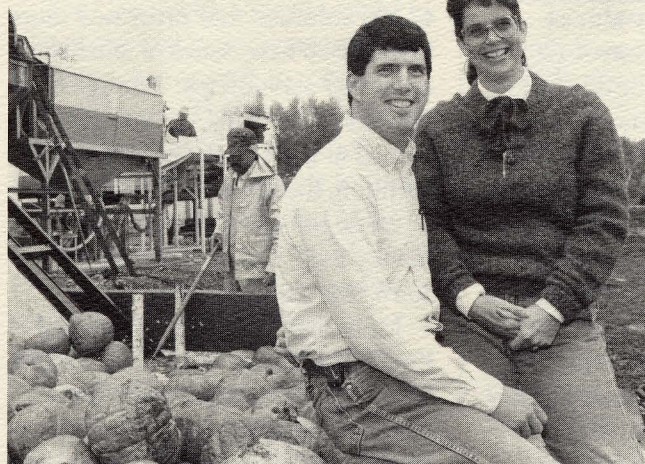


# Messenger

Oregon State University Libraries, Volume 5, Number 3

Fall, 1990



*Bill and Karla Chambers reap the rewards of pumpkin research.*

## Harvesting Resources: Access to information makes a difference to business

What does the Library have to do with pumpkin production? Quite a bit, it turns out, for OSU alums Bill and Karla Chambers.

Bill and Karla noticed that 25 tons of raw pumpkin product were being thrown behind the combines collecting marketable seed on the farm they own and operate, and they saw potential going to waste. How marketable was the pumpkin meat? A good question, and one that led them into an investigation of current literature.

At a recent meeting of the Friends of OSU Libraries Board, Karla briefly related her successful search for information in Kerr Library when she and Bill wanted to

expand their agricultural operations. The Friends were delighted to hear how a local entrepreneur used the OSU Library to find important information in support of local industry.

"I knew nothing about pumpkin when I began—nothing!" Karla told the Board members. A list of questions initiated Karla's research in the

Library. "Questions," she emphasized, "I wrote questions about everything on pumpkin—varieties, growth, consumption, international trade, production problems, and marketing issues."

Not only was insatiable inquiry important to these entrepreneurs, but also the capacity to set goals and take risk! By May of 1989, Bill and Karla had built a frozen food processing plant on their farm. Observation. Investigation. Planning. Commitment. Action. The Chambers' team would process 25 tons of pumpkin per acre. Accomplishment.

At this time, contracts with vegetable and pie markets have been written for over two million pounds of Oregon-grown pumpkin. Bill and Karla are now looking at expanded uses of their plant investment through processing berries and vegetables.

In relating their business success, Karla praised OSU Libraries for an extensive and current collection of materials. Information is essential to move a great idea into a starting position! Listening to Karla talk about developmental efforts in agribusiness, one repeatedly hears dedication to creating a better system.

Karla closed her presentation with questions reinforcing her dedication to service: "Do people in the area know what their privileges at Kerr Library really are? Does the community know how it can access the wealth of public resources in OSU's Libraries? How can the availability message be sent to entrepreneurs throughout the city, county, and state?"

OSU Libraries have automated since the pumpkin project, but Karla is reassured by the presence of helpful librarians and staff members. All goes well, she believes, when professionals share the latest in information science and computer technology. Karla didn't know about the Agricultural Spin Service, but now that she does, she wants to share this resource with others. She tracked her research approach: "Start at the Reference Desk for current statistics. Look to recent journals for articles. Use the on-line subject search to review a wide selection of resources. Ask questions of yourself and library staff."

*Ella-Marie Christensen  
Office Specialist, Kerr Library*





Dr. Melvin R. George Director, OSU Libraries

## From the Director: "State of the Libraries"

Each year, as the new academic year begins, I make a report to the library staff dealing with the state of the libraries at OSU. I believe the past year has been filled with accomplishments in many areas.

### *Library Introduces New Outreach Services to Faculty and Community*

During the past year, library staff members have begun making materials more readily available to faculty and staff. Staff members in the Research Services Division now provide a table of contents service in which faculty members are sent photocopies of the contents pages of journal issues which they use in research. The faculty members can return the contents pages indicating articles they would like photocopied, and library staff mails the copies directly to the faculty member's office.

