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And They Were There-Reports of Meetings- NASIG 2000 Conference

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And They Were There —

Reports of Meetings — NASIG 2000 Conference

Column Editor: **Sever Bordeianu** <sbordeia@unm.edu>

15th Annual Conference of the North American Serials Interest Group (NASIG)

Report by **Frances C. Wilkinson, Linda K. Lewis, and Marilyn P. Fletcher** (University of New Mexico, Albuquerque, NM 87131; Phone: 505-277-4241; Fax: 505-277-7288 <fwilkins@unm.edu>)

helping customers “separate the wheat from the chaff.” We do not know what will develop, but it will be fascinating.

The closing session, Plenary III, “*Catching the Wave: Views of the Serials Future*” consisted of a panel whose members offered his or her view of the future of serials. The members were **John Cox**, of **John Cox Associations**; **Julia Blixrud** of **SPARC**; **Chris Beckett**, of **CatchWord**; **Regina Reynolds**, of the **Library of Congress**; **Mark McCabe** of **Georgia Institute of Technology**, **Cathy Norton**, of **Woods Hole Oceanographic Institution**; and **Eugenie Prime**, of **Hewlett Packard**. **Reynolds**: In a fast moving world, we face a risk of becoming irrelevant, so we must pay attention to new developments and be involved. We must make sure that things such as controlled vocabulary do not get swept away in the growing world of electronic resources. Quoting **Voltaire**, she said: “The perfect is the enemy of the good” to remind us that while some people strive to create a perfect cataloging record, many other things do not get done. She then said “Be a little lazy” in order to find ways to let computers do more of the repetitive work. If the thesis is the cataloging rules and the antithesis is the wide-open Internet, then our challenge is to find a synthesis that is a marriage of the rules and the information. “Catch your wave and ride it into the future — and don’t forget the sun screen.”

Cox: The functions of journals have remained the same since their beginning: to show priority of research, assert ownership of new ideas, and to distribute the results of research. Only the means and formats are changing. Librarians are dealing with new roles of licensing, negotiating, and training on and evaluation of electronic resources. Increased flexibility is a necessity; saying “It’s not my job” is just not acceptable. Librarians’ skills at finding and evaluating information quickly are crucial. **McCabe**: He gave a summary of the issues related to journal publication from his perspective as an economist. There is a “market failure” when you have serials with high fixed costs and low marginal costs. Librarians must create added value to research collections in order to avoid this market failure. He predicted changes in fair use law and stressed the need to maintain the concept of fair use in the digital world. **Blixrud**: She said we face two large waves — technology and entertainment — that may swamp us. The technological wave is very obvious. The entertainment wave involves the media industry and the publishers who guard their property rights carefully. She made extensive use of nautical references, befitting the conference’s theme. Librarians must work with each other and with their faculty to succeed; however, there are some lighthouses and

continued on page 79

The fifteenth annual **North American Serials Interest Group (NASIG)** was held at the **University of California San Diego (UCSD)** from June 22-25, 2000. The theme of this year’s conference was “*Making Waves: New Serials Landscapes in a Sea of Change*.” With nearly 700 attendees, this **NASIG Conference**, held in beautiful San Diego, California had the largest attendance of any **NASIG Conference** to date.

NASIG Conferences allow everyone in the serials business — librarians, vendors, and publishers alike — to meet informally and exchange information in a variety of settings ranging from formal presentations to social mixers. The relaxed atmosphere and dress code promote networking and exchange of ideas. Held each year at a different campus, attendees have the option of staying in dormitories, making **NASIG** one of the more economical conferences available.

Not to be outdone by last year’s president who set the tone for the Opening Session at **Carnegie Mellon University** by wearing a kilt with bagpipes announcing his entrance, this year’s president, **Dan Tonkery**, opened the conference wearing a wet suit and a spiked hairdo carrying a surf board — perfect for San Diego! What will next year’s conference bring?

Brian Schottlaender, University Librarian at **UCSD**, followed **Dan**’s entrance with a more down-to-earth talk on directions for scholarly communications and the future role of serials in a rapidly changing environment. He was followed by **Julia Kindy**, Program Representative for the Stuart Collection of Sculpture at **UCSD**. She took us on a slide tour of many of the fascinating sculptures on the campus, including the Sun God and the Snake Path leading to the Geisel Library.

