

Richard Malinski Appointed Chief Librarian

Richard Malinski is the new Chief Librarian of Ryerson's Library. Richard, who has held a variety of previous positions at Simon Fraser University in the past sixteen years, became the new Chief Librarian effective September 1, 1990.

Before coming to Ryerson, Richard was the Head of Simon Fraser's Reference Division. He also worked as a systems analyst at the Simon Fraser Computing Centre. He began his career as a cartographer and has since obtained a Bachelor of Library Science from Toronto, a Masters Degree in geography from Alberta and an MBA from Simon Fraser. He worked for a time as a cartographer both before and after going into library science.

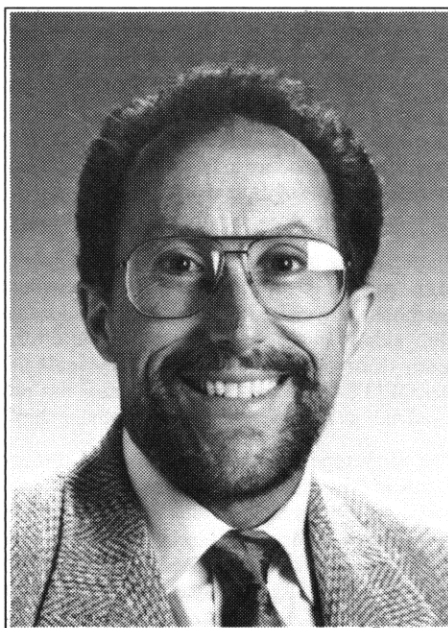
Accepting a position at Ryerson is in a sense coming home for the Scottish-born Malinski. His father lives in the area and he went to school in Ontario (and as a result has no Scottish accent) and received an Honours degree from York University in 1967.

Malinski hopes to offer a unique approach to the newly created position of Chief Librarian at Ryerson. He plans to do this through a combination of innovation and collegial participation. He brings many positive qualities to the job of Chief Librarian including strong communication skills, the ability to work with people in a team, openness, a personable manner and the absence of a "control" agenda. He looks upon the role of the Chief Librarian as being a "servant/leader".

Preferring to be "pushed" by the staff rather than "pull" them along, he would like to see the "golden rule" (do unto others as you would have them do unto you) applied and is very interested in listening to the views of all staff and giving all ideas an equal hearing.

Malinski gets great satisfaction, he says, from seeing people develop to the best of their abilities. People, he feels, want to play a part in the organization and he would like to help and encourage everyone to play their chosen parts.

Richard has been meeting with faculty members, staff, librarians and others over the past few months getting advice and suggestions. He has made contact with as many diverse groups as possible in an attempt to "heighten the consciousness" of deans and directors concerning the Library. In a time when financial constraints are having an effect on all services, Richard would like to provide the best possible library service to students and faculty. His ultimate goal is to see the Library become a much more important presence in the Ryerson community. ■



Richard Malinski

As a big supporter of computer usage at Simon Fraser, Mr. Malinski hopes to continue this at Ryerson.

Reference Tool a Boon to Marketing Students

Marketing Trivia Questions

Question: Who was the top Canadian advertiser in 1989?

Answer: The Government of Canada (\$7,604,500.00)

Question: How much did Proctor & Gamble spend on TV advertising in 1989?

Answer: \$4,979,790.00

Question: Who makes Baby Pig Hovers?

Answer: Harold Row & Sons Ltd.

Source: *Annual Summary of Advertising Expenditures in Canada, 1989.*

Each year about 1,500 marketing students must use dozens of reference sources on the 7th Floor of the library to complete an assignment. One of these reference tools, the *Annual Summary of Advertising Expenditures in Canada* is pivotal to this project.

This year, the library purchased the 1989 edition at the cost of \$1,500.00. The 1990 edition is priced at \$6,800.00. The previous edition held by the library was 1986. The Ryerson library is the only library in Toronto that has this publication available to users.

The new edition of the *Annual Summary of Advertising Expenditures in Canada* ranks over 3,700 Canadian companies in terms of how much each company spends annually on advertising their individual products. The total expenditure is broken down further into amounts spent for advertising in newspapers, magazines, on radio and television. A separate index matches up 'brand names' with the companies that produce them.

