

A person's hands are shown holding a large, clear crystal ball. Inside the crystal ball, the words "Web 2.0" are visible in a blue, sans-serif font. The crystal ball sits on a golden, tiered base. The background is dark, and the lighting highlights the hands and the crystal ball.

Web 2.0

**Five experts  
ponder the future**

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# CONTENTS

No. 2

## COVER STORY

### **6 Web 2.0: Where will it take libraries?**

Remember when it was cool to surf the Web? Log on, type a few words, view a few pages, log off. Hold on to your search box because the Web is on the cusp of another wave of jarring change. Dubbed Web 2.0, the next generation Web promises to make the Web a way of life and turn software development upside down.

## ADVOCACY

### **12 A ripple effect**

A small, rural school district shows how one new service 14 years ago put in motion a steady wave of library support and advocacy.

## OCLC PRODUCTS AND SERVICES

### **16 Cooperation, partnering, acquisition**

In the late 1960s, when PICA set out to coordinate the cataloging efforts between the Dutch university libraries and the national library, no one imagined the initiative would grow into a multinational company that supports global library cooperation and resource sharing.

## DEPARTMENTS

- 3 FROM JAY JORDAN**
- 4 UPDATES**
- 12 ADVOCACY**
- 14 TIPS AND TRICKS**
- 15 OCLC LABS**
- 16 OCLC PRODUCTS AND SERVICES**
- 18 OCLC RESEARCH**
- 20 BY THE NUMBERS**



6



12



16

# OCLC PICA

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# New organizations add value to the cooperative

## WE ARE CONSTANTLY LOOKING FOR RESOURCES

that add value to the OCLC cooperative. In the past year, OCLC has acquired three organizations that will assist us in the pursuit of our mission and strategic objectives. At this writing, the boards of RLG and OCLC have proposed that RLG be combined with OCLC. Let me review each of these alliances.

In June 2005, OCLC PICA acquired Sisis Informationssysteme, a provider of library systems and portals in Germany, Switzerland and The Netherlands. Sisis systems support acquisitions, cataloging, circulation, interlibrary loan and Web OPACs. Norbert Weinberger is Managing Director of Sisis, which has 47 employees and is based in Munich.

In November 2005, OCLC PICA acquired Fretwell-Downing Informatics (FDI), an information discovery, library management and knowledge delivery organization with 77 employees. Based in Sheffield, U.K., FDI has additional offices in Australia, The Netherlands and the U.S. Robin Murray, Managing Director, FDI, spoke at the February OCLC Members Council meeting.

In December 2005, OCLC acquired the assets of Openly Informatics, which provides linking software and a database of some 1.2 million metadata records with links to electronic resources. Eight Openly staff members continue to operate from their offices in Bloomfield, New Jersey, and Eric Hellman, the Founder and President of Openly Informatics, continues to lead the organization as Director, Openly Informatics Division as part of OCLC's Global Product Architecture group.

We are already generating new synergies with these organizations. Let me cite some examples:

- Sisis and OCLC PICA are now providing their German-speaking users with improved service and support as well as faster updates and enhancements in local and centralized library systems in Europe.
- FDI and OCLC PICA are now developing the next phase of the UnityWeb resource sharing and interlibrary loan service for The Combined Regions (TCR) of libraries in Scotland and part of England.

- We are looking at ways to enhance our resource sharing offerings by combining the capabilities of FDI's VDX, WorldCat Resource Sharing and ILLiad Resource Sharing Management software.
- Openly Informatics has accelerated our progress with the eSerials Holdings pilot, which will become a production eSerials Holdings service in July that will automatically update eSerials holdings in WorldCat for individual libraries.

Last, but not least, on May 3, the boards of RLG and OCLC proposed to combine the two organizations, integrating services and bringing forward RLG's program initiatives as a new unit within OCLC, to be called RLG Programs, which will work alongside OCLC Research. The coming together of the two organizations will enhance their abilities to serve the needs of the global community of libraries, archives, museums and other research organizations. We—RLG and OCLC—will be able to focus increased resources on developing new services and products while combining overlapping offerings and achieving economies of scale. If approved by RLG members, this merger will take effect July 1, 2006. The proposed



alliance of RLG and OCLC will add yet another dimension to the OCLC cooperative.

In pursuing alliances we look for opportunities that are consistent with OCLC's public purposes and that will lead to new or better services, to new markets or to lower costs for member libraries. Each of these alliances meets those criteria. We look forward to building an exciting future with our new colleagues as we continue to add value to the OCLC cooperative.

**Jay Jordan**

OCLC President and Chief Executive Officer

## WorldCat live in Windows Live Academic search tool

### WORLDCAT METADATA WILL HELP POWER MICROSOFT'S

Windows Live Academic, a new search engine that lets Web users search a spectrum of academic content. Currently, WorldCat records for about 275,000 theses and dissertations are included in the service's beta release, which was launched in April and indexes eJournals in computer science, electrical engineering and physics. When the beta release is concluded, 3 million records representing the most widely held WorldCat books will be added to the search tool to increase Web visibility of library collections. OCLC's involvement in Windows Live Academic is part of the Open WorldCat Find in a Library program, where OCLC integrates library content and services with Web search engines, Internet booksellers, online bibliographies, library portals and commercial publishers. For more information go to [academic.live.com](http://academic.live.com).



## One-click access to everything!

**AS PART OF AN EFFORT TO HELP LIBRARIES MAN-**age their growing digital collections, OCLC has purchased Openly Informatics, a Bloomfield, New Jersey company that builds software, systems and services that link people to information more efficiently.

Openly's 1.2 million-record database of linking metadata for eJournals, eBooks and other electronic resources will be used to enrich WorldCat and enhance WorldCat applications, such as FirstSearch WorldCat, WorldCat Resource Sharing, WorldCat Collection Analysis and Open WorldCat. The metadata will also boost OCLC's current eSerials Holdings pilot, which allows libraries to automatically contribute holdings for licensed eJournals to WorldCat.

WorldCat will extend the Openly Informatics database by contributing metadata covering materials in other electronic formats, including eBooks, digital audiobooks, digital theses and dissertations. For more information, visit [www.oclc.org/news/releases/200601.htm](http://www.oclc.org/news/releases/200601.htm).



## The Dewey Decimal Classification debuts in German

### **THE PROJECT DDC TEAM AT DIE DEUTSCHE BIBLIOTHEK**

has completed work on the first German translation of the Dewey Decimal Classification system. Based on DDC 22, the translation was published in both print (October 2005) and Web (January 2006) versions. The Web version is called Melvil and can be used as a classification tool as well as a retrieval tool for documents with Dewey numbers.

The Dewey Decimal Classification system has been translated into more than 30 languages and serves library users in over 200,000 libraries in 135 countries worldwide, making it the world's most widely used library classification system. More than 60 of these countries use the DDC to organize their national bibliographies. For more information, visit [www.ddb.de/eng/wir/projekte/ddc\\_deutsch.htm](http://www.ddb.de/eng/wir/projekte/ddc_deutsch.htm)

## RLG to combine with OCLC

### **THE BOARD OF DIRECTORS OF THE RESEARCH LIBRARIES GROUP AND THE OCLC BOARD OF**

Trustees have recommended that the two service and research organizations be combined effective July 1, 2006. If approved by RLG member institutions, RLG's online products and services will be integrated with OCLC products and services, and RLG's program initiatives will be brought forward as a new division of OCLC Programs and Research.

A combined organization would provide an opportunity to leverage program strengths, services and innovative research initiatives, and to deliver more value to a greater number of libraries, museums, archives and other research organizations around the globe.

For more information, go to OCLC's Web site to view a Frequently Asked Questions document: [www.oclc.org/news/releases/rlgoclcfaq.htm](http://www.oclc.org/news/releases/rlgoclcfaq.htm).



# 1

## RICK ANDERSON

Director of Resource Acquisition, University of Nevada, Reno Libraries

# Away from the “icebergs”

## Row your library boat into the Web 2.0 environment

### I DON'T THINK THERE'S ANY QUESTION THAT WE LIBRARIANS ARE WORKING

hard, with the best intentions, to serve our users well in a world that has changed dramatically in the last decade. If the profession is a boat, then I think we're all rowing pretty heroically. But I'm not sure we're paying enough attention to the potential disasters that lie in our current path. In particular, there are three “icebergs” that I believe pose significant threats to our future success. All are remnants of a bygone information age, practices and attitudes that no longer make sense but which we have difficulty letting go. Our patrons have no such qualms, of course, as the emergence of Web 2.0 demonstrates.

