

# NASIG Newsletter

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## President's Corner

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Steve Kelley, NASIG President

In my previous President's Corner column I discussed the idea of holding a vote at the next conference's Business Meeting to change the official name of our organization from the North American Serials Interest Group to simply NASIG. This sparked a great deal of conversation among the membership, and a number of people suggested that such a vote should be conducted online, rather than at the meeting, so that we can get maximum participation. The Board agreed, and so there should currently be a measure before the membership regarding the name change (I'm writing this in early November and I hope we do actually have the measure under consideration at the time this is published).

When the issue of changing our name was brought up to the membership, several alternative names were suggested. Our initial hope was that we could have a vote among the several contending name suggestions. However, when the Board consulted the Bylaws, we saw that the organizational name is codified in the Bylaws. Any change to the Bylaws must be approved by a two-thirds majority of those members voting. We knew that if we offered several name choices, no one name choice was probably ever going to receive a two-thirds majority, but a single alternative to the current name might be able to muster a two-thirds vote. Based on feedback that the Board received, both publicly and privately, and the preferences expressed, we have decided to put forward a measure to change our name to NASIG. As this measure is a Bylaws change, the proposal has to be put before the membership for a thirty day period of comment. We should be nearing

the end of this period at the time this column is published. We are hoping to open the voting period in the middle of December (we're shooting for December 10<sup>th</sup>). We will hold the voting period open for a six-week period, to allow for the disruption of the holiday breaks and to give everyone a chance to vote. The Board acknowledges that this is a big change that we're proposing, but we think the time is right.

The Board is also working on crafting a draft code of conduct to submit to the membership for comment soon. Conference codes of conduct have become an important issue in the last few years, with a number of high profile incidents of bias and/or harassment occurring at various conferences. I know we like to think that this kind of thing will never happen at NASIG (and hopefully it won't!), but we need to be prepared in case such an incident does occur and have a policy in place. We have had several potential speakers and attendees ask about whether or not we have an official code of conduct, including some who have said that they would not attend the conference if such a policy is not in place. The Board hopes to have a version of a code of conduct available for public comment by early in 2015 and to have a code of conduct in place well before the 2015 conference.

Speaking of the 2015 NASIG conference, don't forget that this conference will run on a different schedule than usual. We'll begin the conference on Wednesday, May 27<sup>th</sup> in Washington, DC with joint programming with the Society for Scholarly Publishing (SSP). We have a block of rooms available on Tuesday, May 26<sup>th</sup>, so be sure to come in early and get some rest before the programming begins. We'll open the NASIG Conference after the joint programming session ends, and the conference will run through the morning of Saturday, May 30<sup>th</sup>. After the conference, there will be post-conference workshops available (like our regular pre-conferences, just after the conference). Plus, we'll be having a special celebration of our 30<sup>th</sup> anniversary, so be sure to mark your calendars for the 2015 NASIG Conference in Washington, DC.

One final note. As all of NASIG's financial details are public, I think I should let you all know that the 2015 Conference will be more expensive than usual. The combination of the costs involved with the joint programming with SSP, the 30<sup>th</sup> anniversary celebration, and the general expense of Washington, DC, means that this conference will have higher operating costs than we're used to seeing. Luckily, the Executive Board set aside the profits from the 2014 Conference in Fort Worth to add to our contingency fund. We might not even have to touch this money, but I wanted to warn the membership upfront that the expenses for 2015 will be unusually high.

However, I believe that the wonderful location, our fantastic programming, and the great opportunity to interact with SSP will attract a huge conference attendance and lots of exhibitors, and that the 2015 Conference will be an enormous success. Be there.

## **NASIG's New Vision and Mission Statement**

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Steve Kelley, NASIG President

The NASIG Executive Board is pleased to announce that the proposed revised vision and mission statements were adopted by the membership. We would like to thank all of those members who participated in the voting process. The Board would also like to extend a special thanks to the members of the task force that worked on these statements: Rick Anderson, Betsy Appleton, Patrick Carr, Lauren Corbett, Tina Feick, October Ivins, and, especially, the task force chair Steve Oberg. Your hard work is greatly appreciated by the Board and by NASIG as a whole.

The newly adopted Vision and Mission Statements are below:

### **Vision Statement**

NASIG is an independent organization of librarians, publishers, and vendors working together to advance and transform the management of information

resources. Our ultimate goal is to facilitate and improve the distribution, acquisition, and long-term accessibility of information resources in all formats and business models.

## Mission Statement

There are three key components to NASIG's mission:

- NASIG supports a dynamic community of professionals including librarians, publishers, and vendors engaging in understanding one another's perspectives and improving functionality throughout the information resources lifecycle with an emphasis on scholarly communication, serials, and electronic resources.
- NASIG provides a rich variety of conference and continuing education programming to encourage knowledge sharing among its members and to support their professional and career development.
- NASIG promotes the development and implementation of best practices and standards for the distribution, acquisition and long-term accessibility of information resources in all formats

and business models throughout their lifecycle. In addition to developing best practices, NASIG supports the development of standards by NISO, an affiliated organization.

## NASIG's New Partnership with the Library Publishing Coalition

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Steve Kelley, NASIG President

NASIG is proud to announce that we have become a strategic affiliate of the [Library Publishing Coalition](#).

According to their webpage, the Library Publishing Coalition's purpose "is to support an evolving distributed range of library publishing practices and to further the interests of libraries involved in publishing activities on their campuses."

The NASIG Executive Board approved the partnership on October 6th, 2014 at a meeting in Washington, DC.

We are excited about the possibilities of cooperation between our two organizations.

## Upcoming Conference News

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### CPC Update

Mark Hemhauser and Ted Westervelt, CPC Co-Chairs

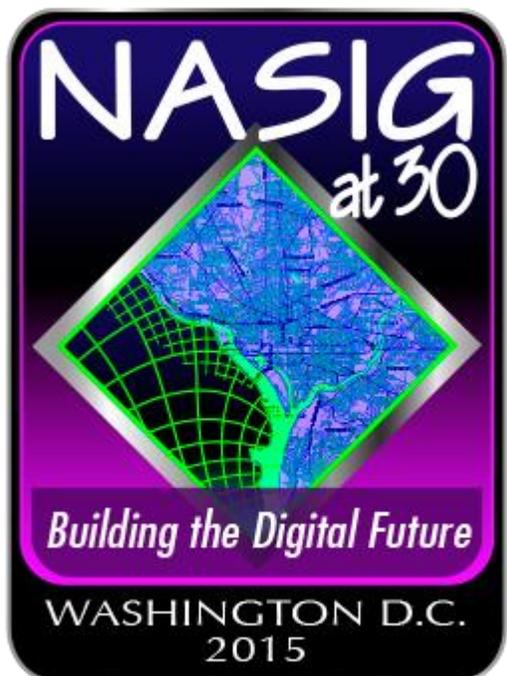
### NASIG at 30: Building the Digital Future Washington, DC, May 27-30, 2015

Washington, DC might be the home of all three branches of our nation's government, but don't let that put you off visiting. The cherry blossoms will be gone by the end of May, but there are few places nicer than Washington in the spring with highs in the 70s and lows in the 50s. With the weather cooperating, you will be well set to take full advantage of a city made for walking, home to some of the finest monuments, museums, galleries, and architecture in the country,

many of which are free of charge. Wander the National Mall, from the Capitol to the Lincoln Memorial, and be spoiled for choice on things to see and do. Avoid the lines at the Capitol Visitors Center by calling your representative or senator ahead of time and getting a private tour of the Capitol or see if they can get you tickets to the White House. Want to avoid your elected representatives at all costs? Then enjoy making your way through the [Smithsonian Museums](#) that line the Mall down to the Monuments. Haven't been to Washington for some time? Enjoy newer museums like the [National Museum of the American Indian](#) and the United States [Holocaust Memorial Museum](#) or a recently renovated one like the [National Portrait Gallery](#) (housed in the building where Lincoln held his second

inaugural ball) or the [American History Museum](#). Enjoy the memorials, some inspiring, others thought-provoking, and consider one of the many guided tours of them offered, such as [Monuments by Moonlight](#).

After all that walking, take advantage of one of the increasingly large number of fine restaurants around the city, many of them easily accessible by public transportation and located in some of the city's most charming and vibrant neighborhoods: [Eastern Market](#), [Penn Quarter/Gallery Place](#), and [Georgetown](#). In the evening, take advantage of the nightlife options: [The Kennedy Center](#), [Arena Stage](#), or [Warner Theater](#) for music or a show, or get in an early evening visit to the [Phillips Collection](#) (open until 8:30 on Thursdays) or the [National Portrait Gallery](#) (open until 7:00 every day). This is all just a taste of what Washington has to offer, so come in a spirit of exploration. Stick around for Saturday evening and into Sunday – you'll find a lot more here than you ever imagined and will end up wishing you could stay even longer (at least until the summer heat hits).



## PPC Update

Anna Creech and Danielle Williams,  
PPC Chair and Vice-Chair

The Program Planning Committee (PPC) is excited about the program for the upcoming conference in Washington. The Call for Proposals will close on November 15th, and the PPC will begin the evaluation process by the end of November. Presenters will be notified by mid-December.

