OCLC Cooperative eNews - Membership news, views, events, support and training - Vol. 3, No. 2

Member Features

Members discuss innovation and radical collaboration

A message from Claudia Timmann, ARC Secretary

On 20 January 2012, more than 200 members gathered at the Americas Regional Council (ARC) Member Meeting at ALA Midwinter in Dallas, Texas, to envision what the OCLC WorldShare™ Platform and OCLC WorldShare™ Management Services will make possible for members of the cooperative. The outcomes and observations that I think many took away from this forum could be summarized as a realization of the untapped synergy that our profession has yet to leverage. And we can’t afford to wait to create opportunities that make innovation happen.

William Maes, ARC Chair, opened the meeting with an update on OCLC’s strategic directions. Cathy De Rosa, OCLC Vice President for the Americas and Global Vice President of Marketing, shared membership survey results on communications, and to close the meeting, Rick Schwieterman, OCLC Executive Vice President and Chief Financial Officer, Treasurer, outlined actions and outcomes from OCLC Global Council’s Cost Sharing Models Task Force.

Keynote speaker Sarah Lacy, Founder and Editor-in-Chief of PandoDaily.com, shared several stories of innovators from around the world, who have built up their local economies in less than fertile, seemingly hopeless economic conditions. They did so while bringing positive change to the communities they served. Following the keynote, members discussed their own most pressing obstacles and opportunities for collaboration based on members’ perspectives from their local environments. OCLC member Ambassadors recorded the feedback and ideas that members explored as part of the roundtable discussions.

Participants emphasized that the mission remains constant and relevant: access to the world’s information is the expectation and the purpose of the cooperative. But often, members reported their own natural tendencies limit innovation. As a profession, we have so much invested in how we operate on a daily basis, that it is difficult to imagine a new business model. Meanwhile, Sarah gave examples during her presentation that illustrated how people with few resources have found the passion to fuel innovative concepts toward reality.

We can both be inspired and learn from these examples. Through collaboration, whether it takes the form of shared partnerships with private sector organizations, authors and patrons, or jointly tackling issues we share, we can leverage and develop new strategies for engaging information seekers globally. By stepping away from our day-to-day tasks, it is important for us to embrace volatility in such a way that will allow for the discovery of these new paths.

The Americas Regional Council Executive Committee’s next step will be to take the feedback and input from the Midwinter meeting and work with OCLC staff to explore new and innovative approaches to collaboration throughout the cooperative, develop frameworks for better communication with each other, and celebrate and leverage our value as a profession.

Thanks to everyone who participated in this meeting! I would also like to thank those who participated virtually. If you weren’t able to attend, I encourage you to watch the videos and download slides, which are available online. We look forward to your future contributions to these collaborative member outreach initiatives!

---Claudia

Better, faster, cheaper. Who says you can’t have it all?

Follow Bucknell University’s journey from decision to success with OCLC WorldShare™ Management Services.

Jennifer Clarke, Assistant Director of Library Collection Development & Access Services, Bucknell University, shares her staff’s expectations and reactions to moving to OCLC WorldShare Management Services. Bucknell University, located in Lewisburg, Pennsylvania, is the largest liberal arts university in the U.S. Founded in 1846, it currently serves 3,400 undergraduate students, and 150 graduate students, and employs approximately 350 faculty members. The merged library/IT department has 80 staff, 25 of whom are dedicated to the library.

In July 2010, OCLC approached us about becoming an early adopter for OCLC WorldShare Management Services (formerly named OCLC Web-scale Management Services). We relayed this invitation to our Vice President for Library and Information Technology, who wanted to know more. He wanted to know what OCLC’s policies for privacy and data security were, he requested a cost-benefits analysis, and he wanted to know what our back-up plan was. He also wanted to learn about OCLC’s service-level agreement. Once we satisfied his initial requirements, we took these findings to our university council.

According to our calculations, the savings would be significant—tens of thousands of dollars significant. The other questions were also answered and the move to WorldShare Management Services was a go.

