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People Profile: Malcolm Brantz

Editor

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Malcolm Brantz
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Littleton, CO 80120


EARLY LIFE: Sports.

FAMILY: Wife and two children (one is a second lieutenant in the Army).


FIRST JOB: U. of Conn. Health Sciences Medical Library.

PROFESSIONAL CAREER AND ACTIVITIES: Technology and its uses.

IN MY SPARE TIME I LIKE TO: Golf and watch UConn basketball.

FAVORITE BOOKS: Grisham.

PET PEEVES/WHAT MAKES ME MAD: Lack of political involvement by young people.

PHILOSOPHY: Taking the higher road for administrative decisions.

MOST MEANINGFUL CAREER ACHIEVEMENT: Federally funded Nursing Grant in 1980.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Establishment of a "National Library of Business."

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: We'll be more subject oriented service providers. Instead of bibliographies on "marketing" we'll develop exercises which are online that show students how information in this area is organized.

purchases is circulation counts. At Marshall we compared a sample of Green Valley titles purchased in 1999-2000 and 2000-2001 against titles purchased during the same period through faculty request, since most of our firm orders are initiated by faculty. The results were a surprise - we had seen the Green Valley books circulating and had assumed they were being used more heavily, but that wasn't the case. In both yearly groupings, the Green Valley titles lagged slightly in circulation:

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<tbody>
<tr>
<td>GV Titles</td>
<td>.78</td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td>Faculty Orders</td>
<td>.92</td>
<td>56%</td>
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<tr>
<td>2000-01 Purchases</td>
<td>.62</td>
<td>44%</td>
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<tr>
<td>GV Titles</td>
<td>.72</td>
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There were other drawbacks as well. The most obvious is the selection available from Green Valley, where the hard sciences are in short supply and many of the books were published up to five years ago. Also, as the graphs showed, we have purchased smaller numbers of titles each year because their stock may not turn over completely and therefore some titles we see on the shelves may have been purchased on a previous trip. On the acquisitions side we had to spend some staff time creating an itemized invoice that listed individual titles, which is a requirement of our University accounting office that Green Valley was not prepared to meet. Additionally, we must factor in the cost of travel and lodging.

On the positive side there are real benefits for the library, quality books at huge cost savings being far and away the most important. Other benefits are more personal than organizational in nature. Just having the opportunity to personally inspect and choose hundreds of books for the library is extremely satisfying.

Issues to Consider
If you are thinking of trying a similar project, there are points to consider. First, finding possible sources for remainders and overstocks can be done through a little research. Literary Marketplace has a section called "Wholesalers — Activity Index" that lists possibilities.

Also, when choosing a source and planning your buying trips keep these issues in mind:
- Selection / Coverage / Physical Condition
- Return Procedures
- Duplicate Prevention
- Invoicing / Payment Requirements
- Shipping Availability
- Prices / Discounts

Evolution of the Process
In the first year, only library staff did retail shopping. We identified books for purchase and created a written list while at the store. Then we would go back to the library to see if we owned any of the books. Multiple trips to retail stores proved too labor intensive. Eventually, work-study students accompanied us on our trip. The student at the store would telephone the library...