

LITA newsletter

LIBRARY AND INFORMATION TECHNOLOGY ASSOCIATION

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Carol A. Parkhurst, Editor

Emerging Technologies Explored

At Midwinter, the Emerging Technologies (ET) Committee met and pondered technologies that may have an impact on the library community in the future. Topics ranged from simple mechanization (perhaps the increased use of conveyor belts or motorized book trucks) to robots and bacteriological media storage systems. Although the committee reached no conclusions on the feasibility of any of the technologies, it did create a list of topics that might be explored:

Robotics—If the current technology being implemented in manufacturing becomes more adaptable and readily available, it may be feasible to use robots to shelve books, to deliver items within a building, to check out books, and to perform other repetitive tasks.

Telecommunications—There is considerable evidence that the technologies used in telecommunications will continue to provide multiple options to the traditional paired-wire, leased-line mode presently in place. Fiber optics, satellites, microwave, cable television, local area networks (LAN), radio frequency transmissions, and television frequency transmissions have all been added to the menu of possible systems for telecommunications in libraries and from libraries to the home or office. The breakup of AT&T will require the library to have greater in-house expertise in telecommunications.

Storage Media Technologies—A number of new technologies in the area of online storage are becoming mature enough to be integrated into library systems. Crystal mechanisms and bacteriological storage are still in the future but hold promise. The net result of these new developments is that the cost of storage per unit will continue to decrease.

Artificial Intelligence—The concept of a machine having intelligence is still quite controversial, and doubts remain as to whether it will be feasible in library operations. However, it may be possible to gain benefit from limited applications that are cost-effective. The committee perceived that the library application that would see the first use of artificial intelligence would be cataloging or indexing. Its potential for incorporation into a public online catalog provides an impetus for study. The catalog could base its retrieval on previous searches done by the user or on additional background information about the user.

Expert Systems—The committee considered that the analogy for expert systems for librarians is the work station in use in many office environments.

Voice Input/Output—The use of audio synthesizers to create voice messages from a machine-readable database is in general use throughout the microcomputer and business world. This technology has a great deal to offer for libraries

providing service to the handicapped.

Human/Machine Interfaces—As more and more tasks are done via computer, it will be necessary to place more emphasis on the interaction between human and machine.

Electronic Mail/Publishing—Electronic mail is being used heavily for interlibrary loan activity, and it is anticipated that other communications such as newsletters, letters, and memos will move to the electronic mode.

Mechanization of Functions—Mechanization of routine tasks is heavily used in industry. There may be techniques and machines that could be adapted to library operations.

Energy Management Systems—The use of solar heating, natural cooling elements, and other strategies to reduce the energy consumption of library buildings needs to be fully explored. Some office buildings are being built to allow the use of natural elements to supply energy, yet allow individuals to have latitude over the environment in which they work.

Bionics—Although bionics has yet to appear in libraries, there may be technologies that could enhance the library's utility for the handicapped.

Computer Translation—A great deal of information is translated via machine; however, its incorporation into library functions has not appeared.

Graphics—The use of pictographs on computer systems, such as the MacIntosh, would require less training for the user of a library catalog.

Distributed Systems—Although the concept of distributed systems has been incorporated in the business world, and even in some library environments, the nontechnological issues that would allow widespread use in libraries (such as standards for telecommunications and standards for interfacing hardware from different vendors) still present a barrier.

Chemical Technologies—The preservation of material on paper and film needs a great deal of attention in the library world. New technologies are being developed and should be called to the attention of the profession.

Smart Cards—Credit cards are now being provided with memory that can contain a credit limit, can be debited when used, and can store information about the user. These could be used for services requiring a fee, such as the photocopier. Users could be required to provide an advance deposit to cover anticipated fines or fees.

To explore any of these new technologies, these are your options:

- Form a LITA interest group. Use the form in this *Newsletter* to indicate your interest in forming an interest group on any of the topics listed above or another topic of your choosing.
- Suggest a program. If you are interested in seeing LITA sponsor a program on any of the topics, contact the chair of the Program Planning Committee (Elaine Albright, Director of Li-

braries, University of Maine, Orono, ME 04469). If you are willing to participate in the program or know of experts who might be willing to share their knowledge, also contact Elaine.

- Write an article. To contribute an article to *Information Technology and Libraries*, contact William G. Potter, 246 Library, University of Illinois, 1408 W. Gregory Dr., Urbana, IL 61801. You might also consider writing a short piece on an interesting aspect of a new technology for the *LITA Newsletter*.

- Participate in ET Committee meetings. If you have additional technologies that you feel LITA should consider, drop a note to the chair of the ET Committee (Kenneth E. Dowlin, Director, Pikes Peak Regional Library District, P.O. Box 1579, Colorado Springs, CO 80901). It is not necessary that the technology to be new to the world, only new to the *library* world, for the committee to discuss it. Everyone is invited to participate in the committee's meetings.—Kenneth E. Dowlin.

Chicago Preconferences Postponed

"State of the Art Telecommunications: A Sampler," originally scheduled as a preconference for the 1985 ALA Conference, will be held instead as a two-day institute in fall 1985 and spring 1986, before being offered as a preconference for the 1986 Conference in New York. The dates and locations of the institutes will be announced by Chair Bruce A. Miller of Northwestern University Library.

