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The Linen Hall Library

Rise, fall and rise of the printed book
Marketing and Libraries

Conference Reports, Book Reviews

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Library Association of Ireland,
Cumann Leabharlann na hÉireann,
c/o 138-144 Pearse Street, Dublin 2
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An Leabharlann: The Irish Library publishes articles on libraries, librarianship and related topics of interest to the library and information community on the island of Ireland. The Editorial Board invites original, unpublished articles for publication. Articles should be between **1,500** and **3,000** words. Occasionally, longer articles may be published.

Articles

- Manuscripts will be reviewed by the Editorial Board.
- Authors are asked to submit an informative abstract of not more than 200 words. Authors are responsible for the accuracy of statements and references in their articles.
- Images which visually support the article are welcomed. Authors should also submit a photograph of themselves. Original photographs and/or high-resolution scans (300 dpi) would be most helpful.

Format

- Manuscripts should be submitted by email attachment or on disc as Rich Text File (RTF). Text should be formatted in Times New Roman 12 pt., double-spaced, with margins of 2.54cm (i.e. standard A4 margins). Formatting of text (e.g. italics and bold) should be kept to a minimum.
- Authors should provide their name, organization, position and the title of the article at the top of the first page. If the article was presented at a conference, details of the sponsoring organization, the date and title of the conference should be given.

- Book reviews should include the full title, author or editor, publication details and price.
- Conference reports should include details such as the sponsoring organization, the date, place and title of the conference.

Style

- Microsoft Word and other word processing programs allow for a language to be selected. Please ensure that the language selected is either UK or Ireland English (i.e. NOT United States English).
- The Oxford Style Manual should be followed for acronyms, capitalization, captions, punctuation, quotations and tables.
- *An Leabharlann: The Irish Library* uses the Harvard system for references.

Editing

- *An Leabharlann: The Irish Library* reserves the right to make revisions and amendments.
- Substantive changes to articles will be discussed with the author. For consistency, all material submitted will be copy-edited.
- For additional information on style and referencing, please consult: Ritter, R.M. (Ed.). (2003) *The Oxford Style Manual*. Oxford: OUP

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Editorial

Editorial, Vol 26 (2), October 2017

Writing this in Open Access Week 2017, I realised that while the journal is Open Access, it was unavailable for several weeks. Access has now been restored.

Topics covered in this issue range from a library which is a 4* visitor attraction to the resilience of the printed book and marketing.

Samantha McCombe takes us on a quick, but informative, tour of the building which is the Linen Hall Library. She indicates that her touchstones are preservation and accessibility. Current and future developments for the cultural institution which is Belfast's oldest library are outlined. Digitisation is used as an accessibility and promotional tool. The Library recently celebrated its Museum Accreditation. For those who have not yet visited the Linen Hall, it should be on your 'to do' list! This is both a heritage and cultural institution.

Two contributions cover printing. The review article deals with print- the history of printing in 17th and 18th century Ireland. While the title is specific to Ireland, the history of printing should be of interest to all in LIS and related professions. We probably do not think of the process often.

The resilience of the printed book is considered in Hugh Murphy's article. While there are less bookshops now than ten or fifteen years ago, those that are still in business are well supported. Murphy notes the experience of Maynooth University and its use of Kindles. He also comments on nostalgia and the tactile and the concept of techno determinism. Apart from observing people in libraries and bookshops, the importance of the tactile to young children

cannot be overestimated. The author notes that book clubs are thriving, many emanating from public or other libraries.

In his article on marketing strategy Cox shows that good marketing should underpin the development of libraries. He has identified four concepts which all libraries should aim to project- these include being current and innovative, friendly and inviting, helpful and knowledgeable and efficient and easy to use.

Conference reports cover a range of subjects from periodicals (UKSG and NASIG) to collection development (NAG) and effective ways of working together (BIALL). IFLA 2017 is also covered. An international and European conference of local interest is the joint ICML and EAHIL conference held in Dublin. HSLG were instrumental in bringing this conference to Dublin which was held in Dublin Castle. Readers will recall that EAHIL was in Dublin in 2009. Regardless of conference subject and theme, these reports will provide many CPD opportunities. Hopefully, they will also whet your appetite to attend a future conference.

Apart from the Review Article there are two book reviews- one on literacy and children, the second on Information Literacy in the workplace. Literacy is essential to our survival as functioning members of society.

News from the Stacks section gives you advance notice of some conferences later in 2017 and 2018. While some colleagues may be unable to obtain funding for conference attendance, it may be possible to look for funding in the wider profession. The authors of two Conference Reports in this issue were the recipients of bursaries.

International influences and international obligations impinge on libraries from time to time. In the last few years it has been the issue of Copyright and Related Matters that have dominated international LIS agendas.

The current European issue is that of GDPR- General Data Protection Regulation- which is effective on 25th May 2018. The Data Commissioner's Office is responsible here for over-seeing its implementation (<https://www.dataprotection.ie/docs/GDPR/1623.htm>). It is unclear who is responsible in Northern Ireland. However, there is useful information on CILIP's website (<https://www.cilip.org.uk/knowledge-information-management-group/events/kim-information-law-update-association-naomi-korn-copyright-consulting>) and also on the European Union website (<http://www.eugdpr.org>). Of particular interest is that the new regulation is on foot of a case taken by Digital Rights Ireland and others to the European Court of Justice in 2014 (<http://curia.europa.eu/juris/documents.jsf?num=C-293%2F12>).

I know that there are many exciting and interesting developments and activities happening in public libraries all over the country. I would welcome articles on any of these. I hope that Ronan Cox's article will have inspired you to see the potential of your work. Those from any sector who are attending forthcoming conferences are also welcome to submit conference reports.

Marjory Sliney, Editor, editor@libraryassociation.ie

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The Linen Hall Library

Samantha McCombe

Samantha, the twenty second Librarian¹ of the Linen Hall Library in Belfast, takes us on a whistle stop tour of 229 years in the history of the city's oldest Library. She gives an overview of its historic collections, and reflects upon recent achievements including becoming an accredited museum.

Introduction

The Linen Hall Library is a membership library in the heart of Belfast city centre. Described by the poet Michael Longley as 'the soul of Belfast', it is renowned for its Irish and local studies collection, ranging from comprehensive holdings of Early Belfast and Provincial printed books to the Northern Ireland Political Collection, the definitive archive of the recent 'troubles'. The Library also boasts the largest collection of material relating to the poet Robert Burns outside of Scotland, and the Theatre and Performing Arts Archive; unique collections which reflect our rich cultural heritage. The Library team answer around 5,000 collection and research queries per year, with student, academic and citizen researchers visiting from Europe, Australia, Canada and the United States. The Linen Hall also has a high profile as a centre of cultural and creative life, offering a varied programme of events ranging from monthly exhibitions to readings, lectures, book groups, language classes, and genealogy workshops. It is also a four-star visitor attraction and welcomes tourists on daily tours of the building and exhibits. It is a vibrant and exciting space; crammed full of knowledge and alive with history; the Linen Hall's history and collections is intrinsically linked to the story of Belfast and the Library has a pivotal role to play in understanding all of Northern Ireland's past.

¹ Samantha is the first female Chief Librarian. Ed.

History

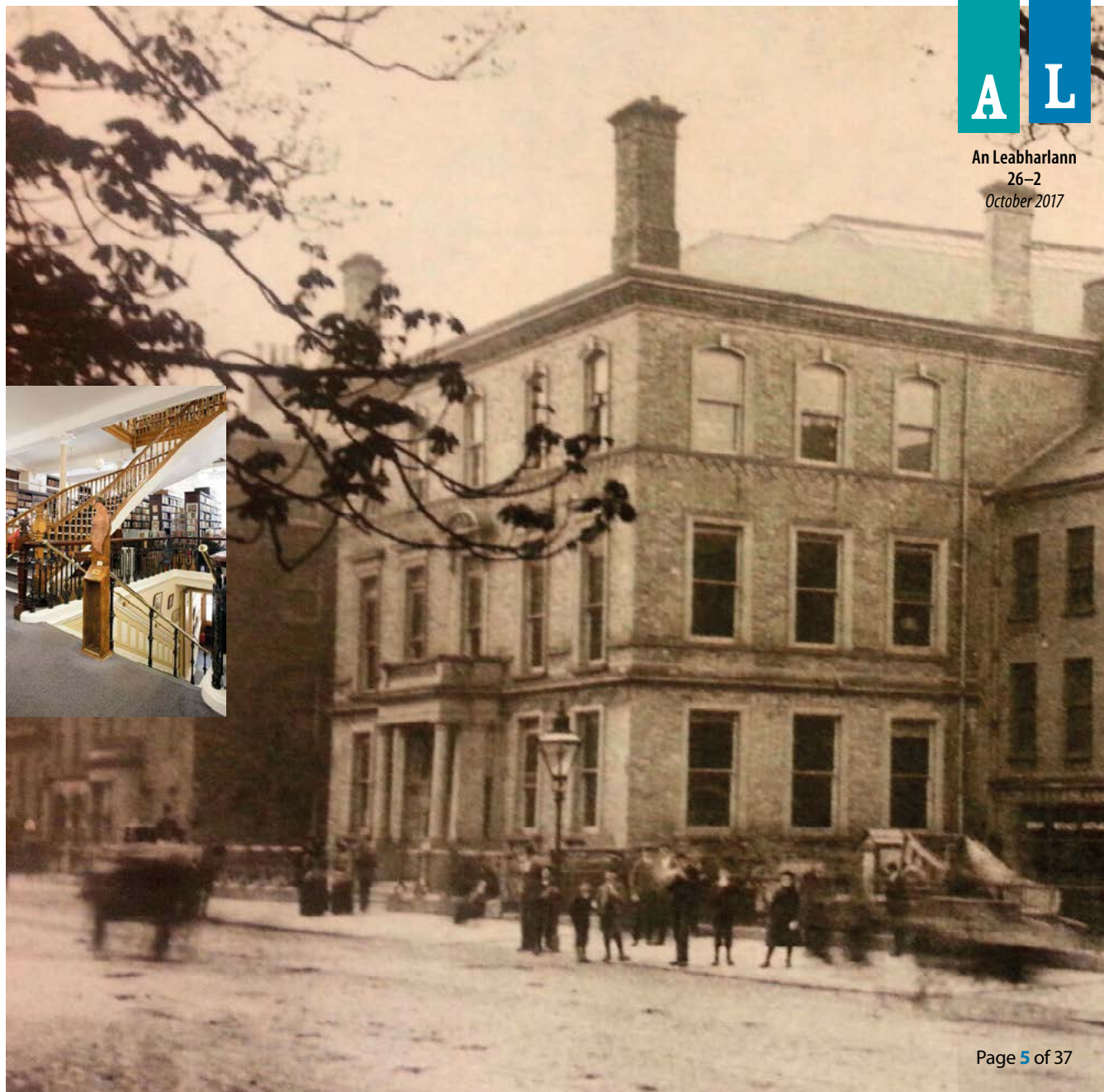
The Belfast Library and Society for Promoting Knowledge – the official name of the institution more commonly known as the Linen Hall Library – developed from the Belfast Reading Society which was founded on 13th May 1788. It is the oldest Library in Belfast and the last subscription Library in Ireland.

