



Where Do You Draw the Line? Changing Responsibilities in the Automated Environment

Karen Horny

Rapid technological developments are leading many libraries to reassess their traditional services and structure. With wide-spread use of online systems we often hear that lines are blurring between what have been historically designated as the "technical" and the "public" services. How much have responsibilities really changed? A number of questions should be considered:

- 1) What specific alterations does technology bring to the traditional areas of technical services responsibility?
- 2) Are the services we provide now essentially any different from those we offered when we were operating manually?
- 3) Have changes in the manner by which we provide our services altered the nature of our work?
- 4) Do traditional job descriptions require significant modifications?
- 5) Are we looking for different qualities when we hire personnel?
- 6) Does it really make any difference who does particular tasks? (Will the quality of service or our efficiency be affected?)
- 7) What are the less tangible changes, particularly in attitudes, and what impact have they had on the way we organize our libraries?
- 8) What can we expect as we apply new technological developments in the more distant future?

To return to the first question, what alterations does technology bring to the traditional areas of technical services responsibility? The most obvious changes are in the use of new equipment, the requirements of machine-readable formats, the elimination of certain tasks now taken over by the computer, and the demands and advantages of online union database access.

Because work at typewriters has been replaced by assignments at video display terminals there are now both efficiency and health-related concerns that must be considered in the composition of individual work assignments. We are faced with the need to avoid requiring overly long sessions in front of cathode ray tubes. This circumstance offers an opportunity to reassess the dimensions of various positions and perhaps to include some duties outside the confines of traditional technical services.

Actually, many libraries chose to include some kind of service desk component in cataloging positions long before automation. After all, those who create the catalog certainly should be experts in helping users locate bibliographic information. Many libraries have some kind of information desk for assistance with the catalog, whether it is in card or computer form. If non-professional staff are chosen to work at this location, sometimes staff from the processing operations share these assignments. Considerations of the gains and losses in services and efficiency when assignments are split need careful attention, because a loss of the time of trained staff whose primary assignment is in ordering, bibliographic searching or cataloging has important ramifications for a library's services.

Although many of the least demanding tasks, such as typing of catalog cards and, in many cases, filing of cards, have disappeared since the implementation of computer systems, other tasks have been added. A major example is the application of machine-format requirements such as the tagging of data for input into a computer. In some ways this makes the work of technical services staff even more specialized and therefore more mystifying to public service personnel. Some institutions have even noticed a certain amount of jealousy

regarding the knowledge that certain staff had of the "glamorous" computer system's intimate operations. Nevertheless, most catalogers probably would be quick to deny that there is any kind of glamour in coding fixed fields or delimiting entries. It is however, often true that in-depth knowledge of an automated system's operations is required in order to make necessary decisions about appropriate applications and potential services. Staff who understand how automation works are those who can be involved in planning activities.

Most people seem to be intrigued by the computer's possibilities. Some of Northwestern's long-term employees were among the first enthusiastic adherents of automation, since they most fully understood how much previously tedious work could be taken over by the computer. Another positive impact that has been observed for support positions is that those requiring familiarity with machine formatting of data have moved up in classification schemes and salary levels. This fact most certainly can be good for the hiring and retention of staff. Of course, training becomes more extensive and demanding as well, but that can also have its interest.

Another area of somewhat mixed implications is participation in computer network activities. Connections to a network provide assistance to our work in numerous ways but they also add new requirements. Cataloging copy entered into a union database must match cooperative as well as local standards. This is more than just a matter of making cataloging a "little prettier." Many libraries have had long-standing policies to give some kinds of materials very brief cataloging — cataloging that would be unacceptable in a network setting. Because of their new cooperative responsibilities, libraries frequently have had to upgrade this cataloging, increasing the effort and expense devoted to these items. When a member library assumes obligations to contribute bibliographic information for the benefit of other network participants, some types of materials that might have been uncataloged, with only local "finding lists," become potential burdens in the cooperative context. An integral part of this aspect of network participation is the commitment to maintain appropriate staff to do original cataloging to agreed upon standards for materials not yet represented in the database. Libraries intending to do their fair share of cooperative cataloging cannot eliminate their professional cataloging positions.

As we look ahead to the impact of some of the technological applications currently being developed, some changes in technical services staff assignments certainly can be expected as libraries begin to do online ordering and claiming and start acquiring significant amounts of untraditional non-book materials, including CD-ROM discs and computer data files. Librarians will need to modify procedures to most efficiently handle the new media. At Northwestern we observed that an increased emphasis on acquisition of video materials has changed established cataloging priorities. A serious management question was raised because the cataloging of video material, requiring time at viewing equipment and use of a special MARC bibliographic format, necessitates a greater amount of time than the cataloging of a standard book. When fewer items can be processed by the same number of staff, the delicate balance has shifted between the book-budget-determined number of items acquired and the number that can be fully cataloged.

Policy decisions prompted by such discoveries demand the attention of both public and technical services personnel and can lead to a closer understanding of each other's needs and a more unified sense of the library's mission and the best ways

of fulfilling it.

Are the services we provide essentially any different from those we offered when we were operating manually? I believe the answer is "yes." One of the most immediately obvious changes when a library implements an integrated automated system is the appearance of circulation status information in the online catalog records. If a book is checked out, the patron knows at a glance when it is due back and can make an informed decision about placing a recall or hold. It is useful to know immediately whether a book is on reserve or at the bindery, since the patron can avoid a fruitless hike to the stacks.

Another new service for users is online catalog access to serials check-in information. In integrated systems, the instant an issue is recorded, its receipt is visible in the public catalog. There are no longer notes stamped on card referring people to the "central serials record," meaning the "kardex" which could only be consulted in the Serials Department between 8:30 a.m. and 5 p.m.

Information about library materials on-order and in-process is also visible to patrons. Before completion of processing, provisional records in the online catalog are accessible by either author or title. I don't believe any libraries were able to file temp slips in the traditional card catalog for more than one form of access to in-process materials. Another service enhancement in computer based catalogs is the provision of online instruction about requesting rush cataloging for an item that has been received but is not yet fully processed.

Now public services staff also have the option of switching from the public form of record display into the staff mode for additional information about the date of order, claims placed or the status of an item in processing. These kinds of data were not previously provided for direct use at public service desks.

One of the developments at Northwestern since the inauguration of the online public access catalog is the Serials Department's decision to experiment with "latest entry" rather than "successive entry" cataloging for serials. Prompted by a recognition that, with an online database, it was readily possible to maintain one full record for items that formerly required multiple card sets, our serials librarians decided to simplify searching for the public. A user will reach the complete bibliographic information by searching any form of a serial's title. Although the awkwardness of manual cards demanded separate card sets for each title change, with automated systems, the practice of creating separate records was recognized to be a disservice to users that could now be remedied. With the enthusiastic encouragement of our public services librarians, the Serials Department, along with our Principal Cataloger, drafted "Rules for Latest Entry Cataloging; Northwestern University Library Supplement to AACR2." These rules are due to be published in the Fall 1988 issue of *Cataloging and Classification Quarterly*. Efforts of this sort to improve service for our library users are a clear indication of the special sense of direct involvement with the public felt by all librarians dealing with an integrated online system.

At Northwestern, since the advent of the online catalog, there is much greater understanding by public services personnel of the processing status of items and even of the means of access to information in the catalog. Staff and patrons alike used to think they required an almost mystical knowledge to use the card catalog. They were notoriously unwilling to ask for assistance. Studies of user behavior at the public catalog reveal an impressive increase in online searching over the

How to keep all the book catalogs you need right at your fingertips.

Over 10,000 titles - plus a full range of library services in one great big resource.

Send for your FREE copy of our 368 page color catalog. Over 10,000 books — from preschool through adult. One PERMA-BOUND book will outlast at least ten paperbacks — at about half the cost of a publisher's edition. And every one is unconditionally guaranteed. Plus we now offer catalog card kits or complete processing, bar coding for your automated circulation system, and a Dewey Decimal listing of all nonfiction titles.

If you only have room for one book catalog, this is it. Call toll-free or write today.



Cutting costs without cutting corners.

PERMA-BOUND

Order toll free 800-637-6581 from all 50 States
Perma-Bound Books • Vandalia Road • Jacksonville, Illinois 62650



same activity at the card catalog. People seem especially interested in trying more approaches to subject information. Although the public still seems somewhat shy about requesting help, we have noticed that the fact of "equipment" being involved seems to make some patrons feel more comfortable about asking questions. They don't assume they must understand everything about using a computer terminal for access to information. That's a lot better situation than having users thinking they should have learned everything about the card catalog in grade school and feeling embarrassed to reveal any lack of expertise! We are also pleased to find that the service desk staff are enthusiastic about receiving training in the best online catalog searching strategies as well as how to access and interpret other information in the automated system.

One of the new forms of access to bibliographic information is use of keyword and Boolean searching techniques. This service can allow identification of items that might not show up in a search of a specific LC subject heading. More extensive display of conventional cross references through the incorporation of LCSH machine-readable records also provides greater assistance to library users in the automated context.

The online database makes possible a number of other services that were difficult or impossible before automation. For instance, not only is the full union catalog database accessible to every department and branch that has a terminal, but it is also available via dial-up connections to any patron with a PC at home or office. Some libraries even offer online request facilities and delivery services. Active library patrons may seldom set foot in the building.

The fact that information is in machine readable form makes new kinds of manipulation of search results possible: Librarians can now create and distribute accession lists for individual subject areas without tedious retyping of bibliographic citations. Reference and special subject departments can produce topical bibliographies, either as handouts or for an individual patron's research consultation. In many libraries, users can print their own search results at the public catalog terminals. Patrons with PCs can use special programs to download data from the online catalog and format and print bibliographies according to academic standards.

We have found that both public and technical services staff have a very different opinion about the online catalog than they had about the card catalog. The card catalog tended to be viewed as an inert artifact. Cards used to be the primary "product" of the catalog department. Public services staff might occasionally report an error, but, once the cards were filed, updating activities were distinctly limited by the unwieldy card format. With the online catalog, the database is extremely dynamic. Headings can be readily revised with "global change" programs and explanatory information can be provided in the public display format for bibliographic records. It is possible to label information so that users will understand that they are being provided, for example, with "subject headings." Users interact with the system and can be prompted to try other approaches if their first query finds no entries. Explanatory "Help screens" are readily accessible, a service that was non-existent in the card catalog. Public services staff are glad to make suggestions for improvements in access to the online information and they are usually among the principal designers of the public display screens. In many ways, the database "belongs" not only to the library's patrons but to *all* the library's personnel. This concept, even when unstated, is now frequently reflected in interactions between staff in different parts of the library's operations. We all "own"

the database.

The third question is whether changes in the manner by which we provide our services have altered the nature of our work? I think the true nature of our work remains the same. I do, however, believe that perceptions of it have been altered by the applications of new technology. Bibliographic control has always been at the heart of library work for both processing and direct user service activities. While the best technical services librarians have always thought of their work as a "public service," with the visibility of processing information in the online public catalog, both professionals and support staff in all areas of a library's operations have a clearer appreciation of the services provided by the "behind the scenes" personnel. With the advent of online catalogs, it is no longer necessary for public and technical services staff alike to endure problems such as split files for changed headings. Instead of having to explain why changes couldn't be done in massive manual files, catalogers are able to actively determine ways of modifying and adding information to the database to enhance service. Perception of this change has altered the attitudes of both public and technical services personnel and fostered an increased sense of collegiality. There is very little of the old "them versus us" attitude.

Perception of this change has altered the attitudes of both public and technical services personnel and fostered an increased service of collegiality.

