

1988

College of Marketing and Design, Library : Annual Report 1988 - 1989

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ANNUAL REPORT 1988 / 1989



LIBRARY,

COLLEGE OF MARKETING AND DESIGN.

CONTENTS

INTRODUCTION	PAGE 1
LIBRARY STAFF	1
STATISTICS	1
REGISTRATIONS	2
ISSUES	4
OVERDUES	5
OPENING HOURS	5
COLLECTIONS	6
BOOKSTOCK	6
EXPENDITURE ON NEW TITLES	6
NUMBER OF VOLUMES ADDED TO STOCK	7
BOOK LOSSES	8
SHORT LOAN COLLECTION	8
PERIODICALS	8
CURRENT TITLE SUBSCRIPTIONS	8
PURCHASING POLICY	9
BINDING	10
NEWSPAPERS	10
REPRINTS	10
ANNUAL REPORTS	10
AUDIO / VISUAL	11
MICROFICHE	11
SLIDES/CASSETTES	11
VIDEOS	11
ONLINE SEARCHING	11
FAX MACHINE	12
COMPUTERISATION	12

THESES AND CLASS PROJECTS	13
LIBRARY COMMITTEE	13
PHOTOCOPYING	13
ART IN THE LIBRARY	14
LIBRARY REGULATIONS	14
INDUCTION TOURS/LIBRARY GUIDE	14
CONTACT WITH OTHER LIBRARIES	15
INTER - LIBRARY LOANS	15
RECEIVED FROM OTHER LIBRARIES	15
READERS SENT TO OTHER LIBRARIES	16
LETTERS OF INTRODUCTION ISSUED	16
CURRENT AWARENESS SERVICES	17
LIBRARY PUBLICATIONS	17
EXPENDITURE JAN. TO DEC. 1988	18
EQUIPMENT AND MATERIALS	18
DUBLIN PUBLIC LIBRARY CHARGES	19
THANKS	19

INTRODUCTION

This Annual Report covers the academic year 1988/89.

During this period the demands made on the Library service have continued to grow. This is reflected in increased registrations and issues, as well as an increase in contacts with other Libraries and inter-Library loans. These developments are very welcome and hopefully will continue in the next academic year.

Co-operation from the College Authorities and Dublin Public Libraries has been excellent. Their helpful and positive approach has made this last academic year one of progress and achievement.

LIBRARY STAFF

Librarian

David Laird BSSC, Dip Lib Stud, ALA.

Library Assistants

Mary Coghlan BA (to 17.10.88)

Brendan Devlin BA (from 01.11.88)

Una Kelly BA (from 08.03.89)

Angela Sweeney BA (to 07.03.89)

