

MINITEX/OCLC MAILING

A PUBLICATION OF THE MINITEX BIBLIOGRAPHIC AND TECHNICAL SERVICES UNIT

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What's New at OCLC

ANNOUNCEMENTS

MINITEX/OCLC MAILING FACELIFT

You have probably noticed by now that the *MINITEX/OCLC Mailing* looks a little different. We have updated our newsletter in order to more closely resemble our other MINITEX program newsletters. In addition, we had used the same format for well over 10 years; it was time for a new look! We hope you like the new *Mailing* and welcome your comments!

Sara Ring, MINITEX/BATS

OCLC CATALOGING AND RESOURCE SHARING RENEWALS

Watch the mail for your OCLC Cataloging and WorldCat Resource Sharing subscription renewal quotes. We will be sending these out around the first of May. We will send both quotes, in one envelop, to the main OCLC contact for each library. If you receive these and someone else at your institution really needs to see them, please forward them on, as appropriate.

Both the Cataloging and WC Resource Sharing subscription amounts are increasing by 4% for fiscal year 2009. There is no increase in the Access amount. Your subscriptions will renew automatically on July 1, 2008.

If you have questions or concerns about your renewals, please contact the BATS unit by June 1.

Virginia Dudley, MINITEX/BATS

GENERAL

WORLDCAT REACHES 100 MILLION

On April 1, a record for the 1950s publication from the U.S. Fisheries Laboratory, *Miscellaneous Contributions*, marked the 100 millionth bibliographic record entered into WorldCat. The record was part of a retrospective conversion project for the University of Washington Libraries.

In the past, WorldCat millionth bibliographic records were easily recognized by an OCLC record number that ended in zeros. Over the past year,

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A Program of the Minnesota Office of Higher
Education and the University of Minnesota

GENERAL

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additional types of records have been added to WorldCat, including article-level citations available in WorldCat.org and Institution Records reflecting an institution's edited version of a bibliographic record. Both of these types of records are assigned OCLC numbers from the same numbering sequence applied to master bibliographic records. As a result, OCLC has developed a process that continuously monitors the total number of master bibliographic records in WorldCat. This process was used to determine which master bibliographic record was the 100 millionth.

The WorldCat database continues to grow at an extraordinary rate. Libraries added 18.7 million records to WorldCat in 2007 compared with 9.3 million in 2006 and 4.7 million in 2005.

OCLC; edited

PLA CONFERENCE REPORT

Virginia Dudley, Sara Ring, and Mark Wilhelmi all attended the Public Library Association's 12th National Conference in Minneapolis, MN, March 27-28. Below is a summary of the sessions we were able to attend.

Why Do We Dewey? Redesigning for the Customer Centered Experience

Topeka & Shawnee County Public Library, Kansas

The library staff wanted to get their stacks more user focused, and they were especially concerned about adult non-fiction. Usage was declining, but they had great materials that no one knew about.

They formed a team that came up with a list of problems with the stacks, including: warehouse-like atmosphere; customers dependent on librarians to find things they knew they wanted; the whole library setup was reactive, not pro-active, with an emphasis on helping a patron find specific titles, if asked; very little browsing was taking place.

Their goals for the project included: create a user experience with an inviting atmosphere, draw people into the stacks, empower the customer, anticipate needs, make areas that are browser and title-specific friendly.

They did three main things to accomplish their goals (concentrating for now on certain areas of adult non-fiction):

1. Created displays in the stacks

- Rearranged the stacks to be more open
- Change the displays every 2 months

2. Improved the organization of materials – this is where the bulk of their efforts took place

- Challenge: how to use some bookstore-like features and keep Dewey classification, i.e. how to create a place that invites browsing but also allows you to find a specific title
- Came up with the concept of subject or broad topic “neighborhoods”
- Pulled items together from multiple Dewey disciplines
- An example is the Travel Neighborhood that not only includes general and specific travel guides and travelogues, but also foreign language phrase books, and all formats that fit the subject area

3. Improved visual merchandising

- Added shelf headers, shelf labels, stickers on the books indicating the subject, etc.
- Made Dewey Maps for patron use, e.g. the “Travel Directory”
- Created Travel Bags for specific locations, with books, maps, brochures about the area. The whole bag can be checked out.

