

## Making Innovation Personal

How libraries are using new ideas and out-of-the-box thinking to meet a variety of challenges



**3<sup>rd</sup>** Traffic ranking to WorldCat.org from Google Book Search, behind Google and Amazon  
[weblogs.hitwise.com/us-heather-hopkins/2008/10/google\\_books\\_drives\\_visits\\_to\\_1.html](http://weblogs.hitwise.com/us-heather-hopkins/2008/10/google_books_drives_visits_to_1.html)

**125,626,833**

WorldCat records

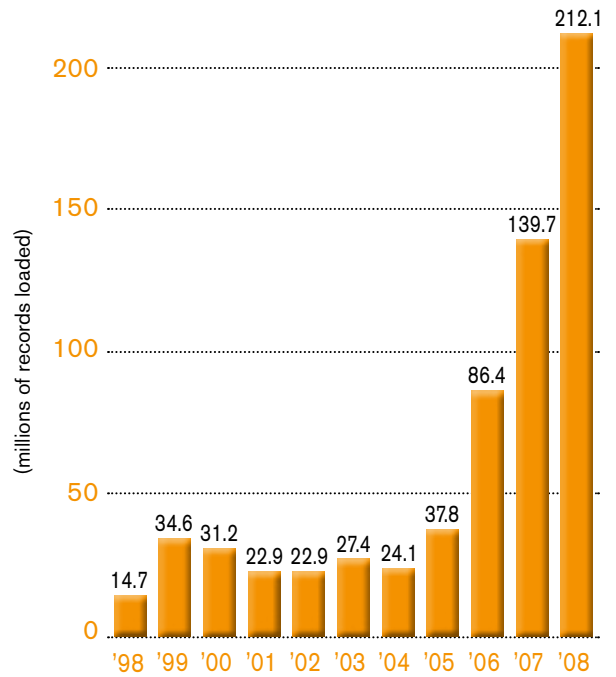
**1,360,653,416**

WorldCat holdings

**7,000,000**

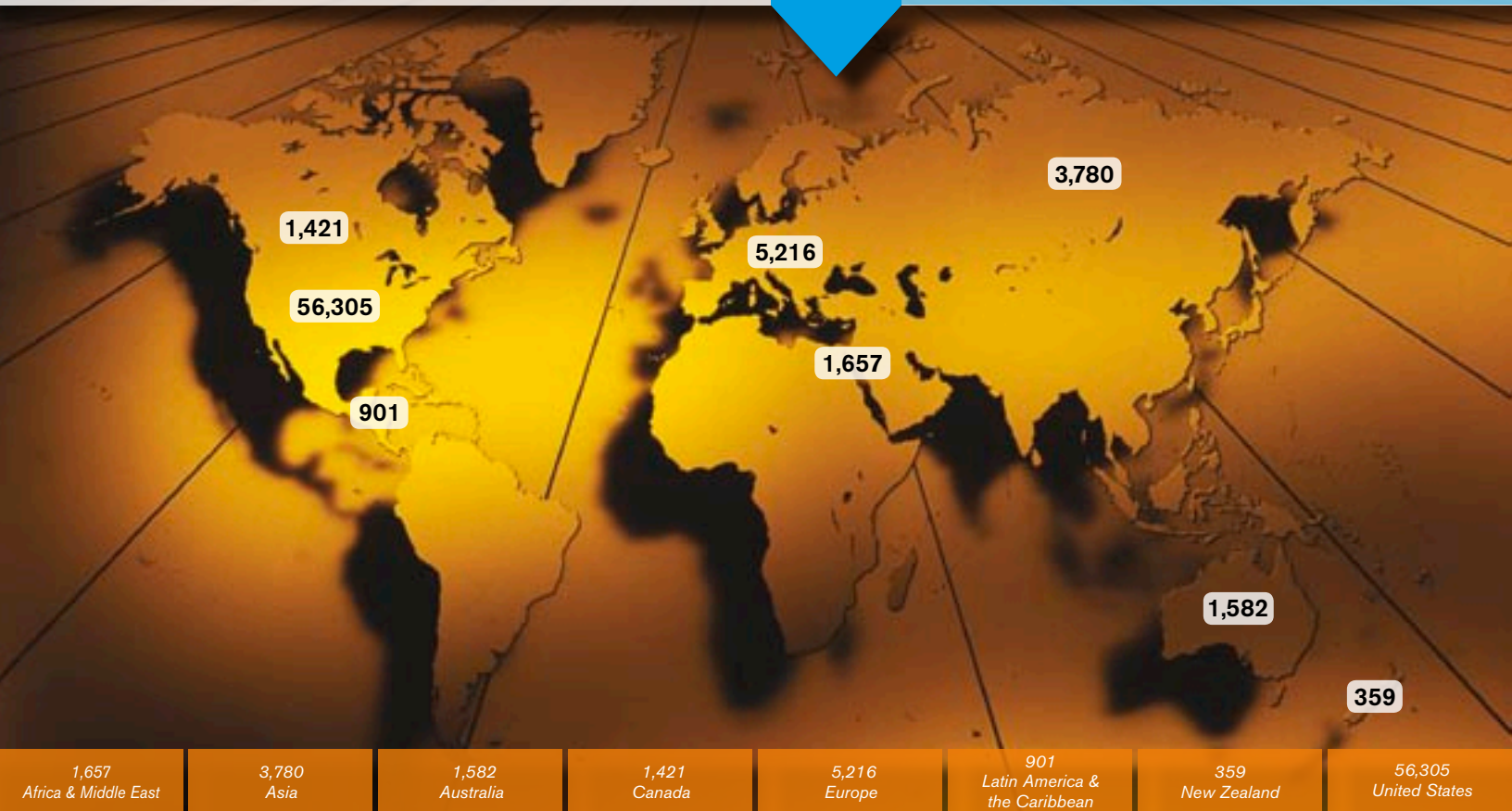
Full-record views each month at WorldCat.org

Records processed via batchloading into WorldCat



**The WorldCat Global Cooperative**

**71,221** libraries in **112** countries





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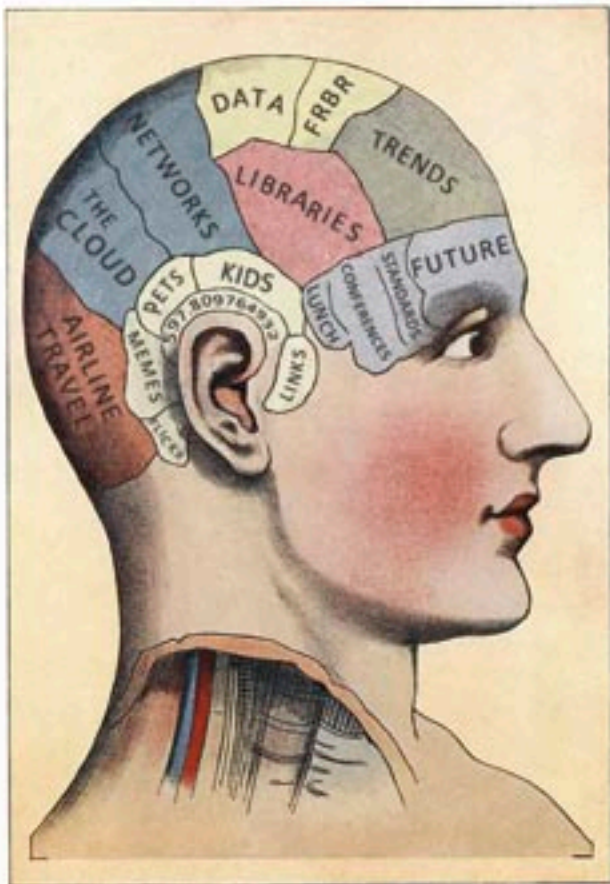
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# OCLC Blogs