**“Just in case” print collection** Building a comprehensive collection of materials that anticipates the user's every need has always been problematic, but it was an approach that made sense when information was available only in print formats. In my library, we've seen a 55 percent drop in circulation rates over the past 12 years, making it harder to justify the continued buildup of a large “just in case” print collection. As a Web 2.0 reality continues to emerge, our users expect access to everything—digital collections of journals, books, blogs, podcasts, etc. You think they can't have everything? Think again. This may be our great opportunity.

**Reliance on user education** Libraries are poorly equipped and insufficiently staffed for teaching. Ask yourself what your user-to-librarian ratio is (at the University of Nevada it's about 680 to 1) and then ask yourself how you're going to train all those users. We need to focus our efforts on eliminating the barriers that exist between users and the information they need. If our services can't be used without training, then it's the services that need to be fixed—not our users. One-button commands, such as Flickr's “Blog This,” and easy-to-use programs like Google Page Creator, offer promising models for this kind of user-centric service.

**The “come to us” model of library service** There was a time when libraries exercised something close to monopoly power in the information marketplace. During the print era, if you wanted access to pricey indexes or a collection of scholarly journals, you had no choice but to make a trip to the library. It worked moderately well for those privileged with access to a good library. In the post-print era, we have to be a bit more humble and find new ways to bring our services to users. At a minimum, this means placing library services and content in the user's preferred environment (i.e., the Web); even better, it means integrating our services into their daily patterns of work, study and play.

No profession can survive if it throws its core principles and values overboard in response to every shift in the zeitgeist. However, it can be equally disastrous when a profession fails to acknowledge and adapt to radical, fundamental change. We need to shift direction, and we can't wait for the big ship of our profession to change course first. It's going to have to happen one library—one little boat—at a time.



# Web 2.0

## Where will the next generation Web take libraries?

BY TOM STOREY

Remember when it was cool to surf the Web? Log on, type a few words, view a few pages, log off. As the latest technology tool, search was exhilarating, informative—and dramatically changed the way people looked for information. Just ask librarians! A record 6 billion searches were conducted on search engines in January 2006.

Hold on to your search box, though, because the Web is on the cusp of another wave of jarring change. Dubbed Web 2.0, the next generation Web promises to make the Web a way of life and turn software development upside down.

In Web 2.0, the Web becomes the center of a new digital lifestyle that changes our culture and touches every aspect of our lives. The Web moves from simply being sites and search engines to a shared network space that drives work, research, education, entertainment and social activities—essentially everything people do. You and your mobile and nonmobile devices—PDA, MP3, laptop, cell phone, camera, PC, TV, etc.—are always online, connected to one another and to the Web.

In technology terms, the Web is the operating platform to which programmers write reusable, constantly updated software components that are embedded or loosely coupled with other Web applications. It's the open, programmable Web, and quite a change from monolithic, proprietary operating systems and programs of the past characterized by long development times and software release cycles.

The first traces of Web 2.0 are already appearing. Consider the roaring success of sites that embody Web 2.0 principles of simplicity, rich interactivity, user participation, collective intelligence, self-service, novel and remixed content—Flickr, MySpace, FaceBook, del.icio.us, YouTube, LibraryThing—to name a few.

The potential network effects of Web 2.0 have not gone unnoticed in the library community. A corresponding Library 2.0 discussion is underway, primarily in the blogosphere, about how libraries will fit into and thrive in the second coming of the Web. NextSpace asked a futurist, three librarians and an OCLC Vice President to comment on the library possibilities of Web 2.0.

The complete essays are available at the OCLC Web site [www.oclc.org/nextspace/002/1.htm](http://www.oclc.org/nextspace/002/1.htm). Excerpts are printed on the following pages.

# 2

**MICHAEL STEPHENS**

Librarian, Blogger

## Into a new world of librarianship

### Sharpen these skills for Librarian 2.0

**ONE OF THE PRINCIPLES OF WEB 2.0 AND THE CORRESPONDING LIBRARIAN 2.0 MEME IS THAT “THE LIBRARY is human”** because it makes the library a social and emotionally engaging center for learning and experience. Librarian 2.0, then, is the “strategy guide” for helping users find information, gather knowledge and create content. The most important traits of Librarian 2.0:

**Planner** This librarian involves library users from the get-go and bases all planning and proposals for technology, services, materials and outreach on user needs and wants. User-centered libraries break down barriers and allow users access wherever they are. This librarian controls Technolust and does not buy technology for the sake of technology. This librarian proposes building projects and involves users in designing those places. This librarian does not create policies and procedures that impede users’ access to the library. Decisions and plans are discussed in open forums and comments are answered. This makes the library transparent.

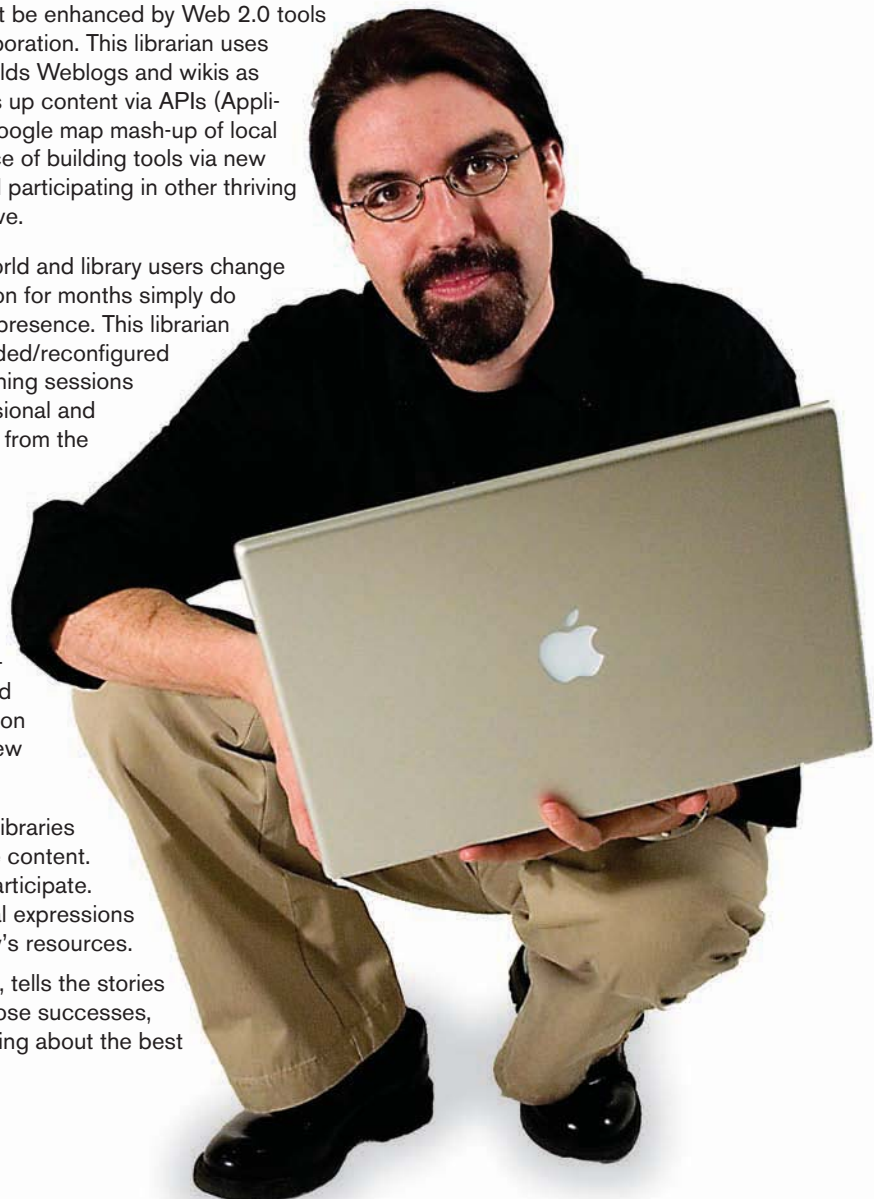
**Embracer** This librarian recognizes how services might be enhanced by Web 2.0 tools and how new services might be born in a climate of collaboration. This librarian uses Instant Messaging to meet users in their space online, builds Weblogs and wikis as resources to further the mission of the library, and mashes up content via APIs (Application Program Interfaces) to build useful Web sites. A Google map mash-up of local libraries created by Chicago librarians is one such instance of building tools via new resources. Other librarians creating MySpace profiles and participating in other thriving communities build connections online where their users live.

