ANZTLA NEWSLETTER



No 30 December 1996 Conference Issue

AUSTRALIAN AND NEW ZEALAND THEOLOGICAL LIBRARY ASSOCIATION

ANZTLA is an association of libraries and individuals involved and interested in theological librarianship. It seeks to co-operate with Australian and New Zealand Association of Theological Schools and to promote its aims and objectives insofar as they apply to libraries and librarianship. However, membership is open to all libraries and individuals sharing the interests of the Association, upon payment of the prescribed fee.

The ANZTLA Newsletter is published three times a year to provide a means of communication between members and interested persons.

Contributions are invited of relevant articles and items of interest to theological librarianship; scholarly articles; information on all aspects of librarianship; book reviews; library profiles; and news about libraries and librarians. Articles should be typed, double spaced, and if submitted on disk, IBM or compatible in Word or AmiPro is preferred. Please send articles to the editor.

ANZTLA holds an annual conference, in association with the conference of the Australian and New Zealand Association of Theological Schools where practicable. Local Chapters of the Association in the major cities provide a forum for local interaction

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A Tribute to Trevor Zweck

All members of ANZTLA and most of our readers will already have learned of the sudden death of the President of the Association, the Reverend Trevor Zweck on 13th September 1996. Several members of the Association attended Trevor's funeral - Val Canty, Lawrence McIntosh, Gary Gorman, Coralie Jenkin, Wendy Davis and other members of the South Australian chapter. Val spoke on our behalf.

At the conference tributes were read and opportunity was given for expression of appreciation of Trevor's contribution to us all as individuals and as an Association. A candle of remembrance burned throughout each session of the conference, symbolic of Trevor's continuing presence with and influence upon the Association.

We have also received correspondence from the President of the International Council of Theological Library Associatons, Dr Andre Geuns, with whom Trevor spent his last day in Rome before returning home in late June from the ATLA conference and a brief stopover in Europe. Both the ATLA Newsletter and the Bulletin of ABTAPL have also recognised the contribution of Trevor to theological librarianship.

Let us each give thanks to God for Trevor's life and work and for what he has meant to each one of us.

Tradition and Technology: the 11th Annual ANZTLA Conference

Wendy Davis

The eleventh conference of the Australian and New Zealand Theological Library Association was held at Perth College, 10-13 October 1996, attended by 36 delegates from around Australia and New Zealand.

The theme of *Tradition and Technology: Libraries in the Electronic Age* challenged us to put into perspective two ideas which at first glance seemed at odds with each other. It is quite obvious that the traditional role of the librarian must change to embrace the new technology - or is it?

The keynote speaker, Grant Stone (Murdoch University Library) said that in essence, information had not changed, only the medium of its delivery. The librarian is concerned with disseminating information regardless of what medium is used. Margaret Jones (Murdoch University Library) continued this theme, showing that although the tools of the reference service may be changing, the underlying premises are not.

Mike Grant (IMAGO Multimedia Centre) sees libraries as 'knowledge centres' connected to interactive search engines that enable clients to access information. Kerry Smith (Curtin University) spoke about one-person libraries and focussed on time management, the increased use of technology and the principle of 'just-in-time' versus 'just-in-case'.

Workshop sessions dealing with problems and practicalities such as amalgamations, resource sharing, time management and budgeting/financial constraints were held. Stephen Connelly and Robin Dunn shared a session dealing with people and institutions 'on the move'.

Delegates also had a choice of visiting Notre Dame University Library or the Catholic Library, Leederville. Internet facilities were on display at both places with the emphasis at Notre Dame being on electronic ordering. We were also able to visit the Benedictine Monastery at New Norcia and after a rather entertaining dose of philosophy from Prior Placid Spearritt, toured the town and the Monastery. We were especially privileged to see parts of the library within the monastic enclosure. At the Annual General Meeting, a proposal from Tony McCumstie (Corpus Christi) for the publication of the 3rd edition of AULOTS was presented. The new edition should be available late 1997. Stephen Connelly (JTL) put a proposal for setting up an ANZTLA email list at Ormond College. Kim Robinson (Moore) gave notice of a proposed amendment to the Constitution enabling the Association to elect a Vice-President (President-elect).

Office bearers elected were: Wendy Davis (President), Val Canty (Secretary/Treasurer), Lynn Pryor (Newsletter Editor - interim), Liz Jordan (Executive member, and Helen Greenwood (Statistician).

The Perth conference was a challenging and inspiring one, with a touch of sadness as we mourned the passing of Trevor Zweck, our Founding President and mentor. It will be remembered for the quality of the speakers and the venue and for the quality and quantity of the social interaction (especially the port at bedtime!)

On a more serious note, the next conference is to be held at Trinity College, Brisbane, 3-6 July 1997. This will overlap with the ANZATS conference. The co-ordinator of the conference is Liz Jordan, who can be contacted at Trinity Theological College, GPO Box 674, Brisbane, Qld 4001, telephone 07 3377 9960.

Perth Conference Opening Address

Lillian Hadley

It gives me great pleasure to welcome you to Western Australia on behalf of the Heads of Churches, who represent all the Churches in Western Australia. It is always a pleasure to have a Conference come to Perth and I am pleased to welcome members of ANZTLA today.

You, no doubt, feel you have travelled a long way to meet with your colleagues here. If you are feeling a little tired from your journey, and I am sure you are, then spare a thought for those of us, who while at home in Perth, usually travel great distances to be with you. Your meeting together this year is tinged with sadness as your thoughts turn to your Founding President Trevor Zweck who died so recently and so unexpectedly. Your prayers I am sure are with his family at this time of their loss. It will be a tribute to him if you get real benefit from your time together.

Perhaps because of our isolation, and Perth is the most isolated capital city in the world, we always hope that when visitors come they will share our pleasure, and so we hope you have an enjoyable and rewarding time with us.

Less than two weeks ago the Uniting Church in WA held its annual Synod. We concentrate on different parts of the Church's work in different years. This year we were looking at the educational side of our Church's work. We looked at the work of schools and Colleges, at the educational and teaching aspects of parish life, and particularly at the work of our Theological Hall, not just the training of candidates for ordination, but the work of continuing education and lay education.

In the Uniting Church we value particularly the work of the 'scholarly interpreters'. Section 11 of our Basis of Union states:

The Uniting Church acknowledges that God has never left the Church without faithful and scholarly interpreters of Scripture, or without those who have reflected deeply upon, and acted trustingly in obedience to, God's living Word. In particular the Uniting Church enters into the inheritance of literary, historical and scientific enquiry which has characterised recent centuries, and gives thanks for the knowledge of God's way with humanity which are open to an informed faith. The Uniting Church lives within a world-wide fellowship of Churches in which it will learn to sharpen its understanding of the will and purpose of God by contact with contemporary thought. Within that fellowship the Uniting Church also stands in relation to contemporary societies in ways which will help it to understand its own nature and mission. The Uniting Church thanks God for the continuing witness and service of evangelist, of scholar, of prophet and of martyr. It prays that it may be ready when occasion demands to confess the Lord in fresh words and deeds.

It seems to me that it is essential for our current 'scholarly interpreters' to have easy access to the scholarly interpreters both of the past and the present. The access needs also to be to scholarly works from right across the world. And it seems self evident to me that it is through theological libraries that this access can be developed and maintained.