Given that the nature of our work remains essentially the same, what appropriate changes should be made in traditional job descriptions? Of course it is obvious that some rewriting is necessary simply because video display terminals have replaced typewriters, a development that requires staff to understand and assign machine format coding. A recent study of the impact of automation on Northwestern's technical services' staffing over a fifteen year time period (published in the Jan/Mar 1987 issue of *LRTS*) revealed that the lowest level positions had virtually disappeared but the remaining positions had moved upward in the University's classification scheme. Of course some of this migration may have occurred initially because of the novelty and futuristic aura of computer related operations. As use of video display terminals became the norm, positions classified one step higher became the usual entry level for staff.

Automation also emphasizes the importance of accuracy, since a mis-tagged entry or one with a typo may become entirely unretrievable in an online system. A human filing clerk no longer simply puts the card where it belongs, even if the author's name is mistyped. Automation related activities are often complex and demanding in order to properly utilize the potential of the online system.

For professional positions, job content has in many cases expanded, due not only to requirements of machine coding, but also to the need to understand how the software and the

records interact and how such factors must affect catalog management decisions. Managerial challenges have increased with automation's options. Opportunities have also increased for interaction between librarians with technical and public service job focuses. Librarians responsible for database management are the ideal people to train service desk staff in the use and interpretation of online information. Because decisions affecting the database have direct ramifications for all library users, technical services librarians must have extensive involvement with their public services colleagues.

Are we looking for different qualities when we hire personnel? My answer is a qualified "yes" for support staff and a definite "no" for professionals. Since the elimination of the least demanding tasks, the staff jobs that remain require even more attention to detail and ability to work with a complex system while following necessary routines. Those who do the work best are often the better educated individuals who wish to find positions in their own areas of study and will leave as soon as they obtain such jobs. Of course they sometimes discover the joys of librarianship and take off for library school. Salary levels for support positions still fail to entice staff to make careers as library assistants.

For librarians, one of the special boons of automation is that, by the elimination of the lowest level tasks in support positions, it has allowed further delegation of tasks that sometimes previously fell to professionals simply because there was insufficient time for assistants to carry them out. Librarians' jobs now tend to be more thoroughly professional.

As was mentioned before, a true public service orientation has always been one of the most important characteristics for excellent performance in technical services positions. Many of the traits that are desirable for such positions should be sought for service desk positions as well. Ideally, all librarians should be well organized, well informed problem solvers with an ability to work effectively with others and the initiative to contribute to improvement in a library's services. Actually, the mythical cataloger who only wants to sit silently in a corner all day, absorbed in a pile of books, and who delights in devising rules for their own sake rather than for the good of users is either exceedingly rare or extinct.

In our hiring practices at Northwestern, we tend to steer clear of librarians who display greater interests in the materials than in the service, and who have difficulty relating to other people, or who seem not to have the flexibility or resilience that will enable them to adapt to shifting demands and automation evolution. Such traits have a direct bearing on performance of technical services tasks since, even in fairly traditional technical services operations, most librarians, including catalogers, usually have some supervisory managerial component in their jobs. Fortunately, this type of experience is very good background for the kinds of planning, analysis, and procedural revision promoted by implementation of automated systems. Often such planning is done jointly with those whose primary job focus is indirect public service. These opportunities for library-wide involvement are most often enthusiastically welcomed by technical services personnel and

**We've
got
you
covered.**

EBSCO has all your serials needs covered—from efficiently processing your order for an obscure publication to keeping your active claims up-to-date to providing you with customized reports for improved serials management to timely response on all your questions and problems. Because we are as committed to keeping your customer service needs met as we are to increasing our huge database of serials titles, we operate 23 regional processing and service centers throughout the world. At EBSCO, in addition to a qualified salesperson, your account will be serviced by a knowledgeable customer service

representative and an entire regional office staff dedicated to providing you with sound customer service. And, because we want to better understand and serve your needs, many of our regional customer service personnel have actual library training and experience.

Isn't that what you expect from a professional subscription agency?

EBSCO
SUBSCRIPTION SERVICES

2727 Bryant Street, Suite 100
Denver, CO 80211
303-433-8741
800-228-0686 Outside CO
800-621-8385, Ext. 613 Inside CO

this prevailing attitude provides particular evidence for the earlier contention that the qualities needed by all librarians are essentially the same.

Does it really make any difference who does particular tasks? Will the quality of our service or our efficiency be significantly affected? There have been some observations that are probably valid to the effect that catalogers seem to make very good reference librarians but the reverse is frequently not true. The first part of those observations isn't a surprise, because catalogers certainly have an excellent understanding of bibliographic access and are familiar with principles of indexing for the location of information. They should be very effective using the kinds of tools they produce themselves!

Why are reference librarians somewhat less likely to be good catalogers? It may be partly attitudes; it can be difficult to devote proper attention to learning and applying complex rules if people think they won't like the work. There is no denying that cataloging as an activity has not been viewed with envy by those who haven't developed the expertise. The historical reputation may never have been accurate, but it certainly is difficult to shake.

Even though, as was mentioned earlier, the basic qualities needed by all librarians are the same, perhaps that statement should be partially qualified. There does seem to be such a thing as a talent for cataloging. Cross-word and jigsaw puzzle enthusiasts often seem to have it, and we have observed that those who majored in classics often gravitate successfully to technical services work. It may be that those who delight in the intellectual puzzles posed by Latin and Greek find the same sorts of challenges and entertainments in work with bibliographic control. Of course some observations may be sheer coincidence. For instance, it was quite surprising to discover that three of our dozen catalogers were born on September 11!

Naturally, many people who have similar talents will have different interests. Very likely personal preferences, especially pride in developing particular kinds of expertise, combine with the happenstance of previous experience to determine many librarians' choices of specific positions. Certainly reference librarians develop their own in-depth knowledge from experience, just as catalogers do. Their choice of focus is simply a different part of the same mission.

A number of librarians have advocated the holistic or "jack of all trades" theory of professional assignment. There is a certain appeal to the idea of positions with both direct desk service and "behind the scenes" components. Certainly a cataloger might improve choices of subject headings and add notes to bibliographic records based on experience assisting users in their search for information. There are, however, some drawbacks to such split assignments, at least in larger libraries. In a centralized system, reference work requires extensive familiarity with a broad variety of information sources. Trained catalogers may provide the best possible assistance in using the catalog database but, without considerable time spent in learning the contents and approaches of numerous other reference tools, their efficiency in helping users with information beyond bibliographic citations may be severely limited. Top-notch reference librarians give superb service based upon their experience in using a full range of reference sources while helping previous users with a variety of needs.

It also seems clear that the efficiency, consistency and accuracy of cataloging depends a great deal on the catalogers' experience with the rules and their applications. Experienced catalogers catalog faster and better than novices. Specializa-

tion allows development of the expertise and pride that were mentioned earlier. For most libraries with tight budgets and not overly well supplied with personnel, consistent cataloging, rapidly accomplished, is crucial to good service. Materials that are acquired but not accessible to users are of little benefit to a library.

What has just been said about specialization applies particularly to larger libraries, since there are clear indications that size is a significant factor in the inclusiveness of job descriptions. Academic library system branches with special limited subject focuses, and other kinds of special libraries may benefit more easily from split assignments, at least in the use of catalogers for some service desk hours. Narrowly defined subject areas lend themselves to much greater cross-application of reference and cataloging experience. When considering the full range of libraries, it should be asked whether acceptance of the holistic model for all of librarianship would indicate that the profession is so shallow that all practitioners could reasonably be expected to perform all its facets equally — or nearly equally well in a single assignment, no matter what the type or subject focus of the library. That doesn't appear to be true.

It seems clear that there is a need for both the focused subject specialist and for librarians whose expertise is in information organization and retrieval, especially for a broader library mission. In fact librarianship should be seen as a particularly engaging profession because of its depth and range.

Looking at some specific kinds of positions, there have been speculations that professional catalogers may disappear, but, as was mentioned earlier, that seems extremely unlikely in the foreseeable future. Most libraries have already experienced the great reduction in original cataloging that came from use of shared cataloging and bibliographic networks. Further reductions will be slow, and most libraries will probably continue to do some original cataloging for items with high local priority even though copy would likely become available from LC or others in the near future. There are also important benefits to union catalog databases from this rapid contribution of bibliographic records for materials that other libraries will wish to catalog using the newly available copy. In addition, there is a special value in entry of data for items that may be unique holdings and therefore of vital interest to scholars who may request them via inter-library loans. The Library of Congress has stated that it does not expect to be able to provide cataloging copy for all items of interest to scholarship in the U.S. and, given the budgetary constraints of most libraries, cooperative cataloging has developed strong attractions. Programs such as NACO (National Coordinated Cataloging Operations) and NCCP (the National Cooperative Cataloging Program) are assuming ever greater importance. The contributions of local catalogers to national networks will continue to be highly valued.

The seventh question is about the less tangible changes, particularly in attitudes regarding technical and public and service responsibilities, and what impact these attitudes have had on the way we organize our libraries. A number of recent developments have already been mentioned, particularly the way that relationships to online databases are notably different from previous interactions with the card catalog. There is now greater recognition of the achievements of those who create the database. The expertise of those who understand not only the content but also the input format and the retrieval capabilities of online systems is sought for advice about public display options. Librarians with both service desk and behind



NEW
FROM THE H. W. WILSON COMPANY

FALL 1988



NEW REFERENCE WORKS

BARNHART DICTIONARY OF ETYMOLOGY

By Robert K. Barnhart.
Ready. 1,248pp. ISBN 0-8242-0745-9.
\$59 U.S. and Canada, \$69 other countries.

"Fascinating"—ROBERT MACNEIL
The Macneil/Lehrer News Hour

Covering more than 30,000 words basic to contemporary American English, this outstanding work of scholarship traces the development of our language in terms every reader can understand.

BOOKTALK! 3

By Joni Bodart-Talbot. Ready.
371pp. ISBN 0-8242-0764-5.
\$28 U.S. and Canada, \$32 other countries.

This booktalks-only supplement to the highly acclaimed *Booktalk! 2* offers more than 400 new selections for audiences from children to adults.



INDEX TO POETRY FOR CHILDREN AND YOUNG PEOPLE: 1982-1987

Compiled by G. Meredith Blackburn III and Lorraine A. Blackburn. Ready.
400pp. approx. ISBN 0-8242-0773-4
Price to be announced.

Over 100 poetry collections published between 1982 and 1987 are indexed in this listing of approximately 10,000 poems for the very young and elementary, junior and senior high school students.

INDEX TO LEGAL PERIODICALS THESAURUS

Ready. 70pp. ISBN 0-8242-0762-9.
\$65 U.S. and Canada, \$80 other countries.

A ready-reference guide to the subject terms used in *Index to Legal Periodicals*, this volume speeds research by including broad, narrow, and related terms in one convenient list.

PLAY INDEX, 1983-1987

Ready. 520pp. approx.
ISSN 0554-3037. Price to be announced.

Listing single plays; one-act and full-length works; radio, television, and Broadway plays; as well as plays for children, young adults, and those for amateur production, this is an indispensable guide for all involved in the theatre.

READERS' GUIDE ABSTRACTS PRINT EDITION

\$199 U.S. and Canada, \$229 other countries (with subscription to *Readers' Guide* in print or on CD-ROM; or *Readers' Guide Abstracts* on microfiche); \$229 U.S. and Canada, \$259 other countries (with subscription to *Abridged Readers' Guide*); \$249 U.S. and Canada, \$279 other countries (without subscription to *Readers' Guide*, *Abridged Readers' Guide*, or *Readers' Guide Abstracts*.)

Combining the renowned *Readers' Guide* indexing with high-quality, informative abstracts, the new *Readers' Guide Abstracts Print Edition* is a one-stop, self-contained information source that every library will find invaluable. Also available in CD-ROM, online, and microfiche formats.

SPEECHES OF THE AMERICAN PRESIDENTS

Compiled by Janet Podell and Steven Anzovin.
Ready. 820pp. ISBN 0-8242-0761-0.
\$60 U.S. and Canada, \$70 other countries.

