



a publication of MLNC. *Serving Member Libraries Today and Tomorrow.*  
**February 2012**

## Upcoming Events

### MLNC Speakers Series: Perceptions of Libraries

*February 6*  
 St. Louis/Online

### Show Me the Money: Funding Digitization Projects

*February 8*  
 Kansas City

### OCLC WorldCat Searching

*February 22*  
 Online

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<http://www.mlnc.org/help.html>



**Upcoming Workshops**

View the full calendar and register at <http://www.mlnc.org/workshops>.

Date	Workshop	Location
<b>February</b>		
Feb 6	MLNC Speakers Series: Perceptions of Libraries Report	St. Louis/Online
Feb. 8	Show Me the Money: Funding Digitization Projects	Kansas City
Feb. 22	OCLC WorldCat Searching	Online
Feb. 29	Get It!: Borrowing Materials with OCLC WorldCat Resource Sharing	Online
<b>March</b>		
Mar. 7	Send It!: Lending Materials with OCLC WorldCat Resource Sharing	Online
Mar. 21	Cataloging Non-Print Formats	Columbia

***Be watching for an announcement about our next MLNC Speakers Series installment, to be held later this spring!***

***This very important session will focus on Privacy and Library Policies.***

 **MLNC News****MLNC OFFICES CLOSED FOR PRESIDENTS DAY**

The MLNC Offices will be closed Monday, February 20, in observation of Presidents Day. We will reopen Tuesday morning, February 21.

**MLNC LAUNCHES NEWS AND INFORMATION SITE**

We all know how difficult it is to keep up with news, technology, and training opportunities. At MLNC we have a number of interconnected methods for you to get the news you need, whether by RSS news feed, social media, or traditional email. We offer news you can use—your way.

- **MLNC Pipes Up on WordPress** (<http://pipeup.wordpress.com/>)

We are pleased to officially introduce our most recent news outlet.

At *MLNC Pipes Up*, we offer current events, product features, and workshop announcements. Items are categorized by Cataloging, Collections & Resource Sharing, Digitization, Electronic Resources & Reference, Features, Information Technology, MLNC News and Workshop News.

*MLNC Pipes Up* allows us a central resource to provide news in a timely fashion. It serves a similar function to our ongoing QuickFlash newsletter, but offers the opportunity to get important news to our readers more quickly. QuickFlash will continue to be published, but will gradually become a summary of the biggest news of the past month.

If you wish to receive your news via RSS feed, you may do so on *MLNC Pipes Up*. Subscribers may opt to receive all postings; or, they may subscribe only to those feeds of most interest to them.

Visit <http://pipeup.wordpress.com/> today and sign up!

In our continuing effort to provide access to news and information to our members and friends, we also offer these other venues as well:

- **Facebook** (<https://www.facebook.com/MOLibraryNetwork>)
- **Twitter** (<http://www.twitter.com/MLNC>)
- **Email Listserv** (<http://mlnclst.mlnc.org/cgi-bin/wa.exe?A0=MLNCANNOUNCEMENTS-L>)

—[MLNC]

 **General****ACRL SCHOLARLY COMMUNICATIONS ROAD SHOWS**

From May to August 2012, ACRL will once again be offering the Scholarly Communications Road show at a subsidized rate. Now titled “Scholarly Communication: From Understanding to Engagement,” the road show was originally offered to raise awareness about scholarly communications in the community. ACRL initially underwrote the full costs of the then named “Scholarly Communications 101 - Starting with the Basics” program to support this goal. The program has evolved from this central goal of awareness building and three successful years later, the program now supports in-depth training as institutions are developing scholarly communications programming. As the workshop’s goals have moved from raising awareness to training, the road show program is transitioning into an established ACRL professional development program in alignment with ACRL’s other offerings.

In 2012, the program will be expanded and enhanced to a full day workshop with more applied programmatic elements while still retaining much of the “101 basics” elements. The program will also move to a cost sharing model. In 2012-13, virtual program offerings will be developed.

How it works:

5 workshops will be offered to institutions at partial cost. ACRL is committed to carrying the bulk of the costs for 2012 for successful applicants.

- Cost for successful host institutions is \$2000.00.
- ACRL will underwrite the remaining costs.
- Applicants may choose to recover their costs through registration fees.

