

As stated by the editor, collaborative efforts within libraries can “bring more ideas to the table, enhance creativity, and increase librarians’ ability to solve problems” (1).

While there are many more collaborative efforts continually being explored in library cataloging, this book brings together a good number of examples that shows the importance of this topic. This title would be a good resource for catalogers to help them get more ideas on collaborative opportunities. It would also be useful to library administrators and managers as a demonstration of the necessity of cataloging work, as well as in helping such leaders promote collaborative efforts within their libraries.—*Jeremy Myntti* (jeremy.myntti@utah.edu), *University of Utah, Salt Lake City, Utah*

Practical Digital Preservation: A How-To Guide for Organizations of Any Size. By Adrian Brown. Chicago: Neal-Schuman, 2013. 336 p. \$75 softcover (ISBN: 978-1-55570-942-6).

Practical Digital Preservation: A How-To Guide for Organizations of Any Size provides detailed information about and helpful strategies for tackling the robust and evolving world of digital preservation. The author defines digital preservation as “the process of maintaining a *digital object* for as long as required, in a form which is *authentic*, and accessible to users” (xii). The book is divided into ten chapters and includes a glossary of terms, appendixes, bibliography, and index.

The first chapter includes some practical information regarding appropriate audience, use of the book, minimum requirements for embarking on digital preservation, myths about digital preservation, a comprehensive survey covering the history of digital preservation, and some helpful hints about terminology.

In chapter 2, the author outlines strategies for building a digital

preservation program and for handling challenges such as limited staffing, resources, technical infrastructure, and knowledge of project management. He argues that the first step should be securing recognition from administrators that digital preservation is important to the success of the organization. The author helps the reader in this regard by focusing this chapter on creating an effective business plan for digital preservation. Moreover, the author includes methods for discussing the financial and nonfinancial benefits of adopting and embracing a digital preservation plan. Creating a digital preservation policy and knowing the essential components therewith can be a powerful means of securing support from administrators and colleagues.

Chapter 3 provides a needs assessment for creating a well-documented, sustainable, and successful digital preservation program. The chapter focuses on the best way to develop a set of requirements, communicate with stakeholders to secure support and contribution to the program, examine other business plans and policies, and build on what the organization is already doing. Additionally, the author includes detailed information on how established requirements should be articulated and documented. The last part of the chapter highlights the application of established requirements and the best way to create an actual digital preservation program.

The fourth chapter includes many useful case studies that outline approaches to creating and implementing a digital preservation program. A range of possible options are discussed in this chapter, from in-house solutions to outsourcing; in addition the author describes why certain models are better suited to particular organizations. If an organization has already chosen an approach, this chapter would be useful to consult as it assesses the implementation process as well as the practicalities of managing a digital preservation service. Finally,

the author provides information on the best way to develop a realistic roadmap to bring a digital preservation program to its optimum level of service and capacity in the future.

Chapters 5 and 6 focus on the two stages of acquiring digital content for repositories. The author describes stage one in chapter 5: “The institution makes a decision to acquire a specific collection of material, undertakes any preparatory activities, and performs the physical transfer of that material into its custody” (109). This chapter also discusses important issues that need to be addressed in advance of content transfer, as well as developing a selection policy and process for acquisition. Chapter 6 discusses stage two, accession and ingest of digital content. The author notes that in this stage “the various activities required to ensure that the transfer has been successful” occur, as well as those activities that “generate all information necessary for the preservation and future management of the content, and ingest it into the digital repository” (109).

A digital repository (or any digital record) is useless unless there are descriptive metadata attached to it. In chapter 7, the author defines metadata as “the set of information required to enable content to be discovered, managed and used by both human agents and automated systems” (155). He summarizes the importance of metadata, standards that address the descriptive information needed, how to create appropriate metadata, and how they can be managed and stored. The role metadata play in a digital repository is discussed in depth, and the author provides a set of useful case studies toward the end of the chapter. Chapter 8 examines in depth the preservation of digital content, and stresses the importance of being able to access and use digital content over the long term. The author does not deny that the preservation of digital objects is a complex issue, but he gives practical

approaches to preservation techniques along with their applications.

