



Cooperative eNews

Membership news, views, events, support and training

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Dr. Lamar Veatch,
State Librarian of
Georgia

I geek giving

As the State Librarian of Georgia, I see daily that our libraries and dedicated staff provide users with more and more benefits, with amazingly few resources. We give. And often, what we give the users is invisible. Wireless service, for instance, has quickly become a necessity for most public and academic libraries. Libraries incur the costs associated with that service, but those costs almost never even occur to our users.

The public libraries in the southeastern portion of our state recently participated in the pilot Geek the Library community awareness campaign. This facilitated many important conversations with our users and funding partners about how libraries are funded and operated, and how the need for immediate and ongoing support is so vital to adequate services. The results of these community exchanges were remarkable. With understanding came reciprocity.

This issue of *Cooperative eNews* sheds some light on many of the ways the OCLC cooperative gives back to the profession, ways that might not always be apparent to us as members. From funding the innovative ideas of the OCLC Research/ALISE research grant recipients, to the new [Geek the Library membership report](#), these activities of the OCLC cooperative sustain and enrich the profession, giving to all libraries the tools, techniques and information that help each of us provide those important “gives” in more efficient and effective ways.

—Lamar

Photo courtesy of Buffy Hamilton, Media Specialist, Creekview High School, Canton, Georgia

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Geek the Library: connect with your community

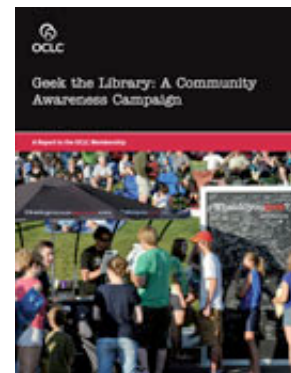
By Liz Kudwa, Capital Area District Library (CADL) Marketing Director, Lansing, Michigan

The Geek the Library community awareness campaign is about being a proactive library advocate in your community. Whether you have adequate funding, face cuts or are in dire need of support, connecting with your community and reminding residents about the immense value of your library will always reap positive results. And when you package it in a way residents won't expect from the library, there really is an opportunity to spark important local conversations about libraries and, ultimately, more support.



Liz Kudwa, Capital Area District Library (CADL) Marketing Director

I believe in Geek the Library. And findings from a newly published [OCLC membership report](#) about the pilot campaign completed last year in partnership with public libraries in Georgia, Illinois, Indiana, Iowa and Wisconsin confirm my belief. It works. The report shows impressive campaign awareness in pilot communities and proof that exposure to campaign elements can lead to positive steps in supporting libraries. In many cases, Geek the Library changed residents' attitudes about the library and library funding, and impacted behavior.



- [Read this member story »](#)

News and Events

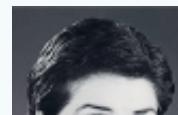


Congratulations, OCLC / ALISE 2011 Library and Information Science Research Grant recipients

OCLC Research and the Association for Library and Information Science Education (ALISE) have awarded research grants to Cristina Pattuelli of Pratt Institute, Chirag Shah of Rutgers University, and Bei Yu of Syracuse University. The awards were presented January 6 at the ALISE 2011 Annual Conference Awards Reception in San Diego, California.

Cristina Pattuelli, Pratt Institute

Cristina Pattuelli, Ph.D., of the School of Information and Library Science at



Pratt Institute, will investigate the application of one of the most popular linked data initiatives, the Friend of a Friend (FOAF) ontology, to digital cultural heritage resources. The project, “FOAF in the Archive: Linking Networks of Information with Networks of People,” will use various digital archives containing materials related to the history of jazz as a test bed to explore the potential of FOAF to leverage people-centric data and metadata from multiple sources beyond the traditional repository’s walls.



Chirag Shah, Rutgers University

Chirag Shah, Ph.D., of the School of Communication & Information at Rutgers University, will perform a series of studies that include surveys, interviews and content analysis in the project, “Modalities, Motivations, and Materials – Investigating Traditional and Social Online Q&A Services.” The findings will provide insight into why and how people ask and answer questions on various online sources, the quality of information shared and retrieved, and the impact such information makes on an individual’s knowledge structure and decision-making.



Bei Yu, Syracuse University

Bei Yu, Ph.D., of the School of Information Studies at Syracuse University, will explore the information-seeking behavior in virtual reference services by conducting discourse analysis and utilizing machine-learning text classification systems. The goals of the project, “Text Classification of Digital Reference Interviews: an Investigation of Information Seeking Behavior in the Social Web Environment,” are to provide a new measurement for evaluating virtual reference services, new data attributes for information extraction/retrieval algorithms, and a dialogue model for fully automated dialogue systems.



[Read the news release >>](#)

Enhancements to OCLC Usage Statistics



Introducing a new interface and expanded features

[OCLC Usage Statistics](#) have been available for several OCLC services for years, but we’ve just given them a major overhaul in terms of look and feel and some important interface improvements. In addition to an easier, more intuitive interface, the service now allows for e-mailing/exporting reports (to Excel) prior to opening one up. Since many of you simply want to grab the data and manipulate in a spreadsheet, this new feature will help you save time.

Other enhancements include: COUNTER-compliant statistics for FirstSearch databases, a [SUSHI registered server](#), WorldCat Navigator statistics for Navigator groups, new help files and WebDewey statistics. Coming soon are an Interlibrary Reciprocity Report and a WorldCat Collection Dashboard. Stats are now available for the following services:

- FirstSearch
- WorldCat.org
- WorldCat Resource Sharing
- Online Cataloging
- WebDewey
- COUNTER
- Digital Collections
- WorldCat Link Manager
- WorldCat Navigator

- [Learn more about the recent enhancements to OCLC Usage Statistics »](#)

HTML5 and CSS3 Web design tools webinar

Attend this webinar to learn next-generation techniques using these two new Web development technologies that are revolutionizing the Web development and design worlds.

