
NJLA/ACRL

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FROM THE PRESIDENT:

Thoughts on Marketing the Library

The latest issue of Library Trends (Winter 1995) was devoted to the single topic, "Marketing of Library and Information Services." Although the instances of references to the "public library," suggest that the target audience was predefined, there are abundant reasons to recommend the wholesale reorientation of library management and culture to the college or university library also. What must occur in both instances is the promotion of "a more holistic and unified approach to the management and identity of the library." The primary distinction turns upon the diverse requirements of the preliminary market audit of the two scenarios. Whereas in taking stock of its marketing position, the public library must weigh the peculiar mix of commercial, educational, financial and medical institutions which surround it immediately, the academic library presumably can bank upon a ready-made and highly preselected clientele, one which is pre-committed to books, learning and self-development.

Ironically, this seeming advantage has a downside. Kotler and Andreasen in their Strategic Marketing for Non-Profit Organizations (1991) point to a peculiar liability which such institutions suffer - a complacency which induces them to focus upon themselves and their internal organization rather than upon customers. "They will see their services as INHERENTLY desirable, blame customer ignorance or lack of motivation when their services are not used, relegate research about customers to a minor role, tend to define marketing as promotion, and assume that they have no generic competition" (Library Trends, Winter 1995, p. 323).

Librarians who are victimized by such a laid-back ethos are destined to become custodians of a book warehouse - one which has fallen out of the loop as the information superhighway takes a wide turn and simply passes them by. Librarians who define the scope of their accountability to the peculiar panorama of any one semester's course offerings wear blinders against what has happened in the technology of information access. They like to cite a bit of wisdom which reappears regularly in library journals -- "the library -- any library -- is doomed to failure if it attempts to be all things to all people, at all times, because no institution can do everything" (Bushing, "The Library's Product and Excellence," Library Trends, January, 1995, p 392).

Those who write in this vein use the cloak of prudence, modesty and economy to evade their responsibility to the whole-world linkage of even current remote access technology. Even as I am writing this, the New York Times (Feb. 22, 1995) reports upon the way in which the Group of Seven (USA, Canada, Japan, Britain, France, Germany and Italy) have defined a "common policy on how to approach the future of telecommunication." Embracing "competition," "open markets," and "vigorous free-market approach," the Group of Seven have unleashed the enormous capital reserves which have been building up through American mutual funds in the coffers of the communications industry. Thus, the first conference of the Group targeted to dealing with "the global information infrastructure," has agreed upon 11 pilot projects, among them "building compatible links between global information systems" and "establishing links among libraries, museums and classrooms around the world."

Marketing, then, should project its goals against a future screen which subtends the direction of past and current development for a span of at least 5 years. This same issue of the New York Times offers data from the Commerce Department on the earnings of service industries over a recent 5-year span, 1987-1992. By 1992 income from service businesses had risen to a total of 1.6 trillion – "up 59 percent from 1989." Within this, "the largest single area of growth occurred in the prepackaged computer software business... with revenues up to 253 percent. Next was another computer-related business, Information Retrieval Services, an area which includes online services, which increased by 229 percent."

These numbers describe the surge of OUR business as it was looking three years ago. Wide band technology is in its infancy and its growth will be exponential as our projected graph reaches into the next millennium. We have no monopoly on the information business, but we have a large stake in it. Already it takes a directory larger than the New York City phone book just to list all the Services providing expert information. A number of public libraries are contracting with some of the more successful among these; even to think in these directions requires a marketing approach and ethos.

Marketing the library cannot consist in mere promotion – a weekly column in the campus paper or newsletters directed to faculty. It must provide guidelines for a total restructuring and reculturization of the institution. It must present a vision, a mission and goals based upon a full audit of our position, internal in terms of competencies and equipment, external in terms of opportunity. Our service "products" must be monitored in their respective life cycles. We must take advantage of their first coming online and the rising curve of their potential and experienced need, so that we may make the best use of their upsurge. Also – we must have the courage to face up to their obsolescence so that we may abandon them opportunely. Without such timely abandonment we will be doomed to fall into the backwash of cultural change.

