President’s Corner

Katy Ginanni

March, 2010

Spring Has NOT Sprung

Many of you know that I spent more than twenty years in Alabama (with a couple of detours in southern Africa). While I am loving my new home in the mountains of North Carolina, I have to admit that I miss late winter in Alabama. By this time there are probably daffodils and crocuses coming up there with azaleas and dogwood blossoms just a few short weeks behind. Here in North Carolina I still have a few patches of snow on the north side of my house! But I’ve learned that using my shiny new snow shovel is darned good exercise when it’s too cold or icy to get out and walk. Silver linings, folks.

Election Time

If you bother to search, you’ll find at least one common theme among past President’s Corners in the March issue of the NASIG Newsletter. That is an encouragement to vote! By now the Nominations & Elections Committee has announced the slate for the upcoming election, and I have to say that they have presented an outstanding group. I noted to the Executive Board that it will be very difficult to decide how to cast my ballot. Can’t we just elect everyone and share the work load among that many more? Seriously, I do encourage all of you to cast your ballot when the election opens. The candidates who are standing for election are willing to volunteer a lot of time to NASIG; I
hope many of you will spend a few minutes of your time to help choose the leaders of our organization.

**Call for Volunteers**

Speaking of volunteers, sometime very soon Vice President/President-Elect Steve Shadle will send out a call for volunteers. I hate to beat this horse to death, but you know that volunteers are the life-blood of this organization. If you’ve served on a committee before, then you probably know that this work can be enriching and rewarding. Not only does it move the work of NASIG forward, but it helps you meet and network with colleagues, and it makes attending conferences more fun when you’ve got committee pals to hang around with! Whether you’re a seasoned NASIGer or a fresh member, please consider giving some of your time and skills to this organization.

**Scenario Planning, Again**

The board continues to examine, discuss, and take action on the scenario planning session held prior to the last conference. Some of the action items have been passed on to relevant committees; some will require the formation of task forces or other similar groups. On the recently revived NASIG-L you will soon see a message about one of the activities we participated in during that session. We hope it will engender some thought and discussion among members. Keep an eye out.

**Conferences**

As has been announced, last year’s Site Selection Committee decided to take advantage of favorable pricing and move ahead with site selection for the 2012 conference. That will take place in Nashville, TN in June 2012. The Conference Planning Committee (CPC) and Program Planning Committee (PPC) for that conference have not yet been formed. Stay tuned for more information in the coming year about that. In an unprecedented move the committee decided to stay ahead of the advantageous pricing curve and move forward with selection for 2013! That contract is being negotiated; more information will be forthcoming. Finally, both PPC and CPC are busily planning for the 2011 conference in St. Louis. The program is shaping up really nicely, and so are the social functions! I’m especially excited about the opening reception at the City Museum ([http://www.citymuseum.org/home.asp](http://www.citymuseum.org/home.asp)) and the baseball game on Friday night. There are no official events planned for Saturday evening -- and that’s great. It will give you time to explore St. Louis, which is an interesting and exciting city. The slate of programs and speakers is nothing to sneeze at either! More news will appear via email blasts and on NASIG-L.

Here’s hoping you all have a wonderful spring, whenever it arrives in your region!

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**Treasurer’s Report**

Lisa Blackwell, NASIG Treasurer

February 2011

**Balance Sheet**

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<td><strong>ASSETS</strong></td>
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<td>Cash and Bank Accounts</td>
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### 2011 Conference Sponsorships to Date

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<tr>
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### Candidates for the 2011 Election

The following individuals are slated to appear on the ballot for the upcoming NASIG election:

- **Vice President/President-Elect**
  - Bob Boissy, Springer Science+Business Media, LLC
  - Steve Kelley, Wake Forest University

- **Treasurer**
  - Jennifer Arnold, Central Piedmont Community College

- **Member-at-Large (3 to be elected)**
  - Michael Arthur, University of Central Florida
  - Patrick Carr, East Carolina University
  - Stephen Clark, College of William and Mary
  - Deberah England, Wright State University
  - Kelli Getz, University of Houston
  - Lisa Kurt, University of Nevada, Reno
  - Sarah Sutton, Texas A&M University-Corpus Christi
  - Cory Tucker, University of Nevada, Las Vegas
  - Allyson Zellner, EBSCO Industries, Inc.

The Call for Petition Candidates will be posted tomorrow, Jan. 27, 2011. Voting will begin via electronic ballot made available to current NASIG members starting Monday, Feb. 21. Online voting will end Monday, Mar. 7.

If you have any questions about the upcoming election, please contact either N&E Chair Eleanor Cook (cooke@ecu.edu) or N&E Vice-Chair Pam Cipkowski (pcipkowski@luc.edu).

Thank you,

Eleanor Cook

& Pam Cipkowski

NASIG Nominations & Elections Committee

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### The Apple Doesn’t Fall Far from the Tree…Or Does It?

**Pt. 2 of the 2010 Marcia Tuttle International Award Winner Report**

Char Simser

*think about a similar organization for North America.*

The NASIG Chronology tells the story at [http://www.nasig.org/about_history_chronology.cfm](http://www.nasig.org/about_history_chronology.cfm):

*April 1984 - Sixteen American Librarians attend the UK Serials Group Meeting. John Riddick begins to*
of 2010 to explore technical services operations at eleven academic libraries—as reported on in the December 2010 issue of the Newsletter—and also to gain a deeper understanding of UKSG, what makes it tick, and how it differs from NASIG.

As the chronology notes, NASIG was established after a group of U.S. librarians attended early UKSG meetings. UKSG founders served as consultants to get NASIG underway, and its founding principles are based on UKSG. Both organizations sought venues to promote discussion and provide educational opportunities related to the serials information industry. Both have annual conferences that are acclaimed as “the best” for those involved in the serials (and now e-) information chain.

UKSG is a vibrant, growing organization that has been involved in standards setting for the industry through representation on international committees, advising government officials on funding for the British Library; and providing input to the Higher Education Funding Council for England. When its conference moved from university-based to conference center settings in 2008, attendance increased significantly.

With NASIG roots in UKSG, affectionately called “big sister,” can we look to them for lessons to identify ways to deal with decreasing membership numbers even prior to the economic downturn, reduced representation from the commercial sector, and reduced conference attendance since the economic downturn?

Let’s Take a Look at the Tree...

UKSG has two hired staff: a business manager and an administrative assistant. Three officers (chair, treasurer, and secretary) are elected, with another fifteen elected individuals serving on its main committee. The organization has four committees: Publications, Research, Education, and Marketing, each represented by an officer on the main committee; there is also an editorial board for its publication, Serials.

...and the Apple

In contrast to UKSG, NASIG has no hired staff. Its Board, which is the equivalent of UKSG’s main committee, is comprised of five officers and six members-at-large, all elected positions; its Newsletter editor serves as ex-officio. NASIG has seventeen standing committees, with committee chairs appointed from the all-volunteer “work-force.” A significant amount of work managed by UKSG hired staff is distributed among a number of NASIG officers and committee volunteers.

UKSG offered institutional and individual memberships once its activities grew; a variety of publishers, national libraries, intermediaries (such as subscription agents, systems or software providers), and universities maintain membership. The individuals to whom I spoke estimated that approximately half of UKSG’s members are from academic libraries. Vendors from commercial and society publishing and systems providers exhibit during the annual conference; in addition to numerous representatives from those groups, all ranges of librarians attend, from collections, acquisitions, and systems—but minimally from catalogers, which is less surprising to me now that I understand the lack of cataloging activities at UK universities. Indeed, I found it difficult to identify librarians at the conference, and often found myself in informal and engaging discussions with publishers and vendors. In addition to its conference, UKSG offers seminars and workshops throughout the year in different parts of the country. These have proven to be highly popular offerings, though in 2010 numbers were down slightly, evidence that economic woes are heating up in the UK.

