

“E-Book Teamwork: Award Winning Tools for Coaches and Trainers”

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OCLC Online Computer Library Center**

August 20, 2004

Innovative approaches ...



... to get books in the hands of patrons

NetLibrary -- the largest eBook collection

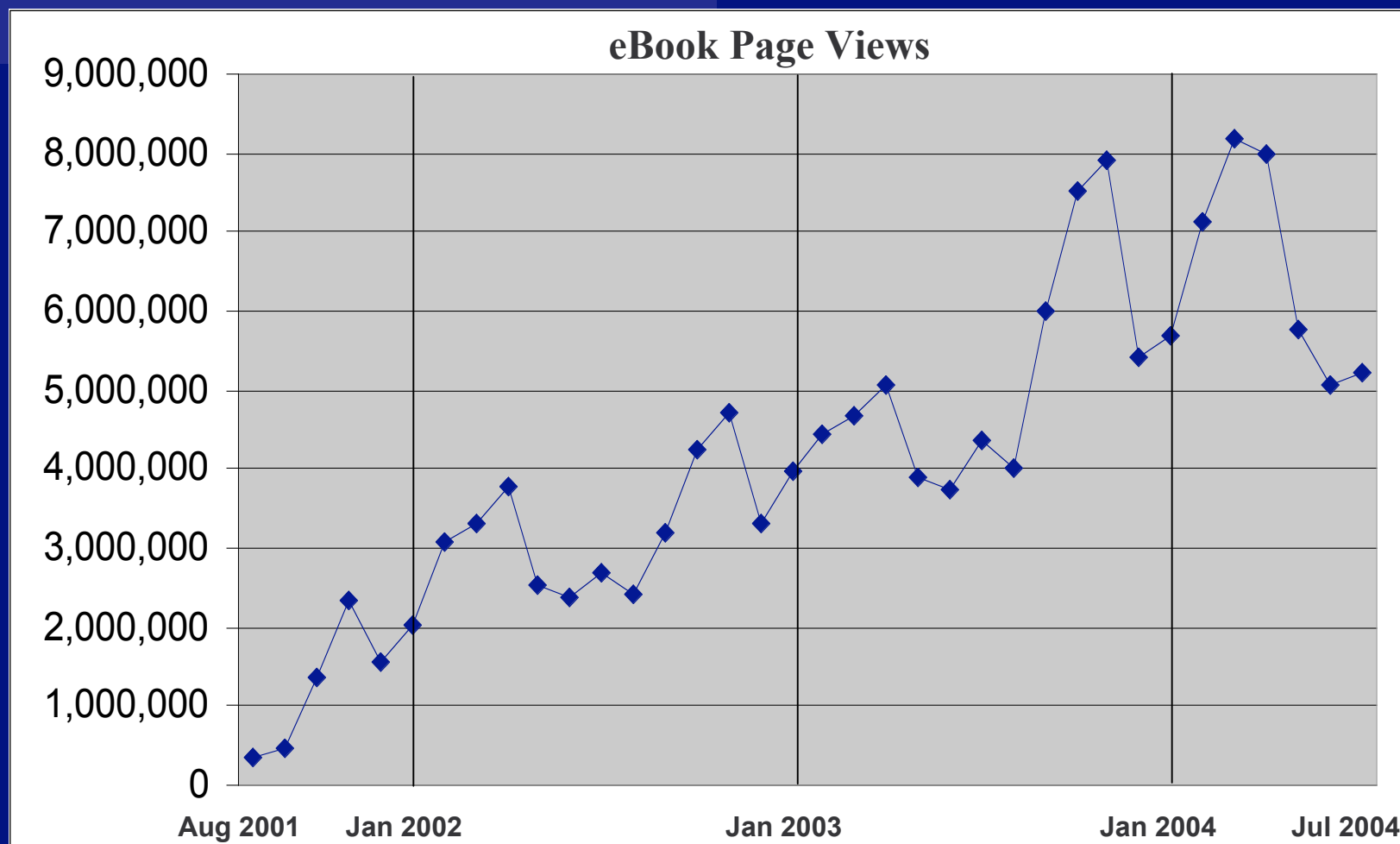


- More than **72,000 titles**
 - **3,800+ publicly accessible**
- From over **450 publishers**
- **46%** of titles published since **2002**
- **90%** of content being added is **frontlist**

eBook Growth

- **19,000** titles added in last 12 months
- **3,000** new titles in last 90 days
- Average of **6.4 million** page views / month

Usage Growth



... and More Content Coming Soon!

