

Pace University
DigitalCommons@Pace

University Library Newsletter

Pace University Library System

3-1-2003

The Information Edge - Library Newsletter - Spring 2003 Issue

Karen DeSantis ed.
Pace University Libraries

Follow this and additional works at: http://digitalcommons.pace.edu/lib_bulletin

Recommended Citation

DeSantis, Karen ed., "The Information Edge - Library Newsletter - Spring 2003 Issue" (2003). *University Library Newsletter*. Paper 4.
http://digitalcommons.pace.edu/lib_bulletin/4

This Article is brought to you for free and open access by the Pace University Library System at DigitalCommons@Pace. It has been accepted for inclusion in University Library Newsletter by an authorized administrator of DigitalCommons@Pace. For more information, please contact rracelis@pace.edu.

Fourth Annual MAIUG Conference

Adele Artola, Head of Technical Services, Birnbaum Library

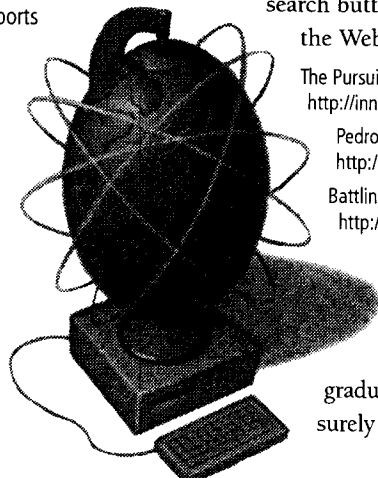
Sanda Petre, Cataloging/Authority, Birnbaum Library

On October 23, Adele Artola, Sanda Petre, and Jindi Zhang attended the Fourth Annual MAIUG (Mid Atlantic Innovative Users Group) Pre-Conference. The all-day conference, held in Wilmington Delaware, focused on the primary topics of Millennium Cataloging and the Millennium Editor. Two enhancements to these programs will provide improvements to the Pace University Library Innopac. Millennium Cataloging will soon incorporate enhancements which will make the jobs of our behind the scenes, hard working catalogers easier.

Some of the enhancements include:

- Tools for maintaining attached records
- Sessions statistics, as well as statistical reports, that can be generated from all modules—queries that can be saved to be run again at a future date
- URL checker and corrector
- Order information can be input into the item record
- Editing within review files
- Updating OCLC holding via z39.50
- Advances in authority file functionality
- SCAT tables for statistical reports

The installation of the Millennium Cataloging releases will strongly impact the technical services and public services library staff. Millennium Cataloging and Editor is an exciting tool that we are looking forward to implementing and exploring.



The Morphing of the Card Catalog and the Digital Factor

Rey P. Racelis, Assistant University Librarian for Systems Integration

The evolution of library online catalogs has come a long way since the late 1980's and early 1990's when a number of libraries, including Pace's very own, decided to consign the venerable *subject*, *title*, and *author* card catalogs either to the dustbin of history or, at least for the more cautious few, to the least conspicuous nook of the library. And there it would remain until courage was mustered to banish forever those long wooden boxes, laden with cards—repositories of bibliographic records for all that the library deemed worth collecting.

Electronic migration and digitization of the card catalog, however, not only paved the way to the more versatile manner by which catalog records are accessed but also to the various ways search results can be produced—from being printed, saved to disks, or emailed, to being exported as a new file to another host or server.

Manipulating search results, however, is just the tip of new technologies that can be harnessed to enrich the searching experience of the student or the researcher.

What's in the Book and the Syndetics Solution

Cognizant of the many possibilities that new online catalog enhancements can bring, the Pace University Online Catalog from Innovative Interfaces, Inc., started implementing new features that make the search process more efficient, time saving, and more productive. We have contracted the services of Syndetics Solutions, a bibliographic enhancement service that adds substantial content to the bibliographic records. Any title in the collection of the Pace University Library that has a match with the collection of Syndetics is provided, whenever data is available, with the table of contents (TOCs), summaries and annotations pertinent to the title, author information, excerpts and available reviews from noted reviewing services such as *Library Journal*, *Choice*, *School Library Journal Reviews*, *Publishers Weekly*, and *Booklist*. Even the book jacket is reproduced when available.

The tedious routine of checking for a title in the online catalog, and then going to the stacks to examine the table of contents, and then going to the book review indexes, and then to the reviews themselves to get a better understanding of the book's content is, in most cases, metamorphosed into a single process of searching without ever leaving your computer desktop when connected to the online catalog.

For a few examples where all features are implemented in one bibliographic title, check the following links and click on the additional information button. Clicking on the Google search button will also give you additional information mined by "Google" from the Web.

