Staying Relevant: The New Technical Services

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

https://www.flickr.com/photos/canon_duo/4950617867 (CC BY-ND 2.0)
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
Six professionals
Eleven paraprofessionals
Temporary workers, practicum students, interns

Interior of Carnegie Library, 1941: http://libcdm1.uncg.edu/u/?ui,1350
Cataloging at UNCG - Now

- Four professionals
- Seven paraprofessionals
- Half-time temporary cataloger
- Student workers, practicum students, interns, volunteers
- Cataloging support from Acquisitions

Image created with Wordle: http://www.wordle.net/create
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://libcdn.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

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

“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)

“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.”

“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.”

Split positions

- “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.”

Tools of change

planning  learning  positivity
communication
participation  flexibility
open-mindedness  collaboration
Preparing for change

1. Learn
2. Share
3. Expect

https://www.flickr.com/photos/nomadic_lass/6728580615 (CC BY-SA 2.0)
Learn new things

RDA  BIBFRAME  ERM
WMS  FRBR
FAST  METS
PREMIS  FRAD
LHR  FRSAD
API  XML
Learn new things

- Look for professional development opportunities:
  - Conferences, webinars, workshops
  - [http://statelibrary.ncdcr.libguides.com/trainstation](http://statelibrary.ncdcr.libguides.com/trainstation)

- Follow relevant listservs

- Consider non-library opportunities, too!

- Within your own institution

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

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

Remember - change is inevitable!
Moving forward

- Collaborate
- Educate
- Demonstrate value
- Embrace change

Architectural Drawing of Tower Village 1 Residence Hall, 1990:
http://libedm1.uncg.edu/u/?ui,839
Any questions?

Image credit: Flickr user Travelin’ Librarian