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Discoverability@YourLibrary

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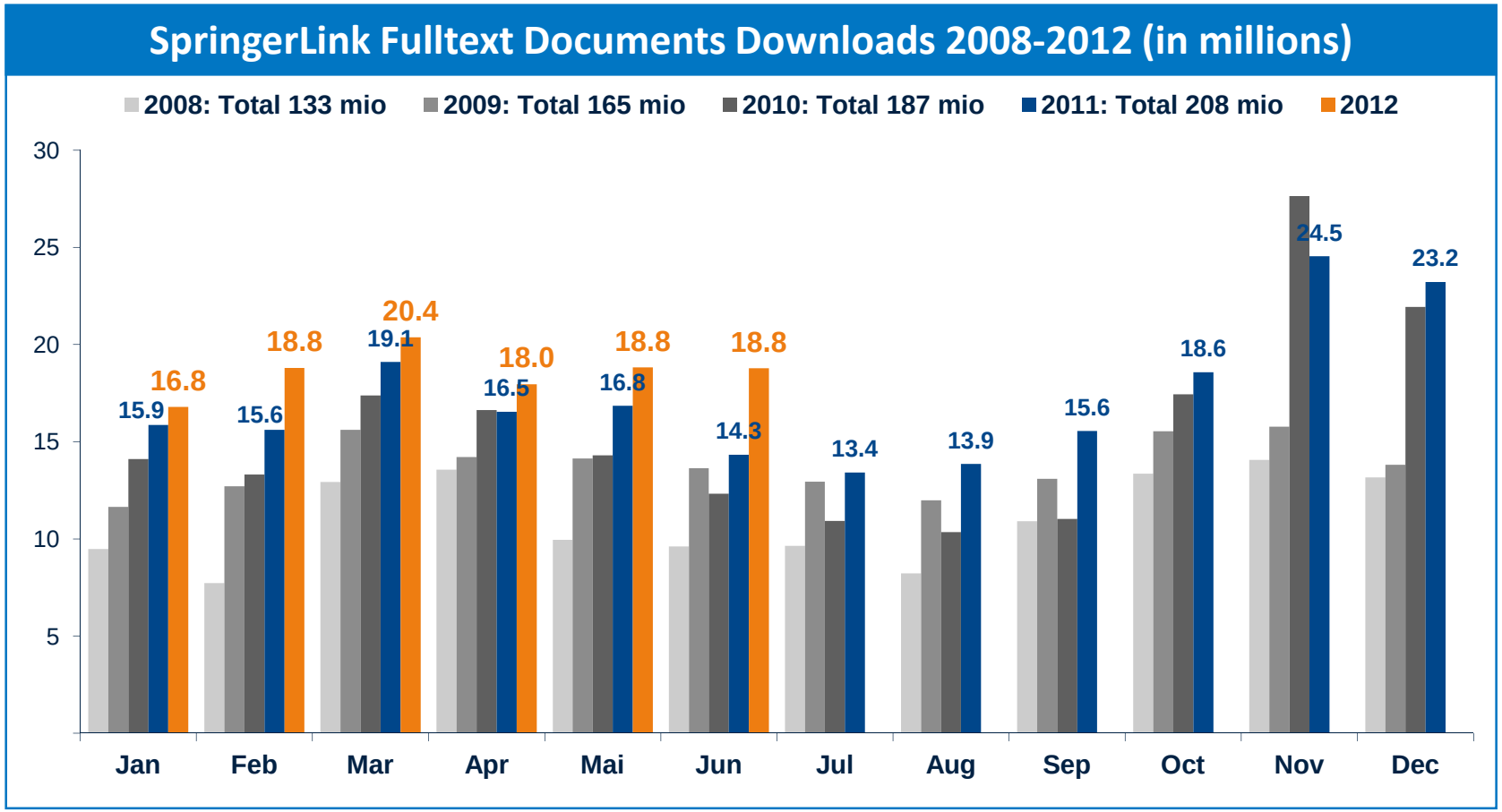
Discoverability Agenda

