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PRESIDENT’S CORNER / October Ivins

NASIG Committee and Task Force Appointment Overview

As past president Cindy Hepfer noted in her last column, NASIG is totally dependent on the efforts of its many dedicated volunteers. Nearly all of these volunteers serve on committees and task forces. Having just completed the appointment cycle, I have chosen to devote my first column to describing this evolving process and my view of the respective roles and responsibilities of present committees, Board liaisons, committee chairs and members. I’ll note exceptions (groups that don't fit the typical pattern) and discuss how task forces are created and function. My goal is to help present and prospective NASIG volunteers understand the appointment process and how committees and task forces work, and to encourage anyone who is interested to volunteer when the
call is issued again next spring. Persistence counts and new opportunities arise throughout the year. For additional information, please refer to committee charges published in the April 1994 issue of the Newsletter and in the Membership Directory. Most Newsletter issues include a profile of a particular committee. Abbreviated charges and other pertinent information are also maintained on the NASIG gopher by the Electronic Communications Committee.

NASIG is a relatively young organization and many procedures are still being developed. The process was more involved than I anticipated, but I thoroughly enjoyed the opportunity to work with the Board liaisons and chairs and to review thoughtfully prepared volunteer forms from many talented and dedicated members. We don't have much documentation about appointments yet. The job descriptions for vice president and president indicate that the president makes appointments with the assistance from the vice president, Board liaisons, chairs and members of committees, task forces and working groups. The Bylaws indicate two-year renewable terms of office, renewable once, for members of standing committees except for the Nominating Committee. The Bylaws note that when a new committee is established, half of the initial appointments are for one year terms. The Bylaws also distinguish between standing committees and special committees, which may be appointed for a specific purpose and a specific term by the President with Board approval. Each committee, task force, or working group has a member of the Executive Board assigned as its Board Liaison. The Board Liaison communicates with the Board on behalf of the group, conveys Board suggestions to the group, and monitors and communicates information about the pertinent activities other committees and task forces. The Liaison helps to keep the group on track with reminders about deadlines and other pertinent information and assists the chair as needed. The chair is responsible for ensuring that the committee fulfills its charge and manages the work of the group. Members are responsible for participating in group discussions and performing specific assignments in a timely fashion.

The committees that follow this "normal" pattern fairly closely are Bylaws, Continuing Education, Database and Directory, Electronic Communication, Nominations and Elections (with the shorter terms previously noted), Regional Councils and Membership, and Student Grant.

Other committees fall under the "special" description.

-- The Conference Planning Committee is ordinarily appointed for just one year and the chair and some members are usually drawn from the earlier Site Selection Committee. As the planning cycle lengthens, committee terms may expand. Members are generally in close geographical proximity to the conference location and NASIG non-members may be recruited to provide special expertise and to fill out the committee. Members are nominated by the committee chair and appointed by the president.

-- The Finance Committee's role is evolving as successive Treasurers determine how a committee can help them. One suggestion is to allow the Treasurer to appoint members in geographic proximity to him or her and to determine their duties.

-- The Newsletter Editorial Board is often listed with committees but is not a true committee. The Newsletter Editor recruits new members for specific roles and recommends appointments to the president. Two-year renewable terms apply, but vacancies may occur "out of cycle."

-- The Program Planning Committee membership is also for a single year, as skills needed for the conference theme change from year to year. Members are recommended by the committee chair or co-chairs and approved by the president. Aptitude, performance and interest in the next year's theme are considered in making reappointments.

-- The Proceedings Editors and Indexer work together, but are not a real committee. A formal search process, including announcing the vacancy, soliciting applications, and conducting interviews is used to select the editors. At this time, the president appoints the indexer, but it is possible the publisher may prefer to select an indexer at some point.

-- Professional Liaisons was not a true committee. It was previously composed of the liaisons to NASIG appointed by other organizations. This year, for the first time, the Board Liaison has been asked to coordinate the activities of the individual professional liaisons without trying to fit the committee structure.

-- Site Selection Committees are appointed to evaluate possible conference sites two to three years in advance. The Board considers member interest in various geographical areas and then either approaches members in
the area or charges a volunteer with composing a Site Selection Committee. More than one committee may be charged with examining locations for the same conference or for multiple conferences. These committees function like task forces in working in a relatively short time frame to perform a specific task. If one of their recommended sites is selected, these members often form the nucleus of the Conference Planning Committee.

Several changes to the appointment process were implemented during spring 1994. We redesigned the committee volunteer form to provide space to list other professional activities and special skills and to solicit an explanation of interest in specific committees. Return was accepted by mail, fax and electronic mail. We shifted much of the appointment process from the president to the vice president. Cindy Hepfer was a wonderful coach and supplied me with invaluable advice and a list of liaisons, chairs, and members with terms of appointment; the two of us worked closely with newly elected vice president Julie Gammon throughout the process. In 1995, we'll advance the timetable by several months. The form will be printed in the February newsletter and appointments will be completed by May 1st. The new roster will be included in the membership directory and we hope new appointees can make conference travel arrangements that allow attendance at committee meetings. (Appointments begin immediately after the annual conference, but it is recommended that new members attend the committee meeting at the conference.)

These were my goals in making appointments:

1. Achieve balanced membership on each committee: librarians and non-librarians, types and sizes of institutions, gender, geographical, and veteran and new members.

2. Match talents and interests of volunteers with available vacancies and needs of committees.

3. Consider opinions of outgoing and incoming Board liaison and outgoing and incoming committee chairs.

4. Make no automatic reappointments of members or chairs. Consider chair appointments to be for one year and renewable. Determine the contributions made in their first term by each person eligible for reappointment, and whether they prefer reappointment or a new assignment.

5. Only one committee per NASIG member. Try to persuade anyone with multiple appointments to select their favorite and make room for someone else in the other slot.

This sounded straightforward until I started trying to do it! The following description makes the process sound more logical than it actually was; each committee moved at a different rate, so these activities were actually conducted simultaneously. Retiring Board liaisons had to be replaced, prompting reassignments among continuing members as well. If the chair's term was expiring or continuation in that role was not desired, a new chair had to be selected and an invitation extended and accepted. The number of members on each committee is flexible, so just determining the number and location of vacancies was challenging. This step was combined with soliciting opinions from chairs and liaisons about who was eligible to continue, their assessment of each person's performance, and recommendation on whether the number of members should be increased, left as is, or decreased. Cindy, Julie and I discussed these recommendations and then I extended reappointment invitations by e-mail and phone. Of course, the unexpected occurred. One chair declined reappointment and then reconsidered; members changed employment status; one member preferred appointment to another committee; e-mail wasn't always successful and some people were hard to locate. And I was rarely successful in persuading anyone to give up multiple assignments.

The creation of several new task forces created additional complications. Task forces are created for specific, short-term purposes. Several new ones had been under consideration and we were able to consider appointments to them at the same time as committee appointments. Charges had not yet been created, so it took time to explain the intended role of each group to appointees. We were able to place an unusually high number of volunteers, but the process did take longer than usual. I even got confused about which groups had already been appointed and charged. The outcome is that four new task forces were created: Conference Evaluation Form, Program Planning Manual, Strategic Plan, and Tenth Anniversary Conference Celebration. The Continuing Education Task Force was established by Cindy Hepfer in March. In addition, three task forces were continued with some changes in membership: Conference Planning Manual, New Serialist/NASIG Horizon Award, and Research Award. The criteria for task force appointments were slightly different than that for committees, in that

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we often needed individuals with specific prior experience in NASIG.

Volunteer forms were received from 40 NASIG members and used to compile two master lists of volunteers. One was in name order and listed each person’s three committee preferences; the second was in committee order and listed interested people. I sent copies of the two lists and the forms to Cindy Hepfer (then president) and Julie Gammon (then newly elected vice president/president elect). We then discussed multiple appointment possibilities before settling on semi-final recommendations. (Volunteers who explained their skills and interests, rather than just listing them, made very attractive candidates.) Next, I consulted new and continuing chairs and liaisons about prospective new members on their committees. In some cases, I sent copies of the volunteer forms to the chairs. As the chairs approved these suggestions, I began extending appointment invitations and promised formal letters of appointment later. About six slots were still open by the annual conference where a draft master list of appointments was distributed to Board members. Appointments were finalized by early July, and appointment letters and acknowledgements to unplaced volunteers were completed in early August.

Please let me know if you have any questions about information shared in this article or are interested in becoming active in NASIG. Congratulations and best wishes to all of our committee members, chairs and liaisons. Your contributions are vital to NASIG’s success and greatly appreciated!

REMINDER!
Your NASIG membership renewal form was mailed with this Newsletter. Please fill it out and return it as soon as possible!

MINUTES OF THE NASIG EXECUTIVE BOARD MEETING

Date, Time & Place: May 31, 1994, 3:00 p.m.-6:00 p.m., June 1, 8:30 a.m.-7:45 p.m. University of British Columbia, Vancouver, Canada

Attending:
C. Hepfer, President
O. Ivins, Vice President
T. Malinowski, Past President
S. Davis, Secretary
D. Tonkery, Treasurer
E. Duranceau

Guests: Jean Callaghan, incoming Board member, and Elaine Rast, Archivist

1. MINUTES:

The minutes of February 4, 1994 were approved as distributed.

2. TREASURER’S REPORT:

2.1. D. Tonkery distributed a financial report dated May 31, 1994 which included a report on activities, 1994 budget expenditures to date, 1994 conference income and other financial details, 1994 membership fees and a letter from Ernst & Young. As of May 25, NASIG’s cash balance is $191,680.55, with most of the conference bills yet to be paid. Renewals number 813, and 197 new members have joined, resulting in total membership of 1,010.

2.2. D. Tonkery reported that 1,300 copies of the manual, NASIGNET and Beyond, had been printed, with approximately 1,000 distributed via third class mail to the membership. The cost was $4.45 per manual for a total expenditure of $5,791.38.

2.3. D. Tonkery reported that registration for the 1994 conference was strong, with registrations at 588 and counting. This year the Treasurer assumed responsibility for collecting the registration fee, then forwarding the registration forms to the conference registrar. This process worked well, but there is still some fine-tuning needed to make it run smoothly. Conference expenses appear to be on target, and D. Tonkery expects to end with a positive balance.

2.4. At the February 1994 meeting the Board authorized
the Treasurer to transfer funds into the bond account. D. Tonkery informed the Board that he did not take this action, as rates in the bond market had fallen.

2.5. D. Tonkery recommended that whenever possible the Board, Committees and Task Forces have invoices made out to NASIG instead of to an individual member.

2.6. D. Tonkery reviewed points in the letter from Ernst & Young responding to questions about NASIG's not-for-profit status and financial situation. In general the organization is on target for income and expenditures. The report indicated that NASIG can have as much as a two-year operating budget as a cash reserve, as is appropriate for many charities. Ernst & Young did recommend that the investments be moved into instruments with higher return rates. They also questioned whether the IRS has granted NASIG permanent 501C status. D. Tonkery reported that formal application was made in February 1993 and that he has written twice to the IRS regarding our status, but has not yet received a reply.

2.7. A few conference registration checks from Brown that were never deposited were discovered earlier this year. D. Tonkery has attempted to deposit them to see if they will clear. The Board agreed to authorize the Treasurer to send a friendly reminder to those whose checks do not clear asking them if they would make good on the check.

2.8. D. Tonkery has received some inquires about purchasing the NASIG Membership Directory, but no copies have been sold.

2.9 T. Malinowski handled an inquiry from Nedge Magazine about purchasing the NASIG mailing list by reaffirming NASIG's policy of not selling the membership list or permitting the membership directory to be used as a mailing list for commercial solicitation.

2.10 D. Tonkery recommended, and the Board agreed, that NASIG not offer two-year membership renewals. It is much easier for the Treasurer and the Database and Directory Committee to handle one-year memberships.

2.11 S. Davis distributed a final version of the Guidelines for Financial Support for NASIG Activities, which had been approved at the February Board meeting.

3. SECRETARY'S REPORT:

EXECUTIVE BOARD MINUTES

3.1. S. Davis reported that the two new Board members had been sent the new orientation package. Other members of the Board expressed interest in seeing the final version of the "Who Does What" chart. It will be distributed [to the Board] with these minutes.

3.2. S. Davis distributed a draft roster for the 1994/95 Board to update. The final version will also be distributed [to the Board] with these minutes and sent to the Archives.

3.3. S. Davis reminded the Board that she maintains a supply of NASIG membership brochures and NASIG stationery. She also maintains a list of software owned, the present location of each, as well as the software license agreements.

3.4 Responsibility for ordering the paperweights and certificates for the NASIG awards ceremony was successfully transferred to the Secretary starting with this conference.

4. CONFERENCE EVALUATION FORM:

4.1. Patricia Brennan at ARL will again tabulate and input the evaluation data for the UBC Conference. Estimated cost is $600 or less. An ECC member will compile comments from the preconference evaluation form.

4.2 The Board discussed the need to reconceptualize the entire evaluation process. C. Hepfer asked the Board to establish a Conference Evaluation Task Force to look at the evaluation form, what information should be collected, what purpose the data should serve, investigate survey software for purchase by NASIG, and recommend who should handle creation of the form and tabulation of the data each year. The recommendation was approved.

ACTION: O. Ivins will develop a specific charge ASAP.

ACTION: B. Geer-Butler will be asked to chair the Task Force, other members to be appointed ASAP.


5. SITE SELECTION

5.1 North Carolina (1995)

5.1.1 O. Ivins announced that M. Tuttle has been appointed as chair of the 1995 Conference Planning
Committee, and J. Mouw will serve as Board liaison. The committee has already begun preparations for next year. The Board requested clarification of Duke’s payment policy as stated in the February minutes.

ACTION: J. Mouw will ask M. Tuttle to clarify payment policy with the Duke Conference office.

5.1.2 M. Tuttle has seen some dorm rooms at Duke as per the Board’s request and reports that they are satisfactory. The Board discussed the number of double/single rooms. Depending on the single/double room ratio, the worst-case scenario for bathrooms would be 13 people to a double bathroom (2 stalls, 2 showers). NASIG will try to avoid this ratio by asking for an additional dorm facility to allow for a majority of single rooms.

5.1.3 Duke will not be able to offer a contract until August or September. NASIG has arrangements for a backup at Davidson College with first right of refusal for the June 1-4 conference dates. If we do not hear from Duke by Sept. 1, O. Ivins will send a letter informing Duke of our need to have those dates firmed up. Duke is still confident that our dates will remain open since no other group has ever asked for that time period.

5.1.4 C. Hepfer will follow up on her request to Jerry Campbell for Duke Library sponsorship.

5.1.5 Some general concerns about the number of conference registrants were mentioned, such as feeding large numbers quickly and having enough dorm/meeting space. Facilities that can handle in excess of 500 registrants are few. But with membership reaching the 1000 mark consistently, the Board has felt we must be able to accommodate at least half the membership at the conference.

5.2 Southwest (1996)

5.2.1 Preliminary checklists were completed for the University of Arizona, Arizona State University, the University of New Mexico and New Mexico State University. The 1996 Site Selection Committee recommended full site visits to the University of Arizona (Tucson) and the University of New Mexico (Albuquerque). The other sites would have difficulty handling a group our size and neither had sufficient conference office staff. The Site Selection Committee consisted of: Fran Wilkinson, Chair (University of New Mexico), Anne McKee (Faxon), Joan Griffith (University of New Mexico) and Ruth Haest (University of New Mexico). C. Hepfer suggested that O. Ivins expand the committee to include someone from the University of Arizona.

ACTION: The Board approved full site visits to the sites recommended by the committee, and expressed its thanks for the work they have done.

ACTION: Full site visits to be conducted. O. Ivins will appoint a site visit team to include members from both New Mexico and Arizona, as well as Board representation.

DATE: Report due at November 1994 meeting.

5.2.2 Some reservations about having only two possible sites in the southwest were expressed. C. Hepfer agreed to review the information on Colorado sites, and O. Ivins agree to follow up with the Minnesota sites. Some Board members expressed reservations about Colorado due to the uncertain status of Proposition 2. [Note: several people wrote "no" to Colorado on their evaluation forms due to Proposition 2.]

6. VISION STATEMENT TASK FORCE:

6.1 J. Tagler reported that a few comments were received, none substantive, and nearly all supportive.

6.2 The Board discussed the next step in the process, and agreed to develop a strategic plan for the year 2000. J. Tagler agreed to serve as chair of a Strategic Plan Task Force and asked the Board for advice on what the plan should entail. Several areas were mentioned: membership target number, demographic groups (geographic distribution, types of members), analysis of non-renewals, member services, education, and liaisons.

ACTION: O. Ivins will appoint members to a Strategic Plan Task Force, which will include some members from the Vision Statement Task Force and others representing a variety of NASIG constituencies.

DATE: ASAP

7. CONTINUING EDUCATION TASK FORCE:

7.1 The task force will be meeting during the conference to: develop a charge, set criteria for programs, determine liaisons with other committees, discuss co-sponsorship with other organizations, develop policies and procedures, and prepare a budget. Members of the task force are: J. Tagler, Chair, Adrian Alexander, Buzzy Basch, Carol Hawks, C. Hepfer, and Kathy Meneely.
8. AWARDS TASK FORCES:

8.1 New Serialist Task Force

8.1.1 The Board reviewed a report prepared by the task force and made a number of suggestions for the group to consider. The Board asked the task force to reconsider their proposed title of NASIG's Welcome! Award, suggesting instead that it be called the NEW SERIALIST award. The award is officially called the NASIG Horizon Award. The Board recommended that individuals with up to three years of experience at the time of application be eligible, and that eligibility be limited to those residing in North America. The Board asked the task force to expand and clarify the phrase "position of a professional nature" in the prerequisites to be more inclusive. The Board also recommended that applications include a vita along with the application form. The Board suggested and approved the funding of up to three awards as part of the 10th conference celebration.
ACTION: Update requested for November 1994 meeting.

8.1.2 The Board congratulated the task force for its excellent report and efforts to develop this award. Task force members are: Sylvia Martin, Chair, Mary Devlin, Patricia Frade, Elizabeth Parang, and Christine Stamison.
ACTION: Consider continuing New Serialist Award program
DATE: February 1995 meeting

8.2 Research Award Task Force

8.2.1 The Board discussed the report submitted by the group and made a number of suggestions. The Board recommended one minor change to the name the task force gave the award: "NASIG Founders Research Grant" instead of "Award." Other changes recommended were: the award should be open only to NASIG members, the deadline for applications be Jan. 15, the research need not match the conference theme, that procedures and guidelines follow those developed by the New Serialist Task Force, and that a budget be submitted with the proposal. The Board agreed that the grant will be in the amount of $1,000, plus a waiver of conference fees. J. Mow, Board liaison, will discuss these changes with the task force. The award is being given in celebration of NASIG's 10th conference.
ACTION: Revised report for Board approval
DATE: Mid-August 1994
ACTION: Consider continuing NASIG Founders Research Grant program
DATE: February 1995 meeting

8.2.2 The Board thanked the members of the task force for their work on this new grant: Charles May, Chair, Rita Broadway, Cindy Clark, Sandy Gursman, Patricia Putney and Steve Savage.
ACTION: Consider continuing this grant beyond 1995
DATE: February 1995 meeting

9. ARCHIVES:

9.1 Hard copy Archives

9.1.1 E. Rast distributed a report concerning the hard copy archives. She has sorted through material sent to her and identified four boxes of materials that should definitely be retained, and four boxes of possible items to retain. Once an inventory has been completed and the archive set up with the University of Illinois, E. Rast estimated that minimal time would be needed from NASIG's archivist to maintain the collection. E. Rast also reported that the University of Illinois does charge for maintenance if an archive exceeds a certain amount of space.

9.1.2. The Board agreed that E. Rast should retain the material currently in her possession through the 10th Conference in case something might be needed for any special anniversary activities.
ACTION: E. Rast will solicit materials for the archives in the next NASIG Newsletter (Aug. 1 deadline) [see p. 11] and selectively follow up with former officers and board members.

