

2010

Conference Session Reports from the 2010 Annual Conference

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Conference Session Reports from the 2010 Annual Conference

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Conference Session Reports

Note from the Editor: The following are reports of SLA Annual Conference sessions provided by attendee volunteers. There may be duplicate reports for some sessions. It was felt that multiple reports, when available, would provide the benefit of alternative viewpoints. We hope you find these enjoyable and informational.

Contributed Papers: Future of Science Librarianship in Science Libraries--Session Summary--Two Papers

Submitted by Diane Foster

The papers presented were:

1. "The Future of Librarianship in Science and Technology Libraries"

Presented by Dana L. Roth, Millikan Library, Caltech.

This paper discussed the shifting role of science and technology librarians. While most academic libraries are seeing a decline in reference services, there are new roles that librarians can fulfill. The new roles discussed in this presentation were:

- Shifting from traditional reference services to a more proactive approach including participating in departmental seminars and/or auditing classes.
- Taking a more active approach in the development of institutional repositories and assisting with the deposit of publications in the repository.
- Engaging faculty in the process of reviewing database entries to ensure correct author identification.
- Development of custom lists of newly added/published web and print materials.
- Development of user guides and workshops on unique features of specific databases.

2. "Using Drupal to Create the Pandemic Influenza Digital Archive for the National Institutes of Health"

Presented by James King, Information Architect, National Institute of Health Library.

This presentation began with an overview of the library services at NIH. Currently there are 5000 researchers/clinicians at the National Institute of Health. 99% of the 10,000 journals are available online. In response to a need for an accessible, central source of historical information on influenza, the National Institutes of Health Library and the National Institute of Allergy and Infectious Diseases Office of Communications

and Government Relations are collaborating to create the Pandemic Influenza Digital Archives. The presentation provided an overview of why the Content Management System Drupal was chosen as well as describing the planning process for the creation of the archives.

Contributed Papers: Future of Science Librarianship--Session Summary

Submitted by Lutishoor Salisbury, University of Arkansas Libraries.

Note: This conference session summary will also appear in Food for Thought, SLA/FAN Newsletter.

The first speaker was Dana Roth, Caltech (dzr-lib@library.caltech.edu). In his presentation entitled "The Future of Librarianship in Science and Technology Libraries," he referred to a short essay he wrote in the early 1970s on the "Needs of Library Users" and felt that many of the observations made then continue to be important in today's electronic environment. Among these are (1) public-service librarians need to maintain an on-going interest and awareness of their institution's various research projects. This will provide opportunities for information outreach and also enable discussion of reference questions with users in an intelligent and collegial manner; (2) develop information-retrieval instruction programs for undergraduates; and (3) design information system for the users rather than the librarians.

He advocated that librarians should attend classes/seminars in their disciplines and continuously remind faculty of the shared interest in their teaching and research.

He felt that our role will evolve based on the provision of unique services and meaningful experiences that we provide to the users. Professional librarians need to develop a sophisticated understanding of the concept of fair use, and be willing to take advantage of it. He suggested that academic subject librarians should integrate library services with their faculty's

workflow and teaching requirements. Examples of how to do this include the following: review research publications for possible corrections relating to an institution's author names and grant agency data in Web of Science or Scopus; attend departmental seminars as well as auditing classes with the goal of developing course-related web pages in collaboration with faculty; reach out to users with e-mail newsletters and listings of new library materials; offer library workshops on the various databases; inform faculty about cost/article comparisons for research journals; and spearhead comparative evaluations from competing indexing/abstracting services. He encouraged librarians to seriously work at making librarianship their profession. This means they will need to think about it both on and off the job and do not use it for 'higher' purposes. He reminded them that quality service will continue to be highly prized and the need for continuing education in both academic subject areas and technical library skills is essential for envisioning, implementing and evaluating both services and tools that will enrich users' experiences.

The second presentation entitled "Using Drupal to Create the Pandemic Influenza Digital Archive for the National Institutes of Health" was presented by James King, National Institutes of Health Library (KingRJ@mail.nih.gov, <http://nihlibrary.nih.gov/>).

The NIH Library has selected a free and open source Social Publishing/Content Management System called Drupal (drupal.com) to build a pandemic influenza digital archive. The National Institutes of Health Library and the National Institute of Allergy and Infectious Diseases' Office of Communications and Government Relations are collaborating on the creation of the Pandemic Influenza Digital Archives.

Drupal is a modular system written in PHP with several features including the ability to maintain accounts and administer menus, RSS feeds, flexible account privileges, blogging features, Internet forums, and support for classic or fully collaborative web sites.

The goal of this project is to allow scientists and researchers to explore and respond to current issues and ideas and to acquire a deeper understanding of pandemic influenza. It will showcase Dr. David Morens' core collection of several thousand scholarly publications starting from the 9th century AD focused on the epide-

miology, etiology, diagnosis and treatment of all pandemics and large scale epidemics, especially the 1918 pandemic influenza.

The NIH Library will catalog the existing collection and expand it with literature searches done in historical indexes. The records will include information on the disease(s), the geographic location, and time period together with the pandemic responses.

The third set of speakers were Leila Fernandez, Rajiv Narini and Marcia Salmon, York University, Toronto (leilaf@yorku.ca) who spoke on "Promoting Public Access Policies – A New Role for Librarians."

