2002 Year in Review

The Year in Review was compiled and written by Mark Needleman with contributions from Joan Aliprand, M. E. Brennan, Priscilla Caplan, Robin Dale, Denise Davis, Ray Denenberg, Brian Green, Rebecca Guenther, Bill Moen, Oya Rieger, and Eric F. Van de Velde.

Introduction

by Pat Harris, NISO Executive Director

The economic and social forces that shaped the larger post-9/11 world that standards are a part of also shaped events and developments in NISO. It was a year of re-examination as the NISO Board engaged in serious strategic planning, coupled with good progress as NISO committees continued to think through and test their models and recommendations.

It was a year that saw NISO’s work take hold in new ways, as the DOI (Z39.84) powered CrossRef collaboration gained momentum and NISO’s Z39.50 (ISO 23950) standard, birthed in the OSI-world, took its place in the Web environment.

Increasingly we saw NISO committees doing their work in new ways, convening by teleconference, Web conference, and email chat. And, knowing that community testing is an important part of building a base of implementors, increasingly NISO committees showed they were not afraid to release an early draft for trial use.

Standards development is a long term, high-stakes activity that requires years of commitment from teams of expert professionals. There is rarely one, clear-cut direct line to the end-product. Like an ascent on Everest, the route can change due to redirected winds and switchbacks. Although frustrating, these are a necessary part of the journey—but the view from the top is spectacular.

All NISO standards are components in the toolkit required to build information systems that enable interoperability crafted by professionals who value content. The NISO community knows that, at the end of the day, it is vitally important that information be interoperability-enabled and accessible and that our business operations—whether in the nonprofit or for profit sector—be efficient and cost effective. That is the “peak” that all NISO committees focus on. Within that context there are many routes—identifiers, codes, file formats, profiles, data dictionaries, metadata and description—that all converge on the summit of interoperability.
Part 1—NISO Activities

Digital Still Images Technical Metadata Dictionary Developed

NISO Committee AU, in conjunction with AIIM International, issued NISO Z39.87 / AIIM 20, Data Dictionary—Technical Metadata for Digital Still Images as a Draft Standard for Trial Use in June 2002. While many organizations had defined descriptive metadata for the purpose of discovery and identification of images, little work had been done on the metadata necessary to document image provenance and history (production metadata) and to ensure that image data will be rendered accurately on output (to screen, print, or film). This standard addresses that gap by presenting a comprehensive list of technical data elements relevant to the management of digital still images' quality assessment and data processing throughout the image life cycle. Applications that validate, process, refresh, and migrate image data against criteria encoded as technical metadata as defined in this standard are viewed to be essential components of large-scale digital repositories and digital asset management systems.

Circulation Protocol Standard Approved and Published

Committee AT completed development of ANSI/NISO Z39.83, NISO Circulation Interchange Protocol, which was approved for publication by NISO in July 2002 and by ANSI in October. The standard defines the transactions needed to support circulation activities among independent library systems and facilitates direct patron borrowing, remote patron authentication, on-line payment, and controlled access to electronic documents. Part 2 of the standard is an accompanying Implementation Profile; the standard accommodates and encourages the development of additional implementation profiles. Eight application profiles associated with Implementation Profile 1 have also been defined and are available on NISO's NCIP Resource Web page. A NCIP Implementors Group was initiated in October to assist implementors with guidelines on conformance interoperability.

OpenURL Framework Development Progresses

Much of Committee AX's focus on the OpenURL standard has been to put in place a general framework to enable communities beyond the original audience of scholarly information users to adopt extended-linking services—without having to redo much of the original OpenURL work. With the general framework in hand, the Committee's December 2002 meeting centered around lowering the barrier of entry for new implementors. To attain this goal, the Committee decided on two complementary strategies:

- Create a separate document for the general framework, which is necessarily abstract. This document will standardize the "ContextObject" concept. It is crucial reading for those implementors who are planning to expand extended-linking services to other communities. However, most current implementors will already be familiar with this framework.

- The OpenURL standard will use the ContextObject framework but will be a self-contained, more concrete document. A “Community Profile” will be included in the standard. The incorporated profile will focus on the scholarly information community and serve as an example for other communities to develop profiles.