The Pursuit of Oblivion: a Global History of Narcotics
<http://innopac.pace.edu/search/t?SEARCH=the+plusuit+of+oblivion>

Pedro and Me: Friendship, Loss and What I Learned
<http://innopac.pace.edu/search/t?SEARCH=pedro+and+me>

Battling the Inner Dummy: The Crazyiness of Apparently Normal People
<http://innopac.pace.edu/search/t?SEARCH=Battling+the+Inner+Dummy>

You may type the above links directly into your browser address line or perform a title search in the catalog at <http://innopac.pace.edu/search/t>

Not all titles are in the Syndetics Solutions titles database specifically government documents and most of the law books. They have, however, gradually started adding more reference titles to their collection, which will surely bring an added cachet to the value of this service.

—Continued on page 2

At the moment, Syndetics Solutions provides about 3.5 million separate data elements covering about 1.2 million titles. For scholarly works, they have about 450,000 tables of contents, over 420,000 summaries and 150,000 annotations. The limit to the Pace's library access to all these data is only to the extent that our collection can find a match to the titles owned by Syndetics. This match is done via ISBN (international standard book number). Currently, about 2.3 million separate data elements are being deployed by the Syndetic Solutions service in response to request of clients from about 411 separate customers, including Pace.

If the trend is the gauge, it is safe to say that bibliographic enhancement technology is here to stay and our library has been one of its early adoptors. For the moment, the greatest match of the Pace collection vis-à-vis the Syndetics database is from the mid-1990s onwards. The service is not yet visible in regards to the older collection of the library.

Interestingly, this technology has been made possible by a close interface between some of the web option settings of Innopac allowing for linking of Syndetics elements without having to edit an individual bibliographic record. Innopac merely sends the bibliographic record to the Syndetics server and when a match is made, all the available enhancing features are passed on to Innopac to be displayed in each bibliographic record as requested.

PERL and JAVA and the New Titles

The push for a more pro-active way of informing library patrons of new titles is not a new invention. Libraries have always improvised some quonset display shelf, table, or cabinet where new books are normally displayed. Nowadays, in a library where clients sometimes assume virtual presence due to distance education and learning, it is still necessary to inform them of new publications, even without having the students literally walking into the library.

Providing patrons with lists accessible thru the web by title and subject on a regular basis has become a desirable convenience. The Innopac System can generate a new titles list of items cataloged within a given

time frame, which can be fed into a customized in-house java program to produce a Web-based page report in less than a minute. This is the result of on going developments in collection reporting which was initially started by using PERL (program extraction report language) programs shared collegially among libraries by some resourceful and inventive librarians. Borrowing the concept, we have utilized local student talents to come up with our own java-based version with further enhancements designed to address local reporting problems. For examples see the following:

<http://library.pace.edu/library/pages/libinfo/whatsnew/bnsuobject.html> (Birnbaum titles)

<http://library.pace.edu/library/pages/libinfo/whatsnew/msubject.html> (Mortola titles)

The Library has it and Cyberspace has it

A decade ago, it would have been difficult to imagine a card catalog that had an open-ended function. Then, what was not available in the collection was NOT in the collection and a patron would request the needed title through interlibrary loan. This is no longer the case in the present digital catalog. If a title is not in our physical collection, you may find that the bibliographic record points to a comparable digital copy, which is accessible online. Properly authenticated, you may digitally access contents of electronic books that provide backup copies for their printed counterparts. In other cases, items are only available online. Library collections therefore can be both virtual and physical. The Innopac provides a search tool to find titles of electronic books and provides the necessary cataloging mechanism to link to the electronic contents. At the moment, electronic books cataloged in the Pace collection are from Netlibrary, Books 24X7, and ACLS (American Council of Learned Societies) history books. About 2,600 e-books are available online.

A rudimentary collection of digitized dissertations has also been included in the online catalog. You may review them all at the following address:

<http://www.pace.edu/library/pages/links/digitalcollection.html>

When Servers Move or IPs Change

While priority is given to implementing features that are most useful to public end

users, enhanced features to help staff maintain the collection records is not neglected. It is not common for library or university network infrastructure to change, assume new networking typology, change gateway providers, or migrate to new sets of IPs (internet protocol addresses), or domain names for that matter.

However, when this happens all bibliographic links to live URLs (uniform resource locators) are affected. When a server changes its domain name or its IP, all digital collection records that reference this data will have to change links or users find the rather disconcerting message "error 404..." The Innopac System has a way of updating all the links through its millennium cataloging feature. This timesaving feature can sometimes save thousand of man-hours in manually updating records. Our online catalog system in the staff mode can also check for dead URL links appearing in bibliographic records.

More to Come and the Joy of Harvesting

Our library administrators are presently taking a closer look at other available features of the online catalog both in the public (user) and staff modes.

