

NORTH CAROLINA CENTRAL UNIVERSITY
SCHOOL OF LIBRARY & INFORMATION SCIENCES

PRESENTS THE

TWENTIETH NORTH CAROLINA SERIALS CONFERENCE

Time Flies... Exploring the Future for Serialists

March 10, 2011

The William and Ida Friday Continuing Education Center
Chapel Hill, NC

AGENDA

8:00 - 8:30 am	Continental Breakfast /Conference Packet Pickup
8:30 - 8:45	General Session: Welcome
8:45 - 9:45	<p>Keynote Address: <i>The Future (or Not) of Library Collections: The Serials Perspective</i></p> <p>Rick Anderson, Associate Director, Scholarly Resources and Collections, University of Utah</p> <p><i>We've been talking about change for decades now. We've been talking about the "coming pricing crisis." We've been alternately embracing and rejecting Big Deals, by-the-article purchase plans, subject packages, and index-and-abstract databases, and gradually coming to terms with the fact that ebooks are, in functional terms, serial publications. So here's the question: how much change will it take to wake us up to the fact that everything has changed? Do we still believe that the "collection" of the future will look much like the collection of the past? Are there sacred cows that need to be killed (or--having died on their own--to be buried, briefly mourned, and then forgotten)? And by the way, why do we subscribe to journals at all, and why do we catalog them at the title level? Come and discuss.</i></p>
10:00 - 10:45	<p>Concurrent Session One <i>(Note: Session 1B is repeated in Concurrent Session Two.)</i></p>
	<p>1A. Repurposing: New Activities for Established Staff</p> <p>Mary Jane Conger, Head of Cataloging, University of North Carolina at Greensboro</p> <p>Christine Fischer, Head of Acquisitions, University of North Carolina at Greensboro</p> <p><i>Technical Services reevaluates workflows and staff responsibilities on an ongoing basis. To offer new services or free up staff with specific skills, repurposing existing staff is the means to facilitating those changes. At UNCG this is being accommodated in a variety of ways including staff in both the acquisitions and cataloging departments processing content for the institutional repository and working at public service desks, acquisitions staff copy cataloging new materials, and cataloging staff working on digital projects and processing collections for University Archives.</i></p>

	<p>1B. The Future of the Catalog</p> <p>Margaretta Yarborough, Head, Resource Description & Management, University Libraries, University of North Carolina at Chapel Hill</p> <p>Tim Bucknall, Assistant Dean for Electronic Resources and Information, University of North Carolina at Greensboro</p> <p><i>How will the 21st century library catalog relate to the library? Will it even be recognizable as one? Many factors are accelerating change, ranging from user expectations (bring us everything, now), speeding technology, budgetary squeezes, and even catalogers themselves (what's a major overhaul of the cataloging code among friends?). Tim Bucknall and Margaretta Yarborough will take a look at some ways the future (which is easily confused with the present) is revealing itself.</i></p>
	<p>1C. FixZak: A Collaborative Approach to Electronic Resource Maintenance</p> <p>Christian Burris, Head of Serials Acquisitions, Z. Smith Reynolds Library, Wake Forest University</p> <p>Steve Kelley, Head of Resource Maintenance and Serials Cataloging Librarian, Z. Smith Reynolds Library, Wake Forest University</p> <p><i>The ongoing troubleshooting and maintenance of electronic resources (e-journals, link resolvers, knowledgebases, etc.) is a time-consuming task, which requires intensive, special training. At Wake Forest University, we have developed a collaborative approach to handling these tasks. A group of five staff members drawn from different units (Collection Management, Serials Acquisitions, and Catalog Maintenance) and led by the Electronic Resource Librarian meet weekly to tackle e-resource maintenance problems. This model lets staff work on actual "real-life" problems while gradually mastering the steep learning curve involved in managing e-resources. Furthermore, we use a one-stop problem-reporting function on our library webpage, which we call FixZak. Patron reported problems (which range from the inability to access electronic resources to errors in catalog records to circulation problems, etc.) are emailed to all five members of the FixZak group, who then troubleshoot the problems. This allows for a quick diagnosis of problems and the application of specialized expertise to solve problems quickly (the cataloger can deal with problems in the catalog, serials acquisition staff can deal with problems related to payment or orders, and so forth). We believe that our model is a useful, practical way to train staff across Technical Services departments in the maintenance of electronic resources while distributing workload and providing flexibility and promptness in resolving patron-reported problems.</i></p>
10:45 – 11:00	Networking Break