A reasonable, but aggressive, timetable was agreed to that could produce a draft standard for trial use in the 1st Quarter of 2003.

Z39.50 Maintenance Revision Approved

In April 2002, NISO released for ballot a maintenance revision of Z39.50 incorporating all the corrections, defect reports, and amendments approved by the Z39.50 Implementors Group (ZIG) since 1995. Changes and additions include implementor agreements, amendments such as duplicate detection service and encapsulation, defect reports, commentaries, clarifications, version 3 baseline requirements, the Z39.50 attribute architecture, and a negotiation model. Balloting concluded in May; there were no negative ballots, but several comments require further editing. The revised standard will be published in early 2003.
U.S. National Z39.50 Profile Nears Completion

Members of NISO Standards Committee AV have produced a draft standard, ANSI/NISO Z39.89, The U.S. National Z39.50 Profile for Library Applications, which will be issued for formal balloting in February 2003. The profile identifies a subset of specifications from the Z39.50 standard that would support bibliographic search and retrieval from library catalogs. The U.S. profile is based on and compatible with The Bath Profile: An International Z39.50 Specification for Library Applications and Resource Discovery, but makes provision for national requirements.

Development of a second part of the profile for the retrieval of bibliographic holdings is underway and is anticipated to be issued as a Draft Standard For Trial Use during the first quarter of 2003.

Networked Reference Services Standard Initiated

A new committee AZ was formed in 2002 to develop a standard for Networked Reference Services that will include a question processing transaction protocol for interchange of messages between digital reference domains and metadata element sets to identify and describe key components of both question and answer data and institutional and personal data. The committee was also tasked to conduct experimentation and/or research in both areas to test the proposed standard.

Two subcommittees are working in parallel. A protocol subcommittee is developing the Question/Answer Transaction Protocol (QATP) and set of messages. They have issued for comment a list of use cases, or functional scenarios, that the protocol is required to support. A second document, a protocol model and service description, is currently in draft and will also be available for comment in the first quarter of 2003. A metadata subcommittee is compiling a glossary related to current documents and will be addressing metadata issues arising from the use cases and protocol model documents.

NISO/EDItEUR Joint Working Party Established for Exchange of Serials Information

In November 2002, NISO and EDItEUR established a Joint Working Party (JWP) to explore the feasibility of developing a standard format for exchanging information related to serials subscriptions. The JWP was formed to follow up on a study, The Exchange of Serials Subscription Information, commissioned by NISO with support from the Digital Library Federation (see For Your Professional Education, p. 16). The study detailed several types of exchanges between libraries, content aggregators, publishers, and publication access management services and indicated that a standard exchange format would be beneficial in many cases. It also concluded that the emerging ONIX for Serials standard would provide a good foundation for such a format.

The JWP is co-chaired by Priscilla Caplan (Florida Center for Library Automation) and Richard Gedye (Oxford University Press), and has strong international representation from all sectors represented in the study. The group is charged to recommend specific changes to the ONIX for Serials standard needed to support exchange of serials subscription information, and to organize a pilot project involving publishers, intermediaries, and libraries. The pilot is expected to run from May to July 2003.

Revision of Library Statistics Standard

Committee AY finalized the revision of ANSI/NISO Z39.7, including a name change to Information Services and Use: Metrics and Statistics for Libraries and Information Providers – Data dictionary. In July 2002, it was issued in a Web-accessible and searchable format as a Draft Standard for Trial Use. More than a dozen comments have been received by the Committee—some utilizing the online comments form—ranging from simple grammatical changes to more complex suggestions about the functionality of the data dictionary. Editorial changes will be incorporated quarterly during the review period but comments that would yield format or design changes to the database will be cumulated for processing at the end of the comments period (July 2003). A listserv has been created to encourage discussion beyond the formal comment structure.

