

Dear Colleague,

In July 2006, OCLC launched the eSerials Holdings service. This service automates the process of setting and maintaining library's holdings for ISSN-based electronic serials in the OCLC WorldCat database. This valuable new service is available at no charge to OCLC's member libraries.

We are inviting you to partner with us on this endeavor and increase the value of your serials management service to libraries. Working together, we can offer libraries improved processes and workflow efficiencies. Currently, EBSCO, Serials Solutions and TDNet are collaborating with us to provide this service.

How this adds value to your offerings

- When libraries use the eSerials Holdings service along with your serials management solution, they get more from their investment, including the setting and maintenance of electronic serials holdings without added cataloging workload.
- Adding the value of the eSerials Holdings service to your offering can help you further differentiate your service.
- An eSerials Holdings service partnership can help you maintain current customers and potentially add new ones.
- Partnering with OCLC can help you expand your promotions and sales, since your logo and a link to your Web site are placed on the eSerials promotional materials (both Web and print). We also provide messaging and offer a co-branded flyer.

Learn more

Attached to this letter are more details about the OCLC eSerials Holdings service, including:

- A description of the service
- FAQs

Please contact me so we can begin collaborating today.

Best regards,

Linda Gabel
Product Manager

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The OCLC eSerials Holdings service

The eSerials Holdings service makes libraries' electronic serials collections more visible to their users and staff by adding their electronic serials holdings to WorldCat in an efficient and cost-effective way. This helps increase the value of the investments libraries have made in their electronic serials collections, serials management services and in WorldCat. This service is offered free of charge to OCLC member libraries.

Key advantages to libraries

- Makes the libraries' electronic serials collections more visible and increases usage since the service makes it easier for users and staff to find and use full-text electronic serials in libraries' collection.
- Keeps electronic serials holdings up to date in WorldCat in a cost-effective, simple and efficient way.
- Builds on systems already in use like OCLC Connexion, OCLC FirstSearch, OCLC WorldCat Resource Sharing, OCLC WorldCat Collection Analysis and other WorldCat-related programs.
- Allows library staff to automatically control and deflect interlibrary loan requests from colleagues in the OCLC cooperative.

How the service works

After libraries order the service, we work with you to begin the process of receiving library's electronic serials holdings data for ISSN-based resources. Once the process begins, we automatically set and maintain journal title-level holdings against existing electronic serials MARC records in the WorldCat database for libraries' electronic serials collections each month. This collaboration allows libraries to contribute their electronic serials collection holdings to WorldCat more efficiently and ensures that these holdings are current and accurate, as well as visible to their users.

More about OCLC

Founded in 1967, OCLC Online Computer Library Center is a nonprofit, membership, computer library service and research organization dedicated to the public purposes of furthering access to the world's information and reducing information costs. More than 55,000 libraries in 110 countries and territories around the world have used OCLC services. OCLC and its worldwide member libraries cooperatively produce and maintain WorldCat, making it the world's richest database of bibliographic information. OCLC is headquartered in Dublin, Ohio, USA and has over 1200 employees worldwide. For more information, please visit www.oclc.org/.

OCLC eSerials Holdings service FAQ

How does the service work?

After a library orders the service, we contact their participating serials management provider(s) to begin the process of receiving their electronic serials holdings data. Once the process begins, we automatically set and maintain holdings in WorldCat for the library's electronic serials collection each month, and make a report of that activity available to them on our secure Product Services Web site. This collaboration allows libraries to efficiently contribute their electronic serials collection holdings to WorldCat and ensure that these holdings are current and accurate.

Here's a more detailed explanation of how the service works: The OCLC Openly Informatics knowledge base, a 1.2 million-record database of linking metadata for electronic resources, identifies electronic serials records in WorldCat and keeps the list up to date. Each month, the eSerials Holdings service sets holdings against these existing WorldCat records representing electronic serials.

Note: OCLC uses the multi-record approach when setting holdings, we don't set holdings against records representing print manifestations; rather, we set holdings for electronic serials only on records representing the electronic manifestation. OCLC receives monthly holdings files for ISSN-based resources from its partners, and in some cases, directly from libraries. OCLC then uses this data to set holdings against more than 27,000 MARC bibliographic records in WorldCat each month. We add and delete library holdings symbols on these records monthly depending on the data sent to us.

How many libraries have ordered the service?

As of March 30, 2006, more than 200 libraries have ordered the eSerials Holdings service.

Does the service set holdings for a library's entire collection?

The service sets holdings against ISSN-based resources for which we have a record in WorldCat. We don't set holdings for non-ISSN based resources in WorldCat. We're dedicated to setting holdings only for those items that we can definitively identify and match to a MARC record within WorldCat. For this to happen effectively, the ISSN is a critical match point. We're committed to expanding the capabilities of the service to include this material; therefore, we're planning to add records to WorldCat that represent the non-ISSN based resources identified by our knowledge base.

Does the service set holdings for journals available in a library's aggregated databases?

Yes, the service will set holdings for ISSN-based serials accessible through aggregated databases for which there is an existing record in WorldCat. It will also work for individual eSerials.

Does OCLC use the single-record or multi-record approach when setting holdings?

OCLC is using the multi-record approach—we don't set holdings for the electronic serials against records representing print manifestations; rather we set holdings for electronic serials only on records representing the electronic manifestation. This makes ongoing maintenance much more efficient.

Can a library get MARC records for its electronic serials?

Not at this time. We expect to add the MARC record update service in a future version of the service.

How do we format and submit the data files to OCLC?

For details on data format requirements, please visit:

http://www.editeur.org/onixserials/ONIX_SOH1.0.html

And for details on file submission requirements, visit:

http://www.oclc.org/support/documentation/worldcat/records/edxuserguide/putget/eser_put.htm

Do you accept ONIX SOH and the Google Scholar format?

Yes, we accept both formats.

The XML Specification for Google Scholar format is available at:

http://scholar.google.com/intl/en/scholar/institutional_holdings.xml

[Please note: only the <title></title> and <issn></issn> elements are required.]

For more information, you can go to: <http://scholar.google.com/intl/en/scholar/libraries.html>

Who should I contact if we're interested in partnering with OCLC?

Please contact Linda Gabel, OCLC Product Manager, at 1-800-848-5878, ext. 6374, or linda_gabel@oclc.org.