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And They Were There - Reports of Meetings

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And They Were There — Reports of Meetings

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19th National Online Meeting & IOLS 98
New York Hilton, May 12-14 1998

Report by Barbara Rosen and Kate Luger
(University of New Mexico)

New York, spring and rain. The 19th National Online Meeting, May 12-14, 1998 had it all. The Midtown New York location provided an excellent setting for an always popular conference.

NOM program chair, Martha Williams, opened the meeting with her annual update of the year's events and technological advances in databases, vendors, records, revenues, and Internet changes concerning telecommunications, content and technology. Ronald Weissman, from Verity, Inc., presented the keynote speech on the Knowledge Management Challenge, reminding the attendees how critical the global sharing of information has become as we move away from information collecting at the conference table or office water cooler.

Ron Dunn, president of the Information Industry Association, gave a special breakfast presentation on The Information Professional in the Post-Internet World. He emphasized how vendors need to customize their products, and how we are moving toward directory type databases and search engines, like Yahoo. This theme was repeated throughout the Conference's many sessions. His predictions include — the continuing of consolidation, the persistence of paper, evolving pricing and the importance of mediators increasing filtering and evaluating (though he did not say how).

The NOM meeting was daily separated into three tracks, each dealing with an aspect of the online industry: Managing Organizational Knowledge; CD-ROM, Online and Multimedia Databases; Copyright and Intellectual Property; Search Engines and Internet Searching; Wall Street Online; Pricing, Products, Technology and Training; Web, Evaluation, Publications and Worldwide Usage; and New Technologies for Libraries and Information Professionals.

The variety of subjects and themes meant that each attendee could customize their own specialized conference according to individual interest.

The IOLS Meeting was separated into the following tracks: Libraries Embrace the Web, Expanding Technologies, Library Automation Workshops and New Challenges.

Following are highlights from the tracks.

Shelly Warwick, Queens College, CUNY, examined database protection legislation and initiatives in the context of the World Wide Web and in relationship to copyright. She reiterated how copyright covers expression, but does not cover ideas or facts and how fair use is the right to make copies for personal scholarship. She emphasized the importance of slowing the rush to legislation and giving technology some breathing space, and emphasized that what is at stake is not just protecting the investment of a few, but assuring continual scientific and technological progress, and the right to access and use information for non-commercial purposes without fees.

Elizabeth Liddy, from Textwise/MNIS and Syracuse University spoke on Beyond Retrieval, providing an overview of the full range of user information needs and the importance of advanced integrated information systems which can respond to this realistic range of needs. These needs are best met through Taylor's model of Natural Language Processing.

Paul Jacobs, from ISOQuest, Inc., in Browsing vs. Surfing, emphasized the importance of edited and organized directory type engines as opposed to the keyword type.

Susan Feldman, from Datasearch, talked about the still ongoing feeling that traditional online searching yields better results than relevancy-ranked Web searches, and reminded all that librarians are still nervous about the Web.

Dennis Running and Philip Cinemas did one of the better discussions on Bringing Instruction and Technology Together, as they explained the Arizona State University project. This project, strongly backed by their provost, prefers to put all library instruction on the Web rather than using traditional classroom settings.

Fred Nesta, Director of Saint Peter's College Libraries gave a practical and useful overview of his Remote Reference Room, a compilation of reference sources for library Web users. His sources included selections from Choice, The New York Times, Scout Report, Librarian's Guide to the Internet, Argus, various Internet guides, and the Internet Public Library. The reference page is available through the Saint Peter's College Library Homepage.

Anne Leclair, from Chaffer Library at Union College, in her presentation, It Takes a Team: Designing an Effective Library Web Page, discussed the creation of her college's award-winning library Web page. She emphasized the team's need for a grasp of total library services as well as technologies, including representation from a wide variety of library units and she focused on how the team needs to be organized for continuous action.

The Directory Databases sessions covered the positive and negative aspects of putting directory databases on the Internet, how publishers can maintain their quality, whether users know how to use them, and whether the Internet erodes a business when the data is suddenly available for free. Stephen Rhind-Tutt, from Chadwyck-Healey thinks we will see lower prices and more value-added directories by the publishers to offset the free options. He sees publishers working together as he works with Gale to link back and forth for directory sources. He pointed out how Alta Vista has unified everything on the Web. Chris Pooley, from Modern Age Books, also sees cooperation between publishers. He mentioned how Gale is available for free on the Internet and linked from the Border's site. Contemporary Authors is now linked from the Barnes and Noble site.

