

WHAT KEEPS YOU UP AT NIGHT?

6 LIBRARIANS
4 COUNTRIES
3 GENERATIONS
1 CONVERSATION



486

Languages in WorldCat

18,141,088

E-book records in WorldCat

56,485,707

Local holdings records in WorldCat

18,965,225

Print and digital dissertations and theses in WorldCat

2,084,064,810

Location listings in WorldCat

308,443,545

Bibliographic records in WorldCat

120,367,280

Page views of WorldCat.org records in FY13

47,097,655

Unique visitors to WorldCat.org in FY13

<http://www.oclc.org/worldcat.en.html>
<http://www.worldcat.org/>

Statistics as of 22 November 2013
FY13 is 1 July 2012–30 June 2013

NeXT

SPACE

www.oclc.org/nextspace

No. 22 December 2013
ISSN: 1559-0011

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Cooperation on all scales



It seems particularly appropriate to me that the cover story for this issue of *NextSpace*—my first as President and CEO of OCLC—revolves around a question: “What keeps you up at night?” In my first few months at OCLC, asking questions has been a major focus of my time. Because while

watching broad industry trends is helpful, of course, it's just as important to step back and look at the community, one institution, one library, one person at a time.

As our writers worked with the librarians featured here, two themes came up repeatedly: customer service and cooperation. Whether discussing new technology in Nigerian libraries, demographics in rural Idaho or government relations in the U.K., all of our librarians identified the need to increase their focus on customer service. To quote Megan McGlynn, Access Services Librarian at the University of Michigan (U.S.), “We want to give our users the materials they need, in the formats they want, at lightning speeds.” A simply stated goal—but one that requires ongoing attention and reassessment as new technology and media become available.

How to achieve real customer-focused impact in a world of increased demands and funding challenges? The answer is also reflected in our interviewees' responses: cooperation. David N. Ofili, Web and Pharmacy Librarian at the University of Benin in Nigeria told us, “Collaboration is a cherished opportunity for my library. If sharing resources and services can reduce cost today, then, a way has been paved for cost reduction in the future.” Maria Luisa Arenas Franco, the retired Library Director for Pontificia Universidad Catolica in Santiago, Chile, echoed that thought, saying, “Introducing and supporting new services will require sharing information, expertise, training, bibliographical resources, new IT

developments, good practices and metadata management on all scales.”

Sharing between libraries “on all scales” isn't always easy. There are technical, legal, logistical and even cultural challenges to overcome. Gretchen Caserotti, Library Director for the Meridian Library District in Meridian, Idaho, U.S., reminds us, that cooperation extends beyond the doors of libraries: “[having] someone from the library be at the table when a problem is addressed and be able to say, ‘How can the library help you?’”

As OCLC's new CEO, I'd like to paraphrase Gretchen's question: how can OCLC help *you*? The communities you support have local, specific needs, yes. But I believe our best results will come when we work together across as many areas as possible. I want to hear about your library's challenges, what you've done to meet them and what the cooperative can do to help solve the problems keeping you up at night. Please contact me by email at skip@oclc.org or at [@SkipPrichard](https://twitter.com/SkipPrichard) on Twitter, or introduce yourself at a live event.

The more we communicate about what keeps us up at night—and what we're each doing about it—the more ways we'll have to be successful across, as Maria Luisa puts it, “all scales” that libraries represent. ■

A handwritten signature in black ink, appearing to read 'Skip Prichard'. The signature is stylized with a large, looping 'S' and a cursive 'Prichard'.

Skip Prichard
OCLC President and CEO

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YOU UP
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NeXTSPACE

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Alberta consortium picks group catalog

The Alberta Library (TAL), a consortium of 49 public, university, college, technical institute and special libraries, is using a group catalog solution from OCLC as its provincial discovery tool. The revamped union catalogue, TAL Online, makes 25 million items available to Albertans. ■

For more information, visit

www.oclc.org/news/releases/2013/201342dublin.en.html

New features in WorldShare Interlibrary Loan

New features added to OCLC WorldShare Interlibrary Loan in November 2013 enable you to simplify ILL workflows and save time for your library's ILL staff:

- "Days to Respond" settings in the OCLC Policies Directory add efficiency to request processing
- Integration of Article Exchange workflow into WorldShare ILL
- Lender option to change loan requests to copy requests and copy requests to loan requests
- Lender printing of book stickers
- Display of links to freely available Open Access resources

Please remember that transitions to WorldShare ILL from WorldCat Resource Sharing must be complete by May 19, 2014. The next release of enhancements to WorldShare ILL will occur in February 2014. ■

For more information, see

<http://oclc.org/worldshareILL>

2014 IFLA Fellows named

OCLC, along with the International Federation of Library Associations and Institutions (IFLA), has selected five librarians to participate in the Jay Jordan IFLA/OCLC Early Career Development Fellowship Program for 2014. The Fellows were announced at a news conference during the World Library and Information Congress: 79th IFLA General Conference and Assembly in Singapore. The 2014 Jordan IFLA/OCLC Fellows are:

- Miss Olufunmilayo Fati, System Programmer, University of Jos Library, Jos, Nigeria
- Mr. Franklin Flores Urrutia, Librarian, Consortium of University Libraries of El Salvador (Consortio de Bibliotecas Universitarias de El Salvador - CBUES), San Salvador, El Salvador
- Mr. W.M. Tharanga Dilruk Ranasinghe, Assistant Librarian, University of Kelaniya, Kelaniya, Sri Lanka
- Miss Leonila Reyes, Section Head Librarian, Saint Louis University, Baguio City, Philippines
- Mr. Sonam Wangdi, Librarian, Ugyen Wangchuck Institute for Conservation and Environment, Bumthang, Bhutan ■

For more information, visit

www.oclc.org/news/releases/2013/201341dublin.en.html

OCLC EMEA Regional Council to meet in South Africa in 2014

Charles Leadbeater, a leading authority on innovation and creativity, will be the keynote speaker for the OCLC EMEA Regional Council Meeting in Cape Town on 24 and 25 February 2014 at the International Convention Centre—the council's first meeting to be held in Africa. The theme, "Library Community in Action: advancing knowledge, cooperation and innovation," will address the importance of community—exploring how a cooperative approach can make a difference, and what greater collaboration between libraries can really offer in the context of sharing and innovation. ■

For more information, visit

www.oclc.org/news/releases/2013/201340leiden.en.html

WHAT KEEPS YOU UP AT NIGHT?

(And what are you doing about it?)

6 LIBRARIANS
4 COUNTRIES
3 GENERATIONS
1 CONVERSATION



BY ANDY HAVENS AND TOM STOREY

In this issue of NextSpace, we reached out to six librarians from different types of institutions at different stages in their careers to find out what was top of mind about their libraries and their profession. We asked them about the specific challenges and opportunities they were facing, whether it was in their departments or the library as a whole. We asked them about how collaboration—local, regional, national or global—might help in addressing some of those challenges and realizing some of those opportunities.

What we found were diverse thoughts and ideas—ranging from shelf space and training to identity and copyright—that provide helpful insights into how people—as opposed to institutions and organizations—are responding to the fundamental challenges we all face. These six librarians provided personal, geographic and generational perspectives across many issues. And although they were from vastly different environments, servicing different populations, there were shared concerns and common ground.

