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And They Were There: Reports of Meetings

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And They Were There

Reports of Meetings

Column Editors: **Sever Bordeianu** (U. of New Mexico) (sbordeia@unm.edu)
and **Julia Gelfand** (UC, Irvine)

ATG encourages reports on meetings. Please contact Sever Bordeianu if you are interested in reporting on a meeting or in suggesting a meeting for review by ATG! — KS

Report on the University of Oklahoma Libraries Conference: Access, Resource Sharing and Collection Development; March 2-3, 1995

Report by **Linda K. Lewis**
(Collection Development Officer,
U. of New Mexico,
Albuquerque, NM 87131)

In spite of the cold, snowy weather, this conference was very successful. It had been a mild winter, the hotel driver said, until this storm swept in to close schools and ice the roads. It may have slowed arrivals a little, but about 100 librarians and vendors attended to learn about the changing world of access and collection development.

George Shipman, University of Oregon, began the conference by saying that libraries face several years of work to get ready for the 21st century, 5 short years away. Resources are, as always, short, so libraries must fight for a leadership role as managers and organizers of information. If we do not take an active role, then computing centers, commercial vendors, publishers, and people on the Internet will dominate the information world. Libraries serve the broadest range of people, but must not take their role for granted. They must learn how to teach the new technologies while keeping up with materials in all other formats, since print won't disappear rapidly. Librarians must become more active fundraisers. Shipman's university agreed to give money from their student fees designated for educational technology to the library in order to improve the library's electronic resources. The library persuaded the university that this funding would benefit all of the campus, not simply a single department.

Connie McCarthy, Duke University, talked about the need for selectors to take a broad view of collection development. There are multiple formats, from print to electronic full-text; selectors must know these,

and be able to teach them to their patrons. Collection development should include more outreach, instruction, reference, fundraising, cataloging, budgeting, and other related activities. She recommended a flattened administrative structure in a team-based environment.

Chuck Hamaker, Louisiana State University, talked about the need to use all available data to gather information about the changing needs of library patrons, from circulation statistics to liaison with faculty. In a project to evaluate journals, Hamaker experimented by asking faculty to list the journals they considered most important, whether or not the library owned the titles. In the past, he had supplied lists of the titles currently received by the library. When the lists were returned, many of the titles that had been marked as crucial in past years were not even listed by faculty. They have canceled \$650,000 of serials, and have set aside \$20,000 to cover document delivery requests for requests mainly from the canceled titles.

Rebecca Lenzini, CARL Corporation, talked about the mushrooming growth of commercial document delivery services. **UnCover** is seeing its business double each month. The question is not whether document delivery services will work; the question is whether libraries will play a role in them. Some libraries are setting up accounts with UnCover, and allowing patrons to charge articles directly, while others process the requests through their interlibrary loan services. Since electronics won't replace paper rapidly, libraries will be dealing with parallel systems for a time. There are lots of questions about copyright, about the author's rights, about the publisher's profits, about the interdependence of the author and the publisher. The copyright fees paid by UnCover and others don't begin to cover the cancellations, as the LSU numbers of \$650,000 and \$20,000 show. Publishers may well consider shifting to site licenses or pack-

aging articles individually.

Ann Okerson, Association of Research Libraries, talked about the complex issues of copyright. The copyright business is huge, and has international implications, as the talks between the U.S. and China show. The print publishing industry is only a small part of the business. Publishers fear that sales will be hurt by wide Internet distribution, of course. There is a working draft paper on copyright, which ARL believes shifts the balance towards the publishers and slightly away from fair use in the case of electronic media. Discussions continue, with a revised paper due shortly. Ramifications of the Texaco case are still unclear; that will be under discussion for some time. Libraries

must be more aware about the need to obtain permission for copying, and more careful about signing licensing agreements. There are many related issues, including who will have the responsibility to maintain archival electronic files. All parties in these discussions believe they have the right position, so long discussions are inevitable.

Anthony Ferguson, Columbia University, stressed the need to find the balance between access and ownership that is appropriate for the individual library. The university community must be involved in the discussions. The traditional approaches of interlibrary loan and cooperative collection development aren't working; document delivery and electronic full text access when combined with ownership provide better service. One possibility is to buy more of what the undergraduates need, and rely more on access for faculty and graduate students, keeping the question of the appropriate balance in mind. If the trends in pricing and inflation continue, we may well see a wid-

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ening gap between the have and have-not libraries.

