From Cataloging to Catalog Enrichment
By Noelle Van Pulis, Coordinator, Catalog Maintenance and Authority Control, Ohio State University Libraries

The new millennium holds much promise for the online catalog to continue its evolution from a computerized finding aid into a virtual reader's advisor. No longer does the catalog need to be limited to the traditional descriptive elements and subject analysis. What once was simply "the catalog" is being expanded and redefined to serve previously unmet user needs, placing the catalog into what some describe as a "portal" to information.

This evolution has been occurring at increasing speed since the early 1980s, when the Council on Library Resources (CLR, now the Council on Library and Information Resources) sponsored a series of online catalog studies. Nearly a decade later, in 1991, the Reference and Adult Services Association (RASD, now RUSA) held a "Think Tank on the Present and Future of the Online Catalog" and many of those papers described possibilities for features and functionality that, after another ten years, are becoming increasingly common.

No one has doubted that users wanted and needed greater "recall"—meaning increased retrieval of potentially relevant works. Others have described the need for users to have more information to help evaluate the relevance and the quality of the works found through a catalog search. In the card catalog, traditional contents notes (MARC 505) provided more information once a user already had found the cards through look-up of the main or added entries. Now, in many if not most online catalogs the traditional contents notes are searchable, at least by keyword, increasing the possibility of finding information at the chapter level. Vendors already are looking into even deeper access by providing searches on book indexes.

Developing technology already provides new opportunities for enriching the basic catalog record by using a growing array of vendor services. These allow libraries to maximize addition information while minimizing individual effort. Adding "tables of contents" (TOC) data post-cataloging is one feature already implemented by many libraries, including an increasing number of the members of the OhioLINK consortium. Other options include links to book reviews, summaries or annotations, author profiles, and pictures of book covers or jackets.

Vendor Services

Two vendors that are actively developing catalog enrichment options are Blackwell's and Syndetic Solutions. At Blackwell's technical services overview page [http://www.blackwell.com/services/techserv/techserv.htm] they describe the categories of books that generally are covered by the TOC service, now about 800 per week according to the website. More details are available in a PDF document at http://www.blackwell.com/services/techserv/tocenrichment.pdf.

At Syndetic's website [http://etho.ao014.bea1.synd.easystreet.com/site/descriplib.htm] links are available to sample displays of Table of Contents, summaries or reviews, author notes, genre descriptions, and other options for additional information and access. Unlike reviews available from commercial book sale web sites, these vendor-supplied reviews are derived from traditional and respected sources, giving users reliable evaluative information.

More information about the array of possibilities in general, and what is now available or under development from Syndetic Solutions, is provided in a paper delivered at the Bicentennial Conference on Bibliographic Control for the New Millennium held at the Library of Congress in November 2000. The paper is available at http://www.loc.gov/catdir/bibcontrol/calcagno_paper.html.
TOC for OhioLINK Libraries

How does all this work when it connects with a typical library catalog? Let's look at Table of Contents records for libraries in the OhioLINK consortium. Options for adding enrichments to the catalog include storing the data in the library's own system, possibly integrated with the bibliographic record, or accessible by a link to data that is stored elsewhere and only displayed when a user needs it. In the case of TOC data for OhioLINK, it is stored in the master record in the central catalog. The same TOC data is also stored in copies of the same bibliographic record at each institution that chooses this option.

The Table of Contents project is the result of a cooperative effort among the consortium (OhioLINK), the supplier of the data (Blackwell's) and the system vendor (Innovative Interfaces, Inc.). The project uses locally defined 970 and 971 fields, which are not part of MARC21 or OCLC MARC formats. The 970 fields contain chapter title and author information and the 971 is simply a 'last updated date' for the content of the ISBNs. For 970 fields, indicators determine whether or not the data is indexable and at what level (hierarchy or indents) the line displays. For example:

970 01 Preface (not indexed)
970 11 Chapter title (indexed, Section or Chapter level display)

As part of the project, special software that comprises a separate system loader was developed and is used to add the 970 data to the existing bibliographic records. When running the loader an update to the bibliographic record occurs.

