

NextSPACE

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No. 13

The Ripple Effect

Part 1: Extending the library's reach

30,913,701

Records added to WorldCat in fiscal 2009 (an all-time high)

160,035,032

Holdings added to WorldCat in fiscal 2009 (an all-time high)

29,073,360

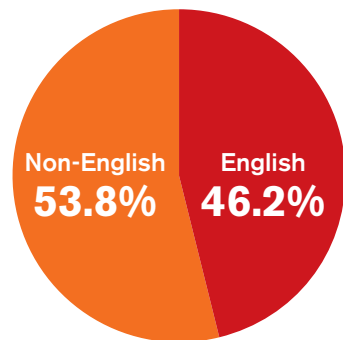
Click-throughs from WorldCat.org to library services since 2004

Top 5 sites driving traffic to WorldCat.org in fiscal 2009:

1. Google
2. Yahoo!
3. Universität Karlsruhe
Karlsruhe, Germany
4. Wikipedia
5. Scientific Commons

532,230,700

Referrals from partner sites to WorldCat.org since 2004



53.8% / 46.2%

Non-English/English language records in WorldCat

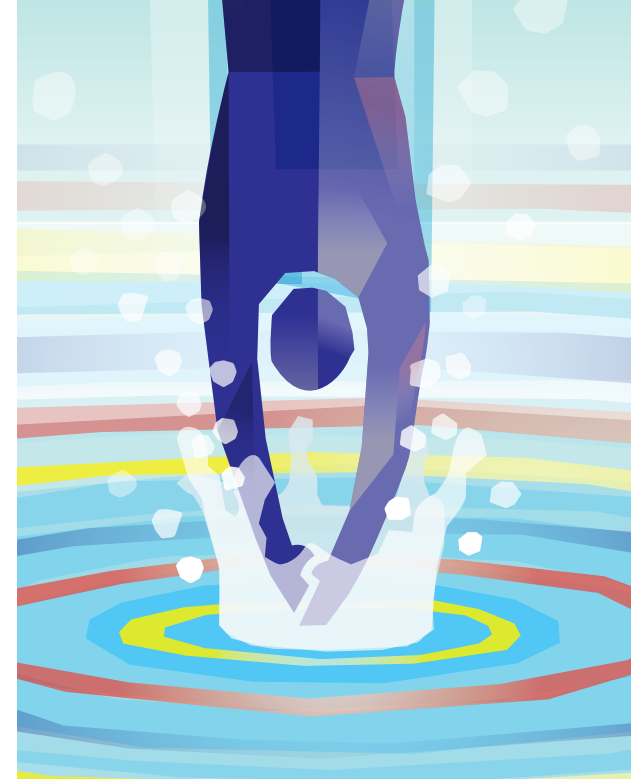
5,948,451

Digital items entered into WorldCat

264,273



Fiscal 2009 = July 1, 2008 - June 30, 2009.



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Today's librarians are engaging information seekers wherever they are—at the beach, in the street, on the stage, on the Web—to extend their impact and set in motion growing waves of relevance and usage.

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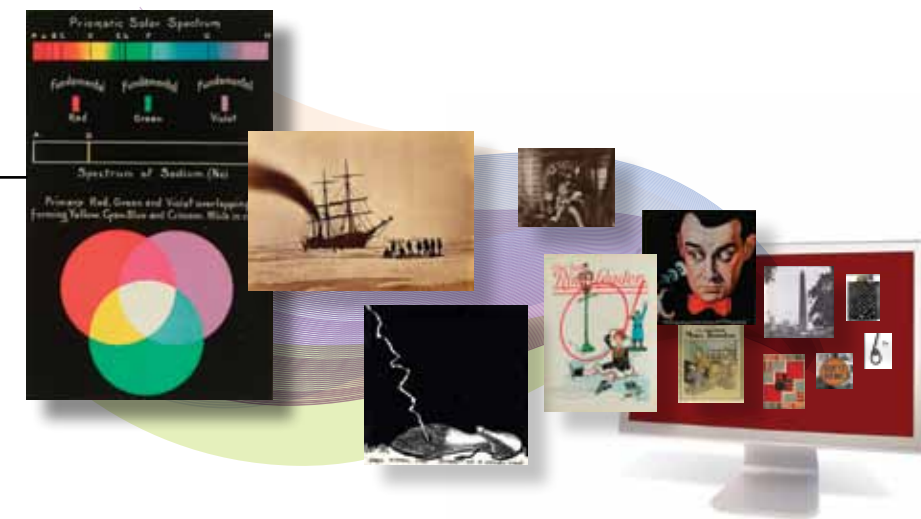
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This new service provides library-driven harvesting of CONTENTdm collection metadata to WorldCat and is available to all CONTENTdm users at no additional charge.

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Stay in touch with your cooperative!

OCLC members—libraries, archives and museums around the world—are all owners of the OCLC cooperative.

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PRESIDENT'S REPORT A word from Jay Jordan

Online resource sharing turns 30!



"Libraries report considerably higher success in obtaining interlibrary loans than with former manual techniques and also report that the time for obtaining loans has been cut in half."

So wrote OCLC Founder Frederick G. Kilgour in the 1978/79 *OCLC Annual Report*. He was describing the impact that the OCLC Interlibrary Loan (ILL) subsystem was having on

libraries following its introduction in 1979.

Today, 30 years later, OCLC continues to save libraries both time and money as they arrange interlibrary loans and share resources locally, regionally, nationally and internationally. Since 1979, libraries have submitted 204 million online interlibrary loan requests through OCLC.

And resource sharing continues to grow. In fiscal 2009, there were 10,179 institutions that used OCLC to submit 10.2 million ILL requests. Message traffic was increasingly international, with over 94,000 requests coming in to U.S. libraries from 29 countries, and U.S. libraries sending out over 85,000 requests to 42 countries.

Over the years, OCLC has continually enhanced its resource sharing capabilities. In 1995, we introduced the ILL Fee Management (IFM) service, which helped libraries reduce administrative costs by tracking and reconciling interlibrary loan charges. In the last 14 years, libraries have used IFM to process 8.1 million transactions, at a savings estimated at \$486 million.

Another major enhancement to OCLC's resource sharing services occurred in 2000, when we began distributing OCLC ILLiad Resource Sharing Management software, which was developed by Virginia Polytechnic Institute and State University (Virginia Tech) and maintained by Atlas Systems. This software automates routine interlibrary loan functions and provides sophisticated tracking statistics to library staff. OCLC now provides a hosted version of ILLiad. We continue to work with Atlas Systems to improve the software, and version 8.0 is coming soon.

In 2007, we conducted the WorldCat Delivery pilot with 12 libraries in Montana, in which users could generate requests for library-held items via the library's local system, WorldCat Resource Sharing or ILLiad. Users could ask to have the items delivered directly to their homes and could return the items in enclosed, specially designed mailers.

The Montana pilot helped inform development of a new Resource Sharing offering that OCLC will introduce in

the near future. WorldCat Direct will ship materials from a book supplier (Better World Books) directly to library users at the point of need when requested through OCLC WorldCat Resource Sharing or ILLiad. Both libraries and users will benefit from this streamlining of the discovery and delivery processes.

