The Future of E-Textbooks:
A Symposium on the Influence of E-Textbooks on Academic Life

Friday, March 18th, 2011
9:00AM-4:00PM

AGENDA

8:30am-9:00am  Meet & Greet/ Breakfast and Registration

Welcome & Opening remarks
Bryan Skib, Associate University Librarian for Collections, University of Michigan Library
Suzanne BeDell, Managing Director for Science & Technology Books, Elsevier
Maria Bonn, Associate University Librarian for Publishing, University of Michigan Library: Responding to the Changing Textbook Terrain at the University of Michigan

Break

Stephen Acker, Ohio State University | Research Director for the eTextOhio Project: Avoiding the Tragedy of the Commons: Creating new business models for digital textbook delivery that serve publisher, librarian, bookstore, faculty and student requirements

Natsuko Nicholls, Research Area Specialist Associate, MPublishing, University of Michigan Library: Michigan Textbook Study and Pilot: A Research Perspective

UM Student Panel
Moderated by Jennifer Green, Manager of SAND, Government Information & Maps at the University Library

12:15pm-1:30pm  Luncheon

UM Faculty/Instructor Panel
Moderated by Scott Dennis, Humanities Librarian and Coordinator, Core Electronic Resources at the University Library
Tim McKay, Arthur F. Thurnau Professor of Physics
Brenda Gunderson, Senior Lecturer, Department of Statistics
Chris Gerben, Graduate Student Instructor / Graduate Teaching Consultant, Department of English Language and Literature

Break


Rafael Sidi Elsevier VP, Product Management for Science Direct: There's an App for That! Empowering the Community for Better Outcomes

3:45pm-4:00pm  Wrap-up & Close of the meeting
**SPEAKER BIOGRAPHIES**

**Bryan Skib** is the Associate University Librarian for Collections at the University of Michigan. As a member of the Library's senior management team, he contributes to Library-wide strategic planning, in addition to specific responsibility for the materials budget, collection development activities, preservation of library materials, document delivery, and library technical services. After earning degrees in History from Princeton University and from the University of Michigan, he worked for 18 years in a variety of public service roles at the UM Hatcher Graduate Library, particularly in the areas of History, European Studies and Religion. He served as Coordinator of Collection Development for the Graduate Library (2001-2007), and then as Collection Development Officer for UM University Library (2007-2011). He has been active in several academic and library associations, particularly the Western European Studies Section of the Association of College and Research Libraries.

**Suzanne BeDell** joined Elsevier as Managing Director, Science & Technology Books in September, 2010. She has been a book publishing and information industry leader for almost 30 years focusing on the intersection of print and electronic delivery for much of her career. Prior to joining Elsevier, she worked for ProQuest for 9 years, most recently as General Manager of Dialog, LLC, a provider of information services for research-intensive organizations. Before ProQuest, Suzanne was Senior Vice President of Internet Products at Thomson Healthcare, Director of Electronic Product Development for Mosby, Inc. (then a Times-Mirror Company), and held a variety of positions in McGraw-Hill's College Division. At McGraw-Hill, BeDell was a publisher and on the launch team of McGraw-Hill’s Primis, the first electronic publishing system for customized textbooks and course packs. She started her career in technical publishing as a Marketing Manager for Gulf Publishing Company in Houston, Texas. Suzanne is a popular media commentator and conference speaker on the subject of the future of print and electronic publishing. She is on the board and Treasurer of NFAIS a membership organization serving those who create, aggregate, organize, and otherwise provide access to authoritative information. She received a B.A. in Journalism from Drake University.

**Maria Bonn** is the Associate University Librarian for Publishing in the UM Library. In that position, she oversees the Library's growing suite of publishing and scholarly communications initiatives, including the University of Michigan Press, the Library's journal hosting and publishing activities, the institutional repository Deep Blue, the Copyright Office, and the Text Creation Partnership. In addition, she serves as an advisor to the University community on issues surrounding scholarly publishing and communication policy and supports innovative projects in those areas both in and out of the Library. She has a PhD in American Literature from SUNY Buffalo and a Masters in Information and Library Science from the University of Michigan.

**Steve Acker** is Research Director of the Ohio Digital Bookshelf Project at OhioLINK/The Ohio Board of Regents and an Emeritus Professor at The Ohio State University. While at Ohio State, he served on the faculty of the School of Communication and the Department of Design. He also served as Director of Learning Technologies Research and Innovation for OSU. Dr. Acker speaks, writes and consults on introducing new learning technologies into educational organizations.