As outlined in *A History of the Linen Hall Library 1788-1988*², the Society was a local expression of a widespread British, European and North American movement for self-improvement. Such reading societies sprang up in many cities, towns and villages and were particularly influenced in Ireland in the latter part of the 18th Century by the principles of the American and French revolutions. They were also influenced by the spread of literacy among the classes, the rapid growth in the production of books, and the high cost of those books.

From its beginnings, the Belfast Library and Society for Promoting Knowledge was an institution whose central aim was to run a subscription Library for the benefit of its members. In common with other institutions such as the Manchester Literary and Philosophical Society and the Birmingham Library, the society and library was, and to a certain extent still is, financed, managed and administered by its members.

The Belfast Reading Society was founded by a group of 'worthy plebeians who would do honour to any town, [of whom there was] not among them one of higher rank than McCormick the gunsmith or Osborne the baker. The stated object of the Society was 'the collection of an extensive library, philosophical apparatus and such productions of nature and art as tend to improve the mind and excite a spirit of inquiry'. It appears from

² John Killen, 1990, Linen Hall Library



the minute books of the Library that there were some fifteen founding members, and signatories to the original rules of the Society included Roger Mulholland, a builder and architect, who was the Society's first President, and Robert Cary, the first Librarian.

The original rules referred to the terms of membership, the government of the society and the due care of books, including 'an obligation to pay the cost or value of any book injured, lost or not returned to the society'. Some things never change!

The Society moved around Belfast from various taverns, to Robert Cary's house, and premises in Ann Street, before settling in the White Linen Hall in 1802. And there it remained until 1888 when the Countess of Shaftesbury stated her intention 'to render void the leases granted by her predecessors in respect of the White Hall and the surrounding grounds'. Vacant possession of the Hall was inevitable and new premises had to be secured. The new premises were a block of buildings at the corner of Donegall Square North and Fountain Street, a former linen warehouse, and, from 1892, where the library has been housed until the present day. The White Linen Hall is now the site of Belfast City Hall and there are excellent views of it from the windows of the Library.

Compiled by the first Librarians and by leading members of the society early catalogues give a window into the reading habits of the late 18th Century – the 1793 catalogue of 140 books describes solid, self-improving and thought provoking texts; still the central tenets of the collections today.

While Robert Cary was the first Librarian, Thomas Russell is arguably the most famous. Born in County Cork in 1767, he joined the army, serving in India. On returning to Ireland he met and became firm friends with Theobald Wolfe Tone. In 1791, while his regiment was stationed in Belfast, he met and was influenced by such men as Samuel Neilson and Henry Joy McCracken. Russell was forced to sell his commission and he became increasingly involved in the revolutionary politics of his friends and was a founder member of the Society of United Irishmen.

Thomas Russell was elected Librarian in 1794. At this time, he was a regular contributor to the *Northern Star*, the newspaper of the United Irishmen and in 1796 he published 'A letter to the people of Ireland on the present situation of the country' setting out his argument for Catholic emancipation. His political activities came under increasing government scrutiny and in September 1796 he was arrested in the Library rooms. Russell was held in prison until 1802. Upon his release he became involved in Robert Emmet's rebellion of 1803 and was tried, and executed for treason at Downpatrick in County Down on 10th October 1803.

Collections

While the role of Librarian of the Linen Hall has evolved since the time of Thomas Russell, at its essence is the custodianship of the collections – 18th century ethos with 21st century delivery. My touchstones are preservation and accessibility, and the terms are not mutually exclusive. I am the champion of the collections and it is my responsibility to ensure they are celebrated.

As a membership library members are the lifeblood of the Linen Hall and as such the Library has an extensive general lending collection for the benefit of its members – of which there are approximately 2,700. Crime fiction is particularly popular with Ian Rankin being the most borrowed author in the last two years. But the Library's strength lies in its Irish & local studies collection, with fantastic resources to support genealogy and the study of family histories, and strong Irish language and Ulster-Scots collections. The Library's most valuable book is a first edition of *Ulysses*; while the oldest book in the collections is *De Anima* a medico-philosophical treatise from 1490 which concerns health and wellbeing.

The Linen Hall also benefits greatly from housing the National Collection of Northern Ireland Publications (commonly known as NIPR) (<http://www.nibooks.org/>). In lieu of a national library sited in Northern Ireland, NIPR aims to identify, collect, preserve and make available for public consultation, every book, pamphlet, periodical and report published in Northern Ireland since January 2000. Housing the NIPR collection at the Linen Hall is a natural fit and

is another way in which the Library contributes to the preservation of our literary heritage.

The Linen Hall's specialisms lie in having the definitive archive of the 'troubles', the world renowned Northern Ireland Political Collection, and an expansive Theatre & Performing Arts Archive which benefitted greatly from digitisation (www.digitaltheatrearchive.com).

Since taking up post in September 2015, my focus has been on understanding the collections and getting up to speed with the Library services provided. In order to set a strategy for the Library services it was important to understand what was being done well, benchmark against analogous organisations, and identify the areas which required attention – including the accessibility and visibility of the collections, cataloguing and storage of materials, records management and documentation.

This process crystallised into a number of strategic priorities and objectives to celebrate the collections. This included formalising a collections policy, caring for the collections in line with best practice with fit for purpose archival storage. It is both a privilege and a responsibility to be responsible for the custodianship and preservation of the collections for future generations so prioritising the security of stock and optimising space management were



the Library was able to digitise the archives of a number of writers who were born or grew up in Northern Ireland. Freely accessible, the Northern Ireland Literary Archive (www.niliteraryarchive.com) begins in the late 19th Century with the work of Sir Samuel Ferguson, and includes letters, manuscripts, and typescripts of, among others, Louis MacNeice, Robert Greacen, WR Rodgers, Sam Hanna Bell and Joan Lingard. The project is testament to the Linen Hall's position as a repository for literary heritage.

It was a particular highlight during a recent visit to the Library by the President of Ireland, Michael D Higgins, to show the President an original manuscript from the archive of Sir Samuel Ferguson alongside the digitised copy.

essential. We are not alone in dealing with ever growing collections in a listed building – and rededicating space to celebrate the collections and programming the use of that space.

It has been pleasing to bring our collections out from behind locked doors in safe and controlled environments and to interpret and bring them to life by telling their stories.

A key strategic objective of the Library is to utilise digitisation as a preservation and accessibility tool. And thanks to funding from the Department for Communities

Museum Accreditation and Current Developments

The Linen Hall recently achieved a long held ambition to be an accredited museum. This was a significant achievement which involved a tremendous amount of work and industry to ensure the Library's practices and procedures, disaster preparedness and emergency procedures, environmental controls and documentation all met the strict standards required for accreditation.

The museum accreditation process concerned three pillars of the Linen Hall collections: Early Belfast and Provincial Printed Books (c. 4000 volumes), the Gibson Collection of Burns and Burnsiana (c. 1,500 volumes of poetry, with pictures, jugs, plates etc.), and the Northern Ireland Political Collection (c. 350,000 printed items and ephemera).

The Library has a comprehensive collection of early Ulster printing. In this aspect, the Library has benefited greatly from the benevolence of our membership. In particular, John Anderson, Honorary Secretary to the Library from 1873-1902, was a pioneer of local bibliography. His Catalogue of Early Belfast Printed Books (1887) is a treasure of the Library. The Provincial Printed Books collection covers the rest of Ulster, and includes the earliest printing from major centres such as Derry, Newry and Strabane.

The Gibson Collection is the largest collection of material relating to Robert Burns outside of Scotland. Amassed by Andrew Gibson, a Governor of the Linen Hall, it was bought for the city of Belfast for £1,000 in 1901, and donated to the Library. The collection includes items donated by Burns's great-granddaughter Eliza Everitt, and contains the first printing of Burns in Belfast (1789, James Magee), and copies of his own books. At the most recent Gibson Memorial Lecture Dr Carol Baraniuk of the University of Glasgow described the collection as "utterly compelling".

The final museum collection is the Northern Ireland Political Collection. In 1968 the then Librarian Jimmy Vitty was handed a civil rights leaflet in a city centre bar. He kept it and brought it back to the Library. Since then the Linen Hall has sought to collect all printed material relating to the 'troubles' and the collection has grown to some 350,000 items including books, pamphlets,

leaflets, posters, manifestos, press releases, newspapers, journals and periodicals. It is a unique collection; collected contemporaneously it is the definitive archive of the 'troubles' and peace process.

The Northern Ireland Political Collection is currently front and centre with the Linen Hall's largest digitisation project, the Heritage Lottery, Department of Foreign Affairs and Trade, and Ulster Garden Villages funded Divided Society project.

Launched in August 2016 by the then First Minister Arlene Foster, the project aims to expand the boundaries of the physical library by digitising a significant section of the Northern Ireland Political Collection, concentrating on posters and periodicals from the 1990s. The decade that saw Nelson Mandela freed and elected President of South Africa, the break out of the first Gulf War, Harry Potter exploding onto bookshelves, and the appearance of the Euro was also the fourth decade of the 'troubles'. This was a historically significant period of momentous change in our recent history and included peace talks, the Downing Street Agreement, two ceasefires, all party talks, and negotiations which led to the Good Friday Agreement, and the subsequent referendum. Hundreds of journals published by government, political parties, community groups, pressure groups, charities, and paramilitary organisations, are being digitised along with c. 1000 posters, all of which will be made available via the Divided Society website, thus further preserving our cultural heritage. A team of cataloguers is adding metadata for each digitised image ensuring every article can be found and retrieved by users. The website will be curated with themes focusing on discreet aspects of the period. Within each theme there will be categories which will allow for browsing and easy navigation of the vast amount of information the resource will contain. Full text of articles will be retrievable and presented alongside descriptive, technical and administrative metadata.

The project also includes an intergenerational reminiscence project. Intergenerational work with younger and older members of community groups across Northern Ireland has taken place. During these sessions

participants talked about their personal experiences, lasting legacies, hopes for the future, personal losses, and life changes. These memories and experiences have been collected with group and individual interviews being recorded and added to the Library's archives. Transcripts will be available from the Divided Society website along with short audio clips.

