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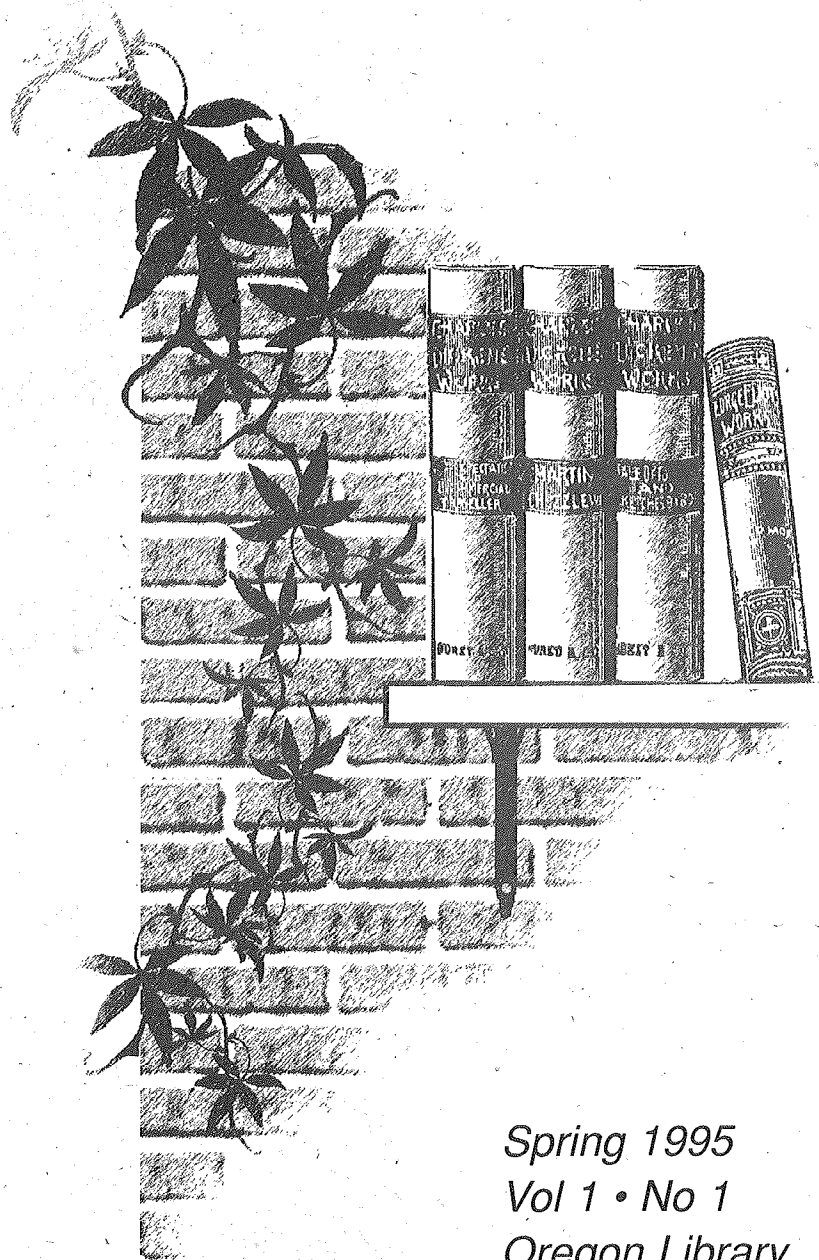
**Special Focus—
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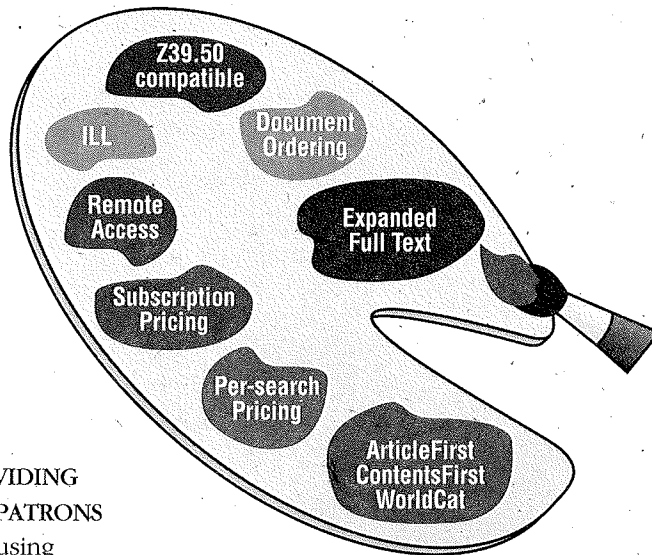
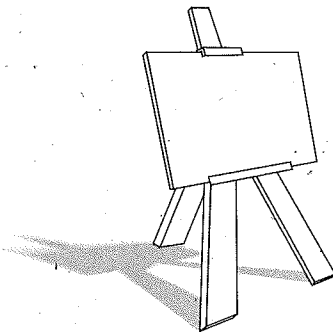
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OLA QUARTERLY

Welcome to the first issue of the Oregon Library Association Quarterly! Beginning last summer at the annual planning retreat, the OLA Board decided that it was time to take a fresh look, and get a fresh look, at the association's publications.

The first step was the OLA Hotline, brought to your doorstep every other week, with late-breaking news about what's happening throughout the state. The second step, now nine months later, is the birth of this publication the *OLA Quarterly*. Focused on lengthier articles, the Quarterly aims to bring you information about special projects, interviews with interesting people, and concerns from the world of libraries.

So, here it is. Take a look and then let us know what you think!

What kinds of topics are you and your colleagues interested in and talking about? We look forward to your feedback.

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I had always believed that the Virtual Community was, well, virtual. Not really there. In someone's mind. Sort of like the Twilight Zone. Not so.

A year ago I ventured down to the Apple campus in Cupertino hoping to gain some insights into operating a local area network. The "Ties That Bind" conference sounded promising (even if the title sounds a bit kinky). I imagined that I would benefit from a solid introduction to hubs, routers, servers, and productivity tools. I hoped at the very least to come to some sort of epiphany regarding frame-relay clouds. Perhaps I would soon understand those strange network diagrams that seem to feature Zeus and Jupiter exchanging lightning bolts across the State's lata lines.

My first disappointment was Cupertino. I had imagined that the Apple Campus would be located in some sort of pastoral setting with ponds, grass, and roving swans. You know, something holistic. Cupertino is pavement, glass, and freeways. There probably are some charming places somewhere in the area, but I didn't find them. The Apple Campus certainly isn't one of them.

Hyperlinked subcontractors and all that.

The suits were balanced well by a large group of advocates who share a keen vision of the virtual community. It's tempting to stereotype this group as "ex-hippies," but the description doesn't hold true. (Both Al Gore and Newt Gingrich, neither of whom were at the conference, advocate the use of cyberspace to reshape the world. Think about that for a moment.) This group believes that the emergence of community networks will help create a smaller world where enhanced communication will break down the barriers that create so many problems in our civilization. Unless someone charges for it.