**Evaluator** This librarian recognizes how quickly the world and library users change with advancing technology. Project timelines that stretch on for months simply do not work. Perpetual beta works well for the library’s Web presence. This librarian redesigns for ease of use, user involvement and easily added/reconfigured pieces. This librarian brings evidence to the table for planning sessions and decision making, such as recent Pew studies, professional and scholarly journal articles and a synthesis of topic postings from the blogosphere.

**Trendspotter** This librarian seeks out information and news that may impact future services. This librarian has read the OCLC *Pattern Recognition* and user *Perception* reports and uses them in planning. This librarian uses the *Cluetrain Manifesto* and realizes that networked markets are library users as well and that honest, human conversations need to take place within their institution, virtually and in physical space. This librarian reads outside the profession and watches for the impact of technology on users and new thinking on business, because it is, in fact, related.

**Gatherer** This librarian understands that the future of libraries will be guided by how users access, consume and create content. Content is a conversation as well and librarians should participate. Users will create their own mash-ups, remixes and original expressions and should be able to do so at the library or via the library’s resources.

Librarian 2.0 also listens to staff and users when planning, tells the stories of successes and failures, learns from both, celebrates those successes, allows staff time to play and learn, and never stops dreaming about the best library services.



# 3

## CHIP NILGES

OCLC Vice President, New Services

# With more powerful ways to cooperate

## Build new services with Web 2.0 technologies

### WEB 2.0 RESONATES EXTREMELY WELL WITH OCLC'S PUBLIC

purpose, mission and vision. Key principles of Web 2.0 expounded by Tim O'Reilly have been central to the activities of OCLC and its member libraries for decades. O'Reilly's notion of "harnessing collective intelligence," for instance, is at the heart of OCLC's cataloging cooperative, resource sharing network and virtual reference cooperative.

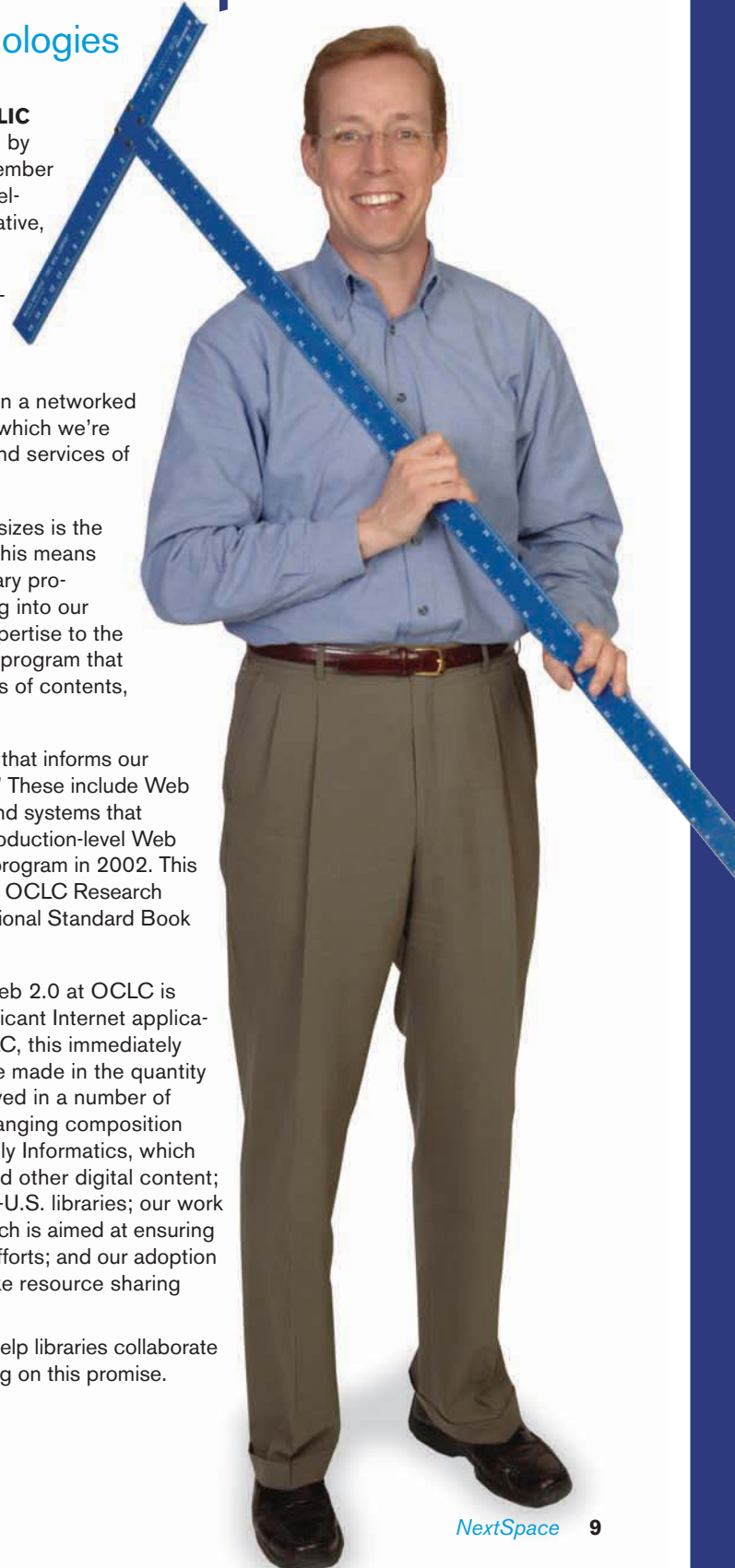
**Touch the entire Web** At the same time, OCLC and its member libraries can benefit from understanding Web 2.0 and applying its principles to their work. O'Reilly's notion of using the Web as a platform "to reach out to the entire Web, to the edges and not just the center," is critical for the success of the library community in a networked world. This is why OCLC is investing in Open WorldCat, through which we're experimenting with various models for integrating the collections and services of member libraries into the consumer Web space.

**Collect user intelligence** A key lesson that O'Reilly emphasizes is the notion that "users add value." For OCLC and its member libraries, this means expanding our definition of "collective intelligence" beyond the library professional to faculty, researchers, library users and others by building into our systems services that encourage these users to contribute their expertise to the cooperative. OCLC's work in this area to date has included a pilot program that allows anyone using Open WorldCat to contribute and share tables of contents, notes and reviews. This, of course, is just a beginning.

**Release lightweight services** Another aspect of Web 2.0 that informs our work is what O'Reilly refers to as "lightweight programming models." These include Web services that make it easy to syndicate data and services outward and systems that are designed to be easily "remixed" by others. OCLC began with production-level Web services to integrate multiple service providers in the WebJunction program in 2002. This was followed by cataloging and ILL services in 2003. Most recently, OCLC Research has released its xISBN service, a Web service that supplies International Standard Book Numbers (ISBNs) associated with individual works in WorldCat.

**Build better data** Perhaps the most important principle of Web 2.0 at OCLC is that "data is the next Intel inside." O'Reilly argues that "every significant Internet application to date has been backed by a specialized database." For OCLC, this immediately calls to mind the decades of investment that member libraries have made in the quantity and quality of the metadata that comprises WorldCat. We're involved in a number of projects to expand the database so that it keeps pace with the changing composition of library collections. These include the recent acquisition of Openly Informatics, which allows us to expand WorldCat to include coverage of eJournals and other digital content; our ongoing efforts to encourage contribution to WorldCat by non-U.S. libraries; our work with Google, the "G5" libraries, and the Open Content Alliance, which is aimed at ensuring that WorldCat accurately reflects the titles digitized through these efforts; and our adoption of the MARC21 Format for Holdings Data (MFHD), which will make resource sharing more efficient.

As these projects suggest, we think the principles of Web 2.0 can help libraries collaborate in new and powerful ways and have dedicated ourselves to delivering on this promise.



# 4

**JOHN J. RIEMER**

Head, UCLA Library Cataloging & Metadata Center

## And better bibliographic services

### Expose, expand, extend metadata using Web 2.0

**THE WEB 2.0 PHILOSOPHY POINTS TO A NUMBER OF SIGNIFICANT WAYS LIBRARY** services can and should change.

Library bibliographic services grew up at various points in time, each aimed at different purposes, and they do not interoperate effectively. Libraries offer a fragmented set of local catalogs, union catalogs, eResource management systems, abstracting and indexing databases, institutional repositories and local digital library collections. Federated searching needs to pull data from all these separate silos and combine resources in new and valuable ways for users.