Whether being used for assignments or just perused for interesting advertising 'trivia', the 1989 edition of the *Annual Summary of Advertising Expenditures in Canada* is an important addition to the library's reference collection. ■

ERIC Now Available in Several Formats at Ryerson

ERIC is on microfiche. ERIC is online. ERIC is on CD-ROM too. Have you met ERIC?

Established during the 1960s' Great Society era in the United States, ERIC (Educational Resources Information Centre) is a national network for literature on education. Sixteen specialized clearinghouses located at universities or with professional associations make up the ERIC network. Among these are clearinghouses for individual educational categories such as adult, career and vocational education, counselling and personnel services, and special subject areas such as reading and communication skills. Of special interest to Ryerson students in ECE and Youth and Child Care programmes are the two clearinghouses for Elementary and Early Childhood Education and Handicapped and Gifted Children.

Staff at each clearinghouse identify, select, abstract, and index material (related to its sphere of reference) from journal articles, research and technical reports, unpublished manuscripts, conference papers, books and similar sources. These documents are coded with the clearing-

house's own identifying letters. "EC" prefaces materials about handicapped and gifted children and "PS" precedes those dealing with elementary and early childhood education.

Materials included in ERIC are identified completely by author, title, source and subject headings (called "identifiers" and "descriptors") which are assigned to them. They are also annotated i.e. a short summary or abstract of the work is created.

Retrieving chosen material is often challenging since ERIC indexes over 700 journals and thousands of other sources annually. Users may consult CIJE (Current Index to Journals in Education) for journal articles and RIE (Resources in Education) for other types of material. Both CIJE and RIE allow searching by subject, author and a number of other approaches. The key to using these sources is the *Thesaurus of ERIC Descriptors*. It identifies and cross-references subjects using controlled vocabulary to help users focus their searches. Both CIJE and RIE contain indexes at the back of each issue keyed to the annotated citations in the front. Both give a sample entry for interpreting the

types of information included in a citation. Users searching CIJE manually would check the *Ryerson Library Periodical Collection* list to determine if any of the periodicals are available at Ryerson. Users depend upon collections beyond Ryerson such as those at OISE (Ontario Institute for Studies in Education), the Toronto Board of Education Library and libraries at the University of Toronto and York University for materials not available at Ryerson.

Most ERIC materials are available on microfiche. Complete microfiche collections are housed at the libraries of OISE and the Toronto Board of Education. In addition, since September of 1990, the microfiche documents from the Handicapped and Gifted Children and Elementary and Early Childhood Education sections have also been available on the ninth floor of the Ryerson Library. The ERIC documents are filed sequentially in the 'fiche cabinet by their accession numbers. This number is the one listed in ERIC citations as "ED" (e.g. ED123456). A second alphanumeric code identifies the clearinghouse, but is not used in filing the 'fiche.

Computer searching of ERIC is both faster and more flexible than manual searching of the printed format. Terms can be searched in combinations to narrow the focus of a search, retrieving only the most relevant material. All or selected citations can then be printed as an individualized reference list. Information can be searched and retrieved by key word, subject, author, title, format and various modifiers. Online searching has been offered at Ryerson for several years on a cost recovery basis. Searches are arranged by making an appointment with a computer search librarian at the second floor Information Centre. After consultation with the patron, the librarian conducts the search. (see also the article on CD-ROM in this issue). ■



Browser's Corner

In the summer of 1983 a group of scientists decided to query experts in the field to assess the need for an encyclopedia that covered the physical sciences. Other encyclopedias fell short in their mathematical approach or took too broad an approach and included biological sciences as well.

Academic Press finally decided to publish an encyclopedia that contained articles of sufficient length to cover a scientific or engineering topic, that provided accuracy and a degree of accessibility for its audience. This audience was deemed to have a substantial background in science but to also be one which, on occasion, would need accurate information outside of its field of expertise.

The result of this publishing venture is *The Encyclopedia of Physical Science and Technology* published in 1987. Its two subsequent yearbooks (covering 1989 and 1990) are located alongside it in the reference collection on the tenth floor of the Ryerson Library (call no. Ref.Q123.E497). The *Chicago Tribune* has referred to it as an "awesome work of scholarship".

The encyclopedia consists of about 5 million words in 550 articles. The fifteen volumes of the initial set are arranged in alphabetical order and two indexes – a detailed subject index and a relational index provide more detailed access. There are thousands of figures, tables and titles listed in the bibliographies accompanying each article.