**Your glimpse  
into our minds.**

## Lorcan Dempsey's Weblog

[orweblog.oclc.org](http://orweblog.oclc.org)

## WorldCat Blog

[worldcat.org/blogs](http://worldcat.org/blogs)

## It's all good

[scanblog.blogspot.com](http://scanblog.blogspot.com)

## Hanging Together

[hangingtogether.org](http://hangingtogether.org)

## Outgoing

[outgoing.typepad.com/outgoing](http://outgoing.typepad.com/outgoing)

## Metalogue

[community.oclc.org/metalogue](http://community.oclc.org/metalogue)

## Hectic Pace

[community.oclc.org/hecticpace](http://community.oclc.org/hecticpace)

## Weibel Lines

[weibel-lines.typepad.com](http://weibel-lines.typepad.com)

## The Dewey blog

[ddc.typepad.com](http://ddc.typepad.com)

## Blogjunction

[blog.webjunctionworks.org](http://blog.webjunctionworks.org)

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# Moving forward in challenging economic times



**The Board of Trustees and OCLC management are acutely aware that the economic news coming from member libraries around the world is bleak—budget cuts, reduced hours, slashed programs.**

Libraries are again being confronted to do more with less. In that vein, OCLC's chartered objective of reducing the rate of rise of library costs is more compelling

than ever.

Therefore, I am pleased to report that on February 9, the OCLC Board of Trustees unanimously adopted OCLC management's recommendation to keep prices at current levels in 2009-2010.

Accordingly, there will be no price increases in OCLC cataloging and metadata services, resource sharing and access, and digital and preservation services. In those services where we provide access to third-party content (FirstSearch service, Electronic Collections Online and NetLibrary), we will pass through to libraries only royalty increases that are charged to us by content owners. OCLC will continue to keep its prices for library management/local systems as low as possible.

Both our current and next-generation services can help libraries thrive during these challenging economic times. That is why we intend to press on with our new services and programs in the coming year. Let me provide a few examples.

With WorldCat Local, we are creating a compelling user environment that provides a single interface to the collections of a library. It interoperates with locally maintained services, such as circulation, resource sharing and resolution to full text, to create an integrated experience for library users. WorldCat Local is a service provided to the library across the Internet that eliminates costs to the library for hosting, operating and maintaining software.

We are creating system-wide efficiencies in library workflow management. Our new database synchronization capability is enabling the Royal Library of the Netherlands and the National Library of Australia to keep their union catalogs in synch with WorldCat.

Next Generation Cataloging is capturing ONIX metadata upstream from publishers and vendors and enhancing that metadata in WorldCat, thereby reducing duplication of effort in member libraries as well as accelerating the availability of metadata for new publications.

The newly released WorldCat Navigator is now in use by the Orbis Cascade Alliance. It's a next-generation resource sharing and delivery system for consortia that brings disparate systems together in a single interface.

We have just released CONTENTdm 5, which includes full Unicode support, a new search engine, scheduled indexing, improved EAD handling and expanded reporting capabilities.

Atlas Systems and OCLC have recently signed a perpetual licensing agreement that enables OCLC to support ILLiad and Odyssey and integrate the software more fully into OCLC delivery services in the coming years.

The MacArthur Foundation has awarded a \$100,000 grant to Syracuse University, the University of Washington and OCLC to explore the creation of a more credible Web search experience based on input from librarians around the globe.

The HathiTrust has signed a preliminary agreement with OCLC to collaborate in adapting OCLC's WorldCat Local as a public discovery interface for its digital repository that contains more than 2.5 million digitized volumes from the nation's research libraries.

Last but not least, we have launched the WorldCat Mobile pilot in which library users are able to use their mobile phones to find materials in libraries.

Clearly, we are not standing still. Indeed, our strategy to build Web-scale and help libraries move their workflows to the Web has acquired even greater urgency.

We must continue to move forward, especially during difficult economic times. In the coming year, we will redouble our efforts to be more innovative and efficient and to create more value for the OCLC cooperative. ■

A handwritten signature in black ink that reads "Jay Jordan". The signature is fluid and cursive, with a long horizontal line extending to the right.

**Jay Jordan**  
OCLC President and Chief Executive Officer



## eBook collections ready for readers on the move

Now your eBook users can enjoy best-sellers, mysteries, young adult titles and more on one of the top portable reading devices. OCLC's NetLibrary is offering new eBook collections developed specifically for the Sony Reader. These mobile collections come with everything you need to get started, including the Sony Reader Digital Book, a collection of quality titles from leading publishers and all required licenses.

For more information, visit

[library.netlibrary.com/sony\\_mobile.aspx](http://library.netlibrary.com/sony_mobile.aspx)

## HathiTrust, OCLC to enhance discovery of digital collections

OCLC and HathiTrust, a group of 25 research libraries in the United States, will work together to increase visibility of and access to the 2.5 million items in HathiTrust's shared digital repository. The two organizations plan to create WorldCat records describing the content and linking to the collections via WorldCat.org and WorldCat Local. They will launch a project in the coming months to develop specifications and determine next steps.

For more information, visit

[www.oclc.org/news/releases/20097.htm](http://www.oclc.org/news/releases/20097.htm)



## Librarians to build a credible search engine

MacArthur Foundation-funded project intended to increase quality of Web search results

Researchers and developers from OCLC and the information schools of Syracuse University and the University of Washington will explore the creation of a more credible Web search experience based on input from librarians around the globe. Called the "Reference Extract," the project is funded through a \$100,000 grant from the John D. and Catherine T. MacArthur Foundation.

Reference Extract is envisioned as a Web search experience similar to those provided by the world's most popular search engines. However, unlike other search engines, Reference Extract will be built for maximum credibility of search results by relying on the expertise of librarians. Users will enter search terms and receive results weighted toward sites most often used by librarians at institutions such as the Library of Congress, the University of Washington, the State Library of Maryland and more than 2,000 other libraries worldwide.

For more information, visit

[referencextract.org/](http://referencextract.org/)  
[www.oclc.org/news/releases/200842.htm](http://www.oclc.org/news/releases/200842.htm)

## New partnership will maximize resource sharing

OCLC and Atlas Systems, creator of ILLiad and Odyssey resource sharing management software, have signed an agreement that enables OCLC to support ILLiad and Odyssey and integrate the software more fully into future OCLC delivery services. More than 1,000 libraries currently use ILLiad software for interlibrary loan management.

ILLiad and its document delivery component, Odyssey, provide a faster, more functional alternative to traditional interlibrary loan workflow. The software improves interlibrary loan functions by consolidating all borrowing, lending and tracking capabilities into a single, customizable interface. ILLiad also smoothly integrates with a library's core services, such as WorldCat Resource Sharing, providing the user with access to the world's largest collection of shared resources.

Atlas Systems will continue development, training and installation support of ILLiad software under the new agreement.

"This new agreement ensures tighter integration of ILLiad and Odyssey into current and future resource sharing management services offered by OCLC," said Jason Glover, President, Atlas Systems, Inc. "This will benefit the ILLiad user community for years to come."

OCLC has been the exclusive distributor of ILLiad software since 2000.

For more information, visit

[www.oclc.org/news/releases/20091.htm](http://www.oclc.org/news/releases/20091.htm)

## WorldCat Local heads to Canada



Novanet and the University of New Brunswick will implement WorldCat Local, the service that combines the cooperative power of OCLC member libraries worldwide with the ability to use WorldCat.org as a local discovery and delivery service. They are the first library systems outside the United States to use WorldCat Local, and they join a growing number of U.S. libraries using WorldCat Local to help users more easily find and get items in library collections.

