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Papa Lyman Remembers-Charleston Conference

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Papa Lyman Remembers

by **Lyman Newlin** (Book Trade Counsellor, Broadwater Books) <broadwater@wnyip.net>

Just as I was sitting down to scribble a few lines for Papa Lyman Remembers, I turned to p 76 of the just arrived *ATG* for September to see what my long time friend and one time colleague, **Bob Schatz**, was saying in his "Sotto Voce" column. But this time the column should have been headed "Forte Voce," if that term can convey the shock and disappointment which overcame me. I'm sure this reaction was common to many readers. Perhaps I should have taken a hint - but Bob has had a row much tougher to hoe than mine. His endeavor to express his thoughts involves baring the soul much more than my effort to recall places, people, past perspectives. All I need to perform is a set of Rolodex cards or search my RAM or a fairly unaddled mind. So I must say with voce fortissimo that I will miss your thoughts, Robert.

Now to the business of recalling the past. No one has ever clearly told me the



exact date of the first **Charleston Conference**. We celebrated with considerable fanfare the Fifteenth Anniversary of the C.C. at the 1995 colloquium so let's assume the year was 1980 - add twenty and see what we get - this year's session! I recall that in 1995 there was considerable palaver amongst several veteran attendees (including **K.S.**, the late **Judy Webster**, and **Don Jaeger** who reported 40 attendees including 12 speakers at that number one but Don wasn't sure if the year was 1980 or 1981). **Katina** in a brief question for the "Special Birthday Publication" settled the year as being 1980 "with an attendance of 24 plus speakers and panelists..." As publisher of that special "magazine," I promised a Festschrift for C.C. XXV but I made no mention of XX. I must have had some sort of premonition that the universal celebration of a new century would have us all wrapped up so I will restate my promise for XXV. Plan for a whopper in November 2005.

Now to resort to my tools for remembering. Earlier I mentioned Rolodex cards: I have been using them or their 3" x 5" ancestors for over half a century - once made, by typewriter or hand, a card is never thrown away - I easily have a couple thousand of them. And I have saved most of the 15 or so attendance records of the Charleston Conferences I have attended - and if I don't have a booklet I've got tapes. Following is a brief sally among these tools. As prompters I'm referring to back issues of *ATG*. My collection begins with Vol I No 2, June 1989 (I don't know what happened to Vol. 1, No 1. Is it so rare that it will wind up at Sotheby's?) Gleanings from back issues follow:

Vol. 1, No 2, June 1989: First book jackets in America were made in Charleston in 1890 by **Isaac Hammon**, proprietor of a bookstore on Broad St., and discovered by a **Harper Bros.** sales rep. Presumably it follows that Harper was first publisher to use dustjackets...**Fred Lynden** *Brown* reports the "Oklahoma Conference (double feature includes Charleston Conference 1988 Rabbit)." Sorry I have not had time to call Fred

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The representatives from the Natural Sciences vehemently stressed that it should be used as a multiplier to "normalize" for cost of materials, and the rest of the committee agreed. Another issue was whether to base the cost of materials figures on standard figures (such as those from Library Journal or the Bowker Book Annual), or on what was actually purchased at Furman. While a case could be certainly be made for the latter, the mathematical effect would be to reward those departments that ordered a small number of very expensive journals, which would not be a desirable outcome. It was thus decided to use standard sources for the relative expense of books and journals to develop a cost index that would be used as a multiplier to reflect differences in cost.

Small is Beautiful

At this point in the process it became possible to do a trial run of the formula to determine its actual impact on budgets. The result was a set of figures that seemed generally acceptable to members of the committee, although it did diminish expenditures for the Natural Sciences considerably. The greatest objection was that smaller departments ended up with extremely small budgets relative to larger departments to such a degree that it violated the committee members' sense of fairness. A number of mathematical devices

were therefore suggested that might serve as a counterweight to better balance support of small and large departments. The point that was first made was that support of small departments would be greatly increased through equitable distribution of the core collection development budget. Representatives from small departments felt strongly that a higher level of discretionary funding was required as well. After discussion, it was agreed to build a size neutral component into the formula, which would be distributed equally among departments before budgets were normalized for cost. This was set at 10% of the formula, and the weights for credit hours generated and graduating majors were each reduced by 5%.