Covering significant addresses by each of the 40 U.S. presidents, this collection of 180 speeches documents the history of American presidential rhetoric.

WHEN THE LIGHTS GO OUT

by Margaret Read MacDonald.
Illustrations by Roxane Murphy.
Ready. 176pp. ISBN 0-8242-0770-X.
\$30 U.S. and Canada, \$34 other countries.

With guidelines for selecting, shaping, learning, and telling a tale, this new book is a collection of 20 easy-to-learn, scary folktales from around the world.

WORLD FILM DIRECTORS Volume II: 1945-1985

Edited by John Wakeman.
Ready. 1,204pp.
ISBN 0-8242-0763-7.
\$90 U.S. and Canada, \$100 other countries.

The second volume of this two-volume work includes biographical and critical profiles of over 200 internationally famous directors whose work has shaped the cinema since World War II. (Volume I, already published, covers the period 1890-1945—\$90 U.S. and Canada, \$100 other countries.)

NEW VIDEOS

BASIC BOOK REPAIR
with Jane Greenfield

Ready. 30 mins. Color/VHS/Hi-Fi, with *Viewer's Guide*. ISBN 0-8242-0760-2.
\$89 U.S. and Canada, \$99 other countries.

For those who need to keep printed materials in optimum condition, noted book repair expert Jane Greenfield demonstrates easy and inexpensive techniques for six of the most common repair jobs.

MAKING FRIENDS
Organizing Your Library's Friends Group



Ready. 23 mins. Color/VHS/Hi-Fi, with *Viewer's Guide* and ALA's *Friends of Libraries Sourcebook and Resource Packet*. ISBN 0-8242-0759-9. \$59 U.S. and Canada, \$69 other countries.

This new video explains why libraries of all sizes can benefit from the formation of a Friends of the Library group and shows how to set up such a group.

WILSONDISC® —
How to Use the Browse Mode

Ready. 15 mins. Color/VHS/Hi-Fi. ISBN 0-8242-0772-6. \$49 with any WILSONDISC or Demo Disc purchase, \$69 without purchase (\$20 credit applicable to future purchase of any WILSONDISC or Demo Disc).

An easy-to-follow guide to the WILSONDISC Browse Mode, this video offers public, high school, and college librarians an easy way of introducing their patrons to this user-friendly reference tool.

NEW FROM
ONLINE SERVICES

NEW DATABASES AVAILABLE

Biological & Agricultural Index, *Essay and General Literature Index*, and *Film Literature Index* are now available for searching through the WILSONDISC® CD-ROM and WILSONLINE® online retrieval systems.

For more information call the toll-free number listed below.

Ask About Our
NEW WILSON DATABASE
LICENSING SERVICE



TO ORDER CALL TOLL-FREE
1-800-367-6770

In N.Y.S. call 1-800-462-6060; in Canada call collect 212-588-8400.



THE H.W. WILSON
COMPANY

950 University Ave., Bronx, N.Y. 10452 • (212) 588-8400

the scenes responsibilities must work together to take fullest advantage of the potentials of this new automated age.

Now that automated systems are making possible, and efficient, some distribution of traditional tasks, librarians must consider together what kinds of activities might best be done at a "remote location." It is no longer necessary to have all serials issues delivered to a central location to have their receipt recorded in a union file. It is now possible to have staff in a branch library check issues into the shared database. Of course the fact that something is possible does not necessarily make it the best choice of action. We were somewhat surprised at Northwestern to discover that, although it made excellent sense to have a remote branch receive its serials directly, the nearby Science-Engineering Library could make a substantial savings in staff, amounting to over a full position, by allowing the main library's central Serials Department handle their subscriptions. Because the Serials staff were able to absorb the extra check-in work, and an efficient delivery service was established for mid-day receipt of the issues at their intended location, it was clear that centralized activity was advantageous in this particular case. It is always best to study the options before assuming that one course of action is sure to be the most beneficial. You may be surprised by the results.

Another suggestion that lost its charm upon closer examination was a proposal that selectors should be responsible for entering bibliographic records into the union catalog database when they wished to request an order. Aside from the fact that many selectors are not enthusiastic and accurate typists, and most lack unoccupied clerical help, it was evident that authority control would be severely damaged if they failed to do thorough searches for proper forms of entry. We quickly decided that this activity would not be the most productive use of the subject experts' time.

A number of libraries have reexamined their formal organizational structure to assess which activities are most closely related for the division of administrative responsibilities. Of course the question of whether circulation activities were most appropriately designated part of technical or public services had been considered long before automation affected those responsibilities. Managerial duties certainly could reside in either area, but the focus on user service at the circulation desk suggests a closer affinity to other departments with a substantial direct public relations component. Reserve room functions have often been considered in the same light. In most cases automation should not be the determining factor in these organizational issues. As computer applications, such as CD-ROM and external database gateways, become increasingly pervasive, many direct public services will gain technical aspects and understanding of automated systems will become a common bond for librarians in all parts of the operations.

The final question deals with our expectations for the more distant future. What kinds of services might we expect to offer that are not possible at present?

- We will provide enhanced access to information already in our databases through use of even more sophisticated search strategies, probably using artificial intelligence designs.

- Some libraries may offer a new level of subject access by mounting the classification schedules and their explanatory material online.

- We should be able to offer online access to analytic entries for serial articles at the same terminals used for catalog database searching. Some libraries, like Vanderbilt, are already experimenting with access to Medline information as a choice

for catalog users.

- We may be able to provide the owners of PCs direct dial-up access to both catalog information and non-bibliographic databases.

Some libraries are already experimenting with delivery services prompted by online requests. Facsimile transmission is likely to be more generally available and perhaps we will see full text retrieval with rapid printing made possible at local PCs.

- Many libraries are likely to offer users at online terminals opportunities to request a "save" for an item already checked out to another patron. It is already possible in a few automated systems for a user to send a message to library staff by typing data in a special field.

- Another service already being offered in some systems is a kind of community information file. Public catalog users have an option to catch up on schedules of local activities by selecting to view these bulletins at the same terminals used for bibliographic searching.

- Connections between mainframe computer systems and extensive CD-ROM resource files may allow easy retrieval not only of bibliographic citations but also of abstracts or the full-text of massive quantities of articles.

- Perhaps the availability of machine-readable information for standard monographic materials produced by computer typesetting will allow searching of table of contents or index information for additional subject access when a user is interested in a narrow topic that might comprise a small portion of a text.

- We will have far more extensive statistical and search-specific information about user behavior at the terminals and we will be able to better judge what enhancements to our services might be most useful.

It is exciting to realize how much the traditional boundaries of our positions have expanded.

The services just named cannot become reality without the joint efforts of librarians in all parts of a library's operations. The expansion of knowledge currently being developed in both processing and public desk positions will be the foundation for the improvements we can already foresee.

Will librarians of the future be generalists or subject specialists? Both should continue to have their places. Because knowledge has expanded far beyond even the capabilities of a "Renaissance librarian," most academic and public libraries will need staff more skilled in the theories and practice of information retrieval than in a specific subject specialty. Of course there are also likely to be an increasing number of specialized libraries with discreet and limited subject collections. For these institutions, a librarian's expertise in an appropriate subject area can be expected to elevate the quality of service provided. Regardless of the type of library, trained professionals will continue to have opportunities to offer vital and increasingly better recognized services.

As Francis Bacon said long ago, "Knowledge is power." As we can readily observe, the importance of access to information is constantly growing in society today. There is every reason to believe that the identification of relevant information from the immense, and exponentially proliferating body of data will become more and more crucial to the community at large. It is evident that access to information is dependent upon the organization of the applicable data. Content is identified by context. Related items must be tied together by consistent forms of subject designation and all an author's works must be gathered together under the same form of the name. A cross-reference structure turns false starts into effective connections. The organization of bibliographic data to provide access to information and facilitate the growth of knowledge will remain an area for the attention of librarians' expertise.

The challenges of organizing information for use are multiplied by the proliferation of non-book media. We have already faced the integration of records, scores, films, and various kinds of video materials into our processing operations. CD-ROM and non-bibliographic computer files are offering current challenges to our established procedures. What are we going to do about electronic publishing? Some texts may

be in constant states of evolution and never exist in a fixed edition. Will we "own" such files or only purchase access rights? Can we afford to provide free access or will we need to charge for more services? In the not too distant future, all librarians will need to be part of the decision-making process for these vital issues.

It is exciting to realize how much the traditional boundaries of our positions have expanded. Technical and public service librarians already must participate jointly in planning for enhanced services. Shared knowledge has always produced better decisions, but awareness of the applicability of the expertise of technical services specialists to direct user concerns has increased dramatically since the advent of automated systems. The title of this piece asks "Where do you draw the line?" The best answer is NOWHERE! We will all benefit most by keeping channels of communication wide open and seeing ourselves as all contributing to the same mission.

Karen Horny is Assistant University Librarian for Technical Services at Northwestern University Library. She presented this paper at the May meeting of the New England Technical Services Librarians in Worcester, Massachusetts. (Reprinted, with permission from Connecticut Libraries, July/August 1988).



MPLA News

MPLA Board Meeting Notes

(Below are the notes on items of business discussed at two board meetings held during the Tri-Conference.)

- 837 persons were registered for the Tri-Conference in Omaha, more than 200 above estimates.

- The theme for MPLA's April 26-29, 1989 joint conference with the Montana Library Association will be "Enter, Save, Delete. . .: Libraries Pioneering Into the Next Century."

Local Arrangements chairs Bunny Morrison and Jane Howell, along with MPLA President Jerry Kaup presented advance programming information, and the conference already looks like a "must attend" item. Casual attire will

be the order of dress, and the program will be stimulating.

Encourage vendors to consider exhibiting. The exhibits chair is Ellen Newberg, Parnly Billings Library, 510 N. Broadway, Billings, MT 59101.

- The State Agency Section reported it has a committee examining the possibility of producing a continuing education resource person directory for our region.

- The Public Relations Committee, with board encouragement, has dropped its membership promotion duties, and will emphasize news release distribution regarding MPLA. Membership promotion will be the task of a new ad hoc committee.

- Pending revisions in Library Services and Construction Act legislation and MPLA's position on such legislation was discussed. As the final law will not be considered until the new congress enters its next term, the Board delayed action pending a review by its Federal Relations Coordinator, Duane Johnson.

- Members using the MPLA Jobline are encouraged by Executive Secretary Joe Edelen to use it during non-prime time. Non-prime time usage results in considerable phone billings savings for MPLA.

- All members are asked to make more use of the Jobline and of the MPLA Newsletter's Joblist. One thing

members can do is make certain your city, county, school district, business or institutional personnel offices know about the service. See back issues of the Newsletter for Jobline information and addresses.

- The board approved several bylaws changes that will now be presented to the membership for approval.

- The "North Dakota Periodicals Index 1986" project, which received a \$500 partial funding grant from MPLA is completed. The committee producing this has received \$20,000 in additional grants to produce a 1981-85 index.

- The New Mexico Library Association advised MPLA that it had reviewed the possibility of joining MPLA and decided not to affiliate.

- Marilyn Henshaw, President-Elect of the Oklahoma Library Association, visited the Tri-Conference as part of that association's review process for possible MPLA affiliation.

- The Board will consider possible adoption of a Code of Ethics at its next meeting.

- December 10 is the date of the next MPLA Board meeting, in Denver.

Rupp Wins Grassroots Grant

Karen Rupp, a library science student at Emporia State University, was the recipient of the 1988 MPLA

JMRT/Baker & Taylor Company Grassroots Grant. The grant, a cash award, allowed Karen to attend the Tri-Conference in Omaha. It was awarded to Karen on the basis of her educational background, library association activities, and financial need.

Archives Interest Group

During the Tri-Conference several MPLA members expressed interest in starting an Archives Interest Group. A petition presented to the MPLA Board was set aside for later consideration due to a pending bylaws change on interest group formation and a concern that some non-members had signed the petition.

