WELCOME MESSAGE

Thanks for coming out to the 3rd ER&L Conference. This year, one of our goals was to find a way to use the time we are all together not only to learn from our wonderful presenters, but from each other. With that in mind, we created opportunities for more attendee input, giving you the chance to shape a lot of the content on the final day. We have a number of volunteers who are willing to lead discussions on topics chosen by you.

You can vote on possible topics in two ways—by indicating interest on the session evaluation forms or through using the ER&L Thought Cloud: http://electroniclibrarian.org/tagcloud. Using the Thought Cloud, anyone can enter topics of importance in the text box and/or vote on ones already listed by clicking on the word. We’ll have computer stations for you to vote at the registration check-in desk and in the email checking area in the lobby.

ER&L Planners are open to new ideas and better ways of creating a space for us meet, learn and discuss. Please give us your comments through our conference evaluation survey or email us. I hope you enjoy ER&L!

BONNIE TIJERINA, ER&L CONFERENCE COORDINATOR

KEYNOTE SPEAKERS

KAREN COYLE :: WEDNESDAY, MARCH 19 - 8 AM

Karen Coyle is a librarian and a consultant in the area of digital libraries. She worked for over 20 years at the University of California in the California Digital Library, has served on library and information standards committees, and has written frequently on technical topics ranging from metadata development, technology management, system design, and on policy areas such as copyright and privacy.

TOM WILSON :: FRIDAY, MARCH 21 - 10 AM

Tom is currently the Associate Dean for Library Technology at the University of Alabama Libraries. He has over 20 years of experience in developing, implementing, maintaining, and retiring information technology in libraries and higher education. In those years, Tom has overseen many small to multi-million dollar projects and managed annual budgets up to $8M. Employed by three major public universities during this period, he led IT units of up to 35 professionals. The Library and Information Technology Association elected him President in 2003/2004, and he has written and spoken on IT and library topics extensively.

http://electroniclibrarian.org
ACKNOWLEDGEMENTS

Conference Coordinator
Bonnie Tijerina, UCLA

Program Planning Committee
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Jackie Boyd, Georgia Tech
Bette Finn, Georgia Tech
Mary-Frances Panettiere, Georgia Tech
Julie Speer, Georgia Tech
Nancy Simons, Georgia Tech
Susan Parham, Georgia Tech

Volunteers (con’t)
Kathy Tomajko, Georgia Tech
Shirley Dixon, Georgia Tech
Stella Richardson, Georgia Tech
Crystal Renfro, Georgia Tech
Lori Critz, Georgia Tech
Lisha Li, Georgia Tech
Jackie Dankins, Georgia Tech
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Matt Frizzell, Georgia Tech
Isoke Ambidwile, Georgia Tech
Brian Mathews, Georgia Tech
Bill Anderson, Georgia Tech
Kelly Smith, Eastern Kentucky University
Kate Seago, University of Kentucky
Gayle Baker, University of Tennessee
Tim Hagan, Northwestern University
Helen Aiello, Wesleyan University
Galadriel Chilton, Univ. of Wisconsin - La Crosse

PROGRAMMING THEMES

- eRESOURCE DELIVERY & PROMOTION
- LIBRARY-VENDOR RELATIONS
- COLLABORATION
- MANAGING eRESOURCES
- COLLECTION DEVELOPMENT & STATISTICS
- ERMs
- eBOOKS

PRESCRIPTION & PERPETUAL ACCESS
- USERS & USABILITY
- STANDARDS
- DIGITAL INITIATIVES
- PRE-CONFERENCE

suggested for attendees who are new to the field

TUESDAY, MARCH 18, 2008 :: PRE-CONFERENCE held at the Georgia Tech Library

8:00 - NOON
LibX: Creating a new search tool for your library
Georgia Tech Library, Homer Rice Center, 1 West Commons

Mars & Venus for Information Professionals: Are your stakeholders hearing the message you intended to send?
Georgia Tech Library, Frances Kaiser Room (521), 5 East

NOON - 1:00 PM
Lunch Break
**CONFERENCE SCHEDULE**

**TUESDAY, MARCH 18, 2008 (CON’T)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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| 1:00 - 5:00 PM | Project Management: Basic skills & Techniques  
Georgia Tech Library, Homer Rice Center, 1 West Commons |  |
|          | Metadata Quality Control for Resource Discovery & Sharing  
Georgia Tech Library, Frances Kaiser Room (521), 5 East |  |
| 5:30 - 7:30 PM | Welcome Reception :: Georgia Tech Library, 1 East Commons |  |

