

Mixing it up

Libraries mash up data, services and ideas

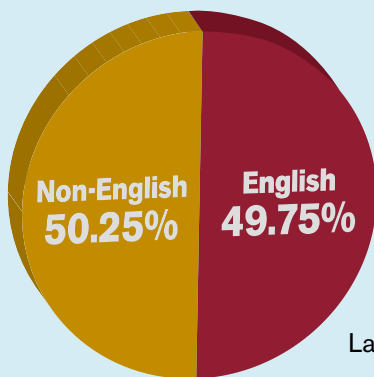


WorldCat reaches 100 million record milestone

On April 1, 2008, a record for the 1950s publication from the U.S. Fisheries Laboratory, *Miscellaneous Contributions*, marked the 100 millionth bibliographic record entered into WorldCat. The record was part of a retrospective conversion project for the University of Washington Libraries. The WorldCat database continues to grow at an extraordinary rate. Libraries added 18.7 million records to WorldCat in 2007 compared with 9.3 million in 2006 and 4.7 million in 2005.

753,003

eBooks in WorldCat



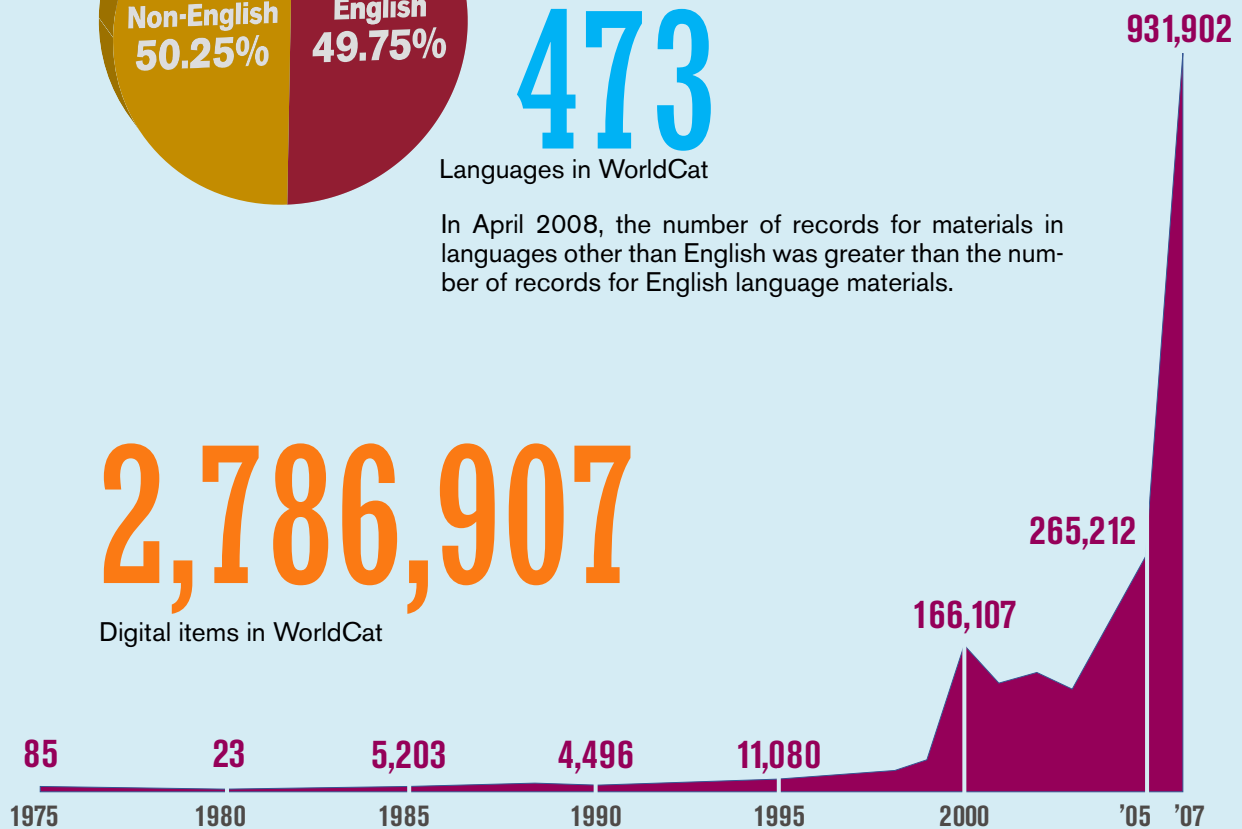
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Languages in WorldCat

In April 2008, the number of records for materials in languages other than English was greater than the number of records for English language materials.

2,786,907

Digital items in WorldCat



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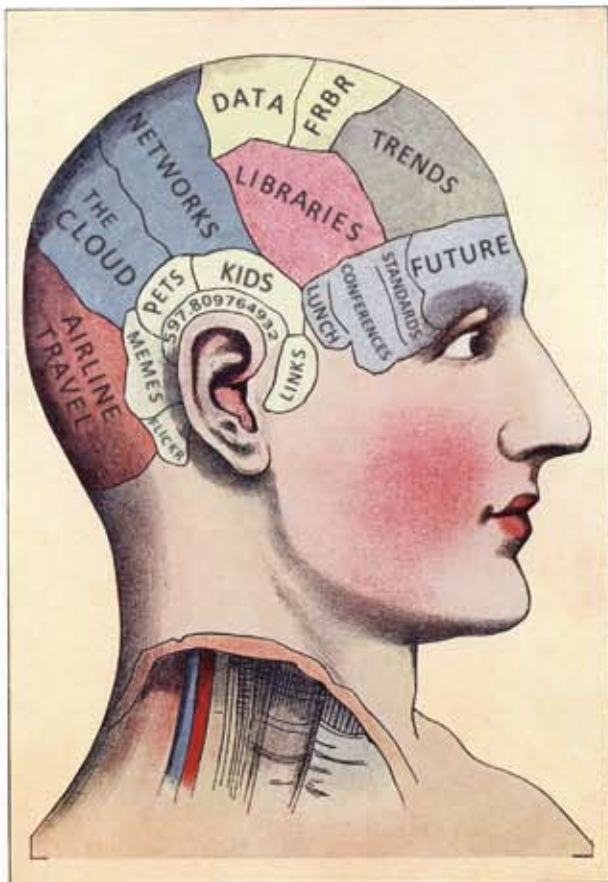
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OCLC Blogs



**Your glimpse
into our minds.**

Lorcan Dempsey's Weblog

orweblog.oclc.org

WorldCat Blog

worldcat.org/blogs

It's all good

scanblog.blogspot.com

Hanging Together

hangingtogether.org

Outgoing

outgoing.typepad.com/outgoing

Metalogue

community.oclc.org/metalogue

Hectic Pace

community.oclc.org/hecticpace

Weibel Lines

weibel-lines.typepad.com

The Dewey blog

ddc.typepad.com

BlogJunction

blog.webjunctionworks.org

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All mashed up



Clouds, mash ups and Web services are tech terms that are resonating throughout the information industry.

They are also part of the next generation of library services that we are developing at OCLC.

Broadly defined, Web services enable applications to interconnect over the Web through machine-to-machine in-

terfaces. They cover a wide range of activities that let people tap into computing power on the Web. Here are some examples of how OCLC is implementing them.

