

# News Release: American Library Association

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FOR IMMEDIATE RELEASE

## ASCLA CONFERENCE PROGRAMS FOR LIBRARY COOPERATIVES

Two programs of particular interest to persons working in library systems, networks, consortia, and cooperatives are scheduled for ALA 1980 Annual Conference in New York City, June 28-July 4. Both programs are sponsored by the Association of Specialized and Cooperative Library Agencies (ASCLA)--Multitype Library Cooperation Section.

"Implications of a National Periodicals System for Library Cooperatives and Networks," is scheduled for 2-5 p.m., Sunday, June 29.

The program will focus on H.R. 5192 which established the National Periodicals Center within the Higher Education Act. If the Act passes in Spring 1980, the forum will discuss possible impacts upon networks and consortia as well as well as their participating libraries. If the Act does not pass, the forum will deal with the future of periodicals control and resource sharing through other means.

"Marketing and Library Cooperatives: Developing a Strategy," is scheduled for 2-4 p.m., Tuesday, July 1. Bethe Moulton, a management consultant from Washington D.C. with a MBA and a MLS will define marketing, outline the tool used in developing an overall marketing strategy, and present a case study for library cooperatives. Her talk will be followed by a question and answer session.

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## add one--ASCLA CONFERENCE PROGRAMS

The program is targeted for coordinators and directors of small to medium-sized consortia, librarians beginning cooperatives, and those interested in basic marketing techniques.

The Program speaker Moulton, advises persons attending the program to read before the program: "Strategies for Introducing Marketing into Non-Profit Organizations," Philip Kotler, Journal of Marketing, January 1979, pp. 37-44.

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