The PPC will also be holding the third *Great Ideas Showcase* and the second *Snapshot Sessions* on Thursday afternoon. In the *Great Ideas Showcase*, presenters will have a tabletop for a poster display, laptop presentation, or handouts to showcase their innovative projects, ideas, and research. The interactive aspect, as well as expansion beyond flat media, allows presenters to connect with attendees and better communicate their great ideas. *Snapshot Sessions* consists of a number of short five to seven minute presentations with a focus on an idea, project, workflow, etc. If you've always wanted to speak at NASIG, but haven't felt like you had enough to say for a full session, this is a great opportunity for you. The calls for *Great Ideas* and *Snapshot Sessions* will go out at the beginning of February.

The *Vendor Lightning Talks* will be held on Thursday afternoon and will consist of short presentations by conference sponsors covering new products, updates, and other important news. PPC Vice-Chair Danielle Williams will moderate the session. Interested vendors and publishers should contact Joyce Tenney ([tenney@umbc.edu](mailto:tenney@umbc.edu)) for more information.

PPC is hashing out the details on our *Vision Speakers* and post-conference Workshops. Updates will be sent out via NASIG-L and will be in the March newsletter once everything has been finalized.

## **Vision Speakers Announced for the 2015 NASIG Annual Conference**

Anna Creech and Danielle Williams,  
PPC Chair and Vice-Chair

The Program Planning Committee is pleased to announce the Vision Speakers for the 2015 NASIG Annual Conference.

### **Dorothea Salo, Faculty Associate, SLIS UW-Madison**

Salo teaches organization of information, library technology, scholarly communication and library publishing, and research-data management for various ALA-accredited schools of library and information studies. She is also a librarian specializing in research-data management, digital preservation, and scholarly communication.

### **Stephen Rhind-Tutt, President, Alexander Street Press**

Rhind-Tutt has worked in electronic publishing for libraries for more than 20 years. Before co-founding Alexander Street Press in 2000, he worked for Gale,

Proquest/Chadwyck-Healey, and SilverPlatter in a number of different roles. During that time he was responsible for the creation or development of more than 400 different products serving a wide range of libraries.

### **Anne Kenney, University Librarian, Cornell University**

Active in the archival and preservation communities, Kenney is a fellow and past president of the Society of American Archivists. She currently serves on the Social Science Research Council's Committee on Libraries and Archives of Cuba and is a member of Advisory Committee of Portico, a nonprofit digital preservation service. Kenney is known internationally for her pioneering work in developing standards for digitizing library materials that have been adopted by organizations around the world, including such important archives as JSTOR, the Scholarly Journal Archive.

We look forward to seeing you in Washington!

## **Profile of the 30<sup>th</sup> Anniversary Task Force**

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Wm. Joseph Thomas

This year's Annual Conference in Washington, DC, will celebrate NASIG's 30th anniversary. To lead the festivities, the Board has appointed a 30<sup>th</sup> Anniversary Task Force with the charge "to produce an updated official history of NASIG and to arrange for an event celebrating NASIG's entire thirty year history at the 2015 NASIG Conference." The charge specifies that this updated official history "should build on the history created for the 25th anniversary" and that the event should not only be a "celebration of NASIG's history, but also welcoming to newcomers and more recent members, without a strong emphasis on one era over another."

So, just who are the members of this task force and what are they planning? The chair of the 30<sup>th</sup>

Anniversary Task Force is Eleanor Cook, longtime member of NASIG who was president 2002-2003. The other members of the task force are Sara Bahnmaier, Karen Davidson, Christie Degener, Jeff Slagell, Paula Sullenger, Esta Tovstiadi, and Jenni Wilson. They are joined by Board liaison Carol Ann Borchert.

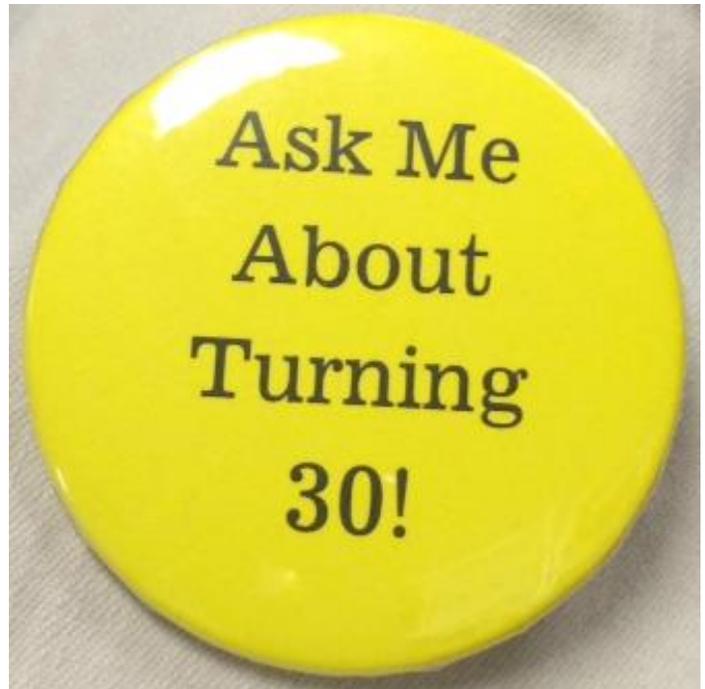
The board intended for the membership of this task force to include some long-time members, some who had worked on the earlier anniversary task forces, some mid-career serialists, and some new professionals. Together this group would reflect the diverse membership of NASIG and reflect not only pride in where we've come from but also in where we're going together.

Among the long-time members are Eleanor Cook and Christie Degener. A NASIG attendee since the 3<sup>rd</sup> conference, Eleanor has been an academic librarian for more than thirty years. Christie has been working at the UNC-Chapel Hill Health Sciences Library as a professional librarian for almost thirty years, and first heard about NASIG at the 1985 ALA Conference. She was able to attend the very first NASIG conference and immediately realized this was the best organization for her, one that could continue to help her learn and succeed at her job even as it changed over the years. She writes that she feels very lucky to have attended all the conferences to date--yes, she is one of the all timers--and to have had many opportunities to give back to this organization that has done so much for her, including serving on the 25th anniversary celebration task force. Christie looks forward to working with this group to help NASIG celebrate thirty great years, with MANY more to come! By the way, Christie was the one who first told Eleanor she needed to come to NASIG conferences!

Karen Davidson and Jeff Slagle became involved with NASIG in the 2000s. Karen's first career was law enforcement and she made the transition into librarianship through work as an elementary school librarian. After obtaining her MLS in California, she "turned right instead of left" and ended up in Mississippi. She currently serves as coordinator of serials at Mississippi State University. Fellow Mississippian Jeff Slagell has been active in NASIG since 2001. He has been at Delta State University, home of the Fighting Okra, for fifteen years. He started as a serials librarian, but has also served as an assistant director and interim director. Most recently Jeff has been acting as dean for the past nine years.

Archivist Paula Sullenger and archivist-in-training Sara Bahnmaier are also members of the 30<sup>th</sup> Anniversary Task Force. An active NASIG member serving on several different committees since 1996, Paula recently joined Texas A&M University as associate dean for information resources after serving Auburn University for more than twenty years in a variety of roles. Sara is the head, Electronic Resources Acquisitions & Licensing at

University of Michigan, following her service at the University of Illinois at Chicago (UIC) and, before that, as grants administrator for UIC for 10 years. Sara joined NASIG in 2010 and jumped right in! She has served on the Continuing Education Committee and as Conference *Proceedings* Editor, an assignment leading her to a joint project to investigate Taylor & Francis' LIS authors' rights policy and compare our policy with those of peer organizations. Paula and Sara will, of course, contribute to the updated organizational history.



Esta Tovstiadi is the interim acquisitions librarian at the University of Colorado Boulder, following her role there as a collection development librarian. She joined CU Boulder in September of 2012. Prior to that, she was an electronic resources technician at the University of Kentucky (UK), where she also received her MLIS in May 2012. Before that, she worked on the Digital National Newspaper Program at UK, both as an undergraduate student and full-time after she finished her bachelor's degree in history. So, you could say that her employment history includes serials both old and new!

Esta joined NASIG in 2011, just before receiving the Student Travel Grant to attend the 2011 conference in St. Louis. (Her name was Esta Day at that time.) She did a poster presentation at the Nashville conference in

2012, and has been a member of the Continuing Education Committee since 2013. Esta writes that even though she is very new to NASIG and just beginning her career as a librarian, she is excited about being a part of the celebration planning group.

Jenni Wilson has worked in and around libraries for about twenty years, mostly as a vendor sales rep. She is currently at SAGE Publications, after working with Turner Subscriptions, Readmore, Blackwell's Serials, Swets Information Systems, and Alexander Street Press. She has been active in NASIG since 1995, serving on a number of committees including Conference Planning, Awards & Recognition, Membership Development, and Nominations & Elections. She also served a two-year term as Member-at-Large, and, oddly enough, though not a runner herself, was involved with planning the 5K Fun Run for a couple of years.

The members of the task force organize their work with monthly phone calls, a wiki, and email. So, what do they have in store for us in DC? Look for a dessert reception Friday night, and watch for their NASIG timeline. They are hopeful that some of the presentations from this year's conference will mirror the 30<sup>th</sup> theme, especially since several important factors are converging nowadays: we are seeing turning points in publishing and also in academic libraries and higher education at large. The Call for Proposals specifically requests proposals "that look at historic trend analysis of the serials industry over the past 30 years, as well as visions of the future of the industry based on our history." See you in DC!

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## Columns

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### 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](mailto: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.]

My thanks to the colleagues listed herein, for having contributed to my personal knowledgebase, and that of the profession as a whole!

