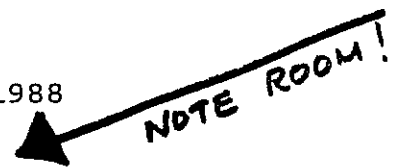


1988-89  
ACADEMIC SENATE  
California State University, Sacramento

AGENDA

Thursday, November 17, 1988  
2:30 p.m.  
Psychology 150



**INFORMATION**

The Library faculty will make a 90-minute information presentation on the Library, followed by a 30-minute question and answer session.

The topics that will be covered are listed below:

Introduction - Sheila Marsh, Academic Senator, Library

1. Planning - Jennifer Ware
  - Library's five-year plan with annual review
  - CSU Year of the Library
2. Building - Sheila Marsh
  - floor plans
  - rationale for building and location of services
  - consolidation of periodicals
  - staffing impact
3. Library Instruction - Sheila Marsh
  - Master Plan for Library Instruction
  - Library Instruction Handbook
4. Budget - Barbara Charlton
  - Library materials
  - periodicals - cancellation of subscriptions
    - classification or alphabetical arrangement in new building
  - staffing
5. Integrated Library System - Jennifer Ware
  - definition and current status
  - benefits - "what it can do for you"
  - staffing impact
6. Questions

**REGULAR AGENDA**

The following items are presented for First Reading (for arguments for and against, see Attachment):

AS 88-119A LIBRARY

The Academic Senate recommends that the periodical collection be centralized on the fourth floor of the Library.

AS 88-119B LIBRARY

The Academic Senate recommends that the unbound periodical collection be shelved separately from the bound.

AS 88-119C LIBRARY

The Academic Senate recommends that the Library periodical collection be cataloged and classified according to the Library of Congress classification system.

AS 88-119D LIBRARY

The Academic Senate recommends that the appropriate funding at the University level be made available for cataloging the periodical collection by Library of Congress numbers.

LIBRARY SUBCOMMITTEE RECOMMENDATIONS AND ARGUMENTS

AS 88-119A LIBRARY

The Academic Senate recommends that the periodical collection be centralized on the fourth floor of the Library.

**Arguments For:**

1. Allows for more student space on other floors.
2. One area for all periodicals and microforms increases the ease of access to those collections.
3. Plans for compact storage in the Library were based on centralization of periodicals.
4. Better security will be possible.
5. More efficient use of Library personnel who can become periodical specialists will be allowed.
6. Binding operations will be more efficient.
7. Centralization of photocopying will be allowed.
8. In general, less staff will be needed to deal with periodicals.

**Arguments Against:**

1. Poorer access to information.
2. Greater difficulty in using periodicals in conjunction with books.
3. Loss of periodical specialists by subject area.

AS 88-119B LIBRARY

The Academic Senate recommends that the unbound periodical collection be shelved separately from the bound.

**Arguments For:**

1. Better security and control of current periodicals.
2. Facilitation of user browsing through current periodicals.
3. Centralization of binding.

AS 88-119C LIBRARY

The Academic Senate recommends that the Library periodical collection be cataloged and classified according to the Library of Congress classification system.

**Arguments For:**

1. Browsing would be facilitated by grouping journals that are related to a particular subject.
2. Access to periodicals by subject area would be facilitated.
3. Changes in journal titles will not cause a journal to be shelved in more than one location.

**Arguments Against:**

1. Access to periodicals would be greatly complicated by the necessity of looking up a call number each time a periodical is desired.

DELETERIOUS EFFECT OF PERIODICAL PRICES ON BOOK PURCHASES

Library periodical prices have increased at an unreasonably high rate:

1985- 7% 1986- 11% 1987- 12% 1988- 14% 1989- 16% 1990- 18%(est.)

1988 inflation rates by department: Education 10.5% Humanities 12%  
Sci/Tech 19% Soc Sci & Bus 14%

In the immediate past the Library met the inflationary price increases for periodicals at the expense of the allocation for books and other materials. The long term effect became evident when we compared allocations for 1985/86 to those projected for 1989/90. The book fund showed an increase of only \$33,982 while the periodical fund increased \$138,594.

