

Library Directions/ A Newsletter of the University of Washington Libraries

Volume 3 No. 2 Winter 1993

Serials, still a growing crisis after twenty years

by Linda Di Biase
Collection Development Librarian

November 1972: The University of Washington Library publishes an article in its house organ, *Washington Library Letter*, lamenting the increasing proportion of its materials budget that is devoted to journals and other serials publications. In the 1960s, the library had spent nearly 2-1/2 times more on books than on serials, but by 1972 that ratio is reversed.

November 1992: The Faculty Council on Libraries devotes an entire meeting to the issue of escalating serials prices and how they impair the Libraries' ability to keep up with scholarly publication. Director of University Libraries, Betty Bengtson, discusses recent cancellation projects at the UW and reports vendor predictions of 1993 price increases averaging 17-20% for serial collections like ours.

The problem of serials prices, which the UW and other libraries recognized at least two decades ago, has not diminished in the intervening years. Indeed, it has become even more critical over time. Hardly an issue of a library science periodical goes by without an article relating to scholarly communication and what has commonly been called the "serials crisis." The concerns first expressed in the library community are now echoed throughout academe and form the subject of articles in *The Chronicle of Higher Education* and of panels at academic conferences.

Although the reasons for the crisis are myriad and complex, the following factors are commonly acknowledged to be especially important:

- The scholarly information explosion. There are more scholars, working in more academic specialties, producing (with the encouragement of a system that has historically rewarded publication) more articles than ever before.
- Concentration of scholarly publishing in the for-profit sector. Especially in the sciences, the area experiencing the most rapid price escalation, a handful of commercial publishers are responsible for the majority of scholarly publishing.
- Inelastic demand by consumers. Until recently, libraries continued to buy journals despite large

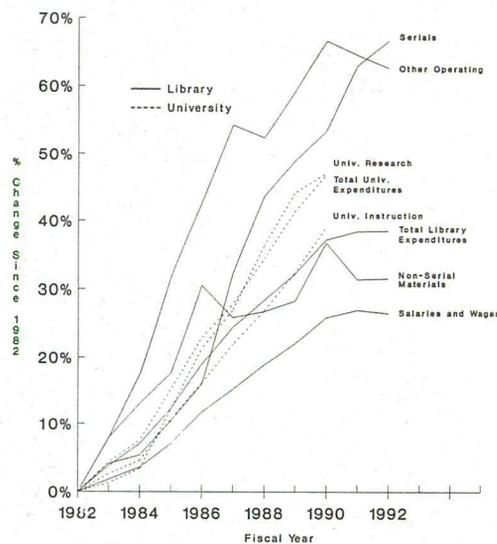
price increases, often depleting book budgets to do so. Research libraries in particular felt obliged to be comprehensive in their serials acquisitions.

- Lack of alternatives. Interlibrary loan, as traditionally funded and operated, cannot satisfy the demand for rapid information delivery. Until recently, alternatives did not exist.

Faced with finite resources and serials with rapidly inflating prices, libraries across the nation engaged in major cancellation projects in the mid-1980s. The UW was not exempt from this trend. Between 1987 and 1992, more than 1,700 titles were cancelled by the UW Libraries. These cancellation projects have controlled serials expenditures in individual institutions, but such actions have not resulted in industry-wide price declines. Further, such actions have threatened the richness and diversity of research collections, as library after library is forced to cancel expensive and unique titles. As a result, libraries are now looking at alternative ways of providing their users with information traditionally contained in their own collections.

