Library Staff Publications   Fogler Library

12-1992

Using the Community Information Format to Create Public Service Resource Network

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Special Section: The USMARC Community Information Format

These papers are based on presentations made at a program titled "Using the Community Information Format to Access Non-bibliographic Data." The program was sponsored jointly by the LITA Online Catalogs Interest Group and the PLA Community Information Section Technologies Committee at the ALA Annual Conference in San Francisco on June 28, 1992.—*Marilyn R. Lutz, Section Editor.*

Using the Community Information Format to Create a Public Service Resource Network

Marilyn Lutz, Sharon Quinn Fitzgerald, and Thomas Zantow

Institutions of higher education are experiencing increased demands to extend their resources beyond the traditional campus to meet the social, economic, and technological needs of society. A persistent problem in developing a workable interface between university resources and community needs, until recently, has been the issue of access, and the barriers that flow from isolation and unfamiliarity. Electronic information technologies are breaking down these barriers and have emerged as the mechanism for networking academic expertise within the university itself and linking that expertise with society at large. Electronic networks are being designed to expand the role of the university in addressing the needs of individuals, governments, businesses, and nonprofit organizations through greater accessibility to diverse resources. An information and retrieval database (I & R) is

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pivotal to the design of a public service resource network and a key component in making nonbibliographic information accessible via the network.

The University of Maine System (UMS) is no exception in this effort to improve the linkage of systemwide resources with statewide needs. The university system is a seven-campus, public university system that provides a full range of higher education services to the citizens of Maine. The university employs over 1,400 faculty and nearly 1,200 professional and administrative personnel, and offers 260 undergraduate programs and more than 70 graduate programs to over 31,000 students. The university system was established to teach, conduct research, and provide public service. In the last category, each campus has both regional and statewide responsibilities. The University of Maine, the flagship campus located in Orono (twelve miles north of Bangor), given its land grant and sea grant responsibilities and the scope of its graduate programs, has the most substantial statewide programs. Each of the other campuses, though responsible for university services used by residents from all sections of the state, offers unique programs targeted primarily to the geographic area in which it is located.

The flagship campus in Orono is also headquarters for URSUS, a Digital-based automated library system running Innovative Interfaces, Inc., Innopac software. The library system is accessible on a statewide telecommunications network that links over T1 facilities the seven campus libraries, the Maine state libraries, and the Bangor Public Library (all of which contribute holdings to the union

catalog), and over eighty-three outreach sites of the Community College of Maine. The network is connected to the Internet.

These characteristics represent a significant pool of resources to the people and economy of Maine. All campuses of the system share public service responsibilities for linking resources to community, regional, and state needs; however, there is no formal, statewide planning, coordination, or marketing of campus-based public service activities. As a result, important public service programs may not be accessible to all areas of the state, and the smaller campuses may require assistance in the development and implementation of public service activities.

The University of Maine System defines *public service* to mean "organized non-credit programs and courses, services, and activities which link and extend university and community resources for the intellectual and educational benefit of individual, government, business and other organizations. Public service activities may be offered on a fee, non-fee, or contribution basis."

DESIGN OF PUBLIC SERVICE
RESOURCE NETWORK

The UMS public service resource network consists of an electronic database with designated individuals throughout the university system responsible for the operation of the resource network. An advisory board representing each of the campuses provides oversight of the network's operations and future expansion. The online catalog contains the profiles of participating faculty relative to their professional expertise, willingness to engage in various public service activities, and previous consulting experience, as well as records of organizational units, services, programs and facilities. Through the use of the online catalog and a toll-free telephone number, users are able to contact a local coordinator on any of the university campuses who can assist in clearly defining the problem at hand and discuss appropriate types of resources. The local coordinators use the online catalog to identify individuals or organizations that possess the needed expertise, are available, and are willing to discuss the identified problem with the client. This information is then provided to the client with the option of directly contacting the identified resource person.

