Future of Print Publishing
BY TOM BACHER

Books have been around for centuries and some were produced with enough craftsmanship to have survived intact. As a device, the book is inexpensive, portable, and provides value. While digital content is becoming more prevalent (e.g., 30% of the 400,000 products at the 2007 Frankfurt Book Fair were digital), these works are “mandatory” reading, mostly scientific, technical, and medical (STM). In fact, early consumer e-book initiatives failed and were discarded by major publishers.

University press publishing is facing financial strain in part due to the decline in sales of monographs (a scholarly book on a single topic). University presses have relied on monographs to support their operations, but have seen sales of these titles decline over the last 30 years from 1,500 to fewer than 300 copies. The main players in the STM markets are commercial publishers like Elsevier and Wiley, whose profit motives drive up subscription prices. Academic libraries have had to increase serials’ budgets, and monograph purchases have suffered.

Humanities faculty fear that the monograph will not survive. In an age when math and science are being given federal grant support, the humanities don’t seem as relevant. Still, educators and future employers are recognizing that without adequate, holistic education, new employees lack the skills to compete in a global economy. Many institutions, Purdue included, are working to enhance interdisciplinary research opportunities — moving the humanities and sciences closer together.

Predictions are fraught with problems, but I suspect monographs (as research output) will still be written by scholars in history and other fields for a long time. Publishers, on the other hand, will let end users decide if they want the content in digital format for their e-reader or printed at their local bookstore while they have a cup of coffee. Peer review of academic material, a hallmark of university press publishing, will still take place to help researchers distinguish the wheat from the chaff.

Each generation has a tendency to view its problems as unique. The concern about publishing and cost of making available scholarly content in a rapidly changing technology environment seems to be one of those scenarios at the forefront of today’s discussion. But are our woes so distinctive?

In the early 1950s, one press director remarked:
If a scholarly book is of enough general interest to sell mainly through bookstores, the retail price must be set by the publisher at about four times the production cost. Thus the $5.00 you pay for a book may be distributed as follows: $2.00 to the bookseller; $1.25 to the printer; $.90 for salaries, shipping, storage, depreciation, bad debts, telephone bills, etc. — in other words, operating overhead; $.50 to the author; $.40 for advertising and promotion. [This totals $5.05.] The rest is profit.1

The mission of a university press is to circulate materials to further scholarship and research in markets that are not always commercially viable. Critical discoveries, however, do not depend on size. Without university presses, significant and timely works would go unpublished.

Michael Witt Receives Award

Michael Witt was recently named the winner of the Fredrick L. Hovde Faculty Fellow Award. This prestigious honor dates back to 1966 and is one that faculty may only win once a lifetime. The award recognizes Faculty Fellows who volunteer their time as a residence hall advisor.

“Michael has served for three years in Shreve Hall, and not only has he accomplished amazing things with his students and floors, but he has contributed to the overall success of the program,” said Dave Larson, residential life manager, Shreve Hall.

As a Senior Faculty Fellow, Michael takes the time to introduce himself and welcome all the residents on his floor by email a few weeks before classes begin in the fall. “I invite them to join my ‘friend list’ on Facebook, which is a great way to put names to faces,” said Michael. Michael meets monthly with the other Shreve Fellows to share ideas and coordinate activities. “The role of Senior Fellow varies from hall to hall, but for the most part, our Faculty Fellows are self-motivated by their desire to develop meaningful relationships with students and support their growth and learning outside of the classroom. My job is mainly to be a resource to help them implement their ideas and to facilitate communication and keep us organized.”

Scott Brandt said, “Michael is resourceful in the ways he seeks to leverage gains and impacts for the Libraries. It was partly because of his position as a Senior Faculty Fellow that he was able to initiate a dorm-focused instruction program with Catherine Riehle, and for which they will be doing a poster at ALA this summer.”

Michael noted, “My wife, Rachel, and I have six children, so people often ask us how we have time to be Faculty Fellows. To be honest, our kids love having dinner every week with their ‘friends at Shreve,’ and we feel like our family is a part of the residence hall community. And, we never have trouble getting a baby-sitter!”

The (e)volving World of Scholarly Communication and its Impact on your Promotion and Tenure forum held in early May gave faculty and graduate students from all over campus the chance to learn more about and discuss key issues in the changing scholarly communication landscape.

Planned by the provost-appointed task force on scholarly communication, the forum was designed to raise awareness about key issues including protecting author’s rights, increasing access to scholarly works, coping with rising journal prices, and examining promotion and tenure requirements as they address these issues.