9.1.3 E. Rast will have a complete inventory of the archives materials done. The Board approved a budget of $1,500 to accomplish this task.
DATE: Progress report at February 1995 meeting, inventory to be completed by June 1995

9.1.4 The Board approved reappointing E. Rast to a one-year term as Archivist.

9.2 Electronic Archives

9.2.1 B. MacLennan distributed a report concerning the
Board agreed that each current committee chair and Board retention in electronic format will
DATE: Decision by June 30, 1994 or all messages will be purged.

9.2.3 Due to the ongoing work of the two awards task forces their electronic archives will be retained.

10. UBC CONFERENCE INFORMATION:

10.1. K. McGrath met briefly with the Board to review final information before the conference and distribute Board registration packets. Her figures indicated 559 full conference registrants, 17 full day registrants and 209 preconference registrants. K. McGrath reviewed the meal ticket policy for the breakfasts and lunches. Souvenirs this year will be NASIG t-shirts and book bags. Break for lunch and campus tour.

11. CONFERENCE BUDGET ISSUES:

11.1 The Board discussed a number of issues regarding NASIG support for plenary and VIP speakers. It was noted that at the past couple of conferences, upgraded rooms have been available on the campus, and NASIG has used some of them to house speakers. Prior to 1993 NASIG did not support housing other than in the dormitories for speakers.
ACTION: To provide some guidance to the Program Planning Committee, the Board agreed to establish a program budget of $25,000 for the 1995 Conference.

11.2 After some discussion the Board reaffirmed the policy of presenting each preconference on a cost-recovery basis. Any expenses for preconference speakers, including speaker discount/reduction of main conference fees, should be included in the preconference budget.

11.3 C. Foster asked the Board to consider the request from the Student Grants Committee to offer reduced conference fees to those who applied for a student grant but did not receive one. The Board discussed the issue at length. It was noted that there would be a loss in revenue and that students may take slots normally filled by members or colleagues that pay the full fee. Also, the issue of support for paraprofessionals was raised. Several members expressed the desire to support conference attendance for this group. The Board did not approve reduced fees for applicants to the student grants program, and did not reach a decision on support for paraprofessionals.
ACTION: Recommendation on reduced fees for local library school students for the 1995 conference (J. Mouw, O.Ivins, M. Tuttle)
DATE: November 1994 meeting

11.4 The Board affirmed the policies of continuing to offer 1/2 off the full conference rate for members of the Conference Planning Committee, and permitting staff at the host site to drop in at a few sessions without charge. Meals are not included. Staff at the host site who want to attend the entire conference are expected to pay full rates.

12. CONFERENCE PLANNING MANUAL:

12.1 A draft of the manual had been distributed in the Board packets.
ACTION: Comments to T. Malinowski
DATE: July 5, a new draft will be prepared soon after.

13. TENTH ANNIVERSARY CONFERENCE CELEBRATION TASK FORCE:

13.1 The Board agreed to establish a task force to develop plans to recognize and celebrate NASIG's tenth anniversary conference. S. Davis will serve as Board liaison. The group is expected to solicit ideas from the membership through the newsletter and NASIG-L.
ACTION: O. Ivins will appoint a task force
DATE: ASAP
ACTION: Budget request
DATE: November 1994 meeting

14. PUBLICATIONS:

14.1 Newsletter
E. Duranceau reported that a new position, Columns Editor, has been added to the editorial board. Carol MacAdam will serve a two-year term in that role. Other changes on the editorial board are the appointment of Vikki Medaglia as Distribution Editor to replace Maggie Horn, who will become Production Editor at the end of Kathy Schmidt’s term in July.

M. Horn will investigate the purchase of a new desktop publishing package and make a recommendation to the Board.

ACTION: Recommendation for software purchase

DATE: November 1994 meeting

E. Duranceau and B. MacLennan sent a letter to the editor of the ASSIG Newsletter regarding copying material from the NASIG Newsletter (see discussion in minutes from Feb. 4, 1994). To date no reply had been received.

14.2 Proceedings

14.2.1 The 1993 Proceedings were completed and have been published. The electronic version has been mounted on the gopher.

14.2.2 The editors of the 1994 Proceedings are Beth Holley and Mary Ann Sheble. They visited Haworth’s offices in April. C. Hepfer expressed thanks to Haworth for funding this trip.

14.2.3 In the future the Electronic Communications Committee will provide the editors with assistance in mounting the Proceedings on the gopher.

14.2.4 C. Foster, Board liaison for 1994 Proceedings, reported that the Proceedings editor’s manual has been revised, and that she is working on rekeying it in machine readable form since the earlier version was corrupted.

14.2.5 The Board discussed some concerns from the 1993 editors. Most of their points are addressed in the editor’s manual or have been brought to the attention of the 1994 editors.

14.2.6 C. Hepfer reminded the Board of its decision to do a competitive bid for the 1995 proceedings. O. Ivins will consider appointing a task force to review publishing options for the proceedings.

ACTION: Update/report on need for task force

DATE: November 1994 meeting

14.2.7 O. Ivins will appoint a new indexer for the 1994 proceedings. The Board expresses its thanks to Dena Hutto for her three years of service as the indexer.

15. OFFICIAL NASIG MAILINGS:

15.1 Some concerns about the Bylaws ballot had been expressed by the Board. Copies of the Bylaws and elections ballots were examined. The Board liaisons will ask their respective committees to investigate ways to improve the appearance of the ballots, handle mailings, and ways to minimize voter fraud.

16. COMMITTEE APPOINTMENTS:

16.1 O. Ivins described the process she was using to make committee appointments and distributed a tentative list of committee appointments. She suggested that committee members eligible for a second term not automatically be renewed unless they have contributed to the committee. The Board agreed with this proposal.

16.2 The Board approved O. Ivins’ suggestion of starting the appointment process earlier, moving the volunteer form into the February newsletter issue and completing appointments by the end of April. Terms will still begin after the annual conference, and the Board hoped that finalizing committee appointments sooner would allow new appointees to make travel arrangements that would allow them to attend the committee meetings at the conference.

ACTION: O. Ivins will notify E. Duranceau of the change

17. COMMITTEE REPORTS:

17.1 Bylaws

Report distributed. No discussion.

17.2 Continuing Education

Report distributed. No discussion.

17.3 Database and Directory

17.3.1 The Board discussed when to close the membership lists for printing in the Membership Directory. In order to time the directory to arrive around

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the annual conference, and to include as many members as possible, the Board decided to set the closing date as May 1. This date will also allow the inclusion of the new committee rosters for the coming term.

17.3.2 The Board discussed the need for information about particular categories of members. J. Mouw, as Board liaison, will ask the committee to investigate sorting members by particular categories.

17.4 Electronic Communications

17.4.1 B. MacLennan reported that Dave Rodgers will be leaving AMS for the University of Michigan School of Information and Library Science. The ramifications of his departure on NASIG's continuing use of the AMS computer are unknown at this time.

17.4.2 B. MacLennan reported that M. Rioux and M. Geller had worked on successfully mounting the electronic version of the 1993 Proceedings on the gopher.

17.4.3 B. MacLennan announced that A. Ecelawn has taken over as list owner of NASIG-L.

17.4.4 S. Davis suggested that a NASIG membership application form be available over the gopher. Regional Councils and Membership Committee will be asked to develop a form in ASCII format for M. Geller to mount on the NASIG gopher.

17.5 Finance

The Board discussed phasing out this committee as the appointments expire. The current system of sending renewals does not require any committee assistance. However, D. Tonkery did note that an assistant Treasurer is needed.

ACTION: Final decision of status of Finance Committee
DATE: November 1994 meeting

17.6 Nominations and Elections

17.6.1 T. Malinowski reported that the committee would like to codify procedures for nominating and running incumbents. The Board agreed that incumbents need to move through the nominating process as do all other candidates. Thus Board members and officers who are eligible for re-election should have someone nominate them or self-nominate.

17.6.2 The Board discussed the need for more geographical representation on the ballot, especially for member-at-large. It was noted that current practice is to consider geographical representation as a secondary criteria and to run six highly qualified candidates. It was suggested that this number could be increased to achieve broader representation. It was noted that running more than six candidates for member-at-large splits the vote, and can result in very-close races and the need for a run off election. C. Hepfer will discuss these issues with the new committee.

17.7 Professional Liaisons

After some discussion the Board reaffirmed a change in the structure of the Professional Liaisons Committee, which will no longer be considered a committee. Liaison relationships with other professional organizations will continue. S. Davis will coordinate with the various liaisons on the Board's behalf. Liaisons will be asked to provide an official letter of appointment or some other documentation from their organization. Also, liaisons will be asked to write reports for the newsletter and to keep NASIG informed of the dates of their respective conferences.

17.8 Program Planning

A Program Planning Manual task force has been formed, with J. Gammon as chair. They will be meeting prior to the ALA conference to begin work on the manual. Other members include: B. Carlson, C. Hepfer, O. Ivins, M. Crump. S. Davis and T. Malinowski will serve as advisors/ liaisons to the Conference Planning Manual task force.

17.9 Regional Councils and Membership

J. Tenney will be the new committee chair. The group will be reviewing their charge and some previous committee documentation that T. Malinowski will supply. Ways to expand the role of the group will be explored.

17.10 Student Grants

C. Foster reported that the committee will be reviewing their working calendar to see if they can begin the application process earlier in the year.
18. EXECUTIVE DIRECTOR CONCEPT:

C. Hepfer reminded the Board of the heavy workload expected of NASIG officers, members-at-large, conference and program planners, and other volunteers. She recommended that NASIG formally investigate the possibility of creating an administrative assistant position to provide support and continuity that is important to the continued functioning of the organization.

ACTION: O. Ivins will appoint a small group to write a position paper.

19. NASIG CALENDAR:

C. Hepfer distributed a partially revised NASIG calendar.

ACTION: Comments on the NASIG Calendar

DATE: July 5 to C. Hepfer

NEXT MEETING:

Tentative dates in November were selected for the next meeting, pending availability of the meeting location. M. Tuttle will be asked to make arrangements as soon as possible. These have now been confirmed. The next meeting will be held November 11-12, at the Aqueduct Conference Center in North Carolina. The meeting will begin Friday afternoon, continue all day Saturday, and wrap up Sunday with a campus tour at Duke.

Respectfully submitted,
Susan Davis
Secretary

NASIG Archives Are Alive and Well and Growing / Elaine Rast

The NASIG archives are being collected by Elaine Rast, and she is looking for any and all contributions. Naturally you would expect to find minutes of meetings, bylaws, financial statements, more minutes, and the like in an archival collection. However, in the NASIG archives we also have photographs, maps, and even a cassette tape. These materials not only record the history of the organization, but also supply us with a means to garner information that can be used for programs, activities, and presentations for the upcoming Tenth Anniversary Conference in June, 1995.

If you have NASIG-related programs, minutes of committees, a record of discussion groups, continuing education handouts, correspondence regarding projects, activities, or functions, personal papers of members that relate to the association, or anything you might think relevant, send to Elaine Rast, Northern Illinois University Libraries, DeKalb, IL 60115. For any questions, Elaine can be reached at (815)753-9864, FAX (815) 753-2003, and e-mail at C60EKRI@MVS.CSO.NIU.EDU. Thanks for your offerings!

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NASIG HORIZON AWARD

The North American Serials Interest Group (NASIG), composed of many constituents of the serials industry, is an independent organization which provides for the exchange and dissemination of information among the various links in the serials information chain.

NASIG is pleased to announce a new award, the NASIG Horizon Award, in recognition of its tenth annual conference. The purpose of this award is to welcome an aspiring new serialist to the serials profession by introducing the recipient to NASIG, to further enhance the recipient's knowledge of and interest in serials, and to provide an opportunity for interaction with other members of the serials chain.

DESCRIPTION OF AWARD: The NASIG Horizon Award provides the recipient an opportunity for professional development by attendance at NASIG's tenth annual conference to be held June 1-4, 1995 at Duke University in Durham, North Carolina. NASIG will assume all conference fees and travel costs. The recipient will receive a free year's membership to NASIG, and will be invited to serve on a committee for that year. The recipient will also receive a framed certificate in commemoration of the event.

ELIGIBILITY: Applicants should currently be in a position of a professional nature with primary responsibilities for some aspect of serials, e.g. head of serials, serials acquisitions, serials vendor, serials publisher. Applicants must have served in this position for no more than three years. Applicants do not have to be a member of NASIG, and they should not have attended any previous NASIG conferences. Preference will be given to applicants with previous serials experience, to those employed by a North American...
organization or institution, and to those whose career goals include long range plans for professional growth and development in serials.

APPLICATION PROCEDURE: Applications will be available after November 15, 1994 from Sylvia Martin, Chair, NASIG Horizon Award; Vanderbilt University Library; 110 - 21st Ave. South; Suite 700; Nashville, TN 37203-2408; (615)322-3478; fax: (615)343-8834; Internet: martin@library.vanderbilt.edu. Applications must be accompanied by a letter of reference from a current supervisor. Completed applications should be returned to Sylvia Martin as above.

APPLICATION DEADLINE: January 15, 1995. Applications postmarked after this date will not be considered.

AWARD NOTIFICATION: The award recipient will be notified by February 17, 1995.

NASIG CONFERENCE REPORTS

NASIG 9TH ANNUAL CONFERENCE
PLENARY SESSION 1: Overviews of Change

Czeslaw Jan Grycz, Chair, Scholarship and Technology Study Project, University of California Office of the President: "Technological Change and its Influence on Scholarly Communication and Information Management" / Maggie Horn

Chet Grycz began his informal presentation with two stories: In the first, Alice asked the caterpillar, "Which way shall I go?" and the caterpillar answered, "It depends on where you want to get!" And in the second, an executive reported to his board: "Last year I noted that we were at the brink of the precipice. This year, we have taken a big step forward!" His point in telling these stories was that we are troubled by the precipices which loom before us and are trying to figure out where we want to go.

Grycz spoke of his classes in contemporary issues in publishing, where students discuss current publishing trends as part of a large continuum. This continuum began with the first human writing, cave painting (human thoughts expressed in images), which was replaced by hieroglyphics and Oriental characters (pictographs, but more abstract than actual pictures), which were in turn replaced by the alphabet (a series of finite, absolute, abstract images), and now replaced by an abstraction of the alphabet (the binary on/off of the computer). As we now have the ability to be removed from the physicality of the book, so also the idea of copyright has developed over time and now must be dealt with in its digitized form.

We are now able to present visual images and auditory performances in a digitized form. We have achieved the unification of all arts and sciences on one digital platform, although the ability to access and use this digitized form is not ubiquitous. For instance, in Romania (a country where telephone communication is still chancy) networking and digitized information are still in the future. Into the next century, Romania (and many other countries) will still have print-based (or slide- or film-based) markets.

In general, Grycz believes the Internet's ability to deliver information is being oversold. The Internet is a disordered chaos of undifferentiated information, and we are faced with taking this new information distribution system and using our knowledge to organize and deliver the information. Grycz challenges us to take advantage of the skills we have and get involved.

The system of scholarly publishing which has been developed over the centuries is complex, and it works. To think we don't need this system is to have blinders on. The skills for achieving and retrieving information created within the system of scholarly publishing are also necessary within the Internet, yet these skills are lacking in many scholarly publishers, who have not worked on the Internet, for the most part: there is an absence of "bibliographic intelligence" on the network.

As human writing changed, so scholarly publishing is experiencing its sweep of change as it moves from printed material to ASCII to SGML. The ideas of imprimatur, imprint, and mentor are also changing. For example, the undifferentiated information on the network has no imprint, no validation, by a publishing authority. Oddly enough, this situation actually reflects the early stages of scholarship, when the scholar owned the imprint; only later did the publisher acquire it. Grycz suggests that as we have returned to the scholar-owned imprint, we will probably return to the mentor model whereby the student turns directly to the teacher for direction.
Serialists are standing with scholarly publishers on the edge of the precipice. When scholarly publishers figure out what they will be doing, we will be working on new models of "check in" and billing to accommodate the new formats. There may be an article-based journal, rather than a volume-level journal. There may be more article-level delivery to the individual patron, linked to digital information, and other citations.

Given our unstable situation, it is essential that we turn things around and ask what we can do. We must become part of the development of the new publishing. To that end, Grycz left us with these last thoughts:

1. Content is more important than nanosecond transmission speeds.
2. Quality assurance and brand name recognition are essential marketing concepts.
3. Maturity of the network will bring better conditions without loss of excitement.
4. A polyglot free market provides defense of abuse (first amendment rights in print are defended by librarians; this needs to be extended to the net).
5. Everyone has a right to remuneration for contributed value; the idea that information is free is okay but we mustn't take the idea so far that we lose the fact that people have a right to be compensated.


Weber described the workshops he has been facilitating as "thirty to forty people in a room for two days" reacting to approximately 185 hypothetical events. As an example of the type of event considered by participants, he posited a multimedia-capable PC available to schools for $400, and asked what the implications of this technology might be for school publishing. These workshops have been held since 1991, and Weber spent some time describing the conclusions participants have drawn over the last four years, how they have changed, and how they are relevant to our day-to-day operations.

In 1991, librarians were telling Weber that his ideas were "pie in the sky." Libraries would continue to exist in their current configuration, and print media would continue to dominate. While it was acknowledged that changes would occur, the rate of change would not be as fast as some people were predicting. Weber commented that change is hard to see when you are in the middle of it, and suggested seeking a cure for what he called "mural dyslexia" (an inability to read the handwriting on the wall).

Weber saw a paradigm shift starting in the fall of 1992. Participants in his workshops were beginning to accept the existence of a "new world" publishing, that would be fast and based on electronic information. In contrast, they saw that "old world" publishing, which was print-based and predictable, would decline in importance as modular publishing and multimedia integration took hold. Participants were cautious about committing to this shift, recalling that some early adopters of technology have "lost their shirts."

By the spring of 1993, Weber was noting that workshop participants were less apt to argue about the fact that changes were coming, and more likely to discuss how to accept and profit from the changes. They began to see that "personalization of information" would be enabled by the new technology, and that value could be added by providing specific answers rather than just information. More recently, workshop participants have increasingly come to accept electronic formats and multimedia. The application of the Mosaic front-end graphical interface to the World Wide Web is making it possible to provide visualization of scientific information. The Internet is starting to be seen as a "virtual business place," or "information shopping mall."

Weber discussed the impact of these technological changes on various groups involved in dealing with serials. As the route from the original information to the end-user changes, the role of librarians as the distribution channel for information must also change. Rights management is the "soft underbelly of electronic publishing," and both publishers and librarians will need to understand the issues involved in distribution and redistribution of electronic information.

One of the major issues facing publishers is the need to evolve from use of a print revenue model to an electronic model. Most publishers are currently outsourcing multimedia development rather than producing it internally. Publishers will also need to rethink the way they do business with authors.

Library issues arising from the new technology include the conflict between the concept of fair compensation for use of information and the belief that information should
be free, particularly when scholarly information has been provided by the universities in the first place. Metering technologies, which allow for obtaining information at the article level rather than by volume, are already available. However, preserving the integrity of the information within an electronic article is a major concern.

The new technology gives rise to an evolving industry structure. Weber discussed the possible nature of this structure, focusing on the publishing industry other than the mass market books segment. The players in this industry include the network builders, the network operators, the content providers, and the end users. While it would appear that the content providers will have the profitable edge, Weber believes that the real winners will be the publishers and other companies who develop the capability to repackage and provide exactly the information needed by the specific end-user. For example, the course-pack publishers are a growing segment of the publishing industry.

As for the libraries, there is a real risk that consumers of information will stop thinking of the library as the place to go for their information needs. As information becomes more readily available in the home, via commercial services such as America On Line and CompuServe, how will services provided by libraries, such as Dialog access, be perceived as a value-added service? Weber did not provide an answer to this thought-provoking question.

Dan Tonkery, President and CEO, Readmore Incorporated: "Reshaping the Serials Vendor Industry: How to Survive the Impact of Technology and Shifting User Expectations" / Margaret Ferley

Tonkery discussed the effect of new technology on his industry. Several trends have emerged. The first is digitalization: music, sound, print, and images can now be encoded and transmitted in digital form. The second is economy: with budgets tighter than ever, managers are seeking a return on the enormous investment that has been made in technology. The third is re-organization: libraries are shifting resources from technical services to public services. Serialists must adapt to these changes: technology and technological change are here to stay.