LIBRARY LINKS PUBLIC SERVICE
NETWORK WITH DATABASE

In the fall of 1990 the Raymond H. Fogler Library at the University of Maine was approached with a proposal to implement a pilot project for the UMS Public Service Council. URSUS, the library's electronic information system, was selected as the most desirable and appropriate location for an online database of public resources. The administrators wanted a database that would retain the easy accessibility of the library's online catalog while serving as the central focus of a public service network. Like the library's online catalog, the public resource database would link the university system in a way that would be responsive, expandable, and highly visible and easily accessible to the public without detracting from the individual public service initiatives of the separate campuses. The then-evolving USMARC Community Information Format (CIF) would be used to create a database of nonbibliographic information, composed of records of individuals, programs and services, facilities, and events.

RATIONALE

The library was consulted regarding creation of the online catalog, appropriate software and hardware, public access to the resource catalog, staff to implement a pilot project, and ongoing maintenance of the online catalog.

Some of the objectives of the pilot project were:

1. to demonstrate a coordinated approach for systemwide public service and enhance connections among the separate campuses;

2. to encourage communication among faculty in diverse fields;

3. to create a public relations tool for the library and the university;

4. to increase the academic community's awareness of the potential of a library information system and the public's awareness of the capabilities of the university system;

5. to demonstrate the potential for expanding system liaisons with business and industry and assist in identifying system strengths and weaknesses as it relates to constituency needs; and

6. to provide a test bed for the implementation of the community information format.

PROJECT MANAGEMENT

The database project team consisted of the systems librarian, two catalogers, and a representative from the UMS Public Service Council. Charged with the responsibility for creating a demonstration database of several hundred records, the project team profiled the software and established cataloging policies and procedures that would serve staff outside the library. It immediately became apparent after reviewing sample data that nonbibliographic records would require display labels and index names that would conflict with those profiled in the library's online catalog of bibliographic resources. The library software did not include the ability to manipulate record display labels for multiple formats in a single file. While access points for nonbibliographic data were similar to those on the bibliographic records, index names, type of data tagged, and preferred order of information necessitated separate files. For example, the organizational unit responsible for a program, service, or event is defined in field 110, labeled "Sponsor," and displays after field 245, which contains the name of the program or service. In the bibliographic file, corporate authors (110) are labeled "Author" and display before the title (245).

These considerations precluded integrating nonbibliographic records in the library's bibliographic database. The decision was made to create an alternative database on the library system, using the same online catalog and database maintenance software, and provide access to it from the library's public menu.

DATABASE CONSIDERATIONS

The initial database of two hundred records was built using information collected with two surveys. For faculty and administrative staff, inclusion in the online catalog was voluntary. Data were gathered from a questionnaire concerning their areas of expertise, consulting experience, and preferred types of clients. Similar surveys were conducted to collect information on the various centers, institutes, and bureaus that exist throughout the university system. Since separately indexed files for each record type (i.e., faculty, program, facility) could not be created with the existing software, the challenge was to design display labels, MARC field equivalents, definitions,

and indexing that could be mapped across three record types. The tag map shows the chart that was developed and served as a guide throughout the project (see appendix A).

CODING DATA ELEMENTS: ADOPTING THE CIF DRAFT PROPOSAL

Concurrent with the project team's concern about how to code the data elements were the efforts of the Technologies Committee of the Community Information Section of the Public Library Association. A draft document titled "Community Information Records in USMARC" was obtained from the Network Development and MARC Standards Office. (The document has since evolved into the "USMARC Community Information Format," which was given provisional approval in January 1992.) The format provided for input of nonbibliographic data pertaining to programs, services, events, organizations, agencies, and individuals into machine-readable form. The project team decided to use the draft format document, adapting it to software and database requirements.

