

# LIBRARY **HOTLINE**

**BREAKING NEWS FOR LIBRARY AND INFORMATION DECISION MAKERS**

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## Innovative Interfaces, Bibliotheca Partner

Innovative Interfaces Inc. (III), developer of the Millennium ILS (integrated library system) and next-generation Sierra Services Platform among other discovery and automation solutions, this month announced a partnership with Bibliotheca, the global library technology supplier. Both companies describe the partnership as a strategic alliance that will enhance the integration of their respective software and hardware products, generating value-added offerings for libraries that use an Innovative ILS and Bibliotheca equipment.

Under the terms of the agreement, Innovative will have the right to market and resell Bibliotheca products under the III brand in every market it serves, including the Americas, Europe, and Australia. Formalizing a relationship between the companies' marketing, support, and consulting organizations will help streamline the combined deployment of their respective ILS and hardware solutions, according to a joint announcement.

Gene Shimshock, senior vice president of global marketing for Innovative, noted that partnerships have been an emphasis of Kim Massana,

who was appointed CEO of Innovative in August 2012. In 2013, for example, the company expanded strategic partnerships with EBSCO and the EBSCO Discovery Service, social networking solution provider ChiliFresh, and Bowker Syndetic Solutions.

"Over the past year, we've really made an effort to engage all of our partners; this really came out of some of those exploratory discussions," Shimshock said. "The outreach, on both sides, led to what we believe will be a fruitful partnership."

This III and Bibliotheca alliance is somewhat similar to a partnership announced between Polaris Library Systems and 3M Library Systems two years ago, while those companies were working to integrate the 3M Cloud Library with the Polaris ILS. In July 2012, Polaris began selling 3M's automated materials handling, RFID, and SelfCheck systems. As that partnership demonstrated, when vendors work closely together, it can help simplify similar work with other vendors down the road. The APIs (application programming interfaces) that Polaris and 3M developed in concert within months helped facilitate the integration of the 3M Cloud Library into other ILS and discovery solutions, including III Encore.

Like the Polaris and 3M partner-

## Interview

### Karen Lauritsen

In the first of a series of interviews sponsored by SAGE, we talked with Karen Lauritsen, a 2014 *Library Journal* Mover & Shaker and communications and public programs coordinator at the Robert E. Kennedy Library of California Polytechnic State University, San Luis Obispo.



#### What drew you to the position at Cal Poly?

There have been people doing pieces of this position, but it had never been one full-time job. There's room to learn what the job should be and flexibility to establish something on the public programs side.

#### Talk about the role that partnerships play in your work.

Building partnerships may be the most important part of what I do. Part of building great programming is moving from a relationship of "We're offering you a time slot to... give a lecture" to one where we're collaborating with presenters to create a meaningful experience for everyone who shows up.

#### What do you look for in an event?

Excitement about the topic and a feeling that a partner is approaching you as an equal.

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## Call for Proposals

### THE DIGITAL SHIFT: LIBRARIES @ THE CENTER

*Library Journal* and *School Library Journal* are looking for a wide variety of program proposals for this virtual event, to be held on October 1, 2014.

Visit [www.thedigitalshift.com/tds/call-proposals-libraries-at-the-center](http://www.thedigitalshift.com/tds/call-proposals-libraries-at-the-center)

Deadline for submissions is May 2

The Weekly Newsletter from *Library Journal* and *School Library Journal*

ship before it, this Bibliotheca and III union does not imply exclusivity for either brand.

“The way that we are integrating our systems, from a technology point

## News in Brief

After April 10, the **OverDrive Media Console mobile app** will no longer be available for download on BlackBerry devices. Those users who already have the app installed can continue to use the service, but no further development will be dedicated to it.

**McGraw-Hill Professional** has partnered with the **3M Cloud Library** to expand the availability of the publisher's ebooks. The collection will be accessible to all public and school libraries through the 3M Cloud Library platform.

