



Cooperative eNews

Membership news, views, events, support and training

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Takeaways from OCLC's Symposium on 'transformational literacy'

As you may know, I recently participated in OCLC's Symposium at ALA Midwinter, along with keynote speaker, Dr. Mimi Ito, moderator Michael Stephens, and fellow panelist, Jamie LaRue. The discussion centered on how, as a profession, we prepare library users to navigate the overwhelming volume of resources at pivotal points in individuals' lives. When people encounter drastic changes or new opportunities, we guide them to the information that will help them transform and transition to that next phase in their lives.

In her keynote address, Dr. Ito discussed her research, which focuses on teens' use of new media, and how the opportunities and risks are very closely intertwined. She emphasized that it is up to us, as stewards of collective knowledge, to ensure that the positive opportunities of the new world information order are made available to as broad a spectrum as possible.

In the case of my library at Baton Rouge Community College, we engage our users. We invite our users to contribute to the library's evolution, just as we help them discover the pathways to information that are essential to their transformation.

Jamie LaRue shared his view that while technology is the medium, the story is the point. Stories about transformation and the library's role in that transformation are key to changing how libraries are perceived within their communities.

This issue of *Cooperative eNews* is dedicated to the stories that were told at ALA Midwinter. I invite you to view several videos and presentations that took place in San Diego. I hope these stories help to inform and inspire you to do great things in the months to come.

—Joanie

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EasyBib.com and OCLC collaborate to build library-branded citation service

First public library goes live with OCLC's Web-scale Management Services

When [Craven-Pamlico-Carteret Regional Library System](#) staff were approached to join our Web-scale Management Services (WMS) pilot group, they were in the midst of a major hardware crisis. WMS offered an appealing approach to solving this crisis because it is not dependent on servers. Jackie Beach, Director of the Craven-Pamlico-Carteret Regional Library System in North Carolina, shared her experiences with librarians and other pilot participants at a session during ALA Midwinter.



Jackie Beach, Director, Craven-Pamlico-Carteret Regional Library System, North Carolina

Jackie's library system is located in eastern North Carolina, comprising nine branches and spanning three counties. The libraries are all very different, from the traditional main branch to Pamlico County Library—a joint public and high school library. This library has successfully operated as a joint facility since 1978. The library system serves approximately 57,000 patrons, with 99 library staff.

- [In her own words, here is Jackie's story >>](#)

Library Management Services in the Cloud: More Reality than Dream

Learn more from libraries that are using OCLC Web-scale Management Services.

Thursday, February 3
2:00 p.m. Eastern Time

[Register now >>](#)



News and views from ALA Midwinter

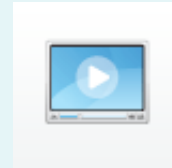
Highlights from San Diego are now available online, including several videos with exciting updates from

members of the OCLC cooperative. More presentations are coming soon—bookmark our online [Presentation Center](#), where cooperative stories continue to unfold.

OCLC Members Meeting

Learn about the OCLC Americas Regional Council's (ARC) progress and plans for the future. Hear from members of the ARC Executive Committee, OCLC leadership and members of the Board of Trustees.

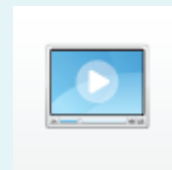
[Also, check out the **slate of candidates** for the upcoming Executive Committee and Global Council Member Delegate election for OCLC members in the Americas Region.](#)



[View presentations and listen to audio recordings](#)
[»](#)

OCLC Symposium: *Transformational Literacy: Life Stages and Libraries*

Featuring keynote speaker, Dr. Mimi Ito, moderator Michael Stephens and panelists Joanie Chavis and Jamie LaRue, this fascinating session explores the role of technology, information and libraries in the lives of individuals who are faced with big life changes.



[View video »](#)

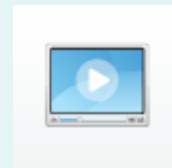
OCLC and Amigos form new partnership to deliver OCLC Web-scale Management Services to libraries

Amigos and OCLC have collaborated for many years to jointly provide extensive training, consulting and education services for OCLC's full suite of services for libraries and consortia. The new partnership program builds on this foundation to provide member libraries the support they will need as they implement the next generation of cooperative library services.

[Read the news release »](#)

Library Management Services in the Cloud: More Reality than Dream

Librarians shared their experiences, progress and the potential of OCLC Web-scale Management Services at this ALA Midwinter session. View presentations from Jackie Beach, Director, Craven-Pamlico-Carteret Regional Library System, North Carolina; Michael Dula, Director for Digital Initiatives and Technology Strategy, Pepperdine University Libraries; and Jason Griffey, Head of Library Information Technology, University of Tennessee at Chattanooga.



