Reproduction and Transformation
Or
Sahlins among the librarians

Gwen Evans, OhioLINK
ALAO TEDSIG
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“Plus ça change, plus ça meme chose”
- Jean-Baptiste Alphonse Karr, Les Guêpes

“The more things change, the more they stay the same”
Scholarship looks like this..... in AD 1514 and in 2013

“Paolo studying” by Avi Schwab (froboy) on flickr CC BY-NC-SA 2.0
http://www.flickr.com/photos/froboy/5061184881/in/set-72157621956692481

Albrecht Durer, St Jerome in His Study
In the near future, Scholarship will look like this…

student_ipad_school – 034 by Flickingerbrad on flickr
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student_ipad_school – 077 by Flickingerbrad on flickr  CC BY 2.0
http://www.flickr.com/photos/56155476@N08/6660029185/

Untitled  by Austin Marshal (oxtopus) on flickr
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Baby Sees The iPad Magic  by Steve Paine (umpcportal.com) on flickr
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And maybe someday like this

“Shocked Students” by Peta Hopkins (petahopkins) on flickrCC BY-NC-ND 2.0  http://www.flickr.com/photos/petahopkins/8520370345/
Image: Étienne-Louis Boullée, Mémoire sur les moyens de procurer à la bibliothèque du Roi les avantages que ce monument exige, 1785 from Gallica at http://gallica.bnf.fr/ark:/12148/btv1b7701038b
The design for the main reading room featured a vast, barrel-vaulted ceiling and a modern shelving arrangement: stacked galleries of books over flat wall-cases. - Nancy Spiegel, *The Enlightenment and grand library design* [http://news.lib.uchicago.edu/blog/2011/04/26/the-enlightenment-and-grand-library-design/]
“The more things stay the same, the more they change”

“Plus ça meme chose, plus ça change”

-Marshall Sahlins, *Historical Metaphors and Mythical Realities*
“How does the reproduction of a structure become its transformation?”
OhioLINK Origins

**FUNDING CRISIS FOR OHIO'S UNIVERSITY LIBRARIES**

By 1986, members of the higher education community and the legislature questioned whether the state could afford so many library buildings and collections and, even if they could, if this mode of providing information would best serve students and faculty. The legislature charged the Ohio Board of Regents (OBR) ... to coordinate state policy in higher education and to formulate a master plan for university libraries in Ohio that would provide a cost-effective solution.

Physical Delivery/Request Statistics Over Time

- Fulfillments
- Requests

Year:
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012

Fulfillments vs. Requests over the years from 2003 to 2012.
Growth in Use of OhioLINK Digital Content

Current Cost per Use: $1.23
Community and Directors Ranking of Services 2012

The fifteen OhioLINK-provided specific services were ranked as follows across all institution types:

- Central Catalog and courier delivery
- EJC Electronic Journal Center
- Centrally-funded e-content at vendor sites
- OhioLINK list of Databases (ohiolink.edu/resources)
- Catalog records for e-books, e-journals, etc.
- EBC Electronic Book Center
- ....
OhioLINK Now

- 2nd Generation of OhioLINK leadership and staff
- 2nd Generation of member leadership and staff
- 2nd Generation of leadership of founding vendor partner, Innovative
- 2nd Generation of library users

Which change do you think is most disruptive?
“I Love Books” = “I Love Reading”
High Technology High School in Lincroft, New Jersey, #1 STEM high school in the nation by U.S. News last year.

“It only takes a cursory glance to notice some of the traits that make them stand out …. they quietly settle into their seats and begin to read…. An upperclassman … and silently picks through the classroom library shelves ….A sophomore … asks if he can have a copy of the newspaper to bring to lunch.”

#1 Habit: Read Early, Read Late, Read Often – “For us, reading is the single most important factor leading to academic achievement.”

“system of chaining that bound both books, and readers, to a specific location”

Reading Unbound
Always the vision of OhioLINK
OhioLINK Now - Challenges

• Funding crisis due to explosion of content. New? No.
  – Space for physical materials >>> cost of e-content

• Cost effective sharing of resources. New? No.
  – Efficient circulation of physical items >>> “circulation” of ebooks
  – Funding models for shared e-content – newer problem; have to cooperate on what to buy
OhioLINK Now --- Fundamental Change

Gradual shift from mechanism and policies for sharing content (central catalog, courier service, cataloging/pcirc policies and procedures) and autonomy over content choices and budgets, to shared decisions about shared content and the funding models to support them (EJC and EBC, databases, cost formulas).
How to manage the shift?

• Review the mission – the larger mission.
• What’s actually happening on the ground?
• Review the mission again – still valid?
Mission Statement

“OhioLINK creates a competitive advantage for Ohio's higher education community by cooperatively and cost-effectively acquiring, providing access to, and preserving an expanding array of print and digital scholarly resources; by efficiently sharing the collections of member libraries; and by centrally hosting digital content to advance teaching, learning, research, and the growth of Ohio's knowledge-based economy.”

Effectively acquire and manage shared content for the benefit of Ohio higher education stakeholders.
How to manage the shift in an organization with lots of risk?

• Risk assessment related to mission.
  – Shared Catalog support and expertise aka Anita “single point of failure” Cook
  – Prioritize services, with a reality check – some services are more mission-critical than others.
  – Financial, political, legal, technology risks
• How to mitigate the risk? Not always “more of the same”
  - Hire or outsource?
    - Central Catalog vs OLINKs
Define and redefine the problem(s) – whose problem is it?

- Users – and user problems should be driving decision making
- Institutions – rely on libraries to be aligned with and aware of their institutional mission.
“How does the reproduction of a structure become its transformation?”
Questions?