This year, we launched WorldCat Navigator, a new service that provides seamless resource sharing within a library consortium and beyond. The Orbis Cascade Alliance was the first group to go live with WorldCat Navigator. It brings together into a single interface the WorldCat Group Catalog on the WorldCat.org platform, VDX and integration with WorldCat Resource Sharing. Consortium libraries are able to manage requests via the Navigator Request Engine, which incorporates circulation integration with each library's circulation system for unmediated requesting within the consortium. This initiative is an important part of our strategy to move library services to the network level.

OCLC is also working with IDS Project staff at Milne Library, SUNY Geneseo, to transform the IDS (Information Delivery Service) Project's Article Licensing Information Availability Service (ALIAS) from a local, unmediated article service to a network-level solution serving more than 10,000 libraries worldwide. Atlas Systems is also involved in this project, which will use holdings data and license management tools to develop an integrated resource sharing solution for serials in any format. By integrating data from WorldCat and electronic resource knowledge bases and combining it with license management data, OCLC delivery services will offer automated processing for fulfillment of nonreturnable materials.

Finally, WorldCat Resource Sharing has recently set up an online community using WebJunction. This new portal will let resource sharing librarians connect with each other to share interests and experiences.

OCLC Resource Sharing enters its 31st year with a renewed commitment to helping libraries work together to improve services and reduce costs. Clearly, the OCLC cooperative has a proud tradition of sharing resources, and the future is bright indeed! ■

Jay Jordan
OCLC President and Chief Executive Officer

The Ripple Effect

Part I: Extending the library's reach

BY TOM STOREY

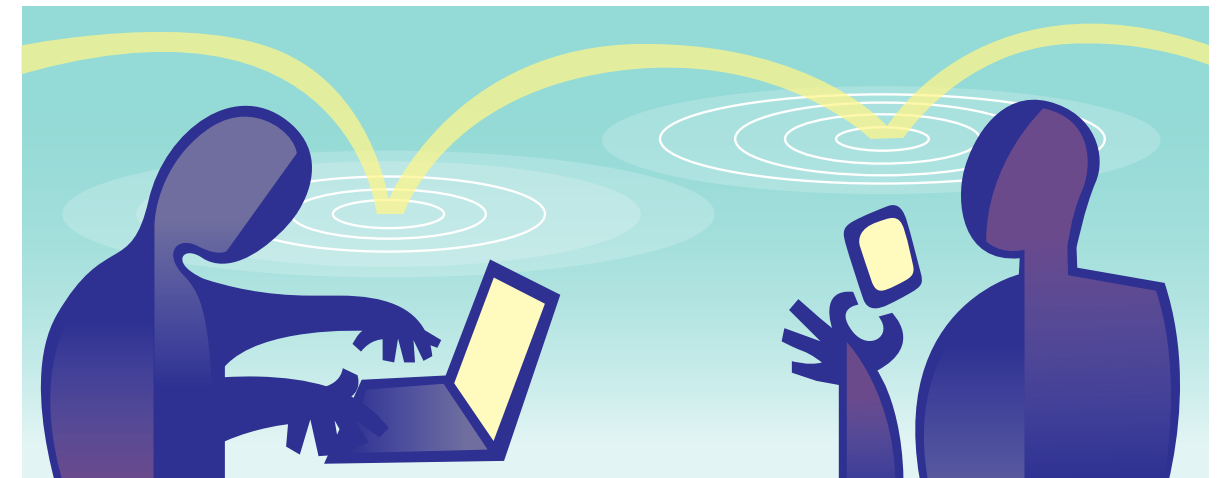
The mission of the library is a transformational one, but transformation requires interaction. When you wait for someone else to take the first step toward building a relationship, you may wait a very long time. Libraries have a history of finding unique ways to reach out and actively seek users' participation. In the 1890s, Andrew Carnegie built libraries that were recreational as well as educational centers. At a time when few homes had indoor plumbing, his libraries had showers, gyms, billiards and barbers. The Homestead Library in Pennsylvania, USA, still operates its music hall and athletic club. Carnegie envisioned libraries as community catalysts. To get people interested in libraries, he knew he needed to think beyond the bounds of tradition and provide opportunities for interaction as much as specific services. Today's librarians are keeping that spirit alive, seeking ways to build relationships that engage users wherever they are.

For 10 years, Brian Mathews has focused his passion for librarianship on students—specifically, how to mesh the student lifestyle with library services. Brian, Assistant University Librarian for Outreach and Academic Services at the University of California, Santa Barbara, is one of a growing number in the profession who is taking library services to users, rather than expecting users to come to the library. These professionals want the library to be anywhere and everywhere—particularly in places where it is not expected.

“We need new channels to connect with the user community and to showcase how the library fits within daily life,” Brian says. “In many social gatherings and digital conversations, people turn to each other for help and guidance. They are essentially asking each other reference questions: who’s a reliable source, where is the good information, what are the appropriate stats, how to find books, and how to format citations. We need to enter these spaces and package the library into bit-sized pieces as needed.”

Why try to reach users where they are? To:

- bring the transformational mission of the library to where transformations are most likely to happen
- reach more people in more places
- pump new energy into outreach services
- create a sense of style and exuberance that demonstrates the value of the library in new ways
- create waves of interest in library support and service that widen as they reach into new spaces.



What other waves are librarians making? We can see recent ripples traveling out from street corners, iPhones, theaters, gyms, restaurants, trucks ... and even returning to a literal beach in the Netherlands.

Connecting the library, one conversation at a time

Brian is on a mission to develop new roles and alter current library services to meet user expectations and demands. He seeks to build a library that provides an emotional connection and personal relationship with today’s students, most of whom are armed with technology, from their mobile phones to laptops. Sometimes, he says, that means “dipping your toe into the experimental waters” of change.

A few years ago, when blogs first became popular, Brian began monitoring student blogs. He set up RSS feeds to a sampling of blogs to meet students in the blogosphere. Anytime certain keywords—such as library, assignment, book, journal, paper—popped up in the postings, he got a message, and he proactively offered help.

Students were initially surprised when a librarian’s postings started appearing on their blogs. Through e-mails and instant messenger sessions, students revealed a perception of the library as authoritative but out of place in their virtual environment. So Brian got rid of the “librarian” title and created a personal account using just his name; he didn’t hide his librarian status, but moved it to his profile. Students were much more receptive and viewed him as an equal participant, rather than an intrusive outsider.

Dip your toe into the experimental waters of change.

“Social Web tools allow us to interact with students in their natural environment, and to provide timely, meaningful and intuitive assistance,” says Brian. “Reaching out to students creates a personal connection. It allows them to see us as allies, rather than as part of the academic bureaucracy.”

“Following blogs and Facebook updates also gives librarians a sense of ubiquity, empowering us to follow the whims, needs, expectations and experiences of the population we serve, and perhaps most importantly, the chance to respond and react appropriately.”

The delivery is the message

When the people of Johnson County, Kansas, are out and about around town they often get an entertaining reminder about their public library. The Johnson County Library is using four literary-themed trucks as part of a new outreach campaign to spark interest and raise awareness about the library.

The trucks, which make deliveries between 13 library locations, have been professionally painted with iconic ads based on literary classics: Captain Ahab’s Fine Seafood (*Moby Dick*), Benjamin Button’s Diaper Service (*The Curious Case of Benjamin Button*), Kafka’s Pest Control (*The Metamorphosis*), and Dr. Jekyll and Mr. Hyde’s Pharmacy (*The Strange Case of Dr. Jekyll and Mr. Hyde*). The tagline reads: Available at the Johnson County Library.