Revision of Bibliographic References Standard

Committee OO completed revision of ANSI/NISO Z39.29, Bibliographic References, in December 2002 and the revised standard will be made available as a draft standard for trial use early in 2003. The standard is designed to prepare bibliographic references
that will result in the unique identification of print and non-print materials, both published and unpublished. It is intended to enable researchers, writers, and editors to clearly identify bibliographic sources and facilitate the retrieval of the cited references by users. The entire area of electronic information has grown enormously since the standard was issued in 1977; the revision includes an extensive section dealing with a variety of electronic formats.

**Part 2—Other Activities of Interest**

**ZING Releases SRW and CQL Specifications**

The ZING Initiative (Z39.50 International Next Generation) has released Version 1.0 of SRW (Search/Retrieve for the Web) and CQL (Common Query Language). The SRW Initiative recognizes the importance of Z39.50 as currently defined and deployed and builds on Z39.50 semantics to create a Web service protocol. SRW facilitates creation of gateways to Z39.50 systems while reducing the barriers to new information providers by allowing them to make their resources available via a standard search and retrieve service.

SRW uses CQL, a powerful yet intuitive language for representing queries to information retrieval systems such as Web indexes and bibliographic catalogs. The development of CQL responds to a need for a query language that falls somewhere between powerful and expressive but complex languages—like SQL, Z39.50 Type-1, or W3C Xquery—and simple and intuitive but not very expressive languages, like Common Command Language (CCL). CQL attempts to combine the simplicity and intuitiveness of Google™ searching with the expressiveness of Z39.50.

The SRW and CQL version 1.0 specifications will remain stable for a six- to nine-month period. Version 1.1 will be developed based on implementation experience during this period.

**MODS**

The Metadata Object Description Schema (MODS) was made available for experimentation in June 2002; a revision based on comments received from implementors and potential implementors was issued in January 2003. MODS is an XML schema that contains a subset of MARC bibliographic element fields, allowing for description that is richer than Dublin Core but simpler than full MARC. Potential applications include: a specified format for Z39.50 Next Generation, an extension schema for descriptive metadata for a METS document, a rich descriptive metadata record using language based tags for harvesting (e.g., using OAI), representation of a simplified MARC record in XML, and original resource description using XML and language-based tags compatible with MARC data.

**MARCXML**

The Library of Congress’ Network Development and MARC Standards Office has developed a framework for working with MARC data in an XML environment. The framework, which includes many components such as schemas, stylesheets, and software tools, is intended to be flexible and extensible to allow users to work with MARC data in ways specific to their needs.

All of the essential data in a MARC record for any of the formats (bibliographic, authority, holdings, classification, community information) is converted and expressed in XML, allowing for round-trip conversion to and from MARC. Fields are treated as elements, tags and indicators as attributes, and subfields as subelements with the subfield code as an attribute. The base schema output can be used where full MARC records are needed or act as a “bus” to enable MARC data records to go through further transformations such as to Dublin Core.

**MPEG**

MPEG is the ISO/IEC Moving Picture Experts Group (JTC1 SC29/WG11), best known for its compression standards for audio and moving pictures. So why should the NISO community be interested in their work? The answer lies in the program of work labeled MPEG-21, the task of pulling together, and developing where necessary, the underlying standards for identification, description, usage rules, packaging, and distribution of all digital content—including text, audio, and video.

MPEG-21’s first step was to produce ISO/IEC Technical Report 21000-1, Vision, Technologies and Strategy, which identified the various layers of specifications that would need to be standardized. These include the Digital Item Declaration, Digital Item Identification and Description, Rights Expression Language, Rights Data Dictionary, and Event Reporting. Although all of this work is of importance to the information industry, the *Rights Expression*
Language (REL) and Rights Data Dictionary (RDD) are of particular interest to NISO members. REL provides the syntax for describing rights and permissions in a machine processable format, based on ContentGuard’s XrML (eXtensible rights Markup Language). The RDD provides the vocabulary for use within the REL syntax and is based on the work of the <indecs>™ (interoperability of data in e-commerce systems) project. Both the REL and the RDD are about to be released as a Final Committee Draft for voting by national bodies.

