

NextSPACE

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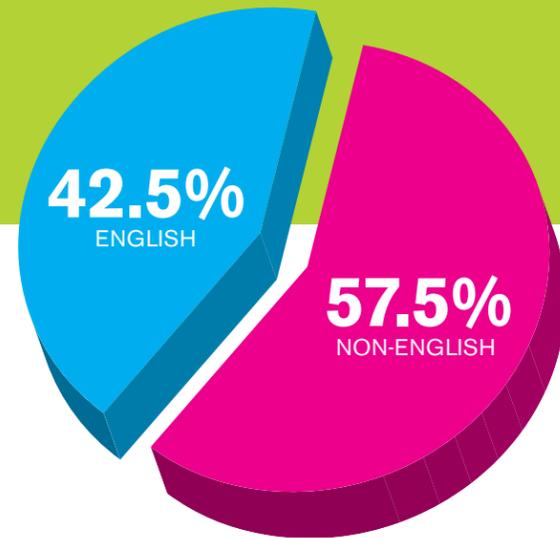
No. 16

The future of publishing
Libraries and the changing role
of consumers and creators



Top 5 sites driving traffic to WorldCat.org in fiscal 2010:

1. Google
2. Open Library
3. Universität Karlsruhe
4. Wikipedia
5. EasyBib



English/non-English language records in WorldCat

482

Languages in WorldCat

682,296,914

Referrals from partner sites to WorldCat.org since 2004

37,510,251

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

Fiscal 2010 = July 1, 2009 – June 30, 2010

57,887,902

Records added to WorldCat in fiscal 2010 (an all-time high)

161,521,750

Holdings added to WorldCat in fiscal 2010 (an all-time high)



Contents

Features

COVER STORY

4 The future of publishing

From newspapers to popular magazines to scholarly journals to e-books to print-on-demand “vending” machines, publishing is more complicated than it once was. What do the changing roles of consumers and creators mean for libraries?

MEMBERSHIP UPDATE

12 Interview: Jennifer Younger, Chair, OCLC Global Council

Jennifer talks about the future of the cooperative from the perspective of the Global Council and the three Regional Councils.

PRODUCTS AND SERVICES

16 The next steps toward Web scale

OCLC is moving its Web-scale Management Services from pilot phase to production with the release of acquisitions and circulation components to early adopters. And WorldCat Local, OCLC’s Web-scale discovery service, now tops 1,000 users.

LABS

20 Three new ways to experience WorldCat.org

Three new WorldCat.org applications help make more library data available to more people in more ways than ever.



DEPARTMENTS

- 3 PRESIDENT’S REPORT
- 10 YOURSPACE
- 14 RESEARCH
- 18 UPDATES



Get... Geek the Library!

The Geek the Library public awareness campaign does much more than change 'geek' to a verb.

This campaign can help libraries start important community-wide funding discussions that could impact library support when it counts. U.S. public libraries are invited to visit get.geekthelibrary.org for a program overview and to register for more information about executing the awareness campaign locally.



get.geekthelibrary.org

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PRESIDENT'S REPORT A word from Jay Jordan

Representing the collective collection of libraries



Libraries and publishers are inextricably linked, and their future, to paraphrase Yogi Berra, isn't what it used to be.

The future used to be about books and printed materials. While the general public still regards books as the key component of the library brand, librarians know better. The collection of one library, let alone the collective collection of libraries around the world, continues to undergo dramatic change.

Nowhere is that change more visible than in the WorldCat database.

On WorldCat's first day of operation on August 26, 1971, the database consisted entirely of records on the books bibliographic format. That was because the Library of Congress MARC format covered only monographs. LC added serials to the MARC format in 1974. OCLC implemented LC-MARC formats for maps, music scores, sound recordings and manuscripts in 1976. As of June 30, 2010, the percentage of records in WorldCat that represent books was about 85 percent. That's a very gradual decline from nearly 100 percent over the past 39 years. The percentage of digital items being cataloged in WorldCat is on the rise: 1.5 million of them were cataloged last year, a very gradual increase to be sure. At some point in the future, will the two trends intersect?

For now, however, print publishing continues to be strong. According to Bowker's Book Industry Statistics, the number of book titles published in the U.S. climbed from 113,589 in 1999 to 288,355 in 2009. Meanwhile, Amazon.com recently predicted that its e-book sales would surpass that of both paperback and hardcover books in a couple of years.

The persistence of print and innovation in electronic printing is presenting libraries and publishers with new challenges and opportunities. In addition to physical holdings, managing a library collection now involves dealing with licensed digital content and local library content that is being digitized, including institutional repository records, archival records and records from sources such as Google and HathiTrust.

OCLC is developing services that will help libraries manage their collections across the technological spectrum, from clay tablets to born-digital items.

OCLC Metadata Services for Publishers enriches publisher ONIX title metadata with WorldCat data and standardizes it before returning it to the publisher ready

for use in supply chain systems and communications. This enriched metadata also becomes available to libraries for use in selection, acquisition and technical services workflows. In addition, it's visible to information seekers who use WorldCat.org to search for materials. The end result is that libraries and their users benefit from improved timeliness in the display of bibliographic information. It's crucial to the future of publishers and libraries that we move toward collaborative, creative and networked use of publisher and library metadata for the benefit of multiple user communities.

At the born-digital side of the spectrum, there is the WorldCat Digital Collection Gateway. This service enables OAI repository managers from libraries, museums and archives to contribute metadata records for digital materials to WorldCat. This Web-based tool is designed for self-service use and lets repository managers customize how their metadata displays in WorldCat.org and determine their metadata harvesting schedule. Additionally, it applies their institutions' holdings symbols to their records, thereby highlighting the unique information resources their institutions are contributing to WorldCat. More than 500,000 records have entered WorldCat through the gateway in the past year.

In the fiscal 2009 *OCLC Annual Report*, for the first time, we published statistics showing how the collective collection of libraries worldwide is being represented in WorldCat.org in three categories: 1) physical holdings in WorldCat; 2) licensed electronic content in library collections; and 3) local library content being digitized. Last year, the total number of items for these categories was 1.8 billion. This year, it will be 2.1 billion.

While the future of libraries and publishing will be both print and electronic for some time to come, managing a library collection has become more complicated than ever before. The recent announcement by the Library of Congress that it will digitally archive every public tweet that has occurred on Twitter since its inception in March 2006 makes it clear that even more change is on the way.

