

Libraries Link Lives

Greensboro, North Carolina, October 3-6, 1995

NCASL Pre-Conference: Surfin' the Internet

October 3, 1995

The NCASL Pre-conference "Surfin' the Internet" on Tuesday, October 3, 1995, began with the participants being divided into two groups: absolute beginners and advanced beginners/intermediate users. Bob Peaseley from the Charlotte-Mecklenburg school system worked with the beginner group; he gave a brief history of the Internet and introduced them to Internet concepts and terms. Peaseley also shared with the group a number of handouts concerning the Internet, the World Wide Web, Gopher, Netscape, and other search mechanisms.

The advanced beginner/intermediate group was led by David Warlick of the Landmark Project. Warlick focused on two aspects of the Internet: (1) Content, or, information that is on the Internet; and (2) Interface, or how to navigate the Internet to find and access information. In the content area Warlick emphasized that the information will usually be found in one of three different formats, depending on the type of information: 1. Text/Prose (Word Processor, Hypertext Authority); 2. Columnar Information (Spreadsheets and Databases); and 3. Formatted Information (Spreadsheets, Databases and Special Applications). In the Interface segment, discussion focused on different ways to search: Topic-Oriented Indices, Searchable Topic-Oriented Indices, and Internet Search Engines.

The second session dealt with NASA and its Internet possibilities for educators. Contained in the presentation by Judy Walker were Spacelink, NASA's computer information system which can be accessed through the Internet, and various other educational resources including video and audio programs.

Frances Bradburn conducted the third session which focused on Internet Acceptable Use Policies and Multimedia Copyright Laws. Bradburn emphasized the point that before a single student in your school uses the Internet, it is essential to have in place an acceptable use policy that has been clearly explained to both faculty and staff. She then went on to detail the items that should be in a complete Acceptable Use Policy. These include a mission statement, the name of the service provider, and an intellectual freedom statement. Other issues that need to be considered for possible inclusion are privacy, freedom of expression, expected behaviors, safety, and liability. Bradburn also shared with the group some of the computer programs that act as filters and can screen access to Internet resources.

Bradburn's final focus was on Fair Use Guidelines for Educational Multimedia. The information is being updated right now and what she gave to participants was a draft copy of suggested guidelines. For example, under Text, the guidelines suggest that up to 10 percent of a copyrighted work or 1,000 words, whichever is less, may be used and a poem if less than 250 words may be cited in its entirety.

Following all the presentations, the group went to UNC-G where a lab of computers were available for Internet access and exploration.

— Diane Kessler

Leadership Survival Kit

*Library Administration
and Management Section*

Dr. Abigail Hubbard from the University of Houston School of Business led an all-day workshop to help library managers and staff prepare strategies for optimizing organizational goals and to create an awareness of organizational and patron/client needs. Quoting an old Chinese proverb, she stated, "If we don't change our direction, we're likely to end up where we're headed."

In discussing leadership qualities, Hubbard asked the group to name great leaders and to indicate what characteristics make or made them leaders. Although the list of leaders was diverse, they exhibited some common traits: vision and strong personal commitment; exceptional communication skills; focus on a central purpose; ability to learn from mistakes; and trust among associates.

Hubbard stressed that it is also important to take into account the context or culture in which we work. The culture encompasses common assumptions, shared understandings, shared values, and common beliefs — all of which have an influence on leadership and the organization. Cultures use symbols to communicate, and such symbols abound in libraries. The group then discussed some of these symbols (circulation desk, computer terminals, directional signs, classification system, etc.) and the messages they communicate to both staff and patrons.

Leaders define the culture and the means of communication. Hubbard invited the participants to discuss verbal and nonverbal communication and the importance of feedback. Volunteers participated in an experiment which demonstrated positive and negative feedback and their effects on productivity and morale. Hubbard concluded with communication techniques to help in conflict resolution.

— Barbara Miller Marson



Conference Planning Committee: Seated (l→r): Cheryl McLean, Joye Maier, David Fergusson, Helen Tugwell, Lovenia Summerville. Standing (l→r): Jerry Thrasher, Karen Perry, Chuck Mallis, Gwen Jackson, James Jarrell, Waltrene Canada, Laura Graham.

First General Session

North Carolina Library Association President Gwen G. Jackson opened the fifty-first NCLA Conference under the banner "Libraries Link Lives." Vice President, President-Elect David Fergusson introduced the conference committee, and Greensboro Mayor Carolyn Allen welcomed the conferees to the city.

Then following awards then were presented:

Life Memberships:

To **Neal F. Austin** for his many years of service to the state's public library community culminating in the building of the new Neal F. Austin High Point Public Library;

To **Dr. James Govan** for his distinguished career as University Librarian at the University of North Carolina at Chapel Hill from 1973 until his retirement in 1992. During his tenure, the University book collection nearly doubled in size, Davis Library was constructed, and the Triangle Research Libraries Network was developed;

To **Miriam Ricks**, retired professor from the School of Library and Information Sciences at North Carolina Central University, for her contribution to NCCU and to the education of school librarians across the state; and

To **Alene C. Young**, retired Director of Library Services at North Carolina Agricultural and Technical State University, for her many contributions to the institution that culminated in the planning, construction, and operation of the new Bluford Library.

Honorary Memberships:

To U.S. Representative **Charlie Rose** (7th district of North Carolina) for his consistent support of legislation benefiting libraries, especially technology in libraries, during his twelve terms in Congress; and

To **Elinor Swaim** based on her years of service to the North Carolina library community, especially to Rowan County Public Library, the State Library Commission, and National Commission on Libraries and Information Services.

The Distinguished Service Award:

To **Dr. Edward G. Holley**, former Dean of the School of Library Science at University of North Carolina at Chapel Hill and currently William Rand Kenan, Jr., Professor at the University, for his library scholarship, his leadership in the American Library Association, and his implementation of the doctoral program at Chapel Hill.

President Jackson recognized the **Public Library of Charlotte and Mecklenburg County** as the recipient of the 1995 "Library of the Year" award from Gale Research and *Library Journal*.

The keynote speaker was Dr. Richard Preston, an investigative journalist and author. Dr. Preston spoke on his first-hand research for his recent best-selling book, *The Hot Zone*, which deals with the events surrounding the outbreak of the Eboli virus among a group of primates at an Army research facility. He noted that "behind every good book, there does stand a librarian."



Dr. Richard Preston

— Frances Bryant Bradburn



Pictured top lt.: Miriam Ricks; top rt: Alene C. Young & Gwen Jackson.



Pictured bottom lt.: Elinor Swaim; bottom rt.: Edward G. Holley & Gwen Jackson.



Virtual Reality and Education

N.C. Association of School Librarians

Dr. Veronica Pantelidis from East Carolina University discussed and demonstrated virtual reality software and its applications in an educational setting. Armed with a plethora of printed information that she supplied to her audience, Pantelidis amazed her listeners by the amount of research that is currently being done in the area of virtual reality.