In order to help researchers comply with the Canadian Institutes for Health Research (CIHR) open access policy, librarians at York University have developed a diversified strategy for education and outreach on open access and scholarly publishing issues for their faculty and graduate students. Among these are: workshops organized by research officers for CIHR grant recipients; articles in library newsletter for faculty; Yfile: York online community news bulletin; grant workshops; graduate symposia; scholarly communication website; and presentation to Senate Committee on library & information technology.

During workshops they provided listings of compliant OA journals, delayed open access journals and hybrid OA journals; explained SHERPA/ROMEO and publisher policies on self-archiving; introduced the SPARC Canadian author addendum; and promoted library membership funding covering author fees for OA publishing.

They developed a website providing information on policy highlights and resources for enabling open access to research. They advocated for institutional support for OA publisher memberships to cover article processing fees for faculty publishing in certain OA journals covered by their university libraries. At present, article processing fees are supported for BioMed Central, Public Library of Science and Hindawi Publishing Corporation for a one year pilot project.

In a study of York author perceptions on OA publishing they found that York authors publish in OA journals for increased impact and choose journals that are read by their peers. They did not consider publishing in OA journals a bar-

rier in the tenure and promotion process. The presenters suggest that librarians should advocate for public access to research, support new scholarly publishing models (e.g. SCOAP3), include author self-archiving rights as part of electronic resources licensing agreements (as in ASEE/ELD Punch List) and be creative in using opportunities to educate faculty on Open Access.

They presented examples of how they are supporting their researchers through the scholarly research cycle. These include the creation of a blogroll that monitors papers from grant-funded research, assisting with manuscript deposits in Faculty of Health community on YorkSpace, become a member of Faculty Council, attend departmental events where there will be increased opportunity for consultation, liaise with campus research analysts and conduct bibliometric analysis & research evaluation.

The fourth speaker was Karen Hunter, Elsevier (k.hunter@elsevier.com) and in her presentation on "Defining Future Roles from One Publisher's Perspective" suggests that both science publishers and science librarians are faced with a need to re-evaluate and redefine their roles. Users have to be taught how to work in a changing environment, but the ultimate goal is to enable a user – whether student or academic or corporate researcher – to connect with information that would be most useful to the task at hand. At Elsevier, their services must make researchers and research administrators more efficient and more productive. They are tasked to provide solutions that are results-driven as defined by their customers/users. She felt that this mission also applies to science libraries.

They have a large group of specialists who work with users in labs and libraries to design services and products. This is because they need to understand exactly how people do things and what their "pain points" are – what is difficult now and why – in order to try to provide solutions. She felt that librarians are or should be experts in user-centered design as well.

One thing that is different for publishers is that they have to accept more risk. She suggested that perhaps some librarians are too risk-averse. It's time for librarians to take more risks and step out of their comfort zone. She referred to the 2009 Ithaka S & R faculty survey to allude to "the declining visibility and importance of traditional roles for the library and the

librarian may lead to faculty primarily perceiving the library as a budget line, rather than as an active intellectual partner."

Some examples of librarians embedded in the workflow include: (a) March 25 posting on the Canadian University Libraries listserv by Mark Leggott of the University of Prince Edward Island referring to over 100 Virtual Research Environments on campus, over half of which are production research sites; (b) Georgia Tech Library involvement with their institutional repository institutional repository; (c) John Hopkins Data Conservatory which identify the libraries as part of a distributed network. Data as collections; data as services; librarians as data scientists and data centers are the new library stacks.

In conclusion, she urged the librarians who may be risk-averse to reach out and accept risk. Try new things, even though you're not always going to get it right, but you'll get it right enough times for it to be rewarding. Being right all the time isn't the goal – trying out new ideas is what is required.

Collection Intelligence--Session Summary

Submitted by Hilary Davis

Moderated by: Susan Fingerman, Johns Hopkins University Applied Physics Lab

Speaking: Mary Lane, Lorillard Tobacco Company; Mathew Willmott, MIT Libraries; Hilary Davis, NCSU Libraries

Presented by: Sci-Tech Division; Chemistry Division; PAM Division

Sponsored by: IET Inspec; Springer

Slides/Handouts: <http://units.sla.org/division/dst/Annual%20Conference/conference.html>

This session explored assessment tools and strategies to demonstrate use and value of library collections. The first speaker, Mary Lane (Lorillard Tobacco Company R&D Library), reviewed the outcomes of an impact study that was conducted by her library. The kinds of questions that her impact study set out to answer were: "Why do we need a collection when the internet is free?" and "How do we know that our collection's value is worth the expense?"

Over an eight month period, she conducted literature studies, contacted peer libraries, assessed her library's collection, conducted surveys and measured the time the collection saved the researchers at her company. After presenting lots of data/metrics to her administrators, she discovered that she would get much more traction by demonstrating the impact that the collection has on the company. She decided to gather evidence that showed that the collection enabled the company to achieve particular goals such as inventing new products or methods, secure accreditation, prevent and/or survive a disaster, and illustrate the worth/value of the company. Using her in-house repository of literature search requests, she followed up with the researchers who requested library assistance to find out how the information that was delivered to the researcher was eventually used. She asked the basic question: "How did this information impact your work for the company and by extension, how did it impact the company?" The result was a set of much more compelling arguments that justified the existence of her library. The impact statements that she derived from the interviews with researchers resonated better with managers, directors and VPs than did facts and figures such as how many searches her library staff conducted and frequency of use the collection experienced.