Some of NASIG’s concerns regarding its membership and conference attendance relate directly to competition for decreasing, or non-existent, professional development dollars. NASIG continues to receive praise for its conference, including this June 2010 post from Roy Tennant, senior program officer at OCLC, at http://blog.libraryjournal.com/tennantdigitallibraries/2010/06/06/nasig-rulez/. However, other organizations, such as the American Library Association, and conferences with expanding
programming on electronic resources, such as ER&L, vie for the attention of the individual librarian. Vendors and publishers have reduced the number of individuals they send to many conferences and many viewed NASIG’s non-exhibit policy as a huge drawback. It was definitely a sign of poor economic conditions to see that one major subscription agent, a mainstay at NASIG conferences for years, sent two-thirds fewer representatives to the event in 2010.

This is not new information for the NASIG Board. Several recent changes to the conference philosophy and to membership categories have been implemented in the last two to three years, including the introduction of organizational sponsorships three years ago and the introduction of vendor exhibits at the 2010 conference. Bylaws changes this year include the first organizational membership category, which may spur an increase in membership and conference attendance from individuals in the publishing and vendor sectors. NASIG struggles with ways to provide additional member benefits and has charged its Continuing Education Committee with developing educational programming that can be conducted regionally, similar to that offered by UKSG. This has been slow to gain momentum, but should—in addition to increased marketing and outreach to all sectors—be a high priority for the organization if it wants to offer more than just a “great annual conference.”

One of my UKSG interviewees was quite blunt in his appraisal of NASIG’s viability. He recognized that the recent changes were a step in the right direction, suggesting that NASIG decide what it wants to be and clarify its mission. He felt it was critical to attract budget and decision-makers from libraries to the annual conference. They are there, perhaps not in great numbers, but the conference’s previous guidelines against commercial sales pitches was considered a deterrent to many members of the commercial sector, who wanted quality time with those individuals. It will be critical to market their presence to those in the publishing and vendor sector.

All the individuals I spoke with were impressed by NASIG volunteerism, noting that UKSG has fewer volunteers, but they are just as hard-working. A couple did suggest that work by so many committees dragged out decision-making processes. Are we too democratic? NASIG planned to hire support staff, an initiative that fell along with the economy. Should the organization pursue that option again, the board should revisit the job description, as well as the work of all its committees. Are we spread too thin? Are we trying to be everything to everybody? NASIG should, as part of clarifying its mission, decide where to concentrate its efforts, which might result in a reduced number of committees. Concentrate on fewer initiatives. From a personal standpoint, I would be excited to see a stronger educational focus as one way to provide member benefits that will increase the bottom line—both in member numbers and in financial security.

**NASIG Needs You!!**

NASIG is a 100% volunteer organization. ALL of the work that we accomplish each year is carried out by members who volunteer to serve on committees, and the volunteers you elect to serve as members of the executive board. One of the duties of the vice president/president-elect is to solicit committee volunteers, and then to assign volunteers to committees. And so I write you today.

The link to the Volunteer Application Form can be found in the center of the page of the NASIG Committees page: <http://www.nasig.org/about_committees.cfm>. Below that link is a list of all committees with links to the description of each committee. I ask that each member review this committee list to see what areas of the organization they might like to contribute to.

If you currently are finishing your first term of service on a committee and would like to be reappointed to the committee, please fill out the form indicating you are a current member. If you’re not sure whether or not you should submit an application, go ahead and submit one. My job is to figure it all out.
If you’ve never served on a NASIG committee, or if you have but you took a break, please consider submitting a volunteer application. It’s a great way to meet other members and to learn more about NASIG! The deadline for volunteer applications is April 1st (and this ain’t no joke!).

Consider joining the dozens of individuals who keep every aspect of this organization going!

Many thanks,

Steve

Steve Shadle/Serials Access Librarian
shadle@u.washington.edu
University of Washington Libraries
Seattle, WA 98195-2900
Phone: (206) 685-3983
Fax: (206) 543-0854
NASIG Vice-President/President-Elect

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**Executive Board Minutes**

**Midwinter Meeting**

**Date:** January 6, 2011  
**Place:** San Diego State University

**Attending**

**Executive Board:**  
Katy Ginanni, President  
Steve Shadle, Vice President/President-Elect  
Rick Anderson, Past-President  
Carol Ann Borchert, Secretary  
Lisa Blackwell, Treasurer

**Members-At-Large:**  
Patrick Carr  
Clint Chamberlain  
Steve Kelley  
Buddy Pennington  
Christine Stamison  
Jenni Wilson

**Angela Dresselhaus, ex officio**

**Guests:**  
Anne Mitchell and Michael Hanson, PPC co-chairs  
Shana McDanold and Karen Darling, CPC co-chairs

**1.0 Welcome (Ginanni)**

The meeting was called to order at 8:33 a.m.

**2.0 Secretary’s Report (Borchert)**

**2.1 Approval of December 8 Minutes**

Ginanni made a motion to approve the minutes from the December 8 Executive Session. Blackwell seconded and all voted in favor.

**2.2 Action Item Updates**

The Action Items list was updated as follows:

**Not Done/In Progress:**

**ACTION ITEM:** All Board members will discuss how to turn the contingency planning documentation into a public document for distribution and discussion among the NASIG membership.

**ACTION ITEM:** All Board members will consider the issue of member information being shared with Tier One sponsors and how to communicate this to members.

**ACTION ITEM:** All Board Liaisons will investigate and become familiar with process of doing an environmental scan.
**ACTION ITEM:** Anderson will continue work with N&E over the course of this year to insure that the manual is complete and posted on the website. **ONGOING**

**ACTION ITEM:** Anderson will ask FDC for pricing parameters for website advertisements.

**ACTION ITEM:** Blackwell will add information to the Treasurer’s manual indicating that the Board may approve additional funding for the Merriman Award winner and the NASIG President to account for emergency situations.

**ACTION ITEM:** Blackwell will investigate the possibility of getting statistics on how our room reservations have looked over the past five years.

**ACTION ITEM:** Blackwell will investigate numbers for how many people registered before and after early registration deadline for the past couple of conferences.

**ACTION ITEM:** Chamberlain and Shadle will talk to ECC & CEC about working together on the Archiving Information section of the CEC-PPR proposal. **IN PROCESS**

**ACTION ITEM:** Chamberlain will ask E&A to poll vendors via email to see how NASIG could be more valuable to them/how the conference could be a more valuable experience. **IN PROCESS**

**ACTION ITEM:** Chamberlain will ask ECC to review the website to correct broken or outdated links. **IN PROCESS**

**ACTION ITEM:** Chamberlain will ask ECC and the Website Liaison to explore where we could add advertisements into the NASIG website without ArcStone intervention. **IN PROCESS**

**ACTION ITEM:** Ginanni will appoint or select members on FDC and the Newsletter to work with advertisements. **IN PROCESS**

**ACTION ITEM:** Ginanni will draft a charge and job description for the NASIG Historian, run it by the Board, and then appoint a Historian. **IN PROCESS**

**ACTION ITEM:** Ginanni will work with the Student Outreach Committee to create a formal proposal for the internship program.