**Sandy L. Folsom**, cataloger at Park Library & Clarke Historical Library, Central Michigan University, published "Strategies for Cataloging Historical Serials" in *The Serials Librarian*, vol. 67, no. 2 (2014).

**Melissa Johnson**, electronic resources and serials librarian at the Reese Library on the Summerville Campus at Georgia Regents University, presented a shotgun session entitled "Wilde About Weeding: An Earnest Effort in Collection Development" at the 2014

Charleston Conference. The presentation described the consolidation of two universities in Augusta, Georgia, and how the libraries are working together in developing a weeding plan to consolidate resources and create more student space.

And, **Yumi Yaguchi** published "Professional Development Award Report: The 29th NASIG Annual Conference" in *Blogadillo* [News from the National Network of Libraries of Medicine South Central Region]. <http://nmlm.gov/scr/blog/2014/10/23/pda-nasig/>.

## Title Changes

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 [kcbythe@email.unc.edu](mailto:kcbythe@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.]

There's only one entry in this quarter's column, but it's a big one:

After thirty-four years of work in libraries, I will retire November 30, 2014 from Bowling Green State University Libraries, where I started working in June 1999. Previously, I worked at the Toledo-Lucas County Public Library (Ohio), at Kent State University-Kent, and at Kent State University-Geauga. While earning my professional degree from the University of Wisconsin-Madison, I worked in the University's Memorial Library as an evening and weekend supervisor at the circulation desk.

Following my first day at BGSU Libraries (Wednesday, June 9, 1999), I attended the NASIG annual conference in Pittsburgh. I met wonderful

people who were very kind and helpful to this first-time serials librarian. NASIG has felt like home ever since.

In recent years, in addition to my responsibilities in managing serials acquisition, e-journal access and maintenance, and print journal collections, I have coordinated the processing of government document shipments and managing government document print and microform collections. December will feel like vacation! Then I plan to improve my quilting, read, cook some new recipes, walk and visit friends and family, as well as find ways to become more involved in my community. Messages to my BGSU email address will still reach me.

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## Serials & E-Resources News

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### From Record-Bound to Boundless: FRBR, Linked Data, and New Possibilities for Serials Cataloging: NASIG Webinar Report

Andrew Senior

The presentation by Marlene van Ballegoie and Juliya Borie was inspired by a colleague's search for an English translation of a 1903 paper by Einstein, originally published in German in the journal *Annalen der Physik*. The translation could be found in a book chapter from a monographic collection of Einstein's papers, but existing search tools did not have the right level of granularity to aid discovery and indicate to the user that the translation was available. Mapping and analyzing the creator-work-expression relationships from the resources according to the Functional Requirements for

Bibliographic Records (FRBR) model, the presenters demonstrated the need for a greater granularity of relationship and resource description, moving from that of serial and monographic collection down to that of article and chapter.

Navigating the two levels of serials and article metadata contained in catalogs and abstracting and indexing (A&I) databases creates confusion for the user. Title changes, serials in multiple versions, and evolving cataloging practices over time create an inconsistent search environment. Additional challenges in finding serials relate directly to the MARC format. MARC's static nature is not a good fit for RDA and the web environment because its string-based encoded information is not easily understood by a computer and

it does not adequately represent relationships between records. The prevalence of MARC has subsequently created a library environment isolated from the web.

MARC limitations are particularly apparent when discussing FRBR. This influential entity-relationship conceptual model has moved our thinking towards the component data pieces of a bibliographic record, forcing librarians to consider data organization and relationships to create pathways for a richer user experience. Yet if FRBR works well for monographs, a common theme in FRBR discussions is the challenge of continuing resources, highlighted by their relative absence from current FRBR experimentation. For example: serials aggregate smaller independent (and intellectually separate) Works; there is a rare need to differentiate between Expressions; and no one Item is representative of a Manifestation.

While FRBR holds promise for serials representation, Ballegoie noted it has yet to be widely implemented in systems due to the limitations of MARC's flat format that poorly represents the inter-relationships between serials and their fluidity. A linked data environment—likewise entity-relationship based—will hold greater potential to represent FRBR relationships. The primary linked data model is Resource Description Framework (RDF) which uses the concept of 'triples' (subject – predicate – object) to describe the relationship between two things. Triples form statements about resources and each triple is replaced by a Uniform Resource Identifier (URI)—preferably based on standard identifiers—that allows resources to be connected to web data. Serials-related identifiers include Library of Congress (LC) authorities and vocabularies—many of which are published as linked data with URIs accessible by both humans and machines. These identifiers enable libraries to connect their data to LC data values. Other identifiers are the media-specific ISSN and the multiple-media linking ISSN-L. Promising great potential in a linked data environment, they would allow for the identification and collocation of serials across multiple media types while helping track title changes. Other identifiers include the International Standard Name Identifier (ISNI) that identifies contributors to works,

such as writers and performers, and the Open Research and Contributor ID (ORCID).

Two current initiatives help connect serial data to the wider web: the Bibliographic Framework Initiative (BIBFRAME) from Library of Congress, and the PRESSoo data model from ISSN International Centre (ISSN IC), ISSN Review Group, and the Bibliothèque nationale de France (BnF). The BIBFRAME model will need to accommodate different content standards, describe all formats, work with all library data types, while ultimately replacing MARC. It consists of four core classes: Work, Instance, Authority, and Annotation. Appearing as a less hierarchical version of FRBR, it collapses FRBR's four levels into two: Works and Instances. Ballegoie highlighted the current monographic focus of BIBFRAME and included Kevin Ford's ALA 2014 Annual Meeting Q&A acknowledgement that MARC relationships have been carried over into BIBFRAME with more work being required for continuing resources. PRESSoo (pronounced Press-oh-oh) is a data model extension of the Functional Requirements for Bibliographic Records – Object Oriented model (FRBROO) that aims to resolve the application of the FRBR model to serials. Released in June 2014, PRESSoo v.1 will be tested by ISSN IC as part of the "Road Directory of Open Access Scholarly Resources Project" with an expected outcome of Road serials data being published in RDF format.

Ballegoie demonstrated how moving to a linked data model for describing resources can resolve classic problems stemming from MARC serials cataloging and help the user in the process. Linked data can clarify and define the part-whole relationships between article and serial Works to provide for a more seamless search experience in discovery systems. It can potentially resolve issues related to complex publication histories by linking preceding and succeeding titles. Multiple format versions with separate MARC records might be brought together in the BIBFRAME model as Instances of a creative Work. Defining articles as Works means they can be brought together through citation linking and be more easily integrated into discovery layers. For example, Borie explained how Einstein's paper could

now be linked to its translation via a 'hasTranslation' relationship, situating the work in its historical context, and perhaps allowing a user to explore the logical progression of Einstein's work over time through linked headings.

Possibilities for incorporating linked data into discovery layers may seem distant, but one current example is the BnF's data.bnf.fr interface that allows a user to browse by work, author or subject, and links archival materials, manuscripts, music, and monographs, and serials resources. Combining information from different sources to create context through Google-like author entries, the interface offers a richer, more serendipitous search experience with external links to Europeana, OCLC, and SUDOC, and has demonstrated improved ranking of BnF pages in Google.

Publishers are taking advantage of Semantic Web technologies by adding value to their services in what has become known as Semantic Publishing (such as with PenSoft's PhytoKeys platform). Using linked data to connect semantically related information, publishers are enriching content with links to supplementary materials, associated multimedia resources, and recommendations (such as with Mendeley). In this way, the impact of publication platforms is increased, although such interactive content is difficult to find in traditional A&I databases and its incorporation into discovery layers would create further value. Connecting articles to research data is increasingly important and publishing bibliographic content as linked data is more common. For example, *Nature* has released article records dating back to 1869 as open linked data. Discovery services will take advantage of this trend, as more data is made available.

Turning from publishers to libraries, Borie noted that linked data promises both new challenges—around corporatized or non-public institution data—and new opportunities, such as discipline-based linking and the ability to connect researchers to their research through ORCID and ISNI profiles. As libraries move from local catalogs to a greater web compatibility, further collaboration and improved information services will

make for more visible collections. The key library strength of authority control will be valued and offer a likely first step on the road to linked data, as interfaces link works to concepts, peoples and places.

Using the multiple facets of scholarly publishing, Borie demonstrated how linked data could bring together everything from a journal article and its research data, to related grant information, cited works, and conference webcasts. Borie concluded the webinar with the observation that creative developments in cataloguing, with new standards, technological innovation, and library collaboration, make this an exciting time to be involved with serials. Extending the library catalog into the web will add value to content and offer further discovery possibilities.

### **Do It Yourself E-Resources Management: Basics of Information Architecture: NASIG Webinar Report**

Report by Susan Davis

The NASIG Continuing Education Committee host introduced Sarah Hartman-Caverly from Delaware County Community College as the presenter for this webinar. Sarah has experience creating and using a homegrown electronic resource management (ERM) system for the Tri-College Consortium when she worked at Bryn Mawr College. She also has taken some courses in human-computer interaction, but she is not a software development, database engineer, or information architect.

#### **Why a Homegrown Solution?**

First, Hartman-Caverly explained the rationale for creating a homegrown solution. One common theme for librarians who manage e-resources is how to organize the many disparate tasks involved, particularly when the work is distributed among several people. Storing digitized paper files and managing resources within a coherent system is challenging. While a commercial ERM system may resolve some of these issues, there is often no budget to purchase library tools or insufficient staff to support an open-access product.

Then, the only choice would be to build a solution in-house.