New technology has helped serials agents enhance their performance. By using file transfers, tapes, and EDI, they can now process claims and orders more quickly. As the cost of computing falls, savings in equipment can be passed on in lower service charges. By making small agents the equal of large ones and by enabling them to create services based on user expectations, technology has reshaped the vendor industry.

The central role for agents has, however, been in the world of print and this world is not growing. The shift from paper to digital or computer-based installations continues. A recent decline of 20% in subscriptions is the dark herald of the digital library of the future. Vendors who try to remain in the print world will find themselves without a role in the new cyberspace.

The hope of vendors is that the "virtual library" will need a "virtual agent." In addition, some smaller publishers will require brokered services. Agents could help to arrange digital/optical media warehousing. Cross-sections of scientific, technical and medical journals could be converted and shared. Agents may also have a role in the system of intellectual property rights and payments. For example, an agent's database might contain pricing information for access to journal articles; rates might be determined by page, by paragraph, by chapter, by work or by connect time.

Younger researchers, comfortable with technology, will use peer-reviewed scholarly communication forums. Paper-based scientific, technical and medical journals will tend to disappear, replaced by electronic media. The issue of access versus ownership will intensify. Right now intellectual property rights pose a stumbling block; new legislation is needed to cope with an electronic environment.

So while the age of print format libraries is over, and the entire environment is in flux, Tonkery sees an ongoing role for an intermediary, the vendor, especially in tracking financial transactions. Thus, he observed in closing, "on the information superhighway, the agent will be the toll collector."
Ms. Broering used the Biomedical Information Resources Center as an example of an evolving virtual library. The menu selections offered by this system include bibliographical systems, research, chemical information, drug/poison information, and information on drug interactions. It also offers e-mail.

Ms. Broering explained that the virtual library is networked, automated, and digital; it allows access to multiple databases and to data in multiple formats. In a sense, it is the Internet. Every kind of electronic text service is already here: full-text documents, electronic publishing, and document delivery. Increasingly, scientists manipulate not text but images at their ever-more-powerful workstations. We are going to have to catalogue images, and index images, and make images available in OPACs. The demand for images is everywhere: slides, videos, voice programs, X-ray images, art, museum objects: all must be properly catalogued and made accessible.

Ms. Broering laid great stress upon two points: first, that the United States must dominate the knowledge industry so that as the rest of the world seeks information, it will be the products and services of the United States that it buys; and secondly, that we as librarians cannot wait for new technology to come to us; we must seize it. She offered some examples:

Libraries should be developing specialized databases, such as the Human Genome Bank, that scientists and researchers have an increasing need to access. An example to be found on the Biomedical Information Resources Center system is the publications of local researchers.

Another area to explore is educational software. The researchers at Georgetown have developed an electronic textbook on human physiology that uses mixed media: voice, text and animation.

There is a role for libraries in creating these systems and databases. It entails forging closer links to academic computing and to academic systems. Computer-systems experts will deliver the information structures; it is up to the librarians to put up the knowledge structures.

NASIG 9TH ANNUAL CONFERENCE
PLENARY SESSION II: Introspective View of Change and Choice / Cheryl Riley

Linda Moore, Chief Executive Officer for tranSKILLS: "Getting Past the Rapids: Individuals and Change"

Linda Moore, Chief Executive Officer for tranSKILLS, a community-based Canadian organization, focused on individual reactions to change, using the metaphor of the North American Voyageur.

Moore identified several patterns of how people handle change as well as the qualities of people who are willing to voyage to a new place first. The first step many people experience when confronting change, according to Moore, is retrenchment. There are three aspects to retrenchment: people ignore change, resist change, and utilize old solutions. Moore borrowed from transactional analysis and listed four negative games people play during retrenchment: Ain't it awful, Yes...but, Attack/defend, and C.Y.A.

Continuing the voyageur metaphor, Moore outlined several techniques for dealing with change that take us beyond the negativity of retrenchment: scout the landscape, hang out with voyageurs, take things one day at a time, remember you are allowed to hit the shore, learn to portage, remember you are allowed to jump the canoe, and do whatever it takes. Moore encouraged people to remember there are several roles associated with change: if the individual cannot be a voyageur, then consider the role of the backer or the outfitter.

In summary, Moore stressed there are different ways to approach change and not all of us will be able to handle change well. Some of us will be angry about the change, others excited, but we will all be fearful. We must share, help each other, and celebrate the fact we made it through another day. Moore believes that by embracing the human spirit, we can approach change with enthusiasm, respect, and joy, thereby enjoying evolution, not revolution.

Richard Entlich discussed the CORE (Chemistry Online Retrieval Experiment) Project, a five-year electronic library project to deliver primary information resources to the researcher's desktop utilizing electronic 'republishing' techniques. The project, in its final year, is a collaborative effort among five institutions - Cornell University is the host institution; Bellcore and OCLC are providing hardware and expertise for building the interface and the database; and the American Chemical Society (ACS) and Chemical Abstracts Service (CAS) are providing more than twenty journals covering seven years of data and associated indexing. The project is focused on translating existing typography files to a suitable database format and developing user interfaces to enrich the access to these documents.

While there are shared objectives to examine the myriad "technical, logistical, economic and sociological issues facing publishers, libraries and scholars in the shift from paper to electronic dissemination of scholarly research," each collaborator has a different focus. For example, Cornell library has concentrated on the issue of "ensuring that scholars retain unimpeded physical and intellectual access to journal contents after the transition to electronic access takes place."

The CORE database uses Standard Generalized Markup Language (SGML), a standard grammar that specifies the component elements of a document through descriptive tagging. The system that has been created "will provide networked access to over half a million pages of machine-readable text and graphics from ACS journals," a particular challenge since chemical information is one of the most difficult textual formats to represent electronically, as it is filled with special characters, complex tables, and chemical formulas. If this project is successful in resolving some of the more difficult textual problems, the database can serve as a template for others in bringing existing paper products into the world of electronic publishing.

Entlich noted some factors that he sees affecting electronic journal acceptance in a given discipline: existing level of computer/network use; strength or cohesiveness of existing publishing enterprise; rate of growth of literature; strength of ties to the past; importance of rapid dissemination; access to new publications; and the existence of a standard document format. In closing, Entlich stated that there is still much work to be done; however, he for one "refuses to become an early casualty on the Internet highway."

Mark S. Boguski, MD, PhD, Investigator, National Center for Biotechnology Information (NCBI): "Adventures in Information Space: Biomedical Discovery in a Molecular Sequence Milieu" / Eric Celeste

Mark Boguski began his talk with a provocative picture of a newborn baby superimposed on a gene sequence. He described the 15-year history of GenBank, the repository for the Human Genome project now housed at NCBI. Scientists use the GenBank both to compare their findings with past findings and to publish their findings. GenBank contains data on the human genome, and also the genes of mice and yeast. A scientist with a newly discerned gene sequence will conduct a partial string match against the data in GenBank to see where the new sequence might fit. This comparative analysis is critical to the work of geneticists around the world.

The evolution and intensive use of GenBank might be an indicator of the kind of transformation electronic data may hold in store for other fields. GenBank gives researchers direct access to primary source materials and is widely referenced in the field's literature.

The data in GenBank has been doubling every twenty months for the last twenty years. In fact, Boguski pointed out, all biomedical databases have been growing at an explosive rate. Linking these systems increases all their value. GenBank has created the "Entrez" CD-ROM to link these systems with graphical user interfaces for the Macintosh, MS-Windows, and X-windows systems. In addition to explicit links between gene sequences and the proteins they code for, the "Entrez" system provides implicit (pre-computed) links to articles and abstracts in Medline and between those articles by using, for example, term frequency comparison.

GenBank itself grows because of its wide acceptance in the field. Before publication, most genetics journals require that any gene sequence described also be
accompanied by a GenBank accession number. This is a strong incentive to contribute to the database. The data is so critical that many scientists demand daily updates. Each day, hundreds of sites copy the whole database via FTP (file transfer protocol). The data is also available on CD-ROM and via e-mail, client/server Internet tools, and a "BLAST" network server. Thousands of people search the database each day. The client/server Internet tools allow interactive searching, while the "BLAST" server does a sequence "similarity search" across the whole GenBank database. Boguski pointed out that these services require significant computation resources. For a taste of GenBank services, Boguski suggested looking at the URL "http://www.ncbi.nlm.nih.gov" which is the GenBank home page on the World Wide Web.

As a (tongue in cheek) example of how the GenBank system can be used for quick analysis of data, Boguski told a funny story about how he searched the gene sequence presented in the book Jurassic Park one evening. He found that the author, Michael Crichton, had actually used a thinly disguised bacteria sequence in the novel, not a dinosaur gene sequence at all. A Portland newspaper even covered this "story" with the headline "Crichton's dinosaur code shown bogus by Boguski." Boguski wondered if this would be his greatest contribution to science!

Marjorie S. Bloss, Director, Technical Services, Center for Research Libraries: "Grabbing the Bull by the Tail: Holding on During Change" / Eric Celeste

Marjorie Bloss, looking at the world through her "maturing lenses," recognized that there are days when we feel we are being taken for a ride and we need to take control of our professional lives. How do we respond to change when we feel at the mercy of circumstance? One way to gain control is to analyze the situation. Bloss did this by offering four observations, eight techniques, and one obvious truth.

Her observations were:

(1) Budgets won't increase; we will be asked to do more with less. Federal governments are reverting programs to state and provincial control, often without sending the tax dollars along. State reductions in funding are rippling through to libraries and vendors. Also, the number of eligible undergraduates has recently been declining, putting further pressure on already strained academic budgets.

(2) Technology liberates us from limits and increases creativity. Technology has led to increased efficiency (using the National Union Catalog vs. using OCLC), changed our communication habits (interlibrary services and the Internet, for example), and liberated access (the ability to edit and re-edit word processed documents, for instance).

(3) There are many management styles; we should examine them all, but choose one and then be willing to change. Our organizations have been blurred by technology and funding cuts, the pyramid structure has been squashed, and employees are getting more of a voice in the workplace. We need to be aware of trends like TQM and re-engineering, but make our own choices.

(4) We must use common sense and not underestimate our own gut reactions.

The techniques she described were:

(1) Take the time to analyze the big picture.
(2) Be prepared to market aggressively; when competing for limited funds, we have to play the game the way it is played.
(3) Work towards better understanding; technology is changing internal and external relationships.
(4) Be a problem solver; there is no room for resistance to change.
(5) Make opportunities out of ambiguity, don't just tolerate it.
(6) Don't take it all personally; realize that there will be times when you win, times when you lose, and times when it rains.
(7) Continue to communicate and grow.
(8) Remember to laugh; occasionally you should "call in well."

Bloss closed with the simple truth that if people who handle serials can't handle change, then no one can. We just have to teach the rest of the world how to handle serials.

NASIG 9TH ANNUAL CONFERENCE
Pieter S.H. Bolman, President, Academic Press: "Change Within and Change Without: the Structural Adaptation of an STM Publisher"

Bolman addressed organizational change strategies in the publishing world, describing how technology and market changes affect planning. He began by describing the effects of technological innovation within society. Technology is one of the driving forces for change in our society, and companies, including publishing companies, have gone out of business as a result of technology developments, little had changed for publishers since Gutenberg. Such a stable environment is unlikely to repeat itself, yet publishers have little technology in their skill-sets and are basically intellectuals who buy the needed technology through contracting for printing, typesetting, etc.

New technology can add value, but it also can subtract value, depending on the end-user's specific needs. The user must compute the added value and the subtracted value to determine whether to use the new technology. Bolman feels there is no subtracted value great enough to stop the implementation of new electronic technology in the scholarly communication process, so it is important to prepare for the change.

Because technology influences not only the way Academic Press is organized but the way the whole industry is organized, Bolman decided that Academic Press should identify needed changes by examining those changes in a context larger than just within his organization. Functions are organized around the technology used, so technology changes will affect the whole industry. It is from this perspective that change must be planned for and implemented. In order to define the importance of technological change to one's business, a clear understanding of the company mission is important. Academic Press is "in the business of fulfilling the active and passive information needs of research workers." The terms "active" and "passive" are used in the Dutch sense: "active" means the right to elect; "passive" means the right to be elected. An active need for the researcher is to uncover and share (publish) new information; a passive need is to read others' work in order to perform.

The researcher actively needs a variety of outlets for accredited publication of research results categorized by subject, perceived audience, quality and prestige: i.e. a journal. The researcher passively needs access to the archives of earlier publications. Publishers add value by making appropriate journals available, organizing and maintaining accreditation and quality control, archiving with appropriate bibliographic control, creating an official source for document delivery, and making the information public. Libraries add value by collecting, classifying and giving access to past work which makes future work possible. Bolman emphasized that publishers' and libraries' missions are very much intertwined. Technology which causes changes to one will very much affect the other, so both must be examined together. We must look at the whole cycle of scholarly communication to study and plan for change. For example, a library's decision to use document delivery instead of subscribing to a journal will affect the price of subscriptions and copyright fees. Isolated decisions aren't really isolated and will have repercussions.

Since the three participants in the scholarly communication cycle (scholar, publisher, library) are not part of the same organization, no one can control these changes through "top-down" managerial decisions. The participants must voluntarily engage in joint experiments in order to establish which system configuration adds the most value for the researcher and subtracts the least.

Academic Press has recently added the position of Electronic Publications Director. The person filling this position has experience as both a publisher and scientist. He knows enough about technology to make clear what he wants to accomplish and does not use technology to solve a problem that doesn't exist. He reports directly to the CEO, formulates strategic plans covering all interfaces in the chain of author--publisher--printer--networks--librarians--readers. He will formulate proposals and joint experiments, develop standards, and also deal with business, economic and legal issues. Bolman feels this position will provide the active leadership necessary to overcome the resistance and fear of change within the organization. Gradually each department will develop its own expertise to deal with their mission using the new technology.
Bolman emphasized that Academic Press is open to experiments with librarians regarding CD-ROM's, networking publications, and site licensing. He feels it is essential to realize that publishing is likely to go through a "paradigm shift" that affects the industry as a whole and we (the triangle of researcher--publisher--librarian) should organize for the change.

Mary Elizabeth Clack, Serials Records Librarian and Staff Development Officer, Harvard College Library: "Managing Organizational Change: the Harvard College Library Experience"

Clack began her presentation by describing major projects that have resulted in changes at her library: implementing an automated system and implementing a strategic planning process that resulted in the reorganization of the Cataloging Services Department into teams. She was also appointed to the half-time position of Staff Development Officer as a direct result of the strategic planning process. These events, and anticipated changes yet to come, have led to the creation of a staff development program to support the process of change at Harvard College Library. After setting the stage with these examples, Clack discussed the nature of organizational change today, myths about change, coping strategies to employ in a changing environment, and the role of leadership.

Clack described change as ongoing, occurring at an unprecedented rate, and unpredictable, difficult to anticipate or manage. Change is not an event, but a process. Using an illustration from William Bridges' book, Managing Transitions: Making the Most of Change, Clack described the process in three stages: the ending, the neutral zone, and beginnings. The ending stage is where people identify what they might lose because of the change and what they can preserve from the old order. The neutral stage is one of confusion, but also energizing and creative for some. This stage is necessary and can't be rushed or true transition won't take place. The beginning stage is where people are ready to address the new order in a constructive way.

Change is both personal and systemic. On the personal level, people will react differently based on their perception of the change. At the organizational level, change causes a ripple effect. It is easy to ignore interrelationships, causing fragmentation that can be deadly, like the patient who had five operations at once — each operation was a success but the patient died of shock. Clack listed some common myths about change: the concept of change as a planned, linear process that can be controlled; the expectation of a visionary leader who can anticipate and initiate change; and that stable organizations still exist. Clack found two authors that present change models which don't rely on the myths described above.

In Managing the Unknowable, Ralph Stacey says that future directions are unknowable and we can't rely on the stability of the past. We must accept the paradox of stability and instability within the same organization and allow strategic directions to emerge. New maps will result as a part of the process. We should not expect fully charted maps in advance.

In Leadership and the New Science, Margaret Wheatley prefers a holistic approach to change that values relationships and connections between parts. She finds value in the unpredictability in chaos, in the blurring of functions, and the constant interweaving of functions and relationships. Wheatley applies the concept of field theory to organizations. She considers mission, vision, and values as fields which underlie all that happens in the organization. In this approach, information is dynamic (in-formation) and capable of creating structure. If all staff have access to information and are allowed to participate in discussions, the organization will be "swimming in many interpretations" and the result will be a rich and diverse sense of the organization's activity and future direction.

Using these concepts, Clack outlined some strategies for managing change:
- Find balance between extremes by incorporating paradox into our thinking
- Find ways to anticipate change
- Make strategic planning an integral part of ongoing work
- Involve staff at all levels of the organization
- Understand that the product is the process, more like a compass than a road map for change
- Support training that incorporates the team process and problem solving rather than stressing technical skills
- Provide a forum for clarification and discussion of organizational values

Clack described a series of activities used at Harvard College Library to clarify their organizational values and aspirations. She stressed the need for a statement of
shared values to emerge from a discovery process rather than by indoctrination.

Finally, Clack identified two types of leaders: the hierarchical leader (formal) and roving leader (informally evolving). To create an environment that enables change, the hierarchical leader must identify and support the roving leader and be willing to follow him or her. Clack concluded that implementing these strategies will make our "organizations more hospitable to change and our colleagues better equipped to embrace it."

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CONCURRENT SESSION II: Reports from the Frontiers of Change / Amira Aaron

I found the concurrent session entitled "Frontiers of Change" to be one of the more innovative and thought-provoking experiences of the conference. All of the talks focused on change and risk-taking and contained a challenge to the members of the audience to take some risks in their own professional lives and in their own institutions.

Sharon Cline McKay, Product Manager, Dynix Marquis, Inc.: "Wanted: Information Manager: New Roles for Librarians and Vendors"

In her talk, Sharon Cline McKay used her own career to demonstrate the variety of positions and environments in which we as librarians can use our information skills. McKay has held various positions, working for libraries, information centers, utilities, and vendors of subscription services and automated systems. She is presently Product Manager for Dynix Marquis and stressed that this is not an "alternative career" for a librarian, but just one of the many types of jobs in the information field which requires our skills and knowledge as library and information professionals.

McKay's presentation centered on the similarities and differences between working in a library and for a vendor. She noted that we have a basic distrust of colleagues that have "gone over" to the vendor environment and that we seem to especially resent salespeople. She questioned why this should be: the field is better off with librarians employed by vendors and as long as we need to purchase items and services, we need salespeople to sell them to us. Similarities between working in library and vendor environments include the following: we are all information managers and members of the information chain; we provide services for end users; we participate in professional associations; and we make use of our skills and background in information science. The vendor environment differs from that of libraries in the following ways: Decision-making is faster (usually not by committee!); there is a bottom-line orientation; there is usually more travel; and timeliness is essential. Why work for a vendor? McKay cited some of the following reasons: vendors are on the cutting edge of technology and librarians employed by vendors can help shape products for the marketplace; there is more autonomy (and responsibility); and the corporate environment, which operates with fewer committees, is potentially more satisfying and leads to a greater sense of accomplishment for the right person. Myths about working for a vendor include the following: vendors pay more; travel is glamorous; everyone will love you; you can keep "banker's hours;" there is no stress. McKay helped us to dispel some of these popular myths.

McKay next offered some tips on considering and implementing career changes. First the librarian must do a thorough soul search and decide whether he or she would be content in a corporate environment working for a vendor. Networking with the right people and finding out about job opportunities is crucial, as vendor positions are normally not advertised. McKay advised us to build on our strengths; if you have a strong serials background, the place to look for a position is probably a serials management agency. She stressed finally that it is now possible to move back and forth between a vendor and library environment; in fact, having worked for a vendor, a librarian will likely be even more marketable.