Initial discussions centered on determining the composition of the database, data elements in each record type, and access points for all data. Definitions of the kind of data to describe three types of nonbibliographic information evolved out of the first questionnaires and included the following:

p—program/service: data about the activity offered by a group

n—individual: biographic data about an individual with particular expertise (faculty, administrative, and professional personnel)

f—facility: data about a facility, e.g., planetarium, library

Subsequently a fourth code was defined for events (q—event: data that pertain to a happening) but has not yet been used in the database. In most instances, programs and services were tied to sponsoring organizations. For this reason it was decided not to create a separate record type for organizations as prescribed by the CIF. The sponsoring resource unit associated with the program, service, event, or facility administration would be defined in field 110 and the name of the program or service in field 245. This decision reduced the amount of redundant data entry, given the specific nature of the pilot database.

```
B1001346            Last updated: 09-03-91  Created: 07-24-91  Revision: 2
01 LANG: eng   03 LOCATION: o      05 BCODE1: p      07 BCODE3: -
02 SKIP: 0     04 CAT DA 07-18-91  06 BCODE2: -      08 COUNTRY: meu
09 035        Orono
10 040        MEU|cMEU
11 092        PROGRAM #Op1001346
12 110    2   University of Maine
13 245    0   National Center for Geographic Information and Analysis
14 246        NCGIA
15 270    0   Boardman Hall, University of Maine,|bOrono,|cME|e04469. |fTel: (207
              ) 581-2149 |gFAX: (207) 581-2206 |hBITNET: NCGIA*MAINE
16 301        8:00 - 4:30, Mon. - Fri.
17 500        The research program is structured as a series of initiatives, each
              one focusing on a single topic for a period of one to two years.
              Five areas of concentration have been identified including: 1)
              Spatial analysis and statistics; -- 2) Spatial relationships and
              database structures; -- 3) Artificial intelligence and expert
              systems; -- 4) Visualization; -- 5) Social, economic and
              institutional issues.
18 500        The Center also focuses on education and has developed a model one
              -year curriculum designed to increase the availability of teaching
              materials in GIS.
19 505        In addition to research, the Center is to take steps to augment the
              nation's supply of experts in Geographic Information Systems (GIS)
              and geographic analysis in participating disciplines; promote the
              diffusion of analysis based on GIS throughout the scientific
              community; and provide a clearinghouse for disseminating
              information regarding research, teaching and applications.
20 520        To provide a national focal point for addressing the issues that
              impede the progress of research, education and knowledge
              dissemination in geographic information analysis.
21 521        Researchers, and GIS specialists.
22 536        The NCGIA is funded by the National Science Foundation.
23 550    0   Andrew Frank
24 570        Kathleen Hornsby
25 575        The Center is a consortium of the Univ. of California at Santa
              Barbara, the State University of New York at Buffalo, and the
              University of Maine.
26 581        "NCGIA Update Newsletter"
27 581        "Language of Spatial Relations: Researchable Questions and the
              NCGIA Research Agenda"
28 581        "Use and Value of Geographic Information: Specialist Meeting
              Summary Report and Proceedings"
29 581        "Two Perspectives on Geographic Data Modelling"
30 650    0   Geography|xResearch.
31 650    0   Geography|xStudy and teaching.
32 700    1   Frank, Andrew
```

Figure 1. MARC Display—Program Record.

Throughout the evolution of the project, application of the format in the local context took priority over rigorous adherence to several drafts and the final proposed format. For example, leader elements were not defined beyond the needs of the software (date, kind of data codes); 0XX fields were not defined except for a specialized record identification number; and the extensive 5XX fields were redefined to fit local categories (e.g., the 500 field is used for "Activities" instead of a generic note).