One important center of research is the Virtual Reality and Education Laboratory (VREL) at East Carolina University. Its goal is to find ways to use virtual reality in education, particularly in kindergarten through grade twelve (K-12). One of its projects is to examine the North Carolina Competency-Based Curriculum Objectives and to identify objectives that can use virtual reality as a method or means to attainment. In addition, VREL staff identify, evaluate, and demonstrate appropriate virtual reality software and equipment for use in grades K-12.

Pantelidis defined virtual reality as a computer-generated simulation of a real or imagined environment. The software can be graphics-based or text-based. She discussed at length some of the software currently available at relatively little cost, in particular Virtus WalkThrough, which allows the creation of three-dimensional environments that students of various ages can use.

For additional information on virtual reality, Pantelidis has compiled a lengthy bibliography that is available on the Internet at ftp site URLs:

<ftp://ftp.hitl.washington.edu/pub/scivw/citations/VR-Ed.html>
<ftp://ftp.hitl.washington.edu/pub/scivw/citations/VR-Ed.rtf>
<ftp://ftp.hitl.washington.edu/pub/scivw/citations/VR-Ed.txt>

— Barbara Miller Marson

Review of New CD-ROM Materials for K-12

North Carolina Association of School Librarians

Those librarians who keep up with the Advisory Lists created and distributed by the Public Schools of North Carolina (hitherto known as the Department of Public Instruction) know and appreciate the value of these annotated reviews of educational materials for school library and classroom use. Regrettably, recent cuts in state funding mean that there will be fewer such reviews in the future.

Gerry Solomon and John Brim compiled a listing of the CD-ROMs reviewed in the Summer and Fall (1995) Advisory Lists, and demonstrated a small selection of those products representing various subject contents, grade levels, and computer platforms. They included:

Explorapedia: the World of People,

is an example of a particularly versatile CD-ROM for elementary students. It covers subjects ranging from social studies to science and even guidance. The text is narrated, so that primary school children can use it, and there is a Little Kids' Mode for preschoolers.

Ocean Planet,

produced by cable television's Discovery Channel, features numerous clips from actual DC programs enhanced by additional information. The viewing process of this CD-ROM is highly non-linear, reflecting the fact that there is a great deal of information on the disc—all presented in relatively small chunks.

Eyewitness Encyclopedia of Science,

for upper elementary and middle school groups, offers the option of listening to the text, or turning the sound off (a feature, no doubt, of some importance to parents and teachers about three months after purchase). This CD-ROM is one of many produced by Dorling Kindersley, which this fall is making available a sampler disc of those products.

Destination: Rainforest

is a particularly intriguing tool for helping elementary students become engrossed in the process of writing a story. By providing whole series of rainforest settings, characters, fauna, flora, and possible situations — all with appropriate graphic representations, this tool helps provide students with the means of creating their own illustrated, computerized story book. Students supply the text as they imagine what happens next.

Session participants were advised that in their quest to keep up with hardware capable of playing the newest software, they should prepare to buy a new system in lieu of hoping to upgrade existing equipment: "You never win."

An example of what's coming along is full motion video with synchronized sound. Soon CD-ROM will provide us with full two-hour motion pictures with better quality (theoretically) than we now enjoy on VHS. (Put THAT in your multimedia system...and watch the smoke!)

— Rose Simon

Learning Link:

On-Line Service for Educators

N.C. Asso. of School Librarians

In her presentation, "Learning Link: On-Line Service for Educators," Mary Cay Corr of WUNC-TV focused on the possibilities that Learning Link offers to educators. A telecommunications system with a non-graphical interface, Learning Link gives free access to online services through its 1-800-342-7259 telephone number. This toll-free telephone is available Monday through Friday from 7:00 a.m. to 7:00 p.m. while the local number (919) 549-7200 is available twenty-four hours a day.

Some of the features educators can access through Learning Link are as follows: (1) WUNC-TV broadcast schedule; (2) NCASL forum; (3) DPI Computer Curriculum materials; and (4) the World Wide Web. Many other projects and resources of interest to teachers and media coordinators can be found by browsing through Learning Link's on-line offerings.

Applications were distributed to participants at the conference; other interested persons may call (919) 549-7193 or contact the Learning Link staff at llstaff@uncctv.org for application forms and more information.

— Diane Kessler



Mary Cay Corr and Robert Watson, the UNC Technology Team, pause for the camera after presenting their program explaining Learning Link to NCLA conference attendees.

Internet Publishing or How to Set Up Residence on the Information Highway

NC Association of School Librarians

David Warlick from Landmark Images, Inc. in Raleigh gave a brief overview of how Internet homepage information is set up in hypertext markup language (HTML) format. He demonstrated how HTML tags were inserted in a text file and showed how those tags would link a particular word or phrase to other documents or image files.

The World Wide Web (WWW) is a quick and easy way to distribute information to parents and other school stakeholders; it can be updated regularly without the need of expensive reprinting of information. Additionally, the WWW is a powerful tool for connecting school library media centers to distant information sources. The Web can provide students with the "raw" information and data that they need to produce high quality work.

Mr. Warlick said that shareware, such as WebWeaver, is available to help schools get started on their own homepages and HTML documents. In mounting information, schools need to remember that many home Internet users only have 9600 or 14.4 baud modems; thus, schools need to consider carefully the amount of image data that is mounted or made accessible through their homepages.

He also noted that while doing a homepage with HTML is not hard, a school needs access to Netscape or Mosaic in order to test adequately the products it is mounting. He also suggested using local Internet providers to mount web pages, as this saves time and money for school library media staff.

— John Welch

Freenet Forum:
Access to Facts, Fun, and Information
Technology and Trends

At this program several North Carolina librarians presented overviews of the history and uses of local freenets, and demonstrated their own local networks.

Gloria McFadden of Cumberland County Public Library and Information Center demonstrated its *FACTS* freenet — an electronic bulletin board and public forum. The Board of Directors for *FACTS* approves inclusion and placement of the forums; it is then the responsibility of each group to update its information. The forums operate in a question-and-answer format and are moderated by a director. Among the forums available are a homework group which is interactive and provides homework assistance to public school students, and a parent's discussion forum. Dial-up access to *FACTS* is available at 910-433-2930; 910-433-2896; or 910-433-2432.

Judy Hallman from UNC-Chapel Hill demonstrated *RTPnet*, a public information center for the communities of the Research Triangle area in North Carolina. Available twenty-four hours a day, its emphasis is on local information, albeit information at the state level and global levels is also provided. Hallman is in the process of recruiting Research Triangle Park librarians to help maintain and/or input information in various subject areas. She is coordinating an "ask an expert" feature and hopes to draw upon the wealth of knowledge in the area. Interested individuals can access *RTPnet* at fnet.ils.unc.edu/.

Steve Snow from the Public Library of Charlotte and Mecklenburg County discussed and demonstrated *Charlotte's Web*, which provides access to local information and library databases. A variety of organizations — local government, arts organizations, public schools and universities, and local agencies — contribute to *Charlotte's Web*. A fifteen-member advisory board develops policies, while volunteers make significant contributions to the upkeep and success of the network. Visitors can try out *Charlotte's Web* at www.charweb.org.

