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KODAK INFOSOURCE NETWORK

By KATHRYN STARR

Kodak InfoSource Network's mission is: "to be the complete source for one-stop access to quality information products and services within Eastman Kodak Company." Networking is the key to making InfoSource work. Each of the eight InfoSource libraries in Rochester is linked electronically so that customers have access to information residing at all InfoSource locations. InfoSource is also linked to external sources through systems such as DIALOG, OCLC, and Faxon in order to provide comprehensive information access.

In addition to eight sites, InfoSource has three "activity groups." These are Proprietary Information, Search/Query, and Information Materials Processing Center. Proprietary Information is responsible for internal reports. Search/Query offers reference service and online searching, coordinates current awareness profiles, and provides end-user training for online searching. Information Materials Processing Center (IMPC) is the technical branch of InfoSource. IMPC purchases books, external technical reports, and computer manuals, places periodical subscriptions and interlibrary loans, and handles cataloging and updating of the online book catalog and union list of serials.

RESOURCES

A highly skilled staff is the most important resource in the InfoSource Network. InfoSource members hold degrees in their subject specialties, and Site Librarians have Information/Library Science degrees. Altogether there are 14 professionals, 22.5 support staff and 6 high school co-op students.

The InfoSource Network collection includes over 64,109 books, 260,000 items of proprietary information, 4,321 journal titles, 83,000 standards, 11,000 translations, and 1,768 multiclient studies. Currently there are 2,700 journal subecriptions and over 15 CD-ROM titles.

InfoSource library collections are developed in specific areas. This helps to reduce duplication between sites and allows for a more diverse overall collection. Subject specialties include standards, patents, chemistry, photography, imaging science, information systems, engineering, and proprietary information.

Terminals are available in each site for searching the online book catalog. In addition, customers with mainframe connection can access library services at their desks. LIBINFO allows aeess to the online catalog as well as electronic ordering of books, journal articles, literature searches, or other library services. Also available on this system is an electronic journal table of contents service (JTOC), which allows customers to review TOCs, order articles electronically, and set up current awareness profiles. Five InfoSource locations have CD-ROM workstations available for customer searching.
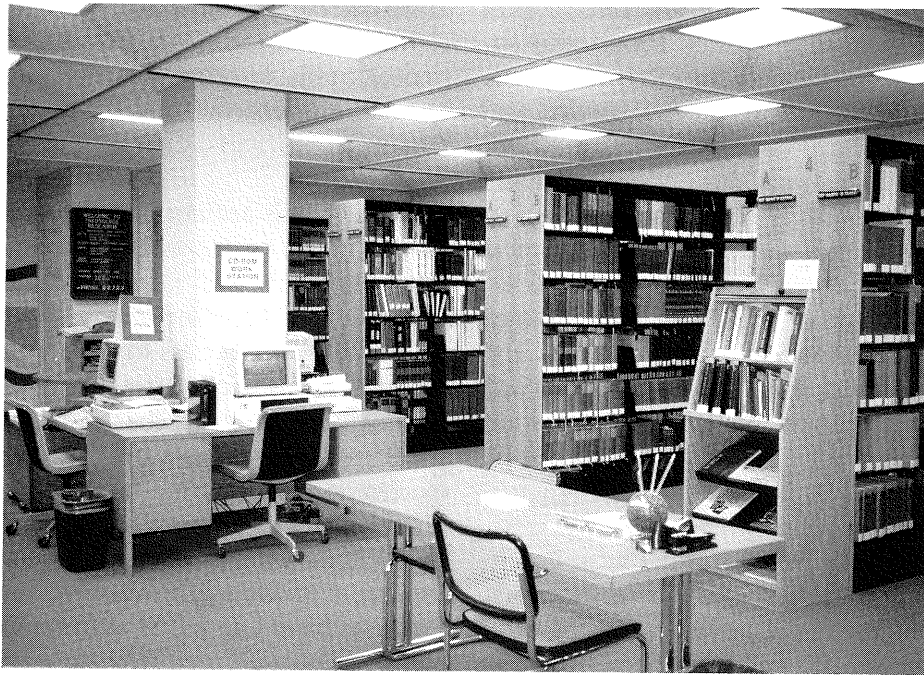
SERVICES

Circulation of books, computer manuals, and tehnical reports is provided with a standard two-week loan period. Internal article copies are provided at no charge. For items not held by InfoSource, interlibrary loans are available. Rush service is an option, as is same-day document delivery for internally held items.

Literature searching is a widely used service. InfoSource staff use a variety of databases including DIALOG, ORBIT, NEXIS, and STN. Current awareness profiles are set up through NERAC. Other services include book purchasing, placing of journal subscriptions, journal routing, and journal check-in and maintenance.

All InfoSource services are available through any of the sites, over telephone or fax, or electronically. This enables customers to access InfoSource services quickly and conveniently. Once a request is received, InfoSource's networking capability allows staff to use internal and external resources as necessary to provide the needed information.

MARKETING

In order to increase the visibility of InfoSource within Eastman Kodak Company, new brochures were developed about one year ago. The brochure includes information about InfoSource products and services. An inside pocket is designed to hold inserts describing the various sites or specific products or serv-

ices. The brochure may be used with or without the inserts depending on the intended audience.

Other marketing strategies include use of company video monitors to advertise specific InfoSource products and services, and presentations to various groups within Eastman Kodak. Currently InfoSource staff are working on a "liaison" program. InfoSource professionals will target specific customer groups to work with, attend department meetings and get a first-hand look at how these groups use information. This will enable InfoSource to offer products specifically tailored to meet the needs of individual groups.

CONCLUSION

The InfoSource Network has the goal of providing information to the customer's workplace. With a highly skilled staff and extensive networking capiabilities, that goal is being realized. InfoSource is also working at structuring its databases in order to bring more information directly to the customer's desktop. By continuing to monitor customer information needs, anticipate future needs, and develop specific products to satisfy those needs, InfoSource is certain to remain a vital and necessary link to information for Eastman Kodak Company.

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Kathryn Starr is Librarian at the InfoSource KAD Library 35213, Rochester, NY 14650. She has held the position for two years, following receiving the MLS degree from the University of Arizona.

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