The second speaker, Mathew Willmott (MIT Libraries), approached collection metrics from the perspective of leveraging usage data to deliver a message about the value of a library collection. Mat described the benefits and challenges of using print usage statistics (e.g., circulation statistics, ILL data, frequency and type of materials placed on hold, in-house use) and electronic resource usage statistics (e.g., electronic journals, databases, e-books).

He discussed the value derived from combining this data with other metrics to identify trends and justify decisions. Many libraries base renewal or cancellation decisions on metrics such as cost per use. Mat warned that these decisions should take into account various caveats including available years of coverage (e.g., available years of a given journal), the importance of recent content, how content is delivered (e.g., e-books could be downloaded as a whole or in discrete chapters) and overlapping coverage of resources. By comparing use of journals by the number of years available instead of purely by total downloads in a given

year, a library could make different renewal or cancellation decisions. By assessing whether or not an e-book delivery model allows a whole book to be downloaded versus downloading chapter by chapter, a library could discover more insights about e-book usage. By comparing content overlap between databases, a library could make better decisions about which databases to maintain compared to relying on usage statistics alone. The concept of usage can be broadened to include metrics such as number of times researchers at an institution publish in a journal or cite a journal. Combining this broad concept of use with traditional value metrics (e.g., journal impact factor and eigenfactor), with scholarly activity (e.g., editorial board commitments), with turn-away data (e.g., when users can't access a database because the maximum number of simultaneous users has been reached), and with usage statistics (e.g., print circulations and electronic resource downloads), a library can make more holistic decisions about the value of their collection on their constituents.

The third speaker, Hilary Davis (North Carolina State University Libraries), provided a demo of a few tools useful for displaying library data to stakeholders and external groups. Good data visualizations allow us to best express value, communicate trends, and test assumptions about library services and collections. It is critical to be able to drive a point home quickly and make that point have lingering impact. She provided some examples of both good data visualizations and poor data visualizations using real library data. The problem with some library data visualizations used in reporting library value to stakeholders is: (1) that they are text-heavy or employ tables copied from Excel spreadsheets, often potentially obscuring the actual message of the data; (2) librarians love using pie charts, one of the most difficult types of charts for the human brain to quickly, easily derive meaning from data; (3) the charts are often static, boring, and cumbersome.

Some easy-to-use data visualization tools that may help break the mold of traditional library data visualizations (or at least enable libraries to experiment with different visualization strategies) include Google Gadgets, ManyEyes, and Swivel. Each tool is free on the web and makes it easy to share visualizations. Google Gadgets offers the most variety in terms of chart types (including the Google Motion chart) but it lacks the ability to have control of font format-

ting. ManyEyes also provides a large variety of chart types, but it isn't easy to compare more than two variables and all data visualizations are publicly available on the web. Swivel enables more control over font formatting than Google Gadgets and even provides an Excel import toolbar, but it has a very limited set of visualization options, charges a fee to make the data visualizations private, and doesn't work well with large datasets. Examples using library data were provided for each tool with links to the datasets for anyone to test out. Another genre of data visualizations are Information Dashboards. Some fun examples of information dashboards include the Indianapolis Museum of Art dashboard and the SprintNow Network dashboard. These kinds of visualizations could be leveraged for both internal (e.g., current expenditure levels, hourly gate counts, snapshot of collection composition) and external audiences (e.g., books checked out now, keywords in recent library searches, number of journal articles being downloaded). Resources for learning more about data visualizations and best practices were also provided.

Collection Intelligence--Session Summary

Submitted by Claudia Lascar

Science-Technology Division, in conjunction with the co-hosting units: Chemistry and Physics-Astronomy-Mathematics Divisions presented this program, with generous funding from IET/Inspec and Springer. This session was very well attended and received.

Collection Intelligence is defined as information gathering (known in the context as "intelligence") for purposes of evaluating our library collections. The "Collection Intelligence" program featured three speakers who explored return on investment strategies (Mary Lane), quantitative measures (Mathew Willmott) and presentation techniques (Hilary Davis) to demonstrate the value of library collections in these hard economic times.

I will be brief in my descriptions since you have access to all power point presentations.

Presenter: Mary Lane, Library Manager, Lorillard Tobacco Company, Greensboro, NC 27405, United States

Topic: A Case Study: Lorillard Tobacco Company R&D Library 2009

Available at: http://s36.a2zinc.net/clients/sla/sla2010/Custom/Handout/Speaker515_Session81_1.pdf

Librarians are now asked to demonstrate the economic value of their collections and services for their survival. This is a challenging task because finding ways to elicit the library benefits in monetary terms requires a lot of additional work. Mary Lane had to interview researchers and scientists after each request for information to ascertain its impact on the bottom line or ROI (Return on Investment). Many times, she discovered that the impact could not be determined since it simply was not available, or it could not be reasonably determined based upon a single literature search. Mary Lane is a remarkable librarian, whose persistence, ingenuity, and expertise saved the library at Lorillard Tobacco Company from closing down.

