

Cataloging *is* a public service!

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Introductions

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- Library vis
- State and
- OCLC Me



Advocate for Tech Services

Session goals:

- Introduce strategic communications: develop a strong message, then tell a persuasive story
- Highlight examples that demonstrate effective communication.
- Get you to think about how you will adapt these ideas to your workplace.
- Brainstorm, share and compare your Tech Services elevator speech!



**What have you
done for me lately?**



Trends: Charleston, ALA, ALCTS, OCLC events

- Streamline technical services to focus on hidden collections
- Merge acquisitions and cataloging departments
- Get value from your vendors: use vendor records, implement shelf-ready for print materials
- Define “good enough” bib records (and stick to it)
- Evaluate patron driven acquisitions

• *With thanks to David Whitehair, OCLC*

Over and above?

- Attend and participate in conferences and professional development networks
- List out a few websites or blogs to keep tabs on
- Volunteer a few hours on the ref or circ desks
- Look up your stats, analyze them and ACT
- Visit another library

• *With thanks to David Whitehair, OCLC*



United States (English) [Change](#)

[WorldCat](#) [Membership](#)

Events calendar

Presentations

Good Practices for Great Outcomes

[Past events](#)

News and Events



OCLC has laid out *Difference*. Tapping the collective wisdom of our members to learn, debate and share best practices in cataloging, the event was held at the WorldCat headquarters in Columbus, Ohio.

Upcoming

There are no upcoming events.

Past events

[Explore presentations](#)



cataloging ebooks and more. David Whitenair, OCLC Senior Product Manager, and Chris Martire, Director, OCLC Member Services, also shared the latest updates in cataloging efficiencies from the OCLC cooperative.

[View the presentations and other materials](#)

01 December 2011

Boston Public Library, Boston, MA

Catherine Willis, Technical Services Manager, Boston Public Library, and **Carole Myles**, OCLC Member Services Consultant, welcomed 53 participants to *Good Practices for Great Outcomes: Cataloging Efficiencies that Make a Difference* on December 1, 2011. The event featured **Eric Childress**, Consulting Project Manager, OCLC Research, who discussed, "More than a feeling: I see my MARC life walking away" in his opening keynote.

The event also featured speakers from our member community, including:

- **Penny Baker**, Collections Management Librarian, Clark Art Institute
- **Michael Colford**, Director of Library Services, Boston Public Library
- **Christopher Geissler**, Project Archivist, Brown University
- **Amy Hart**, Head of Bibliographic Services at the Minuteman Library Network
- **Mary Wilkins Jordan**, Assistant Professor, Simmons College GSLIS.

[View the presentations and other materials](#)

30 November 2011

Harvard University's Gutman Library, Boston, MA

Dr. John Collins, Librarian and Member of the Faculty, Harvard Graduate School of Education, and **Carole Myles**, OCLC Member Services Consultant, welcomed more than 156 guests to *Good Practices for Great Outcomes: Cataloging Efficiencies that Make a Difference*, generously co-hosted by Harvard University's Gutman Library on November 30, 2011. **Eric Childress**, Consulting Project Manager, OCLC Research, provided the opening keynote, where he discussed, "A success unexpected in common hours." We also featured several speakers from our member community:

- **Diane Baden**, Head of Monographic Services, Boston College
- **Hillary Corbett**, Scholarly Communication Librarian, Northeastern University

Read our **blog**:
Good Practices for Great Outcomes

See us on
YouTube

Check out our
photos on **Flickr**

Latest from
Twitter

Pam Matthews, Cuyahoga County Public Library



2009 (January-September)

- 11 FTE staff
- \$11M budget
- 430,066 items ordered
- 407,600 items received
- 2,162 POs issued

2011 (January-September)

- 8 FTE staff
- \$9M budget
- 430,531 items ordered
- 454,342 items received
- 2,903 POs issued

Good Practices for Great Outcomes: Cataloging Efficiencies that Make a Difference, 21-10-11, Dublin OH

Laura Smart, Caltech



- ‘Outside in’ inventory mgmt to ‘inside out’ scholarly comm
- Weeded 80% of print journals and 10,000 monographs
- Staff shift: from 8.5 to 6.5FTE; from 35% to 85% professional
- Workflows: automate with WCP, approval plans, batching
- Culture: regular staff meetings, documenting procedures
- Training! 15% of time on training across the board

