

2011

And They Were There: Reports of Meetings — 30th Annual Charleston Conference. Developing an E-Book Acquisition Strategy That Works

Andrée Rathemacher

University of Rhode Island, andree@uri.edu

Follow this and additional works at: http://digitalcommons.uri.edu/lib_ts_pubs

 Part of the [Collection Development and Management Commons](#)

Terms of Use

All rights reserved under copyright.

Citation/Publisher Attribution

Rathemacher, Andrée. "And They Were There: Reports of Meetings — 30th Annual Charleston Conference. 'Developing an E-Book Acquisition Strategy That Works.'" *Against the Grain* 23, no. 3 (June 2011): 75.

This Article is brought to you for free and open access by the Technical Services at DigitalCommons@URI. It has been accepted for inclusion in Technical Services Department Faculty Publications by an authorized administrator of DigitalCommons@URI. For more information, please contact digitalcommons@etal.uri.edu.

The speakers continued on with a book talk in two parts. The first part presented seven books considered to be GLBT friendly, meaning characters are not identified as GLBT, but could be. The second part presented six books with GLBT characters, including a Stonewall Honor book. The speakers discussed selection issues, including difficulties faced by school librarians and the difficulty of finding reviews for GLBT children's books. The presentation concluded with a brief discussion of community issues including the fear that some teachers and parents have about reading GLBT books to children. The last take-away point was that dialogue is important and that challenges are an opening for dialogue.

Open Textbook Models: The View from the Library — Presented by **Greg Raschke** (NCSU Libraries); **Jeff Shelstad** (Flat World Knowledge); **Marilyn Billings** (University of Massachusetts – Amhurst)

Reported by: **Desmond Maley** (J.N. Desmarais Library, Laurentian University) <dmaley@laurentian.ca>

American college students pay on average \$850 each year for their textbooks. The \$10B-a-year industry is dominated by **Cengage**, **Pearson**, and **McGraw Hill**, with nearly 80 percent of the market. Affordability is a major issue and is often cited as one of the reasons why students leave college. **Shelstad** discussed the business model of **Flat World Knowledge**, which publishes its textbooks under a **Creative Commons** license while selling supplemental materials. **Raschke** discussed the **North Carolina State University** experience, where the provost had received complaints regarding the textbook costs. In cooperation with the bookstore, the library purchased one reserve copy of all the textbooks used at **NCSU** at an initial cost of \$100,000. This went down substantially in the second year. The program has been a success, with heavy usage. The library has no bargaining power in the textbook industry, but it can be a “best supporting actor” by providing textbooks in this way; it is also the practice in the U.K. **Billings** described the work on Open Educational Resources (OER) at **University of Massachusetts, Amherst**, which had Open Access Weeks in 2009 and 2010. The OER guide is available at: <http://guides.library.umass.edu/oer>

Developing an E-Book Acquisition Strategy that Works
— Presented by **Angela Carreno** (New York University); **Matt Barnes** (Vice President of Academic Sales, ebrary); **Bill Maltarich** (New York University)

Note: Angela Carreno (New York University) did not speak at this session; Matt Nauman (Academic E-Content Product Manager, YBP Library Services) joined the panel.

Reported by: **Andrée Rathemacher** (University of Rhode Island) <andree@uri.edu>

Barnes reported that a majority of respondents to a recent **ebrary** survey use eBooks at least sometimes, which demonstrates an imperative for libraries to integrate eBooks into their collection development strategies. The reality of eBooks is messy. There are many options and much confusion. The danger to libraries is that their eBook acquisition strategy will be driven by the market instead of being informed by the market. **NYU** provides a real-world example of what can be accomplished when a library approaches the acquisition of eBooks with a plan.

Maltarich explained that librarians at **NYU** started investigating eBooks two-and-a-half years ago and arrived at a number of requirements for eBook purchases. These included a unified experience for eBook users enabling full-text searching across all content; that content be hosted on publisher sites in addition to the unified platform; the ability to integrate eBooks into their approval plan for print books, including assigning fund codes to books based on content; the ability to purchase

eBooks at the title level as well as in packages; and a single source for customizable MARC records.

NYU realized that working with three parties would be necessary: publishers, an aggregator (**ebrary**), and their approval plan vendor (**YBP**). **NYU** purchased its own platform from **ebrary**, which **ebrary** manages. **NYU** is able to upload all purchased eBook content to the platform, even content not purchased through **ebrary**. **Ebrary** has assisted with negotiating the purchase of eBook packages. **NYU** librarians use **YBP's** selection tools for purchasing eBooks and print books and are therefore able to identify previously-purchased titles in either format, avoiding unintentional duplication. **YBP** handles invoicing for book purchases regardless of format.

Nauman noted that **YBP** is a vendor for eBooks from multiple aggregators and publishers. They sell eBooks singly and in packages and offer options for patron-driven acquisitions (PDA) and purchases by consortia. **YBP** recognizes that eBooks are evolving, and flexibility is key. **YBP** is willing to make adjustments as the eBook marketplace and technologies mature.

You're Not Licensing Streaming Video? Why Not?! — Presented by **Deg Farrelly** (Arizona State University); **Stephen Rhind-Tutt** (Alexander Street Press)

Reported by: **Leslie Williams** (University of Colorado, Anschutz Medical Campus, Health Sciences Library) <leslie.williams@ucdenver.edu>

Farrelly and **Rhind-Tutt** delivered an intriguing presentation on streaming video as a rapidly-emerging trend. **Rhind-Tutt** delivered a brief historical overview of moving media and a look into the future. By 2013, 90% of the traffic on the Web is expected to be video traffic. **Rhind-Tutt** discussed several issues vendors are currently facing. Vendors are transforming video databases into value-added products like journal databases, making them easily searchable with the ability to link to course management software. Vendors are also interested in integrating video content into discovery tools.

Farrelly covered key considerations of acquiring and managing streaming video from a librarian's perspective. There are four dominant licensing approaches to streaming video including subscriptions, term licenses, in-perpetuity licenses, and pay-per-view. The term license is the most commonly offered. However, libraries prefer the in-perpetuity license and the climate is shifting to meet customer demand.

Pricing models vary. They include FTE-based, institution type-based, consortial pricing, subscription, and patron-driven. **Arizona State University** attempted a patron-driven model but found it wasn't scalable.

Other factors play a critical role in managing streaming video. Either the vendor or the library generates the file source. The file source requires hosting which could be provided by the vendor, by the library, or outsourced. Additionally, multiple file formats exist including .mpg, Windows media, and more.

Adrift in a Sea of Metadata: How to set sail all ahead full!
— Presented by **Nicole Pelsinsky** (Serials Solutions); **Maria Stanton** (Serials Solutions); **Aaron Wood** (Alexander Street Press)

Reported by: **Ramune K. Kubilius** (Northwestern University, Galter Health Sciences Library) <r-kubilius@northwestern.edu>

Pelsinski pondered how big is the “sea,” which includes descriptors, knowledge bases, and provider content. It is desirable to take advantage of the best in metadata and content, capitalizing on unique metadata, with unbiased access to content. Celebrate the uniqueness of local data (i.e., catalogs and IRs) and acknowledge that librarians are instrumental in making sense of the vast sets of knowledge that exist. **Stanton** talked about the scope of the management problem — is it a sea or rapids? The holdings are now global (4 billion eBook holdings!)

continued on page 76