The LITA preconference "Electronic Publishing," originally scheduled for the Annual Conference in Chicago, has also been postponed until the 1986 New York Conference. Preconference Chair Brian Aveney, formerly director for Research and Development for Blackwell North America, will be fully occupied this year with his new consulting firm, Information Works of El Granada, California.

Both preconferences are well worth waiting for, and Aveney and Miller promise to deliver the most up-to-date information on their topics.

The *LITA Newsletter* (ISSN 0196-1799) is published quarterly by the Library and Information Technology Association, a division of the American Library Association. Editor is Carol A. Parkhurst; Information Science and Automation Section Editor, Jean Swanson; Video and Cable Communications Editor, Robert A. Katz; Standard Fare Editor, Janet J. Bausser; Contributing Editor, Janice Woo.

The *Newsletter* is sent free of charge to all division members. Copies are available only through annual LITA memberships; there is no single-copy price. Back issues and division membership blanks are available from LITA Executive Director Donald P. Hammer, ALA, 50 E. Huron St., Chicago, IL 60611.

Editorial contributions, articles, news releases, and letters should be sent to Carol A. Parkhurst, University Library, University of Nevada, Reno, NV 89557; (702) 784-6566.

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Decisions of the LITA Board of Directors: ALA 1985 Midwinter Meeting Washington, D.C.

Highlights of the LITA Board of Directors meetings will appear in this section. Board actions and motions will be summarized rather than copied verbatim from the minutes, with voting listed for official motions. All votes were unanimous unless noted otherwise. Issues covered in other newsletter columns and articles will not be repeated.

The full board minutes are available on request from the LITA Office, American Library Association, 50 E. Huron St., Chicago, IL 60611.

LITA Structural Change. LITA members approved the new structure of the division with 779 votes in favor of the Bylaws changes, 5 votes against, and 42 votes scattered among the various options provided. Lois Kershner, LITA vice-president/president-elect, will coordinate the implementation of the new structure.

LITA Online News (LION). Brian Aveney asked that the matter of ALANET and LION be placed on the agenda because he questions the value to LITA of these activities, considering the amount of money LITA spends on them. Ken Dowlin pointed out that LION was established as a prototype. Eaton stated that LITA is not receiving any revenue from LION, and that situation must be changed. Michael Gorman questioned whether or not LION is meeting any actual or perceived need. He feels that it is not because few are using it. Don Hammer reported that LION cost \$140 for the first month to cover administrative costs and setup, and it will cost \$220 for ten more issues. Over the seventy-six days of LION's existence, it has been accessed an average of 1.4 times per day.

Lois Kershner reminded the board that a committee has been set up to look at the questions surrounding LION. The Electronic Publishing Task Force is to look at the viability of electronic means of publication, i.e., Is electronic publishing a viable way for LITA to publish news? What should the content be? Is ALANET the appropriate vehicle? Sherrie Schmidt, representing the Publications Committee, will chair the task force, with Linda Miller representing the Telecommunications Committee and Bonnie Campbell as the at-large member. Kershner suggested that the board let the task force resolve the concerns.

Electronic Mail. Aveney stated that, considering LITA's uncertain financial condition, electronic mail is an expense that can be avoided. Based on the cost figures he has for ALANET, it will cost LITA about \$4,000 annually. He would like to know how much of the increased cost over ONTYME is due to increased traffic, and how much is due to higher prices. Eaton suggested that the Electronic Publishing Task Force look into this matter. The board approved a motion requesting that access to ALANET by committees, sections, or other LITA entities be approved by the board on a case-by-case basis, with the exception of those already approved for access. (Absent: Muro)

Meetings of LITA Committees at ALA Headquarters. Nancy Eaton suggested that it would be useful for some committees to meet with the executive director at Headquarters in order to carry out committee business. Aveney asked what would happen as a result of this that is not currently happening. Hammer stated that nothing is happening now, and, as an example, LITA does not have even one publication. Gorman stated that as a past chair of the Publications Committee, he

feels that if anything is to happen between ALA Conferences, it is up to the committee chairs to make it happen. Committee work should be a continuous activity and, by meeting at Headquarters, the committees will actually be able to do things. Juergens suggested that the problem is one of motivation and performance. The committees need to be productive within the present confines before money is put into special trips. Eaton will be meeting with some of the committee chairs, and if it is appropriate for them to make budget requests for meetings, they can include them in their reports to the board.

The board voted that the Program Planning Committee and Publications Committee be asked to schedule their meetings at Midwinter and Annual Conferences at times when the LITA Board is not meeting. This is to enable the executive director to attend these meetings. (Absent: Muro)

Proposed LITA Newsletter on NewsNet. Don Hammer reported on the idea of LITA's sponsoring a newsletter on NewsNet, which is a database of about three hundred newsletters aimed at the business world. The only cost to LITA would be in gathering the data, transcribing and editing it, and transmitting it by Dialcom to NewsNet. NewsNet makes royalty payments to the sponsor according to the number of times its newsletter is accessed. Hammer envisions a newsletter that would carry information about library technology and the library world in general, aimed at the business community. Aveney asked to what end we would want this exposure to this community. What would be the benefit? If we are trying to promote libraries to people, that is not a function of this division. He believes it's going to lose money, and he doesn't think it can be sold. Hammer responded by stating that, in his view, LITA is not in the business of making money. It is in the business of providing services. This idea, if it flies, would cost a minimum and give maximum exposure for libraries. The board agreed by consensus to refer the matter to the Electronic Publishing Task Force.