**Scottsdale Public Library, AZ**, selected **Polaris Library Systems** for its new integrated library system.

**Copyright Clearance Center, Inc.**, announced applications for its **Conference Scholarship Program for Academic Librarians**. Four winners will be chosen to attend the American Library Association annual conference in Las Vegas this summer.

**Columbia University**, New York, awarded 2014 Bancroft Prizes to two books: *Fear Itself: The New Deal and the Origins of Our Time* by Ira Katznelson (Liveright: Norton) and *A Misplaced Massacre: Struggling over the Memory of Sand Creek* by Ari Kelman (Harvard Univ.).

**Oxford University's Bodleian Libraries**, England, acquired the personal archive of author **Joanna Trollope**. The collection includes research notes, correspondence, manuscripts, media recordings, and speeches.

**Four County Library System**, Vestal, NY, selected **Innovative Interfaces' SkyRiver** cataloging service. The system is made up of 42 libraries with one shared catalog.

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of view, is by using standards that are either out in the market at the moment [such as SIP2], or are in the process of being adopted, and we're very clear that we want to do it that way,” said Andy Chadbourne, director of marketing and product development for Bibliotheca. “What we'll be looking to do is align our development teams to make the customer experience the best it can be but, equally, showing the market that we're doing that by embracing new, open standards.”

Chadbourne predicts that customers of both companies will begin to see benefits as soon as this summer, although he also declined to discuss specific features.

“I think the customer base can have confidence that they are going to see some things pretty quickly,” Chadbourne told *Hotline*. “We're already working on them.”

## Berkeley Eighth Graders Kickstart School Library

Eighth-grade students at REALM charter school in the Berkeley Unified School District, CA, have designed their own crowdfunded library, complete with geometric shelving and furniture units built by students and teachers, along with new books and technology purchased with donated funds.

The “X-Space,” as students have named their new library, was the brainchild of students in a REALM class called Studio H, an innovative design program run by Emily Pilloton, the school's director of creativity. The three-year-old charter school is located in a former commercial space that had no library area. The seeds of the X-Space were planted when Hallie Chen, an eighth-grade instructor, sent a simple survey to about 100 of her students, asking, “What is a traditional library? What would you like to learn?”

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That produced a wish list of what they wanted in terms of design, books, and technology. In addition to Wi-Fi, the students also asked for books, with an emphasis on history.

REALM's students were hoping to raise \$75,000 through a campaign on the crowdfunding site Kickstarter. When the monthlong drive ended on March 27, they had \$78,843 in donations. On top of that, the Quest Foundation of Danville, CA, a private grant-making organization, had pledged an additional \$30,000 if the school reached its project goal. The Quest money and extra Kickstarter funds will allow for the purchase of an extra 3,000 books as well as additional shelving and technology.

Pilloton and Chen wanted to conceive a design concept that would be affordable and easy for the students to work on collaboratively. The group came up with the idea for a building-block "X" shape that could be used over and over to create bookshelves, table legs, seating, and desks and dubbed their design concept "STAX."

As a charter school, REALM has a Board of Directors but no school board to provide or approve funding for projects. Chen and school administrators decided to turn to Kickstarter because "the school is like a start-up where innovation and entrepreneurship [are] at the heart of everything," Chen said.

In addition to raising funds, Chen and Pilloton sought local support for the X-Space from Carl Bass, CEO of Autodesk, a company that designs software for entertainment, engineering, and construction purposes. Bass has a workshop in the school's neighborhood in which he uses computers to cut materials to specification.

Bass offered to support the X-Space by fabricating the building materials—13-ply plywood—for the STAX units. This enabled the eighth graders to calculate the precise amount of

wood they would need. "He and his [assistant] put in probably 80 hours of their [own] time to help us cut over 900 pieces," said Pilloton.

While enriching the school, crowdfunding student-driven projects is also a good way "to hack the education system," said Chen.

## The Public Library as Publishing House

What might publishing by a local library look like? Over the past two years, a pair of public libraries have begun to explore that question.