Thus, the formula the Committee finally arrived at was:

35% Credit hours generated
25% Graduating majors
10% FTE faculty
10% Circulation
10% Undergraduate research programs
10% Base figure (equally distributed)
with the final results normed for cost of materials.

What Next?

The Library Committee approved the final version of the New Collection Development Model in December, 1999, with the understanding that it would be phased in over

a period of three years. Members of the Committee felt it was important to be proactive in explaining the new initiatives to the wider faculty. The notions of presenting the plan at a faculty meeting and of making 23 different presentations to each department were discussed and rejected. The plan arrived at was to make five presentations, one to each of the broad academic divisions of the university, and a fifth to faculty involved in special interdisciplinary programs.

During the spring of 2000, the director and associate director will give a formal 30 minute presentation explaining the reasons for the new initiatives, specific details about them, and how they will affect the selection and funding of resources in each of the divisions. A member of the Library Committee will be introducing the presentations and will, along with the director and associate director, participate in the question and answer period.

Lessons Learned

The Furman experience provided a number of lessons that might be useful to any academic library that is in the position of having to negotiate with an academic committee about the allocation of library resources.

The library should have clear goals, but be flexible about means by which these are to be accomplished. We knew what we wanted to accomplish, but we worked with the committee to develop the

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Among Katina's busy April 1989: London Book Fair, Fifth Learned Journals Seminar; UK Serials 12 Annual Conference, a visit to the Cotswolds...The Francis Marion Hotel closed (except for the restaurant March 1, 1989). * This writer has detected a slight improvement in Westin ambience since the reopening as compared with that of Radissons in the 80s. *There's a lucid "overview and summary" of the May 1989 ARL Project on Serial Prices. Look it up if you want to compare the progress and lack of same in past decade...**W.R. Grace** announces it is planning to sell its stake in **Baker & Taylor**.

Vol. 1, No. 3, Sep 1989: Society for Scholarly Publishing - 11th Annual meeting, theme "Publishing, the next generation." Keynote speaker **Frederick Brown**, NEJM discussed recent events: FAX...a mixed blessing; CD-ROM which has captured the imagination of publishers and libraries. The pullquote for this story is "CD-ROM, HERE WE COME!!!" *Our favorite bar tender of all time, **Steve Johnson** (Clemson), issues an invitation to join him on a guided Chicago underground bar tour running every night Mid-winter during ALA*...Following a "Bet you missed it" item "Acid Reign," **ATG** avows in a two column box that it is "ACID FREE." *So far so good with my collection of back issues.*

Vol. 1, No. 4, Nov 89: **Fred Philipp** goes from presidential of **Ingram** to pres of B/NA (**Blackwells**). Previous to Ingrams he was VP of B & T. *Take courage, Al Gore - Fred followed his VP experience to a/couple/ of presidencies*...Katina interviews **Myer Klutz** an editor and VP of Wiley on the meaning of "backlist." *Coincidence - I have just finished reading Professional Scholarly Publishing Bulletin Fall 2000, and learned that Meyer is now the editor of this mouthpiece of PSP. I have long considered him to be one of


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to be accomplished.

The library must be seen as a fair broker. The library administrators should try to see that each side gets some aspects of what they consider important. Even though it was clear from the start that the Sciences would lose some funding through this process, library personnel advocated enough of the key positions important to the representatives of the Sciences that they would agree that we were honest and impartial brokers in the process.

Find principles of agreement to build on. If consensus can be reached on certain philosophical points, then these can serve as the foundation and context for the decisions being made throughout the process.

