

A Quarterly Newsletter of Bright Ideas
for the Technical Services Division

TechKNOW



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Creating a Staff-Friendly Library

By Jennifer Bull, Cataloger, Ashland Public Library

Our library has gone through an incredible transformation over the past four years, yet we are maintaining the staff-friendly environment that has developed as we approach the possibility of another transition. We have now been without a director for nine months. We wonder what changes will come as we receive a new director. How will this affect our organizational culture? How will this affect our level of friendliness?

Each library has its own culture, which is established over a period of time. Varying factors contribute to the shaping of culture within the organization. It is developed through shared assumptions, beliefs, and what is considered to be "normal behavior" within the working environment. It influences the ways that personnel interact and the way the public perceives the work environment. There are also other factors that contribute to its development.

The vision or mission of an organization plays a role in the development of organizational culture as it sets a standard goal or makes a statement about the organization. Once the vision is established, it is important to impart that vision from the top down, so that each employee can become a team player and take ownership in the library's mission. This will build incentive and enthusiasm.

Training, in theory and in practice, shapes the skills and mindset of individuals within the workplace. During training sessions, employees often learn more than skills; they also learn about the attitudes of their co-workers. Those who train shape the mindset.

Technology, equipment, and the supplies that are provided are the tools of the trade for the staff, and the tools to access information for the patrons. It is important to assess the present situation and consider if equipment is outdated, adequate, or on the cutting edge.

The decor or appearance of a workplace can set the tone and affect the attitudes of employees and patrons. They may feel comfortable or uncomfortable depending on the aesthetics of the library. Technical Services is a hub of activity, and it is important to have some sense of order. In our library, we feel fortunate to have a good amount of space in which to do our work. Our appearance says something about who we are as a library, and what we have to offer not only to patrons, but also to employees.

One key ingredient of organizational culture is staff friendliness, which in turn depends upon fostering staff cohesiveness. It takes effort to develop and maintain the attitude of openness and cooperation needed to create cohesiveness, because communication isn't always easy. Ideas are not always accepted, and misunderstandings do occur. It is essential to interact on a positive level. Within a de-

partment such as Technical Services, where order, sequence, and details are vital, time factors and stress levels can become so intense that tempers flare and friendships suffer.

Our staff-friendly environment was not always the case here. There were eras in our organizational history when the departments were seemingly at odds with one another, and departmental segregation was a characteristic that wreaked havoc. Tempers did flare in Technical Services as staff from other departments came in and out with demands and expectations. Because we did not have open channels of communication, misunderstandings occurred often. In those days we had a tendency to shy away from speaking our opinions as we tried to accommodate everyone else. What others didn't realize was that their demands increased the time necessary to process the items that they wanted yesterday.

It was obvious that our departments were operating as separate entities, not really working like "a well-oiled machine." In fact, there were people on staff who simply did not speak to other people on staff. There were departments that wanted to be left alone, as if there were territorial conflicts. Because we tried to avoid conflict, the Technical Services staff tried to maintain steady work even as the workload increased.

Then several years ago, there came a season when a new director instructed us to settle our differences and develop interdepartmental communication methods that would promote a team mentality. This director came into Technical Services and observed our work in action. She asked questions about many of our procedures, and we explained the requests that required numerous labels, methods of identification, and time consuming detail work. Our director had something else in mind.

We were asked to streamline our operations to standards set in place by the director, only after she took the time to discuss the changes with us. Many of the extras were eliminated, and she assisted us in updating our methods to make better use of our time. We discussed possible strategies to increase our production, while improving the overall appearance of library materials. We became more computer

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FYI

TechKnow is published by the Technical Services Division of the Ohio Library Council and is received by individual members of the Division. For more information, or to submit articles, please contact Margaret Maurer at Kent State University Libraries and Media Services at (330) 672-3022 X57; at home (330) 628-0313; or via the Internet at mmaurer@lms.kent.edu.

Fundamentals: The 5XX Fields

Notes information, like all MARC information, needs to be stored in its proper place. For example, formatted contents notes (those with the space-dash-dash-space separations) belong in a 505 field, but unformatted contents notes are stored as a 500 note. Notes about the presence of a bibliography go in field 504.