Hartman-Caverly explained that an important concept to understand is the difference between a flat file database and a relational file database. An example of a flat file is the traditional integrated library system (ILS) where all of the data resides in one table and has limited interoperability. Commercial ERM systems are an example of a relational structure where the tables share the same data and each piece of data is stored only once.

### Database Design Tools

Hartman-Caverly introduced the webinar by sharing three principles of good systems design:

- Minimize user effort
- Minimize user error
- Maximize user output

When you maximize user output, the result is happy users!

Then, Hartman-Caverly reviewed the characteristics of some of the tools that you might use to develop your system:

- Use case analysis
  - What do users need to accomplish?
  - Develop a step by step narrative describing user interactions with the system
  - User perspective in each use case should be based on a user goal
  - Techniques for use case analysis
    - Role playing
    - Focus groups
    - Interviews
    - Workshops

Note that use case analysis is an event driven model that can reveal most functional requirements (including exceptions and priorities).

- Card sorting
  - How do users expect data to be stored and structured?
  - Create cards based on entities (person, place, event or things) and attributes (information about entities)
  - Each card represents a piece of information you want to track
  - Users sort cards into categories that make sense to them
  - 30-100 items is ideal for card sorting and will result in broad trends
  - Techniques:
    - Randomize cards
    - Moderate participants but don't lead them
    - Mechanism to record results

Card sorting is a user-centered technique that is quick, inexpensive, and inclusive.

- Data Analysis
  - What data does the system need to store?
  - With relational databases, use an Entity Relationship Diagram (ERD)
  - An ERD shows types of information in the system, and how they are organized and related to each other
  - Specify the relationships between entities (high level business rules or logic)
  - Look for the presence of unique identifiers

In data analysis, the emphasis is still on the user's perspective.

- Tables and Relationships
  - How will that data be stored (structured)?
  - Avoid duplicate or redundant data storage (input and correct once!)
  - Tables can share information
  - Entities become tables
  - Attributes become fields
  - A unique identifier for every instance of an entity (assigned or system generated) is needed

## Examples

Hartman-Caverly solicited help from the participants to create a list of tools to develop an ERM system.

- Use case analyses for e-resources management
  - Managing due dates
  - Alerts
  - Managing usage statistics
  - Tracking access problems
  - Platform changes (URLs, access still available, etc.)
- Card sort
  - Document analysis to identify entities
  - Free online tool at <http://www.optimalworkshop.com/optimalsort.htm> (limited participants and cards)
- Entities
  - Vendors, license types (negotiated/click-on), ILL terms, and contact information
- Tables and Relationships
  - Customer service contact—vendor (name or Tax ID #) is the parent entity and person's name would be the child entity.
  - Vendor (parent) and subscription (child)
  - Package name or ID (parent) and specific e-resource (child)

## Creating Forms in MS Access

Hartman-Caverly noted that forms can integrate information from multiple tables to generate a cleaner view on a single screen. This makes the system more user-friendly. She advised webinar participants to:

- Establish tables, table relationships and queries first
- Use Forms wizard in the Create Toolbar Ribbon or use the Query table function in Excel
- Create two backup copies (one is the true back up while the other is your sandbox/test region)

Hartman-Caverly presented a lot of material in the time allotted for this webinar, and therefore, was only able

to scratch the surface on some of the topics. She provided a list of references and resources that participants (and now other NASIG members) can refer to in their quest to develop an effective and efficient homegrown ERM system.

## References and Resources

Dennis, A., Wixom, B.H., and Roth, R.M. (2012). *System analysis and design*. Hoboken, NJ: John Wiley & Sons. (Available in Safari Books Online) Recommend the chapters on "Use case analysis," "Data modeling," and "Data storage design."

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Jones, A. ed. by Richter, L. (2011, October 4). *A Catalog of tips for MS Access*. Retrieved from <http://www.brighthub.com/computing/windows-platform/articles/125344.aspx>

Shaffer, A. (2012). "Access level I tutorials." *New perspectives on Microsoft Office 2007: First course*. Boston: Cengage Learning.

Also Microsoft Office support sections on Access (<http://office.microsoft.com>).

**The Signal and the Noise:  
Libraries & Institutional Data Analysis:  
34th Annual Charleston Conference Report**  
Elizabeth Ten Have

This session provided strong evidence of new roles for librarians and libraries in the burgeoning area of institutional assessment and evaluation. H. Austin Booth, Kathleen O'Brien and Charles Lyons from the University at Buffalo Libraries (SUNY) spoke about their libraries' role in building the university's institutional data analytics program. For many years academic libraries have routinely provided data for various accreditation reports and tenure and promotion packets. As evaluation and assessment become an integral part of academia, librarians' expertise in bibliometrics, metadata, and data management are an added value for the institution as a whole and present a new opportunity for librarians to provide leadership in data analytics programs at the institutional level.

Booth, dean of Libraries at University at Buffalo (UB), set the stage by reviewing the current environment in higher education that is driving use of analytics. She

noted that libraries are well-placed to aid new efforts of measuring impact with long-standing knowledge of data management and bibliometrics. Senior university leaders often underestimate the time and effort necessary for building and maintaining a data analytics program and research offices are overwhelmed with internal and external data report requests. Librarians joining institutional conversations about these issues will find opportunities to deploy their expertise at the institutional level. Booth noted that the experience at UB demonstrated that issues about data governance such as origin, quality, ownership, standardization, access, and disposition are a natural place for libraries to lead and educate the university community.

O'Brien, UB's data & assessment officer, addressed the particulars of the UB experience. She outlined the factors that brought the libraries into the data analytics conversation. Drivers included UB's preparation for its regular Middle States Commission of Higher Education re-accreditation and the need to quantify institutional effectiveness. Since joining the conversation in 2011, the Libraries have helped define and grow the university's Office of Educational Innovation & Assessment through participation in planning assessment boot camps, assessment days, and evaluating and adopting tools for evaluation (e.g. Campus Lab's "Baseline" and Tableau for data visualization). She noted that the Libraries are helping to foster a culture of collaboration around the data analytics program and are helping to maintain the momentum necessary for sustaining a robust data analytics program.

Lyons, UB's electronic resources librarian wrapped up the session by returning to more familiar ground - bibliometrics and associated programs offered in support of faculty tenure and promotion, as well as research metrics. He noted that libraries' expertise with bibliometrics can help with faculty's biggest fear that administrators will either misinterpret data or inappropriately apply it. Librarians can help "tell the story" by explaining origins of data and why seemingly similar data is, in fact, not. Lyons reminded us that

librarians are trusted in these conversations because of their neutrality—they do not dictate policy or allocate financial resources for the use of the data. Following the theme of his colleagues he also stressed the importance of clear data governance structures especially regarding access to potentially sensitive data.

For those interested in pursuing involvement with their institutional data analytics programs, the UB Libraries speakers referenced a tool from the Voorhees Group (a higher education consulting firm) which helps assess institutional readiness for data analytics activities, it can be found at

<http://www.voorheesgroup.org/tools/institutional-data-readiness-assessment-tool/>.

## Executive Board Minutes

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### NASIG Board Conference Call September 10, 2014

#### Attendees

##### Executive Board:

Steve Kelley, President

Joyce Tenney, Past-President

Carol Ann Borchert, Vice President/President-Elect

Shana McDanold, Secretary

Beverly Geckle, Treasurer

##### Members at Large:

Eugenia Beh

Clint Chamberlain

Maria Collins

Wendy Robertson

Sarah Sutton

Peter Whiting

##### Ex Officio:

Kate Moore

##### Regrets:

Anne McKee, Conference Coordinator

#### 1.0 Welcome

Meeting was called to order at 4:01pm

#### 2.0 Approve Minutes for June and August Conference Calls

Tenney moved to accept the revised minutes from the June and August. Seconded by Beh.

**VOTE:** Motion passes. All voted in favor.

#### 3.0 CPC Update (Tenney)

The CPC is currently working on logistics for the sessions and events. They have a good lead on the opening night speaker.

#### 4.0 PPC Update (Kelley)

The PPC is working on confirming their proposed vision speakers. All speakers are not yet fully confirmed, but they are in contact and the confirmation is in process.

They will send out the open call for proposals by mid-October with a reminder close to deadline.

#### 5.0 Joint NASIG-SSP Programming Update (Kelley)

Kelley reported the group had a conference call on Mon., 9/8/2014. They are currently looking for speakers but the overall schedule for the joint programming day is in place.

#### 6.0 30th Anniversary Task Force Update (Borchert)

Borchert reported the task force is working on exploring options for the evening event that fit within the budget

as planned. She will ask the task force to help them in framing the evening event if the point of the event is to be entertained or if the point is to visit/socialize with each other.

### **7.0 Vision & Mission Update (Kelley)**

The task force has a conference call scheduled 9/12/2014. The group appreciated input from Board about where they want to see NASIG in 5 years. A draft will be ready for review at the Fall Board Meeting.

### **8.0 Organizational Name Change (Kelley)**

Kelley reported the Column from President on changing the NASIG name was published in the newsletter. There have not yet been any comments. Kelley will post the column to the Facebook page and NASIG-L to try to get the discussion going.

**ACTION ITEM:** Post the Column from President on the NASIG name change to the NASIG Facebook page and NASIG-L. (Kelley)

### **9.0 Site Selection Update (Kelley, Borchert)**

Site selection for the 2016 and 2017 conferences were discussed by the Board.

