December 2005

If Rumors Were Horses

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Cancellation of Print Journals In The Electronic Era: A Case Study

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INTRODUCTION
The Health Sciences Libraries at the University of California, Davis recently conducted their latest large cancellation projects for 2004 and 2005. The work on the cancellation projects was done during 2003 and 2004 respectively. These two specialized libraries, the Carlson Health Sciences Library (CHSL) and the UC Davis Medical Center Library in Sacramento (MCL) are part of the General Library of UC Davis and part of the system of libraries of the University of California, which also includes the California Digital Library. The General Library collections serve a number of subjects from arts to zoology, including a number of professional schools. This article describes the decision making, the processing of materials, and the impacts of the Health Sciences Libraries’ journals cancellation projects for 2004 and 2005.

The collections of the Health Sciences Libraries complement each other. The CHSL serves the faculty, staff and students of the School of Medicine and the School of Veterinary Medicine. The CHSL’s collection has its strengths in the basic life sciences as they relate to human and animal medicine, collecting extensively in veterinary medicine. The scope of the CHSL’s collection encompasses clinical medicine, veterinary research, and basic medical and veterinary sciences including genetics, virology, immunology, medicine, parasitology, orthopedics, neurology, epidemiology, preventive medicine and zoonoses. The journal collection is especially strong in the basic sciences and clinical research. The MCL serves the faculty, staff and students affiliated with the UCD Health System. This collection contains monographs and serials in the areas of clinical medicine, nursing and patient care.

The Health Sciences Technical Services (HSTS) is housed at CHSL, but it serves both libraries. Staffed by five FTE equivalents, HSTS provides a full range of technical services, from acquisitions and cataloging to binding/preservation, continued on page 18

If Rumors Were Horses

Y’all. Happy New Year!

We begin the year with more sad news. Our esteemed colleague, the astute, vivacious, energetic, and loving Deana L. Astle passed away on December 6, 2005 in Greenville, NC. Deana had struggled many valiant years with cancer and every time that I talked with her I was convinced that she would beat it. She was an amazingly resilient woman who never gave up. I will miss her greatly. Her quirky style. Her dulcimer playing. Her brilliant mind. Her crocheting. Her love of animals. May she rest in peace. See Chuck Hamaker’s obit in this issue, p.12. And we are planning on conducting a service in her memory at the upcoming ALA in San Antonio. News will be posted on listservs.

On a more upbeat note, just this minute got a brief message from Heidi Hoerman <heidihoerman@yahoo.com>! She and Bill tied the knot over the holidays! She is married! Pretty exciting. More news forthcoming.

SAGE Publications has become the first corporate affiliate of the Federation of Behavioral, Psychological, and Cognitive Sciences. The Federation is a dues-supported coalition of member organizations (20 scientific societies) plus affiliates which include university departments of psychology, schools of education, research centers, regional psychological associations, and science divisions of the American Psychological Association. Representing the interests of scientists continued on page 6

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Can you believe it's 2006? This winter has been especially bittersweet. My parents are quite old and fading fast. Several of our best library friends, Lyman Newlin and Deanna Astle, most especially, have passed on to the hereafter. We just completed the 25th Charleston Conference with the delightful Memory Book that Chris Ferguson, Glenda Alvin, Ramune Kubilius, and Jack Montgomery put together. The pictures of many of our friends through the years are included. In fact, if you'd like a copy of the Memory Book on CD-ROM, let me know and I will send you a copy.

Anyway, always focusing on the future, we have all been working away diligently on this issue of ATG which is about replacing print with electronic copies of journals. Chris Ferguson and Ajaye Bloomstone have put together seven papers from Xiaoli Li and Carolyn Kopper, Claire T. Dygert, Maha Kumaran and Dawn Bassett, Rick Anderson, Kristen Devoe, Tina Felek and Shawn Herman, and James A. Buczynski. Mark Herring talks about Giving Thanks in his Little Red Herrings column which doubles as our Op Ed for this issue.

Our first interview this issue is with Gary Rautenstrauch and Philip Blackwell and is followed by Richard Abel’s interview with Alice and Klaus Peters. We have many, many profiles including one from Barbara Blummer our Biz of Acq author for this issue. Tom Gilson (whose article arrived ahead of deadline) and Debbie Vaughn (who has just started a new job) have both provided the reviews that we all look forward to and Sever Bordeianu has edited Reports of Meetings from Ramune Kubilius on the Special Library Association 2005 Annual Conference and Joyce Tenney on the 14th Annual North Carolina Serials Conference.

Peter Givler has a new column entitled From the University Presses and his first focus is on “Books for Understanding.” And speaking of new columns check out Richard Abel’s “Occasional Rambles in the World of the Book” which also premieres in this issue. Tinker Massey has the second installment of her new column “Something to Think About” and so does Anne Langley. see Case Study Two: The Case of the Temperamental Bibliographer.

And let's not forget Peter Shepherd our new column editor for International Date line who brings his second installment as well — eBook: The New Serial? — which was also the intriguing title of a very timely and well-attended seminar organized by the United Kingdom Serials Group. And there's much, much more!

Plus, it’s time for the big New Year's dinner and I am supposed to be cooking the ham. Gotta go. Happy New Year and all the best to all of y'all for 2006! Yr. Ed. 🍽️

Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: Against the Grain, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the ATG Homepage at http://www.against-the-grain.com.

ções, ideas, suggestions, and whatever they want to talk about. We are looking forward to November 8-11, 2006!

Sincerely,
Pam Cenzer
(University of Florida, Marston Science Library)
<pamcenzer@mail.uflib.ufl.edu>
<pam.cenzer@gmail.com>

Robert Frizzell, chair of the Missouri Bibliographic Information User System executive committee, has announced that George Rickerson has submitted his resignation from the position of MOBIUS executive director. Rickerson will transition to the position of associate vice president for administrative applications within the University of Missouri. Rickerson has led MOBIUS, a state-wide consortium of academic libraries, since its beginnings in 1998. Under his leadership, MOBIUS has grown to 60 Missouri colleges and universities and two public libraries as cooperating partners. Originally funded by the state of Missouri and member institutions, MOBIUS is now completely funded by member institutions after state budget cuts last year. The largest single project for which MOBIUS is responsible, the Common Library Platform, creates a virtual collection and a single user interface that allows faculty and students to request library materials using any computer with Internet access. Requested materials are delivered within one or two days of being requested by the MOBIUS delivery system. The MOBIUS executive committee has named a search committee and will be getting that process underway immediately, Frizzell said. Rickerson's resignation is effective March 31, but he has agreed to remain in the position until a replacement has been hired.
The staff of the Clemson University Libraries in Clemson, South Carolina planned a used book sale to raise funds to aid libraries damaged by Hurricane Katrina. The sale was held on September 30 and when the event was over, book sale coordinator Steve Johnson announced that they had raised a total of $10,000. A check for that amount will be sent to the Louisiana Library Relief Fund. Coastal Carolina University in Conway, SC is planning a similar event.