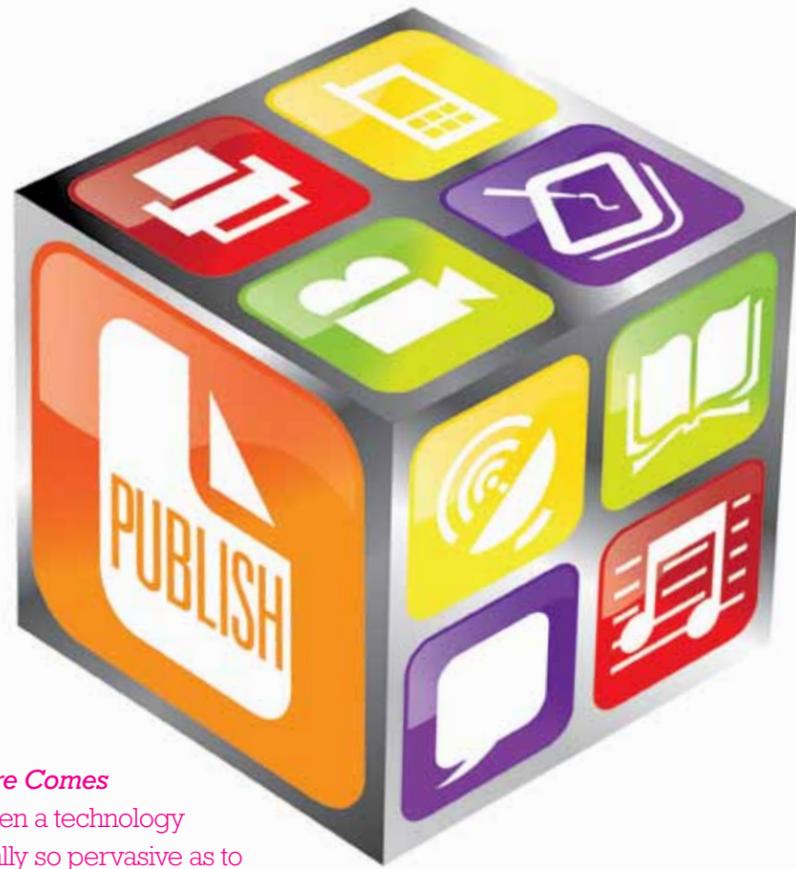
Going forward, we will continue to extend WorldCat to keep pace with the ever-expanding body of worldwide knowledge and information. ■

Jay Jordan
OCLC President and Chief Executive Officer

The Future of Publishing

Libraries and the changing role of creators and consumers

BY ANDY HAVENS AND TOM STOREY



“Communications tools don’t get socially interesting until they get technologically boring.”

So wrote Clay Shirky in his 2008 book, *Here Comes Everybody*. He goes on to say that, “It’s when a technology becomes normal, then ubiquitous, and finally so pervasive as to be invisible, that the really profound changes happen.”

According to a 2010 R. R. Bowker study, 764,448 self-published and micro-niche titles came out in 2009. That’s more than twice the number—288,355—of traditional books published that year. And that’s just books. The publishing work of “regular people” can also reasonably be said to encompass some substantial portion of 234 million Web sites, 126 million blogs, 4 billion pictures on Flickr and the 1 billion+ videos served up every day on YouTube. In which case, the technology of personal publishing is now somewhere between “ubiquitous” and “pervasive.”

Get ready for things to get socially interesting.

From newspapers to popular magazines, from scholarly journals to e-books, from smart phones to print-on-demand “vending” machines, publishing is more complicated than it once was. The Internet has created new patterns of using information—both in terms of creating content as well as consuming it. Publishers are blending their print business with new digital brands, adding a new level of engagement. Thousands of individuals, companies, schools and businesses have taken the tools of literary and scholarly production into their own hands.

Creating a blog or Web page, uploading a photo or video... even designing and publishing a print-on-demand book are no longer unusual, niche activities, and anyone can create, or even publish, personal content.

NextSpace asked two leaders from different sides of publishing to comment on the future of publishing and how libraries can fit in.

The University as Publisher



For the past two years, Catherine Mitchell, Director, Publishing, California Digital Library, has been involved in an effort to coordinate the services of the library and University Press in order to better support and manage the University of California’s scholarly output. The goal of the initiative—the University as Publisher—is to help the university reclaim its core intellectual asset (i.e., the knowledge it produces) and assert itself more powerfully in the marketplace of scholarly communication. In the process, the university shores up its values, and its value.

“Despite the daunting complexity of the task, universities must take responsibility for managing their own scholarly output or risk losing control of that core intellectual capital,” she says. “If we don’t, someone else will. And it won’t be pretty. We’re talking about our institutions’ major asset.

“If we miss the boat on this, we hand off opportunities to partner with our faculty around issues of intellectual property, curation and preservation standards, and transformative models of scholarly communication. We simply become the ‘buyer.’ And, we risk getting locked into untenable licensing agreements in order to gain or regain access to the very research that our own faculty are producing.”

And of course, this is more than just keeping the university’s own assets neatly arranged in portfolios. It’s really about access, Catherine says.

“We have an opportunity here as a community to put a stake in the ground, to work to protect our institutions’ investments in academic research by inserting ourselves, wherever possible, into the flow of scholarly communication.”

“We have an opportunity here as a community to put a stake in the ground, to work to protect our institutions’ investments in academic research by inserting ourselves, wherever possible, into the flow of scholarly communication,” Catherine says. “It is a massive space—with a great many unmet or poorly met scholarly communications needs, a space with opportunities for universities and colleges to engage deeply, solve problems and operate as a transformative force.”

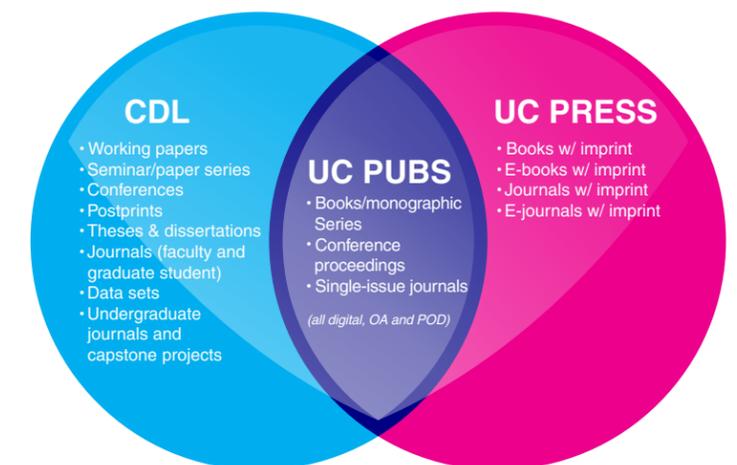
The University as Publisher initiative is designed to be that transformative force for the University of California’s 10-campus system, whose academic output is not insubstantial. The reality is that UC generates an extraordinary amount of diverse scholarly output that needs management.

Each year, UC faculty alone publish upwards of 30,000 journal articles; UC researchers are granted nearly 300 patents; and the university awards thousands of advanced degrees for the completion of theses and dissertations. The building blocks of these culminating research efforts are the working papers, seminar series, conferences, data sets, 3D visualizations and more that are produced across the UC system. It is this vast collection of UC-sourced knowledge that represents nothing less than the core intellectual capital of the institution.

