November 1997

Rumors

Katina Strauch
Against the Grain

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Against the Grain

"Linking Publishers, Vendors and Librarians"

ISSN: 1043-2094

Outsourcing in American Libraries — An Overview

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

The Editor wishes to thank **Libraries Unlimited** for permission to quote sections from **Sever Bordeianu** and **Claire-Lise Benaud**'s forthcoming book, **Outsourcing in Academic Libraries: — KS**

Outsourcing is one of those issues that riles people. Two reactions are guaranteed when the topic comes up: librarians always have an opinion about it, and everybody has an outsourcing story to tell. The term outsourcing means "the transfer of an internal service function to an outside vendor." [1] In its most basic form, outsourcing "is a fancy term for having someone else do your work" [2] and it affects all sectors of the economy, including libraries. A recent business

survey indicates that 40% of the **Fortune 500** have outsourced some department or service. [3] U.S. companies will spend \$100 billion on outsourcing and it is estimated that they will cut their costs by 10-15%. [4] In view of this reality, companies need to ask themselves not whether to outsource but what to outsource. Is outsourcing part of the re-engineered and reinvented world touted by economists? Is it part of the wider movement of society towards shaping a more productive and less wasteful world? Is it a rush to lean management, or a response to the ever-increasing complexity of business? Is it a way for the United States to erode its workforce?

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day, October 13, **Reed Elsevier** and **Wolters Kluwer NV** announced that they plan to merge by the first half of 1998. This would create one of the largest professional and scientific publishing and information publishing groups in the world. The merged company would employ about 42,000 people. Anglo-Dutch Reed Elsevier and Amsterdam-based Wolters Kluwer has combined 1996 sales of about \$8.1 billion, this according to **Reuters' Andrew Kelly**.

And this just crossed my desk. "Trends in Health Science Book Publishing, 1984-1996, by the *awesome* **Danny Jones** (Assistant Library Director for Collection Development, the University of Texas Health Science Center at San Antonio) <jones@uthscsa.edu>. It is published in **A Major Report** by our friends and colleagues at **Majors Scientific Books, Inc.**, (v.18#3, summer, 1997).

The buyout of **KRII** by **MAID** is still very much in the works. Word is that **Maid, PLC**, a British online provider of business information, is going to pay \$420 million for **Knight-Ridder Inc.'s Business Information Services Inc.** unit. It is generally agreed that Knight-Ridder decided to divest itself of "nonstrategic" business information assets when several attractive newspapers became available for sale from the **Walt Disney Co.** for \$1.6 billion. In accordance with the rules of the **London Stock Exchange**, Maid has suspended trading of its shares on the London Stock Exchange pending approval of the transaction at a meeting of shareholders scheduled for November so maybe we'll here more at the Charleston Conference!

If Rumors Were Horses

Let's see. This just hit the news as we were "in press." Thank goodness Toni (my printer) is so cooperative! On Mon-

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Professor Mel Collier has joined **Dawson's Information Services Group** as Director of Strategic and Operational Planning. Mel was until recently Head of the Division of Learning Development at **De Montfort University** where he managed libraries, information technology, and teaching and learning development. De Montfort University is one of the largest in Britain with nine campuses in England and a number of overseas operations. He remains associated with De Montfort as a Professor of the University. Mel is justifiably highly regarded as an innovator in library and information services and has a strong background in research and development, notably in association with the **British Library** and the **European Commission Telematics** frameworks. He founded the **International Institute for Electronic Library Research** at De Montfort University. For more information, contact **Mark Johnson** at <market@dawson.co.uk>.

Charles R. Ellis, President and CEO of John Wiley & Sons, Inc., recently announced the launch of **Wiley Interscience**, a service which will provide access to nearly all of the company's more than 400 scientific, technical, medical, and professional journals over the World Wide Web. On October 1, fulltext files of an initial 59 journals were put up as a pilot phase at <<http://www.interscience.wiley.com>>. Nearly all 400 journals will have fulltext presentation phased in through 1997 and 1998. Access is open without charge to customers for a limited period of time during which Wiley invites its authors, editors, subscribers, and registered guest users to provide feedback toward development of its Internet journal service. Some of the journals that are available are *Journal of Polymer Science*, *Cytometry*, *Cancer*, *Computer Aided Surgery*, *Electronic Journal of Theoretical Chemistry*, *Glacial Geology & Geomorphology*. Researchers will be able to bookmark "hot" articles so readers will be able to create personal homepages where they can activate automated search procedures across the entire library journal list (TOC and abstracts) and store favorite journals, articles, search criteria and notations.

Faxon Canada will purchase **Periodica's** Quebec-based operation. **Periodica** is one of the largest providers of French language periodicals and newspapers in North America.

Wow! **Sam Gowan**, Director, University of Florida Libraries, is co-producer of a film all of us have seen in the cinema everywhere lately — **Ulee's Gold!** Not bad for a librarian, heh?! You'll be fascinated to read the interview that **YBP** did with Sam on their Web site <<http://www.ybp.com>>. The interview will be a "pause" in your day. Check it out!

Ameritech recently released **Horizon** version 4.2 which features expanded Z39.50 functionality and PAC enhancements. Library patrons will now have greater searching capabilities through linked bibliographic records, multiple authority records, and the ability to request closed-stack materials from the PAC. This release went through extensive beta testing at customer sites in the U.S., Canada, and Germany.

At the **American Political Science Association** meeting August 28-31, **Columbia University Press** launched **Columbia International Affairs Online (CIAO)**, a first-of-its-kind online publication that will provide approximately 10,000 pages of easily-searchable content including working papers, reports, and conference proceedings from over forty participating institutes around the world. CIAO also features fulltext online books, book summaries, links to over 150 sites, journal abstracts, and a calendar of meetings, conferences, seminars, and research projects. CIAO was created by the Press in conjunction with **Columbia University's library** and its server, **Academic Computing Information Systems**. The publication is offered on annual subscription (\$595-\$1195) to research institutes,

government offices, foundations, international businesses, law firms, and academic libraries for distribution over their networks to faculty, staff, and students. CIAO is funded by a three-year \$360,000 grant from **The Andrew W. Mellon Foundation** to evaluate the potential of online technology for scholarly communication. For further information, call **Mark Fortier** at 212-666-1000 ext. 7126 or visit the free demonstration site at <<http://www.ciaonet.org>>.