In addition, through a federal grant, the library has worked to provide economic development information directly to the community. Mary Jenny, the library's economic development librarian,

has provided workshops, assisted local business people with reference information, and worked with the State of Oregon Department of Economic Development to provide information to local businesses throughout the state.

### *Central Library Makes Plans for Major Expansion*

Planning is proceeding rapidly for the expansion of the main library building in Corvallis. Schematic drawings are almost completed for an addition of 120,000 square feet which will be added to the existing 182,000-square-foot building. Planning for the expansion has been done in such a way that the quad north of the building will be preserved and upgraded. The new portion of the building will house stack areas equipped with compact shelving, an expanded Special Collections area and a major new entrance to the total library facility. A great deal of effort has gone into redesigning the entire building so that it will be a better aesthetic match for nearby buildings on the library quad.

### *State and Private Funding Sought*

The budget for the library expansion will be nearly \$30 million. Two-thirds will come from state sources, and the University and the Friends of the Library are developing programs to assure that the legislature understands the need. The building is the number one capital construction priority in the Chancellor's proposed budget and was included in Governor Goldschmidt's proposed biennial budget.

Nearly \$10 million must be raised privately, however, if the project is to be realized. Robert Lundeen has agreed to chair the fund-raising project. He and his wife, Betty, have already pledged \$600,000 to the project.

### *Library Collections Worth More Than \$30 Million; Users Make Heavy Use of Library Resources*

In the past year, the library staff acquired and cataloged more than 42,100 volumes, and processed more than 84,500 new issues of journals and other serial items. The collection now stands at 1,162,943 volumes valued at more than \$30 million. In addition, the library holds 328,629 uncataloged government documents, 1,457,518 microfiche and 35,965 microfilm reels.

More than 776,000 users visited Kerr Library, and more than 300,000 items were circulated outside the library. Within the library, readers and researchers used more than 1.3 million volumes that had to be reshelfed. Reference staff members answered more than 83,000 questions, and library users made more than 3,661,000 photocopies on the library's machines.



Dr. Linus Pauling, Honorary Chair of the Library Expansion Project Volunteer Steering Committee; Dr. John Byrne, President, OSU; and Scott Smith, Project Architect with Sasaki Associates, recently reviewed the schematic drawings.



### **Library Acquires Major Research Collection; Expands Automation**

The libraries' Special Collections unit purchased a large collection on the history of atomic energy, containing many rare documents which were written by scientists active in the development of nuclear energy (*Messenger*, Summer 1990). In addition, Special Collections received a number of valuable letters to and from Bernard Malamud.

The Cataloging Division completed the first major conversion of bibliographic records to machine readable form. This means that more than 90 percent of the libraries' holdings are now available for on-line searching through the OASIS system. In addition, the Acquisitions Division has nearly completed the conversion of journal check-in records to machine readable form. When the OASIS serials subsystem is available, these records will be ready for loading into the on-line record.

### **Library Plans Its Future**

Like other units on campus, the library has a strategic plan. For the immediate future, the libraries plan to continue to provide high quality service for research and instruction with an emphasis on satisfying the needs of library users. More specifically, however, the libraries will continue to expand services to extension faculty and to citizens throughout the state. The library will continue to improve its automated services, and strive to be effective in assuring funding for the building expansion. Finally, the library will, through its hiring and personnel policies, attempt to create a work environment where minority employees are welcomed and where users representing minority groups feel comfortable and supported.

*Dr. Melvin R. George  
Director, OSU Libraries*



*Marilyn Potts Guin Library—the new 21,000-square-foot facility emphasizes the importance of the library to the mission of HMSC—the wise use of the ocean and its resources through research, education and extension.*

### **Marilyn Potts Guin Library**

Under clear Fourth of July skies, the Marilyn Potts Guin Library at OSU's Hatfield Marine Science Center was officially named and dedicated by dignitaries including Senator Mark O. Hatfield.

The crowd of over 200 heard the Senator discuss the appropriateness of dedicating a library on the Fourth of July. He also recognized the importance of libraries and freedom of thought in this country. Other speakers, including Mel George and John Byrne of OSU, Harvey Holm and Pat Gant of the EPA, and Lavern Weber of HMSC, praised Guin, HMSC Librarian from 1976 until her death in December of 1989. Guin's spark and vision were cited as the driving forces behind the new building, the excellent collection and the commitment at HMSC to provide access to information. Eleanor Uhlinger, librarian at Bodega Bay Marine Labs, described Guin's commitment to marine libraries both nationally and internationally. The speakers also emphasized the importance of excellent library service to research and education.

