

## NCSU's Groundbreaking Hunt Library Dedicated

On April 3, North Carolina State University (NCSU) officially dedicated the James B. Hunt Jr. Library. Named for North Carolina's governor from 1977 to 1985 and 1993 to 2001, the library will also house the Institute for Emerging Issues, a public policy think tank established by Hunt.

The Hunt Library's state-of-the-art features include five Christie Micro-Tiles high-definition display walls for large-scale visualization, a game lab, a teaching and visualization lab, a creativity studio, 3-D printing and extensive digital media production facilities, and videoconferencing and telepresence capabilities.

The school invested \$9 million in these technologies, which were pre-tested for two years in the 1,700 square foot Technology Sandbox by Maurice York, head of IT for Hunt and a 2013 *Library Journal* Mover & Shaker, and his 22-member team. York even converted an office in the old library into a "Mini Hunt"—a perfect miniature replica of the full-scale technology infrastructure of the Hunt Library, with computing, digital imaging, and "digital media backbone" technology funded by \$300,000 in donations and

equipment loans from tech companies Dell, Christie Digital, and Extron.

However, dwarfing all the rest of the library's technology is the bookBot automated retrieval system, which can hold two million volumes in one-ninth the space of conventional shelving (and usually delivers them within five minutes). To make sure students and faculty don't lose the experience of serendipity, Virtual Browse lets them see materials classified near the resources found by their initial search (though not, actually, shelved with them, since the bookBot houses materials by height in more than 18,000 metal bins).

Early projects that have already made use of the library's technologies since it opened in January include a simulator to train naval ROTC midshipmen to operate the bridge of a modern warship, a 3-D re-creation of St. Paul's Cross during John Donne's tenure at the cathedral, a student-created video game based on the Hunt Library's book circulation patterns, and prototypes of a range of engineering projects, including tactile models to allow the visually impaired to navigate complex traffic intersections.

Snøhetta, the Hunt Library's lead design firm, based in Oslo, Norway, and in New York City, also designed the Library of Alexandria, among many other high-profile projects. Pearce Brinkley Cease + Lee served as executive architects.

"This building was designed from the start to be an icon, a dramatic representation of how transformational technology and a commitment to the growth of our community will thrust NC State University even further into

## Interview

### Toni Samek

Toni Samek, winner of the first *Library Journal* Teaching Award in 2007, is a professor, School of Library & Information Studies, University of Alberta, Edmonton. This interview is part of a series sponsored by ProQuest.

### What are the most important issues in library education?

What are our responsibilities to cultivate intellectual curiosity, reading, writing, literacy in all its forms, critical thinking, intellectual freedom and open and frank debate, continuous learning, knowledge dissemination, and public policy? To what extent will such fundamentals be determined by current models of computer literacy and information literacy in service of business and the marketplace? And what role therein will the library and iSchools play, both consciously and unconsciously? I am concerned about what class of laborers we are producing. LIS education language does not take into account the labor conditions that frame the work. A potential paradigm in LIS education...negates the basic idea of a digital labor movement. I don't think this does our MLIS graduates any favors. There is a danger of an emergent two-tiered model, where some programs might be taught largely by contract or contingent workers off the tenure track and therefore not enjoying the rights and responsibilities of academic freedom, while others might be taught with a higher representation of secure scholars.



### What do you see as the biggest challenge facing your current class of students?

We need more MLIS courses on intellectual freedom and social responsibility in librarianship.

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the foreground,” said Chancellor W. Randolph Woodson.

“Our vision was to give NC State a signature library that would help us recruit the very best students and the very best faculty and to serve the community as an inspiring place of excellence and passion and ideas and vision,” agreed Susan K. Nutter, vice provost and director of the NCSU Li-

braries and the 2005 *Library Journal* Librarian of the Year. “You cannot be in this building without realizing that something very important is happening at this university.”

