Colloquium
2016

Wednesday, March 2, 2016
University Hall
Loyola Marymount University
Los Angeles, California
## Colloquium Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 a.m. to 10:00 a.m.</td>
<td>Attendee Check-In / Continental Breakfast</td>
<td>Roski Dining Hall</td>
</tr>
<tr>
<td>10:00 a.m. to 11:00 a.m.</td>
<td>Welcome Remarks &amp; SCELC Update</td>
<td>Ahmanson Auditorium</td>
</tr>
<tr>
<td>11:00 a.m. to 12:00 p.m.</td>
<td>Keynote: The Politics of Online Information: Algorithmic Ethics, Privacy, and the Commodification of Big Data in Higher Education</td>
<td>Ahmanson Auditorium</td>
</tr>
<tr>
<td>12:00 p.m. to 1:00 p.m.</td>
<td>Lunch</td>
<td>Roski Dining Hall</td>
</tr>
<tr>
<td>1:00 p.m. to 2:30 p.m.</td>
<td>Why would SCELC libraries care about the Digital PUBLIC Library of America (aka DPLA)?</td>
<td>Ahmanson Auditorium</td>
</tr>
<tr>
<td>2:30 p.m. to 2:55 p.m.</td>
<td>Coffee Break</td>
<td>University Hall Atrium</td>
</tr>
<tr>
<td>2:55 p.m. to 4:45 p.m.</td>
<td>Innovations in SCELC Libraries: Lightning Talks</td>
<td>Ahmanson Auditorium</td>
</tr>
</tbody>
</table>
Colloquium Presentations

Morning Sessions

Welcome Remarks & SCELC Update
Presenter: Rick Burke, Executive Director, SCELC; Bob Kieft, Coordinator, SCELC Shared Print Program

An update on SCELC and our many SCELC member services, including our new strategic plan and exploration of new collaborative collection services.

Keynote: The Politics of Online Information: Algorithmic Ethics, Privacy, and the Commodification of Big Data in Higher Education
Dr. Safiya Noble, UCLA

Professor Noble will share her research in socio-cultural informatics. Her keynote will focus on the rise in corporate mediation of computing platforms and software and the implications for discovery, equal access, privacy, and representation. Dr. Noble will provide a critical perspective on the connection of these trends to higher education and the crucial role of academic libraries in defending technology/software in the public interest.

Lunch (12:00 – 12:55)
Afternoon Sessions

Why would SCELC libraries care about the Digital PUBLIC Library of America (aka DPLA)?

Kathleen Salomon, Associate Director, Getty Research Institute
Laine Farley, Planning Consultant
Greg Lucas, California State Librarian

Kathleen Salomon will talk about why DPLA is important, both to the Getty and to SCELC libraries in California. She will explain why the Getty decided to join, and the potential of DPLA for all of our institutions and our respective communities, as well as for those new ones that we will foster.

Laine Farley will discuss CALDISH (California DPLA Service Hub): the vision for creating a service hub collaborative in California; who is involved at this stage; the approach we have taken; and what happens next.

Greg Lucas will discuss the State Library’s role in this project. The California State Library, in partnership with Califa Group, is embarking on a multi-year initiative to help public libraries preserve the local history of their communities and make those images publicly available online. The State Library will collaborate with public libraries and other cultural heritage groups, such as genealogical or historical societies, archives and museums, to develop regional digital preservation and collections plans. This project will encourage libraries to work with the other cultural heritage groups in their jurisdiction to create a joint list of their holdings and a joint priority list of the top priorities for digitization or digital preservation. The State Library will help successful applicants digitize their priority collections through a number of means, including roving digitization stations, federal dollars permitting.