A unique approach is taken with entries or articles. Each one averages 20 pages and contains a glossary of terms specific to that discipline and begins with a table of contents and an

introductory definition of the subject. No other encyclopedia takes this approach. It is very useful for a novice student or academician to study a topic in this fashion – going from simple to very difficult in a brief (10 to 15 pages) article. The outline can also be used as a guide or as an actual outline example for a paper.

The content of the *Encyclopedia of Physical Sciences and Technology* is very scholarly and using the indices will provide access to some specific areas not included in its alphabetical arrangement. For example the Relational Index lists subjects such as "Boolean algebra" and underneath refers to entries on "computer logic", "mathematical logic" and "set theory". The "Subject Index" lists specific subject areas which can be found **within** a general article e.g. "the Abraham-Minkowski controversy" is found in volume 7 under the general topic of "Laser and Particle Beams" by looking up the specific item in the subject index. Additionally "Phase jitter" is found in both volume 4 and 14 in the articles on "Data transmission media" and "Voiceband data communications" respectively.

Referring to the *Encyclopedia of Physical Sciences and Technology* will be useful to the novice as well as the more experienced scientist who may be reading or researching in an unfamiliar area. ■

Compact Disc Technology The Portable Feast

The Ryerson Library recently joined another electronic bandwagon by purchasing the equipment and discs to offer CD-ROM end-user database searching. CD-ROM (Compact Disc – Read-Only Memory) represents one of the most exciting developments in academic reference service in the past decade. Because it combines the retrieval power of online searching with fixed costs, it enables libraries to offer free access to complex information sources.

The development of CD-ROM (or more generally, laser-written optical memory) and its wide availability beginning in 1985, marked a "mass storage breakthrough" in the information technology field. The challenge in the 1980s was not to build larger storage devices (for example, to hold hundreds of floppy discs) but to increase the density of storage.

The storage capacity of CD-ROM is approximately 600 megabytes of data, which rivals the storage capacity of a mainframe computer. It can store up to 15 billions bits of computer data, the equivalent of:

- 200 books, each containing 1,000 pages
- 10 computer magnetic tapes
- 1,500 5.75-inch floppy discs
- 275,000 pages of text

Typically, an entire database fits on one CD-ROM disc, however, a large, heavily indexed database like MEDLINE requires multiple discs. (Currently "Q-ROMs" are in the development stage and essentially quadruple the current storage capacity of most CD-ROMs [up to 2,400 megabytes]. They use short-wavelength blue lasers rather than red lasers and will probably be available within the next couple of years.)

The current trend in library reference service has been toward providing more and better end-user options. That is, creating an environment where library users rely less on intermediaries and more on their own abilities to directly access the information they need. Computer-based searching is one area where a lot of end-user developments are occurring.

CD-ROM technology has ushered in a whole new era in library reference services. Optical publishing offers a sophisticated, dense, information medium, where online databases can be transferred to a "free-standing" or "portable" format. These portable databases have become a

cheap and uncomplicated way for library users to access powerful computerized information sources which were previously only accessible by way of "experts." CD-ROM puts users in the "driver's seat."

The first commercial CD-ROM applications were "offline" versions of online databases with well-established markets. For example, initially, disc versions of ERIC, MEDLINE, and CBCA (all of which are available at Ryerson both online and in CD format; see below) brought CD-ROM into use as a *replacement technology*: because these products were simply the online databases transferred to disc, few changes were made to the complicated retrieval language or search protocols which online services utilize.

More recently, however, the promise of CD-ROM has been realized in excellent front-end packages which facilitate effective end-user searching through elaborate menu driven retrieval software. In addition, most offer enhanced features allowing the user to manipulate the retrieved information in a variety of ways (e.g. tailor-made bibliographic formats, graphic capabilities, etc.)

All members of the Ryerson community are encouraged to come and try the library's portable information feast. One-on-one assistance is available during designated times daily. There are also workshops offered on a weekly basis. The library lobby or the Information Centre can provide more details.

