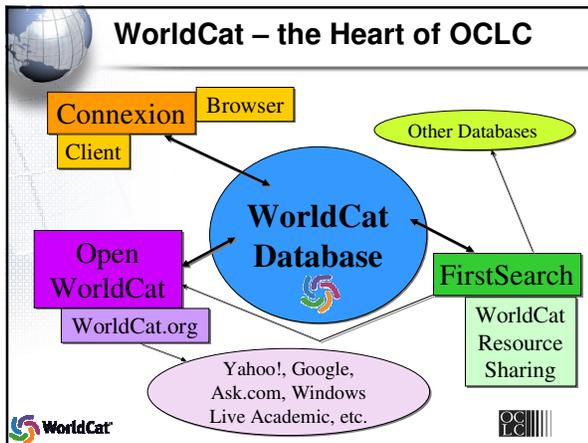




NEBASE Hour: WorldCat on the Web

Christa Burns
 OCLC Member Services Coordinator
 NEBASE
 December 6, 2006





Why WorldCat on the Web?

- Help **OCLC member libraries** make their collections visible and available from heavily used sites on the open Web
- Help **Web searchers** discover the richness of library collections and link them to their local library for service




 **What is WorldCat.org?**

- Destination Web site for public searching of the entire WorldCat database
 - <http://www.worldcat.org/>
- Simple Keyword searching
- Downloadable WorldCat search box that Web site owners (library and non-library) can add to their sites
- Drive traffic to library resources and services

 **Browser Tools**

- Yahoo! Toolbar
- Google Toolbar
- Firefox browser search extension

➤ <http://worldcat.org/toolbars/>

 **What WorldCat.org is not**

- A “finished” product: Beta release, ongoing enhancements and improvements
- A power user tool: not a replacement for FirstSearch

What is Open WorldCat?

- Program that lets major search engines and other partner Web sites integrate subsets of WorldCat data with their own services
 - Yahoo!, Google, Ask.com, Windows Academic Live, etc.
- Users discover "Find in a Library" results for particular library-owned items among other results for Web content
- Drive traffic to library resources and services



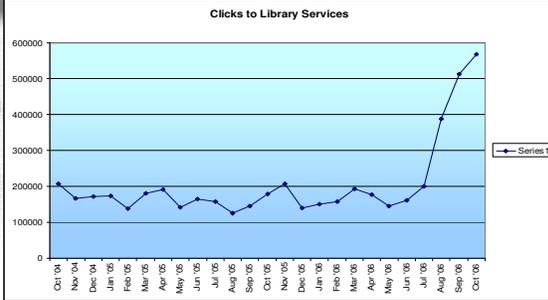

What about FirstSearch?

- Worldcat.org and Open WorldCat are benefits of your subscription to WorldCat on FirstSearch
 - Libraries must have a subscription to WorldCat on FirstSearch for their holdings to show in WorldCat.org and Open WorldCat
 - All libraries in Nebraska have subscription access to WorldCat on FirstSearch via NebraskAccess
- FirstSearch is research oriented
- FirstSearch subscriptions fund WorldCat.org and Open WorldCat support and development




WorldCat.org: Clicks to Libraries

Clicks to Library Services



Month	Clicks to Library Services (Approximate)
Oct 04	200,000
Nov 04	180,000
Dec 04	180,000
Jan 05	180,000
Feb 05	150,000
Mar 05	180,000
Apr 05	180,000
May 05	180,000
Jun 05	180,000
Jul 05	150,000
Aug 05	150,000
Sep 05	180,000
Oct 05	180,000
Nov 05	200,000
Dec 05	150,000
Jan 06	150,000
Feb 06	180,000
Mar 06	180,000
Apr 06	180,000
May 06	150,000
Jun 06	180,000
Jul 06	180,000
Aug 06	200,000
Sep 06	400,000
Oct 06	500,000
Nov 06	550,000
Dec 06	550,000
Jan 07	550,000
Feb 07	550,000
Mar 07	550,000
Apr 07	550,000
May 07	550,000
Jun 07	550,000
Jul 07	550,000
Aug 07	550,000
Sep 07	550,000
Oct 07	550,000
Nov 07	550,000
Dec 07	550,000
Jan 08	550,000
Feb 08	550,000
Mar 08	550,000
Apr 08	550,000
May 08	550,000
Jun 08	550,000
Jul 08	550,000
Aug 08	550,000
Sep 08	550,000
Oct 08	550,000

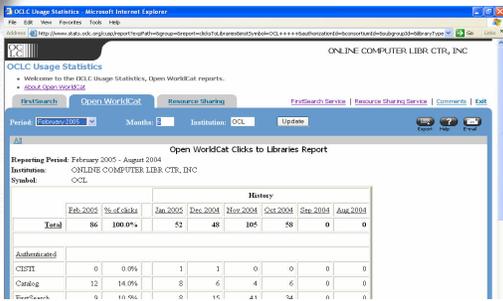



Your Library's Link

- ④ FirstSearch Administrative Module – <http://firstsearch.oclc.org/admin>
 - Linking tab → Web Library Catalogs
- ④ Deep-linking takes patrons to an individual item's record in your library's online catalog
- ④ Tutorial
 - <http://www.oclc.org/worldcat/open/deepinking/>




Statistics



Open WorldCat Clicks to Libraries Report

Reporting Period: February 2005 - August 2004
 Institution: ONLINE COMPUTER LIBR. CTR, INC
 Created: OCLC

	History							
	Feb-2005	% of clicks	Jan-2005	Dec-2004	Nov-2004	Oct-2004	Sep-2004	Aug-2004
Total	86	100.0%	52	48	105	58	0	0
Authenticated								
CLIST	0	0.0%	1	1	0	0	0	0
Catalog	12	14.0%	8	6	4	6	0	0
FirstSearch	0	0.0%	0	1%	21	12	0	0

➤ <http://www.stats.oclc.org>




WorldCat.org Promotional Materials



You can find items in

on **worldcat.org**

Also search at Google or Yahoo!

Add the phrase "Find in a Library" to your terms

baby names

Customizable tools for promoting WorldCat.org

Includes:

- Poster
- Table tent
- News release
- Flier
- PowerPoint slides

➤ <http://www.oclc.org/worldcat/promote>




WorldCat Promotional materials

Find what you want in WorldCat

Tune into your musical tastes

Need sheet music for your guitar? Or lists of silly songs for kids? How about some pointers on songwriting?

Put in your requests to WorldCat. From favorite tunes of past and present generations to details on every conceivable music style, you'll find volumes of musical resources here. Even the most musically inclined will be delighted at what turns up.

MUSIC

What you can find Let's get started!

Find what you want in WorldCat

Here, information is always growing

Whether you're growing a corn crop or planting a single conifer, you'll find a bountiful supply of gardening and landscaping resources in WorldCat. And because WorldCat grows every so seconds, chances are you'll always find the latest and greatest information on these topics.

So plant yourself in a chair and start digging.

GARDENING/LANDSCAPING

What you can find Let's get started!

Kits include: Flyer, Bookmark, shelf hanger, Brief article




WorldCat Web Resources

- WorldCat Web site:
 - <http://www.oclc.org/worldcat>
- "WorldCat on the Web" site:
 - <http://www.oclc.org/worldcat/web>
 - Links to WorldCat.org and Open WorldCat Web sites
 - Frequently Asked Questions:
 - <http://www.oclc.org/worldcat/web/faq/>




Demonstration





 **NEBASE Hour: WorldCat on the Web**

Questions ???

Christa Burns
OCLC Member Services Coordinator
NEBASE
800-307-2665
cburns@nlc.state.ne.us