See this issue, p. 64, for the first of a series of columns by the awesome Peter Givler, Executive Director of the American Association of University Presses. This first one is about Books for Understanding, a topical, online bibliography born in the aftermath of September 11.

Had another delightful conversation with Lainie Brown <lbrown@epnet.com>. Besides doing business, we have been comparing notes about caring for elderly parents, visiting frequently, and calling every night to see how they are doing. Lainie said that the shoe is really on the other foot these days. Our parents used to worry themselves about us when we were growing up, and now we are doing the same with them as they are getting older and older.

Besides doing lots of visiting with family and friends, and phone calling and emailing those we weren’t able to see, we did some reading over the holidays. In fact I really enjoyed a scholarly publishing novel called _LET THEM EAT CAKE_ by Tom Angus. Do you know who that is? Tom Angus is none other than Peter Shepherd!!! of Project Counter (and a regular columnist for _ATG_, see this issue, page 76). Anyway, this book is about the pre-Internet world of scholarly publishing and is really quite entertaining. (Can you imagine a university where the library only has copies of _GQ_, _Field and Stream_, and _Surf’s Up_?) I can’t wait for the sequel to appear (shortly?). We hope to have a review in an upcoming issue of _ATG_. Stay tuned. And, if any of you want to review this book for _ATG_, please let me know. I will send you a copy. Peter says that a librarian will make an appearance in the sequel which will be in the Internet-driven world that we all live in these days. Can’t wait!

Speaking of fiction, while we’re on the subject, we had five submissions in the _ATG_ fiction contest and we are reviewing them as we speak. We should be able to publish the winning piece in the next issue of _ATG_ (February, 2006)! All of the submissions were quite good, just underlining the fact that we are all a bunch of talented people! We will have a second fiction contest in 2006, so please sharpen your pencils or charge the batteries of your PalmPilot or computer or whatever you write with these days, and get busy! Hooray for all of us!

And, speaking of reading, be sure and look at this month’s _Back Talk_ by the resplendent Tony Ferguson. It’s about OCLC’s Perceptions of Libraries and Information Resources, released in 2005, this issue, p. 86.

And speaking of memories (above), got an incredibly nice email from the always-working-and-on-top-of-things Dick Dougherty <rdougherty@umich.edu> about the awesome George M. Eberhart’s two-page write up in the December 2005 _American Libraries_ (pp. 34-35) about the 25th Charleston Conference in November. Did you see it? It was pretty amazing and I especially liked the picture of the bobble-head doll plus Eleanor Cook, Stephanie DuBose, Stuart Grinell, Eve Davis, and Ann-Marie Breaux who were the stars in the two Charleston Conference skits, which have come to be an institution. Like, Wow!

Speaking of the Charleston Conference, the 2004 proceedings have been mailed at no charge to everyone who attended the 2004 conference. In the meantime, the dynamo Beth Bernhardt is working on the 2005 proceedings. And Ramune Kabilius’ group of reporters have been conscientiously turning in conference mini-preview reports which will run in the upcoming issues of _Against the Grain_. Have you renewed your subscription yet?

Can’t help but wonder about the Woo Suk Hwang Stem Cell Controversy. Shames of memories about papers at previous conferences. For a detailed discussion, see “When Articles Vanish: Policy and Practice for Removing Articles From Full Text Electronic Collections” by Anthony Watkinson in the 2003 Charleston Conference Proceedings, edited by Rosann Bazirjan and Vicky Speck, Westport, CT: Libraries Unlimited, 2003, pp. 139-147.

Science magazine, on their Website, has published an “expression of concern” to alert readers to concerns re the validity of the findings published in two papers in Science. They “are working with the authors and Seoul National University to proceed with the retraction of the 2005 paper ... and will provide more information on the 2004 paper as it becomes available.”

www.sciencemag.org/cgi/content/abstract/1124185
continued on page 12
Rumors from page 10

Anne Langley’s <anne.langley@duke.edu> collaboration book — Building Bridges: Collaborating Inside and Beyond The Academic Library, is coming out in January and is published by Chandos Publishing in Oxford, Great Britain. Am looking forward to seeing it and, in the meantime, see her most recent case study (the temperamental bibliographer), this issue, p.83.

Sad news about Don Jaeger and his company, Alfred Jaeger, Inc., which has apparently gone out of business. Serialist has posted several messages about this, including a communication from Don’s brother, Glenn Jaeger, the owner of Absolute Backorder Service, Inc. in Wrentham, Mass., which has no connection at all with Alfred Jaeger, Inc. and is still very much in business. To consult the Serialist archives, visit http://list.uwm.edu/cgi-bin/wa?A1=ind0512&L=serialist. Your editor has been unable to contact Don by telephone or email but I understand that he is okay. Don Jaeger has done good things for the industry, notwithstanding these developments. I wish nothing but the best for him and his family.

Sob! Debbie Vaughn <vaughnd@cofc.edu>, our untiring and intrepid Monographic Musings book review column editor, has worked her last day in the College of Charleston’s Addlestone Library. BUT — Debbie is moving to the College of Charleston’s Office of Accreditation, Planning, and Assessment which is just across campus. SO — Debbie will continue to edit and write the book reviews for Against the Grain. In fact, she tells me she’s already hard at work on the February book reviews! Can you believe that this is our eighteenth volume? Golly gee whiz!

Deana Astle by Chuck Hamaker <cahamake@email.uncc.edu>

Wednesday, December 07, 2005

Deana Astle the Associate Director for Collections at East Carolina University’s Joyner Library and formerly Assistant Dean of Libraries at Clemson University Libraries passed away this morning at 2 AM.

Deana will be well remembered by the many members of the serials community for her work on differential pricing; her research and articles on serials analysis; her leadership in preservation issues, including disaster planning; and her involvement with professional organizations and conferences. She was a great mentor in a lot of ways to many librarians. Some of you would have seen her at the last Conference she attended, ALA Midwinter in Boston.