### **10.0 Anti-Harassment Policy (Robertson)**

Robertson reported that the draft is still in process. The Board agreed that the deadline is January to have a policy in place before registration for the 2015 Conference opens.

### **11.0 Core Competencies for Scholarly Communication Librarians (Borchert)**

Sutton drafted a charge and it was approved by the Board. Borchert now needs to find individuals willing to serve on the task force. Angela Dresselhaus is interested. Borchert asked the board to send her other suggestions. Names suggested during the conference call include Eleanor Cook and Sarah Bahnmaier

(Archivist in training). Borchert is aiming for 6 to 7 members on the task force. She will also ask CMC to send out a call for interested parties to NASIG-L and Facebook page.

### **12.0 Library Publishing Coalition (Kelley)**

Kelley reported on his conversation with Katherine Skinner on NASIG becoming a Strategic Partner of LPC. We have the option of making the partnership as formal or as informal as we want/need. There would be no money involved. The partnership would include co-distributing newsletters, events, etc. to start and we will have the option of setting up more formal arrangements as they arise. Katherine Skinner (EDUCOPIA) is working on a grant to pull together a comprehensive list of continuing education sources available in the library/archives community. One suggestion is having LPC partner or involve our Continuing Education Committee with webinars or other continuing education events.

Robertson/Chamberlain moved that NASIG pursue becoming a Strategic Partner of the Library Publishing Coalition. Seconded by Tenney/Whiting.

**ACTION ITEM:** McDanold will set up a Doodle poll to vote on becoming a Strategic Partner of the LPC.

### **13.0 Question Regarding List of Members (Kelley)**

Stephen Buck emailed the Board inquiring about getting a list of the recent NASIG conference attendees. He is interested in soliciting participation in a survey for research related to the value of attending conferences. We cannot provide him with a list of members that attended. Borchert responded and suggested sending something to NASIG-L (if he is a member) or forwarding a message to NASIG-L on his behalf. Sending a request for survey participation to SERIALST is also an option.

### **14.0 Advertising in *Against the Grain* (Kelley)**

Tenney moved to place an ad in *Against the Grain* for \$250 for the 2015 Conference. Seconded by Borchert.

**VOTE:** Motion passes. All voted in favor.

**ACTION ITEM:** Sutton will discuss with CEC and SOC ways that NASIG can connect with library/info schools.

**15.0 Action Items Review (All)**

The meeting adjourned at: 5:00pm.

**ACTION ITEM:** Kelley will ask the CMC to put Whiting back on Archives NASIG list.

Minutes submitted by:  
Shana McDanold  
Secretary, NASIG Executive Board

**NASIG Treasurer's Report**

**October 2014**

Beverly Geckle, Treasurer

**Balance Sheet**

1-Oct-2014	
<b>Chase Deposit Accounts</b>	\$243,013.75
Checking	\$42,556.57
Savings (0.13%)	\$200,457.18
<b>JP Morgan Investments</b>	\$233,452.81
Alternative Assets	\$119,177.10
Fixed Income	\$114,275.70
Liabilities	\$0.00
<b>Total Equity</b>	\$476,466.56

**Retrospective Annual Comparison**

26-Sep-2013	
<b>Chase Deposit Accounts</b>	\$328,522.76
Checking (0.01%)	\$10,284.02
Savings (0.25%)	\$318,238.74
<b>JP Morgan Investments</b>	\$109,522.73
Alternative Assets	\$109,522.73
Liabilities	\$0.00
<b>Total Equity</b>	\$438,045.49

2013-2014: 8.7% increase in equity

**2014 Committee Expenditures**

NASIG committee	2014 Budget	2014 YTD	2014 % YTD
Administration	\$20,000.00	\$22,483.60	112%
Archives	\$100.00	\$0.00	0%
A&R	\$20,685.00	\$12,033.38	58%
Bylaws	\$100.00	\$0.00	0%
CEC	\$1,500.00	\$990.00	66%
CMC (formerly ECC)	\$12,118.00	\$9,879.88	82%
CPC	\$1,500.00	\$1,536.34	102%
D&D	\$250.00	\$0.00	0%
Evaluation	\$100.00	\$50.00	50%

NASIG committee	2014 Budget	2014 YTD	2014 % YTD
Financial Dev	\$100.00	\$0.00	0%
Membership Dev	\$100.00	\$17.95	18%
Newsletter	\$100.00	\$500.00	500%
N&E	\$100.00	\$37.65	38%
Proceedings	\$100.00	\$0.00	0%
PPC	\$4,625.00	\$649.62	14%
Student Outreach	\$100.00	\$50.00	50%
Site Selection	\$2,000.00	\$797.00	40%
Treasurer	\$12,500.00	\$9,790.29	78%
Sponsorships	\$5,000.00	\$2,000.00	40%
Joint SSP/NASIG		\$66.23	
30th Annual TF		\$109.26	
<b>TOTAL</b>	<b>\$81,078.00</b>	<b>\$60,991.20</b>	<b>75%</b>

**NOTES**

2014 *Newsletter* migration

2014 CPC chairs were not local

2014 Fort Worth Conference Financials			
Conference Totals		Conference Expenses (details)	
Attendees*	374	av	\$ (21,613)
Conf Sponsorships	\$26,505	billy bobs	\$ (17,850)
Org Membership \$	\$7,000	buses	\$ (4,641)
Conf Registrations	\$123,110	hotel	\$ (60,465)
Café Press (6/20/2014)	\$6	opening speaker	\$ (200)
Conf Expenses	\$ (117,099)	speakers' fees/travel	\$ (4,408)
<b>Net</b>	<b>\$39,522</b>	misc	\$ (7,921)
2014 Pre Conference Breakout			
Registration Income		Attendees*	
Neg Skills	\$2,065	21	
Serials Cat	\$5,380	26	
Stats	\$2,385	24	
Expenses	\$ (1,249)		
Net	\$8,581		
		*per AMO	

**Retrospective Annual Comparison – 2013 Buffalo Conference Financials**

<b>2013 Conference Financials</b>	<b>Expenditure</b>	<b>Income</b>
A-V Services	\$17,694.30	
Speaker Conference Housing	\$1,161.00	
Opening Speaker Honorarium	\$200.00	
Vision Speaker Honorarium	\$11,500.00	
Vision Speaker Travel Costs	\$868.85	
Registration Supplies	\$287.03	
Statler Reception	\$7,500.00	
Band for Statler Reception	\$500.00	
Pierce Arrow Museum Reception	\$25,740.00	
Buses to Museum	\$1,256.10	
Hyatt	\$42,545.81	
Convention Center	\$21,214.56	
Baseball Tickets	\$932.75	
Special Event and Event Cancellation Insurance	\$255.00	
Notepads	\$775.00	
Preconference Registrations		\$9,315.00
Conference Registrations		\$110,275
Guest Reception Tickets		\$705.00
Sponsorships		\$34,000.00
Baseball Tickets		\$1,012.00
Café Press Sales		\$77.44
<b>Totals</b>	<b>\$131,269.40</b>	<b>\$155,384.44</b>
<b>Profit</b>		<b>\$24,115.04</b>

**2015 Committee Budget Requests**

	2013 Final	2014 Budget	2014 YTD	2015 Budget Proposal
NASIG committee				
Administration	\$16,838.06	\$20,000.00	\$22,483.60	\$23,000
Archives	\$18.54	\$100.00	\$0.00	\$100
A&R	\$12,389.39	\$20,685.00	\$12,033.38	\$20,000
Bylaws	\$0.00	\$100.00	\$0.00	\$100
CEC	\$1,188.00	\$1,500.00	\$990.00	\$1,500
CMC (formerly ECC)	\$12,179.00	\$12,118.00	\$9,879.88	\$23,000

NASIG committee	2013 Final	2014 Budget	2014 YTD	2015 Budget Proposal
CPC	\$1,323.43	\$1,500.00	\$1,536.34	\$1,000
D&D	\$0.00	\$250.00	\$0.00	\$100
Evaluation	\$0.00	\$100.00	\$50.00	\$100
Financial Dev	\$0.00	\$100.00	\$0.00	\$100
Membership Dev	\$0.00	\$100.00	\$17.95	\$100
Mentoring				\$200
Newsletter	\$0.00	\$100.00	\$500.00	\$100
N&E	\$185.65	\$100.00	\$37.65	\$100
Proceedings	\$0.00	\$100.00	\$0.00	\$100
PPC	\$578.87	\$4,625.00	\$649.62	\$1,200
Student Outreach	\$0.00	\$100.00	\$50.00	\$100
Site Selection	\$2,786.53	\$2,000.00	\$797.00	\$2,000
Treasurer	\$5,011.68	\$12,500.00	\$9,790.29	\$12,500
Sponsorships	\$2,500.00	\$5,000.00	\$2,000.00	\$2,500
Joint SSP/NASIG			\$66.23	\$100
30th Annual TF			\$109.26	\$500
TOTAL	\$54,999.15	\$81,078.00	\$60,991.20	\$88,500

**NOTES**

2015 CMC: \$10,000 for SERIALST

2015 Mentoring Budget added

## December 2014 Committee Reports/Updates

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### NASIG 30<sup>th</sup> Anniversary Task Force

Submitted by: Eleanor Cook

#### Members

Eleanor Cook, chair (East Carolina University)  
Sara Bahnmaier, member (University of Michigan)  
Karen Davidson, member (Mississippi State University)  
Christie Degener, member (University of North Carolina at Chapel Hill)  
Jeff Slagell, member (Delta State University)  
Paula Sullenger, NASIG Archivist (Texas A&M)  
Esta Tovstiadi, member (University of Colorado-Boulder)  
Jenni Wilson, member (Sage Publications)  
Carol Ann Borchert, board liaison (University of South Florida)  
Leigh Ann DePope, liaison to/from CPC (Salisbury University)