The following summarizes the current collection of databases:

Canadian Business and Current Affairs (CBCA): Contains about 1.2 million citations to articles in over 200 English-language business periodicals, 300 popular and scholarly periodicals, and 10 daily newspapers published in Canada. CBCA also contains references to corporate filing notices deposited with the Ontario Securities Commission and recently published material on Canadian foreign policy. The printed indexes which correspond to the data are *Canadian news index*, *Canadian Business*

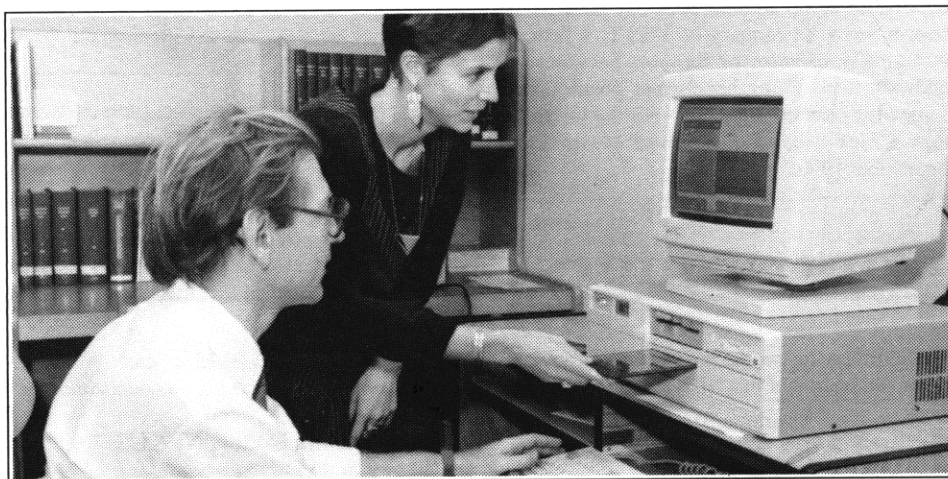
Index, *Canadian magazine index* and *A bibliography of works on Canadian foreign Relations*.

ERIC (Educational Resources Information Centre): Contains citations, with abstracts, to both the journal and report literature in the field of education and education-related areas. Journal literature corresponds to *Current index to journals in education (CIJE)*. Report literature corresponds to *Resources in education (RIE)* (see the article on ERIC in this issue).

MEDLINE: Provides access to the worldwide biomedical literature, including research, clinical practice, administration, policy issues, and health care services. Contains references to articles from about 3500 journals published in the U.S. and about 70 other countries. Corresponds to *Index medicus* and in part to *Index to dental literature* and *International nursing index*.

CCINFOdisc: Series A1 and A2 (Chemical Information); Series B (Occupational Health and Safety Information): Produced by the Canadian Centre for Occupational Health and Safety, CCINFOdisc supplies users with databases providing information on chemicals for trade name products (Material Safety Data Sheets) and extensive information on individual, pure or synthetic chemicals; directories of Canadian studies, resource organizations and resource people involved in Occupational Health and Safety (OH&S) in Canada; catalogue listing CSA standards and certified products directories; databases providing reference to OH&S documents worldwide; videotext information packages illustrating OH&S topics using colour, graphics, animation, and easy-to-read text; CCOHS publications which will include Chemical Hazard Summaries, Safety INFOGRAMS, and papers on OH&S subjects.

Compact Disclosure Canada: Contains factual and financial data on more than 7,000 public and private Canadian companies including a resumé, information, officers and directors, auditor, list of filings, and the president's letter to shareholders. It is produced quarterly. ■



Diane Granfield (Information Centre librarian) demonstrates the new CD-ROM technology to 9th floor librarian Bob Jackson.

Focus On Eva Friesen

Eva Friesen, librarian in charge of Technical Services, recently celebrated her twenty-second year at Ryerson. She began on June 3, 1968. Despite this long tenure, Eva is far from retirement age and eager for new challenges.

Her career at Ryerson began with a six and half year stint as general reference librarian when the library was located on only one floor of the Business Building. In 1973 the library moved to its current location. In those days the reference department was located where the Media Library now stands (the third floor of the library). Next door was a very small centralized government documents collection.

In the fall of 1974 Eva finally moved up – to the seventh floor. This was just prior to a decentralizing move which was initiated by then-Learning Resources Centre director John North.

Eva remembers that in those days the library was a very busy place with crowds of students lining up for service with even greater frequency than today. There were no evening or weekend service hours and the staff was small. The reference department was continually swamped with reference questions. When it comes to using the library, the students of today are generally more sophisticated and that, along with a much larger staff, makes in-depth service possible and expected.