Our interviewees were:

- **Brett Bonfield**, Director, Collingswood Public Library, New Jersey, U.S.
- **Gretchen Caserotti**, Library Director, Meridian Library District, Idaho, U.S.
- **Maria Luisa Arenas Franco**, Retired Library Director, Pontificia Universidad Catolica de Chile
- **Megan McGlynn**, Access Services Librarian, University of Michigan, U.S.
- **David N. Ofili**, Web Librarian/Pharmacy Librarian, University of Benin, Nigeria
- **Charles Oppenheim**, Retired Professor and Head, Information Science Department, Loughborough University, U.K.

What keeps you up at night?

First and foremost: customer service

An area of common ground among participants was their concerns about libraries' **customer responsiveness**. Each interviewee wanted to improve, in different ways, the services they offered to support their users. They all realized that the communities libraries serve are changing; that the library has no destiny independent of the institutions, towns, cities and citizens it serves.

The community of Meridian, Idaho, is going through substantial change, **Gretchen Caserotti** says. **What was an old farming community has exploded in growth** over the last decade and is now considered a booming suburb of Boise. In addition, there is a mix of audiences, ranging from refugees and immigrants to farmers and suburban families, which creates service challenges and identity issues.

"We have **both sides of the Digital Divide** coexisting in our district," **Gretchen** says. "On the same block you'll see a wealthy housing development with three-car-garage homes tucked in between cornfields and cattle pastures. Additionally, the area is a desirable place to live due to the low cost of living and high quality of life. Idaho is filled with outdoor enthusiasts, and Meridian has repeatedly been named on 'Best Places to Raise Kids' lists."

This conflux of demographics is both a challenge and an opportunity, she says. "With such diversity in demographics, we don't have a clear identity, yet the fact that we have this diversity is so unusual it makes us special, which is part of our identity. As a suburban community, families are our 'bread and butter' and consideration of the whole family is at the core of our program planning this year."

For **David Ofili**, the pursuit of excellence is the driving force behind his library's programming, which means leveraging technology to reach out to current and potential patrons in new ways. "Information and communication technologies (ICT) constitute great opportunities, especially through social media," he says. "Sourcing for information and collaboration in resource and service sharing has been made easy with ICT."



Gretchen Caserotti
Library Director, Meridian Library District
Meridian, Idaho, U.S.
BA Theatre, City University of New York–
Hunter College, 2004
MSIS, Pratt Institute, 2007
Director since 2013
Years as a librarian: 7
Chief concerns: Library building,
user demographics
Hopeful about: The library making a
difference in people's lives



David N. Ofili
Web Librarian/Pharmacy Librarian
University of Benin
Benin City, Nigeria
B.SC. LIS, Delta State University, 2007
Years as a librarian: 6
Chief concerns: Service excellence,
working conditions
Hopeful about: New technology

For **Maria Luisa Arenas Franco**, the aspects of customer service she sees as being most important are:

- **Supporting academic research in new ways**, such as bibliometrics, which provides data to analyze the popularity and impact of specific articles, authors and publications
- Playing a role in **institutional archives** and cooperative repositories
- Creating **benchmark statistics** and management indicators that deal with library's contributions to teaching results and student academic performance
- Retrieving valuable information from library **social networks** to drive new development efforts.

"These new demands, in addition to the so-called traditional services, are great opportunities and put a lot of pressure on management, planning and personnel in libraries," she says.

The most pressing customer service need for **Megan McGlynn** is the **provision of both digital and print resources** in a timely manner.

"We want to give our users the materials they need, in the formats they want, at lightning speeds," she says. "Often that means digitized collections, but also a rich collection of physical materials, like maps, rare books and more everyday items—of keen interest to undergraduates—like a rotating cast of textbooks. The interesting bit is striking a balance between expanding e-book availability while still getting books in users' hands."

As a host of online providers continue to emerge that deliver information to consumers fast, inexpensively and conveniently, **Charles Oppenheim** sees the most pressing issues as: the need to retrain or recruit staff who

"We want to give our users the materials they need, in the formats they want, at lightning speeds."

**Charles Oppenheim**

Retired Professor and Head
Information Science Department
Loughborough University
Loughborough, United Kingdom
BSc Manchester University, Chemistry, 1967
PhD Manchester University, Chemistry, 1970
Diploma in Information Science, City
University, Information Science, 1973

Certificate in Education, London University, Education, 1976
DSc, Loughborough University, Information Science, 2006

Years as a librarian: 3 (1973–1976)

Years as a professor: 21 (1992 – 2013)

Years in the field: 43

Chief concerns: User needs, government relations

Hopeful about: Library lobbying

understand users' needs, and; the need to improve lobbying skills and efforts to put libraries higher on the scale of influence with government officials.

Learning the ropes

For **Maria Luisa**, preparing the next generation of librarians in the skills and practice of library and information science is her greatest concern. To her, the most pressing needs and opportunities in academic libraries in Chile and Latin America center on enhancing services—and new librarians will need to be educated and trained in new areas to extend the library's influence beyond traditional services.

Charles has been involved in, given talks on, and published widely on all aspects of information law, especially intellectual property rights and licenses, and on bibliometrics and research assessment. What keeps him up at night boils down to two major concerns, both of which involve education: the failure of governments to recognize the importance of libraries to the community, and the failure of libraries to influence user rights in copyright.

Space, space, space

The changing uses for libraries' **physical spaces** weigh heavily on the minds of **Gretchen** and **Megan**. The Meridian Public library was built in the 1990s and is a vestige of a “last century library,” **Gretchen** says, with inadequate power, meeting room spaces and poor acoustical design. It was built to be a quiet library where everything was in its proper place.

“That does not work for the modern community that wants to see the library as a community gathering place where dynamic programs happen and patrons can plug in their laptops to do their work,” she says. “Our branch library has no programming space at all and the staff

do these wonderful programs often for 40—60 people right there in the middle of the library! It is beautiful to see them push right past the space limitations.”

A vision of an **overcrowded shelf** haunts **Megan**. Part of her job is stacks maintenance for large physical collections, so she's constantly planning shifts to accommodate the ebb and flow of materials.

“People outside the library field sometimes ask, ‘Isn't everything online now?’ It's true that we have access to amazing digital resources, but that doesn't mean we're off the hook for housing and providing access to physical materials. We acquire material on the order of 50,000 items a year, which is equivalent to nearly a mile of shelf space. Of course we deselect at the same time...but allocating shelf space in the right places can still be a challenge.”

Funding? Of course

While budget concerns are top of mind in many OCLC surveys and focus groups, our respondents had a range of issues that occupied most of their attention. Of our interviewees, only **Brett Bonfield** listed funding as the primary area that worried him and where he will have to invest attention in mitigating this risk.

“About two-thirds of New Jersey municipalities traditionally provide their libraries with more than the minimum...required funding, and we're fortunate to be in that majority,” he says. “Our elected officials have a lot of faith in us, and we try to reward that faith, but I worry that I'm an election or crisis away from trying to manage a significantly reduced budget.”

What motivates you to get up in the morning?