**ACTION ITEM:** Ginanni will consult with Joyce Tenney regarding cost per person of conference to see if we can offer a lower rate to paraprofessionals both for full conference rate and single-day registration. **IN PROCESS**

**ACTION ITEM:** Ginanni will ask SOC to send out a blast with information on library schools lacking library school ambassadors and rephrase page about library ambassadorship to show these as suggested activities, not requirements, and discuss ideas about drafting a document outlining what it’s like to be a serialist.

**ACTION ITEM:** Ginanni will contact October Ivins to see if they might be amenable to doing an event or conference together.

**ACTION ITEM:** Kelley will follow up with PPC to make sure it is in their manual to follow up before and after conference to get presentations online and/or on flash drives.

**ACTION ITEM:** Kelley will ask PPC to create a form for proposal submissions that clarifies expectations, including the right of first publication, of each type of speaker (vision, strategy, and tactics).

**ACTION ITEM:** Kelley will ask PPR to formulate a conference marketing plan.

**ACTION ITEM:** Kelley will ask PPR to send letters to NASIG members and directors in conference region suggesting paraprofessional attendance at conference.

**ACTION ITEM:** Stamison will draft new language in conjunction with Wilson for the sections of the NASIG
website that refer to personal memberships, and will send this to Board for revision by end of December.

**ACTION ITEM:** Wilson will take the idea of thank you letters to new members back to MDC for consideration.

**ACTION ITEM:** Wilson will work with MDC to ensure they have a booth next year with membership brochures, etc. at the vendor expo.

**Completed Action Items:**

- All Board Members will review the MDC November report carefully for discussion at the Midwinter Board meeting.
- All Board Liaisons will notify their committees that conference calls need to be scheduled through the NASIG Treasurer.
- Blackwell will ask Abigail Bordeaux to investigate website usage statistics to determine whether it is worth fixing some of the lesser-used sections of the website.
- Blackwell will have D&D work with ECC to have the link put on the Join Now page to send interested organizations to D&D for membership processing.
- Ginanni will ask Joyce Tenney to explore setting up a display for tweeting during the conference.
- Ginanni will ask the Mentoring Group to determine criteria for the first-timers reception and include this in their new manual.
- Ginanni will investigate idea of having a table at ERL with NASIG membership information.
- Ginanni will send out a call for volunteers to serve on a task force to draft a vision and mission statement for NASIG.
- Shadle will ask CEC to explore unconferences and podcasts.

2.3 Approval of Board Activity Report since November Meeting

After making one correction to the Board Activity Report, Stamison made a motion to accept the following report, seconded by Carr. All voted in favor.

11/10 The Board discussed the leftover paperweights from a former Awards & Recognition committee that have the former logo on them, and decided to sell these at the conference.

11/10 Ginanni announced that the Telecommunications Task Force has completed their charge. The Board appreciates all of their work!

11/10 The Board discussed the definition of “student” for the awards via email and tabled the discussion until the midwinter meeting.

11/10 **VOTE:** Borchert made a motion that NASIG continue its partnership with NISO, and Ginanni seconded. All voted unanimously and enthusiastically in favor.

11/10 The Board discussed the possibility of reducing the conference registration rate for paraprofessionals.

11/10 **VOTE:** Ginanni made a motion to approve the 2010/2011 budget presented by the Treasurer. Motion seconded by Anderson. All members voted in favor.

11/10 **VOTE:** Ginanni made a motion to approve the slate of programs presented by the Program Planning Committee, seconded by Anderson. All members voted in favor. The Board wishes to express its appreciation for PPC’s work on this!

12/10 **VOTE:** Anderson made a motion to approve the discount rates for newsletter advertisements as proposed by the Financial Development Committee: $3500 for a year-long front-page ad and $1600 for a year’s worth of interior ads. Ginanni seconded the motion. All voted in favor.

12/10 The Board supports the idea of sponsoring the ER&L conference at the Bronze level.

3.0 Treasurer’s Report (Blackwell)

Blackwell reported that sponsorships are currently at $15,000, and assets for NASIG total $348,643.40. Expenses came in slightly below estimates for 2010, in part due to help from sponsorships.
4.0 Consent Agenda (All)

Archivist: Shadle made a motion to accept the Archivist report, seconded by Kelley. All voted in favor.

5.0 Site Selection (Ginanni, Shadle)

Ginanni reported that the contract is not yet signed for 2013, but will be soon.

6.0 PPC (Kelley, Mitchell, Hanson)

For the 2011 conference, there will be three preconferences, 2 half-day and one full day, and two vision speakers. The program slate is set. PPC hopes to have the conference program and abstracts ready by February 15. PPC will send CPC preliminary information to put on the website.

Registration opens Monday, February 28. CPC will put hotel registration on website when registration opens February 28.

Borchert made a motion that the full day preconferences be offered at $150 for members and $200 for nonmembers; half-day preconferences would be $75 for members and $100 for nonmembers. Minimum number of registrants will be 10 for each preconference. Anderson seconded the motion, and all voted in favor.

PPC will ask the preconference speakers if they need a registration cap for the maximum number of registrants.

The Board decided there will be six student Grant Awards for 2011, same as last year.

7.0 CPC (Pennington, McDanold, Darling)

Preconference information will be posted on the website as PPC has it ready, with the information about opening registration date.

Registration costs for the 2011 Annual Conference will be as follows:

- $375 members; $500 nonmembers until May 5
- $425 members and $500 after May 5; registrants will be on their own for hotel as the block reservations will only be taken until May 5
- Daily rate will be $150 members and nonmembers; $75 for paraprofessionals
- Library paraprofessionals: $250 until May 5; full rate after May 5

Stamison made a motion to accept the aforementioned registration rates, seconded by Shadle. All voted in favor.

This year, registrants will be asked to bring their own bag same as last year, plus bags to give away if they desire.

One committee member is working on what to do in St. Louis and looking into mobile apps that might be helpful. Café Press person is on board and starting work.

Evening events:

- City Museum on Thursday
- Baseball on Friday
- Saturday night will be an open night

PPC will provide a list of what to do in the area for Saturday night and for folks who don’t go to the game.

There is still a question on the food issue for baseball game. We’ll just do tickets and let folks get their own food rather than try to make it a package. 200 tickets is the smallest block and PPC will see if we can do an add-on of more tickets as needed.

PPC explained details of City Museum event, and which sections of the Museum will be open or closed due to the cost of having those areas available to us. There will be one shuttle for the event, and the trolley is also an option if folks don’t want to walk.
7.1 $100 Drawing for Early Registrants

The Board and PPC decided to skip trying to do a drawing for $100 this year. Last year, the $100 gift certificate was an incentive for people to register for Palm Springs since we were worried about meeting registration targets for that conference.

8.0 Membership Recruitment Ideas (Wilson)

The Board discussed ideas for membership recruitment from MDC’s November report.

- Reducing membership rates for first-year members.

Not at this point. We’re offering some new registration discounts for this year, but a change of membership rates will require a change in NASIG’s bylaws. We would also need to determine some method of keeping track of the new members.

- Conference prize for first-time members?

Work with D&D to put together a document outlining details of this idea.

**ACTION ITEM:** Wilson will ask MDC to create a document outlining the idea of offering a conference prize to first-time members.

- Partnering with other organizations.

