

SETTING UP YOUR AGENCY OR INSTITUTION TO PARTICIPATE IN THE TEXAS STATE PUBLICATIONS DEPOSITORY PROGRAM

As the publications liaison for your organization, you may feel a little overwhelmed with the responsibilities of this position. The job of tracking new publications and coordinating their delivery to the Texas State Library can seem monumental at first. To reduce this job to a manageable size, the Program has mapped out a four-step process that will help you get organized and win the support and cooperation of your co-workers.

Step 1 Divide your publishing activities into broad categories of publications.

For this example, we'll use three categories, representing the most common types of documents produced by state government. (Items listed below are not meant to represent an exhaustive list or to reflect the entire range of documents produced by a given agency.)

Group 1: Administrative Documents. These publications report on basic operating procedures and fulfill statutory or regulatory requirements. Their distribution is usually limited to other agencies in state government.

Annual / Biennial Reports	Requests for Legislative Appropriations
Financial Reports / Audits	Reports of Measures
Minutes of Board Meetings	State or Strategic Plans (Long-range)
Operating Budgets	

Group 2: General Information. These publications describe the organization as a whole or one of its subdivisions or programs and intentionally appeal to a broad audience.

Newsletters	Magazines
Catalogs	Directories (of facilities, services, providers)
Publications Lists	

Group 3: Special Interest Publications. These publications often address the needs of special service groups or provide information on narrowly defined areas of study and reporting.

Research Reports	Consultant Contract Reports
Guides / Handbooks	Performance / Evaluation Documents
Manuals	Statistical Compilations
Maps	

Step 2 Identify the sources of these publications and develop personal contacts at those locations.

For example, the organization's business office or administrative services division usually compiles and distributes Group 1 materials. Group 2 items are common works of a public information office.

Group 3 materials are the most difficult to track down since they usually deal with specific activities of a subdivision or program and often represent the work of only one or two employees.

Step 3 Establish a routine for collecting publications from these contacts on a regular (monthly) basis.

If all of your publications originate in a centralized print shop, you're in luck. It's usually easy to arrange for the print shop to send copies to the Library each time a publication is printed. If you do not have a central printing operation, you need to establish a network of communication for collecting these materials. In a small agency, word-of-mouth usually is sufficient to keep employees aware of the deposit requirements.

A liaison at a large agency or institution needs to establish a more formal channel of communication. One method is to introduce Program requirements with an organization-wide memo from your chief executive officer or director, and then to routinely circulate a brief reminder to co-workers on a monthly basis. (Examples of such memos follow this guide.) Both the introductory memo and the monthly reminder encourage cooperation among your co-workers and establish an entity-wide routine for collecting and routing publications to you or directly to the Library.

Step 4 Sell the Program.

Publications liaisons often lament that their co-workers are often too preoccupied or uninspired to help the liaison identify and collect publications for the Program. Winning their cooperation is easier if you also have the support of the administration and if you effectively promote the advantages of participating in the Program.

To help you bridge the gap from skepticism to cooperation, you may suggest the following points to convince your organization's administrators and employees of the importance of participation in the Program and persuade them to provide the information and publications they produce.

Point 1: Use the Program to promote yourself. A goal of the Program is to promote the content and availability of state government information as it becomes available. Before distributing your publication, the Library creates a permanent record that describes its content and origin. The Library adds this record—similar to one you would find in a library's card catalog—to the largest bibliographic database in the world, OCLC. By sending your publication to the Program, over 42,000 libraries worldwide get access to information about it through OCLC. Each OCLC record includes the title, name of issuing agency or institution, date and location of publication, subject terms that describe the content of the document, and the names of libraries that own it.

Point 2: Use the Texas State Library as your historical repository. Too frequently, the new director of a department, office or institution will "clean house" and discard backlogs of reports and surplus issues of journals and newsletters. The organization may lose the history and content of that research or work if the materials were not deposited with the Library as they were originally published. All state government employees have access, at the Texas State Library, to deposited materials. Many publications are also preserved on microfiche and sold to agencies and institutions that want to reduce the size of their surplus collections without losing the content of the information in them.