The Board encouraged the group to continue its efforts to form. Persons interested in becoming initial members of this group should contact Albert Winkler, H.B. Lee Library, Room 5030, Brigham Young University, Provo, UT 84602.

Where Were the Awards?

At the Tri-Conference in Omaha a number of persons were wondering why there were no MPLA awards presented at the conference awards luncheon.

No awards were presented due to the fact that no nominations were received by the Awards Committee. The MPLA Board regrets that this occurred, and now encourages members to consider nominations for awards that could be presented at our April conference in Billings.

The new deadline for nominations will be January 15. Below you will find the call for awards.

Call for Award Nominations

Nominations are now being sought for the 1989 MPLA awards. Deadline for application is January 15. Awards will be announced at the Association's annual conference, April 26-29 in Billings.

Nominations are encouraged from any MPLA member. People submitting nominations are reminded that documentation constitutes the largest part of an entry.

Nominations should be sent by January 15 to: Helen E. Higby, Chair, MPLA Awards Committee, Sweetwater County Library System, P.O. Box 550, Green River WY 82935.

The award categories are:

1. Carl Gaumer Exhibitors Award: To be given to the individual or company whose positive support of the Mountain Plains Library Association is demonstrated by constant conscientious endeavors toward libraries, library staff, trustees and professional activities.

2. MPLA Distinguished Service Award: To be given to an MPLA member who has made notable contributions to the library profession or has furthered significant development of libraries in the Mountain Plains region, or has performed exemplary service for an extended period of time. In the case of retired individuals, the nominee may be a past member of MPLA.

3. MPLA Legislative Leadership Award: To be given to an individual or group (state legislature, city council, board of education, etc.) in recognition of exemplary legislative leadership or support for growth and development of a library or libraries in the MPLA area within the last two years.

4. MPLA News Media Support Award: To recognize the news media organization in the MPLA region making the strongest effort, either in a single presentation or in on-going coverage, within the past two years, to promote libraries and library activities to the community. Criteria will include amount and effectiveness of coverage and manifestation of a positive commitment to generate public interest in a library or libraries.

5. MPLA Literary Contribution Award: To be given to an author whose published writings are most successfully furthering an understanding and appreciation of the Mountain Plains region. The author need not reside in the region and the selection may be based on either a single work or a body of works. Nominees will be evaluated on the basis of literary worth, readability, and evidence of responsible research.

6. MPLA Beginning Professional Award: To recognize an MPLA member, who as a librarian/media specialist within the first five years after receiving a library/media masters degree, has made a positive impact on the quality and role of library service. Factors such as innovative programming and planning, use of resources, and special projects will be considered.



Professional Development Grants

From January to October 1988 the following MPLA Professional Development Grants were approved.

Regular Grants

- \$500.00 Cynthia Berner (KS) Client-Centered Collection Development
- \$450.00 Douglas Birdsall (ND) Library Analytical Skills Institute
- \$500.00 Raymond Caffee (SD) School of Library & Information Science/BYU
- \$407.00 Blaine Hall (UT) Pro-Cite Workshop
- \$426.75 Gail Egbers (NE) Reaching and Teaching Diverse Library User Groups
- \$500.00 Nancy Effinger (WY) Out-of-Print and Antiquarian Book Market Seminar
- \$500.00 Elizabeth Streeter Porter (CO) Basic Library Management Skills Institute
- \$500.00 Mary Sand (ND) Graduate library study, University of Alabama

Mini-grants

- \$100.00 A. Anelli Ahtola (CO) Annual Conference, North American Serials Group
- \$100.00 Vernon Duba (NE) Third Bibliographic Instruction Conference/Eckerd College
- \$100.00 Janet Mastalir (NV) 1988 American Library Association Conference
- \$100.00 Elisabeth Anne Thoele (SD) Workshop on Instruction in Library Use
- \$100.00 Deborah Tuma-Church (NE) Graduate library study/University of Missouri

International grant

- \$1000.00 Elnora Mercado (CO) International Symposium on New Techniques and Applications in Libraries, Xi'an Shaanxi Province, China

Professional Development Grant Reports

(MPLA members receiving a grant are asked to prepare an evaluative report providing information on their learning experience which would be of value to others. Below are excerpts from some of the reports received this year.)

Client-Centered Collection Development: Efficient, Effective Strategies.

Report by Cynthia Berner.

Dr. Sharon Baker, University of Iowa School of Library and Information Science, presented an overview of re-

cent collection development research. Most valuable to me was the information about circulation studies which indicate there are no significant differences between the average numbers of materials checked out by individual patrons at various libraries. This means that circulation per capita can be used as an indirect measure of the proportion of the service population which uses the library. Factors affecting circulation per capita include an emphasis on collection duplication rather than diversity, continuous weeding programs, and the organization of materials into reader interest subject categories to facilitate browsing.

Pamela Brown, from the Baltimore County Public Library, discussed the continuous weeding program used by Baltimore County's Towson Branch. Staff uses turnover statistics for small parts of the collection to determine shelving allotments and weeding goals.

Private sector representatives presented information about selecting and marketing titles. Paulette Kaufmann, William Morrow and Company, provided an explanation of publishers inventory control. She reminded us that adult books have an average first printing of 8,000 copies and an average "life cycle" of one year. Juvenile titles have an in-print expectancy of three years and average first print runs of between 8,000 and 15,000 copies.

I would heartily recommend this program if presented again to all MPLA members involved in collection development.

17th Annual Workshop on Instruction in Library Use.

Report by Elisabeth Anne Thoele.

The opening session stressed the likelihood that new technologies in libraries could significantly change the library's status in its institutional environment, and that it is important for librarians to keep up-to-date on computer technologies and help faculty exploit them. In addition to the opening session I attended sessions on continuing education initiatives for bibliographic instruction librarians, public speaking, determining the most effective methods of orienting patrons to the variety of tools and media in a library, and a session on the steps in evaluating a bibliographic instruction program.

The session on choosing teaching aids to instruct patrons in the use of

library resources was informative although somewhat theoretical. It confirmed by decision that a wide variety of types of user aids are needed to instruct different types of patrons in the use of the new technologies.

The steps for instructional design were drawn from Svinicki and Schwartz, **Designing Instruction for Library Users**, New York: Dekker, 1988.

The conference was informative, well-organized and well worth attending.

North American Serials Interest Group 3rd Annual Conference.

Report by A. Anelli Ahtola.

Attended by 351 serials enthusiasts, this conference was a dialog between librarians, publishers and vendors exploring aspects relating to serials. The program aided in providing an overall picture of the serials world by bringing together these different people.

Presentations dealt with economics of journal publishing as well as current issues in copyright including the effect of (illicit) photocopying on publishing, royalty payments for photocopying, role of the Copyright Clearance Center, and legal issues in copyright. Electronic publishing, on-line and CD-ROM, were discussed along with its potential effect on traditional publishing. The ADONIS project, a trial document delivery service on CD-ROM was explained.

The in-depth workshops introduced and provided solution alternatives to multiple concerns in today's serials world. I recommend this annual conference to anyone involved in serials.

Third Earlham College-Eckerd College Bibliographic Instruction Conference

Report by Vern Duba

Bibliographic instruction is of great interest to me. While collecting project data for completion of my Masters of Arts Degree in Library Science, I was alarmed to discover the lack of curriculum-based bibliographic instruction in Nebraska's academic libraries. As a result I have become interested in learning more about bibliographic instruction by concentrating my research efforts on it, looking to Evan Farbers' Earlham model as a successful prototype.

Earlham enjoys a national reputation both for its undergraduate education

and for the cooperation among librarians, classroom faculty, and administrators to integrate subject-oriented instruction into its curriculum.

The library is not the heart of the college; the teaching/learning process is. As a storehouse of information, a center for academic service, and a friendly study space, the library serves as the link for the teaching/learning process. The librarians role is to enhance that vital process.

The undergraduate population is the future beneficiary of the process. Typically that target audience may not be accustomed to libraries and librarians. As a result of previous stereotypes and anxieties, they tend to avoid situations in which they are not in control. Those who do use the library, may not use it to its full potential. They may not know basic library skills and site-specific idiosyncrasies to use it effectively. Assignments may not incorporate the use of library materials in a manner through which student's library skills are advanced.

Course-related library instruction has become a natural part of the curriculum. It assumes priority equal to that of classroom teaching. A main objective is to aid the faculty by providing ways to improve the content and purpose of the course. As a result, student interests are elevated by better grades, saved time, and a sense of personal pride. Faculty report students become self-starters accounting for quality papers, livelier discussions, in general better classes. The faculty themselves become more independent in terms of research and library use. They learn with the students. Many find teaching more interesting and enjoyable.

Librarians establish closer relations with the teaching faculty which in turn helps clarify the focus of collection development.

Pro-Cite Workshop

Report by Blaine Hall.

Pro-Cite is a bibliographic database management system that formats bibliographic citations in any of over twenty different style formats, such as ANSI, Turabian, MLA, Chicago, ect. The bibliographic information is entered from the keyboard or downloaded with auxiliary software program (bibliolinks) from other date bases (Dialog, OCLC, etc.) onto one of twenty pre-defined or two user-created "workforms." The workforms provide the appropriate "fields" in which infor-

mation can be entered for various formats of materials, i.e., books, journal articles, newspapers, computer programs, recordings, etc.

Aside from its use to produce correctly formatted bibliographies, the program can be used with the appropriate bibliolinks to format searches obtained from online bibliographic databases into more conventional bibliographic forms. Many libraries are using this feature for supplying patrons with more readable bibliographies obtained from searching online databases.

This brief overview of the program and the topics covered in the workshop does not do justice to the power of Pro-Cite for manipulating bibliographic data and creating correctly formatted bibliographies. Its many options provide features and flexibility that librarians who deal with bibliographic databases would find useful for many library applications.



Around the Region

(Editor's Note: Due to the length of our cover article I have had to cut back on state news. Items not included in this issue will be placed in the December issue.)

Colorado

InfoColorado

InfoColorado, an idea that was planted by the Friends of the Auraria Library in 1985, went online on the CARL (Colorado Alliance of Research Libraries) System in September. Currently consisting of over 10,000 entries, it provides access to published

CALL FOR PAPERS

Joint MPLA/MLA Conference

April 26-29, 1989

Sheraton Hotel
Billings, Montana

The Mountain Plains Library Association's Academic Section is sponsoring the fourth annual Research Forum at the annual conference. The Section invites abstracts for papers to be read on any area of research related to academic libraries and librarians.

ABSTRACT GUIDELINES:

- Include a title page which provides the title of the presentation, name of author(s), address and telephone number.
- Include a typed abstract of no more than one single spaced page. Use only the title of the presentation on this page for identification.
- Abstracts should be mailed to Doug Birdsall, Library, North Dakota State University, Fargo, ND 58105.
- Deadline for abstracts is December 1, 1988. Notification of acceptance will be mailed by January 3, 1989.
- Deadline for final text of papers is March 1, 1989.



**Mountain Plains
Library Association**

materials relating to business and economics in Colorado. The database includes abstracts of economic development, business articles and statistical profiles from *Rocky Mountain News*, *Denver Business Journal*, *Colorado Business Magazine* and *Denver Business*. It is estimated that over \$200,000 will be saved annually just because certain agencies will no longer have to maintain a news clipping file from the sources included in InfoColorado. Project director is Joan Tiscella, head of business relations at the Auraria Library. (Library Hotline, 10/10/88)

Space Discussion Program

James Irwin, former astronaut, will be the first of three scientists to lead book discussions in a program sponsored by the Pikes Peak Library District in Colorado Springs. "Let's Talk About Science: The Sky's Not the Limit" is a series of book discussions, to be held in September and October, about science and space exploration designed to foster understanding of the role of science in our modern society.