- The **xISBN** service, developed by OCLC Research, supplies International Standard Book Numbers (ISBNs) associated with an individual intellectual work, based on information in the WorldCat database. Give it one ISBN, and it returns a list of related ISBNs and selected metadata.
- **WorldCat Identities** creates a summary page for every name in WorldCat. Each page presents a visually attractive summary for the individual or organization identified, including total works, genres, roles and classifications. There is also a publication timeline and an audience-level indicator.
- The **WorldCat Registry** enables a library to manage its institutional identity more efficiently. On a secure Web platform, a library can create and maintain a single profile that includes information of use to the library's consortium members, technology vendors, e-content providers, funding agencies and other partners. This access enables the library to automate routine tasks such as activation of a new subscription service or renewal of an existing one.

We recently invited a small group of developers from OCLC cataloging institutions in North America and Europe to use the **WorldCat API** (Applications Programming Interface) to build applications that would drive people from the Web to WorldCat and library services. These developers could then link WorldCat information to Internet applications as well as presentations, blogs and e-mails. This shared development will enhance the creativity and usage of this data.

Most recently, OCLC and Google have agreed to exchange data that will facilitate the discovery of library collections through Google search services. OCLC member libraries participating in the Google Book Search™ program, which makes the full text of more than one million books searchable, may share their WorldCat-derived MARC records with Google to better facilitate discovery of library collections through Google. Google will link from Google Book Search to WorldCat.org, which will drive traffic to library OPACs and other library services.

Finally, it should be noted that OCLC services and governance of the cooperative have always been intertwined. Indeed, we are going forward not only with next-generation services, but also with a next-generation governance structure for the OCLC cooperative. (See page 20). These changes in governance are designed to extend participation in the cooperative by an increasing number of libraries and cultural heritage institutions around the world.

For the OCLC cooperative, the future will require even more mash ups—more collaboration, more libraries, more archives and museums, more services on a Web scale and, of course, more innovation. ■

A handwritten signature of Jay Jordan in black ink, written in a cursive style.

Jay Jordan
OCLC President and Chief Executive Officer

Sharpen your social skills in WorldCat.org

■ Share your opinions

Now you can quickly rate items on a five-star scale, create and save drafts of reviews and write your review in your preferred language.

■ Add a photo

Your WorldCat profile page, which lets you share information about yourself such as your occupation, interests and links to personal Web pages, now lets you add a picture.

■ Check out the blog

The WorldCat blog is designed to be a fun spot to read about what's happening on WorldCat.org and to share cool ways that people are using the site in their libraries. Stop by and tell us what you think!

■ Sign up for list feeds

Users can share lists of items and subscribe to others' lists from anywhere on the Web: public WorldCat lists are available as RSS feeds that can be monitored using any RSS-capable service or software. If your library uses WorldCat lists to promote specific resources—recently-added books or videos, staff recommendations, local authors—you can display the list content directly on your Web site with updates in real time via the list's RSS feed using Javascript or a Javascript-to-RSS service.



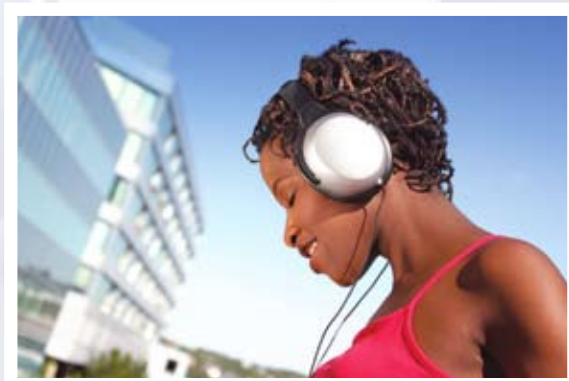
■ Find more articles

Over 20 million article-level metadata records from British Library Inside, the library's flagship serials service, are now in WorldCat.org. The new records increase by 60 percent the amount of article-level metadata in WorldCat.org and bring the number of article records to over 57 million.

For more information, visit

www.oclc.org/emailcontent/articles/worldcat/libraryusers.htm

Hear ye, hear ye



The eAudiobook Blackstone Collection is now available to libraries from OCLC NetLibrary as an annual subscription with unlimited simultaneous user access. The collection consists of 1,800 titles and features best-selling fiction, history, mysteries, movie tie-ins, science fiction, children's literature, classics and more, read by award-winning narrators. About 15 to 25 new titles are added each month at no additional cost to subscribers.

For more information, visit

library.netlibrary.com/AudiobookSubscription.aspx

Let's chat

Reach out to users from every Web page with "Qwidget," QuestionPoint's chat widget. Qwidget combines the simplicity of a chat widget on the user side (similar in appearance to MeeboMe) with the power of QuestionPoint's virtual reference management system on the librarian side. When users enter your service through Qwidget, your librarians have access to the full range of QuestionPoint features, including the ability for multiple librarians to cooperatively monitor the queue, referral options and post-session follow-up capabilities. The full range of reports and statistics also is available for Qwidget sessions.

For more information, visit

www.oclc.org/news/announcements/announcement268.htm

Get in synch



To help make library collections more visible on the Web, OCLC is using SRU (Search and Retrieve URLs) technology to keep WorldCat.org up-to-date and in synch with union catalogs around the world.

SRU technology, a modernization of the Z39.50 protocol, makes it possible to update WorldCat, and thus WorldCat.org, in real time. The Nederlandse Centrale Catalogus (NCC: the Dutch Union Catalogue) is the first catalog to be synched with WorldCat using SRU technology. As bibliographic records and holdings are added to NCC, WorldCat is automatically updated in parallel. At the same time, the two union catalogs are synchronized by an exchange of record identifiers. On average, 1,800 records per day are sent from NCC to WorldCat. The second installation will be the Libraries Australia service later this year.

WebJunction turns 5!



WebJunction™

On May 12, 2008, WebJunction celebrated its fifth anniversary with the launch of a new brand, and Web articles looking back as well as forward to the next five years. WebJunction's mission: to build and support online communities where library staff connect, create and learn. Since its release, the online community of library staff has grown to include:

- More than a dozen community partner sites
- 90,000+ unique monthly visitors
- 30,000+ registered members, adding over 700 each month
- 30,000+ e-learning courses taken
- 30,000+ discussion board conversations

Later this year, WebJunction will roll out a new platform complete with new online courses, more partner sites and improved tools for social networking, content creation and sharing, training and learning management capabilities.

For more information, view
www.webjunction.org

National Library of China to add records to WorldCat



中国国家图书馆

The China National Library

The National Library of China, the largest library in Asia, is adding its bibliographic records to WorldCat, making those records available to researchers worldwide. Using specially developed software to convert the format of its records, the library anticipates that some 1.5 million records will be sent to OCLC this year. These records, when added to WorldCat, will display Chinese characters. The library will continue adding records to WorldCat beyond 2008 once the format has been converted.

The new records enrich the value of WorldCat for scholarship worldwide and enhance WorldCat's role as a bridge of understanding between cultures.

For more information, view

www.oclc.org/news/releases/20085.htm

One of the fastest growing trends today is combining data and functionality from several sources to create new services that provide a unique user experience. They're called mash ups. Think Google Maps. Yahoo Pipes. Facebook Plug-Ins.

Libraries are doing Web mash ups as well: Meebo Instant Messaging. Library Lookup. Bookburro. And, in a way, they've been doing all kinds of mash ups for years. Think story hour, open-shelf access, cafes, book lockers.