— Barbara Miller Marson

Internet Resources for Library Managers

Library Administration and Management

George Porter from North Carolina State University reviewed a selected list of Internet resources that provide library administrators with information on state and national political activity. (This list of resources is available on the Internet at the URL: <http://refweb.lib.ncsu.edu/ncla.html>.)

Porter demonstrated the UNC Institute of Government's homepage, which includes access to the daily General Assembly legislative summary when the Assembly is in session. Though it is still under development, additional General Assembly information, including data on bills, can be obtained by gopher: <ftp://ftp.legislature.state.nc.us>. The North Carolina Association of County Commissioners (NCACC) and the North Carolina League of Municipalities (NCML) also maintain Internet homepages that provide additional information about their activities and agendas. THOMAS, the federal legislative information service from the Library of Congress, provides a very useful resource for current federal legislative information.

Porter suggested that library administrators use "bookmarks" to locate and access quickly their favorite information sites. He also reminded the audience that the World Wide Web is not a stable environment and that users need to monitor carefully the information available at various sites, though organizations do a better job than individuals or commercial sites of updating and maintaining their sites and information resources.

— John Welch



Children's and young adult's author Mary Pope Osborne confided to NCASL members the power of libraries in her personal and professional lives.

Customer Service:
Bloodline to Success

New Members Round Table

Using a combination of humor and hard fact, Laura McLamb Hamilton made a presentation on the importance of non-verbal communication in human interactions. Noting that non-verbal communication accounts for over 55 percent of all communication, she proceeded to demonstrate to the audience the subtle, and overt, ways in which library staff send communication signals to other employees and to the library's patrons.

Patrons who walk through the door of a library are looking for a certain level of professionalism from the library's staff.

Those patrons do not care if a staff member has had a bad day or if the phone is ringing off the hook. Patrons will measure the skill, desire, and appearance of library staff on a non-verbal level and these measurements will influence their perception of service. For example, most staff fail to make and maintain good eye contact with patrons.

A library's patrons must feel that they are the most valued and important people in the world if they are ever to become true supporters of a library's services.

— John Welch



The Order of the Longleaf Pine was presented to NCLA President Gwen Jackson by North Carolina State Librarian Sandra Cooper and to Past President Janet Freeman by Marjorie Lindsay, chair of the State Library Commission. Both women were honored for their service to the State Library Commission.

Collection Development in an Electronic Environment: A Discussion of Practical Steps

Resources and Technical Services Section

Patricia Domingues, humanities bibliographer at UNC-Chapel Hill, presented a brief overview of trends in cooperative electronic collection development programs, including those in Florida, where all state higher education institutions are working cooperatively to build complimentary collections; Virginia, where state and private higher education institutions are digitizing material in private collections for electronic dissemination; and Maryland, where school, higher education, public and private libraries are cooperating to provide electronic access to government information, legal and consumer information, newspapers, and full text materials, to all citizens. A general discussion of strategies for cooperative collection development in North Carolina followed. Teresa McManus of Fayetteville State University will work to facilitate a meeting of various interested parties with the aim of organizing a state initiative.

— Suzanne Wise

MARC Records: An Introduction for School Media Coordinators

N.C. Association of School Librarians

The presentation, "MARC Records: An Introduction for School Media Coordinators," by Diane Kessler of the Durham Public Schools focused on the importance of MARC records for school media personnel. Even though most media coordinators do not do a lot of original cataloging, they need to know what MARC records are, what the different fields and tags represent, and how to fill out a complete MARC record when necessary. Every media center needs to have a copy of *MARC Records — Bibliographic*, which is available free from the Library of Congress (1-800-255-3666). This publication will answer a lot of the more frequently asked questions about the MARC format.

Kessler's presentation also centered on the vocabulary necessary to talk about MARC records. Users need to become familiar with such terms as field, tag, subfield, indicator, repeatable, and nonrepeatable. These words are also fully defined with examples given in the Library of Congress publication.

The most important thing to remember when filling out or working with MARC records is that the information needs to be readily available to both students and faculty. It is imperative, therefore, that the records be accurate and consistent so that the data are accessible to everyone.

— Diane Kessler

Personal Rights and Issues:

N.C. Library Paraprofessional Asso.

Patricia Fuller, Director of the Greensboro Office of the Equal Employment Opportunity Commission (EEOC), gave a brief informational presentation, showed a 25-minute video, and entertained questions about the EEOC. She made it clear that while the EEOC takes complaints with regard to the Americans with Disabilities Act (ADA), it does not enforce the Family Medical Leave Act (FMLA) which comes under the jurisdiction of another federal agency. EEOC is concerned with eliminating employment discrimination.

Fuller began with some statistics from her office, which oversees fourteen counties. Of the 660 charges brought during the past year, 471 were resolved with settlements involving over two million dollars. Anyone can file a charge, but her office only investigates those charges which it believes can be proven. The office needs circumstantial, direct, or comparative evidence in order to prove a case. The first step in filing a charge is to fill out forms and be interviewed by an intake officer. After evaluation, the complainant is issued a "right to sue." The 1991 Civil Rights Act allows pursuit of punitive damages if wrongdoing is proven.

Complaints filed under the Americans with Disabilities Act accounted for 18 percent of EEOC charges nationwide. Before filing a complaint, a person must first qualify as physically or mentally disabled according to guidelines set forth in the ADA. The video, entitled "Discrimination on the Job," clarified four specific areas of discrimination covered by the EEOC.

— Joan Sherif



*Pictured top:
Kieth Wright chats with
several former students.*



*Pictured left:
Fred Marble, Gaylord
representative, and his
daughter visit during the
exhibits.*



*Pictured right: Three Little Maids from School ...
Alice Newsome, Wanda Woodruff, and Carolyn Mercer raise the
dealer at NCLA's Casino Night.*

Second General Session

Several awards were presented during the Second General Session.

Frances Bradburn presented the Ray Moore Award to **James V. Carmichael, Jr.** (pictured right) for his article "Sex in Public (Libraries)," which was published in the Summer 1995 issue of *North Carolina Libraries*. Voted by members of the editorial board, this award recognizes the best article dealing with public libraries published in the journal.



Dr. Gene Lanier and Elliott Goldstein presented the SIRS Intellectual Freedom Award to **Nora Warren** (pictured left) from the Northwestern Regional Library in Elkin. This award is given to an individual or group who has promoted intellectual freedom in North Carolina.

For the North Carolina Book Awards (NCASL/CSS), the Junior Book Award was given to *The Boys Start the War* by Phyllis R. Naylor. *The Rainbow Fish* by Marcus Pfister won the Picture Book Award.

The North Carolina Association of Special Libraries (NCASL) presented **Janet Carter**, a M.L.S. student at East Carolina University, the Appalachian State University scholarship. The Carolyn Palmer Media Coordinator of the Year Award (NCASL) went to **Marie Salmon**, Media Coordinator at Coats Elementary School (pictured on page 158).