The library has created two neighborhoods so far, and more are planned. The results have given them positive feedback and increased circulation. For their Health Neighborhood, they are working with two nearby hospitals and have even gotten some funding from them.

Many of the questions from the audience indicated a concern for the amount of cataloger time that is invested in this. The project involves quite a bit of Dewey cleanup, some tweaking of Dewey numbers, relabeling, and a detailed accounting of what they have done for future

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reference. But so far, this library is committed to the effort. (They do admit that they have to go slowly because of limited staff resources.)

There is a lot of information about all of this on their Web site at:

http://www.tscpl.org/dewey/comments/why_do_we_dewey/

The information available includes a 6-page brochure (entitled "Why Do We Dewey Cataloging Notes"), the PLA presentation slides, a YouTube video, information specific to their Travel Neighborhood and their Crime Section, and more.

Mix It Up: Using Blended Learning for Staff Training

Organized by WebJunction (Marilyn Mason, Exec. Dir.), speakers included a Learning Services person from WebJunction, the Executive Director and the Internet and Media Services Manager of an Ohio county public library, and the Continuing Education Consultant of the State Library of Iowa

In this session, I found Michele Leininger's presentation to be the most helpful. She is the Continuing Education Consultant of the State Library of Iowa, and I was impressed by what they are doing for small public libraries around the state. There are 72 standards for all PLs, no matter the size; for example, PL management, reader's advisory, something called PLOW--Putting Libraries on the Web. They revised the way they do training when they found that delivery was becoming more important than content. They now have multiple e-learning options and this makes it possible for them to follow some best practices in instructional design. Now, content dictates delivery and this allows them to address different types of training: e.g. bigger picture issues versus just-in-time learning needs. The State Library does hands-on online training through Live Classroom, peer-to-peer learning via WebBoards and probably more things that I failed to catch. They are now seeing a higher completion rate of self-paced modules when they are blended with synchronous sessions. Software for the self-paced tutorials is Articulate Presenter and Adobe Captivate.

The Web site for continuing education in Iowa is:
<http://www.statelibraryofiowa.org/ld/continuing-ed>

The WebJunction folk mentioned two research reports, "Staff Training in Public Libraries: 2007 Fact Sheet," and

"Staff Training in Academic Libraries: 2007 Fact Sheet."

These reports are available online at:

<http://www.webjunction.org/do/Navigation?category=541>

Dewey or Don't We

Maricopa County Library District (Arizona)

For their 15th library, the Perry Branch, this library district created a Dewey-less library. The reason was to enhance customer experience.

Characteristics of the District libraries include: customer focus with only one help/info/circ desk; use of Baker & Taylor for all content and cataloging; all products get delivered shelf-ready to each branch; technology driven, with POLARIS ILS with as much self-service as possible, such as self check out, smart cards, self return, and one branch with a drive up window; and collections are strictly popular materials, "the latest and greatest." They order scads of copies of best seller titles, and they don't archive.

For this new branch, they learned (by customer surveys and suggestions, and various focus groups), that their customers (or potential customers) want user-friendly spaces with comfortable places to sit, a browsable collection, and lower shelving. Their users want the retail model, with wonderful signage (however it was mentioned by some in the audience that bookstores do not necessarily have great signage), and things arranged by genre.

So that's what they have done. Also, the staff does staff picks, and some shelves are on wheels to make the space more flexible. There is a place to buy food and drink within the library, a teen oasis, a newsstand, etc.

Goals for the collection were that it be browsable, have popular materials, and that the reference collection be circulating. As I said, there is no Dewey classification. They use BISAC subject headings (but not all levels). Non-fiction is shelved by title. They have gotten great support from their vendors (including B&T). The size of the collection is 32,154.

Customer response has been highly favorable. There is 100% approval from the staff. And they are planning another, larger branch using this model.

The presenters left plenty of time after the presentation for questions, and they needed it. The audience was abuzz with questions. I had to leave while people were still lined

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up at the microphones.

The 2-page presentation handout, session code #442, is available at:

<http://www.plasconference.org/handoutspage.cfm>

Virginia Dudley, MINITEX/BATS

The Digital Revolution and Libraries – Where are We and What’s Next?

