

Gale Debuts Analytics on Demand Service

In April, Gale launched Analytics on Demand, a new geographic information system (GIS) that combines local demographic data with information from a library's ILS (integrated library system) to generate real-time reports on circulation trends and patron lifestyles.

Powered by business analytics provider Alteryx, with regularly updated demographic and consumer lifestyle segmentation data from Experian Mosaic, the new service is built on the same tools as Gale's DemographicsNow: Business and People. That subscription service, which launched in March 2012, enables business owners and executives to generate interactive maps and charts that can help them understand potential customers, optimize marketing plans, or even choose the best site for a new location. With Experian Mosaic working under the hood and grouping locals into 71 distinct consumer segments, users of DemographicsNow can get a significantly more granular view of potential customers than other sources of demographic data—such as the U.S. Census—might provide.

Where DemographicsNow is designed for businesses, the new Analytics on Demand service is tailored to the needs of libraries. By incorporating anonymized address and circulation data from a library's ILS, librarians can create maps, charts, and reports that illustrate where their patrons live, how different demographic groups are using the library, which genres or resources are most popular among different consumer segments, and much more.

The new service positions Gale as a competitor to other library-centric, data-driven research and marketing solution providers such as Orange-Boy and CIVICTechnologies, said Gerry Sawchuk, senior director for new products at Gale parent company Cengage Learning. The distinction with Analytics on Demand is that subscribers will be able to generate a variety of reports on the fly.

The service achieves this by overcoming a key stumbling block faced by demographic analytics tools—nonstandardized data. In this case, patron addresses are one prime example. When applying for a library card, different patrons might misspell a street name, use a variety of nonstandard abbreviations for “street” or “boulevard,” or forget to include their zip code. Analytics on Demand automatically standardizes this information by running addresses through the U.S. Postal Service's address verification system and TomTom GPS mapping.

“What we've attempted to do here is simplify the whole process [of local demographics analysis] so that a library doesn't have to clean up any

Interview

Andy Griffiths

With his latest work, *The 26-Story Treehouse* (Feiwel & Friends, 2014), a laugh-out-loud book crammed with illustrations and aimed at middle grade readers, punk rocker-turned-



children's author Andy Griffiths does more than entertain. The new book follows young Andy and Terry, stand-ins for Griffiths and illustrator Terry Denton, who live in a gigantic tree house, complete with a mud-fighting arena and an antigravity chamber. It's also where the two tell stories and write books.

When did you first start writing?

I've been writing all my life one way or another. My father has an offbeat get-well card that I made for him when I was ten. It threatens that if he doesn't get better, he is doomed. Unconventional, sure, but it worked...he got better really fast.

How did you make the transition from punk rock to writing for kids?

I spent my high school years writing songs for an imaginary wild band. This led to the formation of a number of more serious bands that played in Melbourne's underground alternative scene in the early 1980s. Eventually, my song lyrics started turning into short stories.

What advice would you give to younger readers interested in writing?

Get a cheap notebook and start writing as much and as often as you can. This is not so much about writing stories for publication as it is about putting in the hours of writing practice that will help you become totally comfortable with the act of writing.

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of its data,” Sawchuk told *Hotline*. “It can simply extract files, load them into these applications, and immediately get results.”

The option to run reports—and different variants of reports—as often as needed, also enables the real-time tracking of targeted marketing or outreach efforts, new programs, or significant additions to a library’s collection, Sawchuk added.

“We can do specific marketing programs and take a preprogram look at patrons coming in and a post-program look at patrons coming in and actually see if we’ve been effective,” said Kathryn Lynip, manager of reference and adult services, Mammie Doud Eisenhower Public Library (MDEPL) in Broomfield, CO. MDEPL worked with Gale during the latter stages of the product’s development, allowing Gale to test the effectiveness of the data standardization components of the program in exchange for an early look at what the system can help staff learn about their patrons.

OSU Libraries Offer Open Access E-textbooks

Oregon State University (OSU) is helping faculty produce their own open access (OA) textbooks. The university press, an arm of the OSU libraries, is starting work on a series of OA e-textbooks that officials hope will ease the rising costs that are a consistent cause of student complaints. To make the e-textbook program work,

the library and press are partnering with OSU’s Ecampus program, which administers distance and online learning programs for the college.

