Ohio Valley Group of Technical Services Librarians Newsletter

Editors: Valentine K. Muyumba and Christopher E. Mehrens
            Cunningham Memorial Library, Indiana State University

Photographers: Carol Jinbo and Angela Stucker
            Cunningham Memorial Library, Indiana State University

2003 Annual Conference Report

Racing to A Bright Future

May 14-16, 2003
Terre Haute, Indiana

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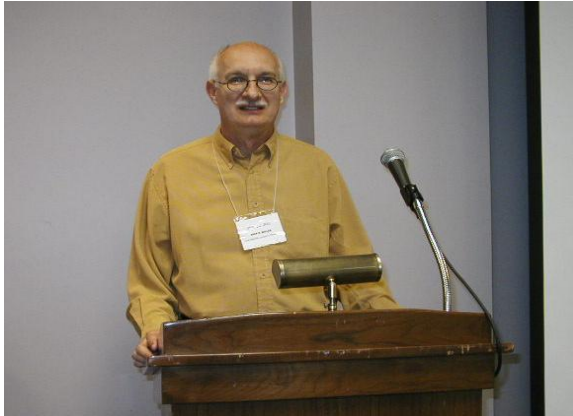   **Rare Books and Special Collections, ISU Cunningham Memorial Library**

Session Reports

KEYNOTE ADDRESS
The Race is on: XML, XOBIS, and the Pursuit of excellence
Keynote Speaker: Dick R. Miller
Recorder: Michael Somers, Indiana State University Library

Dick Miller focused his keynote address on one new technology—extensible markup language or XML. Claiming that XML offers strategic value to libraries, he suggested that it can improve libraries' abilities to operate in an increasingly expansive digital environment. Observing that cataloging is reliant on a number of important standards such as MARC and AACR2rev, he is of the opinion that these standards may not provide the flexibility needed to improve access to a variety of library resources. In a Web-based environment, converting MARC records to XML records allows for more seamless integration between the library's online catalog and its other digital resources.

Noting that the term "metadata" is somewhat confusing, Miller described two distinctive interpretations of this term: "managed metadata" and "descriptive metadata." Generally, managed metadata identifies the location of an object while descriptive metadata identifies specific characteristics of the digital object itself. Quoting from his new book *Putting XML to Work in the Library*, Miller noted that XML "serves as a foundation for the development of Web-based information systems." What has limited the effectiveness of using XML to date has been the emphasis on displaying records rather than indexing full text objects. Miller envisions more opportunities for collaboration and synthesis as XML is used more widely to describe digital resources, especially their educational, scientific, and cultural features.

To illustrate his point about the value of XML, Miller searched a number of databases using as his search term a surname. In each database, the fullness of the name used is different—in other words, there is no consistency with the presentation of data, that the data is incompatible across databases. He introduced the audience to XOBIS, which is an experimental XML schema "designed to model combined bibliographic and authority information and to stimulate interest in finding an XML replacement for MARC." The XOBIS schema is complex and "provides a consistent structural model to record" many more types of relationships than possible with the current version of MARC. Each object has ten principal elements that can be used to describe it, but the elements can also provide substantive or notional (hierarchical or sequential) relationships with other objects. Beyond XOBIS, other powerful XML-based catalogs were explored as a means to demonstrate how flexible XML is as a tool. Finally, Miller offered one more observation. He suggested focusing on interoperability first and then detailed representation of objects, which he believes will produce a robust schema for both authority and bibliographic information.

Concurrent Session I

Integrating web sites into the OPAC: Benefits vs. Challenges

Speakers: Pam Swaidner, Indianapolis Marion County Public Library;
**   Joe Hafner, Indianapolis Marion County Public Library**
Recorder: Kate Seago, University of Kentucky

Pam Swaider and Joe Hafner from the Indianapolis-Marion County Public Library (IMCPL) gave a synopsis of what they had learned in adding web resources to their catalog. The project began as collaboration between collection development staff and catalogers in which the collection development staff selected the web sites which were then forwarded them to the cataloging staff. As part of this process, policies for web site selection were developed and collection development staff were trained in the use of OCLC CORC (now Connexion) software for either selecting records or creating ones using the URL harvester. Anticipating that this would give the catalogers a head start in cataloging the item, the collection development staff forwarded the save number of each record to the catalogers for them to review, edit and update as needed. Priorities for cataloging web sites were established, with primary emphasis being placed on local web sites followed by sites listed on IMPCL's subject web pages and any sites frequently used by public service staff. Because they believed that most users would not be able to do a call number browse, IMPCL elected not to use call numbers for their web site in the OPAC. They also created a dummy item record for each bibliographic record with a reference status to prevent patrons from trying to place holds on internet sites.

