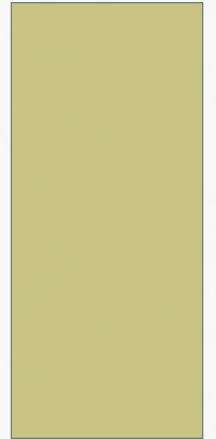


CATALOGING PARTNERS: COLLABORATION ACROSS THE LIBRARY

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HOW CAN THE CATALOGING DEPARTMENT BE A FULL PARTICIPANT IN THE LIBRARY?

- Cataloging departments can play a part in wider technical services, public services, and developing digital libraries
- Let's bridge the gap between those who organize information organizers and those who deliver information

A TRADITION OF COLLABORATION

- There's a foundation upon which to build
 - Experience in standards organizations
 - Experience in professional organizations
- Use those collaboration skills in new ways

PLAY BY NEW RULES

- Instead of looking to a “monolith” for how to catalog, we look to each other
- There’s an increased need for flexibility
- ...plus an increased need to know more (metadata) languages

BUILD ON OUR STRENGTHS

- Transfer our analytical skills to new situations
- Our high value on consistency in data is important in the current environment

WITHIN TECHNICAL SERVICES

- Start branching out in technical services, the more familiar ground
- Acquisitions – our first and best partner
 - Cataloging on receipt
 - Electronic bundles
- Continuous training, ongoing relationships

BUILDING COLLECTIONS

- Sound collection development depends on good metadata
- Take an active role in assisting with use of the data

IT'S ALL ABOUT THE DATA!

- Good data can live forever if the content is valuable and the format is portable
- Create data to be repackaged, not for one closed system

THE MARKETING OF CATALOGERS

- Build trust
- Forge relationships with other disciplines
- Be better at incorporating user needs
- The cataloging discipline has developed rich skills in organization of data, but we need to get the word out
- Everyone can now be their own librarian, their own cataloger
- What are your ideas for promoting catalogers as consultants?

BREAKING BOUNDARIES

- Connect with the Front Lines
- Connect with Administration and Beyond

REFERENCE

- In Direct Contact with Users
- Need to Understand the power of metadata and the features of our array of discovery tools
- Can provide important feedback to Cataloging
- We can consult on improvements and changes

REFERENCE

- Customize catalog entries to fit local needs
 - Added entries (alternate titles, department names, local subject headings, proxied URLs)
 - Local notes and subjects
- User created tags (for which the cataloging department can provide quality control)

CIRCULATION, INTERLIBRARY LOAN, DOCUMENT DELIVERY

- Access services depends on good quality and accurate catalog records
 - FRBR tasks, or, the right record for the right resource
 - (a miscataloged item is a lost item)
 - Is it available and is it lendable
 - Can extract local data for other ILL systems

ADMINISTRATION

- Catalog data can be showcase for the library
 - Can highlight library's collection strengths
 - Customized records can feature /extract donor information
 - Effective PR tool for outreach (can provide significant statistics, lists of new acquisitions, even pull together collections to show strengths)
 - Made portable to other platforms
 - Useful in budget discussions (ARL stats, other comparisons)

NEW PARTNERS

- Systems/IT
- Special Collections
- Digital Libraries

SYSTEMS/IT

- Maintain infrastructure that runs the catalog
- Culture similar to Cataloging
- We need to educate each other and learn each other's jargon
- Be Aware of limitations: A Two-Way street

SYSTEMS/IT

- Catalog Record
 - MARC format
 - Authority records, item records, checking records (where does pertinent data reside)
 - Indexing, access points, and searching
- Cataloging Workflow (busy times, routines, record load schedules, deadlines)

SYSTEMS/IT

- System limitations
 - Storage capacity
 - Speed in updating records
 - Indexing, access points, and search parameters
 - Display options (which fields display prominently, which fields should be masked from public display)

SPECIAL COLLECTIONS AND DIGITAL LIBRARIES

- Special collections departments provide materials.
- The materials needs high-quality descriptive records.
- The cataloging department can provide cataloging skills and demonstrate value to the library.

However, the cataloging department must be up to date with library metadata standards.

METADATA FUNDAMENTALS

- Descriptive metadata
- Administrative metadata (including technical and rights metadata)
- Technical metadata
- Structural metadata

Catalogers specialize in descriptive metadata.

WHAT ELSE DO I NEED TO KNOW ABOUT METADATA?

2010 National Leadership Grants *Grant Program Guidelines* of the Institute of Museum and Library Services (2009)

- “Evidence that the project demonstrates interoperability and accessibility in its broadest context and potential for integration into larger scale initiatives”

HOW TO CREATE METADATA

1. Evaluate types of material
 2. Evaluate capabilities of your systems
 3. Evaluate users of the resources
 4. Evaluate cataloging expertise
 5. Determine granularity
 6. Choose schema
 7. Create records
- As catalogers have expertise in standards and consistent quality control, we can transfer these skills

METADATA AS MARKETING

- Harvesting

When users find a metadata record pointing to a resource that they are interested in, the harvester will send them directly to the original resource at the home collection, thus driving traffic to the collection's website. This situation is beneficial to the library, the users, and the grant-funding agency.

ENSURE THAT....

- Metadata creators have proper training
- Metadata maps well to Dublin Core
- Metadata is able to be harvested

CONCLUSION

Cataloging departments that are willing to collaborate with other departments, and learn about their organizations and standards, will be well positioned for other departments to turn to for metadata expertise and advice.

QUESTIONS?

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