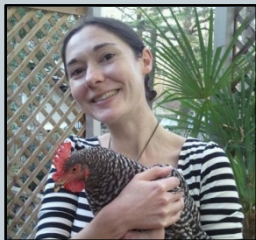


Staying Relevant: The New Technical Services

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Triad Academic Library Association
Conference for Paraprofessionals
May 13, 2014



Anna Craft, Metadata Cataloger
Cataloging Department,
The University of North Carolina at Greensboro

Overview



- Background from UNCG
- Emerging areas of change
- Tools to help handle change



Change? We do this all the time!



- Integrated library systems
- Other electronic systems
- Standards and schemes
- Material types
- Areas of work



TECH SERVICES AT UNCG



UNCG
Jackson Library

Cataloging at UNCG - Then



- Six professionals
- Eleven paraprofessionals
- Temporary workers, practicum students, interns



Interior of Carnegie Library, 1941: <http://libcdm1.uncg.edu/u/?ui,1350>

Cataloging functional teams



- **Historically:**
 - Music
 - Serials
 - Special Collections
 - Everything else (monographs / microforms)
- **Currently:**
 - Music
 - Serials
 - Special Collections
 - Digital collections / electronic resources



Women's College basketball team, 1910:
<http://libcdm1.uncg.edu/u/?ui,30>

Cataloging – what's new?



- Increased support for electronic resources
- Dual-department positions
 - Electronic Resources and Information Technology
 - Special Collections and University Archives
 - Digital Projects

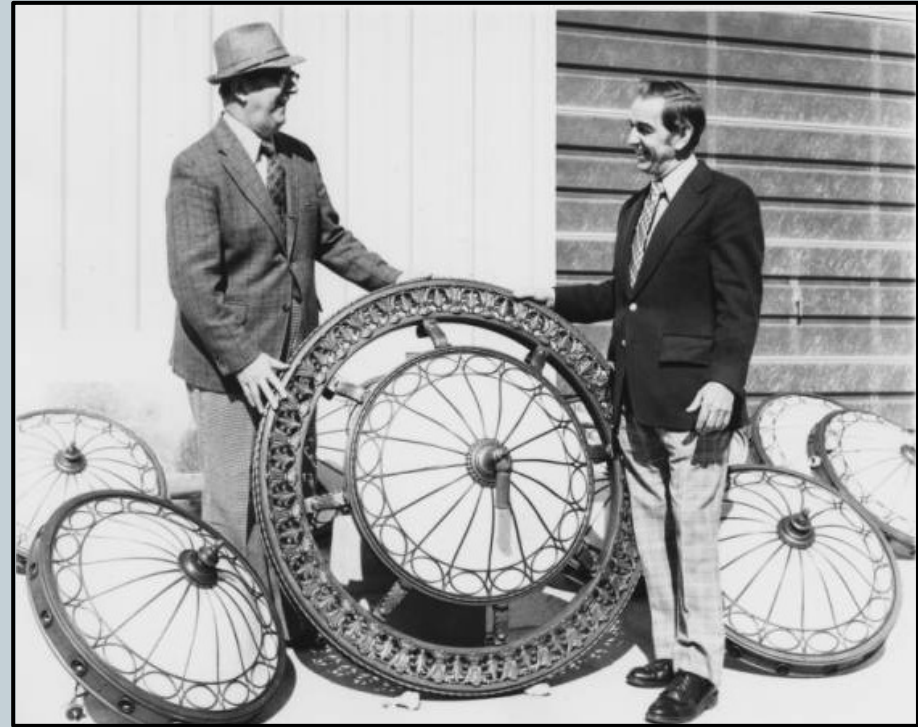


Aerial view of Tower Village 1 Residence Hall, 1995:
<http://libcdm1.uncg.edu/u/?ui,989>

Technical services – what's new?



- WorldShare Management Services
- Resource Description and Access
- Streaming media / copyright issues
- Collaborative projects



Two men holding a chandelier for Aycock:
<http://libcdm1.uncg.edu/cdm/ref/collection/ui/id/458>

How did we get here?



- Budget cuts
- Retirements, turnover
- Library staffing realignment
- Increased need for digital collection support and skills
- Increasing importance of collaborative, cross-departmental projects



Construction of the Library, 1949:
<http://libcdm1.uncg.edu/u/?ui,690>

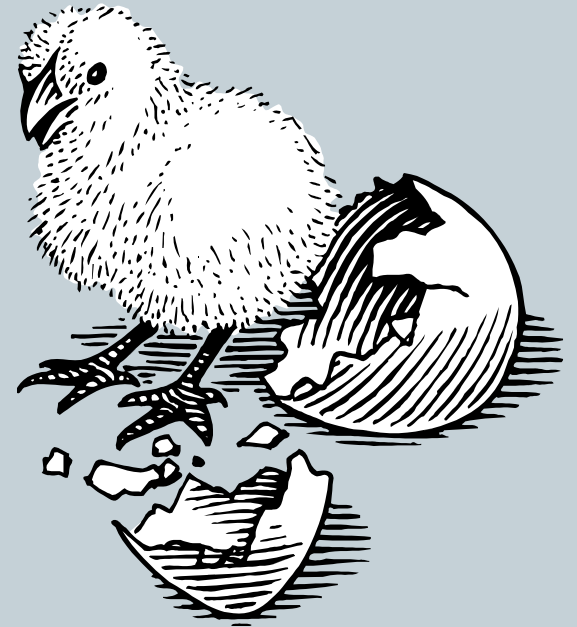
EMERGING AREAS



Emerging areas

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- Scholarly communications
- Database administration
- Digital libraries
- Non-MARC metadata
- Split positions