The Public Library Section Award went to **Terri Marquez** (pictured left with David Swartout) for her special project at Wayne County Public Library.

Kathryn Wilkinson presented the Resource and Technical Services Section award to **David Olson** for his article, "North Carolina and Paper Preservation: Ninety Years of Leadership" which appeared in the Spring 1994 issue of *North Carolina Libraries*. The Best Student Award went to **Sylvia Buckner**, who is head of Monographic and Backlog Cataloging at UNC-Chapel Hill.

The Road Builder Awards sponsored by the Roundtable for Ethnic and Minority Concerns were presented to the following individuals (pictured from left to right):

- Academic libraries - **Wanda Brown Cason**, Head Cataloger at Wake Forest University;
- Special libraries - **Barbara Best Nichols**, Information Resource Administrator at Reichhold Chemicals in RTP;
- Library education - **Dr. Pauletta Bracey**, North Carolina Central University;
- Public libraries - **Sherwin Rice**, Director of Bladen County Public Library.



This year's exhibits included 126 vendors and 141 booths. Jerry Thrasher presented the following Exhibits Awards:
 Friendliest - **Books on Tape**;
 Most Attractive - **Scholastic Book Fairs**;
 Best of Show - **SIRS, Inc.**



The highlight of the Second General Session was the Philip S. Ogilvie Lecture, given by Deputy Librarian of Congress **Dr. Hiram Logan Davis** (pictured left). Introduced by State Librarian Sandra Cooper, Davis discussed the future role of libraries and presented a video highlighting the Library of Congress's digital library endeavor.

Davis quoted Tom Peters, saying that "to survive and prosper cannot mean business as usual." He predicts that libraries will continue as information gateways, but that they must adapt. Librarians must become knowledgeable with and active in "spheres" other than their own. They will function as "knowledge navigators" as they develop new techniques and skills to guide users to information.

— Barbara Miller Marson

Imaging in Libraries: Publishing, Teaching, Reserves, and Production

Technology and Trends

It's not just text anymore. With increasing frequency, online publishing features graphics of greater variety and complexity. It's all headed our way, and to help librarians learn more about it, Paul Jones, Office for Technology, UNC-Chapel Hill, outlined and described the sweep of current developments in image creation and presentation. Hal Meeks, from N.C. State University, described the SDIR Project's goals and demonstrated some of the resulting online components created for two courses at N. C. State University.

Jones indicated that still images include GIF and JPEG images, now found online on the World Wide Web. GIF images, consisting of 256 colors by 8 bits, are as good as most paper publication pictures and have the further advantage of losing little or nothing in the process of compression. JPEG images consist of thousands of colors by 32 bits and are greatly compressed. Wonderful as it all sounds, neither is as good as World Wide Web out-of-line images such as TIFF images. *Acrobat* from Adobe offers even better images, and allows you to add hyperlinks to other Adobe pages.

Image maps are pictures with hyperlinks in them that offer a new and truly exciting prospect for academic publishing. One example, now underway at the University of Virginia, is a multimedia compilation of all the works — pictures as well as writing — of Dante Gabriel Rossetti. The hyperlinks enable the compiler to point out specific connections, representing instance after instance of his own original scholarship, while enriching the research potential for other scholars as well. Yet another advantage is that scholars do not have to have state-of-the-art technology to make use of the product.

The current form of image map is the server-side image map. What is needed, and what will be available in the next release of Netscape, is client-side image maps. A third form is the active image map on Java. Java is an object-oriented programming language that permits the downloading of images from the World Wide Web upon request. Active image maps also include independent sound sources.

The third form of image is the 3-D representation, and 3-D comes in several types. Currently, out-of-line 3-D images are chiefly delivered via Auto-CAD. One example of its use is the reconstruction of the city of Pompeii. With *Virtus Walk-Through* and 3-D viewers, it is possible to view such an image from within, as though you are walking through it. The ultimate ideal is to be able to distribute the image online. Virtual Reality Markup Language (VRML) can be used to make any surface of any object a hyperlink, and it can drive your Web client. Another type of 3-D image comes through *Macromedia Director*, which is cross-platform.

Motion pictures are yet another image form. There are out-of-line motion picture images such as MPEG (Motion Picture Experts Group) and Quicktime images, both distributed on the net. Quicktime images, unlike MPEG, included sound from the first. In-line images include Server Push Animation, which makes things move around on the Web page you are viewing. Another form is In-line Quicktime, which offers you an actual motion picture on the Web page. It will take a long time to unload, however. Coming along is in-line streaming MPEG with real audio. Things are decoded as they come, producing live pictures with sound. Finally, there is Hot Java, featuring specialized programs for specialized functions enabling you to download and run the software you need to play selected data on your Web page as you download the data itself.

Finally, Netscape enthusiasts will find that the new version scheduled for release in December far outstrips CD-ROMs in its capacity to present images.

Meeks defined SDIR as Student Directed Information Rich Education, and the SDIR Project at N. C. State University is subtitled, "Imaging and Imagining." Its purpose is to stimulate the learning process by combining an enthusiastic teacher with real-time student access to online information directly pertaining to the course. This type of learning is student driven — self-paced, serving individual and group learning, and customized for multiple learning objectives; it represents a distinct shift away from the traditional teacher-centered course. This new approach is "information rich," offering a full range of multimedia tools, together with library and information highway links.

The use of this technology to enhance the quality of learning for selected courses does observe existing copyright law restrictions. The information used is accessible only to members of the classes. Permission was secured from copyright holders to use selected material, and credits are listed. The information is not distributed on the Internet at large. At the same time, students learn to use a Web browser and are encouraged to make use of the relevant information they find there.

— Rose Simon

Access Ramps and Avoiding Road Kill on the Information Highway

Intellectual Freedom Committee.

Gene D. Lanier, chair of the Intellectual Freedom Committee, and Frances Bradburn, section chief, Information Technology Evaluation Services, Public Schools of North Carolina, led a discussion on legal and censorship issues impacting unsupervised public Internet access in libraries. Lanier proposed total adherence to the First Amendment: all information should be available free to all people. Availability does not imply endorsement. Libraries should spend their time providing information access and educating their users to discriminate rather than censor. Don't promise to screen "the bad stuff." The ALA Intellectual Freedom Committee will present a document on access to electronic information to the ALA Council at the 1996 Mid-winter Meeting.

Bradburn discussed points that should be covered in a library Acceptable Use Policy. All libraries should have one, as it is the only protection in case of a grievance. The policy is a statement of common understanding among Internet service providers and the people who use their services. Points to be covered include: intent of collection; targeted areas of interest; who may use the service; an intellectual freedom statement; a statement regarding for-profit use of the service; privacy issues; freedom of expression issues; a behavior code; equipment security considerations; and remedies and recourse in cases of policy violation.

— Diane Kessler



Waiting for Bourdeaux ...