How the University as Publisher initiative works

The California Digital Library (CDL), the digital arm of the UC campus libraries, has teamed up with the UC Press to create a new program called UC Publishing Services (UCPubS). UCPubS builds on the distinct activities and unique strengths of each entity—the library as a service provider and the press as a publisher—to offer a continuum of new services that can reach out to monographic publishing programs at UC. Those services include an easy-to-use publishing platform that provides a suite of open-access digital and print tools, such as electronic and print-on-demand publication, as well as manuscript management, distribution, sales and marketing. In addition, the program provides consulting services to researchers on copyright, curation, formats and any other issue of concern to faculty.

University of California University as Publisher



Prior to this new publishing venture, the CDL and the press had a long history of experimental publishing projects, ranging from digitizing backlist files to the creation of a digital critical edition platform and the revitalization of languishing monographic series. The difference between those boutique efforts and today's direction is scale: UCPubS provides the scale needed to touch UC's centers, institutes and academic departments system-wide, and to extend the library and the Press's ability to surface UC research to the global community.

Embedded librarians

"We are working to get involved in research farther upstream, rather than dealing reactively with it once it comes to us fully formed and looking for copyright advice, preservation services, a publications platform or a sustainability model," Catherine says. "We're there talking to the researchers as they are creating their works and advising them about format, copyright and publication options."

"It also enables 'on-the-ground librarians' to continue to develop and expand those strong networks of faculty users and potential users."

A key to making the new initiative work was repositioning the library's Institutional Repository as a publications platform.

"We needed to engage our users with the notion that the library could be their publisher," Catherine says. "We started to frame our discussions in terms of needs, not ideology. We stopped encouraging faculty to submit their work to the repository simply because it's a good thing to do. We learned how better to communicate the value of our services and paid attention to unique disciplinary practices and concerns of ladder rank faculty. And we got out there to sell it."

After one year, UCPubS has seen impressive growth. There are 60 titles in the program, which represents an additional 30 percent on top of UC Press's typical yearly book title list. And there are 13 new publishing partners.

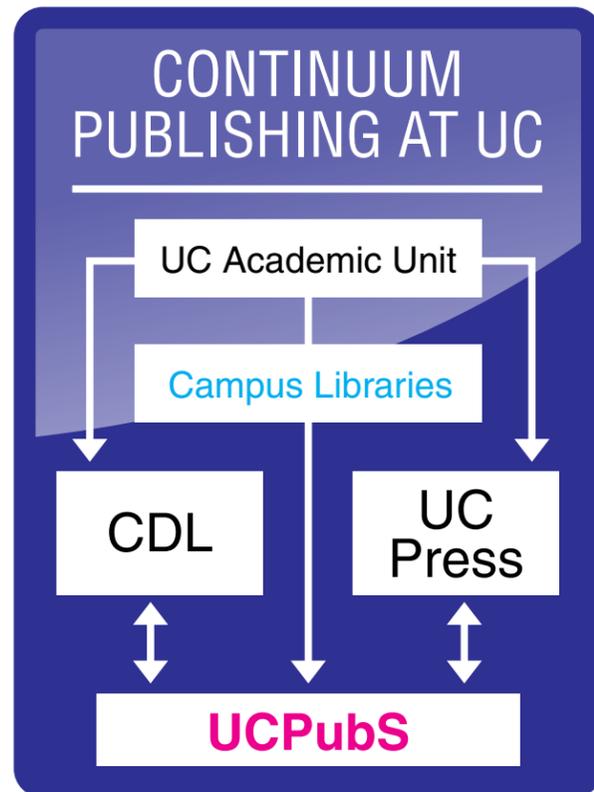
Catherine's team began with a series of strategic questions for their internal customers:

- What do you need?
- Is there something you are trying to do that you're not able to do?
- Is there a publication you'd like to circulate that you have not found a home for?
- Do you have a vision for a publication that doesn't fit the traditional commercial or academic publishing landscape?
- Is there something we could do to help you?

Dropping the word "repository" and describing the services in terms of needs and opportunities changed the tone for the entire process. Institutional repository deposit became a byproduct of the services being provided rather than an end in itself.

"It's important for libraries to recognize that we have a real opportunity here to bring substantial publishing services to our campus communities."

After one year, UCPubS has seen impressive growth, Catherine says. There are 60 titles in the program, which represents an additional 30 percent on top of UC Press's typical yearly book title list. And there are 13 new publishing partners.



But the most exciting thing is the potential market for UCPubS. There are 50 more monograph programs that could be participants, as well as 300 publishing programs and 1,800 research units scattered across the 10-campus system that could join. UCPubS could bring a streamlined publishing system to these areas to make them more efficient and help them concentrate on what they do best—the editorial work that distinguishes their publication efforts.

Books were the pilot project, but Catherine hopes to continue to work with her UC Press colleagues to grow UCPubS to accommodate other publication types as well. She also sees UCPubS providing features that strengthen discovery and better integrate publications and their data.

Catherine concedes that there's risk for libraries with the program, but with risks there's also opportunity.

"Publishing is sometimes characterized as a departure from the library's core concerns. And yet, publishing is in fact deeply resonant with the original charge and fundamental core competencies of the library—to intervene in and engage deeply with national and international scholarly communications issues, recognizing that the digital revolution has and will continue to profoundly alter the ways in which scholars communicate their work, and will offer new opportunities for the academy to reclaim the dissemination of its scholarship."

"The connection between author/creator and reader/consumer is something very special, and it has been throughout our culture."



Additional CDL Publishing Activity

(October 2009 – May 2010)

Academic Units

235 + 30 + 6 + 42
(8% increase)

Journals

27 + 7 + 4 + 19
(26% increase)

■ new ■ pending
■ in conversation

The library as publisher: Local book manufacturing and delivery



Andrew Pate is a 25-year veteran in the book publishing industry with a focus on new technologies. Currently, he is Senior Vice President of Business Development at On Demand Books, which markets and

manufactures the Espresso Book Machine, a machine that automatically prints, binds and trims perfect-bound, library-quality paperback books in about four minutes—all at the point-of-need. He previously was Senior Vice President of Global Operations at Lulu.com—the leading Web-based publishing platform.

Prior to that he was Executive Vice President and Chief Operating Officer at Rutledge Hill Press, successfully transitioning a general trade publisher to become part of Thomas Nelson, the largest Christian publishing company in the world and the seventh largest trade book publishing company in the U.S. It was there that he first incorporated the very early print-on-demand capabilities as an inventory solution. From there, he has been a key proponent of technologies enabling the exploding self-publishing and Web-based publishing markets.

"There are huge shifts going on in publishing, and yes, it has been going on for a long time," Andrew says. "A term I've used to summarize the changes is the convergence of intellectual property and technology."

Pate explains that there is a convergence of intellectual property and technology taking place in music, video/film, and more and more in books. The explosion of self-published materials, the prevalence of desktop publishing, advances in digital printing—all tied together by the Internet—is creating new markets and opportunities. Different business models, new delivery mechanisms and how this convergence is bringing together creators and consumers is exciting, he says, and reflective of our heritage.

"The connection between author/creator and reader/consumer is something very special, and it has been throughout our culture," he says.