Be mindful of both the mathematical and political aspects of the budget allocation process, and how each affects the other. 

specifics of how, mathematically speaking, that was

Endnotes

1. Werking, Richard Hume, "Allocating the academic library's book budget: Historical perspectives and current reflections." *Journal of Academic Librarianship* 14 (1988), 140-144.
2. Muller, Hans, "The Management of College Library Book Budgets," *College & Research Libraries* 2 (1941), p. 321.
3. Greaves, F. L. The Allocation Formula as a Form of Book Fund Management in Selected State-Supported Academic Libraries, dissertation, Florida State University, (1974) p. 142.
4. Budd, John M. and Kay Adams. "Allocation formulas in practice." *Library Acquisitions: Practice & Theory*, 13 (1989): 384.
5. American Library Association, "Allocation Formulas in Academic Libraries," Clip Note #22, 1995.
6. Budd, John M. and Kay Adams. "Allocation formulas in practice." *Library Acquisitions: Practice & Theory*, 13 (1989): 387.

for the pull-quote. In Sept 1989 News that the rabbit is still indoors"...

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New needs

New solutions

SPARC "executives" disclaim a publishing role but it is obvious that they do not give money without strings attached. Pricing is perhaps the central publishing role and there is every evidence that the paymaster dictates pricing. The purpose of the rest of this short article is to look at some of the SPARC initiatives and raise questions about SPARC judgement, about how power is exercised. Is SPARC getting value for the money invested is the main theme. Clearly some of these remarks are unfair and tendentious and more appropriate for the cut and thrust of a question session that we did not have time for.

The flagship project is the partnership with the ACS. The American Chemical Society is the largest scientific society in the world. The leading commercial houses respect it as a thoroughly professional publishing giant. The accounts of the society are not available on its site but I would be very surprised if it is not the possessor of a handsome war chest or even a cash mountain. Librarians may not be aware that many learned societies sit on (rather than use) substantial reserves.

Organic Letters seems an excellent idea. There are clearly enough good papers for another journal -- or so submissions so far seem to show. Clearly if SPARC comes along with the offer of immediate subscriptions from its member libraries, no sensible publisher would turn this down. Getting a new journal off the ground always requires serious investment -- and SPARC support must really help the cash flow. This is why the commercial sector came into existence -- because they were willing to invest when learned bodies would not. My obvious question is -- if there is a need for this journal why does SPARC have to subsidise it and why did not this wealthy society start it before?

The second venture into chemistry publishing is in partnership with the British Royal Society of Chemistry, which enables SPARC to claim that they are an international body. Again the RCS is a respected publishing company which contributes to society finances. It has already attempted to work with an electronic-only journal, which appears to have died. PhysChemComm has now been in existence for over a year. Those who paid their \$350 received 15 articles during the first paid year (1999). The question must be -- what steps did SPARC take to discover whether there was actually a demand for this journal? This is a basic publishing function.

The other initiative so far in the "Alternatives Program," that part of the program which is central to the aims, is the support of Evolutionary Ecology Research. I have an interest in this journal, because for some years I was publishing director of Chapman & Hall Limited. I admire the editor Mike Rosenzweig. My picture of our relationship was not that given by him in his most recent account and I am certain that his calculations are wrong.⁵ It is a pity he could not, although billed, not make it to Charleston. My memory is that, although the journal was profitable, it did not reach the levels of profitability we aimed for in order that we could invest in new publications. It is a niche journal. Subscriptions had reached a plateau: I would be interested to learn how many ARL libraries actually subscribed before they were forced to -- and whether their faculty all use this journal. It is my pic-

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the top pros among professional book editors.*...Barbara Meyer's pull-quote from her story on library - publisher relationships: "Contrary to popular librarian opinion, publishing is a lot more than just getting ink on paper or data into computer." *All best wishes to Barbara, our recently espoused fellow ATG contributor.*...FYI announces a new publication by the Association of Higher Education of North Texas, "AHE Vendor Directory of Acquisition Librarian" which gives pertinent information about 134 vendors worldwide. *I regret never seeing this publication but I'd surely like to get my hands on a copy. My wild guess is that an up-to-date vendor directory would report less than 50 of those entries extant in the year 2000.*

Vol. 2, No. 1, Feb 1990: *Printed on crinklier and lighter stock than that in preceding 3 issues.* Greenwood Press, Inc. is now GREENWOOD PUBLISHING GROUP according to president Robert Hagelstein. *Are you enjoying retirement, Bob? *...John Tagler is now Director Corporate Communications at Elsevier, NY...Page 32 lists about 75 academic libraries with systems used. I count 17 systems including 15 "none," in first place closely followed by 14 reporting INNOVAC and 8 "IN HOUSE." I recognize less than ten of the "respondents" as being or having been ATG writers, Gold medalist is, guess who, KS her-

self. Half of page 31 lists 30 "Libraries changing to a new system." Eleven of these were still undecided.