**WEDNESDAY, MARCH 19, 2008**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 - 9:15 AM</td>
<td>Opening Session &amp; Keynote :: GLCC Room 236 (overflow seating available in GLCC Room 222)</td>
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| 9:25 - 10:10 AM | eBooks: Defining & considering the alien invasion  
GLCC Room 236 |  |
|          | An Analysis of Seven Metadata Creation Guidelines: Issues & implications  
GLCC Room 222 |  |
|          | Institutional Repositories: Moving from preservation to creation of scholarly...  
GLCC Rooms 330/331 |  |
| 10:10 - 10:40 AM | Break |  |
| 10:40 - 11:25 AM | Shooting Fish in a Barrel: If only providing access were that easy?  
GLCC Room 236 |  |
|          | On the Leading Edge: Transforming technical services  
GLCC Room 222 |  |
|          | eProcurement of ERM & Library High-tech Systems  
GLCC Rooms 330/331 |  |
| 11:35 - 12:20 PM | eResources Management: So many silos to synchronize? Still!  
GLCC Room 236 |  |
|          | Collaborative Opportunities in Electronic Resource Management using new web...  
GLCC Room 222 |  |
|          | Developing Effective Scholarly Communication Advocates: A case study  
GLCC Rooms 330/331 |  |
| 12:20 - 2:00 PM | Lunch Break |  |
| 2:00 - 2:45 PM | Transforming Into Effective Electronic Resource Management  
GLCC Room 236 |  |
|          | eBooks Roadmap: Implementation strategies & perspectives from eBook...  
GLCC Room 222 |  |
|          | ERIC & the WorldCat Registry: Collaboration that connects education researchers...  
GLCC Rooms 330/331 |  |
| 3:00 - 3:45 PM | Expanded Search Premier Complete: Librarian & Undergraduate attitudes...  
GLCC Room 236 |  |
|          | Discovering Value: Discovery services & ERM systems together  
GLCC Room 222 |  |
|          | Putting the Trees Back in the Forest: eResource usage statistics & library...  
GLCC Rooms 330/331 |  |
| 4:05 - 4:50 PM | Addressing the eJournal Preservation Conundrum: Understanding Portico  
GLCC Room 236 |  |
|          | A New Tool to Assess eResources: Serial Solutions 360 Counter  
GLCC Room 222 |  |
|          | Perpetual Access eBook Databases: Benefits & pitfalls for libraries & STM book...  
GLCC Rooms 330/331 |  |
| 5:00 - 6:30 PM | Sponsors’ Reception :: GLCC 1st Floor Atrium |  |
## Conference Schedule

**Thursday, March 20, 2008**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:30 - 9:15 AM</td>
<td>Electronic Resources in a Next Generation Catalog</td>
<td>GLCC Room 236</td>
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<td>Making the Most of eJournal Usage Data</td>
<td>GLCC Room 222</td>
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<td>The Name Game: Creating organization name authority within an ERM</td>
<td>GLCC Rooms 330/331</td>
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<tr>
<td>9:25 - 10:10 AM</td>
<td>Introducing CORE: A proposed standard for sharing acquisitions transaction data...</td>
<td>GLCC Room 236</td>
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<td>Connecting with Students in their Digital World: LibGuides in two academic...</td>
<td>GLCC Room 222</td>
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<td>Why Unlock Your Link Resolvers “black box”? The answer lies in your...</td>
<td>GLCC Rooms 330/331</td>
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<tr>
<td>10:10 - 10:40 AM</td>
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<td>The Usage Data Big Picture: A look at the collection analysis tools &amp; usage...</td>
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<td>So Many Ways to Get There: Discovery services from a publisher perspective</td>
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<td>The Canadian Federal eLibrary</td>
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<td>eResources Usage Data: Apples to oranges &amp; fixing holes</td>
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<td>Consortial Networks &amp; Publishers: Partnering in a Sea of Competition</td>
<td>GLCC Room 222</td>
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<td>eTracker: Improving Electronic Resources Management by Optimizing your ILS</td>
<td>GLCC Rooms 330/331</td>
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<tr>
<td>12:20 - 2:00 PM</td>
<td>Lunch Break</td>
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<td>2:00 - 2:45 PM</td>
<td>A Matter of Semantics?: Intelligence, open data, &amp; the future of ERM</td>
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<td>Automating Retrieval &amp; Reporting of Database Usage</td>
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<td>3:00 - 3:45 PM</td>
<td>Improving Information Distribution Through Standards</td>
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<td>A Think Tank on the Future of eBooks</td>
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<td>User Centered Technical Support</td>
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<td>The Inexorable March to Online Only: Journal subscriptions...</td>
<td>GLCC Room 323/324</td>
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<td>Gathering the Data: A look at alternatives for populating ERMs</td>
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<td>Users Will Always Want Their Links: Relevancy of effective...</td>
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<td>The Annual Copyright License for Academic Institutions</td>
<td>GLCC Room 330/331</td>
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<td>Beyond eBooks - Coutts &amp; MyiLibrary: A single source...</td>
<td>GLCC Room 323/324</td>
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**Evening**