Read this member story »

Library Workflows Transformed: OCLC WorldShare Management Services

Wednesday, February 29, 2012
2:00–3:30 pm, Eastern Time
Register for this webinar »

Hear how two libraries were able to achieve efficiency savings with OCLC WorldShare Management Services by replacing rote tasks with new, integrated and streamlined workflows. These services both replace and stand apart from traditional ILS systems by offering libraries Web-based cooperative management tools that streamline cataloging, acquisitions and circulation, and provide a next-gen discovery tool for end users.
Geek the Library case study: Lawrenceburg Public Library District

Campaign provides learning opportunities

There is something to be said about being proactive, and that was the main motivation behind the Geek the Library campaign at Lawrenceburg Public Library District (LPLD) in Lawrenceburg, Indiana. Library support wasn’t a pressing issue, says Director Sally Stegner, but she saw an opportunity for an original and effective approach to talking about the value of the library for everyone in the community.

“We did not have an immediate need for funding,” she says, “but our thinking was to create goodwill now while we are okay. This way, when we do need help, community members will know that the library is here for them in so many ways.” Stegner and her team were drawn to Geek the Library’s visual impact and the message, and felt the additional support and resources provided by OCLC were a win-win.

Read this case study »

News and Events

It Takes a Community to Bridge the Digital Divide

Tuesday, March 6, 2012 1:00-2:00 pm Eastern Time

In FCC Chairman Genachowski’s announcement of the sweeping Connect2Compete initiative to increase broadband connectivity and Internet access across the nation, he listed an impressive array of partners who are joining in the effort. Although he singled out libraries as “vital centers for digital literacy,” any effective actions must involve the whole community of players.

Join us to hear about the key role that the Institute of Museum and Library Services (IMLS) is playing in the broadband adoption challenge and the actions already underway for building digital communities. And also hear insights on the collaborative roles and efforts of city/county governments and public and private organizations.

Presented by: Mary Chute, Deputy Director for Libraries, Institute of Museum and Library Services; Ron Carlee, Chief Operating Officer, International City/County Management Association; and David Keyes, Community Technology Program Manager, City of Seattle.

Register for this WebJunction webinar »

View presentations from ALA Midwinter

View these presentations from ALA Midwinter, which took place in Dallas, Texas, from January 20–24, 2012. More presentations will be added soon, so mark this Web page for future viewing.

- Americas Regional Council Member Meeting and OCLC Symposium
  [5 streaming video segments, 2 hours, 23 minutes]
- Dewey update
  [PowerPoint and PDF, 4 presentations]
- OCLC Update Breakfast
  [Streaming video, 45 minutes]
- Cataloging Efficiencies that Make a Difference
  [Streaming video and PDFs, 4 presentations]

2012 Americas Regional Council elections are in progress

During the Americas Regional Council Member Meeting at ALA Midwinter, we announced the slate for this year’s ARC Executive Committee. We have sent voting information by mail and e-mail to all of the voting representatives of member institutions throughout the Americas. (Each member institution receives one vote.)

If you are the voting representative of your institution and need assistance with voting, please send an e-mail to regionalcouncil.americas@oclc.org. Voting ends on March 16, 2012. Results will be announced during the OCLC Global Council Meeting in mid-April 2012.

View the slate of candidates »

Plan ahead for PLA!

In just a few weeks, we’ll meet in Philadelphia at PLA 2012 to discover, share and celebrate the vital contributions libraries make.

OCLC will be there in Booth 800—please join us!

We’re eager to introduce you to OCLC WorldShare™, which is a new approach to managing library services cooperatively. We offer many other innovative solutions that will help you serve your library users more effectively, and PLA is a great place to learn more about them.

Here are some of our signature events that we will host during the conference. View our registration page for the full listing of OCLC events.

Thursday, March 15
Transforming discovery and resource sharing with OCLC: FirstSearch, WorldCat Resource Sharing and more

11:00 am--12:00 pm
Courtyard by Marriott Philadelphia Downtown
Salons II-III

Learn how WorldCat Resource Sharing, FirstSearch, WorldCat.org and WorldCat Local will evolve over the coming years using new technologies and new opportunities for cooperation through the new WorldShare Platform. Learn about a new staff interface for WorldCat.org and WorldCat Local; planned resource sharing features; and timelines for introduction of these evolving services.

