

# Cooperative eNews

Membership news, views, events, support and training

January 2012 | Vol. 3, No. 1 | ISSN 2152-8993

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## Member Features



### Happy New Year!

#### From the Americas Regional Council

Hope you had a wonderful holiday season and are making progress on all of your New Year's resolutions. If your resolutions include collaborating with librarians in new and exciting ways, then I urge you to participate in the upcoming [OCLC Americas Regional Council \(ARC\) Member Meeting and Symposium at ALA Midwinter](#).

Pat Boze,  
Member-at-Large,

Americas Regional  
Council

As Member-at-Large on the ARC Executive Committee, I have enjoyed working with many diverse colleagues who are committed to helping OCLC effectively communicate and create connections between members as well as improving on the services offered to members. The dedication of these colleagues makes it so apparent to me that OCLC is a membership organization. Even in times with challenging economic issues and changing organizational structures, the commitment to resource-sharing, improved services, and concerns about library connections remain core priorities of everyone involved.

At this meeting, we have many exciting topics to discuss with you, including OCLC's WorldShare™, the

cooperative's latest strategy and communications initiatives, plus a provocative presentation from Sarah Lacy, Founder and Editor-in-Chief of *PandoDaily.com*. Even if you are (like me) unable to attend ALA Midwinter, we will be streaming the presentations from the ARC Member Meeting and Symposium live online.

Whether online or face-to-face, we look forward to your participation on January 20!

—Pat Boze

*Pat is LLSAP Manager – LINC at Illinois Heartland Library System in Champaign, Illinois.*



## Introducing OCLC WorldShare

In December, we announced the introduction of OCLC WorldShare™, a new platform and a new brand that signal OCLC's commitment to greater collaboration in library service delivery.

OCLC has launched the OCLC WorldShare™ Platform, which will enable library developers, partners and other organizations to create, configure and share a wide range of applications that deliver new functionality and value for libraries and their users.

The first services built on this new technical infrastructure are Webscale Management Services, which have been rebranded as OCLC WorldShare™ Management Services, and include circulation, acquisitions and license management applications. Today, more than 30 libraries are already using OCLC WorldShare Management Services, and more than 150 libraries worldwide have committed to the new service since September 2010.

[Read the news release](#)

## Find out more about OCLC WorldShare™ Management Services

Webinar coming up!

Join Matt Goldner, OCLC's Product and Technology Advocate, for a brief overview and demonstration of OCLC WorldShare Management Services, focusing on circulation and discovery. There will be plenty of time for questions during this hour-long presentation.

[OCLC WorldShare Management Services Demonstration: Circulation and Discovery](#)

February 8, 2012 | 2:00 – 3:00 pm | Eastern Time



**Spring Hill College**

*Forming leaders engaged in learning, faith, justice and service for life.*

**Spring Hill College: Making the move to OCLC's WorldShare Management Services**

Gentry Holbert, Associate Professor Librarian, and Director of Library & Information Resource Services, at the Marnie and John Burke Memorial Library at Spring Hill College, shares her library's decision to adopt OCLC WorldShare Management Services. Spring Hill College is located in Mobile, Alabama, and has a student population of just under 1,400.

In my role as library director, I oversee our IT help desk, as well as our course management system, Moodle. We have five librarians (including me), two of whom work in public services. We have a head of technical services and an emerging technologies librarian, who handles a lot of our database issues, our Web page and our social media networking. We also have one staff person each for serials and acquisitions.

When I arrived at Spring Hill College in 2008, we began exploring catalog options. It was a very intentional, reflective process. Changing your library's catalog is a huge decision to make. And due to our staff size, whenever we make any major decision, we really have to consider our resources and budget.



#### **The decision**

In October 2010, we participated in an OCLC webinar on Webscale Management Services. Several things led us to go with OCLC Webscale Management Services, which was recently renamed to OCLC WorldShare™ Management Services. First, OCLC is a trusted, known cooperative in the library world—and has been for more than four decades. We were already doing our cataloging and ILL with OCLC, so they already had much of our data. And, OCLC is stable—not some constantly changing, becoming-something-else type of organization. This is what they do—and what they have done.

