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**Contenidos de este número**

Formula for Success | Office Hours

By [Michael Stephens](http://lj.libraryjournal.com/author/mstephens/)

How do we “build a librarian” for 21st-century information work? It’s an ongoing discussion in libraries and LIS programs that has many sides and a range of opinion. Some argue that while library school offers the foundations, theories, and service concepts of the profession, on-the-job experience seasons the information professional for doing the work. I would argue it is a mix of all of these things and more. How do we insure the folks serving our varied constituents have the skill sets and attitudes required?

Submitted is this equation:

**Essential Skills + Mindset² x Support = Success**

Each part of the formula is vital, and the outcome doesn’t work if any are removed. The responsibility for success depends on a careful balance of LIS education, the individual, the institution, and the profession. Unpacking the various elements of the equation paints a full picture of what will help this information professional thrive.

**http://lj.libraryjournal.com/2017/06/opinion/michael-stephens/formula-for-success-office-hours/**

2. We Need Diverse Books: Following Up After Fouling Up | BookExpo 2017

BY [STEPHANIE SENDAULA](http://reviews.libraryjournal.com/author/ssendaula/)

Eager listeners gathered on Friday, June 2 for **We Need Diverse Books: Following Up After Fouling Up: Real Talk About Real Apologies**. Moderated by Boston University School of Education’s Laura M. Jiménez, the panel featured award-winning author Alex Gino; bestselling author Daniel José Older; *LJ* and *SLJ* Reviews Director Kiera Parrot; and author Ibi Zoboi, whose debut *American Street* was released in February 2017. (Justina Ireland, originally scheduled, was unable to attend.)

Jiménez offered a refresher of the mission of [We Need Diverse Books](http://weneeddiversebooks.org/) as an organization focused on getting stories about all children into literature, and critically looking at the publishing industry from start to finish. “The stories are always being written; we need to put them in more people’s hands,” said Jiménez. In addition to racial diversity, the organization also examines the identities of class, disability, and gender in an effort to ask how we as readers can look at topics with a diverse lens.

*After introducing himself, Older remarked, “What we’re witnessing right now and what we’re experiencing is a movement, and on top of that movement is also an artistic renaissance that we’re all a part of … I was an organizer before I was a writer and I was a writer before I was an organizer. They’re all interconnected. It’s ultimately about telling stories. Our job is to present the world as we see it to the world that doesn’t see it.”*

**http://reviews.libraryjournal.com/2017/06/books/we-need-diverse-books-following-up-after-fouling-up-book-expo-2017/**

3. DDA + Patron Analytics = A Strategic Approach to Collection Development



How the University of Manchester made more content available to users, while gaining deeper insights into usage

Like many institutions, the UK’s University of Manchester Library looked to adopt Demand-Driven Acquisition(DDA) of its ebooks to expose a breadth of content that maximized the school’s finite budget.

Seeking an ebook platform with more robust analytics

Manchester had committed considerable budget to their DDA program for several years. The supplier

they used from 2012 to the end of 2013 was one that had a familiar platform and was financed by the core library budget.

However, as that supplier could not provide the level of analytics they required, Manchester began

looking for a change.

“We wanted a platform that received good feedback from other institutions, in terms of DDA and in terms of the usability in general,” Content Purchasing Manager Des Coyle explained.

Additionally, the university wanted to accurately track user types, faculties and disciplines that were (or were not) using ebooks. “Analytics were key to our platform choice,” Coyle added.

In particular, he noted the need for patron analytics to be embedded in management reports, “so that we had a ready-made report that we could market to each of our schools.”

A solution with better data for better insights

In 2015, Manchester found what it was looking for and transitioned its DDA program to ProQuest.

They also turned on ProQuest’s Patron Analytics in order to easily collect additional user information through a brief, customizable form. Data collected was automatically added to usage and sales reports offering greater insight into how users interacted with the content.

Coyle noted that DDA is a great complement to a larger, strategic approach to collection development and Patron Analytics provided more data around patron-triggered purchases.

Manchester’s approach to DDA (and collection development) is anchored by a newly formed Collection

Development and Stock Management team that “establishes collection and discipline profiles, so that

our acquisitions will be more strategic and aligned with University of Manchester collection strengths and areas of current research focus,” said Coyle.

With ProQuest delivering services, Coyle noticed that the content acquired through DDA “receives more views on average than conventionally acquired items.”

And it simplifies budgeting for better value

As for pricing, “We have quite generous maximum prices within our DDA profile so price rises haven’t had too drastic an effect,” Coyle explained.

However, his team remains budget-conscious. “We now use short-term loans more in order to gain better value from our DDA budget,” Coyle elaborated. “This has matched a shift in collection policy from purchase in perpetuity to access and purchase.”

Keeping track of spending is made easier via ProQuest’s LibCentral administrative functionality for DDA. Real-time expenditure reports ensure that “we stay fully up to date with DDA spend,” Coyle says. “This enables us to evaluate our expenditure and see whether we need to tweak purchase triggers or top up budget, in order for the DDA scheme to last as long as required.”

Justifying DDA spending to the university comes in the form of statistics that outline the better usage

numbers of DDA versus conventionally acquired content. In fact, Coyle says, a considerable percentage of non-DDA titles received little to no usage.

Streamlined workflows save time for librarians

“We plan to do a long-term study of DDA usage vs usage of conventionally acquired material over the last four to five years,” Coyle revealed. With Patron Analytics, Coyle will get a better sense of who is using materials acquired through DDA.