County Librarian Donna Lauffer says residents have gotten a kick out of the campaign. “I think we’ve refreshed our image in the minds of many people! We have reminded the public that libraries, like these classic books, are icons. And just like these books, libraries will always be relevant.”



The campaign, she says, has generated lots of interest and lots of attention. “We’ve had very positive feedback from the community, and the drivers report very positive comments as well. People laugh out loud when they see one of the trucks. We’ve even had a few users ask about buying fish from us after they’ve seen the Moby Dick truck.”

The campaign has gone viral online with a Flickr site and with blog postings all over the world. The library has also been featured in both broadcast and print media, including *The Kansas City Star*, NPR’s *Blog of the Nation* and *Creativity.com*, a leading advertising magazine.

The images and artwork for the campaign were created and produced pro bono by Barkley Advertising Agency, a local business. “The library is a personal favorite of mine,” says Tom Demetriou, Vice President of Barkley. “We hope our firm’s excitement for the library is contagious within the community and through this campaign.”

Partnering with professors

For the past six years, librarians at Temple University, in Philadelphia, Pennsylvania, have been building new relationships with faculty in order to create more impact in their outreach efforts. Jenifer Baldwin, Head, Reference and Instructional Services, says that no matter how technology-driven the library’s resources and services may be, outreach efforts are still fundamentally about building good relationships.

“There has been a change in terms of how the subject specialists see themselves relating to the teaching faculty,” Jenifer says. “There used to be a lot more reluctance to cross perceived barriers between librarians and faculty, the focus being more on ideas of status and hierarchy. This really inhibited outreach. Now the focus is on how we can connect with each other in our complementary roles, supporting a shared academic mission.”

The approach has worked well in the journalism department. Joe Slobodzian, Adjunct Faculty Member and a reporter for *The Philadelphia Inquirer*, has fully integrated library resources and instruction into his courses, thanks to the efforts of librarian Kristina De Voe. And Carolyn Kitch, Professor of Journalism and Director of the School of Communications and Theater doctoral program, has become a strong advocate for the library acquiring

“We’ve had very positive feedback from the community, and the drivers report very positive comments as well. People laugh out loud when they see one of the trucks.”



electronic resources. “I provide her classes with instruction geared toward orienting new graduate students to the library’s system and sources,” Kristina says.

Jenifer says that relevant library resources and instruction in information literacy are an integral part of courses in the journalism department, as opposed to a “tacked-on” extra. “Instead of having a library assignment that functions largely as an exercise requiring students to interact with library resources in some disconnected way, journalism classes instead have students engage

with the course content through learning activities that require the use of a range of sources and that promote the development of critical information-seeking skills.”

Jenifer says that feedback indicates that most faculty value library professionals who can relate to them as colleagues, not in spite of but because of the differences in roles and perspectives. “A genuine curiosity about the life of the academic department and an enthusiasm for the kind of intellectual questioning that goes on in their subject areas—these are great motivators for subject librarians to get out there and be impassioned advocates for how the library supports teaching and research.”

Outreach is the business of the business library

In 2007, looking to connect with students when they first arrived on campus, the West Campus Business Library at Texas A&M University in Texas launched a proactive, unconventional outreach tactic often used by entertainment companies and record labels. The Street Team is a student-led, guerrilla marketing effort modeled after the street teams of the music industry—the ones that show up at community events to pass out flyers and hand out merchandise promoting rock bands. It is the brainchild of Leslie Reynolds, Associate Professor and Library Director, and Michael Smith, Associate Professor, Business Librarian.

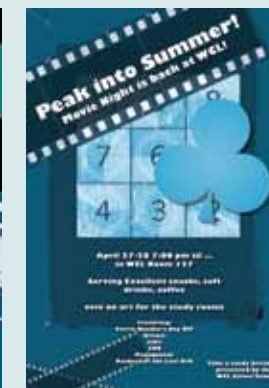
“The most frequently noted comment in our training evaluations is that attendees wish they had known about the library’s resources sooner,” says Leslie. “Students don’t find their way to the library until they are desperate for answers. Many are intimidated by the library environment and don’t receive adequate help to complete their work.”

Enter the Street Team. Composed of five undergraduates, the Street Team developed a visual identity and began planning ways to engage undergrads. They held a marathon movie night in the library theater during “dead week,” the week before finals; 300 students turned up. About 50 students showed up for a Sunday afternoon Super Bowl party. Both events provided a venue to promote the library and take questions.

Other Street Team activities included placing a feature story about the Street Team in the student newspaper, in-class announcements of library workshops and an art contest to generate images for new library study rooms.

“Rather than change student behavior,” says Leslie, “we want to take advantage of it and communicate in a more informal style. So many students seek out student workers before they ask a librarian. They have less anxiety when they talk to someone who is their peer.”

▼ Posters and flyers for the WCL Street Team





Most faculty value library professionals who can relate to them as colleagues, not in spite of but because of the differences in roles and perspectives.

Bringing the historic work of Madison Avenue to iTunes

“Please, don’t squeeze the Charmin!” “Double your pleasure; double your fun.” These memorable slogans and the products they promote were beamed to Americans in television spots during the 1950–60s. Now, these and more than 2,700 other historic TV commercials from the Hartman Center for Sales, Advertising & Marketing History in the Duke University Special Collections Library, Durham, North Carolina, are available on iTunes U in a collection called AdViews.

Jill Katte, Digital Collections Program Coordinator, says creating AdViews was an experiment by the library to digitize moving image materials in order to bring this rich archive out of the backroom and onto the computer screens of students, teachers and researchers.

By year’s end, the AdViews collection will contain more than 10,000 digitized TV commercials from the Hartman Center archives, Jill says, all available for free from Duke’s iTunes U site. The collection will support interdisciplinary research, not only in marketing and advertising history, but also in visual studies, communication, women’s studies, public health, cultural anthropology, nutrition, technology and more.

Surfacing materials from a unique collection in relevant popular media helps promote the library’s role as educator and cultural memory institution. It also provides a viral communication venue for the library and university.

“Making these ads freely available online will allow people around the world to study them and think about

how they reflect popular culture and maybe use them to inspire new kinds of works,” says Jill. “I’m also excited that we are including academic reflections to contextualize the commercials and maybe help people think about them in new ways.”

Do a little dance, make a little wave

At Mansfield University of Pennsylvania, librarians believe in getting involved with their community of users to create meaningful library experiences. That means getting out of the library and finding out what users are passionate about—and diving in with them! Sheila Kasperek, Reference and Electronic Resources Librarian, did just that and brought the library to the stage. When Sheila, who has a background in dance, was the librarian liaison to the theater department, she choreographed, rehearsed and assisted with four university theater productions. By embedding herself in the play and working with students and faculty, she got to know them personally—outside the library.

And it paid off. Play participants were three times as likely to report a higher comfort level with the library and their liaison librarian than nonparticipants according to a survey and follow-up interviews conducted by the library. Additionally, theater students were much more likely to see the librarian as a vital part of their university experience.

