







NASA CONTRACT NASW-2171 Final (Annual) Report Calendar Year 1971

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Joseph DiSalvo Director

January 15, 1972



AEROSPACE RESEARCH APPLICATIONS CENTER

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FINAL (ANNUAL) REPORT

CALENDAR YEAR 1971

NASA CONTRACT NASW-2171

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Joseph DiSalvo Director

January 15, 1972

Aerospace Research Applications Center Indiana University Foundation

Bloomington, Indiana 47401

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This document is the final (annual) report for NASA Contract NASW-2171. The report also includes statistics on ARAC activity for the fourth quarter of 1971. The fourth quarter data are presented in the standardized format using the RDC Statistical Progress Indicator forms. Other fourth quarter information presented in tabular format, in addition to the standardized forms, includes a tabulation of document and other ARAC demand services for each of the various ARAC service elements, a listing of visitors to ARAC which does not include visits by member and prospective member firm people, and a brief listing of recent ARAC promotional activities. The remainder of this report covers significant changes which occurred at ARAC during Calendar Year 1971 and summarizes other annual data.

ARAC DATA

FOURTH QUARTER

CALENDAR YEAR 1971

ARAC DEMAND SERVICES ACTIVITY SUMMARY

	<u> </u>	2nd Quarter 1971	<u>3rd</u> <u>Quarter</u> <u>1971</u>	<u>4th</u> <u>Quarter</u> <u>1971</u>
Retrospective Search Requests	74		42	31.
Computer Information Service Programs	20	14	12	. 16
Computer Information Service Documentations	20	30	32	20
Selective Dissemination Service Documents	840	751	431	439
Retrospective Search Service Documents	. 141	55	68	47
Marketing Information Service Documents	06	82	61	56
Industrial Applications Service Documents	712	450	520	509
Other Documents (TSP's, Reports of unknown origin, etc.)	693	501	352	361
TOTAL DOCUMENTS	2496	1869	1476	1432

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ARAC PROMOTIONAL ACTIVITIES*

FOR

FOURTH QUARTER 1971

<u>October, 1971</u>

South Bend Area Firms Notre Dame, Indiana Promotional Luncheon Joseph DiSalvo

Joseph DiSalvo

Financial Institutions Information Service New York, New York Organizational Meeting

November, 1971

Annual ARAC Fall Conference Bloomington, Indiana See Participant List on Subsequent Pages

> Joseph DiSalvo ARAC Staff

ARAC Staff

93 Firms Midwest Mail Campaign, RE: <u>Kiplinger Inquiries</u>

December, 1971

National Association of Manufacturers (Indiana Members) Indianapolis, Indiana Panel Participation

Chicago Area Firms Barrington, Illinois Promotional Luncheon Joseph DiSalvo

Robert Burdett

* Does not include visits to prospective and current clients.

List of Participants ARAC Fall Conference November 15 and 16, 1971

Mr. Darrell Lake, Jr. Products Manager Incel Corporation P.O. Box 395 Bluffton, Indiana 46714

Mr. Wake Herriman ITT Aerospace/Optical 3700 E. Pontiac Street Mail Station 315 Fort Wayne, Indiana 46803

Mr. John Henry Owens-Illinois, Inc. Technical Center P.O. Box 1035 Toledo, Ohio 43601

Mr. C.P. Gorman Eli Lilly and Company 740 South Alabama Street Indianapolis, Indiana 46206

Mr. Charles Redman Eli Lilly and Company 740 South Alabama Street Indianapolis, Indiana 46206

Mr. David Burns Carson Chemical, Inc. P.O. Box 466 New Castle, Indiana 47362

Mr. Charles W. Woodiwiss Procter and Gamble Company Ivorydale Technical Center - Building 104 Cincinnati, Ohio 45217

Miss Jane Rybolt Research Center B.F. Goodrich Company 9921 Brecksville Road Brecksville, Ohio 44141

List of Participants (con't.)