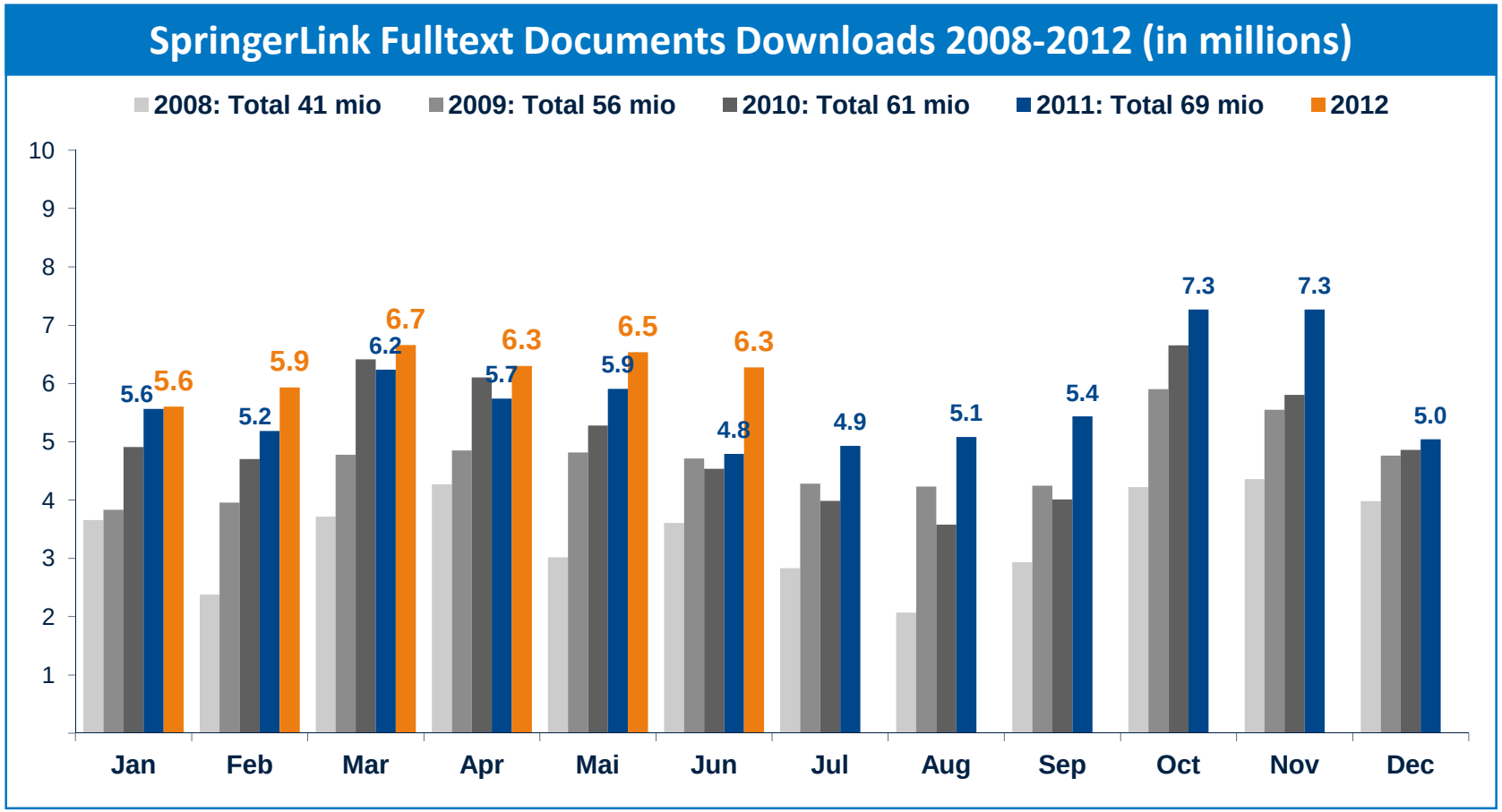
- "Collection development will continue to evolve toward curation of a discovery environment." -Rick Lugg & Ruth Fischer, Sustainable Collection Services LLC, in *Against the Grain* Vol 24, No 1 Feb 2012, p.36
- Set the stage: SpringerLink worldwide usage
- What does Springer do to improve the discovery layer?
  - From spreadsheets to XML to MARC to Full text
- Library managed finding tools
- Education, promotion, visibility : Springer.Com/@YourLibrary
- Account development activities
- Information literacy