The celebration emphasized the importance of the Guin Library to the mission of HMSC—wise use of

the ocean and its resources through research, education, and extension. The celebration also recognized the profound contribution a single librarian can make to the profession. In naming the building after Guin, the state and country acknowledged a librarian's unique role in the scholarly process.

Marilyn Potts Guin (1944-1989) combined her fascination with the marine world with her library skills to create a unique library environment. Under

her exuberant guidance, the collection grew, and the library is now an integral part of the HMSC.

The new 21,000-square-foot library was built with funding from the U.S. Environmental Protection Agency and furnished through private funds. The facility is maintained and operated by OSU. The 25,000 volumes and 310 current periodicals cover a broad range of marine related topics including fisheries, aquaculture, oceanography, geology, environmental studies, and biology.

Researchers, students, and staff use CD-ROM databases and OSU Libraries' on-line catalog as well as traditional methods to access the collection. Besides the physical collection, the library provides links to information throughout the world. Electronic connections and service-minded staff facilitate retrieval of far-flung resources. This new facility reaffirms OSU's commitment to the role of libraries in the growth and dissemination of knowledge.

To assist with fund raising for the new facility, Friends of the HMSC Library was founded in the spring of 1989. John Chapman and Ted DeWitt, researchers at HMSC, (continued on page 8)





Arleen Libertini is the librarian at Good Samaritan Hospital in Corvallis.

## Our Community Connection

OSU's Kerr Library is a vital community resource. Its materials and services are used regularly by many individuals, organizations and businesses in the Corvallis area. OSU librarians work closely with other librarians, exchanging materials and sharing professional expertise.

The smaller specialized libraries at Good Samaritan Hospital, Corvallis Clinic, Albany General Hospital, and Lebanon Community Hospital often rely on the larger scope of OSU's collection in education, pharmacology, psychology, sociology, law, and sports medicine. OSU, in return, refers staff and students to the medical libraries for material, not only in the medical specialties, but also in allied health areas, such as health care administration.

Through the years, we have experienced exciting changes that have improved and enhanced our cooperation. Access to the OSU online catalog from our offices is a welcome improvement in our link

with Kerr Library, and has made it much easier to locate books. Now that we can locate materials in advance, many of our staff members prefer to go directly to OSU for browsing and reading.

Becky Pape, RN, manager of the Health Education Department at Good Samaritan, actively supports

Kerr Library as a member of the Friends of OSU Libraries and as a regular library user. "Staff members of the Health Education Department are frequent users of the OSU Libraries, often utilizing resources on adult education. We rely on OSU to supply essential non-medical texts and journals for our day-to-day practice," Pape says.

Use of OSU's collection has been enhanced by the institutional borrowers card issued to members of MVHIN (Marine Valley Health Information Network). MVHIN is a consortium developed by local medical libraries to formalize their cooperation. Pape and other Good Samaritan employees work through the hospital library to locate materials at OSU, and use a MVHIN card to check out materials.

OSU's CD-ROM center is another valuable research tool that serves the community and medical libraries. We often send our staff members to OSU to search the CD-ROM *Psychological Abstracts* because they prefer to do their own searches in that subject area, and then browse the collection. Through this campus experience, community librarians

and their patrons have become more comfortable with adding CD-ROM technology to medical libraries.

Cooperation and resource sharing are reciprocal. OSU students and staff regularly turn to local medical libraries for specific medical journal articles and to browse the specialized collection. OSU pharmacy externs use hospital libraries during their terms in hospital pharmacies. These students often return to the resources of hospital libraries after their externships end. Health care administration students are also frequent users of our health care management resources.

While sharing has enhanced library services in both directions, it has also magnified collections and staffing problems for all of us. OSU students and staff are increasingly aware of the information resources that exist, and the specialized reference services provided by special libraries. Smaller libraries experience a strain on their collections and part-time staff to provide assistance to more than their own patrons. The special libraries should be viewed as a "last resort" for OSU students.