Having developed links with the Council for the Curriculum, Examinations and Assessment to reflect the new topic of 'Northern Ireland during the 1990s', the project will also produce educational toolkits, making the collections at the Linen Hall all the more relevant, and helping us engage with the next generation of users of the Library. During development workshops with schools, pupils have enjoyed learning about the importance of the Good Friday Agreement, the visit by President Bill Clinton, and the first days of the Northern Ireland Assembly. The toolkits will be available in hard copy and to download from the Divided Society website.

Finally, there is the curation and production of two exhibitions – the first very successful exhibition was launched in August 2017 and focused on the social impact of the 'troubles'. Daily searches, bomb alerts, and no-go areas – all part of the everyday experiences of ordinary people from all walks of life living in 90s Northern Ireland were captured in the 'We Lived It' exhibition. Revealing oral histories described the day to day reality of living in the midst of the conflict – described as an 'extraordinary normality' – alongside the display of an array of social history items from the Northern Ireland Political Collection such as key rings, badges, and t shirts branded with slogans and logos from the period.

The second exhibition is scheduled for January 2018 and will focus on political cartoons and how art and humour were used to depict and explain the conflict. The website will also launch January 2018 so watch this space! (www.dividedsociety.org)

Conclusion

Acknowledging the challenging financial environment in which we operate, the Linen Hall Library as a charity will continue to seek to survive and thrive; embracing changes in technology, research and information services, seeking to continue to diversify our income, while remaining true to our history and principles, purpose and core collections. Please do consider supporting us through membership, taking a tour, coming to an event, and following us on Facebook and Twitter.

 [/LinenHallLibraryBelfast](https://www.facebook.com/LinenHallLibraryBelfast)

 [@thelinenhall](https://twitter.com/thelinenhall)

Samantha McCombe, MA, MSc is Librarian, Linen Hall Library and Chair, CILIP Ireland



The rise, fall and rise of the printed book

Hugh Murphy

Introduction

Libraries are diverse in role, use and space and the scope of our profession is equally diverse, spanning public, academic, national, corporate and a variety of other types. As such it can be challenging to see conclusive patterns and make definitive professional statements. That said, it is telling that, across the span of most libraries and beyond, the humble print book has proven to be remarkably resilient in a way that might not have been as recently as 2010 when various technology evangelists were hailing the death of the printed book¹ and Amazon sold more books for its kindle than print.²

1 <https://techcrunch.com/2010/08/06/physical-book-dead>
2 <https://techcrunch.com/2010/07/19/kindle-sales/>

The Resurgence of Print

Today, print sales are rising, with 360 million books sold in the United Kingdom alone in 2016.³ That figure is suggestive of an increasingly robust industry, and comfortingly, this rise is in tandem with an increase in the figure purchased through physical bookshops. Alongside this however, sales of e-books have begun to not only plateau, but to decline.⁴ One of the things which makes this incipient decline more remarkable is that, increasingly the majority of people in the first world are spending more and more time in an online, virtual or digital environment. Research in the USA which examined the amount of time Americans spent reading for personal pleasure or interest over a ten year period (2005-2015) noted a 22% decrease during that period whereas time spent watching TV or playing computer games has increased.⁵ In this context (and assuming similar trends in the UK and Ireland), the survival of the printed book and the bookshop is not only remarkable but can be seen as occurring against almost all the odds.

Cheaper and Better?

While a popular novel on Kindle may be cost effective, the reality for academic libraries is quite different. Where Amazon may discount its electronic titles, with a view to getting a strong market share, promote the kindle and realise economies of scale, academic vendors and publishers tend to price the electronic format more expensively than the print. There may be reasons for this: online hosting, server management and format upgrades are perhaps not cheap. But against this there is the question of whether vendors are actively pushing libraries toward the more traditional medium – or perhaps a combination of the two. Certainly the range of titles can be a challenge - academic titles are not always to be found in electronic format and this is especially the case in the humanities and in the field of text books. E-books can be restricted by a variety of publishing formats and

Digital Rights Management (DRM), thus limiting the potential to maximise the benefits of a digital medium. Moving beyond this, the reality is that as a business model, print is remarkably agnostic – you simply buy it. For e-books each vendor may offer a different model for purchase or subscription, with credits, multiple use options and a plethora of other factors to consider. With academic titles, it is a challenge to provide access via e-book, and even where this can be done, retention of the title is not necessarily guaranteed, depending on vendor, publisher and platform. If one considers the fractured nature of global copyright law relating to this matter then the issue becomes even more byzantine and the following lines from an obituary of Michael Hart (founder of Project Gutenberg) become both prescient and gloomy:

“The joy of e-books, which he invented, was that anyone could read those books anywhere, free, on any device, and every text could be replicated millions of times over. ... If all these upheavals were tardier than he hoped, it was because of the Mickey Mouse copyright laws. Every time men found a speedier way to spread information to each other, government made it illegal.”⁶

Ultimately there is an irony here in that while publishers and vendors may cite understandable business reasons to avoid unrestricted access to their content, these same restrictions are impeding any prospective ‘digital first’ policy for many libraries (irrespective of what the libraries may themselves wish). Moving beyond the academic, public libraries face this challenge too and it is not new. Indeed the concerns expressed by commentators such as Bobbi Newman as far back as 2012 have not really been assuaged:

“When it comes to eBooks, we cannot give them what they want, not really, we cannot give them books from *Simon and Schuster* or *Macmillan* or new books from *Penguin* or *Hachette* and not more than 26 times from *HarperCollins*, and probably not many books from *Random House*... I am no longer convinced that spending ... on the current eBook system is a wise move”⁷

3 Conor Pope: Rise and Fall of the Kindle: how real books are fighting back, Irish Times May 22, 2017

4 <https://www.theguardian.com/books/2017/mar/14/ebook-sales-continue-to-fall-nielsen-survey-uk-book-sales>

5 <https://www.bls.gov/webapps/legacy/tustab11b.htm>

6 “Michael Hart, *Economist*, September 24, 2011, 109.

7 Bobbi Newman, Should Libraries get out of the eBook business, *Librarian by day* blog, March 7 2012



Nostalgia and the Tactile

In this regard the strengthening print market can be seen as with the resurgence of other analogue formats. Most notable in this regard is the recovery of vinyl which has been nothing short of incredible. As a medium vinyl was generally accepted to be moribund ten years ago, consigned to a small group of purists; now the market sees sales at their highest since 1991 and this rise shows no signs of abating.⁸ Many of the reasons for this revival -nostalgia, a desire to engage with a physical, tactile object, an appreciation of the artwork can be transposed to the print book. A print item, with an old treasured inscription more easily elicits a memory, the feel of it in our hand and the sense of immersion we had stays with us long after we have put it down. It was notable last year when reading the praise for Sarah Perry's excellent *'The Essex Serpent'* to note how many reviewers included praise for the beautiful cover art, which surely would not have resonated in such a way had it only been available electronically.

Techno Determinism

Do we crave something because it is new and seems innovative? When it comes to assessing the respective merits of print and electronic, there is always the danger of a mild form of techno determinism – where the possession of new technologies for reading shapes both what we read and (critically) how we read it. With libraries, a key question which should always be asked is: “will the technology benefit the user?” – as opposed to the library and its staff or other stakeholders. And yet the reality, as we know, is that a lot of ‘e-books’ are relatively pedestrian surrogates of print, where the content is

simply mapped to a new medium, with relatively little evolution.

A good counterpoint to this, and perhaps an example of where a ‘digital’ medium can truly innovate in a way that print cannot is in the world of digital comics. While it can be used as a simple surrogate the digital version can also be enabled to allow a more immersive passage through the panel-based narrative, complete with occasional Augmented Reality interaction. Not perhaps to everyone's taste, but a compelling *Unique Selling Point* for digital.

What they cannot do, of course, is replicate the physical, but also the wonderful interaction which many people have in a bookshop or public library. Recently in the UK, the Booksellers Association petitioned government to “Support Bookshops and a reading Nation” explicitly linking the bookshop with a vibrant community and social cohesion.⁹

The simple reality is that people welcome the face-to-face interaction and personal recommendation of a well-informed staff member, over a virtual, algorithm driven alternative. To many of us, this is hardly revelatory, but in a world where our interactions are being limited (banks, post offices?) it puts a premium on the welcoming bookshop and perhaps serves to explain why smaller independent bookshops are prospering in concert with the larger ‘big name’ versions.

Ultimately the recent positive progress while welcome cannot really be extrapolated into a conclusive trend. Perhaps the key issue is having a choice – engage in content of this type in a way that suits you, the reader. Writing in *The Bookseller* recently, Mads Holmen, founder of content recommendation platform Bibblio, suggested one way forward:

8 <https://www.forbes.com/sites/jordanpassman/2017/01/12/vinyl-is-officially-booming-the-new-billion-dollar-music-business/#4daabb044054>

9 <http://www.thebookseller.com/blogs/street-mates-595261>

“We need to make it “cool” to read, write and opt out of the constant social pressure to participate on social media. We need to preach the virtues and impact of long-form over shallow content”¹⁰

However it is important not to conflate social media and social network – one of the things which has kept the print book market going has been the presence a particular type of social network: the book club, managed privately or via public libraries.

The Maynooth Experience

In Maynooth University, we piloted the use of Kindles in 2012 with great success. One of the key advantages it offered for our users was that borrowing the device counted as borrowing only one item, albeit with multiple books on it. For the undergraduate community, who often face the need to maximise their borrowing rights this was invaluable – as was the physical ease of bringing one device, versus several physical books. However the key driver behind the adoption of the kindle in this way had nothing to do with the inherent benefits (or otherwise) of the device itself; it was to do with the endorsement of the academic community. While, in some ways this can be seen as comforting (students listen to their lecturers!) it does not suggest that any great critical evaluation was being made as to the merits of the kindle as a delivery system for content.¹¹ Another piece of analysis undertaken in Maynooth revealed that e-books which also have a print copy available are used more heavily than those which are solely available electronically, which suggests a more fluid use of collections than might otherwise be imagined.

For more ‘traditional’ e-books, it remains challenging to enable a coherent set of collection development principles, largely due to the challenges noted above. If we assume that the provision of books in our libraries has to be

linked with an understanding of how these titles are used, then the ability to chart use of eBooks with metric based reports would seem attractive. But the reality remains more nuanced; even the industry standard Counter BR2 report can only ever show part of the picture and is of limited value in helping us understand how these resources are being used.