Julia Kelly, University of Minnesota, talked about collecting and organizing the free resources available on the Internet. Although much of the material is peripheral, there are some valuable resources. The challenges are locating them, and making them easily available to our patrons. She recommended the articles in *C&RL News* for listings of subject resources. Most print lists are quickly outdated, and most electronic search tools are difficult to use, which makes it hard to find things. Librarians must evaluate the resources, considering not only their usefulness, but how easy they are to use and access. What's involved in mounting them, or pointing to them? What's involved in receiving, claiming, checking in, cataloging, and archiving? The questions are the same for print and electronic materials, but the differences may come in equipment and staffing needs. For electronic resources, you must also consider the appropriate hardware and software, and the increased need for training both staff and patrons. Kelly recommends finding staff who are interested and excited, then let them explore; they can then teach others.

Joseph Fitzsimmons, UMI, talked about document delivery filling the needs of people who require instant access to the full text of materials in the age of instant gratification and too little time. There have been figures that report the cost of an average interlibrary loan transaction at \$30. UMI and UnCover report the average cost to a patron for document delivery is \$15. Wouldn't it save libraries money to rely more on document delivery? UMI's new project is to put all its databases into digital form, full text, available with dial-in access, with multiple interfaces, available on subscription or charging by piece delivered, with free searching. It's in beta testing now, with plans for commercial availability this year.

Although it is a cliché, it is still true that libraries are in a time of transition. Other formats have come and gone in the past, but electronic access and publishing are revolutionary. The resources are growing more quickly than our ability to locate them, much less provide local access to them. New ways of obtaining materials through document delivery are transforming traditional interlibrary loan. Libraries are redefining what they will buy and what they will access. If we are not involved in these developments, others may become the information managers of the future.

Publishers & Faculty Meet: How To Get Published, College of Charleston, Academy of Scholarly Publishing, February 26-28, 1995

Report by **Sever Bordeianu**
(General Library, U. of New Mexico)

The inaugural conference of the Academy of Scholarly Publishing took place at the College of Charleston February 26-28, 1995. About 65 participants representing scholarly publishers and faculty members from colleges across the U.S.

met in this historic city to discuss issues of common concern. Publishing is the lifeline of academia. Academic careers depend on it. But too often faculty members have an incomplete understanding of the publishing process, which results in frustration and can jeopardize careers. Moreover, the publishing industry finds itself at a crossroads because of the emergence of electronic technologies which are changing the nature of publishing itself. All the above factors contributed to the need for a closer and better organized dialog between publishers and scholars. The forum for this communication was provided by this conference.

"Publishing is the lifeline of academia."

The first speaker, **Donald S. Lamm**, chairman of W.W. Norton explained the predicament in which scholarly publishers find themselves. Even though the monograph is the surest way to tenure, the market for these monographs is shrinking. While five years ago runs of 1,200 books were common, that number has shrunk to 600. Scholarly monographs don't help publishers break even. As a result, publishers of scholarly monographs and journals find themselves caught in a vicious circle: they need to raise prices in order to stay viable;

this in turn reduces the number of copies sold. Lamm pointed out that

while the technology invented by Gutenberg lasted unchanged for almost 400 years, electronic technology has had a great impact in a very short time. He continued by examining two aspects that are creating pressures for publishers. The first are technological. He identified photocopying and networking among libraries as factors that have contributed to libraries' sharing fewer copies of the same book. The other factors are caused by changes in the industry. Originally, starting a publishing business required little capital. Overhead, personnel, and advertising costs were low, and author advances and royal-

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ties were also low. Nobody dominated the market or could prevent anybody from entering it. The rules of the game today are dramatically different: there is a tendency toward large conglomerates who tend to dominate the market, costs for overhead, personnel, and advertising have skyrocketed, and advances and royalty fees for successful authors have gone up. In addition, our culture gets its information from moving pictures not still ones. These are the pressures with which modern publishers have to contend.