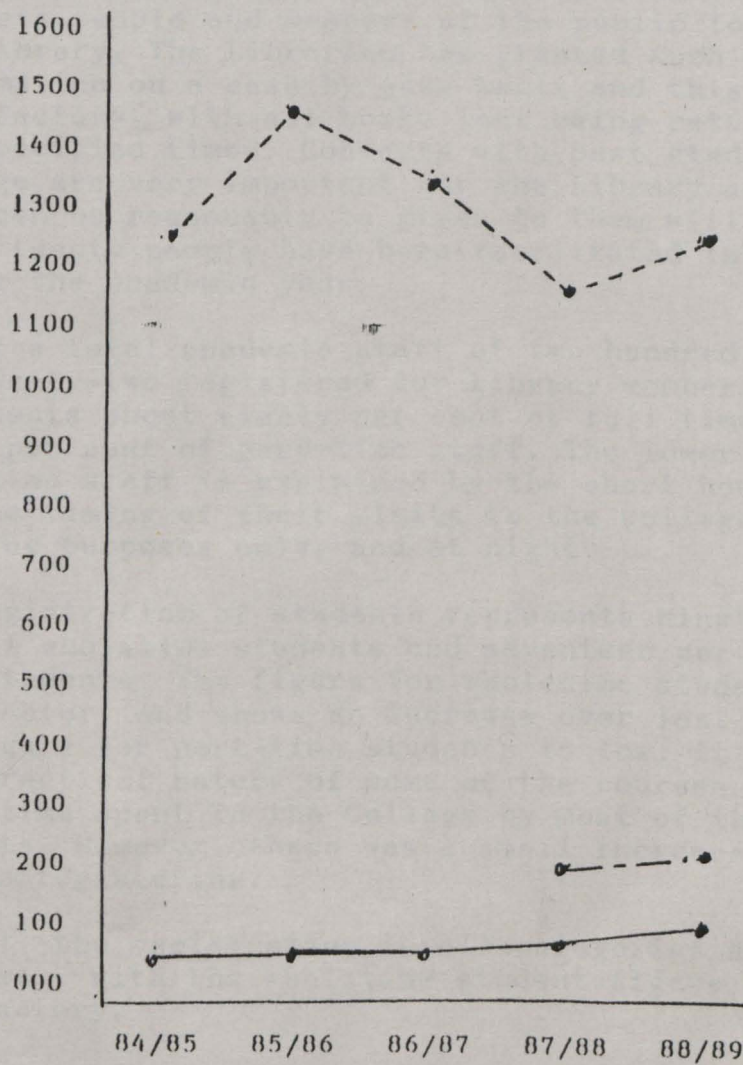
STATISTICS

Floor area	317 square metres
Seating capacity	176
Bookstock	15,000 volumes (approx)
Periodicals (current)	194
Academic staff	70 full time
	130 part time
Students	1,346 wholetime
	1,429 part time

REGISTRATIONS

YEAR	STAFF	STUDENTS W/T	STUDENTS P/T	TOTAL
84/85	30	1263	N/A	1293
85/86	31	1475	N/A	1506
86/87	29	1325	N/A	1354
87/88	88	1152	209	1449
88/89	122	1252	237	1611

REGISTERED USERS 1984/85 TO 1988/89



STAFF = _____

STUDENTS - WHOLETIME = - - - - -

STUDENTS - PART-TIME = - . - . - .

All academic, administrative and other staff of the College may register for membership without charge. In order to do so all persons must complete a registration card. Staff are issued with six tickets and may borrow books until the end of the current term.

All students, whether wholetime or part-time, are eligible for membership and must also complete a registration card. They are issued with three tickets and borrow books for up to two weeks at a time.

There has increasingly been requests from past students, business people and members of the public for access to the Library. The Librarian has granted such access and information on a case by case basis and this has proved satisfactory, with all books lent being returned within the specified times. Contacts with past students of the College are very important for the Library and any help that can be reasonably be given to them will be given. About twenty people have been facilitated in this way during the academic year.

Out of a total academic staff of two hundred, one hundred and twenty-two registered for Library membership. This represents about eighty per cent of full time staff and fifty per cent of part-time staff. The lower numbers for part-time staff is explained by the short hours worked and the timing of their visits to the College - being for teaching purposes only, and at night.