She was the recipient of the Bowker Ulrich Serials Librarianship award in 1991 for efforts that ... “led to international attention on the pricing policies of journals and publishers practices.” She was active in NASIG in its early years, ACRL and ALA particularly in ACRL’s including the Serials Section and chaired the Esther J. Piercey Award Committee in 1996. She was a frequent presenter at the Charleston Conference and a member of the original editorial board of the Newsletter on Serials Pricing Issues and author of over a dozen articles in library journals.

Deana was Phi Beta Kappa and Beta Phi Mu, an A.B. graduate Cum Laude with High Honors from Brown University, M.L.S from UCLA and MA University of Utah.

She began her professional career in the Serials Department at the University of Utah libraries in 1970, and became Head of the Serials Department at the University of Missouri-Columbia, Ellis Library in 1978. In 1986 she went to Clemson University where she served as Head of Technical Services until 1992 when she was named Assistant Dean of Libraries. She moved to East Carolina University in 2001.

Friends will recall her knitting, her Dulcimer, and her sense of humor and her active and intelligent contributions to discussions of major issues, whether online or in person, at conferences and in daily conversations.

She succumbed after a long and courageous battle with cancer. She is survived by two brothers. Deana was an active member of the Church of Jesus Christ of Latter-day Saints.

Memorial Service information is not currently available.

Docutek, a SirsiDynix company, has announced the release of v5.2 of Docutek ERes, its electronic reserves system. Docutek ERes v5.2 features CCC Connect, a seamless integration with Copyright Clearance Center’s (CCC) rights licensing database that delivers advantages for e-reserve librarians. The new release allows users to search, obtain, and modify permission when posting materials on reserve without leaving Docutek ERes. “Now librarians can easily manage all copyright-related issues from one system,” said Leah McGinnis, undergraduate librarian at the University of North Carolina at Chapel Hill. “Connecting to CCC and getting permissions within Docutek ERes couldn’t be simpler.”

Docutek ERes v5.2 is the most powerful version of the system yet offered by Docutek. Communication between the CCC and Docutek systems is two-way, enabling Docutek ERes to instantly reflect a change in the copyright status of a document. CCC Connect users can check the status of special copyright requests online and have more flexibility to manage and track copyright transactions. Other new features include an improved search and order process, expanded search results, and the ability to submit “special order” permission requests to CCC.

www.docutek.com
www.sirsidynix.com
www.copyright.com

An article from The Book Standard by Ed Christman on December 2, 2005 reports that Willis Stein & Partners has hired Goleman Sachs to “shop” the distributor. Willis Stein acquired Baker & Taylor in June 2003 for $255 million. Mentioned as possible buyers include Ingram, Levy Home Entertainment, Source InterlinkAnderson Entertainment, and Hendleman Company. Baker & Taylor is a privately held company.


Rudolf Siegle (61), Managing Director of Springer Wien, will be retiring from the company as of 1 January 2006. His successor will be Jan Sramek (37), previously responsible for the publishing program and product management as Director of the Editorial Department. Siegle will continue to be available to Springer Wien senior management as a consultant until 2008. Siegle started at Springer Wien as Sales and Marketing Director in 1977 and has managed the Minerva Scientific Book Agency in Vienna since 1982. He took over as Managing Director of Springer Wien in 1988. Under his direction, the publishing program of books and journals was expanded, particularly in the fields of law and medicine.

Siegle founded the popular architecture series and expanded publishing fields of philosophy, art and art history. Springer Wien is now Austria’s top provider of art and architectural literature, with the journal Architektur continued on page 14

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being one of the leading journals in the German-language field. One of the most impressive projects begun under Siegle's management is the Vienna edition of the works of Ludwig Wittgenstein, which will total 70 volumes. From 1987 to 2002, Rudolf Siegle was also Managing Director of Böhlau Verlag. He has been in charge of the Vienna journal Ärzte Woche as Managing Director since 2003. His successor Jan Sramek came to Springer Wien in 1996 as Editorial Director for law, economics, and philosophy. He has been Director of the Editorial Department since 1999 and was also Interim Director of the Scientific Information department from February 2000 to July 2001. Sramek studied law, German language, and literature and art history in Vienna. Springer Science+Business Media is an international publisher of scientific and specialist literature. In the science, technology, and medicine (STM) sector it is the second-largest supplier worldwide. The group owns 70 publishing houses, which publish a total of 1,450 journals and more than 5,000 new books each year. The core publishing areas are science, medicine, business, engineering, architecture, construction, and transport. The group has around 5,000 employees in 19 countries in Europe, the USA, and Asia.

Springer Science+Business Media is not connected with Axel Springer AG.

Elsevier has announced that Portico, a non-profit electronic archiving service, will be an official e-journal archive for the company. The partnership with Portico will ensure that the over 2,100 current and formerly published journals on Elsevier's ScienceDirect service are preserved in a permanent archive for posterity. In 1996 Elsevier began depositing e-copies of its Dutch imprint journals with the Koninklijke Bibliotheek (KB), the National Library of the Netherlands. Discussions with the KB continued in 2000 for it to become Elsevier's first official archive, leading to the current agreement to archive all Elsevier ScienceDirect journals. Since that time, Elsevier has been seeking additional trusted third parties around the world to be official archives and the new agreement with Portico is a major step in this global plan. Elsevier's collaboration with Portico coincides with a recent matching grant that the Library of Congress made to Portico. The three million dollar award will fund the company's National Digital Information Infrastructure and Preservation Program (NDIIPP) will assist Portico in their economic model and technical infrastructure building efforts. The grant from the NDIIPP is part of Library of Congress' efforts to achieve permanent archives of digital materials. Digital archiving is particularly critical now with the steady increase in electronic scholarly journals and conversion of library subscriptions to electronic-only, which has sparked concern from academics, librarians, and publishers about their long-term availability. "We live in an electronic age that has seen rapid transition to reliance on electronic formats for scholarly works. It is both urgent and important that the community steps to preserve the scholarship of the past, present and future," said Kevin Guthrie, president of Ithaka and chairman of the JSTOR Board of Trustees. "In supporting and launching Portico, Ithaka and JSTOR are offering the community a concrete way for publishers to secure their content and for libraries to act on their preservation mandate. Our partnership with Elsevier ensures that a substantial and essential core of scientific literature will be preserved." Permanent preservation of journals is a common goal for both libraries and publishers. It is essential to preserve scholarly works. "Successful preservation of electronic journals depends upon cooperation and collaboration between libraries and publishers," said William Bowen, chairman of the Ithaka Board of Trustees and president of The Andrew W. Mellon Foundation. Portico has been in development for more than three years and is now moving into implementation. The more than 7 million Elsevier articles will be loaded into Portico beginning in 2006. Portico is working to build a group of contributing publishers and libraries who will be participating in supporting the Portico archive.

www.portico.org/

The European Library, version 1.1, launched in early December. There are now 113 searchable collections across 12 libraries, with access to a further 30 as hyperlinks. Early 2006 will see the addition of three more national libraries and their collections. By the end of 2006, there will be at least 23 libraries and more than 200 searchable collections online. This access to millions of documents and digital items across Europe represents the true beginnings of a European Digital Library. For more information, visit www.TheEuropeanLibrary.org.