Rachel Gardner

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PREVIEW OF ACRL/CUS PROGRAMS AT NJLA SPRING CONFERENCE, ATLANTIC CITY

The NJ ACRL/NJLA College and University Section will once again sponsor a Publishing Information Center at the NJLA Spring Conference in Atlantic City on Thursday, May 4, 9:00 - 11:30. Pamela Snelson (ACRL Publications Committee, Journal of Academic Librarianship editorial board, and College & Research Libraries News editorial board), Kathleen Burnett (founder and editor of a new electronic library journal, Standpoints; Barbara Hoffert (Library Journal book review editor); January Adams (New Jersey Libraries editor); and Patricia Schuman (Neal-Schuman, Inc. publishers) will give brief presentations and be available for questions and consultations. A nice follow-up to this is the Research Forum at 2:15 where New Jersey librarians will report on recently completed as well as ongoing research.

Susan Martin, ACRL President, will be the speaker at the luncheon (12:00-2:00 p.m.) on the same day. She will address "The Future of Our Profession and How Professional Can Prepare for It."

On Tuesday, May 2, Leon Brooks, Automation Librarian, Trenton state College, and Frank Campbell, User Education Librarian, University of Pennsylvania, will discuss what makes good user interfaces at "Portals for People: Systems Design and Library Users", a program being sponsored by the NJ ACRL/NJLA College and University Section User Education and Technology Committees.

User Education Committee Strikes Again!

The stunning new Walsh Library at Seton Hall University was a perfect setting for the User Education Committee's program, "Behind Closed Doors: A Freewheeling Discussion about Libraries, Instruction and Keeping Pace with Technology" held on Friday, March 17th. The committee envisioned a dialogue among librarians about strategies to assist with the impact of technology on instruction and on librarianship as a profession. Participants were encouraged to speak candidly about their experiences with

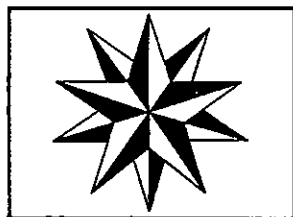
technology in the libraries, and issues of fear or intimidation brought on by rapid change in the profession. Facilitators for the program included Caroline Coughlin, former University Librarian at Drew University, Jana Varlejs, Associate Professor at Rutgers School of Communications, Information and Library Studies, Barbara Bowley, Head of Information Services at Union County College and Cheryl O'Connor, Program & Services Coordinator, INFOLINK (Eastern New Jersey Regional Cooperative). Issues of library management, continuing education, instruction and training were discussed during morning sessions and an afternoon panel.

In May, the committee will sponsor a trip to the Bergen County Academy of Science and Technology's "Library of the Future", where librarians will have an opportunity to see new technologies at work. Information about this trip will be circulated in the next few weeks.

Catherine Geddis, Chair
User Education Committee

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FOCUS ON PEOPLE



Bloomfield College

Dan Figueredo, Library Director, is the author of several articles and bibliographies: "NAFTA and Libraries," Wilson Library Bulletin (April 1993); "The Development of the Multicultural Society," New Jersey Libraries (Spring 1993); "The Many We Are: Guidelines for Multicultural Collections," in Diversity and Multiculturalism in Libraries edited by Katherine Hill (Jay Press: 1994); "Books by Cuban Americans," Booklist (September 15, 1993); "Books from Chile," Booklist (November 15, 1993).

Drew University

Jean Schoenthaler has been appointed Library Director for a term of two years.

Essex County College:

Rita Willis has been appointed Reference Librarian.

Montclair State University:

Debabrata Basu joined the staff of the Harry A. Sprague Library on January 10, 1994 as Head of the Non-Print Media Department. Mr. Basu holds M.A. degrees from Calcutta University and Simmons College and a Ph.D from Lehigh University.

Norman Stock, Acquisitions Librarian, had his book of poetry Buying Breakfast for My Kamikaze Pilot published by Gibbs Smith in 1994 as winner of the Peregrine Smith Poetry Contest. Mr. Stock also attended the Bread Loaf Writers Conference at Middlebury College in August 1994 as the Alan Collin Fellow in Poetry.

Bernice Trent-Jones was a guest workshop presenter in March, 1995, at the Glenfield Middle School, Montclair, for its African American History Month Celebration, "Blacks in Careers Day."

