

LINKS TO LAKES

The Newsletter of the Arthur Lakes Library

No. 13, Fall 1998

Colorado School of Mines

Inside this Issue:

- *From the Director
- *Libraries vs. Bookstores
- *Electronic Journals
- *Book reviews
- *STAT-USA
- *Construction update
- *2 Conferences hosted by the Library
- *ILL Privileges for Alumni
- *Library Notes

From the Director

by Joanne Lerud

Recently, the Arthur Lakes Library has been fortunate to receive several generous gifts of equipment and money from our patrons. It is very gratifying to know that our efforts at the Library are recognized and appreciated. I would like to take the time to acknowledge and thank those donors.

The Graduate Student Association has given funds to the Library to help their constituents defray the costs of borrowing materials from other libraries. Graduate students frequently must borrow from other libraries in order to do in-depth research in their subject.

Dr. Carol Dahl, Professor in the Economics and Business Division, has placed a VCR in the Library in order to allow her students the capability of viewing several videos as part of a class. (The videos are on Reserve in the Library.) The VCR to be available in the Library to all students. Dr. Ramona Graves, Professor in the Petroleum Engineering Department, has supplied a printer to the Reference Room in order to facilitate improved printing from the Society of Petroleum Engineers (SPE) Papers CD-ROM set. Dr. Graves has been gracious enough to allow the Library to use the printer for not just SPE Papers, but for all programs available in the Reference Room. The printer is not currently being used because we are in the process of upgrading our printing capabilities. A VCR and new printer would not be in the Library without these two gifts. Each has helped increase the effectiveness of the delivery of and access to information, and service to our patrons.

The Russell L. and Lyn Wood Mining History Archive, since its opening 3.5 years ago has become a dynamic and heavily used part of the Arthur Lakes Library. We are very concerned about the preservation and retention of items in the Archives; consequently, all photocopying of materials from the Archive is personally handled by the Archivist. Since, no copying facilities were available on the First Level, the Archivist had to make several trips a day to Main Floor; inconveniencing not only the Archivist but the scholars as well. A frequent user of the collection, who wishes to remain anonymous, presented the Arthur Lakes Library with a check to purchase a copier for the Archive. Similarly, because the Library's staff uses shared printing facilities, it was necessary for the Archivist to retrieve print-outs from the Main Level. Another patron of the Archive, who also wishes to remain anonymous, purchased a printer and had it delivered to the Library. These two gifts improved the services in the Archive, allowing the Archivist to spend more time with patrons, rather than climbing stairs.



Libraries vs. Bookstores

Libraries vs. Bookstores

by Gita Passfield

There is a lively on-going debate in professional library circles regarding the relative merits of libraries and bookstores. Articles in two widely read library journals, Renee Feinberg, "B&N: The New College Library?", *Library Journal*, 2/1/98, and Steve Coffman, "What If You Ran Your Library Like a Bookstore?", *American Libraries*, 3/98, fanned the flames of discussion. Both of the authors are librarians who have invested many years in their profession; first in their masters degrees, and then in service. The questions are not flippant ones. They go to the heart of understanding what libraries and library services are all about and how they differ from bookstores.

From one perspective, it can easily be argued that bookstores and libraries exist for two entirely different reasons. One is a profit-making entity in which the sale of the book is the goal, whereas the other is a service-oriented organization whose primary function is the selection, retention, and distribution of information and resources to researchers. (For the purposes of this discussion, I am concentrating on academic libraries only.) Apples and oranges? Not really. Both live or die by their ability to define the needs of their customers/users and then to respond to that need. In an effort to understand some of these similarities and differences, it is worth looking at a few attributes associated with both libraries and bookstores: comfort, convenience, atmosphere, selection, browseability.

