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Biz of Acq -- Acquisitions in a Career College Library

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the copy made under the Section 108(c) requirements.

QUESTION: Teachers in an elementary school want to scan photographs and illustrations from books that the library owns in order to create PowerPoint slides. The slides are then used by the individual teacher in a lesson typically dealing with the story in the book. Is this permissible? Is there a limit on the number of slides that may be scanned? Is there a limit on the number of years that a teacher may use the slides without permissions?

ANSWER: Most likely, it is a fair use for an individual teacher to use such **PowerPoint** slides in teaching. Under section 110(1) teachers in a nonprofit educational institution are permitted to display works to their students in the course of teaching. Scanning the illustrations for a presentation to the students, I believe is fair use if only a few of the images from a book are scanned and the purpose is for teaching. The slides should not be posted on the Web or otherwise distributed. There is no restriction on how many semesters these slides may be used by the teacher.

QUESTION: If a university is drafting a copyright policy is it better to create it as a part of the patent policy or a separate policy?

ANSWER: Although copyrights and patents are both types of intellectual property, they are very different from each other. The statutes are separate (Title 17 U.S. Code for Copyright and Title 35 for Patents), qualifications for protection, the duration of protection, and remedies are different for each. In academia, every faculty member is affected by copyright: all faculty use copyrighted works for teaching, and in institutions that expect research and scholarship, faculty produce scholarly works. By contrast, only a few faculty members are likely to produce patentable works; and typically those faculty members are in science, medicine, engineering and computer science.

Universities are much more interested in patents than they are in copyrighted works since patent royalties produce considerable income for the institution. Usually, there is royalty sharing arrangement between the university and the faculty inventor. On the other hand, most institutions permit faculty members to own the copyright in their copyrighted works.

The concern for including both copyright and patent in one policy is that copyright is likely to take a backseat to patent, and the default position could become university ownership for copyrights as it is for patents. Because of the money at stake with a patent, universities will consider them more important despite the fact that many fewer faculty members produce patentable inventions as opposed to copyrighted works. 🐊

"Cherry Kaiser" in "Freedom Run" and "Cherry Parker" in *Tories* have only a first name in common. Ditto "John Walker" and "Bill Walker."

The expression and pacing of the screenplay was quite different from the novel. Everyone agreed the novel had many characters and moved very rapidly while the screenplay focused on one or two and moved quite slow.

Which sounds like it's unsaleable.

The only identifiable common theme of the two was a southern belle in love with Union sympathizer.

Woo! Is that generic or what? 🐊

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by **Melissa Aho, MLIS, MS** (Campus, Acquisitions and Business Resources Librarian, Minnesota School of Business/Globe University, 5910 Shingle Creek Pkwy., Brooklyn Center, MN 55430; Phone: 763-585-5220; Fax: 763-566-7030) <maho@msbcollege.edu>

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*Column Editor's Note: The author discusses the role of the acquisitions librarian in the career college, with a focus on one specific institution. — **AF***

Career colleges, also called for-profit or proprietary colleges, are one of the fastest growing areas in education today. They range from schools that specialize in one subject and have one location, to schools that have many different locations and offer courses and degrees from diplomas to PhDs. Larger schools may have campuses located in several states, some are growing internationally, and some schools exist totally online. The **Minnesota School of Business/Globe University (MSB/GU)**, a privately owned career college in Minnesota, stayed relatively small for its first 100+ years and by 2002 had only four campuses, all located in the Twin Cities. Since 2002 **MSB/GU** has built four additional campuses, added an online MBA program, and continues to expand and grow with arrangements and partnerships in other states. This is due, in part, to a growing segment of the population that is looking for an alternative to the traditional college or university, and to the fact that most career college students qualify for federally funded financial aid.

