

# IIST 651—Serials

Draper 147, University at Albany, Albany, NY  
6-9:30 p.m. Tuesday and Thursday, July 7 – August 13, 2009  
Computer lab in-class exercises: Draper 015, 8:15-9:30

**Instructor: Steve Black**

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## COURSE OBJECTIVES

By the end of the course, students will be able to

- Define terminology used in serials librarianship
- Describe the strengths, weaknesses, and challenges of various serials formats
- Trace the history of journal titles and recognize challenges of serials title changes
- Create MARC format bibliographic and holdings records for serials
- Summarize the economics of the serials pricing crisis
- Summarize reference and instruction issues particular to serials
- Describe the principles and applications of citation analysis
- Describe the methods, benefits, and limitations of journal use studies
- List criteria for the selection, cancellation, and weeding of serials
- Explain the role of serials in libraries' overall collection development
- Describe Electronic Resource Managements systems and other tools used manage the challenges of online serials
- Present research on the management of electronic serials

## READINGS

Black, Steve. (2006). *Serials in Libraries: Issues and Practices*. Westport, Conn.: Libraries Unlimited. Available at Mary Jane's Bookstore, and amazon.com.

Readings for Assignments 3 and 4 are described below.

You are encouraged to read as many of the Suggestions for Further Reading listed in the textbook as you have time for.

### Recommended Reading:

- SERIALST Archive at <http://list.uvm.edu/archives/serialst.html>.
- *Serials Review*
- *Serials*
- *Library Resources & Technical Services*
- NASIG Proceedings (incorporated into *Serials Librarian* and also published as monographs located in Dewey library at Z 692 S5 N67)

## GRADES

Grades will be based on assignments, a final exam, and attendance. Regular attendance in class is required. Points will be subtracted from your final average for absences as follows:

First absence “free”

Second absence -2 points

Third absence -4 points (total 6 points off)

Fourth absence -8 points (total 14 points off)

Late assignments will be reduced one full letter grade (10 points). **The last day of class is the final deadline for all work.** Incompletes will only be given for truly extraordinary circumstances.

Assignments will be graded according to these standards.

Letter	Numerical score	Performance indicators
A	96-100	Complete, thorough, and accurate. Exemplary expression of both the spirit and letter of the assignment.
A-	90-95	Complete and well composed, with very few or no errors. Clearly expresses comprehension of the content.
B+	85-89	Mostly well done and competently expressed, but contains a few errors and/or does not show understanding of an important concept.
B	80-84	Mostly complete and competently done, but has some errors and/or does not express a few important concepts
B-	75-79	Substantially completed and displays understanding, but with errors
C+	70-74	Partially completed and/or contains substantial errors
C	60-70	Incomplete and/or with numerous errors
E	0-59	Very poorly done, displaying minimal effort

## ASSIGNMENTS

### **ONE (15% of grade): How Full is Full?**

Thoroughly compare a recent print issue of *U.S. News & World Report* with its full-text coverage in both EBSCOhost Academic Search Premier AND LexisNexis Academic. Then compare the content of the print serial with the content available at <http://www.usnews.com/>. Write a 3-5 page report describing differences in the information provided in the print magazine versus the information available in the two databases and the publisher’s web site. Include a description of any differences in indexing, full-text content, and graphics. Conclude with an assessment of the extent to which the online databases are acceptable substitutes for a library subscription to *U.S. News & World Report*.

### **TWO (10% of grade): Cataloging exercise**

Create bibliographic records and MARC Format Holdings Data records for serials. This will be done during class.

### **THREE (15% of grade): Major and Minor Changes; Preceding and Succeeding Titles**

You are encouraged but not required to work together, maximum 3 in a group. If you do work as a group, turn in one paper and list on page one the members of your group.

First, read Ed Jones, "Looking Forward, Looking Back: Serials Cataloging," *Serials Review* v.25, no.4, 1999:38-39.

Then use WorldCat AND a research university online catalog of your choice to trace the history of *Organic Gardening* (ISSN 1536-108X). [U. Albany does not subscribe, so choose a library that does, preferably one that has it from the beginning]. **Describe the publication's major and minor changes** of title, publisher(s), editor(s), and frequency of publication. Be sure to check thoroughly until there are no more records for preceding titles, and track the publication to the present. **Describe any discrepancies between the LC catalog and the university catalog.**

Finally, **do you think cataloging rules should be changed to go back to latest entry cataloging? Why/why not?**

### **FOUR (35% of grade): Research essay**

Write a research-based essay of 12-20 pages about one of the four aspects of e-resource management listed below. Your essay must include the four listed sources plus a minimum of 4 additional articles, authoritative web sites, or SERIALST discussion threads. Describe the main issues involved and summarize perspectives expressed by members of the serials community (e.g. librarians, publishers, vendors, consortia managers). Conclude with your own thoughts about who has the most persuasive arguments, what the most important issues are that are yet to be resolved, and any other insights you may have.

**Write in Chicago Style.** I prefer the author-date method of citation, but you may use the note-bibliography style if you wish. See

[http://www.chicagomanualofstyle.org/tools\\_citationguide.html](http://www.chicagomanualofstyle.org/tools_citationguide.html)

Each person will write their own research essay, but sharing of sources and ideas with classmate(s) who have the same topic is encouraged. Share and discuss the inputs, but create your own unique research essay. Everyone will share their research and opinions in a seminar-style discussion on Tuesday August 11.

