

Library Directions/ A Newsletter of the University of Washington Libraries

Volume 9

No. 2 Winter 1999

Scholarly Communication Receives New Emphasis

After a distinguished career as associate director for Library Collections, Linda Gould is taking on a new role for the Libraries as scholarly communications librarian. *Library Directions* recently talked with Linda about her new role and the changing nature of scholarly communications.



LD: *After 25 years working as a subject selector and in collection development and management, you are changing your responsibilities within the UW Libraries. What is this new role, and how does it relate to your previous responsibilities?*

LG: For most of the last 25 years, library collections were defined as books, journals, microforms, media, maps and other materials that were physically located in buildings throughout the campus. My job was to support in multiple ways, from policy and procedural development through budget allocations, the work of nearly 70 subject librarians as they shaped and built those collections in response to academic needs.

With the advent of electronic formats and access, collections and collecting changed. Acquisition methods, delivery options, licensing arrangements and user needs no longer follow traditional patterns, nor are information resources defined solely by physical format and location. In fact, all participants in the scholarly communication enterprise, in which libraries are a critical nexus, are undergoing a revolutionary transformation. My new position will help the Libraries fulfill its responsibility to assist other campus groups become better informed and more engaged in guiding this change and shaping the future of scholarly communications.

LD: *How does scholarly communication work?*

LG: Scholarly communication is a tightly coupled system involving many component parts; changes within one group of players have a significant and immediate effect on the others.

The cycle begins with the faculty researchers who produce the intellectual content. Faculty have several reasons for publishing: to document discovery, to share new knowledge and insights, to participate in the rewards of promotion and tenure, or to satisfy the requirements of granting agencies and foundations. In order to publish their work, researchers often must relinquish their copyrights to the publishers. To provide access to this information, universities, through their libraries, buy back the intellectual content in the form of books and journals, and, recently, in "bundled packages of electronic information."

LD: *What are the major factors affecting changes in scholarly communication?*

LG: There is a "laundry list" of factors, each a full area of study and research in itself.

- The continued expansion of knowledge; the increasing number of specialized publications; and the need, particularly in science, technology and medicine (STM), for rapid dissemination of research results.
- The increasing cost of journal subscriptions, especially STM, but also in business and in some social sciences. Double digit percentage increases over the past ten years have caused journal subscriptions to rise 169%. (See table on page 2.) This in turn has led to journals being canceled and fewer books acquired, because university funding, though generous, has not been able to keep up with these exorbitant cost increases.
- The availability of improved technology and networking capability, particularly the emergence of the World Wide Web. The first electronic journal appeared in 1990, and with the use of the Web, growth is accelerating beyond our ability to keep up. Electronic communications are changing both the way research is conducted and the way scholarly materials are published and disseminated.
- The relative decrease in library budgets in relation to the amount of material available and the need to continue acquiring print resources while introducing and expanding electronic resources.
- A continuing trend toward mergers and consequent market control and influence by conglomerate commercial publishers.

Cost Trends in ARL Libraries (1986-97)

Serials

Unit cost	+169%
Expenditures	+142%
Titles	
Purchased	- 6%

Monographs

Unit cost	+62%
Expenditures	- 30%
Titles	
Purchased	- 14%

Cumulative

Price Index +46%

(Source: Association of Research Libraries)

LD: *How have libraries been affected by these changes?*

LG: As noted above, costs have exceeded most universities' ability to pay. Neither cutting book budgets nor canceling journals is a popular move, but the Libraries, like all our peer libraries, has done both this decade. Research libraries' collections are becoming increasingly homogeneous (what we call "the vanilla collections"), because there is less discretionary money to acquire unique and specialized materials. In the aggregate, the nation's intellectual capital as represented by print-based collections in its research libraries, is becoming weaker. Librarians have had to develop new skills and expertise in managing electronic products. They are becoming savvy about licensing, contracts and other technical matters, while at the same time teaching access and evaluation of digital information and encouraging the use of valuable print-based sources as well.