Since the work of MPEG is driven by the commercial requirements of the film and music industries, it is essential that the interests of the information sector be represented and that the REL and RDD are able, for example, to express the often quite complex terms of agreements between publishers and consortia on the use of electronic publications. EDItEUR, who has a formal liaison with MPEG, drafted a statement to this effect with input from IFLA, STM, and the International Publishers Association. MPEG has responded with a formal statement agreeing to work with them to ensure that their requirements are met.

ONIX

Use of ONIX, the international standard for representing and communicating book industry product information in electronic form, continues to grow internationally as functionality and applications increase to match demand. The new ONIX Release 2.1 is expected to be issued in early 2003, as will the first fully specified version of ONIX for Serials, initially aimed at providing a format for the communication of item (article) level metadata and structured tables of contents.

Following a presentation by Robin Dale of RLG at a joint NISO / BIC seminar during the London Online show in December, dialogue has now started on the use of ONIX to provide metadata for digital preservation purposes and the further elements that will be required to carry the necessary technical metadata.

The British Library has already announced that it will accept metadata in ONIX format to accompany deposited items. In Germany, a new ONIX-based Books in Print service has been launched by the German Book-sellers Association who are providing CIP records in ONIX format to the Deutsche Bibliothek. The Library of Congress reported on some of their applications at the NISO / EDItEUR ALA Midwinter Program in January 2002.

Unicode

Version 3.2 of the Unicode™ Standard was released in March 2002. This version adds the most extensive set of characters for mathematical and technical publishing yet defined, the result of a cooperative project with the Scientific and Technical Information eXchange (STIX) Project of the Scientific and Technical Publishers (STIPub) Consortium. The standard is now sufficient for all known character encoding requirements, including full coverage of all historic scripts of the world and common notational systems. Three encoding forms—UTF-8, UTF-16 and UTF-32—are defined that encode the same common character repertoire and can be efficiently transformed into one another without loss of data.

Version 4.0 is under development, with projected publication by Addison-Wesley in 2003. Alpha versions of Unicode 4.0.0 data files may be accessed through the Unicode Web site.

The World Wide Web Consortium (W3C)

The mission of W3C is to develop interoperable technologies (specifications, guidelines, software, and tools) for the World Wide Web in order to develop and enhance its usability. Among the notable activities that have occurred within the W3C in the last year are:

The XML Query Working Group is developing a query language for XML intended to extract data from real and virtual documents on the Web and provide the needed interaction between the Web world and the database world. The language is intended to be usable against individual XML documents (native and “virtual”) and collections of documents.

Given the ever increasing use of XML in OPACS and other library applications, there may be some interesting implications and opportunities for libraries as this language develops and is implemented. The initial ver-
sion of the language is expected to be finalized sometime in 2003.

SOAP (Simple Object Application Protocol) Version 1.2 became a Candidate Recommendation in W3C in 2002, one of the final stages in the W3C standardization process and indicating that a standard has achieved a high degree of stability. SOAP is a lightweight mechanism for exchanging structured information in a distributed environment using an XML protocol that supports messaging between applications, one of the protocols employed in the Z39.50 ZING activity described above.

The XML Core Working Group is responsible for the XML syntax document and several related standards. In 2002, XML 1.1 became a W3C Candidate Recommendation. XML 1.1 updates the XML syntax to include support for Version 3 of Unicode and updates some of the rules for normalization by XML processors. In addition, Namespaces in XML 1.1 advanced to Candidate Recommendation. Namespaces in XML provides a mechanism for defining XML tags using multiple vocabularies and authorities and avoiding clashes when multiple authorities have defined the same tag.

The W3C Web Ontology Working Group is developing a language (OWL) to extend the semantic reach of current XML and RDF (Resource Description Framework) metadata efforts. This language will allow the explicit representation of term vocabularies and the relationships between entities in these vocabularies, allowing greater machine readable content on the Web. A further necessity is for this language to be based on clear semantics (denotational and/or axiomatic) to allow tool developers and language designers to unambiguously specify the expected meaning of the semantic content when rendered in the Web Ontology syntax. Working drafts of the OWL 1.0 Abstract Syntax, Language Reference, and Guide Synopsis were issued in 2002.