Nancy Bold of Nancy Bolt & Associates and Denise Davis of ALA’s Office for Research & Statistics

This session was devoted to a description of the results of two studies of library Internet access and the effect of funding changes on the connectivity and sustainability of computer services in public libraries. It was found that technology is generating more public library use, that library infrastructure (space, bandwidth, and staffing) is being pushed to capacity, and that libraries need more technology planning and dedicated technology support.

Wireless connectivity is now available in more than 65% of public libraries, but because it shares access with desktop computers, it often actually reduces the speed of access over the network. Access speeds have topped out in many smaller community libraries. Only about half of the libraries polled responded that their funding had increased, but libraries that can afford more bandwidth (usually urban institutions) plan to do so in the next year. Staff members are frequently overstretched helping patrons with the technology and handling increased inter-library loan activity arising from greater patron access.

To address this situation, the authors called upon libraries to increase awareness of their roles in their communities they serve and, thereby, generate more support for greater funding. They also encourage libraries to collaborate in planning and providing services as well as sharing costs. They believe that funding options (including E-rate) do exist and encourage librarians to work with state networks and regional library cooperatives.

Take Your Online Services to the Next Level: Audio, Video, and More!

Michelle Jeske, Manager, Denver Public Library

This session was an overview of how libraries are using

the Internet. As a starting point we were urged to look at the Web sites of the NPR, Library Journal, and New York Times as well as Google, YouTube, and MySpace to get ideas of what can be done. The main focus was on the approaches libraries are using to connect with their users and provide them with a variety of services. Here’s a few examples presented in the session:

- Libraries are using MySpace for promotions.
- The New York Public Library and Sunnyvale Public Library (in Silicon Valley) both offer arrays of images, audios, videos. NYPL also offers webcasts and RSS feeds. Sunnyvale’s catalog is accessible from handheld devices.
- The Edmonton Public Library has its own YouTube channel where it posts puppet show videos. Allen County Public uses its YouTube channel for clips on the library as well as interviews and entertainment.
- Boulder Public offers webcasts and Gcasts (video recordings from cell phones) created by local teenagers.
- Denver Public has flash videos of stills from exhibits
- Orange County Public creates instructional and entertainment videos on YouTube.
- Seattle Public will provide webcasts when the Dalai Lama attends a conference in the area.

GO LIVE! Videoconferencing with Ease

Margaret Danziger, Nancy Eames, Cathy Bartel, and Jeff Wale, Toledo-Lucas County Public Library

Toledo-Lucas offers 5,000 videoconferences for a wide-range of purposes:

- Poetry, storytelling, a science club, and puppet shows for kids
- Events, legislative updates, and instruction (e.g. computers, books, library science) for adults
- Staff meetings and development and volunteer training.
- The staff learned technology and presentation techniques as they created their programs. They found that substantial training and thorough training were

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essential for quality videoconferencing.

Mark Wilhelmi; MINITEX/BATS

What's the Big Idea? The Idea Store and the Future of Public Libraries

Perhaps the most interesting session I attended at PLA was about the UK's new IDEA stores. They're not actual retail stores, they're LIBRARIES. The first IDEA store opened in Tower Hamlets, the 4th most deprived area of the United Kingdom in 2002. The old library was getting little use and before plans to rebuild began, they realized they needed to survey their nonusers. They made house calls to talk with people who did not use the old library. The number one reason people did not visit the library was because it wasn't located next to any other place they visited on a regular basis, like their grocery store. Another common reason those they surveyed did not come to the library was because of the physical condition of the building. It wasn't a very welcoming place.

Those involved in this library revitalization project looked at the retail world as well and based some of the services they now provide on that model. For example, all of the library staff at IDEA stores wear uniforms. When you

walk in the door, the first thing you see is a coffee shop, with branded IDEA coffee mugs. IDEA stores are built next to other major stores (like supermarkets), and the IDEA stores stay open the same hours as the other retail stores. When the IDEA store is closed, they open the building up for community events, like family sleepovers. The IDEA stores hire outside teachers/instructors and offer a wide range of classes.

Just by looking at the outside of an IDEA store, you would immediately recognize it as such. They've put a lot of effort into branding. Just take a look at the following photo of one of the stores:

<http://www.ideastore.co.uk/index/PID/51>

Here's one interesting statistic: the IDEA Web site is in the top 2 for most visited Web sites in London (in the top 15 for the UK).