The European Library also publishes a newsletter. The October edition is available online at: libraries.theeuropeanlibrary.org/news/ed_newsletter_october_2005.pdf. If you would like to receive the newsletter by email as it is published, contact Olaf Janssen <Olaf.Janssen@kb.nl>.

And here are more international library Websites — http://lists.webjunction.org/libweb/Europe_main.html
http://www.ohiolink.edu
http://libraries.theeuropeanlibrary.org/libraries_en.xml

And, speaking of Europe, got an email from Chuck — the awesome, energetic, amazing, the prototype of informed Human the other day. He told me about this new, cool

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Website — boissonnas.net/. We might think that Christian Boissonnas has retired, but think twice. He is now sharing great pictures with all of us. Check out news of Christian and his brood: Alison, Barbara, Daria, Eric, Gael, Remi (grandpere), Roger, and Stephanie. So great! And where does the Europe connection come in? You might remember that Christian was born in Paris, France. What's more international than that? You can email him at <christian@boissonnas.net>.

Whitley College, Parkville (Victoria, Australia), has been awarded a $6,600 Federal Community Heritage Grant to fund a preservation survey of its collections and conservation training for members of the Victorian Chapter of the Australian and New Zealand Theological Library Association. A total of $377,865 was distributed to 76 groups from around Australia including museums, libraries, archives, historical societies, art galleries, migrant, indigenous and religious organizations. Each received funds to assist in the identification and preservation of community owned but nationally significant heritage collections. Whitley College, the Baptist Theological College of Victoria, was established in 1891 and was the first Baptist theological college in Australia. Apart from Whitley College, the diverse range of recipients included the Union of Armenian Women, the Armenian Heritage Centre, Central Highlands Regional Library, Back to Back Theatre, Vision Australia, Puffing Billy Preservation Society, The Flying Fruit Fly Circus, Berwick Mechanics Institute and Free Library, Jewish Holocaust Centre and the Echuca, Castlemaine, Kyneton and Tatura Historical Societies. The Community Heritage Grants Program is managed by the National Library of Australia. It is funded by the Australian Government through the Department of Communications, Information Technology and the Arts, the National Archives of Australia, the Australian Film Commission, the National Museum of Australia and the National Library of Australia.

ProQuest Information and Learning has sold its periodical microfilm business, including the periodical film itself, to National Archive Publishing Company (NAPC). NAPC is an Ann Arbor-based company newly established by former ProQuest executives. Dan Arbour (who spoke in Charleston several years ago) is President and Chief Executive. Joe Mills is Executive Vice President of Manufacturing. Tim Mitchell is Executive Vice President of Sales and Marketing. Jeff Meyer is Executive Vice President of Publishing. Kimberly Dunkel is Vice President of Finance and Administration. ProQuest Information and Learning continues to own sole rights to pursue digitization options of all microfilmed content, including periodical film owned by NAPC. The move flows from strategic plans that place increased emphasis on creating unique digital solutions for libraries and educational institutions. Terms of the sale include a provision for NAPC to perform manufacturing of non-periodical microform and electronic scanning services. Production processes will remain in Ann Arbor and will continue to be performed by the same group of microform experts. Terms of the sale allow NAPC to market their periodical products as UMI® Periodicals in Microform.

ProQuest also announced the concurrent sale of the XanEdu® CoursePack business to NAPC. NAPC also has purchased the existing manufacturing and production facilities at 300 North Zeeb Road, Ann Arbor, MI 48103. ProQuest will lease space from NAPC until it moves to its new building in Ann Arbor in 2006. NAPC is a newly established company that includes three lines of business, UMI® Periodicals, XanEdu®, and Microfilm and Digitization Services with extensive microfilm and digital content production capability. It was formed through the firm’s acquisition of the established business units from ProQuest Information and Learning, which determined these long time profitable businesses are not part of its future strategic growth plans, and the manufacturing capability for microfilm and digital content. NAPC serves the library, government and commercial markets in the United States as well as internationally. www.proquest.com

And guess what else? The fantastic Tina Creguer has joined National Archive Publishing Company as Director of Marketing and Communications. Wow! I am glad to still be hearing from her!

ProQuest Information and Learning has appointed Marilyn Quinssat as Vice President of Publishing. Ms. Quinssat will oversee all publishing activities for the school library offerings, including eLibrary®, SIRS®, CultureGramsTM, and K-12 ProQuest® product lines. Ms. Quinssat will report to Al DeSeta, president of ProQuest’s K-12 business segment. www.proquest.com

Okay, y’all. Sorry. I don’t have a companion blog. Should I? According to Jacqueline Dacko (Library Intern, Duango, Colorado, <jdacko@EMAIL.ARIZONA.EDU>), the New Criterion has a companion blog titled ArmchairYouth. <journal: www.newcriterion.com/> blog: www.newcriterion.com/weblog/armchairyouth.html

The incredible Carol Eyerler (Head of Technical Services, Carleton College Library) <ceyler@carleton.edu> sent out an email survey to innopacusers, obgroup, serialist, collib, and autocat. They received such detailed responses that they didn’t want to do a statistical summary. So, you can access the compiled results at the link below. This is a 13-page Word document, with the responses from each library in a different color. people.carleton.edu/~ceyler/EJournalin OPACSurveyResultsEDITTED.doc

How do you teach serials librarianship? I remember when the dapper Phil Greene <pgreene@ebSCO.com> (he’s too young to retire) asked me to review an outline of such a course. Steve Black <blacks@strose.edu> (Serials and Instruction Librarian at Saint Rose in Albany, New York) has a course that he has developed. And Judith Stokes <JStokes@RIC.EDU> informs us that the ALCIS Serials page has syllabi for teaching about serials. www.wala.org/alcis/

According to Mark Chillingworth (13 Dec 2005) — Business information from the Thomson Corporation will now be focused on its new Business Intelligence Services division, as Dialog becomes a Thomson Scientific brand. As well as re-branding, Business Intelligence Services has developed a new platform for users. Moving Dialog into the Thomson Scientific stable is part of a strategy to push the Thomson brand name: www.ivw.co.uk/actions/trackback/2147499.