Some of these alternatives include coordinating responsibility for serials with other libraries, to (Continued on page 6)

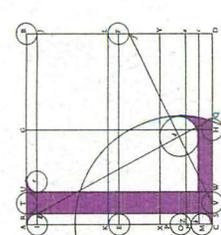
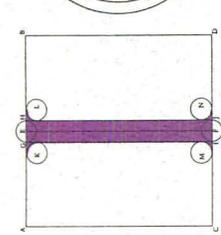
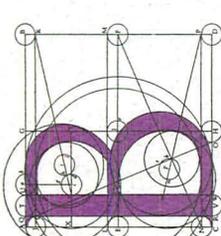
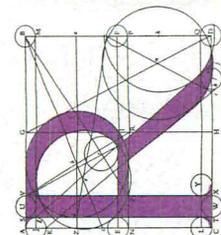
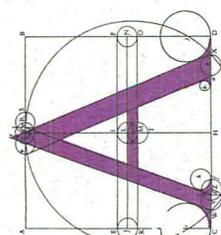
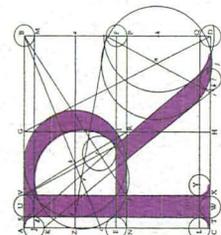
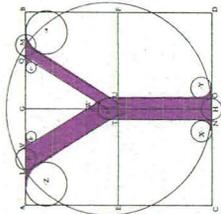
ARL Library and U.S. ARL University Expenditures, 1982-1992, In Constant (1982) Dollars



© Association of Research Libraries

Serials prices have escalated compared with other library expenditures.

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This engraved portrait of Columbus appeared in John Ogilby's *America* (1671).

National Columbus exhibit coming to the Libraries

by Gary Menges
Head, Special Collections

The Quincentennial of the first voyage of Christopher Columbus to America has resulted in many books, articles in popular and scholarly journals, exhibitions, films and videos, commemorative stamps and coins, and even the *Christopher Columbus Encyclopedia* and a multimedia database. Some of these have celebrated Columbus's "discovery of America," others the profound impact of the event on European and Western culture, and some the devastating results of European domination of the indigenous peoples of the Americas.

This spring the University Libraries will explore the diversity of opinions relating to the Columbus encounter. From April 2 through May 7, the Libraries will host a traveling exhibition, "New Worlds, Ancient Texts: The Cultural Impact of an Encounter." The exhibition, which explores the transforming effects of the 15th century voyages of exploration upon European thought and culture from 1450 to 1700, was developed and organized

by the New York Public Library and the American Library Association with a grant from the National Endowment for the Humanities. It will be shown in the north wing Allen Library lobby. Exhibitions which explore other aspects of the Columbian experience also will be shown during the spring quarter in the Allen Library Exhibition Balcony and the Special Collections exhibition area.

A number of related events are planned. These include a lecture by Jerry Bentley, Professor of History at the University of Hawaii, on Friday, April 16, at 7:30 p.m. in the Allen Library. Professor Bentley is editor of the *Journal of World History* and has published many articles and several books, including *Old World Encounters: Cross-Cultural Contacts and Exchanges in Pre-Modern Times* (New York: Oxford University Press, 1993). His talk will be entitled, "Decentering Columbus: The Expansion of Europe in a Global Historical Context."

Thomas R. Berger, a Native rights lawyer from Vancouver, B.C., will be speaking on April 20 at 7:30 p.m. in Kane 220. His talk will be entitled "1492 and All That." Mr. Berger's book, *A Long and Terrible Shadow, White Values, Native Rights in the Americas, 1492-1992*, was published last September in a U.S. edition by the UW Press.

The 1991 Mexican film *Cabeza de Vaca*, with English subtitles, will be shown at 7:30 p.m. on Wednesday, April 7 in Kane 210. The five-part quincentenary film series, *The Buried Mirror*, narrated by Mexican novelist Carlos Fuentes and produced by Spanish television and the Smithsonian Institution, will be shown at scheduled times in the Allen Library auditorium between April 2 and May 7. A New York Public Library exhibition video, "New Worlds, Ancient Texts," will also be shown in the Allen Library Auditorium. All events are open to the public.

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University of Washington signs contract for new system

by Geri Bunker
Head, Library Systems Operations

The University of Washington has signed a contract with Innovative Interfaces Inc. of Emeryville, California, for an integrated library management system. The contract provides licenses for two complete systems, one for the University Libraries' 23 units and branches, and the other for the UW's Gallagher Law Library.

For the conversion from the existing Geac system, the UW Libraries is employing a "teams" approach, utilizing staff from throughout the library system. Four such teams are already at work to plan the movement of the Libraries' online catalog from the Geac system, which has been in place since 1987.

