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Meyers Connection/ CIP

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The Meyers' Connection

by **Barbara Meyers** (Meyers Consulting Services)

CIP Evaluation Survey Results Formally Announced

The final results of the Cataloging in Publication (CIP) Program's second evaluation project in its 20-year history were reported to the CIP Advisory Board at its meeting at ALA Midwinter (January 24, 1993). To quote from the first two paragraphs of the report's Executive Summary:

"The findings of this study will not surprise anyone familiar with the CIP program. Its value to those who receive MARC tapes which include CIP data and to the U.S. library community as a whole were reinforced by the study. Participating publishers value the program as well, and provided helpful input on their perceptions of changes that might be made to improve the CIP program.

"The primary value of this study will be to provide specific information that the Library of Congress can apply in its decisions on areas of potential expansion and/or contraction of the program."

Of greatest concern to the readers of *ATG* are the major findings and attitudes expressed by the librarian respondents. Thirty-five percent of the 4,054 libraries provided valid responses. Highlights of their reactions are as follows:

- The estimated savings that their libraries receive from the CIP program average \$9,421, with a high of \$250,000. The greatest savings were felt by academic librarians (averaging \$31,148) followed by public librarians (averaging \$16,319).

- Responding librarians were able to add more CIP records to their catalogs without changes than non-CIP records and, overall, added more CIP than non-CIP records.

- These public, academic, special, and school librarians ranked the types of publishers (e.g., hardback, juvenile, trade and reference publishers) and publications (e.g., hardback monograph originals and reprint editions) now covered by the CIP program scope as being of average to most important in their collections. There were major

differences between the different types of libraries.

- Librarians responding to the survey differed from MARC tape recipients in their lack of expressed need to have LC subject headings in the CIP data for medical titles, although academic librarians felt this was very important.

- The librarian respondents considered the possibility of receiving genre category headings for works of American fiction to be very important, but this applies only to the public and school librarians who receive their CIP data from the physical book.

- Librarians rated CIP data as above average for most of the cataloging tasks listed, with significant differences between types of libraries.

- The librarian respondents agreed with their MARC tapes recipient colleagues that all of the CIP data elements reflect more than average cataloging adequacy. Librarians also rated the accuracy of CIP cataloging and typographic accuracy as more than satisfactory.

- Librarians again agreed with the MARC tape recipients in rating all of the CIP program benefits "well above average in importance."

Differing from the first evaluation, this study canvassed participating publishers as well. Fifty-three percent of the 2,659 publishers responded to the survey with the majority indicating that they are satisfied with the program's performance in terms of its content output and operations. In addition, most of the participating publishers "regularly submit all of their titles to the [CIP] program and indicate that the turnaround time originally promised by LC is appropriate."

Further publishers' findings include their willingness "to explore new ground in accepting the genre classification of fiction, but plan little output of software, database files, or 'electronic' books."

The CIP program began in 1971 as a special project, funded in part by grants from the Council on Library Resources, Inc. (CLR), and the National Endowment for the Humanities. The program is now fully supported by the Library

of Congress and is administered by LC's Cataloging in Publication Division. In 1980, CLR assisted LC in surveying CIP library users and once again, funded this study begun in 1990 by SKP Associates and Meyers Consulting Services (MCS).

For those unfamiliar with the workings of CIP, the Introduction of the study report provides a brief explanation as follows:

"Publishers participating in this program submit a manuscript or galley of a forthcoming title to the CIP Division. This prepublication information is forwarded to the cataloging division, where it proceeds through various cataloging stages, including descriptive cataloging, subject analysis, and the assignment of full LC and Dewey decimal classification numbers. At the end of the cataloging process, the record is forwarded to the CIP Division where the publisher's copy is prepared and sent to the publisher to be printed on the copyright page of the book. Meanwhile, the MARC version of the record is distributed to the library community worldwide, where it appears in a variety of publications, bibliographic vendor services, and national and regional bibliographic networks."

Sandy Paul (SKP Associates) and **Barbara Meyers** (MCS) wish to publicly acknowledge and thank our colleagues at LC (namely **John Celli**, **Oxana Horodecka**, **Ann Moore**, **Albert Kohlmeier**, and **Kay Smith**) for their major contributions to the success and completion of this evaluation of the CIP Program. It was a pleasure and a privilege to have worked with them all.

The full report will be available for purchase from LC's Cataloging Distribution Service (CDS), Customer Services Section, Washington, DC 20541-5017. Telephone (toll-free): 1-800-255-3666 or 202-707-6100. Price and publication date to be announced.☛