11:00 – 11:30	<p><i>The Authors' Perspectives on Open Access: Cutting Edge, Mainstream, or Fringe?</i></p> <p>Bryna Coonin, Reference Librarian, Joyner Library East Carolina University</p> <p><i>The development of open access journal publication is potentially of interest to serials professionals both from the standpoint of library economics as well from the logistical one of managing access to these titles. But how likely are open access journals to become a major factor in serials work? One piece of the answer to this lies in the perspectives of authors who publish in research journals. This presentation offers data from across a number of disciplines to help attendees better understand what motivates authors to publish in an open access venue (or what inhibits them from doing so). Results of several recent studies completed by the presenter coupled with comparison data collected by others (both in the United States and abroad), combine to provide insight from researchers in a number of the sciences, engineering, business, psychology, and education about their views on open access journal publishing.</i></p>
11:30 – 12:30	<p>Panel Discussion</p> <p>Panelists:</p> <p>Kevin Smith, Scholarly Communications Officer, Duke University</p> <p>Bob Schatz, North American Sales Manager, Bio-Med Central</p> <p>Speaker, TBD</p> <p>Moderator: Tim Bucknall, Assistant Dean for Electronic Resources and Information, University of North Carolina at Greensboro</p>
12:30 – 1:30	Lunch
1:30 – 2:15	<p>Concurrent Session Two</p> <p><i>(Note: Session 2B is repeated from Concurrent Session One.)</i></p>
	<p>2A. Enhanced E-Resources</p> <p>Sylvia Miller, Director of LCRM Project, UNC Press</p> <p><i>What are enhanced e-books, and what will they mean for libraries? This talk will wake you up after lunch with some examples of enhanced e-books, starting with a couple of early iPhone and iPad book "apps" and moving into UNC Press's first Kindle enhanced e-book, Give My Poor Heart Ease: Voices of the Mississippi Blues. Then we will look at new aggregations of enhanced e-books, including Blio and the experimental Long Civil Rights Movement Project, and attempt to address the plethora of questions raised by the proliferating number of multimedia platforms and devices.</i></p>

	<p>2B. The Future of the Catalog</p> <p>Margaretta Yarborough, Head, Resource Description & Management, University Libraries, University of North Carolina at Chapel Hill</p> <p>Tim Bucknall, Assistant Dean for Electronic Resources and Information, University of North Carolina at Greensboro</p> <p><i>How will the 21st century library catalog relate to the library? Will it even be recognizable as one? Many factors are accelerating change, ranging from user expectations (bring us everything, now), speeding technology, budgetary squeezes, and even catalogers themselves (what's a major overhaul of the cataloging code among friends?). Tim Bucknall and Margaretta Yarborough will take a look at some ways the future (which is easily confused with the present) is revealing itself.</i></p>
	<p>2C. Assessing Return on Investment for E-Resources: A Cross-Institutional Analysis of Cost-Per-Use Data</p> <p>Patrick L. Carr, Head of Electronic and Continuing Resources Acquisitions, East Carolina University</p> <p><i>Libraries often rely on cost-per-use (CPU) data to measure the return on investment for their e-resource subscriptions. By comparing CPU data supplied by several libraries in North Carolina, this presentation will provide added context to CPU-based assessments. It will explore what a cross-institutional CPU analysis reveals about libraries' varying returns for their subscriptions, and it will consider the potential that such an analysis has to increase returns on investment.</i></p>
2:15 - 2:30	Power Break
2:30 - 2:45	<p>20th Anniversary Flashback</p> <p>Evelyn Council, Associate Director for Collection Development, Chesnutt Library, Fayetteville State University</p> <p>Carol Avery Nicholson, Associate Director for Technical Services, Kathrine R. Everett Law Library, University of North Carolina at Chapel Hill</p> <p><i>How often have you attended the North Carolina Serials Conference? Do you have a favorite? Join us on a quick journey along memory lane as we celebrate twenty years of continuing education in serials management. Learn about the past as we explore the future for Serialists.</i></p>

<p>2:45 - 3:45</p>	<p><i>Online Video Journals and Databases as a New Generation of Electronic Resources</i></p> <p>Dr. Moshe Pritsker, CEO & Co-founder, Journal of Visualized Experiments (JoVE)</p> <p><i>An overview of academic video publication as a new growing trend that may change the traditional text-based nature of scholarly communication. First, the background and reasons behind this recent development: (1) why traditional text-based publications are not sufficient to support needs of the modern science and education; (2) how video-based publication can address this problem by increasing the efficiency of knowledge transfer and productivity; (3) why consumer market solutions such as YouTube do not work well for academia. Next, technical challenges of publishing online video in the rigorous academic format will be presented including discussion of production, peer review and indexing. This will be followed by an overview of video-based journals and databases developed by different publishers including Journal of Visualized Experiments (JoVE), Alexander Street Press, Khan Academy and others. Based on the experience as a publisher of JoVE, Dr.Pritsker will present challenges related to the acceptance of video-based science journals within the academia and library community. During the presentation, he will aim to engage the audience in the discussion of the value, return on investment (ROI) and acceptance of video-based electronic resources by the faculty, students and librarians.</i></p>
<p>3:45 – 4:00</p>	<p>Closing Remarks and Wrap-up: Why It’s Great to be a Serialist!</p> <p>Nancy Gibbs, Head, Acquisitions Department, Duke University Libraries, Duke University</p>