In addition to James Irwin, discussion leaders will be Captain Paul Vergez, head of the Astro Lab at the U.S. Air

Force Academy, and Paul Grogger, professor of geology at the University of Colorado in Colorado Springs.

This project is funded by a grant from the National Science Foundation. The programs presented in Colorado are being tested and will then be disseminated to other libraries throughout the United States. (News release)

Montana

Big Sky Telegraph

Western Montana College's Big Sky Telegraph, a multiple phoneline, electronic bulletin board system, is a resource/information sharing network for rural educators made possible through two grants — \$51,000 from the M.J. Murdock Charitable Trust and \$55,000 from the U.S. West Foundation. Western's Big Sky Telegraph project offers a modem to each of Montana's 114 one room schools allowing isolated teachers fingertip access to the following:

Peer Network: Educators can conveniently question each other on resources, expertise and lesson plans via private or public messages and conferences.

Software Loan Library: Telegraph's Software Preview Loan Library offers to send teachers, for a two-week loan period, quality copyrighted educational software from our carefully reviewed \$10,000 collection.

Western's Campus Library Services: Western's library and telecommunications resources include free searching of the ERIC database. Printed materials will be mailed for a two-week loan period.

Online Databases: OPI's film and videotape rental library database and a Telecourse Providers database are now online. A lesson plan database is being developed. More databases are coming!

Hotline to WMC Faculty and Statewide Resource Persons.

Access to Rural Community Services: Our online community is dedicated to serving the needs of rural communities with economic development specialists, the Dillon Women's Resource Center, 13 displaced homemaker centers, a Handicap-

ped/Special Needs group, and a Rural Health Information Center are a few of Telegraph's services.

Online Training Available: The training necessary for use of Big Sky Telegraph will be available to you by modem, through Western Montana College, at your location.

Big Sky Telegraph is an open system. Western Montana College encourages access by creative persons, groups and resource-intensive projects with the need to share information. Educators can easily assume a new role: Community Information Specialist. Customized services are also available. (News release)

North Dakota

Edgeley's Surprise Visitor

On Saturday morning, June 18, Ruth Evert, librarian at the Edgeley Public Library was called by one of her Board members to open the library so he could show it to some out-of-town visitors. The surprise visitor was Angie Dickinson. Angie's secretary, who had been born in Edgeley, brought her to the library to surprise Ruth. Ruth said she was dressed in her Saturday morning golf clothes. Angie and her secretary were on their way to Fessenden for the races. (The Good Stuff, August 1988)

Utah

Screenwriting Crash Course

A screenwriting seminar was held in August at the Whitmore Library in Salt Lake City. The six-hour "crash course" in writing, developing and marketing scripts for television and movies was conducted by Ray Goldrup, a Salt Lake screenwriter whose credits include the film "Windwalker" and the TV shows "Little House on the Prairie," "Gunsmoke," "The Waltons" and "How the West Was Won."

Goldrup focused on creative and technical approaches to screenwriting, including layout and format, character development, dialogue, script and

camera jargon and tips on what is selling in today's market. (The Deseret News)



About You

Karen Albrethsen writes exciting news that Elko, NV is growing and she is just opening a brand new Spring Creek Elementary School Library.

Dick Allen, Library Services Coordinator, Nebraska Library Commission, is the new MPLA state representative for Nebraska.

Ethelle Bean, Librarian at Dakota State College, Madison, SD, is the new Vice-President/President Elect of the South Dakota Library Association.

Kathie Buckman is the Acting Director of the H.F. Davis Memorial Library at Colby (KS) Community College.

Megan Fite, rural information specialist at the Montana State Library, has resigned that position to be a school librarian in Clancy.

Anita Gordon-Gilmore has accepted a position as Serials Librarian at Fort Hays (KS) State University.

Jane Heuer, medical librarian at the Lander Valley Regional Medical Center, will also be Hospital Satellite Network coordinator.

Judy Johnson, Central High (Rapid City, SD) Librarian, has been elected ALA Councilor for the South Dakota Library Association.

Donna Jones, Director, Arkansas Valley Regional Library System, Pueblo, was elected Vice-President/President Elect of the Colorado Library Association.

JoAnn Kruglet, Director, Fort Morgan Public Library, is the new MPLA state representative for Colorado.

Melanie Miller, Hays (KS) Public Librarian and dancer-choreographer, was featured in the "Sightings" column of October's *American Libraries*.

Richard Neuman, Director, Salina (KS) Public Library for the past 27 years, has announced his plan to retire in August 1989.

Bev Oberly, McPherson (KS) Public Librarian since 1967, has announced her plan to retire.

Amy Owen, Director of the Utah State Library, has assumed duties as chairwoman for the Utah Endowment for the Humanities for 1988-89.

Robert Paustian, former Director of the Library at Wilkes College in Wilkes-Barre, Pennsylvania, is now Director of Libraries, University of South Dakota, Vermillion.

Marcella Schmaltz, Director of Library Services, Bismarck State College, is the new MPLA state representative for North Dakota.

Kim Sether is the new Online Database Search Coordinator and Reference Librarian for the University of South Dakota, Vermillion.

Diane Van Gorden writes that for the next year her address will be 462 E. 400 North, Logan, UT 84321. She will return to Baker, MT, and is keeping her address there as a permanent one.

Robert Paustian, I.D. Weeks Library, University of South Dakota, Vermillion

Ellen Reed, Las Vegas-Clark County (NV) Library District

Karen Rupp, Student, Emporia (KS) State University

Kim Sether, I.D. Weeks Library, University of South Dakota, Vermillion

Koy Sheets, Yellowstone Treatment Centers, Billings, MT

Chris Smith, University of Nevada-Las Vegas, NV

Membership Winners

Myra Jo Moon, Colorado State University, won a free MPLA membership at the Colorado Library Association annual conference.

Shari Kolbeck, St. Agnes School, Vermillion, SD, won a free MPLA membership at the Colorado Library Association annual conference

Merilyn Grosshans, Las Vegas (NV) High School, won a free MPLA membership at the Tri-Conference in Omaha, NE

MPLA Welcomes These New Members

Susan Allen, The Logan Library, Logan, UT

Deborah Axelson, Student University of Arizona, Tuscon

Marie Balonis, Webster Elementary, Mesa, AZ

Judy H. Barrick, Ecumenical Music & Liturgy Resource Library, Lincoln, NE

Diane Dean, Star Valley High School Library, Afton, WY

Jan Ditzel, Louisville (CO) Public Library

Rhonda Heibert, South Central Kansas Library System, Buhler, KS

Nancy Holtus, Ida Long Goodman Memorial Library, St. John, KS

Karen Liebert, Sioux Falls (SD) Public Library

Margaret Loghry, Tuscon (AZ) Unified School District

Bernard Margolis, Pikes Peak Library District, Colorado Springs, CO

Jane Mead, Dorothy Bramlage Public Library, Junction City, KS

Newly Minted

ALA Survey of Librarian Salaries, 1988, by Mary Jo Lynch and Margaret Myers, ALA \$30.

Bibliography of Technical Standards for Paper and Paper-Based Materials, by Connie Brooks. ALA/RTSD Publications. \$4.35 for RTSD members, and \$4.85 for nonmembers.

Books for College Libraries, Third Edition. ALA, six volumes. \$425, for orders received before December 31. Final list price: \$500.

Check This Out: Highlights of Model Library Programs Office of Educational Research and Improvement, U.S. Department of Education.

Directory of Union Lists of Serials Published as part of the May 1988 issue of *Serials Review*. Single copies of this special double issue of *Serials Review* are available for \$34 per copy from *Serials Review*, Pierian Press, P.O. Box 1808, Ann Arbor, MI 48106.

Great Library Promotion Ideas IV: JCD Library Public Relations Award Winners and Notables 1987, by Sandra A. Scherba and John W. Berry, Editors. ALA, \$11.95.

Improving Written Communication in Libraries, by Jana Bradley and Larry Bradley. ALA, \$26.50.

Information Systems: A Strategic Approach to Planning and Implementation, by Richard M. Kesner. ALA, \$30.

"Latchkey Children" in the Public Library. Published by the Public Library Association and

the Association for Library Service to Children. \$20 (\$18 for ALA members and \$16 for PLA or ALSC members) from PLA or ALSC, American Library Association.

Library Boards — Who Are They and How Do They Get There? A Survey, by Mary Arney. ALTA/ALA, \$3.

Library Media Center Programs for Middle Schools: A Curriculum-based Approach, by Jane Bandy Smith. ALA, \$24.95.

Major Duties, Functions and Responsibilities of Public Library Trustees, edited by Jeanne Davies. ALTA/ALA, \$2.50.

Museum of Science and Industry Basic List of Children's Science Books, 1988, by Bernice Richter and Duane Wenzel, editors. ALA, \$11.95.

Notes in the Catalog Record Based on AACR2 and LC Rule Interpretations, by Jerry D. Aye and Sherry Vellucci. ALA, \$60.

Project Manual for Book Buddies, the San Francisco Public Library's volunteer outreach program to help hospitalized children. \$15 from Office for Children's Services, San Francisco Public Library, Civic Center, San Francisco, CA 94102.

Public Library Data Service Statistical Report 1988. ALA, \$30 (\$27 for ALA members and \$24 for PLA members).

A Questionnaire to Evaluate Your Library and Library Board. ALTA/ALA, \$4.25.

Understanding Library Microcomputer Systems, by Roger C. Palmer. ALA, \$29.95.

Video for Libraries: Special Interest Video for Small and Medium-sized Public Libraries, by Sally Mason and James Scholtz, ALA, \$14.50.

Worlds Within: Children's Fantasy from the Middle Ages to Today, by Sheila A. Egoff, ALA, \$32.50.

Joblist

Deadline: Open until filled.

Public Service Librarian

Salary: \$1758-\$1938 per month.

Library: Sierra Vista Public Library

Duties: Professional library work including planning and execution of children and young adult library programs.

Qualification: MLS. Three years professional public library experience desired.

Apply to: City of Sierra Vista, 2400 E. Tacoma, Sierra Vista, AZ 85635. 602-458-3315.

Deadline: Not indicated.

Library Director

Salary: \$35,000 minimum

Library: Salina (KS) Public Library

Duties: Responsible for the administration of a modern 48,000 square foot

library, serving a city population of 42,000, and as a resource center for the Central Kansas Library System and the Kansas Information Circuit. Qualifications: ALA/MLS, plus minimum of eight years' experience as director of smaller library or at administrative level of a larger library. Experience should demonstrate strong financial and budgetary background, knowledge of current professional trends and effective public relations skills.

Send letter of application and resume to: Carol Viar, President, Salina Public Library Board, 2357 Kensington, Salina, KS 67401.

EOE

SPECIAL JOBLINE INFORMATION

The MPLA **Jobline** lists jobs available within our ten-state region at no charge to institutions within this region.

Jobs from institutions outside the MPLA region can be listed for \$10/week.

The **Jobline** updates its listing each Thursday evening.

Send listings to Joe Edelen, I.D. Weeks Library, University of South Dakota, Vermillion, SD 57069. 605/677-6082.

JOBLINE #s

The following numbers may be used in calling the MPLA **Jobline**: 605/677-5757 nationwide 800/356-7820 MPLA member state outside South Dakota 0-677-5757, dial tone or operator, then 8765—within South Dakota (free call)

NEWSLETTER JOBLIST

MPLA Institutional members may place job advertisements in this newsletter's **Joblist** section at no charge.

All other institutions may list jobs at \$1.25/line.

Send **Joblist** ads to Jim Dertien, MPLA Newsletter, Sioux Falls Public Library, 201 N. Main Avenue, Sioux Falls, SD 57102.

Deadline: Not indicated.

Public Services Librarian

Salary: \$16,750

Library: Pinal County (AZ) Library District

Duties: Excellent opportunity for recent MLS to acquire experience in the operation of a county library system that serves as a support agency to 13 public libraries in rural Pinal County.