In the face of these pressing concerns, we also asked, what keeps you focused and optimistic? While our interviewees provided a wide range of specific examples, they all relate to two essential recipes for success: focus on making an impact on the people served by libraries,

**Brett Bonfield**

Director, Collingswood Public Library
Collingswood, New Jersey, U.S.
BA English, Rutgers University, 1991
MSLIS Drexel University, 2007

Director since 2008

Years as a librarian: 7

Chief concerns: Budget, assessment

Hopeful about: Negotiating from strength

"We acquire material on the order of 50,000 items a year, which is equivalent to nearly a mile of shelf space."

and focus on what librarians can accomplish by working together.

Making a difference in our communities

That's easy, says **Gretchen**. Being a small part of **transforming someone's life** is what library service is all about and why all of the participants are in the profession.

"If I thought I could cure cancer or other diseases, that's what I would be doing, says **Brett**. "But I would be a terrible medical researcher. I'm better able to help people by providing the kinds of services that libraries have traditionally provided or seem capable of providing in the future. My intention is to take my work just as seriously as the most dedicated medical researchers and other health care providers take theirs."

Brett sees **assessment** as one way to sharpen the library's services, keep on track with your vision and head off potential problems. "There are so many things that are right about libraries today and there are innumerable things that could be improved. The data we have on what public libraries can do to serve their communities as well as possible—it doesn't exist. Not yet. We have a lot of nice anecdotes, and anecdotes are important, but it would be very helpful to have more quantitative assessments as well."

Gretchen says that it is rewarding to see people grow as library staff build relationships with them and help them meet their goals. "The library has the power to make a real difference in people's lives," she says. "I see it in the interactions our circulation staff have when talking romance novels with the grandmother or the children's librarians helping parents find resources to get them through tough developmental stages in their children. I see it in the smile our reference librarian has when someone tells them they got the job the librarian helped them apply for online. I see it in the number of exclamation points in an email from an out-of-state genealogist who we helped find information about their ancestor who lived in this area."

Working together across our communities

Although the demands and issues facing the librarians we talked to differed based on community or user needs, all thought that the best way to face these challenges was with a core library value and strength: collaboration—at the



OCLC Research Library Partners: Priorities and directions

OCLC Research Library Partnership Vice President Jim Michalko conducted 66 interviews with the senior staff of many of the OCLC Research Library Partner institutions earlier this year. His goal was to listen and then synthesize what he was hearing and find out what issues were top of mind for the management team. Here is what he discovered.

Special archives and collections. The number one area for attention is special collections and archives. This seems logical. If the broad information environment has become flat with academic collections increasingly alike and discovery increasingly done outside the library, these types of materials represent spikes of local institutional distinction. They are a means for the library to connect with new forms of scholarship in the humanities. The concerns around special collections are that they are not discoverable by those who could make best use of them, nor properly described or indexed in search engines.

Research support services. Here the challenge is for the library to become involved directly in the research process by providing expert resources and services. These might include text and data mining, global positioning services (GPS) expertise or virtual research environments. There is a need to create a class of liaison librarians who can actively reach out to the faculty and the academic departments.

Data management. There is an increasing expectation that academic libraries will need to help to manage the data products of research. Some of this can be very large scientific data sets. In other cases, it might be personal data collections. The requirements for doing so may be outside the library's expertise, as classification and description of data sets are different from the skills used in describing library materials. Whether this should be created locally or built as part of a national infrastructure is a major question.

Shared print management. Libraries need to determine how they can rely on centralized repositories of printed material instead of continuing to manage multiple collections locally. This means there will be difficult decisions about

Continued on page 9



Maria Luisa Arenas Franco

Retired Library Director
Pontificia Universidad Catolica de Chile
Santiago, Chile
BA Librarianship, School of Librarianship,
Universidad de Chile, 1969
MA Librarianship, School of Librarianship, Leeds
Polytechnic, England, 1980
Academic Certificate, Management of Human
Resources, School of Business, Pontificia
Universidad Catolica de Chile, 1992
Years as a librarian: 33

Chief concerns: Training, new services

Hopeful about: New MLS curriculum

global level as well as the local and national levels.

“Collaboration is essential in order to achieve what we want to achieve,” says **Maria Luisa**. “Introducing and supporting new services will require sharing information, expertise, training, bibliographical resources, new IT developments, good practices and metadata management on all scales.” To translate her dreams into reality for the next generation, she’s involved in forming a new graduate program at her university. “Our university recently created the first Magister in this area of the country, Processing and Management of Information, focused toward Chilean and Latin American audiences,” she says.

David adds, “Considering my library’s opportunities and challenges, collaboration helps us reduce the cost of acquiring resources we desire to have. We value collaboration, especially in metadata management and reference services, because it discourages duplication of effort.”

And although **David** sees value in today’s collaborative cataloging and resource sharing, the role of sharing transcends what is currently being accomplished. “In a nutshell, collaboration is a cherished opportunity for my library. If sharing resources and services can reduce cost today, then, a way has been paved for cost reduction in the future.”

“It would be nice to see more major open source projects. I think code4lib is amazing, and I suspect a few years from now we’ll realize that it’s really only just getting started.”

From her perspective, **Megan** sees a bright future in cooperative collection development and resource sharing to help libraries deal with space issues and content needs. “When we collaboratively share commonly used resources,” she says, **“academic library collections can go deep rather than broad.** Libraries can learn to trust that the institution down the road—or thousands of miles away—will maintain and share their unique collections with our users, if we do the same. Now those miles of shelf

space can be used for rare, interesting and astounding materials.”

“I am so grateful for the development of regional repositories, like the CIC Shared Print Repository,” she adds. “Contributing libraries maintain access to seldom-used print journals, but by sharing the resources, we all can allocate our shelf space to the materials users need most often. Resource sharing is the best news stacks managers have heard in decades.”

Gretchen knows how crucial collaboration is on the local level. If one of the missions of **librarians is to improve society through facilitating knowledge creation in their communities**, then librarians need to become part of communities, she says. Embedded librarians develop deep relationships as part of a team, and they can share what they learn with the wider library community.

“We couldn’t possibly serve this community adequately without partnerships,” she says. “We want to expand our service points and services and we know that word-of-mouth and grassroots approaches have more lasting impact on helping something be a success.

“So, we are embedding ourselves into the community by having staff serve on local boards, committees and leadership programs. I want to have someone from the library be at the table when a problem is addressed and be able to say, **‘How can the library help you?’**”

Charles wraps it up nicely when he offers that libraries are already good at working together in all sorts of areas. “I am sure collaboration will increase over time as the pressures on libraries increase. The development of e-books and open access will impose significant changes on the ways libraries do business. They will have to adopt





Megan McGlynn

Access Services Librarian
University of Michigan
Ann Arbor, Michigan, U.S.

BA English Language and Literature,
Grand Valley State, 2007

MSLIS, University of Michigan, 2010

Years as a librarian: 3

Chief concerns: Shelf space, delivery

Hopeful about: Shared collections

strong, collaborative outreach programs to address the changes coming their way. **And collaboration on lobbying government is essential** as well to make sure the library user is well-represented in issues of access and fair use in copyright.”

Our core values...manifested

Librarians around the world are clearly aware that their users' needs and views are evolving. Our interviewees understand that these rapid shifts in the information environment require change—sometimes radical, system-wide change rather than incremental, operational adjustments. They also recognize that librarians bring unique perspectives and skills to the information ecosystem, which is now crowded with online alternatives. They seek to develop high-value services... and expect that this will be a moving target. They are open to continually reinventing themselves to emerging demands while retaining their core values of cooperation, resource sharing and public service.

