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And They Were There-Reports of Meetings

Sever Bordeianu
University of New Mexico

Julia Gelfand
University of California, Irvine

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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) <jgelfand@orion.oac.uci.edu>

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

The Public Interest in Copyright Berkeley, May 4, 1996

Report by **Julia Gelfand**
(U. of California, Irvine Libraries)
<jgelfand@orion.oac.uci.edu>

The day-long conference, "The Public Interest in Copyright" held at the University of California, Berkeley, Saturday, May 4, 1996 exceeded expectations about a single-day conference with 12 speakers. It was time well spent. Co-sponsored by the **Librarians Association of the University of California, Berkeley**, **UC-Berkeley Library**, the **School of Information Management & Systems, Berkeley Extension**, **UC Office of the President**, **Center for the Humanities** and **School of Law**, plus corporate sponsors, this day wove together themes in three sessions. The first panel was on **Authorship and the Modes of Production** and moderated by Prof. **Geoff Nunberg** who introduced speakers. These included Dr. **Mark Rose** from **UC-Santa Barbara** who framed the all too important question, "Who is An Author;" **Peter Choy**, Counsel for **Sun Microsystems** who explored "Copyright and the Public Domain; the writer/journalist," **Joel Linzer** who addressed "The View from the Front: Real Problems in a Virtual World," followed by attorney, **Jonathan Tasini** who spoke on "Electronic or Print, The Question is About Power."

The second panel focused on **Publication and the Modes of Consumption** and was moderated by **Karen Coyle**. Again, four speakers stretched the audience to consider where copyright applies in different settings. **Paul Evan Peters**, Executive Director of **CNI**, demonstrated how the chain of contributors to the final product piece together a complex puzzle where the infrastructure must reflect different needs in a very thorough examination, "Looking Back on Copyright from Alternative Futures of Information Access and Use." **John Nash** from **Matthew Bender Legal Publishers** spoke on "Trends in Electronic Legal Publishing Property Rights;" **Dr. Clifford Lynch** from **UC's Division of Library Automation** explored trends in "Copyright License and Management Technologies," followed by the new **Dean of Berkeley's School of Information Management & Systems**, **Dr. Hal Varian**, who gave a lesson about "Some Economic Considerations for Digital Intellectual Property."

The final session posed some questions and explored **The Public Interest and the Modes of Communication** and was moderated by **Prof. Robert Post**. Each speaker framed a context with which they were most familiar and Professor **Carla Hesse** contrasted "Cultural Infrastructure and the Public Good in the Digital Age," with her historical study of the 18th century in a very articulate and exciting paper with many examples of cultural forms in different ages; Professor **Pamela Samuelson**, poignantly spoke on "Maintaining a Balanced Copyright Policy in Digital Networked Environments" and Professor **Monroe Price**, another legal scholar shared comments on "Open and Closed Terrains of Speech." Finally **Esther Dyson**, emphasized the balance needed between "Copyright and Control" and suggested that "copyright needs more thought before revision." A very full day indeed and an exceptionally good program which drew a full capacity crowd with a varied registration composed of librarians, attorneys, software developers, writers, editors, students, academics and nearly everyone who has an investment in the general theme. Congratulations to the planners of this program.

New Mexico Library Association Annual Meeting Los Cruces, March 3-5, 1996

Report by **Nancy Dennis**
(UNM General Library)

"Just Say Know", theme for the 1996 **New Mexico Library Association annual conference** held in Las Cruces, March 3-5, at **Onate High School**, greeted attendees with a wide variety of sessions to attend, browse exhibits and contemplate well-known library humorists. **Onate High School**, with a modern award-winning building design, proved to be an excellent location offering network connections from PC and Mac computer labs, several large meeting rooms, food available on site and incredible views of the **Organ Mountains**, east of Las Cruces.

Several technology-related topics were presented from designing Web pages and electronic classrooms to virtual reality in the classroom and library. The most ambitious were offered by **Carol Boyse** and **Christopher A. Landt** of **New Mexico State University**, a two-part presentation entitled "Taming the Net:

Getting Information to Come, Sit, and Stay! Integrating and Using Electronic Information" and "Pay No Attention to the Man Behind the Screen, The Nuts and Bolts of an Information Network."

