MARK SANDLER

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###### EDUCATION A.M.L.S. The University of Michigan; Library Administration (1985)

**Ph.D.** Michigan State University; Sociology (1979)

**M.A.** City University of New York; Social Relations (1974)

**B.A.** City University of New York; Social Science (1969)

**EXPERIENCE** **NOVEL SOLUTIONS CONSULTING**

**Principal Consultant** 2016 to present

**BIG TEN ACADEMIC ALLIANCE (formerly CIC)**

**Director, Center For Library Initiatives** 2006 to 2016

#### UNIVERSITY OF MICHIGAN—ANN ARBOR

##### Librarian

University Library Collection Development Officer 2000 to 2006

Coordinator, Graduate Library Collections 1990 to 2000

Head, Research Services and Humanities 1995 to 1999

Coordinator, University Library Area Programs 1990 to 1995

Interim Co-Head, Reference and Research Services 1993 to 1995

**Senior Associate Librarian**

## Coordinator of Graduate Library Selectors 1986 to 1989

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## Associate Librarian

## Storage Projects Librarian 1985 to 1986

**SELECTED**

**PUBLICATIONS “**Operationalizing the B1G Collective Collection: A Case Study of Consolidation vs. Autonomy,” with Lorcan Dempsey and Constance Malpas, Dublin, Ohio*, OCLC Research Report, May 2019.*

“Messing with Success: the Charleston Library Conference FutureLab,” with Heather Staines, *Against the Grain*, pp 34-38, February 2018.

“The Death of a Bookworm: a Long-winded Eulogy,” *Against The Grain* theme issue on he future of the book, Bob Nardini, ed., April 2016.

**“**ATGInterviews Mark Sandler, Director, CIC Center for Library Initiatives.” Interview by Tom Gilson and Katina Strauch, *Against the Grain,* pp. 39-41, June 2015.

“Coffee is for Closers: Spilling the Beans About Library Customer Acquisition,” invited op-ed in *Choice,* 52:2, 194-197,October 2014.

“The Ghosts in the Stacks: Collection Development Practice Past, Present, and Future in Academic Research Libraries,” in *Rethinking Collection Development and Management*, ABC-CLIO, 13-30, 2014.

“How Super-Consortia Saved Our Libraries From the Forces of Evil…and Themselves.” *Collaborative Librarianship*, 6:1, 1-4, Fall 2013.

“Planning Assumptions and Implementing Strategies for Cooperative Print Storage Initiatives,” *UKSG Insights*, 25:3, November 2012.

“Market Formation for E-books: Diffusion, Confusion or Delusion,” with Kim Armstrong and Bob Nardini, *Journal of Electronic Publishing*, 10:3, Fall 2007.

“Collection Development in the ~~age~~ day of Google,” *Library Resources and Technical Services*, pp. 239-243, October 2006.

**PUBLICATIONS**

**(Cont.)** “Disruptive Beneficence: The Google Print Program and the Future of Libraries,” *Libraries and Google,* William Miller and Rita Pellen, eds., Haworth, Spring 2006.

“Google Print: Shipwreck or Clear Sailing?” *The Charleston Advisor*, pp. 45-47, October 2005.

*Digital Libraries: A View from the 21st Century: A Festschrift for Wendy Pradt Lougee on the occasion of her departure from the University of Michigan*, Maria Bonn, Patricia Hodges, Mark Sandler, and John Wilkin,eds., UM Scholarly Publishing Office, Ann Arbor, Michigan, 2003.

“Academic and Commercial Roles in Building *The Digital Library*” *The New Dynamics and Economics of Cooperative Collection Development,* Edward Shreeves, ed., Binghamton, NY: Haworth, 2003.

“What Movie is this Anyway: La Dolce Vita or My Life as a Dog?” *Against the Grain* 14(3):76-78, June 2002.

"Qualitative Data in Library Decision Making," *Qualitative Research in Information Management*, Jack D. Glazier and Ronald R. Powell, eds. *Libraries Unlimited*, Englewood, Colorado, 174-186. 1992.

"The Humanistic Scholar's Project: a Study of Attitudes and Behavior Concerning Collection Storage and Technology," with Wendy Pradt Lougee and Linda Parker. *College and Research Libraries* 51(3):231-40, May 1990.