Difficulties in reconciling the difference between the survey categories and MARC tag definitions frequently led to reevaluating field definitions and display labels. Each record type dictated unique data elements, as illustrated in appendix A. In the beginning the structure favored the program record, served

faculty records adequately, and failed with facility records. Most of the 5XX display labels reflected field definitions for programs, making use of 5XX fields for faculty records awkward (e.g., "Services" label on a faculty member's expertise). Facility records used 5XX fields very infrequently, relying on a single field (311). In the latter instance, the absurdity of the end user wading through one massive block of copy was remedied by using repeated fields, which created logical breaks for a more readable public display. See figures 1–6 illustrating public and MARC displays of program, individual, and facility records.

INDEXING ISSUES

The end user's perspective guided the sequence in which information would be displayed, the choice of field labels, and how the

```
RECORD ID     PROGRAM #Op1001346.
PROGRAM       National Center for Geographic Information and Analysis.
              NCGIA
SPONSOR       University of Maine
ADDRESS       Boardman Hall, University of Maine, Orono, ME 04469. Tel: (207)
              581-2149  FAX: (207) 581-2206  BITNET: NCGIA*MAINE
TIME+PLACE    8:00 - 4:30, Mon. - Fri.
DIRECTOR      Andrew Frank
CONTACT       Kathleen Hornsby
PURPOSE       To provide a national focal point for addressing the issues that
              impede the progress of research, education and knowledge
              dissemination in geographic information analysis.
SERVICES      In addition to research, the Center is to take steps to augment
              the nation's supply of experts in Geographic Information
              Systems (GIS) and geographic analysis in participating
              disciplines; promote the diffusion of analysis based on GIS
              throughout the scientific community; and provide a
              clearinghouse for disseminating information regarding research,
              teaching and applications.
ACTIVITIES    The research program is structured as a series of initiatives,
              each one focusing on a single topic for a period of one to two
              years. Five areas of concentration have been identified
              including: 1) Spatial analysis and statistics; -- 2) Spatial
              relationships and database structures; -- 3) Artificial
              intelligence and expert systems; -- 4) Visualization; -- 5)
              Social, economic and institutional issues.
              The Center also focuses on education and has developed a model
              one-year curriculum designed to increase the availability of
              teaching materials in GIS.
AUDIENCE      Researchers, and GIS specialists.
FUNDING       The NCGIA is funded by the National Science Foundation.
AFFILIATION   The Center is a consortium of the Univ. of California at Santa
              Barbara, the State University of New York at Buffalo, and the
              University of Maine.
PUBLICAT'NS   "NCGIA Update Newsletter"
              "Language of Spatial Relations: Researchable Questions and the
              NCGIA Research Agenda"
              "Use and Value of Geographic Information: Specialist Meeting
              Summary Report and Proceedings"
              "Two Perspectives on Geographic Data Modelling"
SUBJECT       Geography|xResearch.
              Geography|xStudy and teaching.
ALT ENTRY     Frank, Andrew.
```

Figure 2. Public Display—Program Record.

data would be accessed. Indexes were created for personal name, organization, subject, publication, location, record number, and identification number. Keyword access to all fields was essential, given the extensive notes. Even with total keyword capabilities, subject access with controlled vocabulary was retained to complement the unstructured form of keywords. The Library of Congress Subject Headings were chosen as they offered the "least worst" vocabulary; the available headings often seemed confusing from the patron's perspective but were familiar from other library experiences and were comprehensive.

Very early on, a sample database of a few records was keyed into the system, and from this experience the obvious need to document entry conventions for all staff became clear. Thus, a local format handbook was devised.

LOCAL DECISIONS ON FORMAT

Throughout the project adopting the proposed national standard was emphasized whenever conflict with local interpretation or need arose. However, a number of significant points of departure evolved. Due to its history, the Community Information Format focused primarily on program-type records (organization, program or service, event). The pilot project database required an expanded interpretation of MARC structure and field definition, particularly for development of facility-type records. Thus, in the leader field, four major types of record codes were used: individual, program or service, facility, and event. The CIF did not specify a code for facility data but subsequently provided a category "z" defined as "other."