Because of the effect on the book budget, during 1986/87 the Sci/Tech Department cancelled \$20,000 in subscriptions, and in 1987/88 the Library policy of meeting all periodical subscription costs was discontinued. The result was the deficit in funding periodicals noted above which necessitated the cancellation of subscriptions for 1989.

FUTURE LIBRARY ISSUES

Integrated Library System - Cost estimated at \$600,000 - \$700,000

Classification of Periodicals - Cost estimated at \$200,000.

Some faculty members have proposed to the Library Subcommittee that periodicals be shelved by the Library of Congress Classification (call numbers) instead of alphabetically by title. Various advantages and disadvantages are listed below:

Disadvantages of L.C. Call Number Order

- \* Periodical indexes and abstracting services cite periodicals by title.
- \* Users must learn a new system.
- \* Expensive - may cost a minimum of \$200,000.
- \* Requires more time to locate periodicals. The call number must be determined and recorded for each title. It's unlikely one could skip this process because call numbers are long and not easy to remember.
- \* Most subjects will not have titles classed in one call number which is the primary purpose cited for classifying by L.C. call numbers.

Advantages L.C. Call Number Order

- \* L.C. classified order facilitates browsing by specific subject.
- \* Promotes standardization. Most UC & half of the CSU campuses classify periodicals. With the advent of an integrated library system for this library, UCD Libraries will be able to access our catalog. The ability to use call numbers would be desirable.
- \* A specific designation (call number) puts a periodical in one place regardless of acronyms, abbreviations, title changes, etc., and eliminates shelving problems caused by any or all of these factors.

# Guest Editorial

## Journal Costs: Perception and Reality in the Dialogue

As the debate on journal costs heats up, librarians are seeking or creating new opportunities for dialogue with publishers through ALA committees, conferences, retreats, and, ironically, journals. My own experiences wrestling with the issue have convinced me that this well-intentioned attempt at reason is doomed because it is founded on the false premise that the publishers whose journals are bankrupting us are earnest partners in the business of higher education.

Our image of the scholarly publisher is sadly out-of-date. We seem to imagine an elderly gentleman wearing a green eyeshade, sitting at a roll-top desk in a London office—a study, rather—near the British Museum. He spends his days writing letters of helpful advice and encouragement to young scholars, preparing them in his time-honored way for lives of productive authorship. Surely, if we can only catch his ear for a few hours of "dialogue," he'll realize what a fix we're in and find a way to lower his prices and make us happy.

The reality is that most of the strain on our budgets is generated by the journals of a few publishers, owned and directed by large multinational holding companies with diverse interests. These conglomerates are rapidly acquiring firms engaged in all related aspects of the information business, such as telecommunications, printing, and database brokering. Their profits are considerable (e.g., Pergamon Journals' pretax profit of £19,000,000 on a turnover of £49,000,000 in 1985). And in spite of our sincere attempts at dialogue, their credibility is almost exhausted. We've heard every imaginable excuse for this year's price increases, from the fact that it's an election year (per Robert Miranda, President of Pergamon Press, at ALA) to poor business judgment the previous year (Gordon & Breach, in a November 1987 mailing).

These publishers are not really in the business of education; their business is making money. Robert Maxwell, whose many holdings include Pergamon journals, recently laid out his approach to publishing in an interview in his own new journal, *Global Business* (Spring 1988, p.41+): "I set up a perpetual financing machine through advance subscriptions as well as the profits on the sales themselves. It is a cash generator twice over. It's no use trying to compete with me." His interviewer defines Maxwell's original strategy: "If Pergamon could win the trust of scientists it could establish the standard journal in each specialisation, and that would give it a series of publishing monopolies . . . scientists are not generally as price-conscious as other professionals, mainly because they are not spending their own money."

And Maxwell plans a chilling future for us: "I am determined that Maxwell Communication Corporation will be one of what I expect will be only ten surviving global publishing companies." "MCC," says the interviewer, "is moving over to electronic publishing as fast as possible . . . MCC is able to recycle the same piece of information, selling it several times over, having either bought it outright or paying a royalty that is less than the price the company can obtain by reselling it. In paper-based publishing, this process involves the additional cost of paper, printing, packaging and transport, and in many sectors the market price is restrained by competition. None of those applies in electronic publishing, once a user has the equipment . . . that means that every additional sale can amount to pure profit—and every use is metered and charged for, unlike books when they are plucked off a shelf."