Optional dinners around Atlanta :: *Sign-up sheets available at Registration check-in*
### FRIDAY, MARCH 21, 2008

#### 8:00 - 8:45 AM

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#### 9:00 - 9:45 AM

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<tr>
<th>No Session</th>
<th>Promoting &amp; Marketing eResoures</th>
<th>The Life &amp; Times of an Embedded Librarian</th>
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#### 10:00 - 11:00 AM

**Closing Session & Keynote**: GLCC Room 236 *(overflow seating available in GLCC Room 222)*

#### 11:10 - NOON

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#### 12:15 - 1:30 PM

**ER&L Conference Feedback & Future Planning Session BOX LUNCH**: GLCC Room 222

### PROGRAMMING THEMES

- eRESOURCE DELIVERY & PROMOTION
- LIBRARY-VENDOR RELATIONS
- COLLABORATION
- MANAGING eRESOURCES
- COLLECTION DEVELOPMENT & STATISTICS
- ERM
- eBOOKS
- PRESERVATION & PERPETUAL ACCESS
- USERS & USABILITY
- STANDARDS
- DIGITAL INITIATIVES
- PRE-CONFERENCE

* suggested for attendees who are new to the field
PRE-CONFERENCE

Mars and Venus for Information Professionals: Are your stakeholders hearing the message you intended to send?
Barbie Elene Keiser, Ulla de Stricker
Libraries offer an array of electronic resources targeted to multiple audiences and interests, but do those targeted really understand what is being offered and how these resources can be accessed and utilized fully. This workshop will take attendees through a set of integrated activities that allow a library/information center to engage its clients in a systematic process of gathering valuable insights from the vehicles it uses to communicate with its targeted customer base.

Thurs 8:00 - 12:00 :: Kaiser Room 521

Project Management: Basic skills and techniques
Virginia Cairns
Project management has been identified as an essential skill for the next generation librarian (Kinkus, C&RL, July 2007). Come spend a half-day learning effective strategies for planning and executing a successful yet flexible project, including organizational frameworks, management techniques and tips on maximizing efficiency and collaboration using Web 2.0 technologies.

Tues 8:00 - 12:00 :: Homer Rice

LibX: Creating a new search tool for your library
Annette Bailey, Kyrille Goldbeck
LibX (http://libx.org) is a powerful, open source tool available for Firefox and Internet Explorer browsers that connects users to their library’s resources from anywhere on the web. Since 2005, LibX has been adopted by over 200 libraries and more than 12,000 users.

Tues 1:00 - 5:00 :: Kaiser Room 521

Metadata Quality Control for Resource Discovery and Sharing
Jung-ran Park
The goals of the proposed workshop are multifold: First, it aims to look at the critical roles played by metadata in knowledge representation and the discovery of digital resources. Second, it aims to explore the application and implementation of current standards and documentation (e.g., best practices, guidelines) for the creation of metadata records. Third, it aims to provoke a discussion of current issues related to semantic interoperability and metadata quality in relation to resource discovery and sharing.