Specialized note fields were introduced in the second draft of the CIF and retained in

```
 B1000347          Last updated: 02-25-92  Created: 02-25-92  Revision: 10
01 LANG: eng    03 LOCATION: o      05 BCODE1: b      07 BCODE3: -
02 SKIP: 0         04 CAT DA 02-25-92  06 BCODE2: -    08 COUNTRY: meu
09 035        Orono
10 040        MEU|cMEU
11 092        PERSONNEL #Ob1000347
12 100    1   Casserly, Mary F. --|cCollection Development Division Head
13 110    2   University of Maine
14 270    1   Administrative Offices 1B, Fogler Library, University of Maine,
              |bOrono,|cME|e04469.|fTel: (207) 581-1659.|gFAX: (207) 581-1653.
              |hBITNET: CASSERLY@MAINE.
15 301        8:00 - 5:00 Mon. - Fri.
16 500        INSTRUCTIONAL: Willing to offer non-credit small workshops at off
              -campus locations and during alternative schedules (e.g., evenings,
              weekends, summer).
17 500        RESEARCH: Interested in collaborative research with investigators
              at other Maine campuses and from other institutions, and proposal
              and/or peer reviews.
18 500        PUBLIC SERVICE: Willing to engage in conference development
              /participation. Willing to serve as consultant in designing
              studies of library service and performance.
19 505        Areas of expertise include: collection development, selection of
              material, library planning and self study, library's role in
              regional accreditation of institution.
20 521        Librarians
21 570        Jane Brown (Tel.: 581-1661)
22 576        BA--International Affairs, George Washington University, 1972. MS-
              -Library Science, Drexel University, 1973. Ph.D--Library and
              Information Studies, Rutgers University, 1984.
23 576        TEACHING: taught 2 semesters of undergraduate level coursework in
              reference and collection development.
24 576        RESEARCH: 1) Self-study and planned change in academic libraries; 2
              ) Material availability: a study of academic library performance; 3
              ) Study of evaluation of collection development personnel
25 576        CONSULTING: Consulted as follow-up to a materials availability
              study for William Paterson College Library. Review of numerous
              research projects: i.e., research designs for studies in the area
              of library service.
26 581        |tCollection Development in College and University Libraries: a
              Comparison,|qin Hill, Joanne ed., Collection Development in College
              Libraries, 1991.
27 581        |tMaterials Availability: a Study of Academic Library Performance,
              |qwith Ciliberti, Mitchell and Hogg, in College and Research
              Libraries 48:4 (Nov. 1987) p. 513-527.
28 581        |tAccreditation: Related Self-Study as a Planned Change Process:
              Factors Related to its Success in Academic Libraries,|qin Journal
              of Library Administration 8:1 (Spring, 1987) p. 85-105.
29 581        |tAcademic Library Regional Accreditation,|qin College and Research
              Libraries 47:1 (January, 1986) p. 38-47.
30 650    0   Collection development (Libraries)
31 650    0   Library science
32 650    0   Library planning
33 650    0   Accreditation (Education)
```

Figure 3. MARC Display—Individual Record.

the final proposal. The majority of these note fields addressed information specific to programs (e.g., 571 Volunteer Opportunities Note, 574 Travel and Direction Note, 576 Generic Programs and Services Note). For the project database, this level of specificity was unnecessary, and these fields currently are not used. However, one field was added, 590 (Local General Note), to address situations where textual information would best serve the user. Also, field 575 (Structural and Other Accommodations for the Disabled), is not employed, as information is adequately noted in field 311, subfield h, as defined in the second CIF draft.