The first session on integrating technology proposed a library with a "mythical" common-user-interface to access all technology offerings accessible through a Web browser. Just imagine, a Library homepage presents seamless (to the user) connections to online catalogs, indexes from an in-house CD-ROM network, fulltext databases and electronic journals delivered over the Internet to the desktop of all users. While this is not a new notion, it was interesting to peek into the minds of automation planners and dreamers. Regardless of the level of technical expertise of the audience, the presentations provided food for thought on how, and more importantly, why libraries continue to seek ways to integrate the growing number of information "products" into an accessible and nourishing soup.

The follow-up nuts and bolts session attempted to demonstrate in one hour how simple it really is to build a network server, specifically an NT server. For the attendee who was familiar with PC hardware, the presentation accomplished its primary goal of demystifying the inflated (hyped) complexity of server hardware for relatively simple network applications. However, the level of detail required to explain what network or SCSI cards do and how they are installed and how the NT software addresses devices proved beyond the comfort level of several attendees.

New Mexico Academic and Research Librarians sponsored a presentation by **Doug Jones** and **Chestalene Pinto** on "Organizational Restructuring: Moving from Hierarchy to Teams at the University of Arizona Library." The presentation covered the process of this ongoing reorganization with examples from the Science-Engineering team, what is working and what obstacles have been revealed and how have they been overcome. Of greatest interest were the people issues: How have people reacted to the changes? How do you achieve a level of commitment required of staff and administration? How much time is involved to implement and fine tune?

Organizers of the conference were successful in attracting national library leaders to Las Cruces. The keynote addresses were presented by **Herb White**, *Library Journal* col-

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umnist and **Richard Lee**, cartoonist/librarian. Mr. White stressed the importance of the leadership roles that librarians not only must play, but strongly defend as we move down the information superhighway. Librarian skills should be more highly valued in today's information market, yet library budgets continue to shrink and the latest Internet search engine receives front page news and millions of dollars from investors. There is much work to be done to actively promote libraries and the true value that they contribute to a city, university or school.

On a lighter note, **Richard Lee**, cartoonist for *American Libraries*, shared his experiences and perspective on being a Librarian through his drawings and the perfectly timed delivery of a stand-up comic. He reminds us to find the humor in our work and to laugh at ourselves. It is good therapy.

Elizabeth Martinez, Executive Director of ALA, joined the gathering to update the NMLA membership on the programs being initiated and defended on a National level in keeping with ALA Goals 2000. She introduced **Adam M. Eisgrau**, ALA Washington Office, Legislative Council to explain ALA's leadership role in challenging the Communications Decency Act of the Telecommunications Act, signed Feb. 8 by President Clinton. He also commented on ALA's involvement with the Digital Future Coalition, advocates for the public's interest in Intellectual Property issues. Organizers of the conference are to be congratulated for a well planned agenda offering a variety of topics of interest to public, school and academic NMLA members.

Outsourcing: SCOUG's Annual Conference

City of Industry, California, May 3, 1996

Report by **Claire-Lise Benaud**
and **Sever Bordeianu**
(General Library, UNM)

Outsourcing is not a new practice. It was first used several decades ago in manufacturing and expanded gradually into services. Moreover, it is expanding into the public sector. The term has been increasingly heard in libraries of all types and sizes and it is generating both interest and controversy. Therefore it seems appropriate that the topic of the Southern California Online Users Group (SCOUG) conference was outsourcing. The conference, entitled "Outsourcing: By You, For You, Or In Spite of You," took place on May 3, 1996, in the City of Industry, California. Nearly two hundred professionals from special, public, academic libraries, and vendors attended.

The keynote address was given by **Randy Marcinko**, founder of **Dynamic Information**, a document delivery company. Marcinko

used anecdotal evidence from both industry and the library world to show the advantages and disadvantages of outsourcing. A company can achieve substantial savings by outsourcing, (he used the example of a large grocery retailer who outsourced its butchery operation) but in the process lose the ability to tend to individual customers' needs (this grocer was no longer able to provide a specific cut of meat that the customer needed — that cut was easily provided by a smaller grocer who had kept its butchery operation in-house — at a higher cost to the customer). As a doctoral student in the early 1980s, Marcinko found that by using marketplace incentives he was able to receive a document from overseas in four days, compared to the six months required by his library's ILL department. It was no surprise to the audience that he proceeded to engage in a very successful document delivery operation, which eventually contracted out the business of his alma mater's library. Marcinko observed that librarians are often reluctant to outsource because they don't like to give their business to someone who goes out and makes a profit.