Vol. 2, No. 2, April 1990: Chuck Hamaker *LSU* recently represented Pat Berger (ALA President) in meeting with Congressional staffers regarding, guess what? Journal pricing issues...If you've been wondering why Chuck has not appeared earlier in this story, please bear in mind that it is General Election time and Chuck is the only person I've known who got into Congress by holding out on the electorate...Neatly doubled folded between middle sheets of this copy of ATG is a bright yellow flyer touting the 10th Annual Conference which will be held for the first time...at the new Conference Center. Registration fee \$100. Late fee, after October 22 is \$25. Spirit of Charleston Dinner Dance Cruise (6:30 - 10:30pm) \$35 - it is described as "a highlight of this 1989 conference." If memory serves me, I cancelled ditto for 1990. *How about ditto for CC Coming Of Age in 2001? *...Ann Okerson has been elected President of NASIG...Does anyone recognize the make of the automobile used in Ballen ads to show how everybody works on it in customer service. For that matter, who are the six guys pictured hard at work on this crate? Has any of them called on your library?...1990 Buzzword "Synergy" in giant typeface tops full page Blackwell ad.

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Adventures in Librarianship: Ranked in Order of Relevance



by Ned Kraft (Order Librarian, Ralph J. Bunche Library) <kraftno@state.gov>

Your search for ...
Saturday Evening Post
Found the following
sites, ranked in order of relevance:

1. Forrest Green Race Results

Saturday, post time 3:30, Evening Sun lead the pack into the finish, followed closely by Big Dimples and Burnt Rye Toast. Evening Sun payed 5 to 2, while ...

2. Message Post

3/5/96, 2:56am. Green Latern: "Bubba, whatcha doin up so late this evening? Saw your flame on Saturday. Can always count on you to over-react, you big ...

3. Saturday: An Evening with Vectra.

Members of the Neptune Club and listserve are invited to spend an evening

with Vectra Diaspora author of "The Saturn Charts and Aural Colorations." This is an exclusive invitation, as Vectra will reveal the secrets of his ...

4. & % \$ # !

...take the first door past the old post office, up to the second floor. There's a beauty parlor that looks abandoned and a storage closet marked "emergency." Go up to the next floor, late any Saturday evening and you'll find ...

5. Message Post

1/25/98, 5:05pm. LoveLorn: "Listen, I know you don't know me, really. I know that I really don't know you, accept so far as, you know, our email and stuff. But I thought that maybe this Saturday we could ...

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<<http://www.against-the-grain.com>>



ATG Interviews Troy Williams

President & CEO, Questia

by **Judy Luther** (President, Informed Strategies) <jluther@earthlink.net>

I had an opportunity to meet Troy Williams during the NISO/NIST ebook conference in Washington DC and to discuss his approach to providing this innovative service. Questia's mission is inspiring curious exploration. — JL

ATG: Is it true that Questia does not plan to work with libraries? I understand that you will market directly to the end user and the university as a whole, NOT the library? Why? Isn't this closing out a potential customer base?

TW: We have worked closely with libraries in building this service which is designed to help libraries with their own goals in meeting the needs of students to find material quicker and easier and to do better research.

Publishers are not willing to allow us to license content to libraries so we can't offer that option today. Considerable market research indicates that students across all demographics have a high willingness and ability to pay.

We are willing to discuss arrangements and to think creatively about the service. Libraries are an integral part of building Questia into a first rate service. Most librarians we've spoken with are enthusiastic about the service and we see a developing partnership with librarians.

ATG: What is different about Questia to distinguish it from ebrary and netlibrary and its other competitors?

