NASIG ELECTION RESULTS SPRING 1989

President:
Roger Presley

Vice-President:
Mary Elizabeth Clack

Secretary:
Teresa Malinowski

Treasurer:
Ann B. Vidor

Executive Board:
*Sylvia Martin - Vanderbilt University
*Rosanna O'Neil - OCLC
*Elaine Rast - Northern Illinois University
Anne C. Weller - Univ. of Illinois Medical Library
Keith Courtney - Taylor & Francis

* will serve two year terms if new bylaws are approved and made retroactive

THE PRESIDENTS CORNER / Tina Feick

Rain has been the order of the week here on the East Coast. I guess I should count my blessings as last year we had such a drought. At this point, I have enough peas to feed an army!!!

Our fourth annual conference was a great success. The only bad point was the weather, but being good serials people we quickly learned how to cope with the situation. Many bought sweat shirts at the book store or bundled up in the fashionable layered look. At least the weather was a good opener for networking. The Scripps College campus was definitely a gorgeous site.

Within the newsletter, you will find two articles covering the conference: one describing the programs and one describing the social activities. What you may not see spelled out is a discussion of the behind-the-scenes work.

Two groups of people made this conference happen. One was the Local Arrangements Committee led by Teresa Malinowski of California State University at Fullerton. The other committee members were: Lisa Peterson of the University of California at Riverside,
Mark Braden of Occidental College, Maria Cap of the University of Southern California, and Deborah Richey of California State University at Fullerton. My thanks go to these valiant people for the hours at the airport, the late night planning, arranging the social activities, handling registration, doing publicity, and dealing with all the mini-crises that took place. Our hats (or should I say visors) are off to you all.

Selecting the speakers and the workshops is not an easy task. Mary Beth Clack, our Secretary and in-coming Vice-President, was in charge of our conference programming. She received the call for papers, circulated the suggested abstracts to the Executive Board and other interested parties, tallied the votes, contacted the speakers and workshop leaders, kept in touch with the speakers until the conference, and anxiously awaited the speakers arrival at the conference. She is now sending out thank you letters to over fifty speakers and workshop leaders. Congratulations to Mary Beth for a job well done. Also, our thanks go to Ann Okerson and Deanna Astle for their valuable suggestions for speakers!!!

Bonnie Postlethwaite, Executive Board member, prepared guidelines for audiovisual equipment and for workshop leaders, created slides and overheads, led the workshop/speakers meeting, and coordinated the audiovisual equipment. Other Board members assisted with "traffic control", stuffing of registration packets, introducing speakers, timing the speakers, setting up the auditorium, checking the workshop rooms, and watching over the information desks. Our appreciation goes to Leigh Chatterton, Keith Courtney, Susan Davis (the receipts lady), Rosanna O'Neil, Roger Presley, Elaine Rast, John Riddick, Brian Scanlan, Marcia Tuttle, Ann Weller, and Lenore Wilkas.

There were many others that stepped into help: Jamie Hurley, Kay Thorne, Michael Markwith, Heather Steele, John Merriman, Carol Patrick and those that sold tickets, held doors and directed people. There are just too many to name! Without this assistance, we would not have had such a great conference. NASIG thanks everyone of you!

Two important items are included in this newsletter: the vote for the Proposed Bylaws and the vote for an increase in dues. Both items were brought up for discussion at the Business Meeting and we received an overwhelming positive response to both points. To make it official, we need your vote. Please send your vote in as soon as you can.

As this is my last President's Corner (really), I want to thank the Executive Board for their continued support. In addition, my deep appreciation goes to Roger Presley (Vice-President), Mary Beth Clack (Secretary) and Susan Davis (Treasurer) for their valuable assistance. Susan has admirably dealt with our funds--sending out checks at a moment's notice and handling registration fees. Lenore Wilkas, our newsletter editor, receives a warm thanks for putting up with late submissions, stuffing envelopes and for producing a timely and informative newsletter - a truly valiant effort. My deep appreciation goes to the entire membership for being so responsive and interested in our organization. In four short years, we have accomplished so much and I am very proud to have served as the President of NASIG.

I now pass the gavel on to Roger Presley, the incoming President. I know that the membership will continue to give him the support that I have received, Roger has been the Vice-President for the past two years and was co-chair of the Local Arrangements for the Third Annual Conference; his background puts him in good stead to be the third NASIG President. My best wishes go to Roger and the new Executive Board.

Get ready for Canada in 1990 - check out the Call for Papers in this newsletter.

MINUTES OF THE EXECUTIVE BOARD MEETING / Mary Elizabeth Clack

Date, Place, and Time: 1 June 1989, Scripps College, Claremont, CA
3:00-6:00 and 7:00-8:30 p.m.

Attending:  T. Feick, President
            R. Presley, Vice President
            M.B. Clack, Secretary
            S. Davis, Treasurer
            J. Riddick, Past President
            L. Chatterton
            K. Courtney
            R. O'Neil
            B. Postlethwaite
            L. Wilkas
            J. Merriman
            B. Scanlan
            E. Rast

Absent:  A. Vidor
         S. Marti
         A. Weller
         M. Tuttle
         T. Malinowski

1.0 T. Feick welcomed members and incoming members expressing S. Martin's,
     A. Weller's, A. Vidor's, M. Tuttle's, and T. Malinowski's regrets at not being
     able to attend.

1.1 The minutes of the previous meeting were approved with the following corrections:

2.1 instead of "premium," "estimated premium"

3.0 The last sentence should state that seven grants will be given with
     $1500 as the ideal goal (this may be exceeded because of air fares).

10.1 Line 8 --gold (typo -- dold)

10.4 change sentence 3 to: The Board voted to sell all back issues at a
     cost of $2.00 per issue or $5.00 per year (4 issues).

11.2 The date for the workshop was March 16 (although the date given at
     the meeting was indeed March 6).

12.0 last 2 lines should read: ...fee. Registration will be open to
     members only for the first 45 days. T. Feick said that the brochure
     should be mailed by February 15.

2.0 FINANCE

2.1 Treasurer's Report -- Susan Davis distributed a preliminary financial statement
     dated May 31, 1989. She pointed out that we are ahead on renewals compared to
     last year since regional coordinators are recruiting new members, especially in
     Canada.

2.2 Accountant's Report and Income Tax -- T. Feick reported that forms for 1988
     income tax have been filed and for 1988 we show a profit of $3111. The conference
     balance sheet now shows a profit because the student grant registration fees were
     taken from membership dues and were not recorded as conference registration fees.
     Insurance for 1988 and 1989 should be about $600 (this includes a $2 million
     liability policy).
2.3 Transition to New Treasurer -- A. Vidor will work with S. Davis in transferring accounts. Since we are certified as a non-profit organization in the State of New York, we will continue to work with our accountant Richard J. Bellew of Garrison, N.Y. T. Feick distributed the Accountant's Review Report as of December 31, 1988 and for the year then ended.

2.4 It was suggested that NASIG look into investing in mutual funds and into obtaining a sales tax exemption.

3.0 1989 CONFERENCE

3.1 T. Feick asked for assistance from Board members in working at the Registrations and Information Desks. R. Presley will work on "traffic control." The agenda for the speaker's meeting, the program addenda and changes, and the summary session were explained.

4.0 1990 CONFERENCE

4.1 Promotion -- The necessity of promoting the conference and educating members about travel into Canada, customs, currency, etc. was discussed. E. Sleep, Chair of Local Arrangements, brought a videotape on Brock University to this conference. Canadian government brochures will also be available.

4.2 Travel by Russell-- R. Presley explained NASIG's arrangements with Travel by Russell of Atlanta. This year 35 airline tickets were sold at reduced rates including all student grant tickets. Roger distributed the proposal for next year: Travel by Russell will negotiate with more than one airline, if possible, for discount fares to Toronto and Buffalo. NASIG will also investigate having them arrange for all ground transportation between the Buffalo and Toronto airports and Brock. They have also offered to arrange "side trips" and add-on vacations.

4.3 Call for Papers and Program Planning -- The Board voted to have a general call for papers as in the past (as opposed to declaring a theme for the conference). Members agreed that the decision-making process will include all Board members and any other interested members (this worked well last year). E. Rast suggested that after abstracts are sent to these members, a conference call be considered as a way to obtain feedback. The cost of such a call will be a factor in deciding whether to do this.

5.0 OFFICERS' EXECUTIVE BOARD SPECIAL MEETING--The Board also will try to arrange a special meeting after the Charleston Conference (Nov. 9-11) in Charleston, S.C. In conjunction with this topic, members approved the motion to provide funding for NASIG members to attend special meetings as called by the Executive Board. The main topic of the special meeting in Charleston will be the transition and transfer of duties and discussion of program proposals for the 1990 conference.

6.0 UKSG CONFERENCE

6.1 Representative to UKSG -- The Board voted to sponsor a representative to attend the 1990 UKSG Conference in Southampton. The representative will be the President or one of the officers if the President can not attend.