The conference program began with three pre-conferences: understanding the **MARC “Format for Holdings Data”**; “*In an Emergency: Salvaging Library Collections*,” and “*E-Journals: the Final Frontier*.”

Each year, the conference follows a pattern of three Plenary Sessions which are presented by speakers who give the big picture, predict the future, and challenge attendees to think in new ways. This year there were eight concurrent sessions, twenty-six workshops, four in-depth “double” workshops, and various informal Networking Nodes and Users Groups to choose from. This year a new and

very popular feature was added: **NASIG**’s first poster sessions.

The first Plenary speaker, **Eugenie Prime** (Manager of Corporate Libraries at **Hewlett-Packard**) in her presentation on “*Impossible Things*” began by quoting lines from a song in the television production of *Cinderella*. She told us that we must be willing to believe impossible things and embrace discontinuous thinking. *Cinderella*’s four white mice could have continued being four very content (even productive!) white mice, but were instead transformed into four white horses. Technology makes what was once impossible ordinary, so, we must free our imaginations and always look to the next impossible thing. Discontinuous reason puts reason upside down. We need to watch for the people with different approaches — disruptive technology that transforms. We are in an ambidextrous universe — both print and digital. Traditional library, vendor, and publisher roles are becoming blurred with the Internet. **Prime** discussed the evolution of the Internet — where we have been and where we should be going in terms of providing access to information. The Internet can hold a new role for advanced communication where we can get to an information marketplace with a common way of describing things — what we need, when we need it, at a price we will pay. There are still many hurdles to be overcome to get there such as copyright, and common interfaces, but it is a concept that the public wants and expects. She closed her inspiring talk by reminding us that: “Nothing you can imagine is absolutely impossible.”

In Plenary II, “*Bob’s World and Welcome To It: Bits, Bytes, and Your Little Dog, Too*,” **Bob Cringely**, who is a PBS commentator on the information industry, author of *Accidental Empires*, and has previously worked for many Silicon Valley companies, talked about technology, trends, and the future in his presentation. Most of the major developments (www, graphical user interface, etc.) were accidents, or unrecognized at the time, or dreams that were not originally conceived for profit. We are in the early phases of the impact of the Internet, still underestimating its long-term impact and costs. Transformative technology takes years to be assimilated into the culture. **Cringely** states that much of the information on the Internet is “lousy” and that search tools are underdeveloped. Thus, librarians’ value is

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And They Were There from page 78

buoys in this environment that may provide guidance, such as the **Tempe Principles** (an ARL project on scholarly publishing). **Beckett:** He asked "Are we on the Good Ship Lollipop—or the Titanic?" Online usage is growing rapidly, and readers will often accept lower quality materials that are readily available rather than take time to find better sources that are less available. Electronic journals will probably become the most important means of communicating research. With librarians and publishers dealing directly with each other, vendors are struggling to find roles in this new environment. Many small publishers just cannot deal well with licensing issues, which may be a role for vendors and consortia. What will future resources be, ideally? They will be large-scale, comprehensive collections of materials related to a subject, like the Los Alamos physics pre-print site, customized for the specialist in that subject. **Norton:** She asked "How did it all start?" Researchers need peer validation and publication, and so they publish in journals, which libraries then purchase. This makes no economic sense since often universities fund the original research

and buy back the ultimate product of that research. It is a system that is hard to change, but must change. We need to work with publishers on copyright issues such as fair use, first rights, and rights for subsequent publication. One future for libraries may include branding of information, based on the assumption that if libraries have added a product, it is good. **Prime:** She wrapped up the panel presentation with her thought-provoking insights. She asked "Who would have thought cataloging would be a growth area?" But she stated that it is a growth area because the skills most necessary for cataloging are the skills necessary to organize the flood of information. Questions from the audience followed.

Of the eight Concurrent Sessions, conferencees could select just one this year. Topics included **BioOne**, the **Digital Millennium Copyright Act**, scholarly publishing, **SPARC**, **OhioLINK**, publisher mergers, the application of serials cataloging principles for the Web, and the **Open Archives Project & PubMed Central**.