Three benefits were gained through the implementation of this project: first, the additional resources placed in the catalog helped to fill gaps in the physical collection; second, information was made readily available for library users; and third, it improved the communication between the cataloging and public services. However, they encountered some challenges along the way, such as disappearing web sites, changing cataloging rules, unpredictable internet connections, reluctance on the part of the collection development staff to use CORC/Connexion, and a lack of means to measure the results of their adding web resources to the catalog.

Overall, IMPCL felt that the addition of websites to their catalog was well worth the time and effort. They did, however, change the process on how their collection development staff submitted requests of web sites to be cataloged. They moved away from their original idea of using CORC/Connexion and instead relied on selectors to email potential URLS to the Database Management Manager for assignment to a cataloger.

Are You Contented? Cataloging Records with TOC information
Speaker: Elsie Pritchard, Assistant Director for Technical Services and
**   Automation, Camden-Carroll Library, Morehead State University,**
**   Kentucky**
Recorder: Mary McLaren, University of Kentucky

In her presentation, Elsie Pritchard discussed why, how, and at what cost the Camden-Carroll Library at Morehead State University, began adding catalog records enriched with tables of contents (TOC) and abstracts to its library catalog. Morehead State University's library is a medium-sized academic library that utilizes the Voyager integrated library system. Prior to purchasing enriched records, the library's 6 FTE cataloging staff followed current cataloging standards when entering contents notes for original cataloging, often adding contents and abstracts for nonprint and children's books, but only occasionally adding contents notes to OCLC copy. When included in the records, most of the contents notes were in a 505 field. Some records had electronic contents links, some had abstracts in a 520 field, but most had no contents notes at all. The library staff felt that automation would provide opportunities for adding more access points and more content to their records with less effort.

The library staff proceeded to consider the options of in-house enrichment, purchasing enriched records from a commercial vendor, and a combination of the two. Records provided by Blackwell and Marcive were compared with regard to source of TOC or abstract data, advertised hit rates, service offerings, and record costs. The results of a test load of 50 records against each company's database showed a 60% hit rate for Blackwell and a 22% hit rate for Marcive. Using this data, the library projected an estimated annual cost for purchasing records from each vendor.

Considering that the library budget could afford to purchase enriched records during the coming year, the library administration presented the idea to the Library Committee. Following discussion of the proposal, the Library Committee approved the plan, and the library proceeded to set up a profile with Blackwell. A memo was then sent to departmental contacts explaining the new service. It also cited examples of titles that already had enriched records in their catalog.

The following workflow was established: Once a month the library sends FTP files to Blackwell containing records for new materials, excluding serials that the library has received and processed. Blackwell then matches its records to the library's records on ISBN and LCCN and notifies the library within 24 hours that the matched records are ready to be picked up. The library then loads the records into its Voyager system, matching on OCLC number, entirely replacing old records with the new records.

The question of how to call attention to the new information and how to display the fields was considered and consequently a new tab labeled "Table of Contents" was added to the public catalog display choices. If the record contains TOC or abstracts information, the information

displays when that tab is clicked. Under the Table of Contents tab, Voyager displays the TOC in an easy-to-read outline style instead of the standard MARC format. If the record contains no TOC information a message displays that reads "There is no Table of Contents for this record". The TOC and abstracts also display when the full bibliographic format is selected.

Results thus far: From October 2002 through May 2003, the library has added 2,478 records at a cost of $2,412. The disciplines that have attained an over-75% hit rate for enrichment include: Psychology, Business, History, Nursing, Sociology, Physical Sciences, and English; disciplines that have an under-30% hit rate for enrichment are: Communications, Physical Education, and Special Collections. A comparison of Contents (505 field) vs. Abstracts (520 field) shows that 85% have a 505 field, 41% have a 520 field, and 27% have both fields. In answer to the question "Is use increasing?" preliminary studies indicate that both the 'average number of charges per item' and also the 'percent of items with at least one charge' have increased since the addition of the enriched records.

In summary, Ms. Pritchard stated that the Morehead State University library *IS* contented with the addition of the enriched records. They find that the costs are manageable, the workflow is fairly smooth, the faculty seem impressed, use seems to be increasing, the library staff like it, and there are additional positive non-tangibles associated with the service.