Conclusion

The challenge to print is not new. And it can be a complex issue for librarians to navigate as we promote movements such as open access, which in so many ways are predicated on digital and electronic platforms. Perhaps the danger is in viewing our collections in a fractured manner, where we focus on the medium, over the content. And yet, the medium, or the carrier is critical – it is central to the very resurgence under discussion. In this regard, it is interesting to consider that, while the *Book of Kells*, a unique, world renowned artefact, may well be priceless, even a print facsimile is extremely expensive and can realise four and five figure sums at auction. Would a digital surrogate do likewise, and if not why?

It appears that, for now at least, the printed book is here to stay. Perhaps this resurgence in the printed book will prompt a change in the e-book market, with a view to addressing some of the issues. For those who love the printed medium the short to mid-term future at least remains positive. The final word can be left to David Sax, author of *The Revenge of Analog* who has noted

“This is not a digital world. This is a rock spinning eternally in space. We are flesh and blood and occasionally we use digital devices to interact with that world, but 99 percent of the time, we’re real people in the real world. And that will always be analog.”¹²

Hugh Murphy, M.A., HDipLIS, ALAI is Senior Librarian, Maynooth University

¹⁰ <http://www.thebookseller.com/futurebook/were-reaching-peak-attention-how-can-books-survive-585556>

¹¹ For more on this, see Kindles in the library, National University of Ireland Maynooth Kindle Pilot 2011 - *Louise Sauls in M-Libraries 4 From margin to mainstream - mobile technologies transforming lives and libraries*, ed. Ally and Needham

¹² <http://betakit.com/journalist-david-sax-on-the-rise-of-analog-in-a-digital-age/>



MARKETING - your strategy matters

Ronan Cox

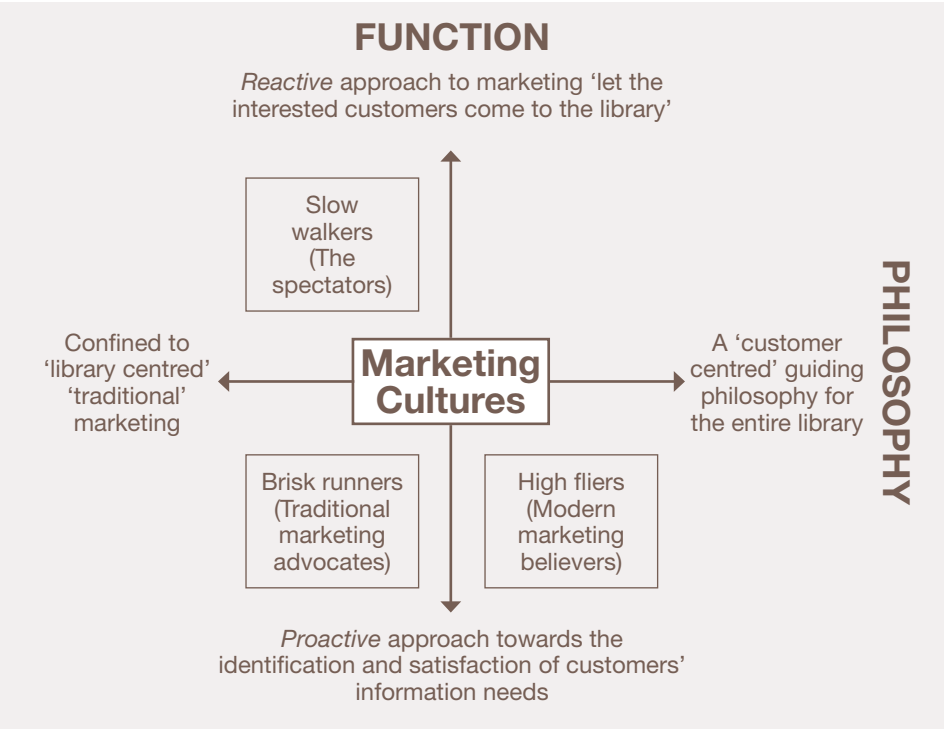
Abstract

The wide body of literature available on the subject of marketing in libraries is evidence of the growing importance of this discipline as a core strategic focus for all libraries. The recent *Public Libraries Strategy 2018-2022* draft outline further highlights this need, listing marketing as a suggested element toward progression of the overall thematic programmes. While written from an academic library perspective, this article aims to provide a brief overview of marketing concepts that are relevant to all in our profession while also discussing personal learnings gained from completion of a library marketing plan while attending a Diploma in Marketing and Digital Strategy.

Keywords: *Marketing, Libraries, Planning*

Introduction

The term ‘marketing’ often has Libraries operate in a landscape of uncertainty in which the need to prove relevancy and worth continue to be important. The potential of the role that marketing can play in creating awareness and most vitally, advocacy among customers should not be ignored. As illustrated below, Singh (2009) presents a succinct illustration and useful metric of various marketing cultures found in libraries.



Source: (Singh, 2009)

In today’s increasingly technological environment, how many libraries can truly claim to be what Singh has described as ‘high fliers’? Having just created a marketing plan for my own library, I think the concept of marketing in libraries needs to be discussed in a much more pro-active way. To this end, I thought it worthwhile to share my observations.

Marketing Plan

My current role as an Assistant Librarian involves both a corporate and executive educational perspective. This, combined with my participation on an IMI Diploma in Marketing and Digital Strategy, required that my library marketing plan would have a strong business perspective and influence. It has been suggested that to successfully develop a marketing strategy any organisation must initially have a strategic orientation (production, sales, market or customer). Any attempt to undertake marketing analysis cannot begin without first knowing what it is the organisation wishes to achieve at a strategic level. Talk of strategic orientations may seem rather high-level, or relevant only to business organisations, however recent research has shown that these principles can be applied to any type of library (Sen, 2010).

Some consider that libraries’ primary function is to be market or customer orientated. This can be defined as ‘an ability to balance company profits, consumer wants, satisfaction, and public interests’ (Arachchige, 2002, p. 2) where company profits are understood to be rational and considered budgetary spending to improve overall customer experience. The purpose of my marketing plan was to examine what this means for the Irish Management Institute Knowledge Centre Library and propose how these practices can be integrated into our everyday marketing and promotion to build relationships and service awareness. My approach mirrored that of Potter (2012):

- | | |
|--|---------------------------------|
| • decide on your overall goals to be achieved | • promotional activities |
| • research your market | • measurement |
| • segment your market | • evaluation |
| • set objectives | • modification |

For the purposes of this article, I will now focus on some of these elements.

Market Segmentation

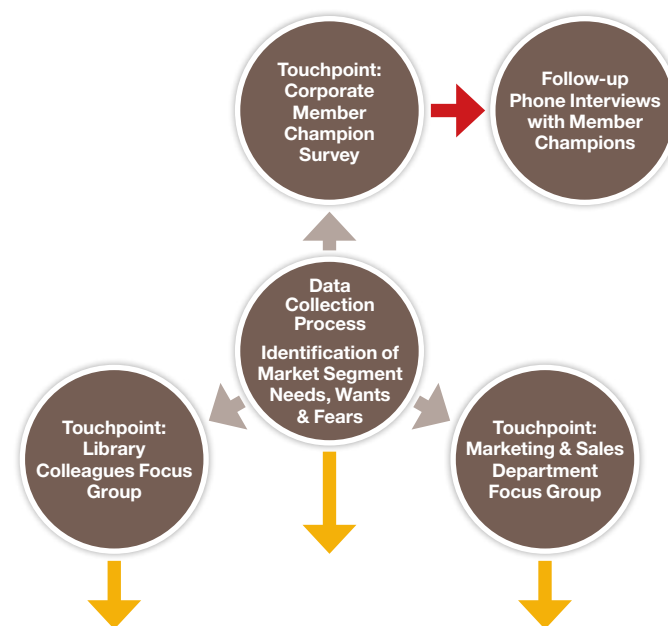
To accurately develop a targeted strategy it is necessary to identify clear segments. Market segmentation is an identification process that pinpoints the needs of particular customer demographics and then uses this information to

develop products and services to meet these needs (British Library, 2017). Possible segments relating to public libraries may include: children, parents, seniors, educational partners or cultural/religious populations. In my case, segmentation was achieved by consulting internal staff and creating a stakeholder map/power-interest grid (Ackerman and Eden, 2011) which illustrates a library's core patrons. For the purposes of my plan, I identified five clear market segments: master's programmes, diploma programmes, short programmes, tailored solutions and my chosen segment- corporate member organisations.

Market Segment Identification

While each of the five segments had common requirements such as printing facilities, access to resources and interaction with a librarian, their requirements differed significantly in other ways. The use of the **Value Proposition Canvas** (Strategyzer, 2017), provided a simple method of clarifying corporate member wants, needs and fears while also determining ways that the library could address them; thereby creating value for member organisations. In order to correctly identify what these wants, needs and fears are, it is important to start not only with the customer, but in a segment that you can readily access (ARL, 2016). Speak to as many customer touchpoints as possible and treat the information gathering as an iterative process, not just a tick box exercise. As professionals we need to be aware that simply seeking feedback on a biannual basis via survey is not sufficient.

In conjunction with the IMI membership department, I distributed a survey to a specific contact (member champion) in each member organisation seeking opinions on the current library service, how relevant they considered it to be to their needs and what they might change or wish to see offered. While the survey certainly proved useful, it really acted as a platform for follow-up phone interviews. Additionally, I spoke to my immediate colleagues in the library and also to the marketing and sales departments who interact with member organisations on a daily basis. I have summarised this process opposite:



Sample Corporate Buyer Persona: Learning and Development Manager – Mary

Personal Background

- Age: 35–45
- Married
- Education: Third Level including IMI



Company Information

- Industry: Transport
- Revenue: €605 million
- Employees: 500
- Member: Yes

Role

- Duties: Design and deliver the learning and development strategy, support and direct talent management, identify skill gaps
- Skills required: People management, employee engagement, communications skills, human resource management
- Key decision maker in membership decision: Yes
- Reports to: Head of Human Resources

Goals and challenges

- Success means: employee retention and development, success talent management and succession strategy
- Values most: employee development, retention and strategic project delivery
- Biggest challenges: retention and engagement, budget approval, stakeholder buy-in, staying ahead of curve, time management
- Key product needs: latest industry insights (guest speakers), ease of information dissemination to increase employee awareness

It is not possible to tailor your message or content and correctly serve your customers if you do not know who they are and what they want from the library service. In order to succinctly manage the gathered information and to understand my target segment better, I created a 'corporate member buyer persona'. Vaughan (2015), provides useful tips and questions to assist in this process. This ultimately made the actual marketing strategy planning process much easier as I constantly referred back to my buyer persona when considering marketing implementation.

