

The Ripple Effect

Part 2: Widening the library's circle of influence

The global scope of library activity

1,212,383

Libraries worldwide

166,041,975,140

Annual library transactions/year

18,954,563

Transactions/hour

5,265

Transactions/second



OPAC searches

105,607,800,600

Database searches

36,555,852,000

Books: physical processing

15,517,196,010

Circulation/ILL

4,983,393,968

Back-office transactions

61,879,349

(transactions worldwide/year)
compiled by the OCLC library from multiple sources

Contents

Features

COVER STORY

4 The Ripple Effect: Widening the library's circle of influence

Making inroads with constituencies who will—if engaged properly—champion library funding is key to the survival of libraries.

MEMBERSHIP UPDATE

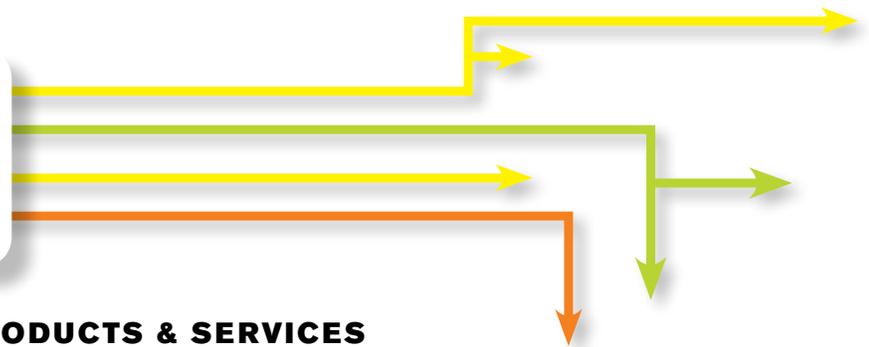
12 Interview: Jan Ison, OCLC Global Council President

As the global cooperative takes shape, the first OCLC Global Council President talks about the new governance structure and the need for increased engagement and feedback from members and participants.

TIPS & TRICKS

16 It all comes together in the WorldCat Registry

This free, Web-based registry allows libraries and library groups to manage organizational data in one place.



DEPARTMENTS

- 3 PRESIDENT'S REPORT
- 11 YOURSPACE
- 14 RESEARCH
- 19 UPDATES

PRODUCTS & SERVICES

18 Metasearch expands the reach of WorldCat Local

With the introduction of metasearch in WorldCat Local, libraries can make finding and getting library resources easier than ever before.



Stay in touch with your cooperative!

OCLC members—libraries, archives and museums around the world—are all owners of the OCLC cooperative.

Delivered monthly to your e-mail inbox, *OCLC Cooperative eNews* will help keep you informed on membership news, views, events, support and training. Everything you need to know about what's happening at OCLC.

Visit:

**[www.oclc.org/us/en/
email/subscribe.htm](http://www.oclc.org/us/en/email/subscribe.htm)**

to sign up for this and other OCLC publications.



The world's libraries.
Connected.

NeXT SPACE

www.oclc.org/nextspace

No. 14 January 2010

ISSN: 1559-0011

Editor

Tom Storey

Managing Editor

Andy Havens

Contributing Writers

David Duke, Fiona Leslie,
Phil Schieber, Diane Vizine-Goetz

Design

Origo Branding Company

Photography and Artwork

Calgary Public Library
JD Shipengrover, OCLC
Rich Skopin, OCLC
Sam Smith, OCLC
Günter Waibel, OCLC

NextSpace MC235

6565 Kilgour Place

Dublin, Ohio 43017-3395 USA

1-800-848-5878

Send questions, comments,
subscription requests and
address/contact updates to:
nextspace@oclc.org

For more information about OCLC,
including contacts for OCLC
offices and affiliated partners,
visit the OCLC Web site at:
www.oclc.org

NextSpace is published by OCLC
and is distributed at no charge. Its
contents may be reproduced in
whole or part provided that credit
is given. An archive of *NextSpace*
issues is available at
www.oclc.org/nextspace/archive.

All products and services named
in *NextSpace* are trademarks or
service marks of their respective
companies.

Toward a global record use policy



You will recall that in November 2008, OCLC announced that it was implementing a new policy to update the existing “Guidelines for Use and Transfer of OCLC-Derived Records,” which had been in effect since 1987. The goal was to foster innovative use of shared records in a Web environment while protecting the investment OCLC members have made in WorldCat.

As you will also recall, the proposed policy generated significant comment and controversy in the library community. In response, in February 2009, the OCLC Members Council and Board of Trustees jointly convened a Review Board on the Principles of Shared Data Creation and Stewardship to represent the membership and inform OCLC on the principles and best practices for sharing library data.

The Review Board gathered input from the library community, including the Association of Research Libraries, and sent a “Final Report of the OCLC Review Board on Principles of Shared Data Creation and Stewardship” to the OCLC Board of Trustees on June 22, 2009. The report noted that librarians and others had “emphasized their pride in the collective enterprise that is WorldCat, their appreciation of the public purpose OCLC serves in stewarding WorldCat, and their continuing support for sustaining WorldCat.”

Nonetheless, the Review Board recommended that OCLC withdraw the proposed policy, and subsequently, OCLC did indeed withdraw it.

On September 14, 2009, the OCLC Board of Trustees convened a new Record Use Policy Council that will engage with the global library community in the months ahead to develop the next generation of the WorldCat record use policy. Members of the Council are:

Jennifer Younger, President-Elect, OCLC Global Council and Edward H. Arnold Director of Hesburgh Libraries, University of Notre Dame, USA (Co-chair)

Barbara Gubbin, Director, Jacksonville Public Library, USA, (Co-chair)

ChewLeng Beh, Chair, OCLC Asia Pacific Regional Council and Senior Director, Singapore National Library Board, Singapore

Raymond Berard, Global Council Delegate and Director, ABES, France

Karen Calhoun, Vice President, WorldCat and Metadata Services, OCLC, USA

Klaus Ceynowa, Global Council Delegate and Deputy Director General, Bayerische Staatsbibliothek, Germany

Christopher Cole, Global Council Delegate and Associate Director for Technical Services, National Agricultural Library, USA

Lorcan Dempsey, Vice President, OCLC Research and Chief Strategist, USA

Nancy Eaton, Dean of University Libraries and Scholarly Communications, Penn State University, USA

Clifford A. Lynch, Executive Director, Coalition for Networked Information (CNI), USA

Brian E.C. Schottlaender, Global Council Delegate and The Audrey Geisel University Librarian, UC San Diego Libraries, USA

Lamar Veatch, Global Council Delegate and State Librarian, Georgia Public Library Service—University System of Georgia, USA.

As the new Record Use Policy Council begins its work, I want to thank the Review Board for its efforts on behalf of the OCLC membership. I also want to thank the members of the OCLC community who offered constructive criticism and support. The dialogue surrounding OCLC’s record use policy demonstrated the great strengths of the OCLC cooperative—that we are indeed a membership organization, that our members are vocal, and that we at OCLC listen to the membership.