## Goodreads Acquisition Presents Opportunity

Amazon’s recent acquisition of Goodreads will likely have a ripple effect on other social media sites targeted at book lovers, with destinations like LibraryThing potentially drawing membership from any defectors unhappy with the sale. Meanwhile, many Kindle owners will be introduced to Goodreads for the first time, as the site’s social media functions are integrated with Kindle devices.

LibraryThing founder Tim Spalding predicted that Hachette, Penguin, and Simon & Schuster will redouble their efforts with their joint venture Bookish.com and noted that publishers were also demonstrating renewed interest in LibraryThing. “We’ve already seen publishers writing us and saying, ‘We want to leave the Goodreads early reviewers program [First Reads] and go back into yours,’” Spalding said.

Amazon also owns a stake in LibraryThing, acquired when it purchased the popular online used bookseller Abebooks in 2008. (The company bought out social media site Shelfari the same year.) Abebooks had been a minority investor in LibraryThing prior to the acquisition, and Amazon has maintained its stake since the purchase. However, reports that Amazon’s stake is as high as 40 percent of LibraryThing are inaccurate and fail to take into account that ProQuest affiliate Bowker is also a minority shareholder in the company, according to Spalding. He continues to retain majority ownership but declined to disclose additional information about how shares of LibraryThing are divided.

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## Building Long-Term Partnerships

How many times has a local business supported your library with a donation while its employees never use your services? Do your community's leaders say how much they love the

library but when push comes to shove, can't articulate why?

You are not alone.

Too often libraries do a great job of starting associations but lack the follow-through to develop them into long-term relationships. Every time an organization, business, or volunteer offers to help your library it is a new opportunity for you to get to know them and for them to get to know you.

It is essential they know your library's story: what you do, why you do it, and who you do it for. Make sure that story is integrated throughout your printed materials but here are some ways you can personalize it:

- **Library tours.** Tours of the library are great but why not include a "behind the scenes" tour too? Giving people a glimpse of how the library really works paints a picture most people don't know about.
- **Open houses.** When partnering with a company, consider hosting an event for the employees, like a tech zoo, private readers' advisory services, or any other event that would interest them.
- **VIP mailing lists.** Make sure you keep your supporters informed about your events and services. When we developed LibraryAware, we saw the power of having patrons opt-in to receive emails based on their interests. You could segment your community partners the same way.
- **Share stories.** Nothing has as much impact as a success story. It is worth taking the time to collect patrons and staff experiences and turn them into strategic stories. Any time your library has helped someone in your community succeed, it is a story worth telling.

If you are successful, you will become champions for each other. And that is an excellent foundation for any long-term partnership.

—Nancy

*Nancy Dowd is product lead for LibraryAware and co-author of the book, *Bite-Sized Marketing, Realistic Solutions for Overworked Librarians*. Find more information about LibraryAware at [www.libraryaware.com](http://www.libraryaware.com).*

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## EnvisionWare Debuts Reporting Tool

EnvisionWare, one of the largest providers of self-service products in the public library market, is preparing to ship this month a reporting tool that the company said will thread

together and visualize data from its entire line of 22 products.

“We have lots of individual products, and each of the products has [its] own individual reporting tool, but we looked at it and said we need to figure out a way to tie some of this together,” said Mike Monk, EnvisionWare’s CEO.

The new product, Enterprise Reporter, went into development four years ago and has been tested at the Hong Kong Public Library.

“One of the biggest barriers we identified is the latency involved in trying to get information because of the finite number of people in an organization who can deliver it,” Monk said.

Avoiding having to outsource data analysis or relying solely on the IT staff will allow the library to go beyond the classic sense of reporting and quickly create data mashups that provide new insights, Monk said.

“We need to go into visualization and let visualization cause analysis,” he said. “So, in effect, a branch manager in a library or a head of a department or someone in the Friends group can say give me some framework of information. Let me discover and let me interact with that data. And as I’m interacting I’m no longer dependent on somebody else. I can find the stuff myself.”

