

NextSPACE

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No. 21



From community to
technology...and back again

PART 2. The networked library



OCLC
WorldCat®

2,000,000,000

holdings and growing...

On May 4, the University of Alberta Libraries created the 2,000,000,000th holding record in WorldCat, marking a major milestone for this unique library resource. For the past 40 years, libraries like yours have worked together to build, sustain and improve WorldCat. These cooperative efforts get information seekers to the answers they need, and help other libraries be more efficient.

Congratulations to you—the OCLC community—on making this great achievement possible.

2,000,000,000 is a really big number...Some fun ways to put it in perspective:



2 billion seconds =
63.4 years



2 billion songs =
800,000 original iPods



And if you needed a catalog card drawer to represent all those items, it would stretch over 1,100 miles.





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296,430,888

Bibliographic records in WorldCat as of May 2, 2013

www.oclc.org/worldcat.en.html

25,000,000

Personal and corporate authors pages in WorldCat Identities

www.oclc.org/research/activities/idnetwork.html

1,683

Libraries that subscribe to the WorldCat Local discovery service

www.oclc.org/worldcat-local.en.html

9,205

Libraries that use WorldCat for cataloging and metadata services

www.oclc.org/services/metadata.en.html

9,929

Libraries that are members of the WorldCat resource sharing network

www.oclc.org/services/resource-sharing.en.html

8,000,000

Annual unique visitors to WorldCat.org

www.worldcat.org

1,200,000

WorldCat records freely available to the linked data community

www.oclc.org/news/releases/2012/201252.en.html

5,220

Libraries using an OCLC integrated library system

www.oclc.org/services/library-management.en.html

NEXTSPACE

www.oclc.org/nextspace

No. 21 May 2013

ISSN: 1559-0011

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Building Webscale with libraries: a progress report



We continue to make dramatic progress in our strategy of working collaboratively with libraries to build Webscale services in a cloud computing environment.

On February 26, the University of Tilburg in the Netherlands became the first library in Europe to activate OCLC WorldShare Management Services (WMS). Tilburg is a public research university with approximately 12,500 students and 1,000 academic staff. The Tilburg University Library collections include 800,000 printed volumes and access to over 20,000 electronic journals and 150 databases.

The announcement at Tilburg coincided with the February 26–27 OCLC EMEA Regional Council Meeting in Strasbourg, France, whose theme was “Dynamic data: a world of possibilities.” About 300 library professionals heard presentations on how libraries are sharing and aggregating data in the cloud. Among the speakers were Raymond Bérard, Director of ABES, France; Dr. Klaus Ceynowa, Deputy Director, Bavarian State Library, Germany; Marie-Christine Doffey, Director of the Swiss National Library; and Jean-Baptiste Michel, Fellow, Harvard University.

On March 6, I had the honor of participating in a celebration of the launch of OCLC WMS at the Criss Library at the University of Nebraska Omaha (UNO). This was the 100th implementation of WMS since it went into production in 2011. Libraries in Australia, Europe and North America are now using the service, and some 65 more will begin using it in the near future.

As we commemorate the 100th implementation of WMS at UNO, we are also celebrating our shared commitment to library cooperation around the world. Indeed, throughout its history, OCLC has been fortunate to work with leading libraries and with library leaders such as Marc van den Berg, Library Services and IT Director, at Tilburg University; Steve Shorb, Dean of Criss Library at UNO; and René Erlandson, Director, Virtual Services; at UNO.

Besides new library management services, OCLC is also moving its traditional cataloging and resource sharing services to the cloud.

Last September, we released WorldShare Metadata Collection Manager. This cloud cataloging application outputs MARC records from the WorldCat knowledge base, allowing cataloging subscribers to easily provide access to e-content for their patrons via the library discovery interface. Later this year, we will release Record Manager, which will provide efficient record-at-a-time metadata creation and editing for physical, electronic and digital items.

I am pleased to report that on March 12, we implemented the new OCLC WorldShare Interlibrary Loan service in the United States, with worldwide release to follow in June. Libraries can migrate their current resource sharing subscription to the new WorldShare ILL service between now and December 31, 2013, at which time OCLC will end access to the WorldCat Resource Sharing service.

Efficient resource sharing is at the heart of the OCLC cooperative. Since 1979, libraries have used OCLC ILL services to arrange more than 214 million interlibrary loans, involving libraries of all types, from the largest research libraries to the smallest public libraries. Working together, OCLC members have helped to transform modern scholarship. The WorldShare Platform builds on that tradition by taking resource sharing to Webscale.

Ultimately, the goal with our Webscale strategy is to bring the values of librarianship—cooperation, resource sharing and public service—to the rapidly changing digital world.

We will keep you apprised of our progress. ■

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

Jay Jordan
OCLC President and CEO

P.S. This is my last column in NextSpace before I retire on June 30. I am pleased to report that as this issue goes to press, the number of holdings in WorldCat surpassed the 2 billion mark. It is indeed astounding that the number of holdings in WorldCat has doubled in less than eight years. As I have noted before, the OCLC cooperative continues to be a grand experiment in global library cooperation, and I will always be grateful to have been afforded the signal honor to be part of that adventure.



From community to technology... and back again

Part 2: The networked library

BY ANDY HAVENS AND TOM STOREY

No fixed center

We had originally intended to title the second part of this series, “Libraries at the Center,” as it would be a discussion of networks built around libraries, in contrast to the personal networks built around individual users as discussed in part one. What we found, though, as we progressed through our research, interviews and writing was that the greatest areas for growth and success for libraries in the networked world occurred when libraries took their materials, services and expertise further away from the center of traditional library contexts. The most profound opportunities for service seemed to occur when libraries placed their resources within the networks and environments already being used and valued by their communities.

Lorcan Dempsey, Vice President, OCLC Research and Chief Strategist, refers to this model as the “inside-out” library. It’s a shift in thinking that requires:

- a willingness to engage with users in the places that library users already frequent

In part one of this series, we examined the rise of personal networks. We saw how the giants of the Web—Apple, Facebook, Google and Amazon—have succeeded largely by enabling users to create their own personal networks based on preference and need. This strategy rewards the chief difference of the Internet when compared to earlier technological innovations—that there is no center of the network.