Intellectual Freedom and Federal Budget Cuts at NPR

Public Library Section

Public radio and television face their "most serious attack since the enactment of the Public Broadcasting Act of 1967," according to David Molpus, the Southeast Correspondent for National Public Radio (NPR). The combination of proposed budget cuts and pressures from Congress to privatize public broadcasting threatens the continued independence and creativity of these media sources. Although Congress has backed away from Speaker Newt Gingrich's original plan to zero out all public funding of public broadcasting, the House bill would still reduce funding by 50 percent over the next two years, while the Senate version would cut fifty million dollars over three years. The challenge for NPR is to find commercial partners to make up for the loss in funding, for although public broadcasting raises five times as much money from private as from federal sources, federal funding is important as a basis for fundraising from private sources.

Molpus challenged the popular perception that public broadcasting was liberal, elitist, and opinionated. Its mandate is to expand the spectrum of opinion. Surveys of its listeners have found that over one-third of their audience consider themselves conservative, less than one-third liberal, and the rest middle-of-the-road. The goal of NPR is to offer stories that focus on solutions and to tell its audience "not what to think, but what to think about."

Taking issue with the idea that public money should not support public broadcasting, Molpus said that it is legitimate to ask the value of public broadcasting. The vast bulk of funding is not from the government, but from listeners, the private sector, and foundations. The country has an abundance of news, but it is a "glut"—we have "information overload that does not illuminate, but confuses the public with sound bites." NPR makes some sense out of the chaos with its in-depth reporting, for which the public is hungry. Molpus fears that the result of privatization would be the "growth of tabloid TV news" and competition among reporters for stories that are commercially popular but not substantive. He likes working at NPR with its freshness and features that are not trendy.

In response to a question about intellectual freedom in his job, Molpus replied that he has not felt pressures from NPR management, although he and other reporters may disagree with editors or producers over whether or not to cover a story.

— Michael Cotter



Coretta Scott King Honor author Joyce Hansen was the featured speaker at the REMCo Author Luncheon on Thursday.

Literacy: Not all of Your Patrons Speak English

Literacy Committee

In these days of political correctness, "Literacy: Not All of Your Patrons Speak English" struck a powerful chord to remind librarians that not all patrons are English-speaking and that there is a real need for English as a Second Language (ESL) materials and services.

Steve Summerford of the Glenwood Branch of the Greensboro Public Library led the program with a panel of non-native English speakers who use his branch library. The panel addressed the issues involving how libraries can better serve non-English speaking patrons with many concrete examples of ways to improve services. Suggestions included doing a survey of non-English speakers to find out what they need and forming an advisory committee to provide ideas for new approaches. Other ideas included employing library workers who are fluent in other languages and providing directional signs and registration information in other languages.

Several of the panel members mentioned how they had found assistance and help at the Glenwood Branch Library. One major need of the panelists was to find ways to improve their English language skills. Library materials and tutoring had provided many opportunities for developing their language skills.

— Joan Sherif

Through the Customers' Eyes: Linking Information Needs & Library Services

Reference and Adult Services

Three panelists spoke on what they want from their library. Karen Gottovi, formerly a state legislator and currently a consumer affairs/market research consultant, urged the audience to find out why people come to the library as well as why they don't come. Focus groups, surveys, interviews, and other strategies can be used to determine what people want from the library and whether they are getting it. Libraries should collect material on all sides of an issue, should plan ahead for technology in order spend funds wisely, and should offer attractive, convenient physical facilities with parking, doors that open automatically for patrons with arms full of books, meeting rooms, and social areas. It is important to woo politically powerful people by publicizing your good deeds, sending politicians library cards and inviting them to visit, educating them about library issues, and providing them with information on topics they are interested in.

Novelist and playwright Orson Scott Card said that libraries exist to preserve and transmit culture. Knowledge is good for its own sake, and libraries must preserve everything, no matter the point of view or seeming unimportance. Ideally, every document should be digitized and become universally accessible. Libraries should woo users by operating public electronic bulletin board services and providing meeting and social areas. Instead of large libraries, there should be many small neighborhood ones within walking distance. Work to become the "town square."

Tammy Worthy, vice-president of the Greensboro Citywide Poor People's Association, advised libraries to have community people on their boards in order to get their opinions about services. Go into the community, don't wait for the community to come to you. Worry less about the needs of officials and more about those of local community residents.

Moderator Dr. Elfreda Chatman of the UNC-CH School of Information & Library Science summarized her research on special populations (blue collar workers, retired people, etc.) and their information needs. A question and answer period followed.

— Suzanne Wise

Poetry Spoken Here

NC Center for the Book and Friends of N.C. Public Libraries

Described as "an oasis in a busy conference," the session Poetry Spoken Here did provide inspiration and a glimpse into the world of the arts.

Sponsored by the North Carolina Center for the Book and the Friends of North Carolina Public Libraries, this session previewed the type of art programs that can take place in public libraries, with poetry readings, scholar-led discussions on poetry, and open mike performances by patron-poets.

North Carolina poets Maggi Grace and Michael Chitwood spoke about their work and read some of their poetry. The poets said that the public library is a good setting for poetry readings since libraries are free, accessible, and non-threatening. Filmmaker Joanna Hudson's artistic video, "Easter Morning," which is based on a poem by North Carolina poet A.R. Ammons, was shown.

"Poetry Spoken Then and Now" is a project of the North Carolina Center for the Book which funds scholar-led humanities programs in libraries, senior citizen centers, and workplace sites all over the Carolinas. Frannie Ashburn is Director of the Center for the Book.

—Joan Sherif

Managing in a Networked Environment

Library Administration and Management Section

"There is unbelievably good stuff available on the Internet. Our job is to find out how to use it." With these words, Charles McClure, Distinguished Professor at Syracuse University, issued a wake-up call to librarians. Librarians are being marginalized, he said, as others are doing what we used to do and doing it better. He urged us to get connected to the Internet and waste no time in learning what it can provide. A key issue for us, he said, will be the degree to which the library orchestrates and manages the delivery and use of electronic information as opposed to simply being one of many possible providers.

Librarians must fight for support for electronics at the local level, because the federal troughs are quickly closing. Instead of whining about change and lack of support, we must set priorities and maintain a focus, develop strategies to find needed monetary resources, provide network-based programs and services, keep abreast with new technology, plan for the continual upgrade of hardware and software, and make provisions for post- and future interoperability of systems.

Pat Ryckman, New Technology Manager at the Public Library of Charlotte and Mecklenburg County, identified four crucial issues in developing a local or community network such as *Charlotte's Web*, the community network in Charlotte: partnerships, organizational issues, funding, and human resources and training. A community partnership can be the key to successful fundraising, while spreading both expenses and expertise. Compromise and good communication are essential in defining responsibilities and resolving differences in the policies of the various partners. In seeking funds for the network, the partners must evaluate their traditional services, reviewing operations to determine where funds and staff may be redeployed. The partnership must have a clear plan for training both the staff and the public.