6.2 Funding -- NASIG will fund transportation and UKSG will fund the conference registration fee. This will be an ongoing reciprocal agreement. At the 1989 NASIG conference, the UKSG paid for Hazel Woodward's transportation (she is the current Chair of UKSG) and NASIG funded her conference registration.
7.0 DUES -- The Board voted to propose an increase in the annual dues to $20 U.S., $25 (Canadian dollars) and $30 U.S. for overseas members at the 1989 annual business meeting. This will cover expenses incurred by increasing the frequency of the newsletter to six issues per year and for the increase in overseas postage. There will be a mail vote of the members after the 1989 conference.

8.0 CLERICAL ASSISTANCE

8.1 Funding -- After some discussion the Board voted to allocate $1500 in 1989/90 to fund clerical assistance. Sarah Robinson at Blackwell's Help Desk has been performing many clerical duties but with the transition we will need to fund clerical assistance.

9.0 1991 CONFERENCE SITE -- T. Feick stated that primary considerations for a site are geographical location (NASIG has felt it important to "move around the country") and a strong local arrangements committee. Suggestions offered were: Trinity (San Antonio) and Chicago area colleges (Rosary, Elmhurst, Illinois-Wesleyan). More suggestions will be solicited at the annual business meeting and through the newsletter.

10.0 COMMITTEES

10.1 CONTINUING EDUCATION

10.1.1 Workshops -- The Committee sponsored two workshops which featured three speakers: a publisher, a librarian, and a vendor speaking on working with serials. The first was held at the University of Pittsburgh Library School on March 16, 1989 with Buzzy Basch, Marcia Tuttle, and John Tagler (Elsevier) as speakers. The second was held at Rosary College Library School on May 3, 1989 and Mary Case (Northwestern), Bob Shirrell (University of Chicago Press) and Buzzy Basch spoke. B. Basch is interested in sponsoring more of these workshops in the future.

10.1.2 Speaker's Bureau -- There has been very little response so this will be promoted again at the annual business meeting.

10.1.3 Chair -- M. Tuttle is resigning as Chair of the Committee and B. Postlethwaite (Faxon) will be the new Chair.

10.2 BYLAWS

10.2.1 E. Rast will lead the discussion at the annual business meeting because the Chair, S. Martin, was not able to attend this conference.

10.2.2 T. Feick reported that 53 responses to the newsletter's bylaws question were received: 50 members voted to move to present the Proposed Bylaws for discussion at the Business Meeting and 3 members voted not to present them. T. Feick reminded those present that there will be two votes: one for the bylaws adoption and one to stipulate that the terms of office for the Spring 1989 election will be adjusted retroactively. These will be mail votes to be included with the next newsletter.

10.3 Nominations/Elections -- T. Feick thanked the Committee for their efforts in conducting the spring 1989 election. K. Kirkland will write up guidelines for use in subsequent nominations processes.
10.4 **Job Exchange** -- R. O'Neil reported that there has been minimal response from job seekers and employers. She suggested that a subscription fee (rather than a one-time fee) be charged so that employers could use the service for a longer period of time. The exchange will continue to operate for the next year.

10.5 **House Exchange** -- M. B. Clack reported that there was a good response from the UKSG (about a dozen interested members) but that only two NASIG members have indicated interest. The Board voted to shelve this exchange and revive it if there is interest at a later date.

10.6 **Regional Council** -- R. Presley reported that all regional coordinators have been appointed and 60% of the state coordinators have been appointed. An active membership drive in Canada is taking place.

10.7 **Professional Liaisons** -- Liaisons from MLA, SLA, ALA, CLA, and AALL have been appointed. NASIG is also exchanging newsletters with the Society for Scholarly Publishing and the STM Group. Liaisons from the American Association of Publishers (AAP) and the AAP/PSP (Professional and Scholarly Publishing Group) have yet to be appointed.

10.8 **ALA Task Force (EALS)** -- K. Courtney stated that he will not be attending the meetings at ALA annual (1989) in Dallas. Since Roger Presley is not attending, M. B. Clack will try to attend.

10.9 **PUBLICATIONS COMMITTEE**

10.9.1 **Proceedings** -- M.B. Clack reported that she, T. Feick, and the new co-editors, Pat Rice and Joyce Ogburn of Pennsylvania State University, met with Linda Cohen, Director of Production, at The Haworth Press in Binghamton, N.Y. on May 22, 1989. The editing process, submitting material on disk, marketing, etc. were discussed. July 15 will be the copy deadline. B. Scanlan asked whether the proceedings are published on acid-free paper and M.B. Clack will investigate this.

10.9.2 **Membership Directory** -- Judith Rieke, Chair, and the Committee included a form in the last newsletter. T. Feick reported that the only problem was that members are indicating that they want their work address to appear in the directory but prefer their home address for mailing. The current database did not have enough space for full institutional addresses but it now does. B. Scanlan suggested that some "phony names" be added to see if the directory is being used for commercial purposes.

10.9.3 **Newsletter** -- L. Wilkas reported that she has promises of 27 items for the next newsletter and the deadline is June 20th. She stated that using envelopes has helped considerably in eliminating claims for damaged and non-received issues. However, there were more issues returned as non-deliverable for the February issue than for previous issues. J. Rieke will be assisting in gathering news items from Regional Coordinators and Professional Liaisons. The masthead will appear in "NASIG blue" in August.

10.10 **LIBRARY SCIENCE STUDENT GRANT COMMITTEE**

10.10.1 A. Vidor, Chair, is resigning since she will be assuming new duties as Treasurer. Carol McIver of Winthrop College will be the new Chair.
There was a good amount of interest in the grant this year: 45 applications were received, and 7 students were selected, including one Canadian. N. Rogers will introduce the students at the opening of the conference and she, L. Wilkas and R. O'Neil will have dinner with them on Saturday.

The OCLC 1113 Grant was awarded to the student who travelled the greatest distance to the conference. The committee will reconsider the guidelines for awarding the grant.

**BUSINESS MEETING** -- T. Feick reported that there was no response to her call for call for additional agenda items published in the newsletter. She will include the items submitted by Board members.

**MINUTES OF THE FOURTH ANNUAL NASIG BUSINESS MEETING / Mary Beth Clack, Secretary**

Date, Place, Time: 4 June 1989, Scripps College, Claremont, CA 5:00-6:00 p.m.

I. T. Feick opened the meeting, noting the past year's accomplishments:
   1. NASIG's incorporation as a not-for-profit organization was approved until 1992, when NASIG must refile.
   2. The Continuing Education Seminars held at the University of Pittsburgh and Rosary College (see under Committee Reports) were very successful.
   3. The Membership Directory is now being compiled.
   4. All Regional Coordinators have been appointed.

II. Hazel Woodward, Chair of the UK Serials Group, spoke about the group's activities. The 1989 conference was held at Birmingham and it featured product review sessions for automated serials systems, which were well-received. UKSG also sponsored seminars in the past year on serials management and courses for library assistants and new professionals. The 1990 conference will be in Southampton and the 1991 conference will be held in York. Future activities will include a seminar on CD-ROM and on education and training for technical services, and sponsoring six student conference grants.

III. Treasurer's Report--Susan Davis went over the balance sheet prepared by our accountant, Mr. Richard Bellew. NASIG had a surplus of $3111 for 1988.

IV. Committee Reports

A. Bylaws--Reporting for Sylvia Martin, T. Feick described the Bylaws Committee's work over the past year. The third draft was completed in February 1989, distributed to members via the newsletter and would be submitted for a mail vote with the next newsletter. Two-thirds of those voting must approve the Bylaws. The Bylaws were rewritten to provide continuity and smooth transitions for members of the Executive Board and committees. Elaine Rast, committee member, moved that the Proposed Bylaws of February 1, 1989 be submitted to the Business Meeting for discussion. There was no discussion.
B. Continuing Education

1. Workshops--Marcia Tuttle, Chair, reported that the two workshops on serials management, in which speakers were a vendor, a publisher, and a librarian, were well-received. The first was held at the University of Pittsburgh Library School on March 16, 1989 and the speakers were Buzzy Basch, John Tagler, and Marcia Tuttle. The second was presented at Rosary College on May 3, 1989 with Buzzy Basch, Robert Shirrell, and Mary Case as speakers.

2. Speakers Bureau--Members were encouraged to sign up for this.

3. Tuttle's Tours--The 1990 tour will be to Cornwall in conjunction with the 1990 UKSG Conference in Southampton.

4. New Chair--Marcia Tuttle is resigning and the new Chair will be Bonnie Postlethwaite of The Faxon Co.

5. Marcia invited members to sign up to receive the ALA-RTSD PVRL Subcommittee on Serials Pricing Issues newsletter, which she is editing (available via BITNET, DATALINX, EBSCONET or in print format.

C. Job Placement--Marla Edelman, Chair, explained the logistics of the service, for which employers pay a fee to list positions.