He then enumerated several factors to keep in mind when outsourcing: what is the mission of the library; will outsourcing advance this mission; will it affect the quality of ser-

"Librarians are often reluctant to outsource because they don't like to give their business to someone who goes out and makes a profit."

vice; will it lower expenses; is it the least group of evils; and how will it alter operations and staffing? Ultimately, the success of an outsourcing operation depends on how well the library does its homework. The library can monitor performance, quality, and maintain control of the operation through a good contract.

Bart Kane, State Librarian of Hawaii, opened the second session by asking members of the audience to stand up if they felt threatened by outsourcing. Only a few people stood up. He then told those sitting down that they were wrong. Kane believes that as many as half of the 15,000 public libraries in the U.S. may have to close in the next few years because they are not a high priority for city, county, and state budgets. Kane pointed out that organizations need to engage in reengineering in order to face the harsh budgetary realities of today. As the Hawaii State Library was faced with a budget cut of 35%, the library's administration had to devise methods to maintain positions and services at acceptable levels. Through proper planning and outsourcing in key areas, the library system, which consists of 49 branches on six islands, was able to avoid any staff layoffs. The areas in which the library outsourced were automation, selection and processing of materials, and serials. As a result of outsourcing its automation functions, the State Library now has

the most advanced telecommunications network in the state. Book processing was completely outsourced; books arrive in boxes ready to be "wanded in" and are sent to the shelves. Existing staff was trained and reassigned to public services. The result was an increase in the number of hours that the libraries are open.

Kane emphasized some key points to consider when outsourcing. First of all, he pointed out that any library operation can be outsourced. When deciding to outsource, a library needs to map out its internal processes and put a dollar value on each process. It is important to organize by outcome, not by function. And last but not least, he advised librarians not to micromanage the process but to trust the vendor to do quality work and use the contract to enforce the quality.

There were four "Vendor showcase" sessions in the morning, with two sessions running simultaneously. Each session offered four to six vendor presentations with each vendor having a 10-minute slot. Overall these sessions were informative but obviously vendors were advertising their services! A variety of services were presented falling mainly in three areas: databases, personnel, and technical services. Even though vendors stressed that they could service all types of libraries, the majority aim their services to public and special libraries.

The first break-out session comprised serials and book vendors, and document delivery companies. **Scott Ahlberg** from **Infotrieve** discussed the company's document delivery service which is combined with a powerful search engine. End users can use the system with ease. **Dick Lewis** described **EBSCO's** capability of providing full support for serials operations, consisting of: receiving, claiming, property stamping, and security stripping. **Susan Hillson** described **Faxon's** check-in service, which takes the day-to-day processing of serials out of the library. Materials arrive in the library shelf-ready. **Becky Lenzini**, president of **CARL/UnCover** showed the system's new capabilities as a Web compatible system and mentioned that it will soon be available on **Dialog**. **Jeff Calcagno** described **Blackwell North America's** efforts in the area of providing machine-readable cataloging records to libraries.

Another set of breakout sessions began with **Linda Cooper's** description of **Teltech's** services to corporations. The company helps other companies identify their internal knowledge strengths (e.g. by making a detailed profile of every employee in that company and identifying their particular areas of expertise). **Teltech** also provides advice for companies on where to find outside expertise. The next five speakers at this particular breakout meeting were **David Lieberman** of **Information Access Corporation**, **Michael O'Neill**, of **Phillips Business Information**, **Glenn Baldwin**, of **Profound**, **Merrill Lishan**, of **LEXIS-NEXIS**, and **Tony Hall**, of **Manning**

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and Napier Information Services. All of these companies offer customized business and marketing information to their clients.

A third concurrent session focused on cataloging. RLG presented its brand new service "Diogenes," introduced in January 1996. Diogenes is offered jointly by RLG and Retro Link, a division of Ameritech Library Services and delivers copy cataloging directly to libraries' OPACs. Maryann Nash, of OCLC Pacific, presented OCLC's contract cataloging service, TechPro. TechPro has been in existence for more than a decade and provides "customized, personalized" cataloging from large to small libraries.

Allan Schade, of Ingram, gave a brief history of his company and referred to outsourcing as "a value-added service." He enumerated the services provided by Ingram: selection, shipping, and cataloging. He noted that outsourcing boils down to determining the library's needs and that it was an individual and complicated process; he cautioned librarians not to assume "that a vendor is always right;" and he added that the idea that libraries "can always drop a vendor and select another one" is a fallacy.

Brodart, which has been providing services to libraries for over 30 years, was next on the session. Michael Wilder focused on "Compleat Book-Serv," Brodart's cataloging and processing service introduced in 1986.