“Libraries exist to provide everyone the opportunity to have access to resources to better themselves and to discover new things,” **Gretchen** says. “Holding onto our core values and seeing them manifested in the everyday work that we do helps keep me motivated. And that includes staff! Seeing my staff grow, challenge themselves and succeed is very rewarding.” ■



Continued from page 7

what materials to keep and discard. Success here requires libraries to navigate major changes in policies, manage local politics and set up new services with very efficient fulfillment capabilities.

Space usage. The central library buildings on campuses are expensive and very desirable physical locations. These spaces need to be repurposed for people, not collections, by turning them into group and collaboration spaces.

Staff realignment and development. Progress on the other five areas of high concerns will require that the library staff have new skills, that jobs are redefined, and that appropriate knowledge be acquired either through training or hiring these new skills. These priorities, trends and directions represent changes in organization, infrastructure and metrics.

In summary: The successful 21st century library organization will be defined by shared collections, cooperative governance, and disclosure on the Web at the network level. It will be supported by an infrastructure of collaboration spaces, joint ownership and stewardship of assets used by all research libraries, and cloud-based management services. And it will be assessed based on its support for the research process, its management of its institution's intellectual property and the impact it has on teaching, learning and research outcomes. ■

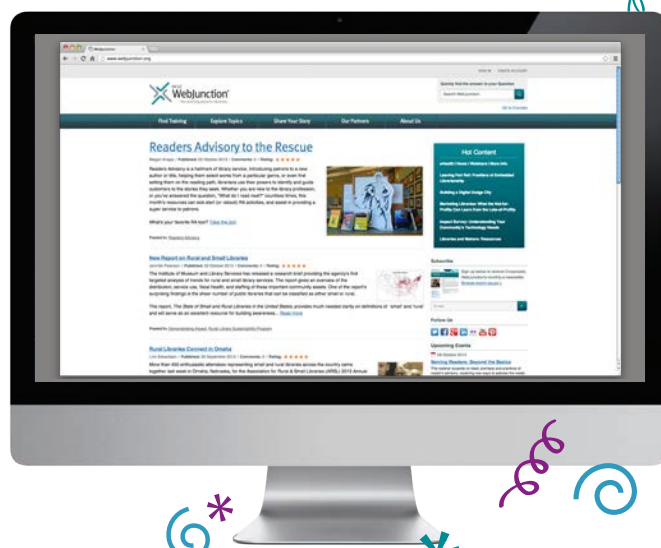




WebJunction community celebrates 10 years

This year, WebJunction celebrated a decade of serving communities. Built with grant funding from the Bill & Melinda Gates Foundation, and launched in May 2003, WebJunction has continually evolved to provide public libraries—especially small and rural libraries—with resources and skills to empower librarians to transform lives and strengthen communities.

More than 80,000 library staff from across the United States and beyond—including 8,740 new users in 2012—have used WebJunction's training content, live programs, articles and stories to acquire the knowledge, tools and support needed to power libraries. Nearly 70 percent of U.S. public libraries have accessed its programs and resources. Community members celebrated WebJunction's first decade by submitting comments, videos and photos. Here are a few of our favorites.





"WebJunction inspires me because it gives me the power to do what I want to do—learn what I want to learn, learn at the pace I want to learn, and really take the learning experience and make it me-centered."

—Eura Szuwalski, Washington Talking Book & Braille Library, Washington State

"To me, there has been nothing as impactful to libraries and their service to the public as the emergence of WebJunction for staff training and support to small and rural libraries during this time of rapid technological change. Without it and the Gates Foundation's library initiative, I shudder to think of the fate of the vast majority of community libraries. In my opinion, the Gates initiative and 10 years of WebJunction have had an impact equal to the Carnegie initiative."

—John D. "Danny" Hales, Jr., retired Director of Suwannee River Regional Library, Florida

"It's not just about all of the courses—it's about the people behind that screen. All of the interactions I've had in either two dimensions or three dimensions have been meaningful. They know libraries and they are in such a great support role for libraries. I know when I turn to a course on WebJunction, or to a WebJunction staff member, inspiration isn't far behind."

—Kate Laughlin, Washington Library Association, Washington State

"I started here nearly ten years ago and I sat down at an empty desk and was instructed to create the training department. Not having a background in libraries, but training, I went online and typed in 'training and libraries' and WebJunction was the site that came up. I have been a loyal follower ever since then. I was also fortunate enough to be part of the Spanish Language Outreach training initiative. As long as I'm working in this field, I will continue to use your site and all of the wonderful resources you provide. So thank you very much and happy anniversary!"

—Stephanie Zimmerman, Lancaster County Library System, Pennsylvania

The WebJunction team gives thanks to all who have joined in celebration of this milestone. We are honored to continue our work with an ever-growing community of library staff who are building the knowledge, skills and support needed to power relevant, vibrant libraries. ■

For more information, visit

<http://www.webjunction.org/share-your-story.html>

Best wishes from our members



Eura Szuwalski



John D. "Danny" Hales, Jr.



Kate Laughlin



Stephanie Zimmerman



New definition of membership emphasizes the collaborative nature of OCLC

In June 2013, the OCLC Board of Trustees and Global Council approved a revision to the definition of membership in the cooperative's "Membership and Governance Protocols" to include participation in management services as a qualifying activity. We sat down with George Needham, OCLC Vice President, Global and Regional Councils, to get his thoughts on the change.



NextSpace: George...thanks for taking the time to go over the recent change to the definition of OCLC membership. Can you give us some background on why there was a need for a change?

George Needham: Glad to. First of all, this isn't a new activity. The Global Council Membership Committee reviews the definition of membership

every few years. In the last round of deliberations, the biggest change that was examined was OCLC's global expansion. This growth has included many libraries in Europe and Australia whose primary OCLC service is an integrated library system (ILS). Not all these systems are connected to WorldCat yet, though the plan is to do so. Which means that, as of the moment, many libraries do not have an automatic means to contribute data to the cooperative. So, while these institutions have supported OCLC financially, they haven't had a voice in OCLC governance.

NextSpace: And this drove the discussion about changing the definition of membership.

George: Exactly. The Membership Committee determined that it would facilitate more inclusive conversations within OCLC governance to expand the definition of membership now, bringing these new voices in as the technology evolves. Because the decisions we make today regarding OCLC WorldShare—our cooperative library management platform—will affect libraries using our current management services, we thought it was only fair to include them as members in those discussions.

NextSpace: And were there any other changes?

George: Yes. In the past, there was a three-year "grace period" during which, if your library didn't use a qualifying service, you were still considered a member. That's been lowered to one year.

NextSpace: Makes sense. And what is the timeline for these changes?