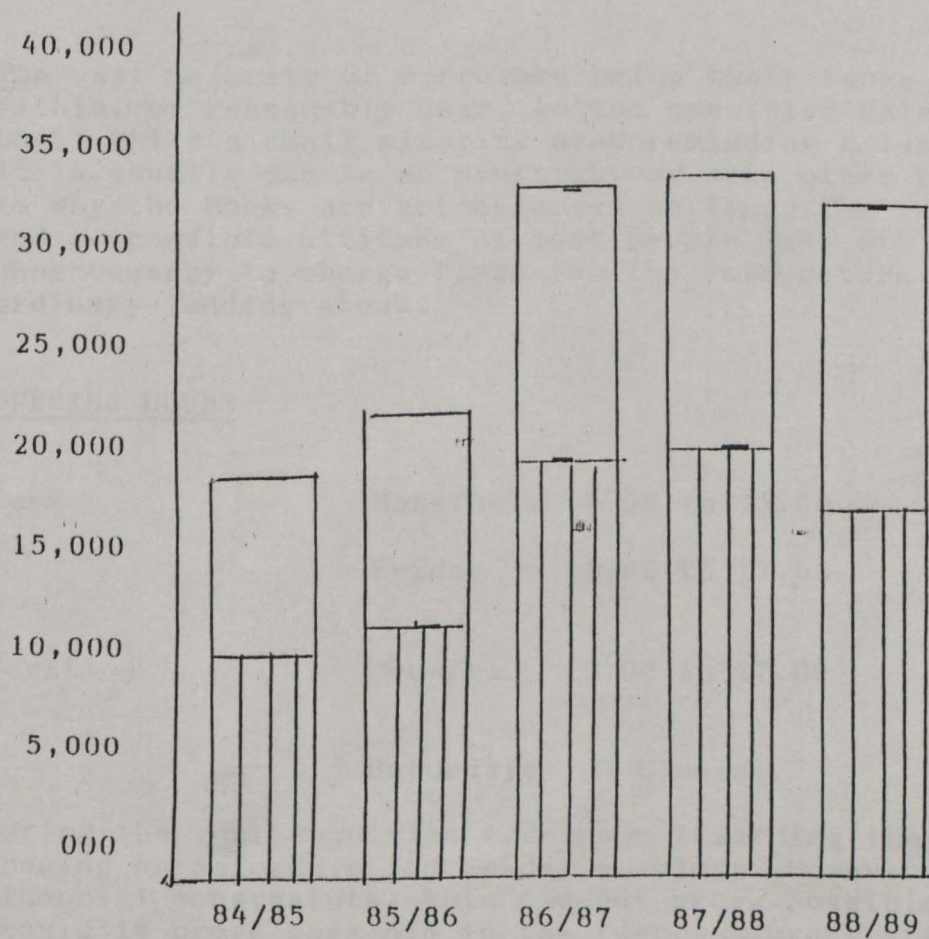
The registration of students represents ninety-three per cent of wholetime students and seventeen per cent of part-time students. The figure for wholetime students is very satisfactory and shows an increase over last year. While the figure for part-time students is low, it reflects the more practical nature of some of the courses and the short time spent in the College by most of the night students. However, there was a small increase in the numbers registering.

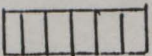
Overall, the registration in all catagories show increases, with the wholetime student figure being very satisfactory.

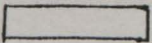
ISSUES

YEAR	LENDING STOCK	SHORT LOAN COLL.	TOTAL
84/85	9858	8703	18561
85/86	11407	10439	21846
86/87	14086	18306	32392
87/88	14988	18734	33722
88/89	15419	16168	31587

ISSUES 1984/85 TO 1988/89.



LENDING STOCK = 

SHORT LOAN COLLECTION = 

The increase in the numbers of books issued for home reading has continued for the fifth year in succession. The figure of 15,419 represents 789 for staff and 14,630 for students. With a bookstock of only 15,000 this shows a high use factor for each book.

With the Short Loan Collection, the figure of 16,168 is made up of 11,775 books consulted in the Library and 4,393 borrowed overnight or over weekends. As there is a collection of three hundred volumes, this shows a very heavy usage per volume.

OVERDUES

The vast majority of borrowers bring their books back within, or reasonably near, to the specified date due back. While a small minority need reminding a few times it is usually due to an oversight or some other reason as to why the books are not returned on time. The good sense and responsible attitude of most people make it unnecessary to charge fines for the late return of ordinary lending stock.

OPENING HOURS

Term	Mon-Thurs	10.00 to 21.00
	Friday	10.00 to 17.00
Vacation	Mon-Fri	10.00 to 17.00
	Saturdays	Closed.

During the year enquiries were made regarding the Library opening on Saturdays and Friday evenings. However, due to financial constraints, this did not prove possible. Should it prove possible in the future Library staff have indicated a willingness to work at these times on paid overtime.

COLLECTIONS

BOOKSTOCK

EXPENDITURE ON NEW TITLES

YEAR	VALUE IR £
1984	13,320.00
1985	13,558.75
1986	13,500.00
1987	12,200.00
1988	20,000.00

Given the size of the College and the increase in student numbers over recent years, the size of the bookstock is relatively small. Standing at approximately fifteen thousand volumes there is a need to increase the number of usable titles quite dramatically. The relatively recent establishment of an organised Library and the lack of suitable premises (until the move to Mountjoy Square) militated against rapid expansion. There is also a need to wear out some of the older titles which are not used, a task which will be accomplished during the summer vacation.