In Concurrent #2, "**The Digital Millennium Copyright Act: Key Issues for Serialists**," Trisha Davis, Head of

the Serials and Electronic Resources Department at **The Ohio State University Libraries**, began by presenting a brief history of copyright legislation. She described four essential factors about fair use: the nature of the use; the nature of a copyrighted work; the amount of material to be used; and the effect of the use on the potential market of the copyrighted work. **Davis** went on to address myths that librarians often hold. For example, "educational use is always considered fair use" and "an out-of-print book is also out of copyright." Neither myth is true! She gave a fairly detailed description of the **Digital Millennium Copyright Act**, including its potential implications for distance education. **Davis** stressed that librarians need to learn about copyright law, learn what is happening at their institutions, help develop institutional policies related to copyright and e-information, and know where to go for help.

In Concurrent #5, "**Changing Patterns of E-Journal Use at OhioLINK**," **Tom Sanville**, the Executive Director of **OhioLINK**, talked about the use of electronic journals through **OhioLINK**, updating his report of 3 years ago. Their objective in 1997 was to empower users to make maximum use of the expanding body of information and to deal with the serials crisis.

For 2000, he expanded their objective to include "sustainable;" the library must be able to handle the workflow and the user must have reliable access. In 1997, they felt they had to take fundamentally different approaches to the serials crisis and to electronic journals; they wanted more access, and more use per dollar spent. They negotiated with publishers by assuming that the primary format would be electronic, and that they would pay no more to a publisher than the combined group was paying already. They created a statewide central site to handle access, archiving, and management — one-stop shopping. They now have over 3,000 titles and over 1.6 million articles. Their peak use has been approximately 30,000 downloads in one week. They have not seen a decline in interlibrary loan requests in spite of the high rate of downloads; their general use and access is growing. Virtually all titles are being used, without correlation to what the libraries had in print originally. All publishers are showing high use, but 40% of the publishers do get 80% of the use. They have signed with most of the major publishers. They tell publishers: We spend \$X in the state with you; you can deal with us as a group, and we will sign for two or three years, or you can continue to deal with each library a year at a time.

continued on page 80

And They Were There
from page 79

They load all files except for two publishers at their central site. All their deals allow them to cancel print. Their conclusion: There is a dramatic increase in access and use to both resources previously held in print as well as to new resources available only in electronic form. They expect eBooks and other resources will also see increased use. They are expanding the titles they have, and use is increasing dramatically. It is a different approach with risks and few certainties, but they see it as a way to get out of the death spiral of serials inflation and cancellations.

There were a total of thirty workshops offered — twenty-six were the standard one hour and fifteen minute workshops, while four were in-depth, double-length workshops. Each attendee could select either four standard workshops of two standard and one in-depth workshop. The workshops are very popular each year because they provide material of direct relevance to serialists, with each workshop dealing with practical approaches to topics of importance to the serials community.

In Workshop Set I, #5, *"Eliminating Email Clutter: Strategies for Virtual Office Management,"* Eleanor I. Cook, Interim Coordinator of Materials Processing at **Appalachian State University**, opened her presentation with statistics on the rapid growth of email. This email can turn to clutter if not properly managed. Cook shared tips on how to better organize email, how to monitor discussion lists more effectively, what to save and what to delete, and even essential email etiquette. She covered the uses of technical services homepages, concentrating on using networked files to better manage policies and procedures and well as lists and forms. In addition, several trends were identified: Personal emails and Web surfing are taking up more work time, which is, of course, of concern to employers. Viruses have become more prevalent and more dangerous, making virus detecting/eliminating software essential.

Maggie Wineburgh-Freed, Head of Technical Services at **USC Norris Medical Library**, and Mary Buttner, Head of Serials, Acquisitions, & Collection Development at **Stanford University Lane Medical Library**, in Workshop Set I, #6, *"Navigating the Channel Between Library Web Site and OPAC: How We Make Electronic Journals Available,"* discussed ways of making electronic journals available. They presented the pros and cons of various approaches through the online catalog, stand-alone databases, subject Web pages, and some combinations of these. New approaches are in development, such as **PubMed Link Out**, in beta testing, which will allow direct linking to full-text from **PubMed**. **Stanford** has developed the **Stanford Health Information Network for Education** which pulls multiple types of information together integrating access.