While still in the planning stage, the goal is also to include creation of a hub to provide digitization, metadata creation, and web delivery services for small and mid-size institutions and also to provide targeted grant opportunities for digitization and digital preservation projects. This project dovetails with ongoing efforts to create a Digital Public Library of America service hub, which will work with all types of libraries, archives and museums in California.
Coffee Break (2:30 pm—2:55 pm)

Lightning Talks: Innovations in SCELC Libraries
Moderator: Jennifer Masunaga, Loyola Marymount University

Presenters

Thomas E. Phillips, Claremont School of Theology
Introducing the Open Library of the Humanities
This talk will inform participants about a contemporary open access project in the humanities. The presentation will briefly explain the origin of the Open Library of the Humanities, including its most important founders, before elaborating on the vision for creating a humanities library on the model of the Public Library of Science (PLOS). The presentation will explain the quality controls and funding mechanisms for the OLH.

Christal Young & Carolyn Caffrey Gardner, University of Southern California
Pop Quiz: Using Viral Marketing Techniques for Library Outreach
Buzzfeed quizzes are engaging - we’ve seen them pop up all over our social news feeds asking the most important questions of our day such as, “Which state do you actually belong in?”. These quizzes quickly draw you in and grab your attention with fun slogans and eye-catching images. Inspired by quizzes we’ve seen and other libraries, we created an online quiz that matches students to library spaces based on their interests and personality. This quiz was promoted through social media, featured on the libraries’ website, and used in orientation programming. Easy to create and promote, we’ll provide tips and tricks for marketing library spaces, collections, or services using quizzes that go viral.
So … what do librarians really think of our discovery tool?

In Spring 2015, a group of librarians at the LMU Library, as part of their service on the library’s EBSCO Discovery Service Evaluation Task Force surveyed all librarians at LMU to understand their perceptions of OneSearch+ (EBSCO Discovery Tool) and its usefulness in their liaison areas. The goal of the survey was to understand whether they found relevant resources that they were looking for, any challenges they encountered while conducting their searches, to improve our instance of OneSearch+ based on the survey feedback and to identify next steps. This presentation will highlight some of the feedback ranging from librarians being mostly satisfied to not satisfied; uncertainty over how the system actually functions and reservations on using it for reference and instruction; and the need for information literacy skills when using the discovery tool.

The Beginnings: Measuring Racial Microaggressions in the Medical Library Community

The amount of academic literature published on racial microaggressions has increased dramatically since the early 2000s. However, the majority of the literature published is in the field of psychology. There is a gap in the current library literature regarding racial microaggressions in the medical library community. The speakers will share information about what microaggressions are, the group’s research process, and their work towards developing a tool to measure racial microaggressions among medical librarians and library staff from colleagues and the library’s community of users. The speakers will also share their future plans for the project which include an outreach plan for the tool and a call for participation in the study.
Jeremy Whitt, Pepperdine University

Using Pay-Per-View Access to Supplant the "Big Deal": A Case Study at Pepperdine University

In 2011, Pepperdine University Libraries discontinued a “Big Deal” agreement. To provide ongoing access to content, Pepperdine utilizes pay-per-view tokens and post-cancellation access. This talk will offer a look at the long-term results of implementing the pay-per-view approach in place of a “Big Deal” by evaluating costs and use, and it will also offer lessons learned from implementing the pay-per-view access model to those who might be considering the feasibility of a similar approach.

Amy Jiang, University of La Verne

Makerspace and Library, an Incubator for young makers

This talk will share how a private university library started to bring Maker technologies such as 3D printers scanners into the library. The speaker will share the strategic visioning of the project, the challenges encountered, and faculty and student response.

Sanjeet Mann, University of Redlands

Behind the Scenes With the SCELC Electronic Resources Hackfest

The first SCELC Electronic Resources Hackfest, to be held May 2-3, 2016 at William Jessup University, will give electronic resource librarians an opportunity to build practical e-resource management skills, solve problems, and tap into a network of regional expertise. How was the idea for this event born, and how did 8 librarians from 5 libraries across California come together to develop it? This presentation will share insights from the planning team on leveraging SPIF funding, connecting needs and ideas, and marshaling the resources needed to create a new community of practice serving e-resource librarians.