In August 2000, the Ohio State University Libraries became the second OhioLINK institution to add Blackwell’s TOC data to its local catalog, OSCAR. Every two weeks, OhioLINK makes a TOC file of approximately 2,000 records (970 and 971 fields) available for pickup via ftp by Ohio State. Using the TOC loader, these fields are inserted into existing bibliographic records in the local system.

Options for indexing the TOC fields included keyword only, author and title, or also including the titles in the title index and the authors in the author index. Ohio State selected the latter option. The names appear in two subfields in each 970: in direct order, as in the piece, and indirect, for indexing as authors.

Some authority control is done by Blackwell's on the author names, but many are not represented in the national authority file, and therefore there are instances were multi-

Check It Out! State Library Links Librarians

The State Library of Ohio's web page has a section of links that are very useful to TS librarians — one that most of us don't know about. By accessing http://windo.state.oh.us/pubhls/index.html library staff can connect to sample job descriptions and policies, list of library vendors, book awards, professional association calendars, internet directories and finding aids, and library education providers. There are very useful sections on training with links to Ohio regional library system training calendars and national resources. The employment section lists links to Ohio positions first followed by national opportunities. Check it out!
OLC Training Survey Results
By: Georgann Balcazas Warsch, Catalog Department Manager, Cuyahoga County Public Library

The results are in from the statewide technical services continuing education survey. Last fall the TS Division Action Council put together a statewide continuing education survey to help identify library staff's training needs. The survey was publicized using technical services-related listservs. It was mailed to all OLC TS Division members on January 4, 2001, with a due date of January 31. Survey responses were sent here to CCPL. We have a big shipping department and were able to manage it. Here's the highlights of what we learned about you. Of the 157 responding,

- 92% work in public libraries.
- 76% answered yes you would be interested in attending a videoconference workshop.
- 74% reported you would travel a maximum of 50-100 miles to attend a workshop.
- 12% would travel over 150 miles to do so.

From lists of proposed workshop offerings (arranged by broad topic), the most popular Acquisitions topics were: Using credit cards, electronic resources, and the internet in ordering, and Ordering, organizing, and managing serials.

The most popular cataloging workshop topics included Dewey Classification, Authority control basics, and evaluating Authority Control Services.

Of the various types of cataloging suggested, the 3 ranking the highest were Video/DVD cataloging, Electronic resources cataloging and CD-ROM/software cataloging.

Physical Processing/Conservation concerns focused on Processing & Repair AV.

General Tech Services Issues, ranked in order of interest, included Streamlining workflow and evaluating departmental operations, Creating procedure manuals, Locating and using internet resources related to Technical Services (websites, listservs, etc.) and Software applications and products that focus on Technical Services.

When asked "Would you be interested in a statewide one day meeting focusing on Technical Services?" 114 (73%) responded yes. The 43 (27%) that responded no, listed several reasons, the most common being that there are so many varieties of libraries, no single program could meet the needs of a specific one. "The diversity of the group would prohibit any specific problem-solving."

Survey responders offered lots of comments. Some were in direct conflict with others. For example one person wrote, "This survey was obviously the work of people from large libraries. Go talk to people from the small libraries and redo a survey that accurately reflects technical services in all libraries" while another responded "We are a small public library with a constant turnover of staff. These classes would definitely help the staff."

Some comments were very techno-centered. One wrote that they "would like a workshop that gets an overview of cataloging web sources, what systems are being proposed, which corporations are key players in the field, what is metadata and how does it work." Another commented that "it would be great to also include systems training that impacts our technical work. For example, how does one use JavaScript to enhance features? We see a lot of very basic information workshops, but don't know how to use technology to enhance what we do. I'm not advocating that we all become programmers, just that we understand tools available to use." Some comments were just nice to hear: One of you wrote "Thank you for working on this problem" and another said, "Great idea, thanks!"