Marketing Persona

Once you have established a clear persona, setting objectives is vital. These are typically defined in terms of what you wish to achieve from planned marketing activities and should be expressed in clear terms and with an explicit timeframe for completion (Dibb et al, 2016). Each objective should be very specific, achievable and measurable. For example, I initially listed the following objective:

'ways for the library to increase brand awareness among corporate members will be identified.'

This was not specific or measurable, and I eventually reworded as follows:

'Primarily utilising online channels, a minimum of three cost-effective ways for the library to increase brand awareness and reach among corporate members will be identified. Success will be measured via a notable increase in resource usage among members from August until November; and will be tracked via analytics on the library website and through bi-monthly telephone conversations with member champions.'

The rationale behind the choice of online channels was due to feedback from the survey which indicated that the majority of our member champions felt that they did not have the time to physically visit the library and preferred instant and always accessible content to meet their needs.

Branding

Prior to undertaking this course, library branding is not something we had given consideration to, in effect the library did not have a unique brand. As pointed out by Tomcik (2015), your brand is not necessarily what you want it to be, instead your brand is a sum total of how people see and feel about you. In the case of the IMI Library, course participants are 'bought in' by virtue of course attendance and the need for material. But what about the corporate members who are entitled to use the same facilities but choose not to? A recurring theme that was never far from my thoughts was – 'is our brand strong enough to attract these members on a regular basis and are we projecting the right image toward them?'

To consider this in more detail, my library colleagues and I carried out an exercise in which we each provided five words that we hoped would come to mind when customers thought of the library. Once analysed, these words highlighted four main concepts that we as a library would like to project:

- **current and innovative;**
- **friendly and inviting,**
- **helpful and knowledgeable; and**
- **efficient and easy to use**

In order to ascertain what the current library brand was within the membership community, we asked member champions via survey, for three words that came to mind when thinking of the library. A word cloud was created based on the responses with the words, *excellent*, *accessible*, *helpful* and *efficient* achieving prominence. Significantly the word 'low-key' also appeared in the word cloud. This tied into other feedback received from the survey which suggests that our brand was not visible enough and that we were understating our importance. This worthwhile exercise allowed us to determine the gap between how we as staff see the library and our members' views. Moving forward, we will incorporate this exercise into each survey in order to gauge the perception of all customers and to provide continuous direction for our overall strategic aims.

Marketing Mix

Also known as an action plan, the 'marketing mix' is the policy framework through which the marketing strategies will be accomplished (Garoufallou *et al*, 2013). Without this, no marketing plan will ever get off the ground.

Product – benefit(s) that the recommended changes off the target audience

Price – cost (time and effort) for the target audience of acquiring/obtaining the benefit

Place – distribution channels the organisation uses to convey their benefit to the target audience

Promotion – function used by organisation to communicate with the target audience in order to acknowledge the existence of the benefit

People – stakeholders responsible for delivery of the benefit in addition to consistent messaging and service interaction

Physical Evidence – tangible proof observed and experienced by target audience so that appearance and arrangement of benefit is considered real

Process – systems of the organisation affecting the delivery method of the benefit message

Source: (Garoufallou *et al*, 2013)

In addition to providing an up to date overview, I found the above mix allowed for a clear and structured approach to the actual marketing implementation. Utilising all of the research and data collected, I was able to create a comprehensive online and offline strategy which directly addressed the needs of the corporate members surveyed. To date, I have successfully implemented three of the strategies:

- a library brochure,
- newsletter and
- monthly subject campaigns

Marketing Control/Evaluation

As noted by Ferrell and Hartline (2014, p. 270), marketing strategies tend to change depending on competing priorities. In order to reduce the possibility of the intended strategy not being implemented, regular marketing control and evaluation is necessary. Control can take two forms: formal and informal. Formal controls are those designed by the library and may include surveys, circulation and renewal statistics and other methods of data capture such as Google Analytics. Informal controls tend to be unwritten activities and focus on three areas: self, social and cultural control.

As I am chiefly responsible for implementation of my plan, self-control is hugely important. My job satisfaction, organisational commitment and level of effort are central to the success of the marketing plan. I would suggest that responsibility for implementation lies with more than one person in order to ensure maximum effort, commitment and momentum. This relates to social controls, which focus on the ability of a team to achieve objectives, collaboration and communication effectively. What are the social and behavioural norms in your work groups? Are they effective? Being part of a team of three, I am confident that we work well together and get things done when required. Understanding how teams can work successfully is an important consideration for libraries.

Lastly, cultural controls are based on organisational norms and expectations. Is support for a full marketing plan study and implementation a viable option in your library? Does support come from the top down? Do silos exist within departments that restrict the flow of information? Are you provided with the necessary tools, time and funding to implement the plan and achieve the objectives? The question about silos is particularly relevant. My ability to co-ordinate meetings with and obtain information from other departments has proved difficult and time-consuming. However, progress is being made and my hope is that in time the evaluation and control element will become part of the normal process.

Conclusion

In the 21st century, marketing can play a vital role in the success of libraries. Strategic thinking and planning is an important part of this approach. . Acting as a starting point for further discussion, this article aimed to provide a brief overview of marketing concepts and how they can be applied to libraries. By embracing and utilising relevant marketing frameworks, research methodologies and existing employee skills, libraries can uncover market segment wants and needs on both individual and collective levels. Marketing planning places the customer at the centre of service delivery and builds a truly innovative and relevant library service for the future. Furthermore, by delivering what customers want, a natural outcome is advocacy. This can ensure that the library stays visible in the mind of the customer while remaining central to the development of an educated, literate and innovative society.

Let's get started!

Ronan Cox, BA, GradDipLIS, is Assistant Librarian, Irish Management Institute

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UKSG

Harrogate, April 2017

NASIG

Indianapolis, June 2017

The UK Serials Group (UKSG) Conference is a major event in the UK conference calendar that attracts a mix of delegates from librarians to publishers and intermediaries. The conference aims to encourage collaboration and networking whilst improving awareness of ongoing developments and good practice in scholarly communication. NASIG (formerly the North American Serials Interest Group, Inc.), the sister organisation of UKSG, aims to promote communication and continuing education about serials, electronic resources, and the broader issues of scholarly communication.

A L

An Leabharlann
26-2
October 2017



The John Merriman Joint NASIG/UKSG Award, sponsored by Taylor and Francis, offers UKSG members the chance to attend the NASIG Conference in the United States, whilst also attending UKSG. The award is named in honour of John Merriman, in recognition of his work in founding both UKSG and NASIG.

To apply for the John Merriman award, applicants complete a written piece on an assigned topic, and must secure a reference from their line manager in support of their application. I was fortunate enough to be awarded the 2017 John Merriman prize. I attended UKSG, held in Harrogate in April and NASIG, held in Indianapolis in June. Both events provided up to date information on the current issues facing the community and gave me the opportunity to learn about best practice in other institutions.

This year was the 40th Annual UKSG Conference. The conference consists of keynote talks, lightening sessions and breakout sessions. There are also many

opportunities to visit publisher stands in the exhibition hall and network with other delegates including at the conference dinner.

I work in the Open Access Team at Queen's University Belfast so the sessions focused on open access and the future of scholarly communication were of particular interest to me. For example, Stuart Lawson (Birkbeck, University of London) spoke about the popularity of <http://scihub.org> as a means of circumventing paywalls. Unfortunately, as Stuart highlighted, piracy is not the same thing as achieving open access to research by transforming current publication practices because pirated articles are not licensed under Creative Commons. They may be free to read but are not free to reuse in ways that can be beneficial to the research community.

Whilst considerable progress has been made in the UK towards open access, there is still much work to be done to achieve the end goal of all research being free and reusable. [Open Access 2020](#) is one European initiative that

aims to reach this point by re-directing the existing subscription spend into open access funds so that subscription journals are converted to open access. The initiative has been embraced by more than 560 institutions and an OA2020 roadmap has been prepared in principle by the Max Planck Digital Library.

UKSG highlighted that much can be done at a local level to increase institutional awareness of, and propensity towards, open access publication. Both the University of Kent and University of Sheffield have taken steps towards supporting open access research through service partnerships. In the University of Kent an Office for Scholarly Communications has been created, comprised of Library and Research Office staff. At the University of Sheffield, whilst no formal team has been established, local partnerships between the Open Access Team, Subject Librarians, the Research Office and IT have been formed. Both approaches have yielded positive results and these models have been adopted by other UK institutions.

Overall UKSG was extremely beneficial for me. I found the talks interesting and I was able to connect with UK colleagues that I communicate with on JISC mailing lists but do not often have the opportunity to meet face to face. Many of the breakout sessions are available on [SlideShare](#) for those who are interested.

The attendance at UKSG of Anna Creech, the then NASIG President, piqued my interest for what was to come at NASIG. The theme for the NASIG conference was **Racing to the Crossroads**, a reference to the Indy 500 race event for which Indianapolis is famous. Similar to UKSG, the conference was comprised of vision sessions and smaller breakout sessions that offered the chance for group discussion. The social events were well attended- especially the dinner at the Dallara IndyCar Factory which included a ride in an IndyCar, if you were brave enough!

I attended many informative sessions at NASIG. Of particular interest to me was the session delivered by Heather Crozier (Ohio Northern University) on Open Educational Resources (OERs). OERs are teaching and learning resources

that are available either in the public domain, or under a license that allows reuse. Heather noted that OERs, especially open textbooks, offer the potential to reduce course costs for students and this is particularly compelling at a time when tuition fees and textbook costs are prohibitive. OERS are not currently being promoted at my institution but I hope that this can be explored in the future.

One of the vision sessions was delivered by April Hathcock, Scholarly Communications Librarian at NYU. She questioned efforts made thus far to democratise information and diversify a library community that is undeniably homogenous. She drew on the conference theme of “racing to the crossroads” to question the value of arriving at the intersection if we all look the same and have taken the same route there. She emphasised that we should be conscious that open access is about more than just putting material online; it’s about making information truly open and accessible. For example she encouraged following the [FAIR data principles](#) promoted by FORCE 11.

I am grateful to Taylor and Francis for awarding me the chance to attend UKSG and NASIG. Both conferences were very well organised and I made many valuable contacts for the future. I would encourage others to apply for the John Merriman Award. It is an excellent opportunity to attend two highly regarded conferences and to immerse yourself in the current issues affecting us.

Eimear Evans, Institutional Repository Officer, Queen’s University Belfast.

**Winner of John Merriman Joint NASIG/UKSG Award,
sponsored by Taylor and Francis**

Operational Excellence: Seventh Collection Development Seminar for Academic Librarians

National Acquisitions Group, Birmingham, 17th May 2017

The UK's National Acquisitions Group (NAG) holds an annual Collection Development Seminar for Academic Libraries. This year, it was held in Birmingham on 17th May 2017 and focused on operational excellence in the acquisition supply chain. My attendance was funded by a bursary from the Library Association of Ireland's Academic & Special Libraries Section (A&SL) for which I would like to record my appreciation.