Everything Old is New Again: Technical Services in the Digital Library
Speakers: Ann O'Bryan, Cataloging Team Leader, University Library, IUPUI
Robin Crumrin, Digital Libraries Team Leader, University Library, IUPUI;
Kristi Palmer, Integrated Cataloger, University Library IUPUI
Recorder: Judy Tribble, Indiana State University Library

Ann O'Bryan, Robin Crumrin, and Kristi Palmer examined traditional technical services functions and mapped the ways in which those functions translated into their digital library. The speakers argued convincingly that the traditional skills required of acquisitions and cataloging librarians also serve well in the digital library environment. The Understanding of controlled vocabulary and the bibliographic record, the ability to organize information, and knowledge of standards and vendors all contribute to a viable digital library. The presentation looked at traditional roles and skills of technical services staff in the context of the "hybridized", virtual library, and identified new roles and skills made necessary by the evolving nature of library collections. The speaker's accompanying power point slide show is available at:
http://panther.indstate.edu/ovgtsl/crumrin/oldisnew.htm

Concurrent Session II

The Inside Track to Getting Published: Tips for Technical Services Librarians
Speaker: Connie Foster Professor, Department Head/Serials Coordinator
Library Technical Services Cravens Library, Western Kentucky
University
Recorder: Christopher E. Mehrens, Indiana State University Library

Connie Foster is the Department Head of Library Technical Services at Western Kentucky University and the Editor of the journal, *Serials Review*. Throughout her career she has written extensively. A good number of her articles have appeared in a wide variety of library journals. Because of her work, both as author and editor, Professor Foster has gained tremendous insight to the world of publishing and her OVGTSL presentation served to impart invaluable information to technical services librarians who are endeavoring to get published.

During this presentation, Foster chaired her "Toolkit of Writer's Resources" which included websites dedicated to fundamentals of writing, reference resources, and perspectives on publishing in various journals. She also shared her ideas on writing and publishing process: from generating ideas, to improving one's skills as a writer, to the submission of an article, to what happens after the article has been accepted for publication.

Foster noted that the hardest part of the writing process is coming up with ideas. To overcome this obstacle she suggested that potential authors start with topics that "capture their interests and comfort zone." She also recommended attending conferences and becoming active in professional organizations as a means for the generating ideas, as it is through "reading, discussion, study, observation, and networking," that one achieves inspiration. Upon settling on a topic, Foster suggested that the beginning writer restrict themselves to "small, highly structured projects." For her, organization is the key to a successful literary outcome. She also advised that writers find a mentor, someone who would both critique and support one's work. Foster's final recommendation for all authors is that when the time arrives to submit one's magnum opus to a publisher, to "aim for publications with the most visibility." There is a very good chance that the article will be accepted, and if not, there are always the other publications to choose from.

The practical knowledge passed on during the session served as a tremendous guide for the beginning writer seeking to get their work published. Power point slide show available at:
http://panther.indstate.edu/ovgtsl/foster/published.html

Preserving your Collection: Choices, Decisions, Responsibilities
Speaker: Debra L. Robinson, Preservation and Mending, Indiana State University
Recorder: Brian Clark, Indiana State University Library

Debra Robinson's presentation addressed the importance of both maintaining and protecting a collection. She pointed out three steps to be taken in this process: Choices, Decisions, and Responsibilities. Robinson reminded the audience that first and foremost, a choice needed to be made on whether to mend or not to mend. Not every book in a collection needs to be fixed, or if it does, it may not be worth the effort it takes to be repaired. She noted the importance of involving subject specialists or collection development officers in the decision making process. Decisions should be based on the type and size of the library. A research library may not weed and would probably choose a mending technique designed to restore an item to its original format. A public library may only be interested in the short-term life of an item and may want to return the book to the shelf in the quickest way possible. When repairing an item, don't do anything you believe is beyond your skill. Robinson emphasized that an ounce of prevention saves a pound of cure. Through education and training staff and student assistants can learn the proper way to handle books. Books mishandled during a wide range of library functions can be harmed. We must remember this: "books are the goods that make everyone's job in the library possible." Take care of them!!!

Inventing the New Technical Services Librarian
Speakers: Pat Hogan-Vidal, Media Cataloging Services Librarian, Valparaiso University;
Rick AmRhein, University Librarian, Valparaiso University
Recorder: Debra Taylor, Indiana State University Library

In recent years, it seems that fewer Library School students are interested in the technical services side of librarianship. Many library schools are no longer considering Cataloging as part of its core curriculum. This situation has made it rather difficult to find competent catalogers to fill vacant positions as older librarians retire. The library at Valparaiso University found itself in just such a position, so Rick AmRhein took Pat Hogan-Vidal under his wing and introduced her to media cataloging. He taught her the basics of copy cataloging and by doing so, familiarized her

with the various MARC tags and indicators essential to document retrieval. Consequently, Hogan-Vidal's confidence and productivity grew to the point that he started to let her do some original cataloging. In the end, Pat gained new skills, was able to enjoy a wider variety of work, and had a better understanding of bibliographic records. The library also benefited from this experience as this allowed greater flexibility and cohesiveness in staffing and feels. This type of mentoring is a positive means of leading the way back to the basics of cataloging.