Pat Langelier, Librarian at the Institute of Government at UNC-Chapel Hill, described the internal or organizational network. She suggested that we add new skills to our management kit: facility for working with teams, coaching skills, meeting skills, and skills in dealing with conflict. As managers, we must be committed to change and able to create an atmosphere that encourages creativity and risk taking, and recognizes and rewards contributions. The network at the Institute of Government, with which Langelier has been involved, and particularly the e-mail facility, has helped the internal teams work well together and flattened hierarchical communication.

—Joline R. Ezzell



"Have I answered your question completely?"

State Publications and the Depository System

NCLA Documents Section Table Talk

The discussion of the North Carolina state depository system also reviewed issues relating to the acquisition of state publications in general. Wes Wessling, State Documents Cataloger in the North Carolina State Publications Clearinghouse at the NC Division of State Library, moderated.

Wessling spoke about the process of becoming a state depository and the requirements for managing, organizing, and providing access to a state documents collection. The North Carolina State Depository system, in operation since 1988, currently has thirty-one depository libraries operating across the state. Depositories are located in all of North Carolina's twelve U.S. Congressional Districts.

Depositories are either "full" or "selective" and receive their documents in paper or microfiche. Full depositories receive all publications distributed through the system; selectives choose the items they receive based on a state agency list. The only publications distributed through the Depository System are those sent to the N.C. State Publications Clearinghouse by State agencies.

Publication shipments go out every two weeks. The documents that are distributed have full OCLC cataloging, LC subject headings, and a North Carolina State Documents classification number. There are various ways to integrate State Documents into a library collection but the basic requirement is that the collection needs to be accessible to the public. Statistics on the Depository System are published yearly in the *Annual Report to the Joint Legislative Commission on Governmental Operations and the Fiscal Research Division of the Legislative Services Office, North Carolina General Assembly*.

While the Federal government operates a system of Government Printing Office Bookstores, there is no comparable state system. For libraries that are not part of the state Depository System, Wessling suggested using the *Checklist of North Carolina State Publications* to identify what has been published.

Libraries can acquire paper copies of publications directly from the issuing agency. Most publications are free but some, published in hardback editions, are for sale. The Division of State Library can only supply microfiche copies of documents. There is no charge. Each issue of the *Checklist* includes ordering instructions on the back page.

—Michael Van Fossen

Third General Session

NCLA President Gwen Jackson convened the third General Session of the Conference and recognized those past presidents of NCLA who were in attendance. The official conference attendance was 1,410.

John Via from Wake Forest University brought before the Conference a "Resolution Concerning Internet Access and Training in North Carolina Libraries" which the NCLA Technology and Trends Committee had prepared. Copies of this resolution had been distributed to the attendees at the session and the resolution was approved by a voice vote of the members attending.

The new members of the NCLA Executive Board were then presented to the membership and sworn into office.

President David Fergusson assumed his office, reminding the membership that the next conference would be held October 8-10, 1997, in Raleigh.

— John Welch



NCLA Officers, 1995 - 1997

David Fergusson, President; Beverly Gass, Vice President, President-Elect; Steve Sumerford, Secretary; Jackie Beach, Director; Wanda Brown Cason, Treasurer; Barbara Akinwole, Director; Martha Davis, ALA Councilor; Nancy Fogarty, SELA Representative.

RESOLUTION CONCERNING INTERNET ACCESS AND TRAINING
IN NORTH CAROLINA LIBRARIES
FOR CONSIDERATION
BY THE NORTH CAROLINA LIBRARY ASSOCIATION, OCTOBER 6, 1995

WHEREAS, The Internet, a world-wide network of computer networks, has become an essential medium for obtaining and transmitting information of all types;

WHEREAS, Access to information through the Internet requires equipment, subscription privileges and technology which are beyond the financial means of many citizens of North Carolina;

WHEREAS, Access to information through the Internet requires computer operating abilities and research skills which many citizens of North Carolina do not yet possess; and

WHEREAS, Libraries and school media centers have long traditions of, and special expertise in, providing information and research training to citizens regardless of means,

THEREFORE, BE IT RESOLVED, That the North Carolina Library Association declares that access to the information resources of the Internet, and training in their selection and use, are basic library services;

BE IT FURTHER RESOLVED, That the Association declares its commitment to the availability of access to Internet resources, and training in their selection and use, in all libraries and school media centers of the state of North Carolina;

BE IT FURTHER RESOLVED, That the Association urges that appropriate government and institution officials, along with library trustees, administrators and staff, work to provide access to these Internet services with all deliberate speed, entering into cooperative arrangements wherever possible to achieve this goal at the earliest date and in the most cost-effective manner, and

BE IT FURTHER RESOLVED, That the Association charge its officers with the continuing responsibility for monitoring progress toward this goal, offering advice and encouragement wherever appropriate, to those involved in achieving it.

Submitted October 6, 1995, in Greensboro, by John E. Via, Chair, Technology Work Group



Towards an Action Plan for Libraries and Media Centers

Committee on AIDS Materials Awareness

Jean Barkley from the Triad Health Project and Mary O'Melia from the American Social Health Association both addressed conference attendees briefly regarding the resources and services that they felt all types of libraries should provide their customers. Among the suggestions were:

- Keep vertical file in an area where students can get to it without interaction with library staff because two primary barriers to protection are embarrassment and ignorance.
- Provide these kinds of information: information about AIDS (statistics, etc.), protection, and related issues (spouse abuse, relationship issues, sexuality and orientation, drug use) because people go to the closest information source whether what they need is there or not.
- Display posters that direct people to the National AIDS Hotline (1-800-342-AIDS), or others that emphasize a private way to get information.
- Contact the National AIDS Clearinghouse (1-800-458-5231). It is a source for free information as well as a good source for electronic information resources.
- Know what resources are available in the community so that you can refer customers elsewhere, because the AIDS epidemic requires cooperation of many different agencies, each of which can do things the others cannot.
- Participate in community groups that work on AIDS education.
- Sponsor poster contests, rap contests, and poetry contests.
- Organize and advocate local responses to legislation. For example, there are opportunities for local groups to vote for a somewhat broader curriculum than is called for in the Abstinence until Marriage Act.
- Participate in the Classroom Call program of the National AIDS Hotline.

After these presentations, Frances Bradburn, chair, led a discussion centering around the formulation of an action plan for public and academic libraries and school media centers. Ideas suggested were:

- Cast information in the vein of assuming people are married as a way of avoiding some of the strictures.
- Know what is out there; preview materials
- Assess where you are, the kind of support you will receive, and the community mandate. Assess the climate. It may be different for school libraries, public libraries, and community colleges. Community colleges may have a good handle on the general population.
- Church libraries and educational opportunities may provide major avenues and advocacy for AIDS education. Stephen's Ministries has some good information resources and provides a national support network.
- Work on establishing contacts between school libraries and public libraries. This is a good opportunity for creating a relationship.
- Public libraries can sponsor American Red Cross certified AIDS instructor programs.
- Guidance counselors may be able to provide information to students that parents would not be comfortable having in the general curriculum.
- Provide opportunities for students to do presentations in a non-threatening way.
- Keep up with latest resources, including all media, not just print.
- Look for tie-ins like World AIDS Day (December 1) and the Names Project. Information tables in malls, stores, and other public places. October is "Let's Talk" month.
- Be proactive. Don't wait for people to come to you; go to them. Refer people proactively to other information resources; for example, school libraries refer to public libraries "if you don't find all information needed"
- Work for inclusion of "developmental issues and needs" of students in the selection policy for school libraries.
- Don't think too narrowly about AIDS prevention. The AIDS epidemic is primarily a relationship issue. Issues of spouse abuse, drug abuse, etc., are also pertinent to AIDS prevention.