**Package and push metadata** Exposing our metadata in virtual learning environments, course management systems and Web search engines can make resources discoverable in many more settings, well beyond local online catalogs that were the original destination for the metadata. Done thoughtfully, with the advocacy and coordination of a library cooperative, we can avoid the duplication of records in search result displays that would occur if every consortium were acting individually. Through RSS feeds, libraries can package and push their content to users' preferred working places. The data can be customized and offered for a wide variety of parameters, including classification ranges, allowing users to compile and subscribe to the sources they find most useful.

**Broaden relevance ranking** Relevance ranking techniques should be driven by much more than the mere prevalence of keywords in the bibliographic record and be fed by a wider range of metadata, such as circulation activity, placement of materials on class reserve lists, sales data, and clicks to download, print and capture citations.

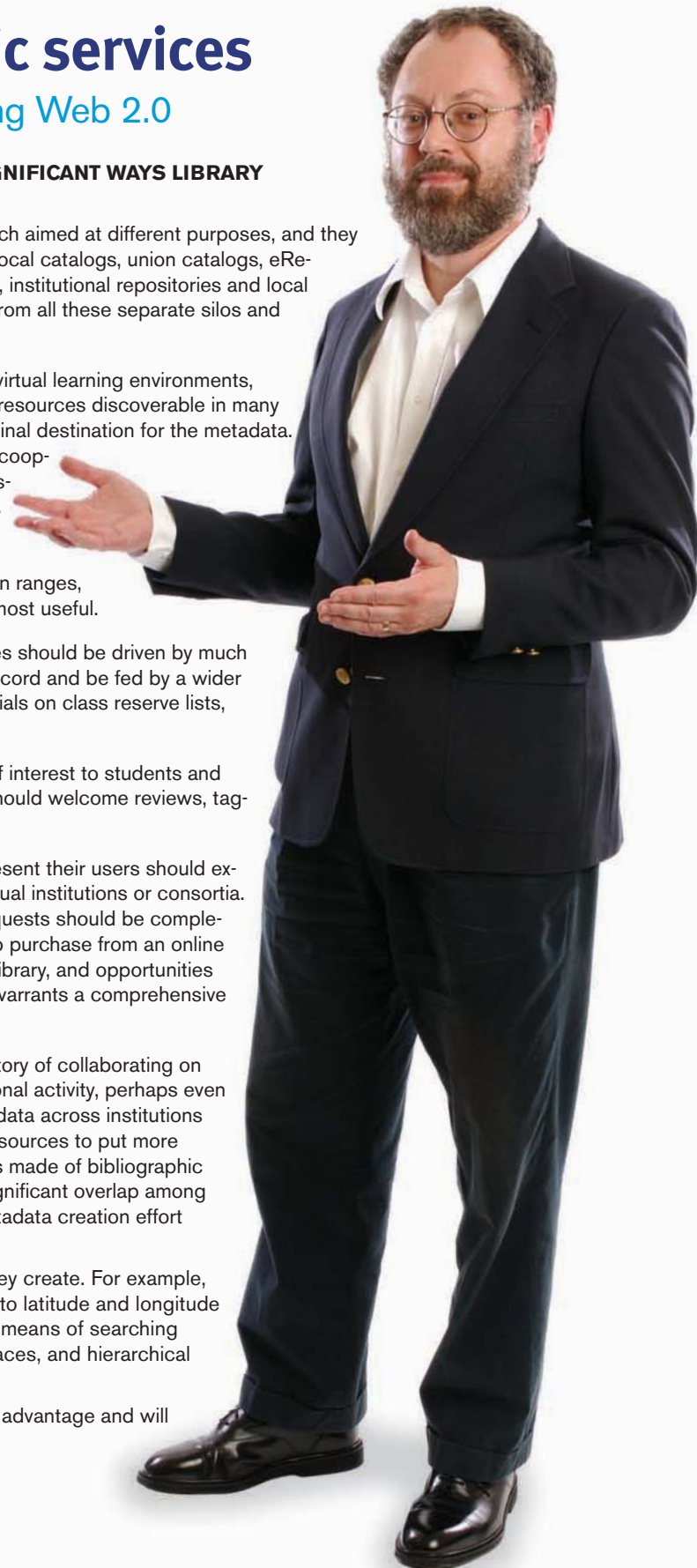
**Adopt Web features** The features of Amazon and Google of interest to students and scholars ought to be incorporated into library services. Libraries should welcome reviews, tagging, scholarly commentary and other forms of user participation.

**Expand delivery** The range of fulfillment options libraries present their users should extend beyond the options managed and under the control of individual institutions or consortia. User-initiated services like renewal, recalls and interlibrary loan requests should be complemented by views into the campus bookstore's inventory, options to purchase from an online bookseller, displays of availability in any geographically proximate library, and opportunities to see and select terms for expedited delivery. User convenience warrants a comprehensive menu of choices in a single place.

**Streamline metadata creation** Libraries have a long history of collaborating on cataloging. This should be extended to coordinated, multi-institutional activity, perhaps even beyond the library sector. The systematic sharing of bibliographic data across institutions can lead to the automatic sharing of enhancements and free up resources to put more material under bibliographic control. If there is similarity in the uses made of bibliographic descriptions by publishers, vendors and libraries, and if there is significant overlap among needed data elements, then it makes sense to pursue a single metadata creation effort whose results we all can use.

Libraries should get much greater mileage out of the metadata they create. For example, if geographic names embedded in subject headings are mapped to latitude and longitude coordinates, it becomes possible to present users with graphical means of searching by place, new ways of easily asking for materials about nearby places, and hierarchical browsing by place.

Expanding and enriching metadata will give libraries a competitive advantage and will support the bibliographic services of the future.



# 5

**DR. WENDY SCHULTZ**

Infinite Futures

## To a temporary place in time...

### On the way to the library experience of the future

#### **THIS TOO SHALL PASS: THE ONGOING DEBATE IN THE LIBRARY COMMUNITY**

regarding Web 2.0 frames library renewal within the current trends transforming our information infrastructure. But those trends themselves will evolve, even mutate, under pressure from emerging change. A futures perspective asks us to reconnect this dialogue to the grand sweep of time and to put people and meaning at the center of our concerns.

Let's borrow a page from analysts charting shifts in our economy's "chain of meaning." They see a rising ladder of value progressing from commodity to product to service to experience.

**Commodity** The library from Alexandria to the industrial era: books are commodities, collected, inventoried, categorized and warehoused within libraries. Libraries represent a resource base, contributing to educating the labor force, to supporting innovation processes fueling growth, and to informing the present and the future—whether in the neighborhood, in academia or in business.

**Product** The library is everywhere, barrier-free and participatory. Collaborate with Amazon; provide digital downloads of books; create a global, and globally accessible, catalog; invite readers to tag and comment. Yet as more information becomes more accessible, people will need experienced tour guides—Amazon's customer recommendations are notoriously open to manipulation; tag clouds offer diverse connections, not focused expertise. This will drive the transition to the Library 3D service.

**Service: Web 3D to Library 3D** Digital natives, immersed in a virtual graphic world, are buzzing over collections in 3D, where books have avatars and online personalities. But the avalanche of material available will put a premium on service. While books may get in your 3D face, people will prefer personal introductions—they will want a Virtual Reality (VR) info coach. Who's the best librarian avatar? How many Amazon stars has your avatar collected from satisfied customers? This could create librarian "superstars" based on buzz and customer ratings.

With Library 3D, we have strayed far into VR in the flight from bricks and mortar into software. Yet many businesses are demonstrating that storefronts can still draw customers if they offer a clearly defined environment that is authentic, humane, experiential, impassioned, relevant and participatory. What would the next stage be like?

**Experience: the neo-library** This will be the library that connects the digital and the sensual, moving from virtual reality to augmented reality. But let's be clear: the library experience will not replace earlier versions of the library, it will absorb them. Both virtual and augmented 3D reality will enable us to manipulate data via immersive, visual, metaphorical, sculptural, holographic information theatres: the research and analytic experience will merge with drawing, dance and drama.

But the library experience will add a new mode, knowledge spa: meditation, relaxation, immersion in a luxury of ideas and thought. The library experience revives the old image of a country house library, and renovates it: from a retreat, a sanctuary, a pampered experience with information—subtle thoughts, fine words, exquisite brandy, smooth coffee, aromatic cigar, smell of leather, rustle of pages—to the dream economy's library, the LIBRARY: a WiFREE space, a retreat from technohustle, with comfortable chairs, quiet, good light, coffee and single malt. You know, the library.

I'll meet you there.