Scholarly communications

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- “...create, edit, verify, and manipulate citations and other metadata, in ongoing communication with faculty authors. This staff member will also perform specified data management and administrative functions for the institutional repository, selected Scholarly Communications wikis and guides, and potentially Open Journal Systems.”
- <http://nclibraryjobs.wordpress.com/2014/01/17/university-library-technician-advanced-942391-joyner-library-east-carolina-university-greenville-nc/>

Database administration

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- “Maintain MODS records residing in the Digital Object Registry using Stanford Digital Repository's administrative system.”
- “Correct database errors identified in systems-generated error reports”
- Thorough knowledge of cataloging functions and MARC21 formats with the ability to effectively search bibliographic utilities (e.g., OCLC WorldCat)
 - <http://www.higheredjobs.com/details.cfm?JobCode=175888910>

Digital libraries

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- “Demonstrated experience with current cataloging procedures and principles as defined in RDA and AACR2, the MARC Bibliographic, Holdings, and Authorities formats.”
- “Ability to learn, analyze, and utilize existing and emerging metadata standards, such as Dublin Core, EAD, MODS, METS, OAI, TEI, and relevant thesauri or ontologies, as required by special projects. Ability to provide mapping between different metadata standards in a dynamic environment.”
- “High level of proficiency using PC-based applications (Windows, word processing, spreadsheets) and other computer applications (email, Internet, Integrated Library Systems); **high level computer competency kept up to date through continuous learning.**”

○ <http://www.higheredjobs.com/details.cfm?JobCode=175888912>

Non-MARC metadata

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- “Creates and upgrades metadata/catalog records for materials in all formats. May create, upgrade, or otherwise work with non-MARC metadata for digital collections.”
- “May serve as a metadata expert liaison to other Library units.”

- <http://www.higheredjobs.com/details.cfm?JobCode=175884929>

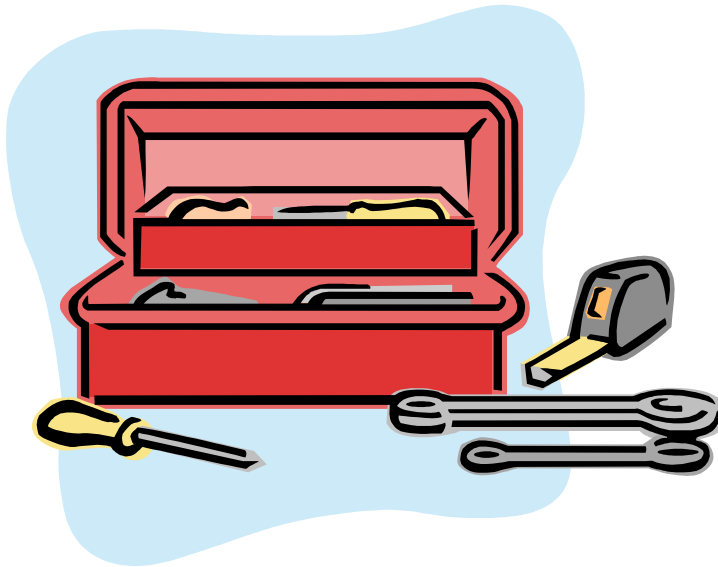
Split positions

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- “This is a **split position**, reporting 60% to the Metadata Management Unit within the Catalog & Metadata Services Department (C&MS) and 40% to Library Applications and Publishing (LAP) within the Library Systems Office (LSO).”
- “Working knowledge of project management approaches, tools and phases of the project lifecycle, as well as managing resources, scope, and schedule.”
- “Advanced knowledge of national cataloging standards and tools, especially: OCLC, Anglo American Cataloging Rules, RDA, and the MARC21 formats for both bibliographic and authority data.”
- “Engages in post-ingest metadata cleanup services and projects as needed.”

