

OCLC Americas Regional Council Conference
#OCLCLibraryFutures

OCLC Open Content Update: Where We Are, and Where We're Going

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Framing the Discussion



Defining Open Content

- Digital
- Accessible immediately and online (no technical barrier)
- Freely available
 (no authorization or cost barrier)
- Fully reusable in a digital environment (no rights barrier)





The Open Content Survey

- Broad scope, both in topic and participants
- Designed to engage a global library audience to:
 - Map and align their open content efforts
 - Explore current library investment in open content
 - Build a common foundation for cooperation to widen access to free, online content



Survey Response

705 responses from 82 countries



- 72% are Research and University libraries
- 91% are currently involved in Open Content activities

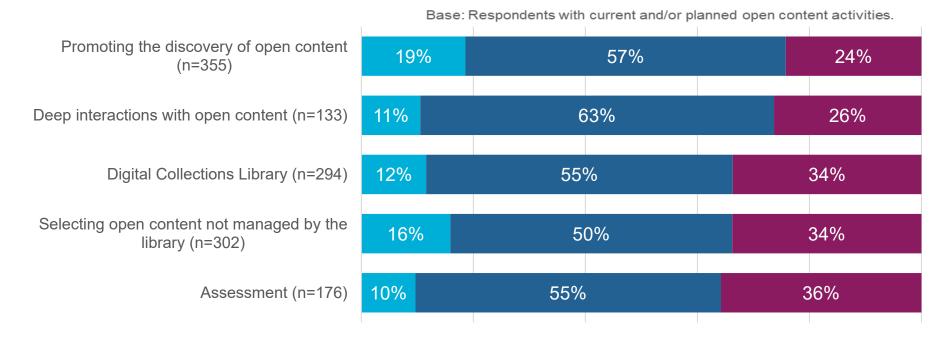


Key Findings

- Interest is growing
- Support is strong
- Need for assessment, advocacy, and data policies <u>at scale</u>... yet, local is the preferred scale for impact
- Research on discoverability and the standardization of metadata is top of mind



Where respondents see OCLC's Role



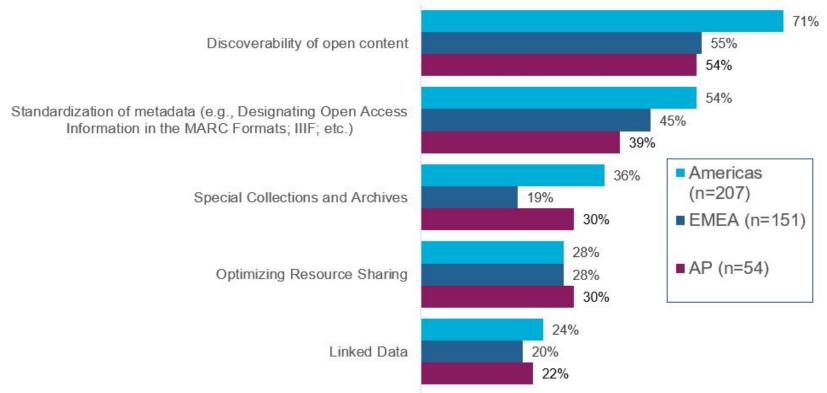
■ I see a role for OCLC to support

■ I do not see a role for OCLC to support



■ OCLC supports my library's efforts

OCLC's most relevant research areas





Strategic Planning



OCLC's Open Content Commitment

- 1. Increase access to diverse open content
- 2. Integrate open content into OCLC services
- 3. Support libraries and library-driven open content



Find out more at oclc.org/research/presentations



Improving and Standardizing Metadata

MARC proposal for identifying OA links

- Designates Access to Online Resources in Field 856
- Numerically designate 856, 506, and 540
- Scale to millions
 of records in WorldCat





