

# Cooperative eNews

Membership news, views, events, support and training

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## Member Features



Barbara Preece,  
Vice Chair/Chair-  
Elect, Americas  
Regional Council

### Members share global perspectives, common challenges

Having just experienced my first in-person OCLC Global Council Meeting as Vice Chair/Chair-Elect of the Americas Regional Council, I am pleased to report that your colleagues who represent you, the members, had a busy and productive Global Council Meeting. Your representatives had many opportunities to give their input to OCLC on a number of issues—including member communications, the future of OCLC services, and the state of libraries in today's landscape. This meeting also gave our representatives the opportunity to learn about OCLC in a global context through meetings with representatives from the Americas, EMEA and Asia Pacific.

Many of the general sessions during Global Council were recorded and [I invite you to watch these presentations](#) and share them with your colleagues. One important outcome of the meeting was the decision to form a new Global Council Communications Committee. The members of this new committee will soon be announced.

As ALA Midwinter quickly approaches, the ARC is planning an important meeting for members on January 20, 2012. The conversations at this meeting will be a continuation of the ones we began at

Global Council: member communications, OCLC's strategic direction and the vision for how members will leverage the latest technologies to collaborate.

If you are attending ALA Midwinter, I hope you will contribute to these conversations by participating in this important meeting. We will also stream this meeting live, so if you will not be at ALA Midwinter, we invite you to participate virtually.

Elections for 2012–2013 are also well underway and the Americas Regional Council Nominating Committee will soon announce the slate of candidates. If you have any questions or comments about the Global Council Meeting, our upcoming ARC Member Meeting at ALA Midwinter, or about ARC in general, [we'd love to hear from you](#).

I look forward to seeing you in Dallas.

—Barbara Preece

*Barbara is Dean of the Library at California State University San Marcos.*

## Covenant College embraces OCLC Web-scale Management Services as its partner for the 21st century

Tad Mindeman, Covenant College, addresses OCLC's Global Council



"After surveying the product landscape ... we became convinced that OCLC's WMS offered the most potential for us to make some radical improvements."

—Tad

When [Covenant College](#) considered a move to a new integrated library system, our perspective focused not on the gee-whiz aspect of the technology, but attempted to ascertain how a particular tool might best contribute to a better learning experience for our users. We knew that our users were becoming relatively frustrated by the organization and accessibility of our collections and resources, and we feared this could be inhibiting effective learning.

By early 2010, we believed that information management needed focused attention. Compounding this was a concern that the campus information technology department would not be able to support an increasingly technologically dependent library. I was determined to relieve these colleagues from having to maintain the hardware and software associated with traditional, server-based library systems. After surveying the product landscape over the next few months, we became convinced that OCLC's WMS offered the most potential for us to make some radical improvements.



On November 9, 2011, Tad

In summer 2010, we implemented WorldCat Local "quick start" to give us a sample of how this discovery tool would operate. The Covenant Library applied for WMS early adopter status in late September 2010. About four weeks later, we were accepted as an early adopter.

Little Covenant College was about to take a big plunge.

[Read this member story »](#)

Mindeman, Director of Library Services at Kresge Memorial Library at Covenant College, provided an update on his team's implementation of Web-scale Management Services (WMS) during OCLC's Global Council Meeting in Dublin, Ohio.

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## View more presentations from Global Council

The following presentations, plus Tad's video and more, are now available online. All were presented during OCLC's Global Council Meeting, November 7–9, 2011, in Dublin, Ohio.

[Watch these videos »](#)



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## For Forde Library at USC, single search box returns results

WorldCat local provides easy access to information for faculty and students at the University of the Southern Caribbean's Forde Library.



**"OCLC's WorldCat Local was the right solution to help us fulfill this action item, as it contributed to achieving our overall strategic plan and was well within our budget."**

**—Petra Pierre-Robertson, Director of the Forde Library**

*The University of the Southern Caribbean (USC) is situated on the 384-acre La Realista Estate in Maracas Valley, Trinidad, and serves staff and students from more than 35 countries. USC's Forde Library is the academic center of the campus. The Library boasts of a fully functional LMS, the addition of electronic books and journals, and scheduled class sessions for instructing students, as well as introducing freshmen to the services and resources of the library, and an expansion beyond physical space into the virtual world through the provision of access to virtual resources. Mrs. Petra Pierre-Robertson, Director of the Forde Library shares some triumphs and tribulations encountered in communicating the value of the library's services to library users.*

One of the challenges we faced was getting users to satisfactorily retrieve information through the subscribed electronic resources. Before the implementation of WorldCat Local, users experienced frustration searching

multiple platforms and complained that search results did not yield information for the topic being searched. Interestingly, though the students had access to all of the databases the library subscribed to, they often gave up quickly after their search attempt via the first interface failed. From that point, other users' default was to use Google, or some other search engine.

One of our primary goals is that of establishing the library as an information guide. An action item within our plan included the implementation of a discovery service by 2011. OCLC's WorldCat Local was the right solution to help us fulfill this action item, as it contributed to achieving our overall strategic plan and was well within our budget.

[Read this member story »](#)

## News and Events

# OCLC AMERICAS REGIONAL COUNCIL

## Sarah Lacy, author and Senior Editor at *TechCrunch*, to keynote OCLC Member Meeting and Symposium at ALA Midwinter



Save the Date—Friday, January 20, 2012

OCLC Americas Member Meeting and Symposium

1:00 – 5:00 pm

Your member-leaders have revamped the structure of this year's Americas Regional Council Meeting and Symposium at ALA Midwinter, making this event one you won't want to miss.