There are 50% reduced rates for NISO events in a partnership with NASIG. Can we do this with other organizations? The information about this benefit does not appear in the brochure. Does it appear in the online information? Can it be made more prominent by adding it to the online information and the next brochure batch printed?

Add this information to the membership benefits area. The brochure was printed before this was a membership benefit. Currently it is included in places where the NISO seminars are mentioned.

- Are there other tangible, monetary benefits we could play up in the brochures?

One benefit is the $25 subscription to *Serials Librarian* for NASIG members. We need to make sure this information is on the NASIG site.

**ACTION ITEM:** Wilson will ask MDC to add additional membership benefit information to website, such as NISO registration and *Serials Librarian* subscription discounts.

- We are concerned about whether the brochures can be updated to include membership benefit information such as NISO discounts. Did the NISO benefit start up after the last time the brochure was designed? The brochures may mention benefits too vaguely to really be attractive to recruits.

MDC will need to update the printed brochure when we are ready to print new ones.

- Continuing Education Committee.

Can we partner with them by finding out their regional workshops and sending them material to distribute? Perhaps this is another area for a discount, for joining while attending one of these workshops?

Secretary already sends brochures and banner to these when notified to do so.

- Was there a combined membership / conference rate last year? If there was, will it be available again for the 2011 conference?

There always has been. It’s cheaper to join and pay member registration than to register as a nonmember.

- Did sending out the brochures to Charleston Conference vendor attendees have any discernable result; can we get a list of the contacts they were sent to (all non- NASIG members) and check to see if they ever signed up? Or is this something the Registrar already knows?
D&D can run a list of who joined since those brochures were sent, and MDC can cross-check it against who was contacted from the Charleston Conference.

- Have an organization-wide membership drive, and ask all NASIG members to pass on membership information to colleagues or contacts.

Add a box to find out if someone was recruited by a NASIG member and who it was. We could do a membership drive effort between now and May 5 for first-time or returning members. MDC can draft something for a blast or for NASIG-L. Incentive is free membership for one year via a drawing.

**ACTION ITEM:** Wilson will ask MDC to draft a blast for a membership drive between now and May 5, with the incentive being free membership for one year via a drawing for recruiting a new or returning member.

- Use NASIG’s Facebook page or LinkedIn to suggest that NASIG members there send membership information to other contacts in their social network.

This is fine.

**ACTION ITEM:** Wilson will ask MDC to use NASIG’s Facebook page or LinkedIn to suggest that NASIG members there send membership information to other contacts in their social network.

- Can we follow up with the list of past Award winners to see if they are still members?

Yes, this is fine. The Board asks that MDC please run draft of this document past the Board before sending.

- Ask vendor members to help publicize NASIG by mentioning when they are going to NASIG conferences, through email or Facebook, etc. If vendor members are attending a conference with exhibits, ask if they are willing to help distribute NASIG fliers there.

Most vendors already do this in some form, via Facebook, LinkedIn, or emails. Some already distribute fliers. MDC can work with D&D to get a list of vendor and publisher members, contact them and ask if they’ll do this, and if so, the NASIG Secretary can forward brochures to someone who is attending ALA. MDC might also make a list of other potential conferences, such as MLA or SLA.

- Library school. Is NASIG membership information routinely sent to Library Schools?

Student Outreach Committee and Library School ambassadors do this.

**ACTION ITEM:** Ginanni will ask SOC to reach out to library schools in greater Midwest with information about the 2011 conference.

- Have a mentoring program that is in place besides the conference mentoring, to help with retention of new members.

Make the current mentoring program be for one year instead of just for conference. The Board suggested that MDC contact the Mentoring group and ask them to include this encouragement when they are sending out the call for mentors. There could be an option for mentees and mentors not attending conference to match up for the year anyway.

**ACTION ITEM:** Wilson will ask MDC to work with the Mentoring Committee to explore implementation of a year-long mentoring program in addition to the conference mentoring program.

9.0 Fritz Schwartz Award Qualifications (Def. of “Student”) (Stamison)

Can we consider someone not registered in a Master’s in Library Science program to be a “student” for purposes of awards? If a program is not ALA-accredited, then it is probably too far outside our scope for the Fritz Schwartz Award due to the focus on research. However, we could be more inclusive for the
student grant awards. For the 2012 student grant awards, we should remove “library science” from the award wording and make it “ALA-accredited graduate program.”

**ACTION ITEM:** Stamison will ask A&R to submit suggested rewording for 2012 student grant awards over the summer to better define the term “student”.

### 10.0 OVGTS Sponsorship (Ginanni)

The Board will discuss this via email once we have details of the sponsorship from CEC.

### 11.0 Website Statistics (Blackwell)

The documents that included website statistics were for ECC’s purposes to determine where to start fixing links on our site. If the Board wishes to do other things with this information, we can at a later date.

### 12.0 Implementing NASIG-L (Chamberlain)

The Board decided to have ECC sign everyone up for NASIG-L and allow people to opt out, and to provide that option before the list goes live. There should be no non-NASIG members on the list. The listserv will be open to any topics that may be of interest to NASIG membership and will be moderated.

**ACTION ITEM:** Chamberlain and Ginanni will draft a blast to membership announcing return of NASIG-L.

### 13.0 Offering Regional Seminars (Shadle)

We should explore the possibility of offering regional seminars in order to serve members who are not able to travel to the conference. CEC has information in their manual for how to do an unconference. We could also possibly offer more webinars if Project Transfer webinar turns out well. The board discussed ideas of regions to target for further events.

### 14.0 New Task Force Questions (Carr) [EXECUTIVE SESSION]

### 15.0 Contingency Planning Discussion (All) [EXECUTIVE SESSION]

### 16.0 Other Business (All)

**Mission/Vision TF:** There are 4 applications so far, but no one from private sector. The Board decided to wait for a few months before moving forward, given other projects on the table that will feed this conversation.

**ACTION ITEM:** Ginanni will contact the 4 applicants for the Mission/Vision Task Force and notify them of the Board’s decision to wait a few months before moving forward.

*Newsletter* will work with ER&L to publish a more complete synopsis of their conference. We cover a few sessions in the *Newsletter* already.

Home page: Limit events view to 5 as the default and highlight NASIG events or co-sponsored events in bold if possible. Right now it is too long and jumbled.

**ACTION ITEM:** Chamberlain will ask ECC to limit the events view on the NASIG home page to 5 items, with NASIG events or co-sponsored events in bold if possible.

Anderson made a motion to adjourn the meeting, seconded by Stamison. All voted in favor.

The meeting adjourned at 4:20 p.m.

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Minutes submitted by: Carol Ann Borchert Secretary, NASIG Executive Board January 13, 2011 Rev. February 10, 2011

Minutes approved by the NASIG Executive Board on February 14, 2011
Upcoming Conference News

CPC Update

NASIG 26th Annual Conference
June 2-5, 2011
St. Louis, Missouri

Mark your calendars! The North American Serials Interest Group Conference Planning Committee is hard at work planning the 2011 conference in St. Louis. Founded in 1764, this vibrant, bustling city was the historical beginning point of U.S. westward expansion. The city's nickname, “the gateway to the West,” inspired the conference theme, and the Gateway Arch takes center stage in the logo this year.

Along with the NASIG Conference, don’t forget to check out what the great city of St. Louis has to offer. Check out the St. Louis Official Travel Information site for more travel tips and things to do on your visit. A great place to start is the St. Louis City Museum, which will house the NASIG reception on Thursday, conference opening night.