**Natsuko Hayashi Nicholls**, Research Area Specialist Associate for the UM Library, has been working with Scholarly Publishing Office since January 2009 and is now affiliated with MPublishing, the primary academic publishing division of the University of Michigan. The majority of her effort has been dedicated to new Library textbook initiatives. In 2009, she conducted a year-long study to examine and assess a wide variety of roles the Library can play in increasing textbook affordability for the Michigan scholarly community. More recently, she has been engaged with the campus and library community in testing out and implementing new service possibilities to create better and more affordable access to textbooks for Michigan students. She has a PhD in Political Science (2004) from the University of Michigan.
Ken Brooks is senior vice president, global production and manufacturing services at Cengage Learning (formerly Thomson Learning) where his responsibilities include the development, production, and manufacturing of textbooks and reference content in print and digital formats. Prior to his position at Cengage Learning, Ken was president and founder of Publishing Dimensions, a digital content services company focused in the eBook and digital strategy space. Over the course of his career, Ken has founded a Philippines-based text conversion company; a public domain publishing imprint; and a distribution-center based print-on-demand operation and has worked in trade, professional, higher education and K-12 publishing sectors. He has held several senior management positions in publishing, including vice president of digital content at Barnes & Noble, vice president of operations, production, and strategic planning at Bantam Doubleday Dell, and vice president of customer operations at Simon & Schuster. Prior to his entry into publishing, Ken was a senior manager in Andersen Consulting's logistics strategy practice. He holds a Bachelor's and Master's degree in Industrial Engineering from the Georgia Institute of Technology.

Rafael Sidi is Vice President, Product Management for ScienceDirect, Elsevier's main online journal platform, offering over 2,500 scientific journals (and books) to customers worldwide. He also leads the new Search and Discovery solutions for Academic and Government Products. Rafael has been with Elsevier since 2001 and has been leading product development efforts for Engineering Information and then for the Engineering & Technology division. He has been instrumental in developing and creating new online productivity enhancing products for the corporate and academic markets including Engineering Village, Referex and illumin8. Engineering Village won the SIIA 2006 Codie Award for Best Content Aggregation Service. illumin8 is the first technology intelligence research tool for R&D knowledge workers, which uses natural language processing technology with Elsevier's premium scientific content and web content.

Prior to joining Elsevier, Rafael was Director of e-commerce operations for Bolt Media Inc. a portal for teenagers. Rafael has a Bsc in Electrical Engineering from Bosphorus University, Istanbul and MA from Brandeis University. Rafael serves at NFAIS board.

UM Faculty/Instructor Panel

Tim McKay Arthur F. Thurnau Professor of Physics at University of Michigan, conducts research on observational cosmology: galaxy clusters, large scale structure, dark energy, gamma-ray Bursts and other astrophysical transients. In addition to astrophysics research, he is heavily engaged in the teaching of physics. For the last four years he has been teaching and developing a new “Physics for the Life Sciences” introductory sequence of courses. Students have played an essential role in the development and teaching of this course, and it has provided an excellent training ground for students interested in science education. He is writing a textbook for this course which is expected to reach the market in summer 2012.

Chris Gerben is a PhD candidate in the UM Joint Program in English and Education (JPEE) where he is studying the intersections of collaborative composition and everyday social media. In addition to Michigan, Chris has taught writing and rhetoric courses at Stanford University and the University of Notre Dame, where he also earned an MFA in poetry. Chris is a teaching and instructional technology consultant for the Center for Research on Learning and Teaching (CRLT), has consulted for a major computer company on implementing Internet-based educational technology, and is part of a team of editors launching an open-source textbook project based out of Colorado State University. Chris is a participant in the campus eTextbook pilot project.

Brenda Gunderson is a Senior Lecturer in the Department of Statistics at the University of Michigan. She coordinates and teaches the largest undergraduate statistics course, Statistics and Data Analysis, with approximately 3000 students each year. She is also the undergraduate advisor for students electing to major or minor in Statistics. She holds a Ph.D. in Statistics from The University of Michigan (1989). Her research focuses on Statistical Education, in particular using technology to enhance learning. Dr. Gunderson is a past recipient of The University of Michigan Golden Apple Award (1999). She was one of 10 faculty fellows selected to study scholarly literature on student learning, and consider implications for undergraduate teaching as a Science of Learning Teagle Faculty Scholar (2008-2009). She is active member in the UM MERLOT (Multimedia Educational Resource for Learning and Online Teaching) Community of Practice and is co-investigator for a New Initiatives/New Infrastructure (NINI) Grant: Enhancing Undergraduate Education through the Deployment of Good Learning Objects.