
A Quarterly Newsletter of Bright Ideas for the Technical Services Division

TechKNOW



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Demystifying the CORC Project

By Rhonda A. Marr, Technical Services Manager, Portage County District Library

I recently attended a workshop on the Cooperative Online Resource Catalog (CORC) Project. I wanted to understand what this metadata initiative was, and what, if anything, it had to do with my work as a cataloger. I had heard that catalogers were trying to "reinvent" themselves using this new data format, doubted this was true, but saw CORC as a very mysterious part of cataloging work.

The CORC Project is an OCLC initiative designed to create a database of web resources; essentially a union catalog of web resources that have been cataloged and classified. Web resources suitable for the CORC database include web sites, electronic documents, e-journals, e-novels, archives, music files, and other electronic files. The project is similar to OCLC's InterCAT project but incorporates more metadata features and is not restricted to MARC records.

The impetus behind the CORC project is the very real messiness of the World Wide Web. Subject searches using standard search engines can retrieve an overwhelming number of hits. The design of web pages can make some sites difficult to find, while causing others to be found that aren't pertinent to the search. The reliability of many sites is doubtful at best, while others contain flagrant misinformation. The best example of this is the whitehouse.com site, a pornographic site often mistakenly accessed by patrons seeking information on the President's home. Search engines that search primarily on words contained in the URL reliably return this site.

The CORC database, on the other hand, provides records for sites that have been recommended and selected by librarians, just as we have recommended and selected print materials. Participating catalogers select web sites that they believe are of high quality and stable. These sites are then cataloged, assigned classification numbers, and given subject and name access, under full authority control. The records are available to all participating institutions for searching or downloading into their own local databases.

Once a web resource is selected for cataloging, the CORC database functions much like the OCLC (online union catalog). Catalogers first search CORC to see if the resource has already been cataloged by another institution, and only then create the record originally. Cataloging standards for web resources are very similar to those for other formats. AACR2, 1998 revision, includes guidelines on cataloging web resources. Nancy Olson's *Cataloging Internet Resources: A Manual and Practical Guide*, 2nd ed. is

available over the Internet at: <http://www.purl.org/oclc/cataloging-internet>.

A Dewey Decimal Classification number generator is provided to suggest potential classification numbers as well as other subject headings. The name and subject authority files are available also.

The CORC software also will automatically import data into templates from resources being cataloged by examining the metadata embedded in the web resource. Templates are available in both MARC and Dublin Core data formats because CORC records can be cataloged using either format.

The Dublin Core metadata element set was developed in conjunction with OCLC to entice web site creators to attach bibliographic information directly to the electronic resources at creation. It aids in the retrieval of web sites by defining the various elements of a web page using metadata tags embedded in the resource itself. This helps search engines determine who the author is, what the title is, and what the subjects are of a web page.

Now Dublin Core is also being used as a cataloging alternative to MARC, because it is easier for people who are not familiar with MARC tagging. The Dublin Core record has also been separated from the resource being described, just like a MARC record is separated from the thing it describes. These records look similar to MARC records as displayed in OPACs, with descriptor names preceding each field. A sample Dublin Core record is shown here on the following page. For more information about the Dublin Core see <http://purl.org/dc>.

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FYI

TechKnow is published by the Technical Services Division of the Ohio Library Council and is received by individual members of the Division. For more information, or to submit articles, please contact Margaret Maurer at Kent State University Libraries and Media Services at the NEW PHONE NUMBER (330) 672-1702; at home (330) 628-0313; or via the Internet at mmaurer@lms.kent.edu.

Most of the records in the CORC database are cataloged using the MARC format. Once created, these records can be exported for use in your library's catalog or on your library's website. Some institutions are choosing to simply make the CORC database accessible to patrons instead of importing the records. CORC also has a feature to create pathfinders, which are bibliographies of web resources. These pathfinders can be exported just like individual records.

At this time universities and colleges make up the bulk of the participating institutions; however, OCLC is very interested in getting more public libraries to participate in the project. In order to view the database you do have to be a participant.

For more information about CORC, visit their web site at: <http://purl.oclc.org/corc>. Participation in the project is free until July 1, 2000. After that the CORC database will be merged with the WorldCat database and the usual OCLC fees will apply.