A scholarship for law librarians who are pursuing a law degree has been established by **AALL (the American Association of Law Libraries)** and **Congressional Information Service, Inc. (CIS)** in memory of **James F. Connolly**, who was executive vice president of CIS and a long-time supporter of law librarianship. Mr. Connolly died in January of this year. The scholarship, to be named the **James F. Connolly CIS Memorial Scholarship** will be awarded annually by AALL from a CIS sponsorship of \$3,000, beginning in 1998. Preference will be given to individuals who have demonstrated an interest in providing library service to users of government information. Preference also will be given but not restricted to AALL members. Evidence of financial need must be submitted. For more info, contact **Kate Kasprzyk** <kkasprzyk@aall.org>.

Information Quest, a new company of **Dawson Holdings PLC**, has announced new strategic alliances with **Kluwer Academic Publishers** and **Blackwell Science**. Both publishers have agreed to link their fulltext electronic content to **Information Quest's** Internet information service. This adds approximately 225 new titles to IQ's expanding content database.

A special technical committee made up of engineering faculty from several Egyptian universities has selected **VTLS** as the library automation solution for 18 engineering libraries throughout Egypt. If you want to know the particulars, contact **Barbara Scheid** at 540-557-1200.

In a recent **ACQNET** and **Serialist** posting, **Eleanor Cook** (ACQNET great) <COOKEI@CONRAD.APPSTATE.EDU> asked "What Happened to Serials in Hawaii?" Here is the answer from: **Stephanie Strickland** (Branch Library Manager, Waikiki-Kapahulu Public Library, HSPLS) <steph@netra.lib.state.hi.us> "You are absolutely right about nothing being mentioned about [serials purchasing in Hawaii]. When everything was either being abolished or downsized, the State Librarian decided to cut periodical subscriptions. Every branch library, regardless of size, had to cut their number of subscriptions to 50, including newspaper subscriptions. The regional libraries had to cut theirs to 100. The main library, Hawaii State Library, cut their budget in half. Waikiki cut from 162 to 50. The State Librarian decided to subscribe to **IAC**. His selling point was that we would be getting fulltext on a number of items so why bother with subscriptions? This tends to work better in a school or academic setting. Some libraries have large numbers of students. Waikiki does not. Our patrons want to read a magazine, not an article on a computer screen. **EBSCO** is our vendor. We also deal directly with some vendors. This selection was never outsourced."

Just heard that **Ron Akie** and **Diane Appleton** are now with **SilverPlatter** in Boston.

Judy Schott, Vice President & General Manager, **Readmore, Inc.**, has announced that the company has recently made several managerial appointments which are critical to the ongoing globalization of the Readmore office within the Blackwell's organization. Among the appointments are **Denise Slifer** as National Sales Director, **Allyson Boolbol** as Customer Services Director, **Stephen Casari** as Finance Director, **Bruce Heterick** as Technical Sales Director, The Americas, and **David Machin** as Senior Contracts Manager, The Americas.

And, speaking of **Bruce Heterick** (above) do you remember **Bruce Heterick's** article — with **David Fritsch** — in the June, 1996 **ATG**, "The Year 2000 is Coming ... Is Your Data Coming With It?", (p.1, 17-19).

Speaking of the year 2000, it's coming right up, isn't it. **Swets &**

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Zeitlinger is ready for it! The company did not outsource the operation, but took care of the conversion itself. Some 2,500 programs had to be checked and amended and Swets decided in early 1995 to approach it not by using outside consultants but by tackling a number of programs on a daily basis over a two-year period.

Was talking to **Pam Cenzler** (U. of Florida, Gainesville) who was recently interviewing **Lindsay and Howes** for *Against the Grain* (watch for it!). Anyway, her son Michael is enrolled at **New College** in Sarasota, Florida, and she misses him. **Heather Miller** (SUNY Albany), whose son Andrew has just enrolled at Cornell is in the same boat. And I remember what it was like when my son Raymond went off to West Point. What we want to know is why one of you publishers out there doesn't publish a "self help" book for mothers with "empty nest" syndrome?

Just got the following word from **Becky and John Schmitt** out in Denver. Becky/John Schmitt <beckjohn@mho.net>. Disaster planning became a grim reality for **Colorado State University's Library** following a flood July 28th. The Fort Collins, Colorado city of 100,000 received 11 inches of rain in less than 3 hours that night, leading to the deaths of 5 women in a trailer park. Morgan Library, which was near the end of a \$19.3 million renovation and expansion, was flooded with 8-1/2 feet of water when a basement window gave way under the pressure of a torrential run-off. Approximately 425,000 monographs and bound periodicals were inundated with water and silt, as was the library's HVAC system and power supply. Contract workers filled 70,000 boxes with individually wrapped volumes for immediate transporting to freezer facilities in Cheyenne, Wyoming and Fort Worth, Texas. Disaster Recovery Services of Fort Worth plans to gradually thaw the volumes in a vacuum chamber which will transform the ice crystals into a water vapor state without liquifying them first. Volumes will be individually cleaned and treated in a process that will take months. Optimistic estimates are that 60% of the items may be salvageable, though what condition they will be in remains to be seen. Morgan Library is being ventilated with industrial fans and treated with a microbial agent; damage is estimated at \$40 million. Services are being offered from branches and satellite locations. Colorado State administrators hope to have parts of the building re-opened soon.

Engineering Information, Inc. (Ei) — (Did you read the interview that **Judy Luther** did with **John Regazzi**, President and CEO, in *ATG*, June 1997, v9#3, p.38-39) — and the Engineering Librarians Division of the **Special Libraries Association** joined recently to honor **Charles Lord**, Head of the Engineering Library at the **University of Washington** with the 1997 **Ei/SLA Engineering Librarian of the Year** award.

Elizabeth (Libby) Cooley, MILS (U. of Michigan), is now **Global Biomedical Services Specialist** at **Readmore, Inc.** Libby comes from **OCLC**, where she was a Consulting Product Support Specialist for collection management in the Collection and Technical Services Division. Libby will be based in New York where she will function as both a consultant and advisor regarding Readmore's medical library services.