While those who teach and engage in research may be regarded amongst today's scholarly interpreters there are many others interested in theology who need libraries.

In Western Australia the theological library available to Uniting Church members has been integrated into the theological collection at Murdoch University. This library is available not only to staff and those in training for ministry, but also to a wide variety of students and others who want to become more literate on religious and theological matters. I am sure you all have a similarly wide spectrum of people you serve.

I notice that the theme of this year's conference is *Tradition and Technology*. Tradition is so important in religious thought. In a world changing as rapidly as ours it is very reassuring to be upheld by a long tradition. And yet we cannot turn our minds away from the incredible advances in technology over recent years. To find the appropriate balance between tradition and technology is vital for all in our society today. Some religious groups react to technological and other change with a return to fundamentalism they see as traditional. Many in the community respond by rejecting all traditional forms of religion.

In this conference you will be looking at this challenge in your own field of endeavour. You will need to take what is most useful and valuable in technology while not discarding what is vital in the tradition. The challenge for all of us involved in any way in religious organisations is to find ways of using technology as a tool while never forgetting the people we exist to serve. It will be an interesting challenge at this conference to find the right balance and to remain relevant.

Finally, those of us closely linked to the wider work of the church are aware of the tight financial constraints being imposed these days. This must be very frustrating for librarians when so many new works are being produced and so may exciting technologies become available. The only way to continue to provide excellent service is to continue to pool resources and to share information and professional knowledge. It remains vital therefore that the close working relations which have been forged by this association over the past 11 years be preserved and further developed in the future.

And so it gives me great pleasure to declare this the Eleventh Conference of the Australian and New Zealand Theological Library Association open.

Lillian Hadley is the Past Moderator of the Uniting Church in Western Australia

The Trevor Zweck Award Honorary Life Membership

Nominations are invited for the above awards and should be submitted in writing to the Executive of ANZTLA by March 31, 1997.

Nominees for the Trevor Zweck Award should have made a significant contribution to the development of theological libraries in Australia or New Zealand in any way during the previous twelve months.

Nominees for the **Honorary Life Membership** should have made a significant contribution to theological libraries in Australia or New Zealand over a period of years.

Nominees for either award need not be librarians. The awards will be conferred at the Annual Conference.

A Visit to New Norcia 11 October 1996

Nancy Clarke

A highlight of the Conference was our visit to the library of the Benedictine monastery at New Norcia. This library collection of some 70000 volumes covers all fields of knowledge, secular and religious, theoretical and applied, although it has not shown significant growth in recent imprints (particularly in secular areas). It does however contain a quite extraordinary proportion of publications of bibliographic and historic interest - there are more than 2500 titles published before 1800 (these were identified for the Australian and New Zealand Early Imprint Project). These include some splendidly illustrated works. There are also a large number of more recent works of major significance including many first editions. (For a good overview of the collection and the library see Trevis Lawton's article "History among the trees: the New Norcia Library", published in the Australian Library Journal, November 1993, pp250-254).

It is not however just the library collection itself which is remarkable - the location of the library adds in a marked manner to its interest. The small town of New Norcia (some two hours north of Perth) is the only monastic town in Australia. The combination of flamboyant Spanish architecture and mediterranean vegetation, with some hearty vernacular buildings and familiar Australian landscape give this town a signal character.

Through the courtesy of the Prior, Dom Placid Spearritt, we were invited to inspect not just those buildings which are generally accessible to interested visitors but to see that part of the library which is housed inside the monastery itself - the three adjacent rooms which now house the religious works of greatest bibliographic interest are splendid and dramatic spaces with notable architectural features; we also visited the new library where works of current active interest to the monks are being rehoused, and (outside the monastery) the areas where the secular collection is housed. Dom Placid had also arranged for us to spend some time in the monastery archives with the archivist, and for Dom Chris to explain other aspects of New Norcia to us.

This was a very special day - the companionable drive to New Norcia marked by vistas of wildflowers, the bracing and somewhat unsettling exposition of Dom Placid (with its underlying theme that unless libraries have a real, urgent motivation they should be abandoned), the opportunity to spend some time in a most interesting and evocative historic location, and in particular the eye- and mind-opening opportunity to see what must be one of the most remarkable library collections in Australia - all contributed to make this a most rewarding day.

We are most grateful to Dom Placid and to the New Norcia librarian Sue Johnson for their generous hospitality - and wish Sue much success in her challenging role in the library.

Nancy Clarke is Library Manager at the Signadou Campus of the Australian Catholic University



Providing a Quality Information Service

Margaret Jones

What is a quality service?
or, how to align our customer's expectations with our service provision

A quality service: some definitions

quality means providing our external and internal customers with innovative products and services that fully satisfy their requirements".

"quality is meeting or exceeding customer expectations"

"the totality of features and characteristics of a product or service that bears on its ability to satisfy given needs".

A quality service is client/customer focussed, exceeding customer's needs; places emphasis on client feedback in order to improve; aims at continuous improvement of the service, and reduction of errors.

The standard issues relating to the provision of a quality service in manufacturing are: performance; features of a product; reliability (over a specified period of time under specified conditions of use); conformance to standards; durability; serviceability - ability to be repaired; aesthetics; perceived quality (subjective assessment resulting from its brand name, or advertising).

Important dimensions of quality in a service environment are: time (how long will a customer wait for service); timeliness (will a service be performed when promised); completeness (is everything promised there); courtesy; consistency; accessibility and convenience; accuracy; responsiveness (ability to respond to unexpected problems or requests).

Difficulties arise with customer perceptions (eg perceptions of politeness may differ). Human interaction is important - often friendliness is more important than accuracy. Image shapes customer expectations and performance standards. It may be hard to measure service levels as there could be variations in personal judgements about how someone behaves. Often service occurs at a point where supervision is not available - this implies a need for staff training (1).

The main focus is on the customer, and meeting the customer's needs. The Malcolm Baldrige Award for quality management scores companies on a range of items such as leadership, information and analysis, strategic quality planning, human resource management, management of processes, quality and operational results, and the most significant area, in terms of scores, customer focus and satisfaction.

Client/customer perceptions

Since our clients are the major focus of our service, we need to ensure that we know what service they want or need, and that they know what service we are there to provide. Often we assume that our clients will know what we can do for them; often they are not fully aware of either our skills, or our limitations - these limitations may be caused by budgetary restrictions affecting our staffing, our collections, our technological options, our other responsibilities.

How do we find out what our clients need or want? We ask them - eg focus groups, individual consultations, surveys. We often feel that we have a better perception than they do of their needs, because of our greater expertise in the area of information retrieval and management, so we need to lead them in their responses to our questions. It's important to be explicit in gathering information about client needs, rather than rely on past experience of demand. This may be adequate for us, but it doesn't help our clients to move forward in their expectations.

Then we need to publicise the purpose and the extent of our service. We may wish to develop an Information Services Policy document, which will benefit us, because it makes us think about what we're doing, and why, and where more than one person offers a service, enables us to provide a

consistent approach, and because it clarifies for our users what service we offer. Such a process, and document, enables us to shape our clients' perceptions - which makes it easier for us to meet expectations. (See appendices from Murdoch University Library).