Library waves on the beach

Since 2005, a number of public libraries in the Netherlands have set up shop on the sandy beaches of the coast to reach out to vacationers destined for sunbathing and swimming in the North Sea. The project in two coastal provinces Noord-Holland and Zuid-Holland is coordinated by ProBiblio, a public library service provider. ProBiblio has thrown out all of the rules to serve this unique audience of beach goers: no fees, no fines, no library cards. You don’t even need an ID. To borrow something from the beach library, all you do is sign your name and address.

“Initially we had to overcome a lot of resistance from politicians because we wanted to make things as easy as

“If people don’t want to come to the library, then we will visit them. We want to surprise them.”

possible,” says Jeanine Deckers, Project Leader. “They were concerned that nobody would return what they borrowed, and wouldn’t that be a waste of taxpayer money. But it has worked out. We have a lot of very happy users! And the Provincial Deputy still makes a big point of how great it is that you can trust people in this way.”

Each year has been a success, averaging more than 15,000 circulations during the six-week period the beach library operates; only 1 percent of borrowed items has not been returned. About 25,000 people visit a year. Apart from Dutch, German books also are available, since the Dutch beaches are a popular summer destination for German visitors.

Some preliminary research has shown that the beach libraries don’t bring new users to the regular library, but Jeanine is not overly concerned. “We wanted to experiment with new ways of reaching people,” she says. “If people don’t want to come to the library, then we will visit them. We want to surprise them.”

Jeanine has not only surprised them, she has shown a new audience that libraries are exciting and more than shelves of books. The beach library has circulated audiobooks, iPods and eBooks and organized a range of activities from yoga classes and creative writing workshops to pirate parties and nature classes.

“This year we’ve done a big project with actors who walk along the beach and tell stories to children and grown-ups. And we’ve had seven writers-in-residence, who post their thoughts to a special blog about their visit as well as read to visitors and give interviews.”

The ripple effect—it’s all about reaching people

Connecting with people today takes the same kind of creative thinking and unique efforts that characterized Andrew Carnegie’s vision more than a hundred years ago. When libraries reach out in new ways, building new relationships, it has a ripple effect.

“I’ve had strangers waiting at my office to talk to me about an idea they have, or volunteer to help, simply based on what they’ve seen me post online—or through conversations I’ve had online with their friends,” says Brian Mathews. “As a result I’ve seen many of these people actually start visiting the physical library and broadening their perceptions of what we have to offer.”

Ultimately, the most important thing, Brian says, is emphasizing what the library can do for people, the function, the accomplishment, the self-growth, the learning—the transformation that occurs because of their ongoing relationship to the library.

“Hopefully, by taking the library into new places, I’m able to push people further into the positive experience.” ■



In the next issue ...

The Ripple Effect Part 2: Widening the library’s influence.

AskScotland brings librarian expertise to the Web

Earlier this year, the Scottish Library and Information Council (SLIC) launched an interactive digital reference service that enables people around the world to get answers about Scotland. AskScotland is a collaborative national service that pools the staff and resources of Scotland's public libraries to bring their knowledge and rich collections to a global audience. The new service is powered by QuestionPoint, the virtual reference desk developed by OCLC and the Library of Congress. ■

For more information, visit

www.slainte.org.uk/news/mediacentre/index.htm

iPod-compatible eAudiobook titles



Recorded Books and OCLC NetLibrary are bringing libraries a wide collection of iPod-compatible downloadable eAudiobooks. The new, 1,000-title collection works with a wide range of MP3 players—iPods, iPhones and other portable listening devices—and includes contemporary best-sellers along with classics and children's favorites. The new titles are available through Recorded Books Premium Subscription Collections at no additional charge using the NetLibrary Media Center. ■

For more information, visit

<http://library.netlibrary.com/MP3.aspx>

OCLC recognizes 2009 award winners

Part of OCLC's commitment to research and education includes furthering the advancement of librarianship. OCLC does this not only through OCLC research but also by financially supporting awards and scholarships. The following 2009 awards and their recipients were recognized at the OCLC President's Luncheon at the 2009 ALA Annual Conference.



OCLC/LITA Minority Scholarship in Library and Information Technology

Victoria Chu, University of British Columbia



Virginia Boucher—OCLC Distinguished ILL Librarian

Barbara Coopey, Associate Librarian, Assistant Head for Access Services and Head of Interlibrary Loan, Penn State University Libraries



Margaret Mann Citation

Francis L. Miksa, Emeritus Professor, School of Information, University of Texas at Austin



Frederick G. Kilgour Award for Research in Library and Information Technology

William H. Mischo, Head, Grainger Engineering Library and Information Center, University of Illinois, Urbana—Champaign



Melvil Dewey Medal

James Neal, Vice President for Information Services and University Librarian, Columbia University



John Ames Humphry/OCLC Forest Press Award for International Librarianship

Patricia Oyler, Professor and Associate Dean of Curriculum, Graduate School of Library and Information Science, Simmons College ■

For more information, visit

www.oclc.org/community/careerdevelopment

European WorldCat Mashathon inspires new tools

Held May 13–14, 2009 at the International Institute of Social History in Amsterdam, the Netherlands, the second WorldCat Mashathon culminated in a range of mash-ups, apps and creative ideas to implement in developers' home library catalogs. Examples of successful projects:

WorldCat World Tour:

An app that finds artists' albums through the WorldCat Search API and uses a U.K.-based streaming music service to play the musical tracks online.

WorldCat Identities widgets:

Four small blocks of functionality that build on each other to turn a Dutch catalog ppn number into an OCLC number, and return author names, citations and related works (subject headings) in XML and JSON.

Also available at a WorldCat Library:

A new sidebar in the Wageningen UR Library Catalog that uses the WorldCat Search API and the WorldCat Registry OpenURL Gateway to display a location-sensitive listing for other WorldCat libraries that also hold the item. ■

For more information, visit

www.oclc.org/news/releases/200935.htm



Six librarians named 2010 IFLA/OCLC Fellows



Sasekea Harris
Librarian, University of the West Indies, St. Andrew, Jamaica



Catherine Muriuki
University Librarian, Pan Africa Christian University, Nairobi, Kenya



Mahmoud Khalifa
Cataloger Librarian, Library of Congress, Cairo Office, Cairo, Egypt



Sidra Shan
Assistant Librarian, International Islamic University Islamabad, Islamabad, Pakistan



Elchin Mammadov
Senior Information Specialist, Baku American Center, Baku, Azerbaijan



Shao Yan
Group Leader, National Library of China, Beijing, China

The Jay Jordan IFLA/OCLC Early Career Development Fellowship Program supports library and information science professionals from countries with developing economies. The program provides advanced continuing education and exposure to a broad range of issues in information technologies, library operations and global cooperative librarianship. Since its inception in 2001, the program has welcomed 50 librarians and information science professionals from 30 countries. The list of program sponsors includes OCLC, IFLA and the American Theological Library Association. ■

For more information, visit

www.oclc.org/community/careerdevelopment/fellows

The second WorldCat Mashathon, held in Amsterdam, attracted more than 40 participants from Belgium, France, Germany, the Netherlands, the United Kingdom and the United States who represented all types of libraries and cultural institutions.

Web scale for libraries: a sea change for the 21st century

The first cooperative management service for libraries is an unparalleled effort guided by members

BY ANDREW K. PACE



In April, OCLC announced plans to launch new services for Web-scale, library management: network-level tools for managing library collections through circulation and delivery, print and licensed acquisitions, and license management. These new services will complement existing OCLC Web-scale services, such as cataloging, resource sharing and integrated discovery. Reaction to the announcement from libraries has been overwhelmingly positive. Faced with few alternatives in the library automation market, many libraries are looking for a future that lowers Total Cost of Ownership (TCO), while simultaneously increasing efficiency in library management and providing a platform for libraries.