Secondly, notes should be entered into the MARC record in the prescribed AACR2R order, not in numeric sequence. However if you have a note of primary importance it can become the first note.

There are library systems out there that only index certain notes fields. Older systems in particular were set up this way to conserve system resources. Find out which notes fields your system is indexing off of, and which it is not. Ask your vendor if you can change your indexing, and whether or not you would need to re-index your records for it to take effect. Remember that you won't always be using this software. Don't mangle your MARCS by putting notes in the wrong fields unless you absolutely have to.

Now, we all know that there are systems out there that will only allow you to enter the notes in their numeric order. If you are cursed with such a system, you will have to enter them in that order. (If my software did this I would also be sending in periodically persistent software development requests.) Those blessed with software that will leave their notes in the proper order should enter them in that order. The lists below are in proper AACR2R order, but they are not conclusive. This is a quick listing of the most useful fields for each type of material. For more detailed information look in the Anglo-American Cataloguing Rules, and the USMARC Bibliographic Formats.

Books

- 500 Source of title proper
- 500 Variations in title
- 500 Other title information
- 500 Statements of responsibility
- 500 Edition and history
- 500 Publication, distribution, etc.
- 500 Physical description
- 500 Accompanying material and supplements
- 521 Audience
- 520 Summary
- 504 Bibliographies
- 500 Indexes
- 500 Unformatted contents
- 505 Formatted contents

Sound Recordings

- 500 Nature of artistic form and medium of performance
- 500 Artistic form
- 546 Language
- 500 Source of title proper
- 500 Variations in title
- 500 Other title information
- 500 General statement of responsibility
- 511 Performers
- 508 Credits
- 518 Date & place of recording
- 500 Accompanying material
- 500 Publisher's numbers (if not 028)
- 521 Audience
- 520 Summary
- 500 Unformatted contents
- 520 Formatted contents

Videorecordings

- 500 Nature or form of performance
- 538 System details note (VHS, Stereo.)
- 546 Language (Closed Captioned and DVS also)
- 500 Source of title proper
- 500 Variations in title
- 500 Other title information
- 500 General statement of responsibility
- 511 Performers
- 508 Credits
- 518 Date and place of recording
- 500 Physical description
- 500 Accompanying material
- 521 Audience (MPAA Rating too)
- 520 Summary
- 500 Unformatted contents
- 505 Formatted contents

Computer Files

- 538 System requirements, mode of access
- 516 Type of computer file or data (nature, not version)
- 500 Source of title proper
- 500 Variations in title
- 500 Other title information
- 500 Statement of responsibility
- 500 File characteristics
- 500 Accompanying material
- 556 Information about documentation
- 521 Audience
- 520 Summary
- 500 Unformatted contents
- 505 Formatted contents

Run for Office? Moi?

Each spring we call for volunteers to run for office in the Technical Services Division, and each year we get a fine group of candidates to represent our division. Now we'd also like to ask you to think about running for local OLC Chapter office. Why?

This year the Technical Services Division offered 10 programs to each of the OLC Chapters for consideration for spring conferences. While some Chapters picked up a few of them, at least two of the Chapters only picked up one Technical Services Division program, and no Chapter picked them all up.

If you want to see more technical services programs at your regional conferences, then technical services staff have to represent their concerns within their Chapters. It is often easier to go to a regional conference than a more distant statewide one, and it costs less. But technical services staff are not going to attend a conference that doesn't offer anything of interest to them. We don't go, so our concerns aren't perceived as valid. We don't run for office, so no one represents our concerns, and no interesting programs get selected. And so on.

Take a chance. Get involved. Run for office. Represent technical services issues and concerns in your Chapter this year.

Findlay-Hancock Library Needs Help

Due to an unexpected emergency the Findlay-Hancock Public Library finds itself temporarily without a cataloger. They need help, and are looking to hire experienced catalogers on a fill-in basis to help with their book backlog. Findlay is on OCLC and uses Dynix. If you are interested in helping please contact Lesley McKinstry (419-422-1712 or mckinsle@oplin.lib.oh.us).