Caroline Muglia, University of Southern California

Curating Usable ILS Data for Subject Selectors

Like most libraries, USC Libraries has so much data! We have metrics on usage, acquisitions, trial resources, and our patron driven models. For subject selectors, the data deluge can be overwhelming and unhelpful in terms of actionable next step. This lightning talk will introduce the “Content Gains” report, a sortable and highly usable curated monthly report prepared by the Collection Assessment Librarian. The goal of this
monthly report is to inform librarians and staff about the collection growth overall to illustrate a comprehensive view of the changes in the collection over time. This report seeks to share the new titles in print and electronic, databases, serials, and other formats including music and audio-visuals and includes a numeric breakdown of our demand-driven acquisition (DDA) program and a report on the lending and borrowing practices of the InterLibrary Loan department. Librarians have applauded the report’s utility in interacting with teaching faculty and determining how ILL and the DDA program can be used to strengthen their subject areas.

Ashley Sanders, Claremont Colleges Library

Designing a Digital Incubator at the Claremont Colleges Library

In less than two years, the Claremont Colleges Library has become the consortial heart of digital humanities and digital scholarship on the Claremont Colleges campus. To further the exciting work already underway, the library is developing two new digital research, teaching, and learning spaces: the Digital Tool Shed (formerly our mono-purpose GIS Lab) and the Digital Research Studio. This project has strengthened the Library’s social capital on campus by including multiple stakeholders in the design phase, listening to expressed wishes and underlying concerns, and synthesizing the feedback into an actionable plan. This presentation will briefly describe the vision and design cycle for the Digital Tool Shed. The Digital Tool Shed is envisioned as an incubator for innovative digital research, teaching, and learning – a space for exploration, practice, engagement, and experiential learning. To refine this vision, the Library planning team partnered with the Sontag Center for Collaborative Creativity to conduct interviews with potential users, identify stakeholders’ needs and interests, and craft solutions.

Jennifer Martinez Wormser, Laguna College of Art + Design

Now at Terminal Near You: A Collaboratively Developed Online Information Literacy Tutorial

In 2014, a group of Association of Independent Colleges of Art and Design (AICAD) library directors proposed to create an online information literacy tutorial targeting art and design students and visual learners and offer it through the online learning company, lynda.com. A small task force of library directors, including three from California representing SCELC institutions, developed the content for the tutorial, tailoring it with art and
design-related examples while aligning with ACRL’s Framework for Information Literacy for Higher Education. Lynda.com produced, taped, and edited the course in their studios in Carpenteria, CA, and it went live in Summer 2015. This lightning talk will provide an overview of the project’s collaborative process, goals, challenges and assessment plans as well as data regarding the tutorial’s first six months of use.
Speaker Biographies

**Laine Farley** retired in 2015 as Executive Director of the California Digital Library at the University of California, a position she held since 2008. She was at the CDL since its inception in 1997 with previous roles as director of digital library services and deputy university librarian. In addition, she was the user services coordinator and the coordinator of bibliographic policy and services at the UC Division of Library Automation, which developed the Melvyl online catalog for the UC system. She has also been a reference librarian and coordinator of bibliographic instruction at UC Riverside, and head of the humanities department at the Steen Library, Stephen F. Austin State University.

Throughout her career, Laine has worked on a wide range of projects involving bibliographic database design, user interface design, cataloging theory and practice, interlibrary loan processes and standards, government information, digital images, archival finding aids, shared print, and open access. She served on boards for UC Press, HathiTrust and the Western Regional Storage Trust (for shared print archiving) as well as many leadership committees in the UC system. Laine holds a B.A. in Liberal Arts and an M.L.S. from the University of Texas at Austin.

**Robert Kieft**, Ph.D., coordinates the SCELC Shared Print Project and provides a vision of future SCELC collection services. He was formerly College Librarian at Occidental College. Prior to joining Occidental College in the fall of 2008, Bob worked at Haverford College, where he was Director of College Information Resources and Librarian of the College. From 1974-1988, he worked at the Stanford University Libraries in public services and collection development.