And going forward with DDA ProQuest’s automated holdings updates – where profiled titles and purchases are imported automatically into Alma – helps out Manchester’s librarians.  Coyle says, “We don’t have to create purchase order lines for these items, so we save time on the whole process.”

Coyle sees the future of DDA as bright: “We are looking to have a DDA offering that is live all year round, so that DDA is a constant offer to our customers and is easier to market.”

With ProQuest’s DDA and Patron Analytics, librarians are empowered to:

- Provide users with access to more titles and acquire only the ones used to keep on budget

- Increase your insight into user behavior and analyze usage patterns

- Make data-driven decisions around your DDA program with comprehensive, real-time reports

Learn more about Ebook Central and request a free trial.

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[**http://www.proquest.com/blog/pqblog/2017/DDA--Patron-Analytics--A-Strategic-Approach-to-Collection-Development.html**](http://www.proquest.com/blog/pqblog/2017/DDA--Patron-Analytics--A-Strategic-Approach-to-Collection-Development.html)

4. Listening to the Young: Be Open-Minded To the Next Generations | Blatant Berry

By [John N. Berry III](http://lj.libraryjournal.com/author/jberry/)

**A late-night argument with** my son Tom and a brief discussion with Christian Zabriskie, who wrote the letter “Condescending!” ([Feedback](http://lj.libraryjournal.com/2017/06/opinion/feedback-letters-to-lj-june-1-2017-issue/)), set me ruminating on the way our perspectives change as we age.

I got my first look at how differences in age impact our workplace interactions and views in the late 1950s, during my first library job at the small Reading Public Library (RPL), MA, in a bedroom community west of Boston. At that point I was not a frequent or heavy user of libraries, even in college. I came to that job carrying the clichés about libraries of that time.

The director, a quiet, scholarly man, held a degree in classics, which was of little use when he sought work. He added an MLS to his credentials and later urged me to do the same. The combination of LIS studies and work in that library quickly changed my view of both libraries and librarians.

The permanent staffers were older and held only bachelor’s degrees. Their idea of a library included a heavy dose of annoyance with users, especially the adolescents who invaded the library every day when the schools liberated them. Their most common response to the problem of adolescent disruption was to call the police to eject these unruly teenagers. The police were not busy in Reading and enjoyed the action.

**http://lj.libraryjournal.com/2017/06/opinion/john-berry/listening-to-the-young-be-open-minded-to-the-next-generations-blatant-berry/**

5. A New Webliography of Text Mining Resources

Filed by [Gary Price](http://www.infodocket.com/author/gprice/)

The Science and Technology Resources on the Internet column in the Spring 2017 issue of [Issues in Science and Technology Librarianship](http://www.istl.org/17-spring/) includes a webliography of text mining resources.

This useful resource was compiled and written by Kristen Cooper, a librarian at the [award-winning University of Minnesota Libraries](http://www.infodocket.com/2017/05/15/the-10-recipients-of-2017-national-medal-for-museum-and-library-service-announced/) in Minneapolis.

From the [Webliography:](http://www.istl.org/17-spring/internet.html)

This webliography is intended as an overview for those in higher education, such as academic librarians, researchers, educators, and graduate students, who are interested in text mining but have little to no experience with it.

[Clip]

Resources for the webliography were compiled from the author’s previous research, communications with fellow librarians experienced in text mining, and text mining library guides from the Universities of Southern California ([2016](http://www.istl.org/17-spring/internet.html%22%20%5Cl%20%2211)), California San Diego ([2016](http://www.istl.org/17-spring/internet.html%22%20%5Cl%20%228)), Illinois at Urbana-Champaign ([2016](http://www.istl.org/17-spring/internet.html%22%20%5Cl%20%2210)), Duke ([2016](http://www.istl.org/17-spring/internet.html%22%20%5Cl%20%221)), and Chicago ([2016](http://www.istl.org/17-spring/internet.html%22%20%5Cl%20%229)) were consulted. In order to be included resources had to meet the following criteria:

* Available in English,
* Available via library subscription or freely available,
* Information is published, maintained, and/or hosted by reputable source, and
* Explanations and examples are clear and appropriate for beginner

**http://www.infodocket.com/2017/06/14/a-new-webliography-of-text-mining-resources-available-on-the-internet/**

6. The Library of Congress Launches Two New Collections of Archived Web Content: Webcomics Archive and Web Cultures Archive

Filed by [Gary Price](http://www.infodocket.com/author/gprice/) on June 13, 2017

From [LC:](https://www.loc.gov/item/prn-17-087/webcomics-and-web-cultures-archives-now-on-loc-gov/2017-06-13/)

The [Webcomics Web Archive](https://www.loc.gov/collections/webcomics-web-archive/about-this-collection/) [Collection Period: June 4th, 2014 to ongoing] focuses on comics created specifically for the web and supplements the Library’s extensive holdings in comic books, graphic novels and original comic art.

“Webcomics are an increasingly popular format utilized by contemporary creators in the field  and often include material by artists not available elsewhere,” said Megan Halsband, a librarian in the Serial and Government Publications Division.

Webcomics selected for this collection include award-winning comics as well as webcomics that are significant for their longevity, reputation or subject matter. The collection includes sites such as Dinosaur Comics, Hyperbole and a Half, and XKCD. Also included are works by artists and subjects not traditionally represented in mainstream comics, including women artists and characters, artists and characters of color, LGBTQ+ artists and characters, as well as subjects such as politics, health and autobiography.



**http://www.infodocket.com/2017/06/13/the-library-of-congress-launches-two-new-web-archives-webcomics-and-web-cultures/**

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