Was breathing through C&RL News, when I noticed this write up regarding the incredible Nora Desmarais’ new book, Battlegrounds of Freedom (241 pp., June 2005). This book is a survey by state of the engagements in the American Revolution. Norm had it in Charleston and I bought five copies. I am getting ready to order more. What we don’t need to know!

Who won the Rachel K. Schenk scholarship this year? We received 11 excellent essays and it was very difficult to pick a winner. We have selected Marsha Burrell Ballard from Scottsdale Community College Library in Scottsdale, Arizona as the Rachel K. Schenk essay winner this year. We hope to publish her essay in the next issue of ATG. The next Rachel K. Schenk scholarship will be for the 2006 Charleston Conference (see p.49). Details will also be posted shortly. www.katina.info/conference

Online Computer Library Center has purchased the assets of Openly Informatics, a provider of linking software and services for the library market, so that both organizations can strengthen their products and services to benefit OCLC libraries and clients of Openly Informatics. Openly Informatics 1.2 million-record database of linking metadata for electronic resources will be used to enrich OCLC WorldCat. The enhanced records will improve WorldCat applications such as FirstSearch WorldCat, WorldCat Resource Sharing, WorldCat Collection Analysis and Open WorldCat. OCLC WorldCat, in turn, will extend the Openly Informatics database

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cases are available via persistent URL to EBSCO's Business Source Premier product. However, the links cannot be used on course reserve systems to link to the full text. Although problems remain with the uses permitted in license agreements, libraries are generally negotiating more favorable licensing clauses to address their needs. Keep in mind that some aggregators, however, do not possess the rights themselves (inter-library loan, course reserves, course packages, etc.) and so they cannot make them explicitly available to libraries.

Developing and managing digital collections in practice is proving more labor intensive than print collections for acquisitions and selections staff. At this time, jobbers are unable to mirror their print services in today's electronic products arena. Selection and acquisitions staff at community colleges are already pared to the bone to meet management productivity expectations, given present ordering and receiving outsourcing initiatives. They are now struggling with new workloads derived from electronic product acquisitions. Investigating access and license agreements, setting up access points in the digital library, troubleshooting content/access problems, answering queries about the permitted uses of resources, and managing trials and renewals is extremely time intensive.

Many libraries have not yet moved away from the staffing model whereby one librarian is responsible for the acquisitions of all electronic resources. Format migration initiatives are limited to the time this person is available to acquire electronic access to held print publications. As more and more libraries decentralize electronic resource acquisitions tasks to selectors and technical services staff, this bottleneck will be eliminated.

Recently released electronic resource management systems, like Endeavor's Meridian system, Serials Solution's ERMS, etc., provide the infrastructure needed to decentralize acquisitions. Like other resources, these systems have unknown price/demand curves, and prices thus far remain out of reach for many community college libraries. Community college libraries are unwilling to allocate funding to acquire these systems because they have so few electronic resources to manage. However, they have so few resources, in part, because they do not have the infrastructure to acquire more electronic resources. In-house developed solutions, like those deployed today in many university libraries (Hermes, Vera, Erllic, etc.) are not a reasonable solution given staffing realities.

End user expectations of searching ease, collection size, and direct full text access are clashing with the reality of community college digital libraries. Developing and managing digital collections in practice, is check full of roadblocks and detours. In their rush to profit from electronic publishing, vendors have previously forgotten community colleges. Today, there are encouraging indications that vendors have begun to direct their attention to a relatively untapped market, community college libraries.

**For Further Reading**


Tykrosen, Dave. “Facts Go Online: Are Print Reference Collections Still Relevant?” *Against the Grain* 16, no. 4 (September 2004): 34.


Endnotes

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by contributing metadata covering materials in other electronic formats, including electronic books, digital audio books, digital theses and dissertations. As part of the agreement, Dr. Eric S. Hellman, Founder and President of Openly Informatics, and his staff, will join OCLC to continue to manage, innovate and support Openly Informatics services. Dr. Hellman will serve as Director of the new division, operating as Openly Informatics. Founded in 1998, Openly Informatics is a linking software and metadata company headquartered in Bloomfield, New Jersey. Openly Informatics has consistently been first to market with a number of innovations, including release of the first open source link server, the first to integrate A-Z list functionality within a link server, and the first to develop a link server compliant with OpenURL 1.0. www.openly.com/

Neil Westin is leaving Elsevier for dental school at the University of Tennessee Health Sciences in Memphis. We will miss him but hope that he keeps in touch!

Talk about a voice from the past. Heard from none other than the fantabulous Barbara Home Stewart (longtime rep with ISI) over the holidays. She is doing great, and she has a good friend whose daughter is hoping to come to the College of Charleston. She was catching me up on some of the ISI folks like Arthur Kennedy who has retired continued on page 58

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[http://www.against-the-grain.com]
the player into a graphically beautiful world in which s/he can be anyone, amass power, glory and wealth and interact (either friendly or violently) with other people who are doing the same.

In countless interviews with players, Kelly 2 explores the social, economic and political relationships that evolve in these games. In any given game, online players can be from all over the (real) world. Within the context of the game, players band together for mutual defense and converse in the abbreviated keyboard slang that is common to games (and found in instant messaging and email). Conversation began on in-game topics (i.e., cooperating to kill that big monster that is about to make mincemeat of our party) often evolves into other topics as players discover mutual interests or simply ask for help. Kelly 2 gives the example of meeting up with a party in the game that consisted of a French girl, an Englishman, some Germans and a couple of guys from Denmark. After this party helped him dispatch a particularly nasty creature that was attacking him, the French girl announced that she was up against a tough English test soon and wondered if anyone could help her with it online. She received that help.

Of course, as Kelly 2 points out, MMORPGs are not all cooperation and happiness. On the contrary, the worlds are filled with virtual violence, destruction, killing, and deceit. It is, at times, a free-for-all to be sure. The interesting thing is that the vast number of players involved in any one game world tend to evolve into self-regulating societies (though still usually somewhat cut-throat), complete with moral codes of conduct, dynamic economy and trade, and political and social institutions. In fact, the economy of one such game world has been found to be the 7th largest economy in the world. Somewhere between Russian and Bulgarian, and this is not simply virtual currency. Some hard core gamers actually make a fine living by accruing objects of wealth in the game world and then literally selling them for American dollars to other players on sites like eBay.