The Evolving Collection Landscape

The inside-out collection

Reconfiguration of research work

The facilitated collection

Reconfiguration of **information space**

The collective collection

Reconfiguration of **library collaboration**





Chip Nilges

Vice President, Business Development



Scale and Growth

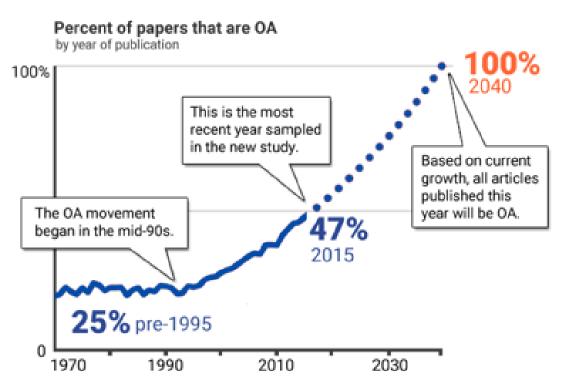


Scale of Open

"... while the for certain, wl clear is that w era of univers

It's not a ques

- Jason Prien





Content – Collections Grid

In many collections

Low stewardship

Open Web
Resources
(OA aggregations, social media, blogs)

Research and
Learning Materials
(courseware, textbooks,
esearch datasets/projects)

Published Materials, Licensed/Purchased (books, journals, databases, audiobooks)

Special Collections, Local Digitization (institutional repositories, dissertations, archives) High stewardship

In few collections





Our Content Materials

Open Web
Resources
(OA gregations, social media, blogs)

Published Materials, Licensed Published Materials, Licensed Busines, such books, properties of the business audiobooks)

Fight stewardship

Local Origination of appositories, dissertations, archive e)

In the confections

- Outside-In Collections
 - OCLC proactively curates open access content from global providers of peer-reviewed quality content
- Inside-Out Collections
 - OCLC enables libraries to provide digital collections and librarycreated open content





Content Providers at OCLC





CAMBRIDGE

UNIVERSITY PRESS

























Open Content Providers at OCLC























OCLC Open Content Universe

Copen Web
Resources
(CA apprepaions social model below by suddebases)
Low sewarchip
Research and Learning Internals
Constrains Learning Internals
Constrains Learning Collections, Local Digitarition (restational appealment, and several processing and serial social serials)
In the collections
In the collections

- Publishers & aggregators
- Open Access providers
- Digital Libraries
- Library created materials

- → 150K+ records
- → 50M records
- → 52M records
- → 73M records

Open Collections



61M+





420 collections with

~5M OA records, curated by libraries & providers



Future Focus



Supporting New Content Models

- Move from "pay-to-read" to "pay-to-publish" models
- Fostered by OA2020 Initiative, Plan S, libraries, funders & other organizations
- OCLC will index open content from existing and emerging providers in diverse business models and make it available in our products and services



The difference is that by paying publishers to publish, with no charge for reading, everyone in the world ... can benefit from new scientific discoveries, immediately.

Jeffrey MacKie-Mason, UC California-Berkeley



Learning and Digitized Content

Low stewardship

Research and
Learning Materials
(courseware, textbooks, research datasets/projects)

to the content of the co

A deeper focus and investigation of educational and digital materials

- OERs from reputable institutions (i.e., textbooks)
- Archives and Special Collections (i.e., cultural heritage materials)
- IRs and disciplinary repositories (i.e., research outputs)



