

## Response to Members Council on the “Innovative Ideas” Session

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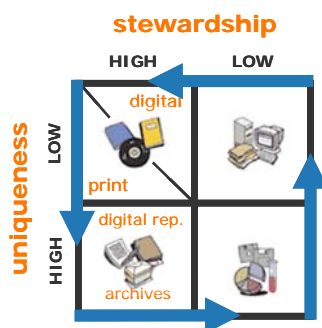
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The thought-provoking presentations<sup>1</sup> given by John Teskey, Graham Jefcoate, and Jeffrey Baskin at the last Members Council meeting suggest innovations in both discovery and delivery of content, albeit for different reasons. John posits a digital version of every item in WorldCat; Graham focuses on information isolation; and Jeffrey discusses rural vs. urban information availability. These presentations point to the growing opportunity that OCLC and its member libraries have to broaden access to the world’s library collections through new approaches to content access and delivery.

OCLC is responding to these opportunities in two ways:

1. We are “synchronizing” WorldCat with collections of interest to the membership. Many of these collections represent digital content, ranging from ebooks to special collections.
2. We’re piloting new methods of content delivery, both physical and electronic, with the goal of providing delivery options for all of the materials in WorldCat.

### Synchronizing WorldCat with Collections of Interest



Our efforts to represent digital collections in WorldCat have been informed by the OCLC Collections Grid, represented above. The grid “divides collection materials into four general categories, each representing a distinct group of resources. The vertical axis of the grid represents the degree of “uniqueness” of the content; the horizontal axis represents “stewardship” or the degree of custodial care that the resources require.” (<http://www.oclc.org/reports/escan/appendices/collectiongrid.htm>)

Our work to date has focused largely on the upper left-hand quadrant of the grid, representing published collections, and in particular on digital versions of published content that libraries invest in so heavily today. We began a few years ago with a program for educating WorldCat about eSerials held by libraries and the acquisition of Openly Informatics. More recently, we’ve begun to synchronize WorldCat with the growing collection of ebooks available to libraries from commercial providers (such as OverDrive and NetLibrary), as well as the growing collections of ebooks available from Google Book Search, Microsoft Live Search Books, and other Web sites. Finally, we’ve undertaken a project to add to WorldCat.org sufficient metadata to represent the contents of the 100 most frequently licensed library databases, in order to make these electronic resources more readily discoverable through WorldCat.

<sup>1</sup> *Why Ship Books?* Jon Teskey, *Project Open Library: Bringing Quality Information to Developing Countries*, by Graham Jefcoate; and *E Info in a Box for Small Libraries*, by Jeffrey Baskin.

We are also increasingly interested in the lower left-hand quadrant of the grid, representing special collections. We've done a good deal of work to better integrate ContentDM images into WorldCat and are also working on the integration of ArchiveGrid and Camio. We hope to dramatically expand the coverage of WorldCat vis a vis digital repositories in FY09.

### **Providing Access to Content**

Discovery is important, of course, but delivery is the goal. John, Graham and Jeffrey all emphasized the importance of providing access to digital content in their presentations. I'll highlight two specific projects that directly address the challenges they presented.

### Linking to eBooks

OCLC is working with Google and the University of Michigan to pilot a process to synchronize WorldCat with the Google Book Search Library project. The purpose of this program is to increase the visibility of digital books and to increase access to the full text when available; an innovation which, while not providing a digital version of every item in WorldCat, gives us a good start. The pilot, scheduled to begin in Q1 of FY09, will automatically create a MARC record for each digital manifestation created when Google scans a library-contributed book. Each record will contain a link to Google Book Search book detail page, and Google will add a Find in a Library link to their detail page, driving traffic back to libraries. OCLC will create an Institution Record describing the library copy of the digital book, creating a cluster of print, Google digital copy and library digital copy. We expect the pilot to continue through the synchronization of all Google Book Search Library Project collections. We plan to add other mass digitization projects to the program in late FY09 and early FY10, including Microsoft Live Search Books, Internet Archive, and others, as well as commercial eBook suppliers.

### Home Delivery

OCLC just started the WorldCat Direct phase two pilot. The first phase of this project, undertaken last year in Montana, involved libraries shipping items from their collection directly to patrons' home address.

Phase 2 of the pilot takes the project a step further by allowing participating libraries to have books shipped from a commercial supplier (Better World Books) to the home of patron, rather than having it shipped from a library via ILL. The benefits of this approach include a lower average cost per book shipped (\$10 vs. \$13 per book), much faster delivery (a few days vs. up to a few weeks), and home delivery.

The pilot will help us to answer the question, "Why ship books?" If this special ILL pilot is successful, our vision is to expand the program to enable home delivery based on a network of suppliers nationwide in conjunction with local libraries.

### Related Projects

This project compliments a variety of other projects underway at OCLC, all aimed at improving content delivery. These include a proposed "Find It" service for providing access, through WorldCat.org and WorldCat Local to licensed database collections; the addition of more document and book suppliers; a growing number of links to library special collections; and a project to make the collections of libraries in off-site storage facilities visible in, and accessible through, WorldCat.

In all of these projects, our goal is to improve access to the digital content that is increasingly discoverable through WorldCat.org.