# A ripple effect

A rural school district shows how one new service in 1992 put in motion a steady wave of library support

BY GEORGE BISHOP, INFORMATION CENTER DIRECTOR,  
OVID-ELSIE AREA SCHOOLS

Our small, rural school library serves 900 students in grades 7-12 in the farmland of central lower Michigan, and offers significant services for all patrons. Our library budget and services were modest in the early 1990s, with a total budget of about \$4,000. Since that time, expanded library services have made the library a very relevant and essential part of the infrastructure of the entire school. It is important to note that our school is not located in an affluent community, yet our current annual budget has increased to approximately \$100,000.

The earliest and most significant first step to making this happen was our focus on using our interlibrary loan service (ILL) and providing access to a variety of databases. On the first teacher day in the fall of 1992, all 100 teachers, administrators and student were told two things: “that they would have access to all the resources in the world’s libraries” and “if you or your students need it, we will get it for you...period.” Many teachers were very skeptical at first. During that year there were many specific examples of students and teachers who found the materials that they needed using our ILL service. In that first year, we passed the ILL “litmus test” and were well on our way to making

our small, rural library a significant provider of information to our patrons. We delivered on our promise and put in motion a 14-year flow of new services, increased funding and greater recognition.

Satisfying these needs quickly built a teacher and student support base. Our budget gradually increased over the next few years, and services were expanded. Every time a new service or database was added, there was curriculum integration. Integrating services and databases into the school curriculum is one of the keys to success. Faculty and students must become “dependent” on these resources. In doing this the library increases visibility and relevance. Every satisfied “customer” potentially becomes an advocate for the library.

Increasing a library’s state and national visibility also can help to increase the budget. Many administrators like to have several “gems” in their school district. Our library won some major library awards in Michigan. In 1994 our library was awarded the Michigan Association of School Boards’ “Excellence in Education” award. That same year we also were awarded the Michigan Library Consortium “Citation of Excellence” and the Michigan Association for Media In Education “School Library Media Program of

the Year” award. In 1995 Ovid-Elsie was runner-up for the American Association of School Libraries’ School Library Media Program of the Year. By the end of 1995 our school library quickly became one of these school “gems.”

In 1995 we passed a local bond proposal to build a new middle school and a new “information center.” Our service-oriented reputation allowed us to make significant gains in both the budget process and have a voice in the “infrastructure” of the new facility. We used some of our bond money to acquire a new library automation system (Innovative Interfaces) with greatly expanded capabilities, a security system and a self-checkout system. Today, over 90 percent of all library checkouts are done through self-checkout, and our students love it.

Quality customer service is another key to success for our library. Our goal is to make the total customer experience satisfying, pleasurable and resulting in an end-product that meets or exceeds their expectations. Students should always feel welcome.

### **Other services offered to our students and faculty include:**

- A multitude of electronic databases and 23,000 cataloged eBooks
- MP3 players available for patron checkout with a new downloadable audiobook program in place for this fall
- Training on how and when to use Google™ versus other electronic sources
- 52 computers on the technology island
- 30 wireless laptop computers
- Digital motion and still cameras for student checkout
- Laptops for student checkout
- 22 TVs that feature news and weather programs
- Cyber café with food and beverages (including Starbucks® coffee)

- Meetings with faculty each summer to review the library’s offerings
- Teacher-required usage of books, eBooks, ILL materials, databases and other library materials in courses
- Annual collection purchases that focus on selecting the most intriguing titles and materials
- School lunch cards that have a dual purpose: purchasing food and doubling as a library card
- Ariel® document delivery of all journal articles to desktops

### **In order for small libraries to succeed, they need to think big. Here are some suggestions:**

- Develop an innovative strategic and tactical plan. Work on one tactic at a time, and eventually, you will accomplish your goals
- Network with other libraries, especially other library types (i.e., academic and public). School libraries can learn from other library successes.
- Make the most of your ILL capabilities
- Purchase more electronic content and use local and state consortia, including your OCLC network.
- Consider adopting the customer service motto, “we want to serve you,” and mean it.
- Be more visible to your patrons by applying for library awards and grants.
- Ingrain your services into your patrons’ world so that they cannot live without you.
- Finally, promote your services. This seems simple, but otherwise students and faculty will not be aware of your expanded services.

When you have a program that is exceeding expectations, you have the foundation for success. Empowering the patrons will empower your library. ■

# Check nearby libraries

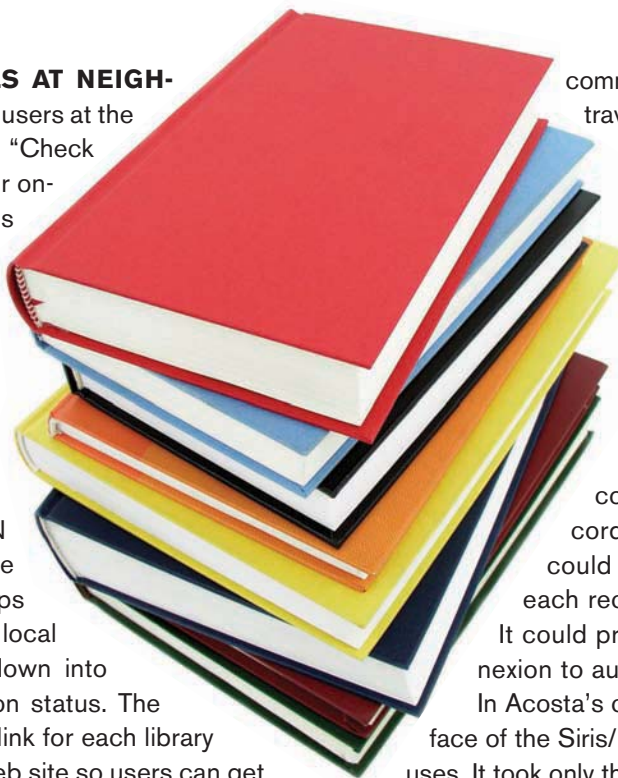
Add this feature to your catalog to give users a view of the local library landscape

BY TOM STOREY

**WANT TO MAKE MATERIALS AT NEIGH-** boring libraries available to your users at the click of a mouse? Try adding a “Check Nearby Libraries” feature to your on-line public access catalog. That’s what Santa Monica Public Library in California did.

Whenever materials from its main library or branches are checked out and unavailable, users can click on this exciting new feature, which sends the search to the OCLC Open WorldCat site using the ISBN and a ZIP code qualifier. The Find in a Library screen pops up showing the holdings of local libraries, and users can drill down into the online catalog for circulation status. The screen also has an information link for each library that connects to the library’s Web site so users can get hours and location.

“This feature seemed an ideal way to create an ad hoc consortium catalog with very little effort and no expense,” said Migell Acosta, Principal Librarian–Information Management. “We are surrounded by municipal and academic library systems whose borders touch and overlap. Our



community is very mobile and often travels to different library systems in the course of their commute or recreational activity, so they are willing to visit other libraries to get materials.”

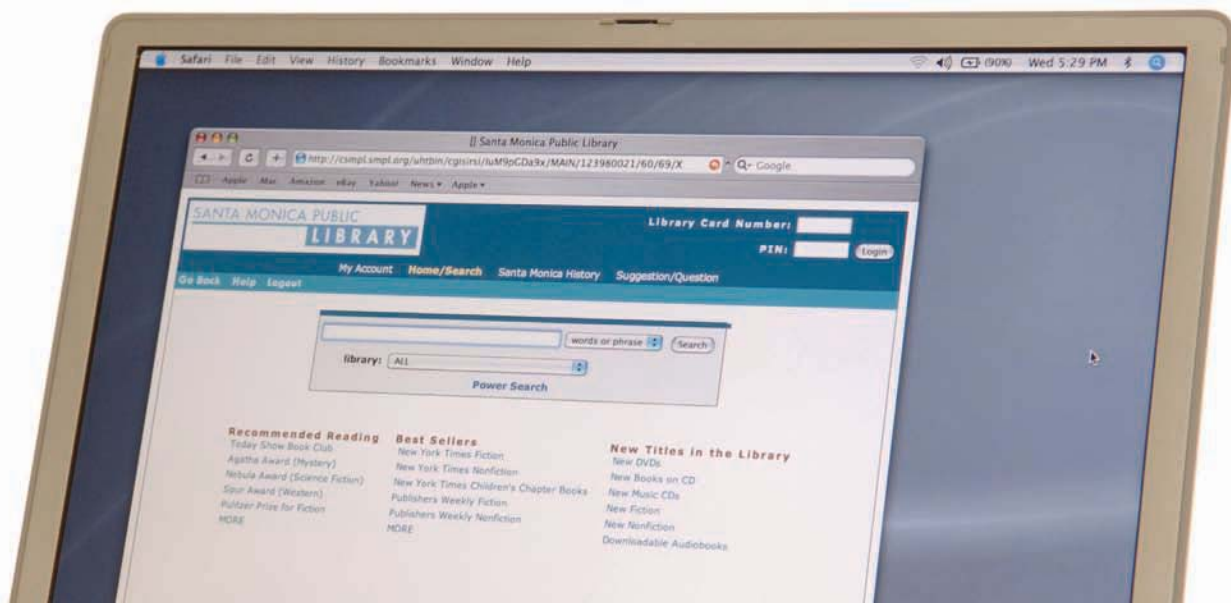
“Our staff and our patrons use it all the time to find different sources of fulfillment.”

