

**Electronic Resources & Libraries  
2015 Online Conference  
February 23-25, 2015**

**Monday, February 23 – Ellis Library Room 4F51A**

**8:45-9:45 –Opening Keynote:** Amy Bruckman, Georgia Institute of Technology  
**Supporting Online Creative Collaboration: Tools and Social Context**  
Online collaboration has led to surprising successes like Wikipedia, YouTube, open-source software, and more. Yet we are still in the early days of understanding its potential, and how to deliberately engineer systems to make new things possible. Both tools and social context for collaboration shape what is possible. In this talk, I'll present research at Georgia Tech on creating new collaborative systems and deploying them with real users. Further, I'll share empirical results on the context for collaboration, particularly how users' (mis)understandings of copyright law affect their online behavior.

**10:00-11:45 – The Big Discovery Panel: The Good, The Bad and the Ugly**  
Join us as we review the state of the discovery systems market today. Our panel features power users of the four major vended products, alongside adopters of two prominent open source projects and the creator of an innovative homegrown solution. During the 90-minute session we will analyze and discuss issues related to cost, implementation, support, customizability, central indexes and much more.

**1:15-2:00 – Come One, Come All: Building a Community for the Global Open Knowledgebase**  
The Global Open Knowledgebase (GOKb) is a project to build a community-managed, open data repository of information about electronic journals and books. This presentation will describe the community model of management; the roles of partners including libraries, vendors, and publishers; and the contributions made and benefits realized by each group.

**2:15-3:00 – Enhancing Learning**  
This "Enhancing Learning"-themed session is comprised of three 15-minute, peer-reviewed ERL short talks. In ERL short talk sessions, presenters will change every 15 minutes (after an individual presentation and brief QA period.)  
[Moderator: Steven Harris, University of Nevada Reno]

Title: Fifteen Apps in Fifteen Minutes  
This session will identify and briefly demonstrate fifteen (free) apps available on iOS and Android devices that are useful in education settings (classrooms or libraries).

2:30pm

Title: going live with beta - a libguides 2 experience

An overview and discussion of the migration to LibGuides2 at the University Library, reaching tight timelines, coordinating communications and training to maximize effectiveness. Lessons learned and tips for improving on similar projects will also be covered.

2:45pm

Title: Creation Spaces: Teaching Students to Create and Explore with Code Calls of "learn to code" are everywhere lately. But what do people mean by learning to code and how can academic libraries engage with this trend? This talk will assess and explore resources and ideas for ways in which academic libraries can incorporate coding into digital and information literacy programming.

**3:15-4:00 – Making Value Judgments: eBook pricing for Access and Ownership**

Academic libraries face a range of eBook acquisition options including subscription, package purchase, title-by-title purchase, and their hybrids: demand driven acquisition and evidence-based selection. We will examine pricing and usage information from a sample of libraries in an attempt to quantify the relative value provided by each option.

**4:15-5:00 – Evidence-based Collection Models: Not Your Traditional DDA**

More libraries are moving to new online book purchase models to ensure they are getting what they need for their patrons within their allotted budget. Evidenced based collection management is not a new term in collections development but new approaches are being developed that gives the library back the control to purchase based on their patron activity.

This session will look at a new approach that gives librarians more flexibility over building their digital library. Wiley's usage based collection management model allows libraries to present a large set of titles to their patrons and make a purchase selection based on evidence of demand. There are no automatic triggers for purchasing so the librarian still has the purchasing control. Attendees will hear from a panel of librarians who are using this usage based collection management model. Wiley moderator, Lisa Nachtigall, will facilitate the panel discussion from the librarians. Attendees can expect to learn best practices for implementing a program like this, promoting and socializing to patrons, and key learnings and challenges.

**Monday, February 23- Ellis Library Room 4D11**

**10:00-10:45 - Building Standards as Community Support for Altmetrics**

The second phase of the National Information Standards Organization (NISO) initiative to study, propose, and develop community-based standards/recommended practices in the field of alternative metrics is now under way. Representatives from working groups will discuss the work, their roles, and perspectives on the benefits of standards in this area.

**11:00-11:45 - Electronic Quicksand: Rethinking Workflows for the Digital Librarian**

In this presentation, we will discuss our current project documenting electronic resource lifecycle workflow processes. This workflow documentation aims to offer the opportunity for analysis, exposing problem areas or occurrences of overlap, and leading to discussions amongst staff that are crucial to the smooth running of the library.

