

**ANSS Sociology Discussion Group**  
**January 21, 2012**  
**10:30 am-noon**  
**Sheraton Hotel, State Room 3, Conference Center**  
**ALA Midwinter, Dallas TX**

**Co-Chair & Convener: Pauline Manaka, UC Irvine Libraries**  
**Co- Participant: Sally Willson Weimer, UC Santa Barbara Library**

**Minutes Recorder** to whom I send our gratitude: Barbie Selby, Sociology Librarian, University of Virginia

**Attendees:** Pauline Manaka, Sally Willson-Weimer, Beth Sheehan, Wade Kotter, Chris Smith, Jennifer Nason-Davis, Terry Epperson, Jerry Brown, Erin Gratz, Helen Clements, Jason Phillips, Adam, Connie Phelps, Laura, Jason Cruise

**Announcements:** Terry led a short discussion of meeting schedules and conflicts. He passed around a spread sheet of all the ANSS meetings and asked for input by Feb. 7th

**Topics Scheduled for Discuss were:**  
A. MARKETING BIBLIOGRAPHER WORK  
B. WHAT'S UP (OR DOWN) w/ EBooks in Sociology?

Pauline introduced the two topics for this meeting, a discussion of best practices for marketing Sociology Subject Librarian collections, services and expertise, as well as what issues, and how ebook selections participants wanted to share.

#### Marketing Best Practices Discussion

1. Sally Willson-Weimer began this discussion by providing an overview of many current practices and issues in marketing bibliographer work – information literacy, academic plans, embedded librarians, having talking points and staying “on message,” partnering with faculty, having clear goals and objectives, building liaisons, capitalizing on expertise, advertising, being people friendly, collaborating, being a visionary.
2. Pauline mentioned the importance of good marketing of library services in relation to budget constraints and the explosion of personal technology.
3. Sally recommended the following publication that every sociology subject librarian should be aware of:
  - a. McKinney, Kathleen, Carla B. Howery, Kerry J. Strand, Edward L. Kain, and Catherine White Berheide. 2004. Liberal Learning and the Sociology Major Updated: Meeting the Challenge of Teaching Sociology in the Twenty-First century. American Sociological Association, Washington, DC. [see [http://www.asanet.org/images/teaching/docs/pdf/Lib\\_Learning\\_FINAL.pdf](http://www.asanet.org/images/teaching/docs/pdf/Lib_Learning_FINAL.pdf)]
4. The discussion centered around the multiple roles everyone fills. We need to market all of them.
  - a. Get added to class Blackboard or other course management systems – contribute, if encouraged by faculty member.
  - b. Review syllabi and recommend ebooks to faculty for their students
  - c. Make sure any information you give is tailored to the specific class
5. Challenges
  - a. PDA (Patron driven acquisition) or PIA (Patron initiated acquisition)
  - b. Discovery systems

- i. Educating students (and professors) to go beyond the discovery system – how/when/why should they go to the native database interface?
    - ii. Some databases (Proquest) don't "play nice" with some discovery systems.
  - c. Flattening of web pages – how to get our message across
  - d. JSTOR – getting users to go beyond it
  - e. WorldCat Local – great, but presents some challenges
  - f. Subject librarians should talk with IT about interface issues.
  - g. More interdisciplinary – all disciplines
  - h. Scholarly communication – copyright, publishing and faculty – we can help with this.
- 6. How to "deeply" partner with faculty
  - a. Catch them young – young faculty, grad students
  - b. Be part of the departmental orientation
  - c. Attend social gatherings if possible
  - d. Look at syllabi and contact professors with writing/research projects. Offer help – in class session, individual meetings with students, etc.
    - i. Send an example of a LibGuide made for a similar class
  - e. Demonstrate that you understand their students' needs.
  - f. Get to know the departmental secretary.
  - g. Data Management Plans (DMP) – use an opportunity to talk with faculty. Ask them questions and listen. They like to talk about their research.
  - h. Hold research consultations with students; they may tell the faculty member how helpful it was.
- 7. Professional involvement
  - a. Join Sociology professional organizations. Pauline is her campus representative to the State level sociology association.
  - b. State/Regional sociology meetings and organizations are easier to break into than national.
  - c. Sociology/Anthropology "club" on campus.
- 8. School/University environment
  - a. At small schools it's possible to know most faculty and students. Lots of teaching is required.
  - b. Small school – when a new course is proposed librarians see proposal and must "sign off" on it.
  - c. Undergraduate research is becoming more important. Librarians should be involved in these.

### **E-Book Discussion**

When introducing the topic, Pauline made reference to an article in American Libraries, 01.12.2012, as a source to check out to gain a broader publisher point of view (at this point/and angle) <http://americanlibrariesmagazine.org/features/01122012/publisher-s-perspective-ebooks>

When she provided an overview to the topic, Sally reminded us that more and more e-books are being published, but lots of issues still need to be resolved. What vendor to use? How to decide on single user vs. multiple user licenses? What are the service agreements and/or maintenance fees to take on? Clarifying the impact on existing consortia arrangements? What can and do we incorporating into distance learning? Also think of the specific question regarding the Electronic Resource Management (ERM) systems. Can E-books address reserve questions; what of ILL? Be prepared to spell out and negotiate criteria for selection; keep your hopes reasonable – too many things are unknown.

**Some of these Challenges exist:**

- a) Difficulty of finding e-books in catalog/discovery system. Vendor supplied metadata not always adequate.
- b) Reserves – 2 hour reserves for single user e-books – need
- c) multi-user license – expensive.
- d) Not all e-books are available to public libraries.
- e) Only 25% of academic titles are available in e-book format. Libraries that are primarily buying e-books may miss essential titles.
- f) “Threats to Digital Lending,” Carrie Russell. American Libraries, Jan. 12, 2012 (<http://americanlibrariesmagazine.org/features/01122012/threats-digital-lending>) was mentioned.
- g) We don't own e-books.
- h) PIA/PDA and e-books.
- i) Communicate with vendors – tell them the issues, ask questions.
- j) Publishers are becoming e-vendors. They contribute to murkiness and challenges.
- k) Sometimes the “wait and see” approach is a good one.

**Suggestions on Possible ALA Annual meeting discussion topics:**

- How to get students to differentiate among types of materials – articles, books, web content, etc. Is it important?
- How non-government information librarians help students with government information should focused research and questions?
- Reference books – what is the best format? How to make online reference works discoverable? No more browsing the “P’s” in the Reference Room.
- Discovery systems – from a sociology perspective
- What happens when your library catalog “goes away?”
- Collection development and working with faculty – how to do it better

Manaka, 2/17/2012