George: Though the new definition is now official, it won't actually take effect until July 2014. We have a lot of preparation to do, and we need to communicate extensively



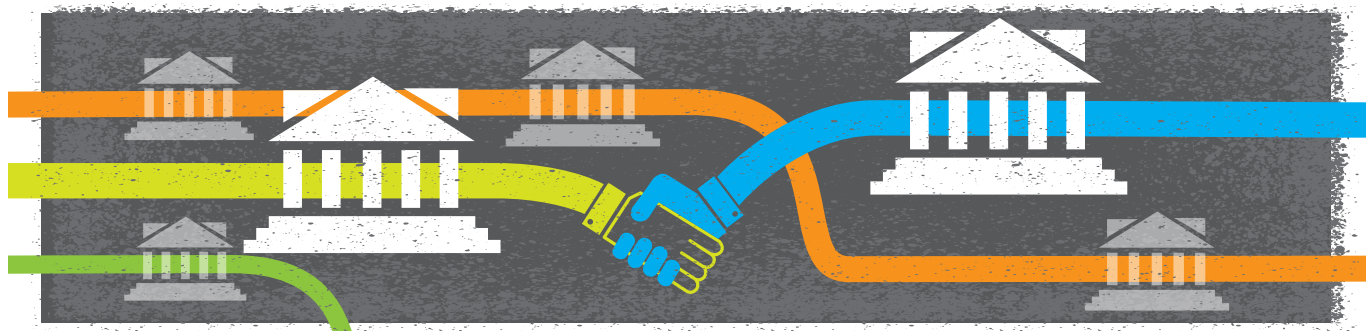
with the new member libraries, so we are looking at this as an implementation year.

NextSpace: And will it substantially alter the number of members or the makeup of Global Council?

George: Yes and no. We think that we'll be adding about 4,000 libraries, primarily in EMEA, where most of our current management services users are. Because representation in Global Council is determined by gross revenue for the regions, though, not number of members, the change won't have an effect on the number of representatives from the regions.

NextSpace: Thanks for the background, George. Anything else to add?

George: I would very much like to thank Kathleen Imhoff, the Chair of the Board's Membership Committee, and the other members of the Committee, Maggie Farrell, Loretta Parham, Anne Prestamo, Poul Erlandsen and Andrew Wells, and the former chair of the Committee, Bruce Newell. They worked diligently to come up with a new approach to membership that would be more inclusive and improve our conversation. ■



Asia Pacific annual conference in Bangkok focuses on cooperation

The OCLC Asia Pacific Regional Council (APRC) annual membership conference took place at the National Science and Technology Development Agency, in Bangkok, Thailand, on Monday and Tuesday, 7–8 October 2013. About 340 people from 16 countries and territories attended the meeting. We spoke to Srichan Chancheewa (Director, Thammasat University Libraries, Thailand), the Vice Chair of the APAC Executive Committee, about her goals for the event.



NextSpace: What were your goals for the annual APRC meeting this year?

Srichan Chancheewa: I'd say that, beyond any specific agenda items, we were focused on giving librarians in the Asia Pacific region a chance to share their interesting experiences with each other and with OCLC. It was also a chance for more Thai librarians, in particular, to attend an OCLC event and get a chance to interact with the cooperative.

NextSpace: Was there a theme for the event?

Srichan: The theme for the event, and for the opening speech, was "Why Cooperation in Libraries?" I, personally, am very interested in ways in which OCLC might work with libraries in the region to increase opportunities for cooperation. All of our speakers brought their own expertise to this question. For example, Ms. Chaweewan Swasdee from Mahidol University, Thailand, presented her library's WorldCat Local experience. Implementing a shared discovery service may not be a new kind of challenge for most Western libraries. But in this part of the world where we have to deal with various non-Roman scripts, sharing the experiences of one library will be an important step toward connecting more Thai libraries to OCLC.

NextSpace: Are there any new programs or initiatives you're looking forward to for the OCLC Asia Pacific region?

Srichan: We, especially the Southeast Asian Libraries, are going to join the ASEAN Economic Community in 2015. We hope this will give us another opportunity to 'join hands,' make friends and cooperate more in the near future. Any chance to make more connections in the region and share experiences is exciting.

NextSpace: What has been your experience so far as a member of the APRC Executive Committee?

Srichan: I have learned many new things in such a short time. Being on the Executive Committee means being an OCLC representative in this country, which means I need to be aware of new developments and share them as much as possible with my local colleagues. I am quite certain that there are many more opportunities waiting for me, and I am excited to move forward.

NextSpace: Any other thoughts or ideas to share with OCLC members in your region?

Srichan: As a worldwide cooperative, OCLC is very different from other organizations. The chance to share and cooperate with so many other libraries around the world helps us all move forward and grow together. ■

You can learn more about the OCLC Asia Pacific Regional Council, its committees and events here:

<http://www.oclc.org/en-asiapacific/councils/asiapacific.html>

"We hope this will give us another opportunity to 'join hands,' make friends and cooperate more in the near future. Any chance to make more connections in the region and share experiences is exciting."

Health Happens in Libraries

BY KENDRA MORGAN, SENIOR PROGRAM MANAGER, WEBJUNCTION



Recently, OCLC's WebJunction and ZeroDivide launched a new project to provide information to public libraries that will help them prepare for and respond to patron requests for information related to the U.S. Affordable Care Act (ACA). The project team will work with state and public libraries to devise free webinars

and published content, and connect libraries to relevant consumer health information resources. This project is supported through an agreement with the Institute of Museum and Library Services (IMLS).

A recent IMLS study shows that each year an estimated 28 million people in the U.S. use library services to seek health and wellness information, including learning about medical conditions, finding healthcare providers and assessing health insurance options. Public libraries are likely to see an increased demand for these services with the establishment of ACA-mandated federal and state-run Health Insurance Marketplaces, which opened for consumer enrollment in October. Planning for how to respond to these information needs and requests will be an important local decision for libraries.

The Waukegan Public Library in Illinois presents an example of how strong partnerships and a clear mission are helping define the library's role in supporting community needs. The library is one of 27 partner organizations participating in Enroll Lake County, which aims to increase access to healthcare for county residents. As part of this initiative, the library selected staff to receive training and certification to serve as qualified in-person counselors (IPCs). They plan to offer bilingual one-on-one and drop-

in group sessions at the library to help patrons determine their healthcare eligibility and enroll in a health insurance plan. Coordinated referral and data sharing between partner organizations is intended to ensure that, regardless of where in the community individuals go to receive enrollment support, they will have access to consistent and reliable information.