The tool uses drag-and-drop functionality to create dashboards and reports as well as visualizations. A pop-up wizard suggests ways to present data, often based on data type, such as zip codes. Javascript will automatically embed any visualization in the library’s website.

In addition to comparing usage trends and measuring Return on Investment for radio-frequency identification, e-commerce, and self-service circulation services, the tool can enhance integrated library system (ILS) reporting capabilities, Monk said.

“We have no intention, nor desire, nor ability to compete with ILS reporting. That’s not our goal because they dig deep and wide across the ILS functions and provide the classic kind of data that libraries use and need and will always need,” Monk said.

“What we’re looking for are touch points where that data needs to be combined with something else

## Branching Out



roof, downspouts, and gutters; repointed masonry; new windows; reconstruction of the interior and exterior staircases; and a new heating system. Work is scheduled to begin at the end of May, with an expected completion in September.

Moving closer to the kickoff of its huge expansion and renovation plan, the **West Springfield Public Library** (rendering), MA (see *Hotline*, 10/15/12), received confirmation of grant funding from the Massachusetts Board of Library Commissioners and design approval for the \$13.4 million project. The state’s portion of the support will be \$6.2 million. Caolo & Bienek worked with Centerbrook Architects on the schematic designs. The library will add 15,000 square feet to the current 19,000 square foot structure, for a total of 34,000 square feet, per the *Republican*. Enhancements will include the addition of a large community room, a children’s area twice the size of the current one, twofold number of public access computers, and a dedicated teen space. The work involves the renovation of the library’s Carnegie wing and the replacement of two additions made in 1958 and 1975, respectively. Next up is finding a temporary location for the library during construction.

More Bay State news includes improvements to the municipal building that houses the 4,428 square foot **Uphams Corner Branch** of the Boston Public Library in Dorchester, MA. Located in the same space since 1904, the library will enjoy the fruits of the overall rehab: a new

The **Angie W. Cox Public Library** in Pardeeville, WI, is set for its own interior renovation, costing \$500,000, to begin in May. Funding comes from the library’s endowment and individual contributions. The 1934 library, which is on the Wisconsin State Register of Historic Places, per the *Portage Daily Register*, encompasses a collection of 19,612 books, 8,370 ebooks, 4,524 audio materials, and 1,835 video materials. The refurbishment will include the installation of new lighting, carpet, shelving, central air conditioning and its concomitant ductwork, a dedicated children’s section, and a security system. The rehab will comply with the Americans with Disabilities Act.

Residents of Palm Beach County, FL, welcomed the new **Belle Glade Branch** of Palm Beach County Library System on March 23. The 17,000 square foot branch includes a 3,000 square foot community room, a separate children’s programming space, and 22 Internet-accessible computers in the adult area, plus 24 more computers between the designated children’s and teen zones. The architect of record is Slattery & Associates, Inc., with construction by the Weitz Company, LLC, and design work from in.design, Inc.

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that the ILS doesn't have. It's about mixing data."

In addition to data from EnvisionWare's products, the tool draws on the Institute of Museum and Library Services public library survey data from 2010. EnvisionWare is also hosting an open exchange whereby libraries can share their data or a visualization in order to create a larger shared pool of information. The availability of ebook platform data will depend on who's willing to share data, Monk said.

A single library can buy a single Software as a Service (SaaS) server license for \$125 a month, which is limited to web access for the library's data and a single user. Two or three more users can be added for an additional \$90 a month.

For midsized and larger libraries, the base server software license starts at \$5,500. It can be installed on a library-owned Windows server. Libraries can add additional named users in increments of five or ten licenses at a rate of \$1,000 per named user. The SaaS and server license platforms include native iPad and Android tablet apps.

To create reports and connect the broad range of supported data sources, libraries would purchase an Architect license, which is licensed per desktop, for a base starting at \$2,295. Additional licenses are \$1,995 each.