Everyone benefits from sharing expertise and materials in a library network. Although interlibrary cooperation cannot be expected to substitute for collection deficiencies, it can help libraries make the most of every dollar in the short term while we plan for future funding. Medical librarians look forward to the future expansion of Kerr Library and its collections, not only as vital to its primary users at OSU, but as a continuing resource to the entire community, and a definite enhancement to area medical professionals.

Arleen Libertini, Librarian  
Good Samaritan Hospital, Corvallis



## Sharing Globally

From Seaside, Oregon, Cambridge, Massachusetts, Namibia, and even from the Soviet Union, requests for book loans and journal articles pour into the interlibrary loan offices of the OSU libraries.

That the OSU Libraries lend more than they borrow comes as a surprise to many. Indeed, for every item arriving for OSU faculty, staff, and students, more than two go out to patrons of libraries of all types, in every state and 22 foreign countries. In 1989-90, close to 13,000 items were sent out, while only 5,515 items were received for OSU patrons.

Significant increases in publishing output and rising materials prices have contributed to the growth of interlibrary cooperation. Even the largest libraries find it impossible to buy all the materials needed by their patrons.

At OSU, the interlibrary loan workload has more than doubled in the last decade. Contributing to the increase in demands and the rise in expectations is an on-line bibliographic data base (OCLC), which links us to thousands of libraries and identifies locations for books and journals at the click of a computer key.

Sixty percent of all loans during the last year were made to Oregon libraries. Although we serve Oregonians in all walks of life, the loans made to out-of-state and foreign libraries are primarily in support of academic studies and research. Interdependence of libraries is becoming increasingly important.

There is no doubt that the OSU Libraries are making a significant contribution to the academic world in general, and the needs of Oregonians in particular.

*Doris Tilles*

*Interlibrary Loan Librarian*

## Weathering Crisis, Together

A tidal wave of rising journal prices is wreaking havoc on library budgets. Preliminary forecasts predict U.S. journal prices will increase 12 to 14 percent during the next year. Those published abroad will increase 14 to 23 percent.

The effect of such price increases on a library's materials budget can be devastating if the library subscribes to a large number of scientific, technical, and medical journals, and if the library's materials budget does not increase in direct relation to the rate of price increases. Both of these conditions apply to OSU Libraries. (The materials budget has increased only 4 percent annually for current and preceding years.) Stormy waters, indeed!

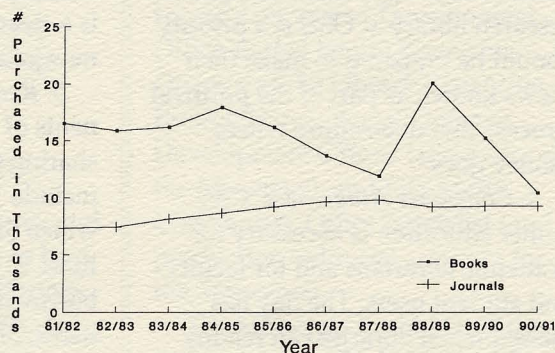
Since a journal subscription is an ongoing cost, the total for all subscriptions, plus an estimated inflationary amount, is set aside at the beginning of each budget year. The amount remaining in the materials budget is available for the purchase of books or new subscriptions.

Unless subscriptions are canceled—or other cost-control measures are strategically effected—subscriptions are maintained at the expense of books. Book prices also annually inflate, and titles go out of print quickly as the result of an I.R.S. ruling authorizing taxation of publishers' overstocks. It becomes unlikely that a library can recover

book purchases missed during lean years—at least, not at reasonable prices.

The following graphs illustrate the effects of rising journal prices for OSU Libraries. The first graph shows the number of journal subscriptions compared to the number of books purchased. The decrease in

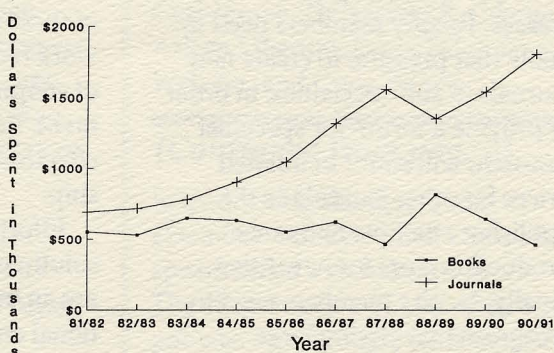
**Book vs. Journal Purchases**  
Oregon State University Libraries



*Book versus Journal Purchases, Number purchased in thousands*

book purchases between 1984 and 1988 was due to rising journal prices. The jump in book purchases in 1988 was the result of money temporarily available from 600 subscriptions canceled in 1988-89.

