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Volume 5, Issue 2

Brain food @ your library

by Valerie Cortlelyou, Librarian



It's hard to study on an empty stomach! During the week before finals, December 1-3, the Library will offer nutritious snacks and beverages to help fuel your brain cells.

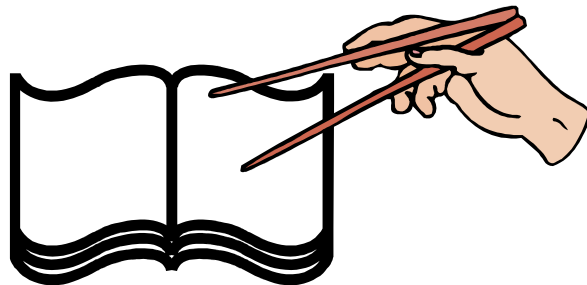
Find out more about the combination of books and food on the Colorado Asso-

ciation of Libraries' "@ your library website"

(www.yourlibrary-colorado.org).

Read about food and drink-related fiction, gardening and nutritious cooking, and reviews of cookbooks. You can also complete a short survey on the website and be entered to win a book.

Healthy eating can lower stress levels, and we'll have items available from our collection on nutrition and diet, health and exercise.



And, as always, reference librarians will be available to answer questions.

So, eat right, feed your brain, and best of luck with your exams!

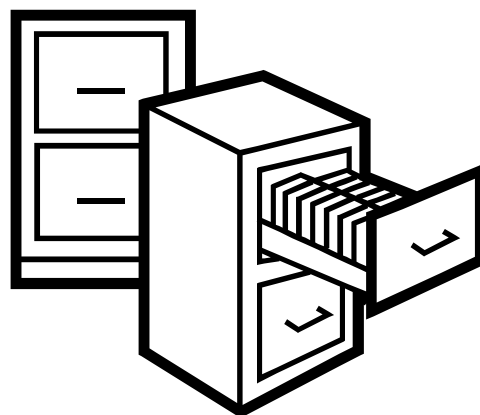
Uncovering the ACC archives

by Cori Swanson, Librarian

What is an archive? Why does our college have one? I bet these are questions all of you readers are wondering about. It's your lucky day because I am here today to answer them.

I'll begin with a comparison. In some ways an archive is similar to a library. Like a library, an archive collects materials to store in its collection. Like a library, an archive makes accessible those items in its collection to the public.

However, there are actually more differences than similarities. An archive only collects items related to a particular institution or organization, a subject area, and in some cases, an individual person or group of people.



On the other hand, most libraries collect materials that cover a broad range of topics. Furthermore, while libraries allow their users to check out items from the library, materials in an archive are not allowed to circulate outside of the room or building in which the archive is stored.

(Continued on page 4)

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Library and Media Center NEWSLETTER

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INSIDE THIS ISSUE

The National Library of Business User Population ...page 2

Library Research Classes ...page 3

The National Library of Business user population

by Malcolm Brantz, LRC Director

In the last issue of this newsletter, I proposed that a first step in evaluating the viability of a National Library of Business (NLB) is to look at the population(s) it would serve. Let's put this evaluation effort into some overall perspective. The estimate of people potentially benefiting in the United States by September 2003 was 291,950,153. But wait, we deal with a world economy; so, in fact, there are over six billion, four hundred million people on the earth. That's a lot of potential customers for any business library and a massive number. Let's not stray from our primary population, the US and its economy.

The next evaluation factor to put our arms around is the size of the economy. How big is the US economy? The 'Bureau of Economic Analysis' says in 2001 there was a little over 10 trillion dollars produced in the United States. Personal income was 8.7 trillion dollars for that year. We had 135 million US workers in that year with another 6.7 million looking for work. Since all people in this country need resources to live, the broad patron population suggests nearly 300 million would benefit somewhat from a NLB, and 46 percent of that group with jobs could benefit even more.

If we start to refine the real user population for NLB, we would likely reduce the above numbers down to several specially-defined groups. Its obvious primary clientele would include academics, research organizations, and practitioners within business. Practitioners could be further divided into

profit (large and small businesses) and non-profit groups. Finally, academic and "business" researchers are the ones that would both benefit and contribute to the "core" services of the proposed NLB.

The Bureau of Labor Statistic lists numerous categories for employment by occupation. For space, we'll just list the top two categories: (1) Managerial and professional specialty, 42 million, and (2) technical, sales, and administrative, 39 million, account for over half of employed people in this country. However, this broad line of reasoning doesn't produce very much insight concerning who would need a NLB. Remember, my model library is The National Library of Medicine (NLM). NLM supports research and a broad array of educational efforts at a very high level. To gain insight, let's review just the business academic population for a NLB.

Projected college enrollments for 2004 are 16,074,000 people. Degrees for that year are projected as 587,000 associates degrees, 1,251,000 bachelor's, 442,000 master's and 48,000 doctorate degrees. We have actual figures for 2000 and they show that 1,237,875 students earned degrees that year with the largest single major being "business and management" that accounted for 257,709 people. Education had 108,168 and agriculture and natural resources recorded 24,247 people. Source for this is the US National Center for Education "Digest of Education Statistics" annual. Social Sciences accounted for the third largest group with 127,101. In the same year there were 112,258 master's in business administration

(Continued on page 3)



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Malcolm Brantz, Director
Editing/Design: Ed Sadowski, Librarian
303-797-5090 ed.sadowski@arapahoe.edu

Extended end-of-semester hours for Library and Open Computer Lab through December 7

Saturdays:
Library and Open Lab: 9 a.m. to 5 p.m.