## Tulsa City-County Library Becomes a Safe Place

Youth Services of Tulsa added Tulsa City-County Library's (TC-CL) branches as official Safe Place sites for teens. Youth in the Tulsa metro area now have access to 216 Safe Place sites, including QuikTrip convenience stores, fire stations, police departments, Emergency Medical Services Authority ambulances, and Tulsa Transit buses. Safe Place provides run-aways and other youth in a crisis with a safe place in their own neighbor-

## Credit Card Security: A Potential Pitfall for Libraries

As processors of a low volume of small transactions, libraries are unlikely to count credit and debit card processing issues among their most pressing concerns. Yet many libraries may be unaware of their state of compliance with the Payment Card Industry Data Security Standard (PCI DSS). Enforced by the credit card industry, the standard helps ensure that payment data is protected from theft and fraud.

"Your card processor can be fully compliant, your payment application developer can be fully compliant, but [a vendor] could give their product to a library, and they could implement it in a way that was noncompliant," said Dan Curtin, president of Comprise



Technologies. Comprise offers PCI-compliant kiosks and revenue management solutions under the Smartpay brand, and Curtin has been working to raise awareness of PCI compliance within the field.

For low-volume merchants such as libraries, the requirements include using PCI-approved PIN entry devices and validated payment software at the point of sale (POS) and installing a network firewall and password-protected wireless routers with encryption. The standard also prohibits small merchants from intentionally or unintentionally storing sensitive cardholder data on local computers or on paper.

According to Peter Campbell, currently the chief information officer for the Legal Services Corporation, an independent nonprofit that provides grants to legal aid programs throughout the United States, "The risk is definitely higher in cash-strapped organizations like nonprofits and libraries that don't have state-of-the-art security or can't afford to keep security experts on hand and might even be using really bad practices like taking credit card numbers over the phone and writing them down by hand."

Campbell points out one low-cost solution to the issue. "My standard recommendation always was if you're a small nonprofit that's selling merchandise or taking donations online, go through a third party," Campbell said. "Go through Network for Good or PayPal or whatever appropriate provider you can [that] will...take the credit card information for you, credit your account, and your organization never sees the [credit card] number. It could work for late fees, it could work for anything. It's basically outsourcing the transaction."

hoods, where they can seek help with issues like abuse, serious family conflicts, and other dangers.

"Libraries are the first responders for those seeking educational assistance and empowerment for their lives," said Gary Shaffer, TC-CL CEO. "One of our main goals at the Tulsa City-County Library is that the chil-

dren of Tulsa County will grow up able to compete globally. As a community, we have a responsibility for the well-being of all children, from their safety to encouraging their educational aspirations. We are proud to be a part of the Safe Place program."

Safe Place sites are easily recognized by their large yellow-and-

black Safe Place signs, which were released in conjunction with National Safe Place Week, March 17–23. When youth experience danger at home or in peer relationships, they can go to a site and tell a trained employee, “I need a safe place.” In turn, the employee will call youth services, which will send a volunteer to assist.

National Safe Place is an independent, nonprofit organization offered by the YMCA of Greater Louisville, KY.

## People

**Mary Grace Flaherty** became an Associate Professor for the School of Information and Library Science, University of North Carolina at Chapel Hill. She was previously Director of the Sidney Memorial Public Library, NY.

**Cedric Givens** was named Deputy Director of Information Technology for the District of Columbia Public Library. He was previously the Information Technology Director for Novavax, a biopharmaceutical company.

Florida International University, Miami, named **Anne Prestamo** as its new Dean of Libraries. She comes to the school from Oklahoma State University Libraries, Stillwater, where she was Associate Dean for Collection and Technology Services.

**Joyce Valenza** was named a Professor at Rutgers University’s School of Communication and Information, New Brunswick, NJ, effective January 2014. She is currently a School Librarian at the Springfield Township High School, NJ.

Five new members were named to the Depository Library Council: **Greta Bever**, Assistant Commissioner for Central Library Services,

## NYPL Releases Digital Collections API

In a move that will allow libraries and independent software developers to write programs accessing over one million digital objects and records, the New York Public Library (NYPL) this week released an application programming interface (API) that facilitates connection to the NYPL Digital Gallery.