The survey results were shared with the regional organizations, as well as other technical services-related groups in Ohio. They will help various technical services-related organizations throughout the state plan their programming and try to better meet the needs of their memberships.

---

Share Your News

Are you finishing up a special project that other technical services people might be interested in? Have you taken training in an area that made a big difference in your daily work? Did your library initiate a new service that impacts on Technical Services? Or, have you given a speech that you think would be of interest to other technical services staff? Then share your news with TechKNOW readers by writing an article for a future issue. We'll offer you a chance to be heard by your peers, as your work will be added to the OLC web site. Contact Margaret Maurer for more information.

Future issues of TechKNOW, the Technical Services Division Newsletter will be provided online! We're going to grow with the times and service our members by quickly uploading newsletters on the OLC website at http://www.olc.org

The online distribution of the newsletter will replace the mailed copy. OLC will send a broadcast e-mail to interested parties when a newsletter has been updated. Therefore, please make sure that OLC has your CURRENT EMAIL ADDRESS! Please see the back page for further information.
BOOKMARKS: Tools for serials catalogers

http://www.library.vanderbilt.edu/ercelawn/serials.html

This is one of the best serials sites on the web. If you are looking for information on serials you'll find it here, whether you need day-to-day guidance on specific issues or a long look into the future of serial publications.

Maintained by Ann Ercelawn at Vanderbilt University, the site features extensive cataloging documentation links, including links to CONSER and LC standards and information on cataloging electronic serials. There are lists of serials organizations including the Cooperative Online Serials Program (CONSER), the North American Serials Interest Group, Inc. (NASIG) and the Serials Cataloging Cooperative Training Program (SCCTP).

One wonderful page links you to the majority of the serials discussion list archives, including the SERIALST list. This is a good first stop for serials questions, as your topic may have been recently discussed. But there's also a handy page of links to people and places where serials cataloging questions can be answered via email.

http://www.lib.berkeley.edu/MRC/FilmRefMenu.html

Looking for help cataloging films, videos and DVDs? Go to the Media Resources Center at UC Berkeley. Constructed to improve access to the library's media collections, this website's secondary purpose is to bring together elusive information about the film and video publishing universe. It's just chock full of reviews, lists of organizations, listservs and discussion groups, and other resources for media librarians and teachers. There is also a section on new media formats.
Take Time To Meet Your Candidates

OLC Technical Services Division elections will take place in July. Holding office in your division is a great way to make a difference. Once again an excellent group of volunteers have agreed to run for office. Why not take a few minutes before the election to meet them?

Running for Assistant Coordinator are:

Joanne Gilliam, Cataloger, Cleveland Public Library: I think the Technical Services Division should foster a closer relationship with public service personnel, perhaps by a joint conference or workshop presentation on how we can help each other do a better job. The Division could also aim for a larger presence in workshops or conferences by arranging programming for technical services workers at both the professional and paraprofessional level, on new topics in our field, or in areas where members indicate a need for a refresher course.

Sevim Tsardoulias, Head of Technical Services, Tuscarawas County Public Library: I think the Technical Services Division should work to provide continuing education to Technical Services staff at a variety of levels, from relatively inexperienced to experienced. I believe that communication with Public Services staff and understanding of our respective roles in a library is important, because it leads to better service to patrons.

Running for Action Council are:

Laura E. Casey, Assistant Director/Head of Technical Services, McKinley Memorial Library: I think the Technical Services Division should play a major leadership role in not only providing training opportunities for technical services staff, but also in educating the broader library community about the crucial role of technical services in libraries. As an OLC division, we have a platform to act as “public relations” liaisons, if you will, with leaders in other areas of librarianship, in particular with public services staff and administrators. Part of our continuing education mission should be to keep issues relating to technical services visible and visible in the minds of other Ohio libraries.