In December 2010, we made our final decision. I literally went around the room with my librarians and polled my team like a jury: "Are you in?" They were all on board. When we agreed to be an early adopter, we knew that things would be evolving as we went through the process. We would also be able to provide information to OCLC. It was exciting because we were contributing to the development of this solution. It was like being part owners, along with the other early adopters.

[Read this member story »](#)

## News and Events

### **Building Bridges webinar series for public libraries**

**Communicating Your Value**  
**Wednesday, January 18**  
**2:00 pm Eastern Time**

Join OCLC, host Chrystie Hill (WebJunction's Director of Community Services), and guest speakers for this webinar, the third of four free webinars in this series designed to inspire and engage public libraries on topics of vital interest. "Communicating Your Value" will focus on how public libraries can effectively work with community and elected officials to align priorities and gain support.

[Register for Communicating Your Value »](#)



Your Library's Future  
Thursday, February 2  
2:00 pm Eastern Time

Martín Gómez, City Librarian at Los Angeles Public Library, will answer your questions and give practical advice about the continued success of public libraries in our changing environment. This look ahead will focus on (1) the critical services libraries should provide; (2) services that only the public library provides; and (3) communicating the library's future plans to the community.

[Register for Your Library's Future »](#)

OCLC AMERICAS REGIONAL COUNCIL

## Register now to attend the OCLC Member Meeting and Symposium

Friday, January 20, 2012

[Register to attend IN PERSON »](#)

Omni Dallas Hotel, Dallas Ballroom EFG | Noon to 5:00 pm CT

[Register to participate ONLINE »](#)

1:00 to 4:15 pm CT | [www.oclc.org/livefeed/](http://www.oclc.org/livefeed/)

### Agenda

Noon Lunch

**1:00 Welcome and Introductions**

William Maes, ARC Executive Committee Chair (Dalhousie University, Halifax)

**1:15 OCLC Symposium on "Mining the Fault Lines: Big Collaboration on a Richter Web Scale"**

Sarah Lacy, Founder and Editor-in-Chief of *PandoDaily*, and author of *Brilliant, Crazy, Cocky*.

**2:00 Q&A**

**2:15 Break**

**2:30 Membership Update on OCLC's Strategy**

William Maes

**2:45 Cooperative Communications and Membership Survey Results**

Cathy De Rosa, OCLC Vice President for the Americas and Global Vice President of Marketing

**3:15 Roundtable Discussions and Q&A**

Come prepared to weigh in on important issues throughout the meeting. During this time, participants will discuss the topics presented in Sarah Lacy's keynote in small groups, as well as the updates provided by William Maes and Cathy De Rosa. The discussions will be facilitated by OCLC leadership, board members and member representatives.

**3:45 Recommendations, Actions and Outcomes from OCLC Global Council's Cost Sharing Models Task Force**

Rick Schwieterman, OCLC Executive Vice President and Chief Financial Officer, Treasurer, with Cathy De Rosa



**Not attending ALA Midwinter?**

**We will stream this event live!**

[www.oclc.org/livefeed/](http://www.oclc.org/livefeed/)

**1:00 to 4:15 pm  
(Central Time)  
January 20, 2012**

[Register to receive e-mail updates about the live stream of this meeting.](#)

You do not need a username and password to view the live video. Simply

3:55 Q&A with William Maes, Cathy De Rosa, Rick Schwieterman and Jay Jordan, OCLC President and CEO

visit our Web page between 1:00 and 4:15 pm Central Time on January 20, 2012.

## OCLC Membership Reception 4:15 to 5:00 pm

We invite our members to stay for a brief reception following the event. Mingle and continue your conversations and discussions with fellow members.

### 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? How can this culture of innovation and the desire to overcome obstacles be leveraged to raise the bar in a collaborative, Webscale environment?

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.

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 Webscale setting, and drive change to accelerate your mission.