[View video »](#)



ALA attendees: How about the bag?

Did you go to ALA Midwinter in San Diego and pick up one of our OCLC bags? If so, we want to hear from you! What did you like or dislike about the tote, and what would you like to see next year?



[Share your thoughts in our quick survey »](#)

Membership report now available: *Perceptions of Libraries, 2010: Context and Community*

New OCLC membership report available for print ordering and free download

Perceptions of Libraries, 2010: Context and Community, a sequel to the 2005 report, *Perceptions of Libraries and Information Resources*, is now [available for print ordering and free download](#).



The new report provides updated information and new insights into information consumers and their online information habits, preferences and perceptions. Particular attention was paid to how the current economic downturn has affected information-seeking behaviors and how those changes are reflected in the use and perception of libraries.

- [Download the free report »](#)
- [Order print copies of the report for a nominal fee to cover printing and shipping »](#)

25 REASONS TO CHOOSE



Reason # 9: Feature cover art, ToCs, author notes, excerpts and related links with enriched record data.

Information seekers on the Web expect to connect to a wide variety of data, services and related content whenever they search. With WorldCat, you can provide helpful, appropriate points of interest along the way.

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

Join WebJunction on February 15 for *Library Reading Incentive Programs for Summer and Beyond*



Join WebJunction for a webinar on reading initiatives that will draw readers of all ages to your library. Presenters will share how they plan, promote and carry out successful summer reading programs. Panelist Melanie A. Lyttle, Head of Public Services at the Madison Public Library in Ohio, will describe her library's use of social media to support their summer reading program, including the famed "[Crabby Librarian](#)." Carol Evrard and Jenny Sitzman of Indiana's [Spencer County Public Library](#) will speak about their summer reading program; and Janet Ingraham Dwyer, Library Consultant at the State Library of Ohio, will talk about other successful reading programs including [Choose to Read Ohio](#), a statewide initiative that encourages Ohioans of all ages to read and enjoy books together. The webinar will take place on Tuesday, February 15, from 1:00 – 2:00 p.m. Eastern Time.

- [Register today >>](#)

Support and Training

Register for our two-day Advanced Serials Cataloging course in D.C., April 12 and 13

OCLC will present an in-person, in-depth course on the rules and practices applied to original cataloging of serials on April 12 and 13, at our Dupont Circle office location in Washington, D.C. While this course will focus on printed serials, the instructions are applicable to serials in any format. Some of the more complex topics covered include uniform titles, links, designations, reprints, microform reproductions and much more.

Join OCLC and your fellow experienced catalogers for this two-day course, April 12 and 13, from 9:00 a.m. to 4:30 p.m. both days.

- [Space is limited—register today >>](#)

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 [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 Updates

Moving Library Cooperation to Web Scale

Two free webinars scheduled for February

Libraries have been cooperating on cataloging, collection management and resource sharing services for decades. In that time, we have enjoyed the benefits of networked services—no local software or hardware, elimination of maintenance and support costs, lower overall expense and better scalability.

Now, Web scale offers libraries the chance to revitalize traditional services by sharing workflows, activities, data and standards as part of a cooperative.

To help our members better understand how Web scale is changing the face of cooperative library services, OCLC and LYRASIS are presenting a series of free, regionally based events and webinars. Additional in-person events will occur throughout the year, along with related webinars, virtual discussions and more. [View more dates and learn more about this series.](#)

Register today for one of our two upcoming webinars:

- [February 10, 2011: Live Online](#)
- [February 24, 2011: Live Online](#)
- Save the date for our next in-person event on March 29, 2011, at the Iowa City Public Library, Iowa City, IA
- For questions or additional information, please e-mail partnerships@oclc.org.



EasyBib.com and OCLC collaborate to build library-branded citation service

OCLC and ImagineEasy Solutions, LLC are collaborating to create a customizable library version of ImagineEasy Solutions' popular EasyBib.com service, the most popular online citation site on the Web. The EasyBib Library Edition service will be rolled out in a beta testing phase with select OCLC member libraries this month.

[EasyBib](#) is an automatic bibliography composer, used by more than 23 million unique visitors in the past year. More than 500,000 new citations are added each day during peak periods of use, such as at the end of university terms. A student simply searches or enters bibliographic data of a particular

source and EasyBib formats the citation, alphabetizes the works cited list and exports it to word-processing software. Students can also use EasyBib's notebook feature to dynamically organize their research information associated with their citations.

- [Read the news release >>](#)

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