The deadline to apply to be a host is February 7, 2012. For more information, visit: <http://www.ala.org/acrl/issues/scholcomm/roadshow>

—[ACRL, edited]

## **NEW STUDY OF STUDENT COMPREHENSION IN PRINT AND DIGITAL ENVIRONMENTS**

A new study has been released which measured and compared fourth-graders comprehension levels when reading in a traditional print environment and in an ebook environment. "Student Comprehension of Books in Kindle and Traditional Formats" by Michael Milone, a research psychologist and educational writer at Renaissance Learning, asked students in two fourth-grade classes located in the Upper Midwest to read up to six books from a selected list of a dozen popular fiction titles. The 31 students—who read a total of 135 books, 69 on the Kindle and 66 in print—were asked to alternate between reading half of the books on the Kindle and the other half in a bound, printed format. After reading each one, they completed a brief, computer-based Accelerated Reader quiz to measure their understanding. Only narrative texts were used, and the results do not include informational texts or textbooks.

Milone found that there was no statistically significant difference in reading comprehension levels, with students correctly answering an average of 88 percent of questions about the books read on the Kindle, compared to 88.5 percent of questions answered correctly for print books.

"Results of the study indicate that parents and educators can rest easy knowing that students comprehend books they read digitally as well as they comprehend books read in a print format," especially since electronic reading devices are rapidly becoming popular for both personal and educational use, the study says.

Read the School Library Journal article:

[http://www.schoollibraryjournal.com/slj/newsletters/newsletterbucketextrahelping2/893368-477/no\\_difference\\_between\\_kids\\_comprehension.html.csp](http://www.schoollibraryjournal.com/slj/newsletters/newsletterbucketextrahelping2/893368-477/no_difference_between_kids_comprehension.html.csp)

Read the report: <http://doc.renlearn.com/KMNet/R0054730029120B5.pdf>

—[School Library Journal, edited]

**BARNES & NOBLE TO SPIN OFF NOOK BUSINESS?**

Barnes & Noble could be a very different company one year from now. In early January, the company disclosed that it is considering spinning off its Nook business into its own company.

William Lynch, B&N CEO, said that given the strong growth of Nook and the encouraging forecast, the company is evaluating its reporting segments. The evaluation is expected to be complete by the end of this fiscal year, which may result in reporting Nook as a separate operating segment. Lynch continued, "in order to capitalize on the rapid growth of the Nook digital business and its favorable leadership position in the expanding market for digital content, the Company has decided to pursue strategic exploratory work to separate the Nook business."

The new Nook group would be comprised of four revenue streams: devices; digital content, including e-books, subscriptions, apps, textbooks; accessories; and warranties and extended service plans. While e-books and other digital content sales would be made through BN.com, those sales would become part of the Nook business. B&N said it was not a certainty that it would go ahead with the spin off.

To read the full article, including information about Barnes & Noble revenue projections, visit: [http://www.publishersweekly.com/pw/by-topic/industry-news/bookselling/article/50066-barnes--noble-may-spin-off-nook-business.html?utm\\_source=Publishers+Weekly%27s+PW+Daily&utm\\_campaign=fdf38629b9-UA-15906914-1](http://www.publishersweekly.com/pw/by-topic/industry-news/bookselling/article/50066-barnes--noble-may-spin-off-nook-business.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=fdf38629b9-UA-15906914-1)

—[Publishers Weekly, edited]

**OCLC PUBLISHES 2011 ANNUAL REPORT TO THE MEMBERSHIP**

In the report, Jay Jordan, OCLC President and Chief Executive Officer, wrote that the economic downturn notwithstanding, libraries maintained their strong use of OCLC systems and services in fiscal 2011.

Members of the OCLC cooperative used OCLC to:

- catalog 449.9 million items online and via batchload
- add 38.9 million records to the WorldCat database
- arrange 9.6 million interlibrary loans
- perform 58 million end-user reference searches on the OCLC FirstSearch service
- perform 160.7 million click-throughs from partner sites on the Web to the WorldCat.org landing page
- add 12.4 million records to WorldCat for digital objects via the WorldCat Digital Collection Gateway.