OSU library director Faye Chadwell told *Hotline* the collaboration gives libraries a new way to help students with the cost of textbooks and one that is meaningful compared to offering books on reserve, a “drop in the bucket” solution that she said doesn’t scale effectively to meet demand. “I’m used to student groups coming in and asking if we can help with the cost of books,” Chadwell said. “Now that we’re in a position where libraries have begun to look at the possibility of publishing services, and especially when you have a press present in the library, we can do more.”

Depending on the subject, students could save anywhere from \$50 to \$250 by using an OA e-textbook instead of a traditional print title. Chadwell also pointed out that the new texts are designed with modularity in mind, noting that students are regularly required to purchase textbooks for a course only to learn they will only need to read a chapter or two.

To bring the project to fruition, Chadwell and the OSU library took advantage of the tech-savvy among their partners in the Ecampus program to take advantage of the electronic format to make these new textbooks more than just traditional tomes. The ebook format not only gives OSU a chance to make ebooks

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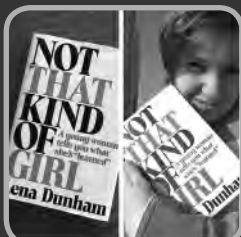
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that are well suited for students in the university's distance learning programs but also lets them go beyond simply text and words, bringing to bear interactive elements.

As a proof of concept, the collaboration started with an existing textbook, OSU geology professor Robert S. Yeats's *Living with Earthquakes in the Pacific Northwest*. Yeats, who was already working on an update to the volume, allowed OSU Press and Ecampus to use the book as a prototype for the program, expanding on the content and making it more interactive. "This gives us opportunity to add animation and new media, and earthquakes make for good visual possibilities, said OSU Ecampus director of emerging technologies Dianna Fisher. "It gave us the opportunity to replace some stills and charts with interactive multimedia." The e-textbook edition of *Living with Earthquakes* will be available later this spring, with further offer-

ings on topics like biochemistry and animal husbandry to follow.

The new e-textbooks will be authored by OSU faculty, and Chadwell points out that many are already using the content that will become new textbooks in their classes. Faculty won't receive royalties on the books.

Of course, even without printing costs, creating new textbooks isn't free. In addition to the e-textbooks not generating any money for the university means the program will have to be picky about how many options it offers. "We can't do hundreds of new textbooks, but we can contribute in areas that make sense to OSU," said Chadwell, who hopes eventually to see the OSU-published e-textbooks follow the *Living with Earthquakes* models and be used in other universities, as well. "The press can come in and say, 'This would be a good textbook because we can market it as something unique.'" Only time will tell if even that model is sustainable, but Chadwell said

she would be open to looking at consortium models of publishing these e-textbooks, especially considering neighboring Washington and California are already providing state money to colleges and universities in the interests of producing more OA texts.

She's also hopeful that the program could reach outside of the realms of higher education. "You don't have to be studying geology," Chadwell said of *Living with Earthquakes*. "It will be interesting to people living in the Northwest, and that supports our land grant mission of pushing information out to the general public."

Kansas Teachers Lose Due Process in Firings

On April 6, the Kansas State Legislature narrowly passed House Bill 2506, a school finance bill allowing teachers to be terminated without due process. The bill would make it easier to fire teachers and also relax licensing standards for schools hiring teachers in subjects like math and science. The passage of the bill follows the passage of an amendment on April 3 to cease state spending to implement Common Core standards adopted by the Kansas Board of Education in 2010.

Teachers and education activists protested over social media the passage of the bill, and the Moderate Party of Kansas has begun to circulate an online petition to restore due process for teachers.

The bill was in response to the Kansas Supreme Court's ruling in March 2014 ordering the state to address the funding discrepancies between rich and poor schools by July 2014. The school finance reforms have been lobbied by far-right conservatives such as Americans for Prosperity and the American Legislative Exchange Council (ALEC) and tied to

News in Brief

Washington University Libraries, St. Louis, joined the **Biodiversity Heritage Library** consortium. It is the 14th member of the consortium.