Therefore, there is a need for a strong input from all borrowers regarding requests for purchase. There has been a very satisfactory response from the School of Art and Design, whereby ninety per cent of all books dealing with subjects in that area placed on order are generated by staff from that School. The other two Schools have been less forthcoming with requests for their subject areas and very few requests are received for books on general topics.

There is no limit to the number of titles or copies that any registered borrower may request. All that is asked of them is that they supply the basic bibliographic details on the cards provided. Should the borrower have any difficulties, the Library staff will help them to get the necessary details. These requests are placed on order by the Librarian having regard to the overall provision for the subject involved and the demands of other subject areas. Requests are not automatically placed on order and the Librarian's decision is final regarding each request.

During 1988 the Librarian placed on order books to the value of IR~~£~~ 20,000.00. This was an increase over the

previous years, but given inflation, the exchange rate and the low base from which the Library is operating this is a very small amount of expenditure on bookstock.

All books are placed on order through Dublin Public Libraries and from there to Dublin bookshops. For this College the two bookshops most used are Fred Hannas and Hodges Figgis. Delays may be experienced at the point where the bookshops have to locate the volume and pass it on to Dublin Public Libraries. However, there is no delay between the book being received by Library Headquarters and it being sent to this College. Should a particular title not be supplied within one year of it being placed on order, it is automatically cancelled.

NUMBER OF VOLUMES ADDED TO STOCK.

YEAR	NO. OF VOLUMES.
1985	897
1986	721
1987	819
1988	1142
1989 (to date)	558

The rate of addition to the Library bookstock continues to increase and should be over fifteen hundred in the year 1989. The figure of 1142⁰⁰ for 1988 represents a heavy workload for a staff of three, as all of the cataloguing and classification and the majority of the servicing is now completed at this College. This work was previously done by staff at Library Headquarters, but due to several reasons the College Librarian, in consultation with interested parties, decided that this work could best be done at College level.

As a result the College Library staff are involved in the professional aspects of book processing and the speed of processing can more accurately reflect the conditions pertaining to the College Library itself. For the borrower the result is a more flexible and quicker service.

BOOK LOSSES

Thanks to the effectiveness of the 3M security system, it is no longer necessary to conduct yearly stock checks. This was demonstrated at the last stock check in 1987 when only a small number of volumes went missing. The security system worked well during the academic year and no faults in the system were reported.

SHORT LOAN COLLECTION

These are books which either the Library staff or lecturers believe will be in heavy demand and are held behind the Library desk. The collection comprises of three hundred volumes and are lent for use in the Library or for overnight home reading. Individual titles are changed in response to perceived demand, with titles not used being returned to the ordinary collection. Fines may be levied for late return. However, most books are returned at the correct times and no problems are experienced with the administration of the scheme.

A complete typed list of the titles is held seperately, as well as both catalogue cards having stamps on them indicating that they are in this collection.

PERIODICALS

CURRENT TITLE SUBSCRIPTIONS

YEAR	NO. OF TITLES	VALUE IR₹
1985	233	15,596.33
1986	205	9,779.69
1987	215	12,129.20
1988	221	14,021.79
1989	194	15,000.00 (approx)

The cost per title continues to increase due to inflation, the exchange rate, and postage charges. As a result some titles were deleted by the Librarian. However, regard was paid to the ready availability of the titles in other Libraries and the number of titles on the same subject in this Library as well as how much the title was actually used. Forty-five titles were deleted and eighteen were added

A complete stock check of all holdings of periodical issues was carried out during the summer of 1988 and this will be updated during this summer vacation. The stock check showed that very few issues were stolen from the Library and that the vast majority of borrowers are honest and responsible. Due to lack of space some items may have to be discarded, but the results of binding and the purchase of periodicals on microfiche will keep this to a minimum.

The availability of periodicals on microfiche greatly enhances the access to periodicals, especially back issues. They are relatively inexpensive and are easy to store and handle. A Regma Dataprism microfiche reader/printer was purchased during 1988 to make access to periodicals on microfiche possible.