Since a policy statement is bound to be somewhat brief, it may be useful to develop some guidelines which assist staff to carry out the policy. At Murdoch we have developed some Client Service Guidelines for Reference Service (appended). The purpose of these guidelines is to ensure that we focus on our clients and their needs. In developing them, we had an opportunity to review what sort of service we wanted to provide, and the development process was to some extent a training opportunity - or at least an opportunity to raise awareness of our service objectives.

These guidelines relate to behaviour in providing an information service; we also have guidelines/instructions which relate to eg how to use a range of cd rom databases, and a training package for staff (technicians).

The preparation of this documentation does not have to be done alone and from scratch; it could be prepared collaboratively, with limited revision required for each individual institution.

Evaluating the information service

Having described the service, and provided guidelines and training in how to provide it, how do we evaluate it?

We need some performance measures - these are the dimensions of quality listed earlier: time, timeliness, completeness, courtesy, accuracy, responsiveness. We need a range of methods, as the above can be difficult to measure, so we need a range of methods. We also need some standards, otherwise how do we know whether our measured service is in fact adequate?

For example:

Queues at service points should be no longer than 5 people long; the Information service should be available for not less than 75 hours a week, and should be available in the evening and for at least 10 hours during the weekend; written requests for information should be responded to within four days;

<u>Statistics</u> provide information on the extent to which the service is used, and which aspects of it are used. These numerical measures will almost certainly be approximate, not accurate, and are intended to be indicative, not precise. They may assist with planning (eg staffing, budgeting), and with focussing on particular areas (eg frequent directional queries may imply a need for better signposting, or constant enquiries about how to use cd roms may suggest a need to produce written guides. They do not reflect how users, or staff, feel about the service.

A variety of <u>survey</u> methods exist, including unobtrusive testing to measure accuracy etc. Perhaps a very simple survey of client satisfaction is all that's required in conjunction with the other sources of information. Murdoch University Library runs a survey on an annual basis, and for the past two years has used the CAUL Performance Indicator A, *Librarylclient congruence*, prepared by Dr G.E. Gorman and Dr B.A. Cornish, CAUL, 1995. By using a survey instrument which is in common use, it is possible to compare ourselves with others. This is useful, so long as we're comparing like things, and gives an objective indication of how we're doing. We would also compare ourselves against our own previous results.

Individual feedback at time of providing the service or a suggestion scheme is another facility for evaluation.

Benchmarking

By looking at what other similar, or even quite different institutions are doing, we can work out what directions we might take in order to offer a higher quality service. We're looking for examples of "best practice" - but there's no point in deciding to emulate a service or product which cannot realistically be achieved eg I can't aim for a wider range of reference tools if I don't have an adequate

budget. But I might look at how others in the same situation manage, eg using a transaction based charging service such as FirstSearch.

Features of a quality information service

 Staff: client-focussed; skilled; innovative; enthusiastic about change; significant and on-going training, and the ability to define skills requirements. The four public universities in Perth are preparing a joint IT competencies development and training programme – to train for the future, not just the present.

In particular, we know that technology will impact more and more on our service provision, and consequently our skills need to be developed - or we will be by-passed either by IT competent people taking over our jobs, or by users helping themselves to digital libraries and other sources of information. The Internet already offers many resources for theology; these will grow, and our capacity to exploit them must grow too.

For example, Murdoch is about to open a "virtual campus" at Mandurah, about 70 kms south of the main campus. The campus will offer a library service to students enrolled in "virtual courses", that is, courses offered over the Internet. The Library will have to supply information over the Internet as well, and one of our major concerns is whether we will be able to employ staff who have the skills to train students to access the Internet and identify appropriate sources of information, to develop learning packages for Internet delivery, and to relate effectively with students in the usual face to face environment. They will also have to market Murdoch University effectively to the community. They will need a range of skills which many of us do not have.

2. Subject resources

Our capacity to provide a quality information service is obviously related to our capacity to access appropriate information sources. In the past these have been print resources; now they are print, cd rom, online databases, Internet sites, discussion lists etc. Increasingly, information is available in electronic form. Some information is now available only electronically, and this will become more frequent. We have to plan for better access to electronic resources; this has financial implications not just for purchasing the information, but also for providing the technical infrastructure. However, even now, if we don't have access to electronic sources of information, we are not exceeding our clients' expectations. (Some clients don't want electronic texts - are we failing them by providing them? No - but we do have to provide a variety of resources, and if our clients are not able to make the most of electronic resources, we have to persuade them!)

Increasingly, publishers are considering how to ensure that their products receive the widest possible use in an electronic environment. Transaction pricing is becoming available eg FirstSearch, Silver Platter, which means that institutions with small budgets are able to pay for what they use, rather than pay subscriptions for databases which they use only infrequently, and can't currently afford. This is particularly relevant in the context of reference databases, where providing access to bibliographic data may, in the absence of significant collections, at least offer a means of identifying items subsequently available via ILL.

The development of electronic journals, and services such as Blackwells Navigator, mean that it will be possible very soon to acquire access to journal articles on demand, delivered to a client's desk, once again without paying high subscription rates. Permanent storage of the data is an issue yet to be resolved - copyright, licensing costs.

Document delivery (ILL) is an efficient and often cost effective means of providing access to information resources. Small similar libraries may benefit by negotiating arrangements with each other for ILL, in order to reduce costs.

Technology

As already noted, this is now a major component of providing a quality information service. Our clients are now still largely required to use our libraries in order to fill their information needs (at least to acquire access to significant collections of printed and other resources), but in future they may all be remote users, accessing our email reference services, using our Web site to access electronic texts,

and receive guidance on where to locate other materials. Technology enables us to improve our services, and to extend them vastly. It also offers us the opportunity to do things collaboratively more easily eg development of a Web site.

4. Processes

The way we offer our information service, and the requirements we place on users, are very important in assuring client satisfaction - or extreme dissatisfaction. For example, do we provide a single service point, or a multiplicity of service points; do we offer an email or telephone service so that people don't have to physically come to the library; do we ask people to fill in too many forms when requesting eg a subject search, or an ILL? Do we expect clients to help themselves, when they'd prefer us to help them? Do we network our cd rom databases, or make clients collect them from a service point and load them to a workstation? Do we make it easy for people to access our collections and services? Often, despite the most client-focussed policies, our procedures are really aimed at making things simpler for us. However, this is often the area in which client feedback can be most useful in enabling us to improve our service.

The future

In 5-10 years' time, when talking about quality information services, will we be talking about the same issues? (Will it be us, librarians, talking about these issues, or will it be computing people? Will the two areas have coalesced?)

Fundamentally, yes. Our clients may have disappeared into their homes, with their network access, and our collections may be rapidly diminishing because people are acquiring what they want, when they want it, from the networks, and because large archival collections are available for subscription electronically.

The performance standards we apply in this environment will be different in specific terms eg a response time of not more than 3 seconds for accessing a reference database, but our service objectives will be the same - to meet, or exceed our clients' needs.

 DEAN, James W and Evans, James R Total quality: management, organization and strategy. West Publishing Company, St Paul, MN, 1994, pp. 4-11.

Appendix 1:

DRAFT MURDOCH UNIVERSITY LIBRARY Information Services Policy

1. Definition

Information Services comprise both ready reference and reference services.

- 1.1 A Ready Reference Service provides a rapid referral service to sources of information, directional information, easily identified information and brief instruction in the use of basic information sources.
- 1.2 A Reference Service provides in-depth assistance in identifying, locating and using sources of information. It includes providing the information itself, and instruction in how to find it.