SpringerLink: Total Usage



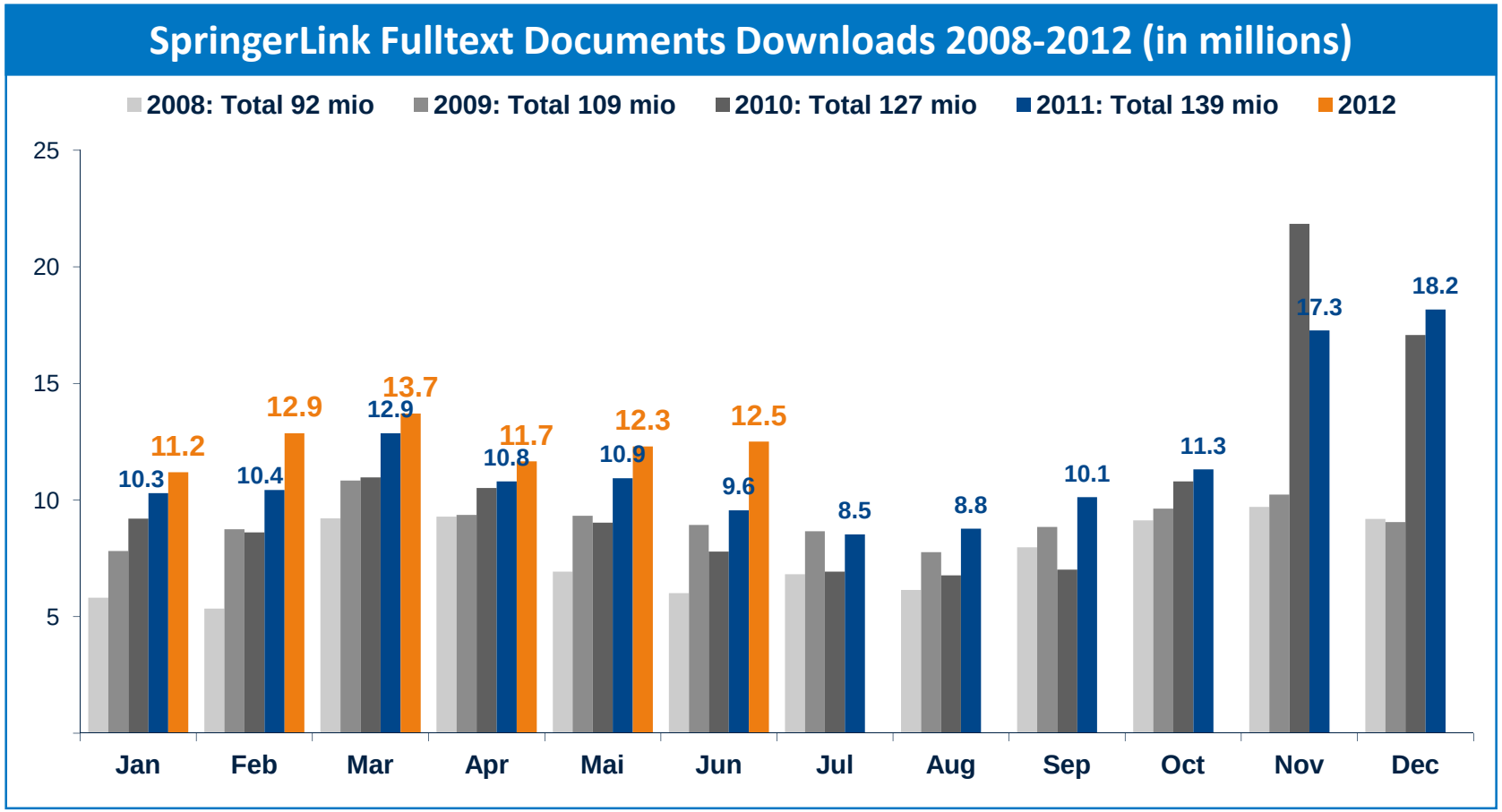
Jan-June 2011: 98.3 mio
Jan-June 2012: 111.6 mio (+ 13 %)