One of the most significant departures is the use of field 035 (System Control Number) for location. Initially the field was defined and labeled as campus location, but it has become more generic as the possibilities for the scope of the database broadened. The tagging and indexing have been retained in order to facilitate a first-level search by location. Geographic accessibility will be critical to patrons searching the database for resources in their vicinity. As the database grows, more geographic specificity will be necessary, and for this reason expansion of field 052 (Geographic Classification Code) is advocated to include a subfield c to incorporate a subarea

```
RECORD ID      PERSONNEL #0b1000347
SPONSOR        University of Maine
TIME+PLACE     8:00 - 5:00 Mon. - Fri.
CONTACT        Jane Brown (Tel.: 581-1661)
SERVICES       Areas of expertise include: collection development, selection of
               material, library planning and self study, library's role in
               regional accreditation of institution.
ACTIVITIES     INSTRUCTIONAL: Willing to offer non-credit small workshops at off
               -campus locations and during alternative schedules (e.g.,
               evenings, weekends, summer).
               RESEARCH: Interested in collaborative research with investigators
               at other Maine campuses and from other institutions, and
               proposal and/or peer reviews.
               PUBLIC SERVICE: Willing to engage in conference development
               /participation. Willing to serve as consultant in designing
               studies of library service and performance.
AUDIENCE       Librarians.
CREDENTIALS:   BA--International Affairs, George Washington University, 1972. MS
               --Library Science, Drexel University, 1973. Ph.D--Library and
               Information Studies, Rutgers University, 1984.
               TEACHING: taught 2 semesters of undergraduate level coursework in
               reference and collection development.
               RESEARCH: 1) Self-study and planned change in academic libraries;
               2) Material availability: a study of academic library
               performance; 3) Study of evaluation of collection development
               personnel
               CONSULTING: Consulted as follow-up to a materials availability
               study for William Paterson College Library. Review of numerous
               research projects: i.e., research designs for studies in the
               area of library service.
PUBLICAT'NS    Collection Development in College and University Libraries: a
               Comparison, in Hill, Joanne ed., Collection Development in
               College Libraries, 1991.
               Materials Availability: a Study of Academic Library Performance,
               with Ciliberti, Mitchell and Hogg, in College and Research
               Libraries 48:4 (Nov. 1987) p. 513-527.
               Accreditation: Related Self-Study as a Planned Change Process:
               Factors Related to its Success in Academic Libraries, in
               Journal of Library Administration 8:1 (Spring, 1987) p. 85-105.
               Academic Library Regional Accreditation, in College and Research
               Libraries 47:1 (January, 1986) p. 38-47.
SUBJECT        Collection development (Libraries)
               Library science
               Library planning
               Accreditation (Education)
```

Figure 4. Public Display—Individual Record.

on a town or county level. This expansion would be preferable to using field 059 (Local Geographic Classification), since a hierarchical single field could be utilized for truncated searching similar to "browsing" an LC call number index. For example, a search of BF721 for available services on child psychology could be limited to Maine, Penobscot County, town of Orono, with the coding taking the form of: 052 $a State (from LC "G" classification), $b County (from LC "G" classification), $c Community (from local list).

Concern over suppression of confidential information on individual records resulted in another point of departure from the CIF format. The need to suppress from public display fields containing confidential data on faculty records was met by assigning values to field indicators. For fields 270 (Primary Address)

and 570 (Personnel Note), the first indicator in both cases was defined to suppress the display on public screens. Indicators had been consistently discarded from the application, reflecting the lack of card production and other capabilities the system would not support. The use of indicators to suppress the display of data had not been used previously in the library system and proved to be an essential feature of the software for the project database.