Attendees heard from three presenters on various aspects of these topics and had the opportunity to ask them questions both during the presentations and during afternoon breakout sessions facilitated by members of the task force. A question and answer panel featuring members of promotion and tenure committees from across campus concluded the forum.

“Our goal with this forum was to raise awareness and start a discussion,” said Jim Mullins, dean of Libraries and chair of the task force. “The task force will be meeting this summer to identify other opportunities to bring information about these issues to the campus community.”

Video of the morning sessions will be available on the Scholarly Communication Web site, http://scholarly.lib.purdue.edu, in mid-June. More information about all of the issues discussed at the forum is also available online.
Purdue Libraries Co-nominate Ralph Johnson for Honorary Doctorate

The Purdue Libraries, along with the College of Engineering, co-nominated Ralph S. Johnson to receive an honorary Doctorate in Engineering at the May Commencement.

At age 101, Johnson is retired and living in Tempe, Arizona, after a successful career that included several adventure-filled years with the U.S. Army Air Corps, serving as a pilot for Ball Brothers in Muncie, Indiana, organizing several business entities, and founding National Insurance Company, a Wyoming domestic life insurer. He flew more than 7,000 test flights for United Airlines as the company’s chief test pilot, and spent much of his professional life in Wyoming, where he was elected to the state House of Representatives twice in the 1950s.

“The entire experience with the Johnsons was amazing and extremely rewarding,” said Jim Mullins, dean of Libraries. “The hooding of Ralph was one of the most memorable events of my life — I doubt that I have ever done something for someone that was more deserved. I am so glad that we in the Libraries were able to help honor him.”

The Libraries took particular interest in co-nominating Johnson for the doctorate after Sammie Morris, head of Archives & Special Collections, conducted an oral history with him in February 2007. She learned he was responsible for several hallmark designs and innovations that improved air safety, including the procedure for safely landing large aircraft that became the world standard. He subsequently agreed to donate his collection to the Archives.

“These documents are a tremendous resource for our library,” commented Morris. “Purdue has such a rich aviation tradition, and we are glad to have documents from one of the true pioneers in the field.”

Five students received the top prizes at the sixth annual Digital Cinema Contest in April at the Wabash Landing 9 Theater. The event is cosponsored and hosted by the Libraries and ITaP. Winners were Matthew Mann, Alex Donkle, Aaron Black, Tyler Kupferer, and Don Han. Winning films can be viewed at www.dlc.purdue.edu.
Bartow Culp Retires

After nearly 14 years as chemistry librarian, Bartow Culp is retiring on June 30, 2008. Bartow earned a Doctorate in Chemistry from the University of Delaware and spent eight years teaching in Germany, South Carolina and Michigan, before finding his true calling as an info wonk. “I discovered that looking for the information was more interesting than conducting the experiments,” says Bartow.

After spending 13 years in Minnesota working for 3M and Teltech as a technical information specialist, Bartow moved to Indiana in 1994. His career at Purdue began with a chance meeting with Dean Emily Mobley in the hallway of Stewart Center and he eventually became the chemistry librarian in August of that year.

One of his early (and continuing) goals was to adapt the Chemistry Library to the needs of modern students and faculty. He reorganized the bound journals and monographs, opened up the floor space by expanding into two more rooms, created more study areas for undergraduate students, and developed quiet areas for graduate students and faculty. Over the years, he designed a new circulation counter and study carrels for the library, which were built by a local craftsman, an employee of the Chemistry Department. “This was an example of the great support and cooperation we have received from the Chemistry Department; with its help, the library was able to grow and develop in a variety of ways to provide quality service and instruction. However, I never forget who signs my paycheck — I try to represent the Purdue Libraries to all of my patrons.”

Bartow is proud of the new Mellon CyberChemistry Lab (MCCL), which opened this year in the space formerly occupied by the library’s Current Journal Room. “It was created to provide faculty and students access to chemistry-related software tools and to support our instructional programs. We want the lab to help our users more effectively apply the information that is available to them, and as a result make their assignments and their research more meaningful. To my knowledge, this is the first such facility of its kind on any college campus.”

As Bartow enters the next phase of his life he will first spend some time in France and the Swiss Alps (he calls the trip ‘my retirement sabbatical’) and then relocate to Chapel Hill, NC, to be closer to his family. He plans to travel, volunteer, cook, and be open to explore any opportunities that may come along. And, as part of his voluntary retirement, Bartow will return to Purdue in January 2009 for six months to work in the Libraries.