SpringerLink: eBook usage



Jan-June 2011: 33.4 mio
Jan-June 2012: 37.3 mio (+ 12 %)

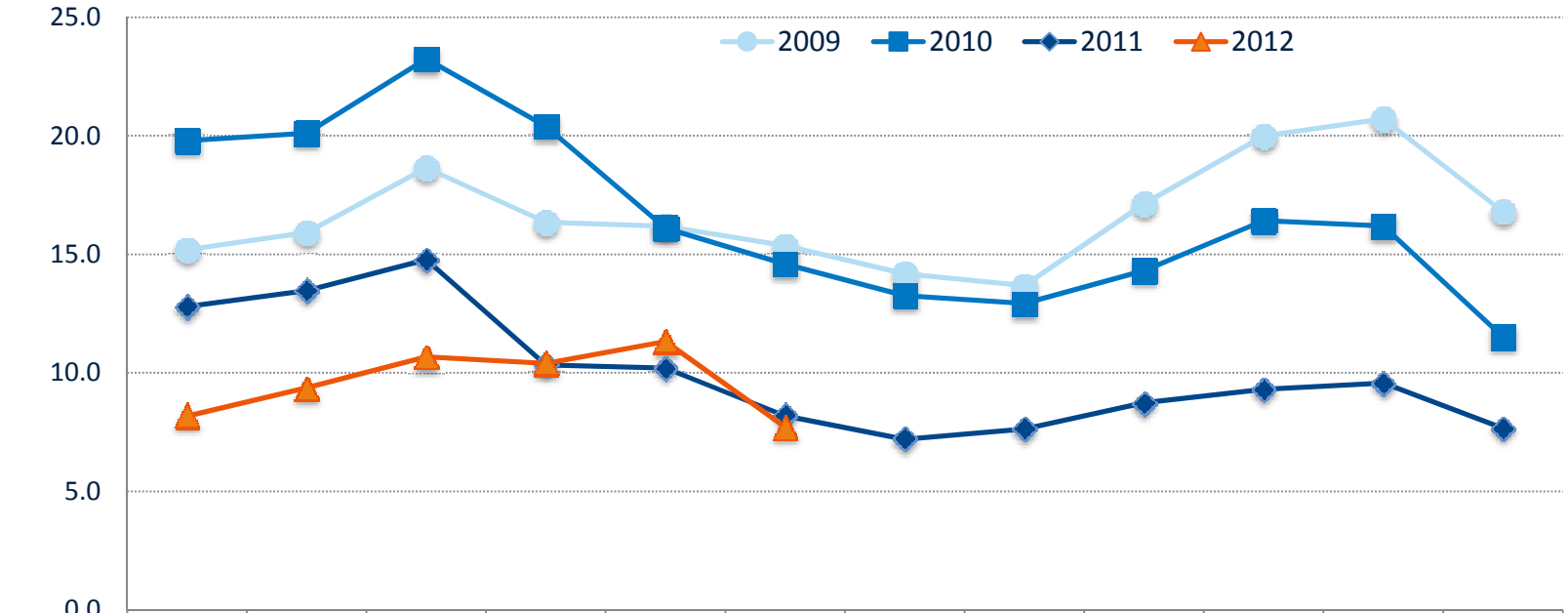
SpringerLink: eJournal Usage



Jan-June 2011: 64.9 mio
Jan-June 2012: 74.2 mio (+ 14 %)

SpringerLink: Visits from Google 2009-2012

Visits from Google 2009-2012 (in millions)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2009	15.200	15.915	18.649	16.351	16.188	15.361	14.186	13.675	17.130	19.989	20.722	16.807
2010	19.798	20.109	23.248	20.399	16.103	14.590	13.264	12.933	14.312	16.421	16.198	11.518
2011	12.791	13.471	14.773	10.334	10.207	8.187	7.192	7.625	8.732	9.309	9.572	7.661
2012	8.178	9.366	10.671	10.393	11.319	7.717						

(Source: Google Analytics)