D. Library Science Student Grants--Nancy Rogers reported for Ann Vidor, Chair. Seven grants were given this year; the OCLC 1113 Grant from the OCLC Serials Control Users Group went to the student from the furthest point. Carol McIver will be the new Chair of this committee as Ann Vidor is assuming the NASIG Treasurer's position.

E. Nominations/Elections--Ken Kirkland, Chair, thanked all members who accepted nominations in the past election. If the new bylaws are adopted, and if the membership votes to apply them to the 1989 election, the Vice-President will be President-Elect and the terms of office for three Board members will be two years (the three top vote-getters) and the terms of office for the remaining three Board members will be one year. Terms for the Secretary and Treasurer will be staggered. A vote concerning the above will appear with the next newsletter.

F. Professional Liaison Committee--Christie Degener stated that liaisons will be speaking at the conference and preparing reports for the newsletter. NASIG now has liaisons with ALA, SLA, MLA, CLA, AALL, UKSG, and LBI. We exchange newsletters with STM, the Society for Scholarly Publishing, UKSG, ASSIG, and China's newly-formed serials interest group.

G. Publications Committee--Mary Beth Clack, Chair, introduced the Subcommittee Chairs.

1. Lenore Wilkas, newsletter editor, gave deadlines for the next issues and stated that the post-conference issue would be the lengthiest issue to date. The logo on the cover beginning with the August issue will be in color ("NASIG blue").
2. Membership Directory Chair, Judith Rieke, stated that the directory should be ready by the end of the year. Members are returning forms with information to be included.

3. Proceedings co-editors will be Pat Rice and Joyce Ogburn of Pennsylvania State University. Pat Rice reported that they will submit copy by July 15 to The Haworth Press and the proceedings are due out by early January 1990.

H. Regional Council—Roger Presley has appointed all Regional Coordinators and they were listed in the last newsletter. Some state representatives are still needed.

IV. Dues—Tina Feick stated that the Executive Board has proposed that dues be increased to $20.00 (US), $25.00 (if remitted in Canadian dollars) and $30.00 outside North America. Student’s dues would remain at $5.00. This increase would cover newsletter postage costs. This will be voted on by mail and will appear with the next newsletter.

V. 1989 Conference—Teresa Malinowski reported that the registration was 299 on campus and 72 day-registrants for a total of 371. T. Feick stated that the 1990 conference will be held at Brock University, St. Catharines, Ontario, and that 1991 conference site suggestions are being actively solicited.

VI. There being no new business, the meeting was adjourned at 6 p.m.

COMMITTEE REPORTS

Library Student Grant Committee / Ann Vidor

Seven students were the recipients of this year’s Library Science Student Grant Awards. The committee was pleased to have received more applications than last year, although this made the selection process even more difficult for the committee!

The winners of the 1989 NASIG Library Science Student Grants were: Bettie George Frye from the University of South Carolina; Juedi Kleindienst from North Carolina Central University; Melanie Lightbody from the University of Washington; Geraldine Pionessa from the University of Arizona; Adriana Rossini from the University of Toronto; Anita Schuneman from the University of Illinois (Urbana-Champaign) and David Ward from Louisiana State University.

Excerpts from the students’ evaluation forms will be included in the next issue of The NASIG Newsletter and announcements concerning application deadlines for the 1989 awards will appear in future issues of our newsletter.

Ann Vidor is Head of the Serials Cataloging Dept. at Georgia Institute of Technology.
JOB CONNECTION SERVICE COMMITTEE / Marla Edelman

After being approved at the Executive Board meeting of June 1988 the Job Connections Service was created. The Committee's first step was to notify prospective employers of the service. We decided to contact all ARL libraries, the bibliographic utilities, subscription agents, serial vendors and library schools. We also sent a news release to 98 library publications. We were included in ALA's Guide to Library Placement Sources which is available at all ALA conferences and through headquarters.

We began advertising the service to the NASIG membership in the September 1988 issues of The NASIG Newsletter by including a short article about the service and a copy of the Job-Seekers Placement Form with instructions. We began to receive completed forms in October 1988, and have gotten one or two each time the form has appeared in alternating issues of the newsletter. Thus far, we have received numerous letters of inquiry about the service from prospective employers and four job advertisements for which we have sent out seven placement forms.

While we are happy to see that our members are satisfied with their current positions (reflected in the low response the service has gotten), we are aware that the meager response we are able to give employers may be a disappointment to them. Might our next questions be "If so few members are participating, is there really a need for this service?" I think we may have an answer to that a year from now.

Marla Edelman is Serials Librarian at the University of North Carolina - Greensboro.

Continuing Education:

Second Serials Management Workshop in Chicago / N. Bernard "Buzzy" Basch

The Second NASIG Continuing Education Workshop on Serials Management, co-sponsored by NASIG and Rosary College Graduate School of Library and Information Science, was held on May 3. Dean Michael Koenig greeted nearly fifty attendees at the Rosary College campus in River Forest, Illinois.

Mary Case, Head of the Serials Dept. at Northwestern University, began the proceedings with a review of the organization of the serials department at Northwestern and an outline of the major issues encountered in the management of the collection. Bob Shirrell, Manager of Journals for the University of Chicago Press, presented the scholarly publisher's view of the economics of journal publishing and the role of subscribers. Buzzy Basch reviewed the role of subscription agents, their view of the library market, and the characteristics of different types of journal publishers.

Questions and discussion after the presentations focused on serials prices and how to negotiate with subscription agents. As with the first workshop held in Pittsburgh in March, the response from attendees was overwhelmingly positive.

Although aimed at library school students, the two workshops to date have drawn a significant number of practicing serials librarians, offering a valuable opportunity for students to interact with practitioners. Interest in serials librarianship appears to be high, and there have been a number of suggestions that the presentation be expanded to include topics such as cataloging and the automation of serials operations. Participants have also expressed strong appreciation for speakers who provide printed handouts.
NASIG is committed to mounting the workshop in other locations. Organizations willing to co-sponsor a presentation in a specific location should contact N. Bernard "Buzzy" Basch at 860 North Lake Shore Drive, Chicago, Illinois 60611; phone (312) 787-6885.

N. Bernard "Buzzy" Basch is Chair of the Taskforce to Develop a Serials Information Program for Library Schools.

JOHN MERRIMAN HONOURED

To score a 100 not out at Lords or to win a first prize at the Chelsea Flower Show might be considered an achievement of greater magnitude, but in the serials world Mr. John Merriman stands rightly at the top with the announcement of his selection for the annual RTSD SS/Bowker Serials Award.

What a marvelous honor for a richly deserving gentleman. For over thirty years, Mr. Merriman has worked for Blackwell's bringing serial publications to the world's libraries. Conscious of the stream of efforts made by publishers, vendors, and librarians to make serials available, Mr. Merriman founded the United Kingdom Serials Group to enhance the flow of information and understanding between all parties in the serials information chain. In similar manner, he gave generously of his experiences to the Americans at the advent of the North American Serials Information Group.

Always unselfish, Mr. Merriman has provided the best of his thinking in numerous published articles, speaking engagements and seminars throughout the world. With an emphasis on the pragmatic, his ideas regarding the subscription agent have shaped an international standard for vendor services to both publishers and libraries. Always a kind friend to the Yanks, NASIG is honored to have John's support and salutes him on his marvelous achievements.

THE OCLC SERIALS CONTROL USERS GROUP 1113 GRANT

Several years ago in a hotel room numbered 1113, a group of interested librarians formed the OCLC Serials Control Users Group. With the demise of the OCLC's Serials Control Subsystem, that systems' User Group has decided to give its remaining funds of $1000 to NASIG for the purpose of supporting the Library Student Grant Awards. Plans call for a $200 grant to be awarded over each of the next five years. The Library Student Grant Committee will determine each grant recipient as appropriate. Please note that these funds have not come from OCLC but rather from the membership of the Users Group.

NATIONAL SERIALS SOCIETY OF CHINA'S UNIVERSITIES AND COLLEGES

NASIG President, Tina Feick, has been in contact with the newly-formed National Serials Society of China's Universities and Colleges. She extended an invitation to them to send a representative to our conference this year at Scripps College. Mr. Ye Jiuyan, Secretary-General of the society, responded with deep regrets that the society would be unable to send a representative this year, but hoped to do so in the future.

The society's purpose is to unite the national serials librarians and to develop and organize academic work and education in an effort to raise the efficiency level of serials management.
The First Conference of the National Serials Society of China's Universities and Colleges was held at Nanjing University on May 4-7, 1989. There were 100 delegates consisting of serial librarians, directors, specialists, and teachers. The theme was serials management, current situation and trends, problems and countermeasures in China. Some 500 papers were received by the society with 120 papers selected and presented to the delegates during the conference. Papers related to broad fields: serials management; collection and coordination; classification and cataloguing; binding; reading and circulation; relations between serials and education; information; computer applications in serials; and the possibility of establishing a serials science, etc.

