Production, Distribution, Access: Navigating the Confluence of Publishers, Vendors, and Libraries

Friday April 24, 2015

San Francisco Public Library Koret Auditorium

9:00 - 9:30   **Member Check-In and Refreshments**

9:30-9:45   **NCTPG Welcome and Business**
Hilary Thorsen, NCTPG Chair

9:45 - 10:25   **Goldminers of the Digital Age**
Eli Windchy, VP, Consulting Services, bepress

10:25 - 11:05   **Metadata and the Communications Gap between Publishers and Libraries**
Phuong Mai, Metadata Coordinator, Chronicle Books

11:05-11:20   **Break**

11:20-12:00   **Build Collaborative Success with Vendors and Publishers: How to Make Friends and Improve Access to Your Library Resources**
Linda Wobbe, Head, Collection Management,
Saint Mary's College of California

12:00-12:30   **Q&A and Closing**
Panel discussion led by Sarah Forzetting, Acquisitions Ordering and Fiscal Librarian,
Stanford University
Robert Rohrbacher, NCTPG Chair-Elect

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Please give us your feedback about today's meeting:
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**Do you have ideas for 2015/2016 events?
We'd love to see you on next year's committee!**

Goldminers of the Digital Age: How Libraries are Selecting, Presenting, and Distributing Metadata via Institutional Repositories

For many libraries, an institutional repository is an online archive to collect, preserve, and make accessible the intellectual output of an institution. For a growing bloc, the goal is to go further, beyond knowledge preservation to knowledge creation. These libraries are using their repositories to provide faculty with a proven publishing option by facilitating the production and distribution of original content often too niche for traditional publishers.

How do metadata librarians sift the incoming metadata with these different goals in mind? How do they optimize content for discovery in a wide range of resources such as online catalogs, external research databases, and major search engines? For a library that is also providing publishing services, what additional steps are necessary?

As the provider of Digital Commons, a repository and publishing platform for over 350 institutions, bepress has first-hand experience with these topics, and our consultants advise regularly on best practices for collecting, publishing, distributing, and archiving content. This presentation is intended for library professionals, whether their goal is to collect previously published works or to go further into library-led publishing. After an overview of common sources and destinations for metadata, attendees will come away with a set of considerations for streamlining workflows and optimizing content for discovery and distribution in major venues.

Eli Windchy is the VP, Consulting Services at bepress which provides software and services to the scholarly community. She received a Master's in Archaeology from University of Virginia, taught organic gardening, and for the last ten years has also been getting dirty with the metadata of Digital Commons repositories. She co-directs courses in institutional repository management and publishing, and she enjoys addressing the challenges of interoperability and scholarly communication.

Metadata and the Communications Gap between Publishers and Libraries

Metadata as seen in stores, online, and in catalogs is polished and in the best shape, but it never starts out that way. Coming from Editorial, Production, Marketing, and Operations, and with authors often having the final say, metadata is picked and pulled by various groups, revised repeatedly, and added to constantly. Metadata is also different depending on who sees it—retailers use only certain key pieces, Marketing wants the book to shine, Operations and Production need to know only technical specs, libraries think about the collections, sets, and the educational value, while authors just want to sell their books.

As a team, everyone collaborates on producing the best metadata, but that does not come without conflicts or confusion. Often, what is best for Sales and Marketing is not entirely true to the book, or certain retailers distrust a publisher's metadata, so both compromises and hard decisions are made to benefit what is good for the metadata, for the author, and for the publishing house. A clear education on metadata standards, the abilities of ONIX, and the limits of those with access to metadata are the best steps towards a smoothly operating and well-functioning team of authors, publishers, retailers, and libraries.

Phuong Mai's role as the Metadata Coordinator at Chronicle Books is to make sense of the information around him. Working with nearly all departments within the publishing house, he continuously strives to produce the best metadata and to educate those around him. He has previously worked at ebrary, a Proquest owned company, and an industry leader in ebooks in the library and researcher space.

Build Collaborative Success with Vendors and Publishers: How to Make Friends and Improve Access to Your Library Resources

Reflecting on both successes and failures, and her experience as a beta-test site leader and advisory board, consortia products review and license review and standards-committee member, Linda will offer strategies for being heard and solving problems. Which committees save you time? Are trouble-tickets the path to knowledge-base improvements? Is the Customer Services Representative visit an inside track to the Product Development Team? Is beta-testing worth the time commitment? Are conferences more than presentations and tchotchkes? Using examples from a variety of publishers, vendors, products, conferences and committees, Linda will offer a multi-pronged attack utilizing cross-departmental efforts to tackle knowledge-base errors, interface shortcomings, authentication failures, and feature loss. Universal accessibility and mobile availability will be explored as case studies in using license negotiation, consortia, trials and testing to pressure vendors to create products for our users.

A graduate from the University of California, Berkeley, MLIS program in 1984, *Linda Wobbe* has worked in diverse public and academic libraries along the West Coast, and currently serves as the Head of Collection Management at Saint Albert Hall Library, Saint Mary's College of California. As Head of Collection Management, Linda coordinates Collection Development, and manages Acquisitions, Electronic Resources, Periodicals and Processing functions. Linda is active in SCELC, the Statewide California Electronic Library Consortium, serving on the Product Review and License Review Committees; and NCCPL, the Northern California Consortium of Psychology Libraries. She is on the Steering Committee for NISO's SERU alternative to electronic resource licensing, and is a member of EBSCO's Advisory Board.

Sarah Forzetting

Sarah Forzetting is head of the Ordering and Payments units in the Acquisitions Department at Stanford University Libraries. Much of her day-to-day work is at the intersection of libraries, publishers, and vendors in the distribution of scholarly work. Previously she represented Ingram Coutts as a collection development consultant to libraries in the Western United States and Canada. Sarah also worked as a European history editor at ABC-Clio before completing an MLS at the University of North Carolina at Chapel Hill.