The Virtual Library sessions covered integrated information solutions offering users seamless access to bibliographic and full-text information. OCLC's WebZ software was cited as useful for this purpose.

Peter Jacso's very focused presentations are annually popular with NOM Conference attendees who comment that they want to hear concise discussions concerning technology and what it looks like when translated into a program or service.

Other comments heard in the halls included the need to have more professional methods of presentation for many panels and the difficulty of attending sessions in over-crowded meeting rooms. High praise was heard for the Exhibits and the availability of vendors for close questioning about their products. NOM & IOLS 98 continued to earn its reputation for presenting an enlightening, critical and informative annual meeting.
The Thirteenth Annual North American Serials Interest Group (NASIG) Conference was held at the University of Colorado at Boulder, from June 18-21, 1998. The theme of this year’s conference was “Head in the Clouds, Feet on the Ground: Serials Vision and Common Sense.” This NASIG conference was the best attended one yet, by a nose, with 677 attendees!

The goal of NASIG conferences in general is to promote informal communications among librarians, vendors, and publishers alike. The chance to meet and exchange ideas is encouraged at a variety of breaks, evening events, and social mixers. Both the feel and the dress code of the conference are relaxed and casual. Held each year at a different university campus, attendees stay in dormitories, share facilities, and eat at the student cafeteria. While never scrupling on the high quality of NASIG speakers, conference and program planners work hard to balance quality with economy (such as staying in dorm rooms rather than hotels), to provide attendees with the most economical package possible.

During the Opening Session, president Susan Davis took a page from past president Beverly Geer’s tongue-in-cheek “Oath of Optimism” by asking attendees to make three “NASIG Pledges.” 1) I promise to meet at least one new person every day, 2) I promise that every time I see Susan I will say “I’d sure rather be in Boulder than Hawaii,” (Susan passed up a family vacation in Hawaii to be at the conference), and 3) I solemnly swear that I will absolutely, positively have fun at this conference. She also shared a quote from Babylon 5 (her favorite television show): “It was a year of great sadness; it was a year of great joy,” referring to her year as NASIG president — sadness from concerns about the health problems of some long term members, and joy from the pleasure of presiding over NASIG and working with NASIG members. Next came the award ceremony. This year, there were three Horizon Award Winners, nine Student Conference Grant Recipients (it was the 10th anniversary of this award), and one Fritz Schwartz Education Scholarship presented.

James F. Williams II, Dean of Libraries and Phillip DiStefano, Vice Chancellor of Academic Affairs, welcomed us and spoke briefly about the serials marketplace, encouraging us to foster needed changes. Al Bartlett, Professor Emeritus from the University of Colorado, presented a brief historical tour of the campus through photographs. The Opening Session was followed by a dinner outside “under the Rocky Mountain sky” on Norlin Quad, featuring a wonderful buffet (Rocky Mountain trout, beef brisket, and Boulder’s own White Wave marinated tofu) with local micro-brewed beer and wine. Entertainment was provided by Colorado Shakespeare Festival favorites: the Boulder Renaissance Consort (a five-piece woodwind group) and Chuck Wilcox as William Shakespeare.

Once again this year, the program was excellent. It began with two Preconferences. “Leading From Any Position: An Enneagram Workshop Preparing Leaders for the 21st Century” and “HTML From the Ground Up — Spinning Webs in the Clouds.” In “Leading From Any Position,” each participant came to the workshop having taken the Riso Hudson Enneagram Instrument in advance. The enneagram identifies nine different “types” and attendees were divided by type into groups to learn about their type’s strengths/weaknesses of leadership, prime motivators, fears, and developmental path. In “HTML From the Ground Up,” an “à la carte” format offered attendees their choice from an array of “appetizers, entrees, and desserts” each focusing on an area of HTML and Web development that best met their needs.

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The conference follows a pattern of offering three Plenary Sessions which are presented by renowned speakers and attended by all participants, a choice of two Concurrent Sessions, a choice of four workshops presented in two sets, and a choice of various informal Networking Nodes and Interest Groups.

The topic for Plenary Session I was “Internet Publishing Update: Assessing the Impact of Changes in Publishing Technology on Libraries,” presented by Mark Walter, Editor, Seybold Publications. Walter discussed the impact of technology and how it is affecting “the business of what we do.” We are in a cross-over period in which serials are delivered in both print and online formats, but we are quickly moving toward digital masters for serials. In just a few short years the Web has had a major impact on the distribution and access of serials. He discussed various document formats, the Resource Description Format, and the Digital Object Identifier. He warned libraries to be aware, “Dead Ahead: Technology Creep,” explaining that technology is not fixed but creeping. He suggested that technology is redefining serials and that librarians and publishers should shape the future course.