For more information, visit

[www.oclc.org/news/releases/200846.htm](http://www.oclc.org/news/releases/200846.htm)



## Database package features more eContent

OCLC is expanding the FirstSearch Base Package with the OAlster, CAMIO and ArchiveGrid databases at no additional charge. In addition, the package also will include an entry-scale, hosted version of CONTENTdm Digital Collection Management software. The goal of these additions is to provide more digital resources that highlight libraries' unique collections and online presence. Connecting these resources through WorldCat also allows users to more easily find high-quality materials through local libraries.

For more information, visit

[www.oclc.org/services/brochures/213700us\\_FSBBasePkg.pdf](http://www.oclc.org/services/brochures/213700us_FSBBasePkg.pdf)





# Making innovation personal

**How libraries are using new ideas and out-of-the-box thinking to meet a variety of challenges**

**BY ANDY HAVENS AND TOM STOREY**

## **Personal innovation**

*“What can I do about it?”*

**O**ne often thinks of innovation in terms of sweeping changes—entirely new technologies that arise and, over time, saturate society and alter our way of life. We ride these waves and, often, incorporate these improvements into our daily lives. But the average citizen is not the inventor, engineer or programmer who creates new technologies and alters the landscape. Innovation isn't something ordinary people do ... or is it?

When faced with challenges, many groups and individuals react by drawing in. The natural response to uncertainty is to minimize risk and avoid change. This

may be exactly the wrong approach, however. By encouraging creative solutions and new ways of doing business, library organizations are successfully navigating times of uncertainty and turmoil.

How can each of us create and maintain a culture of innovation? Our conversations with the libraries featured here suggest that you need to make innovation personal—for yourself, your users and your organization.

## **Innovate around users' needs**

*Customer experience is key*

While cutting back on service levels is a common response in tough economic times, maintaining a great

customer experience should always be the goal, according to an article in *The McKinsey Quarterly*, “Maintaining the Customer Experience.” Although not written specifically for libraries, the article's advice is nonetheless instructive.

“Sophisticated companies figure out what matters most to customers and invest in the drivers of satisfaction,” says Adam Braff, Principal in the McKinsey Washington office. “This requires analyzing the customer experience and a willingness to question long-held internal beliefs reinforced through repetition by upper management.”



In the end, Braff says, such a rigorous process may improve service and save money. He notes a bank that recently was considering an ATM upgrade that included a new user interface and screening barriers for user privacy. Customer research showed, however, that more ATMs and the consistent availability of money in them was what users wanted most. The costly ATM upgrade was postponed and the bank redirected its efforts.

### Just ask ...

The Norris Medical Library at the University of Southern California used focus groups to innovate around user needs and preferences. For example, in the research area, one group revealed faculty frustrations in trying to keep up with the proliferation of data analysis tools and databases. It was essential for faculty to improve their knowledge and use of these resources that would analyze and interpret large quantities of data.

The library responded by hiring a Ph.D. in molecular biology. After assessing user needs, he developed and conducted ongoing training sessions in selecting and using bioinformatics resources. He also provided consulting services for research teams in their labs and developed a Web site to promote and support the use of these resources, as well as to disseminate information about new tools available for use by the USC research community.

**Key learning:** Innovation around users' needs was driven by simply asking what areas were most challenging.

### Short-distance reference calls

The reference desk at the Québec City Public Library discovered that a lot of its reference calls each day were coming from cell phones inside the building. To free up outside lines, the library installed signage around

the library with a phone connected directly to the reference desk. The signs and in-house phones have been an inexpensive and creative way for library users to ask for immediate help while perusing the stacks or viewing materials.



**Key learning:** Observing user behaviors and focusing on improving their experiences provided the basis for a simple, innovative improvement.

### Three varieties of “quiet”

In 2007, librarians at Oak Park Public Library in Illinois were hearing from two groups of heavy library users. One wanted to use the library for quiet study. The other was interested in creating community spaces there. The library faced a tough decision.

Monica Harris, Young Adult Librarian, says noise had become an issue and the objective was to create a library space that a wide variety of users—from those who wanted total silence to those who wanted boisterous programming and meetings with friends—could feel comfortable in. To address these seemingly contradictory needs, the library implemented color-coded zones last year to clarify the noise levels and activities permitted.

Red Zones are silent areas, ideal for users who want to work or read with no disturbance. Yellow Zones are quiet areas for those who want to work or read with only whispered conversation and minimal disturbance. Green Zones are social spaces for users who want to gather in groups or talk with others. To keep



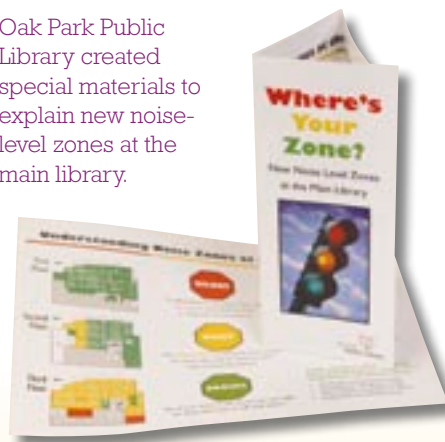
costs low, the library created in-house materials, such as signage and brochures, to implement the zones.

“All in all, this has been very successful in meeting everyone’s expectations of what the library should be,” said Harris.

So successful that a neighboring library, the Schaumburg Public Library, adopted the same noise zones, and Oak Park provided its staff with all of its artwork, posters and collateral materials, as well as advice to help them implement the program.

**Key learning:** Staying close to customers helps guide innovation efforts and make them successful. Look for trends and listen for cues from your environment.

Oak Park Public Library created special materials to explain new noise-level zones at the main library.





Library staff at the Fallbrook Branch donned Hawaiian shirts and leis to say 'Aloha to fines' on Fine-Free Friday.

### *Forget the fine. See you on Friday!*

At a retreat two years ago, staff at the San Diego County Library (SDCL) were brainstorming ways to turn any negative library image into a positive one. The group was looking for quick, easy-to-implement ideas to make the library a more customer-friendly, welcoming place. One staffer suggested eliminating late fines—arguably the most unpopular part of a user's library experience.

With that, Fine-Free Friday was born. On the last Friday of every month, SDCL waives fines on all overdue materials and allows users to get replacement library cards for free, normally a \$2 charge. Sometimes, to liven up the celebration and make an impact on users, staff dress up in party attire and serve refreshments.

"The program brings an enormous amount of goodwill to the library, particularly in these tough economic times," says Bertha Heurtero, Circulation Services Manager, who oversees the program.

Originally called Happy Hour and limited to two hours, Fine-Free Friday began in September 2007 and has brought a slew of materials back to the library, including a book due January 15, 1980. Each branch decides how to run its event.

Circulation from 2007–2008 rose 27 percent. And while waiving fees might mean forfeited revenue, surprisingly, total fines collected in that period increased 17.7 percent over the previous year. More overall circulation meant more fine revenue across the board, along with better customer satisfaction and good publicity.

**Key learning:** Identify "hot button" areas that are most in need of change in order to innovate in ways that will be most meaningful to users.

## **Nothing is out of bounds**

### *Less hiding, more finding*

Processing backlogs has always been a challenge in the archival community, due to the great care taken to painstakingly arrange and organize the unique materials in archival collections. Staff at the American Heritage Center (AHC) at the University

series- and collection-level work. The premise is that users are better served by some information about many collections rather than detailed information about fewer collections, says Mark A. Greene, Director, AHC.

"We implemented MPLP in its most radical fashion, deciding to create collection-level catalog records, entered into WorldCat, for all our unprocessed collections, to ensure basic intellectual accessibility," he says. "Then we work *backwards* to do series-level arrangement and description where warranted on those same collections. Collections are being prioritized for more work in part by user demand."

The new approach results in more visibility for previously hidden collections by roughly tripling the speed with which AHC processes archival materials.



The National Library Board of Singapore opened libraries in leased space in shopping malls.

of Wyoming, though, was finding that these requirements meant that much of their collection was hidden from those who needed access. Making more of its rich, archival collections accessible required radical innovation.