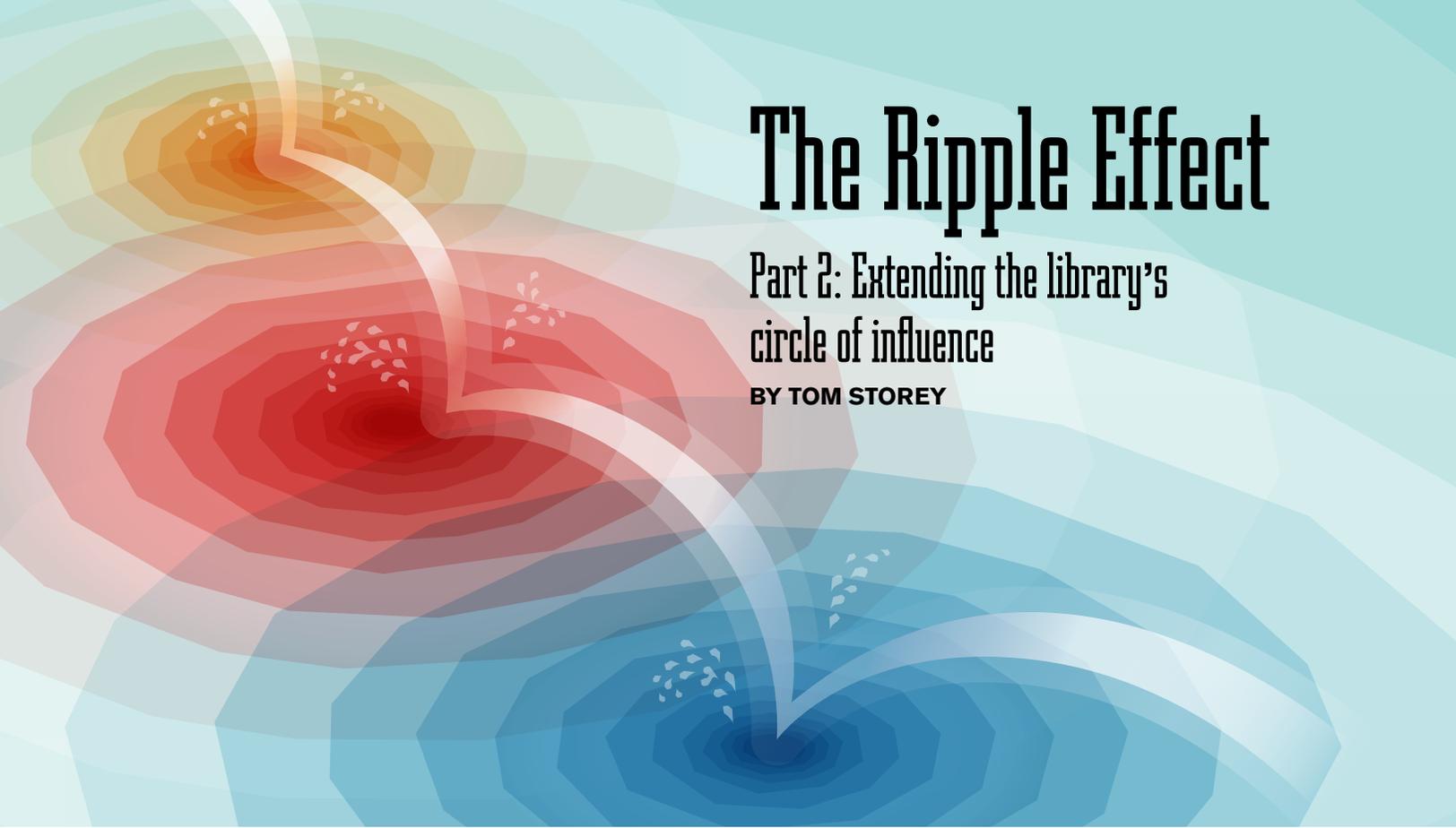
A modernized record use policy is essential for the future. The OCLC cooperative is moving toward next-generation cataloging and metadata management services with an open cataloging platform that supports library choice in a hybrid environment of metadata types and content standards (including RDA, the new cataloging code). Some of these services will interconnect in the Internet cloud through machine-to-machine interfaces. Others will reside where they are technically most appropriate, at the local, group or global levels. All will require a new view of WorldCat and record use that goes beyond bibliography and extends to the collective collection of libraries in the cooperative.

As OCLC Board Chair Larry Alford stated at the February 2009 OCLC Members Council meeting: “... our common goal and single purpose must be to preserve that which needs to be preserved while enabling libraries and librarians to make creative and innovative use of WorldCat and the records contained therein, and to share those uses to enhance access to information around the world.”

I am fully confident that we will succeed. ■

A handwritten signature in black ink that reads "Jay Jordan". The signature is written in a cursive, flowing style.

Jay Jordan
OCLC President and Chief Executive Officer



The Ripple Effect

Part 2: Extending the library's circle of influence

BY TOM STOREY

In the last issue of *NextSpace*, we looked at how libraries can extend their reach beyond traditional boundaries in order to better reach users in new and compelling ways. In this issue, we'll continue to focus on this "ripple effect," but from the standpoint of how libraries can generate enthusiasm and action within the communities that support them.

Connecting with users is, of course, essential to the mission of libraries. But building civic, commercial and governmental support is key to the survival of libraries. The ripple effect needs to come full circle, touching everyone who is involved in the success of libraries and helping to show the links between support and service.

Advocacy as a lifestyle choice

Gerry Meek walked into the Grand Ballroom at the Chicago Hilton for the advocacy discussion. He sat down and introduced himself to the few librarians already seated around the table. Then he looked at the empty chairs.

Later recalling that meeting at ALA Annual, he asked the question, "Why wasn't that table full? Advocacy and community building are the most important things we do."

Gerry makes sure that advocacy is a lifestyle, not just a series of programs, at the Calgary Public Library in Alberta, Canada. As Chief Executive Officer, he weaves the theme of advocacy into everything he and his staff do and into every community connection they make. Advocacy "Meek-style" is a management philosophy and a service philosophy all in one. You should, though, forget any idea that an advocacy lifestyle is preachy and self-important. With Gerry, it has to be full of energy, adventure, laughter and a sense of fun in order to succeed.

Gerry's commitment to advocacy begins with whom he hires. By his estimate, 80 percent of librarians are introverts, 20 percent extroverts. He has filled his staff with people from that 20 percent, he claims! "I'm trying to run the circus from the monkey's cage," he laughs. "I hire only people who smile, because one of my metrics is the smiles we create—smiles per hour."

He puts all new employees through an orientation boot camp during which he emphasizes the library's ABCs—Always Be Connecting—and everyone's role in advocacy. He hands out 'blue sky' notebooks that he tells staff to take into the community to record 'wicked, innovative new ideas' as well as ways to bring 'flash to the obvious.' Then he checks up on them.

"I want a porous, sponge-like organization that is out in the community and sees the possible in every situation in order for us to extend our reach and create new partnerships. I tell staff to listen, reflect, act. Start with who you know in the community. What service clubs are you a part of, what cultural organizations do you belong to. I tell them I have 'creation funds' from which we can run pilots for things libraries might not traditionally do."

Does it work? Before we get to Gerry's results, let's take the "ripple effect" to this topic, as well, and widen the circle of examples beyond the library profession. What can we learn from observing how other community organizations utilize their connections to succeed.



"I want a porous organization that is out in the community and sees the possible in every situation in order for us to extend our reach and create new partnerships."



The four Ps of successful advocacy: Passion, Planning, Partnerships, Promotion

It was the dream of making society work better together that led Michael Brown and Alan Khazei to start City Year, a national youth service organization founded in 1988. Fresh out of Harvard Law School, both turned down prestigious job offers in order to follow their passion for creating a nonprofit venture that they hoped would engage youth to change the world.