— James Coble

Retool Time for Technical Services: Why?

Resources and Technical Services Section

Peggy Morrison, head of reference/access services in the Health Sciences Library at UNC-CH, and David Goble of North Carolina State University Libraries presented their views on rethinking and redesigning technical services. Goble suggested that libraries need to focus on the customer and design a client-centered organization with excellent communication top to bottom. Strategic planning is essential in order to avoid crisis management. Libraries also need a bottom line that reflects clients' interests, is defined in terms of performance rather than volume, can be measured, and is fully committed to by the organization. Libraries must be accountable for their performance; they cannot say, "we just didn't have proper funding." There should be a dynamic relationship between public, technical, and systems services. Public service personnel are in the best position to provide feedback on library performance.

Morrison said that the technical service mission should be to provide physical and bibliographic access to collections and other information sources. There has been a decline in cataloging quality, resulting in barriers to customer satisfaction. Traditional functions need to be reconfigured, but don't expect to save money; do it for the customer. Functional areas — reference, cataloging, acquisitions, circulation, etc. — should routinely talk to each other, communicating what is working and what isn't. Libraries can help people find information on their own with services such as expert systems and homepages. Morrison suggested that retooling can begin on a small scale: put together a cross-functional team to solve a specific problem, then start talking.

— Suzanne Wise



Marie Salmon, center, was presented the Carolyn Palmer Media Coordinator of the Year Award at the NCASL luncheon. With her are Harnett County Media Supervisor, Ann McCormick, and Coates Elementary School Principal, Phil Farrell.

Restructuring Academic Libraries

College and University Section

Keynote speaker Shelley Phipps, Assistant Dean for Team Facilitation at the University of Arizona, discussed the restructuring process that is transforming her library. In February 1992, the library began a lengthy planning process aimed at changing the library into a team-based learning organization dedicated to continuous process improvement. The restructuring process began with certain assumptions:

- the library is a user-centered organization
- self-sufficiency of users, expansion of access, empowerment of staff are goals
- there would be increased emphasis on needs assessment and evaluation skills
- assignments to teams would be based on interest and abilities, not representation
- undergraduates would be a central focus of service
- the role of the librarian would change
- there would be a commitment to staff development and continuous learning
- continuous change can be accepted and built into expectations.

The library now is organized into eight customer-based teams, plus additional functional and cross-functional teams. Phipps' role is to facilitate, train, and provide support for teambuilding through the library. She cites as one success the process improvement team work on the shelving problem identified through a survey of customers. Process improvement teams, which have memberships based on expertise, study a complete process and decide on and implement changes. This team has reduced reshelving materials from four days to five hours and has saved \$40,000 in staff work time.

Phipps cautions that the process has not been easy, but the payoffs have been considerable so far: career staff are more involved, expertise is growing as staff are cross-trained, personnel problems are becoming team problems, work is more

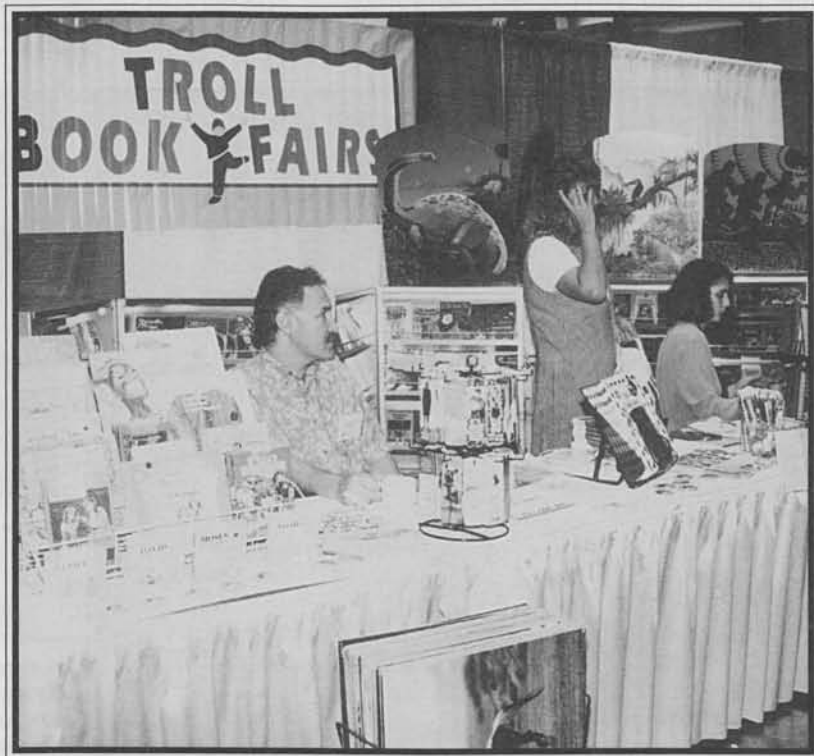
meaningful, there is more staff understanding of library-wide missions and goals, and the library is recognized as a leader on campus. This May, the library will host a conference in Tucson to describe the restructuring process.

Three North Carolina librarians reported on their experiences with restructuring. Ann Stone, personnel librarian at Duke University's Perkins Library, identified staff involvement, focus on the customer, and training as key elements of reorganization in her library. She recommends the booklet *What Makes Your Team Tick* for training teams. Pat Farthing, Instruction Team Coordinator, described an organizational change process at Appalachian State University library that closely parallels the one at the University of Arizona. While the North Carolina State University Libraries have no overall plan for change, David Goble, Resource Delivery Manager, reports that the libraries are undergoing a transformation that incorporates the team approach.

— Artemis Kares



So many exhibits, so little time ...



Recruitment and Retention of Minorities & Women in NC Libraries

Round Tables for Ethnic Minority Concerns and the Status of Women in Librarianship

A panel of four dynamic speakers addressed the issues of recruitment and retention of minorities in North Carolina libraries. They presented insights, highlighted issues, and issued challenges to the audience.

Florence Simkins Brown (Director of the North Miami Beach Public Library) addressed the issue of "making room for other people's voices." She has been involved in the Chapter Relations Committee of ALA that has sponsored a series of "Stop Talking and Start Doing" workshops at ALA conferences. She outlined several concerns that have emerged as a result of the workshops, including a shortage of minorities in the profession, no means for retention, the difficulty in finding a mentor, and the importance of mentoring for success. She stressed the danger of the library becoming obsolete if it doesn't become multicultural.