The open enrollment period for the ACA runs from 1 October 2013 to 31 March 2014. During that time, new information and resources will be developed and made available to the library community. How can you get involved and learn more? Go to <http://oc.lc/ehealth> to:

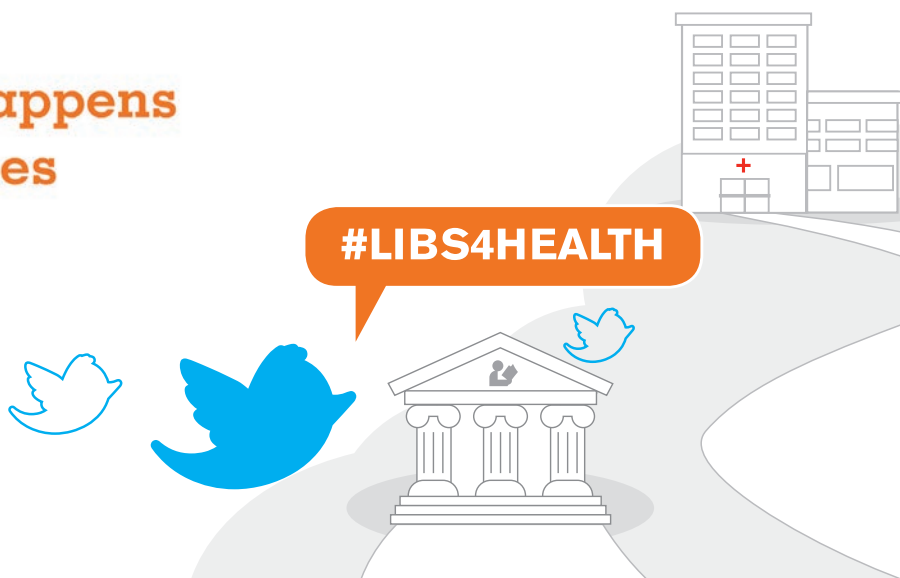
- Sign up to receive email updates from WebJunction. When new content is added or a new webinar is scheduled, you will be notified.
- Review the basics of the Health Insurance Marketplace that became available for insurance enrollment beginning 1 October. Be sure to scroll to the bottom of the page and find out what type of Marketplace is being offered in your state.
- Identify a staff member who can champion library-related resources and supports for health information at your library, and keep staff informed of new information as it becomes available.

If you use Twitter, the [#libs4health](#) hashtag can be used to highlight library posts about health-related information.

Connecting communities to reliable health-care information is a powerful opportunity to reinforce the valuable role that libraries play. WebJunction looks forward to sharing your stories. ■



#LIBS4HEALTH



The Big Shift: E-book availability in public libraries

BY JENNIFER PEARSON, PROGRAMS MANAGER, COMMUNITY RELATIONS



Over the past several years, demand for e-books in public libraries has been on the rise. As more library users purchase e-book readers and tablet devices, the demand will continue to grow.

But access hasn't grown along with demand. While publishers and distributors have been trying to figure out the best new business models for selling e-books, libraries have sometimes been caught in the middle of their business deliberations and have historically not fared well when it comes to buying e-books.

In August 2012, OCLC received a planning grant from the Institute of Museum and Library Services (IMLS) to work with public library leaders to research the e-book ecosystem, survey public libraries about e-book use and reach and work toward strategies to expand e-book access to public libraries. OCLC staff worked with an advisory group made up of public library directors, ALA staff and IMLS to create a research report, "The Big Shift: Public Library Strategies for Access to Information in Any Format," that we then used at convenings of public librarians as background to discuss possible strategies.

From this work came a set of strategies that groups of librarians are actively working on now.

- **Create NEW value in the e-book supply chain**—Look at how libraries can work with emerging opportunities and technologies in order to be proactive in understanding what can be done to enhance the chain from author to reader; this may include developing a shared platform for e-book discovery and lending.
- **Use data to articulate library value in the e-book supply chain**—Understand and mine the aggregate data that libraries have that will help publishers, distributors and retailers understand the behavior of library users in aggregate.
- **Educate about the public policy issues around e-book access**—Work with local, state and federal legislators, within the confines of individual library policies, to understand how legislators and community citizens might influence access to e-books.
- **Develop a common narrative**—Develop a common voice and messages about the importance of public libraries' access to e-books that are influential with a diverse set of players across the e-book ecosystem.
- **Work with additional partners**—Continue to work with new partners to expand libraries' ability to collaborate around access to e-books.
- **Coordinate and administer these plans**—Create an administrative/consultative owner and action plan around the above strategies to ensure that each can be advanced.

Over the last several months, access to e-books has changed for the better. All of the "Big Five" publishers (Penguin Random House, Hachette Book Group, HarperCollins, Simon & Schuster and Macmillan) now are selling to libraries or are in a pilot program to understand business models with libraries. While these are huge strides forward, it is still incumbent upon libraries to continue to work with publishers, distributors and retailers, as well as elected officials, to ensure that access only gets better from here. ■



To read the complete Big Shift report and to connect with the strategy work groups visit:

oclc/thebigshift

Demystifying Born Digital

Ricky Erway, Senior Program Officer, OCLC Research



Special collections and archives play a key role in the future of research libraries—providing rich content that supports research, teaching and community engagement. However, institutions face significant challenges when working to capitalize on this value. To help address these concerns, OCLC Research conducted two surveys of special collections and archives over the past few years—one in the U.S. and the other in the U.K. and Ireland—in which over 80 percent of respondents indicate the need for education or training regarding born-digital materials. Jackie Dooley, the principal author of the two resulting reports, concludes that “born digital” is:

Undercollected | Undercounted | Undermanaged | Unpreserved | Inaccessible

In response to this conclusion, OCLC Research launched an activity called “Demystifying Born Digital.” The intent of the project is to encourage the effective management of born-digital materials by distilling the best information available into a form that would be less daunting to those just getting started. The intended audience is those with little archival experience, technology support or guidance.

The first task was to address the meaning of “born digital.” OCLC Research published the essay “Defining ‘Born Digital,’” which delineates nine types of born-digital content and identifies some of the risks and issues involved in their care. For complete details, see the “Defining ‘Born Digital,’” essay at <http://oclc.org/born-digital>.

Next, an advisory group of experts was assembled that consists of some of the most experienced voices in the field—professionals who have written extensively on the various aspects of managing born-digital content. These experts were challenged to help OCLC researchers distill their collective knowledge into the very basics needed to get started.

OCLC Research is publishing this information in a series of short reports.

The first report, *You’ve Got to Walk Before You Can Run: First Steps for Managing Born-Digital Content Received on Physical Media*, tackles the first two steps in establishing control over born-digital materials: conduct a physical inventory and transfer the content from media that you can read in-house. For each, a few clearly stated steps were provided.

The phrase “media you can read in-house” begs the question, “What about the media you can’t read?” The second report, *Swatting the Long Tail of Digital Media: A Call for Collaboration*, addresses that topic. Not every library or archive can gear up to read each medium. The report encourages outsourcing those you can’t read to entities that can, whether that be other archives, a computer history museum or a commercial service provider.

While there was a good response to these early documents, a boost came when the Manuscript Repository Section of the Society of American Archivists (SAA) launched the “Jump In” Initiative. This initiative issued a challenge for archivists who hadn’t yet started to deal with born-digital content on physical media in their collections to start by conducting the inventory recommended in our *First Steps* report. Thirty-four institutions stepped up to the challenge and 23 completed it. A wide-ranging discussion about the experience took place at the SAA annual meeting in August.

Nine types of born-digital materials

Digital photographs



Digital documents



Harvested Web content



Digital manuscripts



Electronic records



Static data sets



Dynamic data



Digital art



Digital media publications



It is encouraging that a community is forming that is willing to talk about the challenges and share tools, successes and lessons learned about managing born-digital materials. This community is clear about its needs for more guidance. Our team has received pleas from the “Jump In” participants and from other early implementers for additional details, which resulted in the report, *Walk This Way: Detailed Steps for Transferring Born-Digital Content from Media You Can Read In-house*, which was co-authored by my colleague, OCLC Research Diversity Fellow Julianna Barrera-Gomez. This report provides more in-depth guidance on approaches, tools and other resources for completing this part of the process.