BY TOM STOREY

As a changing social and economic landscape raised concerns about childhood literacy and children's recreational reading, Caroline Hewins initiated a read-aloud, storytelling activity at the Hartford Public Library. She mixed children and families and books and stories from the rapidly expanding body of children's literature. The result was a useful and fun new library program.

As new social and economic trends changed information discovery behaviors, Dave Pattern introduced a way to bring readers from a popular book site to the library. He mixed the library collection with the bookstore experience to reach a growing new audience with a creative new library service. The result was traffic for the library and convenience for the user.

Both of these examples show how libraries adapt and combine services and ideas to meet the needs and preferences of users. They are 'mash ups,' fresh concoctions designed to be informative, useful, fun and even transformative. One was programmatic, one was technological, but both were effective. Caroline Hewins' story time, the first one of its kind, happened in 1882. Dave Pattern's library look-up on Amazon.com was mashed up in 2006.

Over the past several years, as the Web 2.0 movement has gathered critical mass, technological mash ups have garnered most of the attention, receiving lots of publicity and lots of programming effort. New mash ups

are created every day, ranging from the popular (1,412 Google Maps mash ups) to the provocative (The Wheel of Food, which uses Yahoo Local search to find a restaurant. Enter your zip code, enter a cuisine, and the Wheel determines where to eat today.)

More importantly, however, mash ups illustrate how the architecture of the Web is transforming the way systems are built and services delivered. By allowing functionality and data from several places to be recombined and remixed to meet new needs, many believe mash ups represent the way the Web and software development as a whole are heading.

Nonetheless, mash ups in a general sense have been going on in the library for many years. In fact, the library world has been a leader in blending its programs and services with the latest trends and technology developments. When you combine different ideas and different services to reach different audiences or energize existing ones, new experiences are created, and traditional services become revitalized.

In that perspective, Web mash ups for today's libraries are carrying on a tradition of innovation started in the 1800s, when libraries moved away from the closed organizations that they were into the vibrant cultural and academic centers that they are today.

The story of Stone Soup



A traveler, far from home in a time of famine, comes to a small, poor town. A local woman comes to watch as he fills the pot with water and sets it to boil over a small fire. He then places a smooth stone the size of a fist into the water and sits back to wait. After a while, a few other curious villagers approach. A young boy finally asks, "Why are you boiling a stone?" The stranger replies, "I am making stone soup with my magic stone! It's filling and strengthening... but you wouldn't want any, I suppose, because the taste is quite bland." One of the villagers says that he should add some cabbage for flavor. Another suggests carrots. The man shrugs, saying, "I have neither, or I would drop them in." The two townspeople volunteer their ingredients, and soon others have added their favorites; potatoes, salt, pepper, onions, chicken and more. Soon, the whole village dined on the hearty soup, sharing stories and songs into the night. The next day, the stranger moved on, leaving his magic stone behind him as a gift for the town. And, of course, on his way to the next village, he found another magic soup stone by the side of the road ...

The story of "Stone Soup" may be as old as the Crusades. But its message is appropriate to the modern, "Web 2.0" world of mash ups: individual resources get put to new uses when they are shared toward a common goal. The "magic" of stone soup is about creativity and cooperation.

Two of the oldest, most innovative mash ups

Story hour

Fresh from training at the Boston Athenaeum, Caroline Hewins came to Hartford in 1875 to begin a new job as librarian of the Hartford Young Men's Institute, the predecessor to Hartford Public Library. She held this position for 50 years, transforming the 19th century private subscription association into a thriving 20th century public library. Along the way, Hewins earned a national reputation as an imaginative, spirited and dedicated leader.

One of her most notable achievements was the read-aloud, storytelling program started in 1882—essentially the first story hour in libraries. Concerned about childhood education and alarmed at the limited number of appropriate titles for children, Hewins brought the world of children's literature into the library with story hour, a mixing that had never been done before. The program, along with a new children's collection and a separate children's room within the library, was the result of interactions among libraries, publishers, communities, schools, churches and other organizations.

Once introduced, the idea of story hour and library services to children grew rapidly. The Pratt Institute began holding story hours in 1896, followed by the New York Public Library and Pittsburgh's Carnegie Library. Today, story hours are one of the mainstays of most public libraries.

Open-shelf access

In 1891, James Duff Brown, an influential and energetic librarian in Great Britain, published an article anonymously, "A Plea for Library Readers to Help Themselves," a call to let library users peruse the stacks. He put his ideas into practice by introducing open-shelf access in his library at Clerkenwell Public Library. At about the same time, William Howard Brett, familiar with easy access to books in bookshops, convinced the board of the Cleveland Public Library to take the daring step of allowing readers free access to books stored on open shelves.

Without knowing it, Brown and Brett created the first self-serve library mash up by bringing nonlibrary functionality, open access, into the library. Library users loved the new service, but it took many years before this

shift was accepted by librarians, whose traditional understanding of the library was a treasure house that protected books from untrustworthy readers. Today, the self-serve concept has moved into other librarian-only domains, such as book checkout and database searching.

The role of innovation

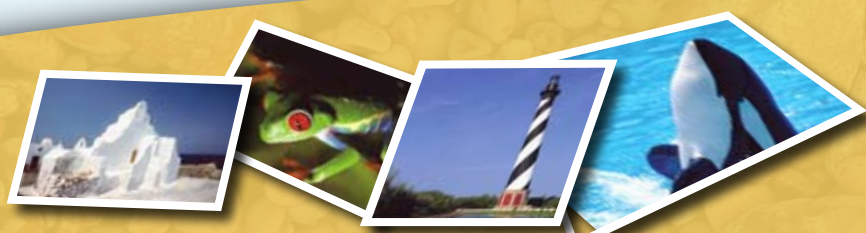
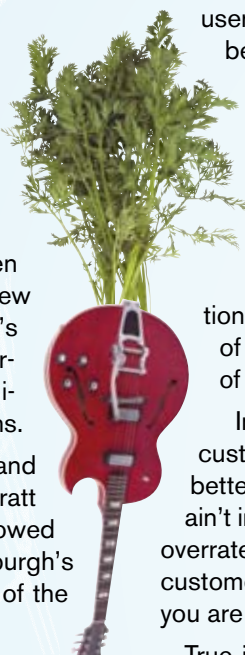
Since the first story hour in 1882 and the move to open-shelf access in 1891, libraries have continued to adapt and innovate to meet user demands and respond to changing circumstances. The key to their success and evolution has been focusing on the user, which is exactly where the emphasis should be, according to Michael Schrage, Research Fellow, MIT Sloan School's Center for Digital Business.

An expert in innovation, Schrage has redefined how many think about innovation by focusing on customer acceptance as *the* integral part of the innovation process. Innovation is not about technically sweet solutions, he says. "If you have a feature-driven notion of innovation and are focused on cleverer ways of doing things, you are going to have problems."

Innovation isn't what innovators do, it's what customers adopt, he says. "It's not about new or better ideas. That's delusional. If it ain't adopted, it ain't innovation. I think good ideas are tremendously overrated. If you come up with better ideas and your customers are not using them, with all due respect, you are not an innovator."

True innovation influences behavior, Schrage says. The most innovative organizations fuse "marketing" and "innovation" into an integrated strategy. The key, he says, is to understand how your inventions affect customer relationships and develop strategies that help customers embrace your innovations.