Mr. Donald E. Blanchard Vice President Sunbeam Corporation 5400 West Roosevelt Road Chicago, Illinois 60650

Mr. John Mueller The Drackett Company 5020 Spring Grove Avenue Cincinnati, Ohio 45232

Mr. Edmond Howie Assistant Director Knowledge Availability Systems Center University of Pittsburgh Pittsburgh, Pennsylvania 15213

Dr. D.E. Badertscher, Supervisor Technical Information Group Research Department, Paulsboro Lab. Mobil Research and Development Corporation Paulsboro, New Jersey 08066

Mr. Rainer Kaiser Manufacturing Engineer Mercedes-Benz of North America 158 Linwood Plaza Fort Lee, New Jersey 07024

Mr. Walker E. Meacham Superintendent, Engineering Research Texas Gas Transmission Corporation P.O. Box 1160 Owensboro, Kentucky 42301

Mr. Robert Hagerman Texas Gas Transmission Corporation P.O. Box 1160 Owensboro, Kentucky 42301

Mr. Chuck Mullis Director, Technical Coordination and Planning Owens-Illinois Technical Center 1700 N. Westwood Toledo, Ohio 43601

List of Participants (con't.)

Mrs. Elizabeth W. Kraus Head Librarian Research Library Research Labs. Eastman Kodak Company Rochester, New York 14650

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RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER : Fourth 1971

1. ARAC INCOME BY SOURCE



2. ARAC INTERNAL ALLOCATION OF CLIENT INCOME (PERCENTAGES)

COMPUTER OPERATIONS	12	MARKETING	0
ENGINEERING OPERATIONS	60	ADMINISTRATION	16
ACCOUNTING & INVOICING	12	NEW PRODUCT DEVELOPMENT	0

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RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: Fourth 1971

3. MEMBER CLIENTS BY SIC CODE

4. AD HOC USERS BY SIC CODE

1311	4	1311	1
2812	1	2812	
2818	1	2818	
2819	8	2819	3
2834	1	2834	-
2851	1	2851	
3069	2	3069	
3079	3	3079	
3221	2	3221	
3291	1	3291	1
3429	1	3429	-
3431	1	3431	
3442	1	3442	1
3443	1	3443	-
3494	1	3494	
3499	2	3499	1
3519	1	3519	•
3522	1	3522	
3531	2	3531	2
3541	1	3541	-
3542	1	3542	
3548	1	3542	1 .
3561	3	3540	1
3564	1	3564	1
3573	1	3573	1
3611	3	3611	L ·
3621	1	3621	6
3622	3	3622	0
3662	1	3662	
3674	3	3674	
3679	7	3679	2
3714	6	3714	2
3742	1	3742	5
3821	2	3821	2
3822	1	3822	1
3861	3	3861	-
4811	2	6811	2
4911	2	4011	2
4923	1	4911	
5092	3	4923	
5096	2	5004	
7391	2	050C 1027	
8911	3	272 / 271 0011	
N/A	10	0711 M / A	10
1		N/A	

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RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: Fourth 1971

5. ARAC CLIENT COMPOSITION -- ANNUAL AND AD HOC USERS

SIZE*	NO. COMPANIES
LARGE	104
SMALL	33
TOTAL	137

*Dividing point is 500 employees.

6. ARAC MARKETING APPROACHES (PROSPECTIVE USERS)

TYPE APPROACH	OCCURRENCES
DIRECT MAIL	293
PERSONAL PRESENTATIONS	0
GROUP PRESENTATIONS	2
PROFESSIONAL MEETING PRESENTATIONS	0
ADVERTISEMENTS	1
TELEPHONE	63
ARTICLES, T.V. INTERVIEWS, ETC.	1

7. MARKET & SERVICE CONTACTS (PRESENT CLIENTS)

TYPE OF CONTACT	ARAC TECHNICAL STAFF	ARAC MARKETING STAFF
MAIL	39	. 12
TE LE PHONE	57	29
VISIT	2	. 6

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RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: Fourth 1971