Point 3: It's the law. The law, *Texas Government Code* §441.101-106, requires agencies and institutions to send their publications to the Library. Agencies must act with due diligence to meet the legal requirements, or risk embarrassment, or worse, when the Legislature or the public asks about the availability of a government entity's publications.

EXAMPLE 1: INTRODUCTORY MEMO TO MANAGERS FROM THE AGENCY DIRECTOR

Use the following example as a guide for the agency's or institution's executive director to communicate to managers about the organization's publications. Transmit this information using the means that best suits the agency, either via printed memoranda or via e-mail. Substitute "institution" for occurrences of "agency" if appropriate.

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M E M O R A N D U M

TO: Division Managers

FROM: John Summa, Executive Director

DATE: November 12, 2012

RE: **OUR AGENCY'S PUBLICATIONS LIAISON**

Our agency is required by law to send multiple copies of its printed publications to the Texas State Library. The State Library announces their availability through an international database and makes them available to the public. In addition to the State Library, publications are made available at Texas Tech University and the University of North Texas.

The tables below this message show examples of the kinds of publications the agency should send, and the kinds of publications that are exempt from the statutory requirement.

I have designated Jane Arial, Director of Printing and Mail Services, as the print publications liaison for our agency. She is responsible for sending our publications to the State Library. To help her coordinate the collection and delivery efforts, each division manager will appoint one person to be responsible for routing copies of publications to her.

Notify Jane Arial of your division's representative by March 30, 2004. Jane will call a meeting of division representatives in early April to discuss their responsibilities in more detail. Contact Jane at ext. 7890 for more information.

The following are examples of the kinds of publications to send:

<p>annual and biennial reports audits (financial and management) bibliographies books budgets codes (as compendia, higher education only) conference proceedings consultant contract reports curriculum catalogs (graduate and undergraduate only) directories financial reports handbooks or guides journals legal reports legislative appropriations requests magazines manuals maps measures reports minutes</p>	<p>multimedia presentations newsletters (distributed externally) opinions (official) performance and funds management reports planning and evaluation documents publication catalogs publication lists research reports rosters rules and regulations (as compendia, higher education only) standards (as compendia) state and strategic plans statistical compilations studies technical bulletins telephone directories (intended for external customer use) university press books (nonfiction only)</p>
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The following are specific kinds of publications not to send:

<p>agendas advertisements alumni materials announcements artwork calendars charts codes (as compendia) contracts correspondence course schedules curriculum catalogs (department level only) drafts of plans, reports fiction forms fund raising materials grant proposals, bids hearings (transcripts of) job announcements laws (as compendia) literary criticisms memorabilia</p>	<p>memoranda (including e-mail) news or press releases newsletters (meant only for employee, faculty, or student use) notices of sale pamphlets and brochures daily or weekly periodicals (that are summarized in monthly or quarterly publications) personnel manuals photographs poetry policy handbooks (for internal use only) posters programs (announcements of) recruitment materials reprints (reissued without change) stationery student publications (produced by students) telephone directories (meant only for employee, faculty, or student use) volunteer newsletters</p>
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**EXAMPLE 2: MONTHLY REMINDER MEMO TO DIVISION
REPRESENTATIVES FROM THE PUBLICATIONS
LIAISON**

Use the following example as a guide for the publications liaison to communicate with organizational divisions. Transmit this information using the means that best suits the agency or institution, either via printed memoranda or via e-mail.

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M E M O R A N D U M

TO: Division Publications Representatives
FROM: Jane Arial, Director of Printing and Mail Services
DATE: November 12, 2012
RE: **ROUTING NEW PUBLICATIONS**

Has your division produced any new publications this month? A publication is information that is published by our agency and distributed outside the agency. Publications can be financial or statistical reports, newsletters, manuals, brochures, or other types of materials. **This is a reminder that you need to send four copies of all new publications to me** in the Printing & Mail Services department.

Exceptions. Always send me a specific number of copies of the following publications, regardless of the number originally intended to be printed.

Publication	Copies to Send
Annual financial reports and Annual operating budgets	3
State or Strategic plans (for agency services and programs)	3
Requests for legislative appropriations	2
Reports of measures (quarterly and annual)	2

If you have any questions about the kinds of publications or the number of copies to send, review the *Summary Sheet* that was distributed at our meeting earlier this month or call me at ext. 7890.