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, ~ning the catalog into what some describe as a "portal" to ~rmation.

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 ~lemented by many libraries, including an increasing num- ~ 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://eth0.raq014.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 970s. 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 for 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 sub-fields 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-ple headings are loaded for the same author. Any maintenance needed on names is done within the context of the local system, workflow and priorities. No routine review performed at Ohio State due to the sheer volume of names, but they are corrected if reported or identified through other work. Typos in titles also are corrected when reported or identified.

For an example from the OhioLINK central catalog, go to http://olc1.ohiolink.edu/search and search by the title "Duties of Ahmadi Women." Click on the line for "Gurus and their followers" and then scroll down the screen and see the chapter title by "Avril A. Powell."

If a search by author is done on "powell, avril" there you will see 3 variants. Although the name is established by the Library of Congress as "Powell, Avril (Avril Ann)" the authority control process, if run against this TOC data, will not correct the two other forms, because it can not examine data in the 970 fields. This title also is an interesting example because it has both Blackwell's TOC data and a 505 note.

At Ohio State, to date, more than 140,000 bibliographic records have been enhanced with TOC data. Most are works published since the early 1990s. TOC data can be very current, in one case added to a record for a book that had not yet been received!

More information and sample records from the TOC project for Ohio State are available at http://www.lib.ohio-state.edu/catweb/TOC2.htm. The sample records can be searched in the catalog, OSCAR, via telnet or the web at http://library.ohio-state.edu/.

Other maintenance needs might be an issue if data accessed through URLs that are added to the record, rather than by inserting the data directly into fields in the bibliographic record. Another element to consider is data protection. The TOC 970 fields are in a local system tag group that prevents them from being deleted if the bibliographic record is replaced by a subsequent overlay process. It also is possible to have both a traditional 505 field and 970 fields. Both are retained and there is some redundant keyword indexing.

Catalog enrichment options present a growing array of choices. Assumed or stated user needs, as well cost, technical and perhaps staffing issues must be considered. Discussions will be needed among public services, technical services and systems staff to determine the best options in a local environment.

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://winslo.state.oh.us/publib/index.html library staff can connect to sample job descriptions and policies, lists 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 Georgianne Balcas Wiersch, 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 staffs' 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 files 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 Sources 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 then 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 ted 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.

There May Still Be Time to Register!

Managing TS Workshop is Rescheduled for June 15, 2001

Debra Wilcox Johnson's March workshop on Managing Technical Services has been rescheduled for June 15, 2001, same time, same place.

This excellent workshop helps participants explore the role of the technical services manager. Ms. Johnson is an expert on dealing with difficult personnel issues as well as teaching technical services supervisors how to tell the story of Technical Services to our peers and supervisors.

Anyone already registered for the workshop can simply show up at CCPL Headquarters on June 15th. If you are unable to attend on the new date you can cancel or modify your registration by contacting Jay Razon at jrazon@olc.org or via fax at 614-221-6234. There may also still be room for new registrations. Anyone interested in attending can register at the OLC web site.

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.

Audrey Eaglen
Buying books: A How-to-do-it Manual for Librarians, 2nd edition.

Neal-Schuman Publishers, Inc., 2000. 169 p. 1-55570-371-2. $45.00

Audrey Eaglen is recently retired as the Acquisitions Librarian for the Cuyahoga County Public Library System in Cleveland. She brings her 25 years experience to this, the second edition of her well-received Buying Books.

This is a book about buying books. It is a good basic introduction to library book acquisitions, both inside and outside the library itself.

Eaglen does a good job of explaining how the book trade works. There is much detail on how books get published, how the book trade is structured and why it is different that other industries. Her chapter on how book prices are established by the industry is especially enlightening. Buying Books also contains valuable information on dealing with wholesalers, jobbers and publishers, including library/vendor relations.

It provides a basic overview of the book buying process within the library, including acquisitions' financial responsibilities. The steps in the order process are discussed. There are brief discussions of approval plans and wholesalers' software options. There is an excellent glossary of book trade terms, lists of book wholesalers, and an index.

What this book can't do is to provide as much depth on the subject as a library might need to make some decisions. This information, however, is often situational, and therefore a text such as this needs to be used in conjunction with other sources.

It doesn't cover ebooks or other electronic resources. It also doesn't touch on the brave new world of purchasing fully processed materials. There are times when more detail is needed than is provided. Eaglan's chapter on library automation software in particular doesn't provide enough depth of detail to be particularly useful.

But if you are looking for a good overview of the book purchasing process then this is the book for you. It is a must-read, in particular, for newly minted acquisitions librarians.

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 viable and visible in the minds of other Ohio libraries.*

Susanne Nirschl 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 ejournals 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 reformulate 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 Marihelen 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 turn-around 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.