The third group in attendance consisted of service providers, mostly educators and librarians. This group reiterated the possibility of and need for collegiality. Unfettered resource sharing seemed to be the primary goal. "Partnership" was the byword. "We need to work together," was the refrain. Unless a federal grant is at stake, was the exception.

Libraries were praised and panned at the conference. For every advocate that cited public libraries as a critical component in the effort to provide equal access to the benefits of community networks, there was a detractor who proclaimed the imminent demise of our institution as the world comes on-line. Who needs a middle-man? More than one grass-roots organizer argued for increased funding to create public institutions to organize and govern the provision of information services at the local level without realizing that public libraries pretty much do just that. Half the commercial institutions viewed the libraries as potential markets, the other half viewed them as threats.

Having attended the "Ties That Bind" conference, I feel that, like Moses, I scaled a mountain to receive a revelation. But the message I received was more in the form of an oracle than a commandment, and it was far from chiseled in stone. The virtual community is in flux, and it is seeking definition. The message: we can either help define the role libraries will play, or we can have that role defined for us.

I'm excited about this first issue of the OLA Quarterly because it provides an overview of the enterprising work which will help to define that role. My impression is that a lot of exciting progress is underway. Though we have a long way to go, the journey has begun.

Now if someone will explain frame-relay clouds to me in lay terms ...

Guest Editorial:

Ties that bind... sort of

by Michael Gaston

Think of the Pentagon and you pretty much capture the flavor of Apple's main complex. A number of buildings kind of fit together like pieces of pie with a small park in the center. All the Apple employees snack on the benches in the park. It is probably very nice, but I wouldn't know. I didn't have security clearance to enter that inner sanctum. I think they have had trouble with lunch theft. Maybe that's where they keep the swans.

While the local architecture seems to feature sharp edges and locked doors, the conference took on a dreamlike essence that was hard to tie down. Several hundred leaders in community networking were gathered together from all over the world under one roof. Or series of roofs. Or however you would describe that structure. Many had communicated with one another for years, but had never met. There was more than one joyous reunion between virtual friends who experienced a brief period of disorientation as they adjusted to one another's physical forms. (Perhaps this is all a good argument for the WEB or some other graphical interface.)

The mix was something to see. The "suits" were there in force. Big Buck corporations with dollars signs in their eyes. "Widgets will be exchanged over a commerce net, and where widgets are exchanged profit will be made!"

Taking a look at local area networks

by Jane Appling,
Newport Public Library

In many smaller, more rural public libraries, the general explosion of telecommunications and networking technology is bringing a whole new meaning to the idea of "resource sharing." For years our resource sharing attention has been focused on linking libraries, in order to expand the materials we can offer our communities. The high visibility of the Internet, though, is pushing us to expand our vision and to define our role in sharing the total resources of our local and broader communities. More refined networking technologies are also enabling us to do a better job of sharing our resources, not just with other institutions, but with the individuals whom we serve. Smaller, more rural libraries face unique and difficult obstacles to providing Internet access for our communities; while we work and wait for that access, though, more than one such library is actively exploring wide area networks (WANs) and local area networks (LANs) that will both expand our capabilities and position us to take advantage of broader connectivity as it becomes available.

While larger, more urban libraries face difficult choices among multiple Internet providers and decisions about how best to use the Internet in the library context, libraries in many smaller communities face the more basic challenge of gaining any reasonable toll-free Internet access at all. Economies of scale work against smaller communities; they thus provide a powerful incentive for the many organizations that need access to pool their demand in the attempt to secure cost-effective connectivity. The desire for better connectivity is catalyzing fascinating new conversations and alliances in smaller communities; as was apparent at the recent Oregon Telecommunications Forum conference, other public and private entities are looking at libraries with new interest, as potential partners and as institutions already well-versed in the art of providing access to information. As the Internet and the whole world of connectivity and information-sharing takes on an importance to the wider world of business and government, public libraries are either being invited to the table or have a unique opportunity to take the lead in offering solutions to newly-common problems.

The City of Canby is providing one model for smaller community libraries in this arena. Inspired by Charles Grantham's vision of the "telecommunity," Canby is investing heavily in phone and fiber linkages that will bring together "employment, education, civic involvement and access to worldwide information resources in a way that allows all citizens access to the information superhighway." Canby Public Library is an essential piece of the Canby vision and is providing other libraries with an early model of the "small-town world-class library." With LSCA funds, the library is currently installing a five-station local area network (LAN) to provide on-site and remote dial-in access to the library catalog and an assortment of CD-ROM materials and general use software. Ultimately, linking the LAN with the city wide area network (WAN), the library will both make library resources available to users of this larger "communitynet" and serve as a gateway for users to the larger WAN and to Internet.

The Canby project demonstrates, among other things, the opportunity that new telecommunications technologies provide for libraries to enter into broader partnerships than most have in the past. Canby Library's pilot project, for example, is largely due to the vision and support of the Canby Telephone Association and North Willamette Telecom, related phone and cable companies providing the cabling infrastructure to link schools, city government, the library, and other sites, including homes.

In Lincoln County, and in fact, up and down the central coast, the Central Lincoln PUD is playing a similarly critical role. To meet their own power-management needs, the Central Lincoln PUD is building a fiber optic/microwave network throughout much of its territory which may eventually stretch from Astoria to Bandon. Crossing a LATA and other toll barriers, extending into relatively isolated areas, and offering phenomenally high bandwidth, this network offers potential telecommunications solutions for libraries, school districts, hospitals, the community college, Chambers of Commerce, state agencies, city and county government, economic development agencies, and others. It offers a potential vehicle for them to consolidate their needs for affordable higher bandwidth access around the county and to Internet providers in the Valley. Central Lincoln PUD has done an impressive job of educating local leaders to this potential; consequently, representatives of these many groups meet regularly in Newport to share information and, at this point, to explore partnering in grants and in the management of a wide area network that might be built along the PUD's fiber backbone.

Continued on page 16

The joint Oregon-Washington ACRL conference held at Menucha, Oregon on October 20-21, 1994 provided an opportunity to hear the perceptions of several speakers from private and public sectors on the future development of the National Information Infrastructure (NII) - the "roadbed" of the Information SuperHighway. This infrastructure would potentially provide wide-spread Internet access to rural areas.

It was a sobering, but not altogether surprising, opportunity to hear the private sector's vision of a market-driven Internet delivery stream. The recovery of the costs

associated with laying fiber-optic cable to connect rural areas and their desire to provide a wide array of pay-for-view type services to Internet users dominated the private sector perspective. There was an obvious difference in opinion between the public and private sector presenters as to whether the development of the NII will

occur to meet the needs of private market forces (i.e. to be used as a vehicle for profit by providing primarily entertainment type offerings), and whether there will be room on the highway for public and nonprofit institutions, such as libraries and educational institutions.