Acosta said that the new functionality was not difficult to implement. For a library in control of its bibliographic records but not its ILS interface, it could simply create an 856 field in each record with the link in it, he says.

It could probably create a macro in Connexion to automate the process.

In Acosta’s case, he altered the iBistro interface of the Siris/Dynix Unicorn system the library uses. It took only the addition of three lines of code to one file, he says.

For more information, listen to a screen cast at [www.smpl.org/screencasts/ibistro/owc/index.html](http://www.smpl.org/screencasts/ibistro/owc/index.html) created by Acosta or visit the “Link directly to an ISBN/ISSN in Open WorldCat” page at [www.oclc.org/worldcat/open/isbnissnlinking/default.htm](http://www.oclc.org/worldcat/open/isbnissnlinking/default.htm). ■



## Link LCSH with DDCMI with MeSH...

OCLC Terminologies Service will map and connect knowledge organization schemes

BY CARRIE BENSELER



### OCLC IS EXPLORING A SERVICE THAT PROVIDES

one-stop, online access to multiple knowledge organization schemes so that libraries, museums and archives can add related terminology to their collections. Using Microsoft Office 2003 and Internet Explorer, the service would be compatible with Web-based metadata editors, such as Connexion, CONTENTdm and others, and be available at no additional charge to OCLC Cataloging Services subscribers.

OCLC plans to implement the new service in June 2006 after running a series of pilots to gain insights into how to better serve user needs for a terminologies service. The pilot used a phased approach, making different vocabularies available at different times. The first pilot was for Connexion users and used four different thesauri: Dublin Core Metadata Initiative (dct) Type Vocabulary; Guidelines on Subject Access to Individual Works of Fiction, Drama, Etc. (gsafd); Medical Subject Headings (MeSH®); and Newspaper Genre List (ngl). Subsequent pilots further explored MeSH and Répertoire de vedettes-matière (rvm).

### Here's how it would work

A drop-down menu in the metadata editor lets you choose

a controlled vocabulary. Enter a term into the search box and the service returns a list of matching or related terms in its main window.

Access from one location to specialized vocabularies that target specific audiences and types of materials streamlines the cataloging workflow and allows users to retrieve more precise results. For example, a Library of Congress subject heading (lcsch) uses the common term "cancer" while the MeSH term is "neoplasm." Without tagging records with multiple terms, users would not automatically retrieve the more precise search results.

During the pilot, OCLC conducted market research in the form of online surveys and/or phone interviews to solicit feedback from participants. Judith Dzierba, Cataloging and Archives Manager at the Library of Rush University Medical Center, was a pilot participant. "This service will delight many medical catalogers. I no longer have to open our own library catalog or the MeSH browser—all the resources I need are right there in the interface. It greatly reduces keystrokes and speeds up the cataloging process."

For more information about the pilot, visit [www.oclc.org/productworks/terminologiespilot.htm](http://www.oclc.org/productworks/terminologiespilot.htm) ■

# OCLC PICA: Cooperation, Partnering, Acquisition

How something small can lead to something big

BY JANET LEES AND RALPH MÜNZENMAYER

**W**hen Pica set out to coordinate the joint catalog building between 13 Dutch university libraries and the national library at the end of the 1960s, no one imagined the foundation would grow into the powerful and impressive multinational company it is today. After all, that was not the intention: all the cooperative wanted was to make a leap in efficiency, and computerize and centralize the various cataloging efforts. It is no coincidence they were doing this with an eye toward what OCLC had already started a few years before.

The initial project turned into a real organization, quite successful at developing solutions for centralized cataloging (CBS) as well as local library management (LBS). After a period of supplying only libraries in The Netherlands, in the early 1990s Pica ventured into Germany and France, because that expansion was the only way to create the necessary funds for new developments. And, after working with OCLC on several small projects, at the turn of the millennium a closer cooperation led to a much more solid arrangement when OCLC acquired a majority interest in Pica B.V. Eventually, after merging with the OCLC Europe, Middle East and Africa operation, Pica became OCLC PICA in 2002—an organization with about 100 employees in The Netherlands, United Kingdom and France. Apart from marketing its own solutions globally, OCLC PICA distributes OCLC services in Europe and Southern Africa. One of the strategies that contributed strongly to OCLC PICA's market position is the comprehensive cooperation with local partners.

## Leveraging resources through cooperation

The year 2005 saw three major changes for OCLC PICA: a majority share in Strata Preservation was taken over from OCLC, Sisis Informationssysteme (Germany) and Fretwell-Downing Informatics (U.K.) were acquired, and the organization doubled its size to some 250 employees. Its geographic presence grew, because offices in the U.K., Germany, Switzerland, Australia and even the USA,

were part of those acquisitions. More importantly, however, along with the acquisitions came additional resources that are being leveraged to speed system development, increase product and service quality and open up new market opportunities—in other words, to make the users benefit even more.

Throughout its 35-year history, the principle of cooperation has always been what makes OCLC PICA thrive. First it was librarians, then its partners and now it is the cooperation among the various newly acquired organizations and their solutions. In addition, new ways of cooperation have started with OCLC. One of those ways is linking the OCLC PICA users' catalogs with WorldCat.

The bibliographic landscape in the OCLC PICA region is varied. In most countries there are regional and/or national union catalogs that reflect national cataloging rules and formats and that serve local libraries through a variety of business models: government-funded (free at point of use), cooperative and for-profit. There is little connectivity between union catalogs except at the national library level. Additionally some individual libraries and groups—predominantly from the U.K., Scandinavian countries and South Africa—use OCLC for cataloging and their holdings are included in WorldCat, but these holdings have up to now been neither complete nor comprehensive.

## More European materials visible online

WorldCat Discovery is OCLC PICA's approach to providing wider coverage of European library collections to users around the world while retaining the union catalogs' national role, integrity and authority. As a distributor for its regions, OCLC PICA establishes an agreement between OCLC and the union catalog owners for the exchange of bibliographic records that enables the member libraries of these union catalogs to become OCLC members; to be able to utilize OCLC services like WorldCat Discovery and become active within the global cooperative. The bibliographic records and holdings contributed through



# OCLC PICA



WorldCat Discovery become accessible to all OCLC member libraries and through services such as FirstSearch and Open WorldCat the great treasures and local materials of OCLC PICA's associates become more visible to library users worldwide.

WorldCat Discovery is complementary to the traditional approach of WorldCat. The records and holdings of some national groups like LinkUK—a group of about 75 public libraries in the U.K.—and union catalogs like the Dutch GGC central database are being loaded into WorldCat. As a consequence of the WorldCat Discovery concept it is expected that a number of other national union catalogs will also follow as well as major individual libraries.

The first benefit of loading these additional records is

to increase the coverage of library holdings in key European countries—initially The Netherlands, the U.K. and Germany—in Open WorldCat. OCLC PICA has announced a pilot program for Open WorldCat in these countries that will be conducted during 2006. During the pilot, OCLC PICA and invited libraries in these countries will be testing enhancements, such as interface translations and the inclusion of postal code information specific to these countries.

The tight linking of OCLC PICA local and central system solutions with the global services of OCLC provides a close synergy between the two organizations that can deliver local, national and global solutions for libraries. And once again it shows how something small can lead to something big. ■

# Seeking Synchronicity:

OCLC and Rutgers researchers explore virtual reference services by analyzing chat transcripts

BY ROBERT C. BOLANDER, LYNN SILIPIGNI CONNAWAY AND MARIE L. RADFORD

**W**eb-based library reference services have emerged as vital alternatives to the traditional face-to-face or telephone reference encounter. However, existing research on this relatively new type of library service is fragmented and limited in scope.