This Library subscribes to the publication of a co-operative system for periodical listings - SHIRL. This is Serial Holdings in Irish Libraries. This microfiche lists which periodical titles are held in the major Libraries on this island. Due to the investment which this Library has made in periodicals, it is in the best interests of this Library to seek a listing for its holdings. To date COMAD has not been listed separately. The resulting increase in work generated by requests from other Libraries would be offset by the income received and by this Library playing its full part in the Library world.

PURCHASING POLICY

During the year it became desirable to formulate a policy for the purchase of stock and equipment for the Library. Below is the policy agreed by the College Principal and the College Librarian.

It shall be the Librarian who decides whether to purchase, or not, any book, periodical or audio visual material for the Library stock. It shall also be the Librarian who decides to initiate the procedure for purchases of stationary or equipment for the Library. The Librarian shall be solely responsible for the physical arrangement and management of all aspects of the library service.

The above shall be subject to:

1. The agreement of the Principal of the College.
2. Adequate funds being available for purchases.

BINDING

During 1988 one hundred and eighty-four volumes of periodicals were bound at a cost of £2,848.00. This is a start on the binding process which will continue during 1989, as bound periodicals are easier to control and handle. All of the titles bound were relating to the School of Art and Design area of interest. During 1989 the titles in the areas of interest of the other two Schools will be bound as well as updating the Art and Design titles.

NEWSPAPERS

The Library subscribes to the following daily newspapers:-

Irish Times (two copies)
Financial Times
Guardian
Independent

For a short while a subscription was held for the Irish Independent and the Irish Press, but these papers did not have sufficient content to warrant their continued purchase.

Newspapers are held for two weeks and are then discarded.

REPRINTS

These are photocopies of periodical articles and sections of books held in the Library for consultation. They are filed in folders and comprise approximately three thousand separate items. About two thousand are the result of the input of forty academic staff, while one thousand are the product of the Library staff.

These items are very heavily used in the Library and help to draw attention to relevant articles for course work.

Copyright legislation is adhered to at all times.

ANNUAL REPORTS

These are the annual reports of Irish public companies and semi-state bodies. One hundred and twenty-six companies send their reports and a listing is held in the Library.

AUDIO / VISUAL

MICROFICHE

The acquisition of the microfiche reader/printer has made it possible to expand the microfiche collection and this will be accomplished in the near future.

SLIDES/CASSETTES

The Library already holds over eight thousand slides covering many topics in the art and design area. Mr. Gilmartin from the School of Art and Design has kindly agreed to add to this collection and the Library has purchased slide wallets to facilitate their storage.

The Librarian has initiated the procedure for the purchase of a slide presenter. This will be an Elf RM 840 sync slide presenter and will be located in the periodicals section of the Library. This will mean that any borrower, may view slides and/or listen to cassettes in the Library, a facility that was badly needed as up to now only academic staff had access to the slides. Stock purchase will be a priority. It will also be possible to devise a tape/slide presentation as an introduction to the Library and its services.

VIDEOS

There have been requests for the Library to purchase video viewing facilities and videos on relevant subjects. The initial steps are being taken to purchase the equipment and hopefully both equipment and stock will be in place before the beginning of next academic year.

ONLINE SEARCHING

The College Library has been a member of DIALOG Database service for some time and searches were carried out when the College was located in another building. However, it has not proved possible to resume this service in Mountjoy Square due to the unavailability of a direct outside telephone line. This is being investigated at the moment and a satisfactory outcome is expected soon.

The Librarian has received training in Online searching and all of the manuals, and ancillary publications are in stock.

FAX MACHINE

Due to the fast development in the number of institutions owning FAX machines and the savings incurred in its' use, the College Authorities asked the Librarian to research the feasibility of the College purchasing a machine and to recommend a make and model.

The recommendation has been made and it is envisaged that the machine will be placed in a public location such as the General Office or the Library. Due to the fact that the Library is open through lunch and is open in the evenings untill 21.00 hours (the period of cheaper telephone calls) it is the Librarians' view that the Library would be the most suitable location.

