

Association of Canadian Map Libraries and Archives

**Association des cartothesques et archives
cartographiques du Canada**

**REVIEW OF MONOGRAPHIC PUBLICATION PROGRAM
WITH RECOMMENDATIONS FOR THE FUTURE**

**INTERIM REPORT
MAY 2002**

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INTRODUCTION:

At the 2001 ACMLA annual conference, a special meeting on the association's publications began the process of reviewing and restructuring the association's two key committees - the Publications Committee and the Historical Maps Committee - which are responsible for ensuring that the association continues to support the map library/cartographic archives community through its publications. David Jones' discussion paper for that session is reproduced as Appendix A.

Further to that meeting, David Jones as the ACMLA's First Vice President with responsibility for the publications program sent an E-mail on 30 October 2001 (Appendix B) to those members who had expressed interest, outlining the discussion on May 31, 2001, noting that the Historical Maps Committee would be undertaking its own review and that the *Bulletin* would not be included in the review process, and announcing that Betty Kidd would lead the review of the general publications program.

For the ACMLA executive meeting in November 2001, a proposal for the study (Appendix C) was prepared by Betty Kidd and approved. It was determined that the report to be discussed at the 2002 conference would be considered 'interim' and that the final report would incorporate other ideas from the discussions.

The present report is based, in large part, on the outline in the proposal and on the results of the questionnaire sent to the membership in February 2002.

HISTORICAL CONTEXT:

One of the four stated objectives of the Association of Canadian Map Libraries and Archives is "To support the research and professional development activities of members through publications, conferences and seminars." Certainly, the Association has had an active publication program throughout the past 35 years.

The first publication related to the Association of Canadian Map Libraries was the *Proceedings of the First National Conference on Canadian Map Libraries June 14 - 16, 1967 Public Archives of Canada Ottawa*, a 57 page photocopied and stapled document. It contained edited versions of the various papers given at that conference, an account of the business meeting at which the ACML was founded and a list of the 69 delegates present. In the early years, the primary efforts of the fledging society in the publication area would be directed to the publication of the annual conference proceedings and of regular newsletters. The *Newsletter* launched in 1968 was changed to the *Bulletin*

commencing with Issue 16 in 1974. The *Proceedings* were published until 1977 and starting in the following year, the *Bulletin* began to print selected conference papers and reports as well as the minutes of the annual meetings.

There was one exception to this emphasis. In the 1968 *Proceedings*, Joan Winearls, reporting on the progress of the *Directory of Canadian Map Collections*, noted that “it should be published in the next two - three months.” Published in 1969, the directory contained entries for 87 map collections and was priced at \$1.00 for members and \$2.00 for non-members. The 7th edition published in 1999 contains entries for 92 institutional collections and is priced at \$20.00.

Another publication first mentioned in 1968 as the planned product of a new committee - a manual of standards and procedures - was pursued in various ways for a number of years until 1981 when the first edition of a *Guide for a Small Map Collection* was published. A second edition, still available, was published in 1984.

The Production of Facsimiles Committee, established in 1972, began production of facsimiles in 1976. This Historical Maps program has contributed to the dissemination of Canada’s cartographic heritage and has earned a well deserved solid reputation through its quality reproductions and reasonable pricing.

Two folios of map library plans - *University Map Libraries in Canada*, 1975 and *Federal, Provincial and Municipal Map Libraries in Canada*, 1980 - were published at a time of growth when new map libraries were being established and older ones, renovated.

In 1988, the publication of *Explorations in the History of Canadian Mapping*, a collection of historical essays previously published in the *Proceedings* and the *Bulletin*, marked the end of a process started in 1981.

In the same year, the first of the Occasional Papers was published; to date, five have been published and another on fire insurance plans is planned.

At the present time, eight ACMLA general publications are listed for sale on the Association’s web site: the 1999 *Directory* noted previously; *Explorations ...*, 1988; the 2nd edition of the *Guide for a Small Map Collection*, 1984; and five *Occasional Papers-Early Canadian Topographic Maps*, 1988; *Sectional Maps of Western Canada*, 1989; *Standard Topographical Maps of Canada*, 1991; *Canada’s Militia Defence Maps*, 1992; and *Canadian Fire Insurance Plans in Ontario Collections*, 1995.