## **Monday, February 23 – Ellis Library Room 159**

### **1:15-2:00 – Making It Your Own: Transitioning into a New Electronic Resources Role**

Transitioning into a new role is challenging, especially one as vast and nuanced as electronic resources. With a new position comes endless opportunities, along with unknown or unexpected situations. Using entertaining anecdotes, presenters will share strategies to revamp legacy workflows, assess current practices, and make a new position your own.

### **2:15-3:00 – Librarian Roles & Responsibilities**

This "Librarian Roles and Responsibilities"-themed session is comprised of three 15-minute, peer-reviewed ERL short talks. In ERL short talk sessions, presenters will change every 15 minutes (after an individual presentation and brief QA period.)

[Moderator: Connie Stovall, Virginia Tech]

2:15pm

Title: (How) Have the Core Competencies for Electronic Resources Librarians Influenced the Position?

Learn about preliminary results of research undertaken to answer the question how have the Core Competencies for Electronic Resource Librarians, adopted in July 2013 by NASIG, affected the qualifications for and responsibilities of electronic resources librarians as they are depicted in job ads posted between 2012 and 2014.

2:30pm

Title: ERM With a Side of RIS: Juggling Split Roles in Small Academic Libraries  
How do you balance responsibilities in a job with multiple roles? This panel session will detail the challenges faced by librarians with split responsibilities in e-Resources and Research Instruction, and the approaches they take to maximize their efforts in both departments. Emphasis will be given to strategies which address time and resource constraints in the management of electronic resources.

2:45pm

Title: Wisdom from Former Newbies: Strategies to Overcome the Challenges of New Electronic Resources Librarians

New electronic resources librarians face unique challenges and a steep learning curve. As relatively recent hires themselves, the three presenters will share their experiences, offer recommendations to overcome common hurdles, and focus on how lack of experience and training impacted their early work. Resources for new librarians will be shared.

### **3:15-4:00 – Un-marketing E-resources: Moving from Hard Selling to Relationship Building**

Libraries use the term to describe e-resource promotion. Marketing, however, implies a one-way push of information that may seem irrelevant or objectionable to users. The concept of reframes the conversation around

relationship building whereby libraries listen, engage, build trust, identify user needs, and introduce e-resources more naturally.

**4:15-5:00 – Accessibility in E-Resource Acquisitions**

This session challenges the library community to implement profession-wide change based on proposals in a 2012 Association for Research Libraries (ARL) report on print disabilities. Participants will learn about the Americans with Disabilities Act, issues specific to print disabilities and e-resources, and how to take action locally and as a profession.

## **Tuesday, February 24 – Ellis Library Room 4F51A**

### **8:45-9:30 – Discovery, Analysis and Shaping the User Experience**

Does user behavior differ based on discovery service platform or institutional size? This session will present data from mixed-methods analyses of EBSCO and ProQuest discovery tools at large and small academic libraries. Focus will be placed on how usage and usability data can shape information literacy and influence discovery development.

### **9:45-10:30 – Is Open Access the Golden Ticket? The Real Cost of OA for the Library**

Rising costs of publishing and the decline in library budgets has had a dramatic impact on collections. This presentation will consider whether open access might provide relief to library budgets. Results of a survey of 69 U.S. academic libraries and the impact of open access on their budgets will be highlighted.

### **10:45-11:30 – Undergraduates' Academic Reading Format Preferences – Electronic or Print**

Findings are presented from a survey of academic reading format preferences and behaviors among 390 undergraduates at UCLA conducted in spring 2014. Students acknowledge they learn better using print, but factors including cost, convenience, complexity and importance impact their actual behaviors. An audience discussion of the broader implications will ensue.

### **1:15-2:00 – PDA**

This "PDA"-themed session is comprised of three 15-minute, peer-reviewed ERL short talks. In ERL short talk sessions, presenters will change every 15 minutes (after an individual presentation and brief QA period.)

[Moderator: Steven Harris, University of Nevada Reno]

1:15pm

Title: Piloting PDA: Tips for Navigating the Turbulence

AU Libraries recently began a PDA/DDA pilot program and although we did our prerequisite research -- literature review, telephone interviews with company and existing clients -- nothing prepared us for delays, price changes, publisher shenanigans, profile changes, and workflow snafus. Come and learn from Auburn's top tips.

