

OCLC direction and the environment

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ARL Fellows at OCLC

1 November 07

Part 1

Part 2

Part 1: Environment

Discovery
happens
elsewhere








The rich get
richer

**Then: the user built their
workflow around the library**

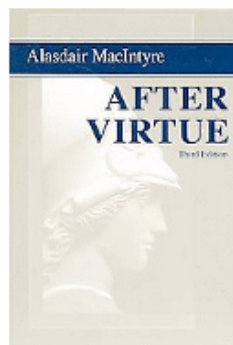
**Now: the library must build its service
around the user workflow**

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After virtue : a study in moral theory

Personal Author: MacIntyre, Alasdair C.**Title:** After virtue : a study in moral theory / by Alasdair MacIntyre.**Electronic access:** Table of contents only**Edition:** 3rd ed.**Publication info:** Notre Dame, Ind. : University of Notre Dame Press, 2007.**Physical descrip:** xix, 286 p. ; 23 cm.**Subject term:** Ethics.**Subject term:** Virtues.**Subject term:** Virtue.**Bibliography note:** Includes bibliographical references (p. [279]-281) and index.**ISBN:** 9780268035044 (pbk. : alk. paper)**ISBN:** 0268035040 (pbk. : alk. paper)[Request/Hold This Item](#)

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Summary

When After Virtue first appeared in 1981, it was recognized as a significant and potentially controversial critique of contemporary moral philosophy. Newsweek called it "a

**Then: resources were scarce and attention
was abundant**

**Now: attention is scarce and resources
are abundant**

All andypowell's items (339)

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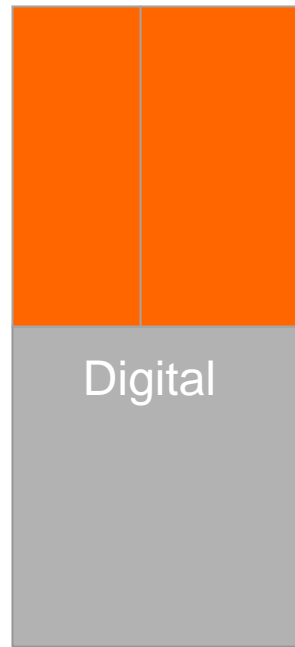
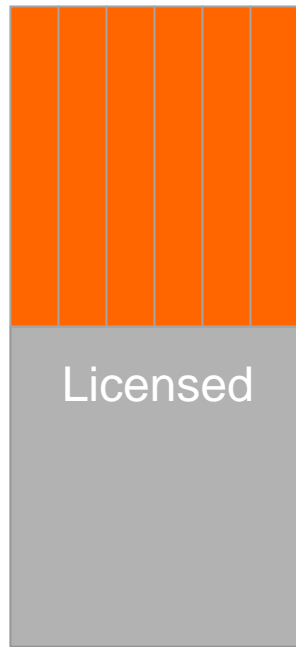
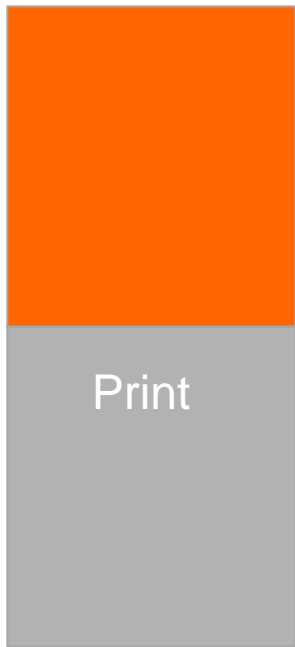
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People are entry points

Catalog

Metasearch
Resolver

Repositories ...



ILS

ERM
Knowledgebase

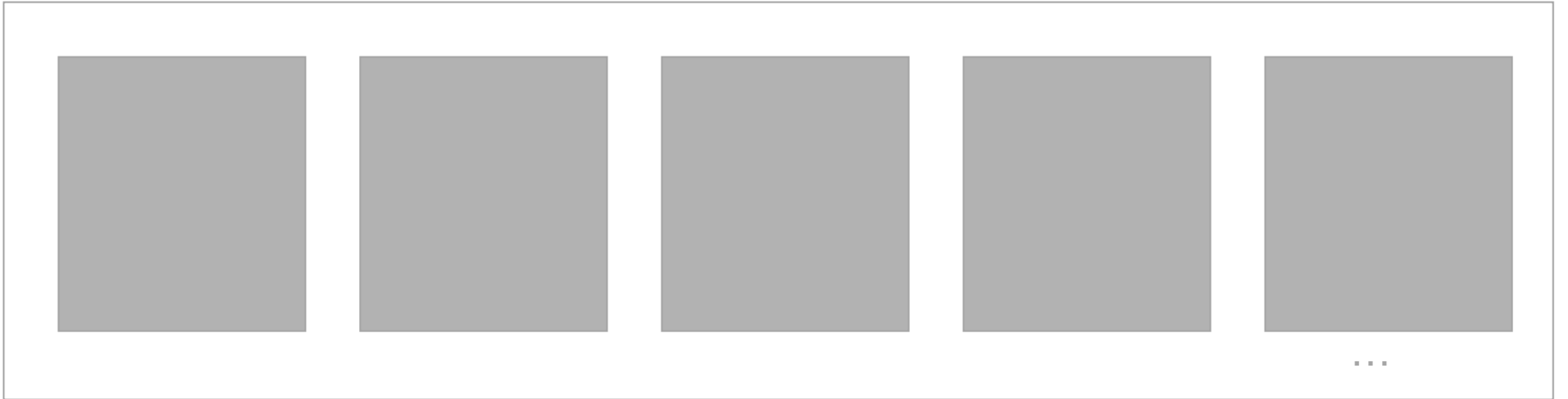
Repositories ...