Business Meeting Minutes

The 2003 Business Meeting Minutes are available at:
http://panther.indstate.edu/ovgtsl/minutes2003.html

General Session II

Green Flags and Yellow Flags: Implementing the Open Archives Initiative Protocol for Metadata Harvesting
**Speaker: Sarah Shreeves, Project Coordinator, IMLS Digital Collections and
                Content, University of Illinois at Urbana-Champaign**
Recorder: Christopher Mehrens, Indiana State University Library

Explaining complicated technical matters with clarity and simplicity is a rarity, however speaker Sarah Shreeves managed to so in her address, "Green Flags and Yellow Flags: Implementing the Open Archives Initiative Protocol for Metadata Harvesting." Shreeves is the Project Coordinator of the Institute of Library and Museum Services (IMLS) at the University of Illinois at Urbana-Champaign, "a three-year effort…to build a national infrastructure for adaptable, interoperable, and sustainable digital collections." The IMLS website (http://imlsdcc.grainger.uiuc.edu) features a quote by Dr. David Carr of the University of North Carolina, "we understand our community best by understanding how freely knowledge is shared as a community possession," and this succinctly expresses the raison d'être behind the project. Shreeves offered a definition of the Open Archives Initiative Protocol for Metadata Harvesting (OAI) and explained how it works. She defined the OAI as a "tool to facilitate interoperability," or in other words, it is a means of "moving metadata (not data) around." "The OAI protocol is based on XML and HTTP." How OAI works is quite simple. According to the OAI website (http://www.openarchives.org) There are two types of participants in what is called the OAI "framework," Data Providers and Service Providers. Data Providers "administer systems that support the OAI-PMH (Open Archives Initiative Protocol for Metadata Harvesting) as a means of exposing metadata." Service Providers, "use metadata harvested via the OAI-PMH as a basis for building value-added services." As Shreeves elucidated in her handout for the session:

A service provider sends an HTTP request to a metadata provider using the protocol. The metadata provider – who has implemented the OAI protocol – responds to the request by sending an XML document through HTTP. In this way, the service provider can learn who the metadata provider is, what metadata formats it supports, and how it has divided its metadata. The service provider can also request the metadata itself.

The OAI protocol can be used with any metadata format as it is "metadata neutral." However, there is a caveat, as explained in the handout – "OAI-compliant metadata providers must provide metadata in simple Dublin Core." In response to this, "many data providers have chosen to provide both Dublin Core and another more complex or community specific metadata format (such as MARC)."

After defining the OAI and how it works, Shreeves then offered a review of three OAI projects at the University of Illinois at Urbana Champaign (the NSF funded Second Generation Digital Mathematics Resources; the Mellon funded OAI Metadata Harvesting Project; and the IMLS Digital Collections and Content Project) and what was learned through these projects. Through these projects, she has found that "the quality of metadata has a serious impact on the usefulness of an OAI-PMH enabled aggregation of metadata." Shreeves summed up this conclusion in a single phrase, "the OAI protocol is easy, but working with the metadata is hard."

The presentation was concluded with plea for greater involvement on the part of catalogers in digital library projects. As Shreeves wrote in her handout, "the involvement of catalogers in digital library projects is an important step in improving the metadata that is being created for digital projects." This report serves as a mere palimpsest of all that was offered in the presentation and, should more information be desired, the following address allows access to Shreeves PowerPoint presentation (as well as other presentations on the OAI): http://oai.grainger.uiuc.edu.

Concurrent Session III

Electronic Data Interchange and Monographic Purchase Orders: On the Road to Paperless Acquisitions
Speaker: Elizabeth Lorenzen, Acquisitions Librarian, Indiana State University
Recorder: Suzanne Smailes, Wittenberg University, Ohio

Elizabeth Lorenzen's presentation discussed the process Indiana State University's monographic acquisitions unit went through in order to use Electronic Data Interchange in the processing of monographic purchase orders with one if its vendors. The steps taken to setup the process with the vendor were discussed, along with potential problems and pitfalls in the context of Endeavor's Voyager system. Lorenzen noted that, although many serials units use EDI for their serials invoices, not many are currently using EDI for monographic purchase orders. She has found,

however, that EDI is a viable method for shortening the turnaround time for the filling of orders, and of course for preventing the killing of trees! Further, Lorenzen noted that there are advantages and disadvantages to using EDI, and that the size of the library plays a big role in its implementation.