Operation of the machine would be restricted to the Library and Admin. staffs, with all messages being handled by them. Personal messages by any person would be paid for at the normal commercial rate. Where a member of academic staff or a student was sending a message and it was unclear whether it was personal or business, it would be the responsibility of the sender to prove that it was for business purposes.

It is envisaged that the FAX machine will be operational within a very short time.

COMPUTERISATION

There has been little progress in the development of a computerised circulation system for the Library. However, as this is not a priority at the moment, further developments in other DIT. Libraries will dictate progress.

THESES AND CLASS PROJECTS

The Library presently holds these for consultation in the Library by bone fide students. These valuable items of College property are in heavy demand and are held behind the Library desk on restricted access.

At present there are current titles for the Schools of Art and Design and Distribution, but those for the School of Business and Management are being held by the School itself for the previous five years. The Librarian has contacted the College Principal and the School with the view to having at least one copy placed in the Library, so that the Library has access to current works. At the time of writing this matter is under active discussion and the Librarian believes that a satisfactory outcome will be reached in the very near future.

NO. OF TITLES HELD

ART AND DESIGN	245
BUSINESS AND MANAGEMENT	147
DISTRIBUTION	156

LIBRARY COMMITTEE

The College Library Committee is an ad hoc representative body which is in existence to advise the College Principal on future development of the Library Service. Besides the Principal's representative, there is one person nominated from each School, plus the Student Union President and the Librarian.

While it did not formally meet during the academic year, members of the Committee took an active interest in all aspects of the Library Service. The Librarian is most grateful for the advice and help received from individual members.

PHOTOCOPYING

The Library is in the process of purchasing a new photocopier at the time of writing. This addition will mean that the College Library will have two photocopiers with ABS card systems attached. Anyone wishing to use the photocopiers purchases a card to the value of \$1.00 for twenty copies or for \$2.50 for fifty copies.

Any person, regardless of status within the College, may purchase the cards above at their own expense. However,

for academic staff who wish to have articles from Library stock copied for teaching purposes, there is an additional system. They may complete a form to have it copied by the College photocopying service and the Library staff will administer the scheme. Copyright regulations are observed at all times.

ART IN THE LIBRARY

Thanks to the high ceilings in the Library, there is the space to exhibit all types of course work. To date there have been six exhibitions from the School of Art and Design and these have proved very appealing. As well as adding to the attractiveness of the Library, it affords students a readily available gallery in which to show the type of work they are doing to a wider audience.

The Library is also available to show part of the end of term exhibition, held in June each year by the final year students in the School of Art and Design.

LIBRARY REGULATIONS

The Library Regulations are formulated to govern the basic relationship of the library service and its' users. A copy is placed on the Library noticeboard and they are changed from time to time in response to a particular need, or change in circumstance.

INDUCTION TOURS/LIBRARY GUIDE

In order to educate students in Library use, it is envisaged that all first year students will receive a guided tour of the library. The Librarian will show them around at the beginning of the first term at prearranged times.

A Library Guide was published at the beginning of the year and it will be updated for the beginning of next year. It is hoped that this year it will be professionally printed in the same format as the guides to the individual Schools and the College guide. This will add to its' attractiveness.

CONTACT WITH OTHER LIBRARIES

INTER-LIBRARY LOANS

RECEIVED FROM OTHER LIBRARIES

YEAR	BOOKS	PERIODICAL ARTICLES	ANBAR	TOTAL
84/85	44	73	N/A	117
85/86	52	46	69	167
86/87	76	86	148	310
87/88	78	81	183	344
88/89	108	125	249	482

During the past five years there has been a steady increase in the numbers of books and periodical articles received from other Libraries. This last year has seen a dramatic increase in all aspects of the service. This healthy development reflects an ever growing awareness by our readers of sources of information in other Libraries.

At present ~~₹~~5.00 is charged for each book and ~~₹~~3.00 for each periodical article received through the BLDSC Scheme and five pence per page for periodical articles received through ANBAR. To date this charge has been levied on students only. Unless periodical articles are paid for they remain the property of the College Library, and are lent to academic staff and as such may be recalled at any time.