Sundays:
Library: 1 to 5 p.m.
Open Lab: 10 a.m. to 5 p.m.

The National Library of Business user population

(Continued from page 2)

degrees and 1,196 doctorates. It is relatively simple to show a US National Library of Business has a large and educated business population base.

Let's get personal and talk about Arapahoe Community College's use of a NLB. We have over 250 FTE business majors at the college. These students take introductory business classes and some classes have papers assigned. Business students face an information environment that is fragmented at best. Multiple indexes exist for business literature. There is no single source of "quality" information for our students. A student may find the exact material they need, but not in a database that ACC owns.

Others with national libraries don't have this problem. For ACC nursing students, they have a highly sophisticated and efficient national system available for doing their research papers (NLM—The National Library of Medicine). People who plan to go into education also have a sophisticated system (NLE—The National Library of Education).

Let's get even more personal and take an ACC student whose project was to identify trends in sports clothing sales in Seattle Washington. This is a real question received at the reference desk. While one exact report they needed was found, it was not available to them for working on their paper. What if our student had a single NLB listing of the "quality" business journals and could quickly identify substantial work that had been done in the specific field? Obviously their paper would likely be better and learning would have been more productive.

If we take this analogy one step more, let's say after five years, the same student is working for a firm that has done some sports

apparel marketing in Seattle and wanted to know the opportunities available for the same sporting wear in Japan. By that time, we would hope a National Library of Business has been established and is working on translations of key business reports from other industrialized countries such as Japan and could quickly see if a marketing effort for US goods had a reasonable chance to succeed in Japan.

Let's say another ten years have passed since our ACC business student is finishing her PhD in international marketing. The sports wear business was highly successful in the Orient and she is researching markets in Europe. She continues to use the NLB services of translating key reports from foreign countries. Her firm employs a number of US workers in the global marketing effort. The translations make US efforts more productive.

By the way, we currently hear about white-collar jobs moving to people overseas. One contributing factor is the widespread use of English as a second language in other countries. They have an advantage in knowing about our wonderful economy and our needs. Americans by and large are at a disadvantage with foreign languages in the global economy. No business school library has the responsibilities or resources to translate foreign language reports at this point. A NLB could do this task.

Many scenarios could be developed showing the real and specific benefits from establishing a NLB. Our newsletter format does not provide the space to explore each one of these. I do hope you get the gist of my proposal concerning a NLB.

The next issue will be a short review of the "amount of business literature" being produced and how well that information is organized and disseminated.

Library Research Classes

**every Friday
and Saturday
at 10 am in the
library computer lab**

open to all!

Learn about....

- The new ACC Library homepage
- How to use our online catalog
- The many ACC Library online databases
- Help finding resources for class assignments
- How to find reliable info on the Internet

If you would like to attend, please call 303-797-5090 or go to the Circulation Desk to make a reservation. Join us!

Uncovering the ACC archives

(Continued from page 1)

Probably the most important thing to know about an archive is that the materials stored in its collection are items that have been identified as having "enduring value." This means that by keeping and preserving these items, a researcher, for example, will be able to tell something significant about the institution, organization, individual, or group that the archive supports.

The ACC Archive has been in existence since the opening of the college in 1965. Since that time, people have been collecting photos, newspaper clippings, college publications such as newspapers and newsletters, annual reports, financial reports, meeting minutes, and other materials that document the administrative, legal, fiscal and historical life of the college.

The ACC Archive is currently housed in the ACC Library and is maintained by a group of ACC Library staff. This year, the library has made it a priority to "uncover" the ACC Archive. We are currently in the process of moving the archive to a bigger and better room. This will provide easier access to the archive, provide better security for the collection, and allow the archive room to grow.

In addition to the physical move, we will also be reevaluating our definition of "enduring value" in hopes of collecting materials that provide a more accurate and comprehensive representation of Arapahoe Community College.

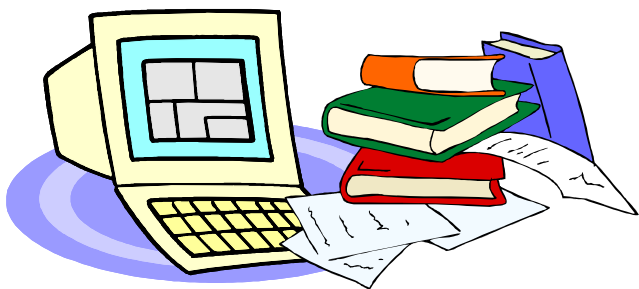
Last but not least, we will be devoting more attention to the preservation of existing materials and create standards for the preservation of future additions to the collection.

This will be an ongoing process, moving well beyond this semester, or even the end of 2003-2004 school year. As they say, it is the journey, not the destination.

Did you know?.....

For your convenience, law books that check out have been moved upstairs to the legal reference section.

Our ProQuest article database has been expanded with the addition of PsycARTICLES and PsycINFO.

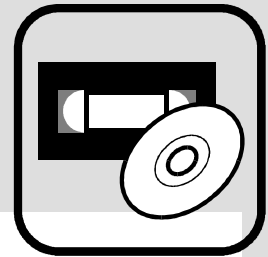


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For more info, call 303-797-5735

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