Presenter: Mathew Willmott, Library Liaison for Physics, Massachusetts Institute of Technology, Cambridge MA 02139, United States

Topic: Collections Usage and Use: Challenges & Opportunities

Available at: http://s36.a2zinc.net/clients/sla/sla2010/Custom/Handout/Speaker221_Session81_1.pdf

Mathew Willmott is the Library Liaison for Physics at the MIT's Science Library, where he handles all outreach to the MIT Physics Department and collections work relating to physics and astronomy. For the last two years, Mathew Willmott served on a team evaluating the journal collections of MIT's Engineering and Science Libraries, with the eventual goal of determining a list of candidates for cancellation. An important part of this project is to collect usage statistics. His presentation dealt with usage statistics and several techniques to collect them. Mathew Willmott's presentation provided useful information for all librarians required to reduce their operating expenses, and collections budgets.

Presenter: Hilary Davis, Assistant Head, Collection Management for Engineering and E-Sciences, North Carolina State University Libraries, Raleigh, NC 27695, United States

Topic: Visualizing Library Data

Available at: http://s36.a2zinc.net/clients/sla/sla2010/Custom/Handout/Speaker463_Session81_1.pdf

Hilary Davis has shown how data visualization is a better strategy for conveying information about library collections to make a more convincing and compelling argument. Hilary Davis has demonstrated three of the most popular tools: Google Gadgets, ManyEyes, and Swivel. She also recommended additional resources: books and blogs.

Collection Intelligence--Session Summary

Submitted by Khue Duong

Collection Intelligence:

This session is about assessment tools and strategies to demonstrate the use and value of library collections through best practices for collection metrics.

Mary Lane from Lorillard Tobacco Company talked about showcasing the value of the library collection to stakeholders.

Matthew Willmott from MIT Libraries discussed counter statistics and some e-resource statistical tools to compare e-journals' cost per use.

Hilary Davis from North Carolina State University Libraries introduced some free visualization data tools that one can use to make data more captivating. Examples included:

- Google Gadgets to make Bar/Area/Line/Pie charts
- Many Eyes at <http://manyeyes.alphaworks.ibm.com/manyeyes/>
- Swivel (which can import Excel files) at <http://www.swivel.com/>
- Works by Edward Tufte
- websites/blogs such as information aesthetics (<http://infosthetics.com/>) or visual complexity (<http://visualcomplexity.com/vc/>).

Data Curation--Session Summary

Submitted by Khue Duong

Michael Fosmire (Purdue University) and Reagan Moore (UNC Chapel Hill) discussed data curation/e-science projects at their institutions. They see librarians' roles changing or being changed—librarians will move more toward

helping faculty members find, preserve and disseminate their research and data. With NSF requiring researchers to explicate their information management plan in each grant proposal, librarians are now involved in the scientists' research planning.

Some other examples mentioned:

- Sayeed Choudhury with John Hopkins Library Digital Program (<http://ldp.library.jhu.edu/scp>)
- William Michener with University of New Mexico DataONE project (<https://dataone.org/about>)
- VIVO project (<http://vivoweb.org/>)
- Science Collaboration Framework (<http://www.sciencecollaboration.org/>)

Embed Yourself: The Librarian Is In--Session Summary

Submitted by Daureen Nesdill, University of Utah

Speakers: Ruth Kneale and Jake Carlson

Presented by: Academic and Physics-Astronomy-Mathematics Divisions.

Sponsored by: IEEE and the Nature Publishing Group

So what is an embedded librarian? This engaging session provided two examples. Ruth Kneale is a systems librarian working for the National Solar Observatory [<http://atst.nso.edu/> in Arizona]. More specifically she is working with the engineering and scientific team, Advanced Technology Solar Telescope (ATST) in building a telescope to be completed in 2014 on the Hawaiian island of Maui. There is no library. Ruth's position is defined in the ATST organizational chart under the systems engineer.

Ruth's duties involve managing the information of this long term project. She ensures all required information is available to the correct personnel and manages the documentation and workflow systems. Ruth developed and hung a matrix chart outside her office for all to see the current, future and past work to be completed, and where in the process each team of engineers and scientists is currently working. Everyone contributes to the chart and changes made are propagated throughout the system.

Jake Carlson is a data research scientist at Purdue University Libraries. In contrast to Ruth's position Jake's position is defined under the library organizational chart and he works on multiple short term projects. The projects are a result of the changing focus of the work of the library at Purdue. About six years ago Jim Mullins, Director of the Purdue Libraries, initiated a program with the campus IT to facilitate data management and preservation on campus. A Distributed Data Curation Center (D2C2) [<http://d2c2.lib.purdue.edu/index.php>] was formed. A tool, Data Curation Profiles [www.datacurationprofiles.org] was developed for librarians to gather information on the needs of researchers for their data. Backed by the library and university administration, Jake is able to work with researchers requiring assistance with the management of their research data. The nutritionists running Camp Calcium [<http://www.cfs.purdue.edu/fn/campcalcium/>] is one such project where Jake was able to incorporate Drupal to manage the different flows of data being collected. He is also working with water resource researchers on DRInet – Drought Information Network [<http://drought.unl.edu/dm>].

Two different types of successfully embedded librarians presented their stories. Jake is successfully embedded in an academic research setting while Ruth is successfully embedded as a librarian installed in engineering. How did they embed themselves so successfully? The speakers provided a list of characteristics for us to ponder and implement

TEAMWORK

Develop an understanding of how teams work, the roles of each member, and how interactions occur in order to facilitate building a team framework. Ruth had teams of scientists and engineers working on one long term project to learn about and for which to develop and integrate her role. Jake had a succession of multiple teams working on different projects. His role in each of the teams was more or less the same.