Are you a baseball fan? You’re in luck! The St. Louis Cardinals will go head to head with the Chicago Cubs, their biggest rivals, on Friday, June 3rd at Busch Stadium in St. Louis (across from the Ballpark Hilton conference hotel). Check out the Cardinal’s schedule.

Attendees interested in going to the game will be able to purchase tickets during conference registration. A block of 300 discounted tickets has been reserved by NASIG.

So save the date, and keep checking with the NASIG Conference site for program and registration information. While you’re there, visit the NASIG Discussion Forum for the latest buzz on the conference and discussions on hot topics in Serials. For questions and suggestions about the 2011 Annual Conference, send an email to conf-plan@nasig.org.

Attend the conference in style with a NASIG “Gateway to Collaboration” t-shirt!

Go to Cafepress to order yours today!

PPC Update

Michael Hanson and Anne Mitchell, PPC Co-Chairs

The 26th annual conference in St. Louis is shaping up to be an outstanding NASIG conference. The Program Planning Committee is working hard on what promises to be a great program for June’s conference.

We will be hearing from these exciting vision speakers:

Adam Bly, founder and CEO of Seed Media
(http://seedmediagroup.com/about/team/adam-bly/)

Paul Duguid, adjunct professor, UC Berkeley School of Information
(http://people.ischool.berkeley.edu/~duguid/)

As in years past, the program will offer a variety of Strategy and Tactics sessions to provide a wide range of both strategic and practical information in the areas of
acquisitions and licensing, cataloging and access, collections, e-resource management, and publishing and scholarly communication. This year we are offering a full-day preconference focusing on the serials aspects of RDA and two half-day preconferences: one on budgeting and accounting for serials librarians and one on troubleshooting for e-resources. Program details will be announced in late February, prior to the opening of conference registration.

There are also opportunities for informal participation at the NASIG conference. Please consider submitting a proposal for a poster session or volunteering to facilitate an informal discussion group. The calls for poster sessions and discussion group facilitators will open later this month.

We’re looking forward to seeing you in St. Louis!

Call for Poster Sessions
for 2011 NASIG Conference
Anne Mitchell and Michael Hanson, PPC Co-Chairs

The NASIG Program Planning Committee (PPC) invites poster session proposals for the 26th NASIG conference in St. Louis, Missouri, June 2-5, 2011. The theme of the conference is “Gateway to Collaboration.”

Posters will be on display 9am-5pm on Saturday, June 4th. Presenters must be available to discuss their topics during the afternoon break on this day.

Poster sessions provide an opportunity to share innovative ideas, new workflows, and new applications of technology. Sessions may present a report of a research study, an analysis of a practical problem-solving effort, or a description of an innovative program that may be of interest to the serials community. Proposals should name any particular products or services that are integral to the content of the poster session. However, as a matter of NASIG policy, programs should not be used as a venue to promote or attack any product, service, or institution.

To propose a poster session, please use the online form.

Proposals must be received by 5pm PDT on Friday, April 1, 2011. Members of the Program Planning Committee will evaluate abstracts, and presenters will be notified in April 2011.

Inquiries may be sent to the PPC co-chairs, Anne Mitchell and Michael Hanson, at prog-plan@nasig.org.

We look forward to seeing you in St. Louis!
2011 NASIG Award Winners Announced
Chris Brady (chair) and Jessica Ireland (vice-chair), A&R

On behalf of the Awards & Recognition committee, we would like to announce the winners of the 2011 NASIG awards. We wish to thank those who are graciously supporting NASIG by sponsoring awards this year. EBSCO is sponsoring the Horizon award, and Swets is sponsoring the Rose Robischon Scholarship. NASIG and UKSG also wish to thank Taylor & Francis, which is sponsoring the UKSG Merriman award winner’s attendance at NASIG.

John Merriman Joint NASIG/UKSG Award
Elizabeth Siler, Florida International University (NASIG)
Mary Betts-Gray, Cranfield University (UKSG – sponsored by Taylor & Francis)

Fritz Schwartz Serials Education Scholarships
Nicole Prokop, San Jose State University
Andrea Ogier, University of Illinois

Horizon Award (Sponsored by EBSCO)
Dana Whitmire, University of Texas Health Science Center at San Antonio

NASIG Conference Student Grant
Vanessa Slagle, University of South Florida
Esta Day, University of Kentucky
Tiffany LeMaistre, University of Texas
Ryan Edmonds, Simmons College
Invitation to Join the Interest Group for NISO’s PIE-J (Presentation and Identification of E-Journals) Working Group

In the Fall of 2010, NISO established a working group known as PIE-J to create a set of best practices to provide guidance to publishers, platform providers, and others involved in the e-journal supply chain regarding the display and presentation of journals online. NISO has created a virtual Interest Group to provide input to the PIE-J Working Group and serve as the sounding board and mechanism for commenting on the early drafts of the proposed best practices.

Information about joining the Interest Group can be found at the end of this press release.

About PIE-J

Citations form the basis for much scholarly research. Connecting researchers with appropriate content is the goal of OpenURL linking and other reference linking systems. Two things are necessary for accurate identification. First, articles must be cited by the title of the journal in which they originally appeared, which may be different from the title the journal currently bears. Second, the correct ISSN must be used in order for link resolution to accurately happen. Until there is a consistent and universally used identification scheme for articles (the penetration of CrossRef and the DOI is far from universal), researchers have no choice but to rely on existing citation elements.

Unless journal websites accurately and uniformly list all the titles under which content was published, user access to desired content is considerably diminished. No one wins -- not the library, the publisher, the vendor, or the researcher.

The goal of the PIE-J Working Group is to review the problem and develop a Recommended Practice that will provide much-needed guidance to publishers and platform providers on the presentation of e-journals—particularly in the areas of title presentation, citation practices, and accurate use of the ISSN—as well as to solve some long-standing concerns of serials librarians. Issues to be addressed fall under the following key areas:

- **Titles for different formats**: For example, when a journal is available in print and online.
- **Former titles**: Information about and easy access to former titles (including ISSN of former titles and the dates that the journal was published under the former titles) needs to be provided on the new title’s website to ensure visibility, accessibility, and tracking. Supporting documentation that providers/publishers can mount on the website to facilitate identification will be covered.
- **Citations**: Citations need to be historically accurate; they need to cite the title and ISSN that the journal carried at the time when the article was published.
- **ISSN**: ISSN centers can help to provide correct title sequences, dates, and the ISSNs that will enable accurate linking, as well as help in resolving questions or interpreting complex relationships.

Working Group Roster

Co-chairs: Bob Boissy (Springer) and Cindy Hepfer (Univ. at Buffalo)
Members: Janet Carter (UCLA (Ref)), Ed Cilurso (Taylor & Francis, Harrassowitz), Laurie Kaplan (Serials Solutions), Kathy Klemperer (Harrassowitz), Lou Knecht (NLM), Shane Marmion (HeinOnline), Sheri Meares (EBSCO), Elisabeth Moscara (IEEE), Nancy Murray (JSTOR), Regina Reynolds (Library of Congress), Rose Robinson (Publishing Technology), Steve Shadle (Univ. of Washington) Kathleen Sheedy (American Psychological Association), Andrea Twiss-Brooks (Univ. of Chicago (Ref)), Rachael Venuti (Sage), Hazel Woodward (Cranfield Univ.)