The **University of California Press (UC Press)** has partnered with **Stanford University's HighWire Press** to host its content on the latter's **HighWire Open Platform**. UC Press journals will be made available beginning in mid-2015.

LibQUAL+ announced applications for the **In-Kind Grant Program** to help libraries afford to participate in the firm's 2015 survey. This is the tenth year that it has sponsored the program.

Consortia **MOBIUS (Missouri)** and **Prospector (Colorado)** have partnered to allow pa-

trons to borrow materials from both systems. The agreement will launch later in the year.

Duquesne University's Gumberg Library and **Center for Legal Information**, Pittsburgh, have selected **Innovative Interfaces' Sierra Library Services Platform**. The two had previously been operating on separate systems.

To celebrate **National Library Week** (April 13–19), **ProQuest** provided free access to databases and its **Research Companion** through library websites. Libraries can extend the complimentary offer for up to 30 days.

EBSCO Information Services and **Random House** have signed an agreement to make the latter's ebooks available through the **EBSCO eBooks** platform. Users will have access to more than 30,000 Random House titles.

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a series of reforms aimed at closing the spending gap between economically diverse schools by allowing the privatization of public schools and their funding, among other changes.

The bill has been passed to Gov. Sam Brownback to sign, but he has yet to do so. The Republican governor seeks a second term, and while the Kansas State Legislature is in a firm Republican grip, the powerful Kansas National Education Association—Kansas’s largest teacher’s union—issued a strong message the day after the bill’s passage on April 7, as reported by the *New York Times*:

“We expect you, Governor Brownback, to VETO this bill as it diminishes teachers’ ability to advocate for their students without fear of retribution,” the group stated.

During the first weekend in April, hundreds of teachers in red T-shirts protested at the capital’s statehouse in Topeka. While Governor Brownback has yet to sign the bill, he issued a formal statement regarding the bill on the Kansas Office of the Governor website on April 6 indicating his support of the bill:

“House Bill 2506 increases funding to Kansas schools by \$73 million and includes \$78 million of property tax relief. The bill ensures that taxpayer dollars are spent efficiently, putting money in the classrooms to help teachers teach and students learn.”

NJ Libraries Receive Maker Space Grants

A neglected garden in the courtyard of New Jersey’s Old Bridge Public Library will soon be transformed, part of a horticultural program that will teach gardening skills, garden renovation, and plant-to-plate techniques in a new Maker space slated to open this month.

Old Bridge is one of 15 libraries—including public, school, and aca-

NY School Librarian Leads Competitive Robotics Club

When New Rochelle High School, NY, principal Reginald Richardson put out the call for someone to help oversee a new robotics club at his high school. Ryan Paulsen, the school’s librarian, stepped forward. “He was just so passionate about it,” Richardson said of Paulsen.

Paulsen, who has worked at the school for two years, said the decision to head up the robotics club was a no-brainer, despite his having no prior experience in engineering or science.

“I grew up watching *BattleBots* [a TV show about robots], and so as a librarian my interests are kind of everywhere. It just seemed like a cool thing,” Paulsen told *Hotline*. “I’ve always been into sf.”

With the help and support of faculty members, parents, and neighboring schools with active robotics clubs, as well as a rookie funding grant from NASA, Paulsen coached 30 students on a journey to their first major robotics competition—FIRST Robotics Competition (FRC)—which took place April 4-6 at the Jacob K. Javits Convention Center in New York City.

The goal of FRCs is to get students to think critically and challenge them to build a robot while combining math, science, and tech, along with business and marketing skills. To qualify for FRC, Paulsen and the New Rochelle robotics club, the Huguebots, had to build a fully functional robot

to compete against other schools at the regional competition within six weeks. The teams play a game in which their robots try to score the most points possible by putting a ball in a goal during a two-and-a-half-minute match.

To get to the April competition, Paulsen and students used the school’s library, both for research and as a place to build. There weren’t many space options immediately available. “It just got to the point that I said, ‘You know what? I have control over the library, because it’s my space, so we’re just going to work here,’” Paulsen stated.