Technologies dealing with xml (extensible markup language) and other parsing and harvesting tools that can process metadata codes such as TEI (text encoded initiative) and Dublin Core, (a set of descriptive metadata that was first initiated in Dublin Ohio in 1995), broadcast searching and serving (z39.50 protocol), cross platform searching (searching across databases operating under different protocols and platforms) such as in the Millenium MetaFind and comparable interfaces (Webfeat), are all services that have been implemented, are being considered, or are in the works.

Indeed the card catalog has morphed into a more complex information database with the same basic function of serving the needed information to its users albeit in a more systematic, versatile, efficient and time conscious manner. ■

Come celebrate the **20**th anniversary of the Mortola Library by attending upcoming Friends of the Pace University Library event.

Grounds Into Tears?:

A report from coffee farms in the Peruvian Andes

Wednesday Feb. 26, 6-7PM
Birnbbaum Conference Room-Mortola Library,
Pleasantville

Writer and photographer Todd Shapera will give a talk and slide show profiling peasant coffee farmers in the Andean mountains of Peru. He will discuss the lives of humble and hard working people, and the dire consequences of historically low coffee prices over the past two years. Unable to feed their families, many farmers have abandoned their crops and turned to growing illicit coca. Todd will discuss what consumers can do to help: few know that by purchasing organic and Fair Trade Coffee, they can help farmers earn a higher price. Todd's work has appeared in many publications, including *Business Week*, *Fast Company*, *National Geographic Adventure*, the *New York Times*, and *The Financial Times of London*. Light snacks and refreshments will be provided.

For more information about any of these events of the Friends group, please contact Steve Feyl at sfeyl@pace.edu or (914) 773-3505.

Joy of Reading at Pace

Wednesday, March 19, 12-2PM
Kessell Campus Center-Pleasantville

Reading can profoundly effect the direction and meaning of our lives. Find out how certain books have influenced the lives and thoughts of some the faculty and staff of the Pace Community. Posters will highlight these books and show in the words of those faculty and staff members how the books have spoken in their lives.

Fusing Music and Journalism: WFUV's Claudia Marshall's life as a radio personality

Tuesday, March 25, 12-1:30PM
Birnbbaum Conference Room-Mortola Library,
Pleasantville

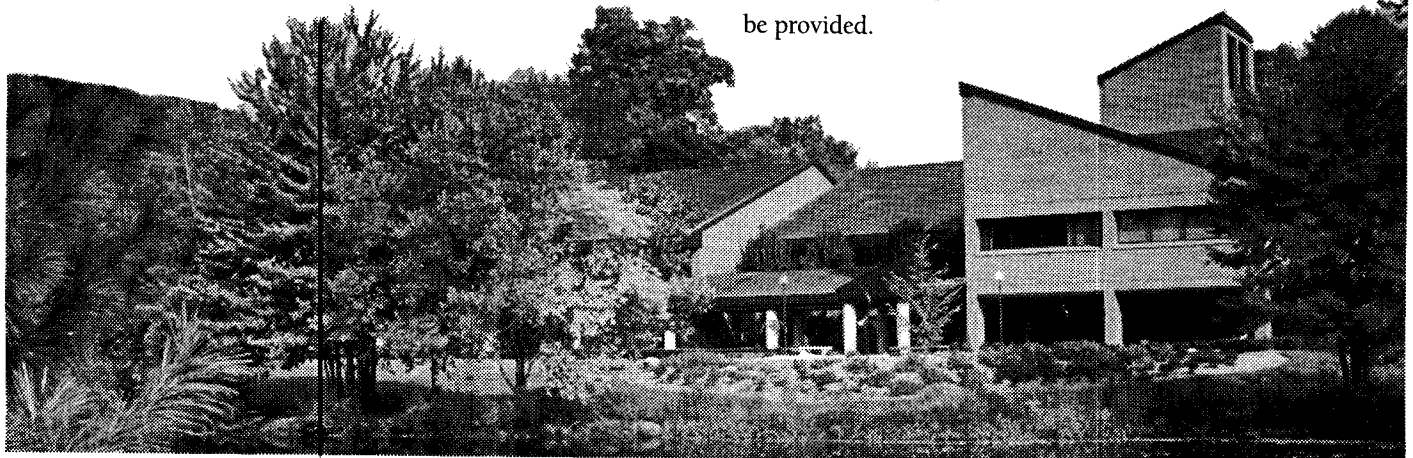
90.7 WFUV morning radio personality Claudia Marshall will join us for a talk on the life and work of a radio personality. Claudia's career has encompassed many journalistic efforts but as host of WFUV's City Folk Morning program, she now meshes her journalism with her love of music. Come by to learn more of her life and experiences or just to be able to put the radio voice to a face! A light lunch

and refreshments will be provided.

