

Meeting Minutes/Summary
October 2008 Members Council Meeting

Group Name: Reference and Social Networking Service Group

Prepared and submitted by: Sonya Oliver

Have the minutes 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, November 4.**

Attending:

Members Council Delegates:

Bev Obert, Chair
Beth Barlow, Canada
Stewart Bodner
Jeff Baskin
Kathleen Imhoff

Board of Trustees:

Bob Seal

OCLC Staff:

Jasmine de Gaia
Susan Colchin
Sonya Oliver
Jeff Penka
Paula Rumbaugh

Meeting Minutes/Summary:

QuestionPoint Update (Paula Rumbaugh and Jeff Penka)

Paula Rumbaugh provided an update on the growth and composition of the QuestionPoint user community. Statistics are included in the attached PowerPoint file. The 2,300 participating members are located in all continents except Antarctica.

The QuestionPoint Knowledge Base continues to grow. It is now approaching 20,000 records in 11 different languages. All records are reviewed by volunteer editors before inclusion in the Knowledge Base.

Paula reminded the group of several communication vehicles used to share information with QuestionPoint users. These include:

- QuestionPoint listserv
- QuestionPoint blog – now with an RSS feed (<http://questionpoint.blogs.com>)
- QuestionPoint wiki (<http://wiki.questionpoint.org>)

Jeff Penka provided an update on recent QuestionPoint enhancements, including Qwidget (QuestionPoint widget), report integration and simplification and a chat forms manager. The forms manager now provides protection against spam with the use of captcha. The attached presentation includes examples of these enhancements. In early 2009, OCLC plans to add full-text searching of chat transcripts and email transactions.

Jeff also mentioned an upcoming reference project that will be funded by the John D. and Catherine T. MacArthur Foundation that OCLC will announce soon.

Topics related to virtual reference and QuestionPoint that the group discussed included:

- QuestionPoint price. A member asked whether the cost of participating in the cooperative would decrease as more libraries participate. Jeff P. confirmed that price modifications during that past 2 years have resulted in lower prices.
- Proportion of 27/4 cooperative members in the entire QuestionPoint user community. Paula and Jeff said that approximately 50% of QuestionPoint users participate in the cooperative at this time.
- QuestionPoint would be a good option for libraries that are deconstructing their reference departments and moving the reference function into the stacks and other areas of the library. It would also be useful in branch libraries with small reference collections.

WorldCat.org/Social Networking Update (Jasmine de Gaia)

WorldCat.org focus groups and usability studies have confirmed that priorities for many users are instant gratification, more subject information and item details, summaries/abstracts, reviews and cover art.

Monthly WorldCat.org activity currently averages 2 million unique users and 750,000 clicks from WorldCat.org to library sites.

Recent WorldCat.org enhancements include:

- Redesigned homepage
- Videos on WorldCat.org and YouTube: How to build a bibliography using citation tools; How to create and use lists
- Expanded user profiles
- "Flag as inappropriate" option on all pages with user-contributed content
- WorldCat lists
 - More than 100,000 lists created to date
 - Lists now include cover art
- Reviews and ratings
 - Reviews are imported from Amazon and Educational Media Online
 - Plan to add reviews from additional sources
- Google API
 - Incorporated Google API – takes users to preview of item
 - Includes a link to "find this book in a library"
 - In Google, "Find this book in a library" link displays on Google full record display
- Facebook WorldCat and citation widgets
- Initial tagging capability
 - People can add "everyday language"
 - Plan to add searching of tags in the future
- Library affiliation
 - Click "add to favorites" in list of owning libraries
 - All subsequent searches will display your favorite libraries at the top of the list
- WorldCat for the iPhone
 - Experimental interface that uses the WorldCat Search API and the WorldCat Identities API to deliver information to the Apple iPhone and iTouch
 - URL: <http://mobileworldcat.org>

Upcoming plans for WorldCat.org enhancements include:

- More Facebook widgets
- Additional syndication
- Expanded tagging functionality, including searching of tags
- More partnerships

A member suggested that OCLC consider letting libraries pay for local branding and advertising on WorldCat.org, similar to the way libraries add their branding to some sites with licensed databases.

Web 2.0 tools and communication between the new regional and global councils (Group discussion)

Group members agreed that it will be crucial to communicate outside the in-person meetings as new regional councils are established. They are interested in reviewing social tools such as Ning or WebJunction groups that will support ongoing communication among group members. Each regional council might want to create its own group on a site such as Ning that supports private groups.

Attendees also agreed that it would be useful for service groups to continue as the structure of Members Council changes. Several reasons cited were:

- Product managers appreciate input from interest group members.
- Members Council service groups provide objective feedback because not all members are users of the OCLC services discussed in meetings.

Suggestions about communication among new regional and global councils included:

- It would be helpful to have task-oriented service groups within regional councils. With the right focus, they could provide valuable input to OCLC on future plans.
- The group would expect good input from different regions of the world.
- It would be helpful for regional groups to address some similar topics at their meetings, and then share regional views at the global level.
- Could all groups meet together at least once per year? It would be interesting to share experiences and views on discussion topics.

Recommendations for February meeting:

This group would like to meet virtually in February. A combined meeting with the WorldCat services group would work well.

One proposed agenda topic is a review of social tools that the group can use to support ongoing virtual meetings. Bev and Jeff B. will work together on a review of potential social tools in preparation for the February meeting. Members of this group plan to investigate use of WebJunction groups as one option for keeping the conversation going between meetings.

Members recommend that this service group continues to meet in each region, with standard agenda topics that are shared across all regions. Even though this could result in no global service group, the regional groups could contribute to a report at the global level.

QuestionPoint update presentation:



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Social networking presentation:



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