SUPPORT

Be able to work across institutional lines to acquire the information and the support needed to move forward. Remember that if you support them, they will support you. Ruth would not have been successful in her position if the different engineering and science teams working on the project did not support her. The support

she provided to them was the management of documentation, workflows, etc.

ENTREPRENEURSHIP

Be proactive and approach potential partners. We have something to offer so create opportunities. Purdue building the D2C2, setting up the subject profiles, etc. enabled Jake to demonstrate effectively what he could provide to his researchers.

RISK

Being willing to take risks is a must. Being prepared to accept and adapt to both the failures and successes is also a must. Both Jake and Ruth demonstrated that they are risk takers. On a site visit for a grant review NSF personnel complemented ATST on their excellent documentation. Ruth was singled out as being the person responsible for the success.

TRANSLATION

Each discipline has its own jargon. As Ruth learned, science-speak doesn't equal engineering-speak doesn't equal IT-speak. As librarians, we have been trained to conduct reference interviews and, therefore have the ability to recognize and explain jargon to an interdisciplinary team. Ruth acted as the bridge.

TALK/LISTEN

By listening to what the other person is saying trust is built. By closely listening to his researchers, Jake learned about both the subject area (nutrition and water resources) and the problems with data management being encountered. As a result he gained their trust and was able to implement protocols to address the problems.

COMFORT ZONE

We will need the ability to go outside your comfort zone and learn about new topics. Think of learning as fun. Jake did not have a techie or even a science background, but was able to expand his knowledge base in order to work with researchers in water resources and nutrition.

OUTSIDE THE BOX

We will need to be able to think outside the box. Researchers can become bogged down by their own protocols and procedures. Ruth's interface control chart describing all the systems and interactions was how she visually communicated project information to both engineers and scientists.

Resources for Polymer Information-Session Summary

Submitted by Dana Roth, Millikan Library, Caltech

This Wednesday morning session on Resources for Polymer Information was sponsored by Knovel and presented by Ann Bolek (University of Akron) and Marie Fraties-Block (BASF Corporation).

Ann provided a very comprehensive handout [<http://gozips.uakron.edu/~bolek/polymer.html>] whose chapters are referenced below by ALL CAPS.

Ann began the presentation by first providing some basic KEYWORDS, DEFINITIONS and Recycling Symbols and then went on to discuss in detail some LITERATURE GUIDES and ABSTRACTS AND DATABASES (e.g. SciFinder Strategies, which includes tutorials on formula, structure and class searching; Searching for Polymer Information on STN; Rapra's Polymer Library; Knovel, which includes the Polymer Handbook and the ANTEC Conference Proceedings since 1996; and Polymers: A Property Database on ChemNetBase).

Discussion continued on DICTIONARIES, ENCYCLOPEDIAS, HANDBOOKS and BASICS(textbooks); PROPERTIES (e.g. Brandrup's Polymer Handbook, 4th edition); SPECTRA (e.g. The Rapra Collection of Infrared Spectra ... 3d edition (2nd edition in Knovel)); SYNTHESSES & FORMULARIES (e.g. Macromolecular Syntheses); TECHNIQUES & CHARACTERIZATION (e.g. Functionalized Polymers and their Applications); Mechanical and Chemical Behavior of Polymers; DIRECTORIES (e.g. Directory of Graduate Research); SAFETY DATA (e.g. Hazardous Chemicals in the Polymer Industry); SOLUTION DATA (e.g. Polymer Solution Data Collection); STANDARDS; TREATISES (e.g. Comprehensive Polymer Science) and TECHNOLOGY & MARKET REPORTS.

Ann's Favorite Resources include: Chemical Abstracts; SciFinder [Scholar]; Polymer Library (formerly RAPRA Abstracts); Knovel; and Polymers: A Property Database.

I found Ann's handout to be very comprehensive and well worth a close examination.

Marie's presentation was focused on 'Business and Marketing' and, after a brief description of

the added value librarians can provide between scientists and the business world, focused on specific market reports (e.g. SRIC's Chemical Economics Handbook) and the information they provide (e.g. companies, plant locations, capacity, etc.). Marie continued with a discussion of use of codes in searching various databases (e.g. Chemical Abstracts and Derwent); the Gale Business & Company Resource Center; the importance of trade journal articles and special 'end of the year' and 'forecast' issues and the important data from the U.S. Census Bureau.

Both presentations were excellent and models for future SLA sessions.

Show me the Money: The Future of Grants Librarianship and Grants Librarianship: Coordination and Planning in Your Library-Session Summary

Submitted by Regina W. Cannon, University of Georgia, President, Georgia Chapter

SLA's Science-Technology and Social Sciences Divisions cosponsored a session on Grants Librarianship for the 2010 Annual Conference. Two speakers presented sessions. "Show Me the Money: the Future of Grants Librarianship" was given by Linda Galloway of SUNY ESF, and "Grants Librarianship: Coordination and Planning in Your Library and Beyond" was given by Elizabeth Brown of Binghamton University (SUNY) at the Special Libraries Annual Conference held in New Orleans, LA, on June 16, 2010.