Plenary Session II, “Publishing in the New World,” was presented by Patricia S. Schroeder, President and Chief Executive Officer, Association of American Publishers, Inc., and former congresswoman. Schroeder spent much of her time in congress working on issues related to intellectual property. She believes that our economic potential as a country is in intellectual property rather than in industrial products. Our strength is in organizing masses of information to make it accessible; the need for this will only grow and will make research libraries increasingly important. Copyright is a very divisive issue, with authors vs. publishers, preventing a united front to lobby for legislation. Schroeder and the AAP believe that high-quality material must be paid for somehow; and copyright is a necessary means to that. She spoke of the need to return to a more civil society, where disagreements are based on facts, not solely opinions, and the need to keep our personal connection in an era where people move to gated communities and communicate via the Internet.

Plenary Session III was entitled, “It’s Personal, It’s Digital and It’s Serial: Trends That May Affect Higher Education, Publishing, and Libraries,” presented by Ellen Waite Franzén, Associate Provost for Information Services, University of Richmond. Franzén spoke on the use of scenario planning as a tool for addressing challenges facing libraries.

In a very abbreviated summary, scenario planning involves creating multiple ways of addressing trends; it asks a group to come up with possibilities that explore the question of “what would we do if...”. Franzén spoke about two trends—ubiquitous computing and ubiquitous information, and the possible social reaction to them. With computers the size of your hand, with smart cards, with speech recognition, the world of computing and information surrounds us. There is a flood of information, and a need for better ways to organize and direct it. What will all this mean for libraries? She gave some scenarios to consider as examples. Samples from her presentation can be seen at http://www.richmond.edu/is/ewaite/nasig98.

Each Plenary shared a different perspective and gave the audience thought-provoking ideas to ponder or discuss with colleagues.

Of the twelve Concurrent Sessions offered, conferences could select two. All the sessions were outstanding and choosing was difficult. Concurrent #4 featured Liz Pope, Community of Science, Gerry Grenier, John Wiley & Sons, and Peter Boyce, American Astronomical Society, presenting “Emerging Trends in Journal Publishing.” With STM journals a multi-billion dollar business and the continuing growth in scientific literature, publishers and librarians are exploring new methods of publication and distribution. Grenier recommends the creation of an STM resource database that would contain the articles, all related datafiles, linked to citation and references. Such a database would require collaboration among publishers, libraries, and indexing companies, and would require the use of digital object identifiers to provide accurate links. Boyce spoke about the difference between journals that are published electronically and electronic journals. He defines electronic journals as “linked, permanent information resources for transferring reliable and accurate information from the producer to the user,” not simply electronic images of the printed pages. He discussed the impact of preprint databases, the need to be able to track articles from preprints through publication to response and revision stages. Publishers and libraries both must adapt and innovate; the goal is to make the information available.

Concurrent #7 featured Janet Swan Hill, Associate Director of Technical Services at the University of Colorado Libraries, presenting “You May Already Know the Answer.” Catalogers may believe their kinds of materials (serials, non-print items, etc.) require more experience and more knowledge than other materials, and believe that the existing rules do not fit the materials. Non-standard or sub-standard cataloging practices are almost always a mistake, and the monsters of the online age (record sharing, rules revisions, system migrations and upgrades and union databases) will attack these practices. Records may be lost; portions of databases will have to be recreated. She cited Arnold’s Law; “If you follow a non-standard practice, someday, someone, somewhere will curse your name,” and added her corollary; “if you stay long enough at your present job, chances are it’s going to be you.”

Concurrent #11 featured Julie A. Page, Preservation Librarian at the University of California-San Diego, and Diane Lunde, Head of Preservation, State University of New York Library, presenting “When Disaster Strikes: First Steps in Disaster Preparedness.” Page began by stating that disaster preparedness is an important component of a comprehensive preservation plan and a great place to start a preservation plan. She explained that preparation is “just in case disaster strikes, while recovery is what you do to get back to delivering materials.” She discussed what hinders disaster preparedness, key steps in disaster preparedness, prevention, preparation/responder/recovery, follow through, and outlined places to go for help. Lunde presented a first-hand account and informative slide show of the library disaster (flood) at her library. She explained that the library was flooded by 4.9 million gallons of water and 20% of their collection was a total loss. She outlined their major concerns during recovery: stabilization of materials, mold concerns, restoration of electricity (etc.) to the building, restoration of library services, moving the main computer out of the building, restoring access to the catalog, security of the building and its contents, etc. She shared the lessons library staff learned from the disaster. Both Page and Lunde provided many useful handouts.

