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UTK Library Record 1995-96

University of Tennessee Libraries

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Whether information is delivered in the library or at individuals’ homes and workplaces [in the 21st century], libraries and librarians are well-suited to be the important and essential link between information providers and consumers. They will provide the critical infrastructure for a rapidly changing environment.

James G. Neal
Johns Hopkins University
Library Journal
June 1996

To speak of the amount and speed of change in our lives as we hurtle toward the end of the twentieth century would be a cliché. Yet not to speak of change when reporting on libraries today would be a huge and unjustifiable omission. All libraries—especially research libraries—must manage change, positive, negative, and of monumental proportion, if they are to survive the challenges presented in an environment of exciting opportunity yet diminishing resources. When successful, libraries of the future will have an expanded and more critical role in scholarly communication as the formerly discrete areas of acquiring, organizing, and disseminating information blend in new arrangements made possible by technology.

The University of Tennessee Libraries faced challenges and made adaptive changes in fiscal 1995-96 that will be highlighted in the report that follows. Even while confronted with less buying power and rising prices, the Libraries made strides toward better management of resources with the enduring goal of providing for research and scholarly information needs for UTK faculty and students while also participating in work and service that allow us to be connected to and serve a larger community—even the world.

Acquiring information

Two inescapable factors continue to influence the acquisition of information resources for research libraries today: rising costs of materials and a proliferation of access mechanisms to information resources that often reside at remote sites. During the year, the UTK Libraries faculty held an all-day retreat to discuss the topic of “the new collection” to re-form and redefine the concepts that shape the building of an agency that affords its users the best information resources available for the amount of financial support available to it.

Some specific, significant initiatives of 1995-96 that addressed these concerns were:

- the development of new profiles and contracts for approval book services
- continuing exploration of electronic journals and their role in research libraries
- the use of electronic communication (including online request forms) to expedite transactions
- an attempt to find vendors that will agree to provide certain parts of library processing with their products/service
- a study of the need for locally mounted electronic full-text resources not available by other means
- the development of an electronic
Quotable Facts
FROM THE AMERICAN LIBRARY ASSOCIATION

The cost of scholarly periodicals needed by university libraries more than doubled in the last six years.

If the cost of gas had risen as fast as academic library materials (in the last 15 years), it would now cost $2.66 a gallon to put fuel in your car.

College and University libraries loan 180 million items each year at a cost of a billion dollars. If students and faculty had to purchase those materials, they would have to pay $8 billion!

“Gateway” to Government Printing Office resources
- a rebidding of an outsourced binding contract
- the mounting of online access to Current Contents on an experimental basis
- the appointment—funded by the UTK Off-Campus Programs—of the Libraries’ first “off-campus services librarian,” and
- a thorough effort to evaluate the Libraries’ periodicals collection as the first step of an ongoing serials management program.

Many of the information technology initiatives and activities represent the Libraries’ continuing commitment to providing convenient, prompt access to its collections as well as access to remote information over the network. They constitute a first step in providing direct electronic user interaction with library services.

Margaret Casado’s appointment as off-campus services librarian in August 1995 marked the University’s and the Libraries’ commitment to serve students at remote locations. The librarian worked with students in such Tennessee cities as Rogersville, Chattanooga, Kingsport, Gallatin, Nashville, and Madisonville during the year. The provision of library and information services to students learning via distance education mechanisms remains under development.

The periodicals evaluation was overdue and resulted in a reduction in the budget by $350,000. Engaging faculty from across the campus, decisions and stages of the periodicals review were communicated in several ways, including a Web homepage called “Journals Online News” [see p. 7]. Painful though the work was in some ways, it was necessary for the Libraries to ensure that the materials and services are being acquired in general that are truly needed, given the resources at hand.