Chicago Public Library; **Roberta Brooker**, State Librarian, Indiana State Library, Indianapolis; **Elizabeth Cowell**, Associate University Librarian for Public Services, University of California, Santa Cruz; **Kate Irwin-Smiler**, Reference Librarian, Wake Forest University School of Law’s Professional Center Library, Winston-Salem, NC; and **Hallie Pritchett**, Head of the Map and Government Information Library, University of Georgia, Athens.

Columbia University Libraries has made the following hires: **Beth Bidlack**, Director of Burke Library; **Sarohini Chabal**, Educational Technologist at the Center for New Media Teaching and Learning (CNMTL); **Therese Condit**, Digital Video Specialist, CNMTL; **Erin Leach**, Durst Metadata and Cataloging Librarian at Avery Library; **Brian Luna Lucero**, Digital Repository Assistant at the Center for Digital Research and Scholarship (CDRS); **Ellen Malezewski**, Educational Technologist at CNMTL; **Allison Morrow**, Communications and Marketing Coordinator; **Amy Nurnberger**, Research Data Manager at CDRS; and **Ramya Sampath**, Educational Technologist at CNMTL.

David Riordan, product manager for NYPL Labs, told *Hotline*, “NYPL’s Information Technology Group has been building the digital equivalent of our physical stacks, the NYPL Repository, where all the library’s digitized assets live, get preserved, and are managed. All of which is pretty cool, assuming there’s a way for us to work with these things, and by us I mean our computers and the applications we build.”

So, the NYPL Repository group built the API to help NYPL Labs power its next generation of collection-based applications. The rationale for also releasing the API to the public is simple, Riordan said. “As a public library, we felt a responsibility to make this same data available to the public.”

Basically, APIs help different software components “talk” to one another. In this case, the digital collections API will allow computer programs to “search our digital collections, process the descriptions of each object, and find links to the relevant pages on the NYPL Digital Gallery,” according to NYPL’s blog post about the launch.

“As a human, you can already do that using the Digital Gallery itself, but you can only perform one search at a time,” wrote Doug Reside, NYPL’s digital curator of performing arts. “If you wanted to make a chart of, say, the most commonly occurring words in the titles of the Mid-Manhattan [Library’s] picture collection, it would take a while. Now that the API makes this data available to computer programs, though, it wouldn’t take a great deal of coding to generate such a chart.”

For now, direct access to most of the images in the Digital Gallery is not included in the API, Riordan said. “We tell you how to get to where the image is, but we don’t give a direct link to the image itself.”

However, there will be cases in which access to the images in spe-

## In Memoriam

**Sharad Karkhanis** died on March 28 at the age of 78. He was a former Librarian for Kingsborough Community College, Brooklyn, and a founder and first President of the Asian Pacific American Librarians Association.

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cific collections will be encouraged. For example, the API makes NYPL's collection of digitized public domain maps available as high-resolution, archival-quality TIFF files.

"We see some other collections where that [type of access] is hopefully going to be possible pretty soon as well," Riordan said.

According to Riordan, the API has already attracted a lot of positive attention since its April 3 release. When people sign up for the API, they are asked how they are planning to use it, and responses have run the gamut. For example, one user planned to explore the possibility of accessing New Zealand-related metadata in NYPL's collections and representing it within New Zealand's Digital NZ. Another user wanted to use the Alfred quick-launch desktop app for Macs to search NYPL's digital collections.

"It took a while for people to start building things on top of Menu

[NYPL Labs "What's on the Menu?" API], but with this, people are starting to do new things immediately. It's really, really exciting," said Riordan.

## A Setback for Selling Used Digital Files

Libraries and Friends groups interested in reselling or giving away used ebooks or other digital content files (or purchasing them) may be a little more cautious after the March 30 court decision *Capitol Records v. ReDigi Inc.*, issued by District Judge Richard J. Sullivan of the U.S. District Court of the Southern District of New York.