In Workshop Set I, #14, *"Reshaping Roles in Acquisitions,"* Pam Goude, now at

EBSCO, explained that she was the Acquisitions Supervisor at **Dartmouth College** when they combined Acquisitions and Serials. They combined Acquisitions and Serials Departments to form a new department that placed increased priority on service to its internal and external clients. They began by analyzing the new skills that would be required, including automation expertise, contract review, and Web skills. They were successful in upgrading some staff positions due to the increased complexity of the work. They conducted a series of team-building programs. Identified areas of focus were bibliographer liaisons, teams responsible for financial processes, vendor and publisher relations, electronic resources, and bibliographic control activities. A lively and informative discussion ensued.

"Bridges Over Troubled Waters: Techniques for Managing the Impact of E-Serials" was an in-depth "double" workshop in Set II, consisting of a series of presentations addressing a range of approaches. Thomas E. Nisonger, an Associate Professor at **Indiana University**, presented detailed information regarding micro (specific serials titles) and macro (the serials collection) evaluation methods, discussing which approaches work best for evaluating electronic journals and mixed-print electronic collections. Jeanne Drewes, Assistant Director for Access & Preservations at **Michigan State University**, discussed issues of binding, access, and archiving in the print and electronic worlds. The archiving of electronic journals is still uncertain, and there are problems whether it is done only by libraries or publishers or vendors; we need to work together to find workable models. Until then, libraries need to increase patron and faculty awareness of the issues and current practice, to consider stopping binding of print titles when electronic versions are available, to analyze use by format, and to lobby **ARL** for changing the statistics to reflect electronic journals more accurately. Patricia A. Loghry, Head of the Serials Department at the **University of Notre Dame Hesburgh Library**, Nancy W. Fleck, Systems Librarian at **Michigan State University**, and Adolfo R. Tarango, Serials Catalog Librarian at the **University of Nevada Reno**, gave presentations on the impact of electronic journals on workflow and staffing. In each of their organizations and in most institutions, the incredible growth of electronic resources has changed how they are acquired and processed/cataloged. Providing electronic resources to the public is a very time consuming process for technical services units. Staff must acquire new skills to meet this challenge.

A new and very popular feature was added to **NASIG's Conference** line-up this year: Poster Sessions. Poster sessions are an effective vehicle for presenters and conference attendees to discuss research, programs, or practical solutions to problems. This forum facilitated the exchange of information in an informal setting and provided an opportunity for many animated discussions. The poster sessions depicted graphs, diagrams, pictures, and text set-up on portable bulletin boards and

easels. During an extended lunch, eighteen poster sessions were presented on topics such as, electronic journals and publishing, journal collection management, serials acquisitions, serials cataloging, and serials public services.

A number of **NASIG Networking Nodes** were offered on Friday afternoon, including Cataloging, **CONSER** Publication Pattern Initiative, Pre-Print Servers, Preservation Issues, Public Libraries, Reference and Public Services Librarians, and Union Listing. These gave participants the opportunity to concentrate on their special areas of interest with like-minded people.

The **Preservation Issues Networking Node** was attended by sixteen persons. Fran Wilkinson, Interim Associate Dean of the **University of New Mexico General Library** and Marilyn Fletcher, Head of Special Collections, Center for Southwest Research also at **UNM General Library**, co-convened and facilitated the lively Node. Topics included ways of alerting patrons about e-journal availability, the types of spine labels uses, methods of dealing with brittle books and serials, the pros and cons of having a coffee bar in the library, and binding budgets. The size and composition of preservation departments/units, programs and training was discussed. Attendees agreed that preservation and conservation will continue to be an important discussion at future **NASIG** meetings and that this Node should be repeated again next year.

At the **Reference and Public Services Librarians Node**, lead by Jeff Bullington, **University of Kansas**, between thirty and forty participants discussed Jeff's question: "What is your single most important serials issue as a reference/public services librarian?" Most of the responses involved instruction and/or technology issues. Some common threads included how reference librarians communicate the technical aspects of accessing the online catalog to patrons in remote locations; teaching faculty who do not understand the difference between non-scholarly Internet sites, often "thrown-together" by the public, and library electronic resources; how librarians keep up with the growth of electronic resources; and how they can communicate/teach the public what is available. There is a need for improved tools that will help identify resources included in the aggregators' products and for increased efforts in information literacy.