In 2012, Director Cheryl Napsha and coordinator of marketing and program development Matt Clark of the Provincetown Public Library, MA, assembled an enriched ebook about the library in support of a service award application. They enjoyed the process and the result so much that they wanted to explore offering local writers and authors an opportunity to publish ebooks. "Both of us are still completely blown away by the amount of dynamic content...that could be included in an iBook and saw true potential for a way to completely change and enhance the reader's experience," said Clark.

In early 2013, the Provincetown Board of Selectmen approved the creation of the Provincetown Public Press. Provincetown is home to the longest-running artists' community in the country, and Napsha and Clark felt that the press would support that community.

As word of Provincetown's efforts hit the national news, Director Dolores Greenwald of the Williamson County Public Library (WCPL), TN, was inspired to reach out to the library's backyard neighbor—Ingram Content Group—and see if it couldn't do something similar. "The motivation...was the desire for the library to move in the direction of being content creators, not just content curators," Greenwald told *Hotline*.

Last year, WCPL staff wrote a picture book about two miniature horses and piloted the publishing process from first edits to the final book using IngramSpark, Ingram's ebook and print on demand (POD) platform. Academy Park Press—an imprint for library-created works—launched with the book release party in December 2013 to great success, with real-life horses "signing" books with horseshoe stamps

Both systems offer many of the services of a traditional publisher. Once their manuscript is accepted, authors receive help from library staff with final editing, design, and layout/formatting. Authors hold the copyright to their own works, and the libraries help them register that copyright, as well as obtain ISBNs and Library of Congress numbers. Once the manuscript is ready, the libraries support authors as they publish and distribute on a variety of ebook platforms and in a number of formats. After publication, WCPL will add print copies of the literary award winners to its archival Local Authors collection and circulating holdings. Neither library will offer marketing support.

Staffing for the programs is small but significant. Napsha and Clark (director and programs coordinator) are the two library staff members involved in the press, out of 13 total. At Williamson County, seven staff will do work for the library publishing program, about nine percent of the total library staff.



The "stars" of the Williamson County library's first book appear at the release party with Director Dolores Greenwald & Ken Moore, mayor of Franklin, TN

## Archive Traces Oregon's Brewing History

With more than 200 breweries operating in the state, beer is big business in Oregon. But the Beaver State's relationship with beer starts before the brewing process and reaches into the very soil. In addition to its profusion of breweries, Oregon is the

breadbasket of the world's beer industry, supplying hops—the flavorful flower that gives beer its bitter bite—to brewers around the world. Now, Oregon State University (OSU), Corvallis, is making a place for the state's storied history in the brewing world at the newly minted Oregon Hops & Brewing Archive (OHBA).

“For an archivist, this is a fabu-

lous opportunity to work with industry, as well as the social and cultural community, to document a statewide identity,” said Tiah Edmunson-Morton, the OSU archivist who has made it her mission to get the OHBA off the ground. The university has a history as a home to decades of U.S. Department of Agriculture (USDA)–sponsored research on hops—a notoriously temperamental crop that is susceptible to agricultural hazards like pests and bad weather, turning the school—and the state—into a laboratory for new commercial strains of hops, including the Cascade hop, which remains one of the most commonly used craft beer ingredients.

“The first hops were planted on OSU's campus in the 1890s,” Edmunson-Morton said. “There's lots of amazing history that was already part of our collection in the form of departmental research.”

The project is only nine months old, yet it's already attracting attention from contributors like Peter Kopp, an agricultural historian at the University of New Mexico (UNM) who is working on a scholarly history of America's hops industry.

“The challenge for rural historians is that rural people didn't tend to leave behind many records, so there's this rich history going back to the 1850s, but you have to piece the info together,” said Kopp, who lent his assistance as a researcher to the OHBA.

