

NYC Welcomes Fariña as Public Schools Chancellor

New York City mayor Bill de Blasio’s choice of early childhood advocate Carmen Fariña to become the new public schools chancellor is being met with praise by the city’s parents and teachers—and with “cautious optimism” by its school librarians.

“The New York Library Association [NYLA] is pleased to have the opportunity to collaborate with Ms. Fariña to raise the success level of New York City students,” Sara Kelly Johns, NYLA’s president, told *Hotline*.

Though Fariña has yet to address publicly the role that school libraries may play in her vision for city school reform, “We expect that her experience as a teacher, principal, and advocate of early literacy will result in her support of a school librarian in every school,” Johns said.

EDUCATORS EYE CHANGE

The choice of Fariña is being lauded by the city’s teachers. “Carmen is a real educator,” Michael Mulgrew, president of the United Federation of Teachers (UFT), told *Hotline*.

“She has a deep knowledge of schools and our system, and is on record criticizing [former New York City]

Mayor [Michael] Bloomberg’s focus on high-stakes testing,” Mulgrew said.

New York’s school librarians, who are also certified teachers, are looking forward to strong leadership from Fariña, especially when it comes to school librarian staffing levels, which have been eroding for years despite a long-standing mandate from the New York State Education Department (NYSED). In August, after the NYSED made an official request for a waiver from that staffing level mandate, NYLA, the UFT, Make the Road, Alliance for Quality Education (AQE), and many other advocacy groups stepped in to protest.

The groups have been on standby for NYSED commissioner John King to make a decision ever since—perhaps until now. Jeremy Johannesen, NYLA’s executive director, told *Hotline* that he is doubtful NYSED will grant such a waiver, and NYLA “looks forward to working with the new chancellor to ensure that every student has access to a vibrant school library staffed by a certified school librarian.”

Said Johannesen, “[We] need to figure out a way to address the collocations of schools within a single building, [where] a high school for 3,000 kids is now segmented

Interview

Randy Schekman

Before he accepted a Nobel Prize in December 2013, University of California–Berkeley professor Randy Schekman penned an indictment of “luxury journals.” *Hotline* spoke with Schekman, who edits the open access journal *eLife*, about his views on academic publishing.



What is wrong with luxury journals?

One, restricting the number of papers and pages. And these decisions are being made by people

who are not active scientists. [Also] journals now live and die by impact factor. That... was initially created... to help librarians determine the journals they should be subscribing to. Now... it’s being used in ways [in which] it was never intended.

What would you say to scientists who feel they can’t refuse such a journal?

I urge them to consider journals like *eLife*. We’re doing our best to promote the work of young scholars. We have to work on convincing universities and review committees to look at the scholarship someone is producing rather than using the titles of journals they’ve been published in as a surrogate.

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into three 1,000-kid schools,” he explained. “There’s still a library there that would meet the requirements, but no one entity wants to be the one to foot the bill for the librarian.”

News in Brief

The **New York Six Liberal Arts Consortium** received a three-year \$1.25 million grant from the **Andrew W. Mellon Foundation** to support international studies. The consortium includes **Colgate University**, Hamilton; **Hamilton College**, Clinton; **Hobart and William Smith Colleges**, Geneva; **St. Lawrence University**, Canton; **Skidmore College**, Saratoga Springs; and **Union College**, Schenectady.

Thomson Reuters completed its first **Web of Science Certification** program at **Saint Petersburg State University’s Scientific Library**, Russia. Fifteen library staffers were trained to become certified specialists in **Web of Science**, Reuters’ research platform.

Columbus Metropolitan Library, OH, received a share of a **Library Services and Technology Act** grant from the **Institute of Museum and Library Services**. The money will buy equipment and digital storage for a statewide creation of digitization hubs.

Hamilton Public Library, Ont., launched its new **Virtua Integrated Library System** after a nine-month implementation process. The library formerly used **SirsiDYNIX’s Horizon** system.

Columbia University Libraries and Information Services, New York, received a \$615,000 gift from the **Sherman Fairchild Foundation**. The money will help to endow the university’s **Mellon Conservator** position.

Bertelsmann, owner of **Penguin Random House Publishing**, went public with its social cloud website. The site displays all of the company’s social media platforms in one place, with real-time updates.