Proposed LITA Institutes on "Technology at LC." Hammer has talked to Henriette Avram at the Library of Congress about holding one or more institutes on "Technology at LC," much like the ones LITA and LC cosponsored in 1976. The board approved the concept of LITA presenting such an institute before the end of 1985. (Absent: Dowlin)

Joint Discussion Group/Interest Group Problem. Eaton discussed the problem of joint groups between divisions. LITA will no longer have discussion groups, but other divisions do have discussion groups that may want to join with LITA interest groups when subjects are of mutual interest. Is it appropriate for LITA to have joint discussion/interest groups with other units? The major difference between the two types of groups is that interest groups may sponsor programs but discussion groups may not. The board voted to refer the question of joint discussion/interest groups to the Bylaws Committee. (Absent: Muro)

ALA Policy on Conference Exhibiting. Pat Barkalow brought up the matter of ALA's policies on vendor exhibiting at ALA Conferences. At present, the policy is first come, first served, except for the priority given to vendors who have previously exhibited. This policy tends to exclude vendors of the newer technologies as exhibitors. Newer vendors have actually been assigned booth space and later "bumped" to make room for a vendor with higher priority. Barkalow feels the policy should be reviewed. After discussion, the board voted that a letter be sent to Peggy Barber requesting an investigation of the policy for awarding exhibit space, particularly the practice of awarding exhibit space and then revoking it at a later date. (In favor: Eaton, Dowlin, Kershner, Juergens, Barkalow, Aveney, Wetherbee. Against: Ghikas, Gorman. Absent: Muro)

Proposed LITA Endorsement of OCLC Videotapes. Ken Dowlin attended an OCLC meeting at which a presentation was made on a proposed series of videotapes. The tapes are to contain introductory material on computer literacy and would be published on a subscription basis six times a year. Dowlin suggested to Tom Hamish, the project director, that the project might have more value if it had sponsorship from LITA. LITA would not contribute financially and would have only limited editorial control to be sure the tape content is neutral.

Board discussion was positive, and the board voted that Ken Dowlin should initiate appropriate communications with OCLC concerning LITA's participation in the development of OCLC's proposed video CompuLit program. (Absent: Muro)

LITA Liaison with ALA Chapter Relations Committee. The board voted that the president be asked to appoint a LITA liaison to the ALA Chapter Relations Committee as per Razer's letter of October 9, 1984 (1985 Midwinter Board Meeting, Document 6). (Absent: Muro)

Additional Professional Staff for LITA. Eaton reported that the Executive Committee feels that LITA is handicapped without additional help at Headquarters. A proposal has been made to hire a professional staff person who would generate programs that would help make money to expand LITA's programs. The position could be funded for one year and discontinued if it does not bring in enough revenue to support itself. Hammer stated that the salary would be between \$21,000 and \$31,000. The board approved the recommendation of the Executive Committee that an assistant to the executive director be appointed by September 1, 1985, if funds permit. (Absent: Dowlin)

1985/86 Budget Review. The board approved the 1985-86 budget of \$128,000 for the LITA general fund and \$61,500 for *Information Technology and Libraries*.

Other motions approved:

- To support the Divisional Leadership Enhancement Program for 1986 with a maximum of \$100, if requested.
- To pay the necessary costs of a booth at the International Federation of Library Associations and Institutions (IFLA) conference. George Abbott will be in charge of the booth.
- To expend up to \$1,500 to support travel by appropriate members of the Program Planning Committee to meet with Don Hammer for the purpose of planning LITA institutes for calendar 1985.
- To support \$1,750 in travel funds to permit Paul Peters to continue full participation in ANSI X3. (Abstained: Aveney)
- To refer to the Bylaws Committee the recommendation of the TESLA Committee that TESLA membership continue to be ten rather than eight persons.
- To support the LITA MARBI representative in an amount not to exceed \$900.
- To accept the money offered by DataPhase and devote it at the discretion of the board (acting on the recommendation of the president) to programs and/or publications. Such activities would acknowledge DataPhase's contribution.

LITA Newsletter Editor Sought

Since the current editor's three-year term will expire this summer, the Publications Committee is recruiting a new editor for the *LITA Newsletter*. The editor is responsible for gathering material for the quarterly newsletter, editing and typing the manuscript (a word processor is essential), and working with ALA's Central Production Unit to produce the final product.

Some experience with writing for publication and/or editing manuscripts is highly desirable. An ability to meet deadlines is essential. Questions about the position may be addressed to Carol Parkhurst, University Library, University of Nevada, Reno, NV 89557 (702-784-6566) or Publications Committee Chair Tamara Miller, Systems Office—Library, University of Tennessee, Knoxville, TN 37916 (615-974-4304). If you would like to be considered for the position, send a current résumé and a paragraph explaining your qualifications and reasons for interest in the position to Tamara Miller.

Microsoftware Cataloging Survey

The Library of Congress plans to conduct a one-year pilot that will include one thousand microsoftware titles in the Cataloging in Publication (CIP) program. School and public libraries, and to a lesser degree academic and special libraries, are collecting microsoftware and looking to LC for guidance in cataloging this material. In the area of microcomputer software, however, LC has thus far done no cataloging. This pilot is designed to gain experience in processing microsoftware for the nation's libraries and for LC's own collection.

Current plans are to begin the pilot in January 1986. Lead time will be used to do internal development work that will enable LC to create and distribute records in the Machine-Readable Data Files (MRDF) format, to recruit software publishers, and to establish guidelines for participation in the pilot.