For Edmunson-Morton's part, her biggest job right now is getting the word out about the archive and getting brewers, hop farmers, and other stakeholders to buy in. An outreach archivist by training and temperament, she told *Hotline* that that part of the gig suits her just fine. She's traveled to breweries, farms, and beer festivals across the state, working her way into the community one handshake at a time. “We're educat-

### Branching Out



We were a bit premature when we wrote previously (*Hotline*, 12/17/12) of the imminent completion of the three-year renovation of the 100-year-old, 16,765 square foot **Washington Heights Branch** (pictured) of the New York Public Library. But we can say now with assurance that the library is open. The \$12.4 million project includes the installation of an entrance ramp, a glass-enclosed elevator, and a spiral staircase, through the Dattner Architects–designed overhaul. Nearly 3,300 square feet of the second floor have been redesigned by architect Andrew Berman into a spacious children's area that includes “parking” for several dozen strollers. The lengthy duration of the build, according to the *New York Times*, was mostly related to funding concerns, with “critical” issues addressed in the earliest stages of construction. Eventually, support from the city, the state, and private donors made it possible to move forward with the more expansive makeover.

as a community space. The **Bath Community Library** and art gallery portions of the project are now complete, according to [wtn.com](http://wtn.com).

The **Boston Public Library** is undergoing a renovation to its **Johnson Building**, which is sadly not up to the grand presence of the library's other half, the **McKim Building**. Opened in 1972, Johnson is looking at a rehab that will make it more inviting. The impetus for the work, which is already under way, was the desire to upgrade the children's library. Relocating the children's area led to a scheme to focus on the needs of teens, according to [BCHeights.com](http://BCHeights.com). “Reinventing” the Johnson facility was a natural progression. Most of the structure will be involved, with the timing of renovations dependent on the July budget numbers. Upgraded technology will also figure in the remodel in hopes of attracting more twenty- and thirtysomethings. The second-floor children's and teen space as well as the new reference area are expected to open in March 2015.

An abandoned high school in Bath, NC, is being brought back to life through a concerted fundraising effort. The **Bath High School Preservation** group bought the property from the town for \$100,000 in 2010 and has been working to reestablish the building

Photo by Jonathan Blanc @ NYPL

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ing people on the importance of saving history,” Edmunson-Morton told *Hotline*. “Not just about having items they can donate but thinking more holistically about the things they’re leaving behind.”

While the archive is still in its infancy, Edmunson-Morton has already collected a wide variety of items detailing the history of hop farming and brewing in Oregon, from scientific data from the OSU/USDA hops collaborations to artwork celebrating local craft breweries like McMenamins, which owns and operates dozens of pubs, hotels, and concert venues throughout the Pacific Northwest. While the OHBA is meant to be a resource for scholars interested in the technological and scientific developments that turned Oregon into a hops powerhouse, Edmunson-Morton is just as interested in recording the personal stories of the industry.

## Nashville Librarian Earns Family Teaching Award

A Nashville librarian who created family literacy programs and carefully tracked their outcomes won the 2014 Toyota Family Teacher of the Year award. Elizabeth Attack, program manager of the Bringing Books to Life! (BBTL) initiative at the Nashville Public Library (NPL), is the first librarian to be recognized with the honor, which is accompanied by a \$20,000 prize.

BBTL started in 2003 as a way to develop a literacy curriculum for preschools and day-care facilities, centered on marionette puppet shows, an attraction at NPL since 1938. These days, library employees load up NPL’s Puppet Truck and take the show on the road to perform at day care centers, schools, community centers, museums, and other facilities. The Puppet Truck put on nearly 450 per-

formances between June 2012 and July 2013. During visits, library staff train teachers, distribute resources, and suggest activities that connect the shows to educational curricula.

While these educational puppet shows are going strong, BBTL has expanded its literacy goals far beyond those origins. Funded by the Nashville Public Library Foundation, it now encompasses workshops dedicated to giving caregivers and families tools for reading aloud effectively to their kids at home and understanding how to use developmentally appropriate resources.

Attack began offering parent workshops at the library in 2007. While some patrons attend programs at the library, NPL also takes its family workshops on the road, hosting them in schools, community centers, and elsewhere.

“Rather than assume [parents] will find their way to the library, we

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will go to the places they already know and trust,” said Atack.