If you're looking for more information, here's a handout from the session:

http://www.placonference.org/handouts/1013_294Myers_Jerome__116259_Mar05_2008_Time_105427AM.doc

Or, visit their Web site at:
<http://www.ideastore.co.uk>

Sara Ring; MINITEX/BATS

CATALOGING & METADATA

UPCOMING WEBINARS

Searching the Authority File in Connexion Client

This 90 minute online training session presents the fundamentals of searching the OCLC Authority File using Connexion Client. Topics covered include a brief review of the MARC format for authority records, a basic understanding of each index in the OCLC Authority File, using both the search and browse functionality, and some searching tips. Take-home exercises will give you hands-on experience and, it is hoped, reinforce what you learn in the Webinar.

Participants should be familiar with OCLC Connexion Client and have a basic understanding of authorities and authority work.

NOTE: This session is the same as part 1 of the "Using the OCLC Authority File" webinar. To register for this session, go to:

<http://www.minitex.umn.edu/events/training/oclc.asp#190>

Controlling Headings in Connexion Client

This 90 minute online training session covers both the strength and foibles of the control headings function in OCLC Connexion. Topics include why and when you might control headings in a bibliographic record, how to use the Control Headings window, and how the Control Headings command interacts with the OCLC Authority File.

Participants should be familiar with OCLC Connexion Client and have a basic understanding of authorities and

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CATALOGING & METADATA (CONTINUED)

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authority work.

NOTE: This session is the same as part 2 of the “Using the OCLC Authority File” webinar. To register for this session, go to:

<http://www.minitex.umn.edu/events/training/oclc.asp#191>

Introduction to Using OCLC Cataloging Statistics

Have you ever wondered how many original records your library added to WorldCat, or how many records your cataloging staff enriched in the past year? You can find out how to locate these types of statistics and others from OCLC Online Product Usage Statistics (OPUS), and from the OCLC Usage Statistics Web site. This webinar will focus on how to access and interpret your cataloging related OCLC statistics. **Note:** This webinar will not cover CatExpress or WebDewey statistics.

This session is appropriate for staff who currently use Connexion for cataloging and administrators responsible for preparing library statistical reports.

To register for this session, go to:

<http://www.minitex.umn.edu/events/training/webinars.asp#142>

Virginia Dudley and Sara Ring; MINITEX/BATS

IMPORTANT ANNOUNCEMENT ABOUT CREDITS

There has been some confusion over when library staff will receive credits for upgrading level 3 records.

It is OCLC’s policy to issue credits for upgrading level 3 records only when they are upgraded to Level I. Upgrading the records from Level 3 to Level K does not qualify as a minimal level upgrade. K level records are considered to be at minimal level and, so, are not counted for credit.

Libraries do receive credit for upgrading from Level K to Level I. Feel free to please contact me if you have any questions about upgrading records.

Mark Wilhelmi, MINITEX/BATS

DIGITIZATION & PRESERVATION

NEW WEBINAR: DEVELOPING, FUNDING, AND MANAGING DIGITAL RESOURCES

WiLS (Wisconsin Library Services) and MINITEX are sponsoring a set of four two-hour webinars focused on digitization information and skill development. We are holding two in May, one in June, and the last one in July. The sessions will be taught by Linda Stewart from OCLC Western, who is based in California. The sessions require broadband Internet access and a phone (participants call an 800 number). Details about the first course and how to register are listed below, followed by a list of the other courses.

Developing, Funding, and Managing Digital Projects

This webinar covers basic level project planning, materials selection, and workflow for digital collections. The focus

is to prepare participants for conducting a project and sustaining a project into the future. The session will include discussion of issues related to workflow, metadata, scanning, quality control, funding, maintenance and sustainability of digital resources. What you will learn: The ability to make informed digital project decisions including:

- Planning and sustaining a project
- Creating appropriate funding sources
- Selecting and preparing material for scanning
- Choosing appropriate materials and collections

Date: May 21 10:00-12:00 CST

Registration:

https://www.sporg.com/registration?link_type=form&form_id=ECA361D719&view_type=windowed

Cost: \$30 per each individual

DIGITIZATON & PRESERVATION (CONTINUED)

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NOTE: After registering for the session, please contact Kay Kirscht at MINITEX for payment. Specify your billing preference by sending an email to: kirsc037@umn.edu (Accepted payment options are: MINITEX deposit account, invoice your institution, check, or credit card).