**Book vs. Journal Purchases**  
Oregon State University Libraries



*Book versus Journal Purchases, Total dollars spent in thousands*

The second graph shows the same situation in terms of the money spent for both books and journals. It should be stressed that the cost-threatening situation at OSU is common to most academic libraries.



### *What can be done to weather the crisis?*

1. **More Money:** Clearly, an ongoing **inflation adjustment** that matches the rate of price increases needs to be built into the library materials budget.

2. **Political Action:** A truly distinguished library collection cannot be maintained without funding based on an inflationary factor. Those for whom a supportive research library at OSU is a priority should be prepared to make their views known as part of the **political process** that determines where money goes.

3. **Consumer Awareness:** Consumer education is necessary for academic librarians and for faculty and student users. The day has passed when libraries can readily honor most journal requests from faculty. With technological improvements for sharing resources, libraries are forced to consider borrowing seldom used, specialized journals.

Faculty members need to be aware of **publisher pricing practices** and be willing to explore alternate journals when a journal's history is one of large price increases. Faculty members need to know that pressure to create new journals in sub-specialties, in order to provide a forum for specialist research, will result in inflated prices for other journals as the publisher attempts to finance production costs for new titles. Finally, faculty members need to recognize that paying large amounts of money to journal editors will increase subscription costs.

An academic library has an obligation to keep its faculty informed about publishers' costs. Faculty and library need to **work together** to address the issues of

rising costs and steer clear of the "us-versus-them" attitude that often prevails during hard times.

4. **Canceling Subscriptions:** One obvious way to control costs is to cancel existing subscriptions. Canceling subscriptions is rarely, if ever, a painless project, since past cancellation projects have usually eliminated marginal subscriptions leaving only core titles necessary for instruction and research, and there is a steady demand for desirable new journals.

5. **Resource Sharing:** The components of an effective resource sharing plan among libraries include 1) a means for identifying which library subscribes to which titles, 2) policy and procedures for borrowing and lending requested items, 3) an effective means for transporting materials from one library to another in a timely manner, and 4) a cooperative collection development program dedicated to an elimination of duplicate purchasing in specialized materials so that money can be freed up to increase the number of unique items that participating libraries hold in toto.

We have done some work in all of these areas in Oregon, but a lot of work remains, especially in the area of **cooperative collection development**. Resource sharing can be an effective alternative to local ownership.

Efforts to explore other workable solutions should be made. Libraries are an integral part of the educational and research programs of any university, as well as local, regional, and state economic development efforts. Their nurturance during hard times, as well as good, is a responsibility we all share.

*Craig Wilson, Assistant Director  
Collection Development*

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### **Friends Make a Difference!**

A gift to the OSU Libraries improves access to information and provides support for research and teaching for the whole University. The Donald N. and Delpha M. Campbell Library Fund, established as an endowment of \$1,607,974.91, will benefit the University for years to come.

These new endowment funds and those received by the Marilyn Potts Guin Fund, combined with the University commitment to expansion of library support in general and the expansion of the central library facility, will have a major impact on the growth of library collections and services at OSU.

In response to a \$600,000 challenge pledge from Bob and Betty Lundeen for the Library Expansion Project, the Friends of the OSU Libraries Board pledged to raise \$390,000 over the next four years. Since making the pledge, the Friends have transferred \$55,000 toward the Library Expansion Project. The Friends raised over \$54,000 this year from almost 1,700 donors. Almost \$10,000 of this resulted from a challenge to the employees of CH2M Hill.

As a result of the hard work of our Volunteer Fund Raising Steering Committee headed by Bob Lundeen, our Friends and other donors, including the state legislature; the planning process for the Library Expansion Project is under way. Sasaki Associates, Inc., from San Francisco has been hired as architects for the project. Preliminary drawings have been completed. The target date for completion of the new construction is the summer of 1994.



Gift book funds are also an important resource for improving the Libraries' collections. Kerr Library was able to purchase the Atomic Energy Collection for over \$100,000 with money mostly from gift funds (*Messenger*, Summer 1990). This major acquisition will dovetail with the Ava Helen and Linus Pauling Collection because of the Paulings' work toward nuclear disarmament. The papers and materials of Dr. Linus Pauling are being used as a cornerstone to build a special collection at Kerr Library focusing on the history of science and technology in the 20th century.