Susanne Nirschi Cogar, Head of Technical Services, Barberton Public Library: I think the Technical Services Division should: continue with the good work that has been done in the past few years. However, this is no time to get complacent. The division should continue to promote technical services as a career choice within library science, and to help others who work in libraries become aware of what technical services does. We should also continue to reach out to those who need training and information about working in the area of technical services by offering workshops and publishing newsletter articles that address a variety of topics including, but not limited to, processing, management, cataloging, and internal customer service. Last, but not least, let us continue to make our voices heard and our needs known in OLC and the library community.

Deborah Hathaway, Cataloging Division Manager, Dayton & Montgomery County Public Library: I think that Technical Services Division should promote the needs of technical services departments within the state. We are the foundation of the library. A strong technical services department insures the well being of the rest of the library system. We need to insure that Technical Services can continue to keep abreast of changes within our profession, like new formats and technological changes.

Felice Lowell, Asst. Law Librarian for Technical Services, Cleveland-Marshall Law Library: I think the Technical Services Division should look out for the future of technical services personnel. What is there left for library staff to do that cannot be done by computer programs? Ebooks and e-journals have simplified methods of acquisitions and cataloging, as have the PCC program, electronic orders and claims, PDF files, and emailed holds, renewals or ILL requests. How does the immediacy of these electronic transactions affect our work experience? How do we redefine ourselves and our profession in the context of these innovations? Where do we get a better sense of who we are and what our role is in the library? Can we fulfill our job expectations and create career opportunities? Will we re-formulate job descriptions and pay scales to fit in with institutional hierarchies? I see this as a process that will go on well into the future, one that will require a great deal of effort on our part.

Roger M. Miller, Catalog Department Manager, Public Library of Cincinnati and Hamilton County. I think the Technical Services Division should: be as dynamic as the very nature of our work. In other words, change should be both expected and embraced. The Division should react to the evolving needs of its membership, providing timely and important support through programming and training in a wide variety of areas to support learning and job enrichment to technical services staff and managers.

Running for Secretary are:

Louisa J. Kreider, Authority and Quality Control Coordinator, Cleveland Public Library. I think the Technical Services Division should: champion cooperative efforts throughout the state, not only among technical services personnel and across different libraries but also between technical services and public services departments. We need to work together toward the common goals of timely access to library materials and superlative service to patrons.

Beth Milburn, Cataloger, Greene County Public Library. I think the Technical Services Division should provide more programs for all areas of technical services. This would enable all personnel, professional and non-professional, to be kept up to date on the latest procedures and technologies.
Coordinator's Corner: *TechKNOW* is Moving To The Web

*By Maribeth Hatcher, Manager, Order Division, Columbus Metropolitan Library*

This will be the last copy of *TechKNOW* that you will receive in the mail. Beginning with the September issue, *TechKNOW* will be web based. When the September issue is ready, all members of the Technical Services Division will receive an email from OLC that will inform them that the issue is available and give them a link to the web site.

In addition to seeing the latest issue of the newsletter on the web site you will also be able to view previous issues of *TechKNOW*. Actually, OLC has already begun adding *TechKNOW* to its web site. Go to http://www.olc.org/Divisions.asp, scroll down to “Technical Services Division” and click on “Newsletter” on the right hand side of the screen. At this time you can peruse the March and June 2001 issues. Back issues will be kept on the web for a calendar year.

In addition to having access to back issues, the turnaround time for having the newsletter available will be quicker. OLC staff estimates that putting the newsletter on the web instead of printing and mailing it will save at least a week. The web version will also have no restrictions in terms of the number of pages.

A few of the other divisions have already moved to a web-based newsletter. You can see which ones by entering the address listed above and looking for “newsletter” by the division's name. Anyone accessing the OLC “Divisions, Chapters and Committees” page and clicking on a division newsletter will be able to read that division’s newsletter. In the future, all OLC divisions will have their newsletters available on the OLC web site.

Officers for the Technical Services Division are pleased with this new opportunity to serve our members. We look forward to providing information on new developments in technical services, division news, book and product reviews, web site information and editorial comments in this new venue. Anyone who is interested in contributing to *TechKNOW* in any of these ways should contact Margaret Maurer.