The OCLC Research team has also heard a lot of ideas for future reports, including how to handle born-digital content that doesn't arrive on physical media (such as email files or documents on networked storage). There are a few more reports planned to help in prioritizing, processing and preserving—and we're eager to hear more about what additional information the community wants. While completing each phase of this project may seem like a milestone, it is actually just a stepping stone that moves us down the path toward providing access to born-digital materials, which is really the whole point.



Get access to all of the “**Demystifying Born Digital**” reports at: www.oclc.org/research/activities/borndigital. You can find out more about the background of this important project, read related reports and share your thoughts with us. ■

“Demystifying Born Digital” Advisors

- Nancy Enneking, Head of Institutional Records and Archives, Getty Research Institute
- Riccardo Ferrante, Director, Digital Services, Smithsonian Institution Archives
- Ben Goldman, Digital Records Archivist, Pennsylvania State University
- Gretchen Gueguen, Digital Archivist, Albert and Shirley Small Special Collections Library, University of Virginia
- Matthew Kirschenbaum, Associate Director, Maryland Institute for Technology in the Humanities (MITH), University of Maryland
- Christopher (Cal) Lee, Associate Professor, School of Information and Library Science, University of North Carolina at Chapel Hill
- Veronica Martzahl, Electronic Records Archivist, Massachusetts State Archives
- Matthew McKinley, Digital Project Specialist, University of California, Irvine
- Naomi L. Nelson, Director, David M. Rubenstein Rare Book & Manuscript Library, Duke University
- Erin O'Meara, Archivist, Gates Archive
- Chris Prom, Assistant University Archivist, University of Illinois, Urbana–Champaign
- Gabriela Redwine, Digital Archivist, Beinecke Library, Yale University
- Seth Shaw, Assistant Professor, Clayton State University
- Rob Spindler, University Archivist and Head, Archives and Special Collections, Arizona State University Libraries
- Susan Thomas, Digital Archivist and Project Manager, Bodleian Library, Oxford University
- Dave Thompson, Digital Curator, Wellcome Library
- Jennifer Waxman, Senior Manager for Preservation & Access, Center for Jewish History

Libraries share successes with WorldShare Management Services

Expanding our e-collection

Criss Library at the University of Nebraska Omaha was honored as the 100th library to go live with OCLC WorldShare Management Services (WMS). (Currently, nearly 160 libraries are live with WMS.) Steve Shorb, Dean of the Library, said the move to WMS helped the library acquire 300,000 e-book titles with cost savings and helps set the stage for future staff reallocation to create an institutional repository.

"In the future, we hope to have the ability to stream video and become more involved with distance learning, online education and MOOCs," says Steve. "By streamlining other processes and eliminating server maintenance, some of our IT staff might have more bandwidth to focus on streaming video and help us grow our digital collections."

Easier workflows lead to "undiscovered treasure"

With WMS, staff at **Perkins Library at Doane College**, a small liberal arts school in Crete, Nebraska, got back time for projects that had been previously ignored. Director Julie Pinnell smiles at the thought of technology-averse staff who have embraced the much simpler WMS workflows. And she's excited about a "wonderful archive" that's been "an undiscovered treasure" until now, because WMS has enabled her to move staff to work on it.

A part of something bigger

Bucknell University in Pennsylvania is the largest private liberal arts university in the U.S. According to Jennifer Clarke, Assistant Director of Development and Access Services, at Bucknell the library and IT department are a combined organization. The move to WMS enabled Bucknell to hire two staff to support a new digital scholarship center that is housed in the library. And notably, the reference desk was eliminated in favor of a single service desk—Jennifer thinks it works well "because [WMS] is so easy to use."

There's a larger perspective, she notes. Jennifer and a retired cataloger realized that while they were enhancing records for Bucknell's benefit, "probably hundreds if not thousands of other catalogers were doing the same thing at the same time (for their institutions). Now when we update records using WMS, we do it for the benefit of the world. So we're pretty happy about that!" ■

Increased metadata management functionality

OCLC WorldShare Metadata Collection Manager, which celebrated its first birthday in September, has been enhanced with new and expanded functionality, including:

- Embedded local bibliographic data, which enhances discoverability
- Ability to specify record options, which improves the flow of loading records into the discovery interface
- More editing options to save time and improve accuracy.

One way to learn more about Collection Manager is through an ongoing webinar series, available as part of an OCLC cataloging subscription. The webinars include:

- Using Collection Manager to improve the quality of MARC records
- Using the WorldCat knowledge base and Collection Manager to facilitate DDA
- Updating government documents automatically using Collection Manager.

Recordings from these webinars and more are posted to OCLC's website at www.oclc.org/en-US/events/webinars.html within a few weeks after they occur for on-demand viewing.

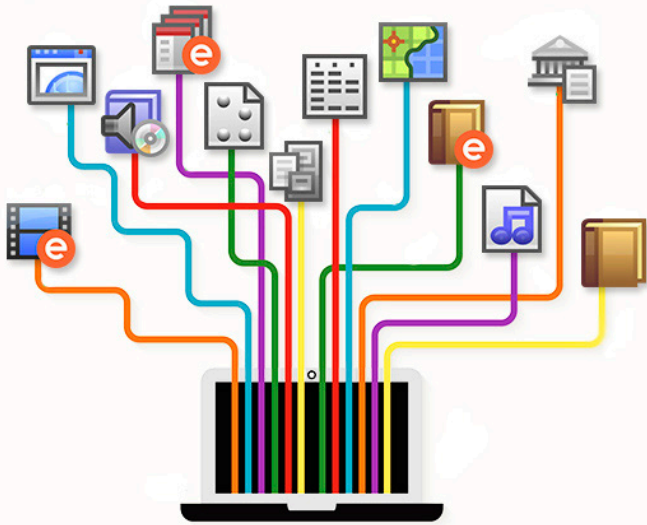
Automating e-book collection management

A new collaboration between OCLC and ProQuest automates the process to keep e-book holdings from ebrary and EBL – Ebook Library up-to-date in WorldCat and library catalogs, and offers current links to library users for easy access to those titles. The initiative builds on OCLC's work with ProQuest's e-book businesses to support Demand Driven Acquisition (DDA) workflow and e-book access. The automatic updates eliminate the need for manual intervention by staff at OCLC cataloging libraries.

Build your own service

Your library can now build and share applications on the WorldShare Platform with the new WorldCat Metadata API. With this API, libraries can create applications to add new and enrich existing WorldCat bibliographic records, and maintain WorldCat institution holdings and local bibliographic data.

Libraries can continue to catalog their collections in WorldCat using OCLC-built applications such as



Connexion and the upcoming WorldShare Metadata Record Manager, or they can create new applications using the WorldCat Metadata API to manage their cataloging workflows.

An early adopter opportunity

WorldShare Metadata Record Manager is on the horizon for general release in 2014. Record Manager became available in September 2013 to libraries that use OCLC WorldShare Management Services. It enables these libraries to set and delete WorldCat holdings, manage local holdings records and local bibliographic data, and create and replace WorldCat master records using either the MARC 21 editor or the Text View editor. For libraries that do not use WorldShare Management Services, Record Manager will be available to early adopters in 2014. There is **no end-of-life date for Connexion** and additional migration information will be provided later. ■

Migrate to WorldShare Interlibrary Loan by May 2014

Libraries that use OCLC's WorldCat Resource Sharing service for interlibrary loan are in the midst of migration to the new OCLC WorldShare Interlibrary Loan service. The new cloud-based service has been enhanced several times since its introduction in March 2013 to offer a growing range of functionality that OCLC's resource sharing libraries need.