Putting Your Library's Name Where It Counts

Statewide resource sharing is upon us. What we're talking about is nothing less than a statewide interlibrary loan system connecting every library in the state, regardless of type. Utilizing Z39.50, this Internet-based system will enable searching between every library catalog in the state, and could provide overnight service using a state funded delivery service. The minimum requirements for participation will include an Internet connection and a Z39.50 compliant WWW based library catalog.

Now none of this is here yet, but it is coming and it's time for you to look at how you identify your items as yours. Make sure you indicate ownership on your books using an easily readable label or stamp. This identifier should include at least the name of your town, especially if it isn't part of your library's name. Perhaps your library's name is on your barcode labels. Make sure it is legible, and easy to find. And don't forget non-book items, as these will be available to loan as well.

Your goal is to ensure that even if your items go astray you'll get them back. Thinking about this now will save you much trouble in the future, and probably some losses.

Welcome to the New Year of Technical Services

I am Georgianne Wiersch, the 1999 Coordinator of Technical Services Division. I am the Catalog Department Manager at Cuyahoga County Public Library. My background is primarily in music cataloging, but I also have a variety of experiences in technical and public services work in special, academic, and public libraries.

"We couldn't possibly train those dummies to do what WE do!"

— Tech Services

I strongly support bi-divisional exposure for all librarians. Often technical services staff are required or encouraged to work in public services areas. I do believe that it would be beneficial to our profession if the opposite

were also true. However, the library world hasn't come to grips with this notion. I am going to make some generalizations here:

Public services staff think tech services supports their work, but only in a vague, fuzzy, unclear, unimportant way. "They sit around and nit-pick all day, what do THEY know about serving the public?"

Technical services staff think that public service staff might not be bright enough to catch on to what we really do. "We couldn't possibly train those dummies to do what WE do!"

My main goal for our division this year is to break down these barriers. We, as technical services staff, need to be proactive. We can sit around and crab to each other 'til the next edition of Dewey is published, and it won't do any good at all. We need to become more active in our libraries' committees; we need to be willing to speak to administrators and managers about how our work impacts the main reference tool, the catalog! We need to make our presence known, and in a professional, non-whiny way.

So, that said, I'm looking forward to this division pushing our way into as many forums as possible, and to helping to move this profession into the future. I hope to see more of you become more active in the association and particularly in this division.

"They sit around and nit-pick all day, what do THEY know about serving the public?"

— Public services

Barbara Stewart.

*Neal-Schuman
Directory of
Library Technical
Services Home*

Pages. Neal-Schuman, 1997. 249
p. 1-55570-286-4



This is an excellent guidebook to the landscape of Internet resources for technical services librarians. A sort of "ready reference" guide, it includes information on WWW pages, discussion groups, listservs, journals, Internet archives and research papers.

I love how this book is organized: first in order by technical services processes, then by detailed aspects of those functions, and finally alphabetically by specific topic. There is also a topical index and a detailed table of contents to provide further access. The book is illustrated by black and white prints of representative WWW pages. Many of my favorite TS sites are listed. Generally the special features of each site are revealed in appropriate levels of detail.

I did have one reservation about recommending this book. It was published over two years ago and I was concerned that the WWW addresses might be outdated and therefore inaccurate. I therefore randomly selected 20 sites from the book and called them up on the Internet to test this, and found that only 12 of them still linked to viable sites.

If you're looking for an index to Internet resources, or examples of pages to inspire your own Department's WWW page design, then this is a useful book in spite of this. There are plenty of working links and the author does include useful tips for finding pages that have moved. It's a good start and Neal-Schuman should think about regularly updating this work—perhaps on the WWW?

Required Reading For IS Librarians

The text of *The Martyr Trap* by Janet Swan Hill is now available via the web. This keynote address from the 1998 meeting of the Potomac Technical Processing Librarians should be required reading for all technical service librarians. In it she discusses why we see ourselves as the underdogs of the library world, and gives practical suggestions for what we might do to change perceptions, both in our own libraries and in the profession. Here's the URL: <http://www.lib.virginia.edu/ptpl/martyr.html>.