Official Observers: Les Hawkins (CONSER, Library of Congress), Annette Hooss (Harrassowitz)

Projected Timeline

October 2010: First working group conference call

May 2011: Draft document available for public review

August 2011: Publish final Best Practices document

The Best Practices deliverable/document will likely include:

- Preamble/context statement
- Principles
- Metadata elements
- References
- Examples
- Appendix: ISSN Information
- Appendix: Terminology/Glossary
- Appendix: List of resources

How Interest Group Members Can Help

Review documents posted on PIE-J’s public website at http://www.niso.org/workrooms/piej and provide the working group with feedback.

Send examples of especially effective or ineffective journal websites to the interest group list at piejinfo@list.niso.org—be sure to explain what you like/don’t like about the examples you send!

Offer ideas via the list regarding how/where publishers, platform providers, full text database vendors, and others can easily (and inexpensively, if they have to pay at all) obtain good and reliable bibliographic data about their titles.

Sign up for the PIE-J Interest Group at: http://www.niso.org/lists/piejinfo

Peter McCracken Receives Ulrich’s Serials Librarianship Award

CHICAGO-The Association for Library Collections & Technical Services (ALCTS) has named Peter McCracken, the 2011 recipient of the Ulrich’s Serials Librarianship Award. This award for distinguished contributions, presented by the Continuing Resources Section of ALCTS, consists of a citation and $1,500 donated by ProQuest through its Serials Solutions business unit.

Peter McCracken, Creator/Publisher, Shipindex.org has made extraordinarily distinguished contributions to the field of serials librarianship, the serials information chain and serials standards through his expertise in serials content management and the creation of a variety of library community transforming services. His innumerable presentations at meetings and conferences, exceptional levels of participation in the setting of industry standards, his published works in the serials literature, work on conference planning committees, and his consistent support and active involvement in professional organizations world-wide sets him apart as a leader and critical thinker in our discipline.

Peter’s impact on reshaping the library industry has been both transformative and visionary. His past work as Director, Electronic Content Management, and Co-Founder, Serials Solutions, Inc., Seattle, Washington led to the successful development of a knowledge base platform that enabled libraries to effectively manage their ever growing electronic journal collections. Peter (and his brothers) quickly understood the need for improving collection management in all content formats...
and that it was often more cost effective to outsource the management of titles within e-journal packages; and that “cloud” software and data is almost always a better platform for library services than installing and maintaining software locally. Peter’s original A-Z list proved to be so useful that it would serve as the “engine” for a range of other products (link resolvers, ERAMS—Electronic Resource Access & Management Systems—including valuable title overlap analysis reports, MARC record services), and even the most recently developed single unified index web scale discovery service, Summon, is premised on the same knowledgebase.

Peter’s work as a former reference librarian at the University of Washington assisted in his understanding that the success of the deceptively simple production of an A-Z list hinged primarily on consistently ensuring the integrity of data and its related links. The result was revolutionary. Peter’s hands-on involvement in developing tools made him a valuable advocate and contributor to SUSHI (Standardized Usage Statistics Harvesting Initiative), the OpenURL standard that enables linking between tools and resources on the Web, and the NISO/ALPSP Journal Article Versions working group that examined problems associated with the proliferation of different versions of journal articles, resulting in the development of a recommendations document that can be found at http://www.niso.org/publications/rp/PR-8-2008.pdf.

In 2006, under Peter’s leadership, Serials Solutions became an active affiliate member of CONSER’s international activities, including his active participation in the Access Level working group that was formed to develop a single CONSER standard record that would apply to all formats of serials and reduce cataloging costs. Their document may be found at http://www.loc.gov/acq/conser/alrFinalReport.html.

Peter’s passion for OpenURL and accurate knowledge bases led him to collaborate with the United Kingdom Serials Group as co-chair of the joint NISO/UKSG KBART (Knowledge Bases and Related Tools) working group that developed recommended practices for standardizing the transfer of data within and among information supply chain participants. Their document may be found at http://www.niso.org/publications/rp/PR-2010-09.pdf.

All of Peter’s letters of recommendation referred to him personally, to his work and contributions in superlatives that underscored his vision, ideas, cooperative nature and exceptional work ethic as well as his extraordinary skill at problem solving. Each noted his passion for excellence and how serial librarians, libraries in general, and their users have benefited from the creation of his sorely needed services. Evidence and testimony to Peter’s commitment to the serials profession has been profound. He is looked upon as a true pioneer who gave birth to an industry that was truly needed. His contributions to the development of tools and methods, demonstrated leadership, scholarship, development and implementation of standards, including current endeavors has greatly enriched the intellectual life of the profession and immeasurably improved access and understanding of the digital serials environment for librarians and end users.

Ulrich’s Award Jury

Maria Michelle Sitko, Chair (Marywood University)
Wen-ying Lu (University of Colorado at Boulder)
Tina Shrader (National Agricultural Library)
Narda Tafuri (University of Scranton)
Christopher H. Walker (Pennsylvania State University)

The Association for Library Collections & Technical Services (ALCTS) is the national association for information providers who work in collection and technical services, such as acquisitions, cataloging, collection development, preservation, and continuing resources in digital and print formats.

ALCTS is a division of the American Library Association.
San Diego, California
Reported by Cory Tucker, Head of Collection Management, University of Nevada, Las Vegas

The forum provided the opportunity for speakers to address the perceived shift from collection development to collection management. More specifically, is selection by librarians—the traditional method for building library collections—going to be replaced through other methods of collection building, such as patron-driven acquisitions? The four speakers for the forum were:

- Rick Anderson, Associate Director for Scholarly Resources and Collections at the University of Utah
- Stephen Bosch, Budget and Licensing Librarian at the University of Arizona
- Nancy Gibbs, Department Head of Acquisitions at Duke University
- Reeta Sinha, Senior Collection Development Manager at YBP Library Services

Rick Anderson began the forum with the presentation title “Selection is Not Dead, but the Selector Is.” Anderson initially discussed the changing evolution of the scholarly information environment, where today the emphasis is on whether the document is available or not. Anderson listed three factors that would be changing the landscape of scholarly information: declining budgets, digital collections (for example, Google Books and HathiTrust), and patron-driven acquisitions. The current environment of scholarly information has certain realities, one of which is libraries are trying to guess what users want and “we’re nearly wrong half the time.” With the economic crisis, waste is not looked upon favorably, so we cannot afford to be guessing. Some solutions offered by Anderson include sharing resources (for example, HathiTrust, which is sharing cost of archiving content and making it accessible), exposing as many books as we can to the patron and letting them decide (preference for e-book format), and purchasing journal articles “by the drink” and getting away from the “big deal.”

The second speaker was Stephen Bosch, who pointed to the fact that selection is affected by several factors. These factors include: decreasing library budgets and economic issues; network level access and discovery, with decreasing patron need of localized collections; and the abundant nature of information. In addition to the above factors, the “big deal” and patron-driven acquisitions are “furthering the deterioration of selection.” Bosch points out that in the future, there will not be selection as we see it currently, but there will be a need for resource management, which requires a wider range of professional skills.

The third speaker, Nancy Gibbs, had a different spin on the traditional model selection. Gibbs stated that selection is not dead, but “morphed.” Gibbs believes that pre-selection is the new selection, and this change has been brought into effect by four things: patron-driven purchasing, approval plans, journal and book packages, and cooperative purchasing of resources via consortia. These new methods for building collections do shift the selection of materials, and everyone is involved in managing the collection. Librarians’ roles have shifted as well; in addition to selection, librarians are working on the reference desk, participating in instruction, writing grants, and so on.