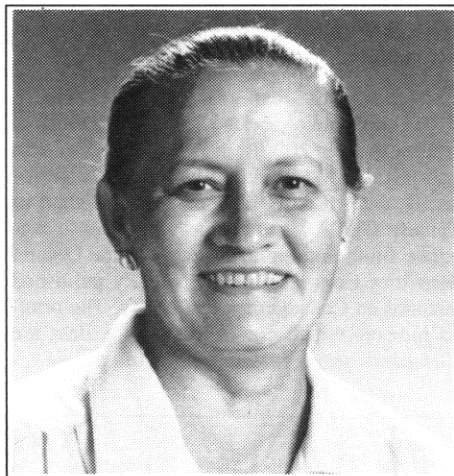
December 1977 found Eva off to England to participate in an exchange program. She worked at Newcastle Polytechnic in England from January to June 1978. Shortly after she returned in 1978, she took up the position of Technical Service librarian, and has held this position for twelve years. In January of 1989 Eva became Acting-Coordinator of Support Services (in addition to retaining her former position in a somewhat reduced capacity) until the arrival of new Chief Librarian Richard Malinski in September 1990.

Even though this history may erroneously paint Eva as close to retirement, she saw most of those changes during the early days as a young reference librarian. She received her BA from the University of Saskatchewan in 1967 majoring in history and anthropology. The next year she got her BLS from the University of Toronto. She had previously received a diploma from a Bible school, completing a 3 year course in 2-1/2 years.

She says she has enjoyed all of her jobs in one way or another and also enjoyed the process of learning to become a supervisor. In technical services she loved examining and revising systems, writing procedures, and setting up things like the standing orders procedures.

The library has gone through many significant changes over the time Eva has been at Ryerson. In 1968 the library reported to the Vice-President Academic and later in 1974 it was put under the Vice-President Administration. As of May 1989, the library is once again reporting to the Vice-President Academic.

The hiring of a new chief librarian and the restructuring of the organization to split off the Media Centre and Microcomputer Facility from the library and archives will bring more changes. Although Eva believes the average person will not notice the restructuring, she thinks the actions of the new chief librarian and the changing attitudes of the librarians will be noticed.



Eva spends her free time reading, doing crafts and leading a Bible study group. She plans to learn Latin American Spanish in preparation for a trip to Bolivia.

Contributors

■ The following people have been instrumental in the production of this NEXUS issue:

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Relationships among the librarians and with other sectors of the Institute are also evolving. This is especially true in the spirit of cooperation and collegiality among librarians. Team building involving all staff has been manifest in several ways including the periodical review committees and the focus groups on effective delivery of reference services. The library is becoming less floor-centred than in the past. More than ever the relationships with the faculty and students are centred on provision of good service.

As we learn to work together in new ways, Eva sees a redefinition of roles that will create a positive working environment for all concerned. ■

Letters to NEXUS

“Just a note...on the emergence of NEXUS. How you manage the finances in these days is not to be questioned but surely an achievement for congratulations!

Yes, that quiet, incessantly harassed LRC must be kept in the consciousness of the community. And the news contained was useful to me – restructuring – new buzzword! Archives, videos, photocopying and dictionary particularly interested me. Good work! Good luck!”

– Norman MacKenzie, English

“An excellent job on the production of NEXUS! Congratulations!”

– Grace Luk, Civil Engineering

“Just a quick note to say – Congratulations on an interesting publication. NEXUS is a great addition to RPI communication; keep nagging us to extend our learning. How about focusing on a different “browser's corner” each issue? Something like the OED on 5 in the first issue, but specifically inviting readers from all disciplines to have a look – maybe at specific times when a mini-lecture will be thrown in. Again thanks!”

– Kenise Kilbride

Thanks for the kind words about NEXUS. The publication looks more costly than it was due to the excellent work by the Media Centre, especially Erick Querci who devoted much time and patience to creating the finished product.

We will continue keeping the library and archives in the consciousness of the community via NEXUS at least twice a year. We will be featuring news in a variety of areas from the library and welcome comments and criticisms from all quarters.

We have taken the suggestion of offering a “browser's corner” feature each issue although the mini-lecture is not within the mandate of NEXUS. However, I can bring it up elsewhere.

– Daniel Phelan, Editor

Published December 1990
Ryerson Polytechnical Institute
350 Victoria Street, Toronto, Ontario M5B 2K3
Member: Council of Ontario Universities (COU)
Association of Universities and Colleges of Canada (AUCC)
Association of Commonwealth Universities (ACU)