Mourning, Spirituality and Psychic Change

Friday, May 2, 3-4PM
Birnbbaum Conference Room-Mortola Library,
Pleasantville

Psychologist, psychoanalyst, and author Dr. Susan Kavalier-Adler, PhD, will be presenting a book talk on her forthcoming book "Mourning, Spirituality and Psychic Change" (Routledge, in press). The book explains how people can use the grieving process to promote a more lasting change and well being in their lives for the future. Dr. Kavalier-Adler has been in private practice for 28 years as a psychologist and psychoanalyst, and she has also been trained as a dance therapist. She is the Founder and Director of the Object Relations Institute for Psychotherapy and Psychoanalysis (www.orinyc.org) where she teaches, supervises, and does training analysis. She is the author of more than 40 articles and three books dealing with the creative process and the developmental and clinical issues within the mourning and grief process. Her two well-known books are "The Compulsion to Create: Women Writers and Their Demon Lovers" (Routledge, 1993; Other Press, 2000) and "The Creative Mystique: From Red Shoes Frenzy to Love and Creativity" (Routledge, 1996). Light snacks and refreshments will be provided.



Copyright and Distance Education: A Synopsis

Medaline Philbert, Assistant University Librarian for Distributive Learning

Jack McNeill, Associate Director, Pace Law Library

Jackie Womack, Manager, Center for Information Technology

The increasing prevalence of distance education in academia draws much concern on the limitations imposed on material transmitted electronically. The authors, though not experts in the Copyright law, wish to communicate three areas in relation to copyright: the TEACH Act and its impact on Distance Education, Online Reserves, and Multimedia. The TEACH Act (Technology, Education, and Copyright Harmonization) was signed into law by President Bush on November 2, 2002. The passage of the TEACH Act is a major improvement over the Copyright Act that governed the face-to-face classroom environment. It demonstrates that Congress recognizes the value of distance education, importance of digital media, and the need for a resolution of copyright conflicts. Before the benefits of the TEACH Act are presented, we will overview the Copyright Act.

The Copyright Act protects works that are "original works of authorship" and "fixed in any tangible medium of expression," even if these works are not registered with the U.S. Copyright Office, or lack a copyright notice. "Original works of authorship" means that the author did not use any pre-existing work. "Fixed in any tangible medium of expression" means that sufficient transformation of the work exists for it to be perceived, reproduced or communicated beyond a transitory period. Works include writings, images, artwork, videotapes, musical works, sound recordings, motion pictures and computer programs.

Originally, copyright protection was for the life of the author plus 50 years. However, the Sonny Bono Copyright Term Extension Act of 1998 extended that time span by an additional 20 years—the life of the author plus 70 years. In cases of corporations the duration is 95 years. Disney's copyright protection of Mickey Mouse, with support from other commercial entities, instituted the Sonny Bono Act. Since 1976, the Copyright Act, through Fair Use, permitted perform-

ances and displays in face-to-face classrooms. This provision protected educators from possible violations of owners' rights while using handouts, displays of slides/images, works on Web sites, and performance of music or videos. Application of Fair Use in distance education is very different and becomes more difficult when materials are uploaded to websites or transmitted globally to be easily downloaded, changed, or shared, thus threatening copyright owners' interests.

The TEACH Act, although a major improvement, demands many requirements beyond those of the traditional classroom. To put the requirements in perspective, it's important to understand the congressional version of distance education. Congress believes that distance education occurs in discrete installments similar to the traditional classroom setting and limited to a time span, hence lengthy works cannot be scanned or uploaded, stored on Web sites, and made available to students for the entire semester. Moreover, the focus is on the institutional behavior rather than on the actions of instructors. Therefore, the institutions must impose restrictions, develop policies and communicate copyright information. Institutions are allowed to retain limited copies of works for limited purposes, but the same doesn't appear to apply to instructors for the instructional program.

The TEACH Act repeals the earlier Section 110(2) that allowed transmission to be received only in the classroom or similar locations. As a result, digital transmission was previously seldom applicable. The coverage of the TEACH Act applies only to accredited nonprofit educational institutions and to the government body. The benefits cover:

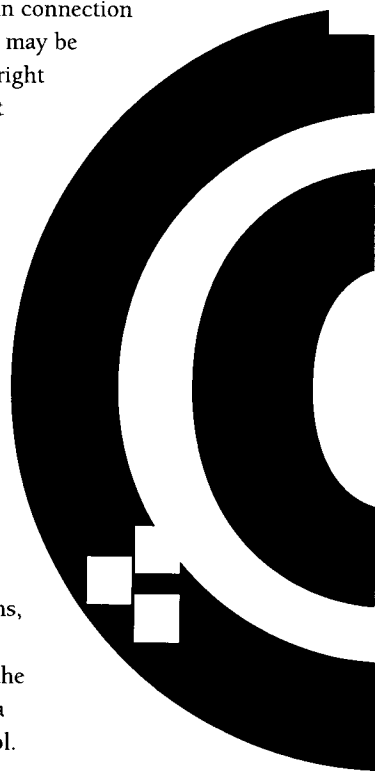
- Expanded range of allowed works—almost all works can be displayed or performed;
- Expansion of receiving locations—transmission is not limited to classrooms or similar locations;
- Storage of transmitted content—institutions are allowed to record and retain copies of transmission of copyright contents, to necessitate the technical component of the

digital transmission systems, and provide student access for a limited time;

- Digitizing of analog works—if the work is not already available in digital form.