ANALYSIS OF THE QUESTIONNAIRE:

The questionnaire was distributed to ACMLA members in February 2002. Sincere thanks are extended to those who responded; you have provided many valuable comments and insights.

Based on the assumption that the ACMLA members who responded to the questionnaire are a representative sampling of the membership as a whole, it is evident that members have been satisfied with the publication directions followed in the past but that they are now interested in moving towards a blend of traditional and electronic publishing efforts in the future. Regular updating of the *Directory* and its availability electronically are clearly priorities for ACMLA members. Other publications envisaged in the future should be informative and carefully planned but not necessarily profit making ventures. The question of bilingualism needs to be addressed in principle and a policy developed for decision making at the time each publication proposal is considered. Although current stock levels of some association publications might be considered unreasonably high based on current sales, there is no clear agreement on what should happen.

The Questionnaire and Responses:

1. The following publications are currently listed on the ACMLA web site as being available for purchase. Please rate these publications according to your perception of their importance.

	<u>Highest rating</u>	<u>Second highest rating</u>
<i>Directory of Canadian Map Collections/ Repertoire des collections canadiennes de cartes</i>	53%	27%
<i>Guide for a Small Map Collection</i>	13%	45%.
<i>Explorations in the History of Canadian Mapping</i>	13%	-
<i>Canadian Fire Insurance Plans in Ontario Collections, 1876-1973</i>	-	18%

2a. If the content of certain publications currently available for sale is dated/stale, what do you recommend be done with existing stock? - e.g. sales at reduced prices, giveaways, destruction.

A number of suggestions were made ranging from retention of all copies if space permits to wider marketing to reduced pricing to free distribution at conferences or for postal costs to destruction/recycling. Several respondents recommended that copies of the *Guide for a Small Map Collection* be donated to public libraries, library schools, small archives and museums, and other academic institutions. One member suggested that new members be provided automatically with free copies of publications of which more copies are held than can be expected to be sold in the near future. Some were reluctant to consider destruction noting that it is a "last resort" but it was also noted that

previous editions of the *Directory* should not be retained in stock.

2b. Do you think that revised or new versions of such publications should be prepared?

Most respondents recommended that the *Directory* be revised as an electronic publication on a regular basis; some would like this publication available in both paper and electronic form. The mixed reaction to a revision of the *Guide for a Small Map Collection* is well summarized in the following comment: “A new guide would be nice to have because things have changed a lot in the profession since it was written but on the other hand, periodical articles and chapters (*Map libraries in the new millennium*) in books have covered most of it.” Others noted the need for a revision which would be for Canadian map collections of all sizes. There were also notations that *Explorations* was a one-time publication, that the publications on map series required more research and revision if reprints were to be considered and that the fire insurance publication(s) should remain in print. One member admonished that in the future, careful analysis of the market determine the print run for each planned publication.

3. Should the ACMLA publish:

	Yes	In paper format	In electronic format
a) Directories	100%	62%	100%
b) Handbooks/Guides	77%	100%	40%
c) Cartobibliographies	100%	69%	62%
d) History of cartography	46%	100%	33%
e) Cartography/Geomatics	62%	63%	62%

In addition, one respondent suggested that thematic atlases be published in electronic format and another recommended that facsimile maps be published in both formats. Another recommended that all feasible publications be issued first in paper until the breakeven point is met and then consideration be given to an electronic version.

4a. If you have responded “yes” to any of the above, what criteria should be used to determine which proposals for publication should be pursued by the ACMLA?

- 92% - the publication would be interesting and informative;
- 85% - it is deemed that the membership/profession has a requirement for the content;
- 85% - the content is not available elsewhere;
- 46% - it is anticipated that the publication will be profitable;
- 54% - a partner or partners (an institution, an association, or the private sector) has/have been identified and expressed interest;
- 38% - there is no other obvious publisher for the proposed publication;
- 92% - the proposed author(s)/editor(s) has/have prepared an acceptable proposal, including scheduling and cost analysis;
- 31% - the proposed author(s)/editor(s) is/are (an) ACMLA member(s);
- 54% - the proposed author(s)/editor(s) can demonstrate, through previous work, the ability to successfully complete the proposed project.