“This has been the best job ever. All of my colleagues have been supportive and the Libraries staff have been incredible. I’ve been very fortunate to be associated with the Purdue community and in particular the Libraries. Thank you everyone! It has been an honor and a pleasure to have had you as colleagues.”

ANNOUNCEMENTS

FROM OFFICE 2003 TO OFFICE 2007
Online training resources are available on the Libraries Intranet:
Units & Departments > Staff Development & Training>
NEW! Office 2007 Online Resources
Contact Rebecca Richardson at rarichar@purdue.edu with questions.

LIBRARIES GAMING EXPO
Thursday, July 17, 2008
3:00 p.m. - 5:00 p.m.
iLab (UGRL G959)

Come experience some of the most popular video games including Guitar Hero, Dance Dance Revolution, and Nintendo Wii Sports. This is an informal, drop-in session to play games and see how some libraries are using games to enhance student learning. Hosted by Track Three of the Gaming and Immersive Environments Sub-Group.

ARCHIVES AND SPECIAL COLLECTIONS EXHIBIT
“From the Kitchen to the Classroom: Lillian Gilbreth and Homemaking”
June 10 – August 30, 2008
Tuesday — Thursday
1:00 p.m. – 4:30 p.m.
STEW 279

Will feature items from the Gilbreth Papers, such as her plan for the “Ideal Kitchen,” in conjunction with highlighting Purdue’s role in women’s education through the Home Economics program.
On May 31, after 14 years and 8 months, Lucy Allen retired from the Purdue Libraries.

Lucy said that all good things must come to an end and that she is ready to begin a new phase in her life.

“I have enjoyed my time at the Undergrad and the Purdue Libraries, but it is time to move on,” said Lucy. “At some time or another, I have interacted with almost everyone in the Libraries, and I have developed a real sense of family with many of the staff, student staff, and our regular night time students in UGRL. Retirement will be a real challenge — I’ll miss everyone, especially in August when all the students will return to campus and I won’t be here.”

Lucy felt the Libraries’ main objective was to take care of the students by providing them with good service and a safe and comfortable place to study. She especially enjoyed working with the student staff members.

“The student assistants were great to work with. Without them the Libraries would not be able to survive.” To show her gratitude to the many student staff members she has had the opportunity to work with over the years, Lucy contributed to the PULSE award and will continue to do so through her retirement years. “It is important for them know how much we appreciate their efforts and their commitment to their jobs in the Libraries; we can do that through our continued support of the PULSE award.”

Friends and coworkers recently contributed over $200 in Lucy’s honor to the PULSE Award in recognition of her many years of dedicated service to the Libraries and its students.

Lucy and her husband, Bill, will continue to participate in many activities including the family support group for the Indiana National Guard and the Johnson Rag and Ballroom Dancing Club. She will still host the occasional dinner party at their home, sharing her culinary successes and failures, with guests. “We like to spend time with good friends, good food, good wine, and laugh a lot. It’s good for the soul.”

“Thanks to everyone who has made my job at the Libraries so enjoyable. I am especially grateful to the night crew who helped to make those after-midnight hours go quickly…you were the best. Hopefully our paths will cross somewhere along the way. Thank you all and many well wishes for continued success in the Libraries.”
2008 Libraries Award Winners

DALE WHITE, AUX, Joseph M. Dagnese Memorial Award for Excellence in Service to the Libraries.

ELAINE BAHLER, UGRL, Joseph M. Dagnese Memorial Award for Excellence in Service to the Libraries.

MICHAEL WITT, RESH, Dean’s Award for Significant Advancement of a Libraries Strategic Initiative.

CINDY SMITH, MEL, Dean’s Award for Significant Advancement of a Libraries Strategic Initiative.

JIM MULLINS, Dean.

MEGAN SAPP NELSON, ENGR, John H. Moriarty Award for Excellence in Library Service.

Brand Tip of the Month

Q. What templates are available with the brand already on them?

A. The Marketing Office has put together PowerPoint templates and letterhead with the brand already inserted. We’ve also created shipping label templates for use with Avery labels. All are available on the Intranet, under Advancement> Marketing.

Also, we are always taking suggestions for templates that would make using the brand easier for you. If there is a template you’d like to see, contact Kayla Gregory in the Marketing Office. We can provide Microsoft Publisher and Word, and Adobe Photoshop and InDesign files.

Do you have a question about the brand? If yes, please send it to the editor. As always, if you have any questions on branding or how to work with the graphics, please contact Kayla Gregory at kgregory@purdue.edu in the Marketing Office.