Medical book publishing differs from all other aspects of publishing in a number of ways. Among them: Most authors do not want to write the books they do; most authors give little thought to royalties and would make more money seeing patients; most authors attract little attention for their work outside their specialty.

Swets & Zeitlinger has announced the launch of **SwetsNet**, the new Web-based fulltext electronic journals service. The latest is that SwetsNet is now capable of handling direct links from third-party software vendors so libraries can offer end users direct access to e-journal articles from their OPAC or other kinds of local bibliographic software. Linking is possible either from journal titles in the catalog, from journal issues or from the article title itself. Full details can be obtained from the SwetsNet homepage at <<http://www.swetsnet.com>>.

Responsive Database Services, Inc., has launched Internet access to its acclaimed Business & Industry Database located on the Web at <<http://www.bidb.com>>. B & I provides access to rich business information drawn from over 900 publications. With over 340,000 records added a year, the database is updated daily with more than 60% fulltext, 50% U.S. content, and 50% international and intuitive indexing. The search interface features keyword, SIC codes and company searching as well as ready-made pop-up windows of business, marketing and industry indexing terms. This database is available at annual subscription pricing based on the number of simultaneous users. For more information, contact <customer_service@rdsinc.com>.

Well, the indefatigable **Eamon Fennessy** <efennessy@worldnet.att.net> has been gallivanting all over the world, most recently to Prague for a presentation on dealing with publishers' permission policies in the digital era. Hmmm ... Anyway, we should all thank him and his staff who still got together *ATG's* On the Street survey on book vendors and their services to libraries, this issue, page 70.

This from **Anne Jennings** at **InfoFacto** <infofacto_aj@charleston.net>. Check out the **AALL Copyright Committee** Web page <<http://www.aallnet.org/committee/copyright/>>. Issues of *Copyrights and Wrongs* are posted there and apparently there is work toward posting a version of proposed *Electronic Fair Use Guidelines* and **ARL's Principles for Licensing Electronic Resources**, already available at <<http://www.arl.org/scomm/licensing/principles.html>>.

The wonderful fantabulous, astute **Lynne Branche Brown** (Yankee Book Peddler) <lcbb@ybp.com> wrote an outsourcing article to include in this issue which, unhappily, we were not able to include in this issue. It's a matter of 0s and 1's. Really and truly and if you want to read this article finally, you better renew your subscription to *ATG* — now.

As the years trickle (read: fly) by, I am struck with how **Julie Gammon** <jgammon@uakron.edu> has NEVER missed an *ATG* deadline. Hooray, Julie! Some sort of prize is in order! Stay tuned.

Norm Desmarais (Providence College) <Normd@Brownvm.brown.edu> sends word of that **Grolier Educational** has made it possible for college-bound high school students to win college scholarship money — just by learning. Any high school junior or senior can participate in this learning opportunity just by filling out a questionnaire. Students who answer every question correctly are automatically eligible for a generous college scholarship. And all the answers can be found easily by utilizing the *Encyclopedia Americana Online*. To be included in the contest, students can submit their completed questionnaire, located on the *Encyclopedia Americana Online* Website <<http://ea.grolier.com>> via email or postal mail. Questionnaires will be drawn randomly on three separate occasions; one on the 15th of October, November, and December of 1997. Entries received in the previous month will be eligible for that month's drawing. All entries for the final December drawing must be received by Grolier Educational by December 14th. The prizes awarded in each drawing will be: 1st place — \$2,500 college scholarship; 2nd place — \$1,500 college scholarship; 3rd place — \$1,000 college scholarship. In each drawing, the 1st prize winner's librarian wins a free trip to the **American Library Association Midwinter Conference** to be held in New Orleans!

The **Human Resource Information Network Corporation** (HRIN) is offering the **Training Media Database (TMD)** as a

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subscription service on its Internet site. The content of TMD is provided by **NICEM, the National Information Center for Educational Media**. TMD comprises approximately 37,000 entries describing materials appropriate for corporate and industrial training, staff development, and personnel management. Each entry includes an abstract and distributor information, in addition to other descriptive data. Human resource specialists use TMD to identify appropriate media and then to locate the distributor for those media, using address, telephone, fax, and email information. NICEM's database describes materials in all media formats: 16mm film, video, audiocassette/CD, CD-ROM, software, laserdisc, filmstrip, slide, transparency, and simulation games. For further information about HRIN and the Training Media Database, contact HRIN Corporation, 7200 Wisconsin Avenue, Suite 601, Bethesda, MD 20814, telephone: (800) 638-8094 or (301) 961-6749, fax: (301) 961-6720, or contact NICEM at (800) 926-8328 or <nicem@nicem.com>.

Recently heard from **Deborah Hadstate** <debh@tcl.sc.edu> who is a library school student as well as a worker in the Monograph Acquisition Department at U. of South Carolina's Thomas Cooper Library. Deborah wants to work for the **Charleston Conference** so that she can attend cheap and she also wants to work in the area of acquisitions when she grows up and leaves library school. Wow. Great news! Deb will be attending the **Charleston Conference** as well as the awesome **Pat Harwell**, her boss, so be sure and encourage her. Deborah is getting her library school degree a course at a time and is two-thirds finished. As one who did that myself, I am very attuned to this type of endeavor except back then in the dark ages we didn't have the computer to contend with. Good luck, Deborah!

Speaking of which, **Multicultural Media** publishes a monthly electronic newsletter to a subscriber list of professors, librarians, and world music fans. This month they are highlighting **JVC/Smithsonian Folkways** video collections, the Alan Lomax series on Rounder, and some publications/periodicals which provide resource information. Multicultural Media is located at RR3, Box 66551 Granger Rd., Barre, VT 05641; phone: 800-550-0675, 802-223-1294; fax: 802-229-1834 <mcm@multiculturalmedia.com>.