2. Role of the Information Service

- 2.1 The Information Service provides individuals with both information itself, and the means of access to it through appropriate reference materials and instruction in their use.
- 2.2 The Information Desk is usually the first point of contact for Library users, who should feel that it is a positive experience. Their needs will be treated with respect and confidentiality.

- 2.3 All users of the Library are entitled to receive directional information relating to the Library and the University basic information about how to find items in the Library's catalogue and to locate materials.
- 2.4 Murdoch University staff and students are entitled to ready reference and reference services. Murdoch students are taught how to find information for themselves, and in addition both students and staff may be provided with the required information, or directed to appropriate sources. Further assistance is available from subject specialist librarians to enable staff and students to carry out more extensive research.
- 2.5 Students from other institutions who require instruction in the use of reference sources, are directed to guides to the sources, or to their home libraries. It is expected that reciprocal borrowers will in the first instance approach reference staff in their parent institution.
- 2.6 Information Services for users with disabilities or medical conditions are available. Users needing these specialised services are advised to make prior contact before coming into the library, so that appropriate staff can assist them.
- 2.7 Members of the public, commercial enterprises and reciprocal students may receive in-depth assistance through the Library's commercial services programme, in which they are charged for any costs incurred by the Library, including Library staff time.
- 2.8 Services may be provided through telephone, mail, email etc, as well as personal enquiries. Personal enquirers are given priority at the Information Desk over those who make telephone requests.
- 2.9 Queries received at the Main Information Desk which cannot be dealt with due to unfamiliarity with the subject of the request, lack of time, or lack of resources, are referred to the subject specialist librarians, or carried out by the librarian on desk duty at the completion of the shift.

3. Management

- 3.1 The Information Services Division is managed by the Information Services Librarian. It is divided into three sections - Humanities/Education/Social Sciences, Economics/Commerce/Law and Science.
- 3.2 Information services are provided from the Main and Law Information Desks, and the subject specialist Librarians offices. The Main and Law Information Desks provide ready reference services, while in depth reference services are provided from the subject specialist Librarians offices and also the Law Information Desk.

In addition, some information services are provided at the Rockingham Campus Library.

- 3.3 The Information Desk Coordinator has responsibility for management of the Information Desk Committee, which reviews policy and procedural issues relating to the Information Desk service.
- 3.4 Services for external students may be provided at the Information Desk or by the External Studies and Document Delivery section. Complex subject-specific queries are referred to the relevant subject specialist Librarians.
- 3.5 The subject specialist Librarians provide information services related to subject-specific Internet resources. The Network Services Librarian coordinates training in access to Internet related information resources.

4. Staffing

4.1 Provision of reference services is carried out by Librarians. Qualified Library Officers may assist Librarians in the provision of some ready reference services.

- 4.2 The Main Information Desk is staffed by all subject specialist Librarians, with additional support from Management Services Librarians, and Library Officers at certain times; the Law Information Desk is staffed by Law, Economics and Commerce subject specialist Librarians.
- 4.3 All new staff receive training in the use of commonly used reference sources and associated equipment, and all staff are trained in the use of new equipment and services. Coordination of training is the responsibility of the Information Desk Coordinator.

5. Evaluation

5.1 Information services are evaluated through a variety of means, including recording of statistics, occasional user surveys, and self evaluation by staff.

Appendix 2

Draft CLIENT SERVICE GUIDELINES FOR REFERENCE SERVICE MURDOCH UNIVERSITY LIBRARY

The American Library Association has developed a set of behavioural guidelines for staff who provide reference and information services directly to library clients. Many of these guidelines are directly applicable to our reference and information service, and an awareness of them is an effective means of improving our service. The potential benefits to us of adopting these guidelines are many. They include greater levels of satisfaction with the service we are providing, and therefore better client interaction. Following on from that, the library's image as a quality service provider will be enhanced by adopting these guidelines. As you all know working at the Information Desk can be extremely demanding, but by having clear guidelines to follow in providing the service, our working environment will be less stressful. Following are the major areas discussed and which seem particularly relevant to our library.

1. Approachability

The initial interaction should put the library client at ease. Staff can achieve this by:

* being ready to help - don't get so engrossed in your own work or conversation that you are unaware of the client. Look up regularly to check that noone is waiting.

* behaving in a friendly manner, acknowledging the client by establishing eye contact and initiating conversation, while being aware of cultural differences in body language.

* acknowledging other clients who may be waiting - when busy prioritise queries if possible, so that quick queries are answered first.

treating all clients with respect.

being aware of cultural differences in body language.

2. Interest

It's important to appear to be interested in the client's query - the client is then more likely to be satisfied with your response. Show you're interested by:

being attentive to the client when speaking or listening.

- establishing a comfortable distance between yourself and the client, not too close and not too far away.
- * indicating that you understand the query nod your head, comment on the query, etc.

* trying not to rush the query even if there are others waiting.

focussing your attention on the client.

3. Listening / Inquiring

It's essential to understand the exact nature of the query to avoid going off at a tangent with a poor grasp of exactly what the query is about. You can do this by:

waiting for the client to fully explain the information that's wanted. If you're still not sure what's required then rephrase the question and check you understand correctly. Ask for clarification when you don't understand.

being patient and listening carefully, as clients may have problems in expressing their queries

using open-ended questions so that the client expands on the nature of the query, eg "Please tell me more about your topic", "How much information do you need?", etc.

using clarifying questions to refine the search query, eg "What have you already found?", etc.

using simple language - avoid jargon.

being objective, not judgmental about the content of the query and avoiding making unnecessary assumptions.

being positive by suggesting alternatives when an item requested is not available.

inviting clients with comments or feedback to submit them in writing.

4. Searching

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For any search to be effective there are certain guidelines to be followed including:

determining the level of information that is required. abc identifying the terms which define the search topic.

280 deciding which tools are appropriate for the search.

explaining where to find the references resulting from the search.

recognising when to refer the client elsewhere in the library or to an external source.

Before starting a detailed search, remember to ask how much the client has - often we initiate the search and then find that the client's time is limited.

Generally speaking in-depth searches, because they are time-consuming, should be referred to the Subject Group Librarians, If they are unavailable, arrange for them to contact the client later. Guidelines for effective in-depth searching include:

identifying the terms which define the search topic.

* constructing a competent search strategy which includes relevant terms, qualifiers, etc.

× using relevant database guides when appropriate.

discussing the strategy with the client, to clarify the search sequence and to check if the client wants to modify the strategy.

guiding the client, at least in the initial stage of the search.

* explaining where to find the references resulting from the search.

recognising when to refer the client to another librarian or source.

Follow-up

It's important to know if the client is satisfied with the information you've given - feedback is the chief way of knowing whether the query was successfully answered. Although at busy times it's not always possible to follow-up every query, here are some guidelines which can be used for successful follow-up:

ask the client to come back to the desk if the information sought hasn't been found in the

sources suggested by you.

if you can't find the information immediately due to lack of time, arrange for the query to be followed up later with the client.

refer to the appropriate Subject Librarian when additional expertise is required.

if the necessary information is not available in our library, suggest other institutions which may have the information. Advise client to check beforehand, since some libraries don't have the staff or resources to cope with clients other than their own.

confirm with the client that the information is what was required.