Thurs 2:00-2:45 :: Room 236

ERMs

A Matter of Semantics? : Intelligence, open data, and the future of ERM
Jonathan Blackburn, Mason Hall
What would it mean if all electronic resource systems and discovery tools drew their underlying knowledgebase from a common repository of eResource metadata maintained cooperatively by the library community? This presentation will discuss the issues and challenges surrounding the construction of such a system and reasons it may be desirable.

Thurs 2:00-2:45 :: Room 236

eResources Management: So Many Silos to Synchronize? Still!
Luiz H. Mendes
The management of eResources has come a long way with a number of solutions to facilitate the process. These solutions have required the maintenance of eResources and synchronization of data in multiple silos. Is there a more integrated approach? Should the ultimate goal be to minimize the numbers of silos?

Wed 11:35-12:20 :: Room 236

The Name Game: Creating organization name authority within an ERM
Kristen Blake, Jacquie Samples
This presentation describes North Carolina State University’s creation of an authority file for organization names within its electronic resources management system to enhance tracking and reporting capabilities. The discussion includes a review of practices across the academic library community, strategies for data evaluation, best practices, and challenges in implementation.

Thurs 8:30-9:15 :: Room 330/331

Gathering the data: A look at alternatives for populating ERMs
Oliver Pesch
For many libraries, the potential of their newly acquired ERM remains untapped due the daunting task of locating and populating the data. This presentation will examine the data elements, potential sources of this data as well as look at standardization efforts designed to ease the burden populating the ERM.

Thurs 4:05-4:50 :: Room 236
**eBOOKS**

**eBooks Roadmap: Implementation strategies and perspectives from eBook veterans, and the role of agents in the eBooks process**

Jose Luis Andrade, Barbara S. Dunham  

The amount of eBook offerings is rapidly expanding, and libraries face new questions regarding how to implement eBooks into their collections. Our librarian panelists will examine the processes and strategies they have applied, and the challenges they have encountered in integrating eBook content across multiple vendors and platforms. Panelists will explore different eBook models and functionalities, and the impact on their eBook acquisitions, internal processes and access abilities. Our agent panelist will also look at the agent’s role and the value they can bring to the eBooks process.

**eBooks: Defining and considering the alien invasion**

Ted Koppel, Zoe Stewart-Marshall  

Despite the increasing library investment in eBooks, no single definition adequately describes the wide variety of eBooks available. Koppel will offer different approaches to define eBooks and their implications for library collections and services. Building on this, Stewart-Marshall will suggest that traditional conceptual models for library materials management may be inadequate in the context of eBooks.

**A Think Tank on the Future of eBooks**

Kevin Sayar  

A panel, comprised of well-respected electronic resource librarians, and moderated by Kevin Sayar, President of ebrary, will discuss successful innovations for libraries with regards to eBooks. The panel will address the present practices and resources available today while at the same time both speculating and debating about eBooks' future.

**Beyond eBooks - Coutts & MyiLibrary: A single source for digital & print content & services**

Tim Turner  

Creating the next generation digital content distribution network, Coutts Information Services, MyiLibrary, Ingram Digital and Lightning Source are developing and delivering comprehensive digital and print content to libraries. Join us for a demonstration of products and services designed to provide libraries with the content and collection management tools for the evolving digital landscape. We will also discuss integrating existing workflows to support the selection and acquisition of traditional and non-traditional formats, including the intriguing role that print-on-demand driven publishing will play in the not too distant future.
**COLLABORATION**

**On the Leading Edge: Transforming technical services**
Janice Adlington
McMaster University Library aspires to be recognized as Canada’s most innovative. Over the past year, technical services has been transformed with staff taking on new roles. Come hear how we “make it work” with an ever-increasing number of systems (Verde and Gold Rush, SFX and Serials Solutions, Endeca, Horizon, and, perhaps, Evergreen.)

**Transforming Into Effective Electronic Resource Management**
Jeff Carrico, Tyler Walters
Libraries are experiencing rapid evolution into an environment of increasingly digital resources, where building a strong collaborative relationship between the acquisition of information resources and technological support for their access, use, and preservation is critical. The speakers will address the drivers behind this experience, how it is being expressed in academic libraries, and what are the common outcomes for the library organization.