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“That’s what I would love to see, if [Fariña] wanted to tackle that,” Johannesen said. “We need to enforce the existing laws and existing regulations, so bringing New York City schools into compliance would be job #1.”

EXPANDING LIBRARIANS’ REACH

On the “not- too-distant horizon,” NYLA also plans to reach out to Fariña—as well as to NYSED—to endorse new legislation that would require minimum librarian staffing levels in all of the city’s (and state’s) elementary schools, which are not currently covered by the state’s mandate.

“Every elementary school student in the state should have access to a certified school librarian, for any number of reasons, but among them the need for digital literacy,” Johannesen said.

In the meantime, despite an anticipated packed agenda for the new chancellor—including issues as varied as Common Core State Standards, testing, inequities, and the influx of charter schools—organizations like NYLA and the UFT will be watching closely to find the right time to start, and advance, the conversation on the importance of certified school librarians, per the two organizations.

Added Johannesen, “If we can get [Fariña] to say ‘library’ just once, that would be great!”

Most GVRL Partners To Adopt Usage-Driven Model

Gale hopes to have all of its more than 80 publisher partners participating in Gale Virtual Reference Library’s (GVRL) new Usage-Driven Acquisition (UDA) model by spring 2014, according to company officials.

Initially, when the new UDA model was launched in late October, available content was limited to about 2,000 Gale and Gale imprint titles. However, almost all of Gale’s partners have

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expressed interest in the model, said Nader Qaimari, senior vice president, sales and marketing, for Gale. “Immediately upon launch, we had already started discussions with our partners,

and almost all of them said they wanted to participate,” he said. “So, we’re in the process now of...adjusting the contracts and so forth to make sure everyone is clear as to how it works.”

Brookline Public Library’s *TARDIS* “Awesome Box”

Patrons at the Public Library of Brookline, MA, now have an engaging new way to learn about the most recommended items in circulation, thanks to reference and teen librarian Robin Brenner, who created an “Awesome Box” in the shape of a half-size *TARDIS*, Doctor Who’s sentient spaceship. When patrons particularly enjoy items they have checked out, they drop them in the box rather than at the returns desk. Staff scan items twice, once to check them back into the collection and once to add them to the Awesome Box web page.

Though several other libraries in the state have introduced the Awesome Box project in recent months, Brenner and her colleagues have taken it to the next level with an eye-catching design and clever online marketing, generating lots of positive feedback and buzz.

Since its debut, “we’ve already had a number of people use it, which is very exciting,” Brenner told *Hotline*. “There’s nothing that quite beats people [coming] into the library with a big grin on their face when they see it and walking



over to our display that explains what it is and why we have a *TARDIS* in the library.”

The Awesome Box concept, created by the Harvard Library Innovation Lab, first popped up on Brenner’s radar more than a year ago, but it took a presentation at a local conference on innovative technology last summer to set things in motion at Brookline, she explained. There, the founders shared their progress in establishing a website and streamlining the participation process. “It was even easier than it originally seemed,” Brenner said.

Brenner wrote a proposal for the project to Brookline’s library administration, which got on board immediately, although it took time to answer all the practical questions.

For Brenner, modeling the box on the *TARDIS* was a no-brainer. Inspired by the 50th anniversary of the British television series and the many staffers and patrons of Brookline who are fans of the show, she set out to find plans online for related decorations. She also discovered detailed plans for building a replica.

Brookline’s head custodian, T.J. Mattimoe, a carpenter, was able to create a half-size *TARDIS* model—at no cost—using discarded wood and other materials recycled from various town projects, with help from custodians Mike Malone and Frank Hickey.

Brenner, with the aid of staffer Meagan Parker, painted the ship and completed its lettering with pro-library quotes from the series. Brenner then announced it to patrons on Tumblr, along with an announcement to various professional librarian online lists.

The extent of the positive reaction “was kind of startling,” she admitted. “I knew people would be excited about it just because it’s *Doctor Who*, but I talked to many librarians who hadn’t heard of [the concept] before.”

Harvard Library Innovation Lab, meanwhile, “got deluged, honestly,” Brenner noted. Staffers there, she said, told her, “This is great! We want more people to do it.”