"Quantitative Approaches to Qualitative Collection Assessment," *Collection Building* 8(4):12-17 (1987). Reprinted in *The Collection Building Reader*, Betty-Carol Sellen and Arthur Curley, eds. Neal-Schuman, New York, pp. 184-189, 1992.

"From Ph.D. to M.L.S.: Retraining in Librarianship," with Jeffrey Cooper and Janet Gertz. *Library Journal* 112(8):41-42, April 1987.

"Workers Must Read: the Commonwealth College Library, 1925-1940," *Journal of Library History,* 20(1):46-69, February 1985.

"Terminal Ailments Need Not be Fatal: An Assessment of the Impact of Online Public Access Catalogs in Academic Settings," *RQ*  46:160-168, Summer 1985.

"Organizing Effective Faculty Participation in Collection Development," *Collection Management,* 6:63-74, Fall/Winter 1984.

"Equal Employment Opportunity Consciousness Among Arkansas Public School Districts," *Journal of Negro Education*, 51:412-424, Fall 1982.

**SELECTED**

**PRESENTATIONS** **Invited Speaker**—“Patching It Together: Creating Tomorrow’s Library From Yesterday’s Scraps,” Love Library, University of Nebraska, Lincoln, December 2016.

**Panel Organizer**—“The Young and the Restless: Fresh Eyes Scan the Library and Publishing Landscapes,” with Jen Maurer, Cambridge University Press; Hannah Scates Kettler, University of Iowa; Dan Valen, Figshare; Mara Blake, University of Michigan,” Neopolitan Panel, Charleston Conference, Charleston S.C., November 2015.

**Presenter**—“The Changing Academic Book Landscape: What’s Next?” Charleston Conference, Charleston S.C., November 2015.

**Invited Speaker—“**Selling Matters: Approaching the Library Consortia Market,” AAUP Board Luncheon, Chicago, October, 2015.

**Panel Organizer**—“Vendor and Consortia Partnerships,” with Alicia Wise, Elsevier; Brett Rubinstein, IOP; Ed McBrida, Sage; and Kim Steinle, Duke University Press. ICOLC, Oslo, Norway, October, 2015.

**Invited speaker—“**Finding a Path Forward: or Wandering in Circles,” Purdue University Libraries, West Lafayette, June 2015.

**Invited speaker—“**Gazing Towards the Future: YIKES!” The University of Wisconsin Memorial Library, Madison, May 2015.

**PRESENTATIONS**

**(Cont.)** **Invited speaker—“**A Joyful Noise: Living Loud in the Library,” Rutgers University School of Information and Communication, Beta Phi Mu Induction Dinner, New Brunswick, NJ, April 2015.

**Presenter—**“The Future of Library Consortia: a Survey of ICOLC Members Regarding Priorities, Strategies and Expected Challenges,” ICOLC, Albany New York, April 2015.

**Featured Presenter—**“Buy Less, Sell More: Choice: New Roles for Libraries and Librarians,” CHOICE ACRL Webinar Series, March 2015.

**Invited speaker—“**Kentucky Fried Libraries: Battered and Chewed Up in the Digital Marketplace,” The University of Maryland, College Park, December 2014.

**Invited speaker—**“Building the Library of the Future One ~~Brick~~ Click at a Time,” Oklahoma State University, Stillwater, November 2014.

**Presenter—** “Libraries as Online Learning Centers,” Charleston Library Conference, Charleston SC, November 2014.”

**Invited Speaker—“**Collecting Dust: Why Research Libraries Can’t Survive in a Vacuum,” University of Iowa Library Staff, Iowa City, July 2014.

**Presenter—**“Doubling Down on a Pair of Deuces: Risks and Rewards for Reducing Monograph Holdings in America’s Research Libraries,” CIC/OSU/OCLC Symposium on Library Storage, Dublin OH, March 2014.

**Invited Speaker—**“The Buzzards are Circling, and other Library Metrics,” University of Michigan Library Selectors, Ann Arbor, MI, March 2014.

**Presenter—**“Tapping Talent: A New Paradigm for Campus Outreach,” Timberline Acquisitions Conference, Portland OR, April 2014.