650+ free, peerreviewed, and openly-licensed textbooks



Free access to 24M cultural heritage resources





Cathy King Executive Director, Delivery Services

The Expectation of Now



Competing with Illegal Convenience



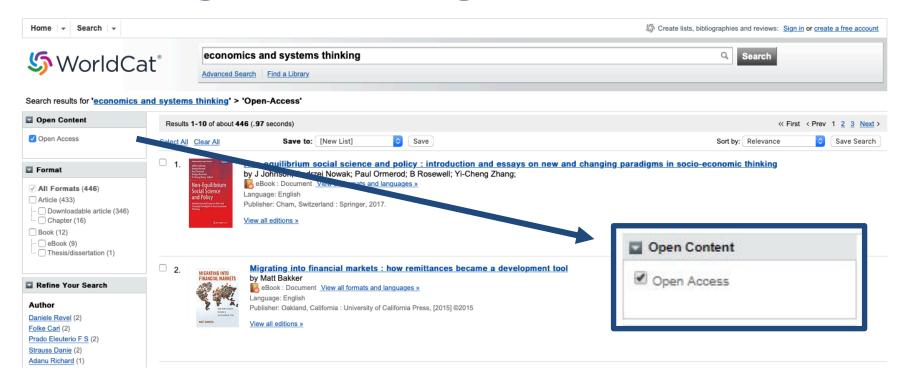


Keeping the User at the Center



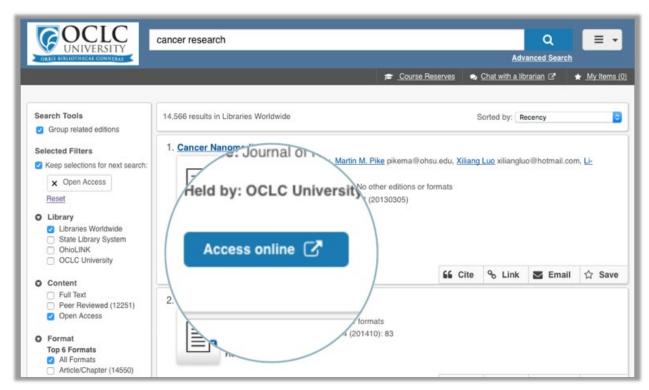


Catering to Lifelong Learners





Providing Seamless Access





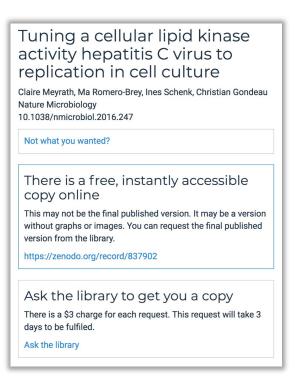


Improving the Experience



Expanded Visibility

- Streamlining ILL with open content by cutting out the middleman
- Showing OA at point of use
- Inspired by OA Button's InstantILL prototype (pictured)





Increased Accuracy in Identification

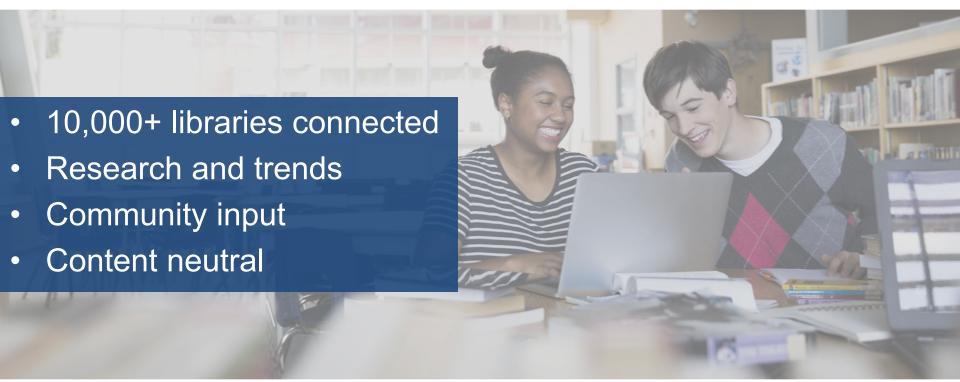
- Using MARC 856 standard to scale identification of hybrid open content
- Increasing likelihood of OA link



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Your Partner Going Forward





Enhancing the visibility and accessibility of

open content.



oc.lc/open

OCLC works with governing bodies, publishers, aggregators, libraries, and the communities they serve to enhance the visibility and accessibility of open content.



Thank you

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