- 700 Spanish titles
- Chinese language titles
- 300 French titles – Fall 2004
- Audio Books – Fall 2004
 - Bestsellers, book club favorites, award-winning authors and more
 - Seamless integration with your NetLibrary collection

User Interface Changes





[My List and Notes](#) | [My Checked Out Items](#) | [Create a Free Account](#) | [Log In](#)

[Home](#) | [Advanced Search](#) | [What's Available](#) | [Help](#)

My Shortcuts: [Revise Search](#) | [Search Results](#) | [Details](#) | [Reader](#)

Basic Search

☒ Keyword ☐ Title ☐ Author ☐ Full Text

[Search](#)

[Try Advanced Search for more searching options.](#)

[Search tips...](#)

Search Tip
When using the Full Text search option be as specific as possible to get the best results. Use quotation marks to search for full text phrases.

Welcome to the OCLC Online Computer Library Center, Inc. eContent Collection

netLibrary provides access to your library's collection of eContent. eContent can be digital versions of printed material such as books or journals, databases or any digital content. All available twenty-four hours a day, seven days a week. [More information about netLibrary...](#)

In addition to your library's eContent Collection, you have access to the following:

Subject Centers

 [Reference Center](#) - Search and browse reference resources including encyclopedias, dictionaries, directories, handbooks, thesauri and more.

 [IT Center](#) - Access point to user guides, technical dictionaries, certification materials and more on a wide variety of information technology subjects such as software, user guides, programming, the Internet, etc.

Databases

 [The World Bank Online Database: World Bank e-Library...](#) - World Bank e-Library Electronic portal to the World Bank's full-text collection of books, reports, and other documents. Combines over 1,000 titles in a fully indexed and cross-searchable database.

 [InfoSci...](#) - A database that provides instant access to the latest full-text offerings of Idea Group Inc., in the fields of Information Science, Technology and Management.

Your Library

OCLC Online Computer Library Center, Inc.