By rethinking traditional practices, the Center moved its unprocessed collections out of the back room and into the mainstream.

The answer was what has become known as MPLP (More Product, Less Process), or minimal processing. MPLP is an attempt to drastically limit item-level work within collections, focusing instead on

"We take comfort in the fact that we are revolutionizing access to our holdings," Greene says.

**Key learning:** Be prepared to challenge even your most basic assumptions if you want innovation efforts to yield significant results.

### *A five-minute walk*

On the cusp of a financial crisis in Asia, the National Library Board of Singapore made a decision—to become a world-class library system. Today, 14 years later, customers love Singapore libraries. What was their secret? A five-minute walk.

Chew Leng Beh, Senior Director, Library and Professional Services, National Library Board of Singapore, says that customer-centric innovation drove the system's design and growth. "It's a simple principle. All of our services are convenient, accessible, affordable and useful." To maximize convenience and economic value, the library board opened new, state-of-the-art libraries in leased space at shopping malls around the island, left empty by a crash in the economy. Innovative thinking was required in order for libraries to be within a five-minute walk from all public transportation stations—the board's definition of convenience.

Since then, library membership in Singapore has doubled. Circulation is 28.8 million, up 53 percent from 1996, and visitorship hit 37.3 million last year, up from 9.8 million in 1996. Use of e-resources has skyrocketed, tripling in the last two years. And it's not unusual for large crowds to show up for new library openings.

**Key learning:** Look outside your organization, your industry, your community—your comfort zone—for ways in which to discover and implement innovative solutions.

### *Veni, vidi ... vending?*

Let's push the innovation envelope even further than "library branches in shopping malls." What about serving the needs of users who don't have the time or transportation to get to any kind of a library branch?

Each day, more than 60,000 people commute from Contra Costa County, California to San Francisco. About 5,000 use the Pittsburg/Bay Point transit station. Thanks to the innovative efforts of the Contra Costa County Library, these previously underserved commuters now have access to a collection of books via an automated book lending machine—the first of its kind in the United States.

Developed by Distec, a Swedish firm, and originally used in Scandinavian countries, the Bokomaten is a freestanding, book-dispensing machine that stores books, DVDs and



Some users consider the book-lending machine as their main library.

CDs, and handles loans, returns and administration automatically. A touch-pad, similar to an ATM screen, is used to select from up to 500 items that are delivered through the front of the unit. Materials are returned through the same slot. A library card is required to use the machine.

*A touch-pad, similar to an ATM screen, is used to select from up to 500 items that are delivered through the front of the unit.*

"We needed to correct an inequity in library service without additional county funds and without reducing library service to other communities," said Cathy Sanford, Deputy County Librarian, Support Services.

The library partnered with the San Francisco Bay Area Rapid Transit District and secured an LSTA grant from the California State Library to purchase the Bokomaten machine. It launched the new Library-a-Go-Go service in May 2008.

Two days a week, at peak commuter times, the library puts a community

outreach librarian on-site to answer questions, help commuters use the machines and sign people up for library cards.

Through January 2009, about 1,400 books have been circulated and more than 800 new members have been signed up. A survey revealed that 73 percent of users consider the Library-a-Go-Go machine as their main branch.

With the success of the program, the library is on track for three additional installations in 2009: one in a shopping center, and two in other transit stations.

"Feedback indicates that Library-a-Go-Go provides a much-needed service for commuters and is expanding the library's presence through new library cards, book lending and information on local libraries and programs," says Sanford.

**Key learning:** Reaching underserved users may require extreme focus and radical innovation in order to break into new markets, specific demographics or niche communities.



## Encourage innovation among users, too

### *Library ... camera ... ACTION!*

Turning an old storeroom into a media studio has unleashed the creative talents of Nunsthorpe residents ages 7–70. And it's all possible thanks to the innovative thinking of Nunsthorpe Library, a small branch of North East Lincolnshire's Library Service, United Kingdom.

When Library Director James Radcliffe received an e-mail about neighborhood renewal grants, he and his staff at Nunsthorpe Library came up with the idea to install a media suite in the library with high-definition cameras and editing equipment for the community to use and borrow. The objective was to give something different to library users, enabling them to make videos for YouTube, other Web sites or personal DVDs.

The library got its grant and named the new initiative Nunny TV. It partnered with several local groups to build the studio, buy the equipment, train the users, operate the studio, produce the programs and publicize the hours.

"Nunsthorpe is a depressed area and we felt that digital media was a great way for people to learn a range of transferable skills in a fun and imaginative

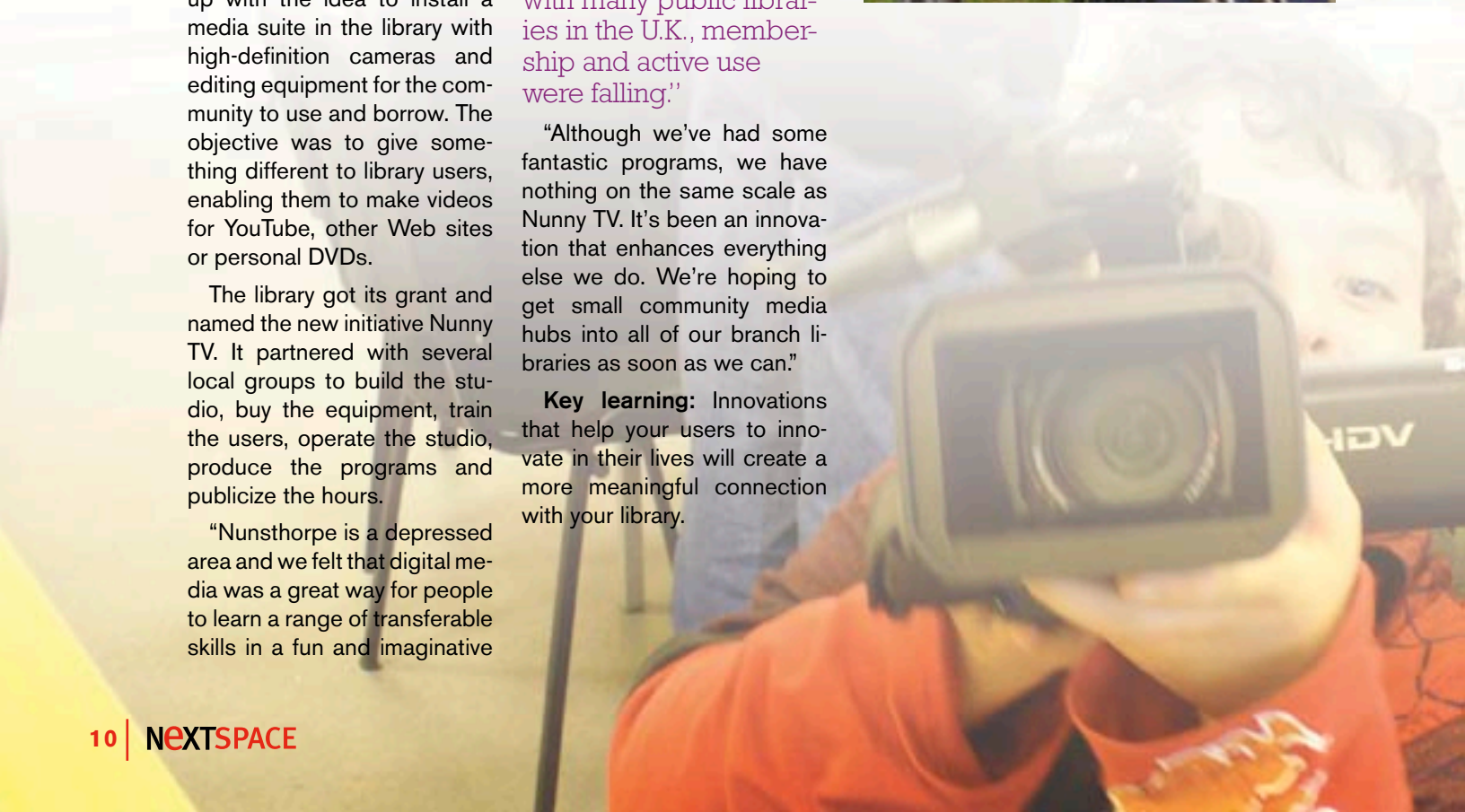
way," Radcliffe said. "Ultimately, we wanted to make the public library more relevant in the 21st century and a focal point for the community. As with many public libraries in the U.K., membership and active use were falling."