Compleat Book-Serv employed two catalogers in 1986 and currently has 75 catalogers on staff. Brodart is working in partnership with DYNIX, CARL, and DRA and works mostly with public libraries.

Jeff McDaniel, from Baker & Taylor perceives outsourcing as the future of his company. He sees outsourcing as "partnering, an adjunct to your staff" to maximize dwindling library resources. As with other contract cataloging services, he focused on flexibility, noting that Baker & Taylor does not take a "cookie-cutter approach," and does not provide a "you fit us mold." He noted that outsourcing needs to be transparent to library patrons.

The fourth of the concurrent sessions brought together companies that provide a complete array of outsourcing services in both public and technical services. Belinda Spath of Advanced Information Management (AIM), presented her company's array of services, which range from personnel to library functions. AIM staff perform cataloging, circulation, ILL, automation, online searching, reference, and other core library functions on site.

Library Management Systems, founded in 1983, initially worked with law firm libraries, providing staffing, filing services, and clerical services. The company is now supplying temporary staffing at public libraries to perform reference, cataloging, and to work on special projects. Kay Zimmerman remarked that it is easier for libraries to pay for a special

cataloging project rather than to hire staff.

Deborah Goldstein founded Library Associates in 1986 and like Library Management Systems initially provided temporary staffing to law firms. In 1989, Library Associates switched focus and began to offer cataloging services through its FastCat division. FastCat provides original, copy cataloging, and retrospective cataloging and conversion. Library Associates accesses RLIN and OCLC using the library's own password. It hires professional librarians — usually retired librarians or librarians who are not interested in working full-time. Library Associates staff earn hourly wages and do not have benefits.

Chuck Fastlaben, of Loose-Leaf Filing Services, observed that outsourcing is done in one fashion or another in all libraries. His company provides loose-leaf filing and paraprofessional temporary staff to law firms and accounting firms' libraries. It also does library space planning and moves libraries. He noted that libraries that outsource do not have to interview, hire, train, and evaluate staff (functions done by the "outsourcer") and this provides substantial cost savings to libraries. He summarized the differences in the work attitude of temporary staff versus contract staff: library permanent staff can "put their work aside" while the contract employee cannot.

The first afternoon speaker was Barbara Winters, of Wright State University fame. Winters has been involved in the well-known outsourcing case at Wright State University

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which resulted in the closing of the cataloging department. She described the process and the lessons learned at Wright State. She cautioned the audience that a library should reengineer before outsourcing. She also pointed out that only those operations should be outsourced for which a vendor could provide the same or better quality service for a lower price. A library should not accept a reduction in quality simply because it costs less. Winters asserted that job security has always been a myth. She spent considerable time discussing the details of the contract between the library and the vendor. The contract gives the library control over the process. Some of the most important concepts that need to be in a contract are: good definitions (what exactly does copy cataloging mean?); specify each partner's responsibilities; who assumes the risk to property (e.g. if damage occurs to materials while in transit); and specify the services the vendor will provide.

The next speaker, **Tory Trotta**, law librarian at **Lewis and Rocca**, stated that the outsourcing trend is threatening law librarianship. In the wake of **Baker and McKenzie's** outsourcing its library operations, considered by many in the profession as a model for law libraries, law librarians have had to re-think their mission. Trotta presented the recommendations of the **American Association of Law Librarians**. Issues such as institutional memory, confidentiality, and the export of intellectual capital were identified by the association as key in its arguments against outsourcing. Pragmatically though, Trotta admitted that if the firm is not willing to pay for a library, it won't, despite the library's intrinsic worth.

The last speaker, **Cindy Hill**, works in an outsourced library serving **Sun Microsystems**. The library has been outsourced from its inception. Essentially, because of the corporate culture at Sun, which outsources many of its operations, this has worked very well. There is some ambiguity among Sun employees regarding her position, and many wonder when she'll "join" the company. Hill noted that in today's job market, one has to be tied to the profession, not to a company. This observation brings us back to Barbara Winters' contention that job security has always been a myth and Randy Marcinko's statement that outsourcing can actually work in your favor. A company may outsource its library, but you may be the person to whom they outsource.

Thus, the conference came full circle. The last hour was an open forum in which the various speakers discussed and reacted to the ideas presented during the day. After hearing these discussions, one felt that even though outsourcing is not a goal in itself, it is here to stay and librarians will have to learn how to cope with it.