An irregular newsletter is now being published containing detailed reports on the society's activities. The proceedings of the first conference are being published and will be distributed in October-November of this year. Please note that they will only appear in Chinese. The society will be located at Nanjing University. The Council of the society is elected and consists of thirty people from twenty provinces in China. Further information about the society can be obtained from Mr. Ye Jiyuan, Secretary-General of the Society, Nanjing University Library, Nanjing, People's Republic of China.

NASIG'S FOURTH CONFERENCE: THE SOCIAL ASPECT / Lisa Peterson

So the weather was a little cool. So we had a little rain. Attendees at the Fourth Annual NASIG Conference at Scripps College in Claremont, California didn't let the weather (or all the meetings) interfere with having a little fun.

After the Local Arrangements Team of Teresa Malinowski and Deborah Richey got attendees registered, some early arrivals began to scope out the Scripps College scene. The pool was open. Some people took guided tours of the beautiful Scripps College campus or found the book store and bought beautiful (warm) Scripps College sweatshirts. Saturday's Conference Welcome Reception was a wine tasting featuring California wines and cheeses. During the Mexican Fiesta dinner that followed, we were entertained by the colorfully costumed Ballet Folklorical Cultural Mexican dance group. Late night found people gathered in the many cozy lounges or at the Motley Court Tavern.

About a dozen or so people showed up for the EARLY Sunday morning Fun Run-Walk with Local Arrangements Official, Mark Braden in charge. Joe Santosuosso from The Faxon Co. won the Men's Division Run and Gina Rains from Burroughs Wellcome Co. won the Women's Division Run. A long day of meetings and workshops and a hearty Western barbeque picnic dinner didn't stop some folks from kicking up their heels at the Sunday night Square Dance. Our caller, Bill Pratt, had them dancing until almost midnight.

There were more meetings and workshops on Monday, but once they were over it was BANQUET TIME. A banquet special moment - a fond farewell and presentation of a handsome plaque in recognition of the excellent work of outgoing NASIG President, Tina Feick. After dinner came dancing courtesy of d.j. Bradford Stein and some of his cronies. I can report that the dancing lasted til 1:30 a.m.! On Tuesday, we tried to make the fun last a little longer with tours of the city of Claremont and the Huntington Library scheduled after the conference closed. All good things must come to an end. The last person to leave was the very dedicated Local Arrangement Transportation and Tours Expert, Maria Cap. She didn't leave until Wednesday afternoon after she had made sure everyone had arrangements to get back home.

Now that the conference arranging and worrying is over and the panic attacks have faded into the mist (marine layer), I can report that the Local Arrangements Committee had some fun, too!

Lisa Peterson is Head of Acquisitions at the University of California, Riverside.
The Fourth Annual NASIG Conference:
General Session, A Summary / Bill Robnett

Keynote Address: "Money, Means and Content: Finance and the Scholarly Journal"
-- Gillian Page, Director of Pageant Publishing (London), Sunday, 4 June.

In her presentation, Ms. Page described her audience as eclectic in composition but with a common problem: lack of funds to purchase all they would like. She then spoke about three key factors in scholarly journal publishing.

Content was identified as a fundamental component of the scholarly journal, since in scholarly communication some want to promulgate their findings and others desire to read them. A journal provides focus for a subject and creates communication for scholars; this focus adds value to the product. The editorial process also enhances value. A publication may fail when these communications processes are poorly attended. Readers demand journals of greatest interest. Poor presentation decreases the value of a journal, and scholars will ultimately ignore a poorly done journal.

Money is the second perspective. Any factor that increases circulation decreases the price even when some are individual subscribers or society members. When advertising is included, subscription prices decline further. When circulation increases, the likelihood to be cited increases, which in turn increases the impact factor of the journal. Therefore, the price is likely to decrease. When the page count of a journal increases, the publication is a better value with the same subscriber base since there is a decrease in the cost per page. Any factor that reduces the subscriber base is "bad news" for both the publisher and the subscriber. Profit (or surplus for not-for-profit society publications) is essential. Making a profit worries the library community, according to Page, but in actuality there is a low rate of return on scholarly journal publishing in the United Kingdom. Also, many not in publishing assume that a high journal cost implies high profit, although this is not at all the case. Factors such as circulation, page count, page charges, tax advantages, relative efficiency, level of profit goals, and the spread of overheads across a journal mix, etc., play roles in profit. According to Page, many concerns are misplaced; in terms of journal price, the decision should be based on what a journal is worth to the library and scholars. In terms of who publishes journals, there is the assumption that not-for-profit publishers would save libraries much money. The difference, however, is not in the type of publications but in the number of subscribers. Commercial prices would be lower if their titles had an increased subscriber base and page charges were levied.

Means is the third aspect: how to get the product to the readers. Electronic publishing was first viewed by publishers as an opportunity to increase income; libraries see it as a means of effective information gathering that will decrease costs. Neither is the case at present. When the subscriber base drops below a certain level, the print costs increase and the cost of putting a title online also increases. The most acceptable scenario for electronic publishing is probably to maintain a core list in print with other titles in electronic format. The electronic format is not favorable for developing or underdeveloped countries.

In summarizing her ideas, Page urged that if more money is required, then the requests must be reasonable. Using the (cheaper) new technologies has kept the price increases from being greater than they are, although increases will continue to be greater than the rate of inflation. New journals are still coming onto the market, further decreasing the
subscriber base of existing titles. Accusations among the players cause rancor and prevent or delay meaningful dialog. Scholars are still very much a vital part of scholarship. Publishing is needed; the operations should be properly run and flexible to meet new needs. Libraries want more journals (equals information) and more funding to get it.


Rebecca Lenzini, President, CARL Systems, Inc., introduced the panelists in the next general session on Sunday. Jack Schuster, Professor of Education and Public Policy at the Claremont (CA) Graduate School, described the environment of the educational market of which all participants are only peripherally aware. Scholarly communication is embedded in a network of values and institutions, creating an environment of opportunities and constraints, all the while rapidly changing. There is an escalating trend to specialize, as serials librarians have necessarily observed. What are generated are publications of an incessant academic revolution with concomitant new societies flourishing, often cannibalizing larger, older learned societies. There is at the same time an assumption that more institutions expect more publishing, and the reward system (tenure after the struggle) is tightly linked to publications. However, Schuster pointed out that there is no reliable data on the actual attainment of tenure. The perception is that it is more difficult to achieve, despite the continued high rates of tenure granted. This perception seems to drive publishing, and the publishing imperative remains strong in research universities among all ranks of professors. The increased emphasis on research is manifest. Schuster described the academic market for scholars as initially a seller's market (professor-dominated) in the 50's and 60's which changed to a buyer's market in the early 70's until now. In this latter phase, institutions can demand well-trained and able faculty who must be productive. A result of this pressured market is academic fraud and fragmentation of papers into several publishable parts or with multiple authors. Over the next twenty years, there will be a return to the sellers' market for scholars, and institutions may not be able to demand more publishing as part of the tenure-granting process. However, there will probably be no significant decrease in the production of articles.

Richard H. Popkin, President of the Board of the Journal of the History of Philosophy and Adjunct Professor of History and Philosophy at UCLA, presented the humanities perspective. Research and publishing in these disciplines are carried out at a more leisurely pace, and multiple authorships are much less common than in the sciences. Haste to publish can indeed mean instant rejection because the development process can last for years. BITNET and FAX developments have accelerated the communication process. In some cases, editors in the humanities can be a source of new ideas by soliciting from experts in the field who do not necessarily publish. Unsolicited publications also occur, and editors must then use the system of blind refereeing to judge their merits. Although editors usually see themselves as minimal arbitrators, Popkin believes that editors should actively edit, and referees' positive and negative proclivities should be known in advance. The time between submission and acceptance can be many years; the Journal of the History of Philosophy has a 2 1/2 year backlog. Funding--more of it--would increase the pace of communication, but as there is little excess available, scholars make a virtue of the process. Most like the pace, and there is no need to emulate scientists.

Daniel B. Menzel, Managing Editor of Toxicology Letters, recognized libraries' financial and collecting dilemmas. However, science as a profession is at the frontline of public policy, since scientific information is used by governments within one to two
months of publication. Journals are like print news media for scientists, but even the slow process of publishing is a barrier. Menzel advocated electronic publishing to eliminate that barrier, although he recognizes that certain types of information, such as graphics, are still technologically difficult. There must be the recognition that the "electronic book" requires development, and the primary literature publishers have the economic incentive to force its creation. Nonetheless, whatever the medium, only scientists can judge scientists, and the peer review is sound.

Alain Henon, Assistant Director for Journals, University of California Press, described the scenario for an industry that had a large product line and a well-defined market when that market declined. The response was to decrease the products offered and to add new products if that is what the clients are buying, while holding on to some traditional product lines. This describes the scholarly press. In the period from 1950-1980, a declining market period, university presses published 40% more monographs and three times as many journals. Fewer copies are published and prices go up. A well-received university press title will sell about 300 copies, often losing money in its production. In some cases university presses are maintained only for the public relations value, and most certainly lack a strategy to deal with the impending changes in scholarly publishing. Electronic solutions, however, are "in the wings."