Many questions must be answered before such a project is undertaken. Defining the scope of the materials to be included, determining which bibliographic elements to include in the CIP data, and deciding where, physically, the CIP data will appear are among the most pressing questions.

Moreover, the task will not be accomplished without the cooperation of the software manufacturers. It is expected that the manufacturers will want to know how these materials are being used in libraries before they commit themselves to cooperation in the pilot.

With the questionnaire that appears below, LC is attempting to gather the information necessary to define the scope of the pilot and to answer publishers' questions about the value of the program for libraries and publishers alike. No attempt has been made to achieve a statistically selected sample; re-

spondents will be self-selected. However primitive this method may be, it is thought that the information received will be sufficient for the purposes of beginning the pilot.

Your cooperation in answering the questions and promptly returning the questionnaire will be greatly appreciated. If you presently do not collect software but plan to do so in the near future, your input is also invited. If there are other points that you would like to make, please do so. Thank you for taking the time to give the Library of Congress the benefit of your experience in this area.

SEND THE COMPLETED QUESTIONNAIRE TO: Susan H. Vita, Cataloging in Publication Division, Library of Congress, Washington, DC 20540.

Another Electronic Mail System

The Telecommunications Committee's article "Library Electronic Messaging Systems," in the last issue of the *Newsletter*, failed to mention Western Union's EasyLink. More than twenty-three libraries in North Dakota and Minnesota use EasyLink for electronic mail and interlibrary loan transmission. EasyLink offers user-friendly commands, individual mailboxes, dial access via either an 800 number or local access numbers, line editing, storage, distribution lists, and worldwide electronic mail delivery. The system accepts batch messages for multiple address distribution, a feature that saves considerable time and expense. Contact Western Union Telegraph Company, 317 Second Ave. S., Minneapolis, MN 55401; 612-333-7449.—*Val Morehouse, North Dakota State Library.*

LC Microcomputer Software Questionnaire

1. What type of library do you represent? (circle the one appropriate letter at right)

- | | |
|----------------------------|---|
| Academic | a |
| Public | b |
| School | c |
| Specify grade level _____ | d |
| Special | e |
| Specify subject area _____ | f |

2. Did/will your library acquire microcomputer software? (circle all letters that apply)

- | | |
|--------------------------------|---|
| Before last fiscal year | a |
| During last fiscal year | b |
| In next fiscal year | c |
| Within next three fiscal years | d |

3. What is the approximate size of your current software collection? Specify number of titles.

4. Please estimate how much you expect to spend on software

In fiscal year 1985 _____

In fiscal year 1986 _____

5. What kinds of software do you acquire? (circle all letters that apply)

- | | |
|---|---|
| Applications programs, e.g., spreadsheets, word-processing packages | a |
| Database managers | b |
| Arcade games | c |
| Educational games | d |
| For what age level _____ | e |
| Curriculum supporting courseware | f |
| For what age level _____ | g |
| Computer-aided instruction programs | h |
| For what age level _____ | i |

6. Do you limit your purchases to certain hardware?

- | | |
|------------------------------|---|
| No | a |
| Yes | b |
| If yes, please specify _____ | c |

to a certain operating system?

- | | |
|----|---|
| No | a |
|----|---|



P R E C O N F E R E N C E S

Introduction

Prior to the 1985 ALA Annual Conference LAMA will sponsor 2 preconferences. Each preconference is designed to provide registrants with in-depth information on the topic, maximum opportunity for dialog with presenters, and handouts. Coverage of each topic will be greater than is possible in programs held during the annual conference itself. Each preconference will be conducted by highly qualified and recognized authorities in the field.

Registrations: Registrations must be received in Chicago by *June 21, 1985*. Complete the registration form in this brochure and forward it with your payment to ALA/LAMA. Refunds for cancellations (less a \$10 service charge) will be made through June 28, 1985. Refunds cannot be made to "no shows." Registrations are limited at each preconference. Space permitting, late registrations will be taken at the preconferences. Registrations do not include lunches or dinners. Registrants are encouraged to eat at nearby restaurants. Please note that registration fees for non-members of ALA and LAMA are higher than for members. If you wish, you may use the attached registration form to join ALA and LAMA and qualify for the members' lower registration fee.

Hotels: Hotel room reservations are the responsibility of each participant. Registrants are encouraged to extend their ALA conference hotel reservations. See the January 1, 1985 American Libraries for hotel information.

Place: All preconferences will be held at ALA Chicago conference sites. Registrants will be informed of the precise location upon receipt of their registration.

Automated Circulation and Beyond

July 4, 8AM-7:30PM
July 5, 8AM-5:30PM

Sponsor: LAMA Systems and Services Section

Purpose: The preconference is designed to provide a forum for presentation and discussion of the many issues to be considered when planning automation of a circulation system, or any library system.

Audience: Librarians from all types of libraries, managers and others in decision making positions who are at a critical stage of planning the automating of systems in their libraries. The preconference is limited to 200 registrants.

Program

Format: The program will consist of (1) systematic coverage of all phases by speakers whose expertise represents the state-of-the-art, and (2) discussion groups where you will have the chance to bring your questions to these same speakers. There will also be question-and-answer sessions throughout the program, and the chance to visit informally with both speakers and your colleagues attending the preconference.