Commitments have not yet been announced, but GVRL currently offers more than 8,000 titles from publishers including SAGE, DK, Facts On File, ABC-CLIO, Elsevier, Wiley, ASCD, and Encyclopedia Britannica.

BUILDING THE MODEL

Libraries interested in the new UDA model will pay an up-front deposit, which in turn provides their patrons unlimited access to the GVRL ebook library for six months. Gale tracks which titles are most used during that time and then applies the up-front money, in full, toward the permanent purchase of those titles. (Libraries can also continue to purchase GVRL titles individually or as bundled sets. All GVRL titles are sold as perpetual licenses offering patrons unlimited, simultaneous access).

Deposits can be made in three tiers with scaled bonuses. Libraries depositing between \$5,000 and \$14,999 will receive that amount’s worth of titles after six months, while libraries depositing between \$15,000 and \$19,999 will receive titles worth that amount, plus a 15 percent bonus of an additional \$2,250 in titles. Libraries depositing \$20,000 or more will also receive a 25 percent bonus on their total deposit. In the event that any funds go unused, they can be rolled over into another UDA account for another six months.

Gale chose this model based on feedback about other patron-driven acquisition systems, Qaimari told *Hotline*. Notably, in recent years, as publishers and libraries have experimented with patron-driven acquisition, uncertainties about budgeting have become a common concern.

“Ultimately, we found that people don’t like restrictions,” Qaimari said. “They don’t like not being able to manage their budget. They don’t like the fact that, in a PDA model, there’s a trigger...after someone looks at a

Customer Profile #203



Name: Ivan Silva
Profession: Librarian
Employer: Belvedere Tiburon Library,
California

What do you love most about being a librarian?

Helping patrons with finding the information they need and solving tech issues.

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book three times, [the library] automatically owns it, which can lead to budgeting problems.”

The six-month, unlimited access time frame was selected as a “happy medium” to maintain the program’s appeal for publishers, which might have felt that a year of unlimited access was too long, while a period shorter than six months could be too heavily influenced by class assignments and might not generate an accurate reflection of how a library’s collection was being used, Qaimari said.

Study: Few Silent Films Have Been Preserved

A recent study commissioned by the Library of Congress (LC) found that of the more than 11,000 silent films produced by American movie studios between 1912 and 1929, just

14 percent (1,575) survive today in their original domestic release. Another 11 percent are still technically complete, according to the study conducted by film archivist David Pierce, but only in imperfect formats. Some films may remain intact in archives where technicians have not had time to identify, much less restore, the work. Others, though, are likely gone forever.

“For theater owners and studios, after sound came in in the 1930s, nothing had less value than a silent movie,” Pierce pointed out. “You had ongoing expenses to store and copy films that were producing no income and showing no prospect of producing income.” Many films were simply thrown out, or recycled and harvested for the silver in the film stock.

“Until 1951, films were [produced] on nitrocellulose that was flamma-

ble and would decompose over time,” Pierce added. “Many films that owners were willing and trying to preserve rotted on the shelf.” Some reels, stored under less than optimal conditions, would spontaneously combust, starting blazes that would consume whole vaults of films.

Studio reluctance isn’t the only difficulty that rights holders can present to preserving and restoring. For older, more obscure films, even finding rights holders can take serious work, pointed out Rachael Stoeltje, director of the film archives department at Indiana University’s (IU) Herman B. Wells Library. “With older educational collections, that information can be hard to track down. Some [content producers] no longer exist, and some don’t even know they’re the rights holders.”

That can be a particular problem for libraries, whose mission includes not only preserving older films but making sure they’re accessible to the public. To help drum up more interest among the public in the films IU is preserving, Stoeltje has initiated a film series known as Social Guidance Sundays, to present some of the more entertainingly dated educational films in IU’s collection. To help bring these forgotten gems to a wider audience, Stoeltje has made digitizing older films as major part of the university’s mission. “Digitization can dramatically improve some of our access issues and provide access online to patrons everywhere,” Stoeltje said.

As with other media, though, digitizing old films is only one part of the larger preservation plan. It’s by no means a solution to all the problems that confront film archivists. Maintained under proper conditions—e.g., cool, dry vaults—film reels can last for hundreds of years. That sort of longevity hasn’t been proven for digital copies yet, said Pierce.