Springer seeds the discovery layer : Standards-based metadata

- ONIX = Online Information Exchange (Standard XML descriptive file for books)
  - Dozens of vendors, booksellers receive weekly ONIX files for Print and eBooks
  - Amazon, Barnes & Noble, Copyright Clearance Center, Yankee Book Publishing, Ingram, U.S. Library of Congress, among others.
  - ONIX data is intended for sellers
  - Contains title, series title, publication date, author(s), BISAC and BIC subjects, audience, imprint, images, language code, illustration information, pricing
- MARC records for eBooks (and also for journals on request)
  - MARC21, MARCXML
  - Three phased-enhancement of Springer MARC records in 2012, see the following slide

MARC changes 2012: Phase 1 Feb 1, Phase 2 July 1, Phase 3 October

- **Leader, 001, 003, 008** Minor coding changes as suggested by Springer MARC advisory board members.
- **020 and 024.** Electronic ISBN without hyphens is in 020 subfield $a, the ISBN with hyphens will be provided in MARC 020 subfield $9. The book DOI will be represented by 024 subfield $a with "doi" in 024$2
- **050.** Library of Congress classification enhanced with an improved targeting scheme and multiple classes as needed.
- **072.** BIC/BISAC classification enhanced with an improved targeting scheme and multiple classes as needed.
- **082.** Dewey Decimal classification enhanced with an improved targeting scheme and multiple classes as needed.
- **490.** MARC 490 replaced 440 for Series Statements
- **505.** Phase 3 in October will add complete Table of Contents data for all eBooks, retrospectively as well as current. Stand by for more on this. **Big improvement!!**
- Go to **Springer.Com/MARC** to sign up for newsletter updates and for all things MARC

More Data for Discovery

- Excel spreadsheets on the Springer.Com download tool for eBooks
- Excel spreadsheets on SpringerLink.Com for e-journals
  - Particularly helpful for link resolver services
  - Holdings and Coverage by consortium deal for link resolver services
- Full text crawl of index mirror site of SpringerLink for Google Scholar and Google Books
  - Every word of every article and chapter is indexed
- XML A++ metadata (Springer schema) for discovery services, 987 page manual
- Indexing coverage by all specialty abstracting and indexing services
- Participation in PubMed LinkOut Program