The W3C Web Services Activity consists of several different working groups. The Web Services Architecture Group was chartered in 2002 to lay out a coherent architecture of Web services. Among the requirements for the architecture are that the design must emphasize simplicity, modularization and decentralization; the technologies used in Web services must use XML; the architecture of Web Services must fit into the overall architecture of the Web; the architecture must be platform independent and not preclude any programming model or assume any particular mode of communication among peers; and the architecture must be extensible and support distributed extensibility — without third party agreement — where the communicating parties do not have a priori knowledge of each other.

The Web Services Description Working Group, also chartered in 2002, is defining WSDL 1.1 (Web Services Description Language), a language for a Web service to describe itself and how it interfaces to other applications in a standardized structured manner. WSDL is one of the technologies employed in the Z39.50 ZING activity.

In addition, the Web Services Task Force of the W3C’s Internationalization Activity published a draft in December 2002 of Web Services Internationalization Usage Scenarios, examining the different ways that language, culture, and related issues interact with Web Services architecture and technology. This will be used to develop requirements for Web Services internationalization and a set of guidelines and best practices for implementors. Ultimately this will support the development of standards and best practices for those interested in implementing internationalized Web Services. It may also help discover latent international considerations in the various Web Services standards and propose solutions to the responsible groups working in these areas.

**Conclusion**

It is clear from this review that 2002 was a very active year in standards development. Some NISO committees have reached or nearly reached the summit, issuing approved or trial use standards. Others are well on the way towards the peak while some are just getting started at “base camp.” NISO’s 2003 agenda indicates another active year is planned. Look for updates on standards activities on the NISO website and in ISQ.
NISO NEWS AND NOTES

RFP Writer’s Guide Published

NISO has published The RFP Writer’s Guide to Standards for Library Systems, a manual designed to help library systems staff understand and determine compliance with the many standards that can be referenced in Requests for Proposals for integrated library systems. Sue Phillips, Associate Director for Technical and Networked Services at the University of Texas at Austin calls the guide “absolutely marvelous” and states “it fills a vacuum for administrators like me who know of the existence of a standard but not the detail. This provides a quick overview and links to relevant information to bring myself up to date on the particular matter.”

The 70-page Guide identifies the most important standards in the areas of bibliographic formats, record structure, character sets, exchange media, serials identifiers, binding, circulation protocols, barcodes, interlibrary loan (ILL), electronic documents, electronic data interchange (EDI), information retrieval, metadata, and Web access. For each standard, its application to libraries is described, sample RFP language is provided, and compliance assessment issues are discussed.

The Guide was authored by Cynthia Hodgson, an independent information consultant and writer with over 20 years of experience as a corporate librarian, library manager, and information technology manager. Priscilla Caplan was the technical advisor to the Guide.

NISO Welcomes New Members

NISO welcomes three new members: MuseGlobal, Davandy, L.L.C., and Barnes & Noble.

MuseGlobal, a technology company founded by library industry veterans, is headquartered in Salt Lake City, Utah. Their flagship product, MuseSearch, provides full-featured broadcast search technology. Kate Noerr, CEO, and Clifford Hammond, CFO, are MuseGlobal’s voting representative and alternate voting representative.

Davandy, L.L.C., based in St. Louis, Missouri, is a provider of high-level management, IT, and network consulting services and investments. Davandy’s voting representative to NISO is Michael J. Mellinger, a former NISO Board member and NISO chairperson—certainly no stranger to standards.

Barnes and Noble, the world’s largest bookseller, is headquartered in New York. Douglas A. Cheney, Vice President, Product Master, is B&N’s primary representative to NISO.

Needed: NCIP Standard Maintenance Agency

To solidify the status of the recently approved NCIP standard, ANSI/NISO Z39.83-2002, The Circulation Interchange Protocol, NISO must appoint an organization to serve as the NCIP Maintenance Agency/Registration Authority (MA/RA). Any organization or agency (no matter if you are a .com/.org/.net/.gov) can be a candidate. Contact Pat Harris at NISO for the full job description.