The requirements imposed by the TEACH Act focus on three major personnel: institutional policymakers, information technology officials, and instructors. An institution must provide a copyright policy when incorporating works into distance education. Notice to students that materials used in connection with the course may be subject to copyright protection must be provided. Only students enrolled in the course for which the transmission is made shall be permitted access. The transmission cannot be shared with colleagues at other institutions, nor can the institution use the information as a promotional tool.

Informational technology officials must ensure that access is permitted only to students in a certain class to the extent that is technologically feasible. Technological measures must be applied to prevent retention of and access to the work beyond the intended duration, unauthorized dissemination, and to protect the institution should the technology be hacked. Interference with technology measures copyright owners have incorporated to protect their works is prohibited. Content shall not be maintained on the network beyond the intended period.



However, digital transmissions of copyright content may be kept provided no additional copies are made.

Instructors do not need permission for performances of works including dramatic and audiovisual works and displays of work such as that displayed in face-to-face classroom. Performances of dramatic and audiovisual works should be done in reasonable and limited amounts. However, works available in the educational market acquired are excluded. Use of performances or displays must be directly class related and made by, at the direction of, or under the supervision of the instructor. An instructor is

permitted to convert analog materials to digital formats if the material is not available in the educational market in digital format.

An instructor cannot scan and upload chapters from a textbook to discourage students from purchasing the textbooks.

All online reserves are governed by Copyright and Fair Use doctrines.

Copyright defines the ownership rights of the copyright holder while Fair Use concepts define the limits of those rights. It may help to begin by setting out what types of materials are not covered by copyright. These materials include factual material like lists of facts such as the telephone book, United States government publications, shareware and materials in the public domain. These materials may be added to online reserves without regard to copyright.

Fair Use doctrine permits limited copying of copyrighted material. In the online

reserve situation, this means that the library may make one copy of limited amounts of materials that it already owns or has obtained through legitimate channels such as Interlibrary Loan. The limits on copying are designed to protect the copyright holders interest in the market for the work. Thus, the library may make a copy of one chapter from a book, two articles from any single journal issue, short excerpts, and graphs or charts.

In the online environment, circulation of these materials must be limited to students enrolled in the course for which the materials are intended. The materials must be taken off reserve when the semester is completed. The student should read a copyright notice, similar to the ones on library photocopy machines, before downloading the materials.

On the other hand, linking to materials from databases already owned by the institution such as full-text periodical databases does not involve placing materials on reserve or gaining copyright clearance. The library pays the royalties for the use of these materials in the database fee. Faculty may also make use of materials that arise spontaneously during the semester. For example, a particularly good article comes out that clarifies an issue in class. This article may be copied or linked to for a very short duration without the need to resort to reserves or copyright law.

The United States has four major intellectual property laws that are important for multimedia developers. These four laws—Copyright, Patent, Trademark, and Trade Secret—protect various areas of multimedia developers' works.

In order to understand why it is so important to be familiar with basic principles of these laws, you need to know what they protect. According to J. Dianne Brinson and Mark F. Radcliffe's article, "An Intellectual Property Law Primer for Multimedia and Web Developers," the four intellectual property laws are defined as: "Copyright protects original "works of authorship;" Patent protects new, useful, and "nonobvious" inventions and processes;

Trademark protects words, names and symbols used by manufacturers and businesses to identify their goods and services; and Trade Secret protects valuable information not generally known that has been kept secret by its owner." Knowing these basic laws help avoid pitfalls that can cause time and money.

Copyright is a federal law; it does not vary from state to state. The following are the five exclusive rights in the copyrighted work as stated by Brinson and Radcliff, "Reproduction Right, Modification Right, Distribution Right, Public Performance Right and Public Display Right."

Patent law protects inventions processes and ornamental designs such as a running shoe or an electric can opener. Utility patents are issued for the greater of 17 years after issuance or 20 years after filing. Design patents are granted for a period of 14 years. Plants patent are granted for 20 years from the date of filing. Once a patent expires anyone can use it.

Trademark law protects an owner's commercial identity by giving the trademark owner the exclusive right to use that trademark on a specific type of goods or services. These trademarks and service marks can be words, names, symbols or devices used to identify their goods and services, and to distinguish their goods and services from goods manufactured and sold by others.