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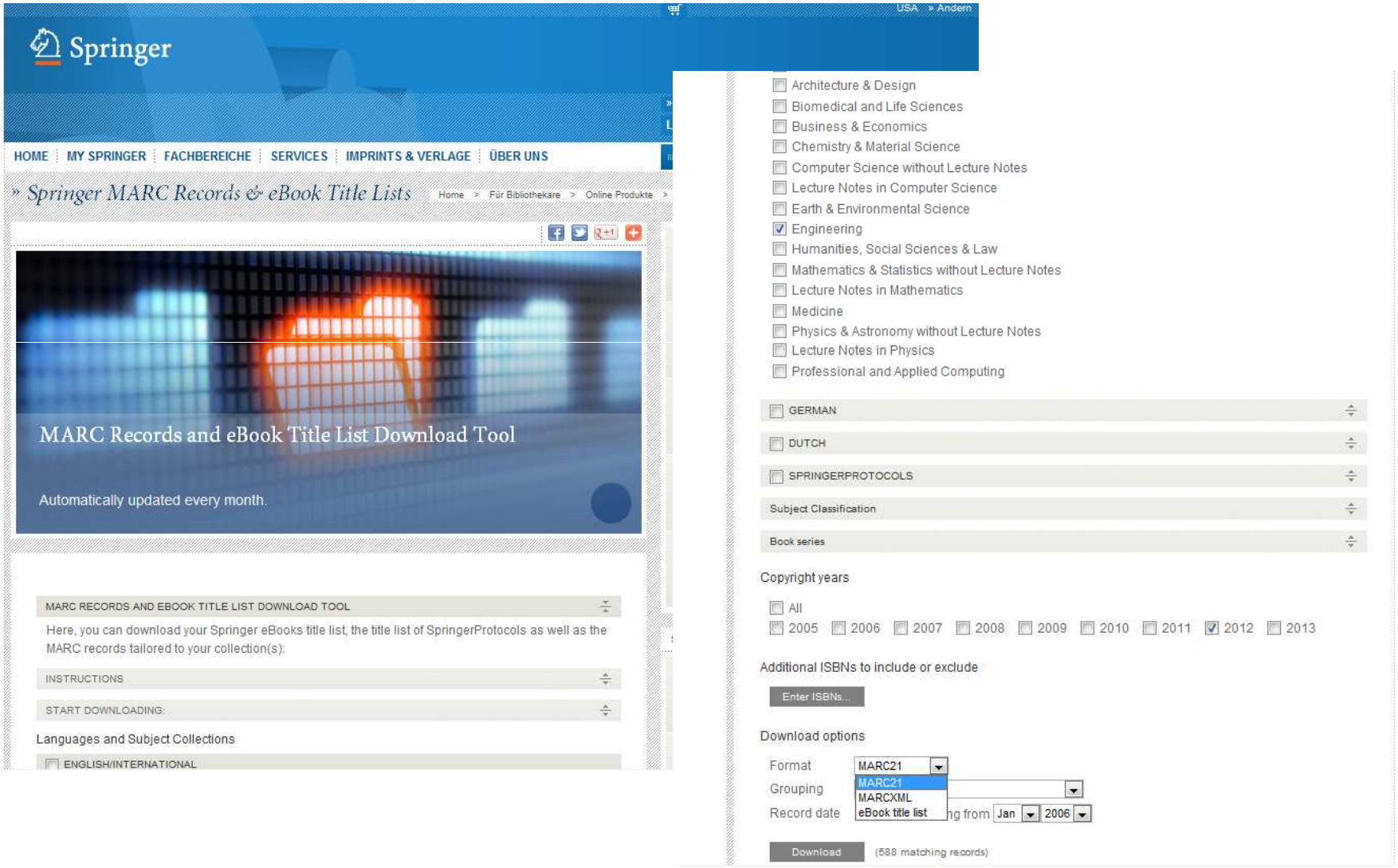
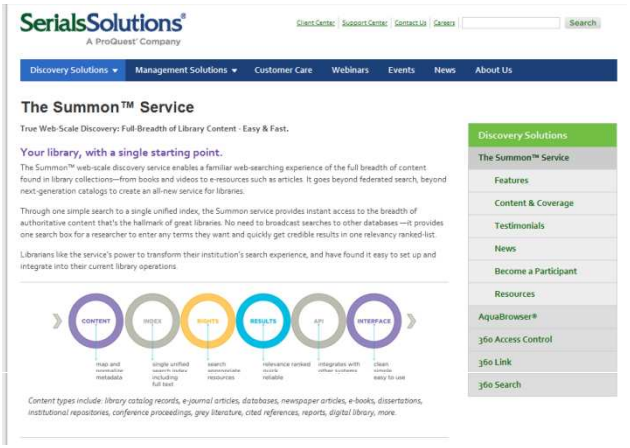
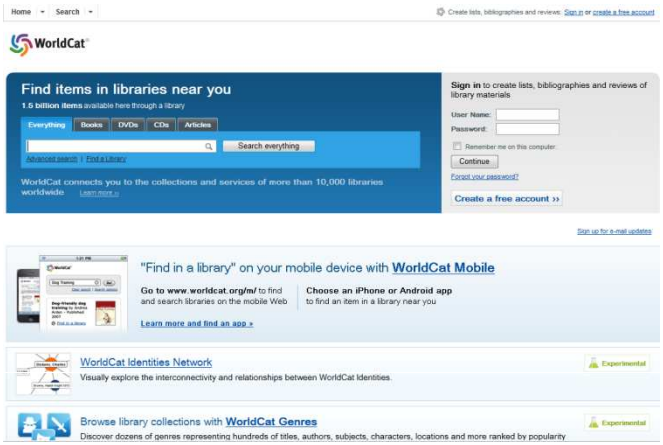
eBook content download from Springer.Com/MARC



Discovery Cooperation : It is a “no-brainer”





Google™ Scholar BETA

How we cooperate

- We have a commercial relationship with OCLC to provide Collection Sets of MARC records, so we actively push MARC records to them
  - OCLC has a team that enhances these records, they have participated in corrections and refinements over the years we have partnered with them
- Other vendors can pull our eBooks data from the Springer.Com/MARC downloader, and can pull journals data from SpringerLink.Com itself
- XML A++ Metadata is made available on an FTP site for all vendors who wish it
- Springer makes publicly available an API at dev.springer.com for metadata
- Springer pushes yearly consortium lists of journals to discovery services
- Springer plans to implement KBART format for communicating information on all its packages to vendors
- Our Content Management and Metadata Staff are actively working to keep link resolvers, knowledge bases, and discovery services partners up to date and alligned with our saleable products.