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8. HARD COPY & MICROFICHE ISSUED BY STAR/IAA CATEGORY

CATEGORY	CATEGORY TITLE	нс	MF	TOTALS
01	Aerodynamics	12	4	16
02	Aircraft	28	2	30
03	Auxiliary Systems	59	7	66
04	Biosciences	17	4	21
05	Biotechnology	44	2	46
06	Chemistry	46	2	48
07	Communications	27	3	30
08	Computers	57	6	63
09	Electronic Equipment	36	3	39
10	Electronics	27	6	33
11	Facilities, Research and Support	26	4	30
12	Fluid Mechanics	28	4	32
13	Geophysics	25	2	27
14	Instrumentation and Photography	92	8	100
15	Machine Elements and Processes	171	8	179
16	Masers	.36	6	42
17	Materials, Metallic	134	7	141
18	Materials, Nonmetallic	86	8	94
19	Mathematics	51	4	55
20	Meteorology	10	3	13
21	Navigation	15	5	20
22	Nuclear Engineering	22	7	29
23	Physics, General	21	4	25
24	Physics, Atomic, Molecular & Nuclear	11	2	13
25	Physics, Plasma	7	3	10
26	Physics, Solid-State	55	12	67
27	Propellants	11	4	15
28	Propulsion Systems	11	3	14
29	Space Radiation	5	3	8
30	Space Sciences	12	2	14
31	Space Vehicles	3	1	4
32	Structural Mechanics	52	9	61
33	Thermodynamics and Combustion	8	3	11 ·
34 .	General	32	4	36
	TOTALS	1277	155	1432

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RDC STATISTICAL PROGRESS INDICATOR FORMS

QUARTER: Fourth 1971

9. SUMMARY OF NOTIFICATIONS AND DOCUMENTS DISSEMINATED

TOTAL NOTIFICATIONS ANNOUNCED*	REPORTS DISSEMINATED
(Includes Tech Briefs, Abstracts,	(Includes H.C. & M.F. Documents,
& ARAC-written Summaries)	TSP'S, Reprints, & Articles)
123,000	1432

*Rounded off to nearest thousand.

SUMMARY OF ARAC OPERATIONS

CALENDAR YEAR 1971

Mix of ARAC Services

The relative proportion of client income generated by the various ARAC service elements continues to remain approximately the same as in previous years. Standard Interest Profiles, Retrospective Searches, Documents and Reprints, and Special Survey (especially in the environmental area) accounted for the majority of ARAC client income in 1971. The complete breakdown is given below.

ARAC Sources of Client Income

Calendar Year 1971

ARAC Service Element

Percent of Income*

Membership Fee	5.0 %
Weekly Industrial Applications Service	4.5 %
Custom Current Awareness Service	8.0 %
Retrospective Searches	14.0 %
Standard Interest Profiles	21.0 %
Monthly Computer Information Service	2.5 %
Monthly Marketing Information Service	1.5 %
Monthly Management Announcement Service	1.0 %
Documents, Reports, Reprints, Programs	23.0 %
Special Services and Surveys	19.5 %

*Rounded to nearest 0.5 %.

COMPOSITE ARAC CLIENT HISTORY

	1963	1964	1965	1966	1967	1968	1969	1970	1971
Client Companies at Beginning of Year	0	29	33	4 4	48	67	73	109	114
Nëw Clients Added	29	7	13	11	22	16	38	17	24
Memberships Terminated	0	e	3	٢	e	10	2	12	12
Member Clients at Year's End	29	33	44	48	67	73	109	114	126
Net Gain in Clients	29	4	11	4	19	9	34	۲	12
Percent of Clients Renewed	N/A	%06	64%	68%	94%	85%	%26	89%	206

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Staffing & Activity Levels

Basically the ARAC operation consists of five different departments. These are Technical Operations, Computer Operations, Production, Marketing, and Accounting. The size of the staff in each department remained approximately constant during 1971 except for Marketing. The marketing staff was cut during 1971, and at the present time consists of only a portion of time for two persons. In spite of this necessary reduction in marketing activity and the economic conditions which prevailed in 1971, ARAC was able to manage a small increase (5%) in client income over the previous calendar year.