Register now »

OCLC WorldShare Management Services: Unlocking efficiency, cooperation and collaborative innovation

1:30--3:00 pm
Courtyard by Marriott Philadelphia Downtown
Salons II-III

Come hear how WorldShare Management Services can help address some of your library’s key concerns by: (1) freeing staff time for critical public services; (2) providing patrons with easy, single searching of all materials, including e-books; (3) offering new services for your patrons (including mobile access); and (4) reducing your library’s costs. You will also hear an overview of OCLC’s WorldShare Management Services that include all the applications to provide Web-based, cooperative library management services for acquisitions, cataloging, circulation, resource sharing and patron administration, as well as a next-gen discovery tool for patrons. Learn about the new OCLC WorldShare Platform that enables the sharing of apps, ideas and creativity within the library community and beyond. You also will hear Join us to learn how you can define a new future for your library and community.

Register now »

Friday, March 16

OCLC Update Breakfast

7:30--9:00 am
Courtyard by Marriott Philadelphia Downtown
Salons I-III

Join Cathy De Rosa, OCLC Global VP of Marketing, for an update on OCLC activities, an overview of OCLC WorldShare, and some new research on public libraries while you enjoy a light breakfast.

Register now »

We Geek Community-based Advocacy

11:00 am--12:00 pm
Courtyard by Marriott Philadelphia Downtown
Salons I-III

Join us as we share lessons learned from the Geek the Library community advocacy program. We will discuss ideas that worked and how you can apply them to public library advocacy in your local community.

Register now »

Support and Training

Minitex is offering several cataloging courses in the coming weeks. Join them for one or more of the following sessions of free webinars to review, refresh or expand your skills.

CatExpress: Copy Cataloging with CatExpress
Choose from the following two sessions of this webinar:
March 3, 2012 | 2:00--3:00 pm, Eastern Time
April 17, 2010 | 11:00 am--noon, Eastern Time

This webinar provides instruction on the copy cataloging workflow, including searching, holdings maintenance, and exporting and downloading records.

Register today »

Connexion Browser Module 2 -- Basic Searching in Connexion Browser
March 13, 2012 | 2:00--4:00 pm, Eastern Time

Participants will learn how to perform basic bibliographic searches using OCLC’s Connexion browser. You will be able to conduct basic searches in WorldCat, and evaluate whether a given record matches the item to be cataloged. This course is ideal for beginners with little to no experience with Connexion browser.

Register today »

Connexion Client Module 2 -- Basic Bibliographic Searching
April 9, 2012 | 2:00--4:00 pm, Eastern Time

This webinar informs participants on basic bibliographic searches using OCLC’s Connexion client software. This course will be of benefit to new copy catalogers and will instruct them on how to save time and help to reduce the duplication of creating new records.
OCLC Partner Updates

Best Practices in Virtual Reference webinar series

OCLC, groups and consortia co-host this series of member discussions

Following the success of the recent "Seeking Synchronicity" webinar, OCLC along with various groups and consortia are offering a series of webinars to discuss and explore best practices in virtual reference. The series is free and will encourage continued localized conversations about improving virtual reference services among your group or consortia.

Best Practices in Virtual Reference: Keeping the Virtual Lights on 24/7

This session will focus on how joining a cooperative group can help libraries keep their virtual reference services going at all hours. Studies show that up to 40 percent of virtual reference inquiries come in after typical library hours.

Explore the challenges and benefits to working through a cooperative to keep your virtual reference answering users 24/7. Find out if being "on" all the time really makes a difference in your community.

March 6, 2012 1:00--2:00 pm, Eastern Time

Register »


In tough economic times, everything gets a turn on the chopping block. Make the case for virtual reference to your funding bodies and show them the impact you have online. Hear what has an impact on funders and learn what features are most valuable to your library.

Despite the best advocacy, paying for virtual reference still may not make the cut. Explore what free options you have and hear how they’ve worked for those already using the service. Know what you really need to have in a virtual reference service to make it work for your community.

April 24, 2012 1:00--2:00 pm, Eastern Time

Register »

View all of our upcoming webinars in this series »