Lastly, a major departure from CIF was the unique treatment of publication titles in the project database. Rather than creating both a field 581 (Publications Note) and a related field 740 (Added Entry—Specific Program Title), a separate publications title index is mapped directly from field 581, subfield t. (Subfield q is provided for nonindexed

```
 B1000159        Last updated: 08-29-91  Created: 04-30-91  Revision: 10
01 LANG: eng   03 LOCATION: o      05 BCODE1: f      07 BCODE3: -
02 SKIP: 0     04 CAT DA 04-25-91  06 BCODE2: -      08 COUNTRY: meu
09 035         Orono
10 040         MEU|cMEU
11 092         FACILITY #Of1000159
12 110    2    University of Maine
13 245    0    University of Maine Planetarium
14 246         Planetarium
15 270    0    Wingate Hall, University of Maine,|bOrono,|cME,|e04669.|fTel.: (207)
               581-1341
16 311         The Planetarium produces and presents 3 or more feature planetarium
               shows per year.  Shows or lessons are presented to public schools
               which support a curriculum-based earth science astronomy unit.
               Presentations are available for all levels and groups can arrange
               visits to suit their schedules throughout the year.
17 520         To conduct educational activities for students in astronomy courses
               and conduct outreach to public and private sectors.
18 521         Pre-K to adult public, school, University and social organizations.
19 522         Eastern and central Maine
20 531         |b$2.00 under 18, $3.00 adult and .50 per person discount for
               public school groups.
21 536         The Planetarium is supported through a combination of admissions
               fees, the University of Maine, and UM student fees.
22 550         Alan Davenport
23 575         The Planetarium is operated by the UM College of Sciences.  The
               Planetarium and the director are members of the Middle Atlantic
               Planetarium Society, The Great Lakes Planetarium Association, and
               the planetarium is an institutional member of the International
               Planetarium Society.
24 650    0    Planetaria
25 700    1    Davenport, Alan
```

Figure 5. MARC Display—Facility Record.

```
RECORD ID     FACILITY #Of1000159.
PROGRAM       University of Maine Planetarium.
              Planetarium.
SPONSOR       University of Maine.
ADDRESS       Wingate Hall, University of Maine, Orono, ME, 04669. Tel.: (207)
              581-1341.
FACILITIES    The Planetarium produces and presents 3 or more feature
              planetarium shows per year.  Shows or lessons are presented to
              public schools which support a curriculum-based earth science
              astronomy unit. Presentations are available for all levels and
              groups can arrange visits to suit their schedules throughout
              the year.
DIRECTOR      Alan Davenport.
PURPOSE       To conduct educational activities for students in astronomy
              courses and conduct outreach to public and private sectors.
AREA SERVED   Eastern and central Maine.
AUDIENCE      Pre-K to adult public, school, University and social
              organizations.
FUNDING       The Planetarium is supported through a combination of admissions
              fees, the University of Maine, and UM student fees.
FEES          $2.00 under 18, $3.00 adult and .50 per person discount for
              public school groups.
AFFILIATION   The Planetarium is operated by the UM College of Sciences.  The
              Planetarium and the director are members of the Middle Atlantic
              Planetarium Society, The Great Lakes Planetarium Association,
              and the planetarium is an institutional member of the
              International Planetarium Society.
SUBJECT       Planetaria.
ALT ENTRY     Davenport, Alan.
```

Figure 6. Public Display Record—Facility Record.

prose descriptions.) Fields 630 and 730 subfield t (Added Entry—Publications Title) remain mapped to the organization/title index in accordance with the CIF.

There are a number of fields in CIF with no current application in the pilot project database. An example would be field 440 (Series Title). To accommodate future implementation, the database has been profiled to support this and other currently undefined fields. On the other hand, the scope of some existing fields has been broadened, largely to accommodate facility and other types of records. For example, field 505 (Specific Programs Note) is a "Services" note in our application so that specific offerings of both programs and individuals can be listed and accessed with keyword indexing.

CONCLUSION

The most significant problems that arose out of efforts to balance database requirements, software, and the evolving format standard have been resolved, and the file has been re-indexed to conform to final profile changes. The overall dynamics of decision making, which began with application requirements and were subsequently dominated by the application software, are currently driven by the desire to be consistent with the national standard.

