The Value Proposition - The Public Purpose Endeavors of OCLC

Cathy De Rosa
OCLC Global Vice President of Marketing
Advocacy Awards
Our Discussion

• An overview of a few of the current OCLC public purpose activities

• A view of how these activities fit and support OCLC’s public purpose

• A dialogue on the future direction and shape of your cooperative’s public purpose activities

• Impact
“When you combine *advocacy*, *programs* and *services*, you gain more traction against the problems you are trying to solve.”

- Leslie Crutchfield, co-author
OCLC’s Public Purpose

OCLC is a worldwide library cooperative, owned, governed and sustained by members since 1967. Our public purpose is a statement of commitment to each other—that we will work together to improve access to the information held in libraries around the globe, and find ways to reduce costs for libraries through collaboration.

Our public purpose is to establish, maintain and operate a computerized library network and to promote the evolution of library use, of libraries themselves and of librarianship, and to provide processes and products for the benefit of library users and libraries, including such objectives as increasing availability of library resources to individual library patrons and reducing the rate of rise of library per unit costs, all for the fundamental public purpose of furthering ease of access to and use of the ever-expanding body of worldwide scientific, literary and educational knowledge and information.
Services and Service:

Services

Public Purpose Endeavors

All for the fundamental public purpose of furthering ease of access to and use of the ever-expanding body of worldwide scientific, literary and educational knowledge and information.
Services and Service:

- Public Purpose Endeavors
  - Desired outcomes?
  - Who benefits?
  - Who funds?
  - Balance or intentional imbalance?
  - Global, local, regional?
“Partner”

- Leslie Crutchfield, co-author
Serve and Advocate...for Librarians

The Jay Jordan IFLA/OCLC Early Career Development Fellowship Program

2010 participants are from Jamaica, Egypt, Azerbaijan, Kenya, Pakistan and China

Since 2001, there have been 50 fellows from 30 countries
Serve and Advocate...for Librarians

Awards and Scholarships

- LITA/OCLC Kilgour Award
- Melvil Dewey Medal
- Margaret Mann Citation
- Humpry/OCLC/Forest Press Award
- Virginia Boucher Award
- LITA/OCLC Minority Scholarship
Kilgour Grant used for BotCamp, introducing students to cataloging
OCLC has held 4 full (2 day) “mashathons” with an average attendance of 35-40 developers

- New York
- Amsterdam
- Seattle
- Melbourne, Australia
In the last 12 years, OCLC has held 24 symposia reaching 7,200+ attendees.
Online symposium: The Future is Mobile
www.oclc.org/innovation

The future is mobile.
IS YOUR LIBRARY READY?
a free online symposium  May 20, 2010 1-4 pm (ET)

The future of information services and mobile technology is tightly intertwined. That’s why OCLC and Library Journal have come together to present a free online symposium on the future of mobile.

- How will better connection speeds affect services and functions?
- What will the rise of the smartphone mean to personal computing?
- How will upcoming mobile trends impact your library, your users, and our culture?

“In three years’ time, desktops will be irrelevant... Mobile makes the world’s information universally accessible.”

John Herity, Vice President
GLOBAL AD OPERATIONS FOR GOOGLE

Join our panel of mobile industry experts and librarians and find out.

No travel. No cost. Just insight.

REGISTER TODAY
WorldCat APIs

Geek the Library: public awareness campaign

Library holdings exposed on Google and Yahoo!
Serve and Advocate...Libraries

WorldCat API
(shown here w/ NYT API)

Geek the Library
Advertising

Newspaper and radio

Online banners and paid search

Billboards

Inserts
2. The campaign: what works?

Public libraries get people back to work. Support your public library.

Public libraries have helped people reeducate themselves, find jobs and transform their lives for decades, but their role has never been more critical. With high unemployment and many people cutting back on expenses, this critical resource is often the only viable option for active job seekers.

Make sure libraries have the funding they need to maintain and enhance free services that help people find jobs and improve their lives.