One of the reasons for this gain must be attributed to the push in marketing and promotional activity that was made in the latter stages of 1970. Experience indicates that a lag time of approximately six to nine months exists between expenditure of promotional efforts and realization of increased activity. Unfortunately, this probably means that the scaling down of ARAC marketing activity during 1971 will probably show its greatest effects during 1972.

The lack of manpower in the ARAC Marketing Department during 1971 led to a severe shift in the type of marketing approaches used. Individual personal calls on prospective clients were employed only when a relatively strong interest in the use of ARAC services was expressed. The major marketing thrust consisted of use of highly selected lists for mail campaigns followed up by thorough and extensive telephone contact. The lower expense involved in using mail and telephone techniques is offset by the lower percentage of sales closures making the two methods approximately

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equal in effectiveness on a cost/benefit basis.

In many instances the quantitative indicators of ARAC activity were lower for 1971 than for 1970. However the revenue level remained approximately the same. The principal explanation for this phenomenon is the wide-spread subscriptions to special survey and monographs. Most of the special surveys done by ARAC during 1971 related to some aspect of the environment. It appears that generation of client income via sales of special survey and monographs will continue to be an important revenue generator for ARAC during 1972.

ARAC Fee Schedule Revision

Arriving at a fair price to ARAC clients for subscription to custom current awareness profiles has remained a thorny issue with ARAC since the time this service was initiated. The internal costs to ARAC for provision of this service are most sensitive to two separate factors. These are (1) the number of items selected by the profile strategy, and (2) the number of different information resources which were consulted (searched) in order to maintain the profile. It would certainly be possible to ascertain an accurate and fair price for any custom profile once it is on-line at ARAC for several months. However potential ARAC clients generally insist on a firm estimate for the profile prior to making the decision about subscribing to the service.

In December of 1971, a decision was made at ARAC to expand the portion of the ARAC fee schedule which delineates the cost for custom current awareness service. It is anticipated that the new pricing philosophy will be put into effect in February of 1972. The new pricing philosophy has the disadvantage that the cost for custom profiles is reached only by consideration of the number of information resources consulted and omits any consideration of volume of material. However the expanded fee schedule has the distinct advantage in that a prospective client may ascertain immediately and in advance the exact cost for a custom profile. A similar situation had also existed for years regarding the ARAC Retrospective Search Service. An expanded fee schedule was also devised in order to rectify this dilemma and likewise will be implemented in February 1972. The expanded fee schedules referred to above are exhibited on the following pages.

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ARAC CUSTOM CURRENT AWARENESS SERVICE FEE SCHEDULE

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Information Resource	Single Resource Fee	Multiple Resource Fee (Sum-up for Price)
NASA (Scientific and Technical Aerospace Reports (STAR) and International Aerospace Abstracts (IAA))	\$195	\$150
<pre>CRA (Government Reports Announcements (GRA) (formerly USGRDR) (Unclassified DoD material)</pre>	195	150
AEC (Nuclear Science Abstracts (NSA))	195	150
Engineering Index COMPENDEX	150	125
Pollution Abstracts	N/A	75
Air Pollution Abstracts	N/A	100
Selected Water Resources Abstracts	N/A	100
Food Science and Technology Abstracts	195	150
Chemical Abstracts CONDENSATES (Abstracts not available from this resource)		
Alternate Issues (Paper) Alternate Issues (Cards) All Issues (Paper) All Issues (Cards)	95 120 155 195	95 120 155 195

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· · · · ARAC MEMBER* COMPANY CUSTOM RETROSPECTIVE SEARCH FEE SCHEDULE