Today, 21 years later, they have succeeded not only in building a high-impact organization, but also in playing an influential role in advocating for a national service policy in the United States.

Corps members serve as tutors, mentors, role models and leaders of after-school programs to help students and schools succeed. They also transform their communities through physical services, such as:

- painting murals
- planting gardens
- creating play spaces
- renovating schools, and
- refurbishing community centers.

From a small, 50-person pilot program in its initial year, City Year has grown to 20 locations across the country and in South Africa. Since its inception, City Year has:

- graduated more than 12,500 alumni
- served 1.1 million children
- completed more than 20 million hours of service, and
- engaged more than 1.05 million citizens in service.

For the 1988 pilot, Michael and Alan raised the \$200,000 they needed from four corporate sponsors. In 2009, City Year has revenues of \$58 million, of which about half come from contributions and private grants. It has more than 350 corporate sponsors, including local companies in the 20 locations where it operates. And about a quarter of its revenues come from federal grants.

What made City Year succeed? How did it identify who to approach for sponsorship and get on their radar screen to make a pitch? How was it able to win the trust of its major supporters for ongoing funding? And how did it leverage its initial success to advocate policy changes and expand into the political sphere for government funding?



Passion. Both Michael and Alan had a deep-rooted belief that their idea could change the world and they both had an exuberant, energetic, unyielding spirit to make it happen. They wanted to transform the lives of people in the communities they served as well as City Year volunteers, making them all better citizens. And they wanted City Year to be the model for public service program design and an institution that lasts way beyond themselves.

“We fancied ourselves as social entrepreneurs and like to say we built a national service organization out of our garage,” Michael remembers. “We were inspired by Steve Jobs and Steve Wozniak (Apple Computer), and also by Peter Ueberroff (former baseball commissioner), who really put corporate sponsorship all together as the architect of the 1984 Olympics. We figured if he could get a corporation to sponsor a volleyball team, we could get one to sponsor a team of youth for community service.”



Planning. Michael remembers that it was the City Year concept that first attracted the attention of his initial donors. But it was their detailed, business-like plan—complete with a long-term vision, budget numbers, recruiting methods, work hours and achievable goals—that brought the Bank of Boston (now the Bank of America), The Equitable, General Cinema, and Bain & Company on board.

“Getting that first meeting was very, very hard,” says Michael. “We had to knock on a lot of doors and rely on people who knew people who knew people. But we were very determined. Eventually, we met someone who knew the person in charge of giving at what was then the Bank of Boston. They liked our idea and became a sponsor. Once they did, frankly, it became easier to attract other major sponsors.”

The ripple effect at work again.



Partnerships. From the start, Michael and Alan found ways to ensure that their sponsors benefitted from their partnership with City Year. Their belief that businesses have civic responsibilities and that City Year could help them “do well while doing good” was important, but it also was key to take a company’s interests into consideration and to connect to its corporate goals and strategies, rather than simply being a recipient of a grant.

“I get asked a lot about how you get money from corporations,” Michael says. “That’s not the right kind of perspective. You need to be fully knowledgeable about the company and know everything you can about their giving strategy and philanthropy efforts. Then you need to ask them about how you can help them do more to meet their goals and objectives.”

“Corporations want to express their idealism. Bain & Company has been one of our sponsors for each of our 21 years. City Year is a way for them to express their civic values and engage themselves and their employees both personally and professionally. City Year youth are ambassadors for their company both internally and externally. They wear the company name on their jackets while doing their community service and go back into the company to tell about the good things they are doing, which makes employees feel very good about their company.”



Promotion. Once Michael and Alan got their program established and successful, word spread and attention increased. And they were able to leverage their success into additional sponsorships, expansion into other cities and adopting policy advocacy as a means for obtaining federal funds and influencing larger policy decisions.

“Our private strategy was very helpful to our public strategy,” Michael says. “We founded City Year at a time when the idea of public/private partnerships was coming to the forefront, but most started out the other way—public to private. That sometimes makes it hard for the private sector to see how they fit in. We had always planned on engaging the public sector, and we leveraged our relationships in the private sector to get into the public sector. Government could see that our model was already working and that it already had the support of the private sector. We could demonstrate our success.”

In 1992, City Year invited all U.S. presidential candidates to learn about its mission. Then Governor Bill Clinton spent two hours with City Year talking not only with City Year youth but also sponsors, one of whom was Bain & Company Chairman Mitt Romney, who talked about how successful the company’s partnership with City Year was. President Clinton has said on many occasions that

City Year was an inspiration for AmeriCorps, which now funds 800 organizations and where City Year gets about a quarter of its funding.

In the end, Michael says, it’s all about developing strategic partnerships and sharing the joint space of community service. “Connecting the nonprofit space with the corporate space with the government space provides a nonpartisan way for everyone to come together and be part of a solution that demonstrates the power of service.”

Translating ideas into action, and action into results

Gerry Meek’s philosophy—and the buy-in from his staff and administration—drive the processes and programs in Calgary that seek to engage outside organizations in the success of the library. Gerry makes sure that his staffers are building influence in the community through constant contact and interaction with community and business leaders.



Photo by Andrew Dean

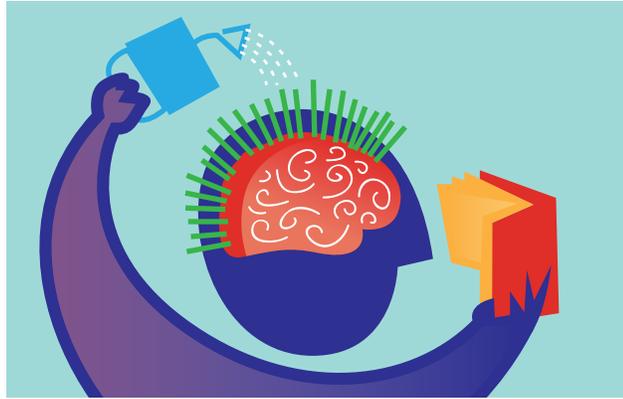
Co-founder and Chief Executive Officer Michael Brown says City Year is experiential. “We ask people to come for a visit to experience what we are doing.”

Every branch manager keeps a Rolodex file with detailed information on 25 key stakeholders in their district. Programs they've launched with the help of other local groups include:

- **It's a crime not to read.** The library partnered with the police department to encourage literacy and grow library awareness. Once a month, a librarian and a police officer visit students in second and third grade. The officer reads from a book selected by the library and encourages kids to set personal reading goals. Library staff got the police department to participate by convincing them that reading and literacy are crime-prevention tools. "Just look at the illiteracy in prisons," Gerry says. The program also provides a favorable image of police to the community, he says. Originally piloted in one school, the program now takes place in eight schools, involves staff from six library branches and police officers from five districts. Six Calgary Rotary Clubs and one corporate sponsor supply the \$20,000 funding.

- **The Original Recycler.** This program promotes the Calgary Public Library as the original "recycler"—sharing library materials reduces the amount of paper produced and, ultimately, discarded. In 2008, the library enhanced its environmental efforts with two special initiatives:

- **"Green Before Green Was Cool!"** This was a special media event during Environment Week to promote that being green is as simple as using the Calgary Public Library. Costumed characters showed how library cardholders saved paper, water and air environment simply by borrowing books instead of buying them.