Circumstances are unique in a career college library, and very different from the traditional academic library. Most career college libraries start out small, and their librarians learn to make do with limited resources, funds and people. Career college librarians often are solo librarians with many responsibilities, including acquisitions. Because **MSB/GU** was relatively small prior to 2002, each of the four college campuses had its own library and campus librarian. There was no need for a titled Acquisitions Librarian because there was no budget for collection development and no books were being purchased in large quantities. Each campus librarian submitted his or her own requests for materials. There were no acquisitions policies or procedures, and every campus librarian basically did his own thing. Because there was no catalog, no one knew who was ordering what.

Because of changing standards with the **Accrediting Council for Independent Colleges and Schools (ACICS)**, the main accrediting agency for career colleges, the **MSB/GU** libraries, like many other career college libraries, began to weed out textbooks and donations and started to buy new books. The school was expanding and adding new campuses, each with its own library, and there was a need to develop an acquisitions position. At **MSB/GU**, the title and role of Acquisitions Librarian were created in 2002. The new title was given to a librarian who was already a campus librarian, which meant that she continued to run her own library, supervise her staff and do bibliographic instruction, while adding duties related to acquisitions and collection development.

Career colleges are businesses and are looking to make a profit, so they expand when a new market in the population is found, or with increased demand for a particular field or subject. They may close or cancel programs and schools just as suddenly, when the market or need is no longer there. Career college libraries often have few established policies and are slow to create them, as with **MSB/GU**. If a librarian creates a policy, it may not be approved by the owners of the school or retained from one quarter to the next. The first Acquisitions Librarian at **MSB/GU** was free to create procedures and define responsibilities of the position, which included ordering books and other materials via stores, vendors and publishers, organizing collection development librarians to turn in materials on time, and sending check requests to the corporate headquarters. From the beginning, she had to use what was available to do the job, as there were no new funds, no additional salary and no library resources added to help with the new role. Through trial and error and the extensive use of **Excel** spreadsheets, she custom-made order forms for tracking orders, approvals,

receipts, and dates when items were sent to cataloging. Since there is no acquisitions system, the current Acquisitions Librarian[1] continues to use **Excel** spreadsheets to keep track of all orders.

The history and reasoning behind **MSB/GU**'s lack of an acquisitions module is not surprising or unique. The time and investment in a fully integrated library management system with an acquisitions module is very high for any academic library, and even higher for a career college library with its limited funds. Most career college libraries are seen as a cost expense, because they take money away from the school and do not contribute to bringing money in. In 2003, **MSB/GU** finally purchased the integrated library system **PALS**,[2] but only the catalog, circulation and administration modules, and the public Web version. In 2006, **PALS** upgraded to **Ex Libris' Aleph**, which **PALS** operates and supports, but once again only the cataloging, circulation, ILL and administration modules were purchased. Many reasons were given for not purchasing the acquisitions and serials modules in 2003, but the main factor was the cost. In 2006, cost and the migration to **Aleph** again were factors in not buying the acquisitions and serials modules. **MSB/GU** now had eight campuses with eight libraries and no main library. It was decided that **PALS** and **MINITEX**[3] would see the **MSB/GU** libraries as a mini-consortium, which would complicate **Aleph** arrangements.

Librarians at career colleges may have authority to order what they want for their libraries, or the heads of academic programs may approve all purchases. At some career colleges, the director of the school approves purchases. At the **Minnesota School of Business/Globe University** all items to be purchased for the library (usually books, eBooks and DVDs) must first be approved by the Program Head of that particular academic program. The **MSB/GU** librarians are not allowed to purchase items that are not directly relevant to the curriculum.

Career college librarians order their materials from a wide variety of sources, from local independent bookstores or used bookstores, to national bookstore chains and American and international publishers and vendors. From 2002 to 2006, **MSB/GU** purchased most books from the online bookseller **Amazon.com**. **Amazon.com** was used because of its low prices, no tax, free shipping and handling (most of the time), and its ease of use. Another factor was that **MSB/GU** had an **Amazon.com** corporate account, which the library was allowed to use. While this made ordering easier, there was a downside to having access to the corporate account. The **MSB/GU** corporate account was created for the bookstore, and when the account became overextended, the library's books were the first cancelled. (Bookstore business is another way that career colleges make money.)