To thrive in today's digital age, Schrage says, libraries need to be very focused and reexamine and revisit the fundamentals that have made them successful. "It is clear to me that libraries have a fundamental mission to perform in a new environment. They are the easy access ambassadors to information resources, independent of whether resources are paper or digital. They need to be positioning themselves as a value-added layer—the information 'app', a mash up, if you will. They have a remarkable opportunity to be resilient and robust by leveraging and building upon the competitive investments of others."



Some of today's innovative library mash ups

If customer adoption is an indicator of innovation, library mash ups are a big success, says David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library. King says mash ups provide a way for libraries to create value-added tools for their customers. "Mashing up a tagging and recommendation service with an ILS system gives customers more search options, since they can browse via tags or recommendation links," he says. "And some tools, like placing an IM widget in appropriate areas of a Web site or a catalog, provide library staff a way to 'be there'—to be where our customers are when they need us. That is huge."

King's library uses the Meebo Instant Messaging widget on its Web site and in its ILS system on the "no results" pages, which allows librarians to catch users who come up empty-handed, and help them along to the content they are looking for. In addition, the library uses a mash up of Google Maps with bookmobile routes.

"I see more services, even mainstream services, wanting to develop mash ups and widgets that place one type of content or service in another area, thus creating a better mashed-up product," says King. "This is very much like a Reese's Peanut Butter Cup—start with chocolate, say, Hennepin County Library's ILS, mash it up with peanut butter, Hennepin's customer book review database, and you end up with a powerful, popular product—reviews of books by library patrons!"

Mash ups are critical to reaching users, who now have to exit their preferred Web environments to come to the library and use its services, says Susan Gibbons, Vice Provost, River Campus Libraries, University of Rochester.

"I think we have to accept that our library Web sites are not going to be a destination of choice for our students/patrons," says Gibbons. "Rather, we have to

be packaging and serving up parts of our Web sites in ways that they can be integrated into the users' preferred virtual destination, whether that be Google, Facebook or SecondLife.

"For academic libraries, mash ups provide us an opportunity to better integrate the library with the rest of campus, so that our resources and services are not siloed but seen as part of an integrated whole of the University."

"This is very much like a Reese's Peanut Butter Cup—start with chocolate, say, Hennepin County Library's ILS, mash it up with peanut butter, Hennepin's customer book review database, and you end up with a powerful, popular product—reviews of books by library patrons!"

One system that Gibbons has targeted for mixing library content and services is the course management system. Back in 2003, she created, at a conceptual level, the River Campus Libraries, Courses Page system, a mash up of library resources and the courses being taught on campus. Each semester the library imports a feed containing the course number, department name and professor,

and then matches those with library resources that are appropriate for a course of that department and level.

"I think the integration of library resources with individual courses on campus is crucial," Gibbons says. "We need to serve up our content and services in a course management environment so that the library and librarians appear to be an integral part of the course, not an add-on.

"I am eager for the day when a student or faculty member comes to the library asking if we can give them some of our data that they can use for a mash up of their own—perhaps for a research project on publishing trends, such as pulling publishing info from our MARC data, or to trace topical trends in, say, the field of management through the circulation of management books and download stats of online articles. The best mash ups will be designed by our users—hopefully with our help."



Here are a few other innovative library mash ups:

The discovery mash: University of Huddersfield

Customer adoption was on David Pattern's mind when he created his library mash up for Amazon.com by mixing Web applications from Amazon, OCLC, University of Huddersfield and Seattle Public Library. Knowing that some 60 million Web searchers visit Amazon each day, he thought why not provide details of and links to library holdings in Amazon search results. Most librarians he spoke to agreed that patrons found Amazon much easier to use than library OPACs. So, Pattern connected a discovery experience that happens completely outside the library environment, to a library location and fulfillment service, putting the library in the user environment.

"It made sense from a user perspective to begin getting library content 'out there' into the wider world," says Pattern, Library Systems Manager.

And he didn't stop there. Today, Pattern is mixing external data into the OPAC from a variety of sources, including:

- other edition links using xISBN and thingISBN
- book covers (Amazon Web Services)
- book previews (Google Book Search API)
- keyword suggestions (Yahoo Web Search API and Wikipedia)

They're also making use of user-generated data to provide keyword and borrowing suggestions.

The legislative mash: Southeastern Libraries Cooperating

A regional library consortium in Minnesota, SELCO needed an innovative way to break through the communications clutter and get the attention of state legislators.

The answer was a mash up using the SELCO Web site, Google Maps and mapbuilder.net.

"We were just one of the zillion groups that tromp through the capital to advocate their cause," says Mary Beth Sancomb-Moran, former Community Information Librarian at SELCO and creator of the mash up. (Sancomb-Moran now works for the University of Minnesota, Rochester.) "Legislators were intrigued by the mash up and a number of them went right to their office computers to check it out when they found out about it."

The mash up <http://tomcat.selco.info/mashups/legislatorsmashup.html> presents the legislative district with links to each legislator's Web page, any photos SELCO has of the legislator, and a link to every library in their district. The list of libraries was eye-opening for a number of legislators, Sancomb-Moran says, since they tended to think of only public libraries in their districts, forgetting about the other library types that they might represent. And the mash up created ownership.

"I mentioned to one legislator that the only photo we had of him was from his official Web page, and that if he would send me photos, I could add them to the mash up," Sancomb-Moran says. "Right then and there, he called the House photographer to schedule a picture of the two of us!"

Library users find the mash up helpful as a way to look for their legislators, Sancomb-Moran says. "SELCO updates the mash up as legislators change. It's been a great way to drive home to legislators that they represent libraries as part of their districts."

The map mash: the Dutch Royal Tropical Institute (KIT)

To broaden access and reach users online, the Dutch Royal Tropical Institute (KIT) digitized its extensive collection of land and nautical maps of the Dutch East Indies (now Republic of Indonesia), the Dutch Antilles and Surinam.

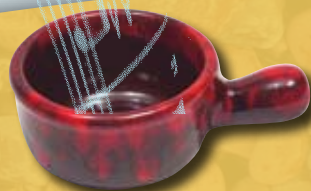
Users can now search by geographical location and navigate through serial maps, and a mash up with Google Earth makes it possible to compare an old map with a new satellite image.

In the past, the collection, which comprises about 27,000 maps and over 1,000 atlases including topographical overview maps and map series, city maps, thematic maps and national atlases, was frequently consulted for scientific research and for planning development projects, emergency relief and peacekeeping missions. The digitization and mash up has resulted in a growing interest in the rich, historical collection among cartographers, researchers and other interested parties living in the former Dutch colonies and in other parts of the world.

New software in 2008 will make it easier to navigate through the maps and will also improve the ordering and printing facilities. Future goals include adding more metadata and enabling users to search all the KIT collections simultaneously to find not only maps and related documentation, but also photographs and museum objects.



Coastal area of Banda Aceh (map of 1894), the city that was damaged by the Tsunami in 2004, along with a Google satellite image of the area today. www.kit.nl/maps



“It is clear to me that libraries have a fundamental mission to perform in a new environment. They need to be positioning themselves as a value-added layer—the information ‘app,’ a mash up, if you will. They have a remarkable opportunity to be resilient and robust by leveraging and building upon the competitive investments of others.”