Jordan also noted that the cooperative's strategic initiative to build new Webscale management services with libraries continued to grow. Thirty-seven libraries acquired these services in fiscal 2011, and 24 of them went live.

The full report is available on the OCLC website:

[http://www.oclc.org/news/publications/annualreports/2011/214629usb\\_Annual\\_Report\\_2011.pdf](http://www.oclc.org/news/publications/annualreports/2011/214629usb_Annual_Report_2011.pdf)

—[OCLC, edited]

 **Cataloging****LC RDA TRANSITION ON TRACK**

During January's ALA Midwinter Meeting, Beacher Wiggins, the director for acquisitions and bibliographic access at the Library of Congress (LC) and a member of the U.S. RDA Test Coordinating Committee, said that both efforts to transition away from the MARC communication format as well as the implementation of the Resource Description and Access (RDA) cataloging code were "on track." It was indicated that, in the case of RDA, the three U.S. national libraries could implement it by the first quarter of 2013 provided recommendations made in the committee's June 2011 report are met.

The coordinating committee issued its first quarterly update in mid-January, and it is available on a new page LC has created to house all information about RDA (<http://www.loc.gov/aba/rda/>)

Read the full article on the Library Journal website: <http://lj.libraryjournal.com/2012/01/shows-events/library-of-congress-officials-say-marc-transition-implementation-of-rda-on-track/>

—[Library Journal, edited]

**BIBLIOGRAPHIC FRAMEWORK: RDF AND LINKED DATA**

Karen Coyle, writer on the challenges libraries face in the age of digital communication, blogged recently on the promise and danger of current efforts to reimagine library bibliographic data.

In a very thoughtful recent entry, she describes current parallel efforts to create Resource Description Framework (RDF) schemes in a variety of current metadata standards. She states "Not only are these RDF schemes not compatible with each other, none will be linkable to bibliographic data from communities outside of libraries who published their data on the Web." She also laments the still too linear, card environment approach to cataloging apparent in current discussions. Ultimately, she believes that we should be concentrating on creating data, not records. She warns that "we need to be careful to make this transition cleanly without bringing along baggage from our past."

To read the blog and the discussion which followed, visit:  
<http://kcoyle.blogspot.com/2012/01/bibliographic-framework-rdf-and-linked.html>

—[Coyle's InFormation, edited]



## Collections & Resource Sharing

### **THE REVOLUTION ISN'T JUST DIGITAL**

Current discussions across all types of libraries are about the digital revolution, and how libraries should respond. Author Alan S. Inouye believes that for libraries, the growing importance of digital content has repercussions that go far beyond technology

*"Librarianship, at least in the 20th century, was built on the cornerstone of professional control. Librarians were the deciders. Of course, we were deciders with the best of intentions. Nevertheless, librarians had considerable latitude in determining how best to serve their patrons, armed with a robust body of knowledge and professional norms. However, the digital revolution fundamentally changed librarian control. This shift in control becomes obvious when we think about it consciously."*

He highlights a variety of these areas of control, including collections, access, archiving and preservation, and privacy. By studying the radical changes in control which the digital age brings to each of these, he worries that current library models which attempt to simply convert existing services to the digital environment are not enough, and that completely new approaches are necessary.

To read the entire article, visit:

<http://americanlibrariesmagazine.org/features/01112012/revolution-isn-t-just-digital>

—[American Libraries, edited]

**ARTICLE EXCHANGE NOW AVAILABLE WITHIN OCLC WORLDCAT RESOURCE SHARING AND THROUGH AN ILLIAD ADDON**

The previous beta site for Article Exchange document-sharing has now been integrated with OCLC resource sharing services. This followed a period of testing and positive feedback from the resource sharing community.

Article Exchange provides a single, secure location where lending libraries can place requested articles and library users can retrieve articles or book chapters obtained for them via interlibrary loan. It supports delivery of documents in a wide variety of formats.

The site adds convenience, security and enhanced copyright compliance to article sharing through interlibrary loan. Among the benefits are:

- Eliminates security issues often encountered when documents are transmitted through email. Files up to 60 MB – including high resolution documents – can be placed on the site for pick-up by library users.
- Supports compliance with copyright guidelines with automatic deletion of files. Viewed files are deleted after 5 days or 5 views and unviewed files are deleted after 30 days.
- Minimizes local technical support because the Web site requires no software download or special arrangements for access through a local firewall.
- Provides platform-independent access from PCs, MACs or any operating system.