- **Special library cards, which could be planted.** Just as a real library card helps grow the mind, the special seeded cards printed on biodegradable, recycled paper grew wildflowers to help the environment.

The library also runs a breakfast leadership institute to raise its profile and get closer to the leadership of the community. The Institute brings in the mayor, the chamber of commerce president and other VIPs to talk about their leadership journeys to library staff. "It's a chance for them to tell their stories and for us to provide information about the library and get exposure to community leadership. I tell my staff that we need to link to the emerging agenda in the community."

You can see the ripples spreading out into the community. From Gerry's philosophy to staffing decisions and procedure requirements ... to the library board ... to other civic and business organizations.



Photo by David Debaiko

The library board is also engaged and involved personally with advocating the library to the community through speeches, presentations and appearances. To support this effort, Gerry and his staff maintain a 'story bank' of user testimonials that they supply to board members for use in their efforts. The story might be a grandfather who learned to read to his grandchild or an immigrant family that relied on the support of the library. No matter the topic, though, the stories are ready-made ways for board members to illustrate the personal difference the library has made in people's lives.

You can see the ripples spreading out into the community. From Gerry's philosophy to staffing decisions and procedure requirements ... to the library board ... to other civic and business organizations. As often as possible, in as many places as possible, the Calgary library is seen as a player and partner, fundamental to the success of the community.

The Ripple Effect in the academic setting

Perhaps one of the masters at building influence and support is E. Gordon Gee, President of The Ohio State University and recently named *Time* magazine's top college president. Throughout his three-decade career as president at West Virginia University, University of Colorado, Brown University, Vanderbilt University and Ohio State, Gordon has demonstrated a skill at forming coalitions and drumming up support for education funding from various constituencies—businesses, alumni, legislators and local residents to name a few.

Among his latest achievements:

- His relentless advocacy for the transforming power of education was key to keeping higher education funding largely stable in Ohio's 2010/11 state budget, despite deep cuts in most every other program.
- During his seven-year tenure as Chancellor at Vanderbilt, he raised more than \$1.25 billion by building new partnerships with parents, friends, patients, alumni, foundations, corporations and the medical community. More than 745,000 gifts from 174,200 supporters were received as part of the Shape the Future campaign. Gordon also increased the quality of incoming students as measured by SAT scores, and Vanderbilt also moved up the rankings of America's best colleges.



He spoke about how the library is the soul of the university and of the ways in which rich history and tradition combine with advancement and modernization at the newly renovated library.

“We’re a recession sanctuary and a thinking space. We’re a social utility and community deficit fighter against poverty and illiteracy. We serve our community with both passion and compassion.”

Gordon is also a strong advocate for libraries, having authored two books on the strategic importance of libraries in student learning. And he has strengthened library services at each of the institutions where he has served as president. At a September 2009 dedication of the Thompson Library at Ohio State, following a \$100 million makeover, he spoke about how the library is the soul of the university and of the ways in which rich history and tradition combine with advancement and modernization at the newly renovated library.

The new library is symbolic of the reform that Gordon seeks in higher education.

“Libraries are transformational places, as central to our shared future as they have been to our past,” he told *NextSpace*. “Yet, the needs of the 21st century demand that those of us who serve the public good shed old habits and mindsets. No longer can we quietly conduct our business and expect others to provide us with necessary resources. It is imperative that we expand programs in our communities, aggressively and creatively partnering with all kinds of organizations. Now more than ever, we make our case for investment in our institutions by the moral force of our work.”

Passion, planning, partnership and promotion are at the heart of academic library success, too, it seems.

The fifth P? Payoff

Gerry Meek’s advocacy philosophy for the Calgary Public Library has clearly been successful, based on the hardest, most realistic measure possible—funding. Between 2006 and 2008, revenues increased 20 percent, from \$37 million to \$44.5 million. Funding for three new branches was approved. And plans for a new central library are in the works, with the site and land already secured.

At the heart of Gerry’s advocacy and community building is his desire to create and instill a deeper sense of purpose in his organization.

“We’re a recession sanctuary and a thinking space. We’re a social utility and community deficit fighter against poverty and illiteracy. We serve our community with both passion and compassion. We’re also cheap and easy. There’s no sticker shock.”

He continues, “We need to be recognized as a community action center, a place where hope and optimism is possible. That requires a discernible style that’s distinctively ours, a new vocabulary, and new metaphors to describe our fundamental role as a place offering access to both record and insight.” ■



Libraries, archives and museums find more in common—together

Fiona Leslie, OCLC Global Marketing Communications Manager for Europe, the Middle East and Africa, gives her personal perspective on an Executive Briefing organized by OCLC Research

Despite the grey, wet London weather, my level of interest and excitement was high whilst attending a one-day event on library, archive and museum collaboration, sponsored and hosted by OCLC and the Chartered Institute of Librarians and Information Professionals (CILIP), the leading professional organization for librarians, information specialists and knowledge managers in the United Kingdom.

Held on 15 September 2009, the briefing drew its inspiration from the OCLC Research report “Beyond the Silos of the LAMs” and brought together an eminent group of speakers from the U.K., the U.S. and Canada to share thoughts on how libraries, archives and museums can successfully work together. No single sector, museum, library or archive had all the answers ... but they all seemed to be asking the same questions.

Pooling items across curatorial, archival and bibliographic areas to meet a common informational purpose is difficult if an organization lacks vision, the conviction of its leadership and a tangible program of incentives. All three of these “collaboration catalysts,” introduced by Günter Waibel of OCLC Research, were in evidence in every presentation given.

Anne Van Camp, Director, Smithsonian Institution Archives in the U.S., and Beth McKillop, Director of Collections and Keeper of the Asian Department for the Victoria and Albert Museum (V&A) in the U.K., both identified the same business issue: how can we pull a variety of collections together physically and virtually to bring comprehensive insight to researchers? Anne shared the Smithsonian’s ambitious plans for an integrated search for all

collections. Beth announced the launch of a beta version of the V&A’s online collections tool, and informed us that their new curatorial policy is to launch online versions of collections at the same time as the physical display. As digital visitors to the V&A outnumber physical visits by 10:1, it’s clear that these efforts are productive.

Fiona Williams, Chief Librarian at the City of York Libraries in the U.K., gave a frank presentation on the challenges faced by her organization to incorporate the beleaguered city’s archive into the main library. York will shortly launch its second “Explore Library Learning Centre,” incorporating the operations of library, archive and adult education centre in one space with a goal of having 1 million visits a year by 2013, which would make it more popular than York’s own National Railway Museum.



Leaving the briefing that day, I was upbeat about the potential that greater collaboration can bring. A few weeks later I was outside the Birmingham Museum and Art Gallery, opposite the Birmingham Central Library. The museum had just unveiled the largest-ever find of Anglo-Saxon gold, bringing history enthusiasts from around the world to see it. As I observed the mile-long queue, it seemed an obvious opportunity to have a sign outside the library saying “Books on Anglo-Saxons Here!” attracting some of that interest over the library threshold. After attending the briefing, I’m optimistic that the cultural sector will be more open to embracing such ideas in the future. ■

For more information, visit

www.oclc.org/research/events/2009-09-15.htm

The global cooperative takes shape



The new OCLC Global Steering Committee met in Dublin, Ohio September 21–22, 2009 to plan and organize the program for the first Global Council meeting, to be held April 19–22, 2010. When the meeting concluded, *NextSpace* talked with Jan Ison, President, 2010 OCLC Global Council, and Executive Director, Lincoln Trail Libraries System, Champaign, Illinois, USA, about the cooperative's new governance structure.