LD: *What are some of the alternatives available to address these issues?*

LG: For the past few years communications have opened up between librarians and publishers in order to try to find some solutions to these problems. Now it is necessary to bring faculty, university administrators and scholarly societies into the discussion. We need to address the issue of ownership of intellectual property. Should universities, research institutions and authors retain their rights instead of passing them along to publishers? Can these rights be licensed instead of given away? Can scholarly and professional societies publish more? Technology gives us more options than we have had in the past. Print is no longer the only option for publication.

Universities need to review their requirements for promotion and tenure. Can online publications be considered legitimate publications? Can they encourage quality of publication rather than quantity as the standard? Can there be a tiered system of publication with pre-publication online and formal publication dependent on the number of citations and degree of acceptance? Each discipline is different and offers a large range of methods and responses.

LD: *How will your role help address these changes?*

LG: My role will be to help educate the campus on these issues and to work with other individuals and

units who share our concerns and interests. A number of library organizations are offering models for change. **SPARC**, the Scholarly Publishing & Academic Resources Coalition, is an alliance of libraries supported by the **Association of Research Libraries (ARL)** that aims to foster expanded competition in scholarly communication. [See following article.] Other ventures include **HighWire Press**, an electronic publishing effort from Stanford University; **JSTOR**, a project providing online access to the full-text archives of 100 or more core scholarly journals in the social sciences and mathematics; and **Project Muse**, Johns Hopkins University Press' online publishing venture. These are all non-commercial alternatives. Commercial publishers will not go out of business, but alternatives must be available.

My job will be to help inform the several constituencies on campus about these and other developments; to stay in touch with faculty, administrators, professional societies and others; and to promote the various alternatives available. I will serve as an information conduit and liaison from the Libraries to these other constituencies.

Web addresses of sites mentioned in this article:

SPARC: <http://www.arl.org/sparc>

HighWire Press: <http://highwire.stanford.edu/>

JSTOR: <http://www.jstor.org/>

Project Muse: <http://muse.jhu.edu/muse.html>

Library Directions is produced three times a year by the University of Washington Libraries staff.

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The current version of *Library Directions* can be found online at (<http://www.lib.washington.edu/about/libdirections/current/>), along with previous issues.

Several sources are used for mailing labels. If you receive multiple copies please pass them on to others or return the labels of the unwanted copies to *Library Directions*.

SPARC Offers Publishing Partnerships

On December 10, 1998, Duane Webster, executive director of the Association of Research Libraries, (ARL) of which the Libraries is a member, spoke to a group of librarians about the Scholarly Publishing & Academic Resources Coalition (SPARC). SPARC is an alliance of research libraries that aims to promote competition in scholarly communication and offer partnerships with publishers to develop lower priced scholarly publications.

As noted in the accompanying interview with Linda Gould, librarians feel that they have been exploited by some commercial publishers charging unreasonable prices. Many are looking for a new relationship with the publishers that will promote better products, at better prices, with better access for users. SPARC is one attempt at fostering this new relationship and one strategy to engender more competition within the publishing industry.

SPARC goals are to:

- create a more competitive marketplace
- reduce journal prices
- ensure fair use
- apply new technologies to improve scholarly communications and reduce costs of production and distribution

Non-profit organizations, university presses and professional societies such as the American Chemical Society and the Royal Chemical Society have shown early interest in partnering with SPARC. Three titles resulting from partnerships are scheduled to debut in 1999: *Organic Letters* (ASC), *PhysChemComm* (RCS) and *Evolutionary Ecology Research*, an independent journal. For-profit enterprises that offer new strategies for controlling prices and improving access are encouraged to participate. Publishers are offered a guaranteed market for their products, assistance with start-up costs, and the influence of the large research libraries in promoting these new publications among university administrators and researchers.

Betty Bengtson, director of Libraries and current president of ARL, said, "as a founding member, the University Libraries is committed to SPARC's goal to encourage competition in journal publishing. In the coming months, we will seek the assistance of faculty members in this effort."