Find out how you can help improve public library funding in your community. Your voice matters.

gEEKthelibrary.org

Brought to you by OCLC, a nonprofit library cooperative, with funding by a grant from the Bill & Melinda Gates Foundation. Geekthelibrary does not support or endorse any candidate for public office and does not take positions on legislation.
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<th>Record number</th>
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<tr>
<td>Title</td>
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<tr>
<td>Author(s)</td>
<td>Dallas, S. E. North D. August J.</td>
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<tr>
<td>Publisher</td>
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<td>Publication year</td>
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<tr>
<td>Description</td>
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<td>ISBN</td>
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One of the responsibilities of every dog or cat owner is that of coat care. There are many and varied coat types and there is a vast difference between the time it takes to groom a Doberman and an Old English Sheepdog, a Siamese and a Persian cat. This book provides guidance for groomers, breeders and owners. Step-by-step grooming/clipping techniques are described for the more popular breeds of dog and cat and in each case the technique is illustrated with photographic sequences. The book also includes allied subjects such as skin care, commonly found skin parasites and basic first aid and handling.

**FORUM BOOKS**: 808-812006-09. **Out on loan until 2010-05-03**

There are no comments yet. You can post the first one!

Post a comment

Request this publication
Add to My Resource

Also available at:
- Ohio State University
- Allen County Public Library
- Mardin Public Library
- Purdue University
- Lake County Public Library
- Virginia Tech
- University of Illinois
- Mount Prospect Public Library
- Graduate Area Public Library District
- Library of Congress
Serve and advocate...Libraries

WorldCat APIs

RedLaser

Impossibly accurate barcode scanning.

The RedLaser SDK is available so you can build your own applications.
60 OCLC staff contribute time to standards bodies

Library holdings exposed on Google and Yahoo!

Developer Network

WorldCat APIs

OCLC Symposia

60 OCLC staff contribute time to standards bodies

Membership reports on end-user perception

Free OCLC service access for library schools

Dublin Core Metadata

OCLC Research Distinguished Seminar Series

OCLC Research Programs

OCLC Research Reports And Presentations

Fellowships and Grants

WorldCat Mashathons

Open Identity Exchange (OIX)

Geek the Library: public awareness campaign
Serve and Advocate...Librarianship

Membership
Reports

OCLC Research

Library holdings in Google, Yahoo! etc.

OCLC Developer Network

The OCLC Developer Network is a community of developers collaborating in a "sandbox" code-sharing infrastructure to improve the value of OCLC data for all users by encouraging:

- help shape the future of OCLC Web Services.
Serve and Advocate... Librarianship
Membership Reports

In-depth studies and topical surveys to help librarians understand issues and trends that affect librarianship.

Six reports to OCLC membership in last five years

A synopsis of the report, “Online Catalogs: What Users and Librarians Want” has been translated into Simplified Chinese, Spanish and French.
How Libraries Stack Up: 2010

- Released at U.S. Public Libraries Association Conference in March
- Examines the role librarians play in supporting American biggest issues today, job and businesses development
- Measures the prevalence and scope of library activity in the U.S.
- Analyzes the free services libraries offer to their communities—Wi-Fi access, technology training and meeting rooms
- Compares library activities to various retail and entertainment businesses.
- 4,515 downloads of the report in its first four weeks
Serve and Advocate...Librarianship
Local pick-up of “How libraries stack up”

How HRL stacks up: 2010

In Winchester, Frederick County and Clarke County people use libraries much as they do around the country. We have some unique strengths in addition: a strong Archives with a great collection of local history and genealogy, a library building that is recognized nationally for its unique architecture, and a great staff who achieve much with a budget that continues to decrease.

Every year

381,000

Visitors to the Library System

Computer use, Computer Classes & Hotspots

Last year, there were 67,673 uses of the public computers. The staff teaches 14 free computer classes a month. For now, the Bowman Library is the only library that has Wi-Fi hotspots.

