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Bit by Bit

Joyce Ogburn
Penn State University

Roy Heinz
Washington Research Library Consortium

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— “How to” use a collection assessment project to win faculty support of a serials cancellation project and, furthermore, educate faculty as to the need for balance and restraint in the area of serials.

— “How to” find information on what publishers, especially serials publishers, are doing and why.

— Considerations of “how to” use and evaluate Out of Print/Antiquarian and firm order vendors.

And lest you feel any remorse at not having attended the conference, Genaway & Associates are planning a full-blown proceedings. Contact them for further information:

Genaway & Associates, Inc.;
530 West Regency Circle; P.O.
Box 477; Canfield, Ohio 44406.
Phone (215)533-2194.

= BIT BY BIT =

by **Joyce Ogburn** (Penn State University) and **Roy Heinz** (Washington Research Library Consortium)

This is a new column which will address technical issues including networking, consortia activities, electronic resources, and access. We welcome contributions. Please send your ideas, comments, and suggestions to either:

Joyce Ogburn, Acquisitions,
Pattee Library, Pennsylvania State
University, University Park, PA
16802 (814) 865-1858

Roy Heinz, Systems Analyst,
Washington Research Library
Consortium, 4207 Forbes Blvd.,
Lanham, Maryland 20706
(301) 731-1000

This column is on **EDUCOM -
The Electronic Connection** for

Even so...

Despite the optimism, some nagging doubts had begun to creep in before the final plenary session wrapped up late Thursday afternoon. There were two of these:

First there was the sense that we may be “whistling in the dark” in following Becky Lenzini’s lead and putting our hope in “collective buying power” and powerful information access/document delivery technology. For the individual erosion in buying power to be adequately overcome, effective coordinated collection management and resource sharing must occur at the regional AND national levels. And while CARL may yet provide a model for the former, the latter has never truly succeeded for a host of reasons.

Second, John Berry’s rallying cry to “resist market forces” was correct, but also could become misleading. Libraries cannot, as Berry correctly insisted, allow their collection building activities to be

totally market driven—American society surely will suffer as a result. Going on to say, however, that information is not a “commodity” may cut off a serious debate which has yet to materialize but which desperately needs to occur, namely: Did the United States in the Reagan years make a mistake in de-subsidizing “commodities” like information and housing, seriously eroding their general affordability and resulting in greater gaps between the haves and the have nots? What if even our “collective buying power” is unequal to our collective goal of acquiring, maintaining, and making accessible the human record?

Questions such as these may make for interesting discussion at the next Genaway Conference—and given the success of the first conference, there is every reason to believe we will have future opportunities for discussion and debate. 🐘

Higher Education

Academic librarians support the higher education community in a variety of ways, many of which involve electronic resources, networks, or datafiles. To better

serve this community, librarians have expanded their professional concerns and associations to include groups outside of librarianship. One such group is EDUCOM.

EDUCOM is a consortium of institutions and businesses concerned with educational

computing and technology. This non-profit consortium comprises approximately 600 members committed to the use and management of information technology in higher education. Founded in 1964 at the University of Michigan by five medical school deans, EDUCOM was intended to foster the sharing of computing and technical expertise among medical schools. In 1965 EDUCOM’s charter was broadened to encompass all institutions of higher education. Last fall EDUCOM celebrated 25 years of service to higher education in managing technology to assist the education and research process.

Attendees at EDUCOM meetings include teaching faculty, librarians, administrators, directors of computing centers, and others who serve higher education information needs. Among the interests of EDUCOM’s

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constituents are intellectual property rights, licensing, and electronic information resources. Two major goals of EDUCOM include: 1) to create an instruction and research electronic network to link scholars around the world, and 2) to infuse computing into higher education curriculum in the U.S. To meet these goals EDUCOM has developed its Software Initiative (recently renamed Educational Uses of Information Technology), which is aimed specifically at expanding uses of information technology in teaching and learning process. The Educational Uses of Software sponsors three major resources: 1) EDUCOM/NCRIPTAL Distinguished Software Collection (EDSC), 2) Academic Software Catalog (ASC), and 3) EDUCOM Selected Software List (ESSL), a subset of ASC.

Bet You Missed It

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Washington federal court and asked that the ACS "be ordered to provide full access at reasonable rates to its database of chemical information." Simplistically speaking, it seems to a matter of when the data belongs to and how much should be paid for the access. And since some of the database was developed with federal monies, it gets more and more complicated. This is a useful description (if legalese ever allows that) of the two sides. More to come.

In the *Wall Street Journal* June 29, 1990, p.B1, there's an article about the Walt Disney Co. and how they're starting a children's publishing company instead of giving the books they produce to other publishers. And the competition is nervous. Lauren Wohl is to be the director of marketing. Wohl was a librarian in a previous life.

EDUCOM's accomplishments include developing (with ADAPSO, the computer software and services industry association) a code on ethical use of software, publishing materials on software management, collection and use, and creating an awards program for outstanding instructional software. In March 1990, EDUCOM joined with ARL and CAUSE (the Association for the Management of Information Technology in Higher Education) to form the new Coalition for Networked Information to explore the potential uses of the proposed NREN (National Research and Education Network). The group will attempt to identify public policy issues and to assign priorities among information resources slated for NREN.