Or, rather, there are as many centers as there are people willing to define new networks built from the resources and relationships most important to them.

In this issue, we’ll look at how an “inside-out” model for getting library resources out into users’ workflows and community spaces can succeed in a networked information environment.

Libraries should consider how their priorities and values can co-exist within the workflows and services of disparate organizations and audiences.

- the ability to adopt community goals within library contexts
- an entrepreneurial spirit, eager to experiment with many nontraditional tools in order to connect with users in new ways.

We'll look at examples of each of these requirements, and then make the case that library cooperation in key areas such as data syndication is essential to helping libraries succeed with an "inside-out" strategy.

The inside-out library

Traditionally, Lorcan points out, libraries have managed "outside-in" resources, acquiring materials from many sources and then providing them from central locations, either in physical buildings or online services. Now, however, as we noted in the first part of this series, information seekers create personal networks in which they find information based on their own individual preferences. "Access and discovery have now scaled to the level of the network: they are Webscale," Lorcan says.

"While much of the discovery focus of the library is still on destination or gateway systems which provide access to its collection, much of their users' discovery experience is in fact happening elsewhere," he continues. "These factors," he explains, "shift the discoverability challenge significantly. In addition to improving local systems, a successful strategy must make library resources discoverable in other venues and systems, in the places where users are having their discovery experiences."

Lorcan believes that there is growing interest in connecting library collections to external discovery environments in order to better release and realize the value of library investments. "There is also now a parallel interest," he says, "in making institutional resources more actively discoverable. In each case, there is a shift toward inside-out thinking, as the library thinks about promotion and visibility in external services."

This kind of inside-out thinking suggests that libraries should consider how their priorities and values can co-exist within the workflows and services of disparate organizations and audiences. That will involve working to find intersections between the work that libraries do and that of many different partners, both online and off. We'll

look at three examples of how librarians today are making that happen, and also at opportunities for more broad-based efforts to syndicate library data and services into the larger networked information environment.

Where art and libraries overlap

What do libraries have in common with the arts community? Both are often involved in local development, education and personal growth. Both provide lifelong opportunities to expand critical, cultural and intellectual skills. If that's the case, though...why don't more libraries have specific outreach programs targeted at artists and their constituents?

That was the question asked by three recent graduates of the University of Wisconsin–Madison School of Library & Information Studies. As a result, they began the "Library as Incubator Project." Its mission is to promote and facilitate creative collaboration between libraries and artists of all types, and to advocate for libraries as incubators of the arts.

While working in the university libraries, Laura Damon-Moore, co-founder and managing editor of the project, says she "...got interested in visual artists and how they use libraries for inspiration as well as information." Teaming up with classmates Erinn Batykefer and Christina Endres, the project started in January 2011 while

"Libraries can extend the assets they have to help artists better reach their goals."

Library Incubator Team



Erinn Batykefer:

Co-founder & Managing Editor



Christina Endres:

Co-founder & Contributor



Laura Damon-Moore:

Co-founder & Managing Editor

they were still in school, and went live with a website, LibraryAsIncubatorProject.org, in October 2011.

Their basic idea is to combine noncommercial assets from the art and library communities in ways that provide value back to both, and to the communities they serve. “We look at partnerships as a kind of product,” says Laura. “A way to quantify the benefits that libraries provide.”

Most communities and universities have active art communities...but often aren't served by library services designed to meet their specific needs. “In some cases, libraries already serve as important anchors for artists' work and research,” Erinn explains. “We're collecting examples of these successes so that other libraries can have some practical, actionable ideas on where to start.”

“Providing services and resources for the artistic community is a great example of network building that libraries can develop as part of their strategy,” Laura says. “Libraries can extend the assets they have to help artists better reach their goals. In many cases, that will give libraries an advocacy boost from an important segment of their community. And it can transform the ‘free’ nature of library services into something supporters associate with commercial success, too.”

By exploring the areas where the library and art worlds overlap, both can learn how to better serve their communities. As Erinn says, “Explorations like this gives libraries a way to try out new things that might be considered, initially, at the fringe of their ‘normal’ offerings. But you never know what's going to take off and become, over time, a core part of your services.”

Your users' goals are your goals

Another way to connect with other networks, whether online or out in the community, is to look past your organization's internal metrics and try to discover the goals of those you serve. Columbus Metropolitan Library CEO Pat Losinski wanted to go beyond traditional measurements of library success and consider the specific goals of the community his libraries support.

“Our vision statement focuses on community—not the library—and the impact we hope to make,” Pat says. “Our feeling is that if we take care of our community, our future will ultimately take care of itself.”

“Our vision statement focuses on community—not the library—and the impact we hope to make.”



For Columbus Metropolitan Library, adding value in the network era means connecting with parents and working with schools to get kids ready to read.

When Pat and his team began looking into how they could support the community in new ways, one area that surfaced was kindergarten readiness. They discovered that 34 percent of the children in the Columbus, Ohio area were unprepared for kindergarten, based on state KRAL (Kindergarten Readiness Assessment for Literacy) scores. That's almost double what the rest of the state's school districts experience.

“We took those numbers and we said to ourselves, ‘OK, if people tell us we are one of the best public libraries in the United States, what part of this performance does the library own?’” Pat says. “We have kids that come to story time and who participate in our summer reading program. But how do we help prepare those youngsters who aren't coming through our doors? Without the foundation at kindergarten, the lack of preparation continues to reveal itself over time—40 percent of Columbus third graders are not proficient readers, compared to 20 percent of third graders in the rest of the state.”

The customers in this equation aren't "library users," or even "students of the public schools," but young kids who need more help before interacting with those organizations. So Pat and his team created a program called Ready to Read—and none of it happens in the library.

Six teams of two are out Monday through Thursday in Ready to Read vans visiting with the parents of at-risk kids. They try to instill an understanding that they, the parents, are their kid's first teacher, not the school or the library. And, that if they don't participate in that process, their child will not be ready for kindergarten.