The speakers included Joe Bonica (TCI Cable Vision), Jim Elias (US West), Bob Gillespie (Consultant to ACRL, ALA & EDUCOM), Eric Hood (NorthWest Net), and Joy Hughes (Oregon State University). The uncertainty of how the NII will be developed and what services will be available to the public were dominant themes in their presentations.

John Bonica (TCI Cable):

Expressed a need for educators to address the teaching of skills needed for students to successfully use the resources which will become available on the Internet. Students will need to have well developed critical thinking skills, as well as a strong understanding of history, logic, philosophy, political science and intellectual property law in order to become wise consumers of these resources.

Jim Elias (US West)

As librarians, we will need to use our skills as information filterers and organizers, and educational facilitators to help users grasp the concept of the "bigger information picture" in order for them to successfully navigate

through the mass of opportunities which will become available through the new market-driven Internet. A lack of U.S. policies and standards has led to an unsettling situation in the competitive marketplace which won't lead to a lot of cooperation between public and private entities. The resulting entertainment and communications profits will drive the funding of future network infrastructure developments and applications.

Bob Gillespie (ACRL Consultant):

It is unlikely that the federal government will fund the future development of the infrastructure, but it can encourage NII development through changes in regulations which affect where and what services private and public entities can provide. He predicted that it will be at least three to four years before any significant legislative changes will occur at the federal level. There will be conflicting interests between private and public sectors. In a world where the NII development is profit driven, the public sector influence in this development is likely to be small.

Eric Hood (NorthWest Net):

The development of the NII should be guided by the principles of the right of equal access to the nation's information systems, ubiquitous access and universal inter-connectivity to our nation's information resources, continuing efforts to improve the reliability and performance of the networking infrastructure and developing the necessary policy and economic frameworks to permit commercial, educational and research clients to share the network and its resources. The benefits of the information superhighway should flow broadly to society.

Joy Hughes (OSU Associate Provost for Information Services):

Addressed the need for librarians to think of how libraries and librarians will change in order to meet students' and researchers' information needs resulting from use of the Internet. We will need to become active participants in the institutional changes which will result. The continuing networking of information resources will result in libraries and librarians being less "place bound."

The session on Friday responding to Thursday's panel started with the observations of a panel of librarians including Sarah Beasley (Oregon State University), Cynthia Cunningham (University of Washington), and Sharon Walbridge (Washington State University). All the panelists were concerned about how the future development of the Internet will affect a library's ability to provide Internet resources to the public, and whether

Continued on page 16

The global electronic village

by Charles Piquett, o.c.c.c

Update on the Oregon Information Highway

“Oh, what tangled webs we weave.”

by Jim Schepcke, State Librarian

In 1991, the Oregon Library Association unanimously adopted its long range strategic plan to move Oregon library services forward to the next century. OLA's *Vision 2000* addressed a wide range of library development issues, not the least of which was the need to provide for more effective sharing of library resources to benefit the citizens of Oregon.

Vision 2000 committed the library community in Oregon to the “basic vision,” that “by the year 2000 ... every library will participate fully in a coordinated statewide network that will provide every Oregonian with access to all of the library resources in the state.”

In the fall of 1993, the State Library began to consider what might be done to accelerate efforts to realize this goal. In a meeting between the State Librarian, Jim Schepcke, and Peggy Forcier, Coordinator of the Washington County Cooperative Library Service, the idea emerged of undertaking a broad based planning process in 1994 that would develop strategies toward the goal of improved statewide library networking.

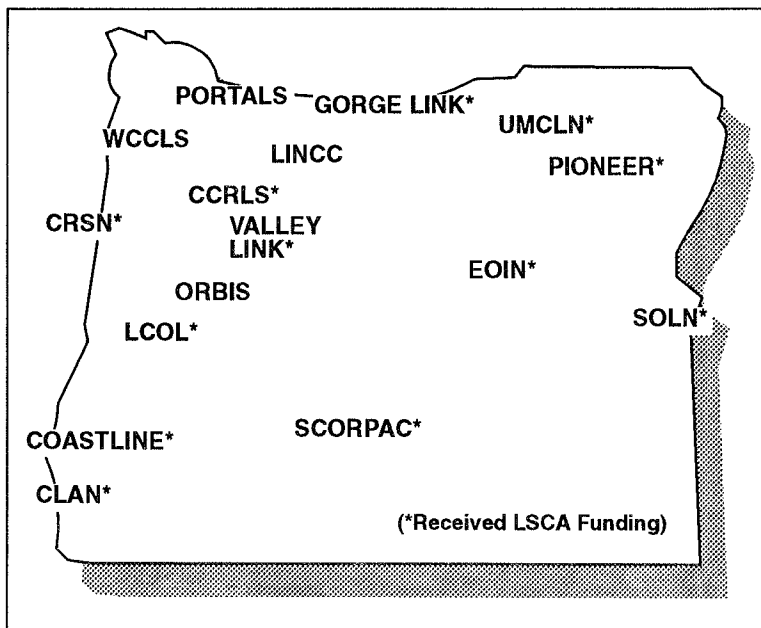
The Planning Process

There were at least four reasons why the time seemed right to undertake the planning process that came to be called the Oregon Information Highway Project. First was the *Vision 2000* goal that needed attention if it was to be realized by the year 2000. Second was the fact that in the 1993 Legislative Assembly, the Oregon Library Association and the State Library were successful in securing passage of Senate Bill 20, the Oregon LINK library resource sharing bill.

In working for passage of this bill that freed up federal Library Services and Construction Act funds from the State Library budget, OLA and State Library leaders had committed to use these federal funds to implement ORS 357.005(2)(d), which calls upon the State Library to “provide a network whereby the library resources of this state are made available to all the people of this state under reasonable conditions and subject to appropriate compensation to libraries providing library services ... beyond their primary clientele.”

A third reason to begin to plan for better statewide library networking was the success of regional efforts to share library resources. The State Library has been encouraging and providing seed money for regional library networks for the past two decades. These efforts have resulted in some of the most successful regional library networks in the country. These regional networks now cover nearly the entire state, as Figure 1 indicates:

Figure 1
Regional Library Resource Sharing Networks: 1994



Having reached such a high level of development of these regional networks, it seemed the time was right to begin to think about connecting these regional networks in such a way as to better serve the entire state.

A final reason to begin a planning process for statewide library networking was the strong potential for obtaining funding to seed these efforts. In late 1993, the U. S. Department had just awarded a \$2 million competitive grant to the State of Louisiana to help build a statewide library network. Another round of this grant competition was planned for 1994. The Department of Commerce was also planning a round of grants to seed projects that would contribute to building the country's “information infrastructure.” Charitable foundations in Oregon had shown their interest in library resource sharing with several major grants, such as that awarded by the Meyer Memorial Trust to begin the Orbis project at the University of Oregon. And SB 20 would possibly mean that more LSCA funds would be available in the future to use for statewide library networking projects.

