

Meeting Minutes/Summary **May 2008 Members Council Meeting**

Group Name: Reference and Social Networking Service Group

Prepared and submitted by: Sonya Oliver

Has this report been reviewed by the group chair? Yes No

Meeting minutes should be concise (not exceed two pages), summarize major discussion points, and be reviewed and approved by the group chair. **Recorders, please email your meeting minutes to Bunny Gunderson (gundersb@oclc.org) by the close of business on Tuesday, June 3.**

Attending:

Members Council Delegates: Stewart Bodner, Chair (Nylink); Jeff Baskin (Amigos); Lyn McKinney (OCLC Western); Beverly Obert (ILLINET); Ellen Tise (OCLC EMEA)

Board of Trustees: Maggie Farrell

Members Council Alternate Delegate: Linda Bills (PALINET)

OCLC: Jasmine de Gaia, Kathy Fishbaugh, Peggy Gallagher, Sonya Oliver; Paula Rumbaugh

Meeting Minutes/Summary:

Objectives and Goals

The group discussed the value of service groups in the future, particularly in light of changes that will result from the new governance structure. There was general agreement that the current structure should be replaced with more task-oriented meetings that focus on key strategic initiatives. The group would like to return to their previous role of advising OCLC on its development of services, and expects that a more specific agenda with a focus on a specific product or key area would result in more productive results.

Delegates who have participated in this group for several years mentioned how rewarding it is to see that many of the suggestions from this group have been implemented in WorldCat.org and WorldCat Local.

February Meeting Review

Group members reviewed the new approach for generating new ideas that was used for the February Members Council meeting. Comments included:

- Congratulations to Beverly Obert, Jeff Baskin and Klaus Ceynowa for their successful presentations.
- The new format resulted in good brainstorming discussions.
- The process of coming up with topics was rather confusing. Participants didn't feel that they received adequate information about how the process was to work.
- Presenters would have appreciated receiving a confirmation that they were being placed on the February agenda before seeing the meeting agenda.
- The presentations were excellent, but delegates would have appreciated an opportunity to see more of the presentations. In the future, it would be useful if presentations could be captured for online sharing with delegates following the meeting.

QuestionPoint Update – Paula Rumbaugh

Paula reviewed recent QuestionPoint enhancements and shared information about future plans.

Recent enhancements include point of need and ease of use enhancements such as a “Presence” manager that helps library staff develop their libraries’ presence on the Web, widgets and report integration and simplification. Paula’s complete presentation and a description of the new QuestionPoint widget, “Qwidget,” are attached to this summary.

QuestionPoint Product Management is currently investigating appropriate management of Qwidget activity in the 24/7 reference cooperative. Qwidget activity is currently managed locally, but a number of participating reference librarians have asked that this activity flow through the cooperative.

An upcoming enhancement will be a “Reference Portal” that will provide access to all reference entry points (forms, chat, etc.) in one place. This will involve scrubbing personal information in transcripts (per user permissions).

Possible future enhancements under consideration are:

- Local hosting of QuestionPoint among specific groups.
- An easier way to add the QuestionPoint Knowledge Base search box to Web sites.
- Opening the global reference network to anyone who asks a question on the Web. Questions would potentially route to any participating QuestionPoint libraries. (The global reference network is the automated network of libraries worldwide that was included in the initial release of the QuestionPoint service.)

NOTE: During this update, group members shared their thoughts about the value of the QuestionPoint Knowledge Base. One member referred to it as a “mini Wikipedia” because librarians can add to existing entries. S. Bodner mentioned that New York Public Library has a very active local Knowledge Base, and that it “captures the intellectual output of a library.” It is especially useful for information about topics such as local history. Librarians frequently contribute records from their local Knowledge Base to the global Knowledge Base that is available to all libraries that use QuestionPoint. P. Rumbaugh pointed out that librarians can enter records directly into the global Knowledge Base whether or not they originated in the QuestionPoint service.

Library 2.0 and Discussion – Jasmine de Gaia

J. de Gaia discussed library applications for WorldCat.org social networking tools. The tools OCLC provides on WorldCat.org gain value from the contributions of the cooperative, delivering more information to users than individual libraries on deliver on their own. The presentation is attached.

WorldCat.org is visited by an average of 1.7 million users each month, with an average of 750,000 click-throughs to library resources and services.

Recently added tools are a Facebook widget, the option to add an image to a personal profile and the “flag as inappropriate” option for images in profiles.

There are currently over 60,000 lists on WorldCat.org. People use lists for a variety of purposes, including book club records with notes and reviews, faculty course reading lists and lists that highlight local resources or personal interests. Some librarians are using WorldCat lists as a reference tool, for sharing lists of authoritative resources on a popular topic. Users can also disseminate list updates using an RSS feed function.

Users may now add ratings of items they identify in WorldCat, in addition to contributing reviews.

Ratings now display in detailed records, and each detailed record displays the number of reviews available for each item.

A new Facebook application provides easy access to WorldCat for Facebook users. Libraries that implement WorldCat Local can add their names and logos to the application.

OCLC continues to pursue partnerships with Web sites that will add value by adding links to WorldCat. One example of a relatively new partner is [Goodreads](#), a site that displays a “find at your local library” link on its pages.

Some upcoming WorldCat.org enhancements are tagging, recommended readings and communities of interest.

Recommended Agenda Items for Next Meeting:

This group recommends that Members Council organize service groups around more tactical topics at future meetings. In the meantime, members wish to continue their discussion of practical applications of WorldCat.org social tools and topics related to online reference services.

Attachments:

QuestionPoint update:



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Qwidget description:



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Social Networking Presentation:



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