Labor Lecture

Marjan Petty, Libraries Development Office

Mark your calendars to hear Jeremy Brecher, noted historian, screenwriter and author, present "World Crisis and Worker Response: 1919 and 1999" on Friday, March 5, 1999, at 7:30 p.m. in the Allen Library Lobby. An exhibit in concert with the lecture will feature the 1919 General Strike in Seattle and the 1934 Waterfront Strike. A reception and book signing will follow. No reservations are necessary, but seating is limited.

Since 1989, Brecher has served as humanities scholar-in-residence at Connecticut Public Television and Radio. His work has received national recognition including Emmy Awards in the writing, directing and documentary categories. He has written eight books and numerous articles, and is the author of *Strike!*, which narrates the dramatic story of recurrent, major and sometimes violent revolts by ordinary workers. His keynote lecture, sponsored by the Libraries, is part of a series of programs and exhibitions to be held throughout 1999 supported by the UW Center for Labor Studies, in partnership with other campus, community and government organizations. 1999 marks both the 65th anniversary of the 1934 West Coast waterfront strike and the 80th anniversary of the 1919 Seattle General Strike.

Our Users Say It Best—

"No other organizational unit even comes close to the UW Libraries in providing help to students and faculty." (Faculty, Business)

"I love the UW Libraries. I will continue to use it after I graduate. It has been a wonderful resource for my education. Thank you!" (Undergraduate, Art)

"The staff is wonderful and has always been immensely helpful both with research and teaching support." (Faculty, English)

"I have always been impressed with how much your staff is willing to help with my research." (Undergraduate, Biology)

"I chose UW because of the fantastic library system and I have not been disappointed." (Undergraduate, Medical Education)

"The library's holdings are superb. I am particularly impressed by the periodicals collection. I have seen journals here that I doubted existed!" (Faculty, Education)

Members of the survey task force include:

Carla Rickerson, co-chair
Steve Hiller, co-chair
Linda Di Biase
Beth Fraser
Terry Jankowski
Elaine Jennerich
Karen Liston
Connie Okada

Web assistance provided by **Maureen Nolan**.

Survey Results Show High Satisfaction with Libraries

Steve Hiller, Science Libraries
 Carla Rickerson, Special Collections

What do you do when survey results show that University of Washington students and faculty are very satisfied with the Libraries and that the library is critical for campus research and teaching? After a brief congratulatory pat on the back, you get back to the work of maintaining the University Libraries as a world-class library, and use the input from the campus community to make it even better. New results from the Libraries' Spring 1998 triennial survey of faculty and students (earlier surveys were conducted in 1992 and 1995) confirm that in an increasingly complex information environment, the University Libraries remains central to the library and information needs of the campus community. Indeed, use of library services and resources increased over 1995 and satisfaction rates remained extraordinarily high.

Among the highlights:

- Satisfaction among all groups remains very high.
- The Libraries is considered the most important information resource for faculty and students.
- Use of the libraries has increased since 1995 among all groups.
- Nearly all faculty and students use a computer that can search the World Wide Web.
- Student library use and priorities differ significantly from faculty.

Separate surveys of graduating seniors and of alumni who graduated five or ten years ago conducted in Spring 1998 by the UW Office of Educational Assessment showed the Libraries receiving the highest satisfaction ranking of any campus instructional or support service.

Library Survey return rates were substantially higher than previous surveys. We are gratified that 1503 faculty completed and returned the survey (40% return rate), as well as 457 graduate and professional students from a sample of 1000, and 789 undergraduates from a sample of 2000.

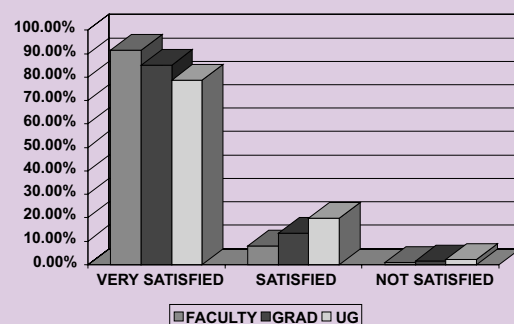
Library Satisfaction

Faculty and students are generally very satisfied with the Libraries. Faculty satisfaction continues to run higher than that of students and has increased since the previous survey.