A trade secret is information valuable to its owner, not generally known and protected only under state law. The Uniform Trade Secrets Act defines trade secrets as "information, including a formula, pattern, compilation, program, device, method, technique, or process that derives independent economic value from not being generally known and not being readily ascertainable and is subject to reasonable efforts to maintain secrecy."

Web site issues are new and worldwide. Since the popularity of the World Wide Web and the continual innovations in technology these issues are difficult to enforce. Preexisting content is often not used in new

And The Winner Is . . .

Friends of the Library *Excellence* in Research Awards

Michelle Lang, Graduate Services Librarian

What undergraduate couldn't use an extra hundred bucks? Imagine receiving a high grade on a paper or project and then getting a hundred dollars to boot because your research skills are so fabulous. Friends of the Library is making it happen!!

The Friends of the Library Excellence in Research Award will be awarded to five Pace University undergraduates for an outstanding paper/project, in any subject, that demonstrates excellence in research using Pace Library resources. One student will be chosen from each of the following schools: Dyson, Lubin, Lienhard, CSIS, and Education, and awarded a check for \$100.00.

Nominations for the award will be made by Pace University faculty. Any undergraduate student paper or project is eligible for nomination. Students whose papers or projects have been nominated will be asked to submit both a copy of the 1) Original assignment 2) Final paper/project and 3) A short essay discussing their research process to the Friends of the Library Awards Committee, which will select the winners. ■

The four criteria to be considered are:

1. Creativity in the use of research tools
2. Thoroughness in the research process
3. Accuracy and attention to detail
4. Demonstrated use of a broad range of research tools and resources.

You may pickup a nomination form at the Birnbaum and Mortola Libraries next fall.

Copyright and Distance Education: A Synopsis *(Continued from page 5)*

multimedia products because obtaining a copyright license is time consuming and costly. Licenses may need to be negotiated on a work-by-work basis. The creation of a Web site requires careful attention to the legal as well as the technical aspects of the project. Worldwide licenses need to be obtained due to the scope of the international status of the Internet. Public display rights for text and photographs and public performance for video clips and music would need to be licensed also. This license is essential when you want to display the item in a setting where the audience is not limited to family and friends. Getting these rights can prove to be difficult because different parties in different parts of the world own these items.

Because of the issues outlined above many inventors, musicians, writers and designers (Web and otherwise) in the United States are opting to participate in Multimedia Copyright Clearinghouses. The Multimedia Committee of the IIP was commissioned by MITI to study multimedia intellectual property issues. In February 1994, the committee distributed its initial report for comment. The committee proposed the establishment of a collective administration center—the "Digital Information Center"—in which information on copyrighted works could be accessed and clearance approval obtained. These clearinghouses/centers are

voluntary, cover a subset of copyright interest at the outset, and will establish a database of information utilizing different servers for different types of works without royalty payment administration, according to Fred Greguras in "Copyright Clearances and Moral Rights."

Eventually, Copyright owners would offer nonexclusive licenses, with prices based on the scope of rights, the geographical territory, the term of the license, and other factors. "Routine" or standard license rights could be defined and royalty payments could be established. Copyright owners could warrant that they have the right to grant such licenses in order to protect their licenses. Affirmative standard license rights could be established for activities constituting an exercise of moral rights.

The difficulties involved in obtaining the rights to pre-existing content have made linking web pages the next evolutionary step. The linking of pages keeps the original intact while allowing your audience to view the contents. ■

References

Brinson, J.D and Radcliffe, M.F. "An Intellectual Property Law Primer For Multimedia and Web Developers." <http://www.eff.org/CAF/law/ip-primer>, 11/7/2002

Crews, Kenneth D. "New Copyright Law for Distance Education: The Meaning and Importance of the TEACH Act". <http://www.ala.org/washoff/teach.html>, 11/4/2002

Greguras, Fred. "Copyright Clearances and Moral Rights." http://www.batnet.com/oikoumene/mmcpyrt_doubts.html, 11/7/2002

Research

Assistance Center

Since the October 2002 opening of the Research Assistance



Center in the Mortola Library, we have begun offering many opportunities for individualized research help for the Pace Community. Current workshops include assistance with citation style, and how to utilize interlibrary loan services into your research. As well as many opportunities to drop in and sit down with a librarian to discuss your research and how to best approach it. Scheduled sessions are posted on a bulletin board near the entrance of the Mortola Library. If you can't make it to one of the scheduled sessions, you can contact Steve Feyl, Head of Research and Information Services/Westchester (sfeyl@pace.edu) to schedule a time to meet with a librarian to talk over whatever research questions you have.



Traveling Librarian

Keep an eye out for the Traveling Librarian on the Pleasantville Campus. Using the increasing wireless network presence on campus, librarians will be making stops at popular campus locations to bring research assistance to you. If you see the Traveling Librarian on campus, don't hesitate to ask any questions or just to find out more about what's going on in the library.