4b. Please list other criteria which, in your opinion, are necessary for acceptable proposals:

Additional criteria suggested included determination of the ACMLA's own priorities and publication agenda, identification of market/need for publication, estimated sales, time frame for completion with defined deliverables, recognition of the bilingual nature of the country, quality of writing and language, community needs, and utility in reflecting fundamentals about Canada's cartography and map librarianship. Several respondents suggested ideas for publications, including "a monograph of collected papers by ACMLA members on current issues in map librarianship" and "a map librarian's guide to doing something cartographically or using a particular program or assisting students with something cartographic."

5. Should consideration be given to issuing certain publications as supplemental issues of the *Bulletin*? Some members may remember that in the past, *The Canadian Cartographer* occasionally issued special issues using the title *Cartographica*.

62% - Yes

31% - No

7% - No response

The major concerns expressed were associated with the current factoring of the cost of 3 copies of the *Bulletin* each year in the membership fees and the requirement to revise fees if/when a supplemental *Bulletin* was issued. It was also noted that often a publication is too long to be published as a issue of the *Bulletin*.

6. If electronic publications are placed on the ACMLA web site, should there be a cost to access/print these?

15% - Yes

53 % - No

32% - Depends (Comments included free access for ACMLA members only; free access to the *Directory of Canadian Map Collections* but charges for other publications; and concerns about administrative and technical issues if charges applied.)

One member added that "I think we should go for fast and easy access. Perhaps some new publications should be available on the web at a cost, but I would also see our old and good publications scanned, mounted on the web site and made available at no cost."

7. If a publication prepared in partnership is to be issued electronically, should it appear:

- on the ACMLA web site;

- on the partner's web site;

92% - on both?

The need for negotiation at the beginning of the process was identified and one member added that the decision might be made dependent on the source of major support.

8. Should future ACMLA publications

8% - be bilingual (one edition);

27% - be bilingual (an English edition and a French edition);

8% - be issued in the language of the author(s)/editor(s);

38% - be partially bilingual (e.g. introductions, headings, etc.) but mostly in the language of the author(s)/editor(s)?

The other 19% did not choose any of the above.

This question generated more comments than any other in this questionnaire. The following thoughtful response needs to be considered by those responsible for the publication program in the future and indeed, by all ACMLA members:

“Difficult question. Francophone members are few, but we could ask why. This questionnaire is only offered in English. The announcement about this questionnaire by the ACMLA President was only in English. The ACMLA has an exclusively English image. Yet over the years I have attended, in Canada, French cartographic, hydrographic, and map librarianship conferences, and the level was high, the discussions penetrating and dynamic. How does one tap both sides (and I believe that both sides are realistic), I don’t know, but a certain degree of showing interest in the other side is probably needed. Some publications could easily have been bilingual because it was essentially a matter of providing French translation of short introductions to listings of maps. Similar listings could still be published in future because they are useful. Each publication is a separate case, but it should be clear to members that every time a new publication is discussed, the Association analyse what should be best done regarding the language(s). It seems that this has not been the case frequently in the past.”

All comments reflected that ideally all ACMLA publications should be bilingual. Many, however, were concerned about the practicality - for example, “it would greatly increase the cost”, “not many of our members are totally bilingual enough to prepare materials in both languages” and one respondent referred to difficulty in marketing to other countries. Others prioritized the types of publications - for example, “Having items like the directory and guides in both languages would be great. Bibliographies are less necessary to have everything in both languages. More items in the *Bulletin* and reports put on the web page, would be usefully translated into one or the other language, depending upon which it has been submitted in.” Other suggestions were that “the *Bulletin* should be bilingual (one edition)” and that in all publications, “at a minimum, abstracts be included in the second language.”

STOCK LEVELS AND SALES:

In a report prepared by the Publications Officer for the five-year period from 1996 to 2000, the sales per title are noted and in the *Bulletin*, Number 113, the sales for 2000 and the inventory of publications are included in the committee reports for 2000-2001.