The planning process that was launched in early 1994 consisted of several phases. In January and March, the State Library held two meetings of "major stakeholders," that is, major libraries that could be expected to be key participants in any future statewide library network. It seemed important for these major libraries to buy into the idea of a statewide library network, before any further planning could be seriously contemplated. The results of these two meetings were very encouraging. The major stakeholder libraries endorsed the idea of improving library networking to benefit the entire state. A set of draft goals, planning assumptions and planning parameters were developed. A broad-based task force was appointed and charged with continuing the planning effort. Finally, it was decided that the next phase of the planning process should involve meeting with as many groups of interested library staff as possible, in all parts of the state, in order to test the need for a statewide library network project, and to listen to specific needs and concerns that would need to be addressed in the plan.

The task force that emerged from the stakeholders meetings proved to be an extremely committed and capable group. The members of the task force were Ernest Perez, Gary Jensen, Joanna Rood, Charlene Grass, Alice Allen, Phyllis Lichenstein, David Bilyeu, Patty Cutright, George Happ, Jim Scheppke, and Doug Bennett. Doug Bennett, then the Executive Director of PORTALS, made a particularly strong contribution to the early planning efforts, before leaving the state to take a new job. He was replaced by Maureen Sloan, who was the Acting Executive Director of PORTALS.

The task force made a presentation on the Oregon Information Highway Project at the OLA Conference in April, followed by an unprecedented series of meetings with fourteen different library groups over the summer and into the fall:

Oregon Information Highway Project Regional Meetings

- OLA Academic Division/ACRL Board
- Metro Area Librarians
- Interinstitutional Library Council
- Mid-Coast Librarians
- NAPCU Librarians
- OEMA Board
- OSHLA Board
- Polk, Yamhill, Marion Librarians
- Oregon SLA Chapter Board
- Southern Oregon Library Federation

- Eastern Oregon Library Association
- Public Library Directors
- Linn, Benton, and Lane Librarians
- Central Oregon Librarians

The regional meetings were very valuable in clarifying the needs of Oregon libraries for improved networking. The task force worked hard to listen to what the library community said they wanted, and the input received by the task force had a profound influence on the final plans that emerged.

It should also be mentioned that the task force had benefit of expert advice from Rob McGee of RMG Consultants, Inc. in Chicago. McGee made two trips to the state, the first to facilitate the first stakeholders meeting, and the second to meet with the task force in the early fall. McGee's insights into the directions that library automation and networking are heading also had a profound influence on the final plans.

The final phase of the planning process was to convene a meeting at the Salem Public Library on October 28, 1994. This meeting was open to all interested librarians, trustees, and citizens. The purpose of the meeting was to have the task force present their proposals, including project goals and the outlines of an implementation plan. The Anderson Auditorium was filled to overflowing, and responses to the proposals from the attendees were very positive. The task force was very gratified to receive confirmation that they had indeed listened to what the library community wanted from a statewide library networking plan, and that they seemed to have devised an approach that could be broadly supported by the library community.

The Plan

The goals for statewide library networking that were presented and received support at the Salem meeting were as follows:

- To encourage and educate Oregon library staff to effectively use the information highway.
- To encourage and educate Oregonians to effectively use the information highway.
- To make the knowledge and information in Oregon's libraries available to every Oregonian.
- To use emerging technologies to improve access to information and materials, and to promote efficiency in the use of resources.
- To provide a framework for continued planning and development of statewide library cooperation.

Oregon Information Highway Implementation Plan

The following project parameters were also presented and drew a favorable reaction from the Salem meeting:

Parameters of the Oregon Information Highway Project

- We will connect libraries in the state to the Internet and ensure at least one point of access in every county and every local calling area in the state.

- We will set basic standards for libraries to participate in the network (automation, machine-readable records, staff support). Libraries that have these threshold capabilities and a willingness to share with others will be encouraged to participate in the statewide network.

- We will create a network or scheme of cooperation that allows libraries to participate at various levels, in keeping with their purposes, needs, and resources.

- We will further develop mechanisms that provide for equitable sharing of the costs of resource sharing and appropriate compensation for net lenders.

- We will build on the strengths of existing consortia and agreements, and proceed in a fashion conducive to further integration or cooperation among libraries.

- We will strive to make it possible to search library holdings across the state in a single operation.

- We will give high priority to making available a number of electronic databases and improved document delivery.

- We will share expertise and provide education and training for library staff, community leaders, and users, about the possibilities of the new information technology.

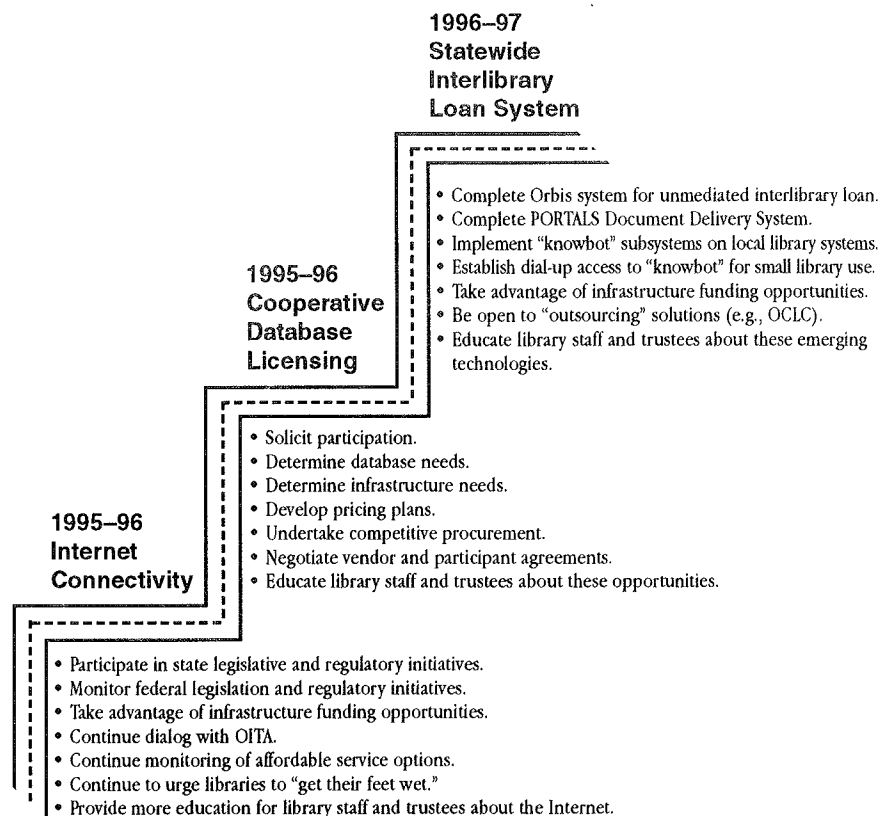
- We will maintain liaisons and work collaboratively with other initiatives addressing these objectives.

