these issues. Furthermore, as some scholarly publishing is becoming rolled into library management either through absorption of the local university press or through the advancement of library publishing platforms, this resource becomes essential to librarians managing this role at their institution. In addition to a discussion forum, the Website includes: best practices for academic journal editors, flowcharts on major ethical issues that arise, sample letters that can be used to address issues, and a database of known concerns and problems.

One of their initiatives currently underway is to help academics and researchers with ethical peer review practices. Most recently, COPE has released a statement on the inappropriate manipulation of peer review processes. The statement acknowledges recent inappropriate peer review manipulation that has occurred with third party manuscript preparation companies and suggests ways to address these incidents. Specifically, COPE states:

> "Publishers who already know they are affected will be publishing statements on their own Websites and will be taking the following immediate actions.
>
> - Articles that have been published solely on the basis of reviews from fabricated contacts will be retracted in line with COPE guidance and authors and institutions involved will be contacted.
> - Publishers are examining their own databases for the presence of fabricated reviewer accounts and contact details and will be contacting the authors of papers for which those reviewers were suggested as well as the relevant institutions, even if the papers were not accepted.
>
> Authors with any concerns about inappropriate agency involvement in suggesting peer reviewers or any other aspect of the manuscript preparation and submission process should contact the relevant journal."

Another initiative underway is **Think.Check.Submit** [*http://thinkchecksubmit.org/*]. This is a campaign that has been launched to help academics and researchers to identify the right journal for publication of their research. Librarians are often asked for advice by early career academics on where to publish and this resource becomes extremely useful with helping to guide them through a thought process for making these decisions. A resource such as this one can be made readily available via a library guide on scholarly publishing and/or sent out as questions arise from faculty and research offices.

In addition, this is a great tool for early career librarians who may be considering publishing themselves but wondering where to find the best fit for their content. The campaign has been produced by a coalition of scholarly communication entities including the Association of Learned and Professional Scholarly Publishers (ALPSP), LIBER (La Ligue des bibliothèques européennes de recherché), and the International Association of STM Publishers. The Check segment in the campaign walks the academic and researcher through a checklist that allows them to determine if the journal they are considering publishing with is plausible or not. Some of the checklist includes:

- **Do you or your colleagues know of the journal?** (Have you read any of the articles published in the journal? Is the content in the journal readily discoverable/findable?)
- **Can you easily identify and find contact information for the publisher?** (Is the publisher's name clearly displayed on the journal Website? Can you contact the publisher by email, phone, and post?)
- **Is the journal clear about the type of peer review they use?**
- **Are articles indexed in services you use?**

It is hoped that tools like these will help counter some of the problems seen with STM content providers and the deceptive practices currently in play within scholarly publishing. The tools are geared towards academic and researchers involved in scholarly content production but have ready applications to librarians as well. The services offered via these Websites help everyone currently engaged in the scholarly communication lifecycle to understand the current issues as well as ways to address them. Our knowledge of these resources allows us to participate more readily with faculty and researchers and provide much needed support at the point of publication.