Library & Information Center

eBook of the Month



IRREVERENT
guide to
Manhattan
JOHN HARTSON

"Like being taken around by a savvy local."
—The New York Times

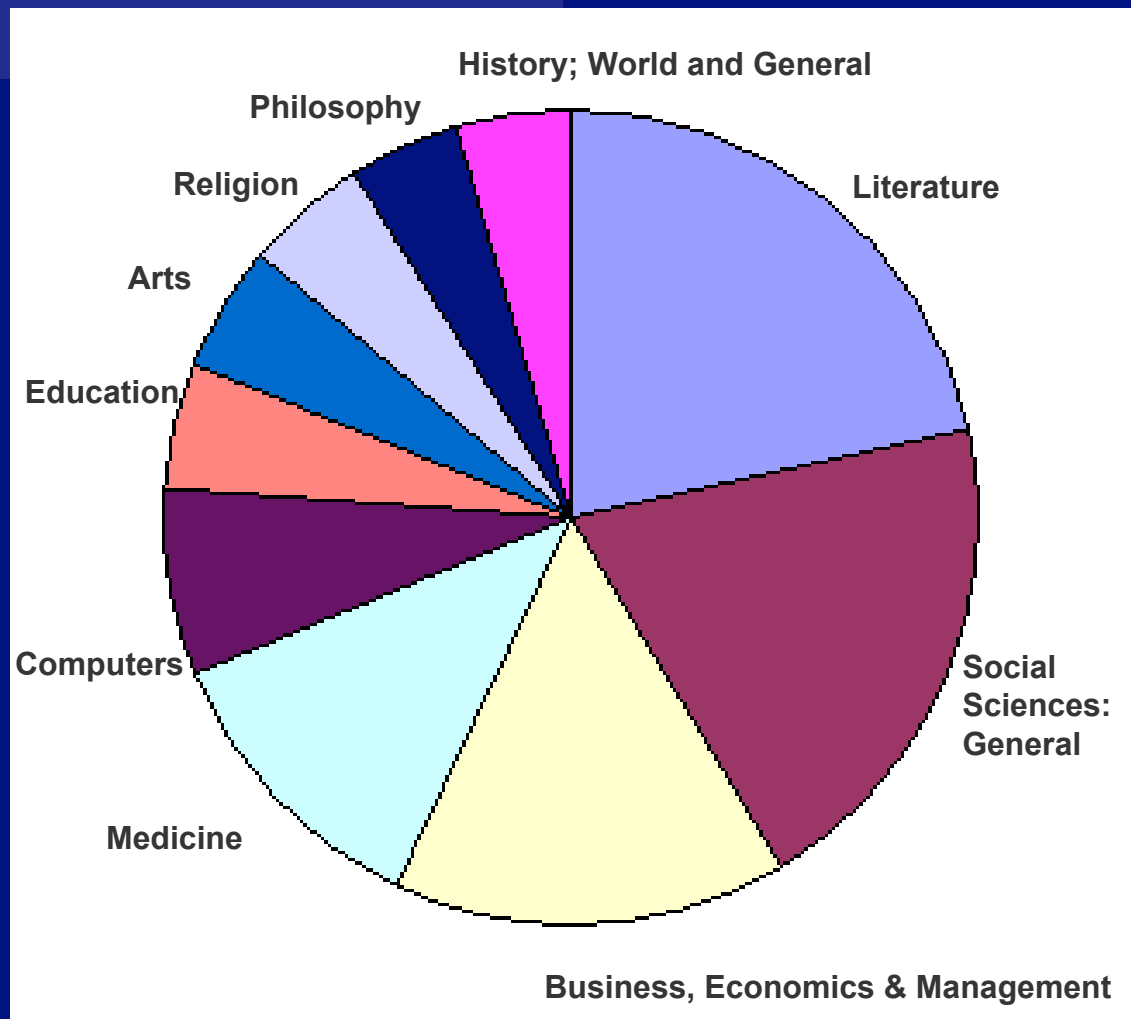
[Check it Out!](#)

User Interface Changes



The screenshot displays the NetLibrary web interface. At the top, a navigation bar includes links for Home, Revise Search, New Search, Search Results, and Details. Below this, a sidebar on the left contains a section for "Open Items" with a dropdown menu and a "Go" button. Further down, there are tabs for Search, Dictionary, Knowledge Tools, Contents, eBook Details, and Notes. A "Reading tips" link is also present. A list of document sections is provided, with "3 The Emergence and Development of the Governance Problem" highlighted. At the bottom of the sidebar is a search box labeled "Search this eBook" with a "Search" button. The main content area on the right shows the title "3 The Emergence and Development of the Governance Problem" by Ira M. Millstein and Paul W. MacAvoy. The text of the document is displayed below the title. At the top of the main area, there are navigation buttons for "Show Acrobat Tools", "Previous", "Page", "Go", and "Next". At the bottom, a status bar indicates "1 of 1" and "5.75 x 8.93 in".

Top 10 NetLibrary Subjects Lifetime (Academic Libraries)



Top 5 Titles Accessed Lifetime (Academic Libraries)



Title	Accesses
The Death Penalty : For and against {Point/counterpoint}	466
A Raisin in the Sun : Notes ...	303
Unveiling Kate Chopin	292
Kate Chopin's Private Papers	268
Flannery O'Connor {Bloom's Major Short Story Writers}	257

Top 5 - GALILEO Libraries Shared Turnaways of SOLINET Materials (*Academic Libraries*)



Title

Accesses

Material Girls : Making Sense of Feminist Cultural Theory	389
The Life and Times of Sir Thomas Malory {Arthurian Studies, 0261-9814 ; 29}	142
Modernism, Medicine & William Carlos Williams {Oklahoma Project for Discourse and Theory}	117
Fast Food Nation : The Dark Side of the All-American Meal	105
The Elusive Quest for Growth : Economists' Adventures and Misadventures in the Tropics	101

Effective Use Collection & Usage Reports



The screenshot shows the NetLibrary administrative interface. At the top is a navigation bar with links: Home, Administration, TitleDirect™ Admin, TitleSelect™, Reports, and Help. Below this is a breadcrumb trail: "You are here: [home](#) > **reports**". The main heading is "COLLECTION & USAGE REPORTS". Under this heading, "Step 1:" instructs the user to "Select type of Usage Report or Collection Development Report:". The page is divided into two columns of report options.