In order to achieve these goals and work within these parameters, the following implementation plan was presented at the Salem meeting:

Oregon Information Highway Implementation Plan

The implementation plan consists of three stages presented in stair step fashion to connote the idea that each stage will build on the previous stage. Another connotation of the stair step plan is that as many libraries as possible will need to be brought along, and not be left out of these improvements to Oregon's "information infrastructure."

The first stage in the plan is to get as many libraries as possible connected to the Internet, the so-called information superhighway, over the next two years. Strategies to accomplish this include monitoring and participation in state and federal legislative and regulatory initiatives that might present opportunities for



libraries to gain affordable Internet connectivity. A dialog that has already begun between the State Library and the Oregon Independent Telephone Association will continue to be pursued, in hopes that mutually beneficial solutions for affordable access might be found for at least some communities in the state. The Internet provider marketplace, which is changing rapidly, will continue to be closely monitored so that libraries can be aware of the most affordable access options. Other funding opportunities, from grants or by other means, will be explored. And libraries will be strongly urged to "get connected" - even if only minimally to a dial-up service - so that they can become more knowledgeable about the importance of Internet technology to their future. Other training opportunities will be pursued for both library staff and trustees.

The second stage will be undertaken concurrently with the first stage in 1995 and 1996. The objective of this stage will be to establish cooperative database licensing agreements for one or more electronic databases. The need for cooperative database licensing was a message that the committee heard loud and clear, particularly from public librarians. Librarians feel they are being asked to pay too much for CD-ROM or online access to

electronic databases such as the Magazine Index or The Oregonian. Because it would be possible to access these databases remotely mounted on a single computer system using the Internet, it seems prudent to try to do so. Doing so could not only bring the cost down for all libraries, it might make these resources available for the first time in smaller libraries. Reaching this objective will take lots of hard work to identify the most desirable databases, solicit quotations from vendors, and negotiate favorable agreements. There is also a training component to this stage of the plan, so that librarians and trustees can be fully informed about opportunities to have greater access to electronic information at lower costs.

The final stage in the plan was put off until 1996 and 1997, due to the need to see technology develop further. The task force spent much of its time researching options for improved statewide access and delivery of library materials. Methods of improved interlibrary loan are already being tried out in the state, most notably in connection with the Orbis project among college and university libraries, and with the PORTALS Document Delivery System project. Both of these projects suggest promising approaches that could be more widely applied in the state. Also, there are developments just over the horizon involving the Z30.50 standard that allows a high degree of interoperability among library automated systems. Task force members saw demonstrations of Z39.50 "knowbot" software products in prototype versions. The products will start appearing on the market in 1995. These products could revolutionize interlibrary loan by providing very capable, low cost ways for librarians, and even library users, to locate and request needed materials from other libraries.

Because of these new technologies that are just being applied in the state, and those that are just over the horizon, it seemed prudent to delay any strong commitment to one technology over another in the immediate future. The plan thus called for waiting until 1996 to assess these technologies, and then begin to move to apply one or more of them to serve the entire state. This will also allow time for the library community to think through some of the practical policy issues that the availability of this technology poses. For example, just because the technology would allow library users to initiate interlibrary loans on their own so-called "unmediated" interlibrary loan doesn't mean that we are ready to have this happen in all libraries. Clearly, more thought needs to be devoted to the implications of this technology before we decide to apply it.

Next Steps

To carry out this ambitious plan, the State Library has

formed two working groups made up of some of the former task force members and volunteers from the Salem meeting. Members of these two working groups are:

Oregon Information Highway Project Working Groups

Working Group on Internet Connectivity:

Margaret Barnes, Dallas Public Library
Patty Cutright, Eastern Oregon State College
Dale Edwards, Treasure Valley Community College
Charlene Grass, Oregon State University
Deborah Jacobs, Corvallis-Benton County Library
Sue Jenkins, Driftwood Library of Lincoln City
Phyllis Lichenstein, State Library Board of Trustees
Mary McClintock, Roseburg High School
Ernest Perez, State Library
Jim Schepcke, State Library
Steve Teich, Oregon Health Sciences University

Working Group on Cooperative Database Licensing:

David Bilyeu, Central Oregon Community College
Sue Burkholder, Southern Oregon State College
Karyle Butcher, Oregon State University
Eva Calcagno, Washington County
Cooperative Library Service
Jeanne Goodrich, Multnomah County Library
George Happ, Salem Public Library
Gary Jensen, Western Oregon State College Library
Millard Johnson, PORTALS
Joanna Rood, Library Information Network
of Clackamas County
Sheryl Steinke, Eugene 4J School District
Andy Swanson, Klamath County Library

The working groups will meet in early 1995 to begin to carry out their charge under the Oregon Information Highway Project Implementation Plan. At the same time, the State Library has already begun to consider potential funding for the plan. The plan was presented to the State Library Board of Trustees at their meeting in December, 1994, and to the LSCA Advisory Council at their meeting in January, 1995. The LSCA Advisory Council is expected to consider the idea of devoting an unspecified amount of LSCA funds to address the plan later this year. The State Library is also looking at other potential funding sources for the plan.

Thanks to the hard work of the Oregon Information Highway Project Task Force, and the work that we expect to see from these working groups, Oregon is well on its way to meeting the *Vision 2000* goal of giving every Oregonian the ability to utilize the kind of top-quality information services that our libraries, collectively, can provide. Oregon has always been a leader in effective library resource sharing. Our highly successful regional cooperatives, and projects like PORTALS and Orbis are proof of that. The Oregon Information Highway Project points the way to combining and leveraging these past successes to achieve an even higher standard of information service for all Oregonians.

What's in it for you?

Or why join OLA, ACRL, etc.?

by *Connie Anderson, ACRL President*

It seems that we're all connected these days through the Internet. We subscribe to listservs and connect to colleagues we've never met on a national or international basis. Many critics of the personal computer phenomenon foresee a day when we don't interact with each other directly. They suggest that we'll all be so absorbed by what is on our computer screens that we won't need or want to talk with one another face-to-face. I hope they are wrong, but I wonder if they have a point ... Computers have made a huge impact on our working conditions in the past decade. Even if we aren't glued to the screen reading listservs, we are struggling with their impact in all areas of our libraries. I've often heard from my colleagues that they used to have plenty of time to put together subject bibliographies, read professional literature, and get involved in library associations. No more. Certainly, computers are just one change in our working environments, but it is true that we all seem very busy, harried and stressed out.

Unfortunately, what that has meant for the Oregon Chapter of the Association for Research Libraries and the Oregon Library Association is that fewer and fewer people are joining the organization and that a small group of people do a lot of work to organize the annual conference and keep the organization running. I've already suggested that computers and overwork may prevent you from getting involved, but you may not have consid-

ered the rewards that are there for you efforts.

When I moved to the state seven years ago, I knew one or two people outside of my immediate library. When I attended the annual OLA conference I felt that I was an outsider. Everyone else seemed to know each other. I didn't have a clue as to how to get involved. When OLA met in Ashland in 1991, I was asked to be in charge of local arrangements. I agreed. Little did I know all the work that was ahead of me... Lot's of work, but also lots of fun. And, something I hadn't considered, I now was friends with all the committee members who came from all parts of the state. We worked hard, we bonded, and we came away with a tremendous feeling of accomplishment.