METS Extension Schemas Endorsed


New Version of EAD DTD

Version 2002 of the Document Type Definition (DTD) for the Encoded Archival Description (EAD) was finalized in December 2002, superseding the August 1998 version 1.0. The official EAD Web site is at http://lcweb.loc.gov/ead/
Accessible Digital Instructional Materials Standard In Development

Under the direction of the U.S. Department of Education, work is underway to define a voluntary national file format for the electronic transmission of instructional materials for students who are blind and students with other learning disabilities. The Department of Education has appointed a high-profile panel, referred to as the National File Format Technical Panel, to define the user needs, technical characteristics, and feasibility (which includes market influences and intellectual property constraints) to ensure widespread buy-in. NISO is well-represented by three panel members: Michael Moodie, (Library of Congress) and George Kerscher (Recording for the Blind and Dyslexic), major contributors to the NISO's Digital Talking Book standard (Z39.86), and Martin Hensel (now President of Texterity who early in his career chaired NISO's CD-ROM file format committee). NISO's Digital Talking Book standard is one of the voluntary standards under consideration.

Additional information can be found at the National File Format web site:
http://www.cast.org/NCAC/NFF

NARA Holding Electronic Records Archive User Conferences

The National Archives and Records Administration (NARA) is in the planning stages of building an electronic records archive (ERA) that will preserve U.S. Government records of continuing value and make them available electronically for as long as needed. Users of government records are being consulted to ensure their needs are taken into consideration. NARA has begun posting to its Web site the presentations and panel discussion notes from its Electronic Records Archives (ERA) User Conference that was held in November 2002. A series of ERA User Dialogue Sessions have been scheduled for February 2003 in various locations across the country. Registration is free.

For User Sessions schedule, location, and registration information, see http://www.archives.gov/electronic_records_archives/presentations/user_dialogue/index.html

November User Conference notes are at:
http://www.archives.gov/electronic_records_archives/presentations/user_conf02/user_agenda.html

INTERNATIONAL UPDATE

TC 46 2003 Systematic Standards Review

ISO’s Technical Committee 46, Information and Documentation, has issued systematic review ballots for ten standards. The purpose of the review is to determine if the standards should be revised or reaffirmed.


ISO’s Top 100 IT Standards Now Available For Free Download

The International Organization for Standardization has made 100 of its Information Technology (IT) standards available for free download from their Web site. Among the standards available are ISO 11179 the Data Elements standard (in all 6-parts) and the MPEG-21 technical report (ISO/IEC TR 21000-1). You can be sure that your NISO representatives to ISO will be pushing hard over the next year to see our community’s technology standards included on this list.

The free ISO IT standards can be downloaded from:
http://www.iso.org/PubliclyAvailableStandards/
As standards professionals we know and understand the importance of our work. However, corporate funding for the development and management of standards is often subject to the “slings and arrows of outrageous fortune.” With corporations in a constant state of re-organization or “right-sizing,” you can no longer count on having management that understands what you do or why. Approval for funding often has to come from a person or an organization unfamiliar with standards or your work. Having a good business case in hand when you seek management support will make it much easier to secure the resources of time and budget. This article provides a set of guidelines for developing a solid business case, as well as some suggestions for how to promote and secure support for your case.

**Elements of a Business Case**

A successful business case will incorporate many of the elements outlined below. Your objective is to present a clear, concise, preferably one-page outline that anyone in your company can read and understand why a particular standards activity is important to the company. In this age of management by the bottom line and shareholder value, it’s important that you translate your work into language that makes clear its value to the company.

**Description of the organization / committee**—Summarize the scope of the standards developed by the organization or committee with which you are involved—especially the ones used by your company. Describe how and where these standards are (or could be) used in company projects or products. Cite any internal corporate documents that reference or call out these standards. If applicable, note the number/value of parts or materials used, purchased, or in inventory that are governed by these standards. Also note the amount/value of any tooling, testing, etc., governed by these standards. This gives an idea of the size of the corporate investment that you need to protect!

**Overview of the purpose for involvement**—Give a short statement why your company is involved with the organization and the reasons why each business unit would benefit from this involvement. In other words, does your company have a specific objective for participation? Do you have specific engineering requirements to protect or promote? Would this facilitate the development of requirements that might then be adopted by regulatory agencies? Highlight specific issues of interest to your company. Relate the activities of the standards developing organization (SDO) back to the products and processes of your company’s business units.