Announcements will be sent out when registration opens for the other three sessions:

- May 29 1-3 pm Copyright for Digital Materials
- June 12 1-3 pm Imaging, Quality Control and Digital Infrastructure
- July 8 1-3 pm Metadata for Digital Projects

Sara Ring, MINITEX/BATS

CONTENTdm FEATURED COLLECTIONS

This month, three collections from the CONTENTdm Collection of Collections are featured on the CONTENTdm Web site. The featured collections for April are: James Whitcomb Riley Recordings, The Joan Flasch Artists' Book Collection, and Picturing the New World: The Hand-Colored De Bry Engravings of 1590.

James Whitcomb Riley Recordings

<http://www.imcpl.org/resources/digitallibrary/jameswhitcombriley.html>

Indianapolis Marion County Public Library

Indiana poet James Whitcomb Riley reads 17 of his poems and stories recorded by the Victor Talking Machine Company in 1912. These recordings have never been published and are now available to the public for the first time.

The Joan Flasch Artists' Book Collection

<http://digital-libraries.saic.edu/jfab>

School of the Art Institute of Chicago

The Joan Flasch Artists' Book Collection includes close to 5,000 artists' books, multiples, video and audio recordings, periodicals, digital works, reference books, ephemera, exhibition catalogs and examples of experimental art practices, all created over the last four decades by artists of local, national and international significance.

Picturing the New World: The Hand-Colored De Bry Engravings of 1590

<http://www.lib.unc.edu/dc/debry>

University of North Carolina at Chapel Hill

Theodore De Bry's engravings of North America provided many Europeans with their first glimpse of the New World. De Bry's illustrated edition of *A Briefe and True Report of the New Found Land of Virginia*, containing engravings that were based on the watercolors of John White, was published in 1590. The images shown on this site are from a rare hand-colored edition of the book in the North Carolina Collection at the University of North Carolina at Chapel Hill.

These are just a few of the many digital collections created by CONTENTdm users. To access the entire Collection of Collections, go to <http://www.contentdm.com/customers/index.html>.

If you would like to add your collections to the Collection of Collections go to:

<http://www.contentdm.com/USC/collections.asp>

Be sure to submit metadata for all required fields including the Entered by field. Note that you will need to log in to the User Support Center before accessing this page.

OCLC; edited

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products and services.*

MINITEX CONTRACT CATALOGING PROGRAM (CONCATS)

612-624-4002, 800-462-5348, ConCats@umn.edu
Edward Swanson, Manager

MINITEX COOPERATIVE PURCHASING & ELECTRONIC RESOURCES SERVICES (CPERS)

Rita Baladad 612-626-8252, balad001@umn.edu
OCLC Reference products and services

MINITEX UNION LIST OF SERIALS (MULS)

Cecelia Boone, 612-624-6353, 800-462-5348, c-boon@umn.edu
Dave Linton, 612-624-3360, 800-462-5348, linto001@umn.edu
OCLC Local Holdings Maintenance (formerly Union Listing).

The MINITEX/OCLC Mailing is an informational bulletin sent monthly to MINITEX/OCLC libraries. Permission to reprint with appropriate acknowledgement is granted. All articles should be attributed to MINITEX unless otherwise credited. This publication is available in alternative formats upon request. Please call Kay Kirscht, MINITEX (612) 624-4002 for further information.

The MINITEX Library Information Network is a publicly supported network of academic, public, state agency, and special libraries working cooperatively to provide and improve library service to patrons in Minnesota, North Dakota, and South Dakota.

For address and name changes, please send a message to mino@umn.edu

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MINITEX CALENDAR

TRAININGS, MEETINGS AND CONFERENCES

This calendar primarily lists events scheduled by MINITEX, although other events are included. This is an informational posting only, registration materials are sent separately. If you are interested in attending a workshop and have not received registration materials two weeks prior to the event, contact the MINITEX Office (612-624-4002, 800-462-5348). For OCLC training sessions, ask for Kay Kirscht. There is a registration fee for many of the events listed.

Some events listed on the calendar may be cancelled due to lack of registered participants. Cancellations and changes are highlighted by ****CANCELLED**** following the date of the event.

This calendar will be updated and posted at the beginning of each month. If you would like your event included in the calendar, please call Kay Kirscht at 612-624-3532.

