

Maximum Web visibility for CONTENTdm digital collections

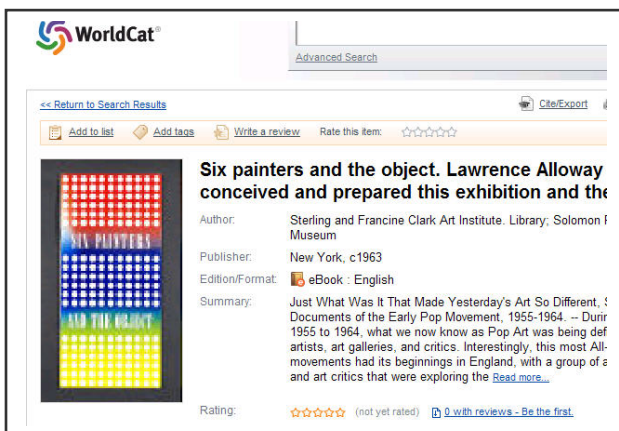
WorldCat Digital Collection Gateway

The WorldCat Digital Collection Gateway™ is a self-service tool that helps libraries and other cultural heritage institutions maximize the visibility of unique primary source materials, such as digital photos, newspapers, letters and diaries, through WorldCat on the Web. It is available to all CONTENTdm® users at no additional charge.

Maximize Web visibility of primary source materials via WorldCat

Through your efforts in building digital collections with CONTENTdm, your unique treasures are showcased on the Web for local and global information seekers. Having devoted the resources to creating these online collections, broadening visibility and access is of foremost importance.

The WorldCat Digital Collection Gateway provides you with a self-service tool for uploading the metadata of your unique digital content to WorldCat®—the premier database of library materials. Once your metadata is in WorldCat, your collections are more visible and discoverable by end users who search WorldCat.org™, WorldCat Local™ and WorldCat Local “quick start,” as well as Google, Yahoo! and other popular Web sites.



Six painters and the object, the Sterling and Francine Clark Art Institute.

As your library, museum or other cultural heritage organization continues to upload metadata, you are creating a collective digital repository to enrich the resources available to your end users. They will be able to search WorldCat and find exactly the resources they need from your library's digital collections of rare, historic or local materials, along with the materials provided by other libraries around the world. Ultimately, users will click on items and visit your digital collections by viewing those items immediately on their screen—anytime, anywhere.

“Libraries, museums and archives should do whatever they can to get their materials available online and expose their collections to users—wherever they are—on the Web. The WorldCat Digital Collection Gateway is an easy and effective way to do this.”

Roy Tennant
Senior Program Officer
OCLC Research

“The Gateway is an important tool for the Clark to broaden the visibility of its collections. From there we have created WorldCat lists and have also tied in online interactive communities such as Facebook and other Web 2.0 tools.”

Penny Baker
Collections Management Librarian
Sterling and Francine Clark Art Institute

Regular uploading and WorldCat synchronization

Using the Gateway, you can create profiles for your digital content metadata to be regularly harvested, uploaded and converted to WorldCat format. After uploading, WorldCat assigns and returns an OCLC number that is added to collection metadata in CONTENTdm to support future synchronizations. This unique identifier becomes a cross-reference for digital items in WorldCat and can be used for search and reference purposes.

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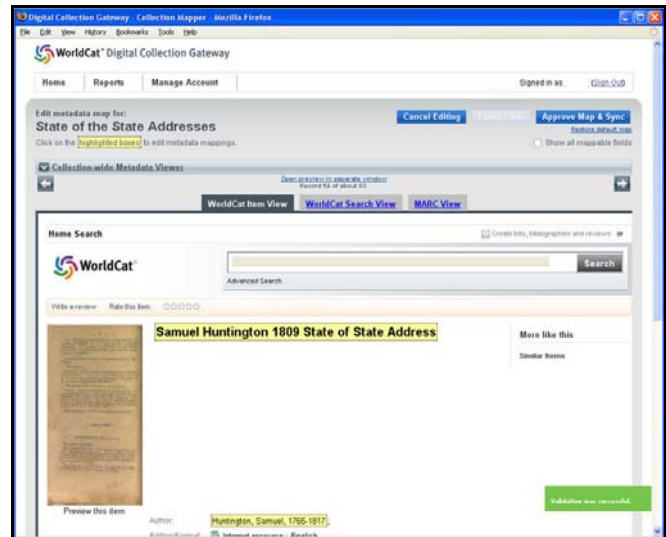
How it works

Through the Gateway's Web-based interface, you can preview your metadata in a WorldCat.org display, and then select the right content and appearance for your library's digital collections. With the Gateway, you can select from a number of options to create a profile for each of your digital collections using its three main components: (1) WorldCat Record Processing, (2) The Metadata Map and (3) The Sync Schedule.

- With the Gateway's **WorldCat Record Processing**, you choose whether to "replace all" your metadata or to add only the new metadata using the "add new only" option.

If you choose "replace all," then each time you upload your metadata to WorldCat all changes and additions to your local metadata are updated and added to WorldCat. If you choose "add new only," then only the new items added to your local metadata are uploaded to WorldCat. These options give you the control to fit the Gateway into a variety of metadata workflows.

- Through the **Metadata Map**, the Gateway gives you the control to put your collection in the best possible light in WorldCat for better visibility and discovery. The Metadata Map is a graphical user interface that enables you to adjust the display of your source metadata in a WorldCat.org display. Initially, you are presented with a default display of the metadata for your digital items.
- With the **Sync Schedule**, you can add updates to WorldCat based on your local workflow for building and maintaining each of your digital collections. Additionally, you can choose how often you want to synchronize your metadata—monthly, quarterly, semiannually or annually.



The Gateway's Metadata Mapping enables you to transform your CONTENTdm Dublin Core® metadata to the MARC format, displaying it in a WorldCat.org display for reviewing and editing. (Samuel Huntington's 1809 State of the State Address, the Ohio Historical Society.)

For more information

Contact OCLC at 1-800-848-5878, ext. 4301 or e-mail contentdm@oclc.org.

Current CONTENTdm users can find additional details on the User Support Center at www.contentdm.com/login/login.asp (log-in required).

www.oclc.org/gateway