#### Continuing Activities

- Assigned timeline and history update (Bahnmaier and Sullenger)
  - Assigned “Where are They Now?” tracking of past award winners (Davidson and Slagell)
  - We are considering arranging for an “Old timers reception” in a venue near the Hilton which would be open to anyone who wanted to come, at a time that does not conflict with any programming, and would be completely optional with no budgetary impact.
  - We have communicated with the Program Planning Committee to suggest that programs be solicited in the call for proposals that could address historical topics related to the organization.
  - We are actively attempting to determine a viable venue for the Friday night 30<sup>th</sup> anniversary event. A number of venues have been reviewed but cost continues to be a major barrier to the most attractive options, even staying on site. If we go off site from the Hilton, another challenge is transportation although using the Metro could be considered with the right coordination. The big question remains: On site or off site? If on site, we would want to consider bringing some kind of special entertainment to the group if possible. The Capitol Steps (\$9,500 base price) have been contacted and may be a viable choice for an onsite engagement (They have worked with this Hilton before.) We will continue to explore other possible options as they are identified.
- Our main concern ultimately is that the event budget we’ve been given (\$25k) is simply not realistic for the region where this conference is being held. The costs of everything in the D.C. area are particularly high.

Below are some examples of some of the prices we’ve been quoted thus far (to give an idea of how costly things are):

- Odyssey Cruise: \$41,856 (\$139 per person, includes the cruise, meal, entertainment, cash bar, water/coffee service, and service fee - bar adds \$22 per person)
- Library of Congress: \$17,500 + \$12,000 additional fees -- does not include catering
- National Portrait Gallery: \$22,500 + \$5,000 support costs-- does not include catering
- Special Events at Union Station: East Hall - seating for 350 with dance floor – base fee is \$9,500 – does not include catering

We actually thought the Union Station venue might be doable but wanted to wait until we could exhaust other possibilities before returning to this, since coordination of Metro transportation was a question.

We have not exhausted all ideas yet and would welcome more ideas from the Board and anyone who has connections in the D.C. area.

## Completed Activities

- Met at the Fort Worth conference in May
- Set up wiki space for planning
- Held 2 conference calls (Aug. 19 and Sept. 16) and scheduled future monthly calls through Dec.

## Budget

\$25,000 (Friday event)

\$500 (other; conference calling & incidentals)

## Questions for Board

We respectfully request that the Board consider supplementing the \$25,000 event budget with additional funding in order for our task force to provide options that will make the Friday night event attractive and successful.

## Recommendations to Board

We have suggested that T-shirts for all participants be considered.

Submitted on: October 1, 2014

## Awards and Recognition Committee

Submitted by: Dana Whitmire

### Members

Dana Whitmire, chair (UT Health Science Center San Antonio)

Megan Klib, vice-chair (University of North Carolina at Chapel Hill)

Sandy Folsom, member (Central Michigan University)

Taryn Resnick, member (University of Wisconsin, Madison)

Tim Hagan, member (Northwestern University)

Michael Arthur, member (University of Central Florida)

Lori Duggan, member (Indiana University)

Mary Bailey, member (Kansas State University)

Elaine McCracken, member (University of California)

Maryska Connolly-Brown, member (Georgia Regents University)

Wendy Robertson, board liaison (University of Iowa Libraries)

## Continuing Activities

Reviewing and publicizing all awards will begin in October. The Birdie Award has been approved by the Board and will be offered for the first time this coming year. It is still being decided whether or not it will be opened to all applicants or to NASIG members only.

## Completed Activities

A Google Drive account was set up for the NASIG A&R committee. This will allow all members to view and edit documents easily.

Survey from the 2014 Conference was completed and posted in the September newsletter.

Approval for Mexican Student Grant award. Selection process will now stay in Mexico; NASIG will pay for visa application fee if the recipient does not have a visa.

Merriman award will now include travel, registration, and lodging to NASIG (as well as UKSG). This was suggested by UKSG and will be done as a trial this year to see if more applicants show interest.

## Budget

\$20,000

Submitted on: (October 2, 2014)

## Communications and Marketing Committee

Submitted by: Chris Bulock and Smita Joshipura

### Members

Chris Bulock, co-chair/webspinner (California State University Northridge)

Smita Joshipura, co-chair/listmanager (Arizona State University)

Paoshan Yue, vice co-chair/webspinner (University of Nevada, Reno)

Julia Proctor, vice co-chair/listmanager (University of Wyoming)

Char Simser, publicist (Kansas State University)

Beth Ashmore, SERIALST manager (Samford University Library)

Chris Burris, member (Wake Forest University),

Jennifer Arnold, member (Central Piedmont Community College)

David Macaulay, member (University of Wyoming)

Carol Ann Borchert, Board Liaison (University of South Florida)

### Continuing Activities

- The committee is looking at the existing wiki and beginning to make changes and updates to reflect the new website and committee structure.
- CMC is identifying any remaining pages or documents that still need to be transitioned to the new website.
- New committee members are rotating on regular duties (blog, jobs blog, spam filter monitoring).
- Publicist consults with and sends announcements from committee chairs or the board as requested to external lists.
- Publicist schedules tweets and re-tweets of items of interest, including events (with repeated reminders of deadlines), availability of presentations, proceedings, etc.; advertises the Jobs Blog; and scans the *Newsletter* for individual items to highlight; posts items of interest to Facebook and/or LinkedIn.

## Completed Activities

### Web

- The previous NASIG website was deactivated. Prior to this, CMC created an archival copy of the site.
- CMC worked with ArcStone on the transition to a responsive website, including tweaks to the main page.
- Updated committee pages and web permissions for new members

### Listserv

- All committee listservs and forwarding email addresses were updated for 2014/15 in June.
- Non-member conference attendees were removed from NASIG-L by July 30.

### Miscellaneous

- Officially transitioned from Electronic Communications Committee to Communications and Marketing Committee
- Uploaded 44 conference presentations to SlideShare
- Transitioned SERIALST to new server and created SERIALST webpages on the NASIG website.
- Created NASIG Conference YouTube channel and uploaded videos of Vision Speakers.

### Budget

Budget Category	2014/2015 Estimate
Conference calls	\$0.00
Contracted services	\$0.00
Bee.Net (\$500 per month – email and listservs)	\$6,000.00
Budget Category	2014/2015 Estimate
ArcStone (NASIG website and association management - \$300 per month + contingency amount of \$1450 for 10 hours of programming if needed)	\$5,050.00

SERIALST maintenance	\$10,000.00
Survey Monkey (online surveys)	\$204.00
SlideShare Pro (conference presentations)	\$114.00
UKSG Newsletter	\$750.00
Contingency	\$882.00
<b>TOTAL</b>	<b>\$23,000.00</b>

## Statistical Information

### NASIG-L

NASIG has 20 listservs.

NASIG has 26 active @nasig.org email addresses.

As of September 25, there are 453 subscribed members to NASIG-L and 24 unsubscribed members.

### SlideShare

44 presentations/posters were uploaded from the 2014 conference

### Views

April 2014-August 2014 - 39,220

Total (since April 2012) - 88,965

Note that the stats since April account for nearly half of all usage since 2012.

### Top Content April 2013-March 2014 (views)

1. Why the Internet is More Attractive Than the Library (7,156)
2. From Record-Bound to Boundless: FRBR, Linked Data, and New Possibilities for Serials Cataloging (2,868)
3. OA in the Library Collection: The Challenge of Identifying and Managing Open Access Resources (2,484)
4. Wrangling metadata from HathiTrust and PubMed to provide full text linking to the Cornell Veterinarian (1,199)
5. Creation, Transformation, Dissemination and Preservation: Advocating for Scholarly Communication (994)

## Blog stats

(April 2014-August, 2014)

NASIG Blog visits - 4,511

Jobs Blog visits - 9,195

## Website

Website visits (Google Analytics)

April 2014-August, 2014

April 2014	4,334
May, 2014	2,573
June, 2014	1,305
July, 2014	1,094
August, 2014	1,161
Total	10,467

## Top Ten Landing Pages (Google Analytics)

April 2014-August 2014

(To view pages on old site, use domain [old\\_nasig.associationsonline.com/](http://old_nasig.associationsonline.com/))

<a href="http://www.nasig.org/">http://www.nasig.org/</a> and <a href="#">/site_home.cfm</a>	8,576
<a href="#">/site_page.cfm?pk_association_webpage_menu=700&amp;pk_association_webpage=1228</a> and <a href="#">/site_page.cfm?pk_association_webpage_menu=700</a> (both go to main page for annual conference)	3,597
<a href="#">/site_signin.cfm</a>	1,993
<a href="#">/site_member_directory.cfm</a>	1,218
<a href="#">/site_member_home.cfm</a>	1,177
<a href="#">/site_page.cfm?pk_association_webpage_menu=310&amp;pk_association_webpage=1225</a> Core Competencies	1,023
<a href="#">/site_page.cfm?pk_association_webpage_menu=700&amp;pk_association_webpage=1234</a> Conference Travel Information	1,011

/site_page.cfm?pk_association_webpage_menu=700&pk_association_webpage=1260 Conference Registration	989
/site_page.cfm?pk_association_webpage_menu=308&pk_association_webpage=1166 Committees	939
/site_page.cfm?pk_association_webpage_menu=308&pk_association_webpage=186 About	657

Joyce Tenney, board liaison (University of Maryland Baltimore County)  
Katy Ginanni, registrar (Western Carolina University)

### Continuing Activities

Finalizing menus  
Opening Night Reception Entertainment  
Café Press site  
Opening session speaker selected  
Planning evening activities—dine-arounds; moonlight monument tour; sports event?