LibQUAL+™

Noreen McGuire, Assistant University Librarian for Staff Development

What do you think of when you read "LibQUAL+™"? Perhaps it sounds like the name of a new product or maybe an award. If you thought of "Library plus Quality" then you are on the right track. If your next thought was "Library plus Quality equals Pace University Library" then that means we are on the right track; and this is what we aim to find out this spring when we ask library users to participate in the LibQUAL+™ survey which measures library service quality.

To be more exact, LibQUAL+™ helps identify gaps between what service users expect from the library and what service they believe they are actually receiving. The LibQUAL+™ survey instrument is adapted from an instrument called SERVQUAL, which is widely used in the corporate sector. SERVQUAL was developed by the marketing research team of A. Parasuraman, V.A. Zeithaml, and L.L. Berry. LibQUAL+™ is also the name of the project, co-sponsored by Texas A&M University and the Association of Research Libraries, which has adapted SERVQUAL into LibQUAL+™, and tested and developed it for use in libraries.

Traditionally, libraries have been measured in terms of the size of their collections, such as the number of volumes on the shelves and the number of journals subscribed to, or in terms of outputs such as number of items circulated or number of questions answered. Recently, however, pressure has increased for libraries to move towards outcome-based assessment, instead of relying solely on these traditional counts. Changes in information technology, soaring costs of print materials paired with tightening budgets, and the accessibility of information via the Web have greatly changed the way libraries operate. It is believed that outcome measures can better show how well a library serves its users and can demonstrate a library's effectiveness.

With the help of the Pace community, the Pace University Library will be able to identify where our users believe services need improvement. Based on this assessment, we can begin a process of planning for change that is responsive to user needs with an eye towards providing services that are aligned with their expectations. Our ultimate goal in improving service quality will be to surpass users' expectations of excellent library service as they pursue learning and research at Pace University.

Shortly after spring break, students, faculty, and staff at the Graduate Center and at the New York

and Pleasantville campuses will receive an invitation to participate in this important survey on the Web. Please take the time to give us your important feedback. We may think we know what you need or expect, but only you know for sure!

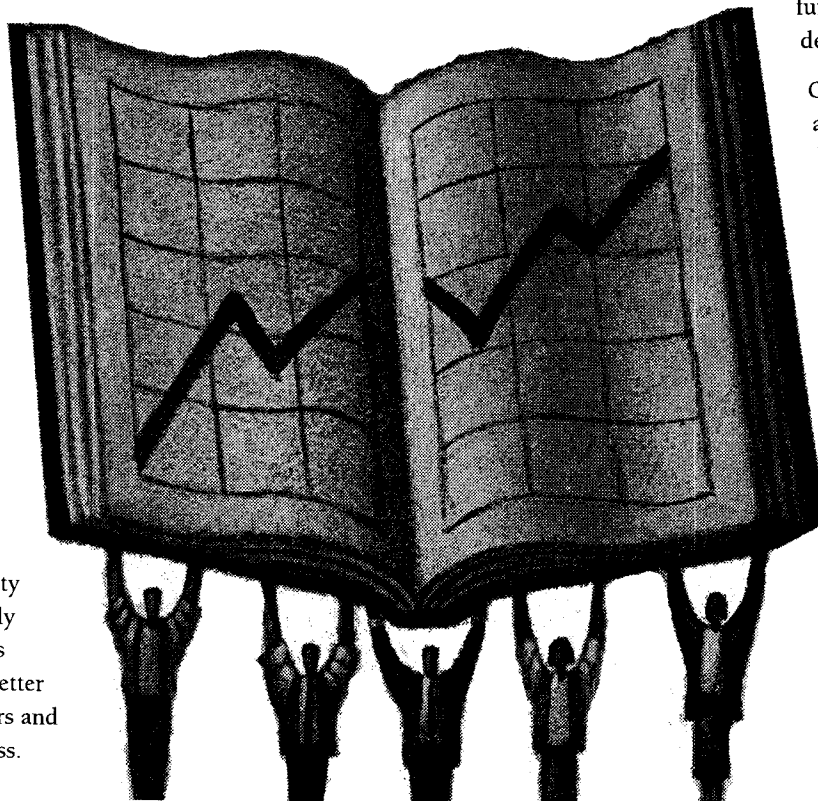
If we haven't convinced you yet to participate, you might also want to know that the survey is anonymous. Responses are sent directly to a server at the LibQUAL+™ project in Texas, and any identifying information is automatically separated from responses when it is received.

