

Library Management Team

Notes from the September 5, 2000 Meeting

Attending: Ross Atkinson, David Corson, Tom Hickerson, Jean Poland, Sarah Thomas, Edward Weissman, Gordon Law

1. Announcements

- a. Ross announced that he had sent a letter to faculty and staff and that an advertisement would be appearing in the Cornell Sun announcing that circulation notices were now being sent via e-mail rather than campus mail. So far, the change has gone smoothly.
- b. Ross reported that he had revised the charge to the Library Guide Design Task Force to reflect the decisions made at the August 15 LMT meeting. The charge is appended below.
- c. Ross presented information about NetLibrary usage across the four institution consortium Cornell is a part of. The other institutions are Columbia, Dartmouth and Middlebury College. Cornell's usage was the highest of the four even though the other institutions put more effort into publicizing the availability of NetLibrary e-books. This may be attributable, in part, to the fact that records for most of the titles we selected were added to the Library Catalog. Ross said that he wanted to continue to expand NetLibrary offerings with the other three institutions but, at the same time, he would be creating an E-Books TaskForce to investigate other vendors.
- d. Tom reported that David Ruddy, Lorna Knight, Brenda Marston, and Anne Kenney, delivered papers at the Society of American Archivists meeting last week. Anne's paper was read by Elaine Engst.

2. Multi-Media Task Force

Ross stated that we need to consider the extent to which CUL is prepared to provide the kind of advanced multi-media services that will likely soon be expected of us. Now that at least some of the dust from Voyager has settled, he offered a draft charge for a Multi-Media Services Task Force to look into this issue. This charge is appended below. LMT discussed and approved the charge.

3. Distributed Learning

LMT discussed how best to follow-up its August 22 meeting with members of the Committee on Distributed Learning which was facilitated by Francis Pandolfi, a consultant retained by the University to offer advice in clarifying distance learning objectives. The most important outcome was Sarah's decision to accept the recommendation of the Committee to set up a Library Office of Distributed Learning, reporting to Ross, and to have the Committee on Distributed Learning continue on to serve in an advisory capacity. [On September 14, Sarah distributed a message on CU-LIB explaining the context of this decision. Her message is appended below.]

Edward Weissman
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201 Olin Library
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Library Guide Design Task Force

Martha Walker, Marty Crowe, James Morris-Knowler, Sarah How, Ann Ferguson,
Boodie McGinnis

Charge Revision 8/28/00

As a result of LMT decisions on 15 August regarding the Library Guide, please concentrate on the following actions:

1. Design the CUL brochure, modeled on the Michigan publication.
2. Plan for the publication of the 2001 Guide, which will be generally an updated version of the 2000 edition.
3. Update the Web page, so that the information it contains is consistent with the 2000 Guide.
4. Consider and design some more promotional (vs informational) publications. One example or model is the Penn bookmark set.
5. Inform IRPC of these changes in the Task Force's charge, and solicit input. Ensure that IRPC understands that the Guide will likely not be published after 2001. Please also be certain that IRPC receives periodic updates on Task Force actions.
6. Stay in contact with Ed Weissman, who will be working with Communications Strategies on developing a more unified public presence for the Library.

Because this new charge has to do with areas in which Martha Walker is more experienced, responsibility for chairing this Task Force will now pass from Marty Crowe to Martha.

Please let me have a timeline at your earliest convenience for completing the above actions.

Thank you for your continued work on the Task Force.

DRAFT

Task Force on Multi-Media Services

For the past 5,000 years, most information has been communicated across space and time primarily by means of graphic language i.e., writing, and later printing on a variety of surfaces (paper, microfilm, computer screens). One assumes that the reason graphic language evolved in the first place was that other methods of communication (notably sound, but also to a certain extent images) could not be moved effectively across space and time. We have now entered a digital age, in which this is no longer the case: communication in forms other than graphic language can now be transferred across space and time with the same ease and effect as graphic language. We must anticipate therefore that the dominance of graphic language will subside somewhat, as we move more into the digital era, and that the significance and use of other communication forms--sounds, pictures--will increase. The first stage of this transition will likely be characterized by hybridization, i.e., an increasing use of sound and pictures (including moving pictures) embedded in graphic language resources; eventually, however, there can be little doubt that some portion of graphic language communication, including some scholarly publication, will be replaced by communication in sound and various kinds of visual images.