Hicks Undergraduate Library

A perfect place to meet, greet, and relax.

Featured Drink for June: Iced Almond Latte.

Summer Hours:
Monday - Friday
8:00 a.m. - 2:00 p.m.
**BRAND PROMISE**

- As the information specialists on campus, we are dedicated to providing essential information and expertise that meet the unique learning and discovery needs of our students and faculty.
- We promise to enhance their experience and success by providing guidance, education, resources, and innovation.
- We create and support a welcoming and dynamic learning environment with access to knowledge anytime, anywhere, and in any format.
- As a result, our students and faculty will know and value that they are better prepared for academic success, professional growth, and lifelong learning.

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**INSIDE Information**

If you have never visited one of the exhibits in Archives and Special Collections, I hope you will take the time to do so this summer (see page 5 for details). Recently, Amanda Grossman gave me a guided tour of the Bruce Rogers Exhibit that was on display from May 1 to June 6. I was impressed with the uniqueness and quality of the exhibit. I saw working copies of Roger’s font designs, examples of illustrations for the *Exponent* and *Debris*, original designs of greeting cards and stationary, a 1948 book he designed for John McCutcheon, and even the world’s smallest book that was purchased with gift monies Roger’s bequeathed to the Purdue Libraries. There are two Bruce Rogers collections: the Bruce Rogers Papers, which contain personal items like letters, photos, etc.; and the Collection on Bruce Rogers, which documents the Libraries’ activities with Bruce Rogers material after his death, mostly focusing on the Bruce Rogers Centennial Conference in 1970. To learn more about Bruce Rogers visit the Archives and Special Collections’ Web site at [www.lib.purdue.edu/spcol](http://www.lib.purdue.edu/spcol).

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**Congratulations**

**Sarah Kelly**, Life Sciences Librarian, on her retirement.

**Alex Macklin**, User Instruction Librarian, on her appointment as Director of the Library and Archives at the Heinz History Center in Pittsburgh, PA

**Patrick Whalen**, HSSE, on winning an ITaP photo contest. His photo was selected as the cover for the Purdue CD, “Creating A Secure Awareness Program.”

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*Bruce Rogers (seated) and John Moriarty, Director of Libraries, circa 1950s.*

*Teresa Brown, Editor tmabrown@purdue.edu*

*Purdue’s Exponent designed by Bruce Rogers, October 1894, volume 6, number 1.*
Purdue Libraries Hosts eScience Conference

The weather cooperated and Purdue Libraries hosted a very successful Committee on Institutional Cooperation (CIC) Center for Library Initiatives Conference, May 12-13, 2008, on the topic of eScience and its impact on librarianship. Scott Brandt served as co-Chair with Bill Mischo of the Engineering Library at University of Illinois at Urbana Champaign.

Approximately 110 science, IT and archive librarians from throughout Big Ten schools (and the University of Chicago) attended. The event kicked off with speakers representing science (chemistry, physics, astronomy and biology) talking about massive amounts of computer generated data, and the help they need in navigating, sharing and archiving. Librarian-science collaborations from outside the CIC were presented, along with showcases of what librarians are doing within the CIC. Attendees chosen to attend from Purdue were Michael Fosmire, Jeremy Garritano, Vicki Killion, Chris Miller, Megan Sapp Nelson, Maribeth Slebodnick, and Amy Van Epps. Other Purdue people involved as speakers or on the planning committee were Marianne Bracke, Michael Witt, and Jim Mullins. Purdue disciplinary faculty included Sylvie Brouder, agronomy, and Norbert Neumeister, physics.

eScience refers to research that is undertaken using intense computation to perform many experiments simultaneously, to generate data which can be manipulated by computers through simulation and visualization, and to share/mix/reuse that data in ways to explore new problems. Such computational research is sometimes called eResearch and can refer to areas outside of science, engineering and agriculture, such as social science, economics and humanities.

As libraries move from collecting traditional print materials to accessing electronic resources to acquiring “unpublished” works in repositories, it is likely they will play some role in helping to manage data collections as well (describing, helping to discover, providing access, archiving, etc.). During the conference librarians learned about different ways researchers create and handle data, and how some librarians are exploring ways to engage eScience. They also had opportunities to network, get to know their counterparts, and discuss issues related to defining new roles, services and research directed towards eScience. A breakout session identified several ideas that the CIC will review to explore its role in leading projects, including large scale collaborations and continuing educational activities.

Copy Deadline
Copy for the July issue is due by June 15, 2008.