Springer.Com/@YourLibrary

Account Development Activities

- Track COUNTER usage on a quarterly basis for all clients; conduct account reviews that go beyond COUNTER data, into subjects and currency
- Examine the usefulness of library search tools in accessing Springer content
- Sponsor surveys of user behaviors and preferences, write white papers
- Sponsor and attend vendor days events
- Conduct online or in-person training, sometimes at the departmental level
- Give product updates and demonstrations
- Supply welcome kits for new purchasers, including technical and promotional help
- Research best practices and developments in discovery, passing finding and client feedback back through the Springer organization
- Do everything we can to help maximize ROI for clients purchasing Springer content

Discovery Reviews with Libraries

- Verifying access on SpringerLink to selected articles and/or chapters
- Using default search box on library site with gradually increasing levels of depth
  - Book title keywords, authors, chapter or articles title keywords, chapter or article abstract, full text unique phrases
- Check Google Scholar and Google Books for Library Links
- Report findings back to library, with an invitation to discuss
- Gather feedback, improve discovery layer
  - Improve Springer side and partner interface
  - Identify obstacles to better discovery

Information Literacy : What can Springer do?

- This is not a rhetorical question!
- Springer is following developments in embedded librarianship, curricular involvement, marketing and promotional librarianship, open access publishing, user behavior, and information literacy and evaluation
- If your reference and literacy staff want to mix it up with a publisher to improve uptake of online resources, we are ready to have that discussion
- If your technical staff has ideas about how to improve accessibility of online resources, we are ready for that discussion as well
- We are selling to the community college and baccalaureate market to fuel new readers, new scientists
- Springer eBook chapter downloads 70M in 2011; e-journal article downloads 140M
- e-journal discovery is pretty good now, we need to push the envelope with eBooks!

Ontario Council of University Libraries (OCUL) Discoverability Project

- In-depth analysis of consortium-wide eBooks usage patterns
  - Identify irregularities and/or patterns; determine cause
  - Establish best practices with regard to MARC record loading
  - Ascertain where processes could be streamlined between Springer and OCUL and work to improve them
  - Facilitate discussion within consortium and provide platform for feedback to Springer

In-depth analysis of consortium-wide eBooks usage patterns

Usage analysis

- Gather and examine usage statistics from 2009-2011

Investigation

- Perform basic discovery reviews at individual institutions
- Conduct phone interviews with each institution to confirm and supplement preliminary findings

Presentation of Results

- Incorporate findings into presentation to consortium head, then member institutions

Thank You!

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Backup

OCLC MARC records

- Available as of copyright year 2005 for English/International Collection
- Available for all Springer Protocols
- Sets for LNCS, LNP, LNM as of volume 1(created by Univ. of San Diego) are also freely available
- Dewey code, LoC subject headings, Medical Subject Headings (MeSH) are added
- OCLC control number will be assigned
- Records conform to AACR2 standards
- Character set is MARC-8
- Records are delivered via ftp; can be downloaded via OCLC Connexion Client
- Records will be delivered to OCLC weekly and they will provide their records on a weekly basis, too
- There will be a separate order form for Springer customers going forward
- Standing orders can be placed for Springer sets

Backup

Springer MARC records

- Available as of copyright year 2005 for English/International, Dutch Medical and German-language Collections
- Available for all Springer Protocols
- MARC records for eBooks published before 2005 are available on request, some of them might be of lesser quality
- Basic records, do not fully conform to AACR2 standards
- No Dewey code, LoC subject headings or Medical Subject Headings (MeSH)
- Character set is UTF-8
- Records are available in batch files (zip files) for download on www.springer.com/marc
- Records are available every four weeks
- Records can be delivered via ftp
- Customers can use pick up there files from our MARC records and eBook title list downloader tool: http://www.springer.com/?referer=springer.com&SGWID=1-148802-3020-0-0