**Collaborative opportunities in Electronic Resource Management using new web technologies**
Sarah Bartlett
To date, discourse around Library 2.0 has focused on interactivity with end-users. This paper examines the suitability of Web 2.0 principles and technologies to back office eResource management practices, identifying specific areas of opportunity. The paper also anticipates how semantic web technologies would add further depth to this area.

**The Canadian Federal eLibrary**
Katherine Miller-Gatenby
The Canadian Federal eLibrary is a recently initiated horizontal activity to provide access to key information resources to Canadian federal public servants, involving a number of libraries, representing a variety of subject specialization, size and resource base. Challenges addressed include cultural differences, ensuring value added service and procurement difficulties.

**PRESERVATION & PERPETUAL ACCESS**

**Addressing the eJournal Preservation Conundrum: Understanding Portico**
Ken DiFiore
Teaching and research have become increasingly dependent upon the convenience and enhanced accessibility of electronic scholarly resources, particularly electronic journals. Along with the use of these resources comes the challenge associated with protecting them for future generations of scholars, researchers, and students. Prior to the development of eJournals, libraries maintained the long-term availability of scholarly research through storing and preserving print copies. However, the preservation of eJournals raises many new questions for librarians. Portico has been created to address the growing concern over the preservation of scholarly eJournals, and with the hope that providing a trusted archival home for these ‘at-risk assets’ will assist libraries in their transition from print to electronic. This session will examine the issues surrounding eJournal preservation and provide a general overview of the Portico archiving service.

**Continuing Access to Electronic Resources**
Nancy Beals, Kelly Smith, Ranti Junus, Sarah Rhodes, Nathan Rupp
Electronic resources are growing exponentially. Serials are only one example of this. Collection developers need firm criteria when they are thinking about moving their collection to an electronic environment. The preservation and continued access to these electronic resources is not only a necessity but also an obligation for libraries. Libraries are not only committed but responsible for providing to their users the necessary information in the format that is best. This information needs to be managed carefully so that our patrons can access it when and where they need it.

Archiving and preserving these electronic resources is a priority to collection development and the library. Join us as we take a look together at the issues and options surrounding the preservation of our electronic investments. We will discuss the importance of preservation, service providers and the types of things that we can do now to protect our electronic resource collections.

**Perpetual Access eBook Databases: Benefits & pitfalls for libraries & STM book publishers**
Bill Hayward
Library interest in eBooks has accelerated rapidly, particularly among growing international universities facing budgetary and space constraints. This presentation discusses benefits and pitfalls of perpetual access eBooks offered by different publishers, particularly one STM publisher’s experience launching a comprehensive perpetual access eBooks database covering computer science and information technology management.
LIBRARY-VENDOR RELATIONS

So Many Ways to Get There: Discovery services from a publisher perspective
Mike Buschman
Users want to access original content quickly and reliably from wherever they choose to start. Mike Buschman, Client Services Manager for IEEE, will discuss the different technologies and services, created by librarians, companies, and individuals, used to access and interact with premium electronic content.

Consortial Networks and Publishers: Partnering in a sea of competition
Jeff Downing, Christine Martire, Sean O'Doherty
It is no secret: libraries face daily and ever-increasing competition. Within this sea of competition, however, publishers and regionally-based consortial networks are forging partnerships. Attendees will hear from publishing and consortial network representatives, describing how their respective organizations are working together to develop creative, long-term cost-effective business models for content delivery.

eProcurement of ILS, RFID, ERM and other library high-tech systems
Donald Chvatal
The web supports numerous eProcurement models. Think of buying a car at a dealership compared to profiling your transportation needs online. Either way you are going to get basic transportation but you also expect to buy a lot more as you explore options, add features, and become aware of efficiency ratings (miles per gallon), and finally suffer sticker shock at the price. Ringgold offers an online service for creating RFPs, called OpenRFP, and this session explores how OpenRFP helps libraries to choose the most cost-effective solutions in purchase of software and high-tech products, saving time and effort for staff and vendors. The goal is to improve understanding of product functionality, identifying important specifications, assigning weights for comparative scoring of vendor responses, while making the entire process accurate, open and transparent to staff and purchasing authorities.