	<u>Copies sold</u>		<u>Inventory</u>
	<u>1996-2000</u>	<u>2000</u>	<u>2000</u>
<i>Explorations in the History of Canadian Mapping</i>	8	1	238
<i>Guide for a Small Map Collection</i>	14	2	110
<i>Directory of Canadian Map Collections/</i>			
<i>Repertoire des collections canadiennes de cartes, 6th edition...</i>	2	-	123
<i>Directory of Canadian Map Collections/</i>			
<i>Repertoire des collections canadiennes de cartes, 7th edition.</i>	129	59	70
<i>Early Canadian Topographic Map Series:</i>			
<i>Geological Survey of Canada, 1842-1949</i>	3	1	270
<i>Sectional Maps of Western Canada, 1871-1955</i>	4	2	266
<i>Standard Topographical Maps of Canada, 1904-1948</i>	4	1	263
<i>Canada's Militia Defence Maps, 1905-1931</i>	6	2	234
<i>Canadian Fire Insurance Plans in Ontario Collections, 1876-1973</i> ...	42	2	48

Based on these figures, it is obvious that sales are highest in the year of publication and that immediately following; a steady but small number of sales do occur after that time. Projections of current sales into the future for several of the publications compared to the current stock levels provide statistics that indicate some action is necessary - for example, the current inventory of the *Guide for a Small Map Collection* at projected sales of 14 copies per 5 years will last 39 years or until 2040; the current inventory of *Geological Survey of Canada, 1842-1949* at projected sales of 3 copies per 5 years will last 90 years or until 2091.

There has been discussion for many years of possible actions to dispose of this large inventory backlog, but since there is no current storage problem, there has been no impetus for decisions. However, there are possible awareness and financial benefits to taking action at this time; the replies to question 2a in the recent questionnaire suggest a number of possible actions.

RECOMMENDATIONS:

1. ***ELECTRONIC PUBLICATIONS/ACMLA WEB SITE:*** It is recommended that the ACMLA place a high priority on further development of its web site to enable various association publications to be made available in electronic format.

The initial and on-going financial and human resource commitment to develop and maintain the web site must be determined and evaluated.

There are numerous decisions to be made, including which new publications and current paper publications will be available electronically and whether or not free access will be provided to all or certain electronic publications. The questionnaire responses indicated a strong desire to have at least the *Directory of Canadian Map Collections* available electronically.

2. PLANNING FOR FUTURE PUBLICATIONS: It is recommended that the ACMLA **take** a proactive and longer term approach to planning for and of future publications. This planning should be incorporated into the development of a business plan for the Association.

Steps might include identification of the information needs of map librarians and cartographic archivists; publication of requests for proposals; development of guidelines/a rating guide for proposals; development of contractual agreements with the author(s) which identifies time frames, defines deliverables, etc.; development of a general marketing strategy as well as specific strategies for each planned publication or type of publication; determination of the press run for each paper publication; etc.

Historically, the ACMLA has had a strong and respected publication program. At the present time, the facsimiles of historical maps are undoubtedly the flagship of the Association's program and the *Bulletin* is a highly respected journal. With a good planning process in place, the general/monographic publication program will become an equal partner in this publication triumvirate.

3. PARTNERSHIPS, GRANTS AND SPONSORS: It is recommended that the ACMLA investigate both the possibility of joint publications with such partners as institutions and other associations and of available financial assistance for publications through grant programs and private sector sponsors.

If this type of assurance was available, the Association could undertake more and larger-scale projects than is possible with the present limited financial and human resources of a mid-size volunteer group. This recommendation is not to negate the extraordinary efforts of the ACMLA and its individual members in the past 35 years and at the present time, but to build on a strong existing structure.

4. BILINGUALISM: It is recommended that the ACMLA review its current policy on the use of Canada's two official languages in its publications and develop criteria for the level of bilingualism to be attained in various types of publications.

5. REDUCTION OF INVENTORY LEVELS: It is recommended that action be taken to reduce current inventory levels to a maximum of a projected 10 year supply for each publication.

Copies of the 6th edition of the Directory of Canadian Map Collections should be recycled.

A marketing/distribution strategy should be developed for each of the other publications or categories of publication. These strategies should result in either financial benefits for the Association (e.g., price reductions and increased sales) or positive feedback on the Association's initiatives to make these surplus publications available to a wider public.