### LICENSING

1. Maria Collins, "SERU: An Alternative to Licensing—An Interview with Selden Durgom Lamoureux," *Serials Review*, 33, no. 2 (2007): 122-128.
2. Yale University Libraries, "Licensing Terms and Descriptions," <http://www.library.yale.edu/%7Elicense/table.shtml>.
3. Aparna Zambare, Anne Marie Casey, John Fierst, David Ginsburg, Judith O'Dell, Timothy Peters, "Assuring Access: One Library's Journey from Print to Electronic Only Subscriptions," *Serials Review*, 35, no. 2 (2009): 70-74.
4. Nol Verhagen, "The Licensing Battlefield: Consortia as New Middlemen between Publishers, Agents and Libraries--A View from the Continent," *Serials*, 20, no. 2 (2007): 130-133.

## PRICING AND PACKAGE DEALS

1. Kenneth Frazier, "The Librarians' Dilemma: Contemplating the Costs of the 'Big Deal,'" *D-Lib Magazine*, 7, no. 3 (March 2001).
2. Donald King and Frances M. Alvarado-Albertorio, "Pricing and Other Means of Charging for Scholarly Journals: A Literature Review and Commentary," *Learned Publishing*, 21, no. 4 (2008):248-272.
3. Tom Sanville, "Do Economic Factors Really Matter in the Assessment and Retention of Electronic Resources Licensed at the Library Consortium Level?" *Collection Management*, 33, no. 1/2 (2008): 1-18.
4. Stevan Harnad et al., "The Access/Impact Problem and the Green and Gold Roads to Open Access: An Update," *Serials Review*, 34, no. 1 (2008): 36-40.

## PRESERVATION

1. Vicky Reich "Lots of Copies Keep Stuff Safe As A Cooperative Archiving Solution for E-Journals," *Issues in Science and Technology Librarianship* (2002) <http://www.istl.org/02-fall/article1.html>.
2. David S. H. Rosenthal, Thomas S. Robertson, Tom Lipkis, Vicky Reich, Seth Morabito. "Requirements for Digital Preservation Systems: A Bottom-Up Approach" *D-Lib Magazine*, 11, no. 11 (2005) <http://www.dlib.org/dlib/november05/rosenthal/11rosenthal.html>.
3. Hans Jansen, "Permanent access to electronic journals," *Information Services & Use*, 26, no. 2 (2006): 129-134.
4. Eileen G. Fenton, "Responding to the Preservation Challenge: Portico, an Electronic Archiving Service," *Journal of Library Administration*, 48, no. 1 (2008): 31-40.

## ELECTRONIC RESOURCE MANAGEMENT SYSTEMS

1. William Doering and Galadriel Chilton, "A Locally Created ERM: How and Why We Did It," *Computers in Libraries*, 28, no. 8 (2008): 46-48.
2. Maria Collins, "Electronic Resource Management Systems (ERMS) Review," *Serials Review*, 34, no. 4, (2008): 267-299.
3. Jill Emery, "Ghosts in the machine: the promise of electronic resource management tools," *Serials Librarian*, 51, no. 3/4 (2007): 201-208.
4. Oliver Pesch, "SUSHI: What It Is and Why You Should Care," *Computers in Libraries*, 27, no. 4 (2007): 6, 46-48.

**FINAL EXAM** (25% of grade). The exam will test your knowledge of the information from the assigned readings and in-class activities.

## IST 651 Course Schedule, Summer 2009

<b>Date</b>	<b>Read <i>BEFORE</i> class</b>	<b>Assignment due:</b>	<b>Major themes</b>
Tues. July 7			Syllabus & assignments; definitions; serials ecology
Thurs. July 9	Ch. 1 Serials Environment AND Ch. 2 Remote Access Serials		Budgeting processes Remote access serials--costs; access vs. ownership; delivery & access
Tues. July 14	Ch. 3 Budgeting, Selection, and & Deselection		Collection development--selection tools & criteria; storage & weeding
Thurs. July 16	Ch. 4 Serials Workflow	<b>ONE: How Full is Full?</b>	Ordering, receiving, claiming, shelving, binding; MARC records for serials
Tues. July 21	Ch. 5 Bibliographic Control of Serials	<b>TWO: cataloging exercise--bibliographic (WILL BE DONE IN CLASS TODAY)</b>	Cataloging basics, Major and Minor changes
Thurs. July 23		<b>TWO: cataloging exercise--holdings (WILL BE DONE IN CLASS TODAY)</b>	GUEST SPEAKER LESLEY LLOYD Holdings records for serials
Tues. July 28	Ch.6 Economics and the Market for Serials	<b>THREE: Major &amp; Minor Changes</b>	Costs, demand, price discrimination, packages and consortia
Thurs. July 30	Ch. 7 Issues in Scholarly Publishing		Guest Speaker Robert Boisse; Peer review, publish or perish, OA
Tues. August 4	Ch. 8 Use of Serials		Measuring use; patterns of use; citation analysis
Thurs. August 6	Ch. 9 Teaching Patrons to Use Serials		instruction issues; exam review
Tues. August 11		<b>FOUR: Research Essay</b>	Seminar discussion of Open Access;
Thurs. August 13			<b>FINAL EXAM</b>