November 2013

People Profile: Malcolm Brantz

Editor

Follow this and additional works at: http://docs.lib.purdue.edu/atg

Part of the Library and Information Science Commons

Recommended Citation
Editor (2003) 'People Profile: Malcolm Brantz,' Against the Grain: Vol. 15: Iss. 3, Article 23.
DOI: https://doi.org/10.7771/2380-176X.4122

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
Malcolm Brantz
Director of the Learning Resources Center Arapahoe Community College 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 use.

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.

Out of the Box . . .
from page 38

Evaluation
One objective standard for evaluating these 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:

<table>
<thead>
<tr>
<th>Evaluation by Circulation (July 2002)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999-2000 Purchases</td>
</tr>
<tr>
<td>GV Titles</td>
</tr>
<tr>
<td>Faculty Orders</td>
</tr>
<tr>
<td>2000-01 Purchases</td>
</tr>
<tr>
<td>GV Titles</td>
</tr>
<tr>
<td>Faculty Orders</td>
</tr>
</tbody>
</table>

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

Seeking out these unconventional bookstore sources is not for every library. If your material budget is healthy, and your collection strong, you probably have no need for such a project since most of the titles that would interest you are probably already in your collection. And these types of purchases are typically conducted as a supplement to, rather than a substitution for, a comprehensive collection development plan. If, on the other hand, you are in a situation where a smaller collection and materials budget has allowed gaps to develop it may be possible to perform some valuable collection development for very little money.

Faculty Book-Buying Trips
At Colorado Christian University, a small liberal arts university, faculty are invited to select books for the university library at local bookstores. This retail purchase approach to acquiring books has been maturing for the past three years. CCU is a non denominational Christian liberal arts university offering 25 majors and three masters to 800 traditional and 1,000 adult students. Historically, the library was poorly funded and students were guided to other metropolitan libraries as sources of books and journals. CCU is in the process of reinvesting in its library for both books and journals. Similar to most academic libraries, CCU uses four channels for acquiring books. Approval books, faculty recommendations and selections by librarians account for more than sixty percent of annual purchases. The fourth way, faculty trips, has evolved into a major channel of new books and has provided institutional benefits beyond the book collection itself.

The establishment of super retail bookstores has allowed choices in stock to make the purchasing trips productive. Tattered Cover and Barnes & Noble, the two most often used stores, each have over 150,000 unique titles in their stock. Purchase orders have varied from $500 to as much as $5,000 for a purchasing trip. Faculty purchases have ranged from a low of a few dozen up to more than 250 books on a single trip.

Prior to the final purchase, the library checks each title to determine if it is already owned. A copy of the sales receipt, which lists each title and price, provides a quick way to check duplicates. The sales receipt is sent to the faculty showing them what they purchased. Once in the library, these books are quickly cataloged and placed on the new bookshelves. These books are heavily used by patrons and this method for buying books has proven to be extremely popular and productive for faculty, students and CCU’s library.

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...