



ROWMAN &
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ABOUT THE SERIES

The academic library is dramatically different today than it was only ten years ago. And with it, the profession of the academic librarian is also undergoing significant changes. Managing digital resources in all its forms, from telecommunications to storage and access devices, is central to its new roles. Creating, curating and preserving digital information is also key to the new librarianship. And what about services to its clients?

We can't expect the redefined academic library to assume its final shape any time soon, if ever, but the transformation is well underway. This series, *Creating the 21st-Century Academic Library*, will explore this topic from a number of different perspectives.

ABOUT THE EDITOR

Bradford Lee Eden is dean of library services at Valparaiso University. He has recently been named associate editor/editor-designate of *Library Leadership & Management*, the journal of the Library Leadership & Management Association (LLAMA) within ALA.

Leading the 21st-Century Academic Library

Successful Strategies for Envisioning and Realizing Preferred Futures

Volume One

By Bradford Lee Eden



Libraries of all types have undergone significant developments in the last few decades. The rate of change in the academic library, a presence for decades now, has been increasing in the first decade of this century. It is no exaggeration to claim that it is undergoing a top to bottom redefinition.

We can't expect the redefined academic library to assume its final shape any time soon, if ever, but the transformation is well underway. This series: *Creating the 21st-Century Academic Library*, will explore this topic from a number of different perspectives. Volume One, *Visionary Leadership and Futures*, will begin the discussion by examining some of the new roles and directions academic libraries are taking.

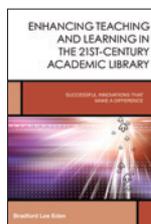
Series: *Creating the 21st-Century Academic Library*
Rowman & Littlefield Publishers
2015 • 180 pages
978-1-4422-4817-5 • \$45.00 / £29.95 • Paper
978-1-4422-4576-1 • \$90.00 / £60.00 • Cloth
978-1-4422-4577-8 • \$44.99 / £29.95 • eBook

Enhancing Teaching and Learning in the 21st-Century Academic Library

Successful Innovations That Make a Difference

Volume Two

By Bradford Lee Eden



In this second volume, Eden explores the initiatives in student learning that are underway in our academic libraries. The thirteen chapters range from librarians redesigning the space in the library in order to assume control of the campus bookstore to implementing a MOOC

where the problems of providing material to potentially thousands of students taking an online course must somehow overcome copyright restrictions. Covered topics include how the iPad has become the chosen delivery mechanism for a rich array of resources and how active learning employs the technologies of interactive whiteboards, clickers, and wireless slates.

Series: *Creating the 21st-Century Academic Library*
Rowman & Littlefield Publishers
2015 • 226 pages
978-1-4422-4705-5 • \$45.00 / £29.95 • Paper
978-1-4422-4703-1 • \$90.00 / £60.00 • Cloth
978-1-4422-4704-8 • \$44.99 / £29.95 • eBook



Cutting-Edge Research in Developing the Library of the Future

New Paths for Building Future Services
Volume Three

Edited by Bradford Lee Eden

In this third volume, Eden explores examples of exciting new library services and workflows for the library profession to model and adapt for their own communities and patrons. Features of this volume include

- studies that combine data mining and business intelligence metrics to predict future trends and behaviors;
- an examination of new services related to the proliferation of mobile devices among patrons;
- resources devoted to the employment of the Web and the relation of the library's Web site to its environment; and
- information regarding the use of a web content strategist in the design of the library site.