The future

Story hour, open shelf access, Web mash ups. Since the late 1800s, innovations have constantly reshaped libraries. It’s certain to continue. What’s on the horizon? What’s the next innovation libraries will need to mix their programs and services with?

Conversation and participation, says King. “The physical library is moving from a publicly accessible storage facility to a community gathering place, and the digital library is moving from a digital brochure and listing tool to a digital community where actual conversations take place,” he says. “Libraries will need to learn how to communicate and participate in this new digital world.”

For those libraries that have already jumped into the new digital world of participation, he suggests that the best way to keep innovating is to not focus on innovation in and of itself but instead, do two things:

- Trend watch with both eyes—one eye on general trends,

and the other eye on your local community; and

- Make sure to incorporate trends that your local communities are already doing or might be interested in.

Gibbons says that libraries cannot exist in a Web 1.0 environment when the rest of the Web is at a 2.0 level. “Our students and faculty are forming expectations for customization and personalization from their experiences with Web sites such as Amazon and Google. The wider the gap between the passive experiences of library Web sites and the interactive ones, the more ripe libraries are for replacement by disruptive technologies and services that we may not even be able to yet imagine.”

Libraries have always connected people with information in unique and creative ways. What tools, systems, services and features can we combine to deliver greater value to users? With enough imagination, everything we do can be thrown into the soup, mixed and mashed in ways that surprise and delight. ■



Mixing lockers and libraries

Books, CDs, DVDs and other library items are available 24/7 at the Arnhem-Presikhaaf Public Library, the Netherlands, thanks to new lockers installed outside of the building. This clever mash up of lockers and libraries allows users to pick up items at their convenience. An item can be reserved by phone or through the Internet and borrowers receive a message via SMS, e-mail or phone that the item is available in the locker.



From Awareness to Funding

A study of library support in America

BY JENNY JOHNSON AND ALICE SNEARY

In November 2006, the Bill & Melinda Gates Foundation awarded OCLC a \$1.2 million grant to evaluate the potential of a national library support campaign to increase public library funding in the U.S. The grant funded extensive quantitative and qualitative research among voters and elected officials. The goal was twofold:

- To understand the factors that both drive, and limit, local library funding support.
- To ascertain whether a national library support campaign could be effective to increase and sustain funding for U.S. public libraries.

The findings of this research will be made available to the public library community in July in the latest OCLC report, *From Awareness to Funding: A Study of Library Support in America*.



The funding problem

Roughly 80 percent of U.S. public library budgets come from local public funding. But many other vital public services, such as the police and fire departments, public schools, public health, road maintenance and the park service, are also primarily funded with local tax dollars. All of these public services are important to the vitality of the local community and all warrant time, attention and support from voters and the local government—but how much and in what order of priority? How do taxpayers and elected officials think about funding these services? Are there trade-offs? And if so, where do libraries rank?

Like other public services, libraries are facing increased financial strains from increased costs for healthcare, to the broadening of content formats, to the rapidly growing volume of materials they need to provide to their users. And while library visitation is up across the U.S., library referenda are being placed on the ballot less and passage rates have declined steadily over the last decade.

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Without intervention, the chance of reversing this trend and improving the financial future for many public libraries is a serious concern.

Who should libraries be targeting with their advocacy efforts? Before moving forward with any marketing effort, these questions and many others need to be answered.



Research and key findings

OCLC partnered with research and marketing agency, Leo Burnett, to apply traditional marketing and market segmentation techniques to the public library funding problem. This is what we found:

- **Most people will claim to support the library, but fewer people are truly committed to doing so.** When asked whether they would vote in favor of a library referendum, ballot initiative or bond measure, 74 percent of voters either chose 'probably vote yes' or 'definitely vote yes.' But less than half (37 percent) were 'definitely' committed. Many library levies either pass or fail by relatively small margins, indicating that many of those who say they would 'probably vote yes' do not follow through at the ballot box.
- **There is a lot people don't know about their public library.** People may know about traditional services, but they are less aware of newer library services and programs. Much of the effort to develop programs to meet the needs of teens, seniors and other groups within the community go unrecognized and voters have low awareness of the electronic resources that are taking up more and more of libraries' collection budgets.
- **The library's most committed funding supporters are not the heaviest library users.** In fact, the research showed almost no correlation between a voter's likelihood to be a 'definite' library supporter and how often they use the library. Advocating for library support to library users is focusing effort and energy on the wrong target group.
- **Perceptions of the librarian are an important predictor of library funding support.** Voters who see their local public librarian as committed to advocating on behalf of the library and its role in the community are more likely to vote 'yes' for a library funding initiative. 'Passionate' librarians who are involved in their communities make a difference.
- **Most voters see the public library as a provider of 'information.' But those who see the library as 'transformational' are most likely to increase their taxes in its support.** The information landscape today is a crowded space with a number of players, and many question the library's relevance when information is so widely available on the Internet. The library's strongest supporters believe that the library is about more than information; it is a source of transformation for individuals and communities that is worth funding. One participant in the research, a cattle rancher from Kansas, summed up the library's transformational power when he explained, "People who've been exposed to libraries realize that there are a lot of other cultures and things out there that a small town of 4,000 doesn't provide access to. The library is literally a window on the world." town of 4,000 doesn't provide access to. The library is literally a window on the world."
- **Increasing support for libraries may not necessarily mean a trade-off with financial support for other public services.** A comparison of voter willingness to increase taxes to support a variety of public services, including safety, health and education shows that the voters most likely to fund the public library are also those more likely to fund police, fire and schools.

You'll find more details and the rest of the key findings in the full report. The good news is that a critical number of Americans hold the public library in high esteem. Our advocacy research shows that if we target the right voter segments and engage them with the right national library advocacy program, we have the potential to increase library funding.

OCLC would like to thank the Bill & Melinda Gates Foundation for funding the advocacy research project and its support in making the findings available to the U.S. public library community. ■

Managing the dynamic world of digital journals

Here's how to keep your eHoldings up to date

To provide broader access to your library's electronic journals, it's imperative to have accurate, up-to-date eSerials holdings in WorldCat. Why? Holdings data drives usage of these online article collections through greater visibility in your catalog, in search engines and in WorldCat.org, OCLC FirstSearch and WorldCat Resource Sharing. And usage helps prove the value of ongoing subscriptions to these resources.

In addition, accurate holdings information saves time for both library users and staff by informing them in search result screens exactly which ISSN-based journals are available in your collection. Also, when eSerials holdings are up to date, you can automatically "deflect" interlibrary loan requests for materials your library does not wish to copy or loan, such as eSerials, saving even more time. Library staff no longer need to manually handle these requests.

To date libraries and vendors have added more than 4.5 million library holdings for electronic journals.

Here are two ways to simplify and streamline the management of your eSerials holdings and eJournal titles.

eSerials Holdings service

The service automatically sets your electronic journal level one (title-level) holdings each month in WorldCat. It provides up-to-date serials holdings for users and a simple, efficient workflow for staff with higher fill rates and faster turnaround times for interlibrary loan and document delivery. The service debuted in July 2006 and uses the OCLC knowledgebase of eSerials to keep WorldCat informed of full text available electronically via aggregated databases and individual eJournals. Nearly 400 libraries are enrolled in the service, which TDNet, EBSCO, WorldCat Link Manager and Serials Solutions also offer to their clients. To date libraries and vendors have added more than 4.5 million library holdings for electronic journals.