The UMSserve information and retrieval database is pivotal to the design of a public service resource network and a key component in making nonbibliographic information accessible via the network. In April 1991 the UMSserve database was made available for public searching. The database includes representation from all seven campuses across all three record types: personnel, programs, and facilities. Coverage of programs and facilities is the most complete systemwide. At present the database has 600 profiles (430 biographies, 125 program descriptions, and 45 facility descriptions). Users have access to descriptions of public service programs and facilities, and are referred to a campus coordinator for assistance in locating a person with specific expertise.

The development of the Community Information Format has been critical to the design of the UMSserve database, in that the standard addressed data elements to be contained in online nonbibliographic information and allowed for descriptions of organizations, programs, services, and individuals. CIF also met the UMSserve database requirements because it maintained relevant connections to current MARC bibliographic standards while allowing greater flexibility and latitude to fit multiple, widely varying needs with new features. The successful implementation of UMSserve has enhanced administrative and public access to local resources and expertise. ■ ■

APPENDIX A. UMSSERVE COMMUNITY INFORMATION RECORDS IN USMARC

FIELD	LABEL	RECORD TYPE I CONTENTS - FACULTY	RECORD TYPE II CONTENTS - ORG.UNITS	RECORD TYPE III CONTENTS - FACILITIES
092	RECORDID	Faculty/Staff UMSserve ID#	Program ID#	Facility ID#
100	NAME	Name of faculty member, academic and/or administrative rank		
245-246	PROGRAM		Name of Specific Public Service Program described in this record	Name of facility, meeting room, or equipment
110	SPONSOR	Name of Sponsoring Institution -b Subordinate Unit	Name of Sponsoring Institution -b Subordinate Unit	Name of Sponsoring Institution -b Subordinate Unit
035	LOCATION	Location of faculty member	Location of program	Name of facility
270-276	ADDRESS	Office address / Telephone # / FAX # / Electronic Mail	Office address / Telephone # / FAX # / Electronic Mail	Office address / Telephone # / FAX # / Electronic Mail
301-303	TIME+PLACE	Usual office hours	Usual open hours / Regular public meetings / Staff size	Usual availability
311	FACILITIES			Facilities available / Name of room / Facilities description / Equipment available / Rental fees
550	DIRECTOR		Name of unit or program director	Name of facility director
570	CONTACT	Name of UMSserve coordinator / Name of campus liaison	Name of unit or program contact person	Name of person to contact to reserve facilities and equipment
520	PURPOSE		General goals and objectives	

FIELD	LABEL	RECORD TYPE I CONTENTS - FACULTY	RECORD TYPE II CONTENTS - ORG.UNITS	RECORD TYPE III CONTENTS - FACILITIES
522	AREA SERVED	Geographic limits of public service activities	Geographic area served	
505	SERVICES	Specific areas of knowledge or specialization related to professional or personal interests	Names of specific individual programs	
500	ACTIVITIES	Availability for specific types of educational, research/consulting, and other public service activities	Specific program information and program or unit functions	Activities sponsored
521	AUDIENCE	Typical clientele	Typical clientele or target audience	Typical clientele
576	CREDENTIALS	Overview of academic and professional experience	Accreditation or certifications	Certifications
536	FUNDING	History of external funding	Funding sources for programs	Funding sources for specific equipment
531	FEES		Program fees; eligibility requirements; procedures for obtaining services; waiting period	Fees schedule; eligibility requirements; procedures for reserving facilities; general availability
546	LANGUAGE	Fluency in foreign languages	Services or staff capabilities in foreign languages	Staff ability to speak foreign languages
575	AFFILIATIONS	Complex relationships	Former names; complex relationships	Former facility and equipment names; complex relationships
581	PUBLICATIONS	Bibliography of selected publications	Unit or program publications	Publications
587	PUBLICATIONS	Misc. publication information	Misc. publication information	Misc. publication information
590	NOTE	Misc. information	Misc. information	Misc. information
600-69X	SUBJECT	Subject keywords	Subject keywords	Subject keywords
700-74X	ALT ENTRY			

NOTE: Fields which are underscored will be suppressed from display in the public catalog.