When I read that the **Community of Science (COS)** was releasing a Web version of **GeoRef**, one of the most comprehensive databases in the geosciences, my ears perked up — I guess that's wrong, should I say my eyes perked open? The GeoRef database, established by the **American Geological Institute (AGI)**, covers the geology of North America from 1785 to the present and the geology of the rest of the world from 1933 to the present. GeoRef includes references to all publications of the U.S. Geological Survey, and covers masters' theses and doctoral dissertations from U.S. and Canadian universities. It contains over 2 million references to geoscience journal articles, books, maps, conference papers, reports and theses. The advanced search interface and new Internet pricing from the American Geological Institute (AGI) make the COS version of GeoRef worth a look for librarians and individual researchers. A unique new feature of GeoRef on COS is the addition of **GeoRef in Process**, a database of recently added supplementary information to the main GeoRef database. More information about the American Geological Institute is available from its Web site at <<http://www.agiweb.org>> or by calling 703-379-2480. **Community of Science, Inc.** offers World Wide Web information products to universities, R&D corporations, professional societies, government agencies, and foundations. The company is privately held and based in Baltimore, MD.

The awesome **Winn Theirl** <mclebt@pop.uky.edu> has had all sorts of things to contend with before she and **Elsie Pritchard** turned in this month's **Doc Aquis** (see this issue, p. 90). Winn and her husband Bill spent Monday night at the ER with a very sick four-year-old child who had a very bad case of croup. It brought

back childhood memories for me because the older of my two brothers had the same problem. He is now a big, strapping 50-year-old so take heart, Winn!

And speaking of memories, this month's **In Praise of Bookshops** (this issue, p.72) is an interview with **Lin and Tucker Respass** who talk about **Paul Koda**. Paul was one of the first speakers at the **1980 Charleston Conference** when he was Head of the Rare Book Room at UNC-Chapel Hill. His paper was published in *A.B. Bookman's Weekly* many years ago. You talk about a small world.

And some news from **The Library Corporation** <cquest@cquest.com>. TLC's turnkey, fully-integrated library automation system, **Library Solution** — has now been contracted for installation at 60 libraries worldwide. New libraries to award contracts for Library Solution include: **Albuquerque Technical & Vocational Institute** (New Mexico), **Bay County Public Library** (Florida), **Gulf County Public Library** (Florida), **Lake Erie College** (Ohio), **Liberty County Public Library** (Florida), **National Genealogical Society** (Virginia), **Navy Department Library** (Washington, D.C.), **Panama City Beach Public Library** (Florida), **Parker Public Library** (Florida), **Springfield Public Library** (Florida), **Wewahatchka Public Library** (Florida). One of the organizations to select Library Solution was **Florida's Northwest Regional Library System**, which includes seven libraries. Library Solution utilizes the Windows NT operating system, Intel compatible hardware, an Oracle database and Internet linkage. TLC's Library Solution has recently been selected for use in international markets including Libraries Division of the West Indies and the University of Malawi. For more information: Gary Kirk, TLC, 800-624-0559 <GWKirk@TLCdelivers.com>.

Guess what? I heard from Farfuri Xhaja (interviewed *ATG*, v.8#5, Nov. 1996, p.39-40, 42-43) at the National Library in Albania via email <arditad@natlib.tirana.al>! She says the situation looks better over there. The first week of September, she was at the **IFLA Conference** in Copenhagen. **Denada**, Farfuri's daughter has passed the test to go to university and will study Computer Science. Farfuri sends us all her love. Here's hoping we meet again some day, maybe in Albania!

And let's see. **Holly Schmidt** has joined **Academic Book Center** as Manager of its Technical Services Department. Ms. Schmidt will be a member of Academic's Management Committee and will report to **Daniel P. Halloran**, President. Holly received her MLS from the **University of Oregon**. For more information logon to Academic's Web page at <<http://www.acbc.com>>.

Have y'all read the **ALA copyright update report** by **Virginia Seiser** (Associate to the Dean of Library Services, U. of New Mexico General Library) <vseiser@unm.edu> in the June, 1997 *ATG* (v.9#3, pp.52-53)? I hope so. Anyway, she has just attended the Sept. 26-27 **CONFU Town Meeting** and promises to send us a report! Thanks, Virginia!

This comes courtesy of the **CNI-Copyright listserv**. *Digital Property: Currency of the 21st Century* has just been published. The book is a general interest book with the underlying premise that intellectual property will have increasingly more value in the digital economy and suggests ways of counting your IP and making money from it on the Internet. In addition to Internet business strategies and new media opportunities, the book has a chapter on general copyright principles and a clause-by-clause analysis of a digital licensing agreement. The book is written by **Lesley Ellen Harris**, author of "Canadian Copyright Law" <see <http://www.mcgrawhill.ca/copyrightlaws>> and publisher/editor of *The Copyright & New Media Law Newsletter: For Librarians & Information Specialists* <see <http://copyrightlaws.com/>>.

John Fauth, Assistant Professor of Ornithology and Herpetology at the **College of Charleston**, is quoted in "The Riddle of the Carolina Bays," an article that appeared in the September issue of *Smithsonian magazine*. The article explores the mysterious oval-shaped bays which are scattered across the Eastern coastal plain

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from southern New Jersey to northern Florida. The bays have inspired some 20 theories concerning their origin, ranging from impacts made by a meteorite shower to wallows created by beached whales struggling to get back in the water during ancient times when the area was a sea bottom.

The **Institute for Scientific Information (ISI)** has announced that it is introducing Internet and Intranet access to **Current Contents (CC)**, one of the preeminent sources of current research information from the world's scholarly literature. **Current Contents Connect™** has just become available and provides academic and corporate users with site-wide access to current awareness research information from all seven editions of the table- of-contents database. Users can limit their search session to the latest week of data, the latest four weeks of data, the latest six months of data, or an extended accumulating data file. Once a search has been completed, users can mark relevant results in each session. This **Personal Interest Checklist** can be printed or saved to a file in various formats, and can be sorted by date, first author, or journal title. For more information, visit <<http://www.isinet.com>>.

More from the **Institute for Scientific Information (ISI)** which has selected **Dr. Jian Qin** of the School of Library and Information Science, **University of Southern Mississippi**, as the recipient of the first of two 1997 ISI Research Grants. ISI will award Dr. Qin a grant in the amount of \$3,000 for her research proposal, which studies the differences between cognitive (citation) indexing and analytical (semantic) indexing and the impacts of these differences on citation and semantic searching. The ISI Research Grant Program was initiated by ISI in 1996 to support research based on citation analysis.