Innovative Interfaces will provide catalog maintenance, acquisitions, serials check-in, and automated circulation functions for the entire UW Libraries system.

The new library management system will also take advantage of two projects undertaken jointly by the Libraries and Computing & Communications. WILLOW and UWIN (respectively) provide a graphical and a character-based interface to the Libraries online catalog.

Both interfaces are available in all library units via the new X-terminals and will provide public access to the Innovative-based catalog. Through UWIN, the Libraries' bibliographic resources are accessible not only within library units, but also from any Internet-connected computer, whether on campus or around the world.

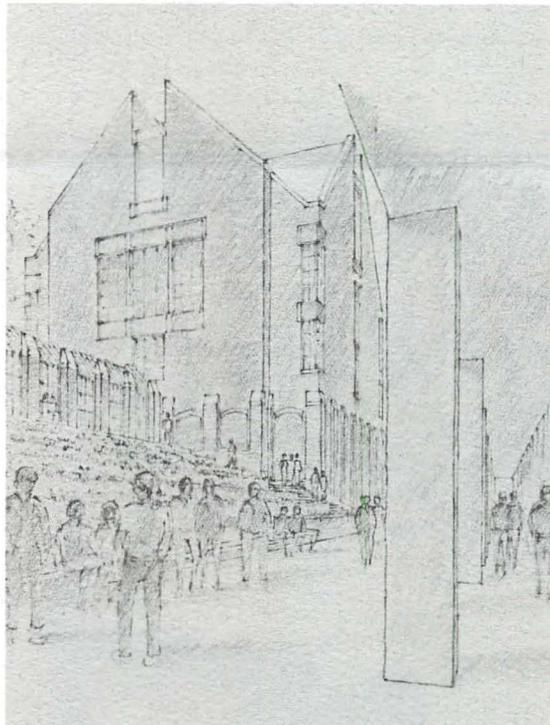
Business Library to break new ground in 1994

by Gordon Aamot
Head, Business Administration Library

Construction of the Foster Business Administration Library is scheduled to begin during the first half of 1994. This new library facility, funded by a \$3 million gift from the Foster Foundation to the School of Business Administration and a matching amount of state money, is part of a larger School project. In addition to the library, the project will also include the Boeing Auditorium and the SeaFirst Executive Education Center.

The new Foster Business Administration Library will be an underground facility. This will retain the open atmosphere that now characterizes the area immediately north of Balmer Hall. Kallmann, McKinnell, & Wood Architects Inc. of Boston have designed a 19,000-square-foot library that takes advantage of the site by incorporating high ceilings and a large and attractive skylight structure.

The new library will be both comfortable and capable of accommodating the latest technologies. Eight group study rooms, located on a mezzanine level, will provide space for groups of business school students to meet and work on projects without disturbing other users. The library will be wired with sufficient electrical and data lines to allow users to easily access the new, electronic information sources on campus and throughout the world via the Internet.



The new Foster Library will be underground.

Construction will take approximately 18 months. Although this new space will represent a substantial increase over the Business Administration Library's current 12,033 square feet, it will still not accommodate all the library's needs. To address further space needs, plans are under discussion for a second phase that would add 4,000 square feet of renovated Balmer Hall basement space to the Foster Business Administration Library during 1995-1997.

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Physics-Astronomy Library moves to new quarters

by Steve Hiller
Head, Science Libraries

Construction work has reached the half-way point on the new Physics-Astronomy Building which will house the Physics-Astronomy Library when it is completed next year. Construction began near the corner of NE Pacific and 15th Avenue NE in October 1991 and is scheduled for completion in the spring 1994. Designed by noted architect Cesar Pelli, the building complex will be the most costly state-funded building project on the University of Washington campus (\$72 million dollars) and will provide new quarters for the Physics Department, Astronomy Department, and the library in three buildings totalling about 140,000 assignable square feet. Two of the buildings, the "bar" and the "tower," will be connected and house offices, research space, and the library. The other building will contain auditoriums for large lecture classes.