It's time for a sea change. The library management systems of the 20th century are not equipped to deal with the changing nature of library collections and Internet-savvy users and staff. Most systems out there were built at least a decade before the Web. Moreover, emerging systems tend to preserve legacy workflows, create new but separate workflows based on collection formats, and continue to stand alone—not only from other local systems but from each other as well.

OCLC is uniquely positioned to build services using 21st-century technologies, and build them

upon the great assets of the cooperative—the WorldCat database, the WorldCat Link Manager Knowledgebase and 40 years of cooperative, network-level applications. The breadth and depth of the WorldCat database uniquely positions OCLC to provide an unparalleled set of services for library automation and management; and it gives OCLC members unprecedented opportunity to share data and workflows that they have never been able to share before.

OCLC is also fortunate to bring the knowledge of several library management systems staff to the table. With more than 1,000 customers and hundreds of staff dedicated to locally deployed and hosted library management systems, OCLC's effort to build the first Web-scale management services for libraries is an unparalleled effort.

"I think that this project holds the potential for real advancement in shared maintenance of bibliographic records, advanced discovery, and could be a boon to efficient resource sharing and cooperative collection development as well," says John F. Helmer, Executive Director, Orbis Cascade Alliance.

Henry Ford once said, "If I'd asked the people what they wanted, they would have said 'faster horses.'" Libraries, on the other hand, are well beyond looking for faster horses and they know what they want. And OCLC wants to leverage its greatest asset—the membership—to develop it. As a result, OCLC has put together two important groups to guide OCLC's effort to build Web-scale management services for libraries.

The first group is tactical in nature—the pilot libraries that will begin testing application functionality, data migration, implementation and support. These include selected libraries from the Idaho Commission for Libraries, Pepperdine University Libraries and selected libraries in the Orbis Cascade Alliance. Pilot participants will provide the required expertise and "hands-on-keyboards" experience required to validate service functionality.

"The Boundary County District Library is participating in OCLC's Web-scale management pilot because OCLC has proven time and time again that 'combining forces achieves more'—from WorldCat to WebJunction and more and more and more!" says Sandy Ashworth, Director, Boundary Public Library, Idaho.

The second group is the Library Advisory Council put in place to provide advice to OCLC on overall direction, validate strategic positioning and be a sounding board for new ideas not yet in the development plan for Web-scale management services. The Library Advisory Council comprises leaders from the library community who will assist OCLC in creating a service strategy that will meet the needs of libraries across various sectors and geographies. Members of the Library Advisory Council are:

- Helene Blowers, Digital Strategy Director, Columbus Metropolitan Library
- John Helmer, Executive Director, Orbis Cascade Alliance
- Jan Ison, Executive Director, Lincoln Trail Libraries System
- R. David Lankes, Associate Professor, Syracuse University
- Sarah McHugh, Statewide Projects Librarian, Montana State Library
- Mary Piorun, Associate Director, University of Massachusetts Medical Center Library
- Tim Rogers, Executive Director, NCLIVE
- John Teskey, Director of Libraries, University of New Brunswick
- Andrew Pace, OCLC, *ex officio*.



The first Web-scale plan

In 1965, OCLC founder Fred Kilgour along with Ralph Parker outlined the use of a new service that became the heart of OCLC:

1. Fast, complete bibliographic information retrieval
2. On-line acquisition of machine-readable catalogue records from the Library of Congress
3. Machine searching of machine-readable indexes such as those produced by MEDLARS and Chemical Abstracts
4. Supplying bibliographic information for acquisition procedures
5. Provision of central, real-time computer services for processing serials and circulation records

Kilgour, Frederick G., and Parker, Ralph H. "Report to the Committee of Librarians of the Ohio College Association." *Collected Papers of Frederick G. Kilgour, OCLC Years*. (1984): 2

The goals may seem lofty, but the basic mission is not overly complex—OCLC will create network-level applications that will allow libraries to provide tried and true library management services. But those services will be built upon new technologies and platforms that allow libraries to customize workflows based on the changing nature of their collections, their users and their business processes. OCLC has heard the call from libraries. In fact, the effort to add acquisitions and circulation to WorldCat fulfills the mission that Fred Kilgour defined over 40 years ago. OCLC is not only uniquely positioned to create meaningful change for libraries, it is obliged to do so. ■

For more information, visit

www.oclc.org/productworks/webscale.htm

WorldCat Digital Collection Gateway helps maximize Web visibility

New service makes it easy for libraries to upload metadata from unique collections with CONTENTdm software

BY BOB MURPHY

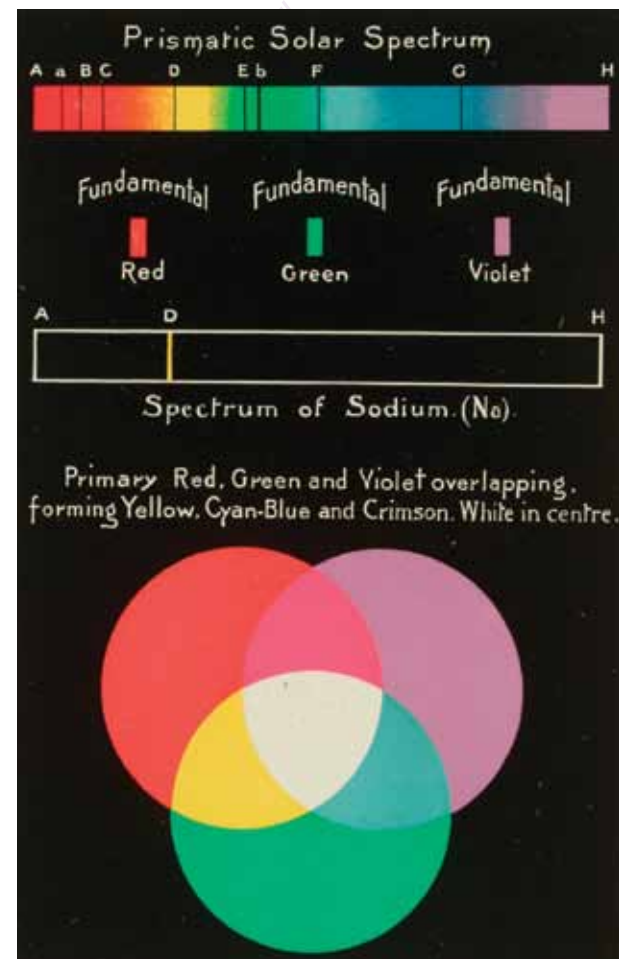
OCLC has released the WorldCat Digital Collection Gateway, a new service that helps libraries and other institutions maximize the Internet visibility of unique primary source materials such as digital photos, newspapers, letters and diaries.

The Gateway is available to all users of OCLC CONTENTdm Digital Collection Management Software at no additional charge.

The Gateway offers libraries a self-service tool to easily upload metadata from their unique digital content to WorldCat, the world's largest online resource for finding items held in libraries. Once the metadata is in WorldCat, libraries' digital collections are more visible and discoverable by Web searchers through WorldCat.org, WorldCat Local (including the "quick start" version), Google, Yahoo! and other popular search engines.