The **MSB/GU** Acquisitions Librarian soon learned to avoid ordering books at the end or beginning of school quarters or the end of the calendar year, so as not to conflict with the large quantities of books that were ordered for the bookstores at those times.

MSB/GU orders were also placed directly with the publisher. Because the library had no credit card or checking account, it was necessary to request a check in advance from the corporate billing department and place the order after receiving the check. The process involved extra forms, extra time, and the occasional missing check.

Each **MSB/GU** library is separate and independent, and technical services are located on different campuses. Once the number of libraries started to grow, better organization was needed. In 2007, it was decided to use **YBP**'s **GOBI** for book buying and to move away from using the **Amazon.com** corporate account. **GOBI** is a Web-based service, and it allows purchasing to be done from one source and with relative ease. As with **Amazon.com**, one can search **GOBI** by title, ISBN, author, etc. All of the college's collection development librarians can enter in **GOBI** books that have been approved for purchase for their subject area, saving their selections in folders. The Acquisitions Librarian reviews the folders and places the order. **YBP**'s system allows email notification after the order has been placed, and the Acquisitions Librarian sends notices to the **MSB/GU** Cataloger, the collection development librarian whose books were ordered, the Lead Librarian, and herself. This informs everyone that the books were ordered and identifies the order date. With the **YBP GOBI** account, items can be processed and shipped complete with barcode and classification number to the **MSB/GU** Cataloger. The Cataloger still sees that materials are "Dewey-ed" according to her system, but pre-processing speeds up technical services considerably.

Acquisitions work and the Acquisitions Librarian position at the **Minnesota School of Business/Globe University** continue to evolve and change. In big and small libraries, acquisitions can be a growing and changing library service. In a career college library, acquisitions functions can move and change overnight and with huge consequences. This may be a complex, multi-stage growth, depending on the size of the school and library, money that is available, the corporate culture of the school, and the librarians involved. 🌲

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BORN & LIVED: Born in Minneapolis, Minnesota and currently living in Lexington, Minnesota.

FAMILY: Cat Che, parents **Carole** and **Terry** and twin sister **Michelle**.

EDUCATION: M.L.I.S. — 2001, **Dominican University** (Library and Information Science)

M.S. — 1998, **University of Wisconsin - Milwaukee** (Anthropology)

B.A. — 1999, **University of Minnesota - Twin Cities** (Art History)

B.A. — 1994, **St. Cloud State University** (Anthropology and History)

FIRST JOB: My first "real" library position was in 2000 as a Research Librarian at the **Saint Paul Pioneer Press** in Saint Paul, Minnesota.

PROFESSIONAL CAREER AND ACTIVITIES: I try to do as many Webinars as I can and I am constantly reading blogs by librarians.

IN MY SPARE TIME, I LIKE TO: Read and travel.

FAVORITE BOOKS: The *Harry Potter* books, *The Eight* by **Katherine Neville**, anything by mystery writer **Elizabeth Peters**, historian/travel writer **William Dalrymple**, and poet and essayist **Bill Holm**.

MOST MEANINGFUL CAREER ACHIEVEMENT: Having my first article and then book review published (I had them both framed!). 🌲

Endnotes

1. **Melissa Aho, MLIS, MS** is the current and third Acquisitions Librarian (as well as Campus and Business Resources Librarian) at the **Minnesota School of Business/Globe University-Brooklyn Center** campus.

2. **PALS** provides automated library services to various libraries, both public and private, in Minnesota. *http://www.mnpals.org/*

3. **MINITEX** is a publicly funded cooperative network of libraries in Minnesota and is housed at the **University of Minnesota-Twin Cities**. *http://www.minitex.umn.edu/*