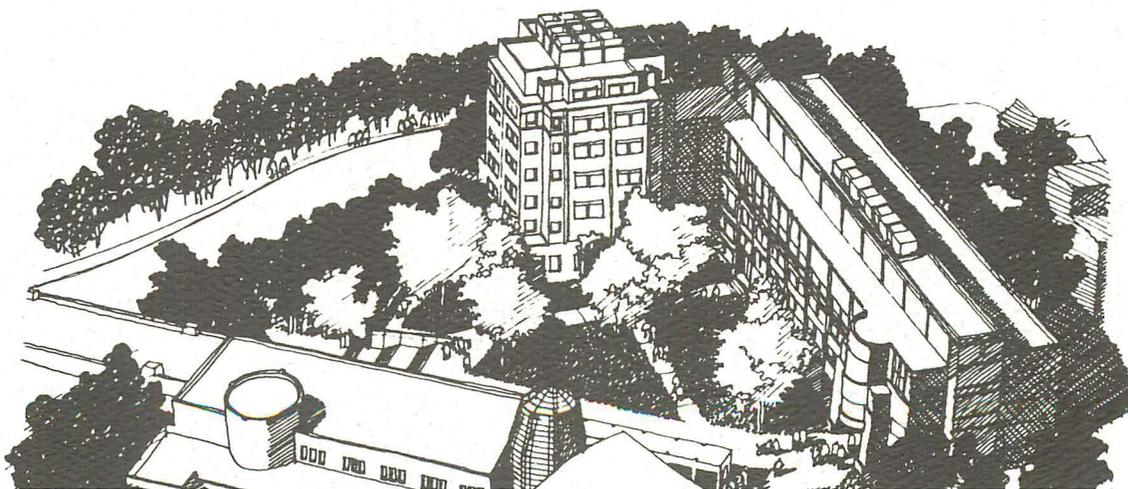
The new library will be the highest occupied space in the new complex, covering the entire sixth floor of the tower building. In addition to magnificent views of the Olympics, Cascades, Lake Washington, and Lake Union, the library will gain approximately 80% more space than its current cramped facility in Physics Hall. Space for staff, users, services, and collections will all take a significant jump as the library expands from its current 2,300 square feet to 4,200 square feet. For example, the present facility has room for about 25,000 volumes, while the new library will be able to house more than 35,000 volumes.

Library staff are eagerly anticipating the move into the new building in the summer of 1994 not only for the increased and better equipped and differentiated staff space, but also as a beautiful and functional facility for users.

East Asia Library receives 400-volume gift from Korea

Yijo Sillok, a chronicle record of the Korean Yi Dynasty from 1392-1910, has been donated to the East Asia Library by the UW Alumni Association of Korea. This 400-volume work describes the politics, economics, society, culture, military, foreign affairs, astronomy and meteorology, medicine, agriculture, and many other aspects of Korean history. It is one of the major primary sources for Korean Studies. Since these records were written in classical Chinese and ordinary Koreans cannot comprehend them, North Korean scholars, under the direction of the Academy of Social Sciences, translated these vast materials in a two-decades-long effort.

The gift was the result of a meeting between Dr. Chan Jin Kim, president of the UW Alumni Association of Korea, and Ms. Yoon-whan Choe, Korea librarian of the East Asia Library, when they met in Korea last fall. Subsequent follow-up letters resulted in the Libraries' receiving this set, which is valued at more than \$15,000. Thanks to Dr. Kim's efforts, the UW East Asia Library Korean collection has now become one of only three libraries in the U.S. to have the *Yijo Sillok* in their collections; Harvard University and the Library of Congress hold the other copies.



The new physics complex is the most expensive state-funded building project on campus.

Libraries wins grant to test new electronic mapping software

University of Washington Libraries was one of 31 libraries nationwide that was selected to participate in phase one of the Geographic Information System (GIS) Literacy Project, sponsored by the Association of Research Libraries.