Since that conference, I've helped to found two new OLA Roundtables—one for Business and one for Library Instruction. I realized that if I waited around for someone to sponsor programs that were of interest to me, it wasn't going to happen. I have since gotten involved with ACRL, first as a board member and this year as president. I no longer go to conferences and feel like an outsider. My best friend are my colleagues at Linfield and Willamette, OSU, U of O ... I don't hesitate to get on the phone to call them to ask for their help on a tricky reference question. In fact, two of them will be coming to SOSOC to do a workshop for us on teaching techniques in the near future. My life and library are considerably richer for having gotten involved in ACRL and OLA. It disturbs me when I hear that some libraries have only one or two members in OLA. Yes, money is always an issue, but I believe the rewards can be much greater than the investment. They certainly have been for me.

I challenge you to join if you aren't already a member and look for an opportunity to get involved. If you are already a member, volunteer for a committee. And, if you are involved to the max, photocopy this article and give it to a colleague and urge them to get involved. Believe me, it beats sitting in front of your computer any day.

Getting inside Orbis, a shared academic database for Oregon

by Gary Jensen, W.O.S.C.

Imagine being able to search your local library's online catalog for materials and then, with a single keystroke, repeat your search in a very large combined statewide catalog that uses the same screen menus and search commands. Such a possibility is now a reality in Oregon and is the beginning of an effort to develop a comprehensive shared academic database for Oregon which solves the problem of having to search individual libraries' online catalogs in serial fashion.

What is Orbis?

Orbis is the name of the academic union catalog consisting of the catalogs of seven public and private institutions of higher education in Oregon. This new venture, funded with start-up money by the Fred Meyer Memorial Trust, merges the databases of the libraries of Eastern Oregon State College, Linfield College, Oregon

Institute of Technology, Southern Oregon State College, University of Oregon, Western Oregon State College, and Willamette University into a single, unified database. Each of those libraries uses the library automation software and hardware developed by Innovative Interfaces, Inc., for its local system. Access to the union catalog from

the local system is provided by Internet connections. The ongoing maintenance cost of the system is funded in part by the Oregon State System of Higher Education and in part by the private institutions involved.

George Shipman, University Librarian at the University of Oregon and members of his staff, including Alice Allen, Andrew Bonamici, John Helmer, Nancy Nathanson and others, developed the original concept, prepared the grant request to the Meyer Memorial Trust, and provided leadership in getting the project off the ground. During the developmental phase of the project, Alice Allen was the chairperson of the Orbis Council, which consists of the library directors of the seven institutions. Staff members at the other institutions worked closely with the University of Oregon Knight Library staff on the implementation of Orbis and development of an administrative structure.

The mission of Orbis is "to support the research and scholarly programs of the participating institutions of higher education. Through the enhancement of existing

library and information resources and services, the participating institutions shall provide an enriched learning environment for Oregon's academic community."

The grant from the Meyer Trust enabled the University of Oregon to purchase the hardware and software for the union catalog from Innovative Interfaces and hire staff as well as renovate the Knight Library's Technical Services Center and provide space for union catalog equipment and staff. Loading of the bibliographic data from the initial seven libraries was completed at the end of February 1995. The resulting database has over 1.4 million records for books, periodicals, sound recordings, videotapes and films, manuscript materials, etc., and is expected to grow significantly as the holdings of other libraries are added. Order records for materials are also included in the database.

The Orbis software is based on a product developed by Innovative Interfaces for the OhioLink system in Ohio. That system, one of the first of its kind in the nation, allows the libraries of twenty-one private and public institutions of higher education in Ohio to merge their collections into one very large database accessible through the Internet from their local online catalogs. In addition to listing bibliographic records and the status of each item, the OhioLink system also allows patrons to directly place orders for materials they have identified in other libraries. Although Orbis does not yet have the patron-initiated interlibrary loan circulation feature, we are currently seeking funding for it.

One major difference between the OhioLink system and Orbis is the funding method. OhioLink is a very expensive project which is wholly funded through state appropriations. In contrast, Orbis has been developed incrementally as cheaply as possible. The initial start-up cost for Orbis was less than the price many libraries have paid for their local systems. Another major difference between OhioLink and Orbis is the projected inclusion of non-Innovative libraries in Orbis.

Many academic libraries in Oregon have expressed an interest in the Orbis project. The other three public universities, Portland State University, Oregon State University, and the Oregon Health Sciences University have installed library automation systems from vendors other than Innovative Interfaces, so their participation (and full functionality) will depend in part on developing the interfaces needed. Because of the number of vendors involved, the programming work required may be complex. A number of other private and public academic libraries in Oregon have selected the Innovative Interfaces library automation software and have indicated

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OLA's "Creating New Connections" draws nationally known speakers

by Maureen Sloan,
Local Arrangements Coordinator

Two nationally known names in the library world and the editor-in-chief of *The Oregonian* have agreed to speak at "Creating New Connections," OLA's 1995 conference scheduled for April 26-29 in Portland.

Eleanor Jo "Joey" Rodger, currently president of the Urban Libraries Council and formerly executive director of the Public Library Association, will deliver the keynote address on Thursday afternoon (April 27). Those who have heard Rodger before describe her as an "excellent and inspiring" speaker who knows libraries and who challenges her audiences to think now about the libraries of the future.

Rodger's articles on public library users and uses include "Public Opinion About the Roles of the Public Library in the Community: The Results of a Recent Gallup Poll" (*Public Libraries*, June-July, 1994 with George D'Elia). She holds a B.S. from the University of Michigan and an M.L.S. from the University of Maryland. She has also done graduate work in education and in theology.

Regina Menudri, retired director of the Berkeley Public Library and past president of the American Library Association will urge her listeners to "Smile When You Call it Berkeley" when she speaks at the Friday (April 28) luncheon. Minudri, who will also present a conference workshop, will describe the three successful Berkeley tax elections, various levels of community work, and her

philosophy of public service. Minudri was director of Berkeley Public Library from 1977-1994 and president of the American Library Association in 1986-87.

Sandra Mims Rowe, editor of Oregon's largest newspaper, *The Oregonian*, will speak at the Exhibitor's Lunch on Thursday (April 27). Since coming to the *The Oregonian* two years ago, Rowe has instituted major changes at *The Oregonian*, including the reorganization of reporters into issues-oriented work teams instead of using the traditional beat system.

Evening of dinner and theater planned for OLA/Portland

The magic and monsters of Shakespeare's "Tempest" will delight OLA conferees in a memorable evening (Friday, April 28) that will combine a buffet supper at the Hilton with a performance of "The Tempest" at Portland's Performing Arts Center. Speakers from the Tygres Heart Shakespeare Company will also attend the dinner and talk about their company and their current production of "The Tempest."