Comfort, convenience and atmosphere are absolutely crucial to a bookstore's survival. Smaller independent booksellers are being driven out of business because they do not have the resources to provide the amenities that the larger superstores offer. (In most discussions, comparisons are made between libraries and larger superstores.) Astute marketing strategists understand that the longer customers stay and browse in a store, and the more options they are given, the higher the probability they will make a purchase. As such, the superstores are usually located near upscale malls and provide comfortable couches, coffee and croissants. Some even have children's story hours' and sell music CDs. Customer service -- locating and placing the requested item into customer's hands -- is drilled into the sales clerks. In this sense, these bookstores do an excellent job and are very customer focused. Bookstores are open, friendly and inviting and there few people who would not happily while away an afternoon in one.

Looking behind this welcoming scenario, however, since the actual motivating factor is profit for the company, operating decisions are driven by entirely different reasons. Few superstores will take chances and fill expensive shelf space with titles that might be controversial or even outside mainstream interests. Although the superstore will have many copies of fiction and nonfiction books and magazines (and reference works as well), the titles that are displayed are those that will (hopefully) appeal to the mass market and thus sell quickly. Providing an extensive depth in one subject area, however, takes shelf space away from another subject that might sell better. Also, items that do not "move" are quickly discounted and in some cases returned to the publisher. Maximizing profit also translates into minimum-wage pay for bookstore staff. A sales position in a bookstore is usually not a career-oriented job, because of this, high staff turnover is the norm. Although, this in and of itself does not lead to poor customer service, consistent, high quality assistance and in-depth product knowledge are difficult to maintain.

Bookstores spend considerable thought on the placement of their titles. Books are arranged in very broad subject areas, and creative eye-catching displays that advertise the latest selections. Someone looking for books on nutrition and health will easily find a wide variety of choices. Obviously, a great deal of effort will not be spent in categorizing specific items, as the emphasis is on selling titles quickly. Also, even if customers find a specific title of

interest, the more the customers are tempted to browse, the higher the probability of their finding additional items to purchase. In these large superstores, customer complaints usually center around the difficulty of finding knowledgeable assistance, as well as any real depth in a specific subject area. Research assistance is neither a stated goal nor a viable option.

Contrast the popular images and perceptions of a book superstore with that of libraries and librarians. We are all familiar with the age-old stereotype of the unapproachable librarian zealously guarding little-used, dust-covered books shelved in dimly lit stacks. No coffee, no croissants, in fact no food or drink is allowed in the building! Turn-of-the-century architecture and furniture. Does this perception fit the reality of academic libraries and library service? Although new library buildings are designed with close attention to comfort and ergonomics, most academic libraries are situated in buildings that were designed in a much more utilitarian manner than a bookstore filled with emanates like soft music and coffee bars. To compensate, library directors must make very judicious decisions balancing the needs for an appropriate level of safety and ergonomics with many other demands on the library budget, such as shelving, staffing and acquisitions.

The mission of most academic libraries is to support the research and curriculum at their institutions. As a result, libraries focus their collections, services and resources on this mission. Book and journal titles are selected to support the research needs of the faculty and the educational needs of the students. Emphasis is placed on providing coverage and depth in a specific subject area. Libraries archive books and journals to support current and future research needs. Most academic libraries serve as the archives for the institution's theses collections. Librarians in academic libraries often become subject specialists in a few chosen areas and work closely with the associated academic departments to ensure subject coverage in book and journal acquisitions. In addition, academic libraries have embraced the principles of academic freedom. Consequently, although selections are made based on suitability and budget, title selections and access to resources are not restricted on the basis of controversy or popular (or personal) opinion.

Services and resources in libraries are geared towards the needs of the students and faculty. Academic libraries provide individual and group study areas, work tables and meeting rooms. Reference assistance, classes, workshops and tours focus on teaching the users how to use the myriad of new informational tools and technologies. Most academic libraries are investing heavily in full-text database, electronic journals and desktop delivery, all in an attempt to provide the end user direct access to needed resources. Librarians are also consciously positioning themselves as gatekeepers to the ever-expanding variety of choices.

