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Conference Reports

2006 Amigos Member Conference: Pop Culture, Post-Catalogs: The Impact of Technology on Delivery of Services May 11, 2006, Dallas, TX

Name of Travelers: Debbie Montgomery and Mary Jo Venetis

Name, Location, and Date of Conference: Pop Culture, Post-Catalogs: The Impact of Technology on Delivery of Services, 2006 Amigos Member Conference, Dallas, Texas, May 11, 2006

This is a joint report by Debbie Montgomery and Mary Jo Venetis who attended the conference on May 11, 2006. We attended several sessions together before attending specific sessions individually. The individual sessions will be indicated by the traveler's name.

Special Session: Eye to the Telescope: Future-Gazing & Current Projects from OCLC Research, Eric Childress, OCLC Research

Mr. Childress gave us a bit of insight as to what new projects/technologies are coming down the pike. He discussed pattern recognition, branding, portable devices, digital content and the Interactive Net. Interestingly, he mentioned that newspapers are losing readership, so there is a scramble on to grab that audience using satellite and internet radio, blogging, personal branding, Wikipedia, MySpace, etc. He stressed that there needs to be a library presence in those mediums. OCLC Research is working on several projects: FictionFinder (a browse/search function of fiction works in WorldCat), xISBN (web service that supplies all ISBNs associated with a work), and data mining WorldCat in an effort to cluster records (FRBR).

Mr. Childress emphasized the key concept of interactivity between the medium and the user, integrating the various delivery services seamlessly. It will result in process and operational changes for organizations/institutions.

Dis-Integrated Library Systems and the Future of Searching, Andrew Pace, North Carolina State University, Keynote Address

This interesting keynote address was about the innovations in the North Carolina State University's library online catalog. They have a home grown Electronic Resources Management (ERM) system called E-Matrix and the philosophy at NCSU is to, whenever possible, leverage the data in the systems you have to create systems which manage public access to electronic resources. A very important aspect of E-Matrix and the management of electronic resources is the seriality or the serial nature of electronic resources in that these resources are subscribed to (and paid for) on a continuing basis, they are licensed (access is based on a continuing relationship with publisher/vendor) and the content is updated continuously. Another objective with E-Matrix was to include and present print as well as electronic access.

Andrew Pace also spoke of the relationship during the 3 year development phase with Endeca. Endeca developed the search functionalities that are now present on their library catalog. This is a very forward thinking catalog. See for yourself: <http://www.lib.ncsu.edu/catalog/> Try searching a term and misspell it. Your term is automatically corrected. The search results appear with several unique options for finding related information. You have the ability to browse by subject, to narrow the results by topic, genre, format, era, language, author, geographic region and library location. Once in the record, you are given more options, shelf browsing, finding similar titles by redirecting the search based on subject headings in the records, you can save the record and view the table of contents as well as locate the item in the library. This catalog is awesome. Debbie spoke with Andrew after his presentation to find out more about Endeca. Debbie asked him how long the implementation took, how many people were involved on their end and what was the cost involved. The project took 5 months and the library devoted 7 people to the project, many of which are systems people. Andrew would not disclose the exact cost of Endeca, so Debbie asked if it was closer to \$50,000 or to \$200,000 and he said that it was right in the middle. WOW! He also did say that it was worth it many times over.

E-Matrix: Electronic Resource Management at NSCU

Andrew Pace briefly discussed the homegrown Electronic Resource Management (ERM) system during his keynote address. In this session, Andrew provided nitty gritty details. It took NCSU Library staff about 5 years to complete the homegrown system. Andrew stressed the importance of having all data in one central location and treating both print and electronic resources as "serial materials." Data includes vendor and licensing information, subscription terms, metadata (author, title, subject), and copyright information. By including all materials into the ERM system, it enabled NSCU staff to have better tracking control.

On a related note, during the EndUser Conference, staff members from Princeton University and Wake Forest University also mentioned that it took them approximately 2 years to re-adjust the workflow and set up Endeavor's Meridian the way they wanted it. It was difficult to decide how to link the information between Acquisitions, Cataloging and the ERM modules, along with the systems added features, such as SFX.

Overall, all the presenters from these universities agree that it was worth getting the ERM started. NCSU is the only one that has completed its homegrown system, while Princeton and Wake Forest Universities' projects are still underway.

Getting started is the key even if the ERM system is not exactly configured to do all what you want it to do. Start by getting the features that you must have or need, and go from there.

