

Best of both worlds

IN JANUARY 2005, OCLC LAUNCHED the expanded QuestionPoint suite of reference services. This suite results from the merger of QuestionPoint and the 24/7 Reference service in August 2004. The foundation of the suite is a comprehensive reference management service that combines the best features of QuestionPoint and 24/7 Reference. The growing 24/7 Reference cooperative uses this foundation to offer libraries an affordable means for round-the-clock service delivery. Users from both communities now have access to the merged service through a common interface.

To learn more about the new service suite and to follow the transition activities of 2005, visit www.questionpoint.org.

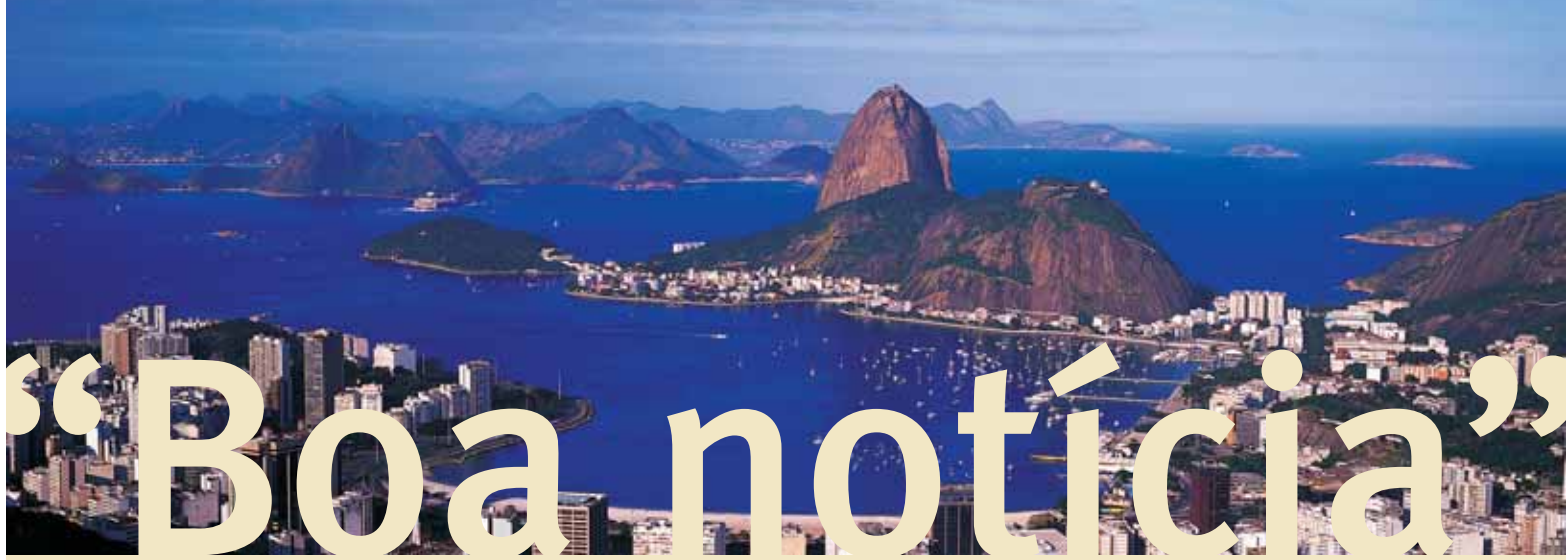


Making the case for libraries: OCLC's 2005 advertising program

OCLC HAS DEVELOPED AN ADVERTISING campaign on behalf of libraries, aimed at library budget decision-makers. The campaign consists of a series of national print ads and local, customizable posters. The ads appear outside the traditional library trade press, and the message promotes libraries, rather than OCLC or its services.

The campaign kicked off with two advertisements: one for academic libraries and one for public libraries. Visit the Web site to see the ads and then customize a poster to help raise awareness in your local community!

To download the ads and learn more about the program, visit www.oclc.org/advocacy/.



Records from Brazilian e-library added to WorldCat

About 40,000 records describing and linking to articles from 130 top Brazilian scientific and technical journals are now available in WorldCat, the OCLC Online Union Catalog. Scientists, researchers, students and other users can access these records and the corresponding article text at no additional cost via WorldCat on the OCLC FirstSearch service. The articles are in English, Portuguese and Spanish and are published in the Scientific Electronic Library Online Brazil. For more information, visit www.scielo.br/.

WebJunction receives new grants

From the Institute of Museum & Library Services

National Leadership Grant

WebJunction will develop a national clearinghouse for library education and training opportunities.

From the Bill & Melinda Gates Foundation

Spanish Language Outreach Program (Pilot)

WebJunction has partnered with four U.S. state libraries to provide local workshops that will enable library staff to better meet the technology needs of Spanish speakers in their communities.

Managing Public Access Computing (MPAC) Program

WebJunction will offer new tools and services that will allow public libraries to better sustain public access computing programs. Part of the MPAC program will be to create a skills-based learning program covering technology, resource development, planning, advocacy and training.

Rural Libraries Sustainability Program

WebJunction will partner with U.S. state libraries to empower rural library staff to better manage and sustain public access computing programs.