HTML5 is the latest version of the HTML standard, offering easy ways to add semantic markup and application-like features such as video without proprietary plug-ins, drag-and-drop, offline data storage and more. CSS3 extends earlier Cascading Style Sheet standards for managing layout, colors, etc., with new features designed to optimize HTML5 Web content.



In this webinar, author and Web design specialist Christopher Schmitt will reveal what attendees need to re-learn about markup, to understand how to incorporate new HTML5 elements and to embrace the new creative freedoms of new Web typography and CSS3.

OCLC Research and the OCLC Developer Network are pleased to jointly sponsor this ninth webinar in the [OCLC Research Technical Advances for Innovation in Cultural Heritage Institutions \(TAI CHI\) Webinar Series](#) developed to highlight specific innovative applications, often locally developed, that libraries, museums and archives may find effective in their own environments, as well as to teach technical staff new technologies and skills. Recordings of these webinars are made available on the [OCLC Research Web site](#) and in [iTunes](#).

Webinar participation is free and open to all, but advance registration is required. This webinar will use WebEx, and will take place on Tuesday, March 8 at 2:30 p.m. Eastern Time.

- [Register today for this webinar »](#)
- [Follow or tweet this webinar on Twitter with #orhtml5 »](#)

25 REASONS TO CHOOSE



Reason # 5: Improve access to your whole collection—print, digital and electronic resources.

Services like Batchload, eSerials Holdings, contract cataloging, digitization and link management help make WorldCat a place where your users can connect with the unique value your library

provides.

- [View all 25 Reasons to Choose WorldCat >>](#)

WebJunction and IMLS reveal research results on online patron training



March 23: Online Patron Training: A Project Review

Join us for a review of the results of a year-long IMLS-funded grant project on online patron training. WebJunction and the San Francisco Public Library (SFPL) worked together to research national trends for online patron training, complete a patron needs assessment, and design and launch an online tutorial at SFPL. Brian Bannon and Jon Worona of SFPL will join WebJunction's Kendra Morgan to present the results of the research, how SFPL launched the tutorial, and future plans for new activities around patron training.

- [More information and registration >>](#)

March 29: Developing Online Patron Tutorials

This webinar will provide great tips for designing and implementing many types of tutorials, from 90-second video demonstrations to hour-long training courses. Tutorials can be created with both purchased and free software; we'll explore the different options and discuss how to choose the right tool for your library. Presenters Lisa Barnhart and Dawne Tortorella will also share tips about how to select appropriate topics for online training, promote these resources and evaluate their effectiveness.

- [More information and registration >>](#)

Support and Training

Register for these Amigos-hosted resource sharing courses in March

As an OCLC Training Partner, Amigos provides several courses throughout the year to help you achieve your learning objectives. Four featured resource sharing courses scheduled for March are listed below.

- [Constructing Custom Holdings in OCLC, March 8 >>](#)
- [Creating Copy, Loan and Deflection Policies in OCLC, March 15 >>](#)
- [Know & Go: OCLC WorldCat Direct, March 28 >>](#)
- [Mysteries of the WorldCat Resource Sharing Administrative Module Explained, March 29 >>](#)

View and register for RDA training via our Training Portal

Many of our Partners—Amigos, LYRASIS, MCLS, Minitex, MLNC and OHIONET—are making their RDA information and educational offerings available to you. We have a page on our Training Portal specifically dedicated to these offerings.

- [View and register for RDA training >>](#)

There is also a wide range of RDA information available through the

- [View all Resource Sharing and Delivery learning opportunities via the OCLC Training Portal »](#)

information available through the [OCLC RDA Resource page](#). You can find informational links to the OCLC policy with respect to RDA, training materials and the RDA Toolkit, which was co-published by the American Library Association (ALA), Canadian Library Association (CLA) and Chartered Institute of Library and Information Professionals (CILIP).

OCLC Partner Update

Move from server serfdom to the cooperative cloud

Four events scheduled from March through May

“We have a lot of good things that librarians could do if we could free up their time. Moving our ILS to the cloud fit our overall technology goals. With WMS, system costs will drop significantly. Like ‘getting another FTE’ significantly. We’re going to save a lot of staff time.”

—Michael Dula, Director for Digital Initiatives and Technology Strategy, Pepperdine University Libraries

Everyone seems to be throwing around phrases like, “in the cloud,” or “paradigm shifts of Web-scale proportion.” But do you have the knowledge to formulate how you will elevate your library’s critical services—including acquisition, circulation and license management—to the cooperative cloud?

To help you get the knowledge you need, OCLC and LYRISIS have partnered to present a series of FREE, regionally based member discussions, *Moving Library Cooperation to Web Scale*. We invite you to come discover how Web scale is revitalizing traditional services through shared workflows, activities and data. At these events, you will build a community of support as you tackle various scenarios alongside colleagues and experts, while planning your library’s first steps toward Web scale.

Register today for an event near you:

- [March 29, 2011, at the Iowa City Public Library, Iowa City](#)
- [April 13, 2011, at the Indiana State Library, Indianapolis](#)
- [April 20, 2011, at the Kovens Conference Center, Florida International University, North Miami](#)
- [May 10, 2011, at the Library of Virginia, Richmond](#)
- [May 18, 2011, at the Denver Public Library](#)
- [June 23, 2011, at The Historic New Orleans Collection, Williams Research Center, New Orleans](#)
- For more information, visit our [Web page](#), or send an e-mail to





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