READERS SENT TO OTHER LIBRARIES

LETTERS OF INTRODUCTION ISSUED

INSTITUTION	1987/88	1988/89
TCD	181	224
UCD	70	86
NIHE, DUBLIN	17	27
NCAD	11	14
COLLEGE OF CATERING COMMERCE, RATHMINES	19	14
BOLTON STREET	4	7
KEVIN STREET	2	1
OTHERS	-	8
TOTAL	315	394

By far the majority of our readers prefer to go to TCD as it is convenient to this College and has a very good collection in areas relevant to the final year Business and Management students - the main users of this service. Students are encouraged to seek information from other Libraries after they have exhausted our collection. This expands their horizons and provides an opportunity for them to see other Libraries and to have added access to information.

The Libraries listed have been most co-operative and have afforded readers of this College generous and helpful access to their collections.

CURRENT AWARENESS SERVICES

A recent additions list is kept separately from the main catalogue listing all additions to the bookstock made during the previous three months. New books are also shelved in a separate sequence for three weeks to allow borrowers access to them before they are shelved in the main lending section.

An Index to Irish Periodicals had been compiled by the Library staff until the end of 1988, however a commercially produced Irish Business Index is now available. A subscription to this Index has been taken, but the Library produced Index will remain as it is valuable for older material.

For some time the contents pages of periodicals received had been photocopied and sent to academic staff who had requested a copy. This service has been discontinued from December 1988 due to the small numbers receiving the publications and the large amount of time it took to compile these three publications. A subscription to a similar service in the Manchester Business School has been taken and this is available in the library for consultation.

LIBRARY PUBLICATIONS

ANNUALLY

Annual Report

Library Guide

PERIODICALLY UPDATED LISTS

Recent Additions

Short Loan Collection

Annual Reports (received)

Periodicals

Theses Lists (three separate lists)

EXPENDITURE JANUARY TO DECEMBER 1988 (IR£)

EQUIPMENT AND MATERIALS

MINOLTA MICROFICHE READER/PRINTER	4,612.50	
MICROFICHE STORAGE	69.67	
ABS COPYCARD UNIT	687.50	
COPY CHARGES FOR PHOCOPERS	2,161.24	
COLOURED TONER	180.00	
LEASE ON UBIX 250	1,323.00	
PHOTOCOPY PAPER	1,545.00	
SECURITY SYSTEM SERVICE AGREEMENT		
1987/88	671.00	
1988/89	671.00	
SECURITY SYSTEM TAGS	562.50	
REGMA READER/PRINTER REPAIR AND SERVICE	137.00	
TONER	80.00	
PAPER	175.00	
FILING CABINETS	382.50	
LIBRARY STOCK (DIRECT FROM SOURCE)	504.93	
BRITISH LIBRARY LENDING FORMS	1,090.09	
DIALOG MEMBERSHIP	18.73	
MEMBERSHIP APPLICATIONS	174.00	
LIBRARY TICKETS	546.24	
PERIODICAL BOXES	480.00	
ENVELOPES	111.73	
MISCELLANEOUS ITEMS	247.94	
TOTAL		<u>16,431.57</u>

DUBLIN PUBLIC LIBRARY CHARGES

BOOKS	20,000.00	
BINDING	2,848.05	
PERIODICALS	14,021.79	
CATALOGUING	500.00	
SALARIES	34,238.63	
STATIONARY	70.00	
TOTAL		<u>71,678.47</u>
GRAND TOTAL		<u>88,110.04</u>

Services supplied by the College such as heat, light and telephone calls are unquantifiable and are not included. Also not included are items paid for through the petty cash system operated by the General Office staff.

THANKS

On behalf of the College Library staff, I would like to thank the Administrative staff of the College and the staff of Dublin Public Libraries, Central Department for their co-operation and help throughout the 1988/89 academic year.

I would also like to thank the four Library staff for their positive and flexible attitude to their work and to the increasing demands made on them. I especially mention Brendan Devlin and Una Kelly who during the last term went without proper tea breaks and varied their lunch hours at short notice in order to facilitate the opening of the Library.

DAVID LAIRD.

COLLEGE LIBRARIAN.

JUNE 1989.

