President's Message

Our Chapter will have new challenges in the coming year that will require excellent leadership and the participation of all members. With the restructuring of the California Library Association, the Technical Services Chapter will need to reassess its purpose in order to determine how it fits into the new structure. We will need to apply for Section status and formulate new bylaws. Our current discussion groups will also need to be reassessed to determine if they should become Interest Groups within the new structure. All of this must be accomplished within the guidelines and framework of the Association. The role of the officers in the Sections may be to serve as delegates of the Council. This opportunity enables our constituency to have better representation in the Association but also heightens our responsibility.

The nomination slate for 1992 Officers for our Chapter is included in this newsletter. Jim Dwyer, as past president, with help from Brenda Crotts and Julie Rankin, have recruited an excellent group of individuals willing to contribute their time, enthusiasm and leadership skills to the exciting year ahead. Please carefully consider your choices and be ready to assist the Chapter in moving toward a smooth transition.

Diane Bebb, President
CLA Technical Services Chapter

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Roster of Officer Revisions

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Serials Workshop

Friday, September 13, 1991, the Northern Region Technical Services Chapter and the School of Library and Information Studies, University of California, Berkeley, is sponsoring a serials workshop.

The program at the UC Berkeley campus, will be in two parts. The morning session will feature serials automation and include serials control modules of OPACs (large and micro-based systems; and format issues such as holdings, multiple versions and format integration.

The afternoon session will focus on cataloging and include such topics as standards; series authority control; and seriality of various media.

More details will follow at a later date.
For further information, please contact: Amanda Barrone, 212 Library, University of California, Berkeley, CA 94720, 415/642-2331; or Amy Algier-Baxter, Santa Clara University Library, Santa Clara, CA 95053, 408/554-5556.

Interdependence With Vendors

The Spring meeting, co-sponsored by the Northern Region Acquisitions and Serials Discussion Groups, was held Friday afternoon, June 7, at Sunnyvale Public Library. The program theme was "Interdependence With Vendors." The first part, "Electronic Communications Between Vendors and Libraries" included presentations by vendors; the second part, "Panel Discussion, the Librarian's Perspective," featured speakers from Bay-area libraries.

Lennie Stovel, Manager, Intersystem Applications, Research Libraries Group, described the diverse standards governing data management today, including the Z39.49 Standard (for fixed format), the Z392 standard, and the X12 standard, a core standard developed by vendors for communicating data in electronic data interchange (EDI), i.e., moving data between systems. NIOS is shifting to the X12 standard; VAN (value added networks) have been developed to translate X12 to Z39.49. She reviewed the BISAC/SISAC formats for transmitting order information, and UN/EDIFACT, the international format.

Christian K. Larew, Marketing Director, Customer Electronic Services for Baker and Taylor Co., represented the book vendor. He described Baker and Taylor's application of electronic ordering through use of the BISAC format. B&T currently works with 31 publishers, and is anticipating the replacement of the standard for orders by the X12 standard. Its future plans include development of its "system-ready" books module, and the retention of order records.
in a history file that would be accessible to librarians to enable retrieval of their own order information.

Sandra Weaver, Vice-President, Innovative Interfaces, Inc., spoke as a representative of the library system provider. She described may facets of data interfacing that are either overlooked by librarians, or simply remain a mystery. In the process she raised a number of questions: 1) What is the purpose of data interface and what type of data will be interfaced? 2) What will be the communication format for data? 3) Does data have to link up with an existing record? 4) What will be the communication medium? Tapes? Networks?

Emphasizing serials control system, she discussed the flow of data and how INNOVACQ interacts with accounting systems. In electronic ordering, the length of field is critical, and information is being lost. She reviewed approval plans, serial invoices, and the need to transmit linking numbers for titles to vendors. She concluded that standards are going to be used by more and more people; there will be more uses for electronic data; and more and more places will be interacting with more systems.

The second part of the program consisted of a panel of three librarians. Nancy Slight-Gibney, Head of the Acquisitions Department of Michael Orradre Library, Santa Clara University began. She described Santa Clara’s use of electronic ordering through EBSCO. This is a mat system using floppy discs. This system has not eliminated paper which is still needed for the business office. In the future, she anticipates an increase in electronic ordering, and would like to see development of electronic claiming. She also raised a number of questions concerning technical service workflow in an electronic ordering system. Will the order record be the catalog record? What about quality control, and how would that be achieved?