Library Priorities

Access to information and its local availability (either print or electronic) were the top priorities for faculty and graduate students. Undergraduate priorities focused on access to computers and finding and using networked information effectively.

OVERALL SATISFACTION LEVELS



PRIORITY	Faculty	Grad students	Undergrads
Maintain quality of library services	69.6% (1)	52.3% (2)	28.2% (8)
Deliver full text to your computer	60.4% (2)	55.8% (1)	34.4% (7)
Deliver bibliographic databases via the Web	52.1% (3)	40.0% (3)	17.7% (12)
Add more computers to the library	8.6% (11)	20.1% (9)	54.5% (1)
Provide course reserves electronically	18.8% (6)	37.9% (4)	50.8% (2)
Provide training in using library/Web resources	23.3% (5)	27.4% (8)	47.5% (3)

Importance of Libraries

The Libraries remains unchallenged as the most important source of information for faculty and graduate student work. Undergraduate students found both UW Libraries and Web resources to be equally important sources of information.

The University Libraries is unique in its efforts to survey the campus community on a regular basis regarding library use, importance, satisfaction and priorities. No other academic library has employed an approach that utilizes a broad-scale survey of each major campus group performed at regular intervals. Direct user input from surveys has played a major role in shaping the Libraries' programs and services during the 1990s.

One change we've seen since 1992 is the divergence in library priorities between students and faculty. In the 1992 survey, all three groups had the same top three priorities (build library collections, provide more bibliographic databases, and improve the online catalog). By 1998, undergraduate priorities are very different from those for faculty and graduate students.

As we enter a challenging period of tightening resources and major changes in the way scholarly information is disseminated, these survey results will continue to inform decisions concerning program change and resource allocation. Some of

the areas identified by users for the Libraries to address during the next few years include:

- Maintaining the quality of collections and information resources needed to support research and teaching.
- Extending access to and delivery of electronic resources to the desktop.
- Providing computer access for students.
- Developing effective programs to train and instruct students in the use of library and information resources.
- Providing better access to Libraries during interim periods between academic sessions.
- Enhancing the library as a place, especially for students.

The graphs and charts accompanying this article highlight some of the more interesting survey results. More detailed survey methodology, results and analysis can be found at the Survey Web site: <http://www.lib.washington.edu/surveys/>.

Other comments indicate areas to work on. Some faculty revealed concerns about reducing the richness of the collection through budgetary constraints and by reallocating funds to electronic full-text, echoing the comments of the bioscience focus groups held in February 1998.

"Computer and Web material is a great idea but should not come at expense of print resources." (Faculty, Botany)

Undergraduate students on the other hand were concerned about navigating effectively in a complex sea of information, as one first-year student noted:

"Sometimes I don't know where to start and it's hard sometimes to get the right kind of help."

Some were concerned about hours, especially during weekends and interims.

"My sole complaint: Interim and holiday hours. Why cut hours when faculty are most free to work in the library?" (Faculty, History)

"Evening, weekend and holiday hours are when I most need the library to be open to do my work. Those of us who teach and have families need that time to get our own work done." (Graduate student, English)

INFORMATION SOURCE IMPORTANCE	Faculty %	Grad %	Undergrad %
Libraries	83.6	80.4	44.1
Other Libraries	10.6	10.4	8.9
World Wide Web	37.5	38.6	41.5
Department Resources	17.8	28.3	28.1
Personal Files	58.7	41.7	21.5
Peers/faculty	33.6	42.8	28.6

MODE OF USE	Faculty %	Grad %	Undergrad %
On campus in person	47.2	77.9	70.3
Remotely from campus	71.2	48.2	34.1
Remotely from home	37.4	45.6	20.9

New Databases Enhance Searching

Nancy Blase, *Natural Sciences Library*
Carol Green, *Forest Resources Library*

University of Washington researchers will now find five new databases under the UW Libraries Information Gateway's Databases and Catalogs listing (www.washington.edu/tools/databases.html). Previously available only within the Libraries, these databases now reach to the desktop.