"I've been out with this team," Pat says. "They are fearless. They will go anywhere. They go to homeless shelters and methadone clinics and laundromats; wherever at-risk people congregate, our team is there. The first thing this program did was dispel the myth that low-income or at-risk parents don't care about their kids' performance. They care deeply. They just don't have the right information or tools to take the first step."

Parents receive three board books, alphabet sponge letters for their child's bath time, and other tools to help kids begin to have some exposure to early literacy.

"Some of the stories that you see are actually pretty chilling," Pat says. "You hand a book to a child and they hold it upside down and you realize that they've never had

a book in their home and never held a book. No awareness of letters. No awareness of sounds or rhyming, very simple tests. And this I always say is not a school issue. It is a community issue."

By reaching into the education network a little more deeply, Pat and his team have redefined the library's value proposition, moving the emphasis away from the traditional output measures of library usage to community-based impact and outcomes. "People are less and less impressed with me telling them that 15 million items were checked out of the library. I think a more important and compelling story is how many of those books were read, how many of them were applied, how many of them changed a life for the better, and actually did some good in the community."

“The first thing this program did was dispel the myth that low-income or at-risk parents don't care about their kids performance. They care deeply.”

In the three-year period the Columbus Metropolitan Library has been running the Ready to Read program:

The Ready to Read team has reached more than

26,000

parents of pre-k kids

About

8,000

of these parents have been issued library cards

1/2

of the library cards that have been issued have been used at a branch to check out children's materials

Approximately

60%

of the parents surveyed tell the library that they read to the kids every day

The most promising outcome, however, is the KRAL scores.

"In some surveying of the children, we're seeing a 2–3 percent increase, in KRAL scores, which may not sound like a great deal, but if we can get 2–3 percent a year for five years, we're talking about a 10–15 percent swing, which would be pretty significant in terms of what we're trying to accomplish," Pat says.

Any tool, anytime

The Music Library and Sound Recordings Archives at Bowling Green State University is always looking for new ways to feature its rich collection of pop music, both with its own students, and outside the university. For several years, a dedicated team of five librarians have used blogs and social networking sites—Facebook, Twitter, Tumblr, GooglePlus, Flickr—to place their resources and expertise in networks valued by their community. The latest tool? Pinterest, a photo-sharing website where users pin or re-pin images on pinboards in theme-based collections. Launched in March 2010, Pinterest hit 10 million monthly unique visitors faster than any other social networking site and by February 2013 had 48.7 million users.

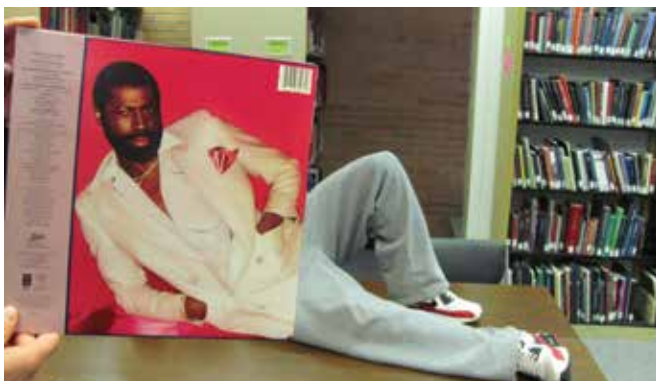
While all of these social networks are useful for extending the library's reach, Pinterest gave the team the visual impact they were looking for to highlight the largest collection of popular music and historic sound equipment in an academic library in North America—nearly 1 million recordings, album covers, posters, songbooks, turntables, amplifiers and more.

“Our collection is very visual but we have closed stacks so people can't physically browse it,” says Susannah Cleveland, the library's director. “When we saw Pinterest

we knew this would be the perfect way to organize and present our collection to the public and connect with virtual users. It gave us a way to create a flashy, visual gallery with a compelling browse experience so people could see what is really cool in the collection. And it's fun!”

Susannah, Liz Tousey, the library's social media architect, and their team work with students to create 'sleevefacings,' a process where a person places an album cover in front of his or her face for a photo to go on the library's Pinterest board. Using students opens up relationship with them and makes librarians more approachable, Susannah says. “So many students come and go for months on end, using our library as a study space. This has helped us break down barriers. Once we interact with them in such a fun way, they see us as less serious and more casual and informal.”

Like the Library as Incubator Project does with art, the Bowling Green program helps the library expand its reach outside the library to intersect and interact with other people's networks. Their efforts have been noted by *Wired*, *Library Journal* and other “sleevefacing” pages. “Pinterest has raised our profile and made the Bowling Green name a little more familiar to some people in circles outside of our most local ones. Anytime someone at *Wired* is talking about your collection, I think you have a win,” says Susannah.



“It gave us a way to create a flashy, visual gallery with a compelling browse experience so people could see what is really cool in the collection. And it's fun!”

“While any library, no matter how small, can easily have a presence on the Web, that doesn’t mean that they can easily be found in the online networks their users create and rely on for information.”



Exploring—and erasing—online boundaries

There are, as we’ve seen, a variety of ways for libraries to interact with the networks that users and communities utilize and create. But on today’s Web...is that enough?

“While any library, no matter how small, can easily have a presence on the Web,” says Chip Nilges, OCLC Vice President, Business Development, “that doesn’t mean that they can easily be found in the online networks their users create and rely on for information. Frequently,” he continues, “those networks are built around major network services that serve hundreds, thousands, even millions of times more people than any library. In which case, while libraries are often local hubs for information and study, online they compete with truly massive, global providers.”

Any single library is going to have a hard time competing with Web giants like Google and Facebook for attention online. Even when connecting to a local audience, the “gravity” of those services is much stronger than what most local organizations—of any kind—can hope to muster. But to turn their resources “inside out,” as Lorcan Dempsey suggests, and get attention on the wider Web, libraries can find ways to connect their services to those with much larger audiences. And one strategy for accomplishing that kind of task has been around for almost a century: syndication.

Historically, we’re most accustomed to hearing about how syndication helps deliver media—like music—to large audiences, using a distribution technology like radio. The term is also associated, of course, with other media such as newspapers, magazines and TV shows. In every case, though, it involves taking content that has been created for a central audience and getting it out to more people, often in widely diverse audiences. In the case of radio, this meant taking expensive content developed for large stations and “syndicating” it to a network of smaller, local stations that then went on to deliver it to their local audiences.