David Cohen, Library Director at the College of Charleston, concluded the panel discussion by observing that the organization, delivery, and control of scholarly communication are in jeopardy. Surveys have found that personal collections are ranked higher in resource value than libraries, and Cohen attributes this to the failure of indexing and abstracting services to be effective links in the process. Books are too often treated separately from journals in electronic files, and no standardization is the barrier. The merging of citations for the two formats was proposed, and the Charleston model was presented as an example: include citations from recent years only that reflect what is held in the collection and enhance the database with authority records.


Karen Sandlin Silverman related PALINET's experience in helping create a successful niche for CDs in libraries. PALINET established a CD Access Program two years ago to assist members in hardware and software procurement, contracts, and CD technologies. Decision-making about acquiring these serials (most CDs are) has moved out of the library directors' offices into more typical selection channels, since CDs are now accepted technologies. This acceptance has necessitated much more staff and user training, increased interlibrary loans, and increased requests for new subscriptions. Little is cancelled, despite the CD products often duplicating in content the print indexing and abstracting services. Expertise in this technology has meant that libraries are seen as innovative, and computer center personnel consult libraries. Immediate acceptance by users results in queues. CD-ROMS are "one more vehicle for information."

Joseph Michalak of Silver Platter, Inc., described CD technology as a player in the evolutionary aspects of information. These products are "delivery vehicles," since information is taken directly to people, people whom libraries do not always reach. Users attain both control and power without the intermediary, and that group can become focussed on obtaining then evaluating the information/product. No meter is running in the search process, the barriers are very different. New skills are required for libraries since the knowledge base is expanded to include hardware and software issues. Demands increase for more documents and journals in the collection, and user frustration may increase when a collection can not supply all journals accessed.
Beth Juhl, Reference Librarian at Columbia's Butler Library, described CD-ROMs as (quoting a professor at Columbia) the "greatest aid to scholarship since coffee." With Pew grant support, Columbia evaluated 36 CD-ROM products. The workstations attracted users to sites where paper would not have caught their attention, and librarians at service points referred users to the CD-ROMs. Users tended to want help at the point-of-use and used help screens and guides much more than tutorial classes on the products. In comparing CD-ROMs to on-line equivalents, users were reluctant to pay (tuition already being high, etc.) and to learn skills needed to search on-line. They like the exploration and experimentation possible at the workstations. In general, CD-ROM workstations present both power and flexibility to a broad audience of users in an unimidating manner. Juhl reported that there will not be any economy of labor for libraries due to paper, printing, and disk changes required, and there is certainly no monetary advantage since print equivalents are not cancelled in order to continue supporting the multi-user environment.


Buzzy Basch represented the "department store" agent. He described this type of agent as promoting a certain kind of image and offering a similar mix of services. It is up to the client library to determine what is most critical to them and to select accordingly based on what is received for the dollars spent. If a library is not equipped to use some of the agent's services, then those services are by definition not of value, e.g. response to claims is not critical when there is no staff to detect missing issues or an automated system in the library to do the same. Certain services, however, are responsible for higher service charges and clients need to know what services are supported by the dollar differential.

Jane Maddox, Resident Representative for Otto Harrassowitz, pointed out that the serials vendor market has room for competition, including the "boutique" vendors who offer specialized services on a smaller scale than the "department store" agents. For these "boutiques," how is as critical as what is provided. The elimination of competition due to mergers or temporarily lower charges will probably ultimately lead to higher charges by fewer vendors. Clients should do their own marketing research and may need to press agents for services the agents may not want to provide to determine whether department store services are only gimmicks or "come-ons." Regardless of the vendors' strengths, size, etc., professionally conducted interactions by all parties moves the profession forward.

Jan Anderson, Head of Serials at Utah State University, related that institution's library experience in consolidating subscriptions with one "department store" vendor. Anderson reported that the experience has been positive in terms of monetary savings, economy of staff time spent, more clout in dealing with that vendor as the library is now a major account, and increased use of the new vendor's automated services. Drawbacks to consolidation include still having open accounts that are two years old, losing an excellent account executive, and still receiving duplicate issues. The decision to consolidate subscriptions was made by the university administration, and the exercise began purely from the cost-savings perspective.

October Ivins, Head of Serials Services at Louisiana State University, followed by advocating the existence and utilization of both "boutiques" and "department stores." Her support of this approach was based on recognizing that the variety of publications makes it unlikely that one vendor can adequately handle that serials universe, that fostering
of competition is beneficial, and that the strengths and the weaknesses of the various vendors can be utilized to the advantage of the client library. Ivins acknowledged that there can be many restrictions relevant to vendor selection, including exclusive distribution arrangements, publisher mix supported by the vendor that supports the local collection strengths, ability of the library to use all services provided and its relationship to negotiated service charges, and the need for country-specific vendors, etc. Whatever the ultimate choices, Ivins advocated implementing changes with the most critical publications, phasing in large transfers over several years, and always proceeding with caution.

Panel: "Organizational Responses to Journal Pricing Issues: Plans for Action."
Tuesday, 6 June.

Deanna Astle, Head of Technical Services, Clemson University, began by indicating that action is indeed being taken. The most visible is the networking endeavors manifested by such publications as Against the Grain from Katina Strauch at the College of Charleston and the Electronic Serials Newsletter from ALA/RTSD and edited by Marcia Tuttle. According to Astle, organizations like the American Institute of Physics are considering developing a Library Advisory Council [Springer Verlag has such a council already.] to enhance communications and to balance "expansionist desires against library budgets." The Society for Scholarly Publishing has held two seminars on the future of scholarly journals, and the American Library Association has formed a blue-ribbon panel on serials chaired by Robert Wedgeworth. Several organizations have appointed representatives to NASIG, including the Medical Library Association, Special Library Association, and the National Library of Medicine. The Association of Research Libraries has funded a study to test the conventional wisdom in serials publishing and pricing.

Ann Okerson, Manager of Library Services, Jerry Alper, Inc., served as consultant on that ARL Serials Pricing Study and summarized for the NASIG audience the reports done by her and by the Economic Consulting Service (ECS) for that association. She described the approach as making the transition from description to action in grappling with serials prices that have increased 32% over the past three years and 350% from 1976 through 1988. ARL libraries now spend approximately 56% of their materials budget on serials as opposed to about 41% in 1976. The crisis is a multifaceted one: from the consumer perspective there is a disadvantage in the concentration of science-technology-medical publishers, particularly the commercial ones; from the systemic perspective, the cost crisis stems in part from the tenure system, peer review processes, and how grants are awarded; and from the economic perspective there is a strong disadvantage to academic serials of their being highly "monopolizable." The ARL has issued a set of proposed actions which have been endorsed by several other organizations such as the American Association for the Advancement of Science and the Association of American Universities. These actions include: encouraging and promoting the transfer of research results from commercial publishing sources to existing non-commercial channels; establishing new innovative non-profit alternatives to traditional commercial publishers; developing library-oriented consumer services, such as monitoring of prices and assessments of serial quality and value for price.

[Copies of the Report of the ARL Serials Prices Project are available from the ARL, 1527 New Hampshire Avenue, N.W., Washington, D.C. 20036. The price is $60.00--prepayment required. Copies of the Overview and Summary are available free from ARL with a self-addressed stamped envelope.)

Dr. Paul H. Ribbe, Professor of Mineralogy at Virginia Tech, Past President of the Mineralogical Society of America, and Series Editor of Reviews in Mineralogy since 1978, followed with his presentation, "Mammon and Prestige in Professional Publications."
Ribbe reported his investigation of the premise that Federal (NSF, NASA, and DOE) funding is directly related to a university's prestige. In examining geoscience departments in 82 universities, Ribbe found that the top nine universities received 32% of NSF funding. In further investigating numbers of (self-reported) publications for the university sample, he determined that the graph of that number was an exact curve fit with graphed funding received. Further, in looking at a microcosm of 17 journals in petrology, mineralogy, and geochemistry to determine these journals' prestige related to price, with a further view to developing a Cost Quality Index for these journals, he found that grant support increased directly with the reputation of a journal. In comparing price per source item (article), Ribbe indicated that journals of professional societies have much lower prices per source item (article) for libraries than commercial journals. Ribbe said libraries were "lulled to sleep" in the early 1980's when serial prices were reasonable, while the "hollering" began when the strength of the U.S. dollar dropped. Pricing of serials, he indicated, is not a country-based issue, but European STM publishers do recognize that serials publishing is a good business. [See American Mineralogist (1988) 73:449-469 for additional information about Ribbe's study.]

Summary Session. Tuesday, 6 June

Kit Kennedy, Vice-President, Marketing and Sales for Coutts Library Services, described the issues discussed throughout the conference as pervasive, complex, moral, and tough. Kit supported a series of t-shirt statements to be produced to describe the critical issues identified, such as "you say profit, I say surplus," "the greatest contribution to scholarship since coffee," "upgrade the user," and "mammon versus prestige."