***NextSpace:* What does it mean for OCLC members to be part of a global organization?**

Jan Ison: I think it means that we are all partners in an organization to bring first rate information and educational access to the users of our respective institutions. It also means that we have an opportunity for more dialogue between OCLC and members and between members in different geographies and institutions. The words "Global" and "membership" are important and we need to understand the specific meaning of these words in all parts of the world and how organizations participate in the OCLC cooperative.

I would say, though, that the value of the cooperative has been reinforced by the growing number of international members. We've heard from many Asia Pacific members, for example, that they really want to share more of what they're doing and play a more active role in the cooperative.

***NS:* What new benefits do you see for members in this new structure?**

Jl: Any cooperative has to provide meaningful, measurable benefits in order to be of value. But there also have to be realistic expectations of what is expected from the members themselves. It's not a one-way street. Cooperation is not free. The money spent on cooperative activities—research, publications, industry activities, advocacy, member meetings and communications, for example—is money that isn't invested in product development. We have to agree that these cooperative efforts are worthwhile, both for our membership and for the profession. Access to information is a democratic value, and supporting our values requires efforts beyond cost-sharing and standards.

NS: What member achievements have really captured the spirit of cooperation and OCLC's vision?

JJ: A simple example comes from a library in Lincoln Trail Libraries System where I work. A school library, serving fewer than 500 students, was asked to loan an item to another library in Montana. They were so excited because the staff of the library in Montana called and asked if they would loan it and told them that they were the closest library with that item. This makes what that library does even more important as they know they are valued beyond the local school, beyond Lincoln Trail. It is also a great thing to report to school administrators.

Throughout the cooperative, we have great opportunities like this to shine a light on how libraries, from big to small, are all important. Documenting local history, stewarding unique collections and ephemera, preserving collections with one-of-a-kind digitization projects ... libraries need a way to get these resources out there. And when we do it together, at the network level, we not only provide great materials and services to users, but we can use the management data in interesting new ways.

NS: How do you think the benefits of OCLC membership have changed over the years?

JJ: Well, they haven't decreased, that's for sure. Even if we look solely at resource sharing—borrowing and loaning of materials keeps going up. And the rate of OCLC cataloging, worldwide, does nothing but increase.

I do think we must remember OCLC's public purposes and even expand it if needed. Mostly we should remind our members of the public purpose so that we all understand what this



means for the membership. Our ability to negotiate on behalf of our members—both contracts and services—is an extraordinary benefit. That's going to be a key factor in the near future as more of our content becomes electronic and digital. We need to help libraries become premier institutions for the discovery and use of electronic resources.

NS: What would you like to see in terms of increased engagement and feedback from members and participants?

JJ: I'd like to see more dialogue with members. Thoughts and ideas from members for new programs or products can be forwarded to OCLC management and others with a vested interest in the success of the cooperative. OCLC should not be "they" from any member's perspective. We're all "we." We're a team and we should be proud to be members of OCLC. We won't always all agree on everything, but it never hurts to have more discussions with broader groups of participants.

Also, OCLC can't ever stop trying new things. We need to continue to be proactive. Our membership is a great source of creativity. New ideas can come from anywhere. OCLC is listening, and now is the time for members to speak up!

NS: What value do you feel OCLC provides for libraries, museums and other memory institutions worldwide, outside of products and services?

JJ: Because we are a nonprofit, we can tackle big issues facing libraries on behalf of the cooperative. We continue to do new research, update environmental scans, report on trends and inform libraries and cultural heritage institutions about what's going on in the profession all over the world.

We can also leverage the power of the membership to address negotiations and give every library, no matter what size, a voice in the larger information sphere.

NS: What are the greatest challenges libraries will face in the next decade and beyond? How do you think OCLC can help?

JJ: Funding will continue to be a huge challenge for libraries, as it will be for OCLC. In times of economic stress, organizations tend to pull back rather than cooperate. We need to band together and find solutions. Working together shouldn't cost more than going it on your own. Being part of a cooperative should be a no-brainer from a financial standpoint. Otherwise, when libraries pull back, we risk the future for all of us.

I am passionate about cooperation. I've been doing it for 30 years and believe that it's a powerful force for good in our profession. I would love to hear every member refer to OCLC as "our cooperative." Together we can achieve more. ■

OCLC should not be "they" from any member's perspective. We're all "we."

Classify: a FRBR-based research prototype for applying classification numbers

A user interface and a machine service for assigning classification numbers and subject headings

BY DIANE VIZINE-GOETZ

Classification schemes are used by libraries to provide a systematic arrangement of materials. The classification numbers applied to books and other materials are used to arrange items physically on shelves and to support browsing, filtering and retrieval of bibliographic information in online systems. The Classify prototype is designed to help users apply classification numbers.

A recent scan of WorldCat reveals that nearly 100 million classification numbers have been applied to bibliographic records in the database. The majority are from the Dewey Decimal Classification (DDC), the Library of Congress Classification (LCC) and the National Library of Medicine Classification (NLM) systems. The Classify prototype takes advantage of this vast quantity of classification data. The September 2009 update of the Classify database provides access to over 37 million work-based summaries of classification information. Nearly 66 million bibliographic records, representing many different editions, formats and languages, were grouped using the OCLC FRBR Work-Set algorithm to form the database.

Nearly 100 million classification numbers have been applied to bibliographic records in the database.

The information in Classify is accessible through a user interface and through a machine service. The user interface is ideal for day-to-day cataloging tasks. The machine service is good for batch processing and has been used successfully in that mode by several users. The user interface is available at: classify.oclc.org. Technical information about the machine service is accessible from the user interface.

The Classify database is searchable by many of the control numbers associated with books, magazines, journals and music and video recordings. These numbers include: ISBN (International Standard Book Number), ISSN (International Standard Serial Number) and UPC (Universal Product Code). The database is also indexed by OCLC record number, title and/or author and FAST headings. The prototype is logging about 30,000 unique searches per month. The most common search type is ISBN, followed by title, title/author and FAST subject heading.

A Classify record for a work contains the most frequently assigned DDC, LCC and NLM class numbers, as applicable, based on holdings counts. The user interface presents a tabular summary of this information and pie charts containing the top ten classes for each scheme. The pie charts often highlight cases where multiple class numbers, or a choice among class numbers, may be appropriate for the work. The interface also presents summary information for the work as a whole, including the number of bibliographic records in the set (labeled 'Editions' in the interface), the sum of the

Classify: An experimental classification Web service

holdings for all records in the set, and a list of the different formats represented in the work set. For example, print books, eBooks, and audiobooks are grouped together.

The Classify prototype provides access to a set of Faceted Application of Subject Terminology (FAST) headings that has been associated with each work. FAST is a controlled vocabulary based on the Library of Congress Subject Headings (LCSH). FAST headings provide additional subject information about a work and enable users to search the Classify database by subject heading.

The application also provides detailed information for each record in a work set. Each entry includes title and author, language, format, holdings count and all syntactically valid LCC, DDC and NLM class numbers. For DDC numbers, Dewey edition information is also given. Class numbers assigned to records by the Library of Congress and the National Library of Medicine are marked in the interface.