This method has also been very successful on the Web. Amazon, for example, sells products—content—to consumers directly through its Amazon.com website. But it also provides resources for people to build their own stores with the Amazon Associates program. Amazon, as the hub in these relationships, syndicates both services (e-commerce applications and features) and content (books, music, etc.). Associates act as nodes on this network, selling both Amazon content and their own materials to more specific customer bases. By some reports, 40 percent of Amazon’s sales happen through associates.

Whether through traditional media networks or online, diverse audiences can access resources that would otherwise have been too expensive or hard to find. And local affiliates can improve community relationships by acting on their behalf within these larger networks.

“WorldCat,” Chip points out, “is a good model of how library cooperation can create opportunities for syndication.” He points out that the technology may have changed in the last 40 years—going from magnetic tapes and dedicated data lines to cloud services—but the fundamentals haven’t.

“Libraries start by registering their data in WorldCat via cataloging,” he explains. “When enough libraries do that, you have a significant aggregation that isn’t just useful to the libraries themselves for activities like copy cataloging and resources sharing—but to ‘edge’ partners like publishers, search engines and other Web service providers.”

It’s this combined data—many libraries registering and aggregating their resources in one place—that then makes syndication within larger network hubs possible. “22,000 members have aggregated data within WorldCat in one way or another,” Chip continues. “Together, they provide a hub for 290 million records and information to access more than a billion electronic items and 2 billion holdings.”

By aggregating shared library data and then syndicating it through other network hubs, each library can get its resources out into the wider information environment. “This kind of cooperation, aggregation and syndication,” Chip concludes, “can soften gravitational borders and help users find their way back to libraries. Last year, for example, WorldCat was able to deliver more than 231 million clicks back to libraries from various syndication partners on the Web like Google, Goodreads and EasyBib.”

Local efforts, global reach

As libraries seek to create, nurture and improve networks that add value to their users’ information-seeking activities, it may be that two sets of strategies are needed to move forward. Local efforts—such as those championed by the Library as Incubator project and Columbus Metropolitan Library—can literally take a library’s message and physical materials and services to the streets. This creates opportunities to understand users’ needs more fully, establishing local networks that align library metrics with those of the community.

But, as Lorcan Dempsey points out, more of our search behaviors are moving online and diversifying. Cooperative strategies like syndication can help groups of libraries expand their traditional boundaries and interact with online networks in ways that no single location can.

Laura Damon-Moore sums it up nicely: “Many artists and art programs now have both local followers and fans all over the world. Libraries can help them network and succeed online as well as in local classes and galleries. That’s a big win for our communities at the street level, and online.” ■

“This kind of cooperation, aggregation and syndication can soften gravitational borders and help users find their way back to libraries.”



Little Free Library connects local and global communities throughout 36 countries

BY SARA MUDD

Humble beginnings



When Todd Bol started the Little Free Library in 2009, he built what was essentially an oversized mailbox or birdhouse, in memory of his mother's life and her love of reading. "The concept was simple: take a book, return a book. It immediately sparked something in everyone who passed by. It seemed to stimulate and fulfill an intrinsic

need to connect with each other in an authentic way," says Todd, Founder and Executive Director of Little Free Library. "From there, the idea just took off."

Little Free Libraries (LFLs) provide neighbors a way to share their love of reading, develop interests and share their passions across all demographics. "LFLs complement public libraries' missions by energizing the conversation from within the neighborhoods. Oftentimes, stewards of LFLs post information about upcoming programs hosted by the local library, such as important health information and free screening opportunities."

The organization estimates that there are between 6,000 and 7,000 LFLs across 36 countries. Ghana alone now has more than 40, and at least 1,650,000 books have been donated and borrowed since January 2010.

Leveraging partnerships to connect local and global communities

With the widespread grassroots movement under way, which Todd attributes to the organization's inclusive and scalable approach, his focus is turning toward initiatives and partnerships that will have biggest impact, such as:

- **Endow a Library in a Small Town:** In the U.S. alone, there are approximately 11,000+ rural communities that don't currently have public libraries. This program matches sponsors and underwriters with these communities to get books into the hands of their residents.



A girl borrows books from a LFL in Ghana.

- **Books for Africa:** In Hudson, Wisconsin, Hudson High School students are building 12 LFLs in shop class, then art students are painting them and media classes are filming and documenting the process. LFL identifies sponsors to ship the LFLs and books to Africa. Once they arrive, local Rotary Clubs help deliver and install them. An extension of this program is the Good Global Neighbors program, where the students in the U.S. and Africa become pen pals, start book clubs and share their creative writing—all centered around LFLs.
- **Going to School:** This new partnership with Going to School, an organization that provides entrepreneurial-based story books to 1,000 schools in India, will bring LFLs to all of those classrooms.

Connecting little free libraries to libraries

How are libraries, schools and citizens playing a crucial role in this movement? The Minneapolis School District, LFL and local sponsors are facilitating the placement and financial commitment of 100 LFLs throughout North Minneapolis, Minnesota.

"The Minneapolis School brings LFLs to neighborhoods that have often missed the joy of books. In addition to passing on their love of reading to future generations, many people are using LFLs to pay tribute to those who have gone before. Every library I've built has a little piece of me and my heritage in it—often decorated with horseshoes from my father's collection," says Todd.

As libraries look for ways to connect with communities and readers, the ability for anyone to take ownership of their own small, hyper-local library—and see how it connects to thousands of others worldwide—can be a powerful tool for library advocacy. LFL was just awarded an Innovations in Reading Prize by the National Book Foundation. ■

For more information, visit

www.littlefreelibrary.org.



EMEA Regional Council Meeting connects members to the latest in library data research

The 2013 OCLC EMEA Regional Council Meeting was the product of the EMEA Regional Council Executive Committee, chaired this year by Anja Smit, Library Director, Utrecht University. The committee developed the two-day event, which combined the business of membership with compelling keynotes on topics of interest to the community. Attendees explored opportunities that data aggregations present under the theme “Dynamic Data: A world of possibilities.” The Committee was pleased to announce that attendance had doubled to some 300 attendees from 28 countries since the first meeting in Leiden three years ago.