*Micro; Mini; Mainframe;
Turnkey; Network; Other, ???*
TBA (To be announced)

This year there are more choices than ever. How do you decide which type of system is good for you? In what environments will a mini be most successful? Will a micro be big enough to hold all your files? Should you try to use your institution's mainframe?

Designing Your Own System With Micros. A Case Study.

John Jolly, Director,
Glendora Public Library, CA

The micro computer! The answer to a prayer for many smaller library systems, who, five years ago, couldn't have dreamed that they might automate their libraries for less than \$10,000. John Jolly did and he will tell you how.

Microcomputers—Reality Therapy.

Robert Walton, Automation Consultant,
Texas State Library.

But, can every library do it? Do you need to be a programmer? Can you use any micro? What minimum storage capacity should you seek?

Telecommunications: The Vital Link.

Joseph R. Matthews;
J. Matthews & Associates

Well designed telecommunications will contribute significantly to the success of an automated system. Telephone lines are simple but costly. Should you install your own optical fibre cables? What alternatives are there?

Specifications & Contract Negotiations: Proper Planning Prevents Pitfalls.

Jane Burke, Director of
Information Services, NOTIS.
Kevin Hegarty, Director,
Tacoma Public Library

What must you tell the vendor? How can you be sure that you will get what you think you ordered? Is an RFP really necessary? Can you trust the vendor? Can the vendor trust you? Should you require a mutual performance bond? Kevin Hegarty wrote "More Joy of Contracts" after he had gone through this process in his library. Jane Burke has negotiated many contracts. Both have timely tales to tell.

Networking: Spreading The Load.

A Case Study.

Joyce Mitchell,
JCPL,
Skokie, IL.

Is a cooperative arrangement with other libraries in your area the most efficient and economical way to enjoy the advantages of technology?

Public Relations: Do All The Important People Know What's Going On?

Jeanne Thorsen,
King County Library System,
Seattle, WA.

How can you capitalize on the exciting activities of automation? Does your public know your start-up date? Are all your staff happy? Does the entire board agree about buying a computer instead of books?

Staff Preparing and Training:

No Virginia! The Computer Will Not Take Your Job!

TBA (To be announced)

Data Base Creation: Remark?

Subcontract? In-House? Off-Shore? On-The Fly?

TBA (To be announced)

Site Preparation & System Maintenance: Or, Don't Make The Door Too Small!

Mary Johnson,
Orange County Public Library
Orange County, CA.

Is your air conditioning cold enough? Will the new computer fit into the room you have designed for it? Is the electricity supply adequate and protected against power failures?

Costs: The Reality Behind the Dreams.

Pat Barkalow, GEAC, Inc.

Will your initial investment be all you have to spend on a computer? How much should maintenance cost? Do you have to pay for software development? Have you included all the terminals your public will demand?

Vendors' Exhibit and Wine and Cheese Reception.

Coordinated by: Jacqueline Zelman,
Florida International University,
Miami, FL.

Hosts:

Advanced Library Concepts
Biblio-Techniques
Brodart
CL Systems Inc.
Dataphase Systems
Data Research
DYNEX
Follett Book Service
Gaylord
GEAC, Inc.
Micro Library Software
Highsmith

NOTIS

OCLC

Ringgold Management Systems

Discussion Groups:

• File Conversion/Site Preparation/Planning/Costs • Specifications and Contract Negotiations • Telecommunications and Microcomputers • Staff Preparation and Training/Public Relations.

Local Arrangements:

Mike O'Brien, Oaklawn Public Library

Registration:

\$100 LAMA Members
\$125 ALA (Non-LAMA Members)
\$150 Non-Members

Registration fees include two publications: *Choosing an Automated Library System*, by Joseph Matthews (ALA 1980), and *More Joy of Contracts*, 2nd ed., by Kevin Hegarty (The Author, 1981), two continental breakfasts, and a wine and cheese reception sponsored by vendors displaying systems on-line. These fees do not include lunches—registrants will be encouraged to eat at nearby restaurants.

Fund Raising for Libraries

July 4, 12PM-5:30PM

July 5, 8:00AM-5:30PM

Sponsor: LAMA Fund Raising & Financial Development Section

Co-Sponsor: LAMA Public Relations Section, American Library Trustee Association.

Purpose: To increase the awareness of librarians, trustees and friends to the benefits and techniques of private sector fund raising for their institutions. Participants will examine potential sources of income including major gifts from foundations and corporations; learn how to prepare a fund raising plan, identify potential donors and organize staff for fund raising; explore major fund raising approaches, critique existing plans and analyze direct mail techniques. Participants will come away with new ideas and concrete plans.

Program

Format: The preconference will include formal presentations by an experienced

development officer, Albert Milano; practical experience through written case studies; proposals and financial plans; critiques of existing plans; question and answer periods and discussions with other participants. Samples of library fund raising literature will be critiqued by Milano, and participants will receive copies of the literature to study when they return to their respective institutions.

Audience: The audience is limited to 100 registrants. The target audience is administrators, development officers, trustees, friends and managers from all types of libraries who are contemplating or conducting a fund raising program. The preconference is for participants from small, medium and large libraries; public, academic and special libraries, and both novice and experienced library fund raisers. The emphasis throughout the preconference will be on the practice of fund raising and development in libraries.

Presenter: The speaker, Albert Milano, has practiced as a development officer and not-for-profit administrator for 17 years. Currently Milano is president of The Milano Group, Inc., whose clients include the Dallas Theater Center and the Dallas Arts Combine. Milano has also served as development director for the New York Public Library, NY, 1973-77.