Should a library be run like a bookstore or become a "student union with bookshelves"? Libraries provide a very wide variety of resources and services uniquely geared towards their clientele. Should a bookstore be run more like a library? Independent booksellers that have staff who are knowledgeable certainly enjoy a steady, solid following. Both bookstores and libraries are doing excellent jobs of gauging user needs and providing needed services while keeping their mission (profits and academic support) in sight .



Library Begins a One Year Trial Period with Electronic Journals

Every one on campus now has electronic access to 175 journals published by Academic Press, a leading publisher of scholarly journals in the sciences. At one time, the Library subscribed to about 20 of these journals in paper form, but budget cuts forced us to reduce that number to 10. Such journals as Advances in Mathematics, Annals of Physics, Environmental Research, Journal of Differential Equations, and Journal of Molecular

Libraries vs. Bookstores

(continued)

Electronic Journals

Electronic Journals

(continued)

Spectroscopy, which had been canceled, are now available in electronic format back to 1996. These and other Academic Press journals can be accessed at www.idealibrary.com. After getting to the International Digital Electronic Access Library (IDEAL) website, simply click on login and browse, or login and search. IDEAL will recognize campus IP address and allow you access. Remember, you must be on campus to use IDEAL.

The benefits offered by IDEAL include:

- A list of the 175 journal titles is broken down into more than 30 subject disciplines.
- Table of contents and article abstracts can be browsed from all 175 journals.
- Journal article abstracts can be searched weeks before they are available on most abstracting services.
- Full text articles, including figures, tables, and equations can be downloaded and printed.
- The latest issues of journals are available weeks before print journals.
- IDEAL is available on any campus desktop without going to the Library.

Electronic access to Academic Press will be for a one year trial period. The continuation of it will depend on how effectively the campus uses it and funding.

For more information on electronic access to Academic Press journals, please contact the Reference Department of the Library at (303) 273-3694 .



Book Reviews

Consider Your Surroundings Inside and Out

Chris Hooper-Lane, reviewer

The next time a library tour participant inquires about the strange and unique (euphemisms to be sure) architecture and internal design of the Library, I would like to respond with this quote from Stewart Brand's fascinating and accessible book *How Buildings Learn: What Happens after They're Built* (1994, Viking, Call #: NA 2542.4 .B73 1994):

"Almost no buildings adapt well. They're designed not to adapt; also budgeted and financed not to, constructed not to, administered not to, maintained not to, regulated and taxed not to, even remodeled not to. But all buildings (except monuments) adapt anyway, however poorly, because the usages in and around them are constantly changing."

By examining a variety of famed and nondescript domestic, commercial, and institutional structures as they change over time, Brand effectively asserts that time is more important than space; the way the design of a building adapts to different uses is more important than the design itself. But do not be misled, this is not an architecture textbook. With hundreds of photos and "crunchy-granola" insights (Brand is the founder of the *Whole Earth Catalog* and was once one of Ken Kesey's Merry Pranksters), this engaging book delights as it spurs us to observe and understand the dynamic nature of our built structures.

"Get out now," opens John Stilgoe's new book *Outside Lies Magic: Regaining History and Awareness in Everyday Places* (1998, Walker and Co., Call #: E 169.04 .S825 1998).

Stilgoe, a professor of landscape history at Harvard, impels the reader to get outside "beyond the trap of the programmed electronic age." Like Brand's book, exploration of our changing environment is the theme. By dissecting (through attentive observation) features of our ordinary surroundings: the permanence of old railroad beds, low hums of alternating current, gothic background of fences, storm drains, and fire hydrants, one discovers the layers beneath, revealing the history and psyche of our communities in the American landscape. Part lament, part guide, this book will open your eyes and your mind, even as you walk from the car to office each day.

Those of you interested in a more bellicose treatment of our built environment may want to check out Jane Holtz Kay's *Asphalt Nation: How the Automobile Took over America, and*

How We Can Take It Back (1997, Crown Pub., Call #: HE 5623 .K36 1997), an impassioned plea to design communities and neighborhoods for people, not machines. Kay fills this book with eye-opening facts and statistics (e.g. Americans collectively spend 8 billion hours each year stuck in traffic) to support her contention that “the promise of the motorcar has been superseded by its problems” and that “our lives and landscape (are) strangled by the umbilical cord of the car.” In addition to documenting the predicament, Kay recommends various solutions: increase the gas tax, improve public transportation, implement effective long-term planning, and recognize that land is a limited resource.