Mining the gems of the library world

Roy Tennant, Senior Program Officer, OCLC Research, discussed insights from his research on mining WorldCat’s 290 million records. A list of the most widely held works in libraries around the world points to significant cultural influences and how they are distributed. He discussed the shift from “cataloguing” to “catalinking,” with the growing influence of Linked Data. “Instead of having all the data in the record,” said Roy, “you have linkages out to these authority sources, and you can pull data in, process it, index it, but you do not manufacture it.” He shared the video, “Cataloging Unchained,” which shows how Linked Data can make library data work harder. “We believe that widespread collaboration is absolutely essential,” said Roy. “We’re moving into a whole new world now; we have the tools to do widespread collaboration well, but we also have the imperative to do it well.”

Mining insights from 50 million books

In the opening keynote, Harvard Fellow Jean-Baptiste Michel spoke about his research with collaborator Erez Lieberman Aiden. He began by comparing two cartoons, one from 100 years ago, to show that the verb conjugation ‘burnt’ has gradually regularized to ‘burned’ over the past century. By consulting two grammar textbooks, they concluded that over time, very important verbs remain irregular, but infrequently used verbs tend to become regular. “The more a verb is used, the more it’s protected against change,” said Jean-Baptiste.

Having used only two books to uncover something new about how language evolves, they asked Google for access to all the books it has digitized, which resulted in a databank of “50 million books, 12 percent of all books ever written anywhere—a huge chunk of human culture.” They slimmed the dataset down to 5 million—those with annotated publication dates and attributed authors—and extracted ‘n-grams,’ chunks of words and phrases, counting the occurrences of each in books published between 1500 and 2008. The data is available at books.google.com/ngrams.

“Although the telephone was invented in 1848,” said Jean-Baptiste, “several years elapsed before the word started to appear in books. By 1895, when the radio was invented, that time lag had reduced to two years.”

“The Web is the system,” said Titia Van der Werf, Senior Program Officer at OCLC Research. “The Web is where our users are.” She emphasised, “The paths users choose yield powerful usage data that we can mine to better understand their behaviour and meet their needs. So we should not try to attract our users back to our own systems. No, we need to be a bigger part of the system itself.”

He noted that the word 'sustainable' did not appear until the late 20th century, and used the openly available xkcd tool to show that if usage continued to increase at its current rate, by 2061 it would be the only word in use in the English language. “It’s an instrument to help prove or disprove historical debates,” said Jean-Baptiste, who is now extending the data to include newspapers, in his quest to cover cultural history from as many perspectives as possible. “Libraries and text repositories are at the front lines of a real revolution in the social sciences and humanities, which changes the way we’re approaching questions about the human experience.”

Libraries in the vanguard of the Linked Data revolution

OCLC’s Technology Evangelist, Richard Wallis, began his presentation, “For any Linked Data representation, you start with an identifier. The URL uniquely identifies that resource in any dataset. We can then interrogate that identifier to find out more about the resource.” In a Linked Data world, multiple datasets covering similar areas can happily coexist; meaningful interlinking denotes relationships and disambiguates entities with identical names. Wallis added that all WorldCat records now have embedded linked data.

Silver Oliver, Information Architect, told the audience about the BBC’s adoption of Linked Data. The real starting point was the Programmes Project, which established a Web page for every programme broadcast, generating the URL identifiers that underpin Linked Data developments. “People started to realise that they could point to them, talk about them, share them and link to them from both inside and outside the organisation,” said Silver. This has led to surprisingly pre-Google patterns of navigation, where “people arrive at one page and navigate to the areas that they’re interested in, starting their journeys from within the site.”

Markus Geipel from the German National Library vocalized how radical the Linked Data approach is. “We are witnessing a paradigm shift,” he said. “To apply metadata to knowledge today, we connect entities together to form a web of knowledge.”

The Web is where our users are

Klaus Ceynowa shared the latest location-based services from the Bavarian State Library. He started with Treasures of the Bavarian Library application (see a video preview at <http://tinyurl.com/bavarian-library>), which provides mobile access to 50 medieval manuscripts. The Library has combined its content with augmented reality browsers and similarity-based image searching to deliver an app that accesses historical images of buildings that previously stood where users are currently located. “Content is king, and librarians have the content,” said Klaus, “but context is queen, and we must focus the delivery of content to the contexts in which our users find themselves.” Klaus’ presentation brought the OCLC EMEA Regional Council Meeting to a close. ■



The fourth annual EMEA Regional Council Meeting took place 26-27 February 2013 in Strasbourg, France.

Supporting the work of libraries and the global community we serve

The OCLC cooperative is investing in three programs that advance the work of librarians and libraries as well as the ideals of librarianship.

Championing UK libraries online

Bookmark Your Library is a new program aimed at boosting visibility and usage of public library resources and services in the UK. The goal is to promote public library services online, and make them accessible via a single digital presence at www.bookmarkyourlibrary.org.uk.

Bookmark Your Library is home to FABLibraries, the UK's only public library national catalogue, which is based on the holdings of UnityUK subscribers. The website is a collaborative effort between OCLC and several leading library organisations in the UK.

Janene Cox, President of the Society of Chief Librarians, affirms its support for the initiative and discussed how Bookmark Your Library is aligned with its National Digital Promise for public libraries in Wales, England and Northern Ireland. "It is essential that all public library authorities deliver digital services alongside traditional ones," she says. "These services should be accessible to all regardless of ability. As part of our Digital Promise, we have worked with OCLC to define Bookmark Your Library, which gives libraries a 24/7 virtual presence and people a website for common access to local and national digital services."

For more information, visit

www.bookmarkyourlibrary.org.uk

"It is essential that all public library authorities deliver digital services alongside traditional ones. These services should be accessible to all regardless of ability."

- Janene Cox

Partners in advocacy

Advocacy programs often seek to provide a direct and explicit link between the work of libraries and specific community or personal goals. That's a key part of helping spread the word about the important work libraries do. Equally important, however, is the more subtle and indirect effect of connecting libraries to other services and resources that serve similar audiences.