○ <http://www.higheredjobs.com/details.cfm?JobCode=175884926>

TOOLS OF CHANGE



Tools of change

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A word cloud of change tools. The words are arranged in a roughly rectangular shape, with varying font sizes and colors. The colors range from dark teal to light yellow-green. The words are: planning, learning, positivity, communication, creativity, flexibility, participation, open-mindedness, and collaboration.

planning learning positivity
communication creativity
participation flexibility
open-mindedness
collaboration

Preparing for change

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1. Learn

2. Share

3. Expect

Learn new things



RDA

BIBFRAME

ERM

WMS

FRBR

TEI

METS

MODS

FAST

PREMIS

FRSAD

FRAD

LHR

API

XML

Learn new things

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- Look for professional development opportunities:
 - Conferences, webinars, workshops
 - <http://statelibrary.ncdcr.libguides.com/trainstation>
- Follow relevant listservs
- Consider non-library opportunities, too!
- Within your own institution

5/13/2014	Reaching All Readers: New Multicultural Books for Children and Teens
5/13/2014	How to Tell Your Stories on Social Media (4Good)
5/13/2014	Innovative & Engaging Teen Programming (InfoPeople)
5/14/2014	\$ Getting to the Right Content: Link Resolvers and Knowledgebases (N
5/14/2014	Effective Strategic Planning Part 3: Measure, Monitor, Report (4Good)
5/14/2014	Surveys 101, Part 2 - Using Survey Tools to Gather and Analyze Data (S
5/14/2014	Discover the Benefits of eBook Partnerships (Library Journal)
5/14/2014	Using Twitter for Professional Development Purposes (InfoPeople)
5/15/2014	Summer Reader Application Information
5/15/2014	An Introduction to the Digital Humanities for Librarians (iSchool UW-M
5/15/2014	Consumer Health Complete, Multilingual Health Databases and Health LIVE)
5/15/2014	Assistive Technology Latest and Greatest 2014 (Accessible Technology
5/15/2014	Roles for Libraries and Librarians in Disasters (Lib2Gov)
5/15/2014	The Play's the Thing (on Audio) (Booklist)
5/15/2014	\$ Teaching Information Literacy with Discovery Tools (ALA Editions)
5/16/2014	Paraprofessional Conference "X Marks the Spot: The Hunt for Positive
5/16/2014	Blogging & Public Libraries (Cengage Learning)
5/16/2014	The Rise of Wearables: Innovations and Impacts (O'Reilly Media)
5/19/2014	Finding Your African-American Ancestors (State Library)
5/19/2014	Help! I'm an Accidental Government Information Librarian ... Lights-Ca Committee Hearings (NCLA)
5/19/2014	\$ Games in Libraries for Outreach and Instruction (LITA)

Share your skills



http://www.flickr.com/photos/ben_grey/4582294721 (CC BY-SA 2.0)

Expect change

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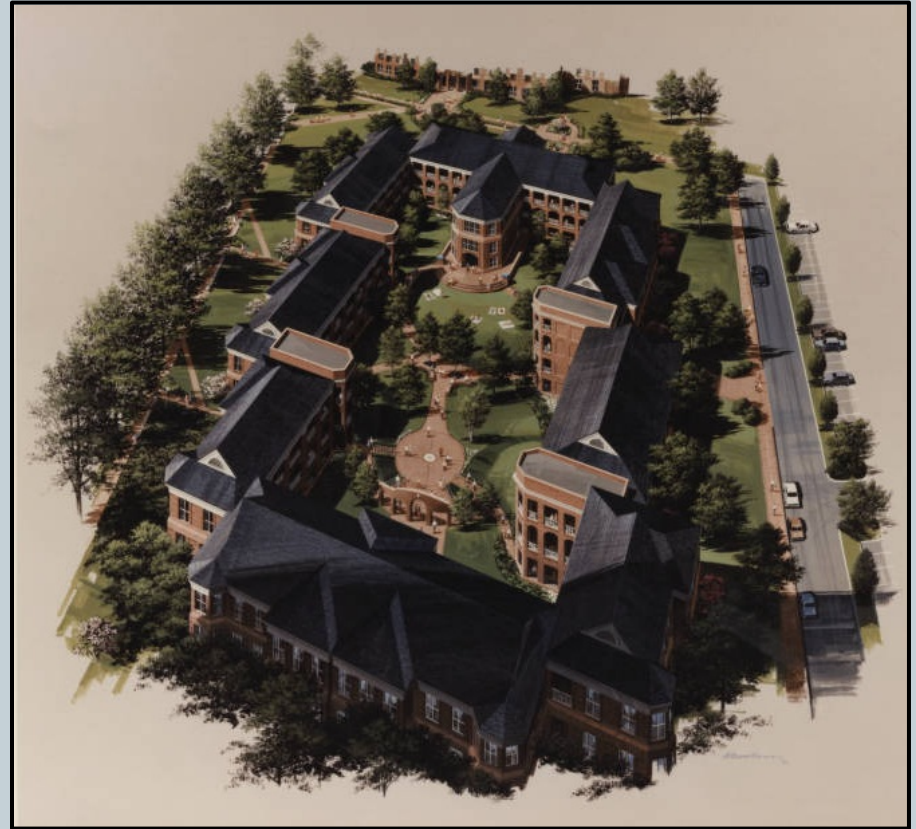
Remember - change is inevitable!



Moving forward



- Collaborate
- Educate
- Demonstrate value
- Embrace change



Architectural Drawing of Tower Village 1 Residence Hall, 1990:
<http://libcdm1.uncg.edu/u/?/ui,839>

Any questions?

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Image credit: Flickr user [Travelin' Librarian](#)