Twenty workshops were presented on a diverse group of topics, from which each attendee could select four. The workshops are very popular because they provide material of direct relevance to serialists; each has its finger on the pulse of an important issue in the serials community. The workshops are offered on a variety of topics so there is something for everyone. In “Building an Electronic Journal Collection From the Ground Up” Susan Zappen, Jennifer Taxman and Julia McGinnis described how Skidmore College Library developed and evaluated a collection of electronic journals. At present, 14% of their materials budget is for electronic resources; they catalog only the titles they purchase. They are downloading microfilm copies of titles they have available on JSTOR and might stop binding them.

“Getting to the Summit: How Do You Get There From Here?” Margaret Hawthorn, University of Toronto-Mississauga, Dean Frey, Alberta Public Library, and Virginia Roy, Faxon Canada, reported on the wide variety of consortia, on the development of a province-wide multi-type network, and on how the role of vendors may shift. There is not one best structure; the range of administrative organizations for consortia is great. The province-wide library in Alberta took several years to develop, but incorporated in 1997 and is moving forward rapidly; its Web address is http://www.library.alberta.ca/alaltlcy. Vendors are reevaluating their roles as a result of serials cancellations and the growth of electronic resources. Their traditional roles have been to consolidate and manage library subscriptions; to report on expenditures; and to provide added benefits and services.
Biz of Acq — Online Vendor Services

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Although Internet access has revolutionized the use of online vendor databases, vendor databases actually pre-date the World Wide Web. Vendor-based automated acquisitions systems date back to Baker & Taylor's BATAF, unveiled in 1969. This system supported selection lists, automatic purchase order printing, claiming, fund accounting, and generating statistical reports. Since then, Yankee Book Peddler's Folio service and Blackwell's Blackwell Connect paved the way for remote login to vendor databases. As Lynne Branche Brown observed, "the low cost of personal computers, local area networks, and access to the Internet have provided more and more libraries of all sizes the ability to access systems and services once affordable only by the largest libraries." As a result, vendors' in-house databases have become available to users, and acquisitions departments have grown closer to their business partners.

The development of online services provided by vendors such as Ambassador Book Services, Blackwell's Book Service, Coutts, Midwest Library Service, and Yankee Book Peddler and others, has increased the efficiency with which acquisitions staff process orders. As these services grow more sophisticated, they provide information which would previously have been available only from consulting a wide range of resources, including library materials, publishers catalogs, sales representatives, and integrated library systems. While these systems have not totally eclipsed more specialized resources, they often allow acquisitions personnel the option of using one resource to perform many order processing functions.

An excellent overview of the services provided by individual vendor services appeared in this November's Against the Grain. The present article, based on the author's experience, an examination of acquisitions department Web pages, and results of a survey distributed on AcqNet-L — the Internet mailing list for acquisitions librarians — will examine the ways in which these tools are being used, or may potentially be used, by librarians and library staff.

Verifying Price/Availability

Many libraries consult their primary vendor's database to verify price and availability. Results from a survey placed on AcqNet-L indicate that this is the most frequently used function by library staff. There is one drawback to the information provided by most vendor databases, however. Unlike Amazon.com, few vendors provide the estimated amount of time needed to ship the book. This omission impedes the ability of acquisitions staff to predict the turnaround time of individual orders, and when under pressure to quickly obtain an item, acquisitions staff may use Amazon.com if it indicates whether or not the book will ship in the nick of time.

Vendor databases can help people outside of the acquisitions department to verify orders, as well. Some vendors allow database access by more than one user, each with a different level of security. Using this scheme, libraries can provide acquisitions staff with accounts which include the ability to place electronic orders, but supply selectors with accounts which lack this privilege. Collection development personnel and others involved in the selection process can search their own

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services for libraries. Successful vendors will continue those core principles in an age of consortia and electronic resources.

In "The Real World of Integrating Electronic Resources into a Web OPAC," Christina E. Carter, Sever Bordeianu, and Nancy Dennis, all from the University of New Mexico General Library, reported on the issues and surprises that they encountered while implementing a Web-based version of INNOPAC, their online public access catalog. They gave attendees a peek into their reality, discussing plans for the hardware upgrade, and described how collaborative teams worked on issues to be faced upon implementation of WebPAC. They looked at issues from the perspective of Systems, Cataloging and Maintenance, and Reference. Infrastructure requirements were discussed, basic hardware configurations for the desktop were suggested, cataloging and maintenance workflow and processing issues were addressed, and sample item and check-in records were displayed. Several reference issues were raised, changes in periodical research were outlined, and policy issues, end-user policies, instruction, and staff training were discussed. Attendees were reminded that "it takes a village to successfully plan, implement, and support a Web-based OPAC."