ReDigi, a virtual marketplace for "pre-owned" digital music, was sued by Capitol Records in what the court characterized as "a fundamental clash over culture, policy, and copyright law."

The case was decided on the specific language in copyright law, known as the first sale doctrine, codified at 17

U.S.C. Sect. 109. This section of the law is important to libraries and used booksellers, as it gives them the right to lend and resell CDs, DVDs, print books, and more, as long as the items are lawfully made copies.

However, the doctrine does not give the right to make copies. That's where first sale and digital files clash. In order to move a file from one user to another (even when using a cloud), one necessarily makes a copy.

ReDigi argued that this narrow reading of the law effectively excludes digital works from the law's purpose. The ReDigi method uses a "Media Manager" that installs on a user's computer and then scans it to ensure that no copies of the file remain on the user's hard drive or attached devices. It cannot, however, detect copies stored in other locations.

The court stated that a user may still resell a digital file by selling it with the hardware onto which it was originally downloaded, such as a hard disk, iPod, or other memory device. While recognizing that this is more onerous than reselling CDs and cassettes, the court stated that these limits were nonetheless desirable. Used digital copies are as desirable as new copies, thereby harming the publishers' market. Moreover, the court said that it is up to Congress, not the court, to revise an outmoded law. ReDigi plans to appeal the decision, according to Jaclyn Inglis, the firm's PR director. Moreover, ReDigi has a new platform called ReDigi 2.0 that may make the no-copying rationale moot: it directs a user's new iTunes purchases to upload directly to Cloud Locker. Accordingly, while access may transfer from user to user upon resale, the file is never moved from its initial location.

ReDigi is currently on schedule to launch its ebook marketplace, set up under the 2.0 platform. According to Inglis, the March 30 ruling was specific to Capitol Records' MP3 files.

## News in Brief

Columbia University's **C.V. Starr East Asian Library**, New York, has partnered with the **Korean Film Archive** and **Center for Korean History** at Korea University, Seoul, South Korea, for a project that will create duplicates of the Theodore Richard Conant Film Collection, which encompasses Korean film and social history during the 1950s. The copies will be made available to the public through all three institutions.

The **Distributed Data Curation Center of Purdue University Libraries**, West Lafayette, IN, received the 2013 **Association of College and Research Libraries Science and Technology Section Innovation in Science and Technology Librarianship Award** for its work on the Data Curation Profiles Toolkit. The \$3,000 prize will be presented at the 2013 American Library Association annual conference in Chicago.

**Nature Publishing Group** now offers the Creative Commons Attribution (CC-BY) license on 42 of its journals. This open access option is required by several research funders such as the Wellcome Trust and RCUK.

Two-hundred fifty major reference works from **Elsevier's ScienceDirect** full-text scientific database were integrated into **Paratext's Reference Universe** research database. Reference Universe will provide collection-level scope and index-level analysis of the works.

The **Kent District Library** (KDL), MI, received "Lighthouse" recognition for being the first library to adopt the Michigan Quality Council's review process for the use of taxpayer dollars. Representatives from KDL will attend the council's annual recognition ceremony on April 15.

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The Iowa City Public Library serves an active university community from a single building with more than 750,000 visitors last year. Our ILS provider is Innovative Interfaces.

**Iowa City Public Library  
Children's Services & Collection Services**  
Salary Range: \$48,796.80 to \$62,212.80  
Apply by April 29, 2013

The Iowa City Public Library seeks a Librarian to plan and implement library services and serve as the technology specialist for Children's Services. Plans and conducts programs and instruction for children. Works on the Children's Desk. This position also provides classification, subject analysis and maintains authority records for children's and adult materials. Required: Master's degree in library sciences from an ALA-accredited program; coursework in children's literature or experience working with children; State of Iowa librarian certification; valid Iowa driver's license. Apply: cover letter/resume to Business Office, Iowa City Public Library, 123 S. Linn Street, Iowa City, IA 52240.

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