The purpose of this task force will be to produce a report for CUL that will assist us in preparing for this transition. The report should consist of four parts:

1. **Current Trends:** Are there indeed indications that levels of communication in forms other than graphic language (perhaps most frequently referred to as "multi-media") are increasing? Are certain types of multi-media resources more prevalent or evolving more rapidly than others? Is there any indication of a concomitant decline in graphic language communication? How are such trends affecting (a) higher education instruction and (b) scholarly research and publication?
2. **Research Library Response:** Assuming that such changes are becoming apparent, how are research libraries responding to them? What kinds of facilities and services have some of our peer institutions recently created in order to make multi-media resources more accessible to their students and scholars? To what extent are research libraries providing students and scholars with the ability not only to receive and use but also to create and send such multi-media resources?
3. **CU/CUL Response:** What kinds of facilities and services does Cornell in general (including especially CIT) and CUL in particular provide to enhance multi-media information exchange? How do the nature and quality of such facilities and services compare to those offered at peer institutions?
4. **Recommended Action:** What specific action does CUL now need to take, in order to increase the accessibility and utility of multi-media communication? What technology needs to be put in place? What types of new information resources should be acquired? What new staff skills and knowledge are needed? What kinds of relationships with other information service providers on campus need to be nurtured? What kinds of relationships with information service providers at other institutions or in the commercial sector need to be established?

This will be a cross-functional task force that will report through me to the Library Management Team.

Please be prepared to provide LMT with a progress report in mid-December 2000, and please aim to complete your report by 15 March 2001.

*Date: Thu, 14 Sep 2000 15:05:00 -0400
From: Sarah Thomas
To: Cornell University Library
Subject: CUL Distance Learning Update
Mime-Version: 1.0
Content-Type: multipart/mixed;...*

Dear Colleagues,

In recent weeks, the Library Management Team has been spending considerable time discussing and planning the future role of the Library in Cornell's rapidly evolving distance learning initiatives. The basis for much our discussion has been the Interim Report of the CUL Committee on Distributed Learning. This report, which is now available on the StaffWeb, presents a plan and tentative budget for an aggressive CUL distributed learning program, led by a new Library Office of Distributed Learning. This program will connect librarians and faculty to create and showcase a distance learning curriculum.

<http://www.library.cornell.edu/staffweb/CouncilLibs/Distributedreport080900.html>

On August 22nd, LMT and the Committee on Distributed Learning (Gordon Law, chair, Erla Heyns, Tim Lynch, Katie Margolis, Don Schnedeker, Nancy Skipper) spent the better part of a day in a meeting expertly facilitated by Francis Pandolfi, a consultant retained by the University to advise them in the clarification of distance learning objectives and business plans for the Laboratory of Ornithology and other parts of Cornell. This meeting resulted in a mission statement, an action agenda, and a set of performance measures for the Library's distributed learning program; these are also now accessible on the StaffWeb.

<http://www.library.cornell.edu/staffweb/CouncilLibs/Pandolfimeeting.html>

As a result of this meeting, and a follow-up meeting last week of LMT with Gordon Law, I have made the decision to follow the recommendations of the committee, and to create a Library Office of Distributed Learning. A position description for the Coordinator of this new office is attached below. We are posting this position advertisement to a variety of listservs. We are looking for someone with a high degree of energy and excitement about shaping a new service. The Coordinator will necessarily be a risk taker, since we are charting unfamiliar territory. One of the aspects of distributed

learning and the involvement of the Library which excited the participants at our August 22d meeting was that we in the Library had a new opportunity to partner with those developing distance learning developers, including faculty, course producers, and others which could enable us to be an even more integral part of the teaching and learning process than our current paradigm often permits. The process could be significantly more labor-intensive, but the results could also be more satisfying for all. Those of you who are interested and qualified are urged to apply. We will be offering a five-year contract, although depending on developments in distributed learning, we may choose to mainstream our efforts after three years. The Library Office of Distributed Learning will report to Ross Atkinson, who will work closely with me on the design and implementation of this new and novel Library program.

We will discuss this in more detail at the Council of Librarians meeting on Wednesday, September 20. Please feel free to send your comments or questions to Ross Atkinson.

Sarah

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