GIS is electronic mapping software which allows users to select a map, in a variety of scales, of a particular region of the country or world, and ask that certain data variables be graphically displayed. A user can see the population distribution of certain regions by ethnicity, income levels, education levels, and a variety of other variables. Additionally, information such as distribution of national parks, waterways, rainfall patterns, and other information can be displayed spatially.

The user then selects the size and colors of the display and prints the map out for inclusion in a report or term paper. Data available in this project is collected from both government and private sources and is largely provided by Environmental Systems Research Institute (ESRI) in Redlands, CA, which developed the ArcView software, which displays the data.

UW Libraries was the only Pacific Northwest library included in phase one, which began last summer. Software and hardware arrived in early October. Beginning winter quarter, the Libraries trained graduate student staff to help interested students and make classroom presentations. Phase two of the project, in which 30 additional libraries will obtain the software, began in November, and the Washington State University Library and the University of Oregon Library were selected to participate.

The project provides the software and data sets, but participating libraries must provide their own hardware, which requires large screen, color monitors and powerful computers and printers capable of color printing detailed graphics. The UW Libraries' participation was possible because funding was provided by the Kenneth S. Allen Endowment for the necessary equipment and additional staff. Because the Libraries is interested in testing GIS in a Unix-based environment, additional computer disk space and X-terminals were purchased to run the test in the Maps Collection in Suzzallo basement.

Eleanor Chase, Head of the Government Publications Division and Project Director, believes the interest of the Libraries in both the

Unix and PC applications was one of the factors that led to UW's selection for the project. Other features that make UW an attractive site include having experienced faculty in both geography and urban planning, being a technologically sophisticated institution, and the general strength of the Libraries.

Ms. Chase's initial interest in the project centered on the availability of census data which ESRI reformatted to make available with this new software. The Government Publications Reading Room has a heavily used copy of the 1970 Urban Atlas, the last year the Bureau of the Census created the graphical depictions of certain census variables. Before GIS, one could not see or produce a map illustrating, for example, the distribution of income levels in the Seattle area, color-coded for the 1990 census. With GIS, Government Publications will be able to update its collection of some of these often requested images, Ms. Chase said.

Jenny Marie Johnson, head of the Libraries' Maps Collection, said the project has certain challenges from a geographer's viewpoint. Both she and Ms. Chase have acknowledged the demand for training such a complex product requires. They were able to hire Linda Fredericks, geography librarian, to help them part-time with this training. But the training need will be ongoing, so they must consider different ways to address the needs of the campus in the long term.

Additionally, Ms. Johnson refers to the questions surrounding the validity of the data. Similar data is being produced by the city, county, state and government that could be converted and used in this format. Who is going to set the standards about which sources should be collected? How will such decisions be reached? Finally, when users have the opportunity to create their own maps using statistics they pick from a list, they could create completely misleading maps. "Erroneous data could result from a user's ignorance about mapmaking and statistics," she said.

The GIS project will be available in the Libraries until 1995, at which time the Libraries will evaluate the product and make a purchase decision to continue to have it available. Interested faculty and users should contact Eleanor Chase, 543-1937, to request a demonstration of the system. The Unix-based version of GIS is projected to be available by May. Contact Jenny Johnson or Kathryn Womble, 543-9392, with questions about the availability of that interface.

(continue from page 1)
insure continued availability of a publication in the event of cancellation by one or more libraries, and using commercial services which supply articles electronically or in paper format on demand. Finally, libraries are maintaining print subscriptions where electronic alternatives are not available or desirable, while maximizing the potential of new technology in areas such as the sciences which have been the most troublesome to library budgets.

Libraries are also interesting faculty more in the problems of serials publications, in the hopes that those who are generating both the information and the demand for it, can become part of the solution. On the UW campus, Dr. Woodruff Sullivan, professor of astronomy, serves as chair of the Faculty Council on University Libraries. Dr. Sullivan's council has made serials pricing its top priority.

"Our first step is to get a resolution passed by the Faculty Senate and to publicize this resolution by getting it out to publishers, *The Chronicle of Higher Education*, and of course the rest of campus," he said. The resolution indicates that when the next budget crunch arrives, those journals with extremely high costs, where usage patterns do not justify ownership, will be targeted for removal, regardless of the prestige and perceived importance of the titles.