In "Digital Information: The Library Director as Collection Development Officer and Head of Technical Services," Kit Kennedy, Director of Academic Sales for Blackwell's Information Services, George Lupone, Deputy Director of Cleveland State University Library, and Jane A. Hedberg, Serials Librarian and Preservation Officer of Wellesley College, briefly discussed how, due to long-range, political and cost implications for digital information, library directors are increasingly taking a hands-on approach in collection development and technical services regarding this electronic information. Attendees were then divided into small groups, with each group given a different scenario to discuss. After these discussions concluded, each small group shared its thoughts and recommendations with the larger group.

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In “EDIFACT Implementation: One Goal — Three Partners: Library, ILS Vendor, and Subscription Agent,” Friedemann Weigel, Managing Partner and Information Systems Director for Harrassowitz, Cindy Miller, Director of Product Management and Strategic Planning for Endeavor Information Systems, and Michael A. Somers, Chair of Technical Services for Kansas State University Libraries, discussed their partnership to implement the full cycle of UN/EDIFACT transactions. Each presenter discussed their piece of the process and the lessons that they learned. Specifics included the components of EDI, costs and benefits of EDI, message types, the EDIFACT invoice structure, workflow designs, actual beta testing, problems encountered, problem resolution, and success!

A number of NASIG Networking Nodes were available on Saturday afternoon, including Public Libraries, Serials Cataloging, Union Listing, Preservation Issues, Getting Published, Subject Indexing and Serial Literature for Reference Librarians, and Managing Electronic Journals. These gave participants the opportunity to concentrate on their special areas of interest with like-minded people. The Preservation Issues Node discussion, convened by Jane Hedberg, Wellesley College, and Fran Wilkinson, University of New Mexico, included commercial binding, nineteenth century/brittle periodicals, where to start if preservation is a new assignment, digitalization, and the environment for preservation.

Sunday afternoon offered Users Group Meetings, which included CatchWord, DRA, Dynix, Endeavor Voyager, GEAC, Horizon, IDEAL (Academic Press), Innovative, and SIRSI.

The University of Colorado at Boulder is a beautiful campus with buildings of Colorado Sandstone with red tile roofs. The campus grounds are well kept; the lush, green lawns invited attendees to stop briefly, sit, smell the clean air, watch a squirrel scamper up a tree, feel the gentle breeze, and hear the chink of bicycles passing by. The views of the Rocky Mountains to the west are spectacular. The numerous biking and jogging trails proved inviting to the more active NASIG members.

The conference featured a social event on each of the three nights of the conference. The first evening “opening night” was described above. The second evening offered “A Boulder Experience in Two Stages.” Conference goers had their choice of starting their evening at either Leamin’ Tree Museum or the nearby Celestial Seasonings Tea, then moving on to the other location. Leamin’ Tree Museum featured Western Americana paintings and bronze work (and a delightful card shop). A harpist provided gentle music, and light refreshments were offered in the Sculpture Garden. Celestial Seasonings Tea offered tours of their tea production, an art gallery, herb garden, and a gift shop. A pasta buffet (with wonderful herbal tea!) was served, and music was provided by Laughing Hands (an a cappella group). The third evening featured dinner in the foothills at the National Center for Atmospheric Research (NCAR) Tree Terrace. NCAR featured science and art exhibits, a library, and the Walter Orr Roberts Weather Trail. Dinner consisted of a southwestern buffet (crispitos, fajitas, and enchiladas) with entertainment provided by strolling Mariachi’s, supplemented by a spectacular, if unexpected, lightning show that seemed most appropriate given the location of the evening’s event.

The late night socials on Friday and Saturday nights, which are always popular, were even more fun to attend this year because they were located in the lounge of one of the dorms. Everyone seemed to find these social events relaxing, enjoyable, and a good place to visit with old friends or make new ones! Pat Wallace and Wendy Baia, conference planning co-chairs and the other conference planners did a fine job of making all the social events fun and memorable!

The next (fourteenth annual) NASIG Conference will be held at Carnegie Mellon University, in Pittsburgh, Pennsylvania, from June 10-13, 1999. The theme is “From Carnegie to Internet II: Forging the Serials Future.” Denise Novak, conference planning chair, is already hard at work to make this a memorable and valuable conference. The annual event is highly recommended to anyone who works with serials or just wants to know more about them. See you there! ☺