Junior David Schwartz was skeptical at first about working in the library. “If you think about it, the library is such a huge space, and you can spread out. You have workstations. It really helped,” said Schwartz, who is the copresident of the club.

New Rochelle junior Anita Pruzinsky, the club’s marketing and business manager, said, “There was lots of research...how to make a business plan and research business in a technical way.”

Principal Richardson said that what Paulsen and the students have been able to do—combining the research and various amounts of information—is the future of the library and a librarian’s role. “The library is place of action,” said Richardson. “It’s not a museum.”

Teams going head-to-head in FRCs are paired with mentors who have the tech and engineering skills to assist them as they build their robots. Mike Siegel, an FRC senior mentor, guided Paulsen’s team through the process. His advice to those who want to start a robotics club is to check out a regional competition in their area and see it in action.

“It’s a little hard to understand, but after you’ve seen it, you’ll become so excited that you’ll want to start [a robotics club] at your school,” said Siegel.



The robotics club of New Rochelle High School, NY



Patrons playing with 3-D modeling in the Studio M Maker space in the Monroe Public Library, NJ

demic institutions—benefiting from a grant initiative called “New Jersey Library Maker Spaces—The Leading Edge,” sponsored by the New Jersey State Library (NJSL) and LibraryLinkNJ, a membership-focused cooperative.

New Jersey State Librarian Mary Chute said that the integration of Maker spaces into libraries is well timed with the current emphasis on STEM (science, technology, engineering, and math) education.

The grants are a response to an initiative launched last July by LibraryLinkNJ that aims to transform local libraries into “community anchors.” Called the Strategic Plan for the Future of Libraries in New Jersey, the project has embraced Maker spaces as a way for libraries to remain relevant and attract patrons, both new and current.

The program awarded \$115,700 to recipients, including the Atlantic City

Public Library, Caldwell Public Library, and East Brunswick Public Library, among others, with grants ranging from \$3,750 to \$12,500. The Old Bridge Public Library received \$10,000.

Chute and Cheryl O’Conner, executive director of LibraryLinkNJ, had been inspired by two exemplary Maker spaces launched by the Piscataway Public Library and the Monroe Township Library. “Piscataway’s [Maker space] project incorporat-

ed a special focus on STEM learning that resulted in some project proposals with a STEM, STEAM [arts], and STREAM [writing] learning focus,” said O’Conner.

Amy Edwards, the media specialist at Manasquan High School—the only school library to receive a grant (\$5,000) in this initiative—said her Maker space program will be incorporate 3-D printers. “I’m working with one of our science teachers to integrate the technology into our ninth-grade survey course Integrated Science,” Edwards told *Hotline*.

Penguin Random House Announces Profits

Nine months after the merger of two of the biggest names in the publishing world, stakeholders and industry watchers may have their first good idea of what to expect from the newly created book giant Penguin Random House (PRH). The company released the results of its 2013 fiscal year, and the details paint a rosy picture for investors, even while executives say there is a lot of work left to be done merging the former Penguin and Random House business operations.

The powerhouse publisher, the majority of which is owned by German media company Bertelsmann, reported a combined revenue of 2.7 billion euros—just over \$3.7 billion U.S. Those consolidated sales represent a full year of sales for Random House and half a year of sales from Penguin, which joined the media group officially in July of last year following months of speculation and planning. That represents a 23.9 percent increase over Random House’s previous year’s revenue, but when adjusted for currency and portfolio effects, it represents a dip from a very strong 2012 driven by the popular *Fifty Shades of Grey* titles. Nonetheless, the *Fifty Shades* trilogy continued to drive

People

Ben Carter is now Director of the Conyers-Rockdale Library System, GA. He had been serving as Interim Director since June 2013.

Susan Chandler was named Director of the Nesbitt Memorial Library, Columbus, TX. She was previously Community Connections Librarian at Sterling Municipal Library, Baytown, TX.

Jim Cheng, Director of Columbia University’s C.V. Starr East Asian Library, New York, has been elected Vice President/President-elect of the Council on East Asian Libraries. He began with the library in July 2010.