The research team responsible for Classify is currently testing a new interface. The plan is to release the interface with the next update of the database. The update will reflect the contents of WorldCat at the end of December 2009. ■

For more information, visit www.oclc.org/research/activities/classify/

Search
You can search Classify by the control numbers on books, CDs and DVDs, or by OCLC record number, title and/or author, or subject heading. Simply enter your search term in the appropriate box to retrieve matching records.

Summary
Classify provides a summary of all the class numbers applied to a work. You can also view a series of charts that show the top ten assigned classes from the Dewey Decimal Classification (DDC), the Library of Congress Classification (LCC), and the National Library of Medicine Classification (NLM).

FAST Subject Headings
FAST is a controlled vocabulary based on the Library of Congress Subject Headings. FAST headings provide additional subject information about a work and enable you to search the Classify database by subject. The pie charts make it easy to see the most commonly applied headings.

Editions Details
Classify enables you to see the individual class numbers from bibliographic records in a work set. Each entry shows all LCC, DDC, and NLM class numbers for a particular record. Class numbers assigned by the Library of Congress or the National Library of Medicine are marked. Dewey edition information is also provided.

Summary Data:

DOC:	Class Number	Holdings
Most Frequent	PS5 .D542B2	5007
Most Recent	741.5	59
Latest Edition	955 .0542B92	4024
Latest Edition	14	25

LCC:

Class Number	Holdings
Most Frequent	PN6747 .S245
Most Recent	PN6747 .S245

FAST Subject Headings List:

1. *Setrapi, Marjane, 1965* (944)
2. *Graphic novels* (943)
3. *Revolution (Iran, 1979)* (934)
4. *Islamic fundamentalism* (911)
5. *Emigration and immigration—Psychological aspects* (94)
6. *Girls* (938)
7. *Social history* (939)
8. *Comic books, strips, etc.* (147)

It all comes together in the WorldCat Registry

BY DAVID M. DUKE

The WorldCat Registry is an authoritative, single-source, Web-based directory for your library or library consortium to maintain information that defines your institutional identity, services, relationships, contacts and other key data often shared with third parties.

With the WorldCat Registry, libraries, museums, institutions, archives and other cultural entities can:

- Create and manage a profile that centralizes and automates information sharing with vendors and others—no need to maintain multiple identities, and data is always up-to-date
- Get greater Internet visibility for collections and services through syndication of your data over a variety of Web services, including WorldCat.org.

“The WorldCat Registry enables more users to find the services that your library provides,” explains Joanna White, Product Manager, WorldCat Registry. “People come to your library through WorldCat from different services, such as Google, Yahoo!, Ask and many others. Registry data helps make that happen.”

Connections to Service Configuration/ Developer Tools

WorldCat Registry Search (Web service)
Use this Web service to find and retrieve institutions and consortia profiles in the WorldCat Registry based on specified criteria.

Registry Search API

WorldCat Registry Detail (Web service)
Use this Web service to retrieve information about a single institution or consortium from its profile in the WorldCat Registry.

Registry Detail API

OCLC® Service Configuration

Open URL Resolvers

OpenURL Gateway (Web service)
Direct your Web users to full text and other online resources at an OpenURL address.

Open URL Gateway

WorldCat® Registry

Registry Home About FAQ Get E-mail Updates

Search for Institutions: Search Advanced Search

[Create a new WorldCat Registry profile](#)

Profile Summary

Macalester College
DeWitt Wallace Library

Want to modify this profile? Your user account must be authorized to edit profile information. [Authorize](#)

Profile Summary
[Download this Profile as XML](#)

Name and Location

Identifiers

Relationships:
[Branches](#)
[Affiliations](#)

Services:
[IP Addresses](#)
[Online Catalog](#)
[OpenURL Resolvers](#)
[Virtual Reference](#)

Administrative Information
[Contacts](#)
[Global Policies](#)

Last updated on 2009-09-15

Institution Name: Macalester College
Also Called: DeWitt Wallace Library
Institution Type: Academic Library

Street Address:
1600 GRAND AVE
ST PAUL, Minnesota 55105-1801
United States

Business Address:
1600 GRAND AVE
ST PAUL, Minnesota 55105-1801
United States

Phone: (651) 696-6610
Fax: (651) 696-6617
E-mail Address:
Home Page: <http://www.macalester.edu/library/>
Information Page: <http://www.macalester.edu/library/>

Services:
IP Addresses:
Online Catalog: <http://clinet.clc.edu/>
OpenURL Resolvers: <https://macalester.iliad.oclc.org/iliad/iliad.dll/OpenURL>; <http://macalester.liblink.umn.edu/macalester.https://macalester.iliad.oclc.org/iliad/og>

When was the last time your library updated your WorldCat Registry profile? Do it now at www.worldcat.org/registry

The WorldCat Registry gives your library or cultural organization a single place to keep track of all your details, such as geographic location, catalog, OpenURL, IP ranges and more. But where does this data get surfaced for the end-user? The visual below gives you a snapshot:

