

## Contract Cataloging—at a glance

### Benefits

Enhance resource sharing by making your entire collection available online

Improve circulation by giving users online access to all of your bibliographic records

Increase access to your valuable collection

Free your catalogers for higher priority tasks

Clear your backlog and keep ongoing cataloging current

### Features

The most experienced catalogers available

High-quality OCLC-MARC records

Cataloging for materials in more than 30 languages

Expert special handling of your valuable materials

Outstanding service and a commitment to satisfaction

Lower cost and higher hit-rate with WorldCat

Physical processing for cataloging projects

### Related Services

WorldCat® Cataloging Partners provides cataloging records as you purchase new items

### Web Resources

[www.oclc.org/contractcataloging/](http://www.oclc.org/contractcataloging/)  
More details about OCLC Contract Cataloging

## Contract Cataloging services

(Powered by WorldCat)

No other cataloging service can offer you the efficiency and cost breaks you get with WorldCat. With more than 250 million records, WorldCat is the most comprehensive bibliographic database available. WorldCat connects librarians, students, researchers and other library users to 6,000 years of recorded knowledge. Updated at a rate of one new record every 10 seconds, WorldCat contains bibliographic records and holdings information contributed by more than 10,000 libraries around the world.



To start a conversation about your technical services needs, call OCLC Library Services at 1-800-848-5878 or contact your OCLC Service Partner.



OCLC helps libraries in more than 100 countries.  
Please contact us to learn more about OCLC in your part of the world.

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Access

Streamline



Expert  
Cataloging  
Solutions

Expedite



# Contract Cataloging

Cataloging solutions for libraries of any size



**OCLC**<sup>™</sup>

The world's libraries.  
Connected.

# Contract Cataloging

services solve your library's cataloging challenges. We help you optimize your collection, manage your resources and provide improved service to your users. When you contract with OCLC Contract Cataloging, you partner with the most experienced cataloging professionals available today. It's like instantly adding a team of experts to your staff—experts who care about your collection as much as you do.

## Solutions that save time and resources

There's truth to the adage, "If a user can't find it, the item isn't really there." The fact is, if your holdings aren't cataloged properly, or they're missing from the OPAC, they're all but invisible to your users. And that means a diminished return on the investment you've made in your library's collection.

OCLC Contract Cataloging services help you solve cataloging challenges while dramatically improving your service to users.

Contract Cataloging is much more than a single service—it is a collection of expert, interdisciplinary capabilities that are brought together according to your needs.

Our solutions are designed for your library, whether you need ongoing cataloging support or help with special materials. We work quickly, cost-effectively and with little to no impact on your library's daily operations and staff allocation.

What's more, our cataloging professionals have extensive experience implementing cataloging projects for public, academic and special libraries of all sizes. The variety and extent of their cataloging experience translates into high-quality records for your collection.

This brochure gives just a glimpse into what we can do for you. Contact us for a library needs assessment and to see what's possible: [www.oclc.org/contractcataloging/](http://www.oclc.org/contractcataloging/).



## Cataloging in 30+ languages

*We can provide cataloging in these languages:*

Arabic • Belarusian • Bosnian • Bulgarian • Chinese  
Church Slavic • Croatian • Czech • English • French  
German • Greek (Classical) • Greek (Modern) • Hebrew  
Italian • Japanese • Latin • Macedonian • Middle English  
Moldovan • Persian/Farsi • Polish • Portuguese  
Romanian • Russian • Serbo-Croatian (Serbian) • Slovak  
Slovene/Slovenian • Spanish • Swedish  
Turkish • Ukrainian • Vietnamese • Yiddish

*Ask us about cataloging for additional languages.*

*We also can catalog a wide range of special, nonbook formats:*

DVDs • CDs • videos • photographs  
musical scores • sound recordings  
digital music files • maps • serials  
electronic resources • computer files  
digital collections • and more

## Contract cataloging A better way to manage your current workload

### Faster turnaround

Our new technology incorporates more automation and streamlined workflows. In fact, many of the cataloging tasks that traditionally have been completed manually can now be accomplished faster and more efficiently through automation. This lowers your project costs and puts new materials on the shelf faster than ever.