1:30pm

Title: PDA after the rise of STL

Following up an earlier ROI evaluation, this study accesses the viability of Patron-Driven-Acquisitions (PDA) on return-on-investment after steep increases on short term loans (STL) prices from many publishers. And it recommends the measures libraries can take to control the expenditure while still benefiting from the STLs on PDA.

1:45pm

Title: Cool Britannia, Hot Statistics: Using Patron Analytics from PDA to

Increase Book Budgets

Using patron analytics from DDA, universities in the United Kingdom have been able to increase their book budgets by showing return on investment to important stakeholders.

**2:15-3:00 – Simplifying your DDA Process for a Better User Experience: A Panel Perspective**

Managing a Demand-Driven Acquisitions (DDA) program has become a standard part of the library workflow and it shouldn't be a challenge to you or your users. Discuss how the day-to-day with automated DDA has improved library and consortia holdings management workflows, expanded support levels and affected the user experience.

**3:15-4:00 – Libraries and Family: Is the Academic Library Community Supporting You?**

Being a working parent is difficult. How should the academic library community - libraries, conferences, associations - support this significant portion of their workforce? After brief presentations laying out problems and offering some solutions/coping mechanisms, we hope to have a lively discussion with participants about this sometimes touchy subject.

**4:15-5:00 – Discovery System Impact on Usage of Aggregator-hosted Journal Content: Do Usage Patterns Suggest Favoritism?**

This large-scale study of the four major discovery systems examines the impact of their implementation on journal usage at a range of libraries. This update extends the results to aggregator-hosted content and emphasizes their practical implications based on extensive discussion with libraries, publishers, and discovery vendors.

**Tuesday, February 24 – Ellis Library Room 4D11**

**8:45-9:30 – From Data to Application: Real Stories of Using Altmetrics to Understand Impact and Affect Research Success**

Altmetrics can help researchers and institutions tell nuanced and inclusive stories about the impact of their work and investments. This presentation will describe how Oregon Health Science University Library is using altmetrics Plum Analytics to help its research community understand its engagement with different communities and online spaces.

**9:45-10:30 – Introduction to Usus: A Community Website on Library Usage**

Usus Supervisory Board members will provide an introduction to Usus (<http://www.usus.org.uk/>) -- the independent community-run site for issues related to usage -- and discuss the report changes and additions in the recently released COUNTER 4 Code of Practice.

**10:45-11:30 – Did We Forget Something? The Need to Improve Linking at the Core of the Library's Discovery Strategy**

For end-users, linking remains the single biggest point of failure in the research process which undermines library investments in e-resources and discovery services. Panelists will discuss the latest advances in linking technology, strategies that have improved access to discovered content, and share experiences with usability tests around linking.

**1:15-2:00 – You Talking 'Bout Me? Altmetrics: A Practical Guide** (not a live stream)

Institutions are increasingly adopting altmetrics as a means to gaining a better understanding of the wider attention their research is attracting. In this session we'll cover that why's, what's and how's of these new metrics, how Altmetric.com provides this data, and explore some use cases to see how they can be used for reporting, discovery, and to further academic engagement.

**2:15-3:00 – The Future of Library Resource Discovery: Creating New Worlds for Users (and Librarians)** (not a live stream)

In 2014, NISO commissioned a trends and strategy white paper, "The Future of Library Resource Discovery." The paper, covering an area of significant interest for libraries, provides an overview of the current research discovery environment and investigates technologies and practices which may present growth opportunities to support and improve user experience.

**3:15-4:00 – Link Resolvers and Analytics: Using Analytics Tools to Identify Usage Trends and Access Problems**

Analytics tools have made the leap from business websites to library websites. However, using them with certain vendor sites like link resolvers can be a challenge. This presentation will share some strategies, both

successful and unsuccessful, of using Piwik and Google Analytics to explore the patron experience of link resolver tools.

**4:15-5:00 – Meeting Users Where They are: A ReadCube Trial at University of Kentucky** (not a live stream)

The University of Kentucky adopted ReadCube as a way for users to access Nature content at point of need. The University limited this year long trial to Nature journals with the highest turnaways. This presentation will cover the results of the trial and next steps.