John D. Lyons, Commonwealth Professor of French at the University of Virginia and editor of the scholarly journal *Academe*, presented the perspective of the scholar. First of all, scholars publish because they like books. But

there is a paradox here. Because of the tenure process in American universities, scholarship and publication have become synonyms. Recent years have seen an inflation in publishing as departments are becoming more stringent in their tenure requirements. Whereas 20 years ago one book would suffice to achieve tenure, today one needs one book and several articles, or two books. Scholarship is judged successful only if it results in publication. In effect, this process makes publishers the gatekeepers, even though publishers are not concerned with hiring decisions. Lyons' presentation highlighted very well the dilemma in which academe finds itself regarding the issue of publication as a component of tenure requirements.

The sessions that followed on the second and third day of the conference concerned themselves with some of the more practical aspects of the publication process. **Ann Reinke Strong**, Vice President, Journals & Electronic Media, Springer Verlag, **John McNeil**, Publisher, Annual Reviews, Inc., **Brian Scanlan**, Publisher, and **Nancy Essig**, Director, University Press of Virginia covered the different elements that a prospective author needs to consider before getting published. First of all, a suitable publisher needs to be found. This can be accomplished by consultations with colleagues, by reading publishers' home pages on the Internet, or by simply looking at who is publishing the books that the writer reads. Then, there are several steps including a cover letter, a sample of the writing, a possible suggestion of what the market for the book may be, that the author can provide. Contract negotia-

tions, and the myth that a contract cannot be changed were also discussed. These long, in-depth talks also covered the details of book manufacturing and some common sense do's and don'ts that authors should be aware of.

John von Knorring, President, Routledge, **Richard Abel**, Book Trade Counselor, **Barbara Meredith**, Director, Professional and International Publishing, AAP, and **Fred Spilhaus, Jr.** (Executive Director, American Geophysical Union) addressed more of the issues that concern scholarly publishing today: copyright in the electronic age; plagiarism and a lack of respect for intellectual property in the electronic medium; the fact that the purchasing power of academic libraries has declined and there

is a reduction in the purchases of monographs in favor of journals; the fact that today publishers can only grow at the expense of each other; the need

to reduce the public's fear of technology; and returning academe to knowledge creation.

This conference offered a nice balance of theoretical and practical sessions. Philosophical overviews were complemented by practical advice. Four consecutive counseling sessions for authors in the humanities, the social sciences, sciences, and general and reference were offered. In addition, faculty members had the opportunity to meet with publishers in individual sessions to discuss their specific manuscripts. The size of the conference as well as the general atmosphere were very conducive to networking and communication. Questions abounded at every session and the number of participants was small enough to encourage meeting people. This inaugural conference was extremely successful, and member of the audience were pleased to see the announcement for next year's conference, which will take place in Charleston February 22-24, 1996.

ARLIS/NA Meets in Montreal —
March 10-15, 1995

Report by **Nina Stephenson**
(General Library, U. of New Mexico)

The Art Libraries Society of North America (ARLIS/NA) held its 23rd annual conference on March 10-15, 1995, in Montreal. This year's conference was unique in flavor and ambiance, as the theme was ARLIS and the Francophone World / ARLIS et la Francophonie. Conference programs

focused on Quebec and Canada, as well as topics of general and specific interest to art librarians and visual resource specialists. Events and receptions were held in various Montreal settings, including the Canadian Centre for Architecture, the Musée d'Art Contemporain de Montreal and the Montreal Museum of Fine Arts. This gave conference attendees the opportunity to enjoy Montreal's cultural amenities while socializing with colleagues.

Many conference sessions, workshops, business meetings, tours, and library visits filled the agenda. This report will summarize some of the programs or speakers that I found most useful or interesting. The **Librarian as Educator** panel had much to say that was pertinent to those involved in library instruction activities. **Peter Blank** from Stanford University stressed the importance of continually reevaluating and revising instructional sessions in response to changing environments. He conveyed three "truths" in instruction: (1) Choose an instructional format that works for your local environment and students' skills; (2) Overkill may be fatal to instructor and students; instead, offer progressive sessions from beginning to advanced; and (3) Emphasize infrastructure, including database structure, search strategies, fields, Boolean operators, and controlled vocabulary. Blank demonstrated the same topic across disciplines to show how terminology, field structures, and search strategies vary.

