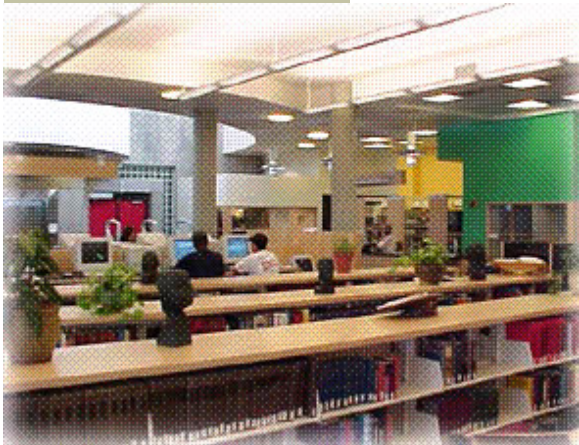


The Library Loves *You* day

by Valerie Cortelyou, Librarian



February is **Library Lovers' Month**, a month-long celebration of academic, public, and private libraries of all types. This is a time for everyone to recognize the value of libraries and to work to ensure that the nation's libraries will continue to serve. We want to thank all the students, faculty and staff who support us and use our services.

arapahoec), convenient for searching the Library's collection from home, or anywhere you have Internet access.

Our phone number is included as well, so call us anytime you need to renew books, have a question about items that are on reserve for your class, or if you have a reference question.

We're here to help! We hope to see you on **Your Library Loves You** day, February 12th.



So February 12th will be **Your Library Loves You** day, to recognize our loyal patrons. Please, stop by and see us, have a sweet treat and receive a small token of our appreciation.

Our ACC Library pen will help you remember our website's URL (www.youseemore.com/)

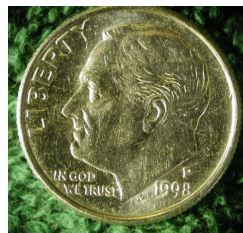
Library tries no-fines policy

Taxes will never go away. Neither will parking fees. Or fines for moving violations. But here's good news: for a year, on a trial basis, the Learning Resource Center (LRC) is doing away with fines for books or any other materials checked out of the Library.

The ACC Library already has an honor system for most services, such as printing off the computers and reserving group study rooms. Now patrons will be on the honor system to bring books back in a timely manner.

As LRC Director Malcolm Brantz puts it, "Library Patrons are the primary reason for the existence of the Arapahoe Community College Library. We believe our patrons are largely a diverse adult population who are courteous,

hardworking, engaged in using the resources of this academic library and responsive to our efforts to provide services. Our policy is to provide cost effective and efficient service supporting their academic informational needs. 'Cost effective' includes saving of money for patrons in their use of our services."



In cases where patrons do not return their materials, up to three letters will be sent to them, followed by a phone call.

Director Brantz says, "We are aware that with over 7,700 people attending this institution, a few will not abide by rules and policies. Please know that we will take appropriate corrective action against the few that don't abide by the rules of the library."

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The National Library of Business: collections and cost estimates

by Malcolm Brantz, LRC Director

This is the third part of a series on the National Library of Business (NLB). In this article, we are addressing a core resource that all libraries address: How many books, journals, videos, audio recordings, etc. should be purchased for the library's collection? While ACC has one of the largest community college library "materials" budgets in Colorado, it pales in comparison to the Colorado State University and University of Colorado library budgets. ACC's total budget represents about 6.5 percent of these two institution's 2002 book budgets. Remember, these libraries support PhD/ED/MD/DDS/etc. programs that demand extensive collections.

The simple answer is that a National Library should have an exhaustive collection of materials. Remember, the National Library of Education has an inadequate materials budget and is hampered in meeting its mandate to be a "national" resource library. Materials budgets are important to libraries and their patrons since this is one way they meet the needs of a broad group of patrons. Librarians have spent millions of dollars and countless years of planning in perfecting library systems for managing print and electronic materials for patrons' use. A fully-funded NLB would certainly benefit from the advances in librarianship that, in turn, would benefit business.