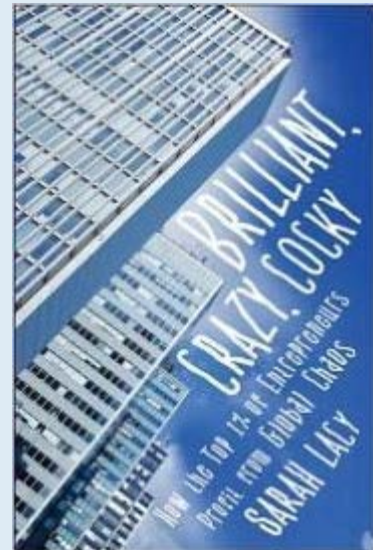
#### About Sarah Lacy

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).

A former writer for *BusinessWeek* and later senior editor at *TechCrunch.com*, Sarah is the founder and editor-in-chief of the newly launched tech news site, *PandoDaily.com*. She is a sought-after speaker on entrepreneurship and has delivered keynotes around the world. Sarah lives in San Francisco.



Sarah Lacy, Editor-in-Chief at *PandoDaily.com* and author of *Brilliant, Crazy, Cocky*.



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**More OCLC-sponsored sessions at ALA Midwinter that you won't want to miss!**



Saturday, January 21

## **The Power of Cooperation at Webscale: OCLC's Strategy for Academic Libraries**

8:30 – 10:00 am

Dallas Convention Center, Room C155

Help libraries worldwide create a shared future through OCLC Webscale solutions. Hear how these solutions are changing every step of library workflows. Learn how the new OCLC WorldShare Platform creates opportunities for local/global data sharing and locally created apps, and get updates on recent OCLC Research publications.

[Register now »](#)

## **The Power of Cooperation at Webscale: OCLC's Strategy for Public Libraries**

10:30 am – 12:00 pm

Dallas Convention Center, Room C155

Learn how libraries worldwide will benefit as they collaborate to create a shared future through OCLC Webscale solutions. Hear how these solutions are changing every step of library workflows. This session features updates on public library advocacy programs and the new OCLC WorldShare Platform.

[Register now »](#)

## **Workflows Transformed: Librarians Share Experiences with OCLC WorldShare Management Services**

1:30 – 3:00 pm

Dallas Convention Center, Room C141

Join us as library panelists present current and planned efficiency savings achieved with OCLC WorldShare Management Services by replacing rote tasks with new integrated and streamlined workflows. Speakers include Lynne Jacobsen, Associate University Librarian at Pepperdine University, and Stefanie Wittenbach, University Librarian at Texas A&M University–San Antonio. The session will be led by OCLC Member Services Consultant Daphne Kouretas, who has been on-site at implementing libraries to assess the impact of Webscale services on cataloging, discovery and delivery.

[Register now »](#)

## **E-resources at Webscale: Simple Solutions for Management, Discovery and Delivery**

4:00 – 5:30 pm

Dallas Convention Center, Room C156

Centralize e-resource management with OCLC Webscale services. The new WorldShare License Manager works with the [WorldCat knowledge base](#) to consolidate discovery, fulfillment and management of licensed resources. The knowledge base streamlines article/e-book sharing, enables full link resolution in [WorldCat Local](#) and integrates with WorldShare Acquisitions to consolidate all parts of e-resource management.

[Register now »](#)



Sunday, January 22

### OCLC Update Breakfast

7:00 – 8:00 am

Omni Dallas Hotel, Dallas Ballroom EFG

Join OCLC and your colleagues for breakfast, a free gift and an update on OCLC activities from [Jay Jordan](#), President and CEO. Then, share roundtable conversation with colleagues who share your interests, hosted by OCLC staff. Choose a roundtable topic when you register.

[Register now »](#)



Monday, January 23

### Creating Cataloging Efficiencies that Make a Difference

8:00 – 10:00 am

Dallas Convention Center, Room D162/164

Join OCLC Member Services staff and two member librarians to explore the latest in cataloging workflows. Hear what OCLC has learned from cataloging efficiencies meetings held around the U.S. Presentations from Sarah Haight Sanabria, Electronic Resources Cataloger, Southern Methodist University, and Susan A. Massey, Head of Discovery Enhancement, University of North Florida, will provide participants with perspectives on cataloging e-books and more. Roundtable discussions will follow to provide participants with an opportunity to discuss and share their good practices.