We Need Your Questions

Have questions about a new product, or need information on a new standard? If your questions involve acquisitions, physical processing, cataloging, serials management, or a whole host of other technical services issues then just ask us. We'd like to turn your questions into information for all our readers, because if you're interested then others probably are too. You don't have to write anything formal. Give us the ideas and we'll take it from there. Send your ideas to Margaret Maurer at the addresses listed on the front page.



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literate, using the computers more and our typewriters less. All of this caused a ripple effect that reached other departments.

It was necessary to inform other staff about our new acquisition, cataloging, and processing methods because we were eliminating some of their requests. When conflicts occurred, we were able to offer explanation with confidence because we had initiated the changes under our director's guidance. Communication was not easy at that point, but it was a beginning in the long road that led to teamwork.

During this season of change, cross training was encouraged, as well as interdepartmental visits. By observing our work in action, our co-workers gained a new understanding about the work that occurs in our department. We also gained new perspective, as we were able to see the results of our work from another point-of-view. As communication increased, employees began to gain a new appreciation for each other. Staff morale gradually improved and a committee was established to plan staff parties, luncheons, and activities. And now, after all of this, we have a staff-friendly environment that we do not want to lose. Our climate has changed. Our organizational culture has shifted and transformed into something new. It took vision, decision, guidance and determination to shift the tide, but it happened.

Today it seems strange to think about how unfriendly we once were. We have found that simple acts of kindness are relationship builders. Random acts of kindness will draw people together and promote a team mentality. We in Technical Services are not content to remain unseen or unnoticed anymore. We often initiate staff morale boosters. We've come to enjoy potluck lunches, pizza Fridays, lunch outings, and doughnut days just because we have established a pattern of showing appreciation for one another. We all benefit from the effects of kindness in action.

No work environment is going to be perfect, because people are imperfect. Yet there are ways to improve any situation. Organizational culture is developed, defined, and refined through intellectual and aesthetic training, education, and discipline. It shifts and fluctuates, reflecting change in staff, character, mission, and technology. We have experienced a great deal of change, but one thing we do not want to change is the level of friendliness that makes our working environment so enjoyable.

TS Division – Leading Us Into the Public Eye!

By Margaret Maurer, Secretary, Technical Services Division

The Ohio Library Council's Technical Services Division Annual Meeting took place at OLC's Annual Conference in Columbus on Thursday, October 22, 1998 at 5:30 p.m. We spent some time on planning and housekeeping tasks, and then got into the heart of the meeting: discussing division goals for 1999.

Division Officers are getting the message that our members need access to basic, fundamental information on MARC cataloging, from as many different directions and in as many different ways as possible. We talked about making a video, WWW based training, putting together a manual or other paper publication, and offering workshops. It was pointed out that while KSU's Library School does teach MARC tagging, it does not do so as part of the mandatory classes, which are still using catalog cards to teach AACR2 concepts. We also discussed the need for a workshop on Technical Services issues for Library Directors. We adjourned until Leadership.

Technical Services Division Officers met again at the OLC's Leadership Conference, November 17-19 in Akron. There we helped OLC's Chapter Action Councils plan their regional conferences for next spring by offering programs to them, generated ideas for programs for Annual Conference for next fall, and decided what our other activities will be this year. It's safe to say it's not going to be a quiet year. Here's what we decided to try to accomplish:

- With OLC's assistance, put up a WWW page and start a listserv for the Division.
- Talk to the annual conference planning committee about inviting Janet Swan Hill to come as the Keynote speaker at OLC's Annual Conference.
- Put together a poster featuring basic MARC tagging.
- Offer introductory MARC workshops throughout the state.
- Co-sponsor an ALCTS Institute on PCC Core Records.
- Talk to the Support Staff Division about offering programs at their conference.
- Participate in the annual New Directors Program to help show case technical service issues.
- Investigate working with KSU Library School's advisory bodies to highlight our concerns about their core curriculum. We will also work with OLC's Professional Development Committee and via our OLC Board Liaison to gather broader support for our views.