Dr. Pauletta Bracy (North Carolina Central University) spoke about image, marketing, and mentoring. She provided a statistical profile of the profession and said that the librarian is the best recruiter for new librarians. Bracy summarized results from a class survey about what is expected of a librarian. Responses included approachability, love of reading, community activity, service orientation, and an "insatiable appetite for meeting patrons' needs." She discussed the need for inclusion of minorities at all levels of librarianship.

Dr. Marilyn Miller (University of North Carolina - Greensboro) addressed issues involving recruitment. She outlined the trends that make library education more accessible to more students, including long-distance education. Other

emerging issues include greater attention to multiculturalism, electronic management of information, information as a commodity, intellectual ownership, and privacy. She described the work environment as becoming more complex in order to satisfy users' needs. Miller stressed the need for continuing education, bringing new people into the profession, and good leaders.

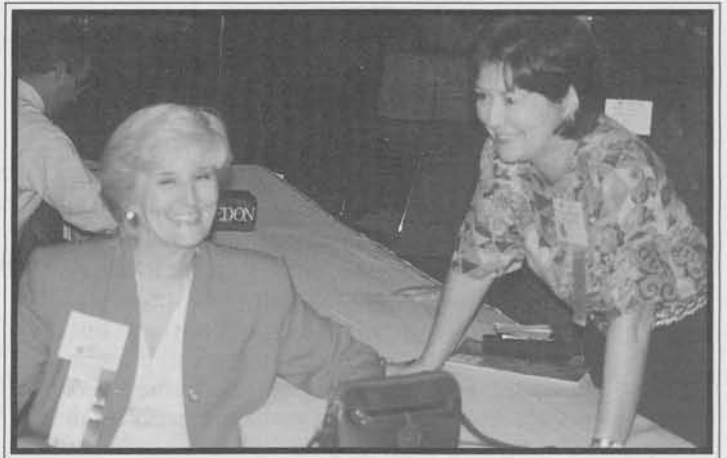
Ella Scarborough, who is a librarian and serves on the Charlotte City Council, challenged the audience to become involved in politics to promote libraries. She mentioned the need for mentoring and urged librarians to "be at the table" when decisions are being made.

Dr. Elfreda Chatman (University of North Carolina - Chapel Hill) provided a summary and synthesis of the presentations.

— Joan Sherif



Cynthia Cobb presents Dr. Pauletta Bracy with the Round Table for Ethnic Minority Concerns' distinguished Roadbuilders Award.



Local Arrangements Chair Helen Tugwell celebrates another job well done with school media colleague Carol Southerland.



Pictured above: Connie Keller, Al Jones, and Teresa LePors share war stories about the challenges of college librarianship.

Pictured left: Public Directors Want to Know . . . Wayne County Public Library Director Jeff Cannell visits Jackie Beach, Ann Marie Elkins, and Linda Bunch as they distribute Round Table for the Status of Women in Librarianship information at the conference.

Volunteers in Libraries

*North Carolina Library
Paraprofessional Association*

Marsha Grove, Assistant Director of the Cumberland County Public Library and Information Center, spoke on how her library manages volunteers. She noted that the library system's newer building attracted a number of volunteers, some of whom saw their service as a possible steppingstone to a full-time position.

Noting that volunteers need a lot of care and supervision, Grove suggested that they be put to work as soon as possible after the interview process. Volunteers do need a lot of training and they need daily contact with the library staff. A library should be very careful to find out if volunteers can do the type and level of work that they claim to be able to do; this is especially true of volunteers who work with computers.

A library should treat its volunteers well and give them rewards and recognition whenever possible. With a little work and good supervision, volunteers can be a valuable asset to a library's service program.

Carolyn Tate, head of circulation at the Boatwright Memorial Library of the University of Richmond (Virginia), spoke on using college students as student assistants in a university library. Library supervisors must define a level of respect and service that they expect students to meet. Students should be oriented to the library's mission statement and should see their roles in the overall provision of library services. Student assistants need to be treated equally wherever they serve within the library and should share in the same reward and motivation opportunities.

— John Welch

State Government Electronic Information: Linking Libraries, Business, and Government

Documents Section

What is the state of North Carolina doing to provide information to libraries and businesses? What opportunities and barriers exist in this enterprise? What information is available now? These questions were addressed in a talk given by Joel Sigmon, Government and Business Services, State Library of North Carolina, and Jim Nichols, Business and Industry Development, N.C. Department of Commerce.

Sigmon spoke first on issues and resources related to making state government information available electronically in North Carolina. Providing information in electronic format is an expensive undertaking and more funds are needed. High expectations of networking projects in the state sometimes collide with the low level of resources allocated to them. Most projects typically involve two or more organizations and state and local government agencies. Sigmon said that a tremendous spirit of cooperation exists among those who are involved in sharing human talent and physical resources.

Selected collaborative networking projects were the next item on the agenda. Sigmon provided information on various projects; two of them follow.

- Community Resource Information System (CRIS) is designed to help local communities obtain information about state government technical and financial assistance programs and services.
- North Carolina Geographic Data Clearinghouse (NCGDC): Agencies, groups, and organizations in the state that support geographic data use this group as a forum to publicize the metadata, data and/or graphics that they have made available on the World Wide Web.

Jim Nichols spoke on information for Economic Development. He pointed out several advantages of offering electronic access to data: productivity is improved, the data is updated more frequently and available faster, and all counties in the state — both rural and urban — are more objectively presented.

There are plans for an Industrial Extension Service that will operate locally like the Agriculture Extension Service. Information on technology — hardware and software — will be offered by this new service.

Nichols spoke in detail about a couple of projects, including: N.C. Government Information Locator Service (NCGILS).

This project will develop metadata standards for use by all N.C. state agencies in documenting the contents of electronic information; and will recommend standards for electronic data storage to promote efficiency, consistency and ease of use in handling data. One project is to mount a comprehensive index of N.C. state government electronic data available on the N.C. Department of Commerce Home Page.

In a system developed and maintained by the State Library of N.C., information is arranged by topic, including Business Climate, Directories, and Statistical Analysis. This site provides demographic and economic data at the regional and county levels.

— Michael Van Fossen



NCLA Executive Board 1993 - 1995: Seated (left to right): Sandy Neerman, David Fergusson, Gwen Jackson, Wanda Brown Cason, Judy LeCroy, John Via. First row (left to right): Frances Bradburn, Carol Southerland, Cheryl McLean, Catherine Wilkinson, Dale Gaddis, Eleanor Cook, Beth Hutchison, Martha Davis, Augie Beasley. Third row (left to right): Al Jones, Beverly Gass, Sandra Smith, Gene Lanier, Steve Sumerford, Barbara Baker, Kem Ellis, Maria Miller, Janet Freeman, Nancy Fogarty, Joan Carothers, Cynthia Cobb, Margaret Blanchard, Ann Marie Elkins.