**11th Annual Conference of the North
American Serials Interest Group (NASIG)
Albuquerque — June 20-23, 1996**

Report by **Frances C. Wilkinson**
(UNM General Library)
<fwilkins@unm.edu>

The Eleventh Annual North American Serials Interest Group (NASIG) Conference was held at the University of New Mexico (UNM) in Albuquerque, NM, from June 20-23, 1996. The theme of this year's conference, "Pioneering New Serials Frontiers: From Petroglyphs to Cyberserials," was evident throughout the conference. In this spirit, the conference planners established an informative conference Web Site and conference electronic mail address for the first time this year. This NASIG conference was the largest one to date with over 660 registrants!

The NASIG conferences promote informal communications among librarians, vendors, and publishers alike. Held each year at a different university campus, attendees stay in dormitories, share facilities, and eat at the student cafeteria, making NASIG affordable and one of the best values for the money anywhere. Both the feel and dress code of the conference are relaxed, which fit well in the Land of Enchantment: New Mexico. The chance to meet and exchange ideas was encouraged at a variety of breaks, evening events, social mixers, and tours. The Opening Session featured a slide show of New Mexicana with American Indian flute music in the background, followed by a presentation on UNM architecture.

This year's program was excellent. It began with two well-attended Preconferences. "EDI & Related Standards: A Primer & Update From the Frontier" discussed EDI (Electronic Data Interchange), which is one of the hottest technological issues in serials today. It considered the use of EDI — what it is, how it works, and its potential benefits to the serials industry. The second preconference, "Risktaking for Library Pioneers," explored our attitudes toward risktaking and why it is important for libraries and other work groups.

The conference follows a pattern of offering three Plenary Sessions which are presented by renowned speakers and attended by all participants, a choice of Concurrent sessions, and a choice of four workshops presented in two sets. The topic for Plenary Session I was "Reinventing Journals: Reinventing Knowledge," by **John H. Lienhard**. Plenary II featured two speakers: **John Cox** presented "The Role of the Paper-based Journal in an Era of Electronic Information" and **Richard T. Kaser** presented "From Publishing Continuum to Interactive Exchange: The Evolution of the Scholarly Communication Process." Plenary III, presented in two parts, consisted of three dynamic speakers. **Stevan Harnad** spoke on "How to Fast-Forward Serials to the Inevitable and the Optimal for Scholars and Scien-

tists." **Paul Ginsparg** discussed "Winners and Losers in the Global Research Village." **James Neal** concluded the Plenary sessions with a talk on "The Serials Revolution: A Call for Vision, Innovation and Tradition." Each Plenary shared a different perspective and gave the audience thought-provoking ideas to ponder or discuss with colleagues.

The Concurrent Sessions: An Array of Choices" featured seven very timely sessions from which each attendee could select one. All the sessions were outstanding and the choice was a difficult one. Topics included: Electronic Serials Cataloging; Order Out of Chaos; Electronic Physics Literature at the Forefront of Change; Issues in Electronic Licensing; CIC Electronic Journals Collection Project; Great Debate Over Copyright in the Electronic Environment; and Partnerships: How Many Forms, How Many Issues.

Twenty workshops were offered on a diverse group of topics. Each workshop had its finger on the pulse of an important issue in the serials community. Two workshops this year, "Untangle the Web — Introduction to Browsers and HTML" and "Web Worlds and Hyperspace" featured a hands-on computer component, making the experience even more valuable to participants. Many other workshops were offered ranging from management, focus groups, and team building to the ISSN, serials exchanges, government information, and document delivery. There was something for everyone to learn and take back to their organization and implement in a practical way.

A number of NASIG Networking Nodes/Interest Groups and Users Group Meetings were available, giving participants the opportunity to concentrate on their special areas of interest with like-minded people. The UNM campus was lovely with its pueblo style architecture and surprisingly green grounds. There was a social event each night, beginning with the Maxwell Museum tour, Mexican buffet, and American Indian Dancers. The next night's social was held at Anderson Valley Vineyards and featured tours of the vineyard and tethered hot air balloon rides. From the balloon's gondola you could watch the breathtaking azure sunset for which New Mexico is famous. The last night's event was held at the Rio Grande Zoo with zoo tours, a buffet, and a band which provided dancing under the stars. Everyone seemed to find the social events relaxing, enjoyable, and a good place to visit with old friends or make new ones!

The next (twelfth annual) NASIG Conference will be held at the University of Michigan in Ann Arbor from May 29-June 1, 1997. The theme is "Experimentation and Collaboration: Creating Serials for a New Millennium." The conference planners are 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!