Qualifications: MLS, plus interest in reference systems; database management preferred.

Send letter of application and resume, including address and telephone number to: Audrey Marshall, Library Director, Pinal County Library District, P.O. Box E, South Central, Florence, AZ 85232.

EOE

Deadline: November 15, 1988

Reference Librarian, U.S.

Documents and Maps

Salary: Commensurate with qualifications and experience.

Library: Colorado School of Mines

Duties: The Arthur Lakes Library is a 300,000 volume focused research library in science and engineering, with emphasis in mineral resources. Responsibilities include: selection, maintenance, and control of a 60,000 item selective U.S. government documents collection and the largest map collection in the state of Colorado; providing reference service for the unit and assisting with library orientation and bibliographic instruction. The appointment is a twelve-month, non-tenured position which reports to the assistant director for information services.

Qualifications: ALA/MLS; relevant experience; demonstrated user-oriented philosophy and ability to work well with colleagues, faculty, staff and students.

Send letter of application, resume and 3 references to: Library Secretary, Arthur Lakes Library, Colorado School of Mines, Golden, CO 80401.

AA/EOE

Deadline: December 15, 1988; Position open spring 1989.

Library Director

Salary: \$22,068-\$32,427

Library: Newton (KS) Public Library

Duties: Responsible for administration of library serving population of 16,000, with collection of 70,000 and budget of \$300,000. 10 FTE, automated circulation and online catalog. Member of South Central Kansas Library System.

Qualifications: ALA/MLS required, a 2nd graduate degree preferred, 8 years administrative experience in libraries or related fields.

Send resume and names of three references to: Search Committee, Newton Public Library, 720 N. Oak, Newton, KS 67114.

Statement of Publication

The **MPLA Newsletter** is published bi-monthly. Material of regional interest may be submitted to the Editor, Jim Dertien, Sioux Falls Public Library, 201 N. Main Avenue, Sioux Falls, South Dakota 57102. Matters pertaining to individual or institutional membership, claims or orders for back issues should be sent to Joseph R. Edelen, Jr., MPLA Executive Secretary, c/o USD Library, Vermillion, South Dakota 57069. Correspondence on paid advertisements should be sent to the Advertising Manager, Jim Dertien, Sioux Falls Public Library, 201 N. Main Avenue, Sioux Falls, South Dakota 57102.

Back issues of the **MPLA Newsletter** and the **Mountain Plains Library Association Quarterly** are available in microform from Xerox University Microfilms, 300 N. Zeeb Road, Ann Arbor, Michigan 48106.

Joblist & Classified Rates

There is no charge to MPLA personnel or institutional members for Joblist or classified advertisements. Nonmembers pay \$1.25/line.

Subscription Rates

1 year	\$17.00
2 years	\$32.00
3 years	\$47.00

Copy Deadlines

MPLA representatives in each state are responsible for supplying the **Newsletter** with information to share throughout the region, but all librarians are invited to send in newsworthy items. To assure publication in any given issue, please submit copy by the dates indicated below to the Editor.

January 7	February issue
March 7	April issue
May 7	June issue
July 7	August issue
September 7	October issue
November 7	December issue

Printed by the
Broadcaster Press,
Vermillion, SD

ISSN 0145-6180



- Opportunities for professional involvement
- Continuing education programs
- A forum for the exchange of ideas
- Information on new technology in librarianship
- Support of regional library efforts
- News of people and programs in member states

COMPLIMENTARY COPY

DIRECTORY OF OFFICERS

MPLA OFFICERS

President: Jerry Kaup
Minot Public Library
516 2nd Avenue SW
Minot, ND 58701
701-852-1045

Vice President: Duane Johnson
Kansas State Library
State Capitol
Topeka, KS 66612
913-296-3296

Secretary: Nora Van Burgh
Carper College Library
125 College Drive
Casper, WY 82601
307-268-2269

**Past President/
Interest Group
Coordinator:** Duane Johnson
Kansas State Library
State Capitol
Topeka, KS 66612
913-296-3296

Executive Secretary: Joe Edelen
University of South Dakota Library
Vermillion, SD 57069
605-677-6082

**Editor:
(Ex-Officio)** Jim Dertien
Sioux Falls Public Library
201 North Main Avenue
Sioux Falls, SD 57102
605-339-7115

Parliamentarian: Elmer Bachenberg
University of Northern Colorado
Library
Greeley, CO 80639
303-351-1548

STATE REPRESENTATIVES

Arizona: Don Riggs
Arizona State University Library
Tempe, AZ 85287
602-965-3950

Colorado: JoAnn Kruglet
Fort Morgan Public Library
414 Main St.
Fort Morgan, CO 80701
303-867-9456

Kansas: Melanie Miller
Hays Public Library
1205 Main
Hays, KS 67601
913-625-9014

Montana: Ted Schmidt
Missoula Public Library
301 E. Main Street
Missoula, MT 59802
406-721-2811

Nebraska: Richard Allen
Nebraska Library Commission
1420 "P" Street
Lincoln, NE 68508
402-471-2045

Nevada: Joyce Lee
Nevada State Library
Carson City, NV 89710
702-885-5160

North Dakota: Marcella Schmalz
Bismarck State College
Bismarck, ND 58501
701-224-5450

South Dakota: Mary Caspers
South Dakota State University
H. M. Briggs Library
Brookings, SD 57007
605-688-5106

Utah: Doug Hindmarsh
Utah State Library
2150 South 300 West
Salt Lake City, UT 84115
801-466-5888

Wyoming: Corky Walters
Wyoming State Library
Supreme Court Building
Cheyenne, WY 82002
307-777-2181

SECTION REPRESENTATIVES

**Academic
Libraries:** Doug Birdsall
North Dakota State University
Library
University Station
Fargo, ND 58105
701-237-7440

Children's & School: Marilyn Grosshans
315 South 7th Street
Las Vegas High School Library
Las Vegas, NV 89101
702-799-7855

**Junior Members
Round Table:** Nancy Deyoe
Box 68
Wichita State University
Wichita, KS 67208

Preservation: Martha Hanscom
University of Wyoming Library
Box 3334, University Station
Laramie, WY 82071
307-766-3115

**Public
Library/Trustee:** Ed Byers
Laramie County Library Sys.
2800 Central Avenue
Cheyenne, WY 82001
307-635-1032

**State Agency,
Cooperatives,
and Systems:** Darlene Staffeldt
Montana State Library
1515 East 6th Avenue
Helena, MT 59620
406-444-3115

Technical Services: Patricia Eskoz
Auraria Library
11th & Lawrence Streets
Denver, CO 80204
303-556-2613

COMMITTEES

Awards: Helen Higby
Sweetwater County Library
P.O. Box 550
Green River, WY 82935
307-875-3615

**Bylaws &
Procedures:** Virginia Boucher
Univ. of Colorado Library
Box 184
Boulder, CO 80309
303-402-6176

**Continuing
Education:** Linda Reida
Utah State Library
2150 South 300 West
Salt Lake City, UT 84115
801-533-5875

Finance: Leroy Gatlin
Hutchinson Public Library
901 North Main
Hutchinson, KS 67501
316-663-5441

**Intellectual
Freedom:** Cynthia Berner
Westlink Branch
Wichita Public Library
8515 Behemeyer
Wichita, KS 67212
316-722-4762

Nominating: Mary Southwell
Murray Public Library
73 W. 6100 South
Murray, UT 84107
801-266-1137

**Professional
Development
Grants:** Bonnie Campbell
Topeka Public Library
1515 West 10th Street
Topeka, KS 66604
913-233-2040 x31

Public Relations: Dorothy Rice
University of Nevada/Reno
Reno, NV 89557
702-784-6564

INTEREST GROUPS

**Interlibrary
Loan:** Edward J. Volz
Denver Public Library
1357 Broadway
Denver, CO 80203-2165
303-571-2033



MPLA Annual Report 1987-1988

President's/Vice President's Report

We are concluding another successful year for MPLA. It is a great feeling to know that all of the work that was done by section chairs, committee chairs, and committee members is paying off with dividends. This annual report will give you a good overview of our activities and accomplishments during the last year.

During the first 10 months of my term as vice-president my primary responsibility has been to work cooperatively with the program chairs of the Nebraska Library Association and the Nebraska Educational Media Association in planning and organizing the 1988 Omaha Conference "PRESERVERS OF THE PAST, SHAPERS OF THE FUTURE." Laureen Riedesel, NLA, Bonnie Zetterman, NEMA, and the various association programming chairs have gone all out to bring together a variety of speakers and programs. Sarah Watson has done an excellent job of coordinating local arrangements and working with the three associations to produce an outstanding conference.

At the beginning of my term as vice president, I was forewarned of the

challenge to coordinate for MPLA two joint conferences. But, I was not prepared to take on the responsibility of president during midterm as vice president. A special thanks to Sarah Parker, Joe Edelen, Jim Dertien, Duane Johnson, and Elmer Bachenburg for their support and counsel during this transition period. Duane Johnson has agreed to serve as interim vice president until we complete the nominating and election process early in 1989. Sarah Parker resigned July 31 as she had accepted the state librarian position in Pennsylvania. We wish her well in her new endeavor and thank her for her leadership in MPLA.

While Sarah Parker was president, a number of new initiatives were undertaken. Through the leadership of the Professional Development Committee the MPLA Executive Board approved the awarding of an "international" Professional Development Grant of \$1,000 to be given at the discretion of the committee. Since approval, the first international grant was awarded in 1988. The special project grant (\$500) awarded to the North Dakota Library Association was completed in September 1988 with the publication *North Dakota Periodical Index 1986*.

A five member special committee on School Media Programs was appointed

to develop an organized effort to promote the need to support ALA's *Information Power*, which illustrates the need for certified school librarians and programming to support school curriculum. The committee is studying the certification standards for school librarians with the objective of identifying a proposed MPLA policy encouraging improved certification standards.

Since the Preservation Section and the Interlibrary Loan Interest Group were formed last September both have been active in program planning for Omaha. Also, bylaws revisions concerning the formation of sections and special interest groups and the filling of vacancies in the elected offices of the association are being proposed for the spring election ballot mailing.

Over the next six months I will be making committee appointments for the 1989-1990 association year. More than 40 members have already expressed interest in serving on the standing committees of MPLA. Members are encouraged to contact me concerning their desire to serve on a committee. Membership application forms have an area for you to indicate your preferences. Your input and recommendations for future MPLA goals and direction would be appreciated.

It is during a period of transition that one comes to appreciate the leadership roles individual members assume within MPLA. It is your personal commitment that makes MPLA strong in service to its members and the library profession. During the next year and a half I look forward to working with you to improve and build upon MPLA's strengths and diversity.

—Jerry Kaup

Executive Secretary Report

1987-88 continued to be a good year for MPLA. The membership count continued to be strong and the JOBLINE use is still on the rise.

The conference in Bismarck, as usual was well-planned, well-executed and had excellent content. Tom Jones and crew did their usual GREAT JOB. We should probably have the conference there every third year as a rule.

For those of you using the JOBLINE, you know that we added an 800 number for the 10 MPLA states. We continue to need help in securing job listings so please send them in as you know of openings.

—Joe Edelen

State Reports

Arizona

The Arizona State Library Association has had two very successful conferences this year. Both conferences were held in Phoenix, and they offered outstanding programs. ASLA conferences continued to attract several librarians and media specialists from other states.

In order for more members and other librarians/trustees to learn more about ASLA, two productive programs were held outside of the Phoenix and Tucson urban areas: one in Bisbee and the other one in Flagstaff. Censorship and collection development are examples of the types of "content" sessions conducted at these meetings.