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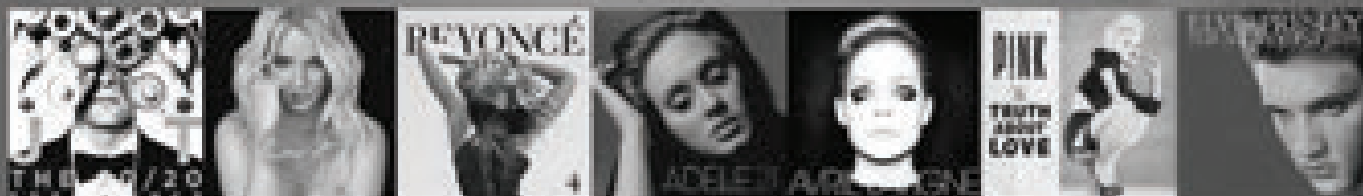
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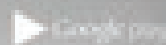
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In a perfect world, archivists would be making film-to-film transfers of older movies, said archivist Pierce. But those transfers are slow and expensive, and with limited funding and staff hours available, actually making transfers is a secondary concern. “Right now, the most important thing we can do is get archives to take new

copies of films [now] in private hands,” said Pierce. Identifying what’s on hand and making good copies, Pierce said, can come later, thanks to the stability of modern film stock when it’s properly stored. In IU’s archival storage facility, for example, which stores films at 50° Fahrenheit and 30 percent relative humidity, Stoeltje said the best es-

timates are that archived reels will be stable for as long as 283 years.

“I Love My Librarian” Winners Honored in NYC

The Carnegie Corporation of New York, the *New York Times*, and the American Library Association (ALA) honored the ten recipients of the I Love My Librarian Award at a reception December 17, 2013, in New York City. The award drew more than 1,100 nominations; the winners were chosen by a committee of ALA leadership.

The winners are Julia Allegrini, Covington Branch, Kenton County Public Library, KY; Shahla Bahavar, University of Southern California Libraries, Los Angeles; Holly Camino, Buckeye Library, Medina, OH; Kathleen Meulen Ellison, Sonoji Sakai Intermediate school, Bainbridge Island, WA; Harold M. Forbes, West Virginia and Regional History Center, West Virginia University Libraries, Morgantown; Caroline “Xiaofang” Han, Cleveland Public Library; Jennifer J. Jamison, Atlantic City High School; Julie Kane, Sweet Briar College, VA; Molly Ledermann, Missoula Public Library, MT; and Charlotte Carr Vlas, Chattanooga School for the Liberal Arts.

Each honoree received a \$5,000 cash award, a plaque, and a \$500 travel stipend to attend the awards reception. Nominees must be librarians with a master’s degree from an ALA-accredited MLIS program or a master’s specializing in school library media from an educational unit accredited by the National Council for the Accreditation of Teacher Education.

Only 60 librarians nationwide have been given the award since its inception in 2008. The librarians were selected for “their dedicated public service and the valuable role they play in our nation’s communi-

Branching Out



New York’s Staten Islanders welcomed a new library on December 16, with the opening of the **Mariners Harbor Library** (pictured). The 10,000 square foot building, the 88th branch in the New York Public Library system, was designed by Anna Torriani and Lorenzo Pagnamenta of Atelier Pagnamenta Torriani architects in the shape of an oyster, as a nod to the seafaring legacy of the locale. The \$12.5 million, one-story facility is Leadership in Energy & Environmental Design (LEED) Silver certified for sustainability and features skylights and expansive windows. The Americans with Disabilities Act (ADA)-compliant structure offers designated areas for adults, young adults, and children, 38 new public access computers, ten laptops, Wi-Fi accessibility, and a community room.

The design, which garnered a 2008 Award for Excellence in Design from New York City’s Design Commission, also includes an exterior garden and a terrace, expected to open this year.

Indiana University–Purdue University Fort Wayne (IPFW) is the beneficiary of \$27.3 million in capital investment, having been approved by the State Budget Committee. According to the *Journal Gazette*, \$21.3 million will go to upgrades to the **Helmke Library** and **Kettler Hall**, both of which are almost a half century old. The library is looking at major infrastructure repairs affecting mechanical, electrical, and plumbing systems. Improvements in technology and student space are also on the docket. An additional \$1 million will cover renovations to the library’s second-floor office space that will then become home to the campus honors program.