Catching Up with Connexion: An OCLC Cataloging Services Update, by Kay Vincent, Amigos Library Services (Montgomery)

Kay presented upcoming changes and enhancements to OCLC's Connexion software. The Union List has now migrated over to Connexion, but to maintain holdings we have to use the browser version instead of the client. This functionality is planned for the client version, but when is currently unknown. Sue McInis and I have recently completed Local Holdings Maintenance training through Amigos to accomplish this task. The 1.60 version of Connexion includes a spell checker, is Unicode compliant and have several enhancements to the functionality. This product is continuing to improve and OCLC is doing a nice job with making this an increasingly useful tool for libraries.

RFID as a Viable Tool for Libraries: Basics and Beyond, by Louise Schaper (Venetis)

Louise Schaper, Executive Director, of Fayette Public Library, Arkansas, provided a thorough overview of obtaining a RFID (radio frequency identification) system. Schaper explained how powerful RFID could be in tracking and checking in and out materials. It is up to a library system to determine whether the RFID tracking outweighs other ongoing issues such as privacy concerns, facility constraints and the cost in implementing RFID.

Schaper provided the differences in RFID tags along with the vendor comparisons. She indicated that all vendor tags are not made the same. Therefore, a library should decide what its staff needs from the RFID tags. That way, their needs can be matched to the vendor whose tags are the most compatible with those needs. For example, a vendor's system may not interface with the library's integrated library system (ILS) in all aspects. Schaper noted that Bibliotheca's system will not include the ability to link fine/fee payments to the circulation records through RFID tags, however, in all, Schaper was satisfied with Bibliotheca's integration with Polaris, Fayette Public Library's ILS system and its automated return and sorting system with Tech Logic Corporation.

In all, it was an enlightening session on RFID tags, but it is also an expensive venture, depending on the features your library needs. In Fayette Public Library's case, Schaper spent approximately \$280,000 for the RFID tags, 5 self-check out machines, a staff station, and security gates.

What's In Your eCollection, by Ron Glass, OCLC (Montgomery)

Ron spoke about WorldCat Collection Analysis (WCA), a tool for analyzing your collection and comparing your collection with other library's collections. When you subscribe to WCA, you are allowed a one-time retrospective batchload of your holdings to OCLC. We currently subscribe to this service.

Ron also spoke about NetLibrary, which we have subscribed to for several years now. The newest service that NetLibrary has incorporated is the ability to download eAudiobooks. There are several core collections, bestsellers, literary classics, Pimsleur Language collection, popular fiction, Latin American collection, etc. This service allows downloading audiobooks to computers or to some portable listening devices, such as MP3 players (at this time, NetLibrary audiobooks are not supported on Apple iPod for

playback). This may be something that we need to keep an eye on for the future.

Unit Cost Studies in Libraries, by Ken Bierman (Venetis)

Bierman's announcement that this was his last presentation since he was scheduled to retire from his position as the Associate Director of Knowledge Access at the University of Nevada, Las Vegas, set the tone for the presentation. Needless to say, this was a disappointing session because Bierman read his handout, which was not what the audience wanted to hear. We were interested in having some ideas on how to establish the unit cost studies for various procedures.

Library 2.0: When Did We Upgrade? Christine Peterson, Amigos Library Services (Montgomery)

This was an overview of Library 2.0 and what impact it is having on services that libraries provide to their users. Christine spoke about Wikipedias, Amazon "search inside the book," Flickr, Blogs, Reviews/Tagging—all of the latest services which provide rich user experiences using collective intelligence through web interfaces. More and more we see that web services are becoming social and customizable. This offers hope for libraries in that we can allow the user to modify library services to fit their needs, allows the library to put the librarian anywhere a user's might need them, and means making the library's space more interactive, collaborative and driven by user needs.

FirstSearch Update: User Contributed Content in First Search, Tim Prather, Amigos (Venetis)

In April 2006, OCLC announced users of WorldCat could add reviews, notes, and table of contents to the records using a new option. In this session, Prather had a demonstration of how this feature was used. The feature is similar to the set up of Amazon.com records, enabling users to add reviews for materials they read. It is geared for individuals to add information to the WorldCat records. OCLC will monitor the content after the information is uploaded. Any library can have this feature "turned on" and the reviews can be searched by OPAC, Google, Yahoo, and the library's web page when linked correctly.

Mary Jo asked Prather about the possibility of having a batch upload for UTD's table of contents to be loaded into the WorldCat records. Prather has been in contact with OCLC regarding this issue. Mary Jo will follow up with him on this.

Send your questions or comments to: [Library Web Oversight Committee](#)
Last updated February 01, 2007

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