MANAGING eRESOURCES

User-centered Technical Support of eResources
Sarah Wessel
Technical support requires many areas of the library to communicate and collaborate to ensure the best resolution to the users' needs and their effective use of electronic resources. Organizational structure and procedures facilitate effective technical support. This session will discuss guidelines for establishing effective technical support for your library's eResources.

eTracker: Improving electronic resources management by optimizing your ILS
Deberah England
Increase efficiencies and gain control of troubleshooting calls and ongoing electronic resources maintenance by utilizing the Millennium Serials module as a tracking system. This system, “eTracker,” provides not only a method for logging and tracking, but also a proactive approach to testing access and staying on top of “e” maintenance.

The Inexorable March to “Online Only” Journal Subscriptions? Varied Criteria, Unexpected Ramifications, and Coping Strategies
Kelly A. Smith, Patricia Thompson
There is not a “one size fits all” approach to shifting journal collections from print to online only, nor are there existing “best practices” for tackling this problem. The presenters will address criteria used by different libraries, complications experienced, and strategies employed. Extra time will be reserved for audience discussion.

An Analysis of Seven Metadata Creation Guidelines: Issues and implications
Jung-ran Park, Caimei Lu
This study examines best practice guidelines used for building digital resource collections across libraries. For this, we randomly collected seven local metadata creation guidelines based on the Dublin Core (DC) metadata scheme. The criteria used in analysis encompass the coverage of DC, divergence from DC, usage of controlled vocabulary, metadata element status and metadata semantics (e.g., label names).

The Annual Copyright License for Academic Institutions
Dan Short
Copyright Clearance Center’s new Annual Copyright License provides content-users campus-wide with the copyright permissions they need in a single, multi-use license. This presentation will provide an overview of Annual Copyright License, features and benefits, participating publishers, and experiences from some of the institutions that have purchased the license to date.
Putting the Trees Back in the Forest: eResource usage statistics and library assessment
Virginia R Kinman
EResource usage data does not stand alone. Combining eMetrics with other commonly collected library statistics provides a more complete assessment to examine user trends over time, evaluate the impact of new initiatives, and transform library services.

The Usage Data Big Picture: A look at the collection analysis tools & usage standards currently available, & the important questions still surrounding usage data
Christine Stamison, Kevin Cohn, James Mouw
The availability and application of online usage data continues to grow. Usage statistics are now considered a crucial tool in collection analysis. Yet usage data is not the only measure of value and important questions still remain. Do we need to better define usage statistics? Can the data be flawed? Our librarian, vendor and publisher panel will explore these and other questions, and examine the current tools and standards available to help libraries more effectively gather, integrate and analyze usage data. The data elements, potential sources of this data as well as look at standardization efforts designed to ease the burden populating the ERM.

eResources Usage Data: Apples to oranges and fixing holes
Margaret Eileen Hogarth, Barbara Schader, George Boston, Michael Whang
This presentation is intended to illustrate how the Western Michigan University Libraries and the University of California, Riverside Libraries gather, store, and access statistics, and how they are utilized to develop, manage, enhance and monitor the Libraries collections. Scholarly Stats, COUNTER, SFX and publisher statistics have been used in addition to non-standard metrics in a non-COUNTER compliant format have been integrated to provide actionable data. In addition, WMU will discuss future enhancements for the SUSHI initiative and Verde (direct integration of the usage data within an ERMS) and how the data will be used to enhance the assessment process. UCR has reorganized workflows and staffing with a new AUL in an effort to plug holes in our electronic resource life cycle and decision making. We are utilizing usage data in practical and informative ways in order to make selection, cancellation, and fee-for-service decisions. Did our efforts to build buy-in work? A lively question and answer session will follow the presentations.

Automating Retrieval and Reporting of Database Usage Statistics for a Consortium
Susan B Campbell
College Center for Library Automation is developing an automated vendor statistics system (AVS) to automate retrieval and reporting of usage statistics for Florida’s 28 community colleges. Early tests of the AVS suggest it can produce timelier, more reliable reports and consume far less staff time than our previous processes.

Making the Most of eJournal Usage Data
Gayle Baker, Maribeth Manoff, Eleanor J. Read
Libraries with collections of electronic journals receive vendor-supplied usage reports on a regular basis. Some also obtain data from local sources such as link resolvers. This presentation will discuss how these data are manipulated and enhanced for administrative and collection management purposes at the University of Tennessee Libraries.