All 3 books are available in the Library .



Authoritative and Timely Economic and Trade Information at Your Fingertips

Do you want to see the economic indicators report you heard was being released today? Do you need to keep up with the current economic and commercial news from Indonesia or Brazil for your class? Do you need the current exchange rate for your trip to Paris? These and many other questions can be answered by using the STAT-USA/Internet site (<http://www.stat-usa.gov/>). It is dedicated to quick and reliable access to the U.S. government’s trade and economic information. Because this site is updated daily, most economic reports coming from the U.S. government are available the same day they were released.

The STAT-USA/Internet site is divided into two sections: the State of the Nation, and Globus and NTDB. The State of the Nation provides a snapshot of the economic condition of the United States. Information found in this section includes general economic indicators (i.e., CPI, PPI, GDP, etc.), housing and construction statistics, employment statistics, manufacturing and industry statistics, and economic policies. The Globus and NTDB section provides information on global business opportunity leads, current exchange rates, current and historical trade leads, country analysis, and current international market research reports. The National Trade Data Bank (NTDB) is accessible in this section via the International Trade Library. Since this site is updated daily, this version of the NTDB is much more current than the Library’s CD-ROM version.

Try it out! The Library offers access to this site campus wide. If you have any questions about STAT-USA/Internet please contact *Lisa S. Nickum* at (303) 273-3695 or lnickum@mines.edu



Construction Update

The installation of our new heating, ventilation and air conditioning (HVAC) system is proceeding on schedule. The target date for completion of the project is early December .



Book Reviews

(continued)

STAT-USA

Construction

VISIT OUR WEB SITE!!

<http://www.mines.edu/library/>

2 Conferences

Library to Host Two Conferences

The Arthur Lakes Library will be host to two conferences in the next two years. First, the Western Association of Map Libraries (WAML) will meet in Golden October 21-22, 1999. Second, the 5th International Symposium on Cultural Heritage in Geosciences, Mining and Metallurgy will be held at CSM on July 24-28, 2000 .



Interlibrary Loan

Interlibrary Loan Borrowing Privileges Extended to Alumni

The Information Delivery Services - Borrowing Office has extended interlibrary loan borrowing privileges to members of the Alumni Association. To use this service, borrowers must be current members of the Alumni Association and must also register with the Library. There is a \$4.00 per item charge. For more information contact Betty, (303) 273-3699 .



Library Notes

SALLY MCINTYRE was hired as a Circulation Library Technician I this Summer.

JENNIFER SOTELLO has moved from the Circulation Department to the Lending Office of Information Delivery Services.

HANNAH BUCHOLZ won first place for her short story, "The Map," in the Historical Fiction category of the Western Fiction Contest sponsored by the Rocky Mountain News and the Tattered Cover ,



Library Hours (School Term)

Monday-Thursday.....	7:30 AM to 12 Midnight
Friday.....	7:30 AM to 6:00 PM
Saturday.....	9:00 AM to 5:00 PM
Sunday.....	1:00 PM to 12 Midnight

Library Directory

1400 Illinois, Golden, CO 80401

	off campus	on campus
Director.....	(303) 273-3690.....	x3690
Circulation.....	(303) 273-3698.....	x3698
Information Delivery/ILL.....	(303) 273-3699.....	x3699
Information Delivery/Photocopy.....	(303) 273-3899.....	x3899
Reference.....	(303) 273-3694.....	x3694
Government Publications.....	(303) 273-3695.....	x3695
Maps.....	(303) 273-3697.....	x3697
Archive.....	(303) 384-2075.....	x2075
Acquisitions.....	(303) 273-3691.....	x3691
Cataloging.....	(303) 273-3692.....	x3692
Fax.....	(303) 273-3199.....	x3199