Margaret Jones is the Divisional Librarian, Information Services at Murdoch University Library. She is currently the Acting University Librarian

AUSTRALIAN AND NEW ZEALAND THEOLOGICAL LIBRARY ASSOCIATION (ANZTLA)

THE 1997 CONFERENCE will be held in BRISBANE

at
Trinity Theological College
Auchenflower
Thursday 3rd July - Sunday 6th July

(This will overlap with the ANZATS Conference, which is to be held at Pius XII Seminary Banyo, Saturday 5th July to Wednesday 9th July)

The conference will offer a range of topics and formats lectures, workshops etc.

Issues to be canvassed include:

The ethics of information provision the responsibilities of librarians (informatiuon-brokers?) in a world driven by the technological imperative.

Research paradigms used by postgraduate students in religion and theology.

There will also be visits to the Brisbane Southbank Complex which incorporates the State Library, Art Gallery, and Museum.

And a half-day trip to the Samford Valley, taking in a quality craftsman's bindery.

Contact person for the Brisbane Conference Committee

Carolyn Willadsen Pius XII Seminary Approach Road, Banyo 4014. Phone: (07) 3267 5356

A program and registration form will be included with the next issue of the Newsletter.

Dewey Dilemmas

The 200s schedule of DDC21 is scheduled for publication in mid-1997. This is great news. It will cost approximately US\$20.00 and will be available through the Open Book, This is advance notice so you can schedule your diaries.

One Person Libraries and Librarianship: Issues for Theological Librarians

Kerry Smith

Introduction

The invitation to speak at your conference *Tradition and Technology: Theological Libraries in an Electronic Age* was one I greeted with some surprise. I expected that many of you were practising one person librarians. What would I possibly have to share with you when you have no doubt experienced it all? Indeed, technology and tradition, the themes of your conference, are usually the bailiwick of the one person librarian: often a little bit of technology with a lot of tradition. Once I had given my paper I could see that while we all shared many common areas of experience and interest, there were new ones to be had by all.

Definitions

The definition of the one person library/librarian has moved over time. Those I have found in the literature include:

* a library managed and operated by a single worker;

* a librarian who works and manages an information centre alone;

* a single staff practitioner;

* a minimal-staff library.

In 1986, Guy St Clair and Joan Williamson stated that: "The one person library is one in which all of the work is done by the librarian." (St Clair & Williamson 1986, p1). Another definition I came across was "the solo who works alone both as the librarian and library manager."

St Clair and Williamson (1992) document the drift to solo librarianship and the move by the US Special Libraries Association (SLA) to establish a network: "the word solo has the image of featured artists with talents exceeding those of the accompanying group" (Rhine in St Clair & Williamson 1992, p3).

In the second edition of their book on one-person librarianship, St Clair and Williamson recorded the SLA definition of special librarians:

library and information professionals who provide focussed, working information to a specialized clientele on an ongoing basis, to further the mission and goals of the particular parent company or organisation. (St Clair & Williamson 1992, p3)

In Australia, in practice, we see "the one person librarian as also encompassing the solo who works alone as the information professional and information manager". If you are looking for information on the one person librarian in the literature it would be useful to not only search under these terms but also under OPL and one man band(s), the latter term used by Aslib in the United Kingdom (UK) and occurring in the UK literature.

Types of OPLs

From your own experience, theological libraries are often of the OPL variety. In the broader sense, OPLs occur more widely than we first might think. They commonly occur in the special library and school library domains. They also occur in the academic library spheres: branch and special subject libraries being two examples. Another example could be in what is called a "resource centre" in academic departments within a tertiary institution. In the public library sphere, and in Western

Australia, we can find OPLs in the smaller country towns, i.e. a library run by one person, though this person is not always a qualified librarian.

There are many scenarios where the OPL might appear in the many spheres of government and business, for example in law firms, environmental consultancies, mining and/or exploration companies, many government departments, church and charity groups, non government organisations (ngos), small to medium enterprises (smes), research groups, learned and professional societies and local councils to name a few.

Professional recognition and networking

Do bodies like the Australian Library and Information Association (ALIA) recognise OPLs? ALIA as a professional society recognises professional qualification. It also facilitates networking between like groups in the profession loosely known as librarianship, and ALIA groups such as Specials, Schools and the like exist. Late last year a new special interest group was born: OPALS or the One Person Australian Libraries group. This is certainly one to join; they now have a newsletter, launched at the recent ALIA Biennial Conference in Melbourne, called *OPALessence*. They are a very enthusiastic and growing community.

In the US and the UK there are special interest groups. In the US the large SLA supports many divisions and chapters including the Solo Person Libraries Division. This Division maintains a newsletter, *Flying Solo* and an electronic Listserv SOLOLIB on the Internet. [See the editorial note at the end of this paper for information sources.] As mentioned earlier, Aslib in the UK supports a One-Man Band Group.

Statistics

St Clair and Williamson reveal some statistics in the area:

A British Library Research and Development Report reported that in 1972 32% of British library units employed OPLs. A later British 1981 census revealed that this number had increased to 50%.

In 1986, in the US the SLA added the category of one person librarianship to their membership capture and reported that 27% of their American membership and 24% of their Canadian membership were OPLs. By 1991 a later survey revealed 31% of US and 27% of Canadian members had joined the category (St Clair & Williamson 1992, pp8-9).

It would appear that there are no data for Australia. This is about to change as I shall be commencing a statistical analysis in an effort to report an Australian situation.

Educational initiatives

In Australia the issues and educational background to being an OPL ought to be covered in any information and library studies course. My own experience has been that I also needed records management knowledge, but in the early 1980's when I undertook my first professional qualification, this was not available. It is at some institutions now, the Department of Information Studies at Curtin University being one. There does not appear to be any particular educational stream for one person librarianship although at Curtin I offer a module on the strand as well as the occasional workshop and short course. I am unable to speak for other Australian tertiary institutions.

It would appear that consultants like Guy St Clair travel quite extensively in North America delivering lectures, courses and seminars. St Clair has also visited Australia on two occasions.

Qualities of an OPL

In one of his many papers on one person librarianship, St Clair wrote:

".... the one person librarian is required to work harder, more faster (sic), compete, judge, and be judged, in an environment that is probably more demanding than any other situation in the library and information services profession." (St Clair 1992, p42).

There is no doubt that the OPL needs to be an <u>all rounder</u>; a person prepared to tackle difficult as well as the more mundane tasks required when running a small business, and most one person libraries are this. The issues of <u>entrepreneurialism</u> and <u>intrapreneurealism</u> are also important. As with other special library environments, the OPL client group is often in a hurry for information and can be quite pressured from their own job to deliver the goods in an accurate and timely fashion. OPLs need to assist this process. In an entrepreneurial way, the OPL needs to have networked amongst suppliers, colleagues and many others such that if a contact is needed in a hurry, that contact will be available and able to assist.

Similarly too with intrapreneurialism. That is: networking and doing deals within your organisation so that you can gain assistance from any quarter in the tasks and duties you carry out. If you are on a professional or work-related committee, or a member of the organising committee for this conference, why should you type your own business notes and minutes of meetings? Find someone from within your own organisation who would love to help you. Many of our own working colleagues gain a great deal of stimulation from the types of activities we become involved in and those who have some spare time on their hands are often willing to help.