In April 1988 the voters of Phoenix approved a \$54 million bond proposal to build a new central library (\$43 million), three new branch libraries, and to renovate the Mesquite branch. On March 30, 1988, Arizona State University held dedication ceremonies for the very first building on its new 300-acre campus in West Phoenix. The new \$8.1 million facility was named the Fletcher Library in honor of Robert and Sally Fletcher who have established a \$1-million (nonrestrictive) endowment for the library. This endowment is possibly the largest cash gift ever given to an Arizona library.

Automation projects continue to be implemented and refined throughout the state. The Arizona State University Library was recognized as being the

first library in the world to load Wilson indexes onto its online catalog.

The Arizona State Library Association (ASLA) employed its first executive secretary. ASLA took a strong stand against attempts to remove *Playboy* magazine from the Scottsdale Public Library. The state library association devised a long-range plan, and it made special efforts toward building a stronger alliance with the state library.

—Don Riggs

Colorado

As the Colorado Library Association's representative to MPLA, I attended all MPLA Executive Board meetings and

all CLA Executive Board meetings during the past year.

CLA actions of interest included:

- authorization of \$50 payment to MPLA to help support the Jobline.
- establishment of the Colorado Library Educational Foundation, an adjunct organization to CLA for the purpose of receiving charitable contributions and gifts and providing grants for library projects CLA has not been able to fund.
- addition of a "Lifetime Achievement Award" to acknowledge a librarian or information specialist who has demonstrated continuous commitment and dedication to the library profession over the years.
- continuation of the site selection process for the joint CLA/MPLA

conference to be held in Colorado in 1993.

The main "excitement" for Colorado libraries as a whole happened when the Governor, as part of state budget discussions, suggested eliminating the Colorado State Library. CLA's Legislative Committee mobilized librarians and friends throughout the state. Citizens wrote the Governor and the press detailing the disastrous effects of ending the state library and its many programs including regional library service systems, payment-for-lending, the Colorado Resource Center, and County Equalization. The effort was successful, the State Library survived, and the Governor is now aware of the many services provided by and through the state library.

—Judith Zelenski

Kansas

The first increase in Kansas public library state aid since 1981 was approved by the Kansas Legislature and vetoed by the Governor following the close of the 1988 session. The increase was to have helped local libraries fund the transition of the Kansas Library Catalog (a statewide index to Kansas library holdings) from microfiche to CD-ROM technology. Since the transition is close at hand, local libraries have had to hurriedly come up with the funds to purchase Brodat LePac units to run the CD-ROM Kansas Library Catalog.

Kansas Public Library Standards were revised by a committee chaired by Cynthia Berner of the Public Library Section of the Kansas Library Association. The final draft of the standards was approved at the first Public Library Section Conference in 1987.

The 1988 Tri-Conference, "Humanizing the Information Age," was held in Kansas City, Missouri, March 23-26. The conference attracted 690 attendees and 77 exhibitors. Highlighting the Conference were speakers Bill Kurtis, CBS anchorman, and authors Rex Buchanan, Jim McCauley, Richard Rhodes, and Gary Paulsen.

Kansas Library Association officers for 1987-88 were: Max Leek, Pres.; Sue Hatfield, Vice-Pres.; Paul Hawkins, Secretary, and Marcella Ratzlaff, Treas. 1988-89 officers are: Marlene Hendrick, Pres.; Karen Cole, Vice-Pres.; Charlene Grass, Secretary, and Marcella Ratzlaff, Treas.

As of April 30, 1988, Kansas has 146 personal members in MPLA, an increase of 113 members over Aug., 1985.

—Melanie Miller

Montana

The Montana library community has rallied efforts and personnel to prepare for the upcoming biennial legislative session (January 1989). A statewide Friends group and a grassroots communications network is coalescing to promote Information Access Montana.

This legislative initiative is a direct state aid bill designed to support public libraries hobbled by a tax freeze, to relieve federations hard hit by declining coal severance tax revenue, and to provide for interlibrary loan reimbursement. Also the bill will assist the devastated university libraries and establish a statewide borrowers card. To provide support for the bill, the State Library has been collecting information on interlibrary loan costs during the year.

Montana's library automation picture was improved by the addition of an INLEX system at Montana State University (Bozeman) and a Dynix system at Parmley Billings Library. Great Falls Public Library won a \$400,000+ bond election in June and Missoula Public Library is campaigning for a like amount in a general obligation bond election on November 8.

The 75th Montana Library Association convention in Helena was attended by 470 librarians, trustees and exhibitors. Presidents of ALA, MPLA, and PNLA participated. Montana's 100th birthday will be celebrated in a big way at the joint MPLA/MLA convention in Billings April 26-29, 1989.

Five small towns without public library service each received a \$15,000 LSCA grant to enable existing school libraries to expand their services to the general public. Other federal grant projects include the trial development of a statewide materials delivery system, the exploration of voluntary certification of public librarians, the employment of an automation consultant, the provision of WLN Laser Cats, the study of 800 number telephone reference service at a number of locations, and the creation of a statewide media campaign.

That campaign, Mindflight, featured television and radio commercials, a newspaper advertisement and a poster/postcard design and distribution. The campaign won a John Cotton Dana Special Project Award at the 1988 ALA conference. Another statewide project, FAXNET, featured the placement of telefacsimile machines in sites across the state. This project won a 1987 Silver Office Automation Award.

Finally, the state was saddened by the resignation of State Librarian Sarah Parker who moved to Harrisburg to become the Pennsylvania state librarian.

—Ted Schmidt

Nebraska

In October, the Public Library Section of NLA completed the *Guidelines for Excellence*, a new public library guidelines/standards developed by an ad hoc committee of the Public Library Section and the Nebraska Library Commission. Procedures for a *Certification for Public Librarian Program* was also approved.

Rod Wagner was named Director of the Nebraska Library Commission by the Nebraska Library Commissioners in

February following a national search. Rod has worked in a variety of roles since joining the Commission staff sixteen years ago. He developed the program for state aid to public libraries and currently administers the federal program making construction grants to public libraries in the state. Since 1983 Rod has directed NEBASE, the state network delivering computerized services through the OCLC.

In March, the NLA College and University Section had a reciprocal borrowing agreement among cooperating college and university libraries in Nebraska become effective.

The JMRT Section has produced an updated edition of the *Directory of Nebraska Library Associations*, which includes all library organizations in the state.

The NLA Continuing Education Committee compiled the *Consulting Skills Directory* to help program planners identify possible speakers for workshops and conventions in the state.

The highlight for the State will be the MPLA/NLA/NEMA Tri-Conference in Omaha with MPLA in October. Looking forward to seeing you there.

—Ella Jane Bailey

Nevada

The Nevada Library Association launched an exciting year for libraries and the state's citizens. Governor Richard Bryan proclaimed 1988 to be "The Year of the Library" on January 22 at the NLA Board Meeting in Carson City. Librarians, legislators, trustees, and the public packed the room to hear his proclamation and remarks. State Librarian, Joan Kerschner, and NLA President, Danna Sturm, received the proclamation urging librarians to "encourage all Nevadans to enjoy support, appreciate, and most of all use our libraries and all the galaxies of opportunities waiting inside them."

Continued activities throughout the year have included the production of bumper stickers and bookmarks, a Year of the Library videotape, a 12 foot x 15 foot banner for display, and a balloon launch. The Association's membership chair with the Board's approval also employed some innovative ideas to boost NLA membership. At the end of August there were 269 members, 98 of which were new members since January.

NLA's activities for the year will culminate October 19-22 in Sparks, Nevada at the annual conference. The conference theme, "Year of the Library: Freedom to Read," will be highlighted by keynote speakers, Judith Krug, ALA, Office of Intellectual Freedom, and Herbert Schiller, author of *Information and the Crisis Economy*.

1988 also marks for Nevada the production of the State's first CD-ROM catalog. For Nevadans this means access to information on over 1.3 million library items, 700,000 unique

titles. The CD-ROM catalog will be produced twice a year. For many libraries it will be used as a backup to their online catalog and in some cases will be the catalog.

Additionally the year has seen the fruition of \$35 million in library construction expenditures with 25 new or expanded public libraries being completed or nearing completion. Along with the new construction for public libraries, the detailed planning for the construction of a new Nevada State Library and Archives in the Capitol Complex area in Carson City is almost finished. The 1989 Legislature will be considering the construction funding for this important project.

A Needs Assessment Study conducted by a private consultant for the Nevada Advisory Council on Libraries and the Nevada State Library and Archives will also be completed this year. The report from the study will be a working tool along with other local and state planning activities to outline issues and needs that Nevada's libraries will be working to address. Already working committees have been established for continuing education and interlibrary loan.

The Nevada Department of Education has hired the State's first school librarian consultant. Already we have seen a cooperative school/public library system developed in a geographically large but population small county. Plans are also underway to include schools in our statewide automation program.

1988, The Year of the Library, has been a year of planning, hard work, and achievement for Nevada.

—Joyce C. Lee

South Dakota

Health professionals in South Dakota now have improved access to biomedical information through the South Dakota Med-Fax Network. The network, funded by a Bush Foundation grant, uses telefacsimile transmission of information and interactive simultaneous remote searching (ISRS) to speed delivery of biomedical information. Fifteen medical libraries geographically located throughout South Dakota provide telefacsimile delivery. ISRS Searching is done by contacting one of four sites in Rapid City, Pierre, Sioux Falls, or Vermillion, extending MEDLINE access to rural health professionals.

S.D. Senate Bill 181 proposing a set of amendments to the Obscenity Law which would have expanded the definition of obscene material, was opposed by many of the librarians in SDLA. Although the bill passed out of committee it was later tabled.

At the spring meeting the SDLA Executive Board voted unanimously to support the MPLA Jobline with a \$50 annual contribution.

By July of 1988 UNYSIS had installed the PALS system in 10 South Dakota libraries. In 1987 only Black Hills State

College had the PALS System operational. The South Dakota 1988 Legislature approved the funding for adding nine state supported libraries to the South Dakota Library Network. The online catalog was the first subsystem installed. After July 1, 1988 records for the holdings for four private college libraries and one public library were added to the database.

A statewide summer reading program is planned to coincide with the celebration of the South Dakota Centennial in 1989. The Centennial Summer Reading Club Committee hired artist, Susan Wagner of Sioux Falls to prepare materials for the program with the theme "Dakota Book Rush."

"The Library—The Know Place" was the theme for the SDLA Annual Conference in Rapid City, South Dakota on October 5-8. With the financial assistance of an MPLA preconference grant a leadership preconference was offered. Drs. Jack and Marilyn Saunders presented "Leadership: Developing Professional Communication Skills."

—Mary Caspers

Utah

The 1988 session of the Utah Legislature closed Wednesday, February 24th. The session as a whole was favorable to libraries — public, school, and academic.

Public library service made significant gains. Strong lobbying contacts by ULA's Legislative Committee and a supportive Appropriations Subcommittee won an increase of \$80,000 in the public library development grant budget. As a result, nearly \$200,000 will be distributed under this program in fiscal year 1989.

Library service to the blind and physically handicapped also made progress. Members of the Governor's Advisory Council for the Visually Handicapped and the blind community convinced legislators of the need for a microcomputer-driven braille printer at the Utah State Library.

Formerly, material not published in braille had to be hand-transcribed, a slow process requiring volunteers with extensive training. The new equipment allows anyone familiar with word processing to key text normally with the microcomputer translating the text into braille. A new position was funded at the State Library to work with this program.

School library media centers, while winning no new funding, at least received special Legislative attention. House Joint Resolution 32, introduced by Representative Olene Walker, passed by both Houses and signed by the Governor, recognized the vital role library media centers play in the educational process.

Special purpose optional funding for school library media centers was retained at last year's level, a significant victory given the general trend toward block grants.

Also of interest was a special

legislative information day held February 10th to inform legislators about school library media services. The activity was organized and sponsored by the district level school library media supervisors and UELMA.

Academic libraries suffered some disappointments. Students had agreed to accept a tuition increase if part of the revenue was earmarked for academic libraries. However final legislative action, although proposing a tuition increase, did not increase budgets for academic libraries.