Ayana Hopson, Head Monographic Acquisition Processing, UC Berkeley Library, summarized activities with vendors. She described the use of INNOVACQ for ordering and processing and how it has revolutionized acquisition activities since its purchase in 1987. Data is transmitted electronically overnight, and every title has a tracking record. This system is currently handling 650 approval-plan titles a month. Two problems remain: 1) the Order Division has problems handling different formats, and 2) duplicates and added copies must still be flagged for review by selectors.

Ed McBride, Head, Automated Systems, San Francisco Public Library discussed the effect that the building program has had on operations. The library is currently using RLIN and INNOVACQ, and will close its card catalog July 1, 1991. Major activities are training classes in the MARC format and planning for the installation of 648 terminals — certainly a challenging prospect. He discussed difficulties surrounding processing into a database for multiple locations and the need to provide access to serials.

**SCTPG News**

New officers are in place on the Board of the Southern California Technical Processing Group. Susie Gegenhuber (Pasadena Public Library) is current President. Derry Juneja (Riverside City and County Public Library) is newly elected as Vice President/President-Elect. Pat Del Mar (Long Beach Public Library) will serve a two year term as Secretary/Treasurer. Other Board Members include Suzanne Schippleck (Pomona Public Library) as Past President, and Sandra Heft (California Institute of Technology) as Membership Chair.

The Board is still searching for a Program Chair for 1991/92. If you would like to volunteer or nominate someone to chair or assist on the Program Committee please call Susie Gegenhuber at 818/405-4297.

SCTPC is planning two programs this year. A workshop on Ergonomics will be held at CalTech October 9th, and a joint program with the CLA-TS Microcomputer Discussion Group on the Expanding OPAC is planned for February.
La Jolla Colloquium

Librarians attending the “Colloquium by the Sea for Catalogers” were treated both visually and intellectually to an outstanding program. Kudos are in order for Sandy Smith and Martha Childers, Southern Region Cataloging Discussion Group Leaders, who planned the occasion. The day was orchestrated flawlessly from the breathtaking views of the La Jolla cliffs, the tours of the Scripps Institution of Oceanography Library to the articulate and thought-provoking guest speakers, Dr. Barbara Tillett and Mr. Michael Gorman. The event was co-hosted by the University of California, San Diego Central University Library Cataloging Department and the CLA Technical Services Chapter Cataloging Discussion Group.

Following a brief welcome, the morning presenter, Dr. Barbara Tillett, Head of the Catalog Department, Central University Library, University of California, San Diego, was introduced. Speaking on “Quality Control in the On-line Environment: Past, Present and Future,” she emphasized the negative monetary impact libraries encounter when faced with tedious database clean-up projects. The catalog is the gateway to services; without quality control, service deteriorates. She went on to emphasize that records in the on-line catalog should be complete, accurate, non-redundant and consistent. Maintenance of the catalog must be correct and thorough to insure quality control. What truly matters is that the user can easily find the correct record. Authority control is an integral component in establishing the integrity of the catalog, as co-location must be established. Catalogs are a cooperative effort created by human beings who can make errors. Thus, maintaining the catalog is a never-ending process. Records are continually added and deleted and information changes.

Tillett concluded by stating that the end result of quality control is a catalog that best serves the users. A lively interactive discussion followed her presentation. One of her insightful comments reminded the audience that we are only in the beginning stages of on-line system development; we as professionals should know the potentialities and be aware that there is a long way to go. Urging vendors to improve programs, such as better matching algorithms to help avoid unwanted duplication, is a way we can participate in accelerating progress in the arena of automated library service.