Since the establishment of Nunny TV, however, the library has seen a 30 percent "jolt" in use. The new studio and equipment, along with the videos produced, sparked new life and new interest in the library. Several creative Nunsthorpe residents even produced award-winning videos, including one used by the U.K. National Health Service to launch a teen health campaign and one on a local soccer star that was among the top five finalists in the BBC's young journalist competition.

*"Ultimately, we wanted to make the public library more relevant in the 21<sup>st</sup> century and a focal point for the community. As with many public libraries in the U.K., membership and active use were falling."*

"Although we've had some fantastic programs, we have nothing on the same scale as Nunny TV. It's been an innovation that enhances everything else we do. We're hoping to get small community media hubs into all of our branch libraries as soon as we can."

**Key learning:** Innovations that help your users to innovate in their lives will create a more meaningful connection with your library.



## “Your ideas are important.”

People, not organizations, make innovation happen. All it takes is an individual with passion and perseverance to turn an idea into reality. Encourage everyone in your library—including users—to champion ideas that improve services.

When he checked the reserve list one day, he saw 48 people who wanted to borrow the book ... a waiting list four years long.

OCLC Founder Frederick G. Kilgour, in his last public appearance at OCLC, stressed that the future of libraries hinges on the work of the individuals who make it happen. He emphasized the importance of innovation and how critical it is for each person to push his or her ideas ahead. He told of a radical idea he pushed in 1936, in the depths of the Depression, while working at the delivery desk at Harvard Library.

The most popular book at the time was *Gone with the Wind*, of which the library had one copy. When he

checked the reserve list one day, he saw 48 people who wanted to borrow the book ... a waiting list four years long.

“I tried to do something about that,” Kilgour explained.

He asked the library to purchase more copies. “Couldn’t do it,” the order department said, because at the time it was illegal for a library to own more than one copy of a book. Undeterred, he put a note in the student newspaper for used copies that could be donated to the library. He received four, but to his chagrin, the catalogers at first refused to add them to the collection. He persevered though, and soon the library was circulating more copies of *Gone with the Wind*.

Kilgour’s early, successful experiences with personal innovation led him to imagine larger possibilities and improvements later in his career. The ability for one person to make a difference in the lives of library users inspired him to go on to forge new territory in library automation, cataloging, resource sharing, electronic content delivery and other aspects of the industry. Whether thinking



OCLC Founder Frederick G. Kilgour

about a single, specific process, or the entire world of library services, Kilgour kept the ideals of personal innovation alive for himself, and for the cooperative he led.

“Your ideas are important,” he said in closing to his audience of OCLC employees. “It takes some doing and you have to get out and around and talk with people you never met before, but do it.” ■

## Challenging times provide opportunities for innovation

History suggests that tough economic times provide opportunities for innovation. Just ask Tom Nicholas.

An Associate Professor at the Harvard Business School, Nicholas recently researched business practices in the 1930s to see if there were any useful lessons for executives setting priorities in today’s highly volatile economic environment. The answer? Yes—particularly when it comes to innovation.

Nicholas found that companies that delay innovation during the hard times risk significant growth opportunities when uncertainty subsides and the economy recovers.

“Many companies hesitated to innovate during the 1930s, as measured by patent applications,” Nicholas said. “On the whole, corporate executives preferred to wait and see. Successful companies—even in the midst of the Great Depression—did not delay investments in innovation.” The best example is DuPont, he says.

In 1930, DuPont discovered neoprene (synthetic rubber) and nine years later, every automobile and airplane

manufactured in the United States had neoprene components. In addition, by 1937, 40 percent of DuPont’s sales came from products such as rayon, enamels and cellulose film that did not exist prior to 1929.

DuPont isn’t the only example, Nicholas says. Hewlett-Packard and Polaroid were established as entrepreneurial start-ups in the 1930s, as well as Carvel, Good Humor, Clairol and Chock Full O’ Nuts. All became leaders in their industries later in the century.

“Even the deepest of downturns can create opportunities for companies and organizations with ideas,” Nicholas says.

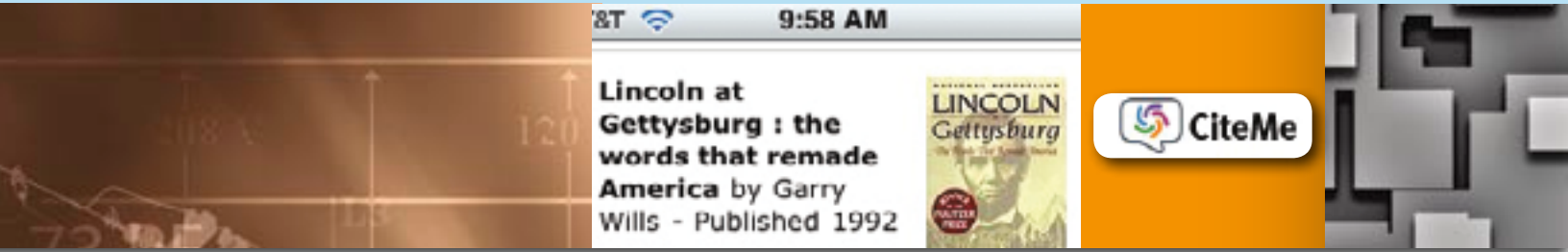
For libraries, Nicholas says the generalized observation is that in times of economic stress, delaying innovation doesn’t make sense and is not always the best option.

“An uncertain economy should not dictate a blanket pullback. It’s a time of reconfiguration when you decide which projects go forward and which ones are delayed. And that’s not easy.” ■

# Leveraging the power of WorldCat

OCLC is beginning a major new initiative to expose the data contributed to WorldCat by member libraries in useful new ways

BY DON HAMPARIAN AND ROY TENNANT



Searching for “trains” at the Cushman Photograph Collection of the Indiana University Libraries brings back more than simply photos of trains. Clickable links for related searches, such as “transportation” and “subways,” are offered as well. It is not apparent, but the information for creating these links comes from servers in Ohio rather than Indiana University, and are merged or “mashed up” on the fly.

A mashup is any merged view of two or more data sources that is produced dynamically at the point of need by software. Standards and protocols as well as a fast network are required to make mashups possible. Technologies such as the Internet and XML have created a world where data and computer services can be mixed and matched at will to create richer, more useful applications.

“The WorldCat Search API allows our librarians to mashup bibliographic data with covers and reviews from other sources to seamlessly create vivid Web pages that highlight the library’s collections to our users.”

### Welcome to Web Services for WorldCat

OCLC is moving quickly to enable libraries to take advantage of these capabilities by offering a growing suite of mashup-enabled services, including the one that suggests related terms for the Cushman Photograph Collection search. These services are the beginning of a major new initiative to expose the data contributed to WorldCat by member libraries in useful new ways.

A common term for data services that are used by software is “application program interface” or API. The flagship API from OCLC is the WorldCat Search API, which was released in August 2008 after testing by a group of OCLC member libraries. A number of institutions have already been using the WorldCat Search API to enrich their local services in various ways. The University of Houston is one such institution, where the WorldCat Search API, as Karen Coombs explains, “allows our librarians to mashup bibliographic data with covers and reviews from other sources to seamlessly create vivid Web pages that highlight the library’s collections to our users.”