Information Resource	Single Resource Fee	Multiple Resource Fee (Sum-up for Price)
NASA (Scientific and Technical Aerospace Reports (STAR) from 1962) and (International Aerospace Abstracts (IAA) from 1963)	\$ 75	\$50
<pre>GRA (Government Reports Announcements (GRA) (formerly USGRDR) from 1964 - unclassified DoD material)</pre>	65	40
NASA TECH BRIEFS (from 1963)	25	15
AEC (Nuclear Science Abstracts (NSA) from 1947	100	75
Engineering Index COMPENDEX (from 1970)	100	75
Engineering Index CITE (covers Plastics and Electrical/ Electronics Sections only for years of 1968 and 1969)	75	50
Pollution Abstracts (from 1970)	75	50
Air Pollution Abstracts (from 1971)	75	50
Selected Water Resources Abstracts (from 1969)	100	75
ITT Textile File (from 1966)	75	. 20
Applied Science and Technology Index (from 1960) (Abstracts not available from this resource)	50	25
Chemical Abstracts CONDENSATES (from vol. 69-July 1968) (Abstracts not available from this resource)	50 plus 5/secvol.	40 plus 5/secvol.
Legal and Special Searches	\$15/eng.hr.	\$15/eng.hr.

*Users not paying the annual service charge will be charged 20% over prices listed above.

Revised ARAC Standard Interest Profile Offerings

Since January of 1970, ARAC has offered some 130 different and separate Standard Interest Profiles (SIP). A SIP is a form of current awareness service where the ARAC staff defines a technical area which hopefully should be of interest to several users. As updates to the various information resources are received at ARAC, the items relevant to the subject matter of the SIP are selected from the update and then put together as a SIP and sent to any client who may care to subscribe to the topical interest area.

The selling price for a SIP has been established such that the breakeven point occurs when seven or eight (depending on whether the ARAC client pays for the SIP at member or non-member rates) subscriptions to a particular SIP are entered. Since the 130 SIPs had been available for two years as of December 31, 1971, it seemed that at least a fair market test had been given and that it was time for a critical review. It was decided for review purposes that any SIP which had at least five subscribers (including those paid at non-member rates, member rates, and those that were on distribution for a free trial evaluation of three months) would probably eventually reach the break-even number of subscriptions required. Those SIPs which had fewer than five subscribers would probably not reach a point of selfsufficiency in the near future. In subjecting the 130 SIPs to this criteria, it was found that 38 SIPs did not have the imposed number of subscribers. Accordingly 37 SIPs will be eliminated as the subscription renewal dates for these SIPs occur. ARAC clients who were subscribing to these SIPs will

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be afforded the opportunity to continue receiving coverage of the SIP topical area by starting a custom interest profile. One of the SIPs which did not meet the criteria was combined with another SIP leaving a total of 92 SIPs which are still available. The list of ARAC SIPs still on line may be found on the following pages.

1972 STANDARD INTEREST PROFILES

BY SUBJECT CATEGORY

Chemical Engineering and Chemistry

SIP-02	Crystal Growth
SIP-15	Fluid Flow
SIP-16	Fuels and Combustion for Air Breathing Engines
SIP-17	Air and Water Pollution
SIP-18	Analytical Chemistry
SIP-68	Heat Transfer
SIP-112	Liquid Fuels
SIP-117	Air Pollution, Smoke Abatement, and Dust Control
SIP-125	Water Treatment and Distribution
SIP-153	Chemical Process Engineering
SIP-161	Sanitary Engineering and Waste Disposal
SIP-167	Boilers, Pressure Vessels, and Heat Transfer Equipment
SIP-187	Paper, Pulp, and Cellulose Products
STP-195	Fluid Flow

Computer & Information Sciences

SIP-23	Fluidics - Included with SIP-15
SIP-27	Logic Circuits
SIP-29	Photography
SIP-46	Information Science
SIP-127	Logic Circuits

Earth Sciences

SIP-17	Air and Water Pollution
SIP-73	Geophysics, Geology and Oceanography
SIP-118	Petroleum Exploration and Production
SIP-144	Water Resources and Pollution Control

Electronics & Electrical Engineering

- SIP-10 Non-Destructive Testing
- SIP-27 Logic Circuits
- SIP-30 Display Systems
- SIP-31 Data Transmission
- SIP-33 Recording Systems
- SIP-34 Semiconductor Devices and Microcircuit Fabrication
- SIP-35 Microwave Systems

Electronics & Electrical Engineering - con't.