ACMLA Publications - Special Meeting

May 31, 2001 - CARTO 2001 – Montreal

Background Information:

Publications are a key aspect of ACMLA. They are implicit in a number of our Association's objectives and explicit in one in particular:

- To engage in activities which further the Canadian research community's and public's awareness, use and understanding of cartographic materials.
- To create and maintain an active communication network for the exchange of information among members and the cartographic community.
- To support the research and professional development activities of members through publications, conferences and seminars.**

ACMLA has a history of publishing significant material supporting the cartographic community and continues to do so. These efforts are co-ordinated by the Association's **Publications Committee**. (see terms of reference – attached)

The ACMLA publishes significant monographic reference works such as:

Explorations in the History of Canadian Mapping.
Barbara Farrell, Aileen Desbarats. 1988.

Directory of Canadian Map Collections/Repertoire des Collections Canadiennes de Cartes, 7th/7e ed.
Melissa S. A. Leitch. 1999.

Canadian Fire Insurance Plans in Ontario Collections, 1876 - 1973.
Occasional Paper #5. Lorraine Dubreuil, Marcel Fortin, Cheryl Woods. 1995.

ACMLA also publishes two major serials: *The Bulletin of the ACMLA* and the *Historical Maps of Canada*.

The past year has seen the resignation of the chairs of both the Publication Committee itself and the Historical Maps Committee (responsible for the Historical Maps of Canada series) both after a long period of dedicated service to the Association.

This presents us with an opportunity to review how our Association handles these aspects of the publications program.

As 2nd Vice President, responsible for the publications program, I am looking forward to this meeting as an opportunity to fashion structures for both the Publications Committee itself and for the Historical Maps Committee which will enhance both their effectiveness and the possibilities for membership involvement in their activities.

Publications Committee

As a starting point for discussion, I am proposing the following:

Premise: The Publication Committee should be comprised of the individuals who have responsibility for the various aspects of the Association's publishing activities.

2nd V-P
Bulletin Editor
Chair of the Historical Maps Committee
Publications Officer
Webmaster
Interested Members

Chair – elected by the Committee.

Historical Maps Committee

For the past few years the production of the Historical Map Series has been the responsibility of Cheryl Woods who has seen the production of 2 or 3 facsimiles each year. This series has been and continues to be one of the most successful activities of the Association.

Cheryl is now stepping down from these responsibilities and leaves large shoes to fill. No one has stepped forward to take on, single-handedly, this major task

The Terms of Reference, below, outline the large and somewhat intimidating scope of this committee but indicate that the responsibilities could be distributed among a number of individuals to allow manageable and rewarding opportunities for involvement.

As a starting point for discussion, I propose the following:

Premise: The Historical Maps Committee, responsible for the Historical Maps Series be composed of a number of individuals who will each take responsibility for one or more aspects of the program.

Orders: Receipt and filling of orders

Sponsorship: Identification of sponsors for new bird's eye views or facsimile maps, negotiation of agreements; identification of original to be reproduced, determination of print run and costs

Inventory: Inventories have been taken twice a year to reflect stock

Finances: Processing of payments and maintenance of records working with Publication Officer and Treasurer

Marketing: Publicizing the availability of new and existing maps

Reports: Preparation of annual for Association AGM

[More detailed descriptions of these activities are available on request from: david.jones@ualberta.ca]

Chair – elected by the Committee

Committee Descriptions

PUBLICATIONS COMMITTEE:

TERMS OF REFERENCE:

To seek out and encourage publications by Members or others, that would be of benefit to cartographic information specialists.

REPORTING STRUCTURE:

*A Standing Committee reporting to the Board of Directors through the Second Vice-President.
Authors of individual publications will report to the Board through the Publications Committee.*

MEMBERSHIP:

Full members in good standing.

DUTIES AND RESPONSIBILITIES:

The Committee shall carry out the ACMLA policies relating to publications, noted below:

1. Ensure that publication of the ACMLA Bulletin is the first priority of the publishing activity of the Association.

2. All publications bearing the ACMLA imprint or receiving funding from the Association should attempt to:

- i) Promote high standards in the preservation and management of, and access to cartographic collections in Canada*
- ii) Engage in activities which further the Canadian research community's and public's awareness, use and understanding of cartographic materials*
- iii) Create and maintain an active communication network for the exchange of information among members and the cartographic community*
- iv) Support the research and professional development activities of members through publications*

3. The ACMLA imprint will be restricted to those publications which have been approved in writing by the Board of Directors, acting on behalf of the Association. The Association should have the first consideration for the publication of any work produced by an ACMLA committee.