Leah Dodd was promoted to Director of Willard Public Library, Battle Creek, MI, follow-

ing the retirement of **Rick Hulse**. Dodd was previously the library’s Assistant Director.

Diana Neal has retired as a Librarian at Woodbury Public Library, CT. She had been with the library for 34 years.

Matthew Nojonen was named Director of Leavenworth Public Library, WA. He was previously Assistant Director of Solano County Library, Fairfield, CA.

Elizabeth Skinner was promoted to Associate Director of the Forsyth County Public Library, Winston-Salem, NC. She was previously the library’s Assistant Director of Public Services.

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the bottom line. It sold seven million more copies in 2013, thus topping the company's biggest new release of the year, Dan Brown's *Inferno*, which sold almost six million copies in English-language territories in seven months. During the reporting period, the group sold more than 100 million ebooks worldwide.

"This impressive performance was even more remarkable during what was such a transformative year for Penguin Random House and the publishing industry in general," PRH CEO Markus Dohle said in a statement. "Looking at our histories, it seems that change has been business as usual for us: adapting to change, but also shaping change and, better yet, driving it. In our ever-shifting marketplace, and as a result of the merger, change will continue."

Those changes will center on finding parts of both publishing houses that can be made stronger through combination, said Random House vice president of communications Stuart Applebaum, pointing out that those amalgamations are already under way. "In the last nine months, we've unified the senior sales leadership of Penguin Random House and we've brought together some of our support systems and unified them," Applebaum told *Hotline*. Those are the kind of operations that will continue to be combined as the two houses learn to live together in the coming years.

On the editorial end, though, readers can expect a steady course from both Penguin and Random House. "Most importantly, we have kept our publishing divisions and imprints autonomous and independent, as we stated from the very beginning of the merger," said Applebaum. "The decision about which books to publish and how to publish them is totally that of the publishers and editors."

Librarians can also expect to keep

working with individual representatives for Penguin and for Random House. While there are places to find synergy between the programs,

Applebaum stressed that the relationship between Penguin and Random House library programs would be one of collaboration rather than integration.

Branching Out



On March 29, residents of Vashon Island, WA, celebrated the reopening of the 10,000 square foot **Vashon Library** (rendering), following a major renovation. Part of the King County Library System and situated in a forested public park, the Vashon Library grew by 4,000 square feet during the \$6 million project, though the new space sits underneath the existing structure, thereby maintaining much of the original footprint. The new Vashon branch includes two study rooms, a reading room, and dedicated children's and teen spaces. Equipped with a number of bells and whistles, the expanded community room is available for noncommercial purposes outside the needs of library programming. Funded through a \$172 million capital improvement bond approved in 2004, the library also incorporated sustainable features, e.g., a green roof mitigates storm water runoff and moderates the building's temperature. The library was designed by Bohlin Cywinski Jackson architects, with Beisley Construction serving as contractor.

The **Kitchener Public Library**, Ont., is winding down Phase 2B of its \$40 million expansion effort. Maystar Construction Contractors finished its portion of the work, which includ-

ed a 25,000 square foot addition as well as a total makeover to the three-story facility and upgraded mechanical and HVAC systems. Targeting Leadership in Energy & Environmental Design (LEED) Silver certification, the library also features a 412-space trilevel underground parking garage. The furnishings and shelving are now being installed; the library is expected to reopen in late May.

The County of Los Angeles Library has approved \$13.3 million for a new **South Whittier Library**. The current 6,626 square foot branch, which opened in 1988, will be replaced by a 15,000 square foot facility situated at the Sheriff's Department's STARS Center. Chief among the requirements for the new building is adequate parking, a major stumbling block to comfortable use of the existing space. With expectations of a late 2016 opening, the library will need to attain LEED Silver certification to meet Los Angeles County regulations, though officials are looking to land a Platinum rating. The project is part of "Operation Libraries," a plan set forth by Supervisor Dan Knabe to restore libraries in the Fourth District through the investment of \$45 million. The current library will remain open during construction.

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