

## **American Library Association Annual Conference**

**New Orleans, LA**

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**Karl Pettitt, Wheaton College**

I would like to begin by thanking both LIBRAS as well as my library administration for providing the funding necessary to attend this year's ALA annual conference in New Orleans, LA. The obviously high costs of travel as well as conference and preconference registration would have otherwise prohibited me from attending this event. The knowledge and networking gained by attending this event is due in no small part to the financial assistance of LIBRAS and my library.

My focus at this event was primarily on cataloging issues and especially those associated with the pending implementation of Resource Description and Access (RDA). This new cataloging rule set will change many of the ways in which cataloging is done today. With this in mind I spent two full days at a preconference which focused on some of these changes. I also attended various other sessions related to RDA offered throughout the rest of the conference. The rest of my time was split between networking, technical services issues and information literacy. The following summaries offer a snapshot of my activities at the conference.

### **RDA 201: RDA Gets Real (Day 1)**

The day began with a presentation by Adam Schiff of the University of Washington comparing and contrasting some of the differences and similarities between rules in AACR2 and RDA. Nannette Naught, ALA's technical lead for the RDA Toolkit, gave a brief presentation outlining how the toolkit can be used within libraries to create unique workflows online. Cheryl Boettcher Tarsala, professor and consultant to ALA for RDA Toolkit, also presented on best practices for creating these workflows. Chris Oliver, of McGill University, gave a presentation following lunch that highlighted one particular workflow for cataloging both single and multi-volume print monograph items. Wrapping up the day Judy Kuhagen from the Library of Congress gave a short presentation on how RDA will affect serials cataloging. She also presented some possible revisions of the RDA instructions that relate to serials.

### **RDA 201: RDA Gets Real (Day 2)**

Robert Bothmann from Minnesota State University, Mankato started the day by presenting how to catalog electronic resources using RDA. Kelley McGrath from the University of Oregon gave a presentation highlighting how RDA differs from AACR2 in cataloging visual materials such as moving image content as well as kits, still images and three-dimensional objects. After lunch Susan Wynne from the University of Wyoming presented a workflow she created for cataloging nonmusical audio recordings with RDA. Barbara Schultz-Jones from the College of Information at the University of North Texas gave a short presentation outlining how RDA might affect our ILS systems. Adam Schiff finished the day with a continuation of his day one presentation.

### **ALCTS 101**

This event was primarily a networking opportunity for those who are new to the ALCTS community. ALCTS is the cataloging and technical services wing of ALA. Various people in leadership positions within ALCTS were there to answer questions anyone had concerning the organization and how to become involved. This was also an opportunity to meet other new members.

## **On Beyond Zebra: Taking RDA Beyond MARC**

This session focused on how RDA might move the cataloging community beyond the MARC encoding standard and what that might look like. Gordon Dunsire, a freelance consultant, gave a presentation which focused on the idea of discreet metadata elements being combined to form what we call today a record. He argued that our focus will shift from managing records to managing statements. Statements would be individual metadata elements such as author, title etc. Linking of these statements would enable relationships to be highlighted as well as metadata elements to be reused, cutting down on redundant data entry.

Carol Jean Godby from OCLC then gave a presentation focusing on how OCLC has been using MARC as a crosswalk to convert metadata from one standard to another. This worked well in the beginning but as the number of metadata standards has increased the MARC crosswalk has become increasingly complex. OCLC is looking into the possibility of replacing the MARC crosswalk with one based on RDA.

Jennifer Bowen from the Extensible Catalog project then gave a presentation on how XC is prepared for both MARC records and any future metadata encoding standard. XC is able to parse MARC records into FRBR entities. This will allow for XC to work with dynasty MARC records even after a new metadata encoding standard is introduced. A live presentation was not given but Jennifer Bowen did comment that XC should be production ready by the time RDA is adopted in January of 2013.

Jenn Riley from the University of North Carolina-Chapel Hill gave a presentation focusing on how RDA is challenging the status quo of what schemas to use for different types of materials. She argued that RDA is not just a content standard such as AACR2 but also has some elements of a data standard. It provides both a metadata vocabulary and usage guidelines.