Citation Indexes

Three of the databases are part of the Institute for Scientific Information's (ISI) *Web of Science*, *Arts and Humanities Citation Index*, *Science Citation Index Expanded* and *Social Science Citation Index* cover among them nearly 8000 research journals, significantly more than in the print and CD-ROM versions. The Libraries' subscription currently includes 1990 to the present.

The three indexes, updated weekly, can be searched simultaneously or separately, using either the "Full Search" or "Easy Search" modes by topic, author or place.

The unique feature of these index databases, however, is the "Cited Reference Search." Reference lists (bibliographies or "cited references") from each indexed article are included in the database. Very quickly you can find out where and by whom a particular article has been cited, or find related articles, those that have one or more references in common. Because these databases are Web-based products, the bibliographic records of related and cited articles are linked through hypertext for ease of tracking.

As another special feature, ISI has recently contracted with a number of electronic journal publishers to provide links to the full-text articles in selected electronic journals. The Libraries subscribes to a number of these electronic journals such as those published by Springer Verlag, Academic Press, and Stanford University Libraries' HighWire Press. You will soon be able to connect directly to the full text of the article from the citation listed in one of the databases.

These citation indexes offer a number of possible uses. They can be used to find out how many times your papers have been cited and how they are being used to support current research. They can be used to follow the history of an idea or method from its

first communication to the present day. They can be used to find related articles that might not be found in traditional keyword searches. One faculty member has used the databases to review a colleague's research before writing a letter to support her promotion. A graduate student reports that he has found articles he would never have found in other searches, especially those that are interdisciplinary and not included in narrower subject indexes. Some academic departments consider the number of times a faculty member has been cited as one of the criteria for promotion and tenure, a practice which should be used with caution, however.

History Databases

Historical Abstracts and *America: History and Life* are 'the' indexes for historical research. Once available only in print or networked within the Libraries, these abstracting journals are now also available on your desktop.

Historical Abstracts covers the history of the world from 1450 to the present, excluding the United States and Canada. Published since 1954, it includes carefully selected books and dissertations as well as articles from 2000 journals.

America: History and Life picks up the historical literature of the United States and Canada from prehistory to the present. Covering 2000 worldwide journals from 1964 on, the index also includes articles from selected humanities and social science journals, and approximately 6000 book and media citations each year.

These five databases expand considerably the resources for research and scholarship for the University of Washington community.

Archival Gifts

Karyl Winn, *Manuscripts and University Archives*

Papers of three Seattle civic leaders have enriched the Libraries in recent months. The extended family of **Emma Baillargeon Stimson** (1887-1963) has donated her extensive correspondence with family and friends as well as memorabilia and photographs from her life and travels. A close friend of Richard E. Fuller, fellow arts collector and founder of the Seattle Art Museum, she directed the Museum while Fuller served in World War II. She served on the Museum's board from 1934 to 1954 and shaped other Seattle charitable and cultural institutions as well.

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John H. Hauberg, a younger friend of Dr. Fuller also donated his papers. He met Fuller shortly after moving to Seattle in 1938, became involved in the Seattle Art Museum, and developed a deep interest in collecting and fostering art in the Puget Sound region. Hauberg earned a degree in forestry from the University of Washington and maintained a close relationship with the College of Forest Resources as he developed Pilchuck Tree Farms from cut-over lands near Stanwood. On these lands he and his wife established the Pilchuck School of Glassmaking. His diverse civic, cultural and professional interests are documented in his papers.

Kay Bullitt's civic activism has emphasized public education and civil rights. She helped form and lead scores of organizations to improve public schools, including the Coalition for Quality Integrated Education. She also served on the Washington State Advisory Committee to the U.S. Commission on Civil Rights and chaired it from 1980 to 1983. In addition, she helped found Sound Savings and Loan, the first such bank for women in the United States. She has been involved in numerous organizations to promote international understanding and peace, including Target Seattle and sister city delegations. Since 1963 she has fostered historic preservation and currently chairs the Historic Seattle Foundation.