All WorldCat Resource Sharing libraries must migrate by mid-May 2014 as WorldCat Resource Sharing will be "turned off" on 19 May 2014. In the meantime, OCLC is offering a slate of webinars and workshops to help libraries migrate smoothly. ■

More information is available at

www.oclc.org/worldshare-ill/getting-started.en.html

New WorldCat content and greater visibility for libraries

OCLC has signed new agreements with leading publishers to add more electronic content to WorldCat, improving access to these collections and simplifying administration for libraries that use OCLC WorldShare Metadata services. Metadata and content from new publishers will be integrated into library management workflows in WorldShare services, and will be discoverable through a variety of services, including WorldCat.org and WorldCat Local.

Content from these providers has been added in 2013: 3M, Al Manhal, Bentham Science, CAIRN, Canadian Science Publishing, Confidential Concepts, Ecological Society of America, eLibro, Henry Stewart Talks Ltd, Internet Scientific Publications, Kluwer Education, New York University Press, ProjectMUSE, ProQuest, Sage, SciELO, The ciando GmbH and Walter de Gruyter. OCLC Publisher Relations welcomes input from libraries on content they would like to discover through OCLC services at publishing@oclc.org.

OCLC has also welcomed many commercial and library industry partners who typically use the WorldCat Search API to add library titles to their applications and websites. Libraries receive broad exposure for their collections through these partner channels. Some of the newer partners fall into these broader categories:

- **Citation websites:** Citefast, CiteThisForMe, How to Write Citations and StyleEase
- **Mobile apps for campus learning management systems:** Desire2Learn and Blackboard
- **Mobile apps for citations and reference:** ReferenceME and eHighlighter.com
- **Research and book review sites:** DOGObooks, Mindview and ShipIndex. ■

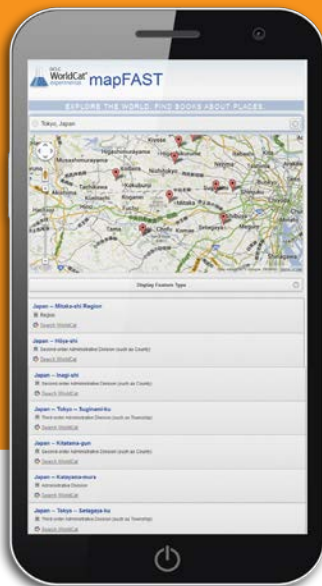
More information on the importance of these partnerships is at:

www.oclc.org/partners-for-libraries.en.html

Explore the world: find books or other library materials about places with **mapFAST Mobile**

WorldCat.org provides a variety of facets that let you narrow a search by type of item, year of publication, language and more. Recently, OCLC Research announced mapFAST Mobile, a way to search WorldCat.org for materials related to where you are right now—or any other spot on the globe—and find them in the nearest library. Your current location (or a search) provides a center for the map, and nearby FAST subject headings are added as location pins. A “Search WorldCat” link then connects you to a list of records for materials about that location in WorldCat.org.

The mapFAST mobile site, <http://experimental.worldcat.org/mapfast/mobile/>, works from any mobile browser, and is also available as an Android app from Google Play store at <https://play.google.com/store/apps/details?id=org.oclc.mapfast>.



Watch WorldCat grow in real-time...and in real places!

The WorldCat Live! API, developed by the Innovation Lab, provides an easy-to-consume, real-time feed of newly added items to WorldCat. The API allows you to select between RSS, Atom Pub, JSON and lightweight XML formats and filter on author, title, type and other attributes of the newly added records. The sample WorldCat Live! Visualization Interface provides three interactive visualizations of this API data:

- **Geography displays where OCLC members are adding items to WorldCat in real-time around the globe**
- **Language tracks the languages of items added**
- **Format tracks the format of items as they are added to WorldCat.**

Format and Language both display colored bubbles that grow as new items are added. ■

Get the WorldCat Live! API here:

<http://experimental.worldcat.org/xwwg/>

And check out the WorldCat Live!
Visualization Interface here:

<http://experimental.worldcat.org/live/>

What keeps you up at night?

The rapid pace of change!

2003

2013

Growth of
the Web



43.7 MILLION
websites

<http://news.netcraft.com/archives/2003/page/10/>

785.3 MILLION
websites

<http://news.netcraft.com/archives/2013/>

Delivering
services to
mobile users



650 MILLION
cell phones

http://www.slate.com/articles/business/moneybox/2004/06/buy_cell.html

1.8 BILLION
cell phones, including
1 billion smartphones

<http://www.idc.com/getdoc.jsp?containerId=prUS24302813>

Building a
collection
of e-books



280,590
available e-book titles

<http://liblicense.crl.edu/ListArchives/0308/msg00242.html>

4.1 MILLION
available e-book titles

http://www.wisconsinbart.com/upload/Global-Ebook-Report2013_final03.pdf

Planning for
high-speed
Internet
access



63 MILLION
global wired broadband users

http://www.itu.int/newsroom/press_releases/2003/25.html

696 MILLION
global wired broadband users

<http://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx>

8.8 MILLION
global mobile broadband users

<http://www.internetnews.com/stats/article.php/1547631>

2.1 BILLION
global mobile broadband users

<http://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx>

Supporting
online
education



34.5%
of universities/colleges
offer fully online programs

<http://www.usnews.com/education/online-education/articles/2013/01/14/us-news-ranks-2013-best-online-education-programs>

62.4%
of universities/colleges
offer fully online programs



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Dublin, OH 43017-3395

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PAID
Columbus, Ohio
Permit No. 5391

Get together with OCLC

Libraries work together to find solutions, save money, learn from each other, share resources and achieve efficiencies. The goal of OCLC's Collective Insight series is to take this idea and extend it to broad issues that impact the work libraries do. By applying some massively collaborative thinking to issues and opportunities that libraries face today, we can deepen our collective knowledge, broaden our expertise, and discover specific actions that can be applied immediately—both at your library, and across the OCLC cooperative. This year, the series' focus is **Collective Insight: Driven by Shared Data**. Over the past decade, we've seen many organizations utilize data in new and exciting ways, and "linked data," "big data" and "data visualization" have permeated these discussions. Data is an essential driver of success. How can libraries collectively leverage our shared data to gain greater insight and strengthen the services we provide? ■

Join your colleagues for live and virtual events,
and review recordings of past sessions at

<http://oc.lc/insight>



Collective Insight

Driven by Shared Data

The Hope and the Hype of MOOCs

24 January 2014, 2–4 p.m. Eastern Standard Time

OCLC Symposium, ALA Midwinter Meeting

Philadelphia, Pennsylvania, USA

Moderator: Bryan Alexander, author of "The New Digital Storytelling," editor of the Horizon Report and a frequent writer/speaker on digital technology in education

Not attending ALA Midwinter? OCLC will record the symposium and will post the video on the OCLC website shortly after ALA Midwinter concludes. Or, you can participate virtually as the event takes place.