Vicki Reich, Chief of Serials at Stanford University Libraries, observed that after two to three years scholars, vendors, librarians, and publishers now are moving to a common view of scholarly publishing. The challenge for libraries is to recognize that information costs money; for publishers, to stay in business since the market is as large as it is going to be; and the vendors' dilemma is to be between the other two parties. Electronic journals are starting, although the incentives are speed rather than cost savings. Action agendas are being established, and competition is "tooth-and-nail" among vendors with mergers and acquisitions rife. Reich's advice was to approach the issues as one does after falling overboard when whitewater rafting: point your feet downstream, push off from the rocks, and try to remember to enjoy the scenery!

John Tagler of Elsevier reviewed the progress made between libraries and publishers over the past three years: from divided camps to fence-mending efforts and to bringing in other players, such as scholars and editors. There are still no easy and rapid solutions nor clear indicators as to how to change. However, there are clear messages. Scientists do not want to be information managers and want libraries to play that role, but there still exists the imperative for peer review and quality control in scholarly publishing. Publishers still need to bring new products to the market, and that group welcomes input on guidelines from all players, Tagler stated that commercial publishers will respond to that market need, or a new competitor may fill the niche. NASIG, he said, is primed to bring all players together due to its singleness of purpose.

Bill Robnett is Librarian for Reader Services at the Fondren Library, Rice University.
A Serial View of the Medical Library Association Meeting / Judith Rieke

The 89th Annual Meeting of the Medical Library Association held May 19-25 in Boston featured several things of interest for serialists. Continuing education courses and committee meetings were held the first two days and the formal opening session with the keynote address by James Burke, author and TV writer/producer, was May 21. The rest of the conference was filled with section and committee program sessions, contributed papers, poster sessions, plenary sessions, business meetings, more committee meetings, exhibits, and social activities. Some sessions with special appeal for those with a bias toward serials are highlighted below.

Collection Development Section Program - Journal Pricing: Causes, Effects, Solutions.

Each of five panelists offered his/her perspective on this familiar topic. The first speaker, Eleanor Shore, M.D., Associate Dean for Faculty Affairs at Harvard University Medical School probed the question of why scientific investigators publish so much and gave the well-known "publish or perish" answer. Beyond that already established fact, she shared what Harvard Medical, as an academic institution, is doing to promote quality publications rather than quantity. They have developed guidelines for their academic review procedures that emphasize independent research and content instead of sheer numbers of publications. They have also devised a method to award credit to those who spend more time teaching and produce more instructional materials instead of referred articles. She reported a great deal of interest from other schools in their methods which is encouraging news.

Benjamin Lewin, Ph.D, Editor of Cell, Cell Press, Cambridge, Massachusetts, described the publishing operation as he knows it as "subservient to the editorial process." As the size of a journal increases so does the price, but if the circulation is large enough there is a point where cost levels off. He justified CELL's dual pricing policy (higher for libraries than individuals) as their attempt to increase circulation which if large enough would help to stabilize the price for all subscribers. He stated that libraries renew subscriptions more or less automatically and proposed the idea of making second copies available at substantially reduced rates for libraries to use as archival copies.

John Tagler, Director, Marketing Services, Elsevier Science Publishing Co., Inc., New York, outlined the three principal factors affecting journal prices: number of subscribers, advertising revenue, and the number of pages per issue. The devaluation of the dollar was targeted as the largest single factor affecting the price of European journals (the dollar lost 50% of its buying power in two years). Another significant factor has been the exponential growth of the scientific literature. Some of the things Elsevier has done to cope with the situation include a drastic reduction in the number of new journals, an attempt to maintain modest price increases per volume, restraining the growth of the literature through lower acceptance rates for submitted manuscripts, and by speeding up the publication process. However, the latter can end up actually increasing publication costs.

Richard Rowe, Ph.D., President, The Faxon Company, Westwood, Massachusetts, shared the results from a Faxon survey of medical librarians. Not surprisingly, they saw higher basic journal prices in medicine than those in other fields. In addition, they were planning for double-digit inflation for 1990. Although it wasn't obvious in the survey responses, Dr. Rowe felt the focus of collection development will be away from ownership to resource sharing. He emphasized that heads of institutions need to deal with that issue, and that it is not just a library problem. Institutions need to examine their current standards of excellence.
Finally, Anne Pascarelli, Associate Librarian, New York Academy of Medicine, cited ARL statistics and studies on how libraries are spending more but receiving less. She stressed the need for librarians to be innovative in solving budget problems such as considering alternative means of access (different formats) and by involving faculty members in the evaluation of journals by asking whether or not the price per use is worth it. In concluding, she cautioned everyone to remember Herb White's statement about "The journal that ate the library."

Contributed Papers

"Apologia ad nauseum: an Examination of Rationales for New Journals in the Health Sciences" by Daniel T. Richards, National Library of Medicine and Mark Funk, Cornell University Medical College. The authors analyzed editors' reasons for beginning new journals from 1980-1984 with those from 1920-1924 and 1950-1954. They found editors in the 1980's apologetic in tone in comparison to their colleagues in the past.

"Recent Status of Japanese Biomedical Information and Strategies for American Librarians" by Misuko Williams, University of Illinois at Urbana-Champaign. The study revealed that Japanese biomedical researchers publish about 50% of their papers in the English language, and much of it outside Japan. In addition, a summary of characteristics of Japanese biomedical journals was given.

"Options Available for the Disposal of Unwanted Donations" by Ellen R. Cooper, University of Tennessee Health Science Library. A survey of 150 health science libraries revealed the various ways to cope with unwanted gifts, such as exchanging, selling, and giving them away.

"Filling in the Gaps: Using Microcomputers with an Integrated Library System" by Judith Rieke and Frances Lynch, Medical Center Library, Vanderbilt University. This paper described how the serials control component of the NOTIS integrated on-line system has been supplemented through the use of two inexpensive and easy to use pieces of software: PC File+ and Sidekick.

"Guilt-Free Automated Claiming: or, a Case for Tracking Claims on Lotus 1-2-3" by Barbara Carlson, Medical University of South Carolina. Lotus 1-2-3 was used in conjunction with the LIS Claims Subfunction to track data on claims on a title-by-title basis. Gathering claim statistics, linking information on the timing of claims, and breaking down the resulting suppliers' responses according to the standard categories create claiming histories from which patterns can be recognized and policies developed and/or changed.

Poster Sessions

"DBASE III plus Applications in a Library Setting" by Priscilla Agurkis et al, Central Maine Medical Center. The use of DBASE III+ includes a journal analysis database derived from interlibrary loan statistics and a database of all journal titles purchased by the library as well as departmental subscriptions and donations.

"Be an Informed Consumer: Library Binding Process and Conservation Techniques" by Frances Chen, Health Sciences Center Library, University of Arizona. The display provided information about the current practice as well as the emerging technological innovations involved in preserving libraries' print collections.
"Journal Abbreviations in the On-Line Catalog: Powerful Access for Users" by Dave Piper et al., Arizona Health Sciences Center Library, University of Arizona. Providing access in the on-line catalog to journal records through journal abbreviations used by citations in NLM products, such as MEDLINE, has eliminated an additional step for patrons trying to determine library holdings of a particular title.

**Continuing Education**

"Development and Assessment of Health Sciences Library Collections" taught by Dan Richards, NLM, covered the reasons for assessment of collections (including journals) and how to plan it as well as methods to use and implementation.

"Evaluation in Health Sciences Libraries: Measuring our Contribution and Our Values" a symposium co-sponsored by the Hospital Libraries Section and the Library Research Section contained a component on "Journal Collection Evaluation" led by Dan Richards, NLM.

_Judith Rieke is Serials Librarian at the Medical Center Library, Vanderbilt University._

**United Kingdom Serial Group - 12th Annual Conference / John Merriman**

The conference was held from 10-13 April, 1989 at the University of Birmingham--a spread out campus which caused us some problems because of bad weather, including hurricane force winds, which again proved our conference is for the hardy.

There were 298 delegates of which 55% were librarians and 45% were vendors. Librarians from the non-academic sectors were well represented.

Papers covered such topics as Serial Communications - The Future; Statistical Sources for Journal Prices; Budget Preparation and Presentation in (a) Academic and (b) Special Libraries; Time Management, Motivation, Performance Indicators; Education and Training for the Book and Information World; Thoughts on the Standardisation of Information on Journal Covers; and Accessing News.

There was the usual trade exhibition and, in addition, a well-attended "Product Review" session.

The workshops covered CD-ROM; Allocation of Resources; Management Information - Collection and Use; Serials Automation - Learning from Experience, Serials Cataloguing: Current Problems and Ideas Exchange; and Journal Sales and Marketing.

The proceedings of the conference will be published in *Serials, the Journal of the UKSG.*

On Wednesday afternoon there was a choice of six tours, including Birmingham City Reference Library and the University Library for the serious-minded delegates.