### Completed Activities

Theme chosen  
Logo designed  
Website with hotel and travel information up

### Budget

Submitted in Google Docs

### Questions for Board

We are concerned about having all events take place at the hotel. Past years' reviews have indicated that attendees expect something more to see each conference city. The budget seems very tight for such an expensive area.

### Recommendations to Board

Consider a food planner in training, as with the registrar. Someone who knows from last year just how much food was consumed, what is unnecessary, etc.

Submitted on: Oct. 3, 2014

### Twitter

@NASIG has 465 followers.

### SERIALST

As of September 24, there are 2,534 subscribed members to SERIALST and since transitioning to NASIG CMC management in August 2014 there have been 214 messages.

Submitted on: September 30, 2014

## 2014/2015 Conference Planning Committee

Submitted by: Mark Hemhauser and Ted Westervelt

### Members

Ted Westervelt, co-chair (Library of Congress)  
Mark Hemhauser, co-chair (University of Maryland)  
Beth Guay, member (University of Maryland)  
Liz Kupke, member (Georgetown University)  
Leigh Ann DePope, member (Salisbury University)  
Chris Brady, member (Department of Justice)  
Meg Del Baglivo, member (University of Maryland Health Sciences)  
Carol MacAdam, member (Ithaka)  
Wilma Bass, member (Maryland)  
Sarah Perlmutter, member (EBSCO)  
Anne McKee, conference coordinator/contract negotiator (Greater Western Library Alliance)  
Lisa Martincik, webspinner (University of Iowa)

## **Conference Proceedings Editors**

Submitted by: Angela Dresselhaus

### **Members**

Kay Johnson, member (Radford University)

Angela Dresselhaus, member (University of Montana)

Maria Collins, board liaison (North Carolina State University)

### **Continuing Activities**

- Editing of submitted papers is ongoing
- Follow-up on four outstanding papers
- Resolve license to publish language on T&F agreement and the NASIG website

### **Completed Activities**

- Recorders for each conference session were recruited and last minute requests for recorders were accommodated.
- Held an information session at the annual speakers' breakfast.
- Ensured all vision sessions were recorded and audio files sent to the appropriate recorders.
- Arranged for audio recordings of sessions at the request of the speaker or recorder.
- Collected license to publish forms and completed papers.
- Sent deadline reminders and arranged a few alternative deadlines.
- Uploaded papers to Google Drive and divided papers between editors

### **Budget**

Submitted to the treasurer.

## **Recommendations to Board**

The proceedings editors did not receive sufficient volunteers to cover sessions. We were able to recruit individuals to record sessions, however the board may need to discuss how to encourage people to volunteer.

Submitted on: October 5, 2014

## **2014/2015 Continuing Education Committee Mid-Year Report**

Submitted by: Melissa Johnson

### **Members**

Melissa Johnson, chair, (Georgia Regents University)

Steve Oberg, vice-chair, (University of Illinois)

Janet Arcand, member, (Iowa State University)

Kevin Balster, member, (UCLA)

Jennifer Bazely, member, (Miami University)

Edward Bergin, member, (Sul Ross State University)

Evelyn Brass, member, (University of Houston (retired))

Jeannie Castro, member, (University of Houston)

Todd Enoch, member, (University of North Texas)

Mark Henley, member, (University of North Texas)

Glenda Jones, member, (Sam Houston State University)

Rachel Lundberg, member, (Duke University Libraries)

Jane Skoric, member, (Santa Clara University)

Esta Tovstadi, member, (University of Colorado)

Clint Chamberlain, board liaison, (Dallas County Community College)

### **Continuing Activities**

Upcoming NASIG Webinars:

- October 23, 2014: "From Record-Bound to Boundless: FRBR, Linked Data, and New Possibilities for Serials Cataloging" by Marlene van Ballegooie and Juliya Borie from the University of Toronto.
- November 12, 2014: "DIY ERM (Do-it-yourself Electronic Resources Management)" presented by Sarah Hartman-Caverly from Delaware County Community College.

Steve Oberg and Jeannie Castro are working together on a crowd-sourcing version of an e-resources management handbook (ERMH) for NASIG.

Glenda Jones is reviewing the current edition of the committee guide for updating.

Todd Enoch and Esta Tovstiadi are creating a guide to set up webinars. Todd created a basic instructions page for creating the webinars and also a basic instruction sheet for registration. They are working through these to ensure that all of the steps have been entered.

Jennifer Bazeley had created a thorough Wikipedia entry last year, however a high level editor removed it for copyright violations. She believes it was for the vision and mission Statements. She is going to create a new entry with a small paragraph about NASIG and a link out to the NASIG website.

NISO wants to partner with the CEC again in 2015 to host two webinars. For the NISO webinars, NASIG identifies the topic, the speakers, and writes an abstract. NISO handles the registration and technical aspects of the webinar. A tentative topic for spring 2015 was discussed by the committee.

### **Completed Activities**

The first NASIG/NISO joint webinar was hosted on May 21, 2014 entitled "Playing the Numbers: Best Practices in Acquiring, Interpreting and Applying Usage Statistics." Speakers were Peter Shepherd, Project Director of COUNTER; Oliver Pesch, Chief Product Strategist at EBSCO Information Services; and Jill Emery, Portland State University.

The Continuing Education Committee met via conference call on September 19. Using feedback from the Annual Conference, the committee determined two NASIG webinar topics for the spring and one topic for a joint NASIG/NISO webinar.

### **Budget**

The Continuing Education Committee submitted their budget for 2015. They left the amount at \$1500 to cover Webinar expenses.

### **Questions for Board**

Will the current hosting platforms support a crowd-sourcing version of an e-resources management handbook (ERMH)?

Submitted on: September 30, 2014

### **2013/2014 Core Competencies Task Force Update**

Submitted by: Sanjeet Mann

#### **Members**

Sanjeet Mann, chair (University of Redlands)

Eugenia Beh, member (Massachusetts Institute of Technology)

Steve Black, member (College of Saint Rose)

Susan Davis, member (SUNY Buffalo)

Taryn Resnick, member (University of Wisconsin-Madison)

Sarah Sutton, board liaison (Emporia State University)

### **Completed Activities**

Since our last committee report in March 2014, the CCTF completed a draft of the Core Competencies for Print Serials Management, publicized it through the NASIG-L listserv, presented a conference session and held an informal discussion group to gather feedback about the draft. Members discussed revisions electronically over the summer.

### **Continuing Activities**

Time constraints over the summer contributed to the CCTF making slower than expected progress on the revised draft. We will continue revisions in the hope of placing a second call for feedback on an updated version at the end of the fall semester and submitting a

revised draft to the NASIG Board for consideration before the February meeting.

### **Budget**

No budget expenses expected; electronic communication has worked well for us over the last few months.

Submitted on: October 2, 2014

### **2014/2015 Database and Directory Committee Mid-Year Report**

Submitted by: Jessica Ireland

Jessica Ireland, chair (Radford University), 12/14  
Christine Radcliffe, vice-chair (Texas A&M University - Kingsville) 13/15  
Alice Rhoades (Rice University) 11/14  
Julie Fielding (University of South Florida) 13/15  
Rebecca Culbertson (UC San Diego) 14/16  
Beverly Geckle, Board Liaison

### **Activities**

We have kept current with the business of invoicing members for their dues payments and updating member records. The committee manual continues to be revised in response to differences between AMO and ArcStone or when other procedural changes occur.

### **Membership**

Current active membership as of October 1, 2014, is 532 members.

Submitted on: October 1, 2014

## **Evaluation and Assessment Committee**

Submitted by: Jennifer Leffler

### **Members**

Jennifer Leffler, chair (University of Northern Colorado)  
Bridget Euliano, vice-chair (Duquesne University)  
Sally Glasser, member (Hofstra University)  
Derek Marshall, member (Mississippi State University)  
Jane Smith, member (Texas A&M University)  
Kathryn Wesley, Web Liaison (Clemson University)  
Peter Whiting, board liaison (University of Southern Indiana)

### **Continuing Activities**

- Provide information to other committees regarding previous conference evaluation surveys.

### **Completed Activities**

- Developed the conference evaluation survey for the 29<sup>th</sup> Annual Conference
- Provided feedback from conference evaluation survey to speakers as requested
- Wrote a report for the *NASIG Newsletter* with highlights from the conference evaluation survey
- Wrote a supplemental report for the NASIG board with more in depth information

### **Budget**

\$50

Submitted on: September 17, 2014

## **Financial Development Committee**

Submitted by: Catherine Nelson

### **Members**

Catherine Nelson, chair (University of California, Santa Barbara)  
Virginia Bacon, vice-chair (East Carolina University)

Joe Badics, member (Eastern Michigan University)  
Elizabeth Parang, member (Pepperdine University)  
Diana Reid, member (University of Louisville)  
Robert Van Rennes, past chair (University of Iowa)  
Peter Whiting, board liaison (University of Southern  
Indiana)

### **Continuing Activities**

The Financial Development Committee is working with Tier 1 and 2 sponsors regarding ad placement in the *NASIG Newsletter*.