Series: Creating the 21st-Century Academic Library
Rowman & Littlefield Publishers

2015 • 138 pages

978-1-4422-5046-8 • \$45.00 / £29.95 • Paper

978-1-4422-5045-1 • \$90.00 / £60.00 • Cloth

978-1-4422-5047-5 • \$44.99 / £29.95 • eBook

Creating Research Infrastructures in the 21st-Century Academic Library

Conceiving, Funding, and Building New Facilities and Staff
Volume Four

Edited by Bradford Lee Eden

This fourth volume in the series focuses on research infrastructures, bringing together such topics as research and development in libraries, dataset management, e-science, grants and grant writing, digital scholarship, data management, library as publisher, web archiving, and the research lifecycle. Individual chapters deal with

- the formation of Research & Development teams
- emerging scholarly forms and new collaborative approaches to knowledge creation, dissemination, and preservation
- managing small databases requiring the same level of support as large databases: metadata, digital preservation and curation, and technical support.

Series: Creating the 21st-Century Academic Library
Rowman & Littlefield Publishers

2015 • 220 pages

978-1-4422-5241-7 • \$45.00 / £29.95 • Paper

978-1-4422-5240-0 • \$90.00 / £60.00 • Cloth

978-1-4422-5242-4 • \$44.99 / £29.95 • eBook

NEW

Partnerships and New Roles in the 21st-Century Academic Library

Collaborating, Embedding, and Cross-Training for the Future

Volume Five

Edited by Bradford Lee Eden

The fifth volume in this series focuses on creating partnerships and developing new roles for libraries in the twenty-first century. It includes such topics as consulting, coaching, assessment and engagement partnerships, university commercialization, adult student support, librarian-faculty partnerships in developing and supporting new academic courses, and creating and staffing the information commons.

The chapters in this volume demonstrate that just as students are extending the ways in which they learn, librarians must embrace new roles and modalities if they are to provide the types of support required by patrons.

Series: Creating the 21st-Century Academic Library
Rowman & Littlefield Publishers

2016 • 232 pages

978-1-4422-5540-1 • \$45.00 / £29.95 • Paper

978-1-4422-5539-5 • \$90.00 / £60.00 • Cloth

978-1-4422-5541-8 • \$44.99 / £29.95 • eBook



NEW

Rethinking Technical Services

New Frameworks, New Skill Sets,
New Tools, New Roles

Volume Six

Edited by Bradford Lee Eden

Volume Six of the series is focused on academic library technical services operations, and ways that they have been transformed and reimagined for working in today's higher education environment. Topics discussed in this book include:

- Frameworks for the networked environment
- Roles for metadata librarians in the areas of research data and digital initiatives
- The renewed focus on the discovery of information and its place in academic libraries
- The new "normal" in academic library technical services operations
- Emerging roles and opportunities for technical services managers
- The re-training and re-skilling of technical services staff
- Hidden collections and needed areas of expertise with technical services librarians and staff

Series: Creating the 21st-Century Academic Library
Rowman & Littlefield Publishers
2016 • 122 pages
978-1-4422-5789-4 • \$45.00 / £29.95 • Paper
978-1-4422-5788-7 • \$90.00 / £60.00 • Cloth
978-1-4422-5790-0 • \$44.99 / £29.95 • eBook

FORTHCOMING

Envisioning Our Preferred Future

New Services, Jobs, and Directions

Volume Eight

Edited by Bradford Lee Eden

Volume Eight of the series focuses on new services, directions, job duties, and responsibilities for librarians in academic libraries of the twenty-first century. Topics include:

- Research data management services
- Web services, improving web design for library interfaces
- Cooperative virtual reference services
- Directions on research in the twenty-first-century academic library
- Innovative uses of physical library spaces
- Uses of social media for disseminating scholarly research
- Information architecture and usability studies
- The importance of special collections and archival collections
- Lessons learned in digitization and digital projects planning and management

Series: Creating the 21st-Century Academic Library
Rowman & Littlefield Publishers
April 2016 • 280 pages
978-1-4422-6692-6 • \$45.00 • Paper
978-1-4422-6691-9 • \$90.00 • Cloth
978-1-4422-6693-3 • \$44.99 • eBook