...

User environment



Switch: delivery, routing, resolution



Management environment

Personal
Workflow

RSS,
toolbars, ..

Network level
workflow

Google, ...

Integrated
local user
environment?

Library web
presence
Resource
sharing, ...

Institutional
Workflow

Portals,
CMS, IR, ...

Consumer environments
Management environment

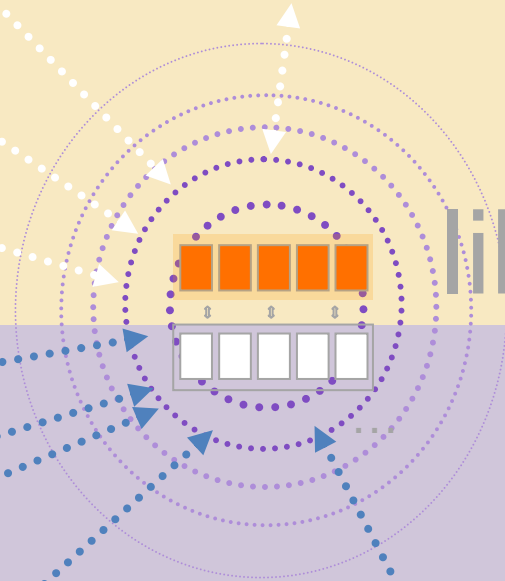
Bought

Licensed

Digitized

Faculty &
students

Aggregations
Resource sharing



library

Part 2: Strategic direction

Increase the
impact of libraries

Reduce unnecessary
fragmentation and
redundancies

Put libraries
at the point of need

Make the network work
for libraries

Build the library
brand on the network

Create systemwide
efficiencies

Webscale ...

A library experience
which matches the
experience of the web?

Comprehensive

Short path from
discovery to fulfilment

Traverse from
personal to global

Machine interface:
scale with use

Navigation

Adaptive

OCLC will incrementally build web-scale for libraries.

In doing so, lasting value is created through:

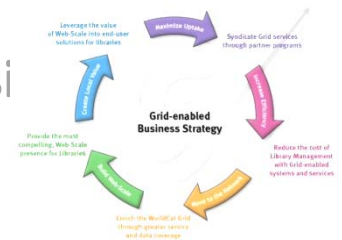
Increasing the visibility and impact of libraries **by creating a compelling user environment**

Creating system-wide efficiencies **through integrated management services**

Leveraging a compelling web-scale library resource globally **through grid-enabled services**

Strategic intent

- **Compelling user environment**
 - Deliver the complete resources of the library – its collections, its services, its expertise -- to the user at the point of need. It will include discovery, delivery, and social network services.
- **Systemwide efficiencies** in management environment
 - Make library operations more efficient. Priorities for attention here are integration between management functions, and to allow libraries to configure their presence in the Worldcat grid. (ILS, cataloging, digital services, business intelligence, ...)
- **The grid:** network interface services
 - Make processes and data available for remix by busi partners and libraries.



OCLC:

The network strategy

A compelling user environment

Make Worldcat.org so valuable that every library needs to be in it

- WorldCat.org
 - Add social networking features
 - Represent more of the library collection
 - Add features
 - WorldCat Identities
- Syndication
- Search Engine Optimization
- Grid

Create local and group value

- Worldcat local: Launch and widely deploy
- Delivery
 - Comprehensive & intelligent delivery options
 - Electronic resource resolution
 - Consortial borrowing
 - Buy-it
 - Home delivery – from pilot to product

Build Web Scale

Systemwide efficiencies in management environment

- Reduce cost and complexity by providing network level management services
- **Cataloging**
 - Move record capture upstream
 - Radically improve batch-load
- **Digital Repository**
 - Link local, group and global nodes
 - Integrate physical and digital metadata
- **Explore other network-based library processes**

Create efficiencies

Developing the grid

Syndicate grid services through partner programs

- Data services
 - xISBN, Audience-level,...
- Build community
 - Developer network

Enrich the grid through greater data and service coverage

- Greater data acquisition
 - Increase participation
 - Add local data with global significance
- New data types
 - Registries...
- New services
 - Payment
 - ...

Making it easier to participate and build webscale

The end

THANK YOU