Dublin Core Record from CORC Database

CORC:	40508	Created:	KNJ	1997-08-01
Status:		System:	OCL	1999-05-01
Title	Directory of elected officials /			
Identifier.URL	http://www.jocoelection.org			
Identifier.URL	mailto:election@jocoelection.org			
Publisher	Johnson County Election Office,			
Publisher.Place	Olathe, KS :			
Contributor.CorporateName	Johnson County (Kan.). Election Office			
Coverage.Geog. Coded	n-us-ks			
Date.Issued	199 -9999			
Description.Physical	v. ; maps ; 22 cm.			
Description	Description based on 1997-1998.			
Language	english			
Subject.DDC Local	352.209781675			
Subject.Geographic	Kansas Officials and employees Directories			
Subject.Geographic	Cities and towns Kansas Johnson County			
Subject.LCSH	Officials and employees Directories			

Physically Processing DVDs. It's Not that Different – Right?

By Susanne Nirschl Cogar and Richard Willtrout, Barberton Public Library

So you want to process DVDs. They look just like CDs, right? They're movies aren't they? They can't be that different than videocassettes. Well, let's take a closer look.

Unlike most videocassettes, many DVDs already come in rigid plastic or heavy cardboard cases. These cases are lightweight and compact and ideal for storage and/or display in bins or racks. Our library circulates and stores the DVDs in the containers supplied with them. In the event that we acquire a DVD without a suitable container, both Demco and Gaylord offer cases at reasonable prices.

DVDs have different security concerns than videos. Barberton Public uses the Checkpoint security system, which doesn't work with DVDs. The Checkpoint system functions by detecting specific electromagnetic frequencies. Checkpoint stickers are tuned to specific frequencies and these stickers are "detuned" by special date due cards. CDs and DVDs act like these cards and "detune" the stickers. If you are unsure about your security system and how it is impacted by optical disks, contact your system provider. Because of these concerns and after much discussion we decided to locate the DVD storage cases in bins near the videocassettes for patrons to browse through, but store the actual DVDs in a three ring binder behind the circulation desk.

This method was chosen because it offered the best security for a small collection. As our collection grows, we may have to consider other alternatives, such as special security cases that have to be unlocked at the circulation desk, a large multi-disk holder, or another security system that would accommodate optical disks. 3M is currently developing a special security system for optical disks, but upgrades will need to be made to our current system and that may be too expensive for many libraries. Other libraries do set them out in their cases in patron accessible browsing collections.

The three ring binder has plastic leaves that each hold two disks, with identification cards. Unlike CDs, DVDs often have data on both sides of the disk and there is often no easily identifiable print or artwork on the disk. The identification cards make it easy

for the circulation staff to quickly select the disk the patron has chosen.

We label our DVDs with a donut shaped sticker that does not interfere with the use of the DVD. It is placed around the opening in the middle. We imprint the label with our library name and the barcode number assigned to the item. This identifies the disk as our property and assists in matching the case and the disk if they are separated.

The rest of the processing is applied to the case. We reinforce the cardboard cases with book tape if needed, barcode them and attach labels that identify ownership and shelving order. We use the first letter of the first word in the title. A pre-printed letter is affixed to the case.

Treat DVDs with the same care and caution you treat other optical disks like CDs and CD-ROMs. Keep in mind that both sides of the DVD contain data. We clean them using plain 70% isopropyl alcohol also known as rubbing alcohol and a soft cloth. Use a light touch and start in the center of the disk and wipe directly out towards the edge. This helps avoid scratching.

They can be repaired, depending on the extent of damage done to them. Light scratches can be worked out using special kits available from vendors like Demco and Gaylord, but cracks and breaks are not repairable. Keep the disks away from extreme light and heat and keep inside a protective case when not in use.

Working with DVDs is not totally different from the work we already do in processing other items. Just keep in mind these few basic differences, and you will be able to build a collection that patrons will be enjoying for years to come.



Vote for the Division Candidate of Your Choice

Technical Services Division elections will be held during July and some pretty wonderful candidates have volunteered to run for office. Help make your vote count when your ballot arrives from OLC by thinking about the following candidates.

Running for Assistant Coordinator are:

- JENNIFER BULL**, Head Cataloger, Ashland Public Library: I think the Technical Services Division should offer timely, informative educational opportunities for a wide variety of technical services staff. I also believe that we should take a more aggressive approach to communicate the role of technical services to the broader library community.
- DEBORAH L. HATHAWAY**, Cataloging Division Manager, Dayton and Montgomery County Public Library: I think the Technical Services Division should be a vehicle to relay information among the technical services departments throughout the state of Ohio. This may be through continuing education or building better lines of communication among the technical services staff with the needs of public services. The library community is one of constant evolution with new and different collections to purchase, catalog, and process. Technology is changing, and we need to keep abreast of the changes.