The day consisted of five papers and one breakout session. As NAG has an excellent report of the seminar on its website (<http://www.nag.org.uk/events/2017/05/7th-collection-development-seminar-for-academic-libraries-operational-excellence>) and slides are available on Glisser (<http://glisr.it/NAGcd7>), this article will focus more on my own reflections and takeaways.

The first of these was the presentation on Patron Driven Acquisition (PDA) by Matt Durant and Ted Spilsbury (University of the West of England (UWE)). Based on evidence of none or very low usage of 36% of individual ebook purchases in 2014/15 and 2015/16, Matt and Ted's proposal to switch all ebook purchases to the PDA model (PDA+) was approved. In UWE, the subject librarians make all purchasing decisions, including those based on recommendations from lecturers so the sell was to internal library colleagues rather than the academic community. It was felt that as the material was made available, it was not necessary to consult with the lecturers. Matt and Ted grappled with a complex PDA matrix in that normal PDA was continued and both purchase and rental models were accommodated. Evidence Based Acquisition (EBA) was also part of the mix. If funds run out in the PDA+ model, funds are transferred from the normal PDA model.

The terms of the Southern Universities Purchasing Consortium (SUPC) framework, of which UWE is a member, allowed the selection of a best fit supplier. Askews and Holts, who subsequently became the top-ranked supplier within the SUPC framework, was chosen for the many additional benefits they provided. The outcomes included a decreasing annual cost per eBook and a guarantee that each eBook purchased has been used. While evidence of usage is not the only factor in the development of collections, it certainly contributes towards a compelling business case. Apart from these outcomes, another reason this purchasing model resonated with me was the potential efficiency of one purchasing process. That said, UWE purchase 10% of eBooks that are not available from Askews and Holts in the normal way.

The second takeaway was the development of a chrome plugin which greatly enhanced the order form functionality as reported by Joe Schulkins and Rachel Schulkins (University of Liverpool). As with UWE, the order form is mainly completed by academic liaison librarians. It is now a much more dynamic experience with auto population of bibliographic metadata from Amazon, a check against existing holdings and drop-down fund codes. The order does not populate the LMS by choice as ordering is done via the supplier platform which in turn populates the LMS. The chrome plugin produces statistics which are useful to academic liaison librarians when engaging with the academic community. Future plans include extending the plugin to other browsers and to academics. The main reason this solution resonated with me was that it greatly improved the ease of use of the order form which is an important factor in encouraging engagement with collection development.

The third and final takeaway came from Kevin Wilson's experience with video streaming services in Goldsmiths, University of London. The main drivers were the dramatic decline in the use of older audio visual technologies and the ways students now engage with media - common experiences in many libraries. The services used at Goldsmiths are Art Films, Film Platform and Kanopy. Kevin highlighted the importance of adequate metadata to promote video streaming services and the need to change licensing to enable comprehensive access to streaming content in libraries.

Overall, this was an excellent seminar that was extremely well organised and well worth the journey. Thank you A&SL!

Elizabeth Murphy is Assistant Librarian, Maynooth University

Together or Apart: Effective ways of Working

48th BIALL Annual Study Conference & Exhibition
Manchester, 7 - 10 June 2017

 #BIALL2017

Here are just some of the highlights from the conference:

Plenary sessions

The 8th of June was the date of the 2017 British General Election and the BIALL conference kicked off with a talk from [David Allen Green](#) - **Informing the debate about Brexit**. David (journalist and lawyer) has contributed extensively to the Brexit debate. He believes strongly in access to quality authoritative information and is concerned about how to better inform the Brexit debate. He discussed how access to reliable legal and policy information can make a difference. Ultimately Brexit is an enormous challenge for the legal information industry.

[Nick West](#), Mishcon de Reya's Chief Strategy Officer and director of their technology incubator [MDR LAB](#) is passionate about technology. During his talk, **Together or apart? Human vs machine or human and machine**, he discussed the impact of technology on the legal industry. There are many tools available for classifying documents, eDiscovery and reviewing contracts, but we need more in-house R&D programmes to investigate future technologies.

Michael Maher and Alice Tyson, ([Law Society of England & Wales](#)), are currently digitising their corporate archive. Their presentation was the last of the conference, the morning after the conference dinner and they kept the audience fully engaged with tales of solicitors and clerks held as prisoners of war, of slavery and women who fought to be accepted into the legal profession.

Parallel sessions

Hilary Smith, [Shell](#)'s solo legal librarian, and Miriam Davies, Head of Library & Information Services at [Norton Rose Fulbright](#) presented an engaging case study on **Working together to provide an enquiry service to Shell's legal community: a story of collaboration between client and law firm**. Hilary faced a dilemma of how to provide an enquiry service to 700 lawyers in 45 countries. Hilary and Miriam are working together to create a new and innovative approach to running an enquiry service. Enquiries from Shell employees can now go directly to the law firm librarians and Hilary tracks the responses. Miriam sees this new way of working as a win-win situation. It is an added value service for the clients and within her firm this new initiative has enhanced the reputation of the library and information service.

Trial, error and trouble...the trials and tribulations of everyday librarians developing a library website

The growing numbers of part-time, distance and online students is a challenge for the library at the [University of Law](#). Chris Walker and Sally Peat redesigned the library website to improve access to library services. They have introduced YouTube videos for instruction, WordPress for websites, Tumblr for current awareness, Captivate for online guides and Zopim for live chat.

Knowledge Management: from zero to hero

Jon Beaumont, KM Systems Advisor at [Shearman & Sterling](#), is responsible for "Knowledge Centre" – the firm's access point to internal and external know-how. Pre-2013 there was no centralised method of storage or retrieval for know-how, lawyers had to search across many systems for document and matter information. "Knowledge Centre" was launched in 2015 following two years of planning aimed at consolidating the firm's systems and providing users with a single interface to access all know-how.

Lightning Talks

Information literacy: what it means to us as librarians and how to get it across to other people

Terence Dooley used to be a sales rep; he is now a librarian at the [University of Law](#) and very enthusiastic about the importance of digital literacy. To get the message across we need to adopt a clear approach, define our terms, sell our services, and adopt a sales technique.

The increasing importance of competitive intelligence in law firms

Kristie Robertson (Director, Intelligence Services at [Manzama](#)) has developed a competitive intelligence programme for a Canadian law firm. She moved the firm from an ad hoc, on-demand, reactive, print based approach to intelligence gathering to a systematic process of collecting, gathering and analysing external information to make the firm more competitive.

Ann O'Sullivan is Knowledge Services Manager, A&L Goodbody.



ICML + EAHIL 2017

Diversity in Practice:
integrating, inspiring and innovative

International Conference of Medical Librarianship + European Association for
Health Information and Libraries, Dublin 2017.

Irish-led workshops:

- **WOW: A workshop on workshops.** Niamh O'Sullivan, Jane Burns, Irish Blood Transfusion Service; Royal College of Surgeons in Ireland (RCSI)
- **Means, motive, opportunity: do we practice what we preach about evidence?** Mary Dunne, Mairea Nelson, Brian Galvin, Health Research Board
- **User-centered design for libraries: multidisciplinary methodologies and approaches to designing services that meet user needs.** Johanna Archbold, RCSI

Presentations:

- **Beyond competency statements: Benchmarking and business cases for strategic restructuring/transformation.** Kate Kelly, RCSI
- **SatNav librarians: signposting the web for health consumers.** Anne Madden, St. Vincent's University Hospital
- **Designing and delivering change: a new service model for a new building.** Kathryn Smith, RCSI
- **D.E.A.R. Drop Everything And Read "Eochair feasa foghlaim" Learning is the key to knowledge.** Bennery Rickard, Health Service Executive (HSE)
- **Well-chosen, wellbeing, well-done! The genesis of a library co-operation project in Ireland.** Niamh Lucey, Caroline Rowan, Angela Rice, St Vincent's University Hospital, St Michael's Hospital, Mater Misericordiae University Hospital
- **Leading a library review and developing a strategic plan through evidence and engagement: how we did it at Tallaght Hospital, Dublin.** Anne Murphy, Jean McMahon, Joe Peakin, Tallaght Hospital Library
- **Don't get fat on full text content: communicating with library users to find out what they really want from their library.** Gethin White, HSE
- **New library space, successes and pitfalls.** Isabelle Delaunois, Patricia Walsh, University of Limerick Hospitals
- **The development of "Rotunda birth of a Nation": 1916 exhibition at the Rotunda Hospital.** Anne M O'Byrne, Rotunda Hospital

Posters:

- **Unmasking Sir Patrick Dun's Library.** Harriet Wheelock, Sarah Kennedy, RCSI
- **Evaluating the effectiveness of a librarian led workshop in a health services environment.** Fiona Lawler, Aoife Lawton, Padraig Manning, Our Lady's Hospice and Care Services, Dublin, and Dr. Steeven's Library
- **Quality-checking our resources: UpToDate or out of step?** Anne Madden, St. Vincent's University Hospital
- **The Information-seeking behaviour of advisers to policy-makers for homelessness in Ireland.** Caitríona Honohan, Trinity College Dublin.

The joint International Congress of Medical Librarianship (ICML) and European Association for Health Information and Libraries (EAHIL) conference, which took place from 12 – 16 June 2017 in Dublin Castle, was truly a special event. Representatives from thirty-three countries came together for this influential gathering of celebration and learning, including a considerable contingent of Irish (and Irish-based) librarians.

The Health Sciences Libraries Group (HSLG) Committee, on behalf of its members, was instrumental in bringing the 2017 conference to Dublin, and was happy to support the event with fourteen conference and course bursaries. Louise Farragher (HRB) and Aoife Lawton (HSE) took on the lead organising roles, chairing the local-organising and international-programme committees respectively.

A five day event that attracts over 400 participants, 60 papers, 19 interactive workshops, 15 continuing education courses and over 50 posters requires considerable logistical organisation. Dublin Castle was a perfect choice of venue. Its modern Printworks conference centre and allied Bedford suite rooms enabled up to seven strands of presentations, meetings and workshops to occur simultaneously. These sessions were chosen with care to ensure stimulating themes including leadership, technology, education and learning, consumer health, integration, research, and evidence-based practice.

The first keynote drew these themes together beautifully. It was delivered by Michelle Kraft, Director at Cleveland Clinic's Floyd D. Loop Alumni Library, who is well known for her blog [The Krafty Librarian](#). Michelle provided many examples of the ways librarians are adapting our techniques and services to meet new demands. These include the lunching librarian who brings his service to the doctors' lounge at lunch times; the librarians who provide a poster printing service; and of course the provision of maker-, huddle-, and collaboration-spaces which enable people to be creative and work together within the library.