**Presenter**—“Changing Views of Library Collection Development,” American Library Association Midwinter Conference, Philadelphia PA, January 2014.

**Presenter—**“Pitch Perfect: Selling to Libraries, and Selling Libraries to Non-users,” Charleston Library Conference, Charleston SC, November 2013.

**Presenter—**“DIY Publishing: Democratization or Demolition Derby,” Charleston Library Conference, Charleston, SC, November 2013.

**Panelist**— “The Future of Scholarly Publishing: Revisiting *University Publishing in a Digital Age*,” Ithaka Sustainable Scholarship, New York, September 2011.

**Panelist**— “Big New Collaboration is Built on Little Old Services,” Council of University of Wisconsin Libraries, Madison, WI, June 2011.

**Presenter**—“CIC Collaborative Strategies and Needs,” (with Kim Armstrong), OCLC All-Staff Symposium, Columbus, OH, May 2011.

**Presenter (Keynote)—**“Ebooks 2.0: Collaborative Strategies for Acquiring and Implementing Ebook Collections,” Seattle, WA, Ebook Summit, Springer Publishing, April 2011.

**Presenter**—“Is Your Consortium Paying Dividends? Measuring the ROI for Cooperative Collection Activity,” (with Kim Armstrong), Charleston Library Conference, Charleston S.C., November 2010.

**Panelist—**“The Google Book Search Settlement,” American Library Association, Annual Meeting, Washington, D.C., June 2010.

**Presenter (Keynote)—**“Ebooks and the Health Sciences Library: Nostrum or Cure,” Medical Library Association, Washington D.C., May 2010.

**Presenter (Keynote)—**“Hopelessly Lost, But Making Good Time: Libraries Rushing Hither and Yon,” STM Annual Spring Conference, Cambridge MA, April 2008.

**Presenter—** “Library Interests in ProtectingCopyright, Fair Use and the Public Domain,”

American Association of Law Libraries, Annual Meeting, St. Louis MO, July 2006.

**PRESENTATIONS**

**(Cont.) Presenter— “**Libraries, Scholars and Google,” Publishers’ Licensing Society Annual Meeting, London UK, November 2005.

**Presenter—** “Google Bytes the Big Apple” Metropolitan New York Library Council Annual Meeting, NYC, October 2005.

**Presenter— “**Collection Development in the Day of Google,” Janus Conference on Research Library Collections, Cornell University, Ithaca NY, October 2005.

**Presenter—** “The University of Michigoogle: Libraries Adjust to Mass Digitization.” Digital Library Federation, San Diego 2005.

**Presenter (Keynote)—** “Life is a Beach: and Summer Just Ended,” The Future of Government Documents in ARL Libraries, ARL Training Institute, Washington DC, September 2005.

**Presenter—** “New Scholarship from the World’s Oldest Printed Books,” Society for the History of Authorship, Reading and Publishing (SHARP), Lyon, 2004.

**Presenter—** “Qualitative Research in Library Assessment and Decision-Making,” Library Research Roundtable, American Library Association, Annual Conference, New Orleans, 1999.

**PROFESSIONAL Chair**—HathiTrust Government Documents Planning and Advisory Group, 2014—2015

**ACTIVITIES Advisory Board Member**—Springer, 2013-2016

**Member—** Depository Library Council, GPO, 2005-2008

**Co-publisher—**Journal of Electronic Publishing, University of Michigan, 2005-2007

**Advisory Board Member—** John Wiley and Sons, 2004-2009

**Principal**—Sandler and Associates Consulting, 2004-2006

(clients included Google, Newsbank/Readex, ProQuest, Wayne State University)

**Advisory Board Member**— Thomson Scientific, 2004—2006

**Chair—** Chief Collection Development Officers of Large Research Libraries, 2003-04

**Director—** University of Michigan Text Creation Partnership, 1998—2006.

**HONORS Hugh C. Atkinson Memorial Award, American Library Association, 2017.** Awarded annually“for outstanding accomplishments by an academic librarian.”

**Council on Library Resources Fellowship,** Professional Education and Training in Research Librarianship, The University of Michigan, 1983-1985.

**Margaret Mann Award for Achievement and Professional Promise**, The University of Michigan School of Library Science, 1985.

**Michigan State University Excellence-in-Teaching Award**, 1975.