We still need to answer the question: How many business books should be purchased by an NLB each year? Certainly all academic and most "serious" works dealing with

business should be acquired. When I teach library research classes, I try to provide students with numbers of total books as a reference point. The easiest source of information for total number of books is *WorldCat*, one of the OCLC databases accessible through the library's home page. This database has roughly 42 million records for books. A safer estimate of book numbers is 20 million titles owned by the Library of Congress. Still a lot of books.

I simply entered the term "business" into *WorldCat* and created a hit list of over 600,000 book records. OCLC allows users to "sort" a list using different criteria. I sorted by number of business records added each year. For the past ten years, the average yearly addition is right around 17,000 "business" titles. Using "management" as a search term produced 949,000 "hits." If I become more specific—"global economy"—my search results shrank down to 3,400 books, 400 visual aids, 175 sound recordings and 303 Internet sites. Yes, more than books are cataloged at OCLC. By this point, I'm sure you'll agree, just too many figures to worry about in this quest about business books. Let's try another tack.

The publishing sector of our economy produces its annual report that is titled *Bowker Annual*. The annual give us snapshots of yearly production of books. For example, in 2001 there were 6,191 "North American Academic Books" published at an average price of \$61.87. That means about \$400,000 is needed for NLB to acquire a single copy of each book. Are American business books the only ones of interest? No. Academic business books are also published

(Continued on page 3)



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Malcolm Brantz, Director

Editing/Design: Ed Sadowski, Librarian

Hours of Operation Library, Media Center, and Open Computer Lab

Library

7:30 a.m.–9 p.m. Mon–Thu...7:30 a.m.–5 p.m. Fri
8–1 p.m. Sat...1–5 p.m. Sun

Media Center

8 a.m.–9 p.m. Mon–Thu...8 a.m.–5 p.m. Fri
9–1 p.m. Sat

Open Computer Lab

7:30 a.m.–9 p.m. Mon–Thu...7:30 a.m.–5 p.m. Fri
8–4 p.m. Sat...1–5 p.m. Sun

(Continued from page 2)

in England (600+), Germany (238), France (not listed this year), which should be collected to support America's effort in the global economy. Remember, the books identified in this annual are a relatively narrowly-defined group of business books. Since accuracy is not our goal, but a smart guess is we could estimate that the NLB should have a budget of about two to three million dollars a year to build an exhaustive yearly collection of "business" books.

As messy as the above analysis reads for books, the magazines (librarians call them "serials") creates pandemonium. A simple definition of a serial is something that is published on a regular basis, i.e. newspapers, encyclopedias, magazines, statistical databases, etc., and looks like it will go on forever. Thank goodness there are fewer of these beasts than books. However, our friends at Bowker don't even address the number of publications produced globally other than some estimates for inflation averages.

OCLC suggests there are 2.5 million titles. A general figure I've heard over the years is 160,000 active serials constitute the world's print serials publication. The National Library of Medicine subscribes to approximately 25,000 health-related serials. While I would guess that the NLB would subscribe to 50,000 serials and contract with a vendor to index possibly 1,500 of these titles, our goal is still a smart guess.

Lucky for me that EBSCO is one of our vendors for full-text journals. I was given the name of Sam Brooks. Mr. Brooks was said to be an expert with business journals and commands a photographic mind. Sounded good to me. I called Mr. Brooks and he generously provided me with some of his time and a "smart" estimate versus my wild estimate.

Mr. Brooks suggested there are about 10,000 active trade se-

rials with roughly 1,000 of these worth purchasing by a NLB. The general magazines (Forbes/Business Week) for business would be another 500 titles. Scholarly journals would account for possibly 1,500 more titles. Another category would be annual country/economics reports representing 1,200 more titles to be purchased. What would a NLB do with case studies and what percentage of this material would be considered serial? Not sure about case studies, but their cost to acquire would be significant. In summation, a smart guess would be 4,200 titles, which must be acquired by NLB, and a smaller percentage that would be indexed. So, how much would this cost?