Cost is \$42 for dinner, speakers and the play. Cost for the theater performance only is \$18. Signup is on the conference registration.

Bookstore afternoon at OLA

Coming to a pre-conference? Why not arrive early and visit some of the special bookstores Portland has to offer.

There are many bookstores in the metropolitan area, including stores that specialize in mysteries, science fiction, children's books, travel and cooking. Be sure to call for information about opening a library account to take advantage of the special discounts to libraries.

She strides into a room, elegant, confident, with a smile. You can believe that this woman was a former fashion model. But, a librarian? A child from economically depressed West Virginia?

Learn how to break the "Marian the librarian" mold from Kaycee Hale, Executive Director of the Resource and Research Centers of the Fashion Institute of Design, former fashion model, past president of the Southern California Chapter of Special Libraries Association, chair of the SLA Task Force on the Enhancement of Image of the Librarian/Information Professional, noted speaker and library leader. Kaycee is a positive, proactive, enthusiastic supporter of the library profession. One of the major assets of a library is its staff and Kaycee believes that librarians need to break the mold, use their keys to unlock information, listen, learn, and lead.

Breaking the Mold

We spend time on the day-to-day tasks: collection building, circulation, telephone reference, shelving, giving directions, performing computer searches. Break the mold by developing critical job skills like creative thinking, interpersonal skills, speaking, goal setting, motivation, teamwork, problem solving, and building connections.

It is important to manage the library's physical collection. You must also manage your personal and professional connections. Self-esteem, knowing how to listen, organizational effectiveness. If you can't do it all on your own, who do you call for help? Build your connections like you build your collections. Break the mold. Dare to connect.

Giving GOOD Service When Good Service Is Not Enough

"I'm not in sales, I'm a librarian." "Don't look at me, I'm just the check-out clerk." "I can't help you. I just shelf books." Here on earth, everybody sells. Skills. Talents. Know-how. Time. Think about it... Remember when you decided not to go back to a company because the clerk sent you the wrong item, the receptionist was rude and surly, the manager didn't have time to talk to a mere customer, the doctor had you wait two hours?

That's selling. Negative selling.

You want a grant. You've got to sell your idea and your skills to the granting foundation. Do you want a raise? You've got to sell your supervisor on your skills and value. Selling is communicating in a way that gets you what you need. It's learning to be comfortable in your job. Any job. From library director to library volunteer.

Join Oregon SLA and OLA LSSRT and Alan J. Zell, 28-year veteran of the retail industry and recognized marketing expert, to hone your service skills. Learn how selling and service work hand-in-hand in the high quality, GOOD service, library and information centers of today.

Breaking the Mold *and* Giving GOOD Service When Good Service Is Not Enough are sponsored by the OLA Library Support Services Roundtable and Oregon Special Libraries Association. Both are part of the OLA Pre-Conference Program on April 25.

All work and
no play...would
make us all very
dull people indeed!

To counteract this tendency the conference committee have prepared for you enticing treats such as microbrewery tours, city walks, a special library tour and a theater evening. We don't want you to miss the excellent workshops and sessions that will (as always) be part of this year's conference, so we have scheduled the fun at times where it will not interfere with the conference program.

On Tuesday afternoon the Oregon Chapter of SLA have organized a walking tour of downtown Portland libraries: the U.S. Court of Appeals, PGE, the Northwest Regional Education Laboratory, and the Oregonian libraries will be featured.

We have arranged with Ecotours of Portland to provide a variety of other tours; they specialize in small custom designed tours using mini-buses, and so will take a group as small as three or four people. This is a new departure for OLA conference planning, so we are anxious to see if you like it. Tours will be on Wednesday evening and Saturday morning. We realize that the Public Library Division dinner is also on Wednesday evening, and we don't expect, or intend, to lure any public librarians away from this; but what about the academic folk or maybe the special librarians? Would you like to try a microbrewery tour or a walking tour of the downtown area after your preconference? We guarantee you'll see Portland in ways you've never seen it before. Our Saturday tours feature two half-day bus tours of the city and an afternoon tour to the Columbia Gorge or an all day tour to the northern Oregon coast - a great way to wind down after the rigors of the conference. Even if you live in Portland you may enjoy seeing some places

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Come to a conference in PORTLAND

*and soak up some culture.
There's something here
for everyone.*

- The Phillips Screw was invented here and patented in 1938.
- A fellow named Joseph A. Puppo invented the hostess snowball right here in river city.
- Enjoy the architecture. The oldest building is the Pioneer Court House at SW 5th and Morrison. It was built between 1869 and 1875.
- See our sculpture. Portlandia, the largest pound-
ed copper sculpture since the Statue of Liberty, weighs 6.5 tons and she just hangs there on the front of Michael Grave's Portland Building.
- If you like Parks visit the Rose Test Gardens, Hoyt Arboretum, the Japanese gardens or the Shakespeare Garden. For a superlative experience, visit Forest Park's 4,800 acres. The Guinness Book of World Records calls Mill Ends Park at SW Front near Taylor as the smallest dedicated city park (452.4 square inches).
- Eat out. Visit Portland's oldest restaurant, Hubers (1879) or its smallest -- Briggs and Crampton seats 2 people.
- If big ships interest you, take a trip to "new dry dock number 4", the largest floating dry dock on the U.S.'s West coast and the third largest in the world.
- Get out of town. Take a trip on the Columbia River Highway built by the City of Portland. Stop at Thor's Crown (Crown point) which was donated to the city in 1914.
- Visit the highest point in Portland, Council Crest (1073 feet) and take in the view.

Have fun!

Local area Networks

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As a tangential benefit of these technology-oriented meetings, a very human "wide area network" is developing, at least in the Newport and Florence areas. In discussing their specific technological needs, a broad range of organizations are learning a great deal about each other and are discovering, within the very local community, that they have a tremendous amount of information and expertise that could be shared to benefit their common constituencies. There is rising interest in using the fiber network not just as a bridge to remote sites and to Valley resources, but also as a way to connect the many existing LANs in the area and to open up e-mail and other kinds of conversation among organizations. There is considerable interest in forming a "communitynet" that will continue the contacts technological need has initiated and extend to provide the public with simpler, more integrated access to the whole area's resources. Whether or not that technological WAN emerges remains to be seen, but the discussion of it has catalyzed a stronger human network in which libraries play a significant role.

While the WAN idea is bubbling to the surface in a few communities, the smaller-scale LAN is satisfying desires for more immediate gratification in a good number of moderately-sized public libraries. West Linn, Newberg, Tigard, Cedar Mill, Canby, Newport, and Siuslaw Public Libraries, and probably others, have all installed or developed plans for LANs within roughly the past year.