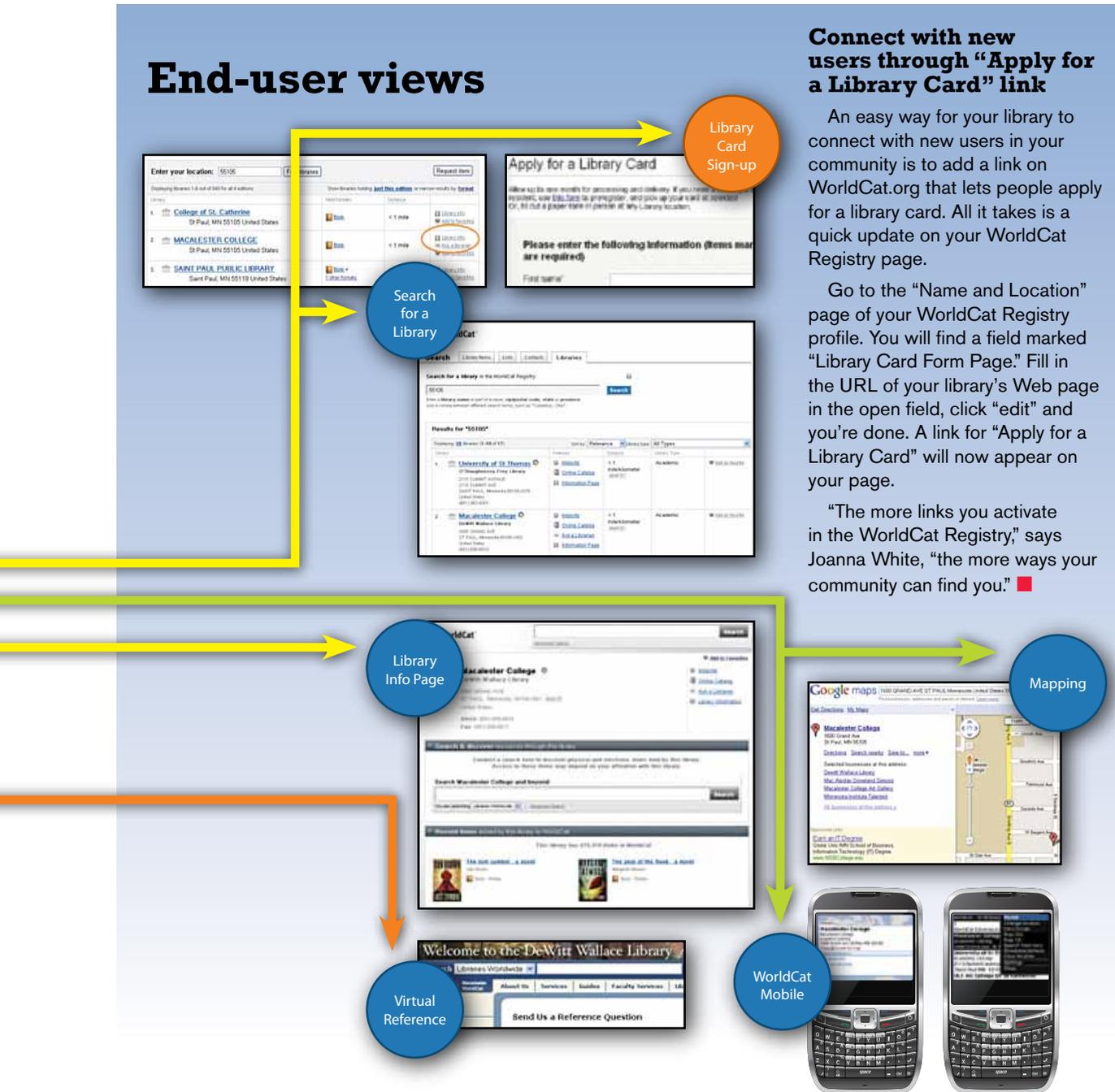
End-user views

Connect with new users through “Apply for a Library Card” link

An easy way for your library to connect with new users in your community is to add a link on WorldCat.org that lets people apply for a library card. All it takes is a quick update on your WorldCat Registry page.

Go to the “Name and Location” page of your WorldCat Registry profile. You will find a field marked “Library Card Form Page.” Fill in the URL of your library’s Web page in the open field, click “edit” and you’re done. A link for “Apply for a Library Card” will now appear on your page.

“The more links you activate in the WorldCat Registry,” says Joanna White, “the more ways your community can find you.” ■



Metasearch expands the reach of WorldCat Local

Library users can now search both OCLC and non-OCLC databases

BY DAVID M. DUKE

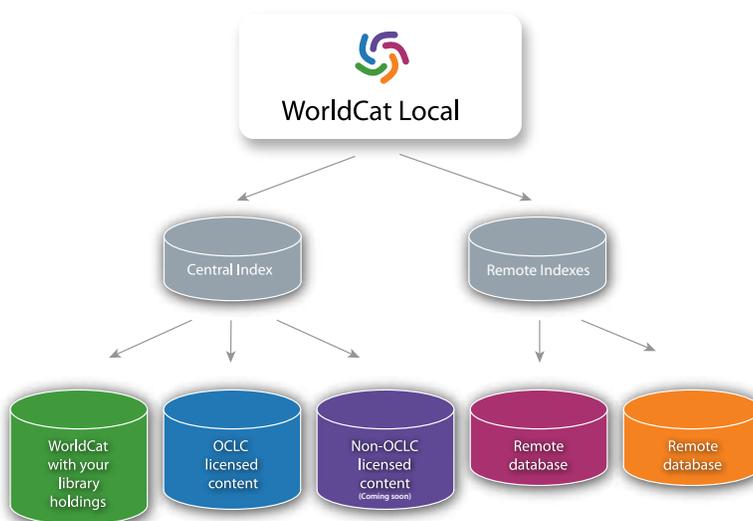
With the introduction of metasearch in WorldCat Local, libraries can make finding and getting library resources easier than ever before. Information seekers no longer need to log in to multiple interfaces or navigate numerous results sets to find and get to the information they need.

The new metasearch feature provides single-search access to library resources and delivers a single set of search results that integrates records from remotely indexed databases, WorldCat and content licensed from OCLC. The results from a WorldCat Local search display many types of resources in your library. That includes electronic materials, digital items, databases, music, video, maps, journals, theses, as well as print. This upgrade is available at no additional charge to libraries that subscribe to WorldCat Local.

“WorldCat Local metasearch represents a new approach for consolidated access to library resources,” says Mela Kircher, Associate Product Manager, WorldCat Local. “Library users can now find items from multiple information providers all in one place. This not only saves time, but helps them make better use of the resources libraries provide for them.”

“The ideal way to offer metasearch is to load databases and index them centrally, and WorldCat Local is on target to making this happen,” says David Wuolu, reference and Systems Librarian, Alcuin Library, College of St. Benedict/St. John’s University, Collegetown, Minnesota. “In the meantime, its Z39.50 connection is a clean, reasonable implementation of the search and sort of third-party databases.”

“WorldCat Local metasearch represents a new approach for consolidated access to library resources.”



A locally managed profile enables library staff to provide authenticated users access to appropriate databases. A service configuration module lets staff build database groups around subject areas of interest. This is a convenient way to search across multiple databases and electronic resources, providing a single, integrated result set featuring the most relevant materials.

Since August 2009, users of WorldCat Local and WorldCat.org have been able to search content found in OCLC electronic resource services—OCLC FirstSearch databases, NetLibrary eBooks and eAudiobooks, Electronic Collections Online eJournals, ArchiveGrid archival collection descriptions and CAMIO (Catalog of Art Museum Images Online)—from the WorldCat search box. WorldCat Local metasearch continues these efforts by adding content from non-OCLC sources, giving libraries a full-featured way to easily connect information seekers with the materials they need.

OCLC plans to expand the central index to include resources from familiar content providers that are most used by libraries today. Over time, the central index will provide access to the majority of available content, and will be complemented by searching remote indexes to incorporate the diverse materials libraries make available to their users. ■

For more information, visit

www.oclc.org/worldcatlocal/overview/metasearch

Now on WorldCat.org

OAIster records



The University of Michigan and OCLC have transitioned the OAIster database to OCLC. OAIster records are now included in WorldCat.org search results, along with records from libraries worldwide that add their holdings to WorldCat. OCLC will release a freely accessible, discrete view of the OAIster records in January 2010 through a URL specific to OAIster. ■

For more information, visit

www.oclc.org/news/releases/200956.htm

ScienceDirect articles

Elsevier article-level metadata for SCOPUS and ScienceDirect collections from 2006 to the present joins similar content from the GPO Monthly Catalog, ArticleFirst, MEDLINE, ERIC and the British Library Inside Serials. The ScienceDirect content corresponds to 1,800 journals, 150 book series and more than 1.3 million records. ■

For more information, visit

www.oclc.org/news/announcements/announcement400.htm

WorldCat reaches 150 million records



Entered on October 23, the 150 millionth record was part of a batchload project to add some 13.2 million records from the Bibliothèque nationale de France to WorldCat. It took the OCLC

cooperative 35 years, from 1971 to 2006, to add the first 75 million records to the WorldCat database and just three years to add the next 75 million. ■

For more information, visit

www.oclc.org/worldcat

Records from PapersFirst, ProceedingsFirst

These two indexes contain papers from conferences, symposiums and expositions worldwide. Created from items received by The British Library Document Supply Centre, the databases offer 7.4 million published items in English, French, Spanish and Chinese. ■

For more information, visit

www.whatcounts.com/bin/archive_viewer?id=6FB64ED51A04512E81ED785054AA4060

More covers, evals, summaries

OCLC is partnering with Syndetic Solutions through June 2010 to offer trial access to evaluative content—cover art, reviews and summaries—in WorldCat Local. The trial will surface six new evaluative content elements within the WorldCat Local interface:

- Cover art
- Reviews from *Library Journal*
- Reviews from *Publisher's Weekly*
- First chapters
- Descriptions/summaries
- Table of contents

The content will help WorldCat Local users more easily determine which items in search results will fulfill their research needs. ■

For more information, visit

www.oclc.org/news/announcements/announcement396.htm

Two new trustees on OCLC Board



Bernadette Gray-Little, Chancellor of the University of Kansas, and John R. Patrick, President of Attitude LLC and former Vice President of Internet Technology at IBM, were elected at the November 2009 OCLC Board of Trustees meeting. They replace Ralph Frasier, Executive Vice President, General Counsel and Secretary (retired), The Huntington National Bank, and Jane Ryland, President Emerita of CAUSE, both of whose terms had expired.