The November elections proved successful for a number of libraries, among them Long Island’s **Great Neck Public Library**, NY, with the passage by nearly 2–1 of a \$10.4 million bond for the renovation of the main library, according to *Newsday*. The 1970 building will receive an infrastructure overhaul, along with renovations and the reconfiguring of reading areas and the downstairs children’s room. The library will be closed during construction. Voter approval was especially sweet as a similar referendum that included an addition and would have cost twice as much was defeated in 2011.

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Scientific Data Lost to Poor Archiving

Hundreds of new pieces of scientific research are published every month. But while the studies themselves are archived by publishers, the underlying data researchers analyze to come to their published conclusions can be another story. A recent study in the journal *Current Biology* found that the data that forms the backbone of those studies becomes less and less accessible to researchers over the years.

When data from older research is not available, opportunities to do meta-analysis research—studies that look at multiple approaches on a single topic and can provide new insights from old material—are lost. And data that might be useful to researchers in the future can vanish entirely, leaving gaps in the research record.

University of British Columbia zoologist Tim Vines suggests that both publishers and funding institu-

tions, from universities to the National Institutes of Health (NIH), could improve record keeping and data sharing by raising their own standards and expectations for researchers when it comes to archiving data.

For their study, Vines and his colleagues analyzed 516 papers, ranging in age from two to 22 years old. The authors found that the older a paper was, the harder it was to find its underlying data sets. The researchers who conducted these studies proved harder to reach as time wore on, with every year seeing a seven percent increase in the likelihood that a given article would contain no working email to reach the scientist who had conducted the research in question. And even when researchers were available, their data often wasn't. Every year a study aged, Vines found, the likelihood that the substantiating data would no longer exist rose by an average of 17 percent.

One of the problems of data preservation is the staggering variety of data that needs cataloging, making it difficult to lay down a set of universal best practices for data manage-

ment. But while expectations for data archiving can differ from field to field and even project to project, Vines said the problems detailed in the paper are common across research topics.

The problem isn't that the data isn't backed up at all, said Vines, but how that backup is handled. Computers break or are lost, or storage media become obsolete.

One way that Vines suggests data management among researchers could be improved is for publishers to demand more accountability and take a more active hand in data preservation. "Papers that do a good job archiving their data are more valuable to the scientific community and to the publication they appear in," said Vines. While most researchers only send along subsets of their data that are pertinent to their published work, Vines said, most would likely not be averse to offering up their full data sets for analysis. They're just not being asked to do so.

Vines is trying to change that standard and feels that academic libraries are well placed to help drive that change. *Molecular Ecology*, where Vines serves as managing editor, works with databases like the non-profit data repository Dryad, of which he is a former board member.

Dryad is a nonprofit run by a partnership among North Carolina State University, Duke, and University of North Carolina–Chapel Hill. Dryad went live in 2011 and now hosts more than 2,000 new data sets every year across a broad spectrum of disciplines. For a one-time fee of \$80, Dryad provides data sets with a permanent home and DOI reference. It works to ensure that data sets are searchable and makes them freely accessible under a creative commons license.

According to Dryad board member Todd Vision, the service was launched with ease of use in mind. "We wanted to make sure it's a practical process for researchers," said Vision.

People

Dee Crowner has retired as Director of North Liberty Community Library, IA. She had been in the position for 26 years.

Tina Fadlalla has retired as Reference Librarian, Midland Park Memorial Library, NJ. She had been with the library for 30 years.

After 34 years with the library, **Vicki Ann Helton** has retired as Branch Manager, Jones County Public Library, GA.

Lupe Saldana has retired as Customer Services Division Supervisor at Loveland

Public Library, CO, after 46 years with the library.

Judith Tolchin is now Interim Director, Monmouth County Library (MCL), NJ, following the retirement of **Kenneth Sheinbaum**. Tolchin is currently Branch Manager and Chief Librarian at MCL headquarters in Manalapan.