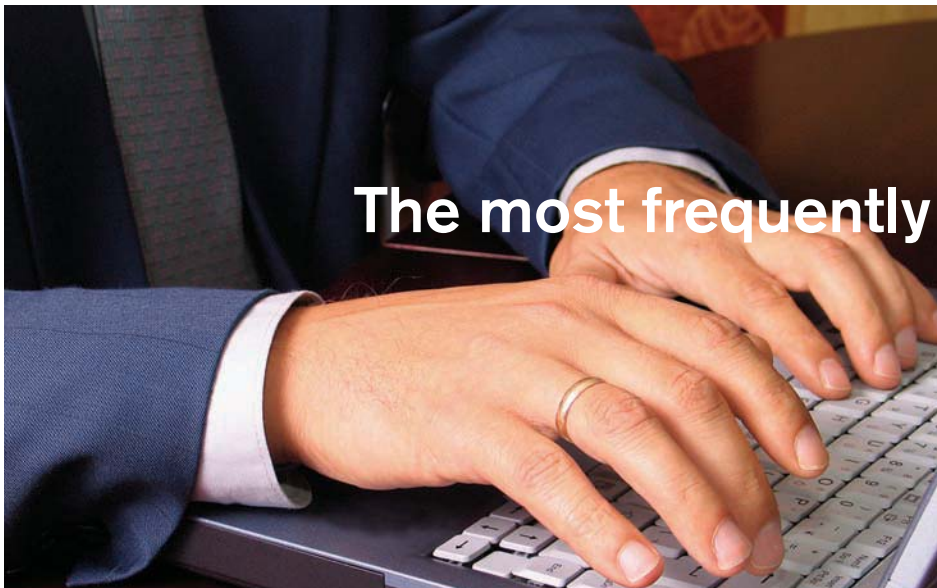
Lynn Silipigni Connaway, OCLC Consulting Research Scientist, and Marie L. Radford, Associate Professor at the Rutgers University School of Communication, Information & Library Studies, are conducting a two-year, multiphase study of virtual reference services (VRS) from user, non-user and librarian perspectives. Supported by a grant from the Institute of Museum and Library Services and in-kind contributions from

quantitative data-analysis techniques will be employed. This article reports on the analysis of 300 transcripts of virtual reference sessions from 24x7 Reference conducted between July 7, 2004 and June 27, 2005.

Researchers developed, refined, and applied schemas for analyzing transcripts, each of which was reviewed by multiple coders. This method reveals the complexity and richness of these interactions.

## Geography, library and question type, and subject

Most of the transcripts studied were from the eastern or western United States. The remainder were from Australia, the Midwestern U.S., Canada and England. A variety of libraries was represented in the sample. Members of reference consortia made up



The most frequently occurring type of

the largest single group in the sample, followed by public, university, national, law, state, and K-12 libraries. The most frequently occurring type of reference transaction was a subject search, followed by ready reference, procedural, item availability and research inquiries. Interestingly, ready reference questions accounted for 30

OCLC and Rutgers, the study will investigate factors that influence the selection and use of synchronous (e.g., Internet chat-based) VRS and study user and staff perceptions of satisfaction. It also seeks to develop research-based recommendations for VRS staff to increase user satisfaction with the virtual reference experience.

The project employs a combination of techniques for data collection, including an analysis of chat transcripts, focus-group and telephone interviews, and online surveys. Manual and computer-assisted qualitative and

percent of the questions. This is surprising given the popularity of Internet search engines such as Google, Yahoo and Ask.com.

Researchers classified questions by subject, using the second summary of the *Dewey Decimal Classification* – the Hundred Divisions. The most frequently asked questions from VRS users were about library procedures, followed by law, biography and genealogy, North American history, education, social issues and economics. Forty other subjects also were represented.

## Interpersonal communication analysis

A significant aspect of the researchers' interest had to do with the interpersonal communication features of the reference chat sessions. They found that reference chat interactions include a variety of both relational facilitators—interpersonal aspects of the chat conversation that have a positive impact on the librarian-client interaction and that enhance communication—and relational barriers—interpersonal aspects of the conversation having a negative impact on the interaction.

Librarians and clients employed a variety of relational factors to manage virtual reference interactions. Librarians used techniques of rapport building (e.g., offering confirmation, approval or empathy), deference (using expressions of politeness, gratitude or apology), the use of unscripted greeting and/or closing rituals, and representation of non-verbal cues (e.g., “smileys”) to try to build a satisfying experience for the client.

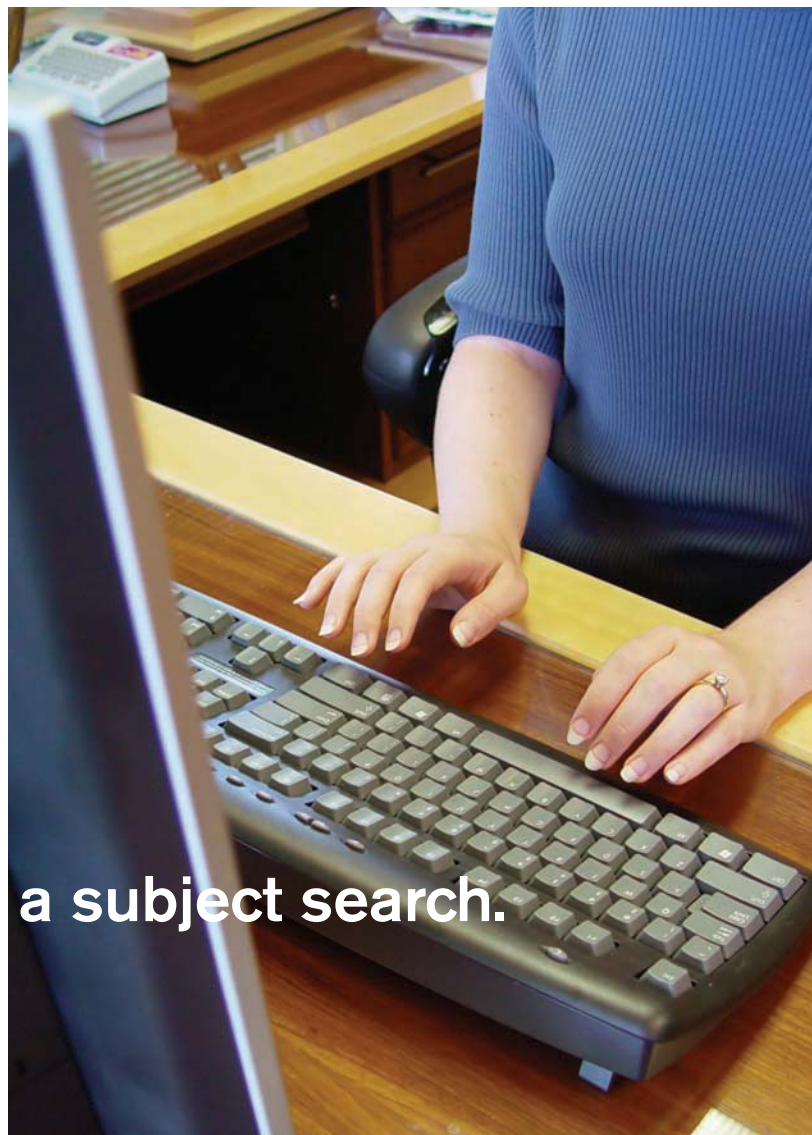
Clients also employed the same relational facilitators, although the two groups used specific facilitators to different degrees. Librarians tended to use rapport-building

## reference transaction was a subject search.

techniques as well as greeting and closing rituals more than clients, while clients tended to demonstrate deference more frequently than librarians. This analysis suggests that librarians tended to use representations of nonverbal cues much more than clients.

Similarly, librarians and clients both exhibited relational barriers, but to differing degrees. Clients tended to manifest relational barriers more frequently than librarians. Clients tended to manifest negative closures or other closing problems more often than relational disconnects (e.g., failing to respond to an opportunity to build rapport). When librarians manifested relational barriers, they tended to employ negative closures or other closing problems in about the same proportions as relational disconnects.

The study methodology has been designed to ensure that results will be generalizable. The large international sample and multiple approaches to data gathering indicate that this research will be immediately relevant and useful to the global LIS community. Results will be widely disseminated



as each of the proposed research phases concludes.