As a librarian who has also moved easily between library and vendor environments, I especially enjoyed McKay's talk and agreed with her premises. I hope that she inspired several of the librarians in the audience to at least consider pursuing a career outside the traditional library setting.

At the end of her talk, McKay recommended the following article for further reading: "Extending the librarian's domain: a survey of emerging occupational opportunities for librarians and information professionals" / prepared for the Special Libraries Association by Forest Woody Horton, Jr. (SLA Occasional Papers Series: no. 4). Washington, DC, Special Libraries Association, 1994.
Susan Lewis, Online Projects Manager, Johns Hopkins University Press: "From Earth to Ether: One Publisher’s Reincarnation"

Susan Lewis, Online Projects Manager at Johns Hopkins University Press, described the transformation process which occurred at the Press in the change from traditional paper to electronic publishing, when it was decided to put all 40 journals published by the Press online running under MOSAIC. The prototype was named Project MUSE and consists of 47 online articles; to which was added a search engine and color illustrations. MOSAIC was chosen as the interface since one can add text and annotations while reading the article, and also for its graphics capabilities. Two major decisions were taken at the beginning of the project. First, the Press made a firm decision to offer electronic journals at less cost than print journals. Secondly, the Press took a new approach to the publishing process. They worked together with the librarians and computing center staff as partners, all representing the end users, instead of maintaining the traditional seller and customer relationship.

With these decisions made, five major areas of work were identified, and Lewis discussed concerns and solutions in each of these areas. Some of her conclusions were as follows:

1) Marketing and market readiness. Staff from the Press provided consulting and education for the campus librarians, determined the library’s readiness to handle access to full text, made hardware and software recommendations, etc. End-user involvement was sought and users can give feedback online to the publisher both about design and content of the electronic journals.

2) Rights and permissions. The Press identified two disadvantages from the library’s point of view of publishing journals solely in electronic form: 1) if the library stopped subscribing, there would be no holdings to report; 2) if the publisher went out of business, all of the archives would be lost. It was thus decided that unlimited use of the data for full subscribers could be made, both internal and also for Interlibrary Loan. Central archiving of the electronic data would be allowed, and it proved more efficient for the end-user to retrieve the item directly from the central server rather than to go through the library.

3) Determining true costs. This is still being worked on; the project obviously needs to be cost-effective. The costs of producing the first copy still remain in electronic format, but the costs of reproducing additional copies can be greatly reduced. The Press still thinks that they can sell the electronic journal subscriptions for less, but there will not be as many subscribers in the first few years, so it is expected that costs will go down further with more subscribers later on.

4) Pricing strategy. As the start-up costs are very high, it is unlikely that price reductions will be seen in the first few years. Lewis discussed the issues of how practically to price and collect licensing fees and payments. Models looked at were site licenses or a subscription price. Librarians prefer the subscription price model, regardless of size of enrollment or proposed audience. Publishers need to set conservative estimates and yet the high prices put off potential customers. Decisions made regarding price were the following: 1) Individual rates will be lower than those for the printed journals; 2) Subscribers to the entire database of journals will receive a discount; 3) Charter subscribers will receive the first year free and guaranteed discounts for a number of years.

5) Staffing concerns. Lewis discussed the need to hire staff for new positions which didn’t previously exist, such as systems managers and technical support specialists. She has needed to create new job descriptions and to develop different kinds of expertise among her staff.

In general, she stressed that university libraries need to become partners in the use of networked digital technology for electronic publishing and this will strengthen the process of scholarly communication. She then gave an impressive demonstration of Project Muse and provided the following URL for access: HTTP://muse.msejhu.edu.


Johann Van Reenen’s talk was thought-provoking and original; it certainly challenged many of the assumptions commonly held by the library community. He stressed that we need new ways of thinking and asked whether we were really exploring these new ways. There is a need for our profession to change and to rethink the "information economy." He maintains that we can no
longer be in the business of providing free information and that our traditional core services will be in conflict. Librarians have always conducted a "search for excellence," but Van Reenen questions whether we can still continue to do this. Ours is also an aging profession and there is an unwillingness to take risks at the middle or end of one's career. Often we use excuses such as lack of funding to prevent change.

Van Reenen notes that librarianship has been largely successful as a profession and has become solidified in its thinking, for example: ownership above all, information must always be free, etc. We have hired certain personalities to further our perceived goals. We have achieved functional specialization and fragmentation and haven't worried about the "whole" result. We have also decided that we know what's best for our patrons without asking them.

We need to change from a culture of solidity into a culture of resilience and overcome our organizational learning disabilities. The resilient personality values versatility, improvisation, networking versus hierarchy, and sees mistakes as a sign of learning. Resilient personalities view a track record of consistent success as an indication that a chance for learning was being avoided. Van Reenen provided some practical steps for effecting change in our culture. He stressed the future roles for librarians as information facilitators, providers and integrators - in general, as "knowledge servers." More specific future roles should capitalize on our strengths and include being providers of electronic information services, change agents, institutional publishers of local information, electronic consultants, stimulators of creativity in our organization, organizers of knowledge and negotiators of information needs, teachers/instructors, faculty liaisons, and systems designers. He also provided a list of competencies needed in the electronic information environment, covering personal characteristics, basic skills, general knowledge, and specialized knowledge.

How can librarians change their environments? Van Reenen stresses the need to create and manage conflict and not just to strive for being polite to each other. We need to try out new paradigms and do some serious risk-taking. We need to allow mistakes as a natural part of learning--this will allow the "resilient" instincts within all of us to emerge. Some people may need to be left behind and dealt with as changes happen. Change can start at the bottom levels even if the higher levels don't want to change. Van Reenen talked about his practice of hiring new staff who have non-traditional views and personalities.

Librarians need to act as members of the business world. He gave the following definitions: one's power base is how you report; one's political base is how you network; one's effectiveness is how your services are organized and delivered; and all together this constitutes YOUR INFLUENCE.

According to Van Reenen, serials librarians should be designing the new access systems and will be the public service librarians of the future. He certainly gave us all something to think about!

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CONCURRENT SESSION III: Professional Advice on Handling Change / Lin Hagen

Judy Clarke, Owner, Judy Clarke and Associates: "Understanding Transition: the People Side of Managing Change"

One of the most talked-about sessions at NASIG 1994 was "Understanding Transition: the People Side of Managing Change" presented by Judy Clarke. It was a good followup to Linda Moore's earlier session, "Getting Past the Rapids," and made several references to that session. Clarke's theme was that our personal and professional success depend on our ability to change. As the owner of Clarke and Associates, an organizational consulting firm with former clients including the U.S. Forest Service, the Portland Police Bureau and the Faxon Co., and a teacher of numerous college courses, Clarke is well-qualified to speak to us on transition.

Clarke pointed out that we had been hearing plenty about what is changing in our field. It is also important to focus on how to adjust to change. She differentiated between change (which is external and may happen quickly), and transition (which is internal and happens slowly: "Who am I now that my world has changed?"). She stressed the seriousness of the distress caused by change. "Change" requires that we let go of "what was." The more we have identified with "what was" the harder it will be to make the transition to "what is." The major reason that organizations that introduce change fail is that they fail to acknowledge that people are losing something. Organizations can help their members to (1)
consciously choose to have change bring out the best in themselves and, (2) "make an ending" to what was. (If the ending does not have our "permission," it is harder to let go.)

Clarke described the phases of transition, what can go wrong in this process, and where and how we can get stuck. Many of us, as we listened, thought not only of job-related changes but also of our personal experiences. Haven't we all been "stuck" at some point in our lives?

As the session progressed we were instructed in how to "commit" to change and how to "manage" change by the way we respond to it. (A life lesson here: optimists live longer and are more successful!)

Clarke's handout was definitely a keeper and one that many of us are sharing with colleagues at home, and her parting words were moving and uplifting. She said that we let other people influence so much how we feel about ourselves. If we would focus more on ourselves each one of us would be a better "model" and be far happier.

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CONCURRENT SESSION IV: Real People and Virtual Libraries / Sheryl Williams

Susan A. Cady, Associate Director for Technical Services, Lehigh University Libraries, Bethlehem, Pa.: "At Ease in LiberSpace"

Lehigh University is a firm believer in computer-mediated communication technology, exemplified through the development of LiberSpace, "the remotely accessible databases and services of the Lehigh University Libraries." The campus is wired; dorm rooms, houses, faculty offices, and 250 public access terminals are available for adventuring in LiberSpace. Nearly three dozen databases are currently available from anywhere on campus. Daily logins--nearly 10,000 in January, 1994, alone--are exceeding those of 1993. New capacities are immediately consumed.

The effect of this "agile library" on staff and users is to force a need to leave old paradigms behind and adjust swiftly to change. The virtual library produces a co-dependency of sorts: people become very dependent on technology, which results in an unhealthy relationship with equipment and software. When this equipment and software is down, the effect is that of closing the building or mis-shelving a book. It is increasingly unacceptable for staff to rely on technicians to do some things; everyone is expected to understand some of the technical aspects of LiberSpace.

Lehigh gives constant attention to staff development to enable all levels of staff gain this understanding. Downsizing, however, results in increasing difficulty in freeing staff from other duties for education and training. Staff rely on classes available through computing services; these classes tend, however, to be aimed at the highly computer literate. Classes are also available through PALINET. Cady acknowledges that it would be helpful to have staff upgrade skills on their own time; educational benefits are available. This, however, can raise difficulties, for there is a fine line between personal life and professional development.

Internally, LiberSpace has had an effect on the organizational structure of the libraries. In 1995, the libraries will be merged with the computing services department. Organizational changes which would occur through the development of LiberSpace are not being undertaken at this time, as they would be inappropriate in light of this merger.

The effect of LiberSpace on the user varies with the experience of the user. Users prefer having the actual resources, not just the indexes. As the saying goes, "It's about convenience, stupid." LiberSpace is more convenient, but also more complicated. Databases with no user limits have allowed more creative uses of instruction; for example, students may request assistance from librarians and other staff members. It appears that reluctance on the part of librarians to respond may be dependent on the length of time the librarian has spent with print materials as opposed to electronic materials.

Users express enthusiasm towards LiberSpace, yet students and faculty remain committed to the library and print materials. They still want the library open more hours, more copiers, and more journal subscriptions.

Marion T. Reid, Dean of Library Services, California State University San Marcos: "The Human Side of the Virtual Library"

Reid pointed out that Nicholas Wade, writing in the New York Times, states that technology does change society, but on a scale of decades, not years. While technology
drives change, we cannot change to ways which are inconsistent with our values; we must be both skeptical and visionary about the future.

In 2001, the college freshman will have characteristics such as: they will be direct, wanting instant gratification; they will have no spiritual leadership; they will be consumer-oriented; they will need to assert themselves to be noticed; two-thirds will have mothers working outside the home; 20% will have been born out of wedlock; they will have no patience; they will want everything.

At the same time, the workforce in the year 2000 will be characterized by much greater levels of diversity. Librarians will notice this diversity more, as they move into the older spectrum of workers.

And in the year 2000, we will still need library buildings, despite the claims of those who insist we won't in the age of the virtual library: currently only 2%-5% of scholarly information is in electronic format. By the year 2000, there will still be only 10% in this format.

The virtual library has dimensions, and these dimensions yield relationships. Staff can be either onsite or remote, users can be either onsite or remote, and information can be either onsite or remote. The relationships range from all three being onsite, to all three being remote and connected through some communication device. How will librarians relate to someone they don't even see?

According to Reid, this question is already being addressed. It is possible at this time to accomplish something without being face-to-face with another individual. One example is authors meeting and working on the Internet. A forced situation which developed earlier this year was the support offered by Pacific Bell following the earthquake in Northridge, California.

California State University is about to open its 21st campus at the old Ft. Ord site. Reid has been involved in one of the working groups, comprised of individuals she was largely unacquainted with. Because of initial electronic communications, this working group coalesced quickly through the early stages of committee development, and were ready to begin work immediately when they finally did get to meet face-to-face.

The effects of the capability of remote access, generally from the home, are both positive and negative on staff. Output is higher, because an individual is able to concentrate, without the interruptions of co-workers. Home ceases to become a refuge, however; and the workday stretches longer than eight hours. Working at home may mean a more difficult start, or it can mean that it is more difficult to stop. It can also be difficult to carve out a specific work-time, particularly if other family members are present.

Future issues which must be faced will include which staff members will work from remote locations, and what is the institution's responsibility for ergonomics at remote locations. The onsite staff/remote user relationship must address questions such as who will be responsible for connections and how this care differs from that of the onsite staff and the onsite user.

New staff members will present management with concerns of being acculturated and incorporated into the organization; these new members must know, must buy into, and must support the organization.

Finally, reward structures must be developed to reflect the new relationships between onsite and remote staff, users, and information. Managers must develop the measures for solutions to these issues.

Human contact remains very important even when working on the Internet. The virtual staff member won't be totally isolated; it is not unreasonable to expect to be working together onsite at least part of the time. We need to relate to the person we can't see; we still need to know who it is we are working with and for.

Discussion following Reid's presentation:

Participant: Is the assumption that staff is only connected by [typed] characters? What about visual connections?
Reid: It depends on the relationship with the work group. Visual connections will need more than large screens, but there is also a need to be together.

Participant: How do you encourage undergraduates not to depend on convenience?
Cady: You have to work along with the faculty to encourage students to go beyond the convenient resources.

Participant: Is Ariel still being used?
Cady: We are continuing to use Ariel, and find that
more libraries are using it.

**Participant:** What strategies are being employed to encourage staff to accept that they won't have human contact?

**Cady:** We do not perceive the situation as having less human contact; staff are still coming to work. Voice mail has a different character, as does e-mail. There is an advantage in not being bombarded by human contact.

**Participant:** How do you keep from being bombarded on the Internet?

**Reid:** Users have a main street connection through a TV channel. If the user needs to know how to connect, they can ask Reference. Reference staff reports one or two questions per week from individuals with home PCs, asking how to connect, but not asking reference questions.

**Cady:** It has been found that the Internet has allowed disabled students to have a social life over the net, in addition to their academic life.

**Participant:** Would the majority of library staff choose to telecommute?

**Reid:** Yes; we have two power-books and they are being used. We are setting up mechanisms to have them charge long-distance calls; this is more of a need of directional service. If it is needed, we will support it.

**Participant:** Has the use of the OPAC by faculty and students decreased the need to know the Reference desk?

**Cady:** Desk coverage is never decreased. LiberSpace now serves long-distance users quite well, along with those who want to ask questions when they are thought of, no matter what time of day or night. We have a guaranteed turn-around time of 24 hours; the bulletin board is emptied twice each day. Users can request a reference interview.

**Participant:** How do you do checkin at home?

**Reid:** Some things are unrealistic to change; the opportunity may not be there.

**Participant:** What is the union voice in this; does this have to be negotiated?

**Reid:** We have an unusual situation. We have new staff not involved in the union framework.

**Cady:** We are not unionized.

**Participant:** What are the group dynamics of groups on the Internet?

**Reid:** You can't see the body language. Decisions may become more complex because of delays in response and other questions which are formed and then must be relayed.

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**CONCURRENT SESSION V:** From Cutter Handmaids to Cyberspace Guides: The Future of Catalogers / Connie Roberts

How will cataloging change in the near future? Is there a future for cataloging? All three session speakers saw a continued, even intensified, need for catalogers' linking and organizational skills but all three predicted dramatic changes in the way these skills will be exercised.

**Regina Reynolds, Head, National Serials Data Program:** "Tools for a New Age: an Overview"

Reynolds painted some magical images: catalogers of the future wearing virtual reality headsets and weaving subject headings with a sensor glove. That image is futuristic to be sure but the technology which promises to revolutionize cataloging already exists: expert systems, Standard Generalized Markup Language (SGML), imaging technology, and relational databases. SGML in particular will provide a way to speed up descriptive cataloging by electronically marking standard elements of a document. SGML can be applied to a digitized version of a print document as well as documents issues in electronic form.

**Paul Weiss, Systems Librarian, National Library of Medicine:** "Getting the Expert into the System: Expert Systems and Cataloging"

Weiss outlined factors to be considered when considering whether a given cataloging process is suited to an expert systems approach. For example, attempts to develop an expert system for Library of Congress Classification are more likely to be successful than similar attempts to "automate" ACCR2 Chapter 22 (Headings for Persons) because the former is a relatively self-contained domain while the latter relies heavily on intuition and practical knowledge.
Daniel Pitti, Advanced Technologies Projects Librarian, University of California, Berkeley, "SGML and the Transformation of Cataloging"

Pitti sees the cataloger's ability to distill, organize and inter-relate information as the key to taming the current chaos on the Internet. The major tools in this effort will be SGML along with the development of standard Document Type Definitions and the implementation of ISO 12983. Pitti encouraged catalogers to play a leading role in the development of relational databases using hypertext and hypermedia.

This short synopsis does not do justice to the almost mind-boggling array of ideas presented at the session. What seems clear is that, as Regina Reynolds asserted, in the future there will be a continuum of ways to create bibliographic records ranging from the fully automated to the carefully handmade.

NASIG 9TH ANNUAL CONFERENCE PRECONFERENCE: Internet Tools and Resources: an Electronic Buffet / Nancy Chaffin

The preconference opened with a welcoming address by Birdie MacLennan, Serials Coordinator, University of Vermont. Marilyn Geller, Serials Cataloger, MIT Libraries, addressed the participants, explaining that this preconference helped to fulfill the Electronic Communications Committee's mission of education.

General Session:

The first speaker scheduled was Jacqueline van Dyk, Systems Librarian for North Vancouver District Public Library. Van Dyk was unable to attend, but Nancy Hannum of the Legal Resources Center of British Columbia had agreed to take Van Dyk's place.

Hannum focused her discussion on some of the more current and pressing concerns in information access, particularly information policy issues. The citizens of British Columbia have enjoyed a long history of freedom of information. That freedom has been recently threatened by efforts to establish policies that would allow the government of British Columbia to sell information. Lobbying at the federal level by the for-profit information industry is attempting to distance the information industry from librarians. To date, these efforts have been unsuccessful, but the struggle continues.

Hannum then discussed some of the issues surrounding the efforts by the information industry and by libraries. Several assumptions about the nature and ownership of information are being challenged. There appears to be a shift from public to private information providers, partially due to a shift of power and funding in portions of the public sector, such as schools, libraries, and museums. The future of information has been compared to a monoculture of vegetation. Therefore, there was a variety in information sources and providers. As information becomes more privatized, however, this variety is becoming lost. Hannum pointed out that just as variety is necessary for a viable ecosystem, so it is for a viable infosystem as well.

The most important question when formulating a governmental information policy is: Is there a fundamental right to information? The battle lines are being drawn between those who view information as a public right for all and those who see information as a commodity to be bought and sold. For both government and the information industry, it is becoming imperative that a true information policy be developed. Libraries should be acutely aware of, and participate in, the formation of these policies. Hannum illustrated the concepts of information policy with examples of recent changes in the packaging and marketing of information originally generated by public funds, in both Canada and the United States. The for-profit information industry knows that information equals wealth and power. Is this a well-kept secret? Lack of public participation in developing governmental information policies seems to indicate that it is.

Not only traditional print, but electronic sources of information are part of the information chain. Hannum discussed the Freenet movement in North America. This is a free, public access community service, currently established at 33 sites. Hannum showed a videotape about one freenet in Illinois. Freenets are seen as the late 20th-century's answer to the public library movement of the late 19th century. When print literacy became high, and the costs of books became relatively low, the environment existed in which free-from-fee public libraries flourished. Now, when computer literacy is becoming higher, and the cost of equipment is becoming lower, the environment may exist in which free-from-fee

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electronic access to information (freenets) can flourish.

The second speaker was David F.W. Robison, Educational Documentation Specialist for NorthWestNet. Robison has been active in electronic publishing for several years. He is the editor of Internet Passport, currently in its 5th edition, and is the author of All About Internet FTP.

Robison focused his presentation on client/server computing and its applications, and electronic publishing, and how these two are linked.