An OPL might be expected to do everything in the information environment in which they work, but commonsense says that this is not always possible. OPLs need to be aware of their shortcomings and seek assistance from outside as and when required. Outsourcing is a term of the moment and it can happen that an OPL will need to outsource such tasks as backlogs in indexing, cataloguing and the like. It is also quite likely that the OPL may not have the required expertise, especially in areas of computing and telecommunications and will need to seek outside assistance here too.

One person librarianship requires <u>dedication</u> and <u>professional motivation</u>. It requires us to be <u>adaptable</u>, keen and enthusiastic. Because they in effect run their own business OPLs have to be prepared to <u>shoulder the responsibility</u> for the undertaking and also to <u>work under their own volition</u>. As the name implies, one person librarianship means mostly working alone, although it is rarely a lonely job.

The <u>positives</u> and <u>negatives</u> of one person librarianship might be seen to cancel each other out. OPLs need to recognise these and realise that for all the negatives they might experience on a bad or overly busy day, there is light at the end of the tunnel. The positive issues tend to speak for themselves:

Positives: organise own time; autonomy; set own priorities; interesting work; work variety; can try new ideas; often appreciated; very satisfying; learning all the time; closely involved with clients.(St Clair & Williamson 1992, p12)

The negatives, also highlighted by St Clair and Williamson, deserves a little more attention because there is often a tactic the OPL can employ in an effort to overcome them:

Negatives: lack of time; professional isolation; perceived lack of opportunity for continuing professional development; unreliable management support; difficulty in keeping in touch with organisational direction; physical working conditions; low pay (?); job security; little career advancement; small budgets. (St Clair & Williamson 1992, p12)

The issues of lack of time and professional isolation are usually givens. The excitement of the OPLs work environment is usually that of busyness and being in demand and such a climate tends to go with the job, as does professional isolation. Overcoming professional isolation within the organisation means stepping out beyond it and there are many professional bodies around which enable this. Most professional bodies of which we are members are enthusiastic to gain new committee members and while the OPL might feel exhausted after "a hard day at the office" the

invigoration of meeting with one's colleagues (organising a conference such as this for example) and the rewards gained from such activity far outstrip the hesitancy to join in the first place. Go for it.

It is also often up to the OPL is take charge of their own continuing professional development (cpd). There is no way today that any of us in the information game can expect to keep up to date with the changes and developments in it without seeking further education and/or training. The issue of unreliable management support can hinder this process, but it can also help. Management support may be unreliable because managers, too, suffer the stresses and strains of being under pressure in an ever-changing work environment. It is up to the OPL to choose the opportune moment to broach the subject of cpd and also matters like budgetary increases, and present a plausible and reasonable case. Remember too that OPLs like many of us, may have to dig into their own pockets from time to time and pay for their own cpd. Not even a lecturer (and currently Head of Department) at a large university can wave a magic wand in the money stakes for an academic's cpd.

The issues of difficulties in keeping in touch with organisational direction, possible low pay, physical working conditions, job security and little career advancement are all organisationally based though not necessarily related. It can be particularly true that keeping in touch with organisational direction in the corporate (and often in the government) world can have its challenges. Often the way to do this is completely informal. In an ideal world (and books like Bryson go into this in some detail) the OPL should be a part of the management decision making process, should attend appropriate organisational committee and planning meetings and be involved at every stage in the organisational planning of the corporation. This is not always the case, so informal methods are therefore indicated: chatting to senior staff at work socials, over coffee, and in the corridors are often the most successful ways of keeping informed of the organisation's direction.

Job security, low pay and little career advancement can be issues, but they may not be. In an OPL environment one's job is as secure as the next. Very few of us today would feel always secure in our jobs as the days of tenure and long term employment are not givens. Many of us would want to move on after a while, if only to experience a change of scenery and be re-invigorated by new circumstances. Unless the OPL is considering a career shift, the prospect of advancement in a firm is not high. If the information service grows, then career advancement would go with it, and the OPL would be no longer an OPL.

Low pay is a matter of setting the ground rules from the start and can be an issue in our control. Positions are advertised and if and when we apply we usually accept the salary as mentioned as a starting point, or a point from which we might bargain. If we decide to work for a low rate of pay, then we have made the decision to do so. It can be argued that many organisations, and perhaps theological organisations are in this category, are unable to afford to pay "professional wages" for professional work. We as individuals choose who we work for and we decide to work under these conditions. Perpetuating these situations does not assist our professions though the OPL is not the only guilty party here. That individuals choose to work for nothing is their own affair, but not one to be encouraged in a profession like ours. ALIA has a Statement which covers this issue.

Management of an OPL

The OPL promotes active dissemination of information for the organisation being served and promotes proactive involvement in the information needs of the client group. In so doing, the OPL provides a total information service by gaining information expertise in the subject area of the organisation. This might be already present in the education and interests of the OPL, it might be acquired over time or the acquisition of this interest might be through cpd and education.

I have mentioned that being an OPL is like managing a small business. The OPL is usually totally responsible for all activity within the information service. The methods used by the OPL in information service provision often are less formal and more experimental. Because of this, there is a tendency to use short cuts, adopt novel techniques and work efficiently. I would argue that an OPL would not be able to choose appropriate options unless that person had a sound information and library studies grounding, ideally educationally, and also practically.

The OPL is responsible for the management of the space, budget, information, promotion and marketing of the information service. The OPL might from time to time also be responsible for management of staff. The OPL is responsible for heeding relevant legislation, examples of which are those of copyright and legal deposit, health and safety, equal opportunity, and censorship laws.

Issues of conservation and preservation and the records management of an organisation's records and data have professional responsibilities as well as further legal responsibilities attached to them and the OPL needs to be aware of these and either seek assistance or further education to enable professional treatment in these areas.

The busyness of the OPL environment can lead many of us to re-assess our <u>time management</u> abilities and Andrew Berner is one who has written on this topic. In one of his articles he states that many misconceptions in time management may not necessarily be true, that:

time and energy = results. The more time and energy an OPL spends on a task or opportunity, the better the result. OPLs rarely have the luxury to spend too much time on a given activity in any case, so need to become quite efficient and effective rather than to labour intensely over their duties.

There is virtue in hard work. This saying probably comes from the old protestant ethic of all work and no play, and carries with it the baggage that the harder one works the more others will like and respect them. Does the fact that one works hard equate with working sensibly?

work cannot be enjoyable. This may be true for some but is patently not true for many. Most OPLs thoroughly enjoy their work. If work is not enjoyable, perhaps it is time for a change?

neatness counts. Neatness does help others understand your work. But in a job where time is precious, neatness may be one of the many compromises an OPL has to make.

I thrive on pressure. There are those who do, though this is often short lived. But there are many who wilt under it and the stresses and strains of being under pressure soon show up.

TM stifles creativity. If managing one's time is seen to not allow creative thought then perhaps different time mechanisms need to be put in place. Or perhaps the time for our creative thinking must be diverted to other compartments in our lives.

easiest is best. In today's colloquialisms this might equate to "quick and dirty". There is no doubt that there will be some jobs an OPL carries out which will be just this. But the OPL will know that while such a method may provide a quick solution, it may not be the best solution.

it's in my genes (to be disorganized). This is an interesting comment. Some of us are basically disorganised. Why is it that we are an OPL? It would be an unusual OPL who is not an organised OPL.