Users Group Meetings, scheduled for early Sunday afternoon, after the conference close, included, **DRA**, **Epixtech** (**Horizon**, **NOTIS**, and **Dynix**), **Innovative Interfaces**, **Exlibris**, **Endeavor Voyager**, and **SIRSI**.

The conference featured evening events on Thursday and Saturday evenings and provided buses to several locations for an "evening on our own" on Friday. The Thursday evening event was set in the **Birch Aquarium** on cliffs overlooking the Pacific Ocean. Conferencees toured the spectacular displays of marine life and enjoyed a sumptuous buffet while enjoying the sunset over the ocean. On Saturday night, attendees were treated to the **San Diego Zoo** where they were able to leisurely explore

continued on page 81

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And They Were There from page 80

the grounds and see many exhibits including the new baby panda bear. Zoo employees brought some animals out of their habitats so that attendees could have a close encounter with them and even touch some of them. It was a thoroughly enjoyable experience.

During the breaks, several general trends were noted: Many libraries seem to have librarians with multiple responsibilities, often with assignments that span public services, technical services, and collection management. It seems almost every library is reorganizing some aspect of its organization structure. Many libraries are migrating to new ILS systems or upgrading their current system. The growth of electronic resources has led to the examination of workflow, staffing, and organizational matrices. Access to electronics is through multiple paths such as catalogs, Web pages, links, etc. — no standard path has yet emerged.

Each night concluded with a late night social (from 10 p.m. to 12 midnight) allowing NASIG night owls to visit, play games, listen to music, dance, have a cool drink, and get to know each other in a relaxing, social setting.

NASIG returns to Trinity University in San Antonio Texas, for its 16th annual conference, May 23-26, 2001. NASIG had its annual conference at Trinity University in 1991 and now returns ten years later. The theme of the conference is "NASIG 2001: A Serials Odyssey." Note that this conference is not only being held slightly earlier than usual, but it is held Wednesday-Saturday which is a departure from NASIG's usual Thursday-Sunday schedule. Bea Caraway and Carol Gill, Conference Planning Committee Co-Chairs are planning an especially memorable and valuable conference. Watch for information about the conference at: <http://www/nasig.org>. See you in San Antonio in 2001!

Bestsellers on the Middle East

by **Françoise Crowell** (Yankee Book Peddler)
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The Middle East continues to dominate the news with the focus seesawing from politics to religion, to democracy, to tyranny and, most often, to crisis. In the last year, there have been a large number of scholarly titles on this volatile and fascinating part of the world. Of the 50 titles listed here the majority are from Trade publishers and 18 from University Presses. The expected publishers are represented: **St. Martin**, **Polity**, and **Westview**, with **Columbia UP** contributing 4 titles and ending with a best seller by **Human Rights Watch**. Clearly the eyes of the western world are on the Middle East.

Brown, L. Carl (Leon Carl), 1928- . *Religion and State: The Muslim Approach to Politics*. Columbia Univ Press 2000 \$27.50 Cloth 0231120389

Wright, Robin B., 1948- . *Last Great Revolution: Turmoil and Transformation in Iran*. Alfred A. Knopf 2000 \$27.50 Cloth 0375406395

Abdo, Geneive, 1960- . *No God But God: Egypt and the Triumph of Islam*. Oxford Univ Press 2000 \$25.00 Cloth 0195125401

Said, Edward W. *End of the Peace Process: Oslo and After*. Pantheon 2000 \$27.50 Cloth 0375409300

Assassination of Yitzhak Rabin; Ed. By Yoram Peri. Stanford Univ Press 2000 \$55.00 Cloth 0804738351

Howe, Marvine. *Turkey Today: A Nation Divided Over Islam's Revival*. Westview 2000 \$26.00 Cloth 081333764x

Khashan, Hilal, 1951- . *Arabs at the Crossroads: Political Identity and Nationalism*. Univ Pr of Florida 2000 \$49.95 Cloth 0813017378

Butler, Richard, 1942- . *Greatest Threat: Iraq, Weapons of Mass Destruction, and the Crisis of Global Security*. Public Affairs 2000 \$26.00 Cloth 1891620533

Hazon, Yoram. *Jewish State: The Struggle for Israel's Soul*. Basic Books 2000 \$28.00 Cloth 0465029019

continued on page 82