HISTORICAL MAPS COMMITTEE:

TERMS OF REFERENCE:

To preserve and popularize the rich Canadian cartographic heritage through publication of facsimile maps.

REPORTING STRUCTURE:

A Standing Committee reporting to the Board of Directors through the Second Vice-President.

MEMBERSHIP:

Full members in good standing.

DUTIES AND RESPONSIBILITIES:

1. To select historical maps of Canadian interest for reproduction as facsimiles.

2. To obtain sponsors for facsimile maps; to arrange correspondence with sponsors, payment of fees and delivery of agreed-upon facsimiles after printing.

3. To arrange for the photography or obtain negatives of the selected maps; to negotiate printing of the facsimile maps bearing the Association's logo and appropriate marginal information; to supervise printing and payment of the printer upon satisfactory completion of the print job.

4. To arrange the storage and distribution of the facsimile maps to the financial advantage of the Association; to advertise and promote map sales as appropriate.

5. To maintain records of sale, accounts and inventory in accord with recommendations of the Association's auditor or the Board.

APPENDIX B

E-MAIL FROM DAVID JONES DATED 30 OCTOBER 2001

Hi Folks:

As you may remember from the pre-conference material (see attached Word files) and the discussions at the special meeting on ACMLA publications, the membership and role of the Publications Committee and the role of publications in general is being reviewed this year. Since this is a new challenge for me, an area in which I have little experience, I am hoping that the collective wisdom of a number of us, all with interests in publications and the publication process, will be able to guide us to a successful end.

Betty Kidd, who has considerable experience with our publications as an author, as an editor of the Proceedings and Bulletin in the Association's early years and as Publications Officer when it was a combined position with that of Treasurer has agreed to lead this review. She may be reached by e-mail at bkiddca@yahoo.ca or by telephone at (613) 445-2950.

Involvement of the entire membership will be solicited but we felt that the initial stages would be better handled by a smaller group who could prepare an outline or plan for wider circulation and discussion. Thus, as a first step, we are including you and the others listed in the 'To' field of this e-mail [also listed at the end of this message]; the ACMLA Executive is noted in the 'cc' field. If you wish to suggest anyone whom you think could contribute at this stage, please let me know.

The publication program includes a number of areas, some of which I do not believe need to be considered in detail in this review. Specifically, the Bulletin is proving very successful under the direction of Cathy Moulder and the Historical Maps Committee is undertaking its own review. However, there will certainly be interaction among the groups.

The main area of concern is, thus, the general publications program, including the relationship of the website to publications activities.

Below is a summary of the discussion at the meeting in Montréal.

ACMLA Publications

Special meeting - May 31, 2001

The meeting saw a lively discussion of a number of the issues and questions relating to the ACMLA publications program.

The **Historical Maps Committee** has been re-populated and initially will focus on expanding the marketing and sales of the facsimiles. Its members are:

Terri Milton -	miltont@nscs.ns.ca
Tammy Hannibal - HBC Archives	thannibalp@chc.gov.mb.ca
Gord Beck – McMaster	beckg@mcmaster.ca
Cheryl Woods - UWO	cawoods@uwo.ca
Louis Cardinal - (ACMLA Publications Officer)	lcardinal@archives.ca
David Jones - (ACMLA 2nd V-P)	david.jones@ualberta.ca

The **Publications Committee** will focus on assessing the role of publications in ACMLA. This will include the role of the website. The membership listserv will be used to encourage membership awareness and participation in this process.

Publications Committee role and composition:

As suggested in the pre-conference distribution, the Committee will be composed of a core made up of the individuals involved with association publications and also additional members interested in the publication activities of the association.