As usual, the social life was hectic and enjoyable: for the culture vultures, a concert by three young musicians playing baroque instruments; for the golden oldies, the High Society Band; for the folksy folk, a barn dance; and for the movers, a disco.

In addition, there were various receptions before and after dinner. In spite of conference fatigue brought about by all this activity, the sessions were well-attended.
The paper which aroused the most interest, judging from the contributions from the audience, undoubtedly was "Thoughts on the Standardisation of Information on Journal Covers." This raised a *cri de couer* from many frustrated serial librarians. The UKSG wishes to pursue this as a special project working with the publishers and NASIG members, with a view to ultimately establishing an international standard.

The Conference ended with a light-hearted summing up by James Thompson, Librarian of the University of Birmingham. The title was borrowed from Shakespeare: "Much Ado About Nothing."

Next year the UKSG will meet at the University of Southampton from 2-5 April 1990. NASIG members interested in joining the UKSG (membership includes our journal, *Serials*) or receiving details about our next conference, should contact our Administrator: Mrs. Jill Tolson, 114 Woodstock Road, Witney, Oxon, OX8 6DY England.


**Report on a Serials Workshop / Arlene Moore Sievers**

There is a great deal of interest in serials even by librarians who work at it part-time, and who have relatively small serial collections to manage. This is not surprising to me, having worked in public libraries at the start of my career, and having been confronted my first year with that mysterious item, the periodical renewal list and invoice. However, I am even more convinced that librarians at all levels of involvement feel they suffer from a lack of formal education in serials. I recently held a serials workshop that pointed out to me the lack of knowledge that exists and the desire of all librarians to know more.

The workshop was held under the auspices of the Indiana Library Association in connection with the 1989 annual conference held this year in Fort Wayne. I organized and planned a full day workshop focusing on the practical aspects of serials aimed at public as well as academic librarians because the annual state meeting draws a large number of public librarians. Also, I felt it would make a more interesting workshop to have a variety of participants. The ILA conference theme was "Good Libraries - Good Business," so the workshop was called "The Business of Serials: Practicalities and Harsh Realities."

Preregistration was required for the workshop, which had to be self-supporting. The registration fee was set at $15.00 which more than covered expenses, but was at least $10.00 cheaper than other preconference workshops. Morning and afternoon refreshment breaks were provided and I was most insistent on having superior provisions for these, taking my cue from the overwhelming interest in such matters at NASIG meetings. Forty librarians and one library student registered and attended, about half from academic and half from public libraries, with a library school student, hospital librarian, and a Bible college librarian to round out the group. At least a dozen were from quite small public libraries who were keenly interested and thought the subject important enough to spend a valuable conference day and some money to attend.

Four outside speakers and I made presentations on the topics of subscription agencies and libraries, fulfillment centers, serials binding, serials cataloging, and the serials field in general. Three of the speakers were from commercial vendors or agents but they gave presentations that were general in focus. Ample time was allowed for questions and discussions with the last hour reserved for a "Problem Forum" at which participants could...
present problems, and the panel or other participants would present possible solutions to the problems. It was my secret fear that all would sit in silence and no one would have any problems, but the fear was unfounded! Many interesting topics were touched on including procurement of back issues, claiming procedures, and classifying versus alphabetizing periodical collections. The participants seemed interested in the presentations with the fulfillment center topic being perhaps the favorite.

To lighten the proceedings, I had written all registered participants before the workshop to bring their best, I mean WORST, serial snag. This was defined as a confusing title change, publisher disappearance, or any similar problem serial situation. I would judge all entrants and award a fabulous prize to the winner—the fabulous prize being a $10.00 gift certificate to the conference bookstore. The winner won for something called Custom Builder, or Progressive Builder, mixed up with something called Solar Age and Solar News and Views. I'm glad we don't take it!

Information on NASIG and the serials field in general were given in my presentation, which was liberally sprinkled with serials anecdotes from my agency experiences. A number of serial publications on serials were supplied for participants to browse through: Serials Librarian, Serials Review, Serials, The NASIG Newsletter, Advances in Serials Management, and Library Acquisitions: Practice and Theory. A packet of material was given to each participant which included the explanation of NASIG, a NASIG membership form, a bibliography of articles on serials, a map of the conference area indicating restaurant suggestions for lunch, and other bits and pieces, all in a nice folder to take home.

After all the effort such a production as a workshop involves, I was glad that it was a success, of course. But I was just as happy to see so much interest in the subject by the generalists as well as the serials specialists who attended. One unsigned comment on the workshop evaluation card said the workshop, with its emphasis on practical problems, enabled him to better justify coming to ILA. Another wrote, "About time conferences deal with more issues than computers and automation." And I thought I was the only one who felt like that!

What came through loud and clear to me from doing the workshop is that there are a lot of generalist librarians who work with serials, as well as serials librarians, who perceive a deficiency in their formal library education in regard to serials. The practical aspects of the subject: dealing with vendors, invoicing, understanding handling charges, claiming mass market magazines—really need to be addressed more at all levels, not least because of the substantial investment involved for all libraries.

Arlene Moore Sievers is Serials Librarian, Walter E. Helmke Library, Indiana University - Purdue University at Fort Wayne.

The Australian Serials Section Interest Group (ASSIG) Meeting, Sydney, August 1988 / Elaine Rast

The Australian Serials Section Interest Group (ASSIG) was founded in 1987 and joined its serial colleagues in the United Kingdom Serials Group (UKSG) and the North American Serials Interest Group (NASIG) in spreading the good news of serial publications. ASSIG's objectives are to bridge the gap between the publishers and users of serials by providing a forum for the exchange of ideas and information; to promote professional awareness among all the members of the serial chain; to encourage library educators to provide continuing education for serials; and to maintain liaisons with the sections of the Library Association of Australia (LAA) and the New Zealand Library Association that have an interest in Serials.
ASSIG met in conjunction with the International Federation of Library Associations and the LAA on Sunday, August 28, 1988, on the campus of the University of New South Wales. It was billed as being an informal meeting, lasting for one hour. In true Aussie fashion, the gathering was strictly informal, but also in true Aussie style, most congenial. It was a wonderful opportunity to meet many librarians whose names only I had known. Among them were Mary Anne Kennan, Convener of ASSIG; Pat Baigent, Secretary; Alf Gans, Treasurer; and F. Dixon Brooke, Jr., from EBSCO U.S.A. A lavish luncheon was sponsored by Bennett-EBSCO Subscription Services. The most notable taste treat to which I was introduced was the famous Australian delicacy, chocolate covered apricots. That alone was worth the trip to Sydney!

Alan Ventress, Collection Development Librarian of the State Library of New South Wales, presented a short talk on LIBNET. LIBNET is the State Library of New South Wales national electronic mail system for libraries and suppliers. LIBNET, which began in January 1988, was preceded by the Minerva/Keylink Library Network, which only operated in New South Wales. To date, there are over 300 LIBNET users nationwide and the system presently includes an interlibrary loan package, serials and monograph ordering, a gateway to the national database, telexing, and reference enquiries. The average user of LIBNET is online 9.16 minutes per day and approximately 222 sign-ons daily are recorded. The average cost per user is only $50 per month. The goal of LIBNET is to reach even the small remote country libraries which, in this vast expanse of land, are so often out-of-touch with the rest of the nation. LIBNET would enable these libraries to receive information from around the country in a fast, easily accessible, and inexpensive manner.

At the end of the meeting ASSIG members were looking forward to a seminar scheduled for fall entitled "Attacking Serials in '88". The topics to be covered: Exclusive Agencies in Serials Supply; Currencies: Issues and Trends; Budgeting; Cancellations and Rationalisation; and Issues in Serials Automation. Do some of these topics sound familiar?

Membership to ASSIG is open to all interested persons, either by joining the special interest group of LAA or by joining ASSIG directly. If you are interested in becoming a member, contact Patricia Baigent at Bennett-EBSCO Subscription Services, 35-51 Mitchell Street, North Sydney NSW 2060, Australia.

Elaine Rast is Head, Cataloging and Automated Records Department at Northern Illinois University, DeKalb, Illinois 60115.

Fifth International Learned Journals Seminar / Keith Courtney

The theme of the this conference was "Europe and North America: Two Markets or One?" and was held in London on Friday, 7 April 1989. This seminar was organized to describe and discuss the implications for journal publishers of the creation of a single market in the European Community in 1992. The programme comprised presentations by Europeans and American journal publishers, serial librarians, and subscription agents.

Introduction

Ian Taylor, Director of Public Affairs, Publishers Association, described the legal and bureaucratic background of the creation of the single European market (SEM). This would effectively mean that Europe would become a single market of around 320 million people with a GDP of L2500 billion, in which goods, workers and services could move freely across borders without restriction. The main issues confronting publishers are the implications for exclusive territorial rights; distribution arrangements; differential pricing, and value added tax (VAT).
The American Subscription Agent

Dan Tonkery, Readmore Inc., New York, described how many US agents already operated in a global market which transcended cultural barriers and delivered goods on a worldwide basis. He stressed the internationality of the Readmore operation in the journal subscriptions agents business, giving no recognition to territorial limitations. He outlined the various services subscriptions agents offered to consumers; for example, the management of institutional journal purchasing, acquisition, renewal and servicing of subscriptions.