Format-level deflection in WorldCat Resource Sharing

Libraries define deflection criteria in the Policies Directory. Staff set up their systems to automatically deflect individual items or certain types of materials, such as eSerials. Here's how:

1. Log on to the Policies Directory (<http://illpolicies.oclc.org>).
2. Click on **My Units** in the upper right-hand side of the screen.
3. Click on the link with your library's name and then click on the **Policies** tab.
4. Click on the **Deflections** button.

Create a new policy for format deflection that will deflect eSerials.

To view a step-by-step guide on how to implement WorldCat Resource Sharing deflection at your library, visit the [Past enhancements to WorldCat Resource Sharing Web page](http://www.oclc.org/resourcesharing/support/enhancements/past.htm) <http://www.oclc.org/resourcesharing/support/enhancements/past.htm> and scroll down to "Policies Directory and WorldCat Resource Sharing Auto-Deflection." ■



The user is *always* right

Usability testing drives WorldCat Local interface

BY DAVID M. DUKE

A plaque on the wall at the back of the Usability Lab at OCLC in Dublin, Ohio, reads: the user is *always* right. A fitting axiom, says Mike Prasse, Consulting User Interface Designer at OCLC and head of the U-Lab since its inception in 1990. “You could add a word and say that the user’s *perceptions* are always right.”

The U-Lab’s purpose is to evaluate how well users are able to interact with OCLC products that are still under development and correct any problems that may arise. And in recent months, the U-Lab has played host to extensive evaluation of the new WorldCat Local service.

Testing of WorldCat Local was a two-step process. The U-Lab began by recruiting OCLC staff to test it. These testers were employees who had no connection to the product team and little knowledge of the service.

Changes implemented to WorldCat Local after its first round of testing included:

- Making journals easier to access by displaying availability and location on article records
- Placing online access URLs directly above the print availability display
- Placing URLs to online access on the detail record rather than on an intermediate page
- Placing all fulfillment links/buttons into one area on the screen above and below the availability display.

Test results were presented to the product team, and the designers used the information to make changes, tweaks and fixes. Then the product was returned to the U-Lab for another round of testing. At this point, OCLC recruited students from the University of Washington for a series of on-site tests.



A second round of testing yielded the following changes:

- Making the default tab display “item details” instead of “libraries that own the item”
- Adding editions information to the detailed record (e.g., first edition or illustrated edition)
- Adding the ability to scope to a library or group in WorldCat Local
- Adding the ability to narrow results by some of the more popular formats, including DVD or audiobook
- Adding the ability to display and request print versions of items if a user is on an electronic version, allowing the user to request an item through ILL if it is unavailable at his or her library.

Another method employed to test WorldCat Local involved contextual inquiry, whereby the user becomes the teacher and must show the testers how to work the program. “We sat there and watched them do their research with WorldCat Local,” says Prasse. “And while they’re doing that they’re considering us as the student trying to learn how they do research.”

Prasse claims that such a testing methodology provides valuable information, and in only a few sessions with different users he can see commonalities in how people do research. “And from that you can develop models that feed into changing our software to match the mental model that we have now derived from doing these on-site interviews.”

Designers and developers at OCLC continue to monitor the success of improvements made during the usability testing phase of WorldCat Local, and are dedicated to addressing any user issues that may arise in the future. ■

Moving discovery and delivery to the network

WorldCat Local connects collections in a Web-scale way

BY BRAD GAUDER

Despite steady advances in information access technologies, fragmented search and discovery systems in libraries have challenged information seekers' abilities to find the resources they need. It's easy to understand why. Library Web sites often present an array of complicated islands—OPACs, licensed e-resources, digitized collections, metasearch engines, institutional repositories—each with its own user interface and all with very little integration.

To help respond to this challenge, OCLC developed WorldCat Local, a discovery-to-delivery solution that integrates access to a library's entire collection of information resources through a simple, locally branded search box that searches WorldCat.org. Now available for purchase after months of pilot testing, WorldCat Local connects people to library

“This is perfect.”

resources and provides them with the best available fulfillment options—all built on the familiar WorldCat.org platform.

To the information seeker, WorldCat Local is a simple search box. WorldCat Local finds results that emphasize your collection and resources in your group—as well as relevant results from the rest of the WorldCat database. You can brand the interface with your library's logo, Web site colors and links—and link it to other resources and services you offer—reinforcing your library's value to information seekers.

WorldCat Local inter-operates with your locally maintained services—like circulation,

resource sharing and resolution to full text—all of which help users quickly determine the location and availability of the resources they need. WorldCat Local also offers social networking tools like list-sharing, reviews and personal profiles to give users a reason to return. Its simple implementation means you have no hardware or software to install and you have full OCLC support. Upgrades are automatically sent to participating libraries.

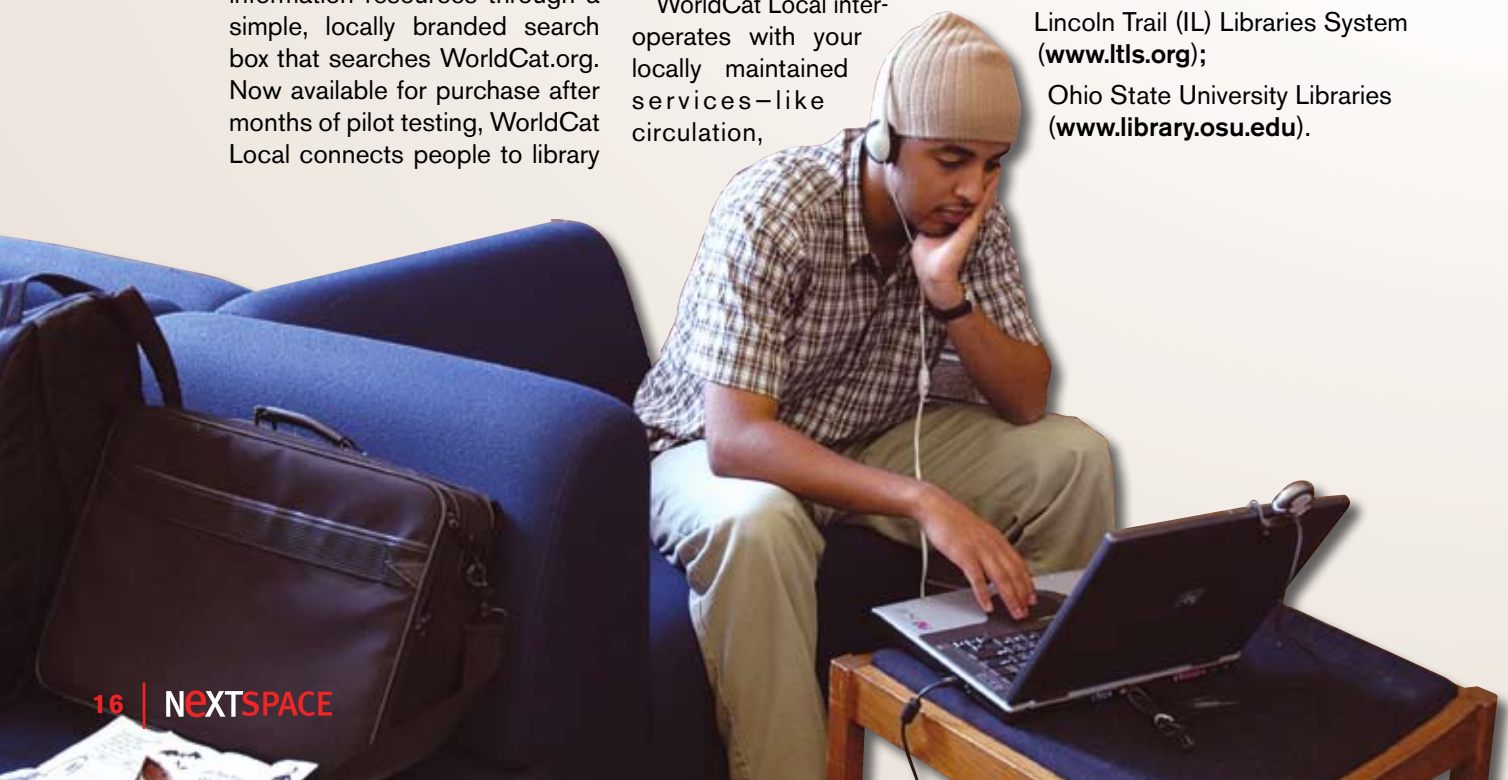
Several of the pilot implementations are now publicly viewable and in production:

University of Washington
(lib.washington.edu);

University of California
(melvyl.cdlib.org);

Lincoln Trail (IL) Libraries System
(www.ltls.org);

Ohio State University Libraries
(www.library.osu.edu).





On April 28, the State Library of Ohio flipped the switch 'on' for WorldCat Local to allow users to search and place requests for library materials owned by the State Library, OhioLINK and other libraries worldwide. Cornell University Library, the University of Texas-Austin and the University of Delaware Library also have signed agreements to use WorldCat Local, as well as several other libraries.

Reactions from librarians

According to Diana Brooking, Cataloging Librarian at the Suzzallo Library at the University of Washington (UW), WorldCat Local has helped connect users with needed resources. "The number of interlibrary loan requests has increased by over 100 percent and the amount of materials we have been able to borrow through ILL for UW users has increased by nearly 50 percent," she reports.

WorldCat Local has also made it easier for UW users to request materials held by local consortia partners—specifically from the Summit Libraries consortium—with borrowing activity up by 62 percent. "WorldCat Local has really made it easy for users to discover materials beyond what is held at the Uni-

versity of Washington Libraries," notes Brooking.

Nancy Huling, head of the Reference and Research Services Division at UW Libraries, and a colleague of Brooking, is a fan of WorldCat Local. She recently introduced a professor from UW's College of Education to WorldCat Local, and called that reference desk interaction "a great success story with one very happy faculty person!"

When he visited the reference desk and spoke with Huling, the education professor asked for the best way to find book reviews, which he seeks in advance of assigning or recommending books to his students.

"The title we searched was *Contentious Curricula*, and it was a great search," says Huling. "We found the book and eight reviews. The professor was ecstatic, and impressed with the review sources. I was also able to explain how requests could be placed without going separately to Summit or interlibrary loan."

Huling says she couldn't resist offering other options beyond WorldCat Local to the education professor in case he needed them, but he quickly declined saying, "This is perfect."

"WorldCat Local has really made it easy for users to discover materials beyond what is held at the University of Washington Libraries."

She also heard from a graduate student who reported his "best source so far" for his research to be the main keyword search functionality from the library's Web site, which was the WorldCat Local search box. The student specifically praised the interface's broad searching capability, noting that most of the science and engineering articles he finds through WorldCat Local are directly available as full-text articles.

Reaction from a blogger at another pilot site has been positive as well. Eric Schnell, Associate Professor at Ohio State's Prior Health Sciences Library, noted in his blog that WorldCat Local's faceted browse capability "jumped off the screen" at him. He also said he was hooked after "playing" with WorldCat Local "for only five minutes."

While online library catalogs have advanced in recent years, WorldCat Local is making the search for resources continually easier for information seekers. Nancy Huling thinks WorldCat Local is more than evolutionary, however: "I think WorldCat Local is transforming the user experience with library catalogs." ■



Visualizing the globalization of WorldCat

OCLC WorldMap presents library data in an interactive, graphical interface



**BY LYNN SILIPIGNI CONNAWAY, PH.D.,
SENIOR RESEARCH SCIENTIST,
OCLC RESEARCH**

**LAWRENCE OLSZEWSKI, PH.D.,
DIRECTOR, OCLC LIBRARY**

Although maps of the world have existed for thousands of years, today's Internet technology makes it possible to create and display vast amounts of information in dynamic, interactive maps. Geographically representing data on maps can provide a clear, easy-to-understand depiction of large datasets that enable the user to manipulate and display the data in multiple ways. The result is the OCLC WorldMap,¹ a prototype that depicts bibliographic data from WorldCat and statistics from other sources.

Our colleagues at the Association of Research Libraries (ARL) asked us to identify ARL member libraries' holdings in WorldCat and the country of publication as part of the Global Resources Network initiative.² WorldCat contains more than 100 million records representing more than a billion holdings of library and museum resources worldwide. WorldCat can thus be used to describe library collections geographically as well as bibliographically; to provide data for collection assessment, evaluation and comparison; and to make decisions regarding digitization, reservation and remote storage.

The data collected from third-party sources include total number of libraries, certified/degreed librarians, volumes, expenditures and registered users for every country in the world broken down by major library type: academic, public, school, special and national.

Since mining data from WorldCat can be applied in so many uses, we thought it would be a great opportunity to create a visual tool for the management and representation of geographically-based library statistics: not only those mined from WorldCat, but also those collected from reliable third-party sources. The data mined from WorldCat include holdings (the number of libraries holding a title), number of titles published and languages represented for titles published in each country. The data collected from other sources include total number of libraries, certified/degreed librarians, volumes, expenditures and registered users for every country in the world broken down by major library type: academic, public, school, special and national. We also included for each country the number of cultural heritage institutions, publishers and people.

It became apparent that the availability, currency and accuracy of the data collected from sources other than WorldCat were not consistent for all countries. For many countries, especially in Africa and Latin America, data were either unavailable or sporadic. For most of the rest of the world, including the United States, the data were not as current as we would like. However, we felt that recent figures were better than none at all, although it is reasonable to assume that the data in the prototype represent an underestimate of worldwide totals in all categories. Accuracy was jeopardized because we had to convert expenditures from euros and local currency to U.S. dollars, and to manually tabulate data obtained from some printed sources. We created spreadsheets for each type of statistical data; then we input these data into a database that was integrated for display in the WorldMap when specific countries are selected on the map.

Many different technologies are available for creating interactive geographical interfaces. We determined that the WorldMap would need to be relatively inexpensive to implement and maintain and should be developed with open-source/open standards components. The map also had to be able to present a wide range of data and allow for the possible modification of that data by someone with minimal technical knowledge. We decided early in the development of the map that it should be a Web-available application that is accessible to a broad audience via many different browser platforms.

Everything used to create the OCLC WorldMap prototype is either open-source or uses a freely available specification. We designed it to run on a screen with 1024x768 or higher resolution; it requires the use of Adobe Flash Player 9.³

The user may select up to four countries by clicking on their images in the WorldMap. The country name and flag are added to the “Countries Selected for Comparison” box. Clicking on the “Compare” button provides a more detailed view of the datasets. (See Figure 1.)