### Acquisitions

<table>
<thead>
<tr>
<th>BUDGET CATEGORY</th>
<th>EXPENDITURES FY96</th>
<th>CHANGE FROM FY95</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monographs</td>
<td>$1,075,586.01</td>
<td>(0%)</td>
</tr>
<tr>
<td>Serials</td>
<td>3,003,563.23</td>
<td>(+11%)</td>
</tr>
<tr>
<td>Total materials expenditures</td>
<td>$4,079,149.24</td>
<td>(+8%)</td>
</tr>
<tr>
<td>Access services</td>
<td>43,208.94</td>
<td>(-12%)</td>
</tr>
<tr>
<td>Binding</td>
<td>124,025.02</td>
<td>(0%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$4,246,383.20</strong></td>
<td>(+7%)</td>
</tr>
<tr>
<td>Endowed funds</td>
<td>224,051.03</td>
<td>(+7%)</td>
</tr>
<tr>
<td><strong>Grand total</strong></td>
<td><strong>$4,470,434.23</strong></td>
<td>(+7%)</td>
</tr>
</tbody>
</table>
Cooperative ventures

In an attempt to improve services and achieve economies, the Libraries pursued cooperative arrangements and partnerships of varied scope and purpose. With a strong tradition of sharing resources for mutual benefit among libraries—such as sharing cataloging information and reciprocal library lending—the Libraries continued to seek new and innovative arrangements with other libraries and entities that allow reciprocal improvement of services.

The Libraries has a formal, ongoing cooperative program with the University of Kentucky Library called the Information Alliance. Locally the Libraries has a partnership with the Knox County Public Library System; and on campus librarians work in joint efforts with representatives from Computing and Administrative Systems.

Another valuable community outreach and cooperative program is "Scholars in the Schools," created by the College of Arts and Sciences originally.

During 1995-96, UTK Libraries joined the program that matches a UTK faculty member with the needs of a particular school in the Knox County Schools. Tamara Miller, who worked in Austin-East High School, was the first librarian to participate; Alan Wallace is to continue the Libraries' cooperation for the next year in his work with Bearden Middle School.

At the state level, the Libraries played an important role in fostering library cooperation through its support and use of TENN-SHARE which facilitates cooperation among Tennessee libraries in various ways. Linda Phillips completed her term as president of the organization during the course of the year.

In keeping with the Libraries' responsibility as a regional depository for U. S. Department of Agriculture documents, the Agriculture-Veterinary Medicine Library staff negotiated with the Vanderbilt University documents librarian for the transfer of more than 500 titles to UTK to fill gaps in the collection.

And nationally, the Libraries holds memberships in several important cooperative and resource-sharing entities that have a direct influence on the Libraries' ability to deliver scholarly materials to its users: the Center for Research Libraries, the Research Libraries Group, the Southeastern Library Network, the Online Computer Library Center, and the National Digital Library Federation.

Planning for the new system

Planning for implementation of a new integrated library system in the coming year included:

Database enhancement

In preparation for migration to the new system, Cataloging staff focused on making the bibliographic and holdings database a more accurate and complete reflection of the collection.

Setting parameters

A team of faculty and support staff spent hundreds of hours collectively setting parameters for the public catalog and the circulation module.

Planning Management

Information Systems

A statistics group planned for the collection of data that will help us allocate funds for the purchase of materials where they are most needed.
Quotable Facts
FROM THE
AMERICAN LIBRARY ASSOCIATION

College libraries receive 2 cents of every dollar spent on higher education—down from 3 cents in 1980—with the purchasing power deflated to that of a penny.

In 25 years, federal funding for libraries comes to less than the cost of one aircraft carrier (est. $3.5 billion).

Changing ways

A recent book of essays on librarianship is entitled Creating the Future and perhaps more telling, one of the essays is called “Lead or Be Led; Change Is Inevitable.” Certainly within the UTK Libraries in the past year, that inevitable change was felt in many ways by library faculty and staff and those who use the Libraries' services. In every instance the drive for the change is either economy or improvement or both. The fusion of information and the means to access that information through the development and wide distribution of information technology has meant that the roles of libraries and librarians have changed dramatically.