Screenshots of search results in the Facebook WorldCat application.

If you are a library software developer, or you know of one, check out the new Web services OCLC is developing.

OCLC programmer Bruce Washburn has also used the WorldCat Search API to create an iPhone application for searching WorldCat, and two Facebook widgets (one for searching WorldCat, and one called CiteMe for formatting citations in several common styles).

Additional services presently offered, either in production or as an experimental service, include:

- xISBN – a service that takes an ISBN as a query and returns all of the ISBNs that are related to it (different editions, etc.)
- xISSN – a service that takes an ISSN as a query and returns basic information about all of the related serials (title changes, etc.)
- WorldCat Identities – collated information about an author or fictitious character (such as Mickey Mouse: [www.worldcat.org/identities/lccn-sh85-84713](http://www.worldcat.org/identities/lccn-sh85-84713))
- Terminology Services – a set of controlled vocabularies (Library of Congress Subject Headings, etc.) that can provide related terms and other services
- Crosswalk Web Service – a service to transform metadata from one format to another (for example, from MARC to MODS)

All of these Web services are available to OCLC cataloging institutions at no additional charge. More services will be added on an ongoing basis, and library developers—programmers around the world working to create similarly useful services—are also helping to enhance the existing services.

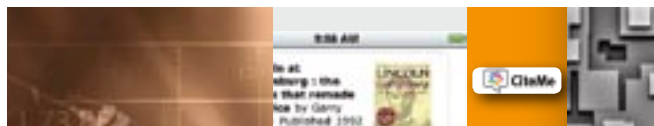
### Software developers need support too

In turn, OCLC aims to serve the needs of library developers using these services by providing a place for them to get documentation, submit code, discuss issues and get support. Called the “OCLC Developer’s Network” (available at [worldcat.org/devnet/](http://worldcat.org/devnet/)), a beginning set of services are offered, such as a mailing list and service documentation. A code repository will be coming as well.

To foster a community of developers who can share solutions and code for using these services, OCLC holds regular meetings for the development community at ALA and sponsors special events. In November 2008, OCLC sponsored the WorldCat Hackathon with the New York Public Library, where more than 30 library developers spent two days learning about and using OCLC-supported APIs. OCLC is planning a similar event in Europe in the first half of 2009.

### Wanted: Code Monkeys

If you are a library software developer, or you know of one, check out the new Web services OCLC is developing at [worldcat.org/devnet/wiki/Services](http://worldcat.org/devnet/wiki/Services). You’ll find a rich array of possibilities for enhancing local systems and services. And if you don’t find what you need or expect, make a suggestion.



A Screenshot of Facebook CiteMe app, which uses the WorldCat API and its citation-formatting option



B Screenshot of WorldCat search result on an iPhone



C Screenshot showing a link to a local library for one book in a WorldCat search result on an iPhone

In addition to Web services developed by OCLC, useful APIs from a variety of sources are now available for your mashup needs. A list of library-related APIs can be accessed at [techessence.info/apis](http://techessence.info/apis). It may be a cliché to say that the only limit is your imagination, but it isn’t far off. There are many more possibilities for creating rich user interfaces than there were even a couple years ago, and OCLC is working to make sure our member institutions are at the forefront of using these powerful new technologies to better serve their users. ■

# Raise your online visibility: Link to WorldCat.org

Connecting to this new resource will drive traffic to your site and help create a powerful, unified presence for libraries on the Web

BY ALICE SNEARY

When you want to tell someone about a book you just read or suggest a resource to someone, consider using WorldCat.org. Plugging into WorldCat.org as an online reference source is easy to do and, with many people doing it, beneficial for the visibility of libraries on the Web.

## Why link?

### Gain users

More than 2 million users search WorldCat.org every month, where they connect to local library materials over 700,000 times. Linking to WorldCat.org helps get your library into that flow.

### Broaden the discovery experience

Users want options—from editions to formats and languages. Plus, reviews, lists, tags and other social networking features on WorldCat.org enrich the experience.

### Raise community visibility

From Web pages, blogs and Facebook profiles to course management systems and pathfinders—these links (especially from .edu and .gov addresses) improve rankings for library materials within commercial search engine results. Linking into WorldCat raises visibility for your library's resources as well as those of all libraries online.

### Linking to WorldCat keeps users connected

WorldCat.org gives users a lasting connection with libraries—even when they graduate, move, change jobs or change locations. It helps keep them engaged through life stages and changes. So link in to WorldCat, to link people to libraries for life.

## How to link

### 1. Link to a specific item (the Permalink)

Look for the "Share It" box on a detailed record page. Click the "Link to this Page" and the URL will reset to a permalink—the OCLC number. Copy and paste the link. You can also link on the ISBN or ISSN, show all editions and limit by geography.



Look for "Link to this Page" under the "Share It" header

Here's how the URLs look, written out:

[http://www.worldcat.org/oclc/\[item OCLC Number\]](http://www.worldcat.org/oclc/[item OCLC Number])  
[http://www.worldcat.org/isbn/\[item ISBN\]](http://www.worldcat.org/isbn/[item ISBN])  
[http://www.worldcat.org/issn/\[item ISSN\]](http://www.worldcat.org/issn/[item ISSN])  
[http://www.worldcat.org/oclc/\[item OCLC Number\]/editions](http://www.worldcat.org/oclc/[item OCLC Number]/editions)  
[http://www.worldcat.org/oclc/\[item OCLC Number\]&loc=\[location\]](http://www.worldcat.org/oclc/[item OCLC Number]&loc=[location])

### 2. Link to lists

Use WorldCat lists to recommend materials and promote new items. Book clubs and teens love WorldCat lists—the cover art helps readers recall and recommend resources. Academics build lists around disciplines and classes, too. Plus, faculty and students can be automatically notified when a new item of interest arrives through the new list-watching feature. Try peppering your lists in multiple places using RSS feeds, too.



Share lists with others through RSS feeds for subject-specific content.

#### Interesting lists:

100 Best First Lines from Novels  
[www.worldcat.org/profiles/andyhavens/lists/69915](http://www.worldcat.org/profiles/andyhavens/lists/69915)

#### Caldecott Winners

[www.worldcat.org/profiles/BritGib/lists/7854](http://www.worldcat.org/profiles/BritGib/lists/7854)

#### Economics at the Jason Library, DSU

<http://www.worldcat.org/profiles/libr25/lists/87187>

### 3. Link to identities

Still in beta, WorldCat Identities displays all of the works associated with your favorite authors, groups, artists and characters. View the top 100 WorldCat Identities:

<http://www.worldcat.org/identities/>



Get to WorldCat Identities pages from the details tab of a specific item.

### 4. Link to topical search results pages

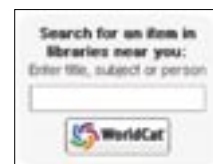
Embed a keyword search on a subject, author or title like this:

A few examples:

[http://www.worldcat.org/search?q=\[keyword\]](http://www.worldcat.org/search?q=[keyword])  
[http://www.worldcat.org/search?q=au:\[keyword\]+\[keyword\]](http://www.worldcat.org/search?q=au:[keyword]+[keyword])  
[http://www.worldcat.org/search?q=ti:\[keyword\]+\[keyword\]](http://www.worldcat.org/search?q=ti:[keyword]+[keyword])

### 5. Display the search box and other widgets

Add the modular WorldCat search box to your online presence. Find it in the "Affiliates" section of the WorldCat.org page—and just copy and paste the provided HTML.