[Register now »](#)

## Support and Training

### Upcoming webinars on the WorldCat knowledge base



The WorldCat knowledge base is a database used to manage holdings information for electronic resources. Join OCLC for one of the following online offerings to explore how the knowledge base can help you improve workflow efficiencies and reduce duplication of work among participating libraries.

#### The WorldCat Knowledge Base: What it is, and Why it Matters to Your Library

Learn the purpose, benefits, features and functions of the knowledge base. A high-level overview, this course provides participants an understanding of the resources and procedures required to implement and maintain the service. The course will be offered on:

- Tuesday, February 7, 2012 | 2:00 – 3:00 pm Eastern

[Register for this course »](#)

## Making Your E-resources Accessible with the WorldCat Knowledge Base

We recommend that you take the course above prior to participating in this webinar. This course will focus on how to use the Service Configuration module to manage your electronic resource holdings and enable your WorldCat Resource Sharing service to take advantage of quick delivery of online articles from your collection. Participants will also learn how WorldCat Local enables users to have one-click access to your electronic resources.

Space is available for the following offerings:

- Thursday, February 23, 2012 | 2:00 – 3:30 pm Eastern

[Register for this course »](#)

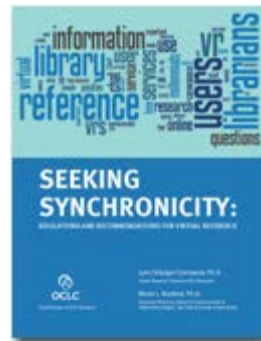
### OCLC Partner Updates

## OCLC Partners to host viewing parties for "Seeking Synchronicity" webinar

Tuesday, January 31, 2012

Nine organizations across the U.S. will be hosting in-person and online viewing parties for the upcoming webinar on OCLC's report, *Seeking Synchronicity*. All staff of OCLC member libraries are invited to participate.

In this webinar, Lynn Silipigni Connaway, PhD., Senior Research Scientist at OCLC, and Marie L. Radford, PhD., Associate Professor, School of Communication & Information, Rutgers, will discuss the key findings of their multiyear study that were recently published in the report, [Seeking Synchronicity: Revelations and Recommendations for Virtual Reference](#).



**Register with an OCLC Partner near you for an in-person or online viewing party.**

### Partner

### Details

### Registration



#### Webinar

1:30 pm – 4:30 pm Central Time

[Register »](#)



#### Webinar

11:30 am – 2:30 pm Pacific Time

Webinar

[Register »](#)

#### Webinar

12:30 – 3:30 pm Mountain Time

#### E-mail

[lpriebe@clicweb.org](mailto:lpriebe@clicweb.org)



**Webinar**

1:00 pm – 4:00 pm Mountain Time

[Register »](#)



**Webinar**

2:30 – 5:30 pm Eastern Time

[Register »](#)



**In-person Event**

3:00 – 4:30 pm Eastern Time, at the MCLS Lansing Office

[Register »](#)



**In-person Event**

2:00 – 3:30 pm Central Time, at Missouri Library Network Corp's St. Louis office (Training Room)

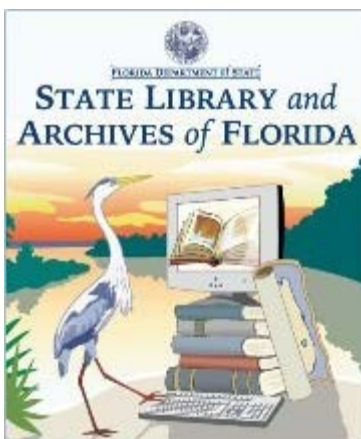
[Register »](#)



**In-person Event**

2:30 – 5:00 pm Eastern Time, at OHIONET's office

[Register »](#)



**In-person Event:**

**Boca Raton**

3:00 – 4:30 pm Eastern Time

[Register: Boca Raton »](#)

**Webinar**

3:00 – 4:30 pm Eastern Time

[Register: Webinar »](#)

**In-person Event:**

**Tallahassee**

3:00 – 4:30 pm Eastern Time

[Register: Tallahassee »](#)



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