"Libraries, museums and archives should do whatever they can to get their materials available online and expose their collections to users—wherever they are—on the Web," said Roy Tennant, Senior Program Officer, OCLC Research. "The WorldCat Digital Collection Gateway is an easy and effective way to do this."

"The Gateway is an important tool for the Clark [Art Institute] to broaden the visibility of its collections."



The Gateway has been piloted in 12 institutions. The pilot participants used the Gateway self-service tools to upload thousands of records from their CONTENTdm collections into WorldCat. Because they have used the Gateway to set up profiles for their collections, the pilot users' metadata will be regularly uploaded to WorldCat as they add to their digital collections over time.

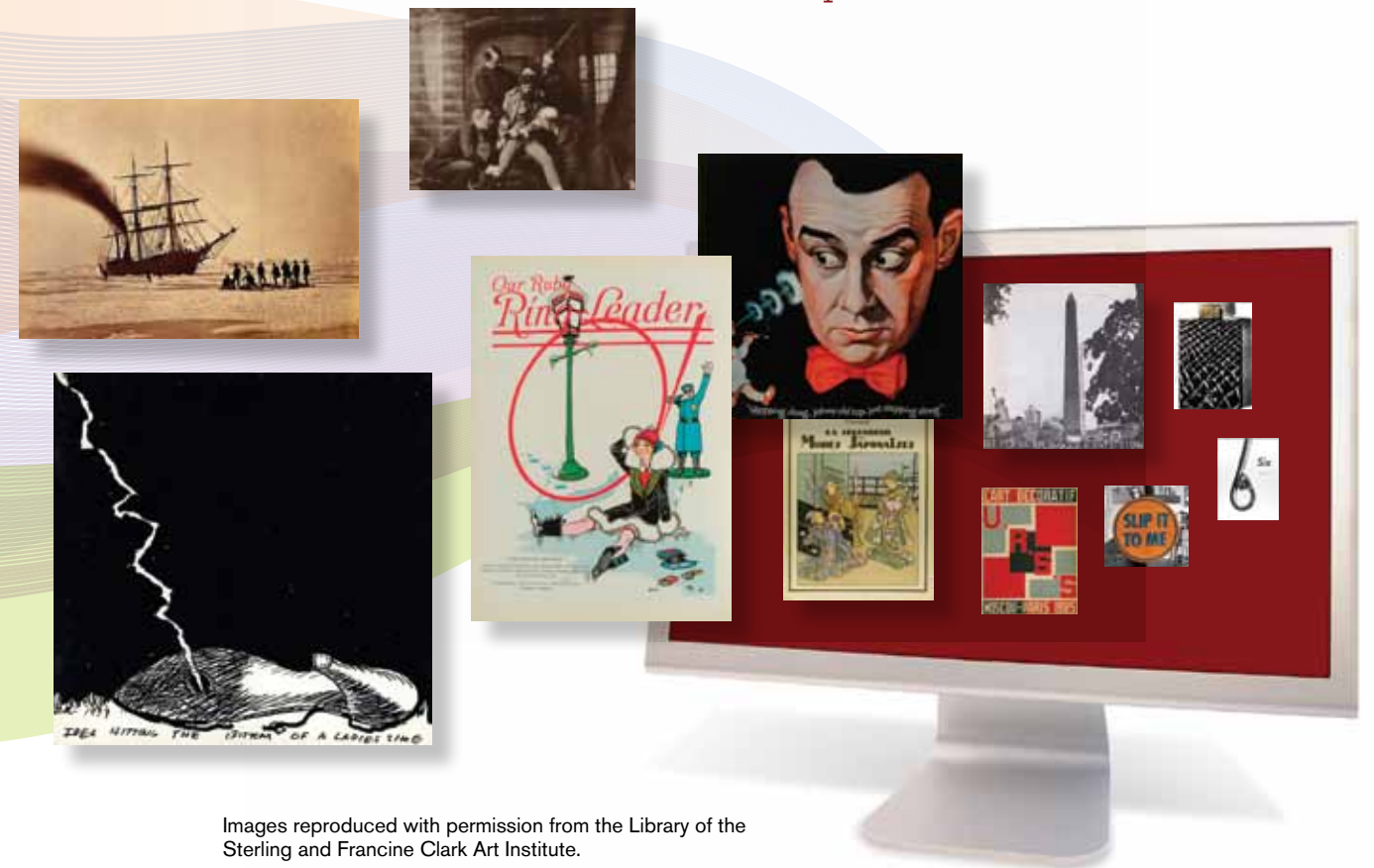
"The Gateway is an important tool for the Clark to broaden the visibility of its collections," says Penny Baker, Collections Management Librarian from the Sterling and Francine Clark Art Institute, one of the institutions that participated in the pilot. "From there we have created WorldCat lists and have also tied in online interactive communities, such as Facebook and other Web 2.0 tools."

One of the WorldCat lists created by the Sterling and Francine Clark Art Institute can be found here: www.worldcat.org/profiles/tompinch/lists/772561.

Since May, libraries have uploaded more than 35,000 records into WorldCat via the Gateway. As libraries, museums and other cultural heritage organizations continue to upload CONTENTdm metadata, they are creating a collective digital repository to enrich the resources available to their end users. End users will be able to search WorldCat to find the resources they need from their library's digital collections of rare, historic or local materials, along with materials provided by other libraries around the world. Users will be able to click on items and visit these unique collections virtually by viewing items immediately on their computer screens—anytime, from anywhere. ■

For more information, visit www.oclc.org/gateway

"Libraries, museums and archives should do whatever they can to get their materials available online and expose their collections to users."



Images reproduced with permission from the Library of the Sterling and Francine Clark Art Institute.



Making the transition to a truly global cooperative

As OCLC moves to an even more inclusive governance model and direct member representation, we sought out the thoughts of two OCLC staff who have been immersed in the process for many years. George Needham, Vice President of Global and Regional Councils, and Rich Van Orden, Program Director for Councils, took some time to share their memories of Members Council and their hopes for the future.

Rich Van Orden,
Program Director for Councils



Describe OCLC's transition to a global membership organization.

GN: This transition has really been ongoing, as more and more libraries across the world have contributed to WorldCat and have become involved with OCLC over the years. In moving to a global cooperative, we've made a lot of adjustments—but the mission has stayed constant. We have created a place where librarians from around the world can come to discuss common interests. We've had delegates from Germany, from South Africa, Taiwan, Singapore—and today OCLC is itself a cultural interchange, where people can understand our many commonalities, as well as embrace our differences.

RVO: It has been dramatic to watch the change over the years—the single, and then two and three, and as many as 15 delegates to Members Council from outside the United States, bringing their perspectives from around the world. To see the broadening of our perspective has been a personally rewarding experience.

George Needham,
Vice President of Global
and Regional Councils



Throughout your tenure at OCLC, have the reasons for being a member of the cooperative changed or evolved?

GN: It's amazing to me how the two basic benefits of OCLC membership have not changed significantly. The idea of a shared database, of a record of human knowledge—that is a significant benefit to the global library community. And the ability to use that shared database to actually get your hands on materials has remained constant. The ripple effect, from Ohio to a global organization, has progressed as an evolution of that idea.