This was indeed a truly awesome session. Both presenters were knowledgeable of their subject matter and offered valuable resources for librarians looking for opportunities to promote campus or group activities.

Linda Galloway presented many free resources and stated some of the objectives for promoting grants on academic campuses:

- Reaching your target audience
- Searching for the Research Office/Officer
- Exploring opportunities through web pages
- Starting with the COS (Community of Science), the leading global resource for hard-to-find information critical to scientific research across the disciplines
- Sort, Evaluate, Condense, Adapt, and Mod-

ify grant and program information for researchers

- Publish activity and award reports
- Gather citation reports for faculty
- Prepare subject guides/links
- Government Sources: Grants.gov, the funding information source for 44 federal agencies
- The Foundation Directory, covering 1,500+ leading foundations and application guidelines for 7,200+ foundations.

Elizabeth Brown described in great detail the process of grant writing, planning and reporting activities. These included how to organize grant ideas and award information, compile ideas, monitor funding announcements, set priorities and discuss the ongoing process of tracking awards: and other follow-up activities such as progress reports. The talk also included a summary of proposal elements, some criteria used in evaluating proposals, tips to connect your ideas to programs and funding, and roles of different staff in the application process.

Overall the grantsmanship process involves a steady flow of checks and balances to keep the information flowing. Organizational skills are essential in this role as Grants Librarian. I would like to recommend an expansion of this program and discussion at the next conference. This is a great opportunity for us to expand and expound upon our skills.

Slides for these presentations are available on the SLA Science-Technology website: <http://units.sla.org/division/dst/Annual%20Conference/conference.html>

THANK YOU!!

- Linda Galloway, SUNY ESF - imgalloway@lsf.edu
- Beth Brown, Binghamton University - ebrown@binghamton.edu
- Elsevier for their generous support of this program

Chemistry Division Corporate Roundtable-Session Summary

Submitted by Theo Jones-Quartey

“Challenges Facing the Corporate Library and/or the Corporate Librarian/Information Professional”

The breakfast was reasonably well attended by

24 members seated at four tables. Each table group was asked to brainstorm on the topic of the day and to generate a priority list of issues along with some tried solutions to the challenges by members of their group. A room discussion to share issues and ways in which participants have dealt or are dealing with them followed.

Challenges identified by Table 1:

1. Sharing of information resources after the merger or sale of the company. Some the challenges include having to eliminate resources due to new cost constraints, licensing and budget issues.
2. The abuse of intellectual property.
3. Constant management structure changes.

Challenges identified by Table 2:

1. Shrinking budgets. Being asked to reduce our budgets while publishers are requesting increases to meet inflation or more. Some suggestions from the floor on this issue were to speak directly with your users and prioritizing choices to find alternatives.
2. Proving our value in “corporate” terms.
3. The elimination of permanent physical library space or having to utilize less formal space for the library. This inhibits opportunities to meet with users.
4. Growing content - more data to track, including social networks.
5. Losing customers, creativity and innovation due to outsourcing.
6. Promoting services is a challenge with so many “self-serve” products and many scientists thinking they can do it themselves.

Challenges identified by Table 3:

1. Having to do more work with less (smaller budgets and staff). Some resolution suggestions were to market the library more using emails, employee tours, etc.
2. Libraries placed in organization reporting positions that make them more vulnerable for job cuts. One participant was reporting to the Comptroller and lobbied to move and now reports to a research manager.
3. Corporate policies block access to most social networking tools (even LinkedIn) which leaves the information professionals unable to use these new information sharing resources.
4. Electronic products including e-books and e-journals are presenting more work for corporate librarians; this includes time spent on license negotiations and troubleshoot-

ing.

5. New employees' expectations for free sources they used while in grad school. A suggestion to start resolution of these issues was to find a key champion in the company.

Challenges identified by Group 4:

1. Integrating services when staff is located in different countries or sites. Issues include managing copyright, e-product licenses, language differences, privacy and transfer of information laws.
2. The variety of product license conditions. Some licenses are held by departments or by the Library for site-wide access and the Library has to manage them all to insure compliance.
3. Being faced with rebuilding networks after downsizing or mergers and divestitures.
4. Having to spend more on self-serve products such as SciFinder, Knovel, Profound Ebrary, etc. because of staff cutbacks.
5. The lively discussion generated more issues and challenges than answers or solutions. While issues to do with "having to do more with less" were a general theme, interestingly each table presented additional issues that were not common to the entire room. A brilliant suggestion from Teri Vogel was to use this list of challenges for topics for future division program topics of roundtable discussions.

Chemistry Division Academic Roundtable --Session Summary

Submitted by Luti Salisbury and Ben Wagner

There were 34 registered participants that attended this session.

Five topics discussed were: budgetary decisions in the changing library, E-books, establishing value of the library, changing role of librarians, and new ways to receive and deliver information.

Below are outlines of the discussions.

Budgetary Decisions in the Changing Library

Libraries go for multi-year packages with annual review of the packages, with the option to add or drop titles.

Due to budgetary restrictions, some libraries have gone into crisis mode. As a result, they

increased cancellations, do not subscribe to new resources, demand that perpetual access to electronic resources be the norm rather than the exception and cut back on travel.

Some universities are closing their branch libraries to curtail expenditures; one university has a part-time pool of reference librarians, while others use data from Desk Tracker to inform decisions.