FORTHCOMING

Marketing and Outreach for the Academic Library

New Approaches and Initiatives

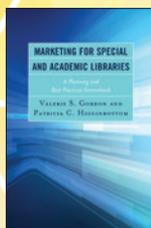
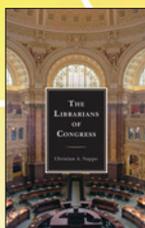
Volume Seven

Edited by Bradford Lee Eden

Volume Seven of the series is focused on new approaches and initiatives in marketing the academic library, as well as the importance of outreach through partnerships and collaborations both internal and external to the library. Chapters include discussions about:

- Implementation of social media strategies
- The use of library spaces for collaboration and inspiration
- Planning events and extravaganzas in the library
- Librarians as event coordinators and user-centered programming
- The delivery of library services through digital engagement
- Using Instagram to create a library character for the YouTube generation
- Using workshops to promote digital library services
- An examination of the new librarianship paradigm

Series: Creating the 21st-Century Academic Library
Rowman & Littlefield Publishers
April 2016 • 170 pages
978-1-4422-6254-6 • \$45.00 / £29.95 • Paper
978-1-4422-6253-9 • \$90.00 / £60.00 • Cloth
978-1-4422-6255-3 • \$44.99 / £29.95 • eBook



NEW

Digitizing Flat Media Principles and Practices

By Joy M. Perrin

Here is a concise guide to the nuts and bolts of converting flat media (books, papers, maps, posters, slides, micro formats, etc) into digital files. It provides librarians and archivists with the practical knowledge to understand the process and decision making in the digitization of flat media. This guide illustrates the practical aspects of digitization such as:

- The physical challenges of scanning books without cutting the spine
- The differences between a “scanner” that uses a scanning head vs a “scanner” that uses a camera
- The different options for workflow for digitized items
- The reasons for choosing one scanner over another for reasons other than price

Joy M. Perrin is the Digital Resources Librarian at Texas Tech University where she is the head of the Digital Resources Unit.

Series: LITA Guides
Rowman & Littlefield Publishers
2015 • 156 pages
978-1-4422-5809-9 • \$45.00 / £29.95 • Paper
978-1-4422-5808-2 • \$90.00 / £60.00 • Cloth
978-1-4422-5810-5 • \$44.99 / £29.95 • eBook

FORTHCOMING

Marketing for Special and Academic Libraries

A Planning and Best Practices Sourcebook

By Valerie S. Gordon and Patricia C. Higginbottom

Here’s an easy-to-follow, practical, easily-implementable, twenty-first century marketing book for academic and special libraries.

The book covers such topics as:

- The process of planning a marketing campaign and how it will help keep you focused
- Brands and brand identity to help you establish your library’s brand and market to your users and potential users
- Marketing tools and how to use them

Patricia Higginbottom works at the Lister Hill Library of the Health Sciences at the University of Alabama at Birmingham.

Valerie Gordon has worked at University of Alabama Birmingham’s Lister Hill Library since 1990.

Series: Medical Library Association Books Series
Rowman & Littlefield Publishers
April 2016 • 140 pages
978-1-4422-6270-6 • \$38.00 / £24.95 • Paper
978-1-4422-6269-0 • \$75.00 / £49.95 • Cloth
978-1-4422-6271-3 • \$37.99 / £24.95 • eBook

NEW

The Librarians of Congress

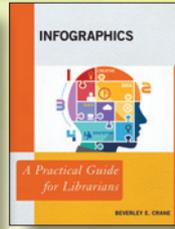
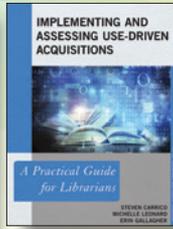
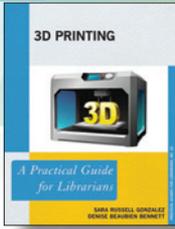
By Christian A. Nappo

For over 200 years the Library of Congress has served as our national library. Since its establishment in 1800, thirteen librarians have served as the institution’s head librarian. Sadly, little is known about most of them.