These innovations acknowledge a world of disruptive (or perhaps opportunistic) change. We need to rethink the 'sacred cows' of librarianship.

Rather than doing things just because we have been taught them in library school, we should think of our services as interconnecting blocks that can change as needed. In essence, evolve to avoid extinction.

Michelle's keynote was just one example of presentations that challenged our profession to be innovative and embrace change. Throughout a packed schedule that included welcome drinks at the lovely dining hall of Trinity College Dublin, the gala dinner at the Mansion House, and tours of historic Dublin libraries, we shared stories, made connections and renewed our vision.

As librarians we speak often about our value. We strive to do the best work we can (often in difficult circumstances), but we cannot know if we are

implementing best practice unless we listen to, and learn from, others. It was incredibly heartening to see so many presenters from an Irish context sharing what we have learned with librarians from our international community. It affirms our abilities and positions us as leaders within our profession.

For more details, you can see the special, *Summer 2017*, issue of HINT, published by the HSLG Committee at <https://hslgblog.wordpress.com/hint/>, or see the conference website <http://eahil2017.net/>

Mary Dunne is Communications Officer, HSLG

Conference host and supporting agencies included:





IFLA World Library and Information Congress 2017

Wrocław, Poland, August 2017

I had the honour, and the pleasure, to attend the International Federation of Library Association's (IFLA) 2017 World Library and Information Congress (WLIC) in the beautiful city of Wroclaw, Poland from 19 - 25 August. The conference venue was the historic and striking Centennial Hall about 3km from the city centre. The WLIC was, as usual, a spectacular gathering of librarians with more than 3,500 delegates from more than 120 countries. The programme featured a staggering array of open sessions, section business meetings and demonstrations on topics as diverse as Art Libraries and Altmetrics. Choosing which session to attend often involved difficult choices.

In addition to the standard WLIC mix of meetings, papers and exhibitions there was a particular emphasis throughout on the IFLA Global Vision. Announced at WLIC 2016, IFLA's Global Vision discussion aims to engage thousands of representatives of the library field worldwide "to explore how a united library field can meet the challenges of the future". Ahead of WLIC 2017 IFLA organised a Global Vision kick-off workshop in Athens, Greece and a series of regional workshops in Africa, Asia and Oceania, Europe, the Middle East and North Africa, Latin America and the Caribbean and North America. IFLA sections and members also worked on the Global Vision in preparation for WLIC 2017. During the Congress IFLA Secretary General Gerald Leitner led a well-attended session on the Global Vision during which over 300 delegates live-voted on a range of aspects of the Vision. The session ended with the Secretary General opening voting to library staff around the world until 30 September 2017. The feedback will inform the finalisation of the global vision. To find out more about the IFLA Global Vision and how you can get involved see <https://globalvision.ifla.org/>.

A key part of IFLA WLICs are the many networking opportunities. One of the main networking events took place on the Tuesday night, as is tradition, the cultural night. During the event delegates were treated to an enormous buffet of Polish cuisine and the opportunity to participate in Polish folk dancing. The festivities also included a wonderful music and light show, centred around the venue's lake, and the celebrations concluded with a fun, and well attended, silent disco led by three enthusiastically competitive DJs. An important networking opportunity for Irish librarians was, of course, the Irish Caucus. Started by Philip



The Irish Caucus at WLIC 2017 (l-r) Cathal McCauley (Maynooth University), Philip Cohen (DIT), Helen Vincent (National Library of Scotland), Susan Reilly (Qatar National Library), Colette O'Flaherty (National Library of Ireland) and Lorcan Dempsey (OCLC)

Cohen in 2015 this now annual event has been growing slowly but steadily since. At WLIC 2017 the Caucus was attended by six Irish librarians (see picture) and was an opportunity for us to touch base and discuss areas of mutual interest. The WLIC programme also included a range of tours and library visits catering for every interest and activity.

While Congress was, as always, great fun and professionally interesting there are also a number of important formalities including the General Assembly which took place on 23 August. During the assembly delegates, including myself representing the LAI, voted on motions and approved the IFLA Treasurer's

report. The final set piece event is the closing session during which the new President of IFLA (Glòria Pérez-Salmerón) succeeded the outgoing President (Donna Scheeder). While it was known since WLIC 2016 that WLIC 2018 will take place in Malaysia in August 2018, in a break with tradition the venue for WLIC 2019 was not announced in Wroclaw. Instead delegates were advised that an announcement will be made before the end of 2017.

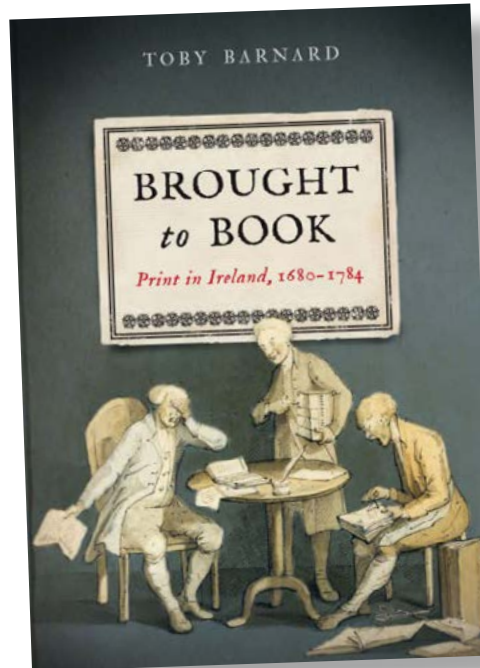
Cathal McCauley is University Librarian, Maynooth University, Vice- President, Library Association of Ireland and Information Coordinator, IFLA Section on Library Buildings and Furniture.

Brought to Book. Print in Ireland, 1680-1784

Barnard, Toby. Dublin: Four Courts Press, 2017. ISBN 978-1-84682-629-0. 400pp, €45, hbk.

Toby Barnard's latest *tour de force* is an investigation of the print culture of Ireland from 1680 to 1784, the latter the year a new law was enacted (2017), which curtailed the presses. Barnard provides us with a cornucopia of information, making *Brought to Book* a vital purchase for anyone interested in the history of Ireland during the early modern period. From the outset he seeks to provide a social history of print through the prism of the past, searching what truly interested the reading public of early modern Ireland.

The book is arranged in an idiosyncratic manner: Chapters 1 and 2 look at print from a chronological perspective and in turn these lead into six main chapters which focus on the trade from a thematic point of view. As Barnard states in his preface, this approach owes much to the seminal *Reading Ireland. Print, Reading and Social Change in Early Modern Ireland* by Raymond Gillespie (Manchester, 2005), which focused on seventeenth-century Ireland (and perhaps for this reason Barnard tends to concentrate on eighteenth-century examples). Chapter 3 examines 'Schooling and Learning' and includes a valuable discussion of the type of schooling available and the role of the classics in instruction. The next three chapters focus on 'Past', 'Present' and 'Future Irelands'. Chapter 4 concentrates on



antiquarian scholarship, Chapter 5 on the growth of printed contemporary comment (particularly from the 1720s onwards), while 'Future Irelands' examines the output from societies such as the Dublin Society. Here the focus is on broader civil society rather than any attempt by the Irish government to either control or more generally utilise print. 'Salvation' forms the focus of Chapter 7 which presents an avalanche of material about how different denominational groups used and appealed to the press. Of particular note in this chapter, but also throughout the book, is the exemplary use of manuscript and printed correspondence by Barnard, who gathers together his extensive knowledge of sources from a myriad of archives, to draw our attention to new material. Moving from the sublime to the sometimes surreal, Barnard continues to investigate another theme in his eighth chapter: Entertainments. Noting the importance of the novel, Barnard also includes discussions of verse, plays, music and prints, all of which were becoming more and more readily available in eighteenth-century Ireland.

Following 'Entertainments', Barnard eschews the thematic and instead swerves into a geographical examination of the *loci* of print: in 'The South, 1680-1784' he examines the rise of printing centres at Cork, Limerick, Waterford, Kilkenny and Limerick (the emphasis understandably being on Cork). 'The North, 1694-1784' does the same for Belfast and, to a lesser extent, Derry, Newry and, bizarrely, Drogheda. This geographical arrangement, though it somewhat jars with the previous thematic focus, allows Barnard to

plot how different themes fared in different localities. His final chapter, prior to his conclusion, looks at 'Writers and Readers' and in this he explores the difficulties in bringing a book (or pamphlet) into print. Naturally, with such a theme, the career of Philip Skelton (1707-1787) provides a useful focus.

In his introduction Barnard states that 'this text does not eschew the quantification now possible thanks to advances such as ESTC but nor does it shun anecdote.' This is a bit of an understatement as much of the book is a tapestry of cleverly woven parables of print which skilfully demonstrate Barnard's main points. His opening story of the Haymans of Co. Cork is a case in point: he uses the reading of this relatively obscure family to extrapolate to what might have been available and the vectors by which it might have arrived in early modern Ireland. Instance on instance, story on story, set out the parameters of the work.

This novel approach challenges the reader and Barnard assumes a good deal of basic knowledge on the reader's part. Not only the chapter arrangement but also, at times, the arrangement of material within chapters, can make it an arduous, if compelling, read: the at times abrupt movement between different time periods – the instances come thick and fast but often from different ends of the eighteenth century in a way which is sometimes difficult

to follow. On a more substantive note, Barnard rightly reminds us of the importance of the European literature of the past, arguing that we ignore this 'colossal ballast' at our peril when discussing the habit of readers and collectors in early modern Ireland, yet he does not really attempt to come to grips with this essential feature of the Irish book trade: book auctions are mentioned but never examined in any great detail. One might argue that in a book whose title is *Brought to Book. Print in Ireland, 1680-1784* the emphasis is rightly on the output of the Irish presses, but Barnard's book goes well beyond this to provide us with a social history of print in Ireland. And, as he says himself, print in Ireland was heavily dependent on imports from abroad.

These are, however, minor caveats with what is a phenomenal piece of scholarship. For those who persevere, there are untold riches: indeed the footnotes alone make this book essential reading for anyone interested in the history of the book in Ireland. A quotation about Richard Parr's *Life of Archbishop Ussher*, cited by Barnard, admirably describes Barnard's own work: 'it will be seasonable as long as the examples of good and excellent persons are necessary.'