LANs are likely to become the most essential and versatile "resource sharing" tool a smaller public library can have, the mechanism by which we can both make our resources available to the outside electronic world and better distribute those resources to our own more immediate users. Basically, a LAN links computers together to create multiple access points to large data files (like CDs) and peripherals (like printers and modems). Most of the libraries mentioned are using LANs initially to improve access to their growing CD-ROM resources. Especially in libraries where Internet and other online resources are either not available or not affordable, CD-ROM retains significant appeal as a means of expanding reference capabilities. However, as long as drives are attached to single stations, access to a particular CD is limited to one person. The LAN offers a rather elegant solution to this problem, making it possible to distribute access to the full menu of CDs out to multiple computer stations, and, with remote access software, to dial-in users. As we gain access to Internet, communitynets, and other electronic resources, the LAN can also distribute that access to multiple stations in a

building. More importantly, perhaps, the LAN also provides a means by which we can make library resources visible to other network users and thus become reciprocal participants in the new electronic world.

There are, of course, problems with LANs in smaller settings. Having the technical capacity to provide multiple access points to databases is useless if one can't afford the licensing required to do so. Charges for multiple station and remote access licensing range from minimal to prohibitive; fortunately, LANs allow tailoring of menus and access restrictions at different stations that can help libraries comply with their licensing arrangements. Of course, it takes some training and time to use these LAN management tools; technical support can be an issue. LANs are also not necessarily cheap, but their design is very flexible and can be adjusted to fit a wide range of situations and budgets. Newport, for example, is looking at around \$35,000 to cable and install a 9-station Novell network including a significant amount of new hardware; networking three existing PCs in a simple peer-to-peer network, though, could easily come in under \$1,000.

Applying the resource-sharing concept within their own domains, a good number of smaller public libraries are using LANs to distribute their own resources more effectively. In creating LANs, they are also developing resources to plug into wider area networks as they develop, and are becoming more significant players in community-wide conversations revolving around technology. While perhaps not leaping into cyberspace with quite the same liberty and abandon as their larger, more metropolitan counterparts, they are nonetheless leaping, discovering "appropriate" technological applications and laying the groundwork for wider connectivity as it becomes possible.

Global Village

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libraries will continue to share resources when profits are involved.

A lively discussion followed the presentations in which key question and concerns were brought up including: How are we going to ensure universal access to both the "rich and poor"? Who's going to determine the content of the resources available on the Internet? Who's going to organize the content? How are security and privacy concerns going to be addressed? How are we going to teach students to effectively seek and find information in the myriad of information resources which will become available?

A break-out session followed this discussion in which small groups were asked to come up with actions librarians could take to help keep the profession involved in the development and use of the Internet. Suggestion included:

- Develop a concept of ourselves as information consultants and facilitators.
- Market the kinds of Internet support services we can provide to the campus community.
- Encourage library schools to teach the concepts of our roles as consultants, facilitators, and marketers.
- Train students how to evaluate the information they find on the Internet.
- Educate the faculty as to the difference between their information needs and a student's needs.

Written by Charles (Oregon Coast Community College) with help from Loretta Rielly (Oregon State University) and Carolyn Gaskell (Walla Walla College).

Dull People

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you've never taken the time to visit.

"Knowing I loved my books, he furnish'd me, from my own library, with volumes that I prize above my dukedom" *Tempest*, Act I, Scene 2.

In these words Prospero, explaining to his daughter, Miranda, the circumstances under which they came to the deserted island on which they live, shows how a friend made his life there more bearable. These books enabled him to educate his daughter and to weave the magic spells and potions that causes the tale of *The Tempest* to unfold. We have booked a bloc of tickets for Friday night in the Winningstad Theater in Portland's Performing Arts Center - literally only a block away from the Hilton. The Tygres Heart company which is putting on this production have made their name performing Shakespeare in this very intimate theater - only 300 seats; so the experience will be very different from Ashland. The evening starts with a buffet supper at the Hilton at which two speakers from the Tygres Heart company will give you an insight into the company, the play, and their production. This should be a very exciting evening, so take the opportunity of being in Oregon's big city and have a night on the town!

After you've read of all these exciting offerings, and been tempted, go back to your conference packet and look for the flyers which give you full details of how to register for the tours and get to the play.

Academic Database

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their intention to join the union catalog project as soon as possible.

What is the relationship between Orbis and local library systems and how does Orbis work?

Orbis does not replace the local systems at participating libraries nor is it an unconnected catalog. Links are established between the local catalog and the union catalog which allow real-time updating of information and transactions. The interactive nature of Orbis means that when an item is cataloged and the bibliographic record posted to the local system of a participating library, the cataloging data is also automatically posted to the union catalog within seconds. It also means that when an item is checked out at a participating library, the information about the loan of the item (or its return) is automatically posted within seconds to the union catalog. Order records and holdings information for periodicals are also posted to Orbis shortly after being keyed into the local system.

Patrons can choose to search for materials in the local catalog first. If too few or no matches are found or the needed items are checked out, they can pass through the local catalog to search the union catalog by entering one keystroke. The search is repeated in Orbis without the need for re-keying the data. Patrons can also choose to go directly to Orbis and search for materials in the combined database.

Although the circulation module is not yet available in Orbis, the status of all items held by member libraries is displayed in conjunction with the bibliographic record. Patrons can use existing interlibrary loan services to retrieve the items displayed.

How is Orbis governed?

Orbis is governed by the Orbis Council which consists of the library directors of the participating institutions. Each has signed a "memorandum of understanding" contract which outlines the shared governance structure of the project and details the rights, obligations, and responsibilities of the member libraries and the University of Oregon Library (the host site).

What are the benefits of Orbis for Oregon?

The goals of the Orbis project are to support instruction and research by making it easier to search library holdings at member libraries and, importantly, to support resource sharing. As Orbis grows, it will become Oregon's equivalent of a virtual research library, easily accessible, comprehensive, and tied to a responsive document delivery program. It will also promote cooperative col-

lection development activities and serve as a vehicle for delivering more than just bibliographic records.

As Larry Oberg of Willamette University has said, "Orbis is a model of library cooperation and clearly illustrates what smaller [and larger] libraries in large geographical areas with dispersed populations can accomplish by working together." He expects it to become a national model that will be emulated in other states and regions.

What is the future of Orbis?

In order to serve the information and research needs of the State of Oregon and its citizens, Orbis needs to grow include the records for all academic libraries in the state. The first priority is to get the participation of the institutions which already have purchased or are purchasing the Innovative Interfaces library automation software. Adding them to the union catalog will be relatively easy. More problematic is the addition of academic libraries which have purchased software from other vendors. However, Innovative Interfaces has committed itself to the programming work required to make Orbis work in a multi-vendor environment.

How can I gain access to Orbis, especially if I am not a participating library?

To use Orbis, connect to any member library catalog and choose the option on the main menu or subsequent screens to initiate an Orbis session. Ten ports have been set aside on the Orbis host computer for access through the Internet by non-participating libraries. You can telnet directly to Orbis with the following address: orbis.uoregon.edu

Whom do I contact for further information?

For further information about Orbis or to make comments and recommendations, contact the University of Oregon Library Systems Department:

voice: (503) 346-3049

fax: (503) 346-3485

e-mail: libs@oregon.uoregon.edu

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