Echoing the morning theme of service, catalogers enthusiastically greeted Michael Gorman who chose to speak on “To Serve You Better: Technical Services for an Age of Service.” This topic was based on a broader theme of service Mr. Gorman is currently writing in expanded form. It will be part of a festschrift, which he hopes will be published by ALA in the near future, honoring the late Hugh Atkinson. Opening with “An ounce of service is worth a ton of bibliographic exactitude” the tone for the afternoon session was established. The catalogers in the group were reminded that libraries are only morgues for books without the element of service. The ethic of service must be applied in every aspect of librarianship. Using Karl Albrecht’s At America’s Service for comparing library service with the business sector where management by reaction to complaints is the norm, Gorman listed the seven deadly sins of service. Apathy, brush-off, coldness, condescension, robotism, adherence to the rule book, and run around are the prime offenders. Large academic libraries are oftentimes guilty of these “sins,” treating undergraduates scandalously. There must be a transition from the collection development period to a service oriented environment in libraries. Technical services departments must be flexible and have a clear view of their goals and purposes as they relate to public service. “Save the time of the reader, not the cataloger!” is the operative phrase. Gorman continued to encourage individual change, stating each individual step has a cumulative impact. He continued by proposing the
data, including the faxing of title pages, payment systems, hiring agencies to do cataloging, the best means for evaluating cataloging, and why there are differences in cataloging. The “Other” group discussed AACR2, standards, serials, retrospective conversion, and the reinforcement of basics in cataloging.

A version of Jim Dwyer’s paper will be published in Cataloging and Classification Quarterly, Volume 14, Number 1. A related article was published in the May 1991 issue of Technicalities. Jack Kessler’s handout, “The INTERNET, What’s Out There and How to Get It,” a handbook and directory to accessing INTERNET is available. Please contact: Jack Kessler, School of Library and Information Studies, University of California, Berkeley, CA 94720.

Submitted by: Roy Ortopan, Vice-President/President-Elect, Technical Services Chapter.

October 9, 1991 "Ergonomics in the Library Environment" Southern California Technical Processes Group, California Institute of Technology

November 16 - 19, 1991 California Library Association Annual Conference, Oakland Convention Center

Fall CLA Conference Programs

The Technical Services Discussion Group meetings are scheduled for Monday, November 18, 1991. The headliner program, however, is scheduled for Sunday, November 17, 1991, 8:30 a.m. to 12 noon, on the topic, “Cooperation in Technical Services int the 90’s.” There will be a presentation on the California State database, and discussions on the California State Serials Project (CSSP) and the X-12 standards, and the future of networking in technical services.

The Acquisitions and Serials Discussion Group joint program, scheduled from 9:00 a.m. to 12 noon on Monday will feature presentations by vendors with questions, answers, discussion, and demonstrations.

The Cataloging and Microcomputer Discussion Group joint program, scheduled from 1:00 p.m. to 4:00 p.m. will cover database cleanup, continuing conversion, authority control, quality of bibliographic records, and on-going maintenance.

Plan to attend these programs and place them on your calendar now.
Serials In Transition

The Southern Region Serials Discussion Group announces "Serials in Transition" as the theme for the Fall 1991 meeting.

The program will feature speakers focusing on three aspects of serials work. Derry Juneja, Chief Librarian, Head of Technical Services, Riverside City and County Public Library, will address "Is the Serials Department Viable in an Online Environment?" Teresa Malinowski, Serials Coordinator, California State University Fullerton, will present "Impact of Automation on Serials Workflow: A Local Perspective." "Serials Standards and Their Impact" will be addressed by Sally Tseng, Head, Serials, Cataloging, and Records Maintenance, University of California, Irvine Library.

The program will be held on Friday, September 6, 1991 at the West Covina Branch of the County of Los Angeles Public Library from 9:30 a.m. to 12:30 p.m. Registration and refreshments are scheduled from 9:00 a.m. to 9:30 a.m.

For information, please contact the Discussion Group Leaders, Cecilia Chen, California State University Dominguez Hill, (213) 516-3706 or Kathy Cresto, Thousand Oaks Public Library, (805) 497-6282, Ext. 230.

In Search of Serials

While several large union lists of serials are available now, with CALLS and CULP the best known, the databases themselves are incompatible. A statewide needs assessment conducted in 1988 identified what California librarians wanted in terms of bibliographic access to serials, which is quite different from what currently exits.

On behalf of the California Library Networking Task Force, the Network Serials Task Force convened two regional conferences on "In Search of Serials ... Locating Serials in California Libraries." The purpose of these conferences was to identify an optimum system for locating serials statewide and for obtaining the improved bibliographic access.