**Specific commitment required of you or your company**—Document the dues; number of participants; resources in terms of time, travel, etc.; activities required to support involvement (number of meetings, number of standards committees and/or sub-committees, etc.); intellectual property expected to be donated; and any other expectations that might be placed on your company through this relationship. Note which of these are one-time, short-term, long-term, or ongoing.

**Specific benefits**—Outline the benefits you expect to accrue through participation in standards development with this organization and the specific benefits to be accrued by your business unit or other parts of your company.

- Highlight the expected value or return on investment in terms of actual dollars gained or saved or cost avoidance.
- Define the value in terms of enhanced products or processes.
- Define the value in terms of enhanced customer/supplier/industry/government relationships.
- Provide any other hard data on benefits that would go toward justifying the investment.

**Specific company focals and participants**—Detail who would...

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be a part of this activity/organization, their roles and responsibilities, and their home organizations.

Dissemination and coordination—Include a statement of how your activities with this organization will be coordinated throughout the company to gain the greatest possible leverage for your involvement. Indicate your plans for how the activities and outcomes of your standards development efforts will be disseminated and communicated throughout the company.

Risks of not participating—Outline any potential risks your company may incur by not participating. This is basically the flip side to the benefits statements. What could go wrong or what costs could your company incur if a critical standard were changed to the point that it no longer fit your company’s intended product or process?

Competitive advantages to participation—Identify any other positive benefits from participating such as contacts with suppliers, customers, competition, or market surveillance opportunities. Indicate if participation would give your company an advantage over the competition because they are not at the table, or if your presence is needed to insure parity because your competition is there.

Making the Most of Your Business Case

Your business case for participation in standards development activities should be a living document. You should always be prepared with a current accounting of the value of a particular activity so that at the least questioning of why you or your company needs to be involved, you’ve got the answer. You can’t expect management to intuitively understand the value of your work. You have to be proactive about educating them.

Test yourself. If tomorrow you found yourself on the elevator with your CEO and you had two minutes to communicate the value of your standards work, what would you say? You should be able to present your business case at any level of detail. When you initiate participation in a new committee or SDO, you will probably have to develop a more comprehensive accounting. However, it’s a good idea to attach a brief summary of your business case to each travel request. It never hurts to remind those who hold the purse strings what they’re getting for their money.

A good business case feeds a lot of other standards-related activities. You can use elements from your business case to support such things as internal standards training, executive pitches and year-end reviews, budget and statement of work exercises, organization metrics, and personal development plans.

Once you have a business case, you need to promote it. Coordinate your business case throughout your company. Ask for input and support. Make sure there are people outside of your immediate organization who see the value of your participation. The more people who can see, understand and buy into your business case, the more potential champions you may have for your activities. Utilize any communications vehicles your company may have such as newsletters and Web sites. The more your company is aware of the value of your standards work, the better able you are to ensure funding survives.

The Business of Standards

The mark of a standard professional, as opposed to someone who just does standards work, is the understanding of the business aspects of standards and standardization. It’s not enough to have the technical knowledge to develop the content of a standard. To be an effective and valued standards professional, you need to understand and communicate the business case for standardization.

This means being able to define, in language your company can understand, the value and benefits of a particular standard or standards activity. If you do this well, you will find management willing to support your efforts.

CALENDAR

January 2003

January 24-29 ALA Midwinter Meeting Philadelphia, PA
January 24 AVIAC Meeting Philadelphia, PA
January 26 NISO/EDItEUR Program Philadelphia, PA
January 28 NISO Board of Directors Philadelphia, PA

February 2003

February 6-7 NISO SC AX, OpenURL Standards Committee Washington, DC
February 10-11 NISO SC AZ Networked Reference Services Standards Committee Washington, D.C.

March 2003

March 20 NISO Board of Directors Washington, D.C.