Program

Chair: Dorothy Rice, LAMA Fund Raising & Financial Development Section, University of Nevada-Reno

Agenda: June 21, 1984

12:00PM Registration
1:00PM Introductions/Welcome
Sources of Income
Comprehensive Financial Plan
5:30PM End First Session

June 22, 1984

8:00AM Continental Breakfast
8:30AM Ingredients of Fund Raising Action Plan
12:30PM Lunch (no host)
1:30PM Critique of Existing Forms/Plans
Direct Mail
Organization of Office and Staff
5:30PM End Final Session

Registration:

\$100 LAMA/ALTA Personal members
\$125 ALA (non-LAMA/ALTA) Personal members
\$150 Non-members



Registration Form

Please check the preconference for which you are registering and check the registration fee to which you are entitled (staff members of organization members cannot be considered personal members):

Cut-off date: June 21, 1985
(no refunds after June 28)

Please indicate the size of your library's book collection:

- under 10,000
- under 100,000
- under 500,000
- under 1,000,000
- over 1,000,000

Automated Circulation and Beyond

- \$100 LAMA Personal Member
- \$125 ALA non-LAMA Personal Member
- \$150 Non-ALA Member

Fund Raising for Libraries

- \$100 LAMA/ALTA Personal Member
- \$125 ALA non-LAMA/ALTA Personal Member
- \$150 Non-ALA Member

Please note that registration fees vary for each preconference and that fees for non-members of ALA and LAMA are higher than for members. If you wish, you may use this registration form to join ALA and LAMA and qualify for members' lower registration fee.

- As an ALA Member but not LAMA, please apply the \$25 differential to a 1985 LAMA membership.
- As a non-ALA/LAMA Member please apply the \$50 differential to a 1985 ALA/LAMA membership.

My check in the amount of \$_____ is enclosed, made out to the American Library Association.

Mail to: Library Administration and Management Association,
American Library Association,
50 East Huron Street,
Chicago, IL 60611
(312) 944-6780 ext. 299

For Office Use:

Amount _____
Date of Check _____
Rec'd from _____

Name

Job Title

Mailing Address

City State Zip

Your Library's Name

Your Library's Address

City State Zip

()
Telephone

ALA Membership #



A Division of the American Library Association
50 East Huron Street
Chicago, Illinois • (312) 944-6780

Yes b
If yes, please specify _____ c

7. If you do not limit purchase, how do you decide what to buy?

8. Which producers' products do you purchase most frequently?

9. How do you find out about what is available?

10. How do you determine which of two similar programs to purchase?

By reading reviews a
By consulting staff b
By consulting users c
By other means (please specify) _____ d

11. What do you do with software once it is acquired?

Loan it for home use a
Loan it for classroom use b
Allow library use only c
Other (please specify) _____ d

12. How do you handle the several components of a software package?

All materials are kept together a
Accompanying materials are separated from diskettes b

Comments: _____

13. How do you shelve software? (circle one)

By Dewey number a
By Library of Congress number b
In some other classed arrangement c
Other (please specify) _____ d

14. How do your patrons ask for software?

By title a
By operating system b

By hardware c
By subject d

Other (please specify) _____ e

15. Why do you want CIP for software?

16. Why do you do catalog microcomputer software?

For inventory a
For retrieval b
Other (please specify) _____ c

17. What are the greatest problems that you encounter in cataloging it? (circle all that apply)

The details of description? a
The content? b
Determining the main entry? c
Making the subject determinations? d
Other cataloging problems? (please specify) _____ e

18. Do you currently integrate catalog records for software into your catalog(s)? (circle one)

Author/title a
Subject b
Other (please specify) _____ c

Do not integrate d

19. Where would the CIP information be most useful to you? (circle one)

As part of the program? a
On the container? b
In the accompanying material? c
As a separate card inserted in the package? d
Other (please specify) _____ e

20. What information do you find you need most on a catalog record for software? (circle all that apply)

The ordinary descriptive cataloging information, e.g., author, title, publisher? a
The physical description, e.g., the format, the disk size, etc.? b
The operating system or hardware on which it runs? c
The subject information? d
The amount of memory required? e
Other information? (please specify) _____ f

Information Science and Automation Section

Jean Swanson
Section Editor

Midwinter Meeting Reports

The meeting of the Discussion Group on Authority Control in the Online Environment provided an opportunity for reports on authority control research. David Tyckoson, Iowa State University, reported on a study coauthored with Karen Roughton, called "Browsing with Sound: Sound-based Codes and Automated Authority Control." The presentation described the SOUNDEX and Davidson systems and was rendered complete with sound effects! The objective of the talk was to stimulate thinking about nontraditional methods for providing authority control in the computer environment. The meeting continued with chair Barbara Tillett's discussion of results from the 1984 LITA Opinion Poll on Authority Control. This was compared to the 1982 Council on Library Resources survey on LC's name authority file. People who attended the Dallas ALA meetings of the discussion group and respondents to the opinion poll should be sent a copy of Barbara's talk. Arrangements for publication of the final report are being made through the LITA Publications Committee.

The second meeting of the group began with informal presentations on the topics covered in three draft discussion papers: (1) subject authority control issues (prepared by Irene Hurlbert); (2) linking authority records and bibliographic records (prepared by Karen Coyle); and (3) alerting mechanisms for changes to the national resource authority file (prepared by Barbara Tillett). Attendees were then invited to select an area for discussion and moved to smaller groups. Ideas and proposals for actions generated from the discussions will be compiled for position papers to be presented at the Annual Conference this summer.