The European Subscription Agent

Cees Schuurman, Swets & Zeitlinger, argued that from 1992 Europe would move to resemble the US market but there were, and would continue to be, important differences. Whilst the United States represented a large homogenous culture with one currency, Europe currently represented a much more fragmented market, both locally and nationally. The creation of the single European market, for example, would not necessarily mean the expansion of the European monetary system, so that currency difference would remain. He described Swet's strategy as aiming to cement agent-subscriber relationships on a decentralized basis, with local offices in major national centers, offering services tailored to specific local needs.

The Transatlantic Publisher

Jolanda von Hagen, Springer Verlag, New York, described the growth of the post-1945 STM market. As long as the fluent dissemination of information was seen as fundamental to economic development, then the proliferation of international journals would continue. Springer's strategy was to adopt a global outlook for the global business environment and to create the global communications infrastructure. She did not see 1992 as bringing about dramatic changes if such a strategy was adopted. There were possibilities for North American penetrations of the SEM, and certainly 1992 would bring about intensified competition. She did not see developments in new technologies and electronic journals as having a major influence on general publishing during the 90's.

The European Library

Stella Keenan, International Federation for Information and Documentation (IFID), The Hague, The Netherlands spoke first. Rather than discuss the European librarian, Keenan chose to describe IFID activities in terms of its publishing programme: discussing the environmental business realities for small, international publishers; the distribution, production and editorial systems; and the development of sponsoring or funding agencies and the growth of new technology.

Marc Walckiers, European Association for Health and Information Libraries, Brussels, gave a very detailed breakdown for libraries in the European Community, stressing the discrepancies and inconsistencies between them. For example, the twelve Economic Community countries comprise around 320,000,000 people with 75,000 and 9,800,000 periodicals. 23% of the total European Community population were library users. Of science-technology-medical libraries in Europe, 80% of the budget was spent on journals. On a national breakdown, he noted that the United Kingdom accounted for 28% of total European Community spending on subscriptions, but that the Danish per capita spending, for example, was consistently higher given its smaller population.
Katina Strauch, College of Charleston, South Carolina, gave a well-argued, interesting, and lively presentation on the likely developments in the United States library market during the 1990's. There are currently 12,362 U.S. institutions of higher education, employing 71,700 faculty, all with the need to publish material in refereed academic journals. Therefore, the demand for these journals is considerable. A unique situation has been created where the academics demanding the journals are also responsible for the supply of material. However, the academics are not the purchasers. This has created a considerable strain on the demand side of the equation. In the 1990's academic libraries in the United States will face ever more heavy constraints on their financial resources, and consequently their ability to continue subscription to expensive journals will diminish. The market will not bear the degree of price rises seen during periods when funding was more secure. The pseudo-monopolistic power of certain large publishers was resented, and there were moves towards collective action and response to publishing trends.

Kurt Paulus, Institute of Physics, Bristol, United Kingdom, had conducted a survey of major journal publishers in physics. The survey was aimed at identifying market behaviour between 1977 and 1987. The clearest trend was the decline in sales of mature physics journals, with the decline in Europe being much worse than in North America. This seemed to mirror trends in physics research, with an acceleration of the decline specifically in the United Kingdom. There has been a growth in sales of individual discounted subscriptions sold through societies. Authorship of articles in physics journals reflected sales trends, with a growth of North American contributions. Western Europe seemed under-exploited and there was a certain attraction for U.S. buyers of journals with a high degree of Western European input. All publishers seemed to agree on the strategy of consolidating this substantial North American market and U.S. publishers were attempting to increase or at least establish a Western European share. This was set against the background of continued contraction, where an increase in reduced rate sales would not compensate for the loss of full rate sales.

Keith Courtney is Marketing Manager, Taylor & Francis Ltd., and is a member of NASIG's Executive Board.
CALL FOR PAPERS

The North American Serials Interest Group (NASIG), an organization committed to cross-communication among, and education of, all members of the serials information chain, will hold its fifth annual conference from June 2-5, 1990 at Brock University, St. Catharines, Ontario, Canada.

The chief objective of NASIG's annual conference is to provide a forum in which all participants (librarians, publishers, vendors, library science educators, binders, etc.) might exchange views, present new ideas and discuss issues of current interest.

This is a call for papers treating any aspect of serials administration (acquisitions, cataloging, automation, binding, budgeting, union listing, publishing, etc.) with a view towards the interrelationships between the various NASIG constituencies. Members are particularly interested in hearing papers treating the publishing/commercial relationships among the NASIG constituencies and serials management from the Canadian perspective.

This is also a call for abstracts from individuals interested in leading a workshop at the conference. Workshops are sessions designed to be lively discussions of any aspect of serials and their management within the library and of links with publishers, subscription vendors, binders and automation vendors.

Submissions from all members of the serials information chain are welcome. Suggestions from members of topics and speakers are also welcome.

Titles and abstracts (100 words maximum) of proposed papers and workshops may be submitted by October 15, 1989 to:

Teresa Malinowski
Library - California State University Fullerton
800 N. State College
P.O. Box 4150
Fullerton, California 92634-4150

Phone: 714-773-3713

FAX: 714-773-2649
Statement of Revenues & Expenses and Changes in Fund Balances

for the year ended December 31, 1988

Revenues:

- Membership dues $11,763.
- Conference fees 52,055.
- Interest 1,308.

Total revenues 65,126.

Expenses:

- Conference expenses 51,737.
- Student grants for conference attendance 2,204.
- Printing 2,033.
- Postage 1,681.
- Photocopying costs 861.
- Stationery & office supplies 748.
- Insurance 1,215.
- Professional fees 762.
- Other 774.

Total expenses 62,015.

Excess of revenues over expenses 3,111.

Fund balance, beginning of the period 15,698.

Add, funds received from OCLC Serials Control Group 1,070.

Fund balance, end of the period $19,879.
Dear Fellow NASIG Members:

As the Serials Control Librarian for the University of Miami Law Library, one of my major responsibilities concerns the management and coordination of the filing, maintenance and upkeep of our extensive looseleaf collection. It has recently occurred to me, that I cannot be the only librarian plagued with problems from these materials. Therefore, I am conducting this survey, in hopes of identifying specific areas of concern and problems, so that I can possibly recommend some sort of future workshop or presentation, for all of our benefits. I would like to thank you in advance for your cooperation.

Sincerely,

Linda Marie Golian
Univ. of Miami Law Library

LOOSELEAF SERVICES SURVEY

1. Which of the following best describes your library? (Please circle)

<table>
<thead>
<tr>
<th>ACADEMIC</th>
<th>SPECIAL</th>
<th>PUBLIC</th>
<th>LAW</th>
<th>GOVERNMENT</th>
</tr>
</thead>
</table>

2. How many looseleaf titles does your library currently subscribe to?

<table>
<thead>
<tr>
<th>0-25</th>
<th>25-100</th>
<th>100-250</th>
<th>250-500</th>
<th>500-750</th>
<th>750-1000</th>
<th>1000+</th>
</tr>
</thead>
</table>

3. Which percentage BEST describes the amount of filing and maintenance is performed by your library staff?

<table>
<thead>
<tr>
<th>0%</th>
<th>1-25%</th>
<th>25-49%</th>
<th>50-74%</th>
<th>75-99%</th>
<th>100%</th>
</tr>
</thead>
</table>

4. Which percentage BEST describes the amount of filing and maintenance that is performed by an outside FILING SERVICE or LIBRARY MAINTENANCE SERVICE for your collection?

<table>
<thead>
<tr>
<th>0%</th>
<th>1-24%</th>
<th>25-49%</th>
<th>50-74%</th>
<th>75-99%</th>
<th>100%</th>
</tr>
</thead>
</table>

5. Which of the following best describes the number of complaints received concerning the filing and maintenance of your looseleaf collection in the past 12 months?

<table>
<thead>
<tr>
<th>0</th>
<th>1-25</th>
<th>25-50</th>
<th>50-100</th>
<th>100+</th>
</tr>
</thead>
</table>

6. Do you feel that most of these complaints are valid?  YES  NO

7. Do you believe that the people filing and maintaining your looseleaf collection are:

   a. adequately trained...........................................  YES  NO
   b. properly supervised.........................................  YES  NO
   c. understand transfer materials and binders...............  YES  NO
   d. understand supplemental materials........................  YES  NO
   e. conduct annual/semiannual collection reviews.............  YES  NO
   f. work in acceptable environments............................  YES  NO
   g. understand filing instructions...............................  YES  NO

8. What type of information would you like to receive concerning looseleaf filing and management?

PLEASE RETURN BY JULY 31, 1989