MAY 2008

13 Webinar – Local Holdings Maintenance, Part 3 of 3
10:00 a.m. – 11:30 a.m., CST
Online Training Session
<http://www.minitex.umn.edu/events/training/webinars.asp#101>

16 Webinar – Casual Conversations Series: Stephen Abram
1:00p.m. – 2:00 p.m., CST
<http://www.opal-online.org/progschro.htm>

Quick Link for Regular Participants who have already installed the OPAL Software: OPAL Online Auditorium:
<http://www.conference321.com/masteradmin/room.asp?id=rs1641902f62b4>

Link for First-Time OPAL Users, Moderators, and Users of the No-Software-Download Required Interface: OPAL Online Auditorium: <http://www.conference321.com/masteradmin/room.asp?id=rs1641902f62b4>

19 Workshop – MOTSE-Cataloging Basics: Subject Access
9:00 a.m. - 4:00 a.m., CST
Hennepin County Library, Ridgedale - Meeting Room
Minneapolis, MN

FOR MELSA STAFF:
<http://www.minitex.umn.edu/events/training/oclc.asp#185>
FOR NON-MELSA STAFF:
<http://www.minitex.umn.edu/events/training/oclc.asp#182>

20 Enhancing Quality Staff (EQS)
Radisson University Hotel
615 Washington Avenue SE
Minneapolis, MN

20 Webinar – Introduction to Using OCLC Cataloging Statistics
10:00 a.m. – 11:00 a.m., CST
Online Training Session
<http://www.minitex.umn.edu/events/training/webinars.asp#142>

21 eLearning Summit
Normandale Community College
Bloomington, MN

21 Webinar – Introduction to Using OCLC Resource Sharing Statistics
2:00 p.m. – 3:00 p.m., CST
Online Training Session
<http://www.minitex.umn.edu/events/training/webinars.asp#143>

21 Webinar - Developing, Funding, and Managing Digital Projects
10:00a.m. - 12:00 p.m., CST
Online Training Session
https://www.sporg.com/registration?link_type=form&form_id=ECA361D719&vie

26 Memorial Day
MINITEX Office Closed

29 Webinar - Copyright for Digital Materials
1:00 p.m. - 3:00 p.m., CST
Online Training Session
Registration URL not yet available

29 The Midwest Library Technology Conference
Macalester College, St. Paul, MN
<http://www.macalester.edu/library/libtechconference>

JUNE

6 Webinar – Casual Conversations Series: Michael Stephens
1:00p.m. – 2:00 p.m., CST
<http://www.opal-online.org/progschro.htm>

Quick Link for Regular Participants who have already installed the OPAL Software: OPAL Online Auditorium:
<http://www.conference321.com/masteradmin/room.asp?id=rs1641902f62b4>

June (continued)

Link for First-Time OPAL Users, Moderators, and Users of the No-Software-Download Required Interface: OPAL Online Auditorium:
<http://www.conference321.com/masteradmin/room.asp?id=rs1641902f62b4>

- 9 Minnesota Digital Library's 6th Annual Meeting
College of St. Benedict
St. Joseph, Minnesota
http://mndigital.org/news_events/news_events.htm

JULY

- 8 Teleconference – “People Watching with a Purpose”
Presented by the College of DuPage
11:00 a.m. – 12:30 p.m., CST
<http://www.minitex.umn.edu/events/teleconferences/#peopleWatch>
- 8 Webinar - Metadata for Digital Projects
1:00 p.m. - 3:00 p.m., CST
Online Training Session
Registration URL not yet available
- 11 Webinar – Casual Conversations Series: Greg Schwartz
1:00p.m. – 2:00 p.m., CST
<http://www.opal-online.org/progschno.htm>

Quick Link for Regular Participants who have already installed the OPAL Software: OPAL Online Auditorium:
<http://www.conference321.com/masteradmin/room.asp?id=rs1641902f62b4>

Link for First-Time OPAL Users, Moderators, and Users of the No-Software-Download Required Interface: OPAL Online Auditorium:
<http://www.conference321.com/masteradmin/room.asp?id=rs1641902f62b4>

- 12 Webinar - Imaging, Quality Control and Digital Infrastructure
1:00 p.m. - 3:00 p.m., CST
Online Training Session
Registration URL not yet available