53,900

People Had Library Cards
(As of July 1, 2009)

How Handley Regional stacks up: 2010

People of all ages use Handley Regional Library for a variety of materials and activities.

Handley Regional Library owns 260,000+ items

On average, every item owned by HRL is checked out 2.7 times.

DVDs are checked out an average of 10.9 times!

State Revenue as a Percent of Handley Regional's Total Revenue Has Declined for the Last Six Years

Reflecting the decline in the economy, HRL’s funding from Winchester, Frederick & Clarke counties is Down 11.37% over previous year.

Next year the funding will be Down 6.11% or more from this year.

Good News: Revenues from the endowment have increased 102% in the last ten years, not enough to make up the shortfall, but a big help.

Handy Library, Winchester (540) 459-4061
Bowman Library, Stephens City (540) 656-9060
Clarke Co. Library, Berryville (540) 955-9144
www.hrl.lib.va.us
Serve and Advocate...Librarianship
Membership Reports

Perceptions of Libraries and Information Resources
A Report to the OCLC Membership

Perceptions and Perspectives 2010
A Report to the OCLC Membership

Coming Soon!
Respondents by country
Employment status negatively impacted

United States 24%
Canada 19%
United Kingdom 12%
Serve and Advocate...Librarianship
Membership Reports

Lifestyle and spending changes
U.S. employment status negatively impacted

<table>
<thead>
<tr>
<th>Category</th>
<th>Increased</th>
<th>No change</th>
<th>Decreased</th>
<th>Not applicable</th>
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<tbody>
<tr>
<td>Library usage</td>
<td>37%</td>
<td>40%</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Putting money in savings/retirement</td>
<td>11%</td>
<td>17%</td>
<td>64%</td>
<td>8%</td>
</tr>
<tr>
<td>Internet service at home</td>
<td>8%</td>
<td>74%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Mobile phone services</td>
<td>6%</td>
<td>54%</td>
<td>34%</td>
<td>6%</td>
</tr>
<tr>
<td>Spending on electronics</td>
<td>6%</td>
<td>20%</td>
<td>68%</td>
<td>6%</td>
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<tr>
<td>Dining out</td>
<td>5%</td>
<td>7%</td>
<td>86%</td>
<td>2%</td>
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<tr>
<td>Spending on entertainment</td>
<td>5%</td>
<td>11%</td>
<td>80%</td>
<td>4%</td>
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<tr>
<td>Spending on living quarters/space</td>
<td>5%</td>
<td>46%</td>
<td>42%</td>
<td>7%</td>
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<tr>
<td>Cable television services</td>
<td>5%</td>
<td>57%</td>
<td>31%</td>
<td>7%</td>
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<tr>
<td>Vacations</td>
<td>5%</td>
<td>26%</td>
<td>74%</td>
<td>8%</td>
</tr>
<tr>
<td>Spending on appliances</td>
<td>4%</td>
<td>12%</td>
<td>54%</td>
<td>15%</td>
</tr>
<tr>
<td>Spending on apparel</td>
<td>4%</td>
<td>17%</td>
<td>82%</td>
<td>2%</td>
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<tr>
<td>Spending on books, CDs, DVDs, etc.</td>
<td>4%</td>
<td>31%</td>
<td>76%</td>
<td>3%</td>
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<tr>
<td>Saving for college education</td>
<td>3%</td>
<td>54%</td>
<td>47%</td>
<td>3%</td>
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<td>Landline phone</td>
<td>3%</td>
<td>20%</td>
<td>32%</td>
<td>11%</td>
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<tr>
<td>Memberships to clubs</td>
<td>3%</td>
<td>44%</td>
<td>33%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Legend:
- Increased
- No change
- Decreased
- Not applicable
How has the value of the library changed in this current economic environment?

- Increased for me: 17%
- Increased for my family: 15%
- Increased for my community: 29%

Categories:
- U.S. No Changes in Employment Status
- U.S. Employment Status Negatively Impacted
How has the value of the library changed in this current economic environment?