Well now. Look for **Susan Vaughn** (Brooklyn College Library) <SVXBC@CUNYVM.CUNY.EDU> at the **1997 Charleston Conference**. Did you make it here, Susan?

And look for another person — **Mary K. Throumoulos** <throumou@sjfc.edu> (Head of Technical Services, Rochester NY) who with a colleague is coming to Charleston for the **FIRST** time this year! She doesn't know what to expect so make her feel at home, okay?

Via **Acqnet** and **Barbara Hall** <bhall@calvin.usc.edu> , we understand that The **ALA/ALCTS Acquisitions Bibliography** is now available on the Web at <<http://www.ala.org/alcts/publications/acqbib.html>>.

Gary Herald (Ambassador) — read this issue's interview with this great guy (see p.30) — sends word that we should try to get **Manikam Moodley**, Director of the University of Durban Library-Westville (South Africa) <mmoodley@pixie.udw.ac.za> to come to Charleston next year. Following in the footsteps of **Digby Sales** (who my daughter still adores, several years later). Okay! Let's go for it. And are you out there, Digby?

Told you before and I'll tell you again — **Celia Wagner** <celiaw@abc.com> is great. Already she is continuing to perform her duties as official **ATG** "tickler." This is the person who reminds everyone that their deadline is here! Can't wait to see Celia in Charleston soon!

In the absence of international copyright agreements, book piracy was a flourishing American custom in the 18th century. U.S. publishers would often pick up a copy of an important new book from England at dockside and swiftly turn out a pirated edition for American readers.

Claire Fund <fundc@cofc.edu> sends word that books are not going away according to a recent article in the *Washington Post* (September 12, C1), by **Beth Berselli**, "Read It and Weep: Online Publishing Actually Boosts Sales." The article is about **National Academy Press** and how they posted many of their hard cover titles on the Internet, causing a 17% sales increase!

You might think that a conference called "**The Specialized Scholarly Monograph in Crisis or How Can I get Tenure If You Won't Publish My Book**" would be a real downer. Not so! Held in Washington, DC, September 11-12, 1997 this meeting sponsored by the **American Council of Learned Societies**, the **Association of American University Presses**, and the **Association of Research Libraries** was excellent. I hoped to get a meeting report in this issue, but you'll have to wait for Dec./Jan.

But, I can tell you right now, that at the meeting (above) I had the pleasure (courtesy of YBP's **Bob Nardini**) of meeting **David Lee Rubin** (Professor of French at the University of Virginia, among many other things) <dlr7r@hotmail.com> who is also the Publisher of **Rookwood Press**. Stay tuned for more from this incredible gentleman!

Have we told you that the **Association of American Publishers** has set up a Web site for its new **Digital Object Identifier System**, which identifies copyrighted material and links the user to the copyright owners? <<http://www.doi.org>>.

This info is from **Liblicense-I** and **Bernie Sloan** <bernies@uillinois.edu>. Papers from the April 1997 conference on Scholarly Communication & Technology (organized by the **Mellon Foundation**) are located at <<http://arl.cni.org/scomm/scat/index.html>>.

More from **CNI-copyright** and **Richard Cole** <richardcole@cix.co.uk>. An article reviewing recent developments in UK copyright law is available at <<http://www.lbnipc.com/coupd697.htm>>.

Adrian Alexander <alexander@FAXON.COM> sends word of **The Faxon Institute's Second Annual Colloquium on Scholarly Communication Issues** to be held January 7-8, 1998, at the Hotel Intercontinental in New Orleans, Louisiana. Speakers will include for starters, **Dr. Stanley Chodorow**, Provost, University of Pennsylvania and **Mr. Robert Siegel**, co-host of **National Public Radio's** popular news program *All Things Considered*. Now you can all ask Adrian for more info when you see him in Charleston at the Thursday Lively lunch or visit the Faxon Institute on the Web at <<http://www.faxon.com/html/ind-fi.html>> for a copy of the registration form.

Look at the September 12 issue of the *Chronicle of Higher Education*.. There are several interesting articles, one of which is on "package deals" from **Academic Press** and **Elsevier** (p.A31).

This from **Anne Jennings** <infofacto_aj@charleston.net>. The **American Library Association** praised **Sen. John Ashcroft** (R-MO) for introducing the **Digital Copyright Clarification and Technology Act of 1997** (S. 1146) in September of this year. This act would amend the Copyright Act to make clear that: "libraries and non-profit educational institutions should not be liable for copyright infringement based solely on the basis of their users' activities and that any changes to the law of liability in this area must recognize the unique nature and mission of libraries and schools; the Fair Use Doctrine (Section 107 of the Copyright Act) applies in the digital environment; libraries and archives may use digital technology to preserve endangered materials and may make three preservation copies (provided that only one is available for use at a given time); educators engaged in distance or asynchronous learning may use computer networks to remotely distribute a broader range of materials directly related to a defined curriculum to students enrolled in their classes; electronic copies of material incidentally or temporarily made in the process of using a computer network may not serve as the sole basis for copyright infringement liability; and individuals who deliberately use a computer network to violate copyright should be subject to substantial civil (but not criminal) liability, and that punishing infringing conduct is a better way to

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Call For Papers

Against the Grain — Annual Report Issue — February, 1998

For the second year in a row, *Against the Grain* will publish a ****sixth issue**** — v.9 #6, February 1998. This sixth issue of *Against the Grain* will be called the **Annual Report Issue**. In it, we will cover events, trends, and issues which impacted our industry in 1997 and discuss what will be the trends of 1998. Here is a chance for library, vendor, and publishing professionals to observe, take stock, and look forward to the future.

The focus of the sixth issue will be on the year's work. We need writers to provide their own recapitulations of 1997. We need viewpoints from publishers, book jobbers, subscription agents, librarians,

consultants, retired persons, any of us in the ever-expanding information industry. What were the issues of 1997? What were the trends? What conferences did you attend and what did you learn from them, about them? Which of our colleagues have contributed to our world, making it better, more provocative, happier?