As a scientist, Dr. Sullivan acknowledged that journals in his discipline and the rest of the sciences are the likely victims of such budget cuts, and he anticipates objections from around campus. Therefore, the second mission of his council will be to educate the faculty to show how serials prices are hurting the entire campus. Dr. Sullivan said the council is considering a letter campaign, as well as offering seminars for faculty, particularly those who edit scholarly journals.

Those faculty editors are the linchpin to the entire process, according to Ann Okerson of the Association of Research Libraries. In a visit to the UW campus in 1992, Ms. Okerson told the faculty that they hold the key to changing serials pricing by changing publishers. She pointed out that faculty control the content of the journals and that they could take that content to a university or association press where profits do not drive prices as high as quickly.

Dr. Sullivan acknowledged this will be one of the viewpoints his council will present to the faculty. More fundamentally, however, he and others familiar with the serials crisis recognize a more deeply embedded element that forms the

backbone of the problem. "Researchers are feeding this machine," Dr. Sullivan said. Promotion and tenure practices have historically rewarded prolific publication in paper print sources. Universities are beginning to address this issue; according to Dr. Sullivan, the UW's College of Arts and Sciences recently requested of those faculty seeking promotion that they submit their five best articles which puts an emphasis on quality and not on quantity.

Additionally, as the list of electronic journals grows and universities develop ways to offer broad access and archiving of this format, these journals may gain the same legitimacy for promotion and tenure purposes as traditional print sources.

The "serials crisis" of the last twenty years, coupled with a revolution in electronics and telecommunications, has contributed to a fundamental rethinking of the mission of libraries. No longer is it possible for large research libraries to aspire to comprehensiveness. Rather, access to information is assuming an equal importance with ownership. As long as print publications exist, there will continue to be a need for print repositories; someone must own an item for others to access it.

There are also many issues to resolve before alternatives to ownership can be effectively exploited. These include copyright and other legal concerns, as well as comparable access to information across the disciplines. Finally, there is the thorny problem of how much of the cost of accessing information should be borne by the user and how much by the traditional information broker, the library.

Economics will ultimately dictate how these issues will be resolved. And when they are, the University of Washington Libraries, and research libraries across the nation, will be irrevocably changed.

Save a book--save America!!

The Libraries second Save a Book campaign is seeking money to restore John Ogilby's *America*, published in London in 1671. The book contains 122 engravings, including 50 double-pages and folding plates and maps. As a result of heavy use over the years, the binding is worn and the front board detached. Donors wishing to contribute to the restoration of this work should send their checks to Save a Book, Special Collections and Preservation Division, Allen Library, FM-25, UW, Seattle, WA 98195. Donors of \$50 or more will have their names on a donor sheet inserted in the volume.

New Databases added to Libraries' campus network

The UW libraries, in collaboration with Computing and Communications, added two new databases winter quarter to its electronic information services. PsycINFO is an international database which indexes over 750 journals and some technical reports and dissertations. The database covers the years 1967-present, and prior to 1981 there is some coverage of books and book chapters. PsycINFO covers the topics of psychology and psychiatry, but users should use this database to explore a broad number of social science topics. Articles relating to language development, gender differences, crime, and other social issues are included. Using UWIN or modem access, users should request PSYC from the list of UWLIB databases.

INSPEC was added in mid-March and covers the topics of electrical engineering, physics, information technology, and other, related disciplines. Library users should consider this database for a broad range of inquiries, including subjects like music, transportation, urban planning, and other disciplines where an engineering or scientific application is being used. INSPEC is available from 1989 forward and like the other UW locally loaded databases, is updated monthly. Over 4,000 journals are indexed, as well as conference proceedings, technical reports, and other kinds of publications. Modem users or those gaining access via UWIN would request INSP to see this database in the UWLIB index.

Adding more databases may slow down during the summer as the Libraries plans its migration to a new computer system (see Contract, page 3). As with all UWLIB databases, user permission limitations may apply and only UW faculty, staff, and students may have access to all databases.