Robison began by discussing what client/server computing is: The "client" is the initiator of a request. This request is made on a local or "host" computer. The request is made of a "server" at a remote location. The server then sends the answer back to the client. Examples of current client/server application in publishing are electronic mail, where desktop e-mail software connects to a mail server; gopher, where a desktop gopher client connects to a gopher server; and, more recently, World Wide Web, where a desktop client, such as MOSAIC, connects to a Web server, or can connect to other Internet resources. Advantages of client/server computing are greater flexibility and an interface that is separate from the data, so that a user only needs to learn one system. Disadvantages are that client/server computing requires at least 8 MB RAM, high processing speed, a large disk capacity, and a high speed (minimum 9600 baud) communication capacity. Robison explained that these requirements are why most client/server systems are built around UNIX.

Electronic publishing is using client/server computing in several applications, particularly for soliciting subscriptions and delivering their products. Using gophers, electronic publishers make several titles available. Counterpoint Publishing offers an electronic version of the U.S. Federal Register, with enhancements, for a fee, although this product can be previewed for free. NetCetera is a weekly newsletter on NorthWestNet's gopher. As of June 2, 1994, this newsletter was not yet up, but was expected to be shortly. Electronic Newsstand makes parts of magazines available, such as tables-of-contents and letters to the editor, as well as information on subscriptions and obtaining back issues. Using World Wide Web, titles such as Global Network Navigator, Palo Alto Weekly, 3 W-Global Network News, and Wired magazine are accessible.

Electronics formats and access are changing the models of publishing. Full-text documents can be made available as text only, or with graphics. Readers can choose to download or just display. "Teasers" are being developed, which are selections from issues or documents, also available as text only or with graphics. Publishers now make their catalogs available electronically, listing their offerings in both print and electronic form. Needless to say, updating these catalogs is seamless and dynamic.

New formats are also changing some of the paradigms in the publishing industry. Publishers and their customers must develop new pricing structures, such as "renting" a title, or licensing for multiple users. Monographs can now be continuously updated, perhaps blurring some of the distinctions between serials and monographs. The possibility even exists of group authoring after initial publication.

These changes cause concern for both the publishing industry and those using their products, including librarians. How will copyright be protected? How will publishers collect payment, and when? How is the integrity of the document protected? How do users find what they want? How will quality be determined? There are, as yet, no firm answers to these questions.

What does the future hold? Robison envisions more traditional publishing firms entering the electronic publishing business. Electronic publishing consultants will emerge, as those new to the game begin to play. Libraries may become archives and servers of information, or users may bypass libraries entirely and "pay per view." Academic libraries will collaborate with their university presses in the dissemination of scholarly information, and librarians will become "virtual assistants," helping users navigate on the information highway. The shift in information is coming, and libraries and librarians need to anticipate and accommodate the shift to insure their place in the information industry.
Breakout Session 1:
Maggie Rioux, Acquisitions Librarian, Marine Biological Laboratory/Wood's Hole Oceanographic Institute Joint Library: "Tunneling through Cyberspace in Search of Adventure: An Introduction to Gopher"

Rioux began by giving a brief history of gopher systems. A gopher is a menu-driven client/server system developed at the University of Minnesota in 1991 (hence the name). One of the most attractive features of client/server technology is that the client and server are actually linked only during the time that a query is being communicated, or a response is being sent. This greatly increases the capacity of a server to assist multiple users, since the limited number of connections to a server are only being used for fractions (usually) of a second. This is a "grab and release" model. Also, a gopher is menu-based. Each menu item is a pointer, to either actual files or to submenus. Menu items are one of four types: a directory (meaning other menu), indicated by "?" at the end; a text file, with no punctuation at the end; or a search engine (prompting for a query), indicated by "?" at the end.

Rioux then discussed some of the features of gopher client/servers. Bookmarks are private files of pointers to the various gophers an individual uses often. When using a shared gopher client, users e-mail documents or files to themselves rather than downloading. Generally there is no mouse support for a gopher, but that is changing—NOTIS WINGopher offers mouse support, for example. Gophers can be mounted on public access clients, even dumb terminals, since users can e-mail documents to their home e-mail.

Several navigation systems exist for gophers. Bookmarks, already mentioned, send users to favorite gopher sites. Veronica and Jughead are search programs developed for gophers. Veronica can search all of gopherspace, and gives Boolean search capability. Jughead searches a prebuilt table of menu items established locally.

Access can be from a PC or even a dumb terminal, as long as there is a direct Internet connection, telnet software, and the basic information for the set up, including IP address. The client software itself may be on a shared computer.

Breakout Session 2:
Eric Celeste: "Digging Your Own Den in Cyberspace: A Gopher Construction Kit"

Eric Celeste provided an introduction to setting up and maintaining a gopher server. Celeste explained that gopher servers are essentially a way of publishing information on the Internet. Benefits of gophers are that you needn't worry about people's accounts (in terms of size, for example); you can provide navigational aids along with the content; information is provided efficiently, with a small load on your machine; and VERONICA indexing makes gophers uniquely searchable. While World Wide Web is gaining popularity, there is still a role for the gopher, as gopher clients are more universally available at this point.

In explaining how the client/server architecture of a gopher works, Celeste used the metaphor of a travel agent as an intermediary between a traveller (the client), a travel agent (server), and an airline (the source of information). The same overlapping of roles and interactions of queries and responses occurs when a plane reservation is being made and when a gopher server and gopher client interact.

Celeste discussed the structure, maintenance, and politics of gopher building, and laid out several helpful guidelines to encourage success. In terms of structure, data should be organized effectively; for example, there should not be too many items in any one menu, and it is helpful to have an "about" menu item at the top of each menu to explain the scope of the data included in the menu; some kind of name authority should be used; and initial articles should be deleted from titles, to allow for proper sorting.

In terms of maintenance, Celeste emphasized that it is essential to check the links regularly to see that they work, and lead to a valid resource. There are now programs available that can automate this checking process.
As far as the political aspects of gopher building, Celeste believes that it is important to remember that when you create a gopher you are representing your entire institution. You should also keep in mind that you will need cross-functional involvement by systems staff, reference staff, and technical services staff, and should involve as many people as possible in the process, and keep everyone updated as to the status of the project. You must set aside plenty of time to get this work done; you can't expect to do it "on the side." It is critical to get high-level support. To get this kind of support, show the administration a comparable institution's gopher and let them see what can be done, or begin with a focused project that will have visibility and immediate impact; then expand from there.

Celeste concluded his overview of how to build and maintain a gopher by describing ways to keep up with the technology by reading gopher lists such as "go4lib."

Breakout Session 3:

This introduction to World Wide Web and the user interface called MOSAIC was given by Ann L. Okerson, Director, Office of Scientific & Academic Publishing, Association of Research Libraries, and David L. Rodgers, Director of Electronic Publishing, American Mathematical Society. Although World Wide Web (WWW) requires more sophisticated hardware and more software, and is therefore more expensive to initiate, the capabilities of the protocol are making WWW a hot topic. MOSAIC/WWW is a client/server (MOSAIC is the client; WWW is the server) that allows a variety of media, including graphics, to be packaged together. This makes WWW very attractive to electronic publishers competing for the growing e-market. Online publishers are striving towards the goal of providing information access anytime, anywhere (there is a computer), in a usable form. These publishers hope to provide dynamic information resources, accommodate updating and collaboration, and make the dissemination of information closer to the point of time of knowledge creation. To this end, electronic publishers are looking to client/server architecture such as gopher and WWW. Gophers can serve well for text-only documents, but separate files need to be created for graphics. Publishers are examining WWW and such innovations as HTTP servers (Hypertext Transmission Protocol, rules for communication of information), HTML (Hypertext Markup Language, a tag set to code text and give hypertext links in material to be retrieved), and URL (Uniform Resource Locator, providing pointers for retrieval) as the tools to accomplish their goals. Some journals are currently published in WWW versions, and have features not available in their ASCII or gopher versions.

Rodgers and Okerson explained some of the distinguishing features of WWW. Multimedia capability, embedded hypertext links, and potential for interactive applications are some of the more exciting aspects of WWW. Limitations exist, however. For WWW, these include: HTML is of limited use for scientific information; at present, there is no support for mathematical expressions or tabular material; URLs are useful only if you know them and how to use them. For MOSAIC, a limited layout capability lessens its ease of use.

Okerson demonstrated a document with hypertext links on MOSAIC, showing how portions of the document are linked. The graphics and power of WWW through MOSAIC were clearly evident from the demonstration. Rodgers and Okerson demonstrated an enthusiasm for the technological innovations available through MOSAIC/WWW. By being able to access electronically graphics, sound, and moving images, information seekers will find a greater array of choices than ever before.

Breakout Session 4:

This breakout session, presented by Marilyn Geller, formerly a Serials Cataloger at Massachusetts Institute of Technology, was directed towards Internet novices. First, Geller discussed resources for finding lists to which users may subscribe. Some of these resources include the ARL Directory of Electronic Journals, Newsletters and Academic Discussion Lists now in its fourth edition, Charles Bailey's Library Oriented Computer Conferences and Electronic Serials, and NEW-LIST, a moderated announcement list. Geller mentioned how to acquire the Bailey list electronically.
With overheads, Geller showed how to subscribe and unsubscribe to lists, how to temporarily stop list mail, how to start mail again, and how to get files from the archives of lists. In addition, Geller talked about etiquette for participating in list discussions including keeping contributions to the list focused on appropriate list topics and not wasting computer resources or other subscribers' time.

She concluded with a brief discussion of some common mistakes and how to avoid them. Among the most common mistakes are: sending administrative messages to the list instead of the listserv, misdirecting replies to the list when a response is personal in nature, and setting list options to receive copies of one's own message contributions.

**Breakout Session 5:**
**Marilyn Geller, Internet Product Specialist, Readmore, Inc.: "(Almost) Everything Else You Ever wanted to know about LISTSERVs and ListProcs"

In this session, Geller continued her discussion of LISTSERVs and ListProcs for more advanced users. With the use of overheads, she demonstrated a variety of options for receiving mail from a list such as digests or indexes. She also discussed a variety of ways in which users can set their own options for the amount and kind of information they wish to receive from a list. In addition, Geller demonstrated the kind of information that can be retrieved from list headers such as the owner's name and e-mail address and how the list archives are broken down.

Geller then addressed the issue of how to search for information in list archives and a few of the ways that such searches can be narrowed down using Boolean search operators and qualifying date ranges. In closing, Geller talked about some good housekeeping tips for subscribing to lists, including keeping a printed record of which lists a user is subscribed to and the name of the listowner or contact person in the event of a problem.
use were given by members of the audience. Jean Hirons and Regina Reynolds of the Library of Congress Serial Record Division noted that LC staff have used the Internet to identify cataloging copy for Thai and Dutch serials by searching Internet accessible library catalogs. LC staff have the ability to cut and paste records from remote catalogs into their system, however, this raises the issue of fair use of cataloging copy from other libraries. LC is considering the need for negotiating access to and use of such records. Steve Oberg of the University of Chicago mentioned using a workstation with direct Internet access and Windows to open up separate windows for a local cataloging session, locally mounted files (e.g. LC NAF), and LOCIS to facilitate cataloging. His library receives MARC-S records via tape load, which results in a time lag for receiving upgraded CONSER records with full LC authenticated description, call number, and subject headings. If the MARC-S record is a minimal record, it is often quicker and more efficient to search LOCIS to see if it has since been upgraded, and add in the necessary elements to beef up the minimal record (e.g. call number). With this approach, records which previously required an original cataloger to complete can instead be processed by a copy cataloger.

Finally, the role of catalogers in development of Internet tools and resources was briefly discussed. Many catalogers present were either working as part of gopher development teams in their libraries, or were interested in doing so. Catalogers' expertise in organizing complex information can and should be applied in this new area. An audience member made the point that serials catalogers in particular are well-suited to this task, given their familiarity with sorting through difficult linking relationships and the ever-changing character of serial publications. Threads from these points and others were continued in several forums throughout the NASIG conference.

3. CATALOGING FULL-TEXT ELECTRONIC FORMATS: Pat Frade (Brigham Young University) stated that her library has received the CD-ROM title "Computer select" which contains approximately 69 full-text titles. After many discussions on how to catalog this, it was decided that for titles for which they already had paper copy, the library would just add the title as a second copy. For those titles which the library does not have, a brief record would be created. (A brief record would save the cataloger some time.) The main record would be for the CD-ROM title "Computer select" and all the records for the full-text titles would have the note: AVAILABLE ON CD-ROM 'COMPUTER SELECT'. Pat asked the members of the discussion group to state how their libraries were handling this and other products such as the UMI database which contains about 900 full-text titles. One idea that was bought up was that it would be just as easy to derive full MARC records for the full-text titles than to have brief records. Someone else discussed that this problem is similar to microform sets which contains X numbers of titles that catalogers can't handle (because of time restrictions). An ideal solution to both of these problems would be for the publishers to provide full MARC records for these products (but this is probably an unrealistic possibility).

4. SERIALS CATALOGING EXPECTATIONS OR HOW WE RESPOND TO "UNORTHODOX" REQUESTS AND CHALLENGES TO OUR JOBS. (The question was submitted by Sharon Scott, University of Nevada, Reno; discussion led by Beverley Ghee-Butler.) Serials cataloging expectations seem to be changing as fast as everything else in the library field. For instance, we [at University of Nevada, Reno] have been asked to think about adding catalog records for items which we do not own but which we can provide through ILL or other document delivery services. Members of the group mentioned that for many years libraries have included CRL (Center for Research Libraries) records in their catalogs. They are available only by ILL and this fact is somehow indicated through the catalog or public services personnel. More recently, gopher and Internet services have brought more serial titles into the library and decisions about controlling and providing access to them have been made or are being considered.

5. OBSOLETE PLACE NAMES IN SERIAL UNIFORM TITLE QUALIFIERS: Carroll Nelson Davis of Columbia University led a discussion on possible problems associated with serial copy cataloging and obsolete place name headings in qualifiers of serial uniform titles. One example is the title "Klio (Leningrad, R.S.F.S.R.)," which was cataloged by CONSER in 1990. Subsequently, the place name headings changed to "Saint Petersburg (Russia)." If cataloging were done today, the uniform title would be "Klio (Saint Petersburg, Russia)." This heading change and uniform title are typical of many others, especially in recent years.

The following questions were considered: How obligated are copy catalogers to put uniform title qualifiers into...
There were approximately twelve people attending from six or eight libraries. We also lucky to have Cynthia Sherman, acqlserials product specialist, in attendance this year. A lot of the discussion consisted of her answering our questions! Three of the libraries had serials pretty much fully implemented and some were in the middle of implementation (a process which goes on indefinitely, I think). Only a couple of libraries admitted to using the subscription PO functions in acquisitions for their financial management.

New serials users were interested in preparation for implementing: decisions to be made, defaults, and the best order in which to add titles. Vendor training was strongly recommended as a way to help the users to be able to think through these decisions. One library was interested in the feasibility of getting another library's pattern records so they wouldn't have to create their own. Cynthia said that DRA could write custom programming, but any arrangements would have to be between the two libraries involved. The difficulty is in matching pattern to title—the DBCN's will be totally different.

Electronic invoices (EDI, X12): Cynthia said that the standard has been set, but that there are lots of platform-specific issues involved. Serials claims will be put into EDI first, then purchase order transactions. There are a lot of pieces required, but DRA is working on it.

We also talked about needs in the serials module and what is forthcoming. Version 2.4 is due in the fall of 1994 and will include a routing module. It will also include the ability to look at any invoice information attached to a title without leaving serials.

Version 2.5 will have a bindery control module and will be a major release for acquisitions/serials. It may also include the ability to scan in SISAC barcodes. The goal is to produce the highest priority piece possible within the release's time frame. Bindery is higher priority than routing, but could not be completed by fall 1994.

There was discussion on the need to be able to handle seasons better. They are too closely tied to quarterly. Also we need to be able to have more than one enumeration for a given level (i.e., multiple repeating levels which don't nest within one another), so that an issue could have a date (month), an issue number, AND a season. There are still programming difficulties with respect to the seasons and also with the three-per-month frequency.

Acquisitions enhancements in 2.4 were briefly touched on. The user will be able to invoice an item which is not on a purchase order by linking the invoice line item directly to the bib record. There will be a new way to close invoices to facilitate deleting them. For electronic ordering, there will be a way to specify a particular modem and baud rate.

I think it was a fruitful discussion. As I said above, we were fortunate to have Cynthia at the conference to provide answers to some questions. We've come a long way from two years ago in Chicago where we couldn't even muster an informal discussion group! All we could manage was breakfast at the same table for about five of us. Next year at Duke, we should have thousands at our group. Right?
Again this year, we were able to hold an informal discussion group for Dynix users. Co-chaired by Diane Raines and myself the group held two meetings; one on Thursday afternoon and the second at lunch on Friday. After proposing the following agenda: new release 140, control of monographic series, publication patterns, Vista and NuAcq, the discussion revolved mostly around publication patterns. Several suggestions were proposed such as using the alter option and adjusting the original pattern rather than creating a new one. Curiosity about the new release and the major changes were presented by Raines. The enhancements of the new release are mostly for the cataloging module. However, we were told to look out for an accelerated search option in SCKI, the possibility of control for monographic series, and a new user guide.

Some of the changes for cataloging will include full MARC authorities and the possibility of monographic series being attached to a main record.

Raines also explained Vista. Library users can access journal citations as well as full-text databases.

The group varies from members that already are fully operational on Dynix, to members that have recently acquired Dynix or Marquis.

The discussion ended with my presentation of the Canadian NuAcq in which year-end, budget control, and the new look were of interest to several members.

Harris and Iljin discussed their somewhat limited knowledge of the Marquis system and answered questions as best they could. General questions about the serials module and other modules were discussed. Comparisons to other systems in use were generalized.

Convener: Susan Davis, co-chair, NOTIS Serials SIG

Susan passed out a list of sites currently using LSER; there are approximately 20 sites. Contact Susan for a copy of the list.

The NUGM conference will be held in Chicago Oct. 27-Oct. 29. Susan reviewed a list of serials and acquisitions related sessions to be held. In addition to the SIGs and Ask the Experts meetings, other sessions include: Serials in Horizon, Electronic Interface with Requesters, Acquisitions in Horizon, Circulation of Serials, Creative Uses of Predictive Check-in Patterns, Electronic Interface with Vendors, Serials Receiving in LMS, VITLS, and Serials Pace of Spending Reports. Contact NOTIS Systems, Inc. (NSI) for full details.

The meeting was opened up to general discussion and questions.

Question: How many users are logged on to the NOTISSER listserv, and why are so few LSER users answering posted questions?

Present LSER users explained that it is often difficult and time consuming to respond to LSER pattern questions via e-mail. Mary McWhirter of NSI encouraged users to call her directly with pattern problems. Resolved problems should then be posted back out to NOTISSER for all to benefit.

Discussion then focused on the new NOTIS system, Horizon. Corrie Marsh of NSI explained that approximately 3/4 of the work on the acquisitions and serials modules in Horizon has been completed. The Horizon general release will be sometime in
September/October — about one month prior to NUGM. Corrie further explained that there will be a mapping of data from LSER to Horizon, with a resource file (or snapshot) of current order records available on Horizon. She encouraged ALA attendees to come by the NSI booth and obtain the document "Migration Document for NOTIS Customers" for more details. At this point, it is unknown how many current NOTIS customers will be migrating to Horizon, as those decisions will be made at higher levels. Horizon pricing will be competitive with other vendor systems. A future release of Horizon will include binding and routing functionality. LMS Release 5.2 will be available in December '94, and it was noted that customers do not need to be on 5.2 in order to migrate to Horizon.

Question: Will specific problems in LSER be addressed by NSI?