Once again, **Tom Leonhardt** has agreed to edit the sixth issue of *Against the Grain* — but we all need your help. Ideas, submissions, whatever should be sent to Tom at (Oregon Institute of Technology) <tleonhardt@oit.edu>. Or you can even send them to Katina <strauchk@cofc.edu>; fax (803-723-

3536), USPS: 209 Richardson Dr., MSC98, The Citadel, Charleston, SC 29409. We hope our usual columnists will provide material, preferably with this 1997 wrap-up spin on the text, but the main thing is to submit something. For those of you who have been quiet, now's your time to speak up! And remember — Writing is a great exercise. Studies show that using our brains actually causes them to grow. And remember, publishers and editors may add value to a publication, but the intrinsic worth of any magazine comes from the writers. **Please contribute no matter how much you may have given at the office.** Thank you. 🌻

Outsourcing in American Libraries from page 18

tor.[19] This movement toward privatization included federal libraries, which were defined as a commercial activity in Circular A-76 issued by the U.S. Office of Management and Budget. As a result a number of federal libraries were outsourced to private companies. The library profession strongly opposed this practice, arguing that libraries are not products that can be purchased off-the-shelf.[20] After years of experimentation and some major failures, this movement fizzled out because privatization costs became higher than anticipated.

The Mechanics

No two academic libraries are alike and outsourcing reflects this diversity. Different libraries may choose different outsourcing strategies to suit their specific situation. Vendor services reflect this diversity as they try to satisfy individual libraries' needs. However, all libraries have to ask themselves the same questions before embarking on an outsourcing project. By following a carefully constructed plan, an organization increases the chances that its outsourcing operation is successful. There are three clear phases to outsourcing: planning, implementing, and managing. Libraries will need to devote a lot of time and energy during each phase of the process.

Planning, by far the most time-consuming phase, has several distinct phases. The library has to examine and cost out internal workflows and operations. This phase is difficult to achieve as there are few studies that give ready-made answers. The library has to go through a painstaking process in order to gather its data. Once the decision is made to outsource, the library has to prepare an RFP and go

out for bid. Choosing a vendor is another daunting task and so is negotiating the contract. None of the steps should be skipped since they are each vital to a successful outsourcing venture.

Once the vendor has been hired, the implementation phase starts. This phase is the most disruptive stage as the library has to rearrange workflows, introduce new routines, develop new policies, learn how to use new systems, and integrate its work with that of the vendor. Implementation can be really intense, but should not last long.

The third stage, managing, is an ongoing process and consists of quality control and troubleshooting. Experts advise that in order for an outsourcing venture to function properly, the library needs to refrain from micromanaging the project, the quality checking has to be done selectively, and in general, there has to be a high level of trust between the two parties.

At all three levels, there needs to be a project manager in charge and the library administration has to be fully supportive of the operation. During all phases, it is imperative to keep the lines of communication between the administration and the employees open. Otherwise, vested interests in the library that may oppose outsourcing could cause the endeavor to fail,

Conclusion

Outsourcing is neither good nor bad. It is only a tool that libraries can use to improve their operations. The library's specific circumstances, and the manner in which outsourcing is implemented are the main factors that will determine success or failure. Regardless of how librarians feel about outsourcing, they should keep an open mind. Budget crises will not go away, and libraries need to keep track of all the alternatives at their disposal. 🌻

Rumors from page 14

deter illegal activity than banning the manufacture of valuable devices with multiple purposes, such as personal computers or the next generation of video recorders. (Librarians and educators must have access to such devices to actually take advantage of fair use or other privileges afforded them under the Copyright Act.)" **Robert Oakley**, director of the Law Library at **Georgetown University Law Center**, said he was pleased with the introduction of Sen. Ashcroft's bill, which deals with many copyright issues currently facing the library community. **Oakley**—who testified at a recent congressional hearing on online service provider liability on behalf of 18 of the nation's principal education and library organizations, including ALA — said that the hearing was a "good dialogue between content providers and Internet service providers."

The right hand doesn't always know what the left hand is doing. Recently heard from the fabulous **Glenda Alvin** (Tennessee State University) <alvin001@HARPO.TN-STATE.EDU> whose new job we told you about. BUT we did not change her **ATG** mailing address and she was scrambling for news of the **1997 Charleston Conference**. Oops! Sorry, Glenda. See you soon, I hope.

AIP and **APS** prevailed in the law suit by **Gordon & Breach**. The freedom to provide academic libraries with information about the cost of scholarly journals was upheld by a federal judge in New York in a decision issued on Tuesday, August 26.

Connie Kelley <cak@poe.acc.virginia.edu> writes that she is devastated! She will not be able to attend the Charleston Conference this year. One of the many things that this fabulous woman is doing is taking two weeks off to show some friends from Wales the Eastern U.S. "I am really going to miss

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An Experiment in Outsourcing from page 24

time that a masked record was in our catalog since we had kept the masked records in the system for those titles sent to the Bindery. We were still checking to see if those books had been returned, cataloged and processed without being unmasked six months after the experiment ended! And since the majority of records (78%) were CIP, they needed to be overlaid by the already upgraded OCLC MARC records, which does slow down the whole cataloging process.

Future Plans

We do plan to experiment with three shipments where Blackwell's supplies LC MARC with Books with CIP upgrading to determine how many titles still need editing by us. Perhaps a trained student worker supervised by a Library Technical Assistant would be able to match most of the titles

with their correct loaded record in such an efficient manner that it would offset the costs incurred by the Library for paying for some CIP upgraded records for titles not kept. And of course, once we get our new cataloging workstations, with OCLC's Passport for Windows as well as our online catalog's Windows version for cataloging, we may need to rethink our cataloging procedures and workflows for updating our OCLC holdings and generating spine labels. It certainly is possible that the additional costs of obtaining Blackwell's LC MARC with Books with CIP upgrading service may be offset by the increase in cataloging of other new materials and gifts that could be done by the Department's Library Technical Assistants, preventing the Library from accumulating any large backlogs of uncataloged materials. As always, there is still much to be explored and assessed when looking at outsourcing so that quality is not sacrificed for quantity. 🐻

Rumors from page 20

the annual parade of the best acquisitions people in the Western hemisphere -- perhaps in the whole World. The annual release of frustration and professional boost that come with the conference have saved my sanity more than once over the past [mumble] years and I will have to do a lot of meditation to make up for the loss of them this year." We'll miss you Connie! Next year!

