Innovative Interfaces, Inc.  
Academic Library Directors Symposium

The ILS and Discovery-to-Delivery:  
Late Night Thoughts on  
Silos, Scope, Sodoku and Simplicity

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Kresge Library Overview

- Independent Library at University of Michigan
- We report to and our funding is from the Ross School of Business
- We benefit from resources for the whole university (PsycINFO, Econlit, etc.)
- We purchase resources (EIU, IBISWorld, GMID, Marketline, etc.) for the whole university system

Kresge Library Overview

- Our users need to work in multiple environments (Kresge Library & University Libraries)
- We have access to more resources that we document in our catalog**
- Users primarily come to our resources from an A-Z List. No real unified search.
- Our users are in a hurry!
- We only have two years with our users.

What are some of the hindrances to discovery?

- What are some of the hindrances to discovery?
  - Too many Silos
  - Different Scopes that are users do not fully grasp
  - A Sodoku mindset for treatment of library resources
  - Simplicity (or lack there of)
- What are we playing with at Kresge to change this?
  - Pulling RSS Feeds for display on our catalog
  - Issue level cataloging records for locally hosted e-journals.
  - Other plans to improve discovery

Silos

- Many places to search
- Kresge Library has:  
  - 100+ business related databases
  - Many, many resources from the main University Library
  - Resources that we host for the Business School community

Silos

- Catalog was not viewed as a central resource
- Viewed primarily as the management system for print materials (a decreasing percentage of the collection)
- Not the default search box on the home page (this was changed)
Silos

- Federated Searching
  - Lose some of the database specific tools
  - Complicated resources – does it match with federated searching?
  - If not comprehensive, is there an incentive to view other resources?
  - Lowest-Common Denominator of Discovery

Scope

- Are all search boxes created equally?
- When we are searching a catalog, what are we looking at?
  - Metadata
  - Descriptions
  - Main terms
- When we are searching Google or ABI/Inform, etc., what are we looking at?
  - Metadata
  - Descriptions
  - Main terms
  - Full text, etc.

Scope

- Metadata vs. data ILS issue is at the core of user dissatisfaction.
- All search boxes look the same!
- Daniel Greenstein:
  - These cataloging systems are discovery systems that are basically designed according to a conceptual framework developed 40 years ago, and they do not provide what people now expect from searches.

Data (Full Text)

 searching
 Definitely not to scale!

Searching

everyone else

NIT

Title Search in ebrary
(1 hit)
Scope

From a user perspective...

- Are more hits better?
  - Sure
- Can I use MY term to search?
  - Sure
- Will I find something?
  - Greater Possibility with Full-text searching
- Will it be what I need?
  - More is better, right???
  - Are all searches the same?

Sometimes More is not always better!

Sodoku

Sometimes

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From a user perspective...

- Are all searches the same?
  - NO!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
  - For example, Harvard Business Review
    - ABI/Inform – Abstract Only
    - EBSCO – Full Text
- Databases search the data they have
Why Sodoku?
• With Sodoku puzzles
  – Millions of millions of possible puzzles
  – Each puzzle has only one possible answer
• With library collections
  – We have many possible resources
  – Sometimes we think each resource only has
    one possible way for treatment

Why Sodoku?
• There are many different ways that we can
  connect to users.
• Our users have diverse needs and come
  at their research from different directions.
• We need to think creatively and focus on
  what resources we have at hand.
• Greenstein quote – Are we really changing
  our approach?

Simplicity
• We tend to make things bigger problems
  than they are.
• We push for perfection, in the process
  limiting productivity.
• We look beyond the simple solution to
  ones that are more complicated.
• We sometimes lose sight of what is really
  needed.

Simplicity
• Need a Roadmap…how can we get
  students to the resources they need?

What are we playing with at Kresge?
What can we do???
• Silos – Lets try to use our existing tools &
  systems, rather than invent new ones
• Scope – Lets try to increase the data in
  our systems to increase opportunities for
  patrons.
• Sodoku – Forget the answer key
• Simplicity – Make it easy for the patrons
  and sustainable for the staff.

What are we playing with at Kresge?
Overarching considerations
• We want to be entrepreneurial.
• We need to focus on solutions that get the
  resources into the hands of patrons easily.
• Use the tools that we have at our disposal.
• Lets not split hairs, when no one cares!
What are we playing with at Kresge?
• Our Sandbox
• Issue level cataloging records in ILS
• RSS Feeds into catalog pages
• Next steps

Issue level cataloging records in ILS
• New Journal: Medical Industry Intelligence
• Published by Millennium Research (Toronto)
• Allows us to download PDFs and host them for the Ross Community
• Journal is not indexed anywhere
• Old thinking – Bib & Checkin record
• Problem – would people use it?

Issue level cataloging records in ILS
• Our solution
• Create a single record in the library catalog for each issue
• Include table of contents so it is easier to find
• Use templates in the system to make this easy to create & minimize what needs to be entered.
• Do not add issue specific subject headings (rely on the keyword searching)

Instead...
We created a catalog record for each issue
Using the catalog to host the e-journal

We have a launch page that includes an RSS Feed display for new issues and a search box just for those issues.

Search over the Table of Contents yielded two hits.
Issue level cataloging records in ILS

RSS Feeds into catalog pages

- RSS Feeds - very personalized (portals and readers -- not “shared”)
- Allows us to push data and news to people as a group
- Need to find material many people are interested in
- Add ability for patrons to copy to their own RSS reader
- By hosting on the web, allows users to not need a RSS Feed reader.

RSS Feeds into catalog pages

**Federal Reserve Documents**
- Shows Research, Speeches & Publications from Federal Reserve Banks
- All freely available content
- Some of the 12 regional banks have RSS Feeds
- Including all in guides page (for easy expansion and documentation of Fed publications)

RSS Feeds into catalog pages

**Best Practices (Reports Database)**
- Databases that are “report driven” with full text searching in these reports
- Using RSS Feed Displays to showcase new additions and news from the vendors

http://lib.bus.umich.edu/screens/guide_fedres.html

http://lib.bus.umich.edu/screens/guide_besprac.html
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RSS Feeds into catalog pages
ebrary (e-book package Database)
• New books added monthly.
• RSS Feed Builder will show latest editions.
• Catalog search widget**

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RSS Feed Builder - ebrary

The ILS and Discovery-to-Delivery – ALDS 2007

What are we playing with at Kresge?
Next steps
• Bring more data into our catalog
  – IBISWorld Reports
  – Best Practices Reports
  – Many vendors can provide metadata.
  – OK even if it does not go directly to the full text.
• Hosting of other e-journals in our catalog
  (Dividend & ISS Corporate Social Issues Reporter)
• DSpace records from “Deep Blue” into Catalog – Following OSU.

Questions?
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