The program has also become an important way to bring new Americans into the NPL fold. “Nashville has one of the fastest growing immigrant populations in the country,” Atack said, noting that many of those families participating in BBTL come from “countries where public libraries do not exist, or where you have to pay for them.”

Looking forward, Atack and her colleagues will continue their outreach strategy. “We’ll go to the community centers, meet them where they are, and slowly lead them to our doors.”

## ER&L Conference Sees Rapid Growth

The ninth annual Electronic Resources & Libraries (ER&L) conference, held this year March 17–19, in Austin, TX, hosted more than 650 attendees from 40 states and six countries, representing a spike in attendance of more than 20 percent compared with 2013. Online viewership of the conference’s sessions rose significantly as

well, with more than 50 U.S. academic libraries registering for ER&L Online.

“We knew something was up when we had our call for proposals, and [it] yielded about a 95 percent increase in submissions,” ER&L founder Bonnie Tijerina said in her opening remarks on Monday, March 17. Participation in the community voting process used to select presentations and panels from these proposals rose sharply as well, from 450 voters for the 2013 conference, to more than 700 for 2014. “This allowed us to handpick some really great sessions and to merge [similar] presentations,” Tijerina said.

One new component of this year’s event was “UX Day at ER&L” on Tuesday, March 18. With special presenters Susie Herbstritt, senior interaction designer, and Brian Taylor, senior user experience researcher and designer, both with Dell, and Matt Franks, professor at the Austin Center for Design and product owner and lead interaction designer at MyEdu, UX Day included a track of user experience (UX)–related sessions, featured a hands-on workshop led by UX for Good founders Jason Ulaszek

and Jeff Leitner and TEDxAustin executive producer Nancy Giordano.

“So much knowledge is now being disseminated via TED. So what is the role of libraries, since they have essentially been removed from the equation of spreading the latest ideas and knowledge to users?” Tijerina asked, explaining the central theme of the workshop. Brainstorming sessions generated a variety of ideas, such as TED US, a concept that would have libraries help break the “cult of individuality” around TED Talks, delving deeper into a subject by highlighting the people whose work and ideas support a prominent speaker.

ER&L 2014 featured almost 90 presentations, panels, and workshops organized into eight tracks, ranging from e-resource management and collection development to emerging technologies and the library as publisher trend. Many focused on specific case studies or offered practical, applicable advice, such as a panel discussion on building electronic resource management (ERM) systems using alternative tools like Google Sites or Microsoft CRM; a nuts-and-bolts panel on EZproxy administration; and a presentation on the benefits and drawbacks of a collection budget management strategy involving the cancellation of electronic journals and purchase of individual articles.

“There are many situations [in which] you are the technology experts in your libraries, the people who have done the most to further our missions by making technology work invisibly,” librarian and *LJ* columnist Barbara Fister said during her keynote presentation. “Your work isn’t really about technology. It’s about much more. It’s about what we can do with our tools to make our libraries better, to make our communities better, to make each other better at connecting people with ideas and helping them make their own ideas public.”

## People

**Hedi BenAicha** was appointed Vice President and Dean of the Library and Electronic Course Materials at American Public University System, Charles Town, WV. He was previously Director of Rhode Island College Library, Providence.

**Elizabeth Gulick** has retired as Director, Blair Memorial Library, Clawson, MI. She had been in the position for 26 years.

**Jacky Klein** was named Commissioning Editor for Art at Phaidon Press. She was previously Commissioning Editor at Thames & Hudson.

**Melody Moxley** retired as Library Services Manager at Rowan Public Library, Salisbury, NC. She had been with the library for 35 years.

**Lydia Neeley** was named Children’s Librarian at Butte County Library’s Chico Branch, CA. She received her MLIS in 2011 from San Jose State University’s School of Library and Information Science, CA.

**Philip Alan Smith** was appointed Director of the Florence County Library System, SC, following the retirement of **Ray McBride**. Smith previously held the same position at Marion County Library, SC.

**Joe Thompson** was named Senior Administrator of Public Services at Harford County Public Library, Belcamp, MD. He was previously Associate Director at Western Maryland Regional Library, Hagerstown.

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