Charles W. Bailey, Jr. (Assistant Dean for Systems, U. of Houston) <cbailey@uh.edu> sends work over PACS-L that Version 11 of the *Scholarly Electronic Publishing Bibliography* is now available. This selective bibliography presents over 600 articles, books, electronic documents, and other sources that are useful in understanding scholarly electronic publishing efforts on the Internet and other networks. Here are the

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Outsourcing "Down Under" from page 22

their instructions. Still, it seems that libraries which are happy to have all material processed in a standard way are generally pleased with the results.

In most New Zealand and Australian university libraries academic staff play an active role in selection. Increasingly they have the option to mark records in a variety of databases and transmit them electronically to the library, and subsequently the vendor, but most still rely heavily on printed sources. Many academic libraries use slips approval plans extensively, but in New Zealand there are few books approval plans in operation. The University of Auckland has a small approval plan for selected contemporary German authors, but distance from suppliers and budget and currency fluctuations have made anything else seem too difficult to contemplate. At this university the academic staff have always taken a prominent role in selection, which has the advantage that they obtain the material they want for their teaching and research, and the Library has the benefit (without any cost) of subject experts in building the collection. There has, therefore, been no pressure to move

towards more approval plans. When the budget is tight, selection decisions become critical, and academic

staff and subject librarians rightly prefer to retain control of this process.

In the September, 1996, *ATG* [v.8#4, p.23] Judy Evans wrote about the major approval plan the **Australian National University Library** has set up with **Academic Book Center**. In addition the **Griffith University Library** has entered into a partnership agreement with **Blackwell's** to supply shelf-ready material from overseas. They are establishing a purchase plan, and hope eventually to obtain 60% of their material from a profile that will be so tight that checking before supply will become unnecessary. Other Australian librarians have told me that they too are moving towards a greater use of approval plans and shelf-ready supply from overseas vendors. In one case at least, this came as a direct result of staff reductions following cuts in government funding.

It is too soon to have an evaluation of the success of the selection plans in Australia. But the disadvantages of this kind of outsourcing may also be related to cost. Currency fluctuations of even a small amount can make a huge difference to libraries which spend around 80% of the budget overseas, and this can wreak havoc with approval plans. Another disadvantage is that using overseas vendors in outsourcing arrangements takes away jobs from local residents, and gives them to workers in another country. This is already widespread practice in New Zealand, where the dismantling of tariffs has led to manufacturing closures and the export of

jobs to cheap-labor Asian countries. The ideology has a strong grip here and is increasingly taking hold in Australia as well. These reasons may be unique to libraries outside the USA and UK, but we would share concerns about the loss of control and flexibility, the loss of local expertise, and dependency on the outsourcing vendor. John Perry Smith (*ATG*, v.8#4, September 96, p.25) noted that approval plans "inject a serum of banality into the major research collections of our country". In *ACQNET* 7:18 Cliff Urr made the point that quality issues are

"Outsourcing selection ... is an issue in only a few Australian libraries."

as real in libraries as money issues, and that outsourcing centrally important library functions may save money, but will lessen the quality service the library provides.

Even in a small country like New Zealand, there are many ways of slicing the cake. Ideally libraries should be able to carefully evaluate the various options imposed upon them by budget cuts, and make their decisions based on the best possible service for their individual requirements. A colleague in Australia commented to me that outsourcing seems to be a virus sweeping library management; she expects that it will run its course and leave some things changed forever and others as they were. And by that time we will no doubt be well in the embrace of the next bright new concept. 🐻

Nigel Farrow Interview
from page 34

many subjects have almost disappeared. There is a rise and fall in publishing that follows academic fashions and demands. We have a very nice list in Aviation Psychology. This is a totally international area.

Subjects go in and out of fashion. For example, more and more research is being done on the Third World. It also surprises me that more and more philosophy is being published, more comparative religion which is very heartening.

A good publisher follows where the research and demand go. We do a lot of conference work. We send three people to the **American Sociological Association** and many to history conventions. There's a medieval conference in Kalamazoo. These are big occasions and publishers feel they have to be there. America is the home of the big academic convention so it's a good place to meet people from all over the world.

There's a lot of revenue supporting these people

and we have to pay attention to what they are saying. And we have to publish books that will travel around the world.

ATG: Are you doing any partnering in publishing ventures?

NF: We do lots of publishing with international agencies and academic institutions and in that is one of the features of this kind of publishing. In the old days, we would co-publish with an American press like **St. Martins** and **Rowman and Littlefield**, but we don't do that anymore. I guess in the final analysis, we do little co-publishing these days, whereas 15-20 years ago we did a lot more.

ATG: Can we talk some more about the scholarly monograph which is your bread and butter? Are you able to publish books which the university presses cannot? How?

NF: Yes. We keep our overheads quite low and we don't spend a lot of money in terms of administration. When we sell a book around the world, we go through our own outlets and also through an independent agent so we can try to keep our costs down and our revenues up. University presses have felt pressure to deliver the "high profile" book. They feel pressure to have a book reviewed in the *NY Times*. I don't think it is very intelligent pressure. There have been a lot of British university press closures. **Oxford** and **Cambridge** are massive textbook publishers. There are only four or five significant university presses left in England — Manchester and Edinburgh, Oxford, Cambridge. Leicester was absorbed. Partly this is because of poor funding on the part of the university.

ATG:

So what do you see as future trends in monograph publishing?

Any chance of seeing an Ashgate e-monograph initiative? And are you going to keep publishing in library science?

NF: We have to choose what we think we can do and do it well. Among our electronic products, we have a growing chemical reference line. CD-ROM has a lot of potential. Our specialty will continue to be the monograph.

We will keep our significant list in library science. There is an extensive amount of information out there and my colleagues read about 6-7 newsletters on collection management regularly. The li-

brary has changed beyond recognition. There is less to be done in classic library science; the demand is for current information.

ATG: Thanks for the interview. One last parting shot — what do you do for fun?