In addition to the Atomic Energy Collection, Kerr Library added 436 books with gift dollars.

Finally, on July 4th, the Marilyn Potts Guin Library at the Hatfield Marine Science Center was formally dedicated. The new building makes the OSU Hatfield Marine Science Center one of the most attractive research facilities for marine studies in the world.

Your gifts help to make a good library system better able to support the mission of Oregon State University.

Nancy Powell  
Library Development Officer

## From the Editor: "A New Look, A New Home"

The *Messenger* has a new look and a new home.

The OSU Libraries join the commitment of the University to increase recycling efforts by adopting recycled paper for the *Messenger's* new look.

The new home is in the Library's recently organized Development Office staffed by Jim Kennison, Director of the Library Expansion Project; Nancy Powell, Library Development Officer (and editor of the *Messenger*); and Ella-Marie Christensen, Office Specialist (and production/editorial assistant for the *Messenger*).

The *Messenger* is published three times a year by the Friends of the OSU Libraries to provide information about the Libraries' programs, materials, and activities. Comments and suggestions are invited. Direct comments to the OSU Libraries, Kerr Library Development Office, Oregon State University, Corvallis, OR 97331-4501.

Thanks to our contributors: Henny Chambers, Ella-Marie Christensen, Dr. Melvin R. George, Arleen Libertini, Doris Tilles, Janet Webster, and Craig Wilson.

## (Continued from page 3)

helped within the Center and its extended "family." Ellen Campbell spearheaded a community drive. The challenge of a \$75,000 matching gift was met through the efforts of the Friends, OSU Foundation, and HMSC administration, as well as through timely gifts from longtime friends of the Center.

Everyone who gave recognized the importance of the library to the Center's work.

Janet Webster, Librarian  
Marilyn Potts Guin Library

FRIENDS  
OF THE  
LIBRARY

## TREASURES OF KERR LIBRARY

OREGON STATE UNIVERSITY

Friends of the Library  
will offer tours to any group

Docent\*-led tours on these topics:

- Computer-assisted literature searching
- McDonald Collection • Sources of local history • Map Room
- Writings of early naturalists • Art decorating the library
- Linus Pauling Collection

\*Docents are persons trained to interpret special collections of museums or archives

Select a topic and call 754-3411 to schedule a tour

several tours, and they plan to have similar offerings for the 1991 da Vinci Days.

To become docents, trainees attend a series of seminars held in the Kerr Library McDonald Room during the academic school year (September-May). Each docent then

chooses an area or areas of interest to prepare for tours. At this time, there are 12 trained docents who meet on the second Wednesday of the month at 4:30 p.m.,

The next seminar will be, January 9 Henry Sayre, OSU Associate Professor of Art, "American Landscapes"

Those interested in joining us may attend a seminar or two and then complete an application. For additional information, call 737-2438.

Henny Chambers, Program Chair  
Friends Docent

## Docent Friends Needed

The Friends of the OSU Libraries sponsor a docent program in which volunteers are trained to lead tours and make short public presentations about the special collections as well as other "treasures" in Kerr Library.

Some of the most popular topics are the Pauling Collection, Art in the Library, the 14th Century Choirbook in the McDonald Collection, the Map Collection, and Hi-Tech Libraries.

In July, in connection with da Vinci Days, the docents assembled a collection of books by and about Leonardo and answered questions for browsers. They also offered



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Home Phone \_\_\_\_\_

Work Phone \_\_\_\_\_

**Contributions:**

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_____ \$250-\$499	PATRON
_____ \$100-\$249	SUSTAINING FRIEND
_____ \$50-\$99	SUPPORTING FRIEND
_____ \$25-\$49	CONTRIBUTING FRIEND
_____ \$24 and below	FRIEND

*Pledging a gift of \$1,000 or more a year for twentyfive years, (or an outright gift of \$25,000.00), and designating it in full or in part to Friends of the OSU Libraries, is one way to become a member of the Oregon State University President's Club.*

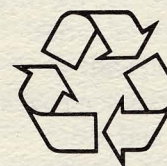
Please make checks payable to *the OSU Foundation* and mail with the above form to:

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