WorldCat Resource Sharing users can link to Article Exchange from the upper right side of the staff view and log on with a valid WorldCat Resource Sharing authorization and password. Users may upload up to 1,000 files per day per authorization. Use of Article Exchange is included in an OCLC Resource Sharing subscription at no additional charge.

The experimental Article Exchange website will be retired on January 31, 2012. Beginning February 1, 2012, all access to Article Exchange will be from the link within WorldCat Resource Sharing or from the ILLiad Addon.

To learn more about Article Exchange, visit:

<http://www.oclc.org/ca/en/productworks/articleexchange.htm>

—[OCLC, edited]

 **Reference****EXCLUSIVE OFFER FROM FILMS ON DEMAND FOR MLNC MEMBER LIBRARIES!**

Now through March 15, 2012, MLNC and Films on Demand are offering MLNC member libraries discounted subscriptions. **Member libraries receive a 16% discount, plus 3 months free! Subscriptions will run from April 1, 2012 through June 30, 2013!**

This offer covers  
*Access Video for Public Libraries, Classroom Video for Schools,  
and Films on Demand for College Libraries*

Give your patrons instant access to outstanding documentaries, award-winning educational films, independent films, and helpful instructional videos from your library, or any location with Internet access, anytime they choose. The Films on Demand collections cover a wide range of subjects with quality content, including thousands of exclusive titles you won't find anywhere else.

The collections include up to 9,300 full-length videos and 109,000 video clips-- 4,900 hours of programming.

Among the product features are:

- Thousands of exclusive educational videos from top producers, segmented into easy-to-use clips
- Remote access available for patrons
- Unlimited, simultaneous, 24/7 access, in class or off site
- New content added monthly
- Closed-captioning on thousands of titles
- A robust administrative portal with enhanced reporting features
- Authenticated search widget for your library's home page
- Authenticated HTML embed code that allows direct access to videos within Blackboard, Moodle, or other CMS systems
- Authenticated links for use with Web-based catalog systems
- Free MARC records for every video in your collection
- ... and much more!

For Discount Pricing Information, contact Beth Willis at MLNC: call 1-800-969-6562 or 1-314-394-1320, ext. 804 or email [Beth@MLNC.org](mailto:Beth@MLNC.org).

**To take advantage of this special MLNC offer, we must hear from you by March 15, 2012.**

**CHANGES TO CQ PRESS ANNOUNCES CHANGES TO SUBSCRIPTION TERMS**

CQ Press has issued an announcement regarding changes in subscription terms affecting both pricing and simultaneous use for *CQ Researcher* & *CQ Global Researcher*. In a letter to subscribers, CQ stated:

*In reviewing our records, we see that some of our subscribers have been paying a dramatically discounted price for a number of years. While we're delighted that you and your patrons have had access to CQ Researcher & CQ Global Researcher for that time, we have to bring your price in line with that of all of our other subscribers. We know that budgets are tight, so if the list price for your institution would be 50% more than your current price, we're capping your increase.*

*In some cases, your original price may have been related to the number of seats you licensed. However, we are doing away with the seat limitations. If you had a limited number of seats, you will now be providing your students with unlimited concurrent usage of CQ Researcher & CQ Global Researcher.*

MLNC members may contact the office (800-969-6562) for information on individual 2012 renewal rates.

Libraries are encouraged to contact CQ customer service at 1-866-4CQ-PRESS (427-7737) for more information on these rate changes.

—[MLNC]

## **BEST PRACTICES IN VIRTUAL REFERENCE SERIES**

As a follow up to the January 31 session *Seeking Synchronicity: Revelations and Recommendations for Virtual Reference*, OCLC and MLNC will offer a series of webinars to discuss and explore best practices in Virtual Reference. Please join us for these sessions. You may register for any of these by following the links below.

### *Session Descriptions:*

- **Keeping the Virtual Lights on 24/7**

This session will focus on how joining a cooperative group can help libraries keep their virtual reference services going at all hours. Studies show that up to 40% of virtual reference inquiries come in after typical library hours. Explore the challenges and benefits to working through a cooperative to keep your virtual reference answering users 24/7. Find out if being “on” all the time really makes a difference in your community.