NF: What should a late middle-aged reputable publisher do? I travel a fair amount — all over the world. I do a lot of collecting of art that I like. I have three daughters in publishing and one works for Ashgate. Another is director of a small successful company that publishes in social work and is a competitor. The other daughter teaches in Thailand.

Rumors

from page 26

addresses: <URL:http://info.lib.uh.edu/sepb/sepb.html>; Acrobat: <URL:http://info.lib.uh.edu/sepb/sepb.pdf>; Word: <URL:http://info.lib.uh.edu/sepb/sepb.doc>

Endeavor Information Systems Inc. has announced that **Villanova University** has gone into production on **Voyager**, Endeavor's information management system for academic research libraries. The library had been using **GEAC 8000**. Villanova's Falvey Memorial Library serves over 10,000 students with a materials budget of over \$2.3 million. If you want more info, go to <http://www.endinfosys.com>.

Endeavor has also announced that **Northwestern University** will also convert to **Voyager**. Ranked as one of the "most wired" campuses in the nation, Northwestern University deploys information technology to create an electronic environment that allows effective collaboration among leaders of its community.

Serials Review (v.23#1, Spring, 1997) contains many useful articles. One that caught my eye was by **Don Jaeger** on "The

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Robert Franklin Interview
from page 33

ATG: What's going to happen?

RF: There is going to be a real weak period in publishing, where publishers are going to die and all the online stuff is going to overwhelm the culture for half a lifetime of someone who is ten or twelve years old today. I'm hoping that McFarland will be able to help maintain the bridge across. We want to keep our integrity intact and hope we can keep going until the online era comes to its inclusive end.

ATG: If you were to start out today as a publisher, could you be as successful, given the current climate and trends in publishing?

RF: Yes, there is a darkness in the sky, but the first question you have to consider if you are going into publishing today: is

do you want to publish books in the old familiar way, bound and sturdy, printed on nice paper and having good typography, or do you want to do something else in the printed realm? As I noted, McFarland is in a period of transition, rethinking its corporate strategy. We are asking ourselves: do people want to pay \$55 to \$85 for a fine book that gives them information they are really interested in, or would they rather pay \$18.95 to \$24.95 for a cheaper book that gives them a portion of everything our book has? We have so far decided to go with what we've always done — the comprehensive, exhaustive, filled out book. In other words, if you want information in your field, you have to buy our book.

ATG: What has been the significance for your company of the trend of diminishing library budgets? Has it created prob-

lems for your marketing strategy, since the library market is so important for you?

RF: The library world is really into the electronic media stuff. As a result, their budgets have been cut for non-media materials. For the past ten to fifteen years, serials budgets have eaten up most of the overall materials budget. Journal publishers have been increasing their prices maybe three to ten times the inflation rate every year for the last ten or fifteen years. That trend will continue. We are feeling it.

ATG: What's the future for McFarland going to be like?

RF: We don't believe in talking about new directions. We believe books need to be published for literate individuals. That always has been the case and always will be. So there is no such thing as a new direction, just careful management.

Rumors

from page 36

Effects of the Electronic Age on the Back Volume Business."

For publishing groupies like you and me, the July, 1997 issue (v.28#4) of the *Journal of Scholarly Publishing* is full of great information. This **Special Issue On Education for Publishing** contains information on, as **Beth Luey** writes in the preface, "what needs to be learned and how it can be taught." Very practical and readable.

Lyman Newlin sends word that **Marne Griffith** who started working for him at the **Richard Abel & Co.** office in Zion, Illinois, in 1966, is "leaving the industry for good" after 30 years. Marne has worked for **Blackwell North America**, and **Academic Book Center**. I don't know, Marne, Lyman may not let you retire. Watch out!

One of my favorite people, **Marcia C. Romanansky**, has been promoted to Senior Vice President, Distribution for **Blackwell's Book Services** and to Book Services' Board of Directors. In this expanded role she will have responsibility for both UK and US book distribution. Marcia joined **Blackwell's** in 1989 as Director of Collection Development and has her MLS from **Pratt Institute**.

More from **Blackwell's**. **Allan Graham** has been appointed **National Sales Manager—West**. Allan is also assuming the responsibility of Regional Sales Manager for Hawaii, California, and Nevada, and for special library sales. **Steven Sutton** is now **National Sales Manager—East**. Steve also continues his responsibilities for approval and major accounts in the Northeast as well as medical library sales.

We told you in September (ATG, v.9#4, p.14) that *Research Strategies: A Journal of Library Concepts and Instruction* had been acquired by **JAI Press, Inc.** The acquisition will begin with v.16 (1998). **Natalie Pelster**, Educational and Outreach Programs Librarian, Northwestern University will be the new editor. For

further information, you can contact **Martin B. Smolar**, VP Marketing, JAI Press, 203-661-7602.

In an effort to satisfy the needs of libraries, booksellers, and international customers, **Baker & Taylor** has realigned its sales and marketing leadership. **Pamela R. Smith** has been named Senior Vice President, Sales and Marketing for Libraries and **Bill Preston** will serve as Senior Vice President, Sales and Marketing for Retail and International. Smith will be responsible for all sales and marketing activities directed toward public, academic, and school libraries. Preston will be responsible for all sales and marketing activities directed to the retail and international markets.

The **Research Libraries Group's** newly enhanced database, **SCIPIO: Art and Rare Book Sales Catalogs**, is now accessible through RLG's easy to use **Eureka** and **Eureka on the Web** search interfaces, and available for the first time as a **CitaDel** file for unlimited searching at a fixed annual fee. SCIPIO provides bibliographic access to valuable sources of information on the provenance of art objects and rare books, the history of collecting, and contemporary and historical market trends. SCIPIO describes art and rare book auction sales' catalogs dating from the late sixteenth century to currently scheduled auctions that have not yet been held. To learn more, send email to <bl.sal@rlg.org> or telephone 800-537-RLIN.

The **Institution of Electrical Engineers (IEE)** and **University of California (UC)** are making available images of IEE journal, conference, and colloquia publications from 1988 to the present to UC faculty, students and staff from MELVYL. Users will access the images via the **INSPEC Database** and will be able to read, download, and print copies of publications or electronically receive documents on their desktops.

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