Good Practices for Great Outcomes: Cataloging Efficiencies that Make a Difference, 23-03-11, San Marino CA

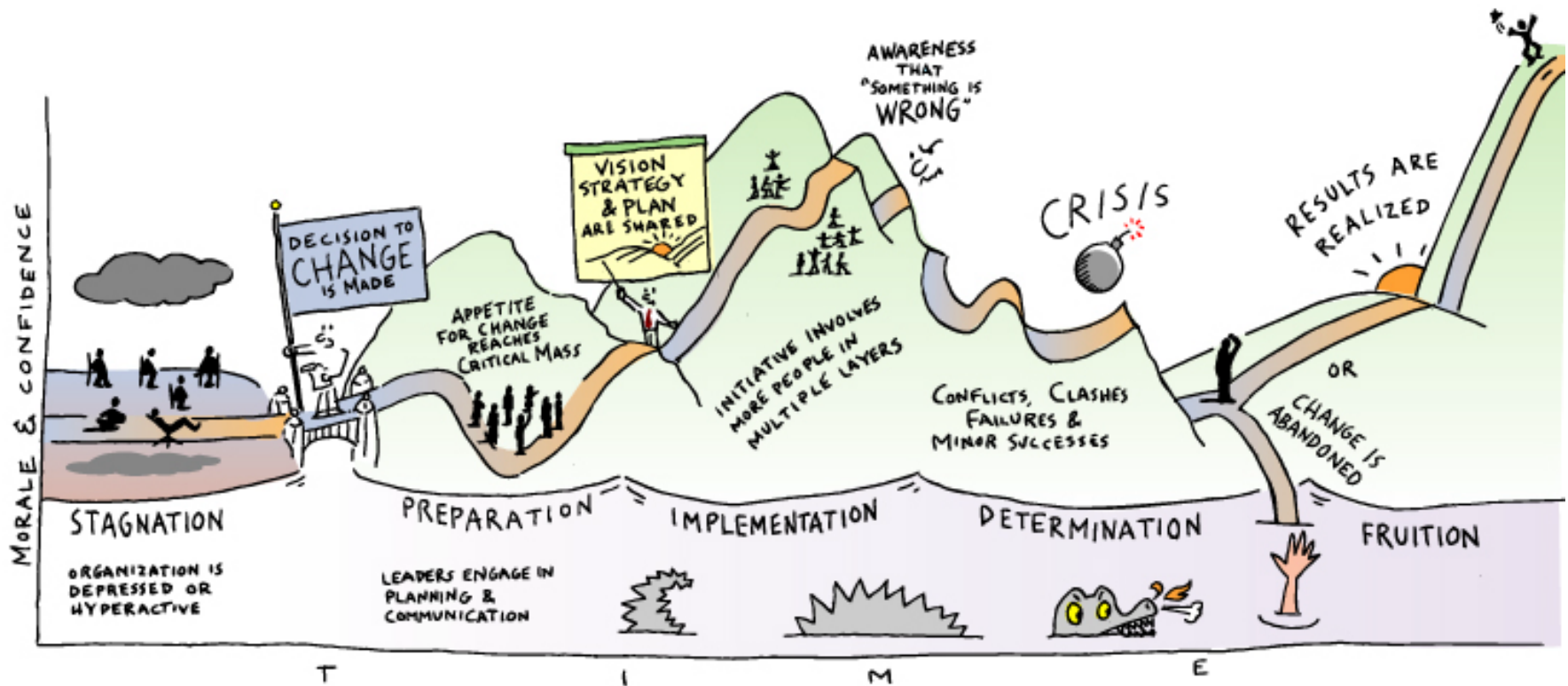
Dish!

Ice, Ice, Breaker...

- Tell your neighbor about something you've worked on recently that you're proud of, and why.