The future

As with most areas in information service provision there will be an ever increasing use of technology. Once in place, technology does enhance one's ability to provide a more comprehensive information service, particularly in the areas of indexing and database maintenance. Michel Bauwens writes of the development of a cybrarian or cyber librarian, utilising technology to its fullest extend in order to become the centrepiece of an information model. His writings are worth reading. The pervasion of technology will also increase as the OPL is required to manage new and various media on which information is stored.

OPLs have always realised that there is no way they can possibly have on site all material required to gratify the information needs of their client group. Networking has been the normal method employed to borrow off others. Today there are more sophisticated document delivery outlets available to assist librarians obtain much needed material. More and more material is being made

available in full text version on media such as CDROM as well as online, such that the space management decision may be technologically rather than bookshelf driven. The OPL will become more aware of these document delivery suppliers to provide an information service which is just-in-time rather than just-in-case.

The accountability of the service one provides will be more in the spotlight than ever before. The special library literature has recently contained articles on the value of an information service and offers many clues to assist the OPL challenged by a management wanting to know the worth of the information service being provided. Information auditing and/or information needs studies might be techniques adopted if this challenge confronts the OPL.

The OPL is always mindful of the way the organisation is managed and manages. Allied with this is a watching brief on the <u>organisational culture and climate</u> of the organisation. It is a truism that if, at the interview, the applicant is not happy with the organisational vibes then the applicant is unwise to accept the position. Much has been written on the issues of organisational climate and there is a growing literature on the politics of information within an organisation. Attention is drawn to articles by Tom Davenport and others on this latter issue. Survival for the OPL means being a part of the organisational climate, understanding the idiosyncrasies of an organisation and using the climate and making it work for you. Most information professionals are in the business of sharing information and many, including OPLs, will perhaps be surprised to learn that this ethos is not shared by many within an organisation. The challenge is to make it happen.

The oft-heralded information society is a fact in many areas. Professional librarians are at the cutting edge of information service provision and in the OPL environment, if we do our job well, this is well and truly demonstrated. Information service provision is not just about finding and shelving books and switching on a computer. It is about such things as networking - personally and technologically -, organising, seeking, persisting, marketing, managing, promoting and selling. How we go about these tasks is up to us and the opportunities we have and find.

Conclusion

The challenges in the provision of a one person library service will increase as the demand for information service facilitation and provision grows. Unhappily organisations in my experience are very slow to grasp that the provision of any information service is a labour and intellectually intensive exercise. That is, until it is demonstrated to them. Until we can shift this paradigm, we need to be continually presenting ourselves as the confident, self-assured and committed professionals we are.

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Editorial note:

OPAL (One Person Australian Libraries) is a Special Interest Group of ALIA intended as a national forum to discuss topical issues, provide support, share problems and solutions, and exchange ideas unique to library professionals working in one-person libraries. This newly established SIG will develop and maintain a structured network between one-person libraries, and provide forums for discussion, including a newsletter, gatherings, library visits and the Internet.

For further information about membership, the newsletter publication *OPALessence* and LISTSERVS of interest to one-person libraries, visit the OPAL web site on the Internet at: http://www.alia.org.au/sigs/opal/home.html

A new bibliography has been compiled of materials written by and about staff and volunteers sent to work overseas by the Presbyterian Church of Aotearoa New Zealand and the Methodist Church of New Zealand for more than a hundred years. Anyone wishing to research the overseas mission of these New Zealand churches, of their partner churches in Africa, Asia and the Pacific, will find a wealth of resources in this bibliography. This bibliography offers access to a wide range of Christian insight, devotion and scholarship, and provides a good basis for any study of missiology and church history and of the development of the continuing missionary movement.

Copies of the Bibliography are located at the Council for Mission and Ecumenical Cooperation (Christchurch), Hewitson Library (Dunedin), St John's Trinity College Library (Auckland), Methodist Archives (Christchurch) and Presbyterian Archives (Dunedin).

Copies of the bibliography may be obtained from the Council for Mission & Ecumenical Cooperation, P.O. Box 21-395, Christchurch 8001, New Zealand, cost NZ\$10.00 plus p&p.

Rita M. England

ANZTLA-forum

Stephen Connelly

ANZTLA now has its own email discussion list. The aim of the list is to support and foster interaction among ANZTLA members. If you are a personal member of ANZTLA or an employee of an ANZTLA member institution you are able to become a member of ANZTLA-forum.

To subscribe, start your e-mail programme and fill in the screen as follows.

To: majordomo@ormond.unimelb.edu.au Subject:

subscribe ANZTLA-forum [your email address]

Notes:

- Leave the subject field empty.
- The case you use in entering the name of the discussion list is unimportant.
- Include an email address in the message only if it is different from the one you
 use when you subscribe and you want correspondence from ANZTLA-Forum
 to go there. If you include an email address do not of course use the square
 brackets.
- Turn off the option in your email programme that automatically adds your signature to out-going messages, if you have it.

The address to use in sending messages to ANZTLA-forum, having subscribed, is ANZTLA-forum@ormond.unimelb.edu.au

I look forward to talking to you in cyberspace!

Notice of Motion to amend the Constitution:

To amend section VI, item 2 to include after the word President the words, ', Vice-President (President-elect)'.

A Gentle Reminder!

It was disappointing to note at our recent AGM only 56% return of statistics forms for 1995. May I encourage members of the Association, in the interests of accuracy, to respond expeditiously to Helen Greenwood's call for 1996 statistics. Let's get it right for 1996!

Editor

Reference Resources 1996

Rhonda Barry

This list includes those items published in 1996 as well as some 1995 imprints that did not appear in last year's list.

Biblical Studies

Baker encyclopedia of Bible places: towns & cities, countries and states, archaeology & topography. Edited by John Bimson. Grand Rapids, Mich.: Baker Books, 1995. 0801010934. \$45.00

Casurella, Anthony. Bibliography of literature on First Peter. (New Testament tools and studies; v.23) Leiden: Brill, 1996. 9004104887. \$69.00 This bibliography covers mainly modern scholarship but important works from earlier dates are also listed.

Evangelical dictionary of biblical theology. Edited by Walter A. Elwell. (Baker reference library) Grand Rapids, Mich.: Baker Books, 1996. 0801020492. \$60.00

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Moor, Johannes C. de. A bilingual concordance to the Targum of the Prophets. Leiden: Brill, 1995-. 9004102841 (set). \$200.00 A work in progress. To date 5 volumes have been published covering Joshua, Judges and 3 volumes on Samuel.

Muse, Robert L. The book of Revelation: an annotated bibliography. New York: Garland Publishing, 1996. 0824073940 (paper). \$70.00 This bibliography covers books and articles on Revelation that have been published over the period 1940-1990, with some select critical works of earlier dates. The most important works from English, German and French scholarship are included.

The Collegeville pastoral dictionary of biblical theology Carroll Stuhlmueller, general editor; Dianne Bergant, editor. Collegeville, Minn.: Liturgical Press, 1996. 0814619967. \$77.00 The aim of this dictionary is not to focus on the biblical word in isolation, but in the context of the Church's ongoing life and ministry.

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The encyclopedia of American religious history. Edward L. Queen, Stephen R. Prothero and Gardiner H. Shattuck. New York: Facts on File, 1996. 2 vols. 0816024065. Facts on File Inc., 11 Penn Plaza, New York, NY 10001. This work covers people, denominations and organizations, significant events and movements and key issues in American religious history.