May 2003

May 19-23 TC 46 Meeting Week Rome, Italy
STATE OF THE STANDARDS 2003

This comprehensive report on NISO’s standards appears in the January issue of ISQ to keep you informed of the scope and status of NISO’s program on an annual basis. If you have any questions about any of the standards or development programs, contact the NISO office by phone (301-654-2512), via email (nisohq@niso.org), or visit the Standards section of the NISO Web site (www.niso.org).

NISO Standards in Development

Listed below are new standards now in development by NISO. Information noted includes: the designation of the Standards Committee assigned to develop the standard and the standard number, the current working title of the standard, and notes on the status of the development process. Email addresses for committee chairs are noted. Refer to the NISO Web site and Information Standards Quarterly for updates on committee activities.

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<thead>
<tr>
<th>DESIGNATION</th>
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<th>STATUS</th>
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Chair: Mary Engle  
Email: mary.engle@ucop.edu |
Co Chairs: Robin L. Dale & Oya Y. Rieger  
Email: Robin.Dale@notes.rl.org & oyr1@cornell.edu |
Chair: William E. Moen  
Email: wemoen@unt.edu |
| SC AX Z39.88 | OpenURL: A Transport Mechanism for ContextObjects | In development.  
Chair: Eric F. Van de Velde  
Email: evdv@library.caltech.edu |
| SC AZ | Networked Reference Services | In development.  
Chair: Sally H. McCallum  
Email: smcc@loc.gov |
| Z39.29-200X SC 00 | Bibliographic References | To be released as a DSFTU* in March 2003.  
Chair: M. E. Brennan  
Email: mollyb@lucent.com |

NISO Standards Being Revised

The following standards are published and approved NISO standards that are now at some stage of revision. Information noted includes: the standard number, the number of the corresponding international standard, the designation of the Standards Committee assigned to develop the standard, the title of the standard, and notes on the status of the revision process. Email addresses for committee chairs are noted. Refer to the NISO Web site and Information Standards Quarterly for updates on committee activities.

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</table>
Chair: Denise M. Davis  
Email: denise.davis@state.or.us |
Chair: Kurt Molholm  
Email: kmolholm@dtic.mil |

* DSFTU stands for Draft Standard for Trial Use
## Published and Approved NISO Standards

The following NISO standards are approved and published. Information noted includes: the designation of the standard and its title, the corresponding or related international standard(s), and the year when the standard is scheduled for its regular five year review. The notation R2002 indicates that the standard was reaffirmed in 2002. A current list of all published and approved standards is on the NISO Web site along with downloadable PDF versions of the standards.

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**Withdrawn NISO Standards**

In accordance with ANSI procedures all American National Standards that are not revised or reaffirmed within ten years following ANSI BSR approval are automatically administratively withdrawn. The following standards have been withdrawn as active official ANSI American National Standards. Copies of these standards are available from the NISO office.

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**NISO Technical Reports**

NISO Technical Reports are not consensus documents. The reports can be commissioned by NISO or based on a proposed standard that did not result in consensus.

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http://www.niso.org/standards/resources/Serials-WP.pdf

Metadata Made Simpler by Gail Hodge
An introduction to metadata—what it is, how it is used, relationship to the library environment, and standards activities.

The RFP Writer's Guide to Standards for Library Systems
by Cynthia Hodgson
A guide to aid library system Request for Proposal (RFP) writers and evaluators in understanding the relevant standards and determining a software product’s compliance with standards.
http://www.niso.org/standards/resources/RFP_Writers_Guide.pdf

Presentations from NCIP Implementors Group Inaugural Meeting October 2002
Includes links to downloadable PowerPoint files for the presentations: Introduction To NCIP, NCIP DTDs and XML Schema, NCIP and Other Protocols, and Does NCIP need a Directory?
http://www.lib.uchicago.edu/staffweb/groups/ncip/

Z39.50: A Primer on the Protocol
An overview of the Z39.50 standard—what it is, how it works, benefits, brief history, key features, application examples, and future trends.
http://www.niso.org/standards/resources/Z3950_primer.pdf

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http://www arma.org/pdf/rim_imperative.pdf

Realizing the Need and Putting the Key Components in Place to “Getting it Right” in Records Management
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