Whatever they may proclaim during our seemingly endless "dialogue," the journal publishers causing the problem have their eyes on our materials budget and expect to get it—all of it. They use every possible twist of pricing, enumeration, and pagination to disguise price increases that are quickly gobbling up monograph and retrospective purchase funds and turning general academic libraries into science journal collections. Off the record, they describe us as powerless functionaries, unable to resist faculty pressure to subscribe, habitually attuned to approving bills for payment unquestioned, and capable of little else. And though they're few in number, the success of their current strategy will inevitably seduce others into joining them.

What do they suggest we do? Find more money to give them, that's what. Karen Hunter, vice-president at Elsevier, suggested at this year's ACRL/WESS conference in Florence that librarians should find inflation by charging the faculty for library use and dunning local citizens and foundations. Publishers clearly regard library budgets as expandable, an attitude that is unfortunately reinforced whenever a prominent library succeeds in finding extra funds. This attitude is also fortified by the traditional mindset of those librarians who see it as our primary job to spend more money on materials and as heresy to address any other approach to the problem.

Now that resistance to price gouging is becoming widespread, publishers are hearing talk of boycotts and using legal bluff and bluster to squelch it. Martin Gordon, of Gordon & Breach, has written irate letters to librarians who have canceled his titles, including at least one threat to sue for complaining to an editor that issues of a certain journal are now being labeled as volumes. (In fact, 1988 issues of that title, *Early Child Development and Care*, are these publishers assume we are a captive market, compelled to acquire needed material from the only possible sources at whatever prices they choose to charge. Electronic publishing is no panacea; the publishers own the copyright and are quite capable of setting their prices by dividing our published book budgets by the number of units ordered.

In the long run, though, we hold the most important cards. The raw material of scholarly publishing, the research and writing, originates within the research community, as does the copyright to it. The commercial publishers are in the information conduit for historical and anachronistic reasons; there is no technical or economic reason why they must remain a part of it. Unthinkable as it might have seemed until very recently, the idea of the academy retaking control of the bulk of scholarly publishing is being forced into consideration by the practices of the commercial publishers themselves. Their bills simply cannot be paid indefinitely, and something must give.

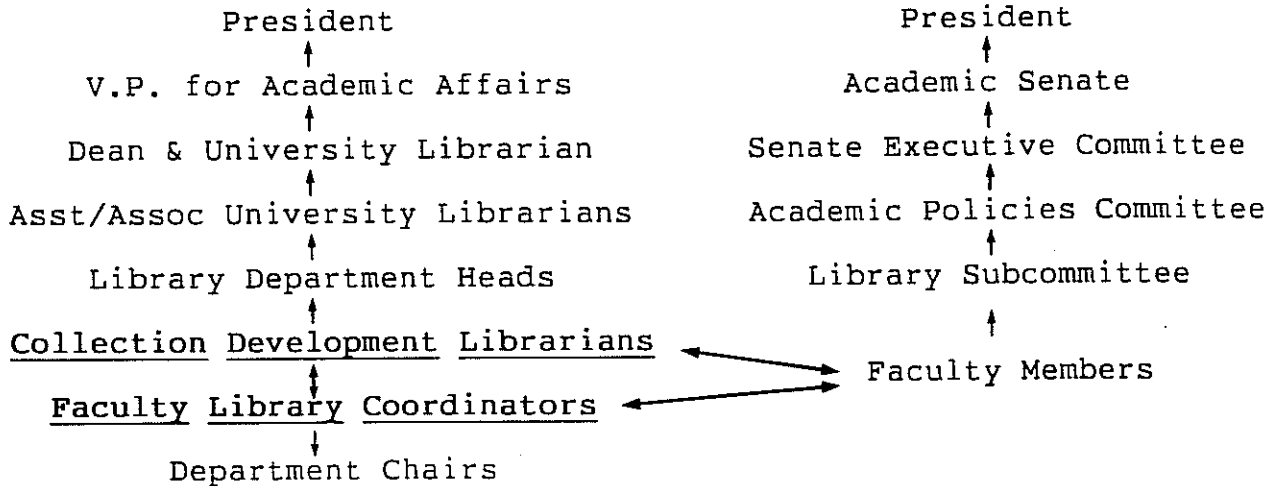
I suspect that the sleeping giant of higher education is about to wake up to this problem, and that a long-term solution will be mandated by the faculties and chief administrators of universities and colleges, and by the professional societies. After all, scholarly information originates here in the academy; there's no reason why it shouldn't become a financial asset for education rather than a liability. If, in the distant future, "every use is metered and charged for," I hope to find Robert Maxwell on the paying, rather than the receiving, end.