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An Australian directory of spiritual retreat centres. Compiled by Barbara Hasslacher. St. Peters, N.S.W.: B. Hasslacher, 1995. 0646260030. \$15.00. B. Hasslacher, PO Box 71, St Peters, NSW, 2044. The various centres chosen for inclusion in this book were usually residential and offer support for a person in their spiritual search. It includes those places that emphasize a closer look at nature as a means of connecting more deeply with our innermost essence.

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The New Papyrus

Mike Grant

We live in a complex age dominated by change. The notion of change brings with it conflicting emotions. On the one hand, it offers promise and hope, on the other, anxiety and discomfort. It results in unexpected outcomes. A modern day example is the menace of the increasing rabbit population, with its effect on crops. So a virus is bred and released which results in large scale extermination of rabbits. The impact of the death of the rabbits means that with nothing to curb its growth, grass grows so thick it becomes a fire risk!

Change also causes paradigm paralysis. People fixate on a way of doing things and actively resist change, which in turn becomes an attitude against change. Today, we also have to face the speed of change. It sometimes feels that having faced one change and accepted it, we are faced with another. There seems little time to consolidate, to get used to previous changed circumstances, before we are expected to make another change. In the case of changes in communications, we speak more of a revolution than we do of evolution. In a thesis developed by Neil Postman, Professor of Science, Arts and Culture at New York University, Postman speaks of communication technology as the dominant change agent in the evolution of new culture. Thus he cites the first technology adopted by civilised man as being speech. The Acoustic Age as he calls it dominated the way we lived from the dawn of civilisation to 3000 BC when another technology appeared which was to profoundly affect and change the culture. The alphabets meant that what was previously spoken of could now be preserved in the form of words. The first books appeared and scribing was developed. This was the Semi-Mechanical Age.

This lasted until 1542 when Guttenberg invented type face. Thus, what was until then laboriously written by hand, could be reproduced in a mechanical way by a machine - the printing press. In one hundred years there were books all across Europe, sparking off the development of schools. This then was the Mechanical Age.

In less than three hundred years came the next dominant technology. In 1840, Faraday discovered electricity and in the next hundred years a host of exciting inventions changed the culture. Amongst these were the phonograph, the radio, the telephone, film and television. We call this the Electrical Age.

But in 1947, the transistor was invented which sparked off another profound cultural change. The computer was born, and the miniaturisation revolution commenced. We might call this the Electronic Era which is still with us. However, I suggest that we are about to see another significant change, which might be called the Age of Digitalisation. This simply means that every developed medium of communication cannot be passed down the same pipe.

Extrapolating from this thesis, we note that the time between these great changes has gradually diminished, from say 50,000 years for the Acoustic Age to a mere 50 years to the Digital Age.

So the problem that we currently face is the speed of change linked to the commercial reality of the need to sell, which results in the disease of the 21st century - hype! Everything is subject to hype which carries with it a new language. Currently we are bombarded with such words as superhighway, net and web, on which to surf, multimedia, interactive multimedia and lately on-line. The current fashion is to talk of the 'online economy'. No wonder we get lost in such a talk fest!

However, let us try to understand some of the terminology.

What is multimedia? There are probably hundreds of definitions, but the one I tend to use is:

The reduction of traditional mediums such as print, film, audio, video, graphical into a lowest common denominator through the process of digitisation so that they can be mixed together into one medium and played or delivered through a single device.

Related to this is the term 'interactive' which is:

The process whereby a user can direct the way in which the content is used, allowing choice to become a major characteristic in that use. In independent technologies, as for instance in CDROMs, the interaction is between the user and the content installed on the disc. In broadcast and online technologies interactivity may extend to the user with another person or persons in real time.

We hear a great deal of the word 'convergence'. All this means is the bringing together of the mediums. In the old days the only way you could medium together was through the use of different machines suited to the individual medium. Today, through digitisation, we merge the mediums into one in such a way that there could be an argument for the creation of a new language. More and more we hear the term 'new media'. This new language, if it is one, has its own constructs and characters too.

The new language can be carried in three main ways. By disc, by narrowband and by broadband. Simplistically, laser-read discs provide the platform for vast amounts of data which can be retrieved in a non-linear fashion, unlike film or video tape and offers many different ways of utilising the information it contains.

Narrowband refers to the capacity of the pipe used to deliver information. The term itself signifies that it is restricted in its capacity, and is linked to telephony, and what can be passed down a telephone wire or multiples of telephone connections, as for instance in ISDN. ISDN gives a capacity to deliver a video signal and has led to the development of video conferencing.

Broadband is a pipe with much greater capacity and is usually optical fibre. This allows for the delivery of mega amounts of information, as information is contained in a laser beam fed down a tube of glass.

Because broadband is currently expensive, and scarce, the problem faced by those who want a greater volume of information traffic is bandwidth. The pipes are too narrow!

However, the scene is rapidly changing and we see now a true information based economy (the economy of the 21st century). It is now being spoken of as on the online economy, and is all about trade in digital services, which will change all commercial and community activity. Further, today's technology is distance independent and so we see the development of a global economy. Certainly, McLuhan's Global Village is a lot easier to understand.

We are then faced with a new game. We are moving beyond technology. It's about the exploitation of new tools within the overall fabric of our economic and social activity. Don Tapscott, in a 1995 publication entitled "The Digital Economy: Promise and Peril in the Age of Networked Intelligence" (New York, 1995) states:

The age of networked intelligence is an age of promise. It is not simply about the networking of technology, but about the networking of humans through technology. It's not an age of smart machines, but of humans who through networks can combine their intelligence, knowledge and creativity for breakthroughs in the creation of wealth and social development. It is not just an age of linking computers, but of internetworking human ingenuity. It is an age of vast new promise and unimaginable opportunity.

What will be the basis of characteristics of this new world? I suggest a few (following Cutler):

- The emerging online economy involves a major paradigm shift. This is an economy where we use information management to add value.
- An economy of knowledge workers, where value is measured in terms of digital assets.
- Convergence provides the building blocks where there is a link between computing communications and content - content being the key to it all.
- We will trade in market spaces, not market places, because distance has become distance independent.
- Intellectual property and copyright issues and management will become focal to the success of economy.

How should we relate this to libraries? In the past libraries have been labelled the last bastions of conservatism. In my opinion this is rapidly changing, as more and more librarians see merit in the new technologies. The greatest change may be in the adoption of disc based materials, and online services. There will be growing tendency to keep materials in a digital format for longer periods. Thus the shape of libraries may change and interiors may comprise sophisticated banks of computers, etc. I personally do not see this as the end of the book, Indeed, far from it, but for the specialist information-based libraries, where browsing is a luxury not appreciated by the clientele, quick retrieval becomes imperative. The development of sophisticated search engines will rapidly advance this concept.

Libraries will not only become repositories of their own particular collections, but show places for information gleaned in world-wide searches.

The age of the new papyrus is well and truly with us. We should not fear it, but learn to accept its vast capacities and potential. It is indeed an age of vast new promise and unimaginable opportunity.

Mike Grant is currently Chief Executive Officer of IMAGO (Multimedia Centre) Ltd, established in 1991 as part of the Creative Nation Program.

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