## **Tuesday, February 24 – Ellis Library Room 159**

### **8:45-9:30 – CALMing the Cost of Textbooks: How to Create Affordable Learning Materials on Your Campus** (not a live stream)

As the cost of a college education continues to rise, students are piling on debt and recent graduates are struggling under the weight of loans. The Cougars Affordable Learning Materials Project (CALM) aims to aid faculty in replacing costly textbooks by using high-quality open educational resources (OER), library resources, digital or customized textbooks, and/or faculty-authored materials. Presenters will lead participants in a session on how to identify OER and how they can create their own sessions.

### **9:45-10:30 – e-Books Unleashed** (not a live stream)

Ever wonder what would happen if users made library collection decisions? In 2013, University of Nebraska Omaha launched unmediated, non-profiled DDA of more than 460,000 e-books. Could this radical approach work for you? And where might it lead? We encourage everyone interested in DDA to join us for this interactive discussion, which will utilize Poll Everywhere to obtain audience data and jump-start participant conversations.

### **10:45-11:30 – User Experience** (not a live stream)

This "User Experience"-themed session is comprised of two 15-minute, peer-reviewed ERL short talks. In ERL short talk sessions, presenters will change every 15 minutes (after an individual presentation and brief QA period.)

Moderator: Annette Bailey, Virginia Tech

10:45am

Title: Best Practices for Making Electronic Databases Functional on the Library Website

The presentation will provide the best practices for making electronic databases operational on the library website for on and off campus access for optimum use. It will describe detailed step by step approach for successful mounting of databases using both free and paid methods to enhance discovery and use.

2:30pm

Title: Is it enough to just teach the discovery layer?

Is there a way to use evidence based methods to make informed decisions on the promotion of electronic resources in an instructional setting? An engineering librarian uses citation analysis to see if Summon was up to the challenge of replacing engineering subject databases in a course guest lecture.

### **11:45-12:30 – Resource Integration & Exercise** (not a live stream)

This "Resource Integration and Exercise"-themed session is comprised of three 15-minute, peer-reviewed ERL short talks. In ERL short talk sessions, presenters will change every 15 minutes (after an individual presentation

and brief QA period.)

[Moderator: Elizabeth Winter, Georgia Tech]

2:15pm

Title: MOOCs as microcosm: Rethinking knowledge production dissemination  
An exploration of the impact of MOOCs and open education initiatives on library services and knowledge production and dissemination activities. This session introduces new library service paradigms that incorporate intellectual property and copyright education, Open Access and Open Education Resource policy development, new scholarly communications activities, and instructional design support.

2:30pm

Title: Curriculum Coup: Embedding Library Resources in Courses

At SAIT, librarians collaborate with Curriculum Development to embed e-resources in courses at the design stage. For blended learning courses, designers are dependent on e-resources to support course outcomes. In this partnership, librarians match course outcomes with relevant e-resources, dramatically increasing use and the value of librarians at the institution.

2:45pm

Title: Desk Fu: Who has time to exercise? YOU do

Studies have shown that as little as 30 minutes a day of regular exercise increases employee attendance, effectiveness, and productivity. But who really has 30 minutes a day to exercise? Everyone. This talk will illustrate how small changes can yield big improvements through 15 minute breaks and employee wellness programs.

**2:15-3:00 Discovery Before Purchase?!: Deepening the Relationship between Discovery and Collection Development** (not a live stream)

Issues of electronic resource metadata, linking, indexing, and off-campus access make or break the success of a new electronic resource. It's time to start discussing these discovery issues at the time of purchase, and deepen the relationship between collection development and discovery departments through collaboration, education, and communication.

## **Wednesday, February 25 – Ellis Library Room 4F51A**

### **8:30-9:15 – Using Altmetrics in Academic Libraries**

I will examine the usefulness of altmetrics to the academic library for collection development and assessment. I will discuss their advantages and disadvantages relative to more traditional metrics, and propose some specific uses to which academic libraries may put altmetrics in support of the transitions now occurring in scholarly communication.

### **9:25-9:55 – Understanding Emerging Library Initiatives**

This "Understanding Emerging Libraries Initiatives"-themed session is comprised of three 15-minute, peer-reviewed ERL short talks. In ERL short talk sessions, presenters will change every 15 minutes (after an individual presentation and brief QA period.)