Membership has also evolved. The recent change in governance is about members having a direct conversation with OCLC, completely unfiltered. To create a more meaningful experience for our members, who, of course, own the cooperative. If we can achieve that, then I think we will have succeeded.

Which member achievements have most impressed you—something that captures the spirit of cooperation and OCLC's vision?

RVO: I will always remember the excitement of the Association of Research Library directors, specifically Shirley Baker and Ernie Ingles who said, "Wow, this is the first time we've seen that WorldCat could in fact become our local catalog." OCLC immediately started broadening access through services like WorldCat.org, WorldCat Local and even the Web-scale library management services that we're developing now—they are really an extension of that vision that first emerged from Members Council.

GN: WorldCat.org and WorldCat Local, to me, have been the high points during my tenure here. Also, before I came to OCLC, the IFM, Interlibrary Loan Fee Management, was something that had been debated internally for some time. When it was brought to Council, they said, "This is an excellent idea, get moving on it." Council can bring that kind of influence to important projects.

How do our member delegates help keep OCLC "on mission"?

GN: What never ceases to impress me about our member leaders is their willingness to contribute their time and ideas. The generosity of spirit that our Members Council delegates have shown is inspirational. That willingness to make the cooperative relevant to the profession defined the role of Members Council, and now defines Global Council. And through Members Council, I think those exchanges have always been very useful for members to take back and say to their colleagues, "Here's the direction that the profession is going in; this is what we ought to be thinking about."

RVO: Members have the chance to provide input, to influence and understand what's happening at OCLC. The cutting-edge things that members can discuss, building those relationships and talking about what's on the horizon for the library community globally—then watching some of those things come to fruition—is a source of reward for the delegates.

"What never ceases to impress me about our member leaders is their willingness to contribute their time and ideas. The generosity of spirit that our Members Council delegates have shown is inspirational."

What results would you like to see come out of the new Global and Regional Councils?

GN: I'd like to see the Councils be a place where the best thinking occurs by the top leaders in our profession—and where all members come to shape the future of the profession. And the new governance structure promises those benefits. I would also like to see more of our members actively engaged in the cooperative, whether through Regional Council meetings, e-mailing your delegate or talking with OCLC staff directly. Every library that I've ever visited has had something truly special and unique that the rest of the library community could benefit from learning about. ■

The Virtual International Authority File

Expanding the concept of universal bibliographic control

BY THOMAS HICKEY









The Virtual International Authority File (VIAF) is a cooperative project initiated by the Library of Congress, the Bibliothèque nationale de France, the Deutsche Nationalbibliothek and OCLC to match and make available a merged view of authority files from around the world. Authority files contain lists and explanations of names and terms used by libraries to ensure that their collections are described in a consistent manner. VIAF is currently concentrating on personal names, but we have also done work on geographic names. As of August 2009, VIAF consists of names drawn from 16 authority files from 13 participating national libraries, with over 10 million names in the resulting file. A user interface to VIAF is available at: <http://viaf.org/>.

One of the goals of VIAF is to lower the cost of authority control in libraries by making it easier to see how major authority files have treated names. Beyond that, we hope to support both cross-language and, possibly even more importantly, cross-script searching and display. For instance, it should be possible to search for Twain, Твѣн or טוויט, retrieve materials about Mark Twain and be able to read the names associated with them in your preferred script.






While VIAF's target audience is librarians who deal with international materials, our goals for enhanced searching overlap with those of the Semantic Web. To support this, VIAF is available as linked data, supporting machine as well as Web browser access.

We make the links that form the basis of the virtual authority file by collecting personal name authority records and their associated bibliographic metadata. This lets us match names not only on the name itself and any cross-references in the authority records, but to also use information found in bibliographic records about which works a person has written. Among other pieces of data, we look for ISBNs, publisher names and co-authors to help sort out exactly who is who. With many millions of names, even fairly uncommon names can represent multiple people, and we do our best to link people across files without making links we are not quite sure about. To make a link we

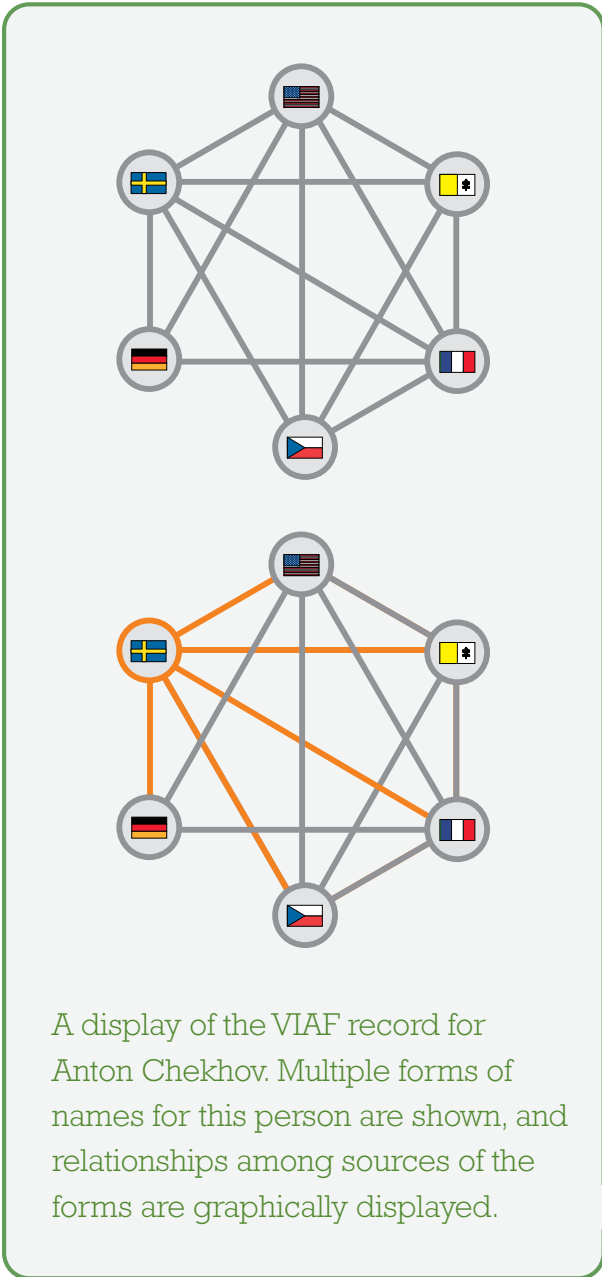
Participating VIAF libraries:

-  Library of Congress/NACO
-  Deutsche Nationalbibliothek (Germany)
-  Bibliothèque nationale de France
-  Kungl. biblioteket – Sveriges nationalbibliotek (Sweden)
-  Národní knihovna České republiky (Czech Republic)
-  הספרייה הלאומית (Israel)
-  Bibliotheca Alexandrina (Egypt)
-  Biblioteca Apostolica Vaticana (Vatican Library)

We have also loaded several files into VIAF for testing:

-  National Library of Australia
-  Istituto Centrale per il Catalogo Unico Delle Biblioteche Italiane (Italy)
-  Biblioteca Nacional de Portugal
-  Biblioteca Nacional de España (Spain)
-  Schweizerische Nationalbibliothek/ Bibliothèque nationale suisse/Biblioteca nazionale svizzera (Switzerland)

need to have matching birth and death years, or other supporting information such as a title or co-author in common or sometimes a combination of partial matches on several different fields. The enriched VIAF records created as the result of all this matching bring together more information than exists in any single authority record.