Perhaps the greatest technological change in the Libraries for the year turned out to be one of anticipation rather than realization since the new expected online system, much desired and much prepared for, did not arrive in 1995-96 but is awaited in the next year. Yet preparations and planning for the new system were an important part of the year’s work accomplished in what often seemed like endless meetings and conferences [see p. 3]. The new system holds the promise of integrating access to diverse library resources in a convenient and “friendly” single point of access for the user.

Rapidly evolving technology continues to change every aspect of librarianship, from interlibrary lending to library instruction. Lending requests filled via Ariel, a system that facilitates scanning and transmission of journal articles over the Internet, rose 500% in 1995-96, and much library and bibliographic instruction, formerly delivered in repeated presentations to classes of first year students, is now accomplished using computer-assisted instruction (CAI). A highly effective program created by librarians, the original series is being expanded.

Librarians have also adapted one-on-one instruction in teaching the use of information technology. Online searching performed by users is up while librarian-mediated searching is down, library statistics show. Students want and need to be adept in the new technologies. A series of sessions in the Information Lab, created for one-on-one instruction in a group setting, serves to introduce faculty and students alike to such electronic mysteries as database searching and finding desired information on the Web.

In fact, use of the World Wide Web for the delivery of information of all sorts and for diverse global and local
purposes grew so rapidly in the past year that librarians began to seek ways to work with faculty and students to develop effective teaching/learning assignments using the Web. Librarians began using the Web as a vehicle for classroom instruction, developing customized Web pages to which students could return later for refresher instruction or reinforcement.

Thus, within the Libraries, the creation of *LibLink*, the Libraries' homepage, became a milestone in improving users' access to the information resources of the Libraries, both local and global. Homepages for library branches, teams, and units became a priority. In short, the Libraries' homepages are a convenient and increasingly important way that the "world" can find out about the resources, people, and services that constitute the UTK Libraries.

And increasingly the Libraries faculty and staff rely on *SharePage*, a Web page developed for library-wide internal communication, while e-mail remains the medium of choice for more personal, one-on-one communication.

More and more resources that libraries make available to their users are being rendered in digital format, creating what are sometimes called virtual libraries. The UTK commitment to the continued development of digital resources widely available is strong. The Libraries is a charter member of the influential National Digital Library Federation, a group of major libraries dedicated to the promotion of further creation of digital repositories and access to them in ways that establish best practices and benchmarks of interoperability and significant use.

**The human element**

Midst an implicit digital revolution and accompanying shifts in type of work and organizational structures, how are the Libraries' faculty and staff affected? one might ask. The quick answer is "...in many ways."

Every unit seeks to analyze its work and its organization and division of tasks; often reorganization is the result. There is a vigorous commitment to training, cross-training, and re-training within the Libraries, some computer-based, some traditional. Changes are sought everywhere that will improve effectiveness or how well something is done and efficiency or how economically the task can be performed.

Last year joint workshops were held with the University of Kentucky Libraries. Faculty and staff traveled to remote sites in quest of experiences that imparted knowledge for building new skills and awareness or strengthening old ones.

The Libraries is committed to a perpetual assessment of its performance in meeting users' information needs. Last year the major focus of measurement was an extensive self study conducted as
part of the Office of Academic Affairs’ cyclical program review. And a major
study and audit of non-exempt positions that were identified as potentially not at
an appropriate classification level was initiated. Last year saw the completion of
the third year of an awards program that promotes initiative, cooperation,
innovation, and holistic achievement among the Libraries faculty and staff.
Elaborate mechanisms for communication within the Libraries are in place,
-ranging from a Web page for news, announcements, and minutes—informal
and formal—to various advisory groups to the Dean. And finally, at the year’s
end, a committee was making plans for a significant, instructive event for next year
that speaks to the change within libraries and scholarly communication: a
conference aimed at the campus called Professors and Publishing in the
Electronic Academy, which is attracting national figures as speakers and collaborators.