See examples of all the tips at [worldcat.org/links](http://worldcat.org/links). ■



# Get your library on the go!

## WorldCat Mobile puts library collections into smartphones and PDAs

BY DAVID M. DUKE

Continuing its mission to make library resources available to all information seekers—anytime, anywhere—OCLC recently launched a pilot program that brings WorldCat.org to hand-held communication devices such as PDAs and smartphones. Called WorldCat Mobile, the new application was created in collaboration with Boopsie, Inc. ([www.boopsie.com](http://www.boopsie.com)), a provider of software for mobile cellular devices, headquartered in Laguna Beach, California, USA.

“We are very excited about the possibilities of the WorldCat Mobile program,” said Jay Jordan, President and CEO of OCLC. “By making WorldCat.org available on mobile devices we can reach a much greater number of library users who rely upon this form of communications technology every day.”

Thanks to the advanced global positioning capabilities of smartphones and PDAs, WorldCat Mobile users will be able to find a local library no matter where they happen to be. But the best news is that mobile users will be able to search 125 million library records in the WorldCat database on any compatible smartphone.

“WorldCat Mobile users can find any catalog item across all OCLC member libraries quickly and easily,” said Greg Carpenter, CEO of Boopsie, Inc. “Additional benefits include location-based, dynamic mapping and directions for found books and libraries; click-to-call or e-mail a library; and links to reference pages and more—all helping libraries appeal to the ever-growing audience of mobile users.”

To speed the search and discovery process, WorldCat Mobile uses “multiprefix incremental search,” meaning users can simply type the first few letters of a book title, library location or category and matching results will immediately appear on the screen.

Presently, WorldCat Mobile can be downloaded to the following PDAs and smartphones:

- Android (Google gPhone)
- Blackberry
- iPhone
- Palm OS
- Symbian S60 (Nokia smartphones)
- Java J2ME
- Windows Mobile

For the initial pilot, WorldCat Mobile will be operational throughout the U.S. and Canada, but OCLC plans to expand its reach globally as the service matures.

### We want your feedback

It takes only a minute to download WorldCat Mobile onto your PDA or smartphone. Simply go to [www.worldcat.org/mobile](http://www.worldcat.org/mobile) where you will see a list of mobile devices to choose from.

Once you have given WorldCat Mobile a test spin, please let us know what you think at [worldcatmobilepilot@oclc.org](mailto:worldcatmobilepilot@oclc.org). The WorldCat Mobile pilot can be successful only with feedback from our library user community. ■

Thanks to the advanced global positioning capabilities of smartphones and PDAs, WorldCat Mobile users will be able to find a local library no matter where they happen to be.



### Update your WorldCat Registry profile!

When your library information pops up in a WorldCat Mobile search result make sure it's accurate by updating your library's WorldCat Registry profile page.

- Are you still at the same address?
- Has your telephone number changed?
- Do you have a new IP address?
- Is your library's e-mail address valid?

Updating your WorldCat Registry profile is easy, and joining the service is free!

The WorldCat Registry is a Web-based directory for libraries and library consortia. It is an authoritative, single source for information that defines institutional identity, services, relationships, contacts and other key data often shared with third parties.

To update your library's profile or to join the WorldCat Registry, please visit: [www.worldcat.org/registry/institutions](http://www.worldcat.org/registry/institutions). ■

# NetLibrary launches new Media Center

Connect, click and listen ... it's that easy!

BY BRAD GAUDER AND BOB MURPHY



OCLC has released the new NetLibrary Media Center, a full-featured desktop application that allows library users to easily search, manage, transfer and listen to eAudiobooks from their local library. The free software application allows users to connect to NetLibrary, and then download and begin listening to eAudiobooks with just one click.

The Media Center combines familiar user functions available from NetLibrary's Web-based platform to browse, search and check out materi-

als, and adds enhanced features and functionality—such as a full-feature audio player; seamless download to a portable listening device; a new, feature-rich, easy-to-use interface; and desktop access to a library's entire eAudiobook collection.

"The Media Center represents a significant advance for users of eAudiobooks," said Chip Nilges, OCLC Vice President, Business Development. "Users can see at a glance the eAudiobooks that are available to them through their local library or

consortia. They can manage their accounts in the Media Center, and start listening to an eAudiobook with one click."

Users can browse eAudiobooks by genre or search by title, author, subject or narrator using Media Center. They can display results in either list view or carousel-style glance view; results include cover images, bibliographic information and other descriptive content.

Media Center lets you listen to titles directly from a laptop or desktop. It also lets you transfer titles to a wide range of supported listening devices, including music players from Archos, Creative Labs, Samsung, Toshiba and other manufacturers. Future enhancements will expand supported devices to include iPods, Zune products and smartphones.

Media Center's integrated playback controls let you adjust the volume and pause the play, as well as jump from section to section and control the narration pace. A "My Stuff" tab lets you create lists of favorites and organize downloaded titles. And with its title segmentation feature, Media Center makes it easy to navigate within an eAudiobook.

Media Center lets you listen to titles directly from a laptop or desktop. It also lets you transfer titles to a wide range of supported listening devices, including music players from Archos, Creative Labs, Samsung, Toshiba and other manufacturers.

Detailed software and hardware requirements are available at [www.oclc.org/audiobooks/media\\_center/MC\\_requirements.htm](http://www.oclc.org/audiobooks/media_center/MC_requirements.htm).

Learn more about the NetLibrary Media Center: [www.oclc.org/us/en/audiobooks/media\\_center/](http://www.oclc.org/us/en/audiobooks/media_center/). ■

## OCLC Language Sets

### Meeting the needs of multicultural communities

A challenge facing many libraries—particularly public libraries—is providing materials for library users in languages other than English. Not only can these materials be difficult and time-consuming to acquire, cataloging and processing them requires specialized staff resources that are often needed for other priorities.

Language	Preselected set content as of December 2008
Arabic	Books for adults and children; DVDs for adults and teens
Chinese	Books for adults and children; DVDs for adults and teens
French	Books for adults and children
German	Books for adults and children
Gujarati	Books for adults
Hindi	Books for adults and children; DVDs for adults and teens
Japanese	Books for adults and children
Korean	Books for adults and children
Malayalam	Books for adults
Marathi	Books for adults
Panjabi	Books for adults
Russian	Books for adults and children; DVDs for adults and teens
Spanish	Books for adults and children; DVDs for adults and teens; 'Homework help' for middle school and high school
Tagalog	DVDs for adults and teens
Telugu	Books for adults
Urdu	Books for adults
Vietnamese	Books for adults and children; DVDs for adults and teens

OCLC Language Sets were developed specifically to help libraries provide materials for users whose primary language is not English—and to make it easy for libraries to acquire materials for these users. The service offers educational, informational and entertainment titles in book, video and DVD formats, in 17 languages that are ready to shelve and circulate when shipments arrive.

Libraries can choose between preselected sets (listed above) or custom collections. With both options, a library receives MARC records for each title it

orders and its OCLC symbol is added to the item record in WorldCat. The cataloging is included at no charge and shipping is free for shipments within the U.S.

Language Sets are easy to order—online and via mail or fax. Promotional materials, including bookmarks, posters and customizable press releases, are available at no charge on the OCLC Language Sets Web site: [www.oclc.org/us/en/languagesets/about/](http://www.oclc.org/us/en/languagesets/about/). ■

# From linking to thinking:

## How we'll live when information surrounds us



*The Web, and how we use it, has changed dramatically over the past few years. We've seen an explosive growth in social networking, more types and volumes of content becoming available, a wider availability and sophistication of creative tools and the growing use of mobile devices to access the Internet. Taken individually, each of these changes represents a major shift in how we learn and communicate. Together, these trends signal a shift to a future where the Web is at the center of our information lives.*

*What does that mean for us as learners, educators, citizens and creators? How will our lives be changed when we don't connect to information on a case-by-case basis, but live in an environment saturated with data, media and communications?*

**O**CLC invited David Weinberger—technologist and author of *Everything is Miscellaneous* and co-author of *The Cluetrain Manifesto*—and Nova Spivack—Semantic Web pioneer, co-founder of EarthWeb, Radar Networks and the San Francisco Web Innovators Network (SFWIN)—to share a conversation at its symposium at ALA Midwinter on the topic, “From Linking to Thinking: How We'll Live When Information Surrounds Us.” Prior to the symposium, we asked them for their thoughts on several related questions. Their dialogue (excerpted) touches on several key concepts related to the future of the Web and how we'll share information and ideas.