Major Pacific Northwest Endowment Established

In December 1998, former Friends of the UW Libraries board member Dorlesca Hazel Ryan and her husband, George, contributed a 40-acre parcel of timberland on Whidbey Island to the University Libraries to benefit the Pacific Northwest Collection. The property was donated in memory of her parents, Dorlesca and William Peterson, who were Pacific Northwest pioneers. When sold, the net proceeds will establish an endowment in their names. It will be the largest endowment for the Pacific Northwest Collection held by the University Libraries.

George and Hazel Ryan have been generous donors to the University Libraries since 1977. A 1945 Business Administration graduate, Mrs. Ryan was a member of the Friends' Board of Directors for four years, serving as Treasurer. She stated, "This contribution honors my parents' memory and supports an area closely connected to their backgrounds and interests. George and I are very pleased to make this gift."



A Celebration of One Hundred Years

Marjan Petty, Libraries Development Office

1999 marks the centennial of the creation of Mount Rainier National Park. To celebrate this occasion, the University Libraries sponsored a lecture in the Allen Library Lobby on January 22, 1999, by Ethan Carr, Historical Landscape Architect from the National Park Service in Denver, Colorado. His presentation was held in conjunction with events organized by the UW Center for the Study of the Pacific Northwest relating to women climbers of Mount Rainier, the significance and impact of the mountain on the people around Puget Sound, and Mount Rainier's natural disasters.

Carr's topic, "Mount Rainier National Park and the Modern American Landscape," illustrated how landscape architects help to frame nature for park visitors. An exhibit on Mount Rainier is open until March 29, 1999, in the exhibit area on the first floor balcony of Allen Library north.

Libraries Briefs

Appointments

Doreen Harwood is the new Reference/Business Librarian at the UW Bothell Campus Library. She started in her position December 1, 1998.

Maureen Nolan began her new position as Natural Science and Resources Librarian in the Natural Sciences Library on November 23, 1998. She has been filling a temporary position within the Libraries for the past year and a half.

Deaths

Lois Schmitz Parker, who retired from the Libraries in 1982, but continued to work part-time until 1995, died November 19, 1998. Ms. Parker joined the Libraries in 1963 and worked in the Business Library and Odegard Undergraduate Library.

Suzzallo Library Renovation Project Needs Your Support

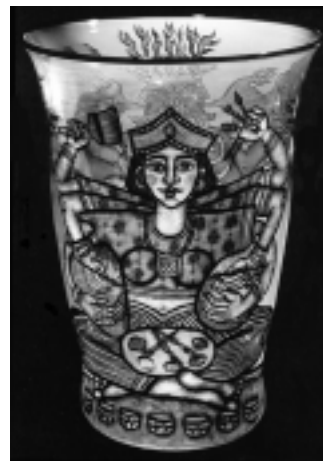
Paula Walker, Libraries Administration

The University's capital budget request listed the **Suzzallo Library Renovation** as its top priority in the category of life/safety improvements. The State Higher Education Coordinating Board (HEC Board) responded in early October 1998 by listing the Suzzallo Project in the "Critical Funding Level" category. These early steps are important ones in the process of winning State Legislative approval for construction. However, as we go to press, we have learned that the Suzzallo Project is not in the Governor's budget. The University is working to get the Project included in the House and Senate budgets.

Support by campus constituencies for this vital safety project includes the Faculty Council on University Facilities and Services, the Faculty Council on University Libraries, the ASUW and the GPSS. These groups have recognized the importance of this project. Your support for the Suzzallo Renovation Project also would be greatly appreciated.

Glass Artist Featured on Bookmark

Now in its 9th year, the University Libraries Artist Images Series featured Seattle glass artist Cappy Thompson on its annual bookmark. Thompson uses a process developed in the Middle Ages for painting stained glass windows. During her presentation on November 9, 1998, she showed many beautiful slides



depicting the creation of her "picture poems" on glass vessels. The description of her artistic journey from flat glass pieces to multishaped glass vessels, and her recounting of the sources of inspiration captivated the audience.

Photo: Claire Garoutte

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