Usage Reports:

- ▶ [Popular eBooks](#)
Displays all eBook holdings listed in descending order by activity.
- ▶ [Activity by Title](#)
Displays eBook usage in ascending order by title.
- ▶ [Activity by Subject](#)
Displays eBook usage by subject category.
- ▶ [Dusty eBooks](#)
Displays eBook usage in ascending order by activity.
- ▶ [Turn-Away Statistics](#)
Displays attempts to view eBooks where all copies were in use or the title was not owned by the library.
- ▶ [Dictionary Access](#)
Displays number of times that users looked up terms in the American Heritage Dictionary from an eBook.

Collection Development Reports:

- ▶ [Owned eBooks](#)
Displays current holdings listed in ascending order by title. Optionally, results can be limited to Reference Center eBooks only.
- ▶ [Not Owned eBooks](#)
Displays all eBooks available from netLibrary, excluding current library holdings.
- ▶ [Owned eBooks for Ex Libris SFX](#)
Displays current holdings to facilitate the initial setup and ongoing maintenance of the netLibrary portfolio in the SFX KnowledgeBase.
- ▶ [All eBooks](#)
Displays all eBooks available from netLibrary.
- ▶ [New eBooks](#)
Displays new eBooks added to the netLibrary collection over the last 24 hours, last 7 days, last 30 days, or last 90 days.

At the bottom of the page is a footer with navigation links: [home](#) | [administration](#) | [TitleDirect™ admin](#) | [TitleSelect™](#) | [reports](#) | [help](#) | [log out](#) | [netLibrary home](#) | [contact us](#). Below the links is the copyright notice: "© 2001 - 2004, netLibrary, a division of OCLC Online Computer Library Center, Inc. All rights reserved."

Effective Use

Loading MARC Records

Integrating MARC records into your OPAC

- Single most important step to ensure adoption
- Some libraries have increased usage 300-500%
- OCLC will create collection set -- Free
- Records available for 90 days on FTP server
- Coordination required with library's technical staff

Effective Use

Loading MARC Records

University of Texas Experience with E-Books

- Usage of Amigos Collection increased **100%**, when comparing 3 months before/after loading MARC records
- Usage of collections became more **widely distributed** across subject areas after loading MARC records
- Anecdotal evidence to show that as students and faculty become more familiar with eBooks, demand will increase

Source: Dennis Dillon. E-books: The University of Texas experience, part 2. Library Hi Tech. 19.4 (2001).

Effective Use

Print vs eBook Usage



University of Texas Experience with E-Books

- Printed books usage rate = **50%** / year

4 million of 8 million titles circulated

- Ebook usage rate = **200%** / year

20,000 accesses of 10,000 titles

Source: Dennis Dillon. E-books: The University of Texas experience, part 2. Library Hi Tech. 19.4 (2001).

Effective Use

Activating Links in FirstSearch

The screenshot shows the Library Resource Center website. At the top is a navigation bar with links: Home, Administration, TitleDirect™ Admin, TitleSelect™, Reports, and Help. Below this is a header for "Carmen : Galileo Administrative Office". The main content area is titled "LIBRARIAN RESOURCES" and contains several sections: "Reports", "TitleSelect™", "Administration", "OCLC FirstSearch", and "Change Organization". The "OCLC FirstSearch" section is circled in red. To the right of these sections is a sidebar titled "eBook Tool Kit" which lists various resources available to librarians.

Library RESOURCE CENTER

Home Administration TitleDirect™ Admin TitleSelect™ Reports Help

Carmen : Galileo Administrative Office

You are here: **home**

LIBRARIAN RESOURCES

Reports

- ▶ Providing rich statistical data on the usage of your eBook collection, the [Reports Section](#) is a valuable tool in identifying the immediate reading needs of your patrons.

TitleSelect™

- ▶ [TitleSelect™](#) allows you to search the netLibrary eBook catalog and select titles to build your own unique eBook collection.