For example, Andrew talked about how in 1640, the first book produced in the U.S. colonies was the *Bay Psalm Book*. Instead of bringing livestock or foodstuffs or equipment to the New World, colonists brought an entire print shop. "When I think about the economic value and what that represents... Producing locally generated, user-generated content was really important to these folks. It's important for us to retain that value."

How libraries are searching globally and publishing locally

Just as the Internet has changed the way in which we find and use many digital materials, it is now changing how we can access physical items. If it is less expensive to print a new copy of a book locally than to ship it between libraries, print-on-demand could become a new type of resource sharing. And for works with hyper-local significance—histories, journals, travel materials, biographies, personal fine art—could short-run publishing services bring an entire new audience to the library—an audience of people looking for an audience?

Xerox is largely credited with establishing the on-demand printing industry when, in 1990, the company introduced the Docutech Production Publisher. Its 135-page-per-minute, black and white, xerographic print engine and attached finisher module was arguably the first, fully integrated "print-on-demand" publishing system. Since then, POD technologies have fueled a range of new book-creation and publishing opportunities. Other POD companies include Lulu, Blurb, QooP, TheBookPatch, Trafford Publishing, NetPublications, Outskirts Press and Amazon's Booksurge.

Andrew says that one opportunity for libraries to become publishers is with equipment like the Espresso Book Machine (EBM). There are 30 machines in operation, mostly in the higher education field, with another 30 to be added by the end of 2010. There are now 10 libraries using the EBM, including libraries in Canada, Australia and Egypt.

The New Orleans Public Library, the University of Michigan, the University of Utah and the University of Pittsburgh are using the machine in the following ways:

- Expanding the selection of public domain, out-of-print and backlist titles available on demand
- Establishing a university bookstore press 'Classics' line
- Producing custom course materials (publisher, course packs)
- Supporting university and local library archiving efforts

The Espresso Book Machine also has the ability to connect with other print-on-demand equipment and other content providers, including publishers, content aggregators, libraries, university presses and self-publishing sites, to build a vast network



Just as the Internet has changed the way in which we find and use many digital materials, it is now changing how we can access physical items.

where users can search and discover content. The books can be ordered and produced on-site and integrated with a library Web site so that users can order books remotely via the Internet.

Right now, On Demand Books is involved with digital collections of several research libraries, primarily for sustainability purposes, Andrew says. "We think we can put those collections out across a network of machines so that other research libraries can find them."

Changes and opportunities

Nowhere has this impact of the Internet been felt more than in publishing—both popular and professional—where age-old, traditional industry practices are giving way to a digital world vastly different than the one we are leaving behind.

But, where there is change, there is opportunity. And the vast new world of publishing offers libraries some interesting new opportunities to connect with users and extend value to the community. As personal, institutional and on-demand publishing blur the lines of creators and consumers, libraries can still call upon traditional, professional values to help people find and utilize scholarly and cultural materials. But those values must be leveraged across increasingly innovative and inclusive tools. Finding ways in which to connect these new technologies to the communities they serve may be the next big challenge for libraries in the 21st century. ■

Trends in the publishing industry:



Physical distribution.

Old math = print a bunch of books, store them and sell them. New math = sell the book, then print it. This conserves cash, eliminates waste and mitigates returns.



Rights.

Today, why would anyone give up their rights? You retain your rights with self-publishing and creative commons license. You don't want to wait 18 months.



Ambiguity.

There is a great deal of ambiguity as to which publishing platforms, what products and what technologies are going to prevail even just three years out. It is important to be engaged and not sitting back waiting for one to become predominant.



Metadata.

How do librarians find out about titles in all these formats, and determine the ones most appropriate for their collections? Traditional library suppliers aren't (yet) offering user-generated content. How can librarians add rich bibliographic data to user-generated content so that it is discoverable through existing (and new) library channels?



Music.

The music industry really missed the trend toward self-publishing. Today, the industry is about the same size as it was 10 years ago and all of us know there is lots more music being produced and disseminated in different ways. The music industry really missed this part of its business perhaps by not knowing their customers, their consumers and their patrons.



Self-publishing.

There is really no end to the demands for self-publishing or the ideas that people have. This has become a multibillion dollar market place at the retail level in the last 10 years, due to the tool sets available. Create Space, Lulu.com and Scribd are just a few of the free-to-use publishing platforms where hundreds of millions of dollars have been invested. How does a publisher stay relevant not only from a self-publishing standpoint but also in their own community? Scribd has become one of the most popular Web sites in the world, coming out of almost nowhere. Traditional publishers are looking for ways to promote and distribute through Scribd. Wiley is putting some of its list on Scribd; others will follow.



Fellowship experience broadens the family

An IFLA/OCLC Fellowship can advance your education and career, as well as make you part of a global community

BY MARIA CHERRIE
IFLA/OCLC Fellow Class of 2006



“I feel like I am part of a special community. OCLC is a family, a culture, and being a Fellow comes with a responsibility.”

Since my Fellowship experience, I have completed a Certificate in Advanced Studies in Digital Libraries from Syracuse University, and I am working on a Certificate in Education for School Librarians. I have moved from Queens Royal College and am now Acting Librarian III responsible for the implementation of the Library and Information Literacy Curriculum in secondary schools throughout Trinidad and Tobago. I also shared my fellowship experience with colleagues at NALIS and collaborated with OCLC for information literacy.

I have taken part in several career days in Trinidad and Tobago and I have shared with students the opportunity that I had as an IFLA/OCLC Fellow. They saw librarians in a traditional role. But when I told them of my experiences, it opened their eyes to the possibilities of international librarianship in terms of what a librarian can do.

At a Caribbean digital libraries workshop, I was able to liaise with representatives from the Library of Congress and IFLA.

I feel like I am part of a special community. OCLC is a family, a culture, and being a Fellow comes with a responsibility. You are really a part of a worldwide community. You are not only representing yourself but a bigger organization that has a global scope. I have embraced it and I would encourage others to do it. ■

For more information, visit
www.oclc.org/community/careerdevelopment/fellows/



WorldCat.org: Advanced Citations

25 flavors of exported citation lists

BY ANDY HAVENS

If you use WorldCat.org regularly, you probably already know that you can easily cite materials using the “Cite/Export” button on the detailed record page for any item. Clicking on that button brings up a box (Figure 1), allowing you to select from five popular citation formats: APA, Chicago, Harvard, MLA and Turabian. You can then either click on one of the “+” buttons to see the citation text in that format (great for copying/pasting directly into another application), or export the citation to RefWorks, EndNote or EasyBib.

But did you know that you can use WorldCat Lists to perform advanced citation functions? Many people use WorldCat Lists for bibliographies and project materials, and citations are a perfect way to store and share that information.

Here’s how it works.

1. Create and/or view a list of WorldCat.org items.
2. While viewing the list, click on the “Citations View” tab.
3. If you want to select everything in the list, click on the “Select All” button, or manually choose the items you want to cite.
4. Select one of the five citation styles you want to use from the drop-down box.
5. Select how you want to export the list from the “Export selected references” drop-down menu.
6. Click on the “Export” button and specify the file/location.

That’s all there is to it.