While in Pennsylvania, Bob was engaged in many resource-sharing initiatives at the consortial level. He helped plan and conduct an IMLS-funded grant to LYRASIS and partners in the fall of 2010, “Toward a Cloud Collection: Designing a National Framework to Manage Monographs.” He is a founder, with Bernie Reilly, President of the Center for Research
Libraries, of the PAN group that meets informally at ALA to discuss cooperative collections issues. Bob continues to edit the "Curating Collective Collections" column for Against the Grain, serve as Chair of the Board of Directors of K\N Consulting and the Open Access Network, and is a member of the Future of the Print Record Working Group, sponsored by scholarly societies, ARL, and CLIR.

**Greg Lucas** was appointed State Librarian of California by Governor Edmund G. Brown Jr. on March 25, 2014. He was senior editor for Capitol Weekly from 2011 to 2014. Lucas has written and edited California's Capitol, a website he created in 2007 focused on California history and politics. He was Sacramento bureau chief and a Capitol reporter for the San Francisco Chronicle from 1988 to 2007. He covered the Capitol for the Los Angeles Daily Journal from 1985 to 1988. Lucas has a master's degree in professional writing from the University of Southern California and a bachelor's in communications from Stanford University.

**Dr. Safiya Noble** is an Assistant Professor in the Department of Information Studies in the Graduate School of Education and Information Studies at UCLA. She conducts research in socio-cultural informatics; including feminist, historical and political-economic perspectives on computing platforms and software in the public interest. Her research is at the intersection of culture and technology in the design and use of applications on the Internet.

**Kathleen Salomon** is Assistant Director at the Getty Research Institute and director of the Getty Research Library, a long-time SCELC member. In addition to overseeing the library at the GRI, her work at the Getty includes many collaborative projects, both digital and analog, with other libraries from a variety of sectors, both in the United States and internationally.
Getting Involved with SCELC
SCELC would like to thank you for participating in our 2016 Colloquium. We hope that you have found today to be insightful and useful.

SCELC Members: There are other ways to become involved in SCELC! We have four standing advisory committees: the License Review Committee, the Product Review Committee, the Program and Professional Development Committee, and our newest committee, the Resource Sharing Committee. They are an integral part of the organization, and provide an opportunity to network with other SCELC library staff members. SCELC welcomes your participation. Here are descriptions of the committees

- The License Review Committee (LRC) works with the Executive Director to review License Agreements between SCELC and vendors.

- The Product Review Committee (PRC) identifies, explores, collects data on, evaluates, and reports on electronic information resources and other products. Members are front-line reference librarians, collection development librarians, and electronic resource librarians recommended by library directors and appointed by the SCELC Board of Directors.

- The Program and Professional Development Committee (PPDC) is charged with designing and presenting educational programming for SCELC members on various topics through such events as Colloquium and Research Day, to enhance SCELC members’ knowledge and to exchange information. The PPDC also administers the SCELC Grants program, which helps subsidize librarian attendance at library conferences, and the SCELC Scholarships program, which provides financial aid to SCELC library staff enrolled in a professional library studies program.

- The Resource Sharing Committee (RSC) identifies and discusses policy issues, and proposes new resource sharing initiatives to the board. The RSC coordinates SCELC-wide activities relating to interlibrary loan, cooperative collection development, and collections storage. It also includes the activities associated with participation in SCELC’s Camino patron-initiated borrowing network.

If you are interested in serving on any of these committees, please contact Rick Burke at rick@scelc.org.
Thank You to:

The **Program and Professional Development Committee**, for helping program Colloquium 2016:

Nicole Branch, Chair  
Santa Clara University
Rick Burke. Ex Officio  
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Janet Hobbs  
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California Institute of Technology
Liberty McCoy  
University of La Verne
Carolyn Norman  
National University
Darlene Parker-Kelly  
Charles Drew University of Medicine and Science
Kelly Riddle  
University of San Diego

The staff of Loyola Marymount University, for helping to make this a successful event and for hosting Colloquium.

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