The Librarians of Congress is the first book to contain the biographies of all these librarians. Beginning with a brief history of the Library of Congress, the book then contains short biographies of each of the thirteen Librarians of Congress, beginning with John J. Beckley and ending with James H. Billington. Each biography is accompanied by a photograph. A subject index concludes this work.

Christian A. Nappo works for the School District of Lee County, Florida.

Rowman & Littlefield Publishers
2016 • 160 pages
978-1-4422-6260-7 • \$75.00 / £49.95 • Cloth
978-1-4422-6261-4 • \$74.99 / £49.95 • eBook



FORTHCOMING

3D Printing

A Practical Guide for Librarians

By Sara Russell Gonzalez and
Denise Beaubien Bennett

This book brings into one place all the guidance you need for developing and implementing a 3D printing service in any library.

Detailed guidance and over fifty graphics provide readers with sage guidance and detailed instructions on:

- Planning a proposal
- Printer selection tips
- Preparing the location
- Addressing staff concerns for new service
- Service workflows and procedures
- Managing inevitable disasters
- Developing policies
- The “reference interview” for 3D printing
- Staff training tips
- Outreach activities

Sara Russell Gonzalez coordinates the Marston Science Library Visualization room, the MADE@ UF software development lab, and the 3D printing service with Denise Bennett.

Denise Beaubien Bennett is an Engineering Librarian at the Marston Science Library at the University of Florida.

Series: Practical Guides for Librarians
Rowman & Littlefield Publishers
March 2016 • 180 pages
978-1-4422-5548-7 • \$65.00 / £44.95 • Paper
978-1-4422-5547-0 • \$99.00 / £65.00 • Cloth
978-1-4422-5549-4 • \$64.99 / £44.95 • eBook

NEW

Infographics

A Practical Guide for Librarians

By Beverley E. Crane

Designed for librarians who work with all age levels from youngsters to seniors at all educational, reading and language backgrounds, who must fulfill responsibilities that run the gamut from instructing patrons on information literacy skills to using electronic tools to marketing the library to locating funding, *Infographics: A Practical Guide for Librarians* describes ways to use infographics to:

- Raise funds for a public library
- Teach critical thinking and twenty-first century skills in the school library
- Illustrate why libraries matter by relaying value of academic libraries
- Market the library
- Improve information literacy in academic settings
- Advocate for resources and services

Beverley E. Crane has taught English/language arts and ESL at the middle, high school, and college levels.

Series: Practical Guides for Librarians
Rowman & Littlefield Publishers
2015 • 206 pages
978-1-4422-6036-8 • \$65.00 / £44.95 • Paper
978-1-4422-6035-1 • \$99.00 / £65.00 • Cloth
978-1-4422-6037-5 • \$64.99 / £44.95 • eBook

NEW

Implementing and Assessing Use-Driven Acquisitions

A Practical Guide for Librarians

By Steven Carrico, Michelle Leonard,
and Erin Gallagher

This enlightening new book presents the practicalities of developing, implementing, and evaluating use-driven acquisition (UDA) in academic and special libraries, from the multi-dimensional perspectives of collections, acquisitions, and e-resources. Practical features that can be used in day-to-day operations include:

- Project management lifecycle with phases and steps for successful implementation
- Marketing and branding strategies
- Step-by-step checklists
- Assessment tools and examples
- Multiple case studies of various types of libraries, including budgets and current UDA policies

Steven Carrico is chair of the Acquisitions Department, University of Florida Smathers Libraries.

Michelle Leonard is a tenured associate university librarian in the Marston Science Library, University of Florida.

Erin Gallagher is the E-Resources and Serials Librarian at Rollins College in Winter Park, Florida.

Series: Practical Guides for Librarians
Rowman & Littlefield Publishers
2016 • 140 pages
978-1-4422-6276-8 • \$65.00 / £44.95 • Paper
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