[Moderator: Elizabeth Winter, Georgia Tech]

9:25am

Title: Ok, but what does linked data offer library patrons?

There are many articles and presentations about the basic concepts and syntax of linked data, a topic of interest to practitioners. This talk will illustrate the extent to which linked data proponents have articulated how linked data should be conceived and represented within user interfaces that improve the experience for library patrons.

9:40am

Title: Library of Congress Recommended Format Specifications

To build and ensure that our collections will be available for successive generations requires the Library of Congress to identify and acquire those formats which are suitable for preservation and long-term access. To this end the Library has created and issued its Recommended Format Specifications to inform staff and external stakeholders on the physical and technical characteristics of creative works which encourage

### **10:00-10:45 – Discovery Systems: Building a Better User Experience**

As more academic libraries are implementing discovery systems, what can we do as librarians to make sure they best meet our users' needs? This panel-style session features three presenters representing diverse institutions who will discuss their recent discovery implementations, with a focus on marketing and assessing the user experience.

### **11:00-12:00 – Closing Keynote – Robert H. McDonald, Indiana University**

Robert H. McDonald oversees the technological infrastructure and innovations that facilitate, support, and enhance the Indiana University Libraries collections and services. As the Associate Dean for Library Technologies, which includes oversight of the statewide Indiana University Integrated Library System, IUCAT, McDonald is the co-principal investigator on several technology-related libraries initiatives including the HathiTrust Research Center, a digital library initiative providing large-scale data access,

and the SEAD DataNet Program, focused on enabling data life-cycle management for sustainability science.

**1:00-1:45 – The Care and Keeping of Digital Humanities Projects: Tools and Best Practices for Content Management and Delivery in the Digital Humanities** (not a live stream)

As the digital humanities explore new frontiers for thinking about scholarship, new solutions for managing this content in flexible environments are a key part of ensuring the longevity of this research. This session will present methods and tools used for managing and delivering the content of digital humanities projects.

**2:00-2:45 – Libraries as Online Learning Leaders** (not a live stream)

Notre Dame discusses tools to help scale library services in supporting campus teaching and learning initiatives - sharing data results from a case study using SIPX's copyright and digital course materials technology to save money, staff time, and improve analytics, and enhancing the Library's expertise and leadership in online learning innovations.

**3:00-3:45 – Cradle to Grave: A Team Approach to Managing Database Lifecycles** (not a live stream)

Collection development practices for database trialing and acquisitions can be convoluted. Of note are the complex procedures surrounding the systems designed for the selection and cancellation of databases. Through trial and error, we created a homegrown, low-cost method to track database trials and developed a workflow to systematically review databases for elimination.

**4:00-4:45 – From Socially to Scholarly and Back Again** (not a live stream)

This session will explore social research networks and services that help researchers to maximize the reach/impact of their work, from language editing and submission guidance, to profiles and commentary. We'll review the evolving metrics landscape and consider how broader research and will further change how research is evaluated.

## **Wednesday, February 25 – Ellis Library Room 4D11**

### **8:30-9:15 – Best User Experience Practices of Libraries with Exceptionally High Mobile Usage**

What strategic practices are libraries with exceptionally high mobile device traffic (relative to total online traffic) undertaking to best serve library users visiting via mobile devices? This presentation will include a year-over-year analysis of aggregated mobile usage data of one discovery service from 2012-2014, as well as insights of best practices in serving mobile users by libraries with exceptionally high mobile usage.

### **9:25-9:55 – Marketing & Use**

This "Marketing Use"-themed session is comprised of three 15-minute, peer-reviewed ERL short talks. In ERL short talk sessions, presenters will change every 15 minutes (after an individual presentation and brief QA period.)

[Moderator: TBD]

9:25am

Title: Supporting digital scholarship using metadata and vendor knowledge bases to market library publications

BC sought a way to gain better control over how its open access titles were represented in the Alma knowledgebase. The result was the investigation of submitting the collection as a publisher to the vendor side of the knowledgebase. This also gave BC an unexpected marketing tool.

9:40am

Title: A License Is Not Enough! Marketing techniques to increase e-resource usage among a target audience

Penn State University Libraries obtained a subscription to Anatomy.TV by Primal Pictures in 2013. One year later, we found that the usage was abysmal. This short talk focuses on our 3-month campaign to promote this e-resource, including our target audience, marketing tools and techniques, and assessment of the campaign's impact.