This book would be a valuable title for any public or academic library. Though it would complement teen and young adult collections, it would also benefit adults and researchers interested in the details of this multi-billion dollar industry and the incredible impact these games are having socially, politically and economically (not to mention how it is changing the way people learn and think). Massively Multiplayer Online Role-

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and is doing well. It’s enough to inspire us all!


You know, it’s just plain exciting to get all these holiday greeting cards at his time of year. For example, I just got one from my long-time friend, Bob Miranda, who I will always associate with Asit’s the opera restaurant in New York (he hosted a dinner there for LAPT, the precursor to LCATS) and Pergamon Press. This year his card came from Miranda Press, an imprint of Cognizant Communication Corporation. Pretty amazing, the things that people get up to! In fact, curious, I decided to poke around on the Internet and look for Miranda Press and, lo and behold, what to my wondering eyes should appear but the Cognizant Communications Website with all sorts of information.

WEBWORTHY

Column Editor: Pamela M. Rose, M.L.S. (Web Services & Library Promotion Coordinator, Health Sciences Library, University at Buffalo; Phone: 716-829-3900 x129; Fax: 716-829-2211) <pmrose@buffalo.edu> wings.buffalo.edu/~pmrose

WEBWORTHY has reviewed 346 Websites to date! Are you reading this intro? If so, we’d like to know if you find this column useful! Email the editor at <pmrose@buffalo.edu> with your comments and any suggestions for improvement!

Websites are chosen for uniqueness, depth of information, functionality and ease of access. Sites are organized by broad subject area and are visited just prior to publication. Please let the editor know of any broken links. Comments and suggestions welcome! Pamela M. Rose, <pmrose@buffalo.edu>, Health Sciences Library, University at Buffalo, 3435 Main St, Buffalo, NY 14214-3002; 716-829-3900 x129. Unless otherwise noted, Internet sites were also reviewed in Science’s NetWatch column. — PR

Evolutionary Genetics
British geneticist and mathematician R.A. Fisher’s (1890-1962) achievements, including seven books, several hundred papers, and scientific correspondence with its thought-provoking content and ideas for further development, are attracting increasing attention for their far-reaching consequences. The R. A. Fisher Digital Archive from the University of Adelaide Library in Australia now allows readers to browse more than 170 of Fisher’s complex and eclectic work, which probe questions such as the origin of dominant genes and the inheritance of the Rh blood groups. Follow along Fisher’s correspondence as he discusses heredity, natural selection, and other topics with thinkers such as Charles Darwin’s son Leonard, a soldier and scientist. Fisher’s papers also reveal what Stephen Jay Gould called one of his “major-league errors,” his campaign to discredit the link between smoking and lung cancer. — http://www.library.adelaide.edu.au/digitised/fisher

Taxonomy
535,000 down, 1.24 million to go! With an ambitious agenda of creating a validated checklist of all the world’s species (plants, animals, fungi, and microbes) using consistent taxonomy by 2011, Species 2000 is well on its way. Bringing together an array of global species databases covering each of the major groups of organisms, the “federation,” in partnership with the Integrated Taxonomic Information System (ITIS) of North America, currently produces the Catalogue of Life — an Annual Checklist available on the Species 2000 Website and by CD ROM. — http://www.sp2000.org

<http://www.against-the-grain.com>
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ing CDs is not the sole interest of the authors. They also make money from radio when no one buys the music on CD. See Broadcast Music, Inc. v. Columbia Broadcasting System, Inc., 441 U.S. 1 (1979).

Statutory Damages
Statutory Damages under 17 U.S.C. § 504(c)(1) per infringed work is "a sum of not less than $750 or more than $30,000 as the court considers just." But if the infringer can convince the court she was unaware of her sins, damages can be reduced to "not less than $200." 17 U.S.C. § 504(c)(2). Gonzales asked for the $200 amount.

But that takes us to § 402(d) which says: "If notice of copyright . . . appears on the published phonorecord . . . to which a defendant . . . had access, then no weight shall be given to such a defendant’s interposition of a defense based on innocent infringement . . ."

Gonzales downloaded data without copyright notices, but she had access to CDs bearing the notice. She may not slip the noose because prior infringers in the chain failed to put copyright notices on the works.

But what about the right to a jury trial?

BMG cleverly asked only for $750, eliminating any question of fact for a jury. See Feltham v. Columbia Pictures Television, Inc., 523 U.S. 340 (1998). Feltham holds that a suit for statutory damages is one at law admitting the defendant to demand a jury trial. But by going with the bottom "not less than" amount, BMG eliminated a jury's role and allowed for summary judgement.

Gonzales focused on: "The right to a jury trial includes the right to have a jury determine the amount of statutory damages." Id. at 353. She seemed to feel a jury of her file-filling peers should be able to nullify the statute and send the author home empty-handed.

Defendants in copyright cases do not have some absolute right to ask jurors to "return verdicts in the teeth of the law."

Okay, I'm sorry. Are you satisfied now?

Gonzales said she had "learned her lesson" and dropped her broadband access to the internet. She didn't need the injunction.

Her laying off pirating for a while does not make the issue moot. The injunction is appropriate to make sure she doesn't jump back into the free-booting once things die down. See United States v. WT. Grant Co., 345 U.S. 629 (1953).ship

Adventures in Librarianship — Self Improvement
by Ned Kraft (Ralph J. Bunche Library, U.S. Department of State) <kraftno@state.gov>

"Good evening, class. Welcome to 'Self Improvement for Librarians.' I'm your instructor, Mary Marshall. Our first lesson is probably our most exciting, and I suspect it's the reason most of you signed up for the class. Who hasn't fanaticized about being able to impress our bosses, our colleagues, and our friends by using insightful quotes from Melvil Dewey? Certainly we can do no better than to cite a man so prescient as to accurately predict that the turn of the last century would be known to historians as the 'Library Age."

"I've distributed several essays by Mr. Dewey and I'd like to start by going around the room and asking each of you to say how you might use a quote in a social or business situation. Please make sure your nametags are visible. Miss Sartre?"

"Yes, I think I know exactly what you mean. For instance, if I was a hostess at a small party and I forgot to get any food or drinks, I could tell people as they walked in the door 'If any such omission occurs, it is unintentional.'"

"Well, that's perhaps not quite the best use of a Dewey phrase. Mr.... Ranjakisminne, can you think of something?"

"Well, ah. Okay, if... if you were maybe talking to your boss about a raise or something you might say 'We live now not in the age of the reservoir but in the age of the fountain.'"

"Alright. And by that you would mean..."

"Well, like, maybe, give me more money."

"Okay. Okay. That might work, but let's try someone else. Miss Billingworthly?"