- Increased for me: 40%
- Increased for my family: 34%
- Increased for my community: 39%

Legend:
- U.S. No Changes in Employment Status
- U.S. Employment Status Negatively Impacted
How has the value of the library changed in this current economic environment?

- Increased for me: 9%
- Increased for my family: 10%
- Increased for my community: 19%
How has the value of the library changed in this current economic environment?

- Increased for me: 9%, 14%
- Increased for my family: 10%, 20%
- Increased for my community: 19%, 22%

Legend:
- UK No Changes in Employment Status
- UK Employment Status Negatively Impacted
“If you could give one piece of advice to the library, what would it be?”

U.S. Respondents

Extend hours

Organize facility

Add/upgrade computers

Organize facility

Add to collection

Make resources available online

Add titles

Clean/maintain

More parking

Promote services

Decrease noise

Enhance collections

Improve environment

Expand facility

Improve accessibility

Offer more classes

Add titles

More inviting facility

Reexamine rules
Open Identity Exchange (OIX): working to develop an Open Trust Framework Model to enable Web sites to trust the identity, security and privacy assurances from an identity provider acting on behalf of users.
Virtual International Authority File (VIAF)

Participating Institutions:

- National Library of Australia
- National Library of the Czech Republic
- Bibliotheca Alexandrina (Egypt)
- Bibliothèque nationale de France
- Deutsche Nationalbibliothek
- Getty Research Institute
- National Library of Israel
- Istituto Centrale per il Catalogo Unico (Italy)
- Biblioteca Nacional de Portugal
- Biblioteca Nacional de España
- National Library of Sweden
- Swiss National Library
- Library of Congress/NACO
- Vatican Library
Serve and advocate...Librarianship

OCLC Research - WorldCat Identities

The Triangle Research Libraries Network uses data from WorldCat Identities to create “related authors” suggestions build into their search interface.

When a user conducts an author search, besides showing the local results, they also provide a list of potential other names to search.

http://search.trln.org/
"Research Libraries, Risk and Systemic Change"

A new report from OCLC Research provides an overview of the most significant risks facing research libraries and suggests strategies to mitigate them.

Threats to libraries include reduced sense of relevance, cost of collections and development of new technology.

Shared infrastructure and restructured workflows can help to mitigate risks.
Blue Ribbon Task Force on Sustainable Digital Preservation and Access

Task Force created in 2007 to help address the questions:

• How will we ensure the long-term preservation and access to our digital information, growing exponentially with each passing day?

• How will we successfully migrate data as technology moves from one preservation medium to the next?

• Who should determine which digital data should be saved, and what criteria will be used to make those decisions?
Serve and Advocate...Librarianship
LIS Education Program

OCLC services and products are offered at reduced or no-cost to LIS Education Program participants. This program provides students with hands-on use of reference, resource sharing, cataloging, and other OCLC services.

Some OCLC staff teach on an adjunct or part-time basis in LIS schools, and guest lecture on special topics.
Library holdings exposed on Google and Yahoo!

Geek the Library: public awareness campaign

Community service programs, such as disaster relief (e.g. Hurricane Katrina, Haiti)

WebJunction Community

Dublin Core Metadata
The impetus for Dublin Core came from a hallway conversation at the International World Wide Web Conference in 1994. During that conversation OCLC researchers and others in the information community were remarking about the difficulty of finding resources on the Web.
WebJunction

“So many useful resources, all in one place! It’s one of the best things available to small public libraries.”

a group of people who share common values and beliefs, and who are actively engaged in learning together

approaching 10,000 libraries
WebJunction

- 1.2 million visits from 685,000 unique individuals since the new site launched in August 2008
- 60,000 average monthly visits from 200 countries
- 25,000 subscribe to regular email newsletters
- In the U.S. and Canada, there are 38,000 members representing 10,000 institutions.
Services and Service:

Public Purpose Endeavors

- Desired outcomes?
- Who benefits?
- Who funds?
- Balance or intentional imbalance - mix and metrics?
- Global, local, regional?