Administration

- ▶ The [Administration Section](#) of the Library Resource Center enables Library Administrators to manage user accounts, set user preferences and manage their eBook collections.

OCLC FirstSearch

- ▶ Your Library ID for use with OCLC's FirstSearch is: 355914

Change Organization

- ▶ You have access to more than one organization. [Click to change organizations.](#)

eBook Tool Kit

Designed with input from librarians, the [eBook Tool Kit](#) provides practical tips and tools libraries can use to raise awareness and increase usage of their eBook collections. Materials available at www.netlibraryebooktoolkit.com include:

- ▶ [Ads & flyers to customize with your logo](#)
- ▶ [Bookmarks](#)
- ▶ [eBook demo](#)
- ▶ [eBook event checklist](#)
- ▶ [eBook facts for grant proposals](#)
- ▶ [eBook MARC record integration information](#)
- ▶ [netLibrary logos & graphics](#)
- ▶ [Newsletter & newspaper articles](#)
- ▶ [Posters](#)
- ▶ [PowerPoint slides for eBook presentations](#)
- ▶ [Press releases](#)
- ▶ [QuickStart Guides](#)

Effective Use

Activating Links in FirstSearch



Outbound Linking [OCLC FirstSearch Administrative Module] - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://firstsearch.oclc.org/crs/servlet/org.oclc.fsadmin.AdmBuildOutLinking;jsessionid=BCFA2E06D447C06E85D385700B6D5B1E.two> Go Links >>

Usage Statistics FirstSearch Service FirstSearch Admin ILL Web ILL Policies Directory

OC LC FirstSearch Administrative Module

Comments Help Site Map/Print Exit

Account Information Authentication/Access Fulfillment Resource Linking Interface Display

Online Booksellers | Web Library Catalogs | Z39.50 Library Resources | Outbound Linking

Authorization: 100129777 | Symbol: OCL

Outbound Linking

Outbound Link options from FirstSearch to full text in other services your library uses

Save Changes

Outbound Linking Services			Enable Link ?
netLibrary	Account Number	<input type="text"/>	
Infotrieve	Link Text	<input type="text" value="Order Article from Infotrieve"/>	<input type="checkbox"/>
CISTI	Link Text	<input type="text" value="Order Item from CISTI"/>	<input type="checkbox"/>
JSTOR	Link Text	<input type="text" value="JSTOR Full Text"/>	
	JSTOR Collection		
	Arts & Sciences Comp		<input type="checkbox"/>
	Arts & Sciences I		<input checked="" type="checkbox"/>
	Arts & Sciences II		<input checked="" type="checkbox"/>
	Arts & Sciences III		<input checked="" type="checkbox"/>

Your administrative module session will end in 44:53 minutes

Start In... Mi... W... A... Fi... O... 100% Internet 2:37 PM

Effective Use

Activating Links in FirstSearch



OC
LC FirstSearch

OCLC LIBR



WorldCat List of Records

| [OCLC Library Home Page](#) | [Use Ask a Librarian](#)

- Click on a title to see the detailed record.
- Click on a checkbox to mark a record to be e-mailed or printed in Marked Records.
- WorldCat Hot Topics: ?

[Home](#)

[Databases](#)

[Searching](#)

[Results](#)

[Resource Sharing](#)

[Staff View](#)

[My Account](#)

[Options](#)

[Comments](#)

[Exit](#)

[Hide tips](#)

[List of Records](#)

[Detailed Record](#)

[Marked Records](#)



Sort



Related
Subjects



Related
Authors



Limit



E-mail



Print



Export



Help

WorldCat results for: kw: ty and kw: cobb and dt= "url" . [\(Save Search\)](#)
Records found: 6 Rank by: Number of Libraries



Prev



Next

Limit results:

[Search](#)



☐ 1.



[My life in baseball the true record /](#)

<http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=44385> [\(Full Text\)](#)

Author: Cobb, Ty, 1886-1961.; Stump, Al. **Publication:** Lincoln : University of Nebraska Press, 1993, 1961

Document: English : Internet Resource Computer File

Libraries Worldwide: 285

More Like This: [Search for versions with same title and author](#) | [Advanced options ...](#)

☐ 2.