E-books

Most of the faculty and students are interested in electronic text books online but they are the hardest to obtain. OhioLink has a psych e-text book package. The proliferation of platforms for e-books is an issue; usage varies and is spotty. While e-journal acceptance was quick and universal, this is not the case with e-books. There is need for COUNTER as in e-journals.

Issues regarding interlibrary loan still need to be sorted out. Some libraries are subscribing to whole packages while others are choosing title by title. Vendors being used are: Ebrary, EBL, Oxford, Safari, Springer, Wiley, and YBP e-book preview.

Establishing the Value of the Library

The librarians appreciate having the option/opportunity for local branding of resources. Administration and faculty should be supplied with data that they can understand that shows value of librarians and libraries and should reflect university goal. As an example, quantifying the number of students that were assisted with research assignments can serve as a way to demonstrate that the library supports student retention and learning. It was suggested that academic librarians could partner with public librarians and/or learn their strategies for justifying their existence.

In the current environment, subject librarians do reference via consultations and appointments rather than at the reference desk. Faculty and students need to realize that being computer literate is not the same as being information literate. Librarians should be proactive to let faculty and university administration know what the outcomes of having embedded librarians and information literate students are and how this will benefit the students and faculty and further the university's goals.

Faculty often complain that they have to take time out of their courses to teach students information literacy skills. It was suggested to address the impact of the librarian training the students together with the benefits for the students, university, faculty and the librarian. Most faculty and university administrators assume that when something is digitized it costs less so it is hard to explain in the online age why information is costing more. It was suggested that the library budget should not be kept secret. The faculty should know the cost of material and services.

At some institutions, screen casting is being used for instructional and reference purposes. The videos are loaded on YouTube. They could also be used for marketing/publicizing the library.

Changing Roles of Librarians

Majority of discussion participants reported no significant reorganization yet in their official role as librarians. Most librarians are responsible for some or all aspects of: reference, instruction, collection development and/or negotiation with vendors.

In answer to the question: How do you adjust or connect with patrons not coming in the library as much? Ideas included: go to the department; use IM, blog, email; just show up at labs on-campus and enquire if they have library questions or they need assistance; negotiating with faculty and laboratory administrators for instruction time within lab courses; volunteer to write and grade information literacy assignments. The biggest challenge faced is getting faculty to give up class sessions so librarians can teach information literacy. Everyone agreed that any form of dialogue is good.

In answer to the question: to what extent are librarians asked/expected to be technology-related experts? Members at this roundtable reported they were expected to provide any or all of the following technical services: be able to use and explain newly available technologies in a timely fashion (sometimes before access is available to them); troubleshoot for any technology the library makes available; troubleshoot for any software/technology that interacts with library resources (in addition to library databases: Endnote, RSS feeds, apps on iPads and iPhones); teach PowerPoint and Excel and teach how to give effective presentations. There was widespread agreement that any op-

portunity to reach/teach faculty and students should be enthusiastically pursued.

It was generally agreed that the work of the librarian needs to become more transparent. It was suggested that making posters with faculty pictures and quotations (positive comments they have made about the library) may be one way to do this.

Computer Science Round Table--Session Summary

Submitted by Lea Wade

Augmented reality was the topic of the day. Not, as you might expect, due to New Orleans' famed humidity or one too many visits to Bourbon Street, but as an aspect of how libraries and museums could utilize augmented reality codes in their web presence.

Alex Grigg, Manager of Lexmark Library, University of Kentucky, gave an introduction to augmented reality to the 25 attendees of the Computer Science Round Table session, who enjoyed a selection of box lunches during the presentation.

The session began with an introduction to augmented reality as used in videos. Examples were a Star Wars software app, in which the user interacted and manipulated video images although there was nothing in the room with him, and a US Postal Service YouTube video demonstrating how to select appropriate packaging for mailing [www.youtube.com/watch?v=WpS3LeCiCtc].

Mobile usage for augmented reality might be more relevant for libraries. Some suggested examples for mobile use are providing the stacks location of specific material, such as special collections or a new books shelf. AR could also be used to provide location description for upcoming events, conference room sign-up, or provide support to a closed reference desk.

AR is more familiarly used in social applications such as Foursquare, which allows users to tell friends where they are located by "checking in" using a mobile device.

Quick response codes are a very common example of AR. QR codes can be found on advertisements, in articles, art, and videos. When scanned by mobile devices, the code links to

further information or networks. In libraries, QR codes could be used to provide historical or background information, or to associate instructional tips with locations.

Alex's presentation is available at http://s36.a2zinc.net/clients/sla/sla2010/Custom/Handout/Speaker628_Session79_1.pdf

Following the presentation on AR, the audience gathered for a moderated discussion on e-reader loan programs. Several attendees were experimenting with loan programs, but were in the beginning stages. Also discussed was moving to all-or-mostly-all-electronic collections, and the challenges of such a move.

Thanks to the sponsors of the Computer Science Round Table – IEEE, ACM, and H.W. Wilson – who made possible the box lunches. Thanks also to Sue Smith for coordinating Alex's presentation, and to Hilary Davis for organizing the Sci-Tech sessions.