The WorldMap generates a graph that visually presents comparative library data. By pointing the cursor to any part of the graph, the user can see details of the data being compared. (See Figure 2.) In this example, the data displayed are total WorldCat holdings for titles published in each country.

Data that were not mined from WorldCat are generated in a comparative graph by clicking on any of the buttons in the left-hand pane of the screen. Many of the statistics may be displayed by type of library. (See Figure 3.)

The user is able to view the complete set of WorldMap data for each country and to display the sources for the data.

The WorldMap can not only assist librarians, but also publishers and marketing and sales staff, in discovering and manipulating country-related data. Among the many possibilities for adding information to the WorldMap are the identification of the geographic “aboutness” of titles and holdings in WorldCat and the languages spoken in each country. The possibilities for expanding the WorldMap are without boundaries!⁴ ■

References:

1. OCLC WorldMap prototype available at <http://worldmap.oclc.org>.
2. Connaway, Lynn Silipigni, Edward T. O'Neill, Eudora Loh, and Mary E. Jackson [first author]. 2006. “Changing Global Book Collection Patterns in ARL Libraries.” Report prepared for the Global Resources Network. Simultaneously published by the Association of Research Libraries at http://www.arl.org/resources/pubs/grn_global_book.shtml, and the Center for Research Libraries at http://www.crl.edu/grn/papers/grn_global_book.asp.
3. Adobe Flash available at http://www.adobe.com/products/flash/?ogn=EN_US-gntray_prod_flash_home.
4. Additional information about the OCLC WorldMap prototype and related presentations and papers is available at <http://www.oclc.org/research/projects/worldmap/default.htm>.

The authors would like to acknowledge Jeremy Browning, J.D. Shipengrover and Timothy Dickey for their assistance with this project.



Figure 1: Countries selected for comparison

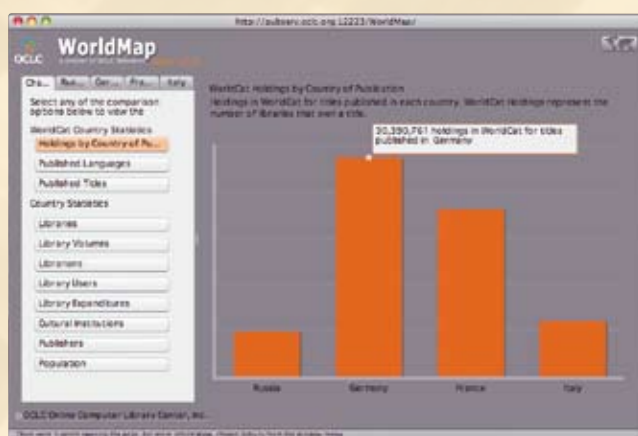


Figure 2: Total WorldCat holdings (the number of libraries holding a title) for titles published in selected countries

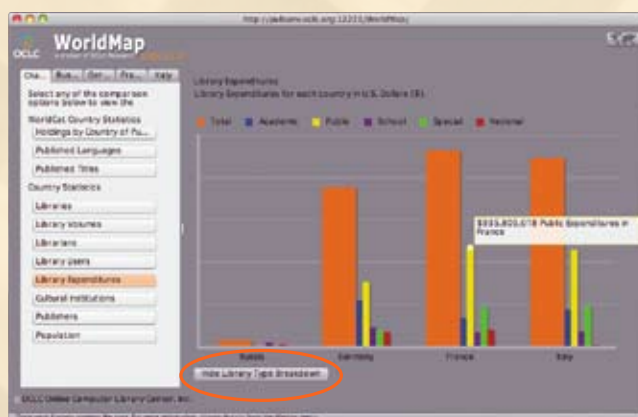


Figure 3: Total expenditures by library type for selected countries

Connecting governance and vision

The OCLC global cooperative organizes for worldwide, regional involvement

BY GEORGE NEEDHAM, VICE PRESIDENT,
OCLC MEMBER SERVICES

The next step to make OCLC a true global cooperative, with local connections and local touch, took place recently when OCLC adopted a new governance structure designed to extend participation in the cooperative to an increasing number of libraries and cultural heritage institutions around the world.

On May 20, the OCLC Members Council voted 59–12 to approve changes to the Articles of Incorporation and Code of Regulations that had been recommended by the Board of Trustees following a six-month governance study. The changes will transform the current Members Council into a Global Council that connects with Regional Councils around the world.

The new Global Council will replace the Members Council in a transition that is expected to take 12–18 months and will be coordinated between representatives of the 2008–2009 Members Council and the Board of Trustees.

The new governance structure comprises: Members, Regional Councils, Global Council and Board of Trustees.

- **Members.** OCLC Members are those entities that meet a minimum threshold of engagement with OCLC as defined in the Membership and Governance Protocols. A more complete definition of membership will be developed as part of the transition process. The Members will participate in meetings of their respective Regional Councils.



- **Regional Councils.** The purpose of the Regional Councils is to strengthen the cooperative throughout the world and make it easier to participate in its governance. Members will convene at one or more Regional Council meetings on a regular basis to keep current on issues of vital and immediate interest to the OCLC cooperative. The Regional Councils will also elect Member Delegates who will attend the Annual Global Council Meetings.
- **Global Council.** The Global Council will be comprised of Member Delegates elected by the Regional Councils. The Global Council's principal responsibilities are to elect six members of the Board of Trustees and ratify amendments to the Articles of Incorporation and Code of Regulations of OCLC. The Global Council will convene at least once a year at an Annual Global Council meeting, with location to be determined by the Council.
- **Board of Trustees.** Under the new structure, the Board will normally have 15 Trustees elected to a four-year term. To improve its flexibility, the size of the Board may vary from 13 to 17 members from time to time as determined by the Board. The Global Council will elect six Trustees, and the Board will elect the remaining Trustees. The President and CEO will continue to hold a voting seat on the Board. Normally, a majority of the Trustees will be members of the library or cultural heritage communities. The Board of Trustees performs all of the traditional fiduciary and constituency duties related to such governing bodies.

OCLC services and governance of the cooperative have always been intertwined. OCLC's global growth and vision to connect the world's libraries required an adjustment to its governance to ensure representation and participation by members around the world. These changes provide OCLC with a next-generation governance structure for the global cooperative. ■



2,000,000+

Unique Web visitors per month to WorldCat.org

369,740,015

Click-throughs to WorldCat from search engines



69,656

WorldCat lists



6,449

Downloads of the WorldCat Facebook Widget



18,821,444

Click-throughs to libraries from WorldCat.org

EVENTS **Going on the road**

OCLC will be exhibiting at the following conferences:

American Association of Law Libraries
July 12-15, 2008
Portland, Oregon, USA

A Reference Renaissance: Current and Future Trends (formerly VRD)
August 4-5, 2008
Denver, Colorado, USA

Pacific Northwest Library Association
August 6-9, 2008
Post Falls, Idaho, USA

IFLA 74th General Conference and Council
August 10-14, 2008
Québec City, Québec, Canada

Society of American Archivists
August 26-30, 2008
San Francisco, California, USA

American Association of State and Local History
September 9-12, 2008
Rochester, New York, USA

Northwest Interlibrary Loan and Resource Sharing Conference
September 18-19, 2008
Portland, Oregon, USA

Illinois Library Association
September 23-26, 2008
Chicago, Illinois, USA

Check the OCLC Web site for a complete list of upcoming conferences and events:
<http://www.oclc.org/news/events/>



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