### **10:00-10:45 – Putting Your Patrons in the Driver's Seat: Assessing the Value of On-Demand Streaming Video**

Today, over 90% of Americans watch 40Bn online videos every month. This session explores how we can close the gap on the availability and use of online video in libraries, with a focus on new acquisition models, particularly PDA, and promotion, and how we can best reach and engage patrons.

### **1:00-1:45 – Measure Twice, Cut Once: Taking the Time for User Research in Your Redesign Project (not a live stream)**

Your library's website is the keystone of your online environment and the prospect of redesigning it is exciting. Although user research may feel like a time consuming and daunting task, we'll explore why it's essential to the redesign process and how to make it manageable for your team.

**2:00-2:45 – Faculty and Student Experience of Streaming Video** (not a live stream)

What challenges face faculty and students when they use online video in the classroom or for research? What is most important and what would improve their experience? This presentation shares interesting and surprising findings and results from user testing and other market intelligence on the user experience of online video.

**3:00-3:45 – Amigos e-Shelf Service: Providing Options for Libraries** (not a live stream)

The Amigos eShelf service is an e-book platform that can enhance existing e-book services, become the sole e-book service, or provide hosting for e-books purchased by libraries. Christine Peterson, manager of this project, will discuss issues and options offered to us and where development is currently taking us.

**4:00-4:45 – Web-Scale Discovery Tools and the Backgrounding of Government Information** (not a live stream)

Web-scale discovery tools have opened up new realms of discovery for libraries and their electronic resources. However, government information is being short-changed and backgrounded in these tools. Find out why this is happening, the diagnostic tests to show that this is so, and what we can do about it.

## **Wednesday, February 25 – Ellis Library Room 159**

### **8:45-9:30 – Helping Libraries Leverage Their Discovery Investment** (not a live stream)

Growing interest in information provider and discovery service interactions has led several papers to link and compare e-resource usage in discovery solutions and publisher's platforms. We will review the collaboration from the publisher's and vendor's perspectives and highlight benefits that libraries are seeing, and will see, from this ongoing work.

### **11:45-12:30 – Case Study for Expanding eJournal Preservation: An in-Depth Analysis of de Gruyter** (not a live stream)

Ensuring the preservation of the scholarly record has long been a pivotal aspect of libraries' missions. This presentation will focus on strategies for expanding ejournal preservation initiatives at libraries through a case study focused on continuing the preservation of 67 Berkeley Electronic Press journals.

### **1:00-1:45 – Budgets & Collections** (not a live stream)

This "Budgets Collections"-themed session is comprised of three 15-minute, peer-reviewed ERL short talks. In ERL short talk sessions, presenters will change every 15 minutes (after an individual presentation and brief QA period.)

[Moderator: Sarah Strahl, Elia Area Public Library]

1:15pm

Title: Solving Budget Problems with Electronic Resource Analysis (without Firing Anyone or Cutting Services!)

Tracking usage statistics and cost-per-search helps analyze electronic subscription collections. Many other less-than-obvious factors go into collection development and weeding decisions. Learn how CSU-Pueblo absorbed a \$50,000 budget cut without firing anyone or cutting services to the campus. They merely examined the data you don't think about.

1:30pm

Title: Enough space: leveraging electronic resources to increase student space in the library

While knowledgebases can often provide overlap analysis reports for library subscriptions, they fail to acknowledge a difference between perpetual access and leased content, limiting its utility for making decisions relating to weeding. This presentation details the steps involved in identifying print/electronic overlap with the intention of weeding specific stacks ranges.

1:45pm

Title: The Impact of Resource Sharing and eBook Acquisitions

Some publishers allow ebook borrowing/lending privileges among libraries, while others don't allow borrowing among reciprocal borrowing/lending consortiums. This session will discuss the impact ebook acquisitions have on smaller academic libraries that participate in reciprocal borrowing/lending

consortiums, including advantages and disadvantages in partnering with libraries with large ebook collections.

**2:00-2:45 – Re-evaluating and Promoting Discovery Services** (not a live stream)

As an early adopter of discovery solutions, the University of Houston is familiar with the challenges and opportunities libraries face in meeting/satisfying user expectations/needs. Hear about their two evaluation and implementation experiences, managing evolving evaluation criteria and marketing discovery solutions to library users.