SIP-36	Radio Antennas, Transmission, and Propagation
SIP-37	Radio Communications Equipment
SIP-38	Reliability
SIP-49	Control Systems Analysis
SIP-69	Dielectric Materials and Electrical Insulation
SIP-70	Holography
SIP-110	Non-Destructive Testing
SIP-127	Logic Circuits
SIP-130	Display Systems
SIP-134	Semiconductor Devices and Microcircuit Fabrication
SIP-149	Control Systems Analysis
SIP-151	Solders, Soldering and Electronic Assembly
SIP-169	Dielectric Materials and Electrical Insulation
SIP-191	Electrical Power Transmission

Energy Sources

SIP-60	Space-Age	Energy Sou	urces
SIP-192	Internal	Combustion	Engines

Life Sciences

SIP-43	Biomedical Technology
SIP-44	Radiobiology
SIP-77	Neurochemistry and Biochemistry
SIP-143	Biomedical Technology
SIP-161	Sanitary Engineering and Waste Disposal

Management

SIP-38	Reliability
SIP-39	Operations Research
SIP-41	Personnel Management and Behavioral Science
SIP-59	Industrial Safety, Fire Protection, and Radiation Protection
SIP-63	Industrial Mathematics
SIP-138	Reliability and Quality Control
SIP-139	Operations Research
SIP-159	Industrial Safety and Fire Protection
SIP-176	Materials Handling and Storage

Materials

SIP-02	Crystal Growth
SIP-03	Carbon and Graphite
SIP-04	Physical Metallurgy
SIP-05	Powder Metallurgy

Materials - con't.

SIP-06	High Temperature Materials
SIP-07 🎽	Materials Joining Technology
SIP-08	Material Forming and Machining
SIP-09	Microanalysis and Properties of Engineering Materials
SIP-10	Non-Destructive Testing
SIP-11	Corrosion and Protective Coatings
SIP-19	Reinforced Plastics and Composite Materials
SIP-47	Glass and Ceramics
SIP-108	Material Forming and Machining
SIP-110	Non-Destructive Testing
SIP-147	Glass and Ceramics
SIP-187	Paper, Pulp, and Cellulose Products
SIP-198	Welding and Cutting of Metals

Mechanical Engineering

SIP-07	Materials Joining Technology
SIP-08	Material Forming and Machining
SIP-09	Microanalysis and Properties of Engineering Materials
SIP-10	Non-Destructive Testing
SIP-13	Bearings and Lubrication
SIP-15	Fluid Flow
SIP-16	Fuels and Combustion for Air Breathing Engines
SIP-23	Fluidics - Included with SIP-15
SIP-45	Turbine Technology
SIP-49	Control Systems Analysis
SIP-68	Heat Transfer
SIP-75	Structural Analysis and Design
SIP-108	Material Forming and Machining
SIP-110	Non-Destructive Testing
SIP-112	Liquid Fuels
SIP-113	Bearings and Lubrication
SIP-149	Control Systems Analysis
SIP-167	Boilers, Pressure Vessels, and Heat Transfer Equipment
SIP-176	Materials Handling and Storage
SIP-192	Internal Combustion Engines
SIP-195	Fluid Flow
STP-198	Welding and Cutting of Metals

Physics

SIP-21	Temperature Measurement
SIP-22	Vacuum Technology
SIP-23	Fluidics - Included with SIP-15
SIP-24	Laser Applications
SIP-25	Laser Research
SIP-28	Infrared Instrumentation

Physics - con't.

SIP-29	Photography
SIP-52	Sensory Devices for Instrumentation
SIP-63	Industrial Mathematics
SIP-70	Holography
SIP-148	Optics
SIP-152	Sensory Devices for Instrumentation
SIP-194	Measurement and Measuring Instruments

Polymers and Plastics

Reinforced Plastics and Composite Materials
Polymer Technology
Paints and Coatings
High Temperature Polymers
Fire Resistant Polymers
Polyvinyl Chloride
Film and Adhesives for Packaging
Polyolefins
Plastics Molding
Adhesives
Foamed Polymers
Reinforced Plastics and Composite Materials
Epoxy Polymers