Let's give us a break and take a library mentioned at the beginning of this article. Using the University of Colorado at Boulder cost ratio between journals versus books as our proxy for estimating the NLB cost of journals, about 7.8 million dollars would appear sufficient to build an exhaustive business serials collection. I wish to thank Mr. Brooks, who is Senior Vice President for EBSCO, for being willing to answer my questions and being so informative and generous with his time.

I believe we've shown that a NLB materials cost would not be outrageous to fund. It's not unusual to have staff costs account for a larger percentage of the total budget than materials. I'd suggest that current technology could cut the need for library staffing, so that 50 percent of a core budget would be allocated to personnel and 50 percent be spent on materials.

For the next three issues, I'd like to explore service areas that a National Library of Business would naturally be responsible to serve. In addition to services, several research programs that would assist business efforts will be described.

Library Research Classes

**every Friday
and Saturday
at 10 am in the
library computer lab**

open to all!

Learn about....

- The new ACC Library homepage
- How to use our online catalog
- The many ACC Library online databases
- Help finding resources for class assignments

If you would like to attend, please call 303-797-5090 or go to the Circulation Desk to make a reservation. Join us!

New databases available from Library home page

Click into our EBSCOhost article databases on our home page at www.youseemore.com/arapahoecc (*Academic Search Premier*, *Business Source Premier*, or *Regional Business News*), then at the top of the new page click Choose Databases. You will be in for some nice surprises.

In addition to the three aforementioned databases, you will have access to six more: *MedicLatina*, *Agricola*, *Fuente Academica*, *History Reference Center*, *Communication & Mass Media Complete*, and *American Humanities Index*. *History Reference Center* is available on a trial basis through February, but the rest of the databases are permanent additions.

Here's a rundown of these databases:

History Reference Center offers full text from more than 400 history reference books and encyclopedias, cover to cover full text from 52 history magazines, 58,000 historical documents, 43,000 biographies and 12,000 historical photos, maps and other images. Let us know if you found this database helpful, as it will help us to decide if to keep it. *Communication & Mass Media Complete* provides the most robust, quality research solution in areas related to communication and mass media.

Media Center adds new a-v equipment to classrooms

by Martin Leuthauser

In a continued effort to update equipment and provide excellent service to the campus, the ACC Media Center has permanently installed ceiling-mounted televisions with VCR/DVD combos in the each of the following classrooms: M4130, M4120, M4110, M4090, M4080, M4070, M4810 and M4780.

Remote controls for the units are available for checkout from the Media Center at 5735 (remotes are required for certain advanced operating features). Please call if you have additional questions or need assistance with this new equipment.

In addition, M4140 has also had a supplementary speaker installed in the corner above the smart cart. The audio from the computer's DVD player and separate VCR is now wired through this speaker.

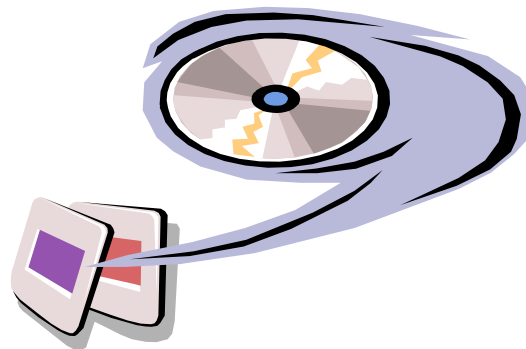
The Media Center is changing and looking toward the future. This is reflected not only by the addition of digital technology, but also through the continued acquisition of DVDs for the Learning Resource Center video collection.

The *American Humanities Index* is a collection of bibliographic references to literary, scholarly and creative journals published in the United States and Canada since 1975.

Agricola contains bibliographic records from the U.S. Department of Agriculture's National Agricultural Library. Coverage for *Agricola* dates back to 1979 and includes more than 2.5 million citations. The citations are comprised of journal articles, monographs, theses, patents, software, audiovisual materials, and technical reports related to agriculture. Now a full text database.

MedicLatina is a Spanish-language collection of medical research and investigative journals, while *Fuente Academica* is a unique collection of scholarly academic journals from renowned Spanish-language publishers.

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The Media Center at ACC
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