"The goal of our partner program is to get libraries out in front of as many people in as many ways as possible," explains Chip Nilges, OCLC Vice President of Business Development. "When that happens within the context of how people are already getting work done, it provides a win for libraries as well as users."

"There are a variety of organizations that really value the work of libraries and want to connect with their users," adds Cindy Cunningham, OCLC Director of Partner Programs. "Publishers, search and geotagging services, review sites, educational software providers, author organizations...they already have a vested interest in reaching library audiences. Because OCLC members work together on cooperative data and services, we can help make that happen much more easily than any one library working alone."



“With one easy step, any library can increase its presence on the Web and help people find them both online and off.”

“The more that libraries are represented in mainstream information services,” Chip concludes, “the more opportunities there will be to influence outcomes in ways that harmonize with the profession’s values. That’s a kind of advocacy that can make a real-world difference to our communities every day.”

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

New program helps shine a light on any library

For years, OCLC has used and improved publicly available information from a variety of resources to prepopulate library location and contact information within a variety of services. The Library Spotlight program takes this a step further, allowing any library to add, edit and update information in a central resource.

“With one easy step,” says Jeff Penka, OCLC End-User Services Portfolio Director and project lead, “any library can increase its presence on the Web and help people find it both online and off. Registering with the Library Spotlight program connects information seekers to libraries with a variety of online services. It’s a centralized resource for global library information that easily plugs into Web searches, directories, discovery services and libraries’ own websites.”

Currently, the service allows libraries to provide information about locations, hours of operation, contact information, key Web links, highlighted local and special collections and photos. “Over time,” Jeff comments, “we’ll add more types of information to the service, as we hear back from libraries about what they think would be most useful and engaging.”

Library information from the program will be visible to the millions of people who use WorldCat.org every month through the “Find a Library” feature. A custom, mobile-optimized link also lets libraries easily publish information to smartphones and other mobile devices. And partnerships with other online services such as Yelp help people find library resources through the online sites they already use the most. ■

For more information, visit
www.worldcat.org/spotlight

“There are a variety of organizations that really value the work of libraries and want to connect with their users.”

The OCLC/ALISE Library & Information Science Research Grant Program: 25+ years of cutting-edge library sciences research



Every year, OCLC Research and the Association for Library and Information Science Education (ALISE) collaborate to offer the Library and Information Science Research Grant Program (LISRGP). The goal of the program is to promote independent research that helps librarians integrate new technologies and contributes to a better understanding of the information environment, including user expectations and behaviors. Since the call for proposals for 2014 grants is already out, we wanted to get some background on the program from Lynn Silipigni Connaway, Ph.D., OCLC Senior Research Scientist.

Andy Havens (NextSpace Managing Editor): The first LISRGP grant was awarded back in 1986. What has kept the program alive and successful for so many years?

Lynn Silipigni Connaway: Well, if you look back at the grants awarded in those first few years, you'll find topics that have had real impact and resonance over the past three decades. Grants in the 80s funded research addressing automatic cataloging, name authorities, perceptions of bibliographic data, cluster-based searching, procedures for linking database references in online resources...the list goes on.

AH: So this was "blue sky" research that then had real-world applications?

LSC: Oh, yes. If you go back and scan through the subjects of the research over 25+ years, it's hard not to remember that some of these topics were, at that time, almost science fiction. Today, the topics are very familiar to us.

AH: To what do you attribute the success of the program?

LSC: I think it's partly because of our focus. We're really trying to encourage and support research investigating how new technologies are being integrated into areas of library competence. So that presents opportunities to do some open-ended research, but with tools and services that libraries can actually use, or are already using.

AH: Has the program changed much since the early days?

LSC: From 1985 through 1987, OCLC funded 26 projects and provided OCLC dedicated terminals or OCLC M300 or M310 workstations, with minimal actual dollars for research. The biggest change was that starting in 1999, OCLC and ALISE decided to partner to expand and strengthen OCLC's program. From 1988 to 2002, a maximum amount of \$10,000 per project was available. After the ALISE partnership really got up and running, we've been able to fund three research projects annually, up to \$15,000 per project.



AH: That's "the what" of the program. How about "the who?"

LSC: A total of 120 projects have been funded since 1985 and the list of researchers who have received the grant funding really looks like a "who's who" of library and information science. The names include Nicholas Belkin, Lois Mai Chan, Karen M. Drabenstott, F.W. Lancaster, Liz D. Liddy, Charles McClure, Gerard Salton, Debora Shaw, Ben Shneiderman, Linda Smith, Elaine Svenonius and Arlene Taylor. If you look at the list of researchers and projects funded on the grant's Web page, I can almost guarantee you'll find people you know or have heard speak.

AH: And for today's research rock stars...what's the process for application?

LSC: Researchers submit grant proposals to a competitive review process, following published guidelines. Projects need to be completed within a 12-month period. Grant recipients also are required to present an overview of their project at the ALISE annual meeting, and to submit a final report to OCLC.

AH: Are there any conditions on who can apply?

LSC: Full-time academic faculty, or equivalent, in schools of library and information science are eligible. Proposals from faculty located in schools from any country are welcome and collaborative projects are encouraged.

AH: Any tips for people putting together applications?

LSC: We tend to give priority to research proposals related to the OCLC Research work agenda topics: Advancing the Research Mission, Mobilizing Unique Materials, Metadata Management, Infrastructure and Standards Support, System-wide Organization and User Behavior Studies & Synthesis. And many projects utilizing the data available through OCLC, such as the Dewey Decimal Classification, WorldCat MARC records and library holdings data have been funded.



AH: Have the topics changed much over the years?

LSC: While the topical categories have remained fairly stable, the specific questions explored and methodologies used have changed. For example, projects funded in recent years include traditional topics like machine translation, health information behaviors and reference competencies. But the approaches taken recently often involve some aspect of social media or the "social Web" more broadly construed.

AH: What kinds of results can you attribute to the research done?

LSC: That's been very satisfying for us to see. The results of the research have contributed to the design of user-centered services and to the development of bibliographic formats and standards.