March 6, 2012

1:00pm – 2:00pm Eastern

Register here: <http://bit.ly/xEKsM0>

- **Virtual Reference in Tough Times**

In tough economic times, everything gets a turn on the chopping block. Make the case for virtual reference to your funding bodies and show them the impact you have online. Hear what has an impact on funders and learn what features are most valuable to your library.

Despite the best advocacy, paying for virtual reference still may not make the cut. Explore what free options you have and hear how they’ve worked for those already using the service. Know what you really need to have in a virtual reference service to make it work for your community.

April 24, 2012

1:00pm – 2:00pm Eastern

Register here: <http://bit.ly/ybtMkd>

- **Finding Your Virtual Reference Users Online**

Seeking Synchronicity found that one of the biggest obstacles to a successful virtual reference service was getting users to simply know the service existed. How do you find your users online? How do they find you?

Look at what signs have been effective in letting users know about the service. What works best in both drawing users’ attention and getting them to know what the service is about? With our constantly changing technical vocabulary, are you really saying what you want to say?

May 17, 2012

1:00pm – 2:00pm Eastern

Register here: <http://bit.ly/zuDNJY>

- **What the @\$? Dealing with Rude Patrons Online**

Not all virtual reference exchanges are friendly chats, despite our best efforts. Hear and share some effective ways to deal with rude users without losing your cool.

June 14, 2012

1:00pm – 2:00pm Eastern

Register here: <http://bit.ly/z5fX4c>



## Information Technology

### **INFORMATION TECHNOLOGY AND LIBRARIES TO BECOME OPEN ACCESS**

LITA has announced that *Information Technology and Libraries* (ITAL) will become an open-access, electronic-only publication, beginning with the March 2012 issue (volume 31, issue 1).

According to the LITA Blog, this change will help ensure the long-term viability of the journal by making it more accessible, more current, more relevant, and more environmentally friendly. ITAL will continue to feature high-quality articles that have undergone a rigorous peer-review process, but it will also begin expanding content to include more case studies, commentary, and information about topics and trends of interest to the LITA community and beyond.

In addition to making new content openly available beginning in March, the complete electronic archive of ITAL and its predecessor, *Journal of Library Automation* (JOLA), will be made available online.

Be watching for further details about the upcoming changes on the ITAL website:  
<http://www.ala.org/lita/ital/>

—[LITA Blog, edited]

### **CLOUD COMPUTING 101**

On February 9, 2012 at 2 p.m. Eastern Time, WebJunction is offering a one-hour overview of Cloud Computing, hosted by Roy Tennant.

*"Cloud computing" seems to be all the rage, but what actually is it? This overview presentation will explain what cloud computing offers libraries, how libraries are using these services, and what you should consider when thinking about using a cloud service in your library. A distinction between services for end-users and services for organizations will be made, explained, and illustrated, as well as the terms used to describe cloud services by presenter Roy Tennant, senior program officer in the Research division at OCLC. Learn how quick and easy it now is to deploy applications "in the cloud" using tools such as Google Docs, Google App Engine, and Amazon's Web Services, among others. Resources for further exploration will be included.*

To register, visit: <https://oclc.webex.com/oclc/onstage/g.php?t=a&d=713233359>

—[WebJunction, edited]

## ***YALSA TO RELEASE APP FOR DISCOVERING TEEN BOOKS***

YALSA (Young Adult Library Services Association) will launch its first app, the Teen Book Finder, this February for Apple devices. The free app will allow teens, parents, librarians and library staff, and anyone who loves YA lit access to the past three years' of YALSA's awards and lists on their smartphone.

The app will include:

- a homepage featuring three titles from the database, refreshed each day
- the ability to search for books by author, title, award/list year, genre, by award, and by booklist
- a Find It! button, powered by the OCLC WorldCat Search API, that will show users where to find the book in a nearby library
- a Favorites button, to create an individualized booklist
- the ability to share books from the Teen Book Finder on Twitter and Facebook

An Android version of the app is planned for later in 2012.

The app is currently in beta testing, and the official launch will be announced on the YALSA website (<http://www.ala.org/yalsa/products/teenbookfinder>).

—[YALSA, edited]