Change Curve



Source: Duck, J. D. (2001). *The change monster: The human forces that fuel or foil corporate transformation and change*. New York: Crown Business. , pgs. 16-17

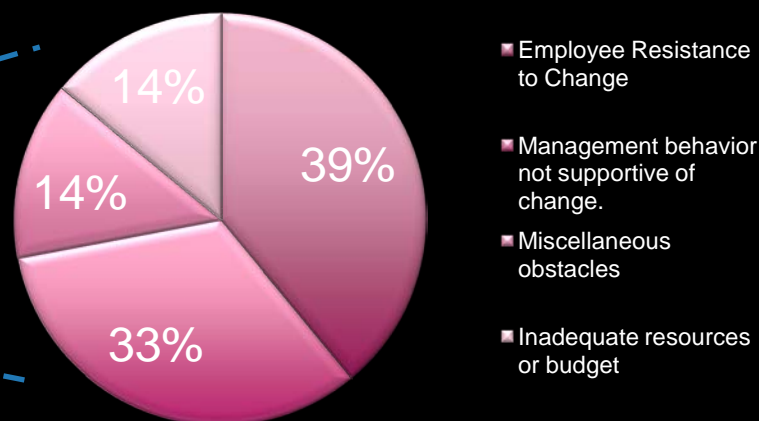
External factors can enable change, but can't do it for you



Why do organizational changes fail?

72% of change efforts fail due to a combination of resistance and ineffective management behavior

Contributing causes of failed change



- Keller, Scott and Aiken, Carolyn, "The inconvenient truth about change management", "The McKinsey Quarterly, 2009
- Isern, Joseph and Pung, Caroline, "Organizing for successful change management: A McKinsey global survey", "The McKinsey Quarterly, June 2006

Precondition for re-evaluating workflows and processes...

As a change agent, can you encourage colleagues to ask some variation of these basic questions?

1. Why are we doing this?
2. Do we still need to do it?
3. What would happen if we skipped it?
4. Would it be better to spend that time doing X?

With thanks to Lynne Jacobsen, Pepperdine University

Quick wins paradox

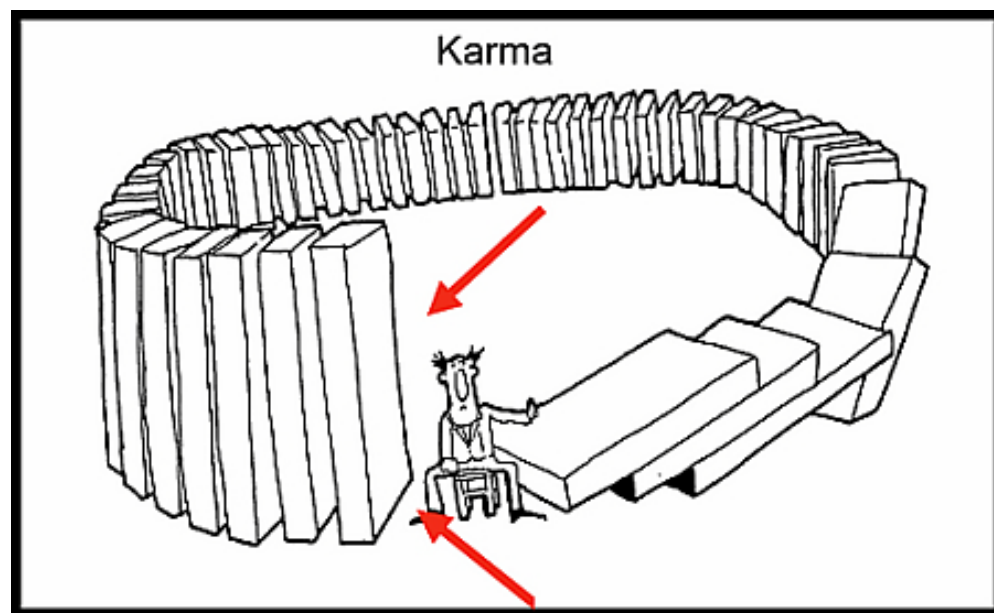
	First-Line Managers	Middle Managers	Senior Managers
Focuses too heavily on the details	19%	17%	15%
Reacts negatively to criticism	11%	10%	13%
Intimidates others	9%	12%	12%
Jumps to hasty conclusions	11%	10%	10%
Micromanages direct reports	10%	9%	11%

- Todd Safferstone and Mark E Van Buren., "The Quick Wins Paradox", Harvard Business Review, January 2009

Be accountable

What have you done to:

- Encourage others
- Enable others
- Enthuse others
- Support others
- Stimulate others
- Energize others
- Clarify something
- Be pro-active?



How do we communicate?

Good communication

- Listen
- Invite questions
- Start with what people know
- Be specific / don't overload (but don't hold back)
- Motivate people

Not-so-good communication

How can we get the message across?

- **Who?**

What audience(s) are we trying to reach?