You can export your citations as:

- **An HTML file.** Perfect for creating a hyper-bibliography. Copy the HTML file into a blog or Web page and the embedded hyperlinks pointing to detailed WorldCat.org records for each item provide viewers with a way to get to the resources you’ve identified.
- **Rich Text format.** Good for moving a long bibliography into a word processing document, complete with italic formatting where appropriate.
- **Export into RIS, EndNote or RefWorks.** If you’re already working in one of these popular systems, your file will be available for use with minimal extra effort.

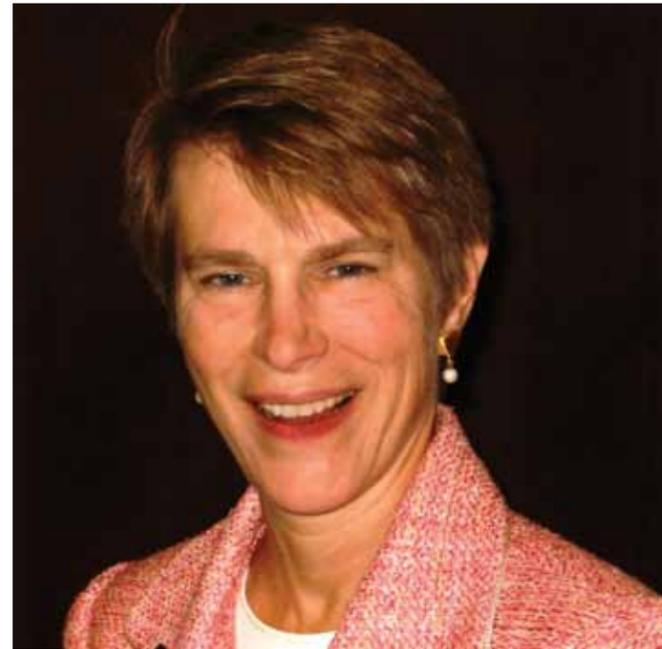
No matter which citation style you use and which export function, the ability to create a variety of citation files from WorldCat Lists is a powerful way to share resources with peers, students and other information seekers. Give it a try sometime soon, and let us know what you think at our feedback page: www.worldcat.org/oclc/?page=feedback ■



▲ Figure 1. Copy or Export a citation

Moving our global cooperative forward

NextSpace spoke with Jennifer Younger, President, OCLC Global Council (2010–2011), following the Global Council virtual meeting in July. Jennifer, who serves as Chair, Board of Directors, Catholic Research Resources Alliance, and Librarian, University of Notre Dame, talked about the future of the cooperative from the perspective of Global Council and three Regional Councils.



What approach will Global Council take to move the cooperative forward?

It is important that we focus on initiatives that directly impact how we advance our collective mission of furthering access to the world's information. It is equally important that we continue to listen to and understand the unique challenges of our individual member libraries. From individual libraries, museums and archives to library consortia and all of their respective partners, we as a cooperative can build on our past successes only if members continue to provide value to the communities they serve—and remain relevant to information seekers.

By soliciting ongoing feedback from members through the Regional Councils, special task forces and other member-led initiatives, we will effectively represent the needs of members by informing and advising the OCLC leadership on matters most critical to members' success. A new task force will advise the OCLC leadership teams on the development and evaluation of cost-sharing models reflective of the recently adopted cost-sharing principles. The membership can anticipate that we will ask for their involvement and input with regard to other long-term issues, as well as emerging opportunities that require more immediate action.

As a profession, we share many similar challenges, which is one essential component of why we have united in cooperation. By strengthening individual members, we will in turn increase the impact we have as a global library network.

What have Global Council and the three Regional Councils achieved during the first year of the new governance structure?

Throughout the first year of Global Council, we reaffirmed our shared values, strengthened our understanding of the global cooperative, and celebrated the diverse perspectives that enrich our global library network. We revised the "WorldCat Principles of Cooperation" to provide up-to-date guidance so critical to the operations and services of members, and established principles of cost-sharing that will inform pricing strategies and support the public purpose. We also built a strong infrastructure to facilitate member-to-member participation and communication. Members on six continents have, or soon will, vote to elect new delegates to Global Council and leaders of their respective Regional Councils.



Jennifer became President, OCLC Global Council on 1 July 2010 after serving as Vice President/President-Elect during Global Council's inaugural year. She also was a member of the OCLC Global Steering Committee, which helped implement the new governance structure and plan the first Global Council meeting.

How are members empowered to contribute to the overall goals and success of the cooperative?

Key to advancing the organization is increased member engagement. As members, we have the power to shape the future of the cooperative and the profession, and we have the power to guarantee its future success. It is easy to underestimate this power and responsibility. While many members are extremely passionate and diligent about their participation, I would like to see more members recognize how taking ownership of the cooperative will only result in realizing more member benefits. I challenge the leadership within each of our member-owners to consider the extent to which they will utilize the power of cooperative to help them meet their objectives and positively influence the global library network.

Reaching out to connect with other members, fulfilling organizational aspirations, inspiring other members by sharing and innovating together, communicating with Global Council delegates and OCLC leadership—there are countless ways members can leverage the power of the cooperative. The Regional Councils have designated several interest groups that reflect various interests of the membership. This is one way that individuals of member institutions can connect with others throughout their region on topics of importance to them.

What leadership opportunities are available for Global Council in terms of OCLC services?

OCLC members have invested in building services together to improve how our profession delivers value to many populations. In the coming months, in addition to the initiative on cost-sharing models, I look forward to working with more OCLC members on a variety of different projects and services. Web-scale Management Services will continue to unfold, which has truly been a collaborative effort, thanks to the members of the Web-scale Management Services Advisory Council. We will also explore how we can further promote the sharing of electronic resources. And together, we will advance the use of WorldCat as a shared resource

that is a bibliographic record supply and registry of holdings, as well as a rich discovery environment.

OCLC's Global Council Executive Committee will meet in Dublin, Ohio, on 25–26 October 2010. On 26 October, the entire Global Council will convene for a virtual meeting. The Global Council Executive Committee will begin planning for its Annual Meeting, which is scheduled to take place 11–14 April 2011. ■

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

“There are countless ways members can leverage the power of the cooperative.”

Expanding research opportunities for the cooperative

How OCLC Research engages the global research community

BY BRIAN LAVOIE



The work of OCLC Research is embedded in a broader landscape of research activities conducted within the library community, higher education and elsewhere. An essential aspect of Research's mission therefore is to connect its activities to those occurring outside OCLC, and to contribute toward the general advancement of a community-wide research agenda benefiting libraries, archives and museums.

OCLC Research's interactions with the external research community can be divided into three categories: **funding**, **collaboration** and **support**.

Funding occurs through the OCLC/ALISE Library and Information Science Research Grant Program. The program makes several annual awards of up to \$15,000 each to support one-year research projects in the fields of librarianship and information science. These awards help make possible a range of interesting and useful research activities that might not

otherwise be undertaken. Projects recently awarded grants include a study of user interactions with social discovery systems; an analysis of user experiences with open-source library automation systems; and an assessment of the value of socially created metadata for image indexing. More information on the grant program is available on the OCLC Research Web site at www.oclc.org/research/grants/.