"Sure! Let's say I'm with my boyfriend and we are once again for the zillionth time discussing our so-called engagement while sitting in his car outside my apartment building. I might turn to him with a real 'don't-mess-with-me' look and say, 'The solution of our difficulties lies in recognition by the State that public libraries are not only good things, but that they are an absolutely necessary part of our educational system.' See what I mean? I am the public library and he is the State. It's metaphorical!"

"You're right about that, Miss Billingworthly. That would be metaphorical. Moving on... Mr. Franklin, care to contribute?"

"Me?"

"Yes, Mr. Franklin. Don't be shy."

"Alright, well, if... let's say that maybe I didn't pick up her dry cleaning on the way home from work and my mother... let's say my mother was angry about that and wouldn't stop talking about it and maybe I could say to her 'Let us dwell on what has been well done, not on what has been omitted', or, or something like that."

"Excellent, Mr. Franklin! Yes, Miss Sartre?"

"I think I get it now. If I was at a party and I met an astrological scientist or something and I wanted to make a good impression, I might say 'Space is the only requisite and if the shelf room is exhausted, the floor space is equally good, except for the inconvenience of stooping."

"Well, that's not quite..."

"Or if I met someone who talked a different language, I could say 'Translations are classed with their originals.'"

"Class, why don't we take a short break and gather our thoughts."

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formation on books, conferences, and journals.
www.cognizantcommunications.com/filecabinet

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eries. Morgan & Claypool, the eponymous company of Michael Morgan and Joel Claypool, produces Synthesis Lectures. Both Synthesis and FnT publish 50-100 page papers with a goal of providing a detailed look into a specific topic. The intention is to draw from primary research to present a contextual tutorial, if you will. NOW Publishers has launched seven titles in economics/business and nine in technology. Morgan & Claypool has launched two dozen computer science and engineering series. Each has plans for a rapid expansion.

NOW and Morgan & Claypool each must face up to hardscrabble circumstances of the monograph world outlined above. One way to do this is to, in effect, rebrand the monograph as a sort of journal hybrid. FnT publishes their long papers as “issues.” For example, Foundations and Trends in Technology, Information and Operations Management published “From Filling and Fitting to Flexible Manufacturing” as its first issue, and “From Art to Science in Manufacturing: An Extension of Jakumar’s Study in the Evolution of Process Control” as its second. By positioning similarly-themed contributions as part of a traditional serial, FnT materials are more organic fits for indexing and abstracting services such as EcomLit and Inspire.

Synthesis labels its materials “lectures” and publishes similarly-themed papers as part of a larger “series.” For example, Advanced Probability Theory for Biomedical Engineers is a lecture (a single long paper) that appears as part of the Synthesis Lectures on Biomedical Engineering series. The nomenclature differs from FnT, but the concept of a single paper feeding into a larger corpus is consistent.

A second way in which NOW and Morgan & Claypool differentiate their offerings from traditional monographs is currency. As born-digital documents that pass through a sophisticated electronic editorial process, materials can be published in FnT and Synthesis much more quickly than the bound monograph. This “quick-to-market” advantage is supplemented by the flexibility the digital medium affords. Synthesis Lectures, for example, are designed to be dynamic documents. They may be revised on an ongoing basis, organized by a structured system of editions and versions. Synthesis Lectures also include the potential for a richer presentation using animations, audio files, program code, and so forth. NOW Publishers also capitalizes on born-digital advantages by offering its content in a variety of formats (e.g., HTML, PDF) and provide updates as an HTML overlay. This overlay accomplishes the tricky feat of keeping materials updated while preserving the version of record. Both publishers trump the enhanced “discoverability” the electronic medium provides directly to Google, emailed tables of contents, and so forth.

The electronic workflow and delivery options change the economics of monographic publishing. This is a new paradigm that goes beyond the elimination of fixed printing, binding, and mailing costs. Digital files, for example, allow NOW Publishers to offer their customers greater flexibility over how they wish to purchase each monograph. In addition to electronic access via the NOW Website, customers may opt to buy low-cost individual issues in print (priced in the $37.50 to $75.00 range), or as eBooks (via NetLibrary, eLibrary or EBL). NOW’s costs are minimized by typesetting only once, from author input, and deploying cutting edge print-on-demand technology to avoid printing what might otherwise become a large warehoused inventory. Morgan & Claypool has similarly leveraged electronic production systems to reduce costs. Moreover, they have had significant early success promoting their concept of a bundled purchase as a way for subscribers to reduce costs. By offering 100 to 200 lectures in a package, Morgan & Claypool believes it can pass economies of scale on to the customer.

The skeptic might argue that authors will be reluctant to contribute to a strained scholarly form operated by untested companies. Not so, say both Morgan & Claypool and NOW Publishers. They have each achieved success in content recruitment by offering authors a unique opportunity to publish in a forum combining the best of monographs (greater space to explore an issue in depth) and journals (peer review, potentially wide dissemination). NOW has managed to secure authors from Harvard, Stanford, New York University, Princeton, and the Max Planck Institute, among other prestigious institutions. Many of NOW’s policies are designed to appeal to the faculty members who have competing opportunities to publish his or her work. For example, authors retain the copyright to their articles, granting the publisher an exclusive license to publish it in paper and electronic form for commercial purposes. This means authors are able to re-purpose their material for courses or future publications and to self-archive. Perhaps more substantively, NOW pays its authors and reviewers honoraria for the effort they make in ensuring that each issue is of the highest possible quality.

Synthesis authors are also compensated for their work, via a royalty scheme. There is a strong demand for up-to-date tutorials on active research, especially for classroom purposes. In content recruitment strategy, Morgan & Claypool keys on the fact that a Synthesis lecture can be written more quickly and easily than a traditional book. Especially for the active researcher, a Synthesis lecture project involves a much lower opportunity cost. However, like NOW, authors retain the rights to reuse their Synthesis material to develop a longer traditional book with any publisher they choose.

As I sat to write this column, my head was filled with absolutes. Monographs are a dying form. NOW Publishers and Morgan & Claypool are publishing monographs. By logical extension, NOW and Morgan & Claypool are swimming upstream. In fact, after further contemplation, none of these statements is exactly true. Monographs are not dying. The business model by which they previously thrived is indeed under pressure. However, there is still an audience for more detailed, contemplative analyses than a journal article can provide. The ARL data and the visible handwringing at library conferences around the world confirms this. This has created an opportunity to reinvent the monographic business model. Like UC Press’s Escholarship Repository migration and The History E-Book Project, Morgan & Claypool and NOW seek to breathe new life into the monograph by reimagining its business and delivery models. Furthermore, both publishers have chosen to tweak the monographic form as well, to make it more inviting to both authors and readers. Are they swimming upstream? Perhaps. Or perhaps they have found an eddy, where the monographic current is starting to double back upon itself. 