**NS:** If Web 1.0 could be called, “stuff on the Web,” and Web 2.0, “people on the Web,” what is Web 3.0?

**Nova:** I think Web 1.0 was actually focused on making nodes (pages and sites) on the Web. 2.0 has been more focused on making links between the nodes: content networks, social networks, tags, widgets, APIs, recommendations, etc. 3.0 will be about making sense of the Web by describing everything on it with semantic metadata, by organizing it in new ways, learning about it, reviewing it, rating it, filtering it, personalizing it, etc. 4.0 will be reasoning on the Web. For example, agents that can do things for you, sites that can

**Web Terms** Concept map: *A diagram for organizing and representing knowledge.*



David Weinberger

self-organize and self-optimize to how they are used and services that can intelligently interact with other services.

**David:** I think that's one fair way of telling the story, but it also hides other ways of telling (as all stories do). I would emphasize the continuities: we connected nodes in 1.0 because we were connecting with one another and putting ideas together, as per 2.0. And we are already doing some 4.0 things on the Web, albeit not as well as we will.

**NS: How much of what is happening now around Web 2.0 is “hype” vs. how much of it is actually providing value?**

**Nova:** Much of Web 2.0 was really not that new. However, what is new perhaps is the widespread understanding of the wisdom of crowds and the power of social networks that has come about. In this decade we all became very aware of the social dimension of the Web. The Web evolved from merely a publishing medium to a communication medium.

**David:** I don't think the Web started out as a publishing medium but as a connective medium. It was social from the day it escaped Tim Berners-Lee's lab.

**NS: What one thing do you see as the “killer app” of the next “phase” of the Web?**

**Nova:** For most consumers it will probably surface as better search; faceted search across the entire Web, including all the structured data on the Web. I think connecting location awareness with the Web will be big as well. Attaching sites to locations in the physical world. The Internet of Things is similarly important—attaching sites to physical objects. The Semantic Web itself attaches sites to concepts—it's the highest level of abstraction. Everything on the Web is linked to networks of concepts. The concepts themselves are also defined on the Web. The Web becomes a vast network of concepts.

**David:** I was in agreement until the Semantic Web point. Nova and I may have a pretty substantial disagreement about the value and possibility of knowledge representation, which may be founded in a difference over how we think humans make sense of their world. I think we can do a lot better in providing concept maps and ontologies but not get anywhere near a full representation.

**Nova:** Concepts are much more granular than pages. They are infinitely granular. In other words the resolution of the Web becomes effectively infinite. Today the resolution is limited to sites and pages of content. URLs are basically used to reference these rather “large” chunks of services and information.



Nova Spivack

## Web Terms

**Semantic Web:** *An evolving vision of the Web where new types of metadata, syntax and technologies make information more understandable by computers and useful to people.*

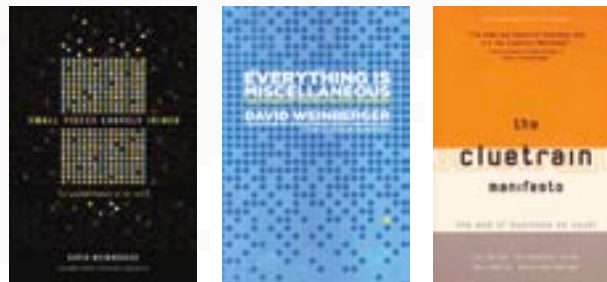
**NS: What one prediction would you like to make that seems, on the surface, the most “out there”?**

**David:** When I look ahead, I do see a rise in metadata and a consequent rise in interoperable and “intelligent” apps. But I tend to be more excited about the rise in human connectedness. The mediation by machine is crucial both in shaping the nature of the connectedness and in how it (inevitably) limits that relationship, but for me the mere fact that more and more humans are able to touch one another, in conversation and through their works, is what’s truly transformative. The meaning we generate will always outpace our attempts to manage, represent and systematize it.

**Nova:** Within 100 years we will connect enough of the world to the Web, with enough metadata describing it, that software will be able to reason about the world, based on what it sees happening on the Web, in real-time. By forming a common—shared—representation we will be able to think collectively about the combined perspective and experience of humanity. The Web will start thinking about the world, and about us, and helping us to think about these topics as well. Something that happens in the physical world will trigger signals

“The Web will start thinking about the world, and about us, and helping us to think about these topics as well.”

on the Web that will travel through networks and trigger other signals. It’s a full stimulus-response cycle—a cybernetic circuit, a learning machine. The Web literally is becoming the nervous system of the planet, and like any nervous system, it doesn’t merely take input, it generates output. This is truly as if our species is evolving to a new level of collective intelligence.



A philosopher by training, Weinberger’s books focus on how the Internet is changing human relationships, communication and society.



**David:** I hope Nova is OK about taking out the “literally.” If not, then we can just wait a few hundred years to see who’s right. What Nova describes is, of course, already happening. The world is getting sensed. That will definitely continue. In fact, I think we’ve already evolved by incorporating the Web. Google has added 15 IQ points to the species.

*The full transcript of David and Nova’s discussion will be available online at [www.oclc.org/nextspace](http://www.oclc.org/nextspace). A webcast of the symposium is available at [www.oclc.org/multimedia/2009/MWSymposium.htm](http://www.oclc.org/multimedia/2009/MWSymposium.htm)*

◀ Spivack created Twine, an online, social Web service for information storage, authoring and discovery. Twine combines features of forums, wikis, online databases and newsgroups and employs intelligent software to automatically mine and store data.

BY THE NUMBERS Statistics to think about



346,000,000

People worldwide who read blogs  
<http://technorati.com/blogging/state-of-the-blogsphere/>



12,992,000

iPhones sold since 2007  
<http://gigaom.com/2008/10/21/7-reasons-why-iphone-is-a-smash-hit/>



\$42,000,000,000

Spending on cloud computing services by 2012  
<http://www.idc.com/getdoc.jsp?containerId=prUS21480708>

546,000,000

Mobile Internet users in 2008  
<http://www.idc.com/getdoc.jsp?containerId=prUS21303808>



1,500,000,000

Devices used to access the Internet in 2008, including PCs, mobile phones and online videogame consoles  
<http://www.idc.com/getdoc.jsp?containerId=prUS21303808>



4,000,000,000

Connections to mobile devices worldwide in December 2008  
<http://www.mobiletechnews.com/info/2008/12/23/140746.html>

## OCLC EVENTS Around the world

### **ACRL National Conference**

**March 12–15, 2009**

Seattle, Washington, USA

### **JISC Conference 2009**

**March 23–24, 2009**

Edinburgh, United Kingdom

### **UK Serials Group Annual Conference and Exhibition**

**March 30–April 1, 2009**

Torquay, United Kingdom

### **Computers in Libraries 2009**

**March 30–April 1, 2009**

Arlington, Virginia, USA

### **British Columbia Library Association**

**April 16–18, 2009**

Burnaby, British Columbia, Canada

### **Art Libraries Society of North America**

**April 16–21, 2009**

Indianapolis, Indiana, USA

### **AAM Annual Meeting & MuseumExpo 2009**

**April 30–May 4, 2009**

Philadelphia, Pennsylvania, USA

Check the OCLC Web site for a complete list of upcoming conferences and events:

[www.oclc.org/news/events/](http://www.oclc.org/news/events/)



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