Collaboration is a significant component of many OCLC Research activities. Research staff partner with colleagues outside OCLC to work on a wide range of projects benefiting the library community. For example, the Virtual International Authority File (VIAF) was initiated as a joint project between OCLC, the Library of Congress, the Deutsche Nationalbibliothek and the Bibliothèque nationale de France, and has since grown into an international authorities resource hosted by OCLC that maps personal name authority records across 22 authority files from around the world.

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Another example of collaboration is the OhioLINK data project between OCLC Research and the OhioLINK consortium, to collect and aggregate holdings and circulation data across OhioLINK member institutions to better understand the scope and usage patterns of the OhioLINK collective collection. Looking ahead, collaboration with partners across the library-archive-museum community will continue to feature in many OCLC Research projects.

The third way that OCLC Research interacts with the broader research community is through in-kind **support** for research activities external to OCLC. Provision of this support is in keeping with OCLC's public purpose, and helps advance a broader, community-wide research program extending beyond the work undertaken directly by OCLC Research. Often, OCLC's in-kind support takes the form of making WorldCat data available to researchers external to OCLC. These researchers are usually academics or library-archive-museum professionals; the data must be used for research purposes only, with the expectation that the results of the research will be made available in the open literature. OCLC Research staff work with the external researcher to determine the best fit between his or her research goals and the available data; often, considerable processing of the data is necessary to convert it into a form that suits the researcher's needs. Once OCLC Research has prepared the data for use, it is then made available to the researcher free-of-charge under an OCLC research-use license.

Most of the research projects that have been furnished with WorldCat data relate directly to the interests of libraries, archives and museums. For example, a collaboration between the Institute for Advanced Technology in the Humanities, the California Digital Library and the University of California Berkeley's School of Information is using WorldCat data in support of the Social Networks and Archival Context project, which is examining the value of leveraging archival authority records to facilitate access to cultural heritage materials.

But not all research projects using WorldCat data originate in the cultural heritage community. Researchers from a variety of disciplines are discovering that library-generated data is of great value in illuminating a wide-ranging array of research questions. For example, researchers at

the University of Toronto are using WorldCat bibliographic and holdings data to track the adoption and diffusion of key technologies over time through the analysis of publication patterns. Researchers from nonlibrary fields who have used WorldCat data in their work often remark on the scope and depth of the bibliographic descriptions librarians have created and are excited at the potential applicability of this data in many strands of scholarly inquiry.

"I'm working on a project studying the careers of biomedical researchers, based on their publication patterns and other data," said Bruce Weinberg, Associate Professor, Department of Economics, The Ohio State University. "Based on WorldCat's reputation, I approached OCLC to obtain access to their bibliographic data, which they were happy to share with me. I can also share this data with other academic researchers as part of the data sets we are building for the project. The inclusion of OCLC's data greatly increases the value of this project."

Through engagement with the external research community, OCLC Research connects its own work to a broader context; supports a broader, community-wide research program for libraries, archives and museums; and demonstrates the value of library-generated data sources as input to research in a variety of disciplines. For more information on ways to interact with OCLC Research, please contact us at research@oclc.org, +1-614-764-6000. ■

Promoting cooperative research

Funding

- Research and publishing results of more than 100 OCLC ALISE grants from 1985 to the present: www.oclc.org/research/grants/awarded.htm
- Current call for grant applications (15 September 2010 deadline for 2011 funding): www.oclc.org/research/grants/

Collaboration

- Missing Materials: www.oclc.org/research/activities/missingmaterials/
- OhioLINK Collection Analysis activity: www.oclc.org/research/activities/ohiolink/collections.htm
- Support for Research Workflows: www.oclc.org/research/activities/support/
- VIAF, the Virtual International Authority File: www.viaf.org

Support

- Social Networks and Archival Context project www.cdlib.org/services/dsc/projects/
- Research on Growth and Technical Change homes.chass.utoronto.ca/~malex/techchange.html
- Introduce Balance in Rights Management www.oclc.org/research/activities/rights/
- Support for Well-Intentioned Practice of Putting Digitized Collections of Unpublished Materials Online www.oclc.org/research/activities/rights/support.htm
- MARC Content Designation Utilization www.mcdu.unt.edu/?cat=4

The next steps toward Web scale

OCLC moves discovery, acquisitions and circulation to the cloud to amplify cooperation, reduce costs and create impact

BY TOM STOREY

In today's Web environment, scale matters. Through massive concentrations of shared data, applications and connections, communities are leveraging the Web infrastructure to create new services, generate new operating efficiencies and expand relevance to users.

The OCLC cooperative is applying the concept of Web scale—where systems are built and services delivered in the Internet 'cloud'—to amplify the power of library cooperation and build a significant presence on the Web for the worldwide library community. The goal is to save time and money while simplifying workflows.

What makes OCLC Web-scale services unique?

Standing apart from traditional library management services, OCLC Web-scale services:

- Leverage the size and scope of WorldCat;
- Allow for shareable data about back-office services;
- Work entirely on the Web, eliminating many support issues and basic systems maintenance;
- Integrate discovery, delivery and collection management functions; and
- Are built on a cooperative platform to better share costs and encourage future innovation.

According to our members, the costs of "business as usual" are unacceptably high. Web scale is the next, logical step.

Web-scale management services available to early adopters

OCLC is moving its Web-scale library management services from pilot phase to production with the release of acquisitions and circulation components to a limited number of early adopters.

Since July 1, OCLC has been working with libraries to implement Web-based services for acquisitions and circulation. This will be followed by successive updates for subscription and license management, and cooperative intelligence—analysis and recommendations based on statistics and workflow evaluation among participating libraries.

One of the early adopters is the Craven-Pamlico-Carteret (CPC) Regional Library System in New Bern, North Carolina. Director Jackie Beach says that Web-scale Management Services give their nine libraries freedom, flexibility and participation in a larger library community.

After experiencing a major server crash in 2009 and being without online services for three months, CPC was looking for a way to avoid hosting hardware and constantly dealing with software installs, upgrades and compatibility issues.

"We longed to be free from the tyranny of server dependability," says Jackie. "This offers us the opportunity to do something that is very user-friendly. Everyone who has seen the service is overwhelmed by its simplicity."



"We are already looking a year down the road at what other modules will be available and what we can do next."

"We also like the flexibility of a Web-based system, and with an easier-to-use system, we are hoping that we will be able to free up our staff to spend more time focusing on patron services and not all of their time worrying about servers and software and trying to continually stay in the loop of what's going on."

Jackie says that Web-scale Management Services should be much more cost-effective since CPC will not have to purchase lots of equipment and in-house hardware. In addition, Jackie said that being the only early adopter on the East Coast, her library group is honored to be an example to the region and to the state to thousands of libraries like them, who all are trying to do more with less and working hard to serve patrons.

"I am blessed with a staff that views innovation as something to jump on and ride as far as we can. They are always open to doing things in a new way, which makes it very easy for me because I don't have to push the chain, I can pull it. And that makes things go a whole lot better and we are all very excited.