Tracie Wilkins was reinstated as Children's Librarian at Harvey-Mitchell Memorial Library, Epping, NH. She has been with the library for ten years.

In Memoriam

Alice McCloud, Librarian at North Sarasota Library, FL, died on December 7. She was 61 years old.

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California State University, San Bernardino, a comprehensive regional university, is one of 23 California State University campuses with approximately 18,000 students, employs 500 full-time faculty, and offers 44 undergraduate and 21 graduate and one doctoral degree programs. The university consists of five academic colleges -- Arts and Letters, Business and Public Administration, Education, Natural Sciences, and Social and Behavioral Sciences. The university also operates a branch campus in Palm Desert. CSUSB is situated 70 miles east of Los Angeles, offering easy access to beaches, and mountain, and desert resorts. The rapidly expanding metropolitan area offers a wide variety of cultural and recreational opportunities. Housing costs average substantially below those of nearby Los Angeles and Orange counties.

RESPONSIBILITIES: California State University, San Bernardino's John M. Pfau Library seeks a creative, tech-savvy librarian with a strong commitment to teaching and learning in higher education who will enhance and advance our library's critical information literacy program as they grow along with it. Develop, promote, and provide information literacy instruction to students, staff, and faculty; develop online tutorials, guides, videos, etc., for use on the library website or in library instruction classes; provide in-person and online reference service to students, staff, faculty, alumni, and other members of the CSUSB community; establish and maintain collaborative relationships with CSUSB faculty; perform collection development and faculty liaison duties; and carry out other library-related duties as assigned.

QUALIFICATIONS REQUIRED: Master's degree in Library Science from an ALA-accredited program; technological fluency and the ability to flourish in an ever-changing online environment; familiarity with professional issues and current trends in information literacy; ability to work as a member of a team in a collegial environment; strong public service and interpersonal skills; excellent written and oral communication skills; creative problem-solving skills; ability to meet the CSU requirements for retention, promotion, and tenure. **QUALIFICATIONS PREFERRED:** experience with instruction and reference services in an academic setting; experience working with first-year college students; familiarity with outcomes assessment in higher education; experience with innovative online instructional tools and a passion for exploring emerging technologies to improve teaching and learning; demonstrated creativity, initiative, and self-direction in developing resources and services.

TERMS OF APPOINTMENT: This is a full time, 12-month, tenure-track, faculty position with CSU Faculty Bargaining Unit 3. The appointment rank is Senior Assistant Librarian; annual salary commensurate with experience.

BENEFITS: Generous medical, dental, and vision benefits and support for moving expenses available.

REQUIRED DOCUMENTATION: For full consideration, applicants must submit the following by the deadline: 1) a letter of interest; 2) a current curriculum vitae; 3) three letters of recommendation no more than two years old; and 4) transcripts of all graduate work (unofficial copies will serve for applying but official copies are required for hiring).

DEADLINE is: February 3, 2013.

Bonnie Petry-Search Committee Chair, John M. Pfau Library/CSUSB, 5500 University Parkway, San Bernardino, CA 92407-2397

Phone: 909-537-5114 OR bpetry@csusb.edu Subject: Instructional Services and Initiatives Librarian

CSUSB is an Equal Opportunity Affirmative Action, Section 504, Title IX Employer, and has a strong institutional commitment to the principle of diversity in all areas. In that spirit, we are particularly interested in receiving applications from a broad spectrum of qualified people who are representative of the diversity in California. CSUSB hires only those individuals who are lawfully authorized to accept employment in the United States.

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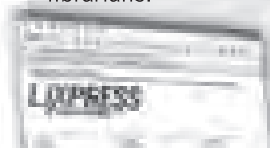
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MA Board of Library Commissioners

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MBLC representatives are available for informal informational interviews, at the ALA Midwinter Conference or by phone, prior to the application deadline. Search Committee members will be at the ALA Job Placement Center Open House on January 26th from 10:30-noon. To schedule a time, please contact Greg Pronevitz at 978-760-4767. If you are not attending ALA, you may contact Dianne Carty, Acting Director at 617-725-1860 x 222 for more info.

Application Deadline: Letter of application, résumé, and Commonwealth of Massachusetts application form must be received by February 28, 2014. See complete job ad at <http://mass.gov/mblc/job>.

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