What do we know about them and their understanding, their information needs and their preferences?

What secondary audiences are we also trying to reach?

Develop a communication strategy

- **Why?**

What purpose do we have in mind?

What are we trying to achieve?

What do we want the audience(s) to do?

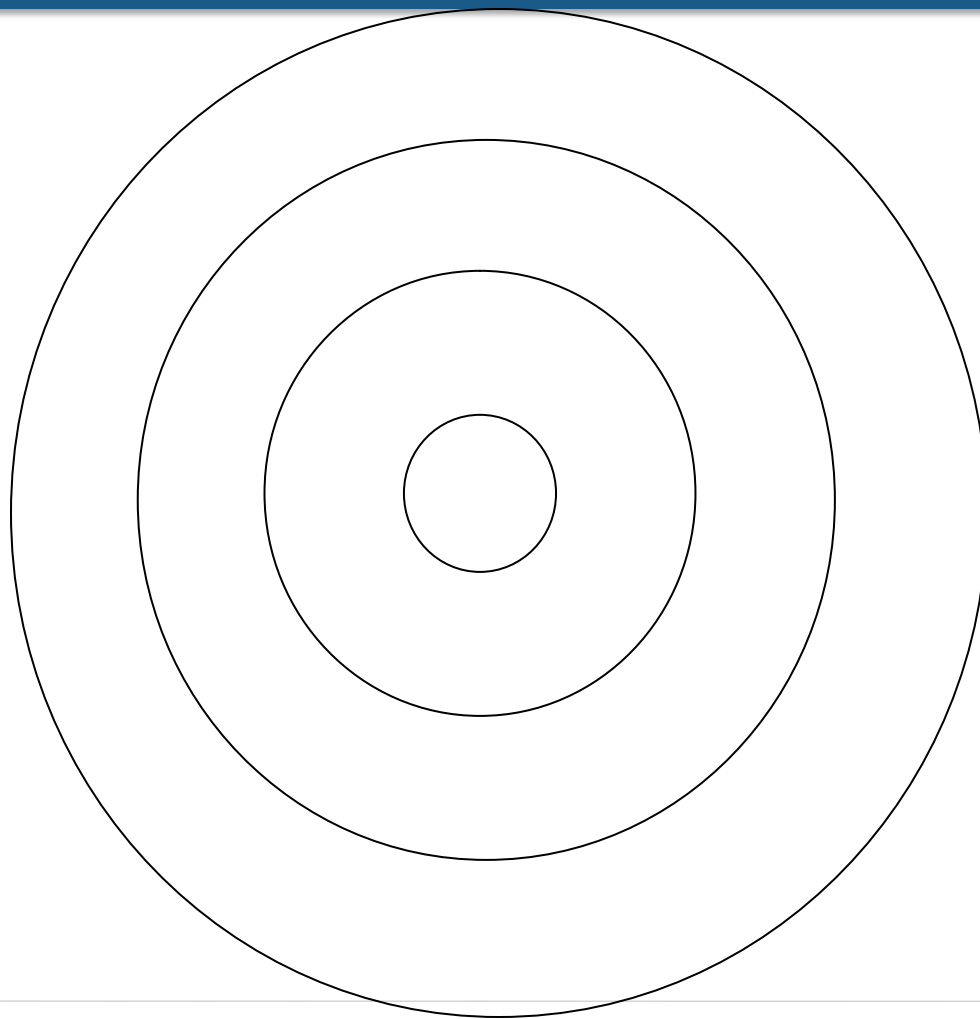
What are our objectives?

Develop a communication strategy

- **What?**

What information or messages – what content – do we want to convey in order to achieve our objectives and to motivate and mobilise the audience(s)?

Who – What – Why – Bullseye



Tactics:

- **How?**

What communication channels or media will be most effective in doing this? What combination of channels will work best?

- **When?**

What critical timing is involved? Are there key windows of opportunity? Are there key dates by which something needs to happen?

- **Where?**

In what settings will our communication be used? Do we need to adapt our approach for different settings?



Evaluate! Learn! Iterate!

- **What's happening?**

Is the communication working?

Is it achieving what we hoped it would?

What feedback are we getting from our audience(s)?

How can we improve the feedback to ensure that the communication is working?

Dish!

That thing you were proud of?

- Who needs to hear about it?
- Why?
- What message and what communication tool will be most persuasive to them?



QUESTIONS?