All Sciences Poster Session--Session Summary

Submitted by Carol DeBiak, Galvin Library, Illinois Institute of Technology

The All Sciences Poster Session at the 2010 SLA Annual Conference continues to be a remarkable event. It was wonderful to be able to talk directly with all of the presenters and share in their genuine enthusiasm with their topics. You come away inspired with new ideas and methods. The 2010 All Sciences Poster session was held this year from 5:30 pm to 7:30 pm on Tuesday, June 15th at the Sheridan Hotel, New Orleans. The efforts of coordinator, Irene Laursen (Chemistry Division), contributed to the success and smooth operation of this year's event which included 24 different posters.

The posters presented were grouped under three themes: (1) New Strategic Alignments, (2) Survival and Success beyond an Economic Recession, & (3) Information Literacy, User Instruction and E-Learning. A complete listing of the titles, authors, and abstracts for the session can be found at <http://units.sla.org/division/dche/2010/poster.htm>.

There was a strong sub-theme in these presentations of trying to reach your audience more effectively. Robert Tomaszewski of Georgia State University presented a case study of

having a science librarian assist students with online library resources by being part of their organic chemistry laboratory. In their posters, the NASA Goddard Library and the Library at the Wayne State University College of Nursing also show that they have had success in offering a mobile librarian service by taking reference and research support to the location of their users outside the library.

In anticipation of the future arrival of "digital" natives on campus, the academic libraries in New Jersey want to know what will be the next steps in reaching users beyond just the attempt to "go where the users are." The NJ Vale Reference Services Committee conducted a survey which was described in their poster of both traditional and non-traditional modes of reference to serve as a starting point for considering new forms of outreach. In the survey, 76% of the libraries were currently using a combination of usually traditional, virtual, and reference consultation, although the traditional reference model is still the predominant method in use. Instant messaging was the most common form of virtual reference used. The poster can be found online at: <http://www.valenj.org/sites/default/files/public/documents/Assessment-FairReference2.pdf>.

Dorothy Bar from the library at Harvard University described how the science librarians were "Reaching Students Where They Have to Go: Embedding Library Resources in Course Content." They developed specific pages with targeted resources for certain classes to be embedded in the course content through their Course Management System known as sites at Harvard (similar to Blackboard). They found that it was an excellent way of getting student attention and making faculty contact. For their next step, they will evaluate their results and also consider other platforms. There is still a challenge of updating and adapting the content and getting more buy-in from the faculty.

Mary Silva Whittaker from the Boeing Company Library spoke of how they are able to leverage technical expertise at Boeing by using library services. Boeing has digitized their technical papers and they can be searched and accessed digitally through the library catalog within the Boeing firewall. The library is also creating topic specific gateway web pages and compiling the bodies of work of company experts into searchable collections.

Tina O'Grady and Polly Beam of the Mount Sinai School of Medicine in New York want to improve library outreach to "postdocs," a little-understood group who are often considered the "research engine of scientific enterprise." They discussed the successes and failures of various outreach strategies that the library used. The support of this group of researchers was identified as a priority for the School and therefore also for the Library.

New cooperative arrangements were also evident in many of the posters. They showed a movement toward being goal or task-oriented and having a team-based, interdisciplinary approach. Georgia Tech Library has rethought the current function of the reference desk and is planning to move to a combined information/circulation service point. The Science and Engineering Library at the University of Southern California has made the strategic decision to make its collection completely digital in the future. The Library at the University of Utah is becoming more interdisciplinary and task-focused with their new Online Services Unit and Digital Scholarship Lab. Indiana University's Bloomington Library has instituted a new organizational structure to support the university's policy goal of information literacy in education. This included the formation of a Teaching and Learning department within the library with subject group liaisons. Other libraries also had posters that went beyond the term "information literacy," which has been occasionally over-used. They have replaced it with a newer term, "information fluency." The term seems to represent a more ambitious view.

The poster, "Next Generation User Services: The Digital E @ MUSC Library" was not on-site but was presented by a web conference. It described the introduction of a new library service at the Medical University of South Carolina which offers electronic devices for check out. More information as well as a promotional video they developed can be found on their web

site at <http://digitale.library.musc.edu/page.php?id=1506>.

The challenges of teaching Zotero, a free bibliographic management tool, to their community of scientists were discussed by Khue Duong of Long Beach University Library, California State University. The use of Zotero was also mentioned in the poster, "Tools and Techniques for Innovative Annotation: Contributing to a Kinetoplastids Knowledge Base." Ye Li at the Shapiro Science Library at the University of Michigan described the advantages of using XML as a personal management system to organize, select, locate, present and update information crucial to providing appropriate resources and instructions.

The poster on the VIVO (network) that was originally developed and implemented at Cornell and is supported with funding from the National Institutes of Health will be of significance to many schools since it is still growing and seeking additional participation. It is a web-based Research Discovery Tool that will eventually enable collaboration and discovery between scientists across all disciplines. More information can be found at <http://www.vivoweb.org/>.

Mira Waller of Duke University Press presented the poster on "Project Euclid," which describes the partnership between Cornell University Library and the Duke University Press to produce an electronic gathering of mathematics and statistics journals. It was influenced by Project Muse. The library was previously unfamiliar with the functioning of a digital press. This included editorial management procedures, the ability to negotiate contracts, and marketing. The press frequently had a different outlook from the library. One of the results of the release of Project Euclid is interest in the software used to produce it.

More details are in the poster abstracts. ❖