Elizabethanne Boran, PhD is Librarian of the Edward Worth Library, Dublin

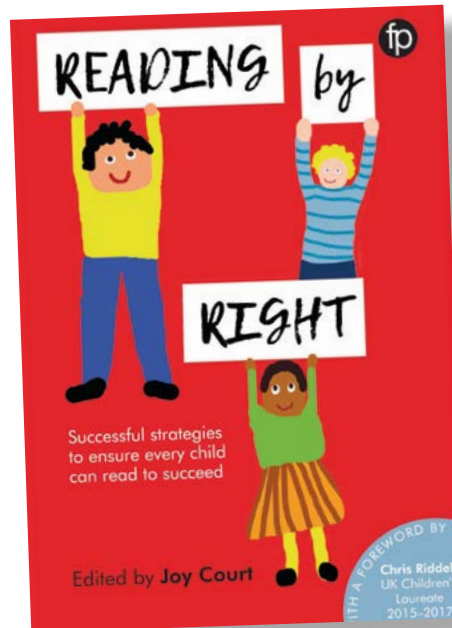
Reading by Right: successful strategies to ensure every child can read to succeed.

Edited by Joy Court. London : Facet Publishing, 2017. ISBN 978-1783302093. 256pp, £54.95, Pbk.

Literacy is an area of librarianship many of us feel passionate about and with *Reading by Right*, editor Joy Court has brought together an accessible, informative and practical look at best practice strategies for children's literacy. The book is aimed not just at librarians but at teachers, those involved in shaping education policy, literacy campaigners, parents, and just about anyone else who might want to improve literacy for today's young people.

Reading by Right opens with a wonderful foreword by last year's UK Children's Laureate Chris Riddell. In offering an analogy of literacy as the wardrobe in C.S. Lewis' Narnia books, he encourages us all to step into world of imagination, "insight and empathy", before we then step into Court's more factual introduction. Court outlines the current state of literacy in the UK, the effect poverty can have on literacy levels, government policy on teaching reading in schools and the potentially devastating effect library closures in schools and communities in the UK is having for disadvantaged young people. Common themes throughout all chapters include the need for diversity and inclusion for readers and, of course, encouraging reading for pleasure.

Chapters 1 and 7 in particular look at the great importance of diverse books in



encouraging readers. Children's books have not traditionally been particularly diverse. They have historically tended to represent a narrow demographic with regards to race, sexuality and physicality. They have also been mostly published for the able bodied market, not taking into account that all children need and want the ability to discover stories. Chapter One looks at the **Bookstart** program which endeavours to support every child to enjoy books, and its expansions into developing books for visually impaired children, deaf children, autistic children and children with other difficulties. One point that struck me while reading these chapters was the need for inclusive books, where a child's race, sexuality or disability is not actually a part of the story but is an inherent part of the character. Children and young people need to see themselves reflected in their stories in positive and everyday ways. These chapters give good suggestions of children's titles to build a culturally diverse and inclusive collection.

The larger portion of *Reading by Right* discusses the reluctant reader - that is, what or who a reluctant reader actually is, and how to support, motivate and encourage these children and young people. In chapter four the impact of reading clubs in Finland is explored, where play and books go hand in hand to improve reading in reluctant readers. I particularly liked how children were awarded reading diplomas based on minutes reading rather than books read,

which can be challenging to some. Chapter eight looked at challenges faced by school librarians in the UK when faced with reluctant readers. Again inclusive, diverse reading materials were recommended, as well as asking reluctant library users for input into what would make them use the library more. Chapter five examines the wonderful Beanstalk reading helpers program and how the school's impact is so important in its success. The program dramatically improves reading skills, but most importantly develops a love of reading in the lives of disadvantaged children in the UK. Chapter six approaches reluctant readers in Korea with the Morning Reading movement and also Bibliotherapy which has proven to improve the lives of delinquent young people in danger of dropping out of high school. Chapters nine and ten look at other ways to engage reluctant readers. Chapter nine looks at Carnegie and Kate Greenaway shadowing and how school librarians are using these schemes to boost children's confidence not just in reading but in also voicing their own opinions on books. Brock, in chapter ten, reminds us how important audiobooks can be in helping readers with literacy issues. Listening is not cheating, in fact, it can improve attention spans as well as "guiding interpretation of paralinguistic features" and is an essential language skill in itself.

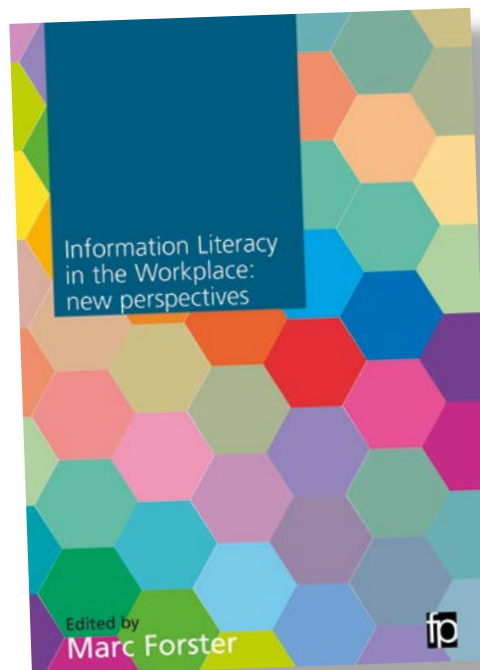
Reading by Right provides the reader with many excellent examples of how to engage with children and young people in developing their reading skills. The key elements include allowing children to have ownership of their reading material. No material is inappropriate. Allow them to read picture books, graphic novels, educational graphic novels, non-fiction, audiobooks, etc. Allow them to play instead of reading if they prefer. Develop games that incorporate the books you'd like them to be reading. Support them in developing their own reading habits. Encourage reading for pleasure. The book provides an excellent bibliography throughout and also websites for further study on this topic. I am inspired to see how much of what I have learnt from this book I can bring to my library service.

Amye Quigley is Executive Librarian, Kildare County Library and Arts Service

Information Literacy in the Workplace

(ed. Marc Forster)

London: Facet Publishing, 2017. ISBN 978-1783301-324. 189pp, £64.95, pbk.



It is clear to see the increasing importance of information management and literacy in the 21st Century workplace. This is complicated by the fact that often the modern workplace exists across multiple locations or is done completely or in part 'virtually' (chapter 5). For early career professionals, particularly those like myself, without experience in the research field, this text can be difficult at times, but the writers endeavour to bring the reader up to date with the topic of Information Literacy (IL) and its study (since 1974).

Dealing with a complex range of research, this book brings together some important ideas about IL experience and how important it is for all employees to be aware of their own and others experience of it. The interesting idea enforced and reinforced in this text, particularly in the opening three chapters by the editor, is that experience varies between people. This can vary depending on work environment and company culture, so exposing all workers to the various experiences (and levels of complexity) through case studies is useful. The concept of systems of information or teams at every level sharing information, rather than top down information flow, is also important and this is discussed at length (chapter 4). If users are aware of how information is used they can use it more effectively. Various studies discussed show, such as that by Goldstein (chapter 6), that this benefits the company even if there is no real financial way of demonstrating this. One author whose work connects IL awareness and efficiency is Cheuk (chapter 10). Chapter 7 is particularly enlightening as it shows how the bad effects of information naivety, or not being

able to collect the correct information, varies from poor marketing right through to unethically impacting a patient's wellbeing or life. It is important to note from this text for us in the LIS profession, is just how much the LIS field can do. It is clear that improving other employees Information Literacy should not just be a job for ourselves. If we use our networking and flexibility skills to change the way other fields think about IL, we can make a difference. Some of the authors suggest changing the language we use to approach the executive managers, but this is something some of us already do in the profit-minded private third level libraries all over the country. The 'scaffolding' of IL can begin in an academic setting, which our specific skillset can support, but moving these ideas on to CPD in companies is the end goal. The way people experience information, and need for using it, changes over time. Authors in chapters 8, 9 and 11 illustrate some great examples of information literacy design, in particular a University of London trial run of a module on information intelligence in the MSc in Corporate Communication course (Chapter 9).

That much research still needs to be done is the big take home from this book but the research has gone a way to starting it, both in changing the way IL is thought about, as only a pre-occupation of Librarians, but useful strategies in changing it.

The reader is introduced to a complex topic which is made interesting. I would suggest this book be read by as many LIS professionals as possible so that the work that needs to be done can be.

Niamh Ennis is Assistant Librarian, Kildare County Libraries and Arts Service

NEWS from the STACKS

CPD Opportunities

CILIP Ireland

<https://www.cilip.org.uk/about/devolved-nations/cilip-ireland>

LAI

<https://libraryassociation.ie>

DBS

<http://www.dbs.ie>

UCD ICS

<http://www.ucd.ie/ics/newsandevents/news2017/>

Forthcoming Conferences 2017

<https://eurolis.files.wordpress.com/2017/10/final-eurolis-brochure.pdf>

<https://libraryassociation.ie/events/public-libraries-section-annual-conference-2017>

<https://www.jisc.ac.uk/events>

Forthcoming Conferences 2018

<https://libraryassociation.ie/events/save-date-and-call-papers-academic-special-libraries-section-lai-conference-2018>

LIBER <http://libereurope.eu/events/liber-annual-conference-2018/>
<https://2018.ifla.org>

Conference Bursary: <https://libraryassociation.ie/groups-sections/academic-and-special-libraries-section-asl/asl-library-conference-bursaries-2018>

People

Congratulations to the following who have moved to new positions:

Yvonne O'Reilly (Louth County Librarian); **Louise Farragher** (Senior Information Officer, HRB); **Muireann Tóibín** (Manager, Knowledge Management Unit, Revenue); **Leona Burgess** (Librarian at Revenue); **Terry O'Brien** (Institute Librarian, Waterford Institute of Technology) and **Catherine Gallagher** (Galway County Librarian).

We wish the following well on their retirement: **Máire Kennedy**, **John Mullins**

European News

Keep up to date with Copyright at:

<http://www.eblida.org/copyright-reform2.html>

To keep up to date on other European matters please see:

<http://www.eblida.org/index.php?page=home>

Libraries in the News

NUIG: <http://www.nuigalway.ie/about-us/news-and-events/news-archive/2017/october2017/-conradh-na-gaeilge-to-deposit-archives-at-nuigalway-1.html>

RCSI: If you missed the documentary on RTE recently, please check the RTE Player



Dublin One City, One Book 2018:

<http://www.dublinonecityonebook.ie>

**CILIP Ireland/LAI Joint Conference 2018
will be held on 19th and 20th April, 2018 at the
Canal Court Hotel, Newry, Co. Down**

Details will be available later

Forthcoming title of Irish Interest

<https://www.routledge.com/Librarian-as-Communicator-Case-Studies-and-International-Perspectives/Fallon-Walton/p/book/9781138634121>