### **Completed Activities**

Received the list of Tier 1 and Tier 2 sponsors from Beverly Geckle. Created a form letter to send to Tier 1 and 2 sponsor requesting preferred ad placement in NASIG newsletter

### **Budget**

None

Submitted on: September 30, 2014

## **Membership Development Committee**

Submitted by Denise Novak

### **Members**

Denise Novak, chair (Carnegie Mellon University)  
Trina Holloway, vice chair (Georgia State University)  
Elizabeth McDonald (University of Memphis)  
Stephanie Bernard (Robert Woodruff Library – AUC)  
Alejandra Nann (University of San Diego)  
Sarah Sutton, board liaison (Emporia State University)

### **Continuing Activities**

The committee continues to send letters out to those members who have not renewed and to send welcome letters to new members. We are working with the Student Outreach Committee to make a special effort to

reach out to the library schools in the Washington metro area for the 30<sup>th</sup> Conference.

### **Completed Activities**

The committee is busy revising the email message and updating the survey to send to non-attendees from the conference in Fort Worth, TX.

### **Budget**

Basic \$100 – only anticipated expenditure is 2-3 conference calls.

### **Action Required by Board**

Committee will be sending survey (to be sent to non-attendees of the 29<sup>th</sup> Conference) to Board for approval.

### **Questions for Board**

None, at this time

Submitted on: September 29, 2014

## **Newsletter**

Submitted by: Kate Moore

### **Members**

Kate Moore, editor-in-chief (Indiana University Southeast)  
Wm. Joseph Thomas, profiles editor (East Carolina University)  
Sharon Dyas-Correia, profiles editor (University of Toronto Libraries)  
Kurt Blythe, columns editor (University of North Carolina - Chapel Hill)  
Rachel A. Erb, conference & submissions editor (Colorado State University)  
Angie Rathmel, copy editor (University of Kansas)  
Stephanie Rosenblatt, copy editor (Cerritos College)  
Andrew Wesolek, layout editor (Clemson University)  
Wendy Robertson, board liaison (University of Iowa)

## Continuing Activities

- Started on the December 2014 issue
- Investigation into using InDesign for Newsletter layout
- Creation of a guide to using bepress for new editors

## Completed Activities

Published issues

- May 2014
- September 2014

Personnel updates

- Updated position title from PDF production editor to layout editor
- Andrew Wesolek appointed layout editor

Newsletter Platform Updates

- Migrated all back issues from the Utah State University bepress site to the Clemson University bepress site in June 2014
- Completed a review and update of *Newsletter* positions descriptions

## Budget

None requested

## Statistical Information

- 67,796 Total full-text downloads from the Utah State University bepress site (May 2010 – June 2014)
- 7,673 Full-text downloads July 2014 - September 2014.

Submitted on: September 20, 2014

## Nominations & Elections Committee

Submitted by: Steve Shadle

Members

Steve Shadle, chair (University of Washington)  
Maria Hatfield, vice-chair (WT Cox)  
Karen Davidson, member (Mississippi State University)

Christie Degener, member (University of North Carolina)  
Kevin Furniss, member (Tulane University)  
Derrick Hiatt, member (Wake Forest University)  
Jenni Wilson, member (SAGE)  
Carol Ann Borchert, board liaison (University of South Florida)

## Continuing Activities

- Review call for nominations for accuracy/currency and get revised form mounted on NASIG website
- Send reminder to NASIG-L about nominations for offices
- Write committee manual

## Completed Activities

None. This is the slow time of year for the committee.

## Budget

\$100

Submitted on: October 1, 2014

## Program Planning Committee Update

Submitted by: Anna Creech & Danielle Williams

Members

Anna Creech, chair (University of Richmond)  
Danielle Williams, vice-chair (University of Evansville)  
Patrick Carr (East Carolina University)  
Kittie Henderson (EBSCO)  
Violeta Ilik (Texas A&M University)  
Mary Ann Jones (Mississippi State University)  
Buddy Pennington (University of Missouri - Kansas City)  
Sharon Dyas-Correia (University of Toronto)  
Benjamin Heet (North Carolina State University)  
Rene Erlandson (University of Nebraska Omaha)  
Lisa Blackwell (Chamberlain College of Nursing)  
Corrie Marsh (Stephen F. Austin State University)

## Call for Proposals

The call for proposals will be open from October 1 - November 15, 2015. Last year we decided to have one long call for proposals instead of the two separate month-long call for proposals that we did in the past, and we still received most proposals towards the end of the call. Reducing the number of call for proposals has helped PPC make better selections, since we could look at the pool of proposals as a whole, and not divided between two calls. September/October still feels early for a late May conference, but not as early as we have had calls in the past, and logistically it would be challenging to move the call any later in the year.

This year's call for proposals will continue to target the core competencies. Additionally, follow-up messages will be sent during the call period targeting topics in areas identified in the 2014 conference feedback forms: cataloging, electronic resources, and publishing.

The PPC will once again be using the proposal collecting product called Proposal Space ([www.proposalspace.com](http://www.proposalspace.com)) to collect and review all of the proposals.

## Conference Schedule

The 2015 draft schedule is attached to this report. We are continuing to use Sched, which allows both PPC and CPC to make updates as needed.

## Vision Speakers

We began with a list of five potential Vision Speakers, and three of them have confirmed their availability and interest. We will be sending out MOUs for signature with the Board's approval.

- Thursday, May 28, 2015 - Dorothea Salo, Faculty Associate, SLIS UW-Madison
- Friday, May 29, 2015 - Stephen Rhind-Tutt, President, Alexander Street Press
- Saturday, May 30, 2015 - Anne Kenney, University Librarian, Cornell University

## Workshops

We are working on the details of a workshop on authority operations in the context of RDA. NACO has some established training workshops that may be relevant.

We have asked Claire Dygert to give the licensing workshop again, due in part to the feedback from attendees this past year and requests for more electronic resources-specific content.

We are looking for someone to lead a workshop on the nuts and bolts of usage statistics, more in line with what was offered by UKSG last year (<http://www.uksg.org/event/USTS100913>). Starting with the basics of collecting and organizing usage statistics, the workshop should also cover manipulating and presenting the data in Excel.

Other workshop topics and speakers are to be determined, possibly through the call for proposals, as we occasionally receive proposals that could be expanded into workshops. There was some discussion of "library as publisher" as a topic, but it was noted that the 2013 workshop on this topic had very low attendance, indicating that general interest may not translate in to workshop attendees.

## Great Ideas Showcase & Snapshot Sessions

The Great Ideas Showcase will continue to be a platform for poster, multimedia, and three dimensional programs, and the Snapshot Sessions will provide speakers the opportunity to share information in brief presentations. They will once again be held at the same time, but we will be looking for opportunities/space to have the Great Ideas Showcase content either displayed early or left on display longer so that everyone can see what they need to or want to see.

## Questions for Board

- Can we change the procedures to allow PPC to communicate declined proposals via ProposalSpace,

rather than manually via the Board secretary? It is a simple and easy process, and we are not the only conference using it. Last year was our first run with it, and it felt like we were not making full use of the functionality.

- Does the Board have any recommendations for additional workshop topics and speakers?

### **Student Outreach Committee**

Submitted by: Katy DiVittorio

#### **Members**

Katy DiVittorio, chair (University of Colorado, Denver)

Shannon Regan, vice-chair (Columbia)

Jamie Carlstone, member (University of Chicago)

Betty Landesman, member (University of Baltimore)

Sol Lopez, member (University of Texas, El Paso)

Kate Seago, past chair (University of Kentucky)

Eugenia Beh, board liaison (Massachusetts Institute of Technology)

#### **Completed Activities**

The SOC worked on analyzing data from the student outreach survey they conducted in the Spring of 2014. A report was generated from this analysis and submitted to the NASIG Board for review. Several action items were recommended from the outcome of the survey results.

To encourage participation in the survey a \$50 Amazon gift card was offered to one random drawing winner. The SOC worked with the treasurer to send out this gift card to the prize winner.

The SOC organized and participated in the vendor expo at the annual conference to raise awareness about the group and recruit more ambassadors.

#### **Continuing Activities**

The SOC members and ambassadors reach out to the various library and information schools on an ongoing

basis to make sure they know about the NASIG conference and scholarship opportunities.

Based on the results from the student outreach survey the SOC plans on focusing on the following items for the 2014-15 year:

- 1) Improve Outreach efforts by
  - Recruiting more ambassadors
  - Developing a more formal Ambassador program (i.e. presentations, faculty connections)
  - Developing a more formal marketing/outreach strategy
- 2) Offer a Conference Registration Student Rate.

The SOC and Membership Committee are in the process of collaborating on a proposal for this which should be submitted to the NASIG Board for review by the 2014 Fall Board Meeting.

The following are recommendations for the SOC to work on future years (2015 and beyond) based on results from the survey.

- 1) Offer free student membership

The SOC will work on a proposal to collaborate with LIS schools to offer free membership to students that will be submitted to the NASIG Board for review.

- 2) Offer a formal mentoring program

The SOC plans to approach the Mentoring Group Committee to see if they have interest in collaborating to develop a proposal for a formal mentoring program for those students that cannot attend the Annual conference. The proposal will be submitted to the NASIG Board for review.

**Budget**

The budget for the SOC is \$100 covering the printing of the SOC handout. The SOC handout is used at the

NASIG annual meeting and other events to recruit ambassadors.

Submitted on: September, 12 2014

## Copyright and Masthead

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