During our time together, we will enjoy:

- **A keynote presentation from Sarah Lacy.**  
Sarah is Senior Editor at *TechCrunch* and author of *Brilliant, Crazy, Cocky*.
- **Interactive discussions, polls and Q&A with speakers.**  
The clickers are back! Come prepared to weigh in on important issues throughout the meeting. We will also have **roundtable discussions** for vigorous debate with ARC representatives and OCLC leadership on **future strategies** of the cooperative.
- **A Member Reception.**  
Mingle and continue your conversations and discussions with fellow members.

**Registration will open soon, so make plans now to attend this event.**

**Not attending ALA Midwinter?** We will stream this meeting live online at [www.oclc.org/livefeed/](http://www.oclc.org/livefeed/), between 1:00 and 5:00 pm on January 20.

## OCLC Symposium

### Mining the Fault Lines: Big Collaboration on a Richter Web Scale

How did the top one percent come to rule the world? What drives these individuals to shake things up and stay on top?

To write her latest book, **Brilliant, Crazy, Cocky**, Sarah Lacy spent 40 weeks traveling through Asia, South America and Africa, on the hunt for the most impressive, up-and-coming entrepreneurs the developed world has never heard of. She explores how this top one percent does more to change their worlds through greed and ambition than their politician, NGO and nonprofit counterparts.

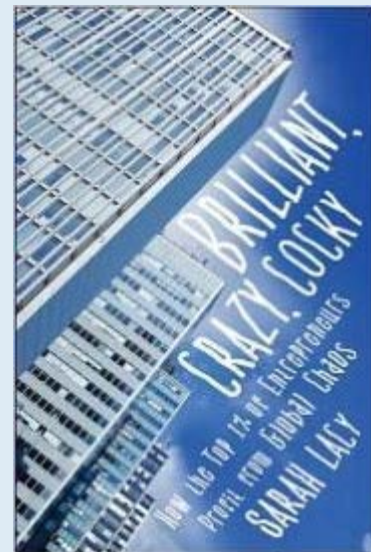
During her address, Sarah will share stories that will make you consider how your library might view and manage risks differently, better leverage big collaboration in a Web-scale environment, and drive change to accelerate your mission.

### About Sarah Lacy

Sarah is an award-winning journalist and author of two critically acclaimed books, *Once You're Lucky, Twice You're Good: The Rebirth of Silicon Valley and the Rise of Web 2.0* (Gotham Books, May 2008) and *Brilliant, Crazy, Cocky: How the Top 1% of Entrepreneurs Profit from Global Chaos* (Wiley, February 2011).



Sarah Lacy, Senior Editor at *TechCrunch* and author of *Brilliant, Crazy, Cocky*.



Kenning Arlitsch, Associate Dean for Information Technology, Willard Marriott Library, University of Utah

### Kenning Arlitsch and colleagues receive IMLS support for the "Getting Found" Project

OCLC Research joins the [University of Utah's J. Willard Marriott Library](#), the [Digital Library Federation](#) and [Mountain West Digital Library](#) as partners to explore search engine optimization for digital resources.

OCLC Senior Research Scientist [Jean Godby](#) will serve as a senior advisor to the three-year project, "Getting Found: Search Engine Optimization for Digital Repositories," which will develop strategies for improving the visibility of library digital repositories in Internet search engines and create best practices guidelines that will enable librarians to replicate the results of this project at their own institutions.

To support this work, Godby will create crosswalks and other metadata conversion mechanisms that help bridge the gap



Jean Godby, Senior Research Scientist, OCLC

between the descriptive practices of libraries and the requirements of Internet search engines.

## Join WebJunction for "A Small But Powerful Webinar for Winning Big Support for Your Rural Library"

Wednesday, December 14 | 2:00 – 3:00 pm Eastern

Join [WebJunction](#) for an introduction to the revised edition of the popular *Small But Powerful Guide to Winning Big Support for Your Rural Library*, a new toolkit from the American Library Association's Committee on Rural, Native, and Tribal Libraries of All Kinds, Office for Literacy and Outreach Services, and the Association for Rural and Small Libraries. This webinar will introduce you to the tips and strategies presented in the toolkit, share the experiences of a rural librarian who has built support for her library, and introduce you to some of the additional advocacy tools and resources from the American Library Association.

Presenters: Miguel Figueroa, director, ALA Office for Literacy & Outreach Services; Susan Hill Pieper, director, Paulding County Carnegie Library (OH) and editor, "Rural Library Services Newsletter"; and Jennifer Peterson, community manager at WebJunction, board member, Association for Rural & Small Libraries, and chair of ALA Rural, Native, and Tribal Libraries of All Kinds Committee.

[Participate in this webinar »](#)



### Support and Training

## OHIONET course, "QueRy: What Are QR Codes and Why Should I Care?"

December 1, 2011 | 2:00 – 3:00 pm ET

QR codes are starting to pop up everywhere—in magazines, advertisements and in stores. What are these barcode-like squares? Are they just a fad? This workshop will provide an overview of QR codes, how they can be created and unexpected ways to utilize them in a library setting.

[Register for this course »](#)





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