AH: Thanks, Lynn. Is there anything else you'd like to add?

LSC: I'd simply encourage anyone interested to learn more and apply. The deadline is September 15, 2013, and I'm really looking forward to seeing how researchers will continue to address the challenges and opportunities for libraries and archives. ■

A more detailed description of the grants program, including links to the current call for proposals and a list of all grants awarded, is at www.oclc.org/research/grants.html.

“We're really trying to encourage and support research investigating how new technologies are being integrated into areas of library competence.”



WorldShare Update

OCLC WorldShare Management Services growing around the world, now live in more than 100 libraries

OCLC WorldShare Management Services (WMS) recently reached a significant milestone, the 100th live implementation. Plus, more than 75 additional libraries on three continents—Australia, Europe and North America—are now in contract to implement WMS. This growth enhances network effects for libraries that join this cloud-based cooperative endeavor that launched for general release in July 2011.

On March 6, the University of Nebraska Omaha’s Criss Library was recognized as the 100th library to implement WorldShare Management Services. OCLC President and CEO Jay Jordan and other OCLC staff joined the library’s staff to celebrate that day.

“We wanted a library management system that was cutting edge,” said Steve Shorb, Dean of the Criss Library at the University of Nebraska Omaha. “Moving to WorldShare Management Services is going to allow us to keep pace with current and emerging trends in technology and take full advantage of new developments and applications created specifically for libraries as they become available.”

According to Rene Erlandson, Director of Virtual Services at the Criss Library, flexibility was key in the decision to implement WorldShare Management Services. “We wanted a more full-featured ILS, and WMS gives us the flexibility and features that will help us continue to grow and add new services as they are developed within the community.”

OCLC WorldShare Management Services offer a new approach to managing library workflows cooperatively, including integrated acquisitions, cataloging, circulation, patron administration, resource sharing and e-resource management.

OCLC WorldShare services and applications eliminate traditional operational silos and deliver new efficiencies in library management, freeing libraries from the restrictions of local hardware and software to provide more time to focus on serving users and communities.

Just days before the Nebraska celebration, Tilburg University in Tilburg, Netherlands, became the first library in Europe to turn on WMS functionality for its users. Tilburg (TiU) is a major public research university with approximately 12,500 students.

“TiU and OCLC worked successfully together in an intensive period of cooperation,” said Marc van den Berg, Library Services and IT Director at Tilburg University. “We are now starting to feel at home in this cloud-based world and believe that these services will steadily grow and improve, as other university libraries follow our lead and switch to WorldShare Management Services.”

WMS is gaining momentum elsewhere in Europe as well. In addition to Tilburg University, libraries in Spain, France and the United Kingdom will implement WorldShare Management Services as their sole library management solution in 2013.

Eric van Lubeek, Managing Director of OCLC EMEA, saluted Tilburg as a pioneer. “We are indebted to TiU for their commitment to this project. Libraries that have chosen to work with WorldShare Management Services are entering a new world of library cooperation ‘in the cloud.’ This will create network effects that will benefit all participating libraries exponentially. We are delighted that TiU has blazed a trail in Europe for this type of cooperation.”

Thousands of miles away, libraries in Australia are migrating to WorldShare Management Services. Chris Thewlis, OCLC Regional Manager for Australia, reported that 12 libraries are now in live production with WMS, and two others are in the implementation stage. WMS already serves a range of libraries in Australia, with the 12 active sites comprising a mix of public, school, special and academic libraries.

Susie Thorpe, WMS Product Manager in Australia, noted that 10 of the active WMS sites migrated from OCLC’s Amlib library management system and four are migrating from other systems. She said the reaction to WMS has been very positive, and library staff are also eager to take advantage of future WMS capabilities.

“We are now starting to feel at home in this cloud-based world and believe that these services will steadily grow and improve, as other university libraries follow our lead and switch to WorldShare Management Services.”

Continued transformative change for libraries

OCLC’s cataloging and interlibrary loan services will undergo major change during the next few years to support the evolving needs of libraries. This transformation will provide new and expanded functionality to OCLC members. It will also advance OCLC’s strategy to collaboratively build Webscale with libraries.

OCLC WorldShare Interlibrary Loan is replacing WorldCat Resource Sharing in 2013, and became officially available in March to U.S. libraries. The new service will be available in June for libraries outside the U.S. Libraries that subscribe to WorldCat Resource Sharing have until December 31, 2013 to move to WorldShare Interlibrary Loan, allowing each library the autonomy to choose a preferred migration timeframe.

WorldShare ILL is included at no additional charge in existing OCLC resource sharing subscriptions.

WorldShare ILL goes beyond traditional interlibrary loan, integrating discovery and delivery of electronic, digital and print materials within a single interface. It also supports evolving workflow changes in libraries, such as the option to purchase needed items rather than borrow them. The service centralizes workflows now managed in multiple systems, and will provide new functionality that speeds fulfillment of interlibrary loan requests and saves time for library staff and library users.

More information about new features and capabilities, the migration timeline, how to prepare and what to expect, is available at: www.oclc.org/en-US/migrate-worldshare-ill.html.

The move to Webscale for OCLC Cataloging is also well under way. In September 2012, OCLC introduced OCLC WorldShare Metadata Collection Manager. With this tool, library staff define and configure print, digital and electronic collections in one place, and automatically receive initial and updated customized WorldCat MARC records for all titles from one source. This gives users access to the titles and content from within the local library catalog or other discovery interface.



In March 2013, OCLC asked the WorldShare Management Services community to contribute videos to help celebrate 100 libraries live on WMS. Nearly 40 WMS libraries took part by submitting videos, including staff pictured above from the Criss Library at the University of Nebraska Omaha. The compilation video takes those individual efforts and, like WMS, helps make them into something “greater than the sum of their parts.” The video can be viewed at youtu.be/HHp3_HzpHIQ.

Coming later in 2013:

- Record Manager features will complement Collection Manager. These new functions will provide catalogers with tools to more efficiently describe unique items, including licensed, digital and physical materials.
- New Web services for developers in the cataloging community. These services will provide support for adding new WorldCat master records and enriching those that already exist. They will also support WorldCat holdings maintenance, local holdings records and customized bibliographic data.

