

The SALIS Collection

Celebrating 5 Years of Growth

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It was five short years ago, at the 2013 SALIS Conference held in Berkeley, California, that attendees arrived with one carefully selected book to kick start The SALIS Collection to be hosted by the Internet Archive (IA). These books were taken to the IA headquarters in San Francisco where SALIS members were given a tour and had the opportunity to meet with IA founder Brewster Kahle. The experience was almost surreal, and the project seemed daunting. With perseverance and a lot of detailed work by the Digs (Digitization Project) team, The SALIS Collection grew to 1800 books by the end of 2017, the targeted goal. This paper updates previous presentations at SALIS conferences and highlights successes gained in 2017 including: the digitization of publications of the former Addiction Research Foundation funded by the University of Toronto Libraries; application and receipt of a grant from the Society for the Study of Addition (SSA), UK; a successful Giving Tuesday crowd funding campaign through Razoo.com. There continue to be challenges: administrative challenges, both physical and in record keeping to monitor the status of books being digitized; consistency of meta data; decision making in collection development policy; ongoing fundraising with our partners; exploring new funding sources. Both successes and challenges are highlighted as well as future goals.

Keywords

Digitization, Preservation, Alcohol History, Drug Abuse History, Substance Abuse, Recovery, Addiction

Introduction

The SALIS 2018 conference held in Berkeley, CA, provided an opportunity for the annual The SALIS Collection, <http://archive.org/details/salis>, Digitization (Digs) Project update. It marked the 5th anniversary of the Collection, a time to reflect on key accomplishments over the years and celebrate successes to date. By 2013, it had already been decided that a digitization project was the way to preserve the ATOD literature in the wake of library closures and downsizing and the loss of databases that included seminal textbooks and reports. The Internet Archive (IA) was selected as host as it is one of the largest digital repositories in the world, with its headquarters in San Francisco, near SALIS Home. SALIS Executive Director, Andrea Mitchell, organized a tour of the IA as part of the 2013 SALIS Conference. IA founder, Brewster Kahle, staunch supporter of the freedom of information and the value of libraries, was welcoming and enthusiastic. SALIS members attending the tour each brought one carefully selected book which became the first books digitized and added to the collection.

The 2018 SALIS conference presentation provided a brief history of the collection's first year and then focused on a review of 2017:

- Growth & Usage
- Fundraising
- Promotion
- Plans: Expectations & Challenges.

In the Beginning... 2013 - 2014

With less than 50 books collected and delivered to the IA to be digitized and an ambitious goal, drafted at the 2013 conference, The SALIS Collection was born.

The Goal, *one web page and one digitized copy of every alcohol, tobacco and other drug book ever published* was set at the

conference meeting. By year end, the SALIS Digs (Digitization Project) Team was at work and our members at the Alcohol and Drug Abuse Institute (ADAI) Library had set up a database, the Digs Project Database, to enable tracking the progress of books being added to the collection and to avoid duplication. Book by book, 86 were added to the Digs Database; by the end of 2014 / early 2015 the first books appeared in The SALIS Collection. At the 2014 SALIS Conference at Rutgers University, NJ, the collection was formally named **The SALIS Collection: Alcohol, Tobacco and Other Drugs** and the collection's IA description was crafted.

Growth & Usage

The SALIS Collection grows both through the digitization of books at IA sites and the uploading of documents by dedicated SALIS Digs Team Members. Sources of books to be digitized include SALIS members, libraries that are closing or downsizing, and private collections of researchers and other professionals. Books donated by the NIAAA Library on its closure, backed by funding from NIAAA, were foundational in initially building the Collection. Scanning costs on average \$30 per book and requires fundraising. Also, to be considered is the time and costs involved in processing: documenting, sorting, and shipping. Most books scanned are in copyright; these become part of the larger IA **Books to Borrow** collection; books can be borrowed for a period of up to two weeks. SALIS Home Office deals with boxes of books. All books must be added to the Digs Project Database and, once digitized and uploaded into the Collection, the records must be updated to reflect this. The IA scanners use metadata from WorldCat records as a default but in some cases, Digs Team members are able to or must provide meta data such as subject headings. Members of the Digs Team have authorization to upload born digital or

previously scanned resources. They are responsible for determining the copyright status, and if documents are in copyright, IA must be contacted to restrict access to 'Borrow'. The work of those uploading documents has enriched the Collection considerably, by adding collections from diverse sources. For example, Marc Wauters, VAD, Belgium, has uploaded over 400 Belgian documents which are heavily accessed. Barbara Weiner from the Hazelden Betty Ford Foundation Library has uploaded Research Updates from the Butler Center for Research as well as core NIDA and NIAAA series. Isabelle Michot, OFDT, France has uploaded valuable resources from France as well as EMCDDA monographs. With SALIS members uploading from Europe, including the UK, Canada and the US, the geographic scope has been enhanced.

The goal of 1800 books by the end of 2017 was reached. Figure 1 shows growth over time. The surges of growth reflect intensive digitization or uploading.

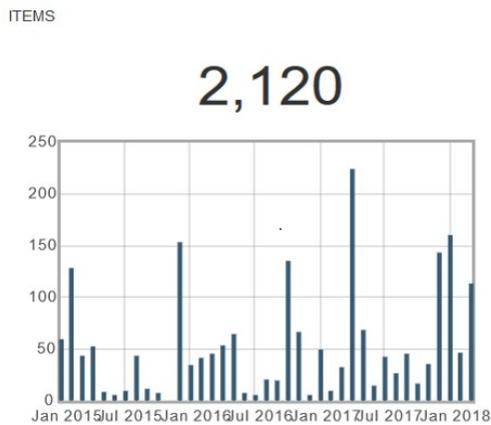


Figure 1: SALIS Collection Growth over Time

Usage, Figure 2, is based on views which could be influenced by web robots, 'bots', so it is not clear if this reflects human usage. However, there are other indicators. Books in copyright must be borrowed. Many had been borrowed

over 200 times, and some exceeding 300 times. When checked early in 2018, Jellinek's *Disease Concept of Alcoholism* had been borrowed 293 times and there was a wait list, *Les addictions* by Sylvie Poulichet had been borrowed 319 times and Terence Gorski's *Staying Sober*, 228 times. Usage of the European resources in Dutch appeared to be heavy. The Digs Team is confident that, yes, the collection is being used.