We do need further dialogue, then, but not with the commercial publishers. We already know their aims, and they know our weaknesses. Academic librarians and their colleagues in higher education need to sit down and devise a strategic long-range solution to the journal cost problem, together with serious academic publishers and booksellers, who have as much to lose as we do if no solution is found. The strategy should be based on a realistic assessment of the situation, rather than the platitudes and prevarications that have dominated the other side of the dialogue up to now.

JAMES THOMPSON

James Thompson is University Librarian at the University of California, Riverside, and chair of ACRL's new discussion group on journal costs in academic and research libraries.—CM.

LIBRARY - CAMPUS COMMUNICATION PROCEDURE



FACULTY-LIBRARY COORDINATOR PROGRAM

"The faculty member is represented in the book ordering process by the faculty library coordinator, who is appointed by the dean of the school, chairman of the division or department head prior to the beginning of the school year. Each reference librarian works with a faculty counterpart in selecting appropriate titles for library purchase in his particular area of specialization." (Previous edition of the University and Colleges Administrative Manual, Section 323.4)

"The liaison role that [coordinators] assume for [their] colleagues forms a vital communication link to the Library so that their needs are addressed .... Coordinators focus on book ordering [and] identify new and significant scholarly trends, report important shifts in the curriculum, and comment on .... collections. Each semester librarian and faculty coordinators meet to discuss collection development and other library services." (Guidelines for Faculty-Library Coordinators approved by the Library Subcommittee, 1983.)

Library Subcommittee Members

Mario Pietralunga, Chair (Arts and Sciences); Joan Al-Kazily (Liaison, Academic Policies); Priscilla Alexander (Health and Human Services); Paula Eldot (Arts and Sciences); Judy Jones (University Staff Association); Harold Kerster (Arts and Sciences); Karen (Kay) Moore (Education); Bruce Palmer, Secretary (Library); Fred Reardon (Engineering and Computer Science); Elizabeth Stevenson (Health and Human Services); Vacant (Business and Student members); Charles Martell (Dean and University Librarian) ex-officio.

LIBRARY COMMITTEES THAT INCLUDE INSTRUCTIONAL FACULTY MEMBERS

- Library Planning Committee
- Library Budget Committee
- Library Building Committee

## INTEGRATED LIBRARY SYSTEM (ILS)

- \* An Integrated Library System, or ILS, is an automated system which uses a single bibliographic database to perform many functions currently performed manually (e.g., card catalog) or by separate automated systems (e.g., circulation).
- \* The ILS, unlike the separate systems, will allow performance of several functions (e.g., catalog maintenance, ordering, serials control, circulation, record-keeping, report production) using the one bibliographic database.
- \* Users will be able to search the database for items by author, title, subject, or call number.
- \* Modifying searches will also be possible, by such characteristics as date of publication, or language of publication, and by using logical operators ("and," "or," "not").
- \* Citations to authors or subjects which may be filed under more than one listing (e.g., Mark Twain or Samuel Clemens) will be retrieved by searches on any one of the listings.
- \* Users will be able to determine the circulation status of materials. This includes information about materials such as if they are checked out, when they are due, and if any holds have already been placed on a particular title.
- \* Users interested in items recently published will be able to ascertain whether the Library has ordered an item.
- \* Users will be able to look up information about our periodical collections, and will be able to find out whether a specific issue of a journal has been received. If it hasn't arrived, information about when the specific issue is expected will be available.
- \* Users will be able to identify which periodicals are currently at the bindery and when they are expected to be returned to the Library.
- \* Information will be accessible from terminals throughout the Library. Using the campus' telecommunications network, or ISN, users will be able to gain access to all this information from other terminals both on and off campus (faculty and administrative offices, dormitories, home).
- \* Estimated total cost: \$600,000 - \$700,000.