Bernadette Gray-Little was named the 17th Chancellor of the University of Kansas in August 2009. Prior to coming to the University of Kansas, she was

a Professor of Psychology at the University of North Carolina–Chapel Hill before being named to several top administrative posts there, including Executive Vice Chancellor and Provost.

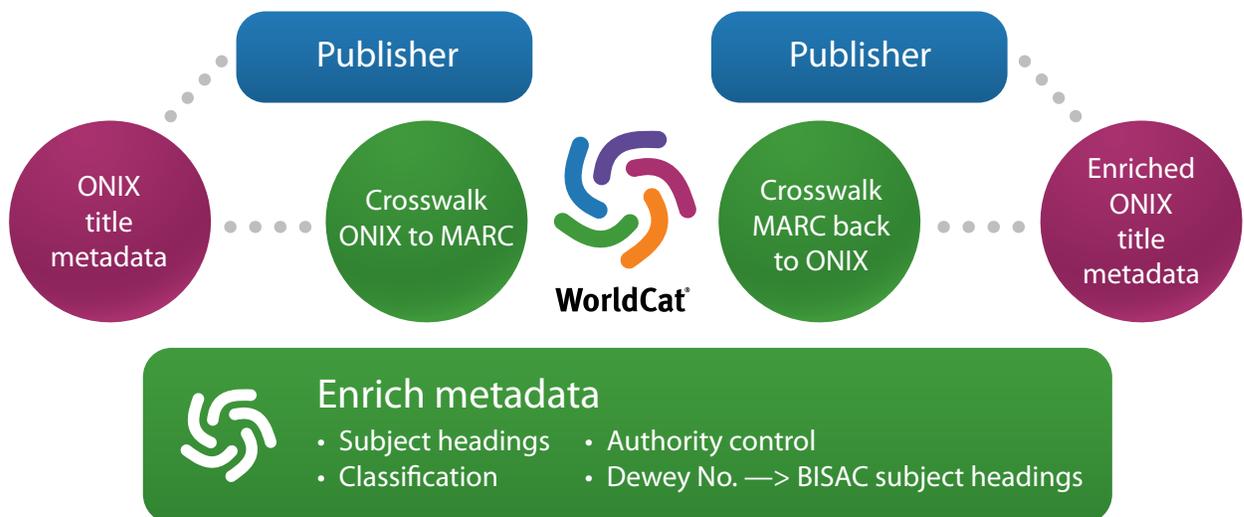
John Patrick is President of Attitude LLC consulting and former Vice President of Internet Technology at IBM, where he worked for 38 years. Starting in the early 1990s, Patrick dedicated his time to fostering Internet technologies. He was a founding member of the World Wide Web Consortium at MIT in 1994, a founding member and past Chairman of the Global Internet Project, a member of the Internet Society, a senior member of the Association for Computing Machinery, and a Fellow of the Institute of Electrical and Electronics Engineers. ■

For more information, visit www.oclc.org/news/releases/200957.htm

Enriching ONIX records with library metadata

OCLC's new Metadata Services for Publishers enriches publishers' ONIX title metadata using WorldCat mining and mapping techniques, and delivers the enhanced ONIX metadata back to publishers for use in their systems. The enhanced metadata is made available early in the data creation process to libraries for use in selection, acquisition and technical services workflows. Information seekers also benefit from Web discovery of this metadata via WorldCat.org. ■

For more information, visit www.oclc.org/news/releases/200954.htm



BY THE NUMBERS Statistics to think about



20

Percentage of apps released to the Apple Apps Store in October 2009 that were eBook-related. (For the first time since the Apple App Store was introduced in 2008, book applications exceeded the leading game apps category in both September and October 2009.)

blog.flurry.com/bid/27796/Flurry-Smartphone-Industry-Pulse-October-2009

330,000,000

Users of Firefox, which turned five years old in November 2009 and now accounts for 20 percent of the global browser market

blog.sysomos.com



1,350

Tweets per minute needed to be included in Twitter's trending topics

news.buzzgain.com/how-many-tweets-does-it-take-to-be-a-trending-topic-on-twitter/

3,000,000

People in the U.S. reading an eBook on their iPhone

blog.flurry.com/bid/27796/Flurry-Smartphone-Industry-Pulse-October-2009



300,000,000

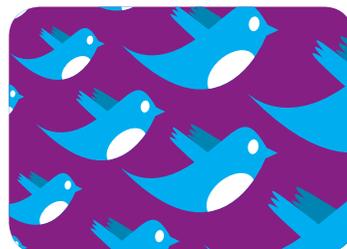
People using Facebook

blog.facebook.com/blog.php?post=136782277130

48,233

Unique Twitter users online per hour

news.buzzgain.com/how-many-tweets-does-it-take-to-be-a-trending-topic-on-twitter





OCLC, Inc.
6565 Kilgour Place
Dublin, OH 43017-3395

Non-profit Org.
U.S. Postage
PAID
Columbus, Ohio
Permit No. 5391

Get together with OCLC Online and in person

OCLC events

Ontario Library Association
February 24–27, 2010
Toronto, Ontario, Canada

**16th Meeting of the Librarians
of the Yucatan Peninsula**
March 3–5, 2010
Mérida, Yucatán, Mexico

Norsk Bibliotekmøte
March 17–19, 2010
Hamar, Norway

Public Library Association 2010
March 23–27, 2010
Portland, Oregon, USA

JISC Conference 2010
April 12–13, 2010
London, England, United Kingdom

Computers in Libraries
April 12–14, 2010
Arlington, Virginia, USA

Texas Library Association
April 14–17, 2010
San Antonio, Texas, USA

British Columbia Library Association
April 22–24, 2010
Penticton, British Columbia, Canada

Check the OCLC Web site for upcoming conferences and events:
www.oclc.org/news/events/

OCLC blog listings

Lorcan Dempsey's Weblog
orweblog.oclc.org

Metalogue
community.oclc.org/metalogue

WorldCat Blog
worldcat.org/blogs

Hectic Pace
community.oclc.org/hecticpace

It's all good
scanblog.blogspot.com

Weibel Lines
weibel-lines.typepad.com

Hanging Together
hangingtogether.org

The Dewey Blog
ddc.typepad.com

Outgoing
outgoing.typepad.com/outgoing

BlogJunction
blog.webjunctionworks.org

Designing the Future
community.oclc.org/engineering

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

Follow us on Twitter
twitter.com/OCLC

Subscribe
www.oclc.org/rss/

**Become a fan of WorldCat
on Facebook**
[www.facebook.com/pages/
WorldCatorg/81565002545](http://www.facebook.com/pages/WorldCatorg/81565002545)



Milan, Italy
75th IFLA General
Conference and Council