The final speaker of the forum was Reeta Sinha. Sinha was at the other end of the spectrum. Sinha believes selection is still alive, but is in danger. This stems from the fact that if a library collection experiences a lack of use, the view is selectors “got it wrong,” “don’t know what they are doing,” or “don’t know what their patrons need.” This is not always the case. The role of collection development “begins and ends with understanding the needs of users, the institutional environment, and trends in assigned disciplines, budgetary constraints, and evaluation quality of content.” Collection development and management has always been about the patron. Selectors spend years getting to know the needs of the patrons, and this can coincide with patron-driven acquisition and other
new developments. Sinha noted librarians are performing other job duties and may not have adequate time to devote to collections. In the past, libraries have faced economic crises and have gone through many changes, but collection management and development has adapted and will continue to do so.

There are two additional reports on this forum, one from Josh Hadro in Library Journal and Amy Fry on the ACRLog.

UKSG Transfer Code of Practice: A Collaborative Project to Improve Journal Transfers Webinar

In January NASIG’s Continuing Education Committee worked with UKSG to co-sponsor the Transfer Code of Practice webinar. Ed Pentz (CrossRef), chair of the UKSG Transfer Working Group, organized and moderated the event. One of the goals of the Transfer Code of Practice is to “ensure that journal content remains easily accessible by librarians and readers when there is a journal transfer.” Nancy Marie Beals, electronic resources librarian at Wayne State University Libraries, provided the librarian view of Transfer. Nancy shared her “nightmare” experience of dealing with journal transfers and encouraged librarians to pressure publishers to comply with Transfer. Yvonne Campfens, executive vice president of eOperations at Springer, provided the publisher view of Transfer. Yvonne discussed the differences and the issues involved in journal transfers, and endorsed the Transfer Code of Practice. For more information on the Transfer Code of Practice and to see which publishers are already participating, go to the UKSG Transfer web site: http://www.uksg.org/transfer. If you missed this informative webinar, then you can find the presentation slides on slide share at: http://www.slideshare.net/epentz/uksgn.

Other NASIG News

Committee Updates

Archivist

Report for the January 2011 Board Meeting.

December 3, 2010

Archivist:
Peter Whiting

Board Liaison:
Carol Ann Borchert

As part of the NASIG 25th annual celebration task force activities, David Winchester supervised several hours of video taping. He emailed me on October 21, 2010 for the purpose of transferring that data to NASIG. The approximately 80 GB of data is currently housed on the Washburn University server. The systems tech at Washburn University suggests placing the video on an external hard drive. I emailed the archivist at the University of Illinois to find out how to proceed with the transfer. After a month of not hearing any response, I sent the archivist another email and will continue to pursue this issue. If it is not resolved by February or March 2011, then I will ask for board input on how to proceed.

Statistical Information

None

Action(s) Required by Board

None

Questions for Board

None
Committee members participated in the creation of institutional memberships by working with the Electronic Communications Committee to update the NASIG website. They wrote a description of the institutional memberships, created the new institutional membership form, tested the electronic transmission of the form, and found portions of the NASIG website that needed updating to reflect these changes.

Memberships

As of today, February 9th, 2011, active memberships total 673. Renewals of existing members have been strong the last several months. Please see the figures below for October through January. February, I am happy to report, is also off to an excellent start.

<table>
<thead>
<tr>
<th>Month</th>
<th>New Member Joins</th>
<th>Existing Member Renewals</th>
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<tbody>
<tr>
<td>October 2010</td>
<td>5</td>
<td>68</td>
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<td>November</td>
<td>6</td>
<td>50</td>
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<td>December</td>
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<td>53</td>
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<td>January 2011</td>
<td>6</td>
<td>62</td>
</tr>
<tr>
<td>Totals</td>
<td>19</td>
<td>233</td>
</tr>
</tbody>
</table>

Submitted by

Maggie Ferris
Database and Directory Committee

Institutional memberships are ready to go!

Columns

Checking In
Kurt Blythe, Column Editor

[Note: Please report promotions, awards, new degrees, new positions, and other significant professional milestones. You may submit items about yourself or other members to Kurt Blythe at kcblythe@email.unc.edu. Contributions on behalf of fellow members will be cleared with the person mentioned in the news item before they are printed. Please include your email address or phone number.]

NASIG welcomes five new friends to the fold this quarter, and this column is pleased to publish accounts of their respective paths to life as serialists in their own words, beginning with:

STEVE BROWN, who started at George Washington University Medical Center’s Himmelfarb Library in July 2009 as the serials and systems librarian.

Before that, I was a technical services specialist at the U.S. Department of the Interior Library for ten years. Long ago, I worked at the Penn State Interlibrary Loan
office as a work study student, which is where I got my start in libraries (if you don’t count working at the library in middle school). I graduated from the University of Alabama with an MLIS in 2009, where I got my first taste of medical librarianship (under the guidance of Library Journal 2010 Teaching Award recipient Steven MacCall). Away from serials, I said “I do” to my wonderful wife at the Baltimore Zoo in spring 2010 and am a new father to two mostly well-behaved kittens. I look forward to meeting everyone in St. Louis at my first NASIG conference.

MICHAEL CERBO writes that: “While not new to librarianship, I am new to NASIG and serials in general. As the bibliographic access and resource management librarian at the University of Rhode Island my duties include electronic resources and databases, cataloging and serials. In this changing environment that librarians find themselves in, it is exciting to be a part of that change, helping to direct our services to better serve our constituents. I hold a Masters degree in Political Science and an MLS in Library Science. I joined NASIG to continue my professional development, learn from others, and contribute to the overall growth of libraries and librarianship.”

RENETTE DAVIS got into serials librarianship by accident.

When my late husband and I entered voluntary service in the late ’60s, we were sent to a Navajo school in New Mexico. They needed a librarian, and even though I had no training, I agreed to give it a try. I really enjoyed it. So when we went back home to Illinois, I decided to try to get a job at the University of Illinois Library. I just happened to get a job in the Serials Department and I loved it. When we moved to Chicago, I decided to try to get a job at The University of Chicago Library, and this time I expressed a preference for serials, so again I ended up in the Serials Department. I then went to library school and spent the next forty years working in serials cataloging.

KATHY FOWLER first started work as a librarian in 1995, as a special librarian working in a high tech consortium then in a law firm.

In both places, of course, I handled journal subscriptions. When I came to Austin Presbyterian Theological Seminary in 2002, I started as a technical services librarian, working part-time. I took over managing the serials in 2005 after the paraprofessional who had managed them for years retired. I can’t remember how I learned about NASIG (I think I serendipitously came across a mention of the group somewhere online), but I looked at some of the topics covered at your annual conference and decided that, considering the current sea-change that serials are undergoing from print to online format, I could learn a lot from the organization and that it might help my library make the inevitable transition to e-journals.

And, back in 1989, PETER MCKAY found himself in Claremont, CA at Scripps College as a first time attendee of a NASIG annual conference.

Twelve months earlier I had been appointed the director of sales & marketing for Academic Press and I was on a voyage of discovery. I wanted to try and get a real understanding of who serials librarians were, what they did, and what mattered to them. My journey continued at Brock in ’90, Trinity in ’91, Illinois in ’92, OBC in ’94 and Duke in ’95. In between these meetings I also participated in UKSG meetings and found myself, for a while, chair of the Library Relations Committee of the STM Publishers Association. In 1996, I moved to Thomson Science & Technology, my career moved me into General Management, and I found it harder to get to the meetings. In the last twelve months, I have returned to the frontline of scholarly publishing, but now as a consultant, and I knew of no better way of making sure I was fully involved in this world than to rejoin NASIG (and UKSG); I have every intention of getting to St Louis next June.