We are very pleased with the millions of links we have been able to create between names. This was possible only because of the huge amount of effort libraries have invested in bibliographic control for decades. One of the greatest challenges libraries face is to make their metadata visible and useful on the Web. VIAF is part of this larger effort by libraries and OCLC to make our collective data work on the 'network level!' ■

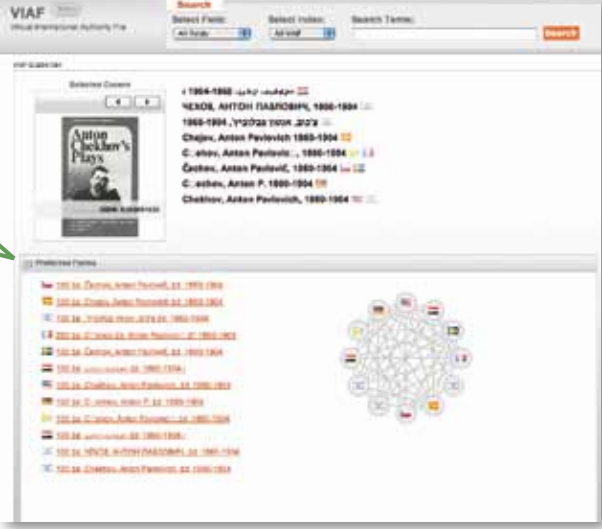
For more information, visit www.oclc.org/research/projects/viaf

ISNI: Bridging publisher and library names

OCLC and the VIAF are playing a key role in the development and deployment of ISNI, a new identifier standard for names. The International Standard Name Identifier (ISNI) will provide a means to uniquely identify the publicly facing names of authors, composers and other creators, fictional and historical characters and rights holders, particularly publishers. Such an authoritative identifier will serve as a link for occurrences of an identity across databases on the Web and make it easier to relate names used by publishers to those used in libraries.

The ISNI is expected to become operational in 2010. A management consortium is being proposed, led by CISAC (International Confederation of Societies of Authors and Composers) consisting of rights and trade organizations and libraries.

ISNIs will be initially assigned by matching records supplied from the consortium members and we have successfully conducted a series of tests using the VIAF file and its underlying matching processes. It is anticipated that around 3 million ISNIs could be assigned and ready for diffusion from day 1.



WorldCat Local “quick start”

Ready ... Set ... GO!

WorldCat Local “quick start” provides a single search result that delivers your library’s resources and those of the world’s libraries. Now included in a subscription to WorldCat on FirstSearch at no additional charge, the service connects an improved search experience with library management systems. Today, that means access to WorldCat, your catalog, local availability and resource sharing. Soon, OCLC will take the next steps and pilot Web-scale management services including circulation, license management, print and electronic acquisitions, cooperative intelligence and more.

Getting the service up and running is easy. Here’s a brief overview of how to get started in three simple steps.

READY

1

Register for the service at:

www3.oclc.org/app/local/quickstart/

If you already subscribe to WorldCat on FirstSearch and catalog with OCLC, complete the registration form to initiate your WorldCat Local “quick start.” It takes only a few minutes, and you’ll get your branded URL back within 24 hours.

SET

2

Configure and reindex:

If your holdings are current in WorldCat, then you’re ready to “Go!” If not, updating and/or reindexing your local MARC records is fast and easy. Just contact OCLC to initiate a batchload project (included at no charge with WorldCat Local “quick start”). After OCLC receives your records, batchload projects take about 30 working days. If you already batchload, confirm that your updates occur daily. Your WorldCat Local can then retrieve real-time location and availability information from your local catalog and let users place holds.

Weekly configuration Webinars explain how to add familiar local branding to your WorldCat Local and configure settings to reflect local policies.

Webinar registration:

www.oclc.org/worldcatlocal/support/registration.htm

Batchload solutions information:

www.oclc.org/us/en/support/documentation/worldcatlocal/WCLbatchsolutions.pdf

GO!

3

After you’ve configured the service:

You’ll want to train your staff on how WorldCat Local “quick start” will be integrated into your online resources. Once that’s done, you’re ready to put your unique WorldCat search box on your Web site and start letting your users know about it. Be sure to place the search box prominently on your home page. Our research suggests that good home page location may be the single most important element of success in your roll-out.

At OCLC, we want to be partners in your success. If you have any questions about WorldCat Local “quick start” as you move forward, please call us at 1-800-848-5800. You may also want to check out these additional resources:

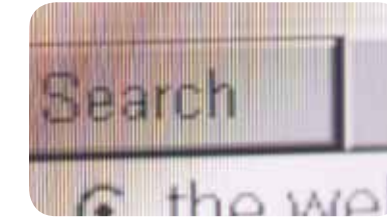
- General information: www.oclc.org/us/en/worldcatlocal/quickstart/
- Frequently asked questions: www.oclc.org/us/en/worldcatlocal/quickstart/FAQs/
- Recorded Web sessions: www.oclc.org/us/en/worldcatlocal/overview/websessions.htm



1,596,270,108

World Internet users

www.internetworldstats.com/stats.htm



3,673,000,000

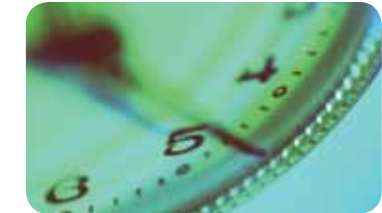
Searches per day on the Internet

www.comscore.com

40

The age of the Internet in years

www.walthowe.com/navnet/history.html



12,582,962

Estimated number of print books published in the U.S. since 1923

orweblog.oclc.org/archives/001997.html

\$37,600,000

Wholesale U.S. eBook revenue for Q2 2009

http://www.idpf.org/doc_library/industrystats.htm



27.4

Average number of minutes a user spends per day on Facebook

www.alexa.com/siteinfo/facebook.com





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OCLC events

UNAK 2009

October 1–2, 2009
Istanbul, Turkey

Illinois Library Association

October 6–9, 2009
Peoria, Illinois USA

Lund Online 2009

October 7–8, 2009
Lund, Sweden

Frankfurt Book Fair

October 14–18, 2009
Frankfurt, Germany

11th Interlending and Document Supply Conference

October 20–22, 2009
Hannover, Germany

California Library Association

October 30–November 2, 2009
Pasadena, California USA

Charleston Vendor Showcase

November 4–7, 2009
Charleston, South Carolina USA

Milieux documentaires du Québec

November 11–14, 2009
Montréal, Québec, Canada

American Anthropological Association

December 2–6, 2009
Philadelphia, Pennsylvania USA

Check the OCLC Web site for upcoming
conferences and events:

www.oclc.org/news/events/

OCLC blog listings

Lorcan Dempsey's Weblog

orweblog.oclc.org

Metalogue

community.oclc.org/metalogue

WorldCat Blog

worldcat.org/blogs

Hectic Pace

community.oclc.org/hecticpace

It's all good

scanblog.blogspot.com

Weibel Lines

weibel-lines.typepad.com

Hanging Together

hangingtogether.org

The Dewey Blog

ddc.typepad.com

Outgoing

outgoing.typepad.com/outgoing

BlogJunction

blog.webjunctionworks.org

Designing the Future

community.oclc.org/engineering

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