More than 200 librarians and users enthusiastically participated at the two half-day conferences which were held on May 15, 1991 in Long Beach and May 16, 1991 in Millbrae. Sally C. Tseng, UC Irvine and Chair of the Network Serials Task Force in Long Beach, and Kay Thorne, San Jose State University in Millbrae presided. Irene Lovas, Pacific Southwest Regional Medical Library Service, and Diana Reimer Paque, Solano Community College spoke on the background of this project. Barbara Will, California State Library, provided a comprehensive overview of alternative systems for bibliographic access to serials. Elaine Woods, RMG Consultants, Inc., and formerly Project Head for MARC Serials at LC, described how the various systems, still under consideration, would work in terms of individual libraries and users.

At the close of Elaine's presentation, reactor panels started off the audience with thoughtful questions. Panelists included Mary Johnson, Orange County Public Library, Irene Lovas and Gordon Smith, California State University from the South and Paula Crawford, California State University Stanislaus, Janet Kase, 49-99 Cooperative Library System, and Barbara Radke, Consultant, from the North.

Following the presentation, participants were divided into small groups. Barbara Will, famous for organizing dynamic programs, facilitated the group discussions. Participants enthusiastically identified the model(s) that had the best
potential for bibliographic access to serials which would enhance library services in all types of libraries in California. Each group recorded their findings and reported to the group as a whole. They also recommended changes and improvements for this model(s). Many participants felt that the California Statewide Serials Project will provide leadership in library networking and resource sharing activities for all types of libraries to work together. Participants envision such a Project will benefit everyone in California, particularly important at this time because of budget constraints.

Members of the Network Serials Task Force met on June 20 to recommend a model for the California Statewide Serials Project. They are currently working with RMG Consultants on the implementation plan for the Project. A report will be made at the 1991 California Library Association Annual Conference in November.

Submitted by Sally Tseng, UC Irvine.

1992 State of Officers
President/Vice-President Elect Candidates

LORRAINE ALLERHAND
University of Southern California Library

Program Planning Committee, ALA Council. Member of ALA, LITA, LAMA, ALCTS, PLA, TSC.

Secretary Candidates
CAROL BOWLES
San Mateo County Library

Professional Experience: Technical Services Coordinator, San Mateo County Library. Technical Services/Publicity, North Babylon (New York) Public Library.

Professional Activities: CLA TSC Nominating Committee. Member of ALA, CLA, TSC, NCTPG

LETTIE BENNETT
Harrison Memorial Library, Carmel

Professional Experience: Assistant Library Director, Head of Technical Services, Harrison Memorial Library. Special Projects Librarian; Reference Librarian, Salinas Public Library

Professional Activities: Consultant, MOBAC; CLCAT Users Group. Member of ALA, LITA, LAMA, CLA, TSC, AAUW.

Submitted by California Library Association Technical Services Nominating Committee.

Jim Dwyer, Chico State University, Chair
Brenda Croots, Butte County Library
Juliann Rankin, Chico State University

Subject Headings

The California Library Association, Technical Services Chapter, Cataloging Discussion Group is pleased to announce the colloquium “Subject Headings: New Developments and Their Impact” to be held at Cerritos Public Library on Thursday, September 26, 1991. The morning session will feature Lee Leighton, Head, Cataloging, University of California, Berkeley on “Recommendations from the Library of Congress
Subject Subdivision Conference,” Dr. Marcia Bates, Associate Professor, University of California, Los Angeles, on “Interaction between the Design of the Online Catalog and the Design and Rules of the Library of Congress Subject Headings,” Steve Brewster, Adult Services Coordinator, Orange County Public Library, on “Reference Librarians SEE ALSO LCSH, and More: A User’s Perspective on Subject Headings,” Pat Luthin, Associate Research Librarian, Chevron Oil Field Research Co, on “Fiction Subject Headings - Status Update.” The afternoon session will feature discussion groups based on library types and needs. The colloquium promises to be interesting and provocative. For more information, contact Sandra Smith 714/992-7075 or Martha Childers 619/531-3911.

TechNotes is the newsletter of the Technical Services Chapter of the California Library Association, (717K, Suite 300, Sacramento, CA 95184). Four issues are planned for 1991: January, April, July and October. Distribution is to members of the Chapter.

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