Citations: Required Reading by NASIG Members

Kurt Blythe, Column Editor

[Note: Please report citations for publications by the membership—to include scholarship, reviews, criticism, essays, and any other published works which would benefit the membership to read. You may submit citations on behalf of yourself or other members to Kurt Blythe at kcblythe@email.unc.edu. Contributions on behalf of fellow members will be cleared with the author(s) before they are printed. Include contact information with submissions.]
Just in time for spring are the following notices of new scholarship:

**Connie Foster** has published an article entitled, “Fishing for leadership, a service philosophy in library technical services,” on pages 603-605 in the December 2010 issue of *College & Research Libraries News* (vol. 71, no. 11).


**Matthew A. Person**, who has been working on the Biodiversity Heritage Library since 2007, notes that “the MBLWHOI (Marine Biological Laboratory and Woods Hole Oceanographic Institution) Library has scanned over four million pages of serials and monographs in this project, and my job has been handling the serials scanning portion of the workflow.” Matthew co-wrote the following:


Abstract: The Biodiversity Heritage Library is an open access digital library of taxonomic literature, forming a single point of access to this collection for use by a worldwide audience of professional taxonomists, as well as “citizen scientists.” A successful mass-scanning digitization program, one that creates functional and findable digital objects, requires thoughtful metadata work flow that parallels the work flow of the physical items from shelf to scanner. This article examines the needs of users of taxonomic literature, specifically in relation to the transformation of traditional library material to digital form. It details the issues that arise in determining scanning priorities, avoiding duplication of scanning across the founding twelve natural history and botanical garden library collections, and the problems related to the complexity of serials, monographs, and series. Highlighted are the tools, procedures, and methodology for addressing the details of a mass-scanning operation. Specifically, keeping a steady flow of material, creation of page level metadata, and building services on top of data and metadata that meet the needs of the targeted communities. The replication of the BHL model across a number of related projects in China, Brazil, and Australia are documented as evidence of the success of the BHL mass-scanning project plan.


Abstract: The end of the MARC formats has been predicted for years, but no alternative format has risen up to challenge MARC. Will the introduction of the new RDA code precipitate the demise of MARC? Will RDA require the description of content and functionality that cannot be accommodated by the MARC formats, or that can be more easily accommodated by alternative content formats? If so, what format(s) will replace MARC? And if MARC does continue to thrive, how will it have to change to accommodate the new content descriptions in RDA?

**Sarah Sutton** presented a poster of her dissertation research in the Jean Tague-Sutcliffe Doctoral Student Research Poster Competition at the ALISE conference:

“Identifying Core Competencies for Electronic Resources Librarians in the Twenty-First Century Library” (poster presented at the annual conference of ALISE (Association for Library and Information Science Educators), San Diego, CA, January 4-7, 2011).

Also, back on October 2, 2010, Sarah, as Student Outreach Committee liaison to Texas Women’s University (TWU), participated in the School of Library and Information Studies (SLIS) Fall Forum. The Fall Forum is sponsored by TWU SLIS and GLISA, the TWU student chapter of the American Library Association, and is an opportunity for learning and networking for
students and faculty. This year’s forum included social events and workshop sessions on topics such as library resources for distance students and campus resources for doctoral students, a panel discussion among practitioner librarians regarding career paths in different types of libraries, and a showcase of faculty and student research. Approximately seventy students and faculty attended.

Sarah co-presented a Fall Forum session entitled *Securing a Library Position in a Tight Economy* along with an academic library director, a public library director, and a school librarian. Each panelist presented an overview of the dos and don’ts of applying to and interviewing for a professional position in the type of library represented. The audience was amused (and informed) by the presenters’ stories about the most memorable job interviews each presenter had participated in. They particularly enjoyed the breakout sessions at the end of the presentation during which audience members gathered with presenters to ask questions about the job search process. “It was a very pleasant opportunity for me to share my experiences as a serials librarian and to represent NASIG to the students and faculty of Texas Woman’s University,” Sutton said.


Abstract: The article discusses current practices among academic librarians for managing electronic holdings; explores tools, strategies, and innovations that librarians have used to enhance this process for the benefit of their library users and staffs; and examines the costs and benefits of different management practices.

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<td>Kurt Blythe, Column Editor</td>
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[Note: Please report promotions, awards, new degrees, new positions, and other significant professional milestones. You may submit items about yourself or other members to Kurt Blythe at kcblythe@email.unc.edu. Contributions on behalf of fellow members will be cleared with the person mentioned in the news item before they are printed. Please include your e-mail address or phone number.]

This quarter’s column runs the gamut, from graduation through retirement.

Eugenia Beh joined the Texas A&M University Libraries in January as an electronic resources librarian at the rank of Assistant Professor.

Bob Boissy has taken up a new position at Springer as manager of Account Development and Strategic Alliances. In this role, Bob will work with academic library clients in the Northeast U.S. and Canada to maximize usage and return on investment in Springer online publications. In addition to these responsibilities, Bob will manage Springer’s strategic relationship with various library organizations (including NASIG!) in the Americas. Bob was previously managing sales through third parties for Springer.

Bob may now be reached at:

781-244-7918
Robert.Boissy@Springer.Com

Marla Whitney Chesler was recently selected as the head of Acquisitions at the U.S. Department of State Ralph J. Bunche Library. Marla writes, “I enjoy being back in a more traditional library setting and I’m learning a lot about foreign policy. I am lucky to work with a group of very dedicated staff members, both in the library and in the rest of the US Department of State around the world.”
Find Marla at:

Phone: 202-647-1875
Fax: 202-647-0203
CheslerMW@state.gov

**Jacquie Samples** recently changed jobs and is now working at Duke University Libraries.

Jacquie is now:

Electronic Serials Librarian and Head, Electronic Serials Section
Electronic Resources & Serials Management
Duke University Libraries
Smith Warehouse, Bay 9
Box 90188
Durham, NC 27708
919-660-5965
jacqueline.samples@duke.edu

After serving as the serials cataloger at Georgia State University since 1984 and a member of NASIG since 1986, **Judith Shelton** writes to say, “I am happy to announce that I will be retired as of Jan. 1, 2011. A belated Merry Christmas and Happy New Year to all my colleagues. So long, Judith.”

**Sandhya Srivastava** is now the serials/electronic resources librarian and reference librarian at the College of New Rochelle, and may be found at:
Gill Library
29 Castle Place
New Rochelle, NY 10805
914-654-5347
ssrivastava@cnr.edu

**Sarah Sutton** writes to say that she has completed her Ph.D. in Library Science at Texas Woman’s University, thus changing her title to “Dr.”

And, **Daisy Waters** retired effective January 30, 2011 after a ten year career at the University at Buffalo (SUNY). This was Daisy’s second career and she very much enjoyed attending NASIG conferences at William & Mary (those bunk beds were a nightmare) and Portland (the rose gardens were wonderful), and making many new friends. Daisy plans to enjoy more time in her garden and visiting her son who has relocated to Arlington, Texas. She is an active member of Zonta International and looks forward to attending their international convention in Turino, Italy in 2012. Daisy asks, “Who has time to work with all those exciting plans?”

Daisy will retain her UB email (dpwaters@buffalo.edu) and would love to hear from you!
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May 1, 2011

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