[League Park Cleveland's original ballpark /](#)

<http://www.clevelandmemory.org/league/>

Publication: Cleveland, OH : Cleveland State University Library, 2002-

Document: English : Internet Resource Computer File

Libraries Worldwide: 1

More Like This: [Advanced options ...](#)

☐ 3.



[Tyrus Raymond Cobb.](#)

<http://www.baseballhalloffame.org/hofers%5Fand%5Fhonorees/hofer%5Fbios/cobb%5Fty.htm>

Effective Use

Activating Links in FirstSearch



OC
LC FirstSearch

Session
timeout: 29:27



My Shortcuts:
[Home](#) | [Details](#)

Open Items

Current: **My Life in Baseball : The Tr...** [Close Item](#)

Search Dictionary Knowledge Tools
Contents eContent Details Notes

[Reading tips](#)

Table of Contents

- My Life in Baseball
 - Introduction
 - [Contents](#)
 - [Illustrations](#)
 - [Ty Cobb As I Knew Him](#)
 - [1— First Inning: Hits, Errors, and Heartache](#)
 - [2— My Father Makes a Point](#)
 - [3— Moment of Decision— How I Almost Quit](#)
 - [4— Pennant Madness—And a Boy Grows Up](#)
 - [5— "Bugs"—That First Bitter Series—\\$5000 or E](#)
 - [6— In Which Many Things Came True](#)
 - [7— Beanballs Were the Least of It](#)
 - [8— The Case of the Purloined Telegrams](#)
 - [9— "Beware of Entrance to a Quarrel"](#)

Search this eContent

[Search](#)

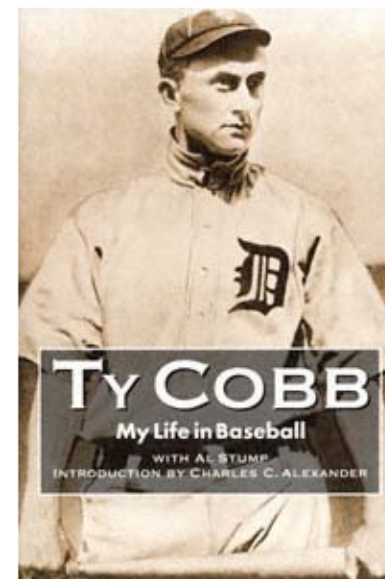


« Previous

Page

Go

Next »



Effective Use

Patron Access



Remote Access to eBook Collections

- Authentication by:
 - IP Address / Range
 - User name & password
 - Secure referring URL

- Patron can access remotely, if:
 - Library has remote patron authentication system
 - Username/password needed only for remote checkout

Effective Use

Patron Access



Access Patterns

- Average Session Length = 23 minutes
- Average Time in a Book = 5-15 minutes

Effective Use

Collections Development

Collection size drives usage

- Shared Collections (e.g. SOLINET collections)
- TitleSelect (NetLibrary's online catalog, select individual titles)
- TitleDirect (online profiling and notification service)
- Patron Driven Acquisition
 - Reduces turnaways
 - Guarantees 2 circulations
 - Can limit expenditures with pre-defined spending caps
 - Wayne State University study (<http://www.ala.org/ala/acrl/acrl events/Isutton.PDF>)

Effective Use *Marketing*



Create awareness for Ebooks

- Links from referring sites (e.g. GALILEO, Library Website)
- Customizing website with your library's logo
- eBook Tool Kit (<http://www.netlibraryebooktoolkit.com/promoting>)
 - Promotional materials (e.g. posters, bookmarks, pens)
 - Press releases, Ebook events, newsletter articles
- Email to patrons

Effective Use

Training & Reference



Training & reference tools

- Use eBook of the Month & Publicly Accessible Title
 - Used as training tool
 - Unlimited access
- eBook On-line Demo
- QuickStart Guides

Effective Use

Summary



Key Strategies for Effective Use:

- Collection and Usage Report Analysis
- Loading MARC Records
- Collection Development for Popular Titles
- Activating Links in WorldCat/FirstSearch to NetLibrary eBooks
- IP Authentication for Seamless Remote Access
- QuickStart Guides for Patrons
- Using eBook of the Month or publicly accessible title for concurrent user instruction