### Nonbook and non-English materials

Don't let unfamiliar formats or languages create a backlog in your library. We catalog in more than 30 languages and all formats, including DVDs, musical scores, maps and electronic resources.

### More metadata, more often

The cataloging you receive from OCLC will be delivered to your specifications, as quickly and efficiently as possible. To help speed the cataloging process and stretch your budget, you may consider options like abbreviated and minimal-level original cataloging, no local editing and automated copy cataloging.

### Contract Cataloging supports university library's changing service goals

#### Library users help identify opportunities during challenging times

**SITUATION:** Rick Anderson at the University of Utah's J. Willard Marriott Library believes that listening carefully to users is what best provides opportunities for libraries during turbulent times. To start this process, he has a few simple questions:

- Who are our primary constituents?
- What problems are we solving for them?
- How do we know if we're solving those problems?
- Which of our processes and practices have the most impact on our patrons, and which ones have the least?

"The more we ask ourselves those kinds of questions, the more opportunities we'll find—both opportunities to do more of some things, and to do less of others," says Anderson, Associate Director for Scholarly Resources and Collections.

And though the answers to those questions may be different from institution to institution, I think the questions are the same regardless of your financial or organizational environment."

A few years ago, leaders at the Marriott Library faced some difficult choices due to budget cuts. Answering the questions above and listening to their users led them in some new directions:

- Outsourcing more of the traditional, MARC-based cataloging and physical processing;
- Buying fewer books on a speculative basis and instead using patron-driven acquisition models when possible;
- Making eBooks the default format when possible.

**SOLUTION:** According to Anderson, the Marriott Library accomplished the first goal in two ways: by getting virtually all of the books it buys from its primary vendor shelf-ready, and by arranging for the remainder (along with most books from secondary vendors) to be sent directly to OCLC for cataloging and processing, after which the books are sent to the library.

"We're accomplishing the second and third goals by being as strategic as we can in managing our sharply reduced collections budget. This means buying fewer books—partly in order to protect our subscriptions and databases, partly because our circulation statistics are dropping

drastically, and partly because our patrons only seem to use roughly half of the books we select for them," says Anderson.

OCLC provides the Marriott Library with MARC cataloging through its Contract Cataloging service, which includes physical processing (spine labels, property stamps, barcodes, security strips, etc.) for books and music scores in both English and foreign languages in both Latin and non-Latin alphabets.

Anderson explains that this takes most of the traditional MARC-based cataloging out of the hands of a significant number of staff and librarians in technical services. These staff and librarians are being trained to use OCLC's CONTENTdm® Digital Collection Management Software, enabling their time to be redirected toward the description and processing of unique digital materials, of which the library has extensive unprocessed collections.

"The goal is to do less of what others can do for us so that we can do more of the work that only we can do—work that requires local expertise or access to unique materials that are only available on-site," says Anderson.

"Anyone can catalog a 1995 edition of *A Prayer for Owen Meany*, but only someone on the Marriott Library staff can work with one of our unique pioneer diaries."

**RESULT:** The budget cuts at the Marriott Library didn't prompt the decision to expose digital materials, notes Anderson; access to digital materials was a goal expressed long ago. But staff reallocation made the decision to outsource easier, and it freed up cataloger time that was then redirected toward improving access to the library's digital collections.

Anderson offers this advice: "Don't take your importance for granted. When the budget is cut, take every opportunity both to talk and to listen. Talk publicly and frequently, to individuals and groups, about the fantastic things your library has been doing and can continue to do; mention the things you're cutting back on, but always frame those comments in the context of how wonderful the services have always been and still are.

"Don't ask them how the library can help them—knowing how the library can help them is your job, not theirs. Just get them to talk about the barriers they're encountering, and then figure out how the library can help them surmount those barriers."

#### Streamlined workflows save money

Whether you need full- or abbreviated-level original cataloging, copy cataloging with minimal edits, record enhancement services or a combination of services, our contract cataloging options are more affordable due to streamlined workflows. Our staff works with you to recommend how these options can best meet your needs and help your library save money.

**"While OCLC is cataloging our standard and not-so-standard materials, our staff are working on the materials of local value."**

*Robin Fradenburgh,  
Associate Director, Technical Services  
University of Texas at Austin Libraries*