To enable more users in-library access to these databases, the Libraries has undertaken a significant equipment distribution effort. During spring quarter library users will see a substantial increase in X-terminals, the popular mouse-based, graphical terminals, in all public service areas. Such an effort will make the UW Libraries one of the best equipped libraries in the country, according to Libraries Director Betty Bengtson.

For questions concerning the local database project or for specific questions about using databases, please call 543-0242 for general Libraries Information. Users can also address inquiries to libquest@lib.washington.edu.

Libraries briefs:

Betty Bengtson, Director of Libraries, has been asked to join the Board of Directors of the Commission on Preservation and Access. The Commission was established in 1986 to support collaboration among libraries and allied organizations in preserving the published record in all formats and to enhance access to scholarly publications. This 13-member Commission invited three other new members: Klaus-Dieter Lehmann, Director of Die Deutsche Bibliothek; Winston Tabb, Associate Librarian for Collections Services at Library of Congress; and Nicholas Veliotes, President of the Association of American Publishers.

Sherrilyne Fuller, Director of the Health Sciences Library and Information Center, has been appointed Coordinator, Health Sciences Information Systems Integration. She will be responsible for coordinating the development of integrated systems at the Health Sciences Center, including administering the IAIMS program office and collaborating with faculty administrators and staff to promote effective integration strategies.

Ju-Yen Teng has been appointed as the primary Chinese cataloger for the East Asia Library in a three-year, temporary assignment. Mr. Teng has been head of the Oriental Studies Collections at the University of Arizona since 1987, and from 1985-87 he was the Assistant East Asia Librarian and Chinese bibliographer and cataloger at the University of Kansas Libraries.

The following Staff members received service awards during the past year in recognition of service to the University of Washington. For ten (10) years of service, **Lili Angel**, Cataloging Division; **Shirley Cho**, East Asia Library; **Soraya Clemans**, Database Management Division; **Curtis Cronn**, Music Library; **Leslie Giba**, Tacoma Branch Campus Library; **Marie Spears**, Administration. For fifteen (15) years, **David Chan**, Serials Division; **Margaret Hinshaw**, Forest Resources Library; **Guita Monfaredi**, OUGL; **Hilary Reinert**, Government Publications Division; **Hank Stowell**, Receiving Room. For twenty (20) years, **Mary Kalnin**, Cataloging Division; **Jo Lewis**, Manuscripts and University Archives; **Dennis Montgomery**, Acquisitions Division. For twenty-five (25) years, **Susan Cunningham**, Special Collections and Preservation Division; **Shigeko Podgorny**, Reference and Research Services Division; **Katherine Staatz**, Business Administration Library. For thirty (30) years, **Judy Blair**, Serials Division.

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Engineering Library remodels

The possibility of new space for many of the Libraries' 18 branch libraries is slim during the next decade. Most of these branches are in facilities that were designed more than 25 years ago and are clearly inadequate to address the major challenges involved in housing growing collections and providing new services that will meet the needs of our users. These libraries will need to rely on renovation of existing space in order to create positive, functional library environments. The Engineering Library took a major step this year with two major renovation projects that concentrated on enhancing user and staff spaces.

The first project was completed in December 1992 and involved extensive work on the first floor of the library. Four new staff offices were built, the staff workroom was carpeted, and the patent and trademark search area was expanded and refurbished to include improved user seating

and research space. The last component involved extending the circulation counter out by five feet to provide more space for circulation staff and reserve collections. The impetus and funding for this project came through the closure of the Computing Information Center Library in early 1992 and the transfer of collections and some staff to the Engineering Library.

The focus of the second project is on providing the more specialized spaces that students, especially undergraduates, need today. The Libraries received \$200,000 from the University's Capital Budget for this effort. Detailed planning by consulting architects is well under way with construction scheduled to begin in late spring of this year. The project involves building three new group study rooms on the fourth floor, creating a 700-square-foot computer instruction/user education lab on the third floor, and filling in a open floor area between the third and fourth floor to use for general user seating. This project is scheduled to be completed by late summer 1993.

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