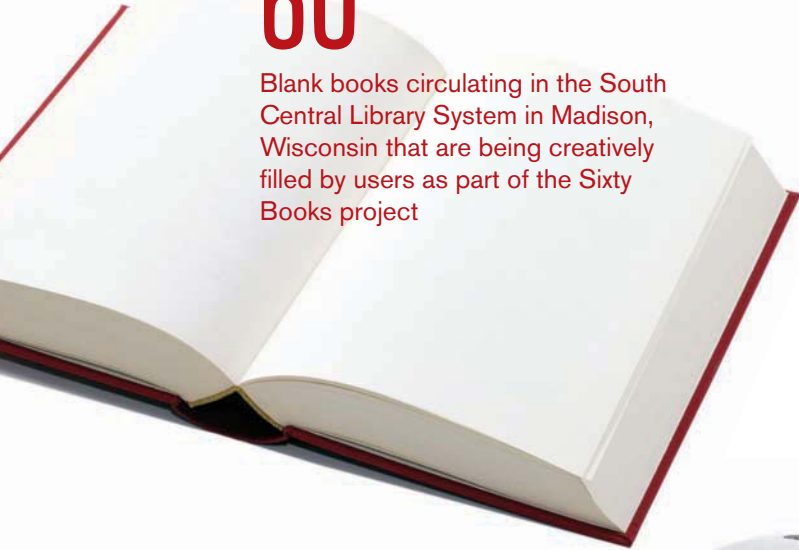
One thing seems clear even at this stage of the research. Although the researchers are studying VRS chat transcripts, much of what they have found has to do with interpersonal communication and providing good service to clients. As stated by Tenopir,<sup>1</sup> this “analysis can help improve any interaction between librarian and patron.” ■

**Questions about this study may be directed to Lynn Silipigni Connaway, Ph.D., OCLC Research. Email: [connawal@oclc.org](mailto:connawal@oclc.org); Bio: [www.oclc.org/research/staff/connaway.htm](http://www.oclc.org/research/staff/connaway.htm); Project web site: <http://www.oclc.org/research/projects/synchronicity/>.**

<sup>1</sup> Carol Tenopir, “What Chat Transcripts Reveal,” *Library Journal*, March 1, 2006. <http://www.libraryjournal.com/article/CA6308689.html>

60

Blank books circulating in the South Central Library System in Madison, Wisconsin that are being creatively filled by users as part of the Sixty Books project



400

iPods owned by Georgia College & State University. Some are loaned to students in certain classes, while others are available for checkout at college libraries



210,000,000

Dollars to fund a library modernization program in Los Angeles, California, which is backed by voter-approved bonds

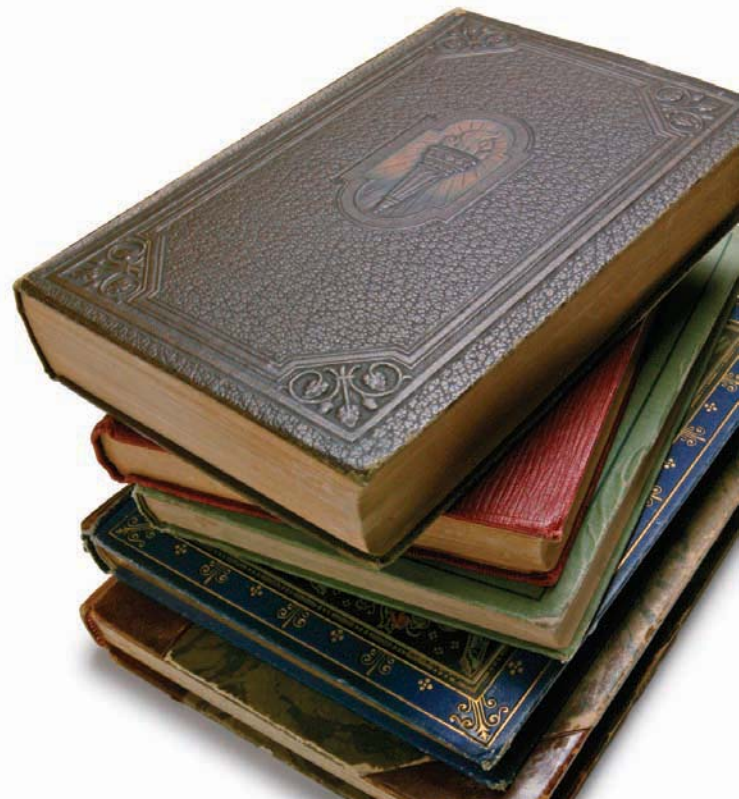


400,000

Volumes of handwritten books in Iranian libraries

5,700,000,000

Online searches conducted across 60 search engines in January 2006



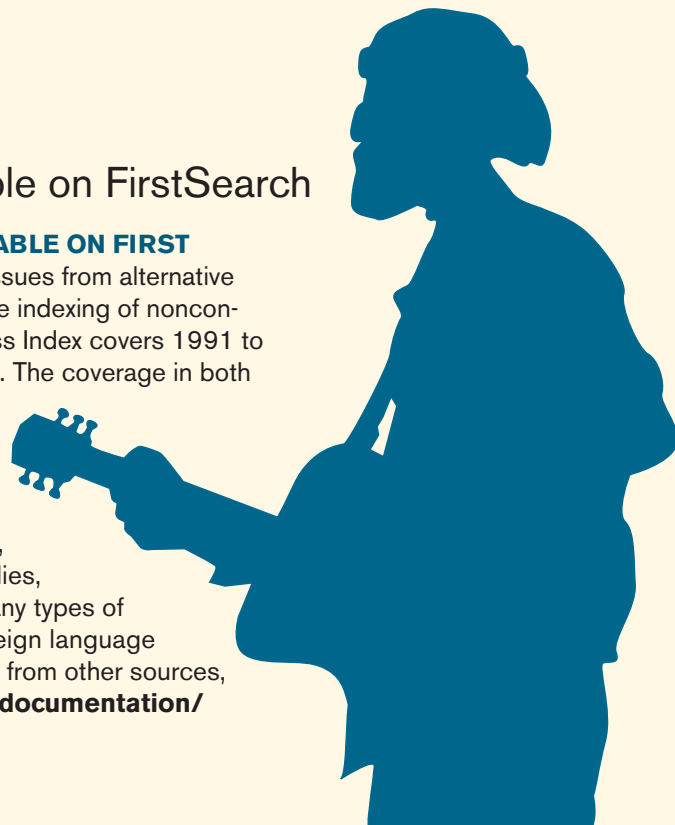
# Radical, Man!

Alternative Press databases now available on FirstSearch

## TWO ALTERNATIVE PRESS DATABASES ARE NOW AVAILABLE ON FIRST

Search. Library users now have access to resources on social issues from alternative and/or radical viewpoints. The databases provide comprehensive indexing of nonconformist periodicals, newspapers and magazines. Alternative Press Index covers 1991 to the present; Alternative Press Index Archive covers 1969–1990. The coverage in both databases is international and interdisciplinary and includes subjects like pacifism, ecology, labor and socialism.

The Alternative Press databases cover hundreds of sources and offer more than 750,000 records for further exploration. Primary topic areas include: African-American studies, ecology, ethnic studies, feminism, gay-lesbian studies, international studies, labor, radical democracy and socialism. The databases index many types of information, including bibliographies, directories, editorials, foreign language articles, indexes, interviews, obituaries, regular columns, reprints from other sources, reviews and speeches. Learn more at [www.oclc.org/support/documentation/firstsearch](http://www.oclc.org/support/documentation/firstsearch).



Highest OCLC record number (as of April 12, 2006) **66,386,126**

Languages in WorldCat **458**

Watch WorldCat grow—a new record and 13 new holdings are added about every 10 seconds: [www.oclc.org/worldcat/grow](http://www.oclc.org/worldcat/grow).

Format	Number of records	Percentage of total	Locations of items cataloged
Books	54,259,514	84.29%	960,216,621
Serials	2,770,862	4.30%	30,443,576
Visual Materials	2,078,030	3.23%	20,218,955
Maps	1,005,441	1.56%	4,616,197
Mixed Materials	278,933	0.43%	288,836
Sound Recordings	2,219,978	3.45%	24,858,952
Scores	1,453,953	2.26%	10,344,371
Computer Files	304,298	0.47%	1,229,770
Totals	64,371,009	100.00%	1,052,217,278

as of April 2006

## The OCLC Cooperative

Governing Members	9,020
Members	19,846
Participants	27,666
Libraries outside the United States	10,885
Countries and territories served	111



OCLC will be exhibiting at the following events:

**American Library Association**

**June 22-28, 2006**

New Orleans, Louisiana

**Association of Canadian Archivists**

**June 28-July 1, 2006**

St. John's, Newfoundland

**Society of American Archivists**

**August 2-3, 2006**

Washington, D.C.

**Pacific Northwest Library Association**

**August 9-12, 2006**

Eugene, Oregon

**World Library and Information Congress (IFLA)**

**August 20-24, 2006**

Seoul, Korea

**Federation of Genealogy Societies and  
New England Historic Genealogy Society**

**August 30-September 2, 2006**

Boston, Massachusetts

Check the OCLC Web site for a complete list of  
upcoming conferences.

[www.oclc.org/education/events/](http://www.oclc.org/education/events/)



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