"My biggest problem right now is keeping everyone in the moment because we are already looking a year down the road at what other modules will be available and what we can do next."

WorldCat Local provides user integration with Web-scale Management Services

Since its introduction in 2008, more than 1,200 OCLC members have signed up for WorldCat Local. Now with the introduction of Web-scale Management Services, WorldCat Local provides Web-scale discovery services that bring new opportunities to

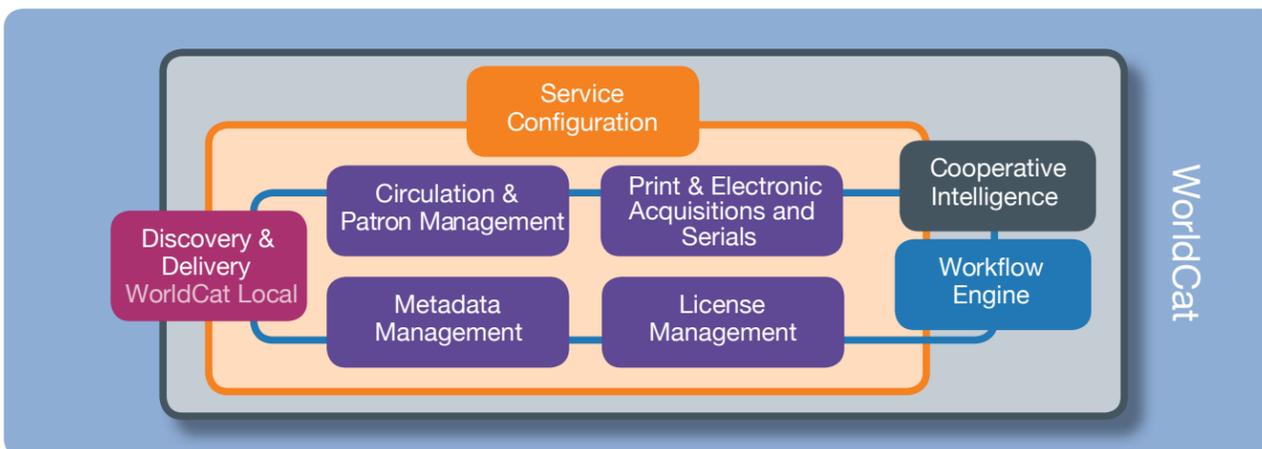
increase efficiencies in searching and collection management and reduce costs for libraries.

St. Xavier University Library, Chicago, Illinois, began using WorldCat Local in 2009. Mark Vargas, Library Director, said what sold him on WorldCat Local was its simplicity. Faculty and students expressed a high level of frustration with the tools the library provided to do research, and Mark needed something that would bring together the multitude of databases, journals, catalogs and other resources the library offered, as well as eliminate the time spent teaching patrons how to use all of the different services and systems.

"WorldCat Local takes the drudgery out of discovery," he said. "It just simplifies things tremendously. It's intuitive, and students and faculty can run with it."

"We completely transformed the way we do instruction and we went from three quarters of the time spent on mechanical stuff to basically no time. We've eliminated the teaching of the tool and we can push learning. We can spend more time on what research is really supposed to be about, and that is evaluating information and critical thinking skills."

Looking to the future, Mark sees WorldCat as the center of a system for the library. He's eager to try some of the other Web-scale components being released to improve back-room functionality, which he thinks will make the information world simpler and more powerful for his staff. "I don't want to worry about having the most recent version of an ILS installed. That should all be floating in the cloud; that should all become irrelevant." ■



WorldCat becoming a global hub for discovery and delivery

WorldCat hits 200 million records!



On August 27, 2010, the Bibliothèque nationale de France entered the 200 millionth bibliographic record into the WorldCat database... just one day after the 39th anniversary of the launching of the OCLC online union catalog and shared cataloging system on August 26, 1971.

The record describes "Je reviendrai à Montréal" ("I will return to Montreal"), a sound recording by Robert Charlebois made in 1993.

It took the cooperative 31 years, from 1971 to 2002, to add the first 50 million records. The last 50 million were added in just 10 months, from November 2009 to August 2010.

"This is a significant milestone for OCLC members, service partners and OCLC staff," said Jay Jordan, OCLC President and CEO. "For nearly four decades, thousands of catalogers and librarians around the world have worked together on WorldCat, contributing records and holdings and enhancing their quality and accuracy. Over that same period, we at OCLC have maintained the infrastructure that supports WorldCat against a backdrop of continuous technological change. Working together, libraries, service partners and OCLC have created a unique and valuable resource for knowledge seekers everywhere." ■

China National Library shares its rich collection

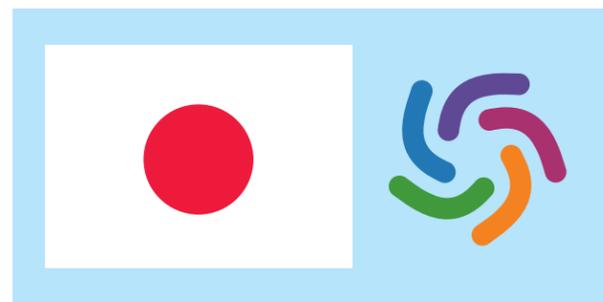
With more than 2.4 million records in WorldCat, the National Library of China will now make these important Chinese materials available through WorldCat Resource Sharing.

"We live in a global village and become increasingly closer due to ever-advancing information technology," says Director-General Zhou Heping, of the National Library of China. "The National Library of China is pleased to do its part to meet the increasing interest in and need for information about China." ■

For more information, visit

www.oclc.org/news/releases/2010/201028.htm

National Diet Library to add records



In order to share Japanese cultural resources with scholars and researchers worldwide, the National Diet Library of Japan and OCLC will make 5 million records from the Japanese national bibliography discoverable through WorldCat.

"The National Diet Library values its cooperation with OCLC," said Makoto Nagao, Librarian of the NDJL. "Through WorldCat, our records from the Japanese National Bibliography will be of great benefit to global users. We are pleased to share Japanese cultural resources on a worldwide scale." ■

For more information, visit

www.oclc.org/news/releases/2010/201029.htm



OCLC endorses KBART, joins DOAJ

OCLC is among the first organizations to endorse the recommendations of the KBART (Knowledge Bases And Related Tools) Working Group, a joint initiative of UKSG and NISO that is exploring data problems within the OpenURL supply chain.

OCLC is now a member of the Directory of Open Access Journals (DOAJ), which provides access to quality-controlled open-access journals in order to boost their usage and impact. ■

'Geek the Library' campaign now available to all U.S. libraries



Geek the Library, a community-based public awareness campaign, is now available for adoption by any U.S. public library. The campaign is designed to highlight the vital role of public libraries in today's challenging economic environment and to increase local library support. Geek the Library has proven ability to improve public perceptions about local library funding needs in test communities. ■

For more information, visit

www.oclc.org/news/releases/2010/201046.htm
get.geekthelibrary.org
www.geekthelibrary.org

OCLC recognizes 2010 award winners



Part of OCLC's commitment to research and education includes furthering the advancement of librarianship. OCLC does this not only through its research and Innovation Lab, but also by financially supporting awards and scholarships. OCLC is proud to announce the following 2010 awards that recognize innovation and creativity in the library community.