Chapter 9 takes a close look at providing reliable access to users. The author summarizes this point by stating, “Everything we do in this regard must therefore be informed by the needs of current and future users; their requirements should dictate how we go about the business of digital preservation” (243). This chapter concentrates on what organizations need to consider when providing access to their digital content, the technical challenges associated with providing access, and the curatorial and legal responsibilities for delivering digital content to users. The last chapter of the book comments on the rapidly changing environment of digital preservation and analyzes emerging technologies and future trends. The author does a nice job of forecasting the future of digital preservation without coming across as a fortuneteller.

While the content is geared toward libraries, museums, and archives that are producing and maintaining digital content, this book would also be beneficial for professionals outside these fields. Each chapter is organized in a meaningful way, and the entire book flows with a natural progression through the complex stages of digital preservation. There is not a lot of technical jargon and the concepts outlined can be applied to small or large organizations that have a variety of assets. The author does an excellent job presenting complicated content in a digestible way, and offers useful case studies throughout the book. *Practical Digital Preservation* is an excellent book for anyone working with and producing digital content.—Katie Nash (knash@elon.edu), *Elon University, Elon, North Carolina*

Getting Started with Evaluation.

By Peter Hernon, Robert E. Dugan, and Joseph R. Matthews. Chicago: ALA Editions, 2014. 242 p. \$65 soft-cover (ISBN: 978-0-8389-1195-2).

Articles, books, blogs, and webinars about assessment of technical and public services in both academic and public libraries abound. *Getting Started with Evaluation* is the latest American Library Association contribution to this mix. The authors of this title have published often in the subject; each has extensive experience in the field of library management, especially in the area of evaluation. All three have taught in library schools at some point in their careers. They acknowledge, however, that most practicing librarians did not take a course in research methods during their studies. This book is intended to provide an introduction to evaluation to those librarians as well as to current students in information management and research methods courses.

The book is logically structured to serve this need. Chapter 1 begins with an overview of the topic of evaluation, complete with definitions and lists, providing vocabulary to enable subsequent examination of the topic. As the authors note early in the text, “Evaluation is the process of identifying and collecting data about specific services or activities, establishing criteria by which their success can be measured, and determining the quality of the service or activity—the degree to which it accomplishes stated goals and objectives” (2). The authors establish this relationship between management and evaluation immediately and continue to reference it throughout the book, using further chapters to explore the evaluation process, library metrics, the audiences for evaluation (both internal and external), specifics about measuring, and how best to communicate results. As each of these topics is explored, the emphasis remains on the integration of evaluation into everyday library management.

The explanation of the process for evaluation includes practical suggestions for how to accomplish each step (e.g. the SPICE model for determining a question to study appears on

p. 19). The authors provide a range of actions and suggestions for how to assess a variety of library metrics (surveys, return on investment studies, cost-benefit analyses, etc.), from simple to complex. They include a variety of topics that are on my radar, like ethnographic research and measuring library contributions toward the completion agenda, a pressing issue at community colleges. Readers are urged to adapt these metrics to their own environments. There are many examples of ways to evaluate; both internal sources of data (collected at library and institutional levels) and external sources of data (sets of data available elsewhere for comparison) are described in detail. The authors generally discourage self-reported data in favor of measuring actual behaviors of library users while acknowledging that qualitative measures are required for a complete picture of the user experience. The goal of changing lives through exposure to libraries and library services is repeatedly emphasized throughout these sections of the book.

Boxes, tables, and figures provide concrete examples of the concepts described within each chapter. As the concepts and techniques covered increase in complexity, the authors provide formulas and steps to help reduce anxiety and encourage readers to begin evaluating.

Following the details of how to collect data, readers are counseled on how to use and communicate their findings.

Exercises are provided at the end of each chapter. These range from open-ended questions to stimulate discussion, to mathematical challenges, to questions requiring a one-word answer. Official answers to the exercises are provided in an appendix. These exercises would be useful for library and information science faculty and students, of course, but the authors also note their intent that these exercises also be used by library staff. The