One ray of hope, however, is a \$150,000 study funded under the Utah Department of Facilities Construction and Management (DFCM). This study will examine academic library building needs (currently estimated at over \$160,000) and the extent to which cooperative services can reduce that need. DFCM hopes to have results of the study in time for the 1989 Legislature.

Under review by a Subcommittee of the Legislative Education Committee are networking and public library laws. The Subcommittee is interesting in providing funding for studying networking and cooperation among all types of libraries. (As a background paper for this effort, Douglas Abrams, State Library, prepared *An Organizational Analysis of Multi-type Library Cooperation in Utah: A Consideration of Basic Issues for Laypersons and Librarians* [Utah State Library, August, 1987].) The legislation would allow library service districts, so that city and county libraries could combine; and city, county, and school districts could combine. The legislation would also address governance and funding for those districts.

A major concern for all Utah librarians is the Tax Initiative petition drive. It was designed to garner enough signatures to place the Initiative Petition Limitation issue on the ballot in November 1988. The drive organizers had until June 1988 to get the required signatures and they made it. The rollback initiative would repeal the tax increases passed by the 1987 Utah State Legislature. This would, in effect, bring the sales tax, motor fuel tax and cigarette tax back to 1986 levels. The rollback would keep all aspects of the state's income tax reform package, while reducing the income tax rates. The dollar impacts, although computed based on unrestricted state funds, would generate greater losses to state and local programs which receive matching federal funding. The "multiplier effect" of state dollars being matched by a 2 to 1 or 3 to 1 basis would have serious effects on those state and local programs receiving federal matching funds. The property tax limitation would place a cap of 3/4 of one percent of fair market value on residential property and a one percent cap on all other property. The projected loss of revenue from the property tax is based on 1986 data, the most recent year for which complete data is available.

The ULA Board recently voted to oppose the tax initiatives and is planning on holding a press conference to announce that decision prior to the election. ULA also organized a Tax Initiative Task Force to assist librarians in their efforts to urge voters to vote against the initiatives.

The ULA Annual Conference was held April 27-29, 1988, in Ogden, Utah. Approximately 335 librarians attended the programs based on the theme: Librarians in a Diverse Society. Winner of free MPLA membership drawing: Jane Dotterer, Salt Lake City Public Library.

ULA Awards for 1988: Distinguished Service: Gerald A. Buttars, Utah State Library. Librarian of the Year: Douglas Abrams, Utah State Library. Special Service to Libraries: Brenda Branyan-Broadbent, Utah State University. Baker and Taylor/JMRT Grassroots Grant: Lenora Berendt, B.Y.U. Special Recognition: Mary F. Petterson, Weber County Library.

Local arrangements for the 5th National AASL Conference, Oct. 19-22, 1989, are being coordinated by the Utah Educational Library Media Association.

The ULA Board approved a proposal for establishment of a paraprofessional certification planning and development board. For the last four years, LART has been studying the concept of paraprofessional certification for support staff.

Strengthening Partners/Strengthening Partnerships (SP/SP) is a concise statement of the key issues confronting Utah's libraries over the next five years. It builds on the 1982 *Utah Plan for Library and Information Services* and its charge to the State Library Board and the Utah Advisory Committee on Library and Information Services (UACOLIS) to develop an updated plan. Unlike the 1982 plan, SP/SP is not a comprehensive document. It highlights activities with the most potential for improving Utah's library services.

A major public relations campaign on literacy took place in Utah during January, February, and March. The advisory council for Project Literacy/Utah included Governor Bangerter, U.S. Senator Orrin Hatch, U.S. Congressman Wayne Owens, former U.S. Secretary of Education T.H. Bell, State Superintendent of Public Instruction James R. Moss, and Fred S. Ball, President of the Salt Lake Area Chamber of Commerce. Sponsors included KTVX, KUED, Utah Endowment for the Humanities, Utah Jazz, Utah State Library, and the Utah State Office of Education. The project was supported by a grant from the Sylvan Learning Centers of Utah. The campaign was designed to heighten public awareness of literacy and to enhance the work of literacy organizations in Utah and ACCESS, the Governor's Commission on Literacy. A state-wide essay contest for students from five to 18 years old took place late January and February. The winner in each of three age categories competed in a national contest. In addition, the March 26th Utah Jazz game honored the essay contest winners and paid tribute to Project Literacy/Utah. A rally in support of literacy was also planned at the State Capitol during the legislative session.

After a lapse of six years, publishers in Utah have again formed an organization. Nikki Naiser of Utah State University Press, president of the new Association of Utah Publishers said, "The incorporation of the AUP at this time represents a renewed interest in book publishing in Utah and is especially exciting since the old association

disbanded about six years ago." The new organization has a dual purpose: to promote all aspects of book and journal publishing and distribution in this region, and to provide a forum for public education concerning publishing.

—Doug Hindmarsh

Section Reports

State Agency, Cooperatives, and Systems Section

Officers for the 1987-88 year are: Darlene Staffeldt, Montana State Library, Chair; Sheila Cates, Montana State Library, Vice-Chair, Chair-Elect; Sandi Long, Utah State Library, Secretary. The section met at the 1987 MPLA Convention in Bismarck, ND and had a lively discussion of possible name changes. The MPLA Board approved the new name (which was selected by mail ballots of the Section's membership at its May meeting. The new name is State Agency, Cooperatives, and System Section. The Nominating Committee, Sheila Cates Chair, Paul Hawkins, Merilyn Ridgway, and Dorothy Liegl have been working on an excellent slate of candidates for section offices. The Section will be sponsoring two presentations at the Omaha Conference. One is entitled Cooperative Collection Development and the second on Comparable Worth. We hope to see lots of you at our Omaha business meeting as well as at the presentations. Thank you.

—Darlene Staffeldt

Technical Services Section

"Innovation and Change in Technical Services Operation" is the topic of a program jointly sponsored by MPLA Technical Services Section and the MPLA Academic Section to be presented at the October 1988 Tri-conference in Omaha, Nebraska. Guest speakers will be Lois Schneberger, Head of Original Cataloging at Special Languages at Arizona State University, and Suzanne Streidieck, Chief of Bibliographic Resources and Services at Pennsylvania State University. They will discuss two contrasting reorganizations which recently occurred at their respective libraries: Ms. Schneberger represents an institution that has

undergone changes while still maintaining a "traditional" technical services department, while Ms. Streiddeck will describe an organization in which public and technical service functions have merged.

Current officers in the Technical Service Section are: Chair: Patricia A. Eskoz, Auraria Library (Denver); Vice-Chair/Chair-Elect: Susan Allen, Laramie County (WY) Community College Library; Secretary: Rosario Garza, Bibliographical Center for Research (Denver); Secretary-Elect: Ann Kuntzman, Casper College (WY) Library. Program committee members are Ann Kuntzman, listed above; Margaret Blue, North Dakota State University Library; and Jack Nixon, Brigham Young University Library.

—Patricia Eskoz

Children's/School Section

Planning an author conference for MPLA in Omaha was the main focus of the Children's/School Section this year. Speakers include Gary Paulsen, Eve Bunting, Gloria Miklowitz, Bruce Degen, and Alden Carter.

Programming for the main conference was also a concern and include a session on booktalks and a talk by Gary Paulsen.

Dorothea West and her committee have continued their research on accreditation standards for school libraries.

—Marilyn Grosshans

Public Library/Trustee Section

With two conferences (Omaha, NE and Billings, MT) scheduled during the next twelve months, program planning has been the major activity for the section.

The section has joined with the Public Library Section of the Nebraska Library Association to present three programs at the Omaha conference.

James Billington, Library of Congress, will present "The Library of Congress and the 21st Century: A dialogue with the Librarian of Congress." Gene Morton, a management consultant from Lincoln, Nebraska will present a program on strategic thinking for libraries. "Insight, Image and Illusions: A report of ALA's Communication Audit of the Platte County (WY) Public Library" will be presented by Peggy Barber, Associate Director of the American Library Association, and Lesley Boughton, Director Carbon County Library (then Director of Platte County Library).

Additionally, the section chair, Ed Byers, will address the Nebraska Library Associations Trustee, Users and Friends during the joint conference at Omaha. The section is also serving as the official sponsor of a conference program "I'll Invest My Money in People: W.K. Kellogg, Libraries and Lifespan Learning" that was put together by Mary Jo Ryan at the Nebraska Library Commission.

Preliminary programming has started on the Billings conference. A survey of the section membership regarding future conference topics of interest is planned for early 1989.

Eloise Fasold (Colorado) was elected Vice-Chair/Chair Elect and Carol J. Connor (Nebraska) was elected Secretary/Treasurer for the term of office covering the Omaha and Billings conferences.

Special thanks to Carol Connor, who in her role as Chair of the Nebraska Library Associations' Public Library Section, shared the program planning duties and to Laureen Riedesel, who managed the campaign to bring Dr. Billington to Omaha.

—Edward Byers

Academic Libraries Section

This year's chair, Mary Carter, resigned in July, as she accepted a position on the West coast. The Section is co-sponsor for five programs at the Omaha conference and, in addition, Jerry O'Donnell, the Commerce Department's Regional Coordinator for Data Services, will give a presentation on the 1990 census and its statistical products. The Academic Luncheon on October 20 features Connie Miller, Indiana University Libraries, who will speak on the "Role of Instruction in an Information Profession."

This will be the third consecutive MPLA conference that the Section has conducted a Research Forum for presentation of juried papers. Fifteen abstracts were received and a jury of three academic librarians had the difficult task of choosing six for conference presentation. The University Press of Emporia State University will again publish the Proceedings, which will be available for purchase at the conference. Next spring's MPLA conference in Billings will also include the Section's Research Forum, and the deadline for submission of abstracts is December 1, 1988.

—Doug Birdsall

Committee Reports

Bylaws and Procedures Committee

At the direction of the President and Executive Board, the Bylaws and Procedures Committee reviewed the pertinent bylaws and submitted amendments to the Executive Board for inclusion with the 1989 MPLA ballot in the following areas:

- 1) Provision for alternate representatives for state associations
 - 2) Inclusion of state representatives in the executive Board quorum
 - 3) Filling vacancies in the Vice President and Recording Secretary positions
 - 4) Creating a new Article on conferences
 - 5) Adding Arizona as an MPLA state
- Since Article VIII Sections and Interest Groups were assigned to a special committee, no work was done on this section.

No work was completed on the *Manual of Procedures*.

—Virginia Boucher

Professional Development Grants Committee

1988 brought an overwhelming response to our professional development program from the membership throughout the region. As of September 6, fourteen of seventeen grant requests had been approved. Credit is due former chair, Dick Allen, his committee members, the state representatives

and other MPLA members for successful efforts in promoting our grants program over the past two years.

A milestone for the committee was the awarding of the first international grant of \$1,000 for participation in professional development activities outside the continental United States. The 1988 International Grant went to Elnora Mercado of Denver for participation in the International Symposium on New Techniques and Applications in Libraries at Xi'an Jiaotong University, Xi'an Shaanxi Province, China. Elnora will deliver a report to the membership during the 1989 conference in Billings.

Due to the high volume of grant requests received this year, it is apparent that the committee needs to review and refine our selection process. Our energies will be directed to this purpose when we meet together during the Omaha conference.

My thanks to the 1988 committee: Kathryn Ziegler (Colorado), Myrna Hudson (Kansas), Cynthia Harksen (Montana), Dick Allen (Nebraska), Janet Mastalir (Nevada), Jean Busta (North Dakota), Judy Johnson (South Dakota), Randy Olsen (Utah) and Allen Keinert (Wyoming). Bettie Powell was recently appointed to the committee as the representative from Arizona giving the committee full representation from the MPLA states.

We serve with great regard for the continuing education of library personnel and look forward to another year of support for the professional growth of MPLA members.

—Bonnie Campbell