The Programmer/Analysts' Discussion Group had a general discussion of the problems of matching authority and bibliographic files, in preparation for a more formal meeting on that topic in Chicago. There will be two summer meetings. At the first, participants will present their experiences with matching authority and bibliographic files. The second meeting will focus on subject authority, perhaps with a report from the Library of Congress on their plans for the machine-readable subject authority file.

More than one hundred people attended the Midwinter meeting of the Retrospective Conversion Discussion Group to hear presentations on "Retrospective Conversion: Past and Future." Leo Settler from the Library of Congress presented a brief overview of LC's plans and projects involving conversion and asked for comments and input. Leila Payne from Texas A&M University Library reviewed the procedures for their retro-con project, which used OCLC as the vendor for conversion. Because their philosophy had been to let the vendor do as much work as possible, they had not undertaken a shelflist review. After conversion, AMIGOS did a pass of their archive

tapes to add the item number for their DataPhase system in the 949 field. Payne indicated that with hindsight she would have given more attention to nonfiling indicators and to the substitution of the letter O for zero. She would also recommend knowing what system will be used before the conversion process begins. Texas A&M was satisfied with the OCLC job, according to Payne. Jean Rosenberg then reviewed Notre Dame's recon project, which was done with REMARC. She described the processes for weeding, serials conversion, non-REMARC monographic records, and plans for data enrichment. Among the highlights of the meeting were the free exchange of information about two vendor-completed projects, the open question session, and the honest appraisals of projects.

The meeting of the Online Catalog Discussion Group, as usual, was heavily attended and the program well received. Presentations addressed the topic of "Linking Online Catalogs to Other Systems." The issue of whether a single integrated system or a set of linked systems from different vendors is the more effective approach drew speakers on both sides of the fence. Each talk concentrated on two points: (1) why the approach utilizing either an integrated or a linked system was initially taken by the library; and (2) what the speaker's experience had been to date with that approach. On the integrated-systems side were speakers Nolan Pope of the University of Florida on NOTIS; Bruce Miller of Indiana University on BLIS; and Gail Persky of New York University on GEAC. Linked-systems advocates were Bernard Hurley of the University of California at Berkeley on GLADIS and MELVYL; William Gray Potter of the University of Illinois on LCS and WLN; and Paul Fasana of New York Public Library on Carlyle, PERLINE, and RLIN Acquisitions.

Standard Fare

Pierre Badin LaTes, II
Column Editor

TESLA

There were three well-attended meetings of the Technical Standards for Library Automation Committee (TESLA) during the ALA Midwinter Meeting. A major topic concerned a proposed program for the Annual Conference in Chicago. The program will present a cross section of standards having a significant impact on library automation. There will also be an update on TESLA's MARC Compatibility Survey and presentations on NISO and X3. The program promises to be interesting and informative.

A major portion of TESLA's meetings involved reviewing a list of standards relating to library automation. This list categorizes standards according to those needed, under development, not needed as yet, and not appropriate. The list is being refined with the anticipation that it may serve as a periodically updated means for TESLA to monitor standards activity. In conjunction with the list, the matrix of standards that Paul Peters has been developing was discussed, and Paul was encouraged by the committee to pursue work on it. The matrix is seen

as a conceptual scheme for planning for library automation standards. Following usual practice, there were reports of standards activity in NISO, X3, and MARBI.

NISO

Gary McCone is the TESLA representative to the National Information Standards Organization (Z39) (NISO). He reported that the permanent paper standard (American National Standard Z39.48-1984, Permanence of Paper for Printed Library Materials) has been published. It is available for \$5 from the American National Standards Institute, Sales Department, 1430 Broadway, New York, NY 10018. The mathematical symbol for infinity is being used to denote materials printed on paper that meets the standard. Conferencegoers may have noticed the symbol on lapel pins. These were distributed by NISO representatives to publicize the standard.

There are several new standards in development that may be of particular interest. The "Format for Computerized Book Ordering" (Z39.49) will be published in early 1985. The first draft of the "Non-Serials Holdings Statement" is under review and will be circulated for comment in 1985, and a draft of the "Interlibrary Loan Form" is being field-tested in the ALANET online service. The latest issue of the *Voice of Z39* (December 1984) has information about these and other standards. To receive *Voice of Z39*, contact the National Information Standards Organization (Z39), National Bureau of Standards, Administration 101, Library E106, Gaithersburg, MD 20899. The December issue of the *Voice* is particularly interesting because it focuses on NISO's growing international activity. Related to this, Sandra Paul, NISO chair, reported that NISO has offered to be the secretariat for Subcommittee 4 (Automation), which is part of Technical Committee 46 of the International Organization for Standardization (ISO).