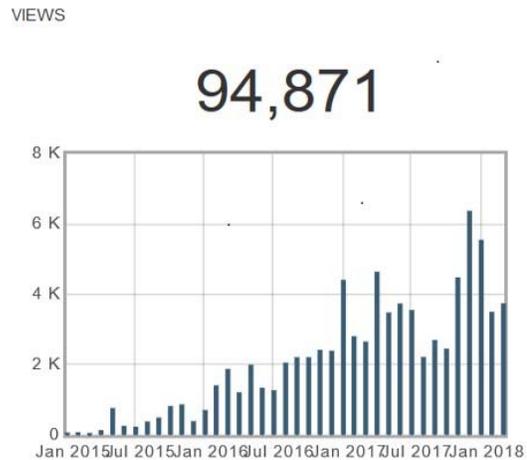


Figure2: SALIS Collection Views over Time

Fundraising

In 2017 it was evident that a boost in funding would be required to meet the goal of 1800 books by year end. Success was met from two major initiatives. One was a successful funding request from the Society for the Study of Addiction (SSA) in the UK. The other was a fundraising campaign through a crowdfunding platform.

SSA offers regular funding opportunities and SALIS has the advantage of having members in the UK. The SSA's annual meeting of November 2016, in York, UK, provided an opportunity to raise awareness of SALIS and the Collection to members of both SSA and the Alcohol and Drugs History Society who met jointly (Goodair and Lacroix, 2017). Spring 2017 Mitchell, Lacroix and Goodair worked on the

SSA grant proposal and in the fall, 2017, Mitchell met with SSA representatives to discuss the benefits of the Collection to the SSA membership. SSA committed to promote the Collection and support its growth and provided the funding for the scanning of 250 books.

The Giving Tuesday, November 28, 2017 campaign was SALIS' first venture in crowdfunding. It took considerable planning and promotion but was a success. Over \$6,600 was raised. SALIS Board members matched the first \$1000. SALIS members were encouraged to personally network with colleagues, researchers, and other contacts and use their social media contacts and other information dissemination routes to promote the fundraiser. Benefits over and above the funds were: renewing relationships and receiving some books and reports to upload; pulling together a contact list of SALIS Donors.

Overall, these specific fundraising efforts covered the cost to scan the remaining books that had been selected from the NIAAA Library, which donated its holdings on closure, as well as donations from: Drug Policy Alliance, NY; Prevention Research Centre, CA; Hazelden, MN. NIAAA continues to provide funding for scanning and has provided \$8500 to date. Having this steady, reliable source of funding has contributed enormously to the growth of the Collection.

Promotion

All SALIS members are encouraged to promote the Collection through their websites, reference work, social media channels, and at conferences. Christine Goodair offers engaging, creative tweets to the SSA membership to both encourage use of the Collection and solicit help to build the Collection through recommendations or actual donated resources. Building and maintaining networks within the research

community is another means to continually promote and disseminate. SSA and NIAAA have already been noted. Other organizations whose members are a target audience are the International Society of Addiction Journal Editors (ISAJE) and the International Confederation of ATOD Research Associations (ICARA). Mitchell presented at the 2017 annual meetings of both ISAJE and ICARA. She tirelessly promotes the Collection through many networks and connections.



Figure 3: Sample SSA Tweet

Challenges, Plans, Expectations

The main challenges are threefold. Administration: The administration including developing protocols and procedures and ensuring they are followed for a project of this magnitude, given that most involved are volunteers, is a challenge. Tracking the work flow is time consuming and requires a reliable, accessible tracking database. Some problems are beyond our control and require IA staff to intervene. Follow-up and auditing must be ongoing. Examples of problems that had to be resolved through working with IA staff: a series of historical books were erroneously added to the Collection; books being incorrectly tagged to borrow when they could be downloaded, and vice versa. There are always records to be cleaned up and metadata must follow established guidelines. Subject Headings come from many sources and are

inconsistent and in some cases incomplete. Collection Development: The goal is to expand the Collection to include more resources on drugs of abuse, such as cannabis and opioids. Many jurisdictions are legalizing or decriminalizing marijuana and the opioid crisis in North America is a serious public health issue. Fundraising: Collection growth cannot be sustained without ongoing funding; relationships with current funders must be maintained and new sources and relationships must be found.

In summary, core plans include expanding the scope of the collection, maintaining and developing new fundraising partnerships and using the developing SALIS Sponsors list to fundraise. and finally, reaching the target: 2500 books in the Collection by the end of 2018.

2017 Highlights

There was much to celebrate for the 5th Anniversary of The SALIS Collection.

- The SSA Grant and resulting partnership,

- The successful crowdfunding campaign.

During 2017, there were several additions to the Collection to note: 260 publications of the former Addiction Research Foundation (ARF) digitized by IA Canada with the cost covered by the University of Toronto Libraries; the building the collection of relevant series including NIDA Monographs, NIAAA Monographs and NIAAA Reports to Congress

We acknowledge the leadership of Executive Director Andrea Mitchell and the dedicated work of the Digs Team, with ongoing support of the SALIS membership and the SALIS Executive. All have played an essential role in the amazing growth of The SALIS Collection over just five years!

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