"Setting a Trap for a Gopher . . . And WAIS of Making WWWs" offered very interesting presentations. **Marty Harris** from the **Getty Art History Information Program** demonstrated the use of searchable databases, including Avery and RILA, via the Getty AHIP home page on the WWW. (The URL for the Getty AHIP home page is <http://www.ahip.getty.edu/ahip/home.html>.) **Christie Stephenson**, the University of Virginia Digital Image Center Coordinator, spoke on the development of a search interface for images on the WWW (<http://www.lib.virginia.edu/dic/>). **Deirdre**

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Library Supplier is Women's Role Model: *Phyllis Steckler and The Oryx Press*

by Nat Bodian (Publisher's Marketing Consultant)

When she graduated from **Hunter College** in New York City as an English major, **Phyllis Steckler's** first job in 1954 was at **R.R. Bowker** for \$45 a week. It was mainly a clerical activity assembling data for *The Library Marketplace*.

By 1966, Steckler had moved up the ladder at Bowker and become Director of Current Bibliography supervising sixty-five people. Her prize accomplishment in that position was "dragging" Bowker into the computer age by introducing Bowker's first computer-produced publication.

Three years later, when Bowker was sold to **Xerox**, Steckler found herself unemployed, found another job at **Macmillan Information**, and subsequently followed her superior at Macmillan on to **Holt Information Systems** in New York City. At Holt, Steckler learned how to publish information from electronic files and had become quite adept at it. Consequently, when Holt decided to abandon this activity, Steckler bought one of the projects under development for \$750 down payment — about a third of the total cost — and went into the publishing business for herself. She named her company **The Oryx Press**.

At first, The Oryx Press occupied an

area of some 100 square feet at the back of her husband's art gallery, which had recently relocated from New York to Phoenix, Arizona. In the first years, Oryx Press was a one-person operation, consisting of a leased desk and chair, and a portable typewriter that had been a junior high school graduation present. Steckler's first promotional effort was a mailing to some 1,500 grants coordinators and produced enough orders to help get the business off the ground.

From that small beginning, Oryx Press has made small yearly gains and over twenty years has grown to an organization with a fifty-three person staff and a multi-million dollar operation. **Phyllis Steckler** is still president and chief executive officer of the independently-owned publishing establishment.

Today, the founder of Oryx Press is widely viewed as a role model for American women, not just in publishing entrepreneurship — heretofore a largely male-dominated industry — but in American industry as well. So impressed were the **Arizona State University Libraries** with Steckler's success story, that in 1993 they published a book titled *Phyllis B. Steckler and The Oryx Press* which is distributed free of

charge to all of the women's study programs in colleges and universities throughout the United States.

From its humble start, Oryx Press has now published more than 500 titles, mainly reference, has two bibliographic journals, a looseleaf service, two online databases, and three CD-ROM products.

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Stam, the WWW Director at Syracuse University, spoke about the "Seven Deadly Sins" of managing official WWW Home Pages. These problems include irrelevance, datedness, inaccuracy, irresponsibility, illegality, ugliness, and irregularity. According to Ms. Stam, the technical side to putting up an institutional home page is easy, but man-

aging it effectively is extremely challenging.

"An Internet Kaleidoscope: Views of the Ever-Changing Internet" was another very informative session. **Rodney Hoinkes** from the University of Toronto, uses the WWW to teach classes from a remote site (Boston). He has put together a virtual library (with 650 links and growing) for landscape architecture and architecture. This system is used by 700-900 people daily. He stated that the problem with the WWW is finding something of real value for a specific need, but that the Web is very useful for conveying the "big picture" and "inter-connectedness."

Janine Henri from the University of Texas-

Austin spoke about an impressive Internet training program at her institution. This cooperative venture has been in place for seven semesters, and has offered 137 team-taught classes for 7,500 people. Fifty-two volunteer instructors have participated as teachers. Sessions are either hands-on (lasting two hours) or demonstrations (lasting one and one-half hours). The benefits of this program have been many, including an increase in Internet skills, improved public relations, and the positive effects of networking and cooperating with colleagues.

All in all, this was a special conference. The Canadian setting and programming provided an excellent opportunity for members on both sides of the border to learn, collaborate, and network. Planning for next year's conference in Miami Beach is underway. Its theme **ARLIS/NA** and the **New World / ARLIS/NA y Nuevo Mundo** will give the society another occasion for intercultural ventures in art librarianship.