Running for Action Council are:

- FRANCES ACAR**, Librarian II, Catalog Department, Cleveland Public Library: I would like to see the Division offer more "hands-on" workshops and training sessions, aimed at specific skill areas, especially in cataloging. We need to identify trainers and presenters who can share their expertise in solving the more complex cataloging questions.

FRED GAIECK, Librarian, Ohio Reformatory for Women, Marysville: I think the Technical Services Division should market itself as a viable part of library services to other library departments and to library students through any and all appropriate methods.

SHARON REINHARDT, Cuyahoga County Public Library: I think the Technical Services division should make itself more visible to our library colleagues and administrators. Only by promoting our work, our talents, and our mission to serve our customers, i.e., our public services colleagues, can we make ourselves invaluable to our libraries and communities.

GEORGIANNE BALKAS WIERSCH, Catalog Department Manager, Cuyahoga County Public Library: I think the Technical Services Division should work to encourage members from various types and sizes of libraries to become more active in sharing information with one another. This could be accomplished through informal email communications or discussion sessions at programs and meetings, or formally, through division sponsored workshops.

Running for Secretary is:

MARGARET MAURER, Cataloging Manager, Kent State University Libraries and Media Services: I think the Technical Services Division should foster excellence within technical services departments throughout the state. We can do this only by listening to the ongoing needs of our division members, and then acting on them.

MARIAN BENJAMIN, Technical Services Supervisor, Mansfield-Richland County Public Library: is also running for Central Division Action Council. She hopes to be able to represent Technical Services issues in that arena if elected.

Marketing Ourselves with Bookmarks

By Jennifer Bull, Head Cataloger, Ashland Public Library

The more I talk to other people, the more I realize that other library staff members have little understanding of all that is accomplished in a Technical Service Department. In our library, I have tried to bridge the gap of understanding by offering conversation, information, and programming that highlights certain functions. These efforts have been well received and, I hope, in some small ways have helped to bring the work that we do into the public eye.

One method of communicating with both staff and patrons has been the development of a series of bookmarks. These bookmarks have accomplished several functions while offering some instruction for searching the library catalog. I have received some favorable comments from staff and curiosity on the part of patrons who are interested in learning how to use our online catalog.

The cataloging bookmarks pose a search possibility and offer suggested search strategies. They also provide information on how to access the wide variety of media in the library's holdings and focus on high-interest items. For consistency, I placed the phrase, "Search Tips from the Cataloging Corner" at the top of each bookmark. I also wanted to teach others something about the role of a cataloger in our library, so I positioned wording on the back of each bookmark that describes my job (see example).

The bookmarks were placed in literature holders near the online catalog stations, and in other prominent, high-visibility spots. Circulation staff also inserted some in the packets with new library cards, and they have been offered as a handout at library programs and tours. I now have 31 designs that cover such topics as hand-crafts, interior decorating, science fair projects, author-narrator-artist searches, subject and keyword searches, hunting, fishing, cooking, and more.

Search Tips from the Cataloging Corner



Home Schooling?
or
Looking for
Educational Activities?
Try a Subject Search for
Creative Activities and
Seat Work
or
Home Schooling

*Provided by an Ashland
Public Library Cataloger*

What does a cataloger do?

In our library, a cataloger creates a record of information for items in the library. This information is stored in a database that is searched through the use of the library's only catalog. A cataloger also assigns classification to items to designate their shelf location. Our catalogers work in the Technical Processing department (behind the scenes) to provide access to information.



TechKNOW

Ohio Library Council
35 E. Gay Street, Suite 305
Columbus, Ohio 43215

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Columbus, OH
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Margaret B Maurer 3843
Kent State University
Libraries & Media Svcs
370 Library/PO Box 5190
Kent, OH 44242

Bookmarks: Job Hunting at the State Library Site

With a recent web renovation, the State Library of Ohio has added new links to the Public Library Information section of their web page, including access to job hunting opportunities in libraries. <http://winslo.state.oh.us/publib/libempl.html> provides access to job leads listed with OhioNET, CAMLS, GCLC, NOLA, OLC and the State of Ohio. It also offers access points to a variety of national level employment leads such as the ALA Job Line.

The State Library has also mounted the Directory of Ohio Public Libraries on their web page at <http://winslo.state.oh.us/publib/libdir.html>. There is an easy to use chart with hot-links to Ohio public library web pages and Internet-accessible catalogs. For public librarians seeking employment in other kinds of libraries there are also directories at the site of special, academic, medical and institutional libraries.