From SLIS to OCLC:
An Alumnus Reflects on His Career and the Evolving Profession

- Andrew K. Pace
- Executive Director
- Networked Library Services
  - OCLC
1994...somewhere in Pennsylvania
1994: A very good year

- Nirvana plays its last concert in Munich
- O.J. Simpson is arrested after a long televised car chase
- Baseball strike forces cancellation of the World Series
- “Friends” premiers on NBC
- Michael Jackson and Lisa Marie Presley confirm rumors that they are married
Also in 1994…

- Apple Computer, Inc. releases the first Macintosh computers to use the new PowerPC Microprocessors
- Redhat Linux 1.0 released
- World Wide Web Consortium was founded
- The MARC record turns 30
CUA Nostalgia

- Library & Information Science Library (LISL)
- Graduate Library Pre-Professionals
- The faculty, adjuncts, and staff

- Elizabeth Aversa
- J.W. Coffman
- Tula Giannini
- Ingird Hsieh-Yee
- Jean Preer
- Ken McGill
- Barry Wheeler
- Diane Kresh
- Paul Koda
- Debbie Ozga
There’s a Dark Side?
A few of my favorite things…

• “A Guide to the Bookarts and Book History on the WWW” (CUA 1996)
• Doubled the LISL bookarts collection
• First website for CUA SLIS Alumni, ably taken over by Martin Kalfatovic
• First Intranet web page at Innovative Interfaces
• NCSU: E-Matrix (ERM), Endeca, and many other digital library initiatives
• Over 75 presentations, talks, and keynotes
• Over 100 articles and columns
Proud papa

Emma Pace
“It’s the ‘OPAC Sucks’ Guy”

- “There’s so much talk about portals, metasearch, learning objects—the list goes on—that we have been distracted from the fact that the OPAC still sucks.”
  - 2005 ALA Mid-Winter Top Technology Trends Panel

- In a gentler mood, I also called customizing the OPAC “putting lipstick on a pig” but few people remember that one or attribute it to Roy Tennant who was quoting me in his column

- My mother is immensely proud of my additions to the library technology lexicon.
I much prefer....

- “the Dis-integrated library system guy”
- “the Endeca library catalog guy”
- “the metasearch guy”
- “the e-book guy”
- …or even “Hectic Pace”
“Doing the Catalog since 1994…”

- **1994**: Converted NOTIS Aladdin Catalog guides at CUA from paper to HTML
- **1996-99**: Product Manager, WebPAC, Innovative Interfaces
- **1999-2005**: DRA, Sirsi, SirsiDynix Web2 Administrator, NCSU Libraries
- **2005-2006**: Project Manager, NCSU Endeca Catalog
- **2006-2007**: Doing presentations about the new faceted catalog
- **2008-**: examining the management iceberg underneath the public catalog
I am a lover of euphemism

- **“Multi-tasker”**
  One with a short attention span.

- **“Generalist”**
  One who knows less and less about more and more until he knows nothing about everything.

- **“Thought leader”**
  One who accidentally says something seemingly radical that the blogosphere labels a new meme.
Libraries 1.1 in a Patron 2.0 World:
where we are...where we’re going
Library 2.[Gr]0[an]

- Do good better
- Give the people what they want
- Be where the user is
- Make it more efficient
- Rinse and repeat
Words to live by…

“The worst level of Internet service that users will accept is the best level of service they have ever seen.”

-paraphrased from Ron Dunn, International Thomson Publishing National Online 1999
Pace’s Library 2.0 (Beta)

- Do good better
  - The online catalog, Semantic Web
- Give the people what they want
  - Self-checkout, personalized service, better spaces
- Be where the user is
  - RSS, MySpace, Facebook, Instant Messaging, Second Life
- Make it more efficient
  - Self-checkin, RFID, mass digitization, FAST (Faceted Access to Subject Terms), RDF, SKOS (Simple Knowledge Organization Systems)
- Rinse and repeat
Pace’s Library 2.0 (Beta)

- **Collections 2.0**
  - Mass digitization, institutional repositories, e-books

- **Technical Services 2.0**
  - METS, MODS, SKOS, RDA (?!?!), semantic web, special collections processing

- **Access Services 2.0**
  - Self check-out and self check-in, materials management routing, compact shelving, off-site storage

- **Library Education 2.0**
  - Business, computer science, management, advanced subject specialty, gaming, social network navigation

- **Spaces and Interfaces 2.0**
IT + Manager + 1 oz. Free Time + browser =

Twitter
LibraryThing
Second Life
Facebook
Faceted Catalog
RSS Feeds
Word Clouds
A Prescient Example

"Librarianship as it is practiced: a failure of intellect, imagination and initiative"

Maurice B. Line

Interlending & Document Supply (Reprint)
Nothing New Under the Sun

"Trying to hold on to unused publications that libraries no longer have room to house, having theological arguments about the contents of catalogue records, and indulging in the numerous other irrelevant, inappropriate or trivial activities of which librarians are so fond, with their unerring eye for the inessential."