Releases 5.1.2 and 5.2 will contain fixes for small, reported problems in LSER. Based on recommendations from the NOTIS Users Council, there will be no general enhancement until other modules are updated. Again, it was noted that LSER is good only for regular, predictive titles. Both the prediction algorithms and lack of integration with order records are still serious problems. Some sites noted that it was probably easier to implement LSER directly from a kardex than from OPRs. It was agreed that the quality of staff implementing LSER was critical to its success. Gallaudet U. reported that its public services and check-in staff were quite pleased with LSER. One additional problem noted in LSER: the difficulty in knowing the shelving location for pre-AACR2 cataloged titles. LSER only displays the 245, corporate bodies do not display. SUNY Buffalo (not an LSER user) reported that they have not had much negative feedback from users or public services trying to locate issues.

Question posed directly to NSI: What constitutes a major fix or simple upgrade? For example, the coding of bimonthlies on LSER should be fixed as soon as possible since it is considered basic functionality.

At this point in time, NSI is uncertain whether the bimonthlies problem is a simple fix or major upgrade. It is best to forward these kinds of questions to Ruth Christ, the other co-chair of the Serials SIG. She can then forward these to NSI to be addressed more formally at ALA in Miami. Susan also clarified that the NOTISACQ listserv is the official communication vehicle for the Serials SIG. The NOTISSER listserv is available to informally discuss LSER and serials-related questions.

Question: How easy is it for public services staff to use LSER?

In general, this depends on the institution and amount of training. For best results, a public services staff member should be included in LSER training, so, for example, they understand to check the Receipt Status/History for expected issues.

Question: How are current LSER users handling binding?

It was generally agreed that binding staff should be able to review and change the status of checked-in issues. At the U. of Delaware, students are marking issues bound in LSER before they are sent to the bindery. Other sites use the Action Date in the OPR. In general, it is acknowledged that LSER was not designed to handle binding functionality. Delaware maintains a separate system for binding using the RBase software package, while other sites depend on the systems provided by their bindery vendors.

NASIG 9TH ANNUAL CONFERENCE
NONCOMPETITIVE FUN/RUN WALK REPORT / Michael Markwith

For the second year in a row, the NASIG fun run/walk was both successful and FUN for all who participated. This year's course carried us through the University neighborhoods, allowed peeks at North America's most striking cityscape (its peaks and bay), and the conditions were perfect—perfect, to those of us who aren't fortunate enough to spend most of our time in the Pacific Northwest, is cool and no humidity! Kat McGrath promised the best fun run/walk ever and she was right. The hard-core runners and walkers are all grateful to Kat for her efforts in insuring the success of the event.

Next year's venue provides the same mix of glorious neighborhoods and views of the Duke campus, and is one of my favorite places to run in the U.S. However, we will have humidity! Think of how warm and sweaty you'll be after next year's run/walk during the bleakness of the upcoming winter. Fun indeed!
CALL FOR NOMINATIONS FOR NASIG OFFICERS AND EXECUTIVE BOARD / Marty Gordon

On behalf of the 1994/95 Nominations and Elections Committee, the Executive Officers, and Executive Board, it is my privilege to herein solicit nominations for the following terms of office.

Vice-President/President Elect 1995/96
- Coordinates Annual Conference Program and site selection during the term of office
- Assists the President with committee appointments
- Carries out duties of the President in that officer's absence
- Fulfills the term of office of President should that office become vacant
- Serves as liaison to one or more committees

Treasurer 1995/96-1996/97
- Prepares all official NASIG financial reports and statements
- Prepares annual budget
- Coordinates all banking/investment activities
- Assures the filing of the organization's annual tax return
- Serves as a liaison to one or more committees

Executive Board Members-at-Large 1995/96-1996/97 (3 to be elected)
- Represents general membership on the Executive Board
- Carries out special duties and assignments
- Serves as a liaison to one or more committees

Nominations for the above offices received by the Chair of the Nominations and Elections Committee on or before 5 P.M. (EDST) October 15, 1994 will be included in the Committee's review process prior to their ballot slate recommendation to the Executive Board.

In addition, in order to be considered for candidacy, all individuals whose names are forwarded a) must be NASIG members in good standing, b) be eligible for consideration according to Article IV, Section 2, Article V, Section 2, and Article VII, Section 2, of the NASIG By-Laws [adopted 4/19/94] and c) not be a member of the 1994/95 Nominations and Elections Committee.

Ballots with the final slate of nominees, as well as a position statement from each, will be distributed to the NASIG membership on or before February 15, 1995. The membership shall cast votes via these ballots as described therein which will be included in the final election result tabulations if they are received by the Chair of the Nominations and Elections Committee on or before 5 P.M. (EDST) March 15, 1995.

Results of this 1994/95 election will be published in the June 1995 NASIG Newsletter.

Let me close this call for nominations by asserting that it is, in actuality, an APPEAL TO YOU THE GENERAL MEMBERSHIP to maintain the positive, forward motion of NASIG which you can greatly assist through two actions:

First, bring forth through nomination the names of those (perhaps yourself??) who have evidenced the skills, loyalty and unbiased nature of our organization in their past contributions to NASIG.

Secondly, exercise your franchise next February/March by VOTING ... if the future is in our hands, then the choice is ours to make.

Thank you.

1994/95 Nominations and Elections Committee
Martin Gordon, Chair (Franklin & Marshall College)
Judith A. Johnston (University of North Texas)
Larry R. Keating, II (University of Houston)
Steven H. Murden (Virginia Commonwealth University)
Marjorie Wilhite (University of Iowa)
Sue Williams (University of Colorado)

NASIG COMMITTEE PROFILE: ELECTRONIC COMMUNICATIONS COMMITTEE / Ellen Finnie Duranceau

This committee profile is a joint effort between Birdie MacLennan, Cochair of the EEC for 1993-94, and Marilyn Geller, Cochair for 1993-94 and Chair for 1994-95. Birdie's responses formed the basis of the interview, begun last spring, and Marilyn has brought us up to date with her thinking about the ECC as current chair. This what the two NASIGNET mavens had to say:

1. What is the purpose, history and composition of the committee?
The ECC evolved out of an "E-Mail Task Force" that was appointed in Feb. 1991 by then VP/Pres. Elect Ann Okerson. The charge of the original four-member Task Force (Birdie MacLennan, Ann Okerson, Marcia Tuttle and Charles Bailey) was to investigate "e-mail" or electronic communications and publishing possibilities for NASIG. The TF report outlined various networked possibilities for NASIG discussion list forums and publications (including technical resources and support in collaboration with the American Mathematical Society) and recommended the formation of a group, or committee, to implement the possibilities (cf. "NASIG Report from the E-Mail Task Force" The NASIG Newsletter 6:no.4 (Sept. 1991): 19-21). The ECC was formed at NASIG's 6th Annual Conference in San Antonio in June 1991. The first order of the new thirteen-member committee was to survey the membership to determine who had access to electronic services and what types of electronic services people would like to see. E-mail addresses were also gathered from this survey. The committee later divided up the surveys alphabetically by last name, and manually keyed them into a list, which would later become the NASIG-L subscriber listing (a compilation of all known electronic addresses for the membership). Thus, NASIGNET was first launched in March 1992, when NASIG-L was brought online.

The committee turned over for the first time in June 1992. We added about 15 listserver (later to become listprocessor) discussion forums for each of NASIG's standing committees and working groups, and launched the NASIG gopher. By June 1993, we had established 16 discussion list forums and a gopher -- complete with the 1992 Proceedings, Bylaws, and several issues of The NASIG Newsletter.

The purpose of the ECC is to encourage and enable the use of electronic communications throughout the membership -- both as a tool for conducting organizational business and as a means of informing the membership about the activities of the organization; to educate and inform the membership in regard to the use and potential of electronic communications media in general, and NASIGNET (the organization's electronic communications forum) in particular; and to coordinate efforts with colleagues and supporters at the American Mathematical Society to plan, develop, implement and maintain resources on NASIGNET.

The ECC works closely with Dave Rodgers and Kevin Curnow of AMS systems support. We meet once a year at NASIG, in person, and maintain very productive virtual ties via e-mail throughout the rest of the year.

For 1994/95, the committee includes: Donnice Cochenour (Colorado State University), Ann Ercelawn (Vanderbilt University), Marilyn Geller, Chair (Readmore Automation), Kate Herzog (SUNY - Buffalo), Betty Landesman (George Washington University), Birdie MacLennan (University of Vermont), Steve Oberg (University of Chicago), and Maggie Rioux (Woods Hole Oceanographic Institution). Our Board liaison is Jean Callaghan (Wheaton College). And we continue to work closely with Kevin Curnow of the American Mathematical Society who has been our list administrator and support person from the beginning. Dave Rodgers is no longer with AMS, but continues to be active in electronic publishing and in NASIG, and he remains an incredibly generous source of support.

2. What is the scope of the committee's work and how is the work organized?

Much of our time and energy goes into collaborating and coordinating maintenance and service for NASIGNET services. We are currently maintaining 16 active listserver for various committees, as well as NASIG-L (the membership forum) and are regularly updating and monitoring the gopher with new publications and features to highlight.

Since our mission/charge also encompasses an educational purpose, we spent a significant amount of time this past year putting together a training manual, NASIGNET and Beyond, and planning a series of plenary sessions and workshops for this year's preconference program at UBC, "Internet Tools and Resources: An Electronic Buffet."

This year, we are trying to focus on creating routines for the tasks that the committee has taken on. In the beginning it seemed that the ECC was trailblazing -- while we were learning how to trailblaze! Now we would like to concentrate on establishing procedures to discharge our responsibilities and to train new committee
members. We hope this will give us some continuity over time.

With "The Electronic Buffet" behind us, the committee is now working on refining ideas for programs that focus on electronic resources for next year's conference. This is very much a collaborative effort. We trade messages on our committee list, building on each other's ideas. Someone may toss out a kernel of an idea, and others will add dimension and depth to the idea. This is electronic networking at its finest!

3. What has been the greatest challenge for the committee and how did the committee meet the challenge?

BM:

The greatest challenge was getting NASIGNET off the ground. We were truly fortunate in finding technical expertise and a willing partnership with Dave Rodgers and the American Mathematical Society and the support they have given us in offering NASIGNET a place on their Internet node.

The next greatest challenge was keying in about 435 hand-written names and electronic addresses for NASIGNET's subscriber base and launching NASIG-L. Another key challenge was in organizing NASIG publications (i.e., first the 1992 Proceedings and then the NASIG Newsletter issues) on the gopher server, and learning how to translate printed resources to an electronic network environment.

The committee met each challenge with the dedicated and willing efforts of many people working together for a common goal -- to make organizational information freely available to members of NASIG. Each of the ECC members, along with the talents of Dave Rodgers and Kevin Curnow in AMS systems, made the services and resources on NASIGNET possible.

Everyone involved demonstrated the important assets of patience and a willingness to experiment with new ideas and technologies.

MG:

It was this combination of patience and willingness to experiment that allowed the ECC to make challenges into adventures. The individuals who have made up the ECC over the past few years have sought out opportunities to learn more and have to come to a deeper understanding of the possibilities. In so doing, we have developed skills that allow us to take on more responsibility for NASIGNET. I hope we have become gracious guests and reliable partners for our AMS hosts.

4. What has been the committee's most significant accomplishment or greatest success?

BM:

Bringing up NASIG-L and more than 16 other discussion list forums for committee and task force work; Mounting NASIG publications on the gopher; Learning how Unix mailing list and gopher software work, and teaching other committee members how they work (i.e., passing along knowledge and responsibilities); Putting the training manual, NASIGNET and Beyond, together from start to finish, and having it camera ready for the printer; and planning and participating in two very exciting NASIG preconference workshops related to electronic networking and publishing (i.e., Brown and UBC preconferences).

MG:

In a way, having our members read this column in advance of the print newsletter represents a great achievement. Most NASIG members will have received an e-mail message from NASIG-L about the availability of this newsletter issue on our gopher, and many will be able to read it there because of the documentation and training the ECC has provided. This rapid access to NASIG information is a most significant accomplishment.

5. What is the most rewarding aspect of the committee's work?

BM:

Getting the opportunity to interact with lots of wonderful colleagues and contacts at NASIG and AMS and receiving feedback on our work -- i.e., having people tell us they like what we are doing and/or offering suggestions for ways we might do it better.

MG:

And learning new skills that will be so important for serialists in our day-to-day work.

NASIG COMMITTEE PROFILE
6. Is there anything the committee does that the membership would be surprised to learn is done by the committee? Have there been any unusual incidents you could tell the membership about?

BM:

There are lots of behind-the-scenes activities in maintaining the lists and the gopher. The most unusual incident occurred when the NASIG-L subscriber list was overlaid by the "alias" or alternate address file ... luckily we had a backup file on hand! We non-techie types are still mystified by the phenomenon of mail loops on NASIG-L, and are glad the most recent software upgrade has made them less likely to happen in the future.

MG:

There was also the time that I mortally wounded the NASIG gopher! I was in a hurry; that's the dark side of "the speed of electronic communication." I was careless and managed to remove a lot of files that shouldn't have been removed. Dave bailed me out by retrieving the system backup. But I learned a few good lessons. Dave, I promise that I will never recursively remove dot files using a wildcard EVER AGAIN!

7. What is involved in maintaining NASIG-L? The Gopher?

BM:

NASIG-L requires constant care and feeding by the primary owner, who must contend with and decipher 3-5 error messages for every message that goes out on NASIG-L (keep those e-mail addresses current, please!). It also requires close collaboration with the chair, or another member of the Directory & Database Committee, who forwards new members' names and e-addresses and/or any updates and changes to an ECC liaison (usually a backup listowner) who adds or updates addresses on the subscriber list. The primary listowner also gets cc'd on most requests to the listprocessor and generally helps people who are having difficulty setting mail options to postpone mail, digest, conceal, etc.

Listowners are also responsible, at the start of each NASIG year, for coordinating new committee members' names and e-addresses on each of the committee lists. Usually, several members of the ECC help round up current names and addresses for updating each committee's subscriber listing.

We are also responsible for purging non-renewed members on NASIG-L once a year (the moral of this: pay your NASIG dues on time and keep your membership current, please).

MG:

There's a lot that goes on behind the scenes of the NASIG gopher also. To put files into the NASIG gopher, we have to get them first. Last year, Kathy Schmidt of the Newsletter Editorial Board did a fantastic job of getting each article to an account on the e-math machine. And Gail McMillan got the bulk of the proceedings files to us. Then there's lots of file manipulation, renaming files, organizing them into subdirectories, and transferring them to the gopher. The last step is creating a sort of "instruction file" for each subdirectory and file so that the gopher server displays them in a more friendly way.

8. What new directions do you see the ECC taking?

BM:

Much of our energy needs to be used in continued maintenance and services and in continuing to focus on education (perhaps in conjunction with Continuing Ed?); updating the NASIGNET manual, and mounting it on the gopher. We need to explore new technologies (Web server?) and new services (index for the gopher?). Mostly, I'd like to see the ECC keep on doing what it's doing and finding ways to improve and build on that with input and enthusiasm from new members. But really this is Marilyn's call.

MG:

One of the wonderful things about our organization's collection of electronic services is that it gives the membership a "safe" place to learn about new tools and resources. For that reason, it's important for the ECC to keep abreast of new developments and to provide a mechanism for members to experiment and gain an understanding of what's out there.

9. What one thing would you like to tell the membership—or potential committee members—about the ECC?
BM:

Electronic communications and technologies are changing the landscape of scholarly publishing. Through the dedication and hard work of volunteers, NASIG has developed an innovative electronic community of its own, with many opportunities to explore and learn about the electronic frontier. The possibilities are endless. The ECC is always interested in hearing comments from the membership and we are always on the lookout for new and enthusiastic volunteers to help us in our endeavors.

MG:

Wouldn't it be wonderful if the electronic services that keep NASIG running and provide an "experimental playground" for our members, encouraged publishers to publish electronically, vendors to distribute electronically, and librarians to collect electronically? And wouldn't it be wonderful if we collectively moved serials into the future?

10. Do you have any other comments to add?

BM:

We encourage you to learn and experiment on NASIGNET. Get involved! Give us your feedback! Think things you might wish to contribute and consider volunteering for an opening on the ECC.

MG:

IDEAS! Send us your ideas; tell us what you want to see more of or what you'd like to do or how we could make something better or ...

LIBRARY SCIENCE STUDENT GRANT COMMITTEE: REPORT FROM GRANT RECIPIENTS / Margaret Mering

This year, six library science students were awarded NASIG Library Science Grants. The grants covered the cost of their room, board, transportation, and registration to the 1994 NASIG conference at the University of British Columbia and membership dues for a year to NASIG. The students were:

Elizabeth Isabelle (Rosary College)
Kay G. Johnson (University of Pittsburgh)
Cheryl Middleton (Louisiana State University)
Trina Richard (University of Toronto)
Cindy Shearrer (University of Missouri)
Jennifer D. Yeaple (Simmons College)

Each of them completed a survey about attending their first NASIG Conference. Below is a sample of their responses:

Why do you feel it is worthwhile for students to attend a NASIG conference?

"The educational experience coupled with the opportunity for wide-spread networking is something graduate school cannot provide (certainly not in one weekend!)."

"For potential serialists, attendance at the NASIG conference is important because it highlights the variety of job opportunities in the area of serials, such as in those with vendors of serials and serial control systems."

"Attending a conference the size of NASIG, around six hundred participants, is a wonderful way to meet other people interested in serials, without being overwhelmed by the sheer size of the conference and the number of attendees."

How did attending the conference benefit you personally?

"Attending the conference gave me a greater understanding of the complexities of serials and the opportunities that are available to someone who is about to start their professional career."

"Watching the people involved gave me a better understanding of how conferences work (lots of people, lots of time, lots of cooperation) and how they are planned (it takes about a year and stellar organization skills)."

"Overall, I gained an appreciation about learning and networking opportunities at NASIG, put faces to the authors of library literature, and came to the realization that conferences can be intense, exciting and exhausting."

Did attending the conference influence your career plans?

"Attending the conference reinforced my plans to pursue a career in serials cataloging. I now feel more confident about this decision and about my preparation for this
"Yes ... One of the reasons that I had hesitated to really commit myself to serials was my perception of the lack of opportunity to work directly with the library user in providing access to serials. The conference proved my perception to be wrong. There appears to be great opportunity ... to become involved in organizing and providing access to traditional serial sources and electronic sources."

"Yes, I now have a much more defined idea of what I would like to do once I graduate. I am much more interested in documents and electronic serials than I was before heading to Vancouver."

What suggestions do you have for the 1995 NASIG student grant program?

One student responded that a mentor relationship with a NASIG member at the conference would be helpful. Another recipient felt the education a student gains at the conference is extremely valuable and wonders if NASIG, in cooperation with the library schools, could arrange a way to obtain a credit hour toward their degree. To earn credit, the student would need also to complete more research and follow up work after the conference. Two students offered suggestions on improving communications with the grant recipients. A final suggestion was that paraprofessionals who have worked with serials for a number of years and who may not have the opportunity to pursue a graduate library degree be eligible to apply for the grant.

Additional comments or suggestions:

"I just want to say thanks very much to everyone at NASIG for the opportunity to attend the conference. I know the experience has helped me to plan out what I would like to do in the future and more prepared to face the changes that will occur in the world of serials."

"I salute NASIG members, not only for their professionalism, but their commitment to the professional development and mentoring of recent entrants into the field."

"The workshops were very informative and the evening activities were a lot of fun. Someone told me that the NASIG conference was like a summer camp for serialist, and I agree. I am already planning on being at Duke next June!"

ABOUT NASIG MEMBERS

TITLE CHANGES / Carol MacAdam

[Note: Please report promotions, awards, new degrees, new positions and other significant professional milestones. You may submit items about yourself or other members to Carol MacAdam. Contributions on behalf of fellow members will be cleared with the person mentioned in the news item before they are printed. Please include your e-mail address or phone number.]

Mayur Amin, formerly General Manager, Market Research at Pergamon Press is now General Manager, Market Research at Elsevier Science. Mayur can be reached at M.AMIN@ELSEVIER.CO.UK or at 44 865 843464.