Jane Greenberg also from the University of North Carolina-Chapel Hill concluded the session with a presentation outlining how the bibliographic universe is shifting towards discrete information. She used the bioscience repository DRYAD as an example of how discrete data can be used over and over again for different purposes.

## **Cataloging Norms Interest Group (ALCTS-CCS)**

An update on the Gordy Motown Collection at Eastern Michigan University was given. This included their use of Archon as an archival finding aid and DSpace as their open source repository software. It was mentioned that the archive would be switching from DSpace to Luna which is geared more towards art and visual display.

Kelley McGrath from the University of Oregon presented something that OLAC has been working on. It is a prototype discovery interface that uses FRBR and facets to search for moving images. The interface would allow a user to filter search results by such limiters as language and subtitles as well as browse by original release date.

Devin Clair from Penn State University presented on the importance of data management planning. This presentation included a brief look at the National Science Foundation and National Endowment for the Humanities data management mandates. Planning for long term preservation and access was also highlighted.

Karen Miller from Northwestern University presented her findings from a study she and others conducted to determine the effectiveness of bibliographic enhancements such as table of contents (TOC) on keyword searches. Her research found that of the searches she studied over 28% of the searches found matches in the TOC and over 43% found matches in the controlled vocabulary fields. Most searches were performed with one word and the MARC fields most commonly used were the 245 (title & author), 505 (TOC) and 650 (subject) fields.

### **Leading Technical Services in 2011**

This was a group presentation by Marlene Harris (writer), Anne McKee (Greater Western Library Alliance), and Peggy Johnson (University of Minnesota Libraries). All three presented their own tips on how to run technical services based upon their experience. Common themes included connecting to the wider profession through volunteering, explore new ideas, and seek out a mentor.

### **Vendor Plans for Implementing RDA**

Because of the relatively recent release from the national libraries to implement RDA no sooner than January 2013, this session had little in the way of concrete ideas. Equinox (Koha and Evergreen) and SirsiDynex (Horizon and Symphony) both advocated for a phased approach implementing MARC 21 changes into current designs while designing new systems to meet the demands of RDA and FRBR as well as whatever metadata encoding standard is created to replace MARC 21. VTLIS (RDA Sandbox) also gave a demonstration of its RDA ready software that allows the user to catalog in the FRBR categories. Another presentation of the RDA Toolkit was also given.

### **Making Information Literacy Instruction Meaningful Through Creativity (ACRL-IS)**

This was also a group presentation by Beth Woodard (University of Illinois-UC), Randy Hensley (Baruch College, CUNY), and Dane Ward (Illinois State University). They focused on ways in which individuals doing library instruction can incorporate modern theories in education into their teaching. The suggestions were many as were the suggested readings that each gave. After the presentations there was a poster session in which a few individuals displayed ways in which they had incorporated creative techniques of teaching information literacy. For further information on these see the following:

Kansas State University, Salina - [http://krex.k-state.edu/dspace/bitstream/2097/8399/1/Blackburn\\_Molidor2011.pdf](http://krex.k-state.edu/dspace/bitstream/2097/8399/1/Blackburn_Molidor2011.pdf)

Bibliobouts - <http://bibliobouts.si.umich.edu/>

### **Consultants for Technical Services: What Do They Do and How Can They Help?**

This session explored how consultants had been used at two different universities as well as a presentation by a consultant in the field. Andrew White from Stony Brook University gave a brief presentation outlining the three different times that his library brought in consultants to reorganize the libraries on the campus. The affects of their recommendations and the practical outcomes were discussed with some mention of how technical services was being combined into one unit rather than multiple units for each library.

Ruth Kinnersley from Trevecca Nazarene University also gave a brief presentation on how consultants helped her reorganize the technical services in her library including suggestions to reorganize other departments under technical services.

Finally Ruth Fischer from R2 Consulting gave a presentation outlining the benefits and drawbacks to having a consultant come in to your library. Some of the difficulties facing consultants was also addressed during the presentation.