X3

Paul Evan Peters, in his report about X3 (Information Processing Systems), informed TESLA that X3 is now an Accredited Standards Committee and has been involved with reorganizing to comply with procedures and guidelines established by the American National Standards Institute. In addition, there has been restructuring of X3 for closer alignment with the new structure of Technical Committee 97 of the ISO. As a means of providing information about X3 standards that are newly listed or currently out for public review, Paul compiled an index using the format for reporting the status of standards activity that is used in the *Voice of Z39*. The index was distributed at the TESLA meeting. Paul will continue to do this for TESLA. He particularly called attention to the draft "Reference Model for DBMS Standardization," the work of the Database Systems Study Group of X3's Standards Planning and Requirement Committee. This draft was inspired by the success, in the international arena, of the Basic Reference Model for Open Systems Interconnection (ISO #7498). Paul explained that such models continue to be somewhat controversial as a class of standards in that they address how to think about, rather than how to build or measure, an entity. He remarked that although the merits of each proposed model must be individually assessed, he generally supports their development as one means to stimulate consumer as well as producer involvement and influence. Paul concluded his report by noting that since June there have been 1,110 documents and 108 letter ballots to process, a significant amount of standards activity. Also, he has been serving as an ad hoc member of X3's

Secretariate Management Committee, to which he hopes to be elected in early 1985. Paul affirmed his appreciation of the enthusiastic support from the LITA Board for his X3 activities. The board is justified in its support, for TESLA has certainly profited from Paul's reports and contributions.

MARBI

There were no MARBI meetings during Midwinter. Gary McCone reported the following information about MARC formats and activity. *Update 10*, which is a complete reissuance of the *MARC Formats for Bibliographic Data* (MFB) and its appendixes, has been released. Included are formats for archival and manuscript records, provision for non-Roman character sets in MARC records, and formats for machine-readable data files. Also, a field to carry non-USMARC data has been established. Work on format integration is proceeding at LC. The MARC holdings format, passed by MARBI during the Dallas Annual Conference, is being printed at the Government Printing Office. Finally, there is activity to develop the ability to translate one country's MARC into UNIMARC and then retranslate it into another country's MARC. This will facilitate sharing of bibliographic data and is targeted for 1986.

Proposed Bylaws Change

The Bylaws Committee reports a proposed change in wording of Article VIII of the LITA Bylaws:

Insert Section 5 RELATION TO OTHER DIVISIONS. Interest groups may join with one or more units of other ALA divisions to form a joint group with the approval of the Board of Directors.

(Re-number FINANCE to Section 6 and RENEWAL to Section 7.)

The change will be voted on the spring ballot.—*Jo-Ann Michalak, University of Pittsburgh.*

Interest Group Membership

LITA is formally establishing interest groups as specified in the reorganization approved overwhelmingly by the LITA membership last fall.

Apply for membership in a LITA interest group by copying the form on p. 8. Send a completed copy of the form to *each* of the current chairs of the interest group(s) you wish to join. If you attend the ALA Midwinter Meeting or Annual Conference, you may join an interest group by signing the membership roster circulated at each meeting. Persons affiliating with an interest group who are not yet members of LITA should join LITA within the next six months. Membership application forms are available from the LITA Office, American Library Association, 50 E. Huron St., Chicago, IL 60611.

If an area of technology in which you are interested is not represented in the list on p. 8, you may form an interest group by submitting a signed petition. Petitions are available in an Interest Group Planning Kit, which may be obtained from the LITA Office (address above).

LITA Interest Group Membership Application Form

Name: _____

Title: _____

Institution: _____

Mailing Address: _____

Business Phone: () _____ Home Phone: () _____

Are you currently a member of LITA? _____ Yes _____ No

Send a completed copy of this form to the chair of each interest group in which you would like to participate.

___ **Application of Computers to Serials**

Linda Miller
APLO, LM-642
Library of Congress
Washington, DC 20540

___ **Authority Control**

Barbara Tillet
Univ. of California
Scripps Institute of
Oceanography
La Jolla, CA 92093

___ **Consultant/User**

Ernest A. Muro
Baker & Taylor Co.
6 Kirby Ave.
Somerville, NJ 08876

___ **COM Catalogs**

Charles Clement
Genealogical Society of Utah
LDS Genealogy Library
Salt Lake City, UT 84120

___ **Microcomputer Users**

Ruth J. Patrick
University of Montana
Maureen & Mike Mansfield
Library
Missoula, MT 59812

___ **Online Catalogs**

Stephen R. Salmon
Carlyle Systems
2930 San Pablo Ave.
Berkeley, CA 94702

___ **Programmers/Analysts**

Karen Coyle
UC Division of Library
Automation
186 University Hall
Berkeley, CA 94720

___ **Retrospective Conversion**

Doris Brown
De Paul University Library
2323 N. Seminary
Chicago, IL 60614

___ **Telecommunications**

Janet Bruman
CLASS
1415 Koll Circle, Suite 101
San Jose, CA 95112

___ **Video & Cable Utilization**

Thomas Szudy
Parma Regional Library
5850 Ridge
Parma, OH 44129

___ **Vendor/User**

Keith Schmiedl
V.P. Systems
Coutts Library System
736 Cayuga St.
Lewiston, NY 14092

For interest groups listed below,
send application to:
Donald Hammer
Executive Director, LITA
American Library Association
50 E. Huron St.
Chicago, IL 60611

- ___ Robotics
- ___ Storage Media Technologies
- ___ Artificial Intelligence
- ___ Expert Systems
- ___ Voice Input/Output
- ___ Human/Machine Interfaces
- ___ Electronic Mail/Publishing
- ___ Mechanization of Functions
- ___ Energy Management Systems
- ___ Bionics
- ___ Computer Translation
- ___ Graphics
- ___ Distributed Systems
- ___ Chemical Technologies
- ___ Smart Cards

AMERICAN LIBRARY ASSOCIATION
50 EAST HURON STREET
CHICAGO, ILLINOIS 60611

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