Thomas Trone, Reference Librarian, is being promoted to Librarian II effective July 1, 1995.

Ramapo College:

Norma Yueh has been appointed Director of Research, responsible for research and development projects related to fundraising and endowments for the College. Previously, Dr. Yueh served as Executive Officer of the Center for Intercultural Education and as Director of the George T. Potter Library at Ramapo. She is also beginning a three-year appointment to the Advisory Council of the Mid-Atlantic Region, Association of Asian Studies.

Rutgers University:

Eugene McElroy, Library Associate, School of Management and Labor Relations Library, was invited to the University of Austin to deliver two presentations on "Moderating a Political Bulletin Board: the Irish Case." Sponsored by the Department of English, the Irish Interest Group, and the Computer Writing and Research Lab, the Computer Writing and Research Lab, McElroy spoke on experiences in creating and maintaining two international distributed listservs, one for news and another for discussion. The news listserv is IRL-News@rutvm1. and the discussion listserv is Ireland@rutvm1.

AROUND THE STATE

Monclair State University

The new library building was dedicated last fall, along with the new DRA online catalog, nicknamed LINC, available to MSU students, faculty and staff via MSUnet.

Seton Hall University:

Seton Hall's new 155,000-square-foot, \$20-million Walsh Library opened on the first day of Fall Semester 1994. It replaces the former main library facility, McLaughlin Library, which was in use since 1954, and also provides for collections and operations located since the mid-1980s at three other sites. The four floors of Walsh Library can accommodate 20% of the student body and up to a million volumes with the use of compact shelving.

The first floor contains a Special Collections Center with Gallery, a Bibliographic Instruction Center with extensive computer and media technology, and a Media Center. A multimedia lecture facility in the BI complex has seen 284 group uses in the first six months. Computer labs include two 30-PC facilities focused partly on the English Department's writing program, a 24-unit Mac lab, and a 20-station multimedia PC lab under development.

On the second (main) floor are circulation and reference services, reference tools both print and electronic, curriculum materials, audiovisuals, microfilm, and a browsing area with current periodicals and new books. This floor focuses on public services; offices and support functions are on the perimeter and accessible without disrupting frontline activities.

Computer workstations in the Reference Area include eight terminals for the online catalog, three Infotrac indexes, eleven networked CD-ROM stations, one stand-alone CD workstation and three ProQuest stations.

Reference transactions have skyrocketed in the new building: directional/informational queries for the first five months increased 70% from last year; research queries 10%. Reference service availability increased as the building schedule expanded from eighty-seven hours weekly to ninety-three.

The third and fourth floors house the bulk of the collection and study facilities. The latter include 400 study carrels, including sixty-eight carrels with outlets and telecommunications jacks. The carrels were custom-designed and built of the cherry wood also used on stack endpanels and adjustable study chairs. Carrels are arranged in a variety of ways.

The most popular study sites on the third and fourth floors so far are forty-two group-study rooms. Normally available unscheduled, they are the only locations for conference study; most seat six to eight and have large exterior windows. For extended research projects, Walsh Library has sixty-two scholars' studies; most are now assigned for specific periods to Seton Hall faculty, but a few are in use by graduate students working on theses or other research projects.

Public entrances to Walsh Library are on both lower levels of a rotunda accessed via arcades and capped by a copper-clad dome. The top level of the rotunda is a two-story domed reading room for graduate students and faculty.

Walsh Library is a design-built project managed by M. Alfieri Company, Design Builder, of Edison, New Jersey. The architect is the New York office of Skidmore, Owings & Merrill; principal architect, David Childs. The interior designer is Winecoff/Stathis of New York.

Visitors and meetings are most welcome. To schedule either, contact Bob Jones at 201-761-9005, 201-761-9432 (fax) or jones@lanmail.shu.edu.

Trenton State College:

The Roscoe L. West Library has been awarded a competitive grant of \$25,000 and designated Telephone Reference Referral Center for the Central Jersey Regional Library Cooperative. It will provide telephone reference assistance and referral to the 180 member libraries of the regional cooperative, covering Mercer, Monmouth and Ocean counties. The grant runs through December 31, 1995, and a renewal for 1996 is anticipated.

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