



## **Data-driven decision support for print serials**

If serials make up a significant portion of your library's resources, properly analyzing them can be time-consuming and complex. Serials are more complicated than monographs, so understanding your serials collections requires a much wider range of data, including publication status, date ranges, rarity, holding details, and out-of-date status. GreenGlass for Serials is a data-driven decision support tool for print serials collections management. It empowers your library to take local action within the broader context of the collective collection.

## **Answers that inform strategy, preserve access, and improve service**

The OCLC team has worked with hundreds of libraries to analyze print collections for deselection programs, collection optimization, shared resource programs, and other strategic campaigns. This experience and our GreenGlass technology can now be applied to print serials. When you understand the relative scarcity of your holdings, their duplication in known journal archives, and publication and geographic data, you can save money, free up physical space, and improve discovery—all while protecting unique materials for future scholarship.

**GreenGlass for Serials** is a purpose-built, interactive application that empowers you to make evidence-based decisions regarding the management, sharing, archiving, and removal of print serials titles.

# Manage your serials collection.

GreenGlass for Serials can extract collection data from all major ILs, enabling libraries to define their own goals for retention, acquisition, deselection, and other strategic priorities. Working with OCLC, you can ensure that your library meets the needs of your users while improving the efficiency and value of your serials collections.

## **A few informed decisions can make a big difference.**

Serials can typically take up a disproportionate amount of physical space and library budgets. Manual and case-by-case assessment of these materials is time-consuming and, often, inaccurate or even impossible. By using the cooperative data in WorldCat, your library is equipped with insights that go a long way toward optimizing your serials collections and, if need be, freeing up valuable physical space.

**Make decisions based on strategic or departmental needs.** Some departments may want to prioritize retention based on the age of content. Some may want to free up a substantial amount of physical space based on targeting just one or two serials. Others may want to rank materials based on uniqueness. Whatever your goals, GreenGlass can provide the necessary insights.

**Identify duplicate titles.** If your run is duplicated by known archives, your library may be better served by providing access to those archives, rather than continuing to support a particular title or run locally. GreenGlass for Serials includes comparisons to many journal archives such as HathiTrust and those listed in the Center for Research Libraries' PAPER Registry. And more will be added over time.

**Understand faculty priorities.** GreenGlass for Serials makes it easy to share data and analysis with faculty and administrative stakeholders to get their feedback on criteria and align decisions.

**“Strategy based on evidence.”**

“GreenGlass brought the data together so I could develop the collection management strategy based on evidence and then look at the best ways of delivering it.”

## **Rozz Evans**

Head of Collection Strategy  
University College London

## **Visit [oclc.org/greenglass](https://oclc.org/greenglass) to learn more.**

Find out how GreenGlass and GreenGlass for Serials can empower your library to make evidence-based decisions about print monograph and serials collections.

**Because what is known must be shared.®**