A New Tool to Assess eResources: Serials Solutions 360 Counter
Susan Golden
Although usage statistics from content vendors are widely available, it has been extremely challenging for libraries to assess the usage and costs of journals, databases, and vendors. 360 Counter provides a solution for libraries to align usage with costs, using Project COUNTER reports from content providers and aligns this information with costs to help you library make better decisions.

Improving Information Distribution Through Standards
Todd Carpenter
Distribution of digital content would not be possible without standards. An increasing percentage of acquisitions budgets are earmarked to eResources and standardization of the ordering, access, and preservation processes is critical to effective management of this digital content. The presentation will provide an update on current and developing standards projects.

Introducing CORE: A proposed standard for sharing acquisitions transaction data across eResource & Integrated Library Systems
Ted Koppel, Ed Riding, Jeff Aipperspach
Libraries are beginning to purchase Electronic Resource Management systems to help them track the increasingly large percentage of their budgets allocated to electronic resources. However, ERMS systems are not always purchased from the vendor supplying the library’s ILS. As a result, batch processes or tedious manual entry is necessary to make ILS-based acquisitions data available to ERM users. This program will introduce an initiative, called CORE, that has as its goal creation of a standard protocol for identifying and transferring acquisitions data elements from ILS to ERM.
Electronic Resources in a Next Generation Catalog  
Wendy Robertson  
The University of Iowa recently implemented Primo, a next generation catalog. We included not only our traditional MARC catalog, but our electronic resources database, A-Z list, materials in ContentDM and Libraries website. This presentation will discuss this issues involved with combining these various electronic resources in one system.

Discovering Value: Discovery services and ERM systems together  
Ted A. Fons, Nancy Fleck  
Discovery services platforms have the potential to replace the OPAC and federated search engines as the primary search tool in libraries. Given their potential prominence in the discovery and delivery process, it is critical that the ERMS managed by the library staff provide value added information about available electronic resources.

ERIC and the WorldCat Registry: Collaboration that connects education researchers to library resources  
Lawrence B Henry III, Joanna White  
ERIC (http://eric.ed.gov) provides access to library collections through Find in a Library links, connecting users with local catalogs and full-text resources. The program will describe how information about OpenURL resolvers and library catalogs in the WorldCat Registry (http://worldcat.org/registry/institutions) streamlined access to electronic and print resources for users of the ERIC database.

Why unlock your link resolver’s “black box”? The answer lies in your strategic plan.  
Jamene Brooks-Kieffer  
Libraries can encourage organizational change by training employees to explore their link resolver’s “black box” qualities. K-State Libraries’ SFX administrator created a series of classes for all interested staff to discover the resolver. We will examine the series and its promotion of goals prescribed by the Libraries’ 2007-2012 Strategic Plan.

Shooting Fish in a Barrel: If only providing access were that easy?  
Karen Rupp-Serrano, Ann-Marie Breaux, Jacquie Samples, Cynthia Cleto, Renee Register  
Selection and acquisition workflows are not the only the library challenge in eBooks; another concern is providing access. Are MARC records the best route to seamless user access? If so, who should provide them and what standards should they meet? If not, how will emerging technologies fill the gap?

Promoting and Marketing eResources  
Emily Alford  
This paper will focus on how academic libraries can promote and market their eResources. What works? What doesn’t? How do we educate our users about changes, updates, and information about our eResources.

Users Will Always Want Their Links: Relevancy of effective linking in a fast-changing online environment  
Nettie Lagace  
OpenURL is a revolutionary library standard, able to connect users to resources from disparate interfaces and providers in just a few clicks. This program will update and inform participants on the current status of OpenURL and link-to syntaxes, the journal supply chain, and utilization of linking for eBooks and non-journal data such as conference proceedings.

Institutional repositories: Moving from preservation to creation of scholarly assets  
David Stout  
In theory the goal of Institutional Repositories (IRs) was to address the crisis in scholarly communication. In practice IRs are often lifeless warehouses for any content the library could grab. Nevertheless, the IR has the potential to showcase a university’s intellectual and corporate output, and contribute to the creation of knowledge.

Developing Effective Scholarly Communication Advocates: A case study  
Sara Fuchs, Pamela Brannon  
Presenters will share their experiences developing a scholarly communication training and outreach program for librarians at Georgia State University, as well as their initial experiences in working with faculty members to recruit content for the university’s institutional repository.
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