EDUCOM's publications include:

Using Software: A Guide to

Wall Street Journal, June 27, 1990, p.B4, or B5. "U.K. Publisher Posts Profit of \$298.3 Million for Year." This one's brief and about Maxwell Communication Corp. This pretax profit was reported as "below analysts' expectations."

From the *Newsletter on Serials Pricing*, No. 25, August 8, 1990:

1991 Prices for European Journals by Chuck Hamaker

Although they held off as long as they could, the major European publishers have this week set exchange rates for their 1991 subscriptions. Because the dollar had been so weak much of this season, the traditional July 1 setting was delayed. Elsevier set their rates last Wednesday, the day before Iraq invaded Kuwait, when the dollar reached its second lowest level since World War II. For 1991, Elsevier's rate is 1.78 guilders to the U.S. dollar, about

Ethical and Legal Use of Software for Members of the Academic Community (brochure, 1987),

Managing Academic Software: Leadership, Law and Logistics for Administrators, Faculty and Publishers by Shirley C. Smith (1988),

Facilitating Academic Software Development edited by Jerry W. Sprecher (1988),

Campus Networking Strategies edited by Caroline Arms (1988),

Ivory Towers, Silicon Basements: Learner-Centered Computing in Post-Secondary Education by the FIPSE Technology Study Group, Diane P Balestri, Editor (1988).

Serial publications include:

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23 percent below last year's level. Overall, according to Elsevier, this will mean an average increase in their list of about 35% in U.S. dollars.

Springer-Verlag waited until this week to set rates, and it looks as if they will be at 1.56 DM to the U.S. dollar. Combined with their planned increases, this means an overall dollar increase for Springer's European titles of 23 to 24%. Individual titles may be above or below these general rates of course, but overall these increases are the worst we have seen in any single year this decade.

For those of you interested, Elsevier Sequoia titles will be available through New York and most subscription agencies with an exchange rate of 1.35 Swiss francs or 28% more than last year (plus "inflation"); British titles from Elsevier will use a pound

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Oops!!

[I certainly hope this doesn't become a regular feature!]

Rose gardens notwithstanding, I never promised y'all I was a journal publisher! Since I began doing *Against the Grain* (which I love, don't get me wrong), my life has become even more hectic than it ever was. And I've learned that "it just ain't easy."

Anyway, I have to eat crow about the "Day in the Life" piece written by Jonathan Waring in the last issue of *Against the Grain* (v.2 # 3, p.3). There are some omissions in the text. These are especially relevant to our European colleagues who happen to know all about the landscape, beaches, etc. All I can say is that I goofed and I'm sorry. When Ann Landers goofs she says that she'll take lashings by wet noodles. How about if I offer to do penance with a mildewed book? A tattle tape strip? A sheet of barcodes from missing books? Sorry, Jonathan. I'll try to do better next time.

Here are the sentences as they should have read:

(pg.3, middle column, last sentence of first paragraph):

These establishments are being handed over to their local borough councils which have a variety of political hues and there is much uncertainty regarding future funding.

(pg.3, middle column, last two paragraphs)

On to sunny Brighton where the beaches turn out to be closed to the public because cans of cyanide are being washed ashore from some Middle Eastern Freighter!

In the evening I meet up with the manager of our Library Supply Service who has been travelling in the West Country and we go out for a very pleasant meal with the Head of Learning Resources of Brighton Polytechnic and the former holder of that position who has now become an Assistant Polytechnic Director. The restaurant "Il Teatro" lives up to its excellent reputation. 🍴

From Your Editor

Just a few things. First, this issue is slightly late because I was away on vacation and at the IFLA conference in Stockholm. IFLA was very interesting and there was a wonderfully controversial day's meeting between publishers, vendors, and librarians regarding journal and book pricing. Speakers included Knut Dorn (Harrassowitz), Jolanda von Hagen (Springer-Verlag), Dr. Rolf Griebel (Universitätsbibliothek Erlangen-Nürnberg), and others. A report is forthcoming.

Also, there is still room in the Charleston Conference. Remember, it's November 8-10, 1990, here in Charleston. If you want information and can't get me, call **Dorinda Harmon** at (803)792-5822 or (803)792-5329.

Also, for those of you who may be trying to communicate with me via BITNET, it's not that I'm ignoring you, I'm just not getting the messages through our computer. We are still trying to get a better tie in into the system (we don't have a node down here, apparently). I'm sorry.

Til the next issue, over and out....

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EDUCOM Review and Software Initiative Newsletter.

For more information on EDUCOM, please contact their office at:

777 Alexander Road
Princeton NJ 08540
609-520-3340
ESI@EDUCOM
U53 on AppleLink
FAX: 609-520-3975

Last Minute

For the second time since June, I have "pulled" my own write up regarding the SSP (Society for Scholarly Publishing) meeting in San Francisco, June 5-8, because of lack of space. This was an excellent meeting (copyright is still high on publisher's agendas, so is the Hurt/Rogers piece on "How scholarly communication should work in the 21st century," and 1992 and the pending EEC changes). The proceedings are "in press" at SSP in Washington, D.C. See *Publisher's Weekly* for June 20, 1990, page 14, for one write up.

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