These new and future capabilities will provide complete metadata management for resources across multiple formats. The functionality will be available to all OCLC Cataloging subscribers and will be integrated with OCLC WorldShare Management Services components, including acquisitions and circulation. In addition, the new WorldShare Metadata functionality will work well with traditional integrated library systems. ■

For more ongoing updates, visit

www.oclc.org/worldshare/webscale.en.html

New partnerships: ProQuest, Gale, FamilySearch and DOGObooks

ProQuest and OCLC are launching a far-reaching data exchange program that will enhance the library discovery experience for users of OCLC's WorldCat Local service, ProQuest's Summon service, the full text of ProQuest Central and ebrary e-books. Once the data exchange is completed, libraries that subscribe to both WorldCat Local and ProQuest Central or that own any ebrary content will be able to discover ProQuest records and access associated content through the WorldCat Local interface. ■

For more information, visit

www.oclc.org/news/releases/2013/201311.en.html

OCLC and Gale have agreed to make all Gale databases and archives fully discoverable through WorldCat Local. The agreement also includes exploration of broadened discoverability of Gale collections through other applications available through the OCLC WorldShare Platform. ■

For more information, visit

www.oclc.org/news/releases/2013/20133.en.html

OCLC and FamilySearch International have a new partnership. OCLC will incorporate data from FamilySearch's catalog of genealogical materials into WorldCat, and FamilySearch will use OCLC cataloging services to continue to catalog its collections in WorldCat. ■

For more information, visit

www.oclc.org/news/releases/2013/20135.en.html

DOGObooks.com, the leading website for book reviews by children, is partnering with OCLC to connect children to resources in libraries through WorldCat. ■

For more information, visit

www.oclc.org/news/releases/2013/20138.en.html

Support for shared print programs now available



The new OCLC Shared Print Management Program is designed to help libraries register shared print collections holdings in WorldCat so that they can collaborate closely to more efficiently manage and share these collections.

A growing number of regional efforts are under way to consolidate and preserve print collections among multiple libraries in response to the widespread availability of digital resources and increasing pressure for space in campus library buildings.

OCLC's Shared Print Management Program grows out of the OCLC Print Archives Disclosure Pilot Project, which concluded in March 2012. Participants in the project, including several major U.S. research libraries, developed Print Archives Metadata Guidelines to provide libraries with a standards-based approach to registering and sharing print preservation commitments. Over the course of the pilot, participants tested the implementation of these guidelines by registering print archiving commitments in WorldCat and documenting their impact on local cataloging and resource sharing workflows. To date, several thousand print archiving commitments have been registered in WorldCat. If you are interested in partnering, send a message to sharedprint@oclc.org. ■

For more information, visit

www.oclc.org/services/projects/shared-print-management.en.html

Michael Panzer new DDC editor-in-chief

The 10th Editor-in-Chief of the Dewey Decimal Classification System (DDC), Michael is also the first from outside the United States. He replaces Joan S. Mitchell, who has retired after serving with distinction in the position since 1993.

Michael joined OCLC in May 2007 as Global Product Manager of Taxonomy Services, and was appointed Assistant Editor of the DDC in March 2009. From 2002 to 2005, he headed the technical team that translated Dewey into German. He was the first member of a Dewey translation team to be appointed Assistant Editor. Michael served on the W3C Library Linked Data Incubator Group and is currently a member of the W3C Provenance Working Group. ■

For more information, visit

www.oclc.org/news/releases/2013/20134.en.html

RLUK and OCLC pilot new solution for electronic resource metadata management

OCLC is working with several members of RLUK (Research Libraries UK) to pilot WorldShare Metadata Collection Manager, a new service that brings improvements to the way libraries manage electronic resources and provide access to these valuable collections. The pilot will last six months and will help hone the new service, ensuring it accommodates any regional nuances before general release.

Powered by the WorldCat knowledge base, OCLC WorldShare Metadata Collection Manager delivers WorldCat MARC records for electronic materials automatically to libraries and ensures the metadata and access URLs for these collections are continually updated, significantly streamlining the processes of managing e-resources. A number of libraries in North America have already worked with OCLC to test WorldShare Metadata Collection Manager. ■

For more information, visit

www.oclc.org/en-UK/news/releases/2013/20139.html

Scannx, iVina and Image Access to use Article Exchange API



Three providers of document capture and document delivery services are now working with OCLC to more efficiently deliver the full text of articles to information seekers. Scannx, iVina and Image Access will take advantage of an API created for OCLC's Article Exchange service. ■

For more information, visit

www.oclc.org/resource-sharing/features/articleexchange.en.html

www.scannx.com/902.html

www.ivina.com

www.imageaccess.com

Grant for WebJunction

OCLC's WebJunction has received a grant from the Paul G. Allen Family Foundation to explore how evolutions in physical space and resources in public libraries can help connect people with local and global communities. This project builds on the understanding that libraries are community hubs that encourage information access, collaboration and content creation. The work will focus on libraries in Washington state; findings and resources will be publicized broadly through webinars and resource guides. ■



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OCLC blog listings

The OCLC Cooperative Blog
community.oclc.org/cooperative/

Lorcan Dempsey's Weblog
orweblog.oclc.org

Hectic Pace
community.oclc.org/hecticpace

Hanging Together
hangingtogether.org

025.431: The Dewey Blog
ddc.typepad.com

Outgoing
outgoing.typepad.com/outgoing

BlogJunction
blog.webjunctionworks.org

A View of South America
community.oclc.org/aviewofsouthamerica/

QuestionPoint:
24/7 reference services
Questionpoint.blogs.com

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OCLC events

Special Libraries Association
San Diego, California, USA
June 9–11, 2013

ACURIL
San Juan, Puerto Rico
June 9–14, 2013

WorldShare Management Services demonstration: Circulation and discovery Webinar
June 18, 2013

American Library Association Annual Conference
Chicago, Illinois, USA
June 27–July 2, 2013

IFLA World Library and Informational Congress Singapore
August 17–23, 2013

Check the OCLC website for upcoming conferences and events:
www.oclc.org/events.html