What about communication?

Much of what librarians and staff do is communication of one kind or another.
Library instruction is teaching users how to navigate their ways around the library
and information world. Various paper-based and electronic means are utilized
to interpret the Libraries to users and those within and beyond the walls of the
libraries. Indeed, the growth of electronic access seems, ironically, to have made
necessary an even greater reliance on the Libraries’ teaching aids series called
Library Guides since their number had grown to 150 by the end of June 1996.

The proliferation of use of the Web by information providers and information
consumers is a global phenomenon that the Libraries joined in, but one that
shifts the librarian’s assignment from acquiring and organizing tangible items
to the selecting and providing of convenient access to information without
owning it. Even in the design of tools for access, the Libraries communicates.

The Libraries also sponsors a friends group that seeks support from the
extra-mural community and tries to interpret the Libraries as an important
resource to the community at large.

Physical things

Unlike the past, today much of a library’s functionality has little to do with a
building, the original concept of a place where information was housed and
organized. One hears talk of virtual libraries, in fact. But libraries cannot toss
the books and shut the doors just yet—if ever. There is the huge legacy of the past
to be preserved and cared for in its various formats. And despite the surge in
digital publishing, the vast majority of publishing still occurs in a paper medium, necessitating a wide array of conservation and preservation activities while the Libraries also seeks to extend access ever wider.

This means, then, a kind of dual, cultural charge for libraries as they try to maintain the old mechanisms for access to the scholarly record, requiring preservation efforts and ever-increasing space needs, while they embrace the new ways of publishing, accessing, and storing of information in textual, graphic, and numerical forms. Thus it is that the Libraries face the creation of a storage collection next year and anticipate a new online system at the same time. This is the perfect emblem of the task facing research libraries everywhere—no matter what innovative tactics and strategies are used to provide for users’ information needs and to solve the tricky challenges of responsible management midst a shrinking fiscal wherewithal.

Past, present, future

Somehow all libraries—and especially research libraries like the UTK Libraries—must assume the challenge of understanding and making real the motto of the National Archives: “The past is prologue.” Libraries cannot abandon their heritage of preserved materials and historical service ethos; rather, they must build on that heritage in meeting the challenge of an even greater mission in the future that combines tradition with new opportunities made available through information technology. To do so with the constraints of limited or diminishing resources in the new year and the new century and millennium is indeed a formidable task.

Remote access for our users

The Libraries’ Web site, UTK LibLink, went public in January 1996 and in April received a Point Survey “Top 5%” award. The LibLink homepage averages over 1,400 hits per day. “Journals Online News” was one important LibLink site, serving as the locus of information relevant to the ongoing journals review. The Libraries also became the third Depository Library in the nation with a GPO Gateway Site providing online access to databases such as the Congressional Record and the Federal Register.
Please note:

You may not realize what goes on behind the scenes that is never apparent to the casual library user.

<table>
<thead>
<tr>
<th>Books checked out: 708,787</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volumes used in the building: 1,014,694</td>
</tr>
<tr>
<td>Volumes shifted: &gt;200,000</td>
</tr>
<tr>
<td>Patrons visiting the library (turnstile count): 2,091,021</td>
</tr>
<tr>
<td>Total cataloged cartographic items: 318,374</td>
</tr>
</tbody>
</table>

| Items loaned to other libraries: 18,098 |
| Items borrowed from other libraries: 25,167 |
| Group presentations in all branches: 386 |
| Total number of participants: 9,416 |
| Photocopies made: 3,955,621 |

The UTK Library Record is a publication of the University of Tennessee, Knoxville Libraries, 1015 Volunteer Blvd., Knoxville, TN 37996-1000. Joe C. Rader is editor; Martha Rudolph is assistant editor. Questions or comments should be directed to Library Outreach (phone: 423-974-4273; e-mail: jcrader@utk.edu).

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