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And, guess what, your editor is going to finally get off her duff and finish the fantastic interview with Matthew Brucoli (the brains behind the DLB), coming in the February issue. Stay tuned.

Listen up! Basch Subscription Services recently got top marks in Outsell’s Information Management Benchmark Database.

In all areas: overall satisfaction, depth/breadth of coverage, and would recommend Basch came out on top. Congratulations to Buzzy and his team!

Did you know that Carolyn Bucknall the famous Collection Development librarian at the University of Texas at San Antonio is Tim Bucknall’s mother?

So many cards, so many people. Just got another one from the wonderful Paul Ashton <p.ashton@earthlink.net>, remember him?

He was once with Adonis, I think it was, an early Elsevier CD-ROM product. Anyway, Paul and April Ashton own FocalPlane which is a graphic and Website design service, among other things.

http://www.focalplane.com/portfolios7.html

And speaking of wonderful, Greg Tannbaum’s I Hear the Train A Comin’ — SPARC, An interview with executive director Heather Joseph, published in Against continued on page 83
Case Studies in Collection and Technical Services

Case Study Two: The Case of the Temperamental Bibliographer.

Column Editor: Anne Langley (Head of the Chemistry Library, Duke University, Box 90355, Durham, NC 27708-0355; Phone: 919-660-1578; Fax: 919-681-8666) <anne.langley@duke.edu>

Brad was a little peeved. Right before the holiday break he had his performance review meeting with his supervisor, Jorge, who was the head of the monographic searching unit. The problem was not that he had gotten a bad review. In fact, Brad had gotten glowing remarks from not only Jorge, but also one of his fellow searchers, Therese, had seen fit to write a letter to Jorge describing what a terrific teacher Brad had been when she had been hired on six months ago. No, Brad was mad because Jorge had assigned him to be the main searcher for Boris, known in the monographic searching unit as "the problem." Problem Boris was the bibliographer for many subjects in the social sciences, and had worked at the library for years, and he had tenure so it was well known he would not be leaving anytime soon. He also taught classes on selection and collection development at the library school, and was well respected by those who never had to work with, or under him. He was known in the searching unit to be temperamental, sensitive, and perpetually late, but the worst part was that Boris had proven to be uncommunicative and even downright slippery, especially when he came to interacting with all of his many previous searchers. Jorge had assigned Boris to Brad, explaining that he thought Brad had excellent communication skills, and had built up strong rapport with the other bibliographers for whom he worked.

Brad knew that his success in the coming year would ride primarily on how he handled his new problem. What to do? How could he possibly communicate with Boris? Especially, Brad wanted to avoid having Boris march into the unit and yell at Brad in front of all the other searchers, as he had been known to do over the years.

The experts speak:

From a birds-eye view, Boris is not really Brad's problem. Whomever Boris reports to ought to have a long time ago worked with Boris to help him improve his communication skills, learn about working in a diverse work environment and how to respect the work of others/underlings. His behavior ought not to have been tolerated all these long years. It is clear that among his many problems, Boris probably has self-image issues, particularly doesn't see himself as on the same level as a more monographic searcher. Boris doesn't recognize searching as an important part of the selection and acquisition process. However, knowing the big picture, or having a little insight into Boris's personality, doesn't sort out Brad's predicament. What concrete things can Brad do to build a strong working relationship with Boris? Because building a strong working relationship is the goal. And the key in that statement is the word working. Brad does not need to be Boris's new best friend; he just needs to be able to work with Boris. So, what is the plan?

First, Brad needs to do some background checking on Boris. The goal here is to find out more about Boris from a non-work related point-of-view. He needs to find out why Boris is the bibliographer for those specific areas, where did Boris get his degree? Does Boris socialize with anyone that works in the library? What does Boris do with his spare time? Once Brad has a fuller understanding of Boris the person, he can then go about getting to know Boris better on his own.

Second, Brad needs to call (not email — he is trying to build a relationship, not just share information) Boris and introduce himself on the phone as Boris's new searcher. The goal of this phone call is to set-up a meeting with Boris, in Boris's office. Why not meet in a neutral space, you may ask? Brad needs to show Boris that he respects the work that Boris does, and to Boris he can explain that he, Brad, would like to have a better understanding of how Boris works, so that he can support Boris's work in the best way possible. It is very important for Brad to focus on what Boris does, not on what he does. He needs to show Boris that he respects and is interested in the work that Boris does.

Third, when they meet Brad's goal is to get Boris to talk. Talk about his job, his goals for selecting, who his favorite professors are, and basically pay lots of attention to Boris. Brad needs to keep in mind that Boris likes attention, and probably doesn't get enough of it, so keep the focus on Boris. Brad also needs to ask Boris how he would like Brad to communicate with him on his orders. Brad needs to continually ask Boris what would work best for Boris. Brad needs to show that he can be accommodating to Boris's needs and that he is enthusiastic about being Boris's searcher.

Fourth, Brad needs to be attentive and responsive to Boris's needs, especially during their first few interactions. He needs to show Boris that without a doubt he will be a supportive and responsive searcher. He needs to be unflinchingly positive and helpful, even if Boris, under the onslaught of all Brad's professional customer service, is still snippy and spiteful. Unfailing patience, and a positive attitude are what Brad must focus on right now. If Boris doesn't respond to Brad's communications, even though Brad is using the ways that Boris specifically told Brad that he prefers, then Brad needs to call Boris and ask if there are other ways he would like to have Brad communicate with him.

And finally, Brad needs to keep Jorge apprised of plan and term goals for working with Boris. Perhaps Jorge will have some insights, or even could look into getting some funding for Brad to take some customer service courses, or even something about dealing with difficult people. Brad could make his personal goal that of establishing such a good working relationship with Boris, that Boris would never have another searcher as long as Brad worked there. And perhaps, if Brad decided later on to get his library degree, he would work so well with Boris, that he could ask him for a recommendation.

If you have any ideas for future case studies, or a topic you would like explored in this column, please contact me, Anne Langley (Duke University) <anne.langley @duke.edu>.

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the Grain, November, 2005 is posted on the SPARC Website. www.arl.org/sparc/

And speaking of trains. I’m running out of steam. HAPPY NEW YEAR and see you in February!

Yr. Ed. 🐶

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