Racing Toward the Finish Line: Encouraging Library Support Staff to Go the Distance.
Speakers: Jill Sherman, Kornhauser Health Sciences Library
**   Lois Severt, Ekstrom Library, University of Louisville**
Recorder: Marsha Seamans, University of Kentucky

Lois Severt and Jill Sherman reported on their research to date in determining why library support staff seek MLS degrees, and what support is provided by the institutions in which they work to pursue those degrees. As librarians are retiring at an alarming rate, an important resource can be recruitment from within. Librarians need to encourage talented and interested staff and students to consider librarianship as a profession. Severt's and Sherman's research revolves around the question of what is currently being done in libraries to recruit support staff into the library/information science profession? They prepared and sent out surveys to Library Administrators and to current LIS students.

From administrators, their survey findings to date indicated the nearly 80% had support staff attending MLS programs; nearly 50% offer tuition assistance; 12% offer release-time for classes; 62% offer flexible scheduling; and nearly 25% have no policy. Other incentives identified by administrators include scholarships or other financial assistance from Library Friends groups; encouraging distance education programs; opportunities for variety in job assignments to support class work; and assistance in networking opportunities.

From LIS students, they found that the benefits from library employers included: flexible scheduling (77%); friendly encouragement/advice (66%); financial assistance (50%); professionals who make the profession look attractive (nearly 33%). Eleven percent of respondents to date indicated that they receive no incentives or encouragement from their workplace. Additionally, LIS students indicated that they considered the most helpful incentives to be: tuition assistance, flexible scheduling, informal advising and mentoring, and professionals who make librarianship an appealing career.

Severt and Sherman are continuing their research and will be reporting at future local and regional conference on the outcomes.

Since When Is Whining A Marketing Position: The Failure Of Small Companies To Seize The Initiative In Library Supply
Speaker: Bob Schatz, Franklin Book Company, Inc., Director of Sales &
**   Marketing**
Recorder: Cinda May, Indiana State University Library

Bob Schatz, Director of Sales and Marketing for the Franklin Book Company, describes himself as "a librarian who, working on the vendor side of things, has lived out his professional career working in hundreds of libraries all over the globe." Bringing this wealth of experience to OVGTSL, Mr. Schatz presented an engaging session titled "Since When is Whining a Marketing Position? The Failure of Small Companies to Seize the Initiative in Library Supply."   Instead of succumbing to the lament, "If you don't buy from us, we will perish and you will have fewer choices," Mr. Schatz challenged librarians to demand, and small vendors to provide, more value added services. He asserted that mid-sized companies are better positioned to furnish customer specific services and he urged librarians to be more assertive in articulating their needs and expectations. In the ensuing open discussion attendees discussed their contrasting experiences utilizing Amazon.com as a primary vendor.

Events and Tours

Welcome Reception at the Hampton Inn

The conference began with a welcome reception at the Hampton Inn in Terre Haute. Over a variety of finger foods, old friends became reacquainted, new friendships were formed, and issues surrounding the future of technical services and librarianship were explored.

Continental Breakfast at the ISU Hulman Memorial Student Union

Luncheon and Business Meeting

OVGTSL members enjoyed a buffet luncheon, where Indiana State University's new Dean of Library Services, Myrna McCallister, welcomed conference attendees. The business meeting was presided over by Mary McLaren, OVGTSL Chairperson; Valentine K. Muyumba, OVGTSL Vice Chair; Angel Smith, OVGTSL Secretary; and Cheryl Bealmear, OVGTSLTreasurer. Also acknowledged at this time were the conference scholarship winners, Carol Elizabeth Hardy and Leoma Dunn.

Myrna McCallister   **Mary McLaren**   **Angel Smith**

Cheryl Bealmear   **Carol Elizabeth Hardy & Leoma Dunn**   **Valentine Muyumba**

Dinner and Piano Jazz at the African American Cultural Center

Conference participants were treated to a fried chicken dinner and an evening of piano jazz at Indiana State University's African American Cultural Center. The featured performer was Dr. John Spicknall of ISU's Music Department.

Breakfast at the Cunningham Memorial Library

Tours

After breakfast at the Cunningham Memorial Library, the 2003 OGVTSL annual conference ended on a positive note with several tours. One group decided to pay an unplanned visit CML's technical services areas and was impressed by their lack of backlog on new books both in Acquisitions and Monographic Cataloging. Three formal tours had been planned for the conference: CML's Rare Books and Special Collection, CML's Preservation and Mending, and the Terre Haute Hulman & Company Museum.