TW: Questia is focused on providing access to the research environment for liberal arts. We will introduce our service with a whole library of books, 50,000 in January and will grow to 250,000 in three years. All titles are simultaneously available to all users all the time.

The significant difference with netLibrary is that they sell individual copies of books and make them available then to li-

brary users to check out which is maintaining the traditional model and relates to the sales of books.

EBrary is relatively newer and their model is less clear. Their business is to allow students to browse for free and then pay when they cut and paste text.

ATG: Why would students pay for access through Questia when they can get access for free through netlibrary with their library paying the bill?

TW: Questia offers the search function for free so users have access to the contents of the books. What they will pay for is unlimited access to the collection from anywhere at any time without the limitations of reserve status or concern that the book is checked out. They also find value in the hyperlinked footnotes that enable them to research both books and journals that they can annotate and have a bibliography produced for them. This functionality can be compared to the value of a word processor applied to the content.

ATG: Is Questia going to have the same books that are available from netlibrary, ebrary, etc.? How about books that are available free on the Web currently, like Project Gutenberg books?

TW: Questia has the world's largest digitization project. We are including historically valuable books back to 1920 and before, that have been identified by librarians. More than 105 publishers have signed up including Pearson and Greenwood which have committed to 5,000 titles in the next few years. This is a holistic approach we are taking to launch with 50,000 titles.

Although we are including some of the titles that have been made freely available on the Web, we've had to invest as much in digitizing them as in new books since they often lack edition statements and the pagination and line breaks have been stripped from them.

ATG: How about printing? Will students be able to print a chapter at once or will they have to print page by page? Will publishers allow this? And if publishers are letting you do this, why didn't they let netLibrary do it? What has changed?

TW: Printing is done one page at a time. We have negotiated with our publishing partners to maintain fair use and still replicate the difficulty of using a photocopier. Publishers get revenue on each page that is viewed.

ATG: Who owns Questia? Do you have a governing board? Who is on it? You were started by what Forbes has called an "infapreneur," (very young adult) yes? Tell us more. Is Questia a publicly traded company?

TW: Questia is owned by the employees and two major investors: TA Associates and Oppenheimer. Our Board of Directors includes Rod Canion who was CEO and President of Compaq, Ken Lay who was Chairman and CEO of Enron, Andrew McLane who is Senior Managing Director at TA Associates and myself. It is not publicly traded and there are no plans for an IPO at the moment.

ATG: Are any librarians involved with Questia? If so, who are they? Do you employ any librarians?

TW: There are seven librarians working for Questia, including Dr. Carol Ann Hughes who is the Director of Collection Development. Conversations with librarians including Chuck Henry at Rice were instrumental in the initial conversations about the concept. There will be an Advisory Council of Librarians and we will be releasing their names in the near future.

ATG: How about end users on your board? Who are they? How are end users involved in the company or are they?

TW: The company was developed on extensive market research including focus groups with users. To have raised \$135 million requires a strong foundation. Many users were involved in the design and development of the product concept.

ATG: Tell us about your future plans? What types of materials do you plan to have online and what do you plan to have online in the future? Textbooks? Bestsellers? University press materials? Academic imprints? Trade? Etc.?

TW: We include trade, university press and academic imprints today and will include bestsellers and other titles if they are relevant to the undergraduate market. Our growth plans are mammoth, going from 50,000 to 250,000 titles which would support graduate level research and lifelong learners.

ATG: Are you going to offer any sort of portals to specific groups or communities of specific users?

TW: There are broad based community plans in development to provide services. We have so many opportunities that in some cases we must depend on users to come to us.

ATG: How much is your service going to cost? Can you give us some sort of price list?

TW: We've not finalized the pricing but the goal is to be affordable to students. I came from a blue collar family and want this to be affordable. It will be comparable to other monthly services that students subscribe to now.

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I am delighted to report that 3 quarters of the first year of XXI have passed without my having seen ad writers struggling to add up their parts.

If our Editor grants permission, I'll try to finish the 1990 - 1999 decade in the Spring 2001 issue. For the midyear issue I'll try to recall some non-bookish but noteworthy happenings during the XXth Century. 🐼