*******

Robert Cleary is now Serials Acquisitions Librarian at the Miller Nichols Library, University of Missouri, Kansas City, MO. Robert is responsible for periodicals, continuations, and binding at UMKC. Robert was a 1993 student grant recipient at NASIG's 8th conference at Brown University. During the time he was completing his Library Science degree at Rutgers University in New Jersey, Robert was Bibliographic Specialist at Princeton University Library. He can be reached at CLEARYR@SMTPGATE.SSB.UMKC.EDU or at (816) 235-1548.

*******

Tina Feick, Senior Serials Specialist for B.H. Blackwell Ltd., is the recipient of the annual Bowker/Ulrich's Serials Librarianship Award. Announcing the award, Bowker wrote that Tina "was selected as the 1994 award winner for her demonstrated ability to educate people about serials, her consummate professionalism, and her proven capacity to successfully bridge the vendor-librarian world. She is regarded as a serials specialist who is able to approach the serials information chain from a variety of paths to the mutual benefit of librarians, vendors, and publishers." The Bowker/Ulrich's Serials Librarianship Award is provided by R.R. Bowker and awarded by the American Library Association. Its purpose is to recognize those who have
shown leadership in serials-related activities. Tina’s
Internet: FEICK@BNAMF.BLACKWELL.COM

Marilyn Geller, formerly Serials Cataloguer at the
MIT Libraries, has accepted a newly-created position at
Readmore. She became Internet Product Specialist for
Readmore on August 1, 1994. Marilyn reports that in her
new role she will be developing products and services
that support access to electronic resources for members of
the serials information chain. She will also be exploring
Readmore’s opportunities to provide services on the
Internet. Her new address is: 436 School Street,
Belmont, MA 02178. Marilyn can be reached by phone
at (617) 484-7379, by fax at (617) 484-2629, or by e-
mail at MGELLER@READMORE.COM.

Linda Golian, Serials Department Head, Florida
Atlantic University Libraries, was awarded the 1994
Florida Library Association’s Serials Librarian of the
Year Award. The award’s criteria include service to the
Florida Library Association, a commitment to serials
librarianship, and professional scholarship. Linda, a
NASIG member since 1988, was a workshop speaker for
the 1989 conference at Scripps College and the 1990
conference at Brock University. Her FAU phone number
is (407) 367-3933, Internet: GOLIAN@ACC.FAU.EDU.

Joan Griffith, formerly Assistant Serials Librarian at
Dartmouth, became Director of Systems at the
University of New Mexico General Library on September
1, 1993. Joan’s position and the Library Systems
Department are both new. She has spent much of the
last year assessing systems needs, surveying staff to see
what is expected from Systems, and in team-building
exercises in the new department. The department’s goal
is to move toward the virtual library. Joan has been
helping develop a library gopher, upgrading equipment,
and installing new software. She finds that the new
department is able to foster greater cooperation with the
University Computer Center. Despite sitting on 12
committees, chairing 4, and becoming chair of SISAC in
September 1994, Joan is able to make time for her own
research into jewelled bindings, including a trip to
London in September to interview an 87-year expert for
her article. Joan can be reached at JCG028@UNM.EDU,
or at (505) 277-9100.

Martha Hill was formerly Serials Cataloger at Georgia
Tech. She is now Technical Services Librarian at the
Institute of Paper Science and Technology Library,
recently promoted to Librarian II. Martha catalogs serials,
and is systems administrator for the library. She can be
reached by e-mail at MARTHA.HILL@IPST.EDU, or at
(404) 853-9531.

Maria Lebron was Managing Editor of Online Journal
of Current Clinical Trials, at the American Association
for the Advancement of Science. On the 1st of March
1994 she became Associate Publisher for the American
Physical Society (APS). The APS publishes six
primary research journals (Physical Review A through E,
Physical Review Letters) and one review journal
(Reviews of Modern Physics). As Associate Publisher
her primary responsibilities are related to the business
aspects of the journals program -- finances, rights and
permissions, marketing and promotion, legal, planning,
etc. -- and the electronic publishing projects. She is also
the editor of APS Publishing News, a complimentary
newsletter produced for librarians, information
specialists, and other individuals interested in the physics
literature. Maria writes: "This new position is giving
me the opportunity to explore many areas and learn, two
critical requirements for me to enjoy my job." Maria’s
address: American Physical Society, One Physics
Ellipse, College Park, MD 20740. 301-209-3202,
FAX: 301-209-0844 Internet: LEBRON@APS.ORG

Joseph Lippincott III has been promoted to Vice
President for Marketing and Sales at Lippincott. His
former title was V.P. of the Journals Department. In his
new role, Joseph oversees domestic and international
sales for all Lippincott products. He can be reached at
(215) 238-4275.

Michael Markwith was National Sales Manager of
Faxon’s Division of Academic & Medical Libraries. He
is now Director of Sales for Faxon. His new
responsibilities include not only Academic & Medical
libraries, but also Federal, Corporate, and the sales operations in Latin American and Asia-Pacific. Also, the internal sales support functions report to Michael as well as the sales representatives. Michael comments: "It does make for longer work days .... but I'm enjoying the added duties despite the current climate in most of the library world these days." Michael can be reached at (804) 320-7837 or (800) 999-3594 X258. Internet: MARKWITH@FAXON.COM

Charles G. May was Services Coordinator at SOLINET and is now Automation Librarian at New Hanover County Public Library in Wilmington, NC. Charlie is responsible for the library's VTLS system and CD-ROM network. In addition, he is Head of Technical Services for the main library and the three branches. He reports that New Hanover County is an ocean resort community and that one of Wilmington's industries is movie-making. "Matlock" is filmed at the large studio in town, and the neighborhood is regularly studded with entertainment stars. Charlie's Internet address is NHCL_CGM@VXC.OCIS.UNCWIL.EDU and his business phone number is (910) 341-4036.

David L. Rodgers, formerly Director of Electronic Products and Services for the American Mathematical Society, is now Research Scientist at the University of Michigan, School for Information and Library Studies. He will be working on projects associated with digital library and scholarly electronic communication and publishing. David's new e-mail address is drodgers@sil.s.umich.edu.

Cheryl Scheer became Head of Technical Services at the University of South Dakota's Lommen Health Sciences Library in March 1994. She had been cataloger with the Library Management Network Consortium. Cheryl reports that she likes the diverse responsibilities that come with working in the smaller environment of a special library. She does acquisitions, cataloging, administration and budgeting, along with creative activities in Internet workshops and developing training guides. Vancouver was Cheryl's first NASIG conference and she found it immensely helpful to talk to other serials people and to colleagues using the same serials system. She can be reached at (605) 677-5121, or, CHCHEER@SUNFLOWR.USD.EDU.

Colleen Wall was Serials Librarian at 3M in St.Paul. Her new job at 3M, in Information Services, is writing current awareness profiles for 3M personnel located all over the world. The new job is a radical departure from Colleen's traditional serials department tasks to the reference world where she focuses on online searching. She can be reached at CWALL@MMM.COM or at (612) 737-9953.

Josephine Williamson is now Head, Acquisitions Department at the University of Delaware. Her previous title at the University Library was Coordinator of Serials. Her phone number is (302) 831-2670; Internet address is JOSEPHINE.WILLIAMSON@MVS.UDEL.EDU.

Congratulations to all!

NEW NASIG MEMBERS / Theresa Baker and Carol MacAdam

Welcome to the following NASIG members who have joined since the last issue of the Newsletter:

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SERIALS-RELATED CONFERENCE REPORTS

ALA ALCTS Serials Section Research Libraries Discussion Group Meeting / Susan Davis

The two speakers, Katie Clark and Loanne Snaverly, both at Penn State, addressed the topic "What Users Really Think: How They See and Find Serials."

Katie Clark, who is Head of the Life Sciences Library, gave examples of some of the problems users have understanding serials records in LIAS, the Penn State catalog, and their article databases. In many cases the users have no idea which region they are in, and cannot figure out why there is no call number or holdings information in the record they are using in a database. Some users believe they can locate articles in the OPAC. Other problems occur when users try to interpret the bibliographic information. LIAS displays the entire bibliographic record, no brief or shortened record is possible. Many users believe the publication date information from the 362 is the library's holdings. Since many serial records are quite long, there are many screens to page through before the holdings are displayed.

Loanne Snaverly, Head of the Arts Library, showed some examples of the difficulties in handling a monographic series which may be published as issues of a periodical, Architectural Design Profiles, for example. Penn State has tried to catalog each separately and provide the series tracing to allow users to locate the items with a series title search. Loanne found that other libraries treat this particular title differently. Title changes are also problematic for users to figure out. Complicated linking entries are difficult for anyone to follow!
In general there was no criticism of serials cataloging or serials catalogers, just a wish for a more simple, understandable record in the OPAC.

**LITA/ALCTS Retrospective Conversion Discussion Group: "Serials Retrospective Conversion" / Susan Davis**

This program was co-sponsored by the LITA/ALCTS Retrospective Discussion Group and the LITA/ALCTS Serials Automation Discussion Group. The speakers addressed three different topics: conversion of bibliographic records, subscription records and holdings records.

**Greg McKinney of OCLC** gave a brief description of the Harvard Retrospective Conversion Project, scheduled for the period Oct. 1992-Dec. 1996. To date 1.5 million titles have been converted, with a 67% hit rate. Harvard checks a random sample of records as their quality control method. OCLC also performs quality control at their end. Authority control is also included in the project.

**Judy Fagerholm** described how the Palo Alto City Library used bar codes to transfer subscription information from their manual files into the Dynix Serials Module. Their subscription agent, EBSCO, provided a tape of bibliographic records for those titles on order with them, about 2/3 of their 700 subscriptions. This tape was loaded into the Dynix database. EBSCO worked with the library to create bar codes that, when scanned, would issue commands to make the creation of order records a quick and easy process. Judy reported that their conversion went more quickly than she expected and saved months of work if it had been done manually.

**Susan Davis, State University of New York at Buffalo** talked about using the MARC Holdings Format in a NOTIS environment. When the library first implemented NOTIS, there was a free-text holdings record. The Libraries decided to use ANSI Z39.44 1986 at Level 4 as their standard for inputting holdings information. When NOTIS converted to MARC, UB was in a good position for a machine conversion to MARC tags 866, 867 and 868. These are free-text fields for bibliographic, index and supplementary material. The ANSI holdings standard has allowed the Libraries to provide clear and consistent holdings information, at least as well as the nature of serials allows.

**ACRL Journal Costs in Academic Libraries Discussion Group: "After the Fall: Serials Management in the Post-Crisis Age" / Susan Davis**

(Note: An expanded version of this report appeared in the *Newsletter on Serials Pricing*, Issues, issue 116)

Jim Mouw, Chair of the Discussion Group, introduced the panel of three speakers to address this interesting topic. Attendance was sparse, only about 30 people. Nevertheless, the speakers gave three very excellent presentations.

**October Ivins, Head, Acquisitions and Serials Services, Louisiana State University: "The Serials Survey Project: Zero Based Collection Development at LSU"**

Ivins described two pilot projects that had been undertaken at her institution.

First, she informed us that LSU has had a flat materials budget for the past ten years, spending about 85% for serials which the faculty would like to be 65%. After going through a number of cancellation exercises, there was consensus to cancel only $60,000 from their $2,000,000 serials budget! Seventy-five percent of the titles identified as potential cancellations were ranked as essential by at least two departments. Cancellation efforts simply were not effective in reducing the percentage of the budget spent on serials.

LSU embarked upon a new strategy, that of identifying what is needed, not evaluating what is already purchased. In 1993 a test project with the Chemistry Dept. began. UnCover was to be used for a one-month test of document delivery supplying articles to faculty. Each faculty member was limited to 30 essential journals for the test. The library wanted the faculty to identify what was really needed on campus as opposed to what was acceptable via document delivery.

The results of this initial test were quite interesting. Of the 287 unique essential titles identified in the study, 212 were already owned by the library! Document delivery access was acceptable for 40% of the titles. The faculty had discovered that document delivery really could work.

The project was extended to the Geography and Anthropology Dept., which had identified 1800 titles as...
essential in previous reviews. After using UnCover, the number of essentials decreased to less than 600, 60% already in the LSU collection.

The project will be expanded into additional departments in the sciences in 1994/95. The Library expects next year's cancellation efforts to make significant use of the document delivery data, and they may actually order some new subscriptions! Departments in the social sciences and humanities will be participating in the project during 1995/96, after which it is expected to be an ongoing process.

Janet Fisher, Associate Director for Marketing, MIT Press: "Electronic Journals and the Management of Information: The View from One Publisher's Window"

Fisher stated that she is still being asked to publish new paper journals. Not all editors are anxious to embrace the new technology, and there is still a lot of concern about licensing arrangements, the wide range of products available, and access to electronic formats.

MIT Press worked with Michael O'Donnell at the University of Chicago on an idea for an electronic journal in computer science, which resulted in the development of the Chicago Journal of Theoretical Computer Science. They hoped to learn how the academic community would accept an electronic journal for tenure considerations and how abstracting and indexing would be handled. MIT Press would develop some in-house expertise with this new format and learn to understand the market and costs for such an endeavor.

The journal is a refereed scholarly journal indexed by Mathematical Reviews. Once published, articles will remain intact, corrections will have pointers to the original and revised articles may be published after going through peer review. Individual articles will be published as available. A notice of availability will be posted to the subscriber listserv. Annual subscription price is $30 for individuals, $125 for institutions. Fisher explained that there is very strong price resistance in the individual market, hence the large price differential.

The Press will make both LaTeX and PostScript forms available on its fileserver for several years, after which articles will be moved off-line. MIT Information Systems will store LaTeX source on magnetic tape and “refresh” these tapes every five years. The MIT Libraries' Document Services will receive PostScript files of articles, from which they will supply paper copies of individual articles for non-subscribers, in a document delivery service. Document Services will also receive a Linotronic file at the end of each year, from which it will produce an archival fiche. The MIT Libraries will be archiving the journal, with backup archival sites at Virginia Polytechnic and the University of Chicago.

MIT Press has had to modify their subscription system to handle orders for this electronic journal. They are, however, pursuing their traditional marketing efforts. To date they have 12 subscribers, they expect to start publishing in the fall.

Martha Whittaker, General Manager, The UnCover Company: “Document Delivery and Collection Management-Strange Bedfellows?”

Whittaker believes that document delivery has been accepted as a regular alternative to ownership by libraries. Consider that we now see access as a part of many collection development policies, and "just in time" versus "just in case" has moved into mainstream thinking. It is very easy to provide unmediated document ordering by patrons and that new and better technology is developed for document delivery.

She also saw a role for UnCover as a service bureau for smaller e-publishers to mount their e-publications on the UnCover computer and be accessible with UnCover's search engine. Many libraries are still nervous about the best way to subscribe to electronic journals, so this service bureau/clearinghouse concept would be beneficial to libraries as well.

There are still some concerns regarding accreditation issues and personnel considerations, as Fisher mentioned in her talk. Document delivery is a very labor-intensive operation, although many libraries report considerable amounts of money saved on subscriptions.

Still, an effective partnership between document delivery vendors and collection managers will result in better service to library patrons.
My report focuses on selected speakers from this program, although I have listed all the names and titles of the speakers.

Dolly Prenzel, Chief Contracting Officer, University of Virginia, distributed an excellent handout on her topic, "What a Code of Ethics Should Do For You." A Code of Ethics should: support the mission of the organization, set a standard, generate thought and discussion, define our profession, be visible, be responsive, promote loyalty, incorporate a set of values distinct from law, create an atmosphere, reflect group values, provide behavioral focus, promote trust, help us separate our professional and personal interests, and simplify our lives. She also emphasized that a code must support individuality and reflect current practice. Managers must be committed to ethics and serve as examples. Prenzel was an excellent speaker, both knowledgeable and entertaining.

October Ivins, Head, Acquisitions and Serials Services, Louisiana State University, asked "Are Serial Ethics Different?" She responded with a qualified yes.

Mutual trust serves as a very important underlying basis to most serials librarian/vendor relationships. She cited a number of reasons for the need for trust: lack of business background, large dollar amounts involved, limited amount of direct ordering, and the difficulty in making direct comparisons of vendors.

The serials librarian has a responsibility to:

- accurately represent the account size and mix
- accurately represent her/his role in decision making
- document agreements in writing
- base changes in account or transfer of account on factual data
- not accept colleague's experiences at face value
- contact the vendor to respond if negative information is heard
- ensure that prompt payment is made
- educate selectors, administrators, etc. on fair and ethical practices
- avoid spreading unsubstantiated rumors

Ivins advised the audience to use restraint in accepting vendor entertainment. One must avoid a conflict of interest and realize that the cost of entertainment is part of the vendor's expenses, which contribute to the level of service charge.

Joe Barker, moderator of the session, distributed "Principles & Standards of Acquisitions Practice," developed by the Acquisitions Section. Barbara Winters, Associate University Librarian for Collection Services, Wright State University, spoke on the development of that document.

Other speakers were: Tony Angiletti, Associate University Librarian for Collection Development, Stanford University and Rick Lugg, Manager, Approval Plan Services, Yankee Book Peddler.

CANADIAN LIBRARY ASSOCIATION / Wayne Jones

The 49th annual conference of the Canadian Library Association was held in Vancouver, June 14-18, 1994, with the theme "Delivering Quality in Tough Times." During these five days of sessions and meetings there was occasional reference to serials and serials work, but the most relevant session was the one convened by the CLA's Serials Interest Group. The session was called "Electronic Serials Don't Give You Paper Cuts" (held June 16) and was moderated by Wayne Jones (convener of the group). There were two speakers: Darlene Fichter, Head of the Circulation Dept. and Coordinator of Data Services at the University of Saskatchewan Libraries in Saskatoon, Saskatchewan, and Dr. Midori Kanazawa, Assistant Professor in the Dept. of Management Information at Kaetsu Women's Junior College in Tokyo.

Fichter spoke in general terms about the technology of remote-access electronic serials -- what they are, how they are accessed, how they are starting to proliferate. She also described the University of Saskatchewan's experience with electronic serials, and gave some useful insights into some policies and procedures for acquiring and storing them. Fichter also demonstrated a couple of electronic serials as part of her presentation.

Kanazawa spoke about direct-access electronic serials, specifically CD-ROM. The focus of her presentation was the use of CD-ROM by libraries in Japan.
There were questions for both speakers after their presentations. About 180 people attended the session.

REPORT ON THE SOCIETY FOR SCHOLARLY PUBLISHING ANNUAL MEETING / John Tagler

The 16th Annual Meeting of the SSP, held in San Francisco, June 9-10, attracted nearly 400 attendees representing the publishing, scientific, library and vendor communities. "Reshaping the Information Marketplace," was the theme of this year's conference.

The program was principally devoted to concurrent sessions, allowing attendees to select from topics relevant to their fields of interest. Thus, only two plenary sessions were held -- on the Thursday morning opening and the Friday afternoon closing. Both plenary sessions are reported below as well as accounts of concurrent sessions that may be of interest to NASIG membership.

SSP Plenary Sessions

The keynote address, "New Publishing Technology's Impact on the Publishing Industry Over the Next Ten Years," was delivered by Gregory Rawlins, Associate Professor of Computer Science, Indiana University, Bloomington. Rawlins got the proceedings off to a shaky start with a presentation that was misguided and ill-conceived for the SSP audience. The speaker's frames of reference were principally in the context of trade or professional book publishing where large print runs and low unit pricing is the norm. The scenarios he presented offered little of relevance to the SSP constituency.

Rawlins posed provocative theses, suggesting that publishers are in big trouble in the coming world where electrophotography is cheap, easy and untraceable. According to Rawlins, there will still be substantial profits to be made from publishing if publishers can price a book equal to what it would cost to electrocopy a book.

Rawlins sees publishers continuing to play a role in the added value function; this will be augmented by traditional promotion and distribution functions. The fundamental change will be a shift from single copy delivery to fees for accessing a publisher's list. The cost threshold Rawlins saw as viable for electrophotography of most monographs is in the $1.00 to $2.00 -- figures that did not inspire enthusiasm among this audience.

Rawlins overestimated the savings involved in producing and distributing an electronic edition in lieu of paper; similarly he underestimated the editorial, marketing and overhead costs in producing a scholarly publication -- be it a book or journal, print or electronic. At the outset, Rawlins confessed that he knew little about publishing economics and many of his off-the-cuff calculations and examples seemed to confirm that statement.