Membership:

David Jones	Acting Chair	U of A	david.jones@ualberta.ca
Cathy Moulder	Bulletin	McMaster	moulder@mcmail.cis.McMaster.CA
Nan Fern	Website	Queen's	FERNN@post.queensu.ca
Louis Cardinal	Pubs Officer	Nat. Archives	lcardinal@archives.ca
Beth Ray		Carleton	beth_ray@carleton.ca
Shirley Harmer		Queen's	harmers@post.queensu.ca

[Subsequently Betty Kidd bkiddca@yahoo.ca has joined the committee]

Members of the Historical Maps Committee are invited to participate and will be on the distribution list of the Publications Committee. The consensus was that the overall role and function of publications within the association should be reviewed before new directions and initiatives are undertaken. At this time, there is only one publication 'in the works' - the national directory of insurance plans being prepared by Lorraine Dubreuil and Cheryl Woods.

Among the activities to be considered are:

- Review of sales of existing publications - Which ones are active? - Which are not? - Can they be better publicized?
- What types of publications are needed?
- Role of the website and the Bulletin within the publications program, both in terms of the publication platform and publicity for existing publications.

Other comments:

The ACMLA Executive is considering the development of a business plan. The role of publications should be a major consideration in this process

So, where do we go from here? If I had a clear plan, I'd be typing it here!!! But this is where you

(individually and collectively) have a role to play. Have you had any experience with a project similar to this? What are the issues that you see as most pressing? What do you suggest as a process to identify and address the issues?

I am looking forward to hearing from you. Please 'reply to all' so that we can all share your contributions.

Many thanks,

David

Distribution: Betty Kidd, Cathy Moulder, Nan Fern, Louis Cardinal, Cheryl Woods, Beth Ray, Shirley Harmer, Gord Beck, Terri Milton, Tammy Hannibal, Alberta Wood, Frances Woodward, Grace Welch, Susan Jackson, James Boxall, Pat McIntyre, Marc Cockburn, Lorrian Dubreuil, Ed Dahl

Attachments:

<<CARTO 2001 - Meeting.doc>> <<ACMLA Publications - Your chance to participate!!!!.doc>>

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APPENDIX C

REVIEW OF ACMLA MONOGRAPHIC PUBLICATION PROGRAM

I. Historical Context (1967- present)

- early directions
- publications
- cost analysis/sales
- reviews
- importance to profession

II. Publications currently available for sale (dating from 1984 to 1999)

- analysis of stock levels and sales
- content dated or of longer term interest?
 - new editions needed? e.g. *Guide for a Small Map Collection*
- marketing strategies
 - active advertising
 - reduction sales, giveaways, destruction?
 - status quo to continue?

III. Publications in Future

- to publish or not?
 - why publish? - for profit? - service to membership/ profession? - both?
 - if publisher, status quo or as partner (e.g. with other associations, institutions, private sector)?
 - limited role - certain types of publications only - e.g. directories, guides?
 - broad role - determination of types of publications (including cartobibliographies?) needed by map librarians/archivists
- pro-active?
 - publish request for proposals/approach possible authors for written proposals
 - guidelines/rating guide for proposals, including content and cost analysis
 - contractual agreement with authors, including time lines and cost factors
- reactive?
 - unsolicited proposals scheduled or spontaneous?
 - guidelines/rating guide for proposals, including content and cost analysis
 - contractual agreement with authors, including time lines and cost factors
- paper or electronic?
 - development of criteria for decisions
 - no satisfactory single solution
- if paper
 - role for Bulletin? Supplemental issues? (e.g., in past, occasional *Cartographica* to supplement *The Canadian Cartographer*?)
 - subscriptions/print on request
- if electronic
 - implications for ACMLA website
 - on institutional web sites - e.g. NA?, NL? Other?
- development of marketing strategies
 - general
 - publication specific

REVIEW STEPS

APPENDIX D

Steps:

1. Commenced with circulation of text by David Jones and meeting of interested persons at CARTO 2001.
2. 30 October 2001 - E-mail from D. Jones to those who expressed interest - no response to date (15 November)
3. Development of ideas/questionnaire by D. Jones and B. Kidd for circulation to those who expressed interest and later, to membership as whole **OR** to membership immediately. (Approval required by executive?)
4. Development of draft report, with recommendations, based in part on input.
5. Draft report to executive and publication committees for comment.
6. Revision based on comments.
7. Final report with recommendations for discussion at CARTO 2002 and for executive decisions.