We will be offering three \$100 American Express gift certificates as incentives to participate. To be eligible, respondents will have to include an e-mail address and some

If your next thought was "Library plus Quality equals Pace University Library" then that means we are on the right track; and this is what we aim to find out this spring when we ask library users to participate in the LibQUAL+™ survey which measures library service quality.

contact information should their entry be drawn, but this information will be separated from actual responses when the survey is sent to LibQUAL+™; It does not go directly to us, as the drawing will be handled by a third party at LibQUAL+™ to further ensure respondent confidentiality.

Over 200 libraries across North America have participated in the LibQUAL+™ survey project over the past three years. We are one of 316 institutions slated to participate in the LibQUAL+™ project in Spring 2003. |



Sunrise to Sunset Library Read Aloud

Brian Jennings, Instructional Services Librarian, Mortola Library

Henry David Thoreau wrote, "How many a man has dated a new era in his life from the reading of a book! The book exists for us, perchance, that will explain our miracles and reveal new ones. The at present unutterable things we may find somewhere uttered."

We are welcoming students, faculty and staff to share selections from some of their favorite-life altering works on Tuesday, April 8th, from 6:27AM to 7:27 PM outside the Mortola Library in Pleasantville at our Sunrise to Sunset Read Aloud. The Read Aloud is a celebration of National Library Week as well as the first of many exciting events this year that will commemorate the 20th anniversary of the Mortola Library.

The American Library Association has identified several basic principles that libraries represent including: diversity, literacy, intellectual freedom, and education & continuous learning. While the library has experienced a significant transformation in 20 years from card catalogs and paper indexes to electronic books, databases, and catalogs, these values have remained constant. The Library Read Aloud represents the confluence of a diverse group of people and ideas, where people are encouraged to freely express and exchange those ideas. I envision our event to be more than a celebration of the physical presence of our building on this campus, but rather an opportunity to display the values that libraries share with the academic community and an invitation for the community to share with us by reading aloud.

Students, faculty, and staff will not only read from some of their favorite books, but also read original works of literature. If you are interested in participating, please contact Brian Jennings at (914)-773-3505 or bjennings@pace.edu. I

PACE UNIVERSITY LIBRARY

cordially invites you to participate in the

Sunrise to Sunset READ ALOUD

where the

Joy of Reading comes alive.

Tuesday, April 8th, 2003

6:27 AM - 7:27 PM

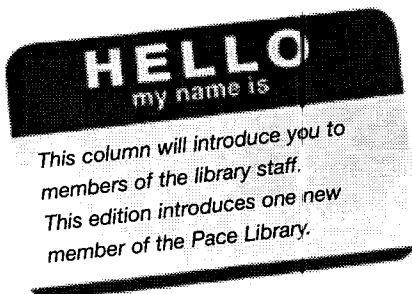
in the Meditation Garden in front
of the Mortola Library

(Light refreshments will be served)

Choose a selection from your favorite book, poem, or other piece of literature. Students, faculty, and staff will be reading continuously from 6:27 am (sunrise) to 7:27 (sunset).

Participants are welcome to read original works or previously published material and may sign up for time slots for 5, 10, 15 minutes, or longer. Faculty members are also welcome to have their classes participate.

If you are interested in reading,
contact Brian Jennings at bjennings@pace.edu
or 914-773-3505



Judy Katz is a new Part-Time Reference Librarian at the Birnbaum Library on the New York City campus. Judy retired last summer from a long career working in Fairleigh Dickinson University's Teaneck campus library, most recently as Head of Public Services & Acting Director. This part time job is ideal for Judy. It's a perfect way to stay in touch with the academic reference environment, work with a very congenial and dedicated staff, and still have plenty of time to pursue favorite hobbies. They include international folk dancing, visiting art museums, reading, gardening, traveling, (especially to Iowa City to visit grandchildren) and, lately, exploring lower Manhattan.

Library Hours

Henry Birnbaum Library	Graduate Center Library	Edward and Doris Mortola Library
1 Pace Plaza, New York Circulation Desk/General Information (212) 346-1332	1 Martine Avenue, White Plains Reference and Research Services (914) 422-4384	861 Bedford Road, Pleasantville Circulation Desk/General Information (914) 773-3380
Monday-Thursday 8 a.m. - 11 p.m. Friday 8 a.m. - 9 p.m. Saturday 10 a.m. - 8 p.m. Sunday 1 - 9 p.m.	Monday - Thursday Noon - 10 p.m. Friday Noon - 5 p.m. Saturday 10 a.m. - 5 p.m. Sunday Closed	Monday - Friday 8:30 a.m. - 11 p.m. Saturday 9 a.m. - 6 p.m. Sunday 10 a.m. - 11 p.m.

Volume 7, Number 1

Spring 2003

The Information Edge is published semi-annually by the Pace University Library. Please direct comments and submissions to the editors: Karen DeSantis at kdesantis@pace.edu or Sarah Higgins at shiggins@pace.edu.

PACE
UNIVERSITY