"Librarianship as it is practiced: a failure of intellect, imagination and initiative,"

Maurice B. Line

From an address given in 1983!
Pessimist words to live by...

“"Pessimist: One who, when he has the choice of two evils, chooses both."

— Oscar Wilde
Intellect, Imagination, and Initiative

- Frankly, I think this is the library era that we are currently experiencing….BUT….
- It’s time to get on the bus or get off at the next stop

Collections 2.0
Technical Services 2.0
Access Services 2.0
Library Education 2.0
Spaces & Interfaces 2.0
Rumors of MARC’s death have been greatly exaggerated.
Nevertheless, the “cult of MARC” could keep us from seeing or moving ahead.

New socially-based non-standards are over-shadowing disciplined content descriptions.
Nevertheless, new community-of-interest-based content standards are emerging to replace AACRx (DACS, DCRM, CSDGM).

Subject content:
- Resource Description Framework
- Simple Knowledge Organization Systems
- Ontology Web Language
Technical Services 2.0

- It’s not MARC that’s killing us, it’s the record
- Use of derived smart linkages through the semantic web requires the ability to transfer bits, not records
- The pursuit of the perfect record must end
Collections 2.0

- Library business intelligence based on large collections of management system data

- Libraries excel at sharing resources between patrons but have management systems that preclude them from sharing meaningful data with each other.
The catalog (semantic web) should:

- recognize clusters of knowledge
- show lineage of publications, authors
- make previously unknown connections visible
- show authoritativeness of sources
- show popularity/use

Timothy Burke
(Bibliographic Control Working Group, March 2007)
Access Services 2.0
Access Services 0.1

On-legs
Public
Access
Catalog

Self check-out
Self check-in

UNC School of Information & Library Science
ASIS&T Student Chapter Seminar
Access Services 0.1
On-legs Public Access Catalog
Selfcheck-out Selfcheck-in

THE CATHOLIC UNIVERSITY OF AMERICA
School of Library and Information Science
Access Services 2.0
Access Services 2.0

Thank you Lori Ayre for these images and information

University of Utah
- $20/item: public shelving
- $4/item: compact storage and Automated Retrieval System (ARS)

University of Chicago
- $67M: public shelving
- $18M: off-site, non-automated
- $36M: compact shelving & ARS
Library Education 2.0
Once upon a time…

penmanship was a required course.
Administration 2.0

“The staff will change, or the staff will change.”

-anonymous library administrator
“The days of the ‘accidental systems librarian’ are over and we need to start taking our technology skills more seriously. All library workers need to be effective users of technology. Period. On top of that, we need strong technologists running our networks, administering our databases and, yes, designing our software.”

-Lori Ayre, Library Consultant
Vendor 2.0

vs.

Web 2.0
“Versus” is (perhaps) unfair

- Vendors are living in the same 2.0 world as libraries
- 2.0 in the business world means equity buy-outs, mergers and acquisitions, vertical integration, cost-cutting, and (too often) unhappy customers

“You can please some of the people some of the time, and others never at all.” -Andrew’s Mother
Library Spaces 2.0
Library Interfaces 2.0
The truth....

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The morning started with a zero to 180°F

turnaround on the parking lot light, and

the ac in my car was now electric.

We were driving down the road, and

the world was spinning.

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CALL NUMBER: x

TITLE: American literature [Periodical] a journal of literary
history, criticism and bibliography.

LIBRARY HOLDINGS AT
LOCATION: MCWHERTER LIBRARY PERIODICALS
CALL NUMBER: Periodicals Main
STATUS: Currently Received


End of information for this holding.
Press RETURN to search the database.
Words to slowly die by: “Next Gen” / 2.0

- They are adjectives for ‘Libraries’ or ‘Systems’
- Not our patrons—they are already there
Not another next-gen catalog presentation

http://www.lib.ncsu.edu/endeca/presentations
More words to live by…

“Things are never so good that they can’t