Rawlins' discussion was confined to monographs when, in reality, it is the journal which is the principal mode of communication among researchers and which offers the greatest challenges to librarians and publishers concerned about scholarly communication in the sciences. Rawlins never acknowledged the role of the library, either in the present or future scenarios.

The second plenary was held at the close of the conference. The session presented the findings of an AAU/ARL Task Force report, "A National Strategy for Managing Scientific and Technical Information." Julia Gelfand, Applied Sciences Librarian, University of California, Irvine, moderated the session.

Richard West, Executive Vice Chancellor for Information Systems, California State University chaired the task force, whose charge was to gauge the impact of new technology on how we communicate science. The report offered an assessment of the functions of the scholarly communication process, definition of models of distribution and recommendations as to assimilating new technology into the process. Models included: (1) traditional print, (2) modernized models where new technology is applied to traditional print (i.e., scanned page images) and (3) the emergent model where new forms for electronic information distribution emerge exclusive of reference to old structures.

The task force report anticipates that at current rates of assimilation, the classical and modernized models will still dominate scholarly communication in 20 years. The emergent model will only represent 10% - 15% of all published scholarly information. Such assimilation seemed too slow to the task force which recommends the reconceptualization of the research process to encourage the emergent model and the re-energizing of the library environment.

A second speaker, Colin Day, Director of the
University of Michigan Press, stressed the fragility of ownership of intellectual property in an environment where reproduction of material was both easy and essentially unmonitored. He also noted the basic differences in the speed with which specific disciplines are embracing technological changes.

Finally, Clifford Lynch, Director, Division of Library Automation, University of California, stressed the complexity of making the transition from a print-based distribution model to multiple forms of delivery. Universities will need considerable investment in improving infrastructures. At the same time, he urged professional societies to meet the challenge of developing critical masses of knowledge which would be required to maximize the effectiveness of the electronic forms, in which case print becomes irrelevant when such a critical mass is reached.

The plenary generated a flurry of questions and discussion, concluding with the note that the reports could be accessed via the Internet or purchased in print from ARL.

Concurrent Sessions

Here are some briefer reports on interesting concurrent sessions:

In "The True Cost of Your First Electronic Product," three speakers discussed the planning and development strategies behind electronic products and their results to date.

Rick Hermann of the Society for Optical Engineering, recounted his organization's first attempt to adapt print product to electronic format by offering SPIE Proceedings on CD-ROM. The program, which involves complete proceedings from 250 conferences held in 1993 (totalling over 6000 pages), was cost-effective but not profitable. As a result of the first year's experience, further analysis must be done on pricing, particularly with regard to the relationship between the print and electronic versions. It was also clear that technical support services must be developed and provided.

Marie Hansen, Johns Hopkins University Press, discussed Project Muse and its goal of offering the press's 40 journals electronically within three years. In the first year, three titles are available, to be followed by one addition per month over the next two years. Most titles are in the humanities and social sciences. Hansen provided budget estimates for the three-year plan. The initial market plan involves selling subscriptions to libraries, with pricing based on current paper subscription prices. The longer-term view is to offer institutional users access to full-text online with the option to select titles electronically.

The American Psychiatric Press developed a CD-ROM product that includes APP's 11 journals plus 8 major reference books; quarterly updates will follow. Ronald McMillan of APP explained various pricing options and reported a positive market response with the principal market being individual rather than institutional buyers. McMillan conceded the importance of working with developers who have technical expertise that publishers may lack — thus streamlining the development and production process. A slightly different product, a diagnostic manual, was launched in simultaneous print and floppy-disk formats. This has met with resounding success, selling 2700 units on disk to date — far in excess of budget. Once again, sales were predominantly to the individual rather than institutional market.

In another session, "Case Studies of Electronic Publishing Projects," three high-profile projects were discussed. Jeff Pache of IEJ led the session with information on Electronic Letters Online, the first well-established, peer-reviewed journal to offer an online version simultaneous with the print edition. The letters journal offered an ideal opportunity to implement such a service because of the requisite rapid publication time, the dynamics of the subject field and a computer-literate audience. After consideration of several systems, OCLC Guidon was selected because it allowed the following options: full-text searching, article table of contents listing, hypertext links, "see also" links with letters to the editor, news/alerting service and online/offline print options.

Robert Badger of Springer-Verlag reported on the Red Sage Project. Rather than describe the project, which has already been widely documented in the library and publishing communities, Badger reported on preliminary observations. At present, Red Sage includes 80 journals in general medicine and molecular biology, with 21 publishers participating. System usage has been excellent and will increase when a MAC interface is introduced later this year. Electronic indexing with NLM is forthcoming soon. Badger noted that several valuable conclusions have already been reached. Procedures to
coordinate material input are necessary to maintain an even flow of information. A clearinghouse will be needed for central access. Springer expects to be able to track usage of specific journals and it is expected that this better market information will help to reduce journal management costs.

Mark Needleman of the University of California presented the librarian's perspective as a participant in Elsevier Science's TULIP project. TULIP, like Red Sage, has been widely discussed, so Needleman focused on what has been learned to date.

Despite widespread enthusiasm for the virtual library, Needleman sees it as more difficult to implement than it might seem initially. In the TULIP experiment, infrastructure issues have been the biggest concern. Other areas that posed challenges were: storage capacity, equipment upgrades, display technology that continues to evolve, expansion of bandwidth capacity, time required to transmit the large TULIP files, inconsistency in printer capabilities and user training. Needleman summarized the UC experiment with TULIP as positive, with pent-up demand among end-users who welcome greater options.

The title for another session tells it all: "Beginnings and Endings: Getting Into New Fields and Products and Getting Out of Old Ones." James Lyons of the University Press of America opened the program with advice on how to move into new areas. When looking for new activities, pursue areas that are not already overcrowded and focus on your organization's expertise either in a product category or market channel. Co-publication with prestigious not-for-profit organizations can add a seal of approval to new products. Lyons advocates diversity principally if the new identity permits the organization to leapfrog into a new category or market. In assessing a project, establish clearcut goals, stick to them and bail out quickly if a program is not working; do not readjust goals downward to justify continuation.

In the experience of Gary Vanden Bos of the American Psychological Association, new projects move more slowly than anticipated -- this applies to decisions to both undertake and withdraw from an endeavor. Often in the not-for-profit sector, decisions to withdraw are hindered by the perception that there is some constituency being served by a product or service. Vanden Bos sees market research as a critical component in decision-making and cited examples from Psychological Abstracts where library market feedback was weighed heavily in product development. In another facet of APA's publishing program, expansion of the journals list has enabled the society to meet membership demand for specialty journals while positioning the organization for the electronic future where a fully faceted list will cover the breadth of psychology.

Kathay Alexander of Raven Press characterized her company as cautiously embracing electronic publishing. Raven's initial foray into electronics was two CD-ROM products in orthopedics and radiology, each intended for the individual clinician. Both were received positively, thus encouraging further electronic efforts.

Alexander contrasted the market research and product development in the traditional print environment with the emerging world of multiple electronic options. Market research and editorial acquisitions in the two environments are not necessarily parallel. Many authors now demand electronic publishing as part of their contracts. Alexander cautioned, however, that the marketplace is often as uncertain about electronic media as the publisher.

Charles Grench of Yale University Press closed the session with an apt reminder of the basic tenets of scholarly publishing, regardless whether it product is print or electronic. The mantra of the acquisition editor is networking -- not necessarily an electronic network but a handle on the pulse of the community. According to Grench, the telephone and e-mail often cannot replace in-person contact. Successful publishing requires analysis, consultation and action.

In looking at most university presses' track record, Grench noted getting into something is often easier than getting out. Many university press monographs, during the past 10 years, have dropped from sales of 2000 to 500. I has been hard, but financially necessary, for presses to withdraw from some fields that are simply no longer economically feasible.

The issues addressed in this session in many ways echoed an undercurrent theme throughout this year's SSP conference: in an era of dramatic changes in the publishing landscape, how to move forward into new, electronic arenas for scholarly communication while safeguarding the traditions that the community has come to rely upon and value.

Thanks to all who submitted nominations, each and every one deserved an award! Thanks also to the members of the committee, Adriana Pilecky-Dekajilo, John Radencich, and interns, Linda Rosenstein and Katy Ginanni. Several former committee members are in the process of preparing a retrospective look at previous awards. If you are interested in written copies of past awards, please contact the new chair John Radencich, at Florida International University, Radencic@servax.bitnet or radencic@servax.fiu.edu.

1994 Worst Serial Title Change Awards:

1. "Here's Looking at You Award": Journal of Refractive and Corneal Surgery. Formerly Journal of Refractive Surgery (and) Refractive and Corneal Surgery. This title change has left many medical librarians searching for a pair of trifocals.

2. While here in Miami Beach on the beautiful Atlantic Ocean, we cannot neglect to award Atlantic Monthly with an honorary "greased pig," for their inability to get a handle on their title. Like many of us traveling back and forth between Miami and the Beach (on seemingly month long journeys) Atlantic Monthly has dropped the "monthly" twice in its long history, for a total of five title changes. We're hoping that they don't move to San Francisco, we'd hate to see what they'd do with the Pacific.

3. Two journals have the honor of sharing an award this year. Archives of Pediatrics and Adolescent Medicine (formerly American Journal of Diseases of Children) and Journal of Child and Adolescent Psychiatric Nursing (formerly Journal of Child and Adolescent Psychiatric and Mental Health Nursing) are hereby awarded the "Give The Kids A Chance Award (aka: Give the Librarians a Chance Award)."

4. We would like to honor the Institution of Electrical Engineers for 11 separate title changes during 1994. Unfortunately, we are sure they will continue shocking us with future changes.

5. The "Students Choice Award" is presented to the student newspaper at Louisiana State University (Shreveport). The title began as The Almagest, changed to The Sentinel from November-April 1994 and, after a student poll, changed back to The Almagest in April 1994. So who says we're the only ones that care about title changes?

6. The "Incredible Shrinking Title Award" is bestowed on Public Utilities Reports Fortnightly, which became Public Utilities Fortnightly and has now been downsized to Fortnightly. Anything smaller and it just might disappear entirely.

7. An award of distinction is presented to the Journal of Scholarly Publishing. According to the publisher, and I quote, "Not every change we've introduced will seem an improvement to everyone" (and we agree) "we hope that through the spirit in which Scholarly Publishing was founded there will be a constant, connecting the journals past with its future." Unless of course you shelve by title, and then never the two shall meet.

8. With the topic of health care leading everyone's agenda, we are proud to present the PRIDE Institute Journal of Long Term Home Health Care, which is now known as The Journal of Long Term Home Health Care: (subtitle) The PRIDE Institute Journal.

9. The "Worst Serial Title Change of the Year Award Committee's Warning: Too Many Title Changes are Hazardous to a Serial Librarian's Health." In clear violation of this warning the Pennsylvania Department of Health has presented us with Health Risk Behaviors of Pennsylvania Adults, Behavioral Health Risks of Pennsylvania Adults, Health Risks of Pennsylvania Adults, and finally Behavioral Health Risks of Pennsylvania Adults.

10. Lest you think all we do is criticize, we want to thank the editors of Advances in Wound Care (formerly Decubitus) for healing the wounds of incomprehensible title changes.

11. The "Snake in the Grass Award" is presented to the Journal of Interlibrary Loan, Document Delivery and Information Supply (formerly the Journal of Interlibrary Loan) for borrowing bad publication practices and delivering unnecessary title changes.

12. The "Worst Serial Title Change of the Year Award" is presented to Barron's for returning to its original title after a brief 52 year experiment as Barron's National Business and Financial Weekly. After 52 years couldn't
they have waited for a new volume to make the change?

Enjoy!! Save those submission for 1995!

AWARD ANNOUNCEMENTS

1994 LAPT RESEARCH AWARD
Tina E. Chrzastowski and Karen A. Schmidt

Library Acquisitions: Practice & Theory (LAPT) is pleased to announce the recipients of the 1994 Research Award, Tina E. Chrzastowski and Karen A. Schmidt. Ms. Chrzastowski is Chemistry Librarian at the University of Illinois at Urbana-Champaign. Ms. Schmidt is Acquisitions Librarian at the same institution.

Their proposal, "The Serials Cancellation Crisis: Determining Recent National Trends in Academic Library Serial Collections Through the Use of Commercial Vendor Subscription Records," has been funded as the 1994 Library Acquisitions: Practice & Theory Research Award. The study "will determine how recent rounds of serial cancellations have affected academic research collections nationwide. It will identify national trends in serials collections by analyzing serial cancellations and serial orders over three years (1991-1993) from ten academic research libraries located throughout the United States." This study builds on the earlier work of the researchers, "Surveying the Damage: Academic Library Serial Cancellations 1987-88 through 1989-90," which appeared in College and Research Libraries, volume 54, no. 2 (March 1993, pp. 93-102.

To quote one of LAPT's reviewers, "the proposal has great promise for giving us insight into the actual behavior and trends in the ongoing serials cancellation crisis."

The citation and cash award was presented to Chrzastowski and Schmidt at the Editorial Board's Meeting at the American Library Association Annual Conference in Miami on June 25, 1994.

OBERLY AWARD FOR BIBLIOGRAPHY IN AGRICULTURAL SCIENCES

The Oberly Award was established in 1923 in memory of Eunice Rockwood Oberly. This biennial award is given in odd-numbered years for the best English language bibliography in the field of agriculture or related science.

Award: A cash award and citation funded by an endowment created by individuals and vendor contributions, including the U.S. Agricultural Information Network, the Agway Foundation, Associates of the National Agricultural Library, the Counsel on Botanical and Horticultural Libraries, and the Cargill Information Center.

Eligibility: English-language bibliographies in the field of agriculture or a related science compiled during the two-year period preceding the year in which the award is made.

Criteria: Bibliographies submitted for award consideration are judged on accuracy, scope, usefulness, format, and special features such as explanatory introductions, annotations, and indexes.

Submission procedure: Nominations may be made in the form of a letter and should point out the reasons the bibliography should be considered for the award. A copy of the bibliography should accompany the nomination. Send nominations to: Oberly Jury Chair, Mike Haddock, Farrell Library, Kansas State University, Manhattan, KS 66506.

Deadline: December 1, 1994.

SAMUEL LAZEROW FELLOWSHIP FOR RESEARCH IN ACQUISITIONS OR TECHNICAL SERVICES IN AN ACADEMIC OR RESEARCH LIBRARY

This award fosters advances in acquisitions or technical services by providing fellowships to librarians for travel or writing in those fields. Research projects in collection development or the compilation of bibliographies will not be supported by this fellowship.

Award: $1,000 cash and a citation donated by the Institute for Scientific Information.

Criteria: The proposals will be judged with an emphasis on the following:

1. Potential significance of the project to acquisitions or technical services work.
2. Originality and creativity.
3. Clarity and completeness of the proposal.
4. Evidence of an interest in scholarship (previous publication record).

Application procedure: Brief proposals (five pages or less, double-spaced) should include the following:

1. Description of research, travel or writing project.
2. Schedule for project.
3. Estimate of expenses (e.g., travel, faxing, data analysis, computer time, photocopying, typing).
4. An up-to-date curriculum vitae should accompany proposal.

Awardee obligation: Recipients of the fellowship are required to submit a report of the results of their research to ACRL for possible publication in C&RL News.

Submission procedures: Send eight copies of the application to the Samuel Lazerow Fellowship, Association of College and Research Libraries (ACRL), American Library Association, 50 East Huron Street, Chicago, IL 60611.

Staff Contact: If you have questions or need help in compiling a nomination, contact: Althea H. Jenkins, (800) 545-2433, ext. 3248, (312) 280-3248, or U55385@uivcm.uic.edu.

Deadline: December 1, 1994.

CALENDAR OF UPCOMING EVENTS / Carol MacAdam

[Note: Please send announcements concerning meetings of interest to the NASIG membership to Carol MacAdam.]

October 17-20, 1994
American Society for Information Science Annual Meeting
Alexandria, VA

October 18-21, 1994
ARL Membership Meeting
Washington, D.C.

November 3-5, 1994
14th Annual Charleston Conference on Issues in Book and Serial Acquisitions
Theme: "The Savage Marketplace"
Charleston, SC

November 5-7, 1994
Fourth Symposium of the ARL and AAUP
Washington, D.C.
(See full announcement on p. 56)

February 3-9, 1995
American Libraries Association Mid-Winter Conference
Philadelphia, PA

April 3-5, 1995
United Kingdom Serials Group Annual Conference
University of Exeter, England

May 5-10, 1995
Medical Libraries Association Annual Conference
Washington, D.C.

May 10-12, 1995
Seventh International Congress on Medical Librarianship
Washington, D.C.

May 16-19, 1995
ARL Spring Membership Meeting
Boston, MA

May 17-19, 1995
Society for Scholarly Publishing Annual Meeting
Cambridge, MA

May 18-25, 1995
Feather River Institute
Feather River, CA

May 24-26, 1995
American Society for Information Science Mid-year Meeting
Minneapolis, MN

June 1-4, 1995
North American Serials Interest Group
Tenth Annual Conference
Duke University, Durham, NC
SCHOLARLY PUBLISHING ON THE ELECTRONIC NETWORKS: THE FOURTH SYMPOSIUM

THE ASSOCIATION OF AMERICAN UNIVERSITY PRESSES
THE ASSOCIATION OF RESEARCH LIBRARIES

And their collaborators: the University of Virginia Library,
the Johns Hopkins University Press, and the American
Physical Society

Scherl Publishing on the Electronic Networks: The Fourth Symposium
Filling the Pipeline and Paying the Piper

NOVEMBER 5-7
Washington, DC

Including: Demonstrations of Current Scholarship and Projects

For the complete program and registration information on the Internet: Gopher arl.cni.org, Menu: Scholarly Communication, Then: ARL/AAUP Symposia

This three-day symposium, the fourth in a series sponsored by the AAUP and ARL, with a great deal of help from our many friends, is specifically aimed at university presses, learned and professional society publishers, librarians, and academic faculty and researchers interested in beginning electronic publications, particularly for distribution via electronic networks. The Symposium's objective is to promote information-sharing and discussion among people interested in developing the potential of the networks, particularly for formal publishing, with particular emphasis on not-for-profit models. Anyone interested in this topic is eagerly welcomed to join us. Presenters will discuss some of the latest research and development from the not-for-profit sector, including faculty, societies, presses, and libraries.

The Symposium has established itself as a place where different not-for-profit stakeholders and supporters talk to each other about their work and confront vexing issues together. This year, in particular, we will focus on the controversial areas of cost recovery in an electronic environment and electronic fair use. The program committee, encouraged by registrants' comments, hopes that symposiasts can help to build understanding and progress in these topics, which are critical to a robust, organized future for scholarly communications.

Optional tours on November 8th include "A Day at the Press," sponsored by the Johns Hopkins University, and "A day in the Academical Village," by the University of Virginia Library.

Programs will be mailed out on Friday to those on our paper mailing lists. If you would like to receive a printed program, contact Lisabeth King, lisabeth@cni.org

E-mail address for general inquiries: symposium@e-math.ams.org
E-mail for registration inquiries: Lisabeth King,
(lisabeth@cni.org)
Proceedings of previous symposia available. E-mail allyn@cni.org

Ann Okerson/Association of Research Libraries
ann@cni.org
EDITOR'S NOTE

I want to extend my thanks to a wonderful group of reporters who built this issue of the Newsletter, and have brought to us such clear summaries of a wide variety of speakers from the NASIG meeting and beyond. The reporters for this issue, who deserve our gratitude for generously offering their time and skills, were:

Amira Aaron
Sandy Barstow
Eric Celeste
Nancy Chaffin
Donnice Cochenour
Marie Cousineau
Susan Davis
Margaret Ferley
Beverley Geer-Butler
Lin Hagen
Jay Harris
Maggie Horn
Wayne Jones
Jennifer Marill
Mike Markwith
Cheryl Riley
Maggie Rioux
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