• **OCLC/LITA Minority Scholarship in Library and Information Technology**
 Sofia Becerra-Licha,
 University North Carolina at Chapel Hill



• **Margaret Mann Citation**
 Olivia Marie A. Madison, Dean of the Library,
 Iowa State University



• **John Ames Humphry/OCLC Forest Press Award for International Librarianship**
 Jordan Scepanski and Lea Wells, Principals,
 Jordan Wells Associates



• **American Library Association's Melvil Dewey Medal**
 Brian Schottlaender, Audrey Geisel University
 Librarian at the University of California, San Diego



• **Virginia Boucher-OCLC Distinguished ILL Librarian**
 Cherié Weible, Head of Interlibrary Loan and Document
 Delivery at the University of Illinois at Urbana-Champaign



• **Frederick G. Kilgour Award for Research in Library and Information Technology**
 Dr. John Willinsky, Khosla Family
 Professor of Education at Stanford University
 and Founder of the Public Knowledge Project ■

Three new ways to experience WorldCat.org

BY ANDY HAVENS

One of the goals of WorldCat.org is to support the discovery of library resources in as many data environments as possible. Getting library resources into the everyday "stream" of users' knowledge-seeking activities helps position libraries as integral parts of the information landscape. Three new WorldCat.org applications help do just that, making more library data available to more people in more ways than ever.



WorldCat Genres allows you to browse dozens of genres for thousands of titles, authors, subjects, characters, locations and more, ranked by popularity in the world's libraries. It is a joint experiment from

OCLC Research and the WorldCat.org team. Select categories include: adventure, horror, the occult, spy stories, fantasy, legends, love and romance, war stories, historical, mysteries, science fiction and westerns with dozens of other specific categories and hundreds of specific subjects. Results let you drill down further by investigating related WorldCat lists, genre-specific awards, movies and TV shows, and related imaginary characters and places, as well as real people and locations. See for yourself at: www.worldcat.org/genres/



A new **WorldCat Mobile** site lets users search libraries for books, music, movies, games and more, all from the browser of smart phones like the iPhone and Android devices. Previously, access to a mobile version of WorldCat.org was handled

specifically through iPhone and Android apps from third-party providers. While those apps are still available, this new mobile version of WorldCat.org is site-based, available from any mobile device with a compatible browser. Along with information about library materials, the mobile site provides location, contact and map data for participating libraries. Set your mobile browser to www.worldcat.org/m and give it a try yourself. ■

twitter

#Ask4Stuff is a new, Twitter-based service that returns a WorldCat search when you send a tweet with the tag #Ask4Stuff. Send the following tweet from your account:

#Ask4Stuff back to school

and you'll get a tweet back that says something like:

@OCLC A few things about back to school in #Ask4Stuff, check out <http://is.gd/eAQwy>

That link will take you to the WorldCat.org search result for "back to school." You can even localize the result to a WorldCat Local instance by including the local library name as another hash tag. For example:

#Ask4Stuff #OSU back to school

Many people use Twitter for reminders or notes to their peers. You can use Twitter to share a search with your social network and mark it with other hash tags. Or you can store the results in your Tweet stream just like bookmarks, saving a thought to work on later from another device. Try an #Ask4Stuff search from your Twitter account to see how it works for yourself.

764,448

Book titles produced by self-publishers and micro-niche publishers in the U.S. in 2009, more than doubling 2008's output

www.bowker.com/index.php/press-releases/616-bowker-reports-traditional-us-book-production-flat-in-2009



288,355

Book titles produced by traditional publishers in the U.S. in 2009, 1,374 fewer than in 2008

www.bowker.com/index.php/press-releases/616-bowker-reports-traditional-us-book-production-flat-in-2009



\$11,930,000,000

Physical music sales worldwide in 2009, down 13 percent from 2008, which was down 15 percent from 2007

www.ifpi.org/content/section_news/20100428.html

\$4,300,000,000

Digital music sales worldwide in 2009, up 10 percent from 2008 and more than 10 times the digital market value in 2004

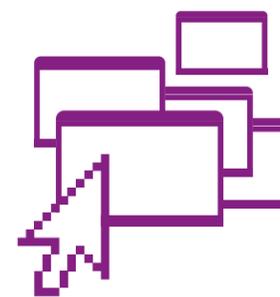
www.ifpi.org/content/section_news/20100428.html



234,000,000

Number of Web sites at the end of 2009, up 47 million from 2008

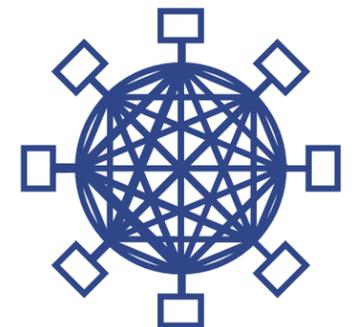
royal.pingdom.com/2010/01/22/internet-2009-in-numbers/



1,730,000,000

Internet users worldwide as of September 2009

royal.pingdom.com/2010/01/22/internet-2009-in-numbers/



82%

Percentage of Internet users who view videos online

royal.pingdom.com/2010/01/22/internet-2009-in-numbers/





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Get together with OCLC Online and in person

OCLC Events

GBV-Verbundkonferenz 2010

September 8–9, 2010

Berlin, Germany

Northwest ILL and Resource Sharing Conference

September 16–17, 2010

Portland, Oregon, USA

Illinois Library Association

September 29–30, 2010

Chicago, Illinois, USA

13th Annual LITA Forum

September 30–October 3, 2010

Atlanta, Georgia, USA

Nordic ILL Conference

October 4–6, 2010

Hanasaari, Espoo, Finland

Virginia Library Association

October 21–22, 2010

Portsmouth, Virginia, USA

CILIP LMS Suppliers Showcase

November 5, 2010

London, United Kingdom

California Library Association

November 12–15, 2010

Sacramento, California, USA

Online Information 2010

November 30–December 2, 2010

London, United Kingdom

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

www.oclc.org/news/events/

OCLC blog listings

The OCLC Cooperative Blog

community.oclc.org/cooperative/

Lorcan Dempsey's Weblog

orweblog.oclc.org

WorldCat Blog

worldcat.org/blogs

Hectic Pace

community.oclc.org/hecticpace

Hanging Together

hangingtogether.org

The Dewey Blog

ddc.typepad.com

Outgoing

outgoing.typepad.com/outgoing

BlogJunction

blog.webjunctionworks.org

A View of South America

community.oclc.org/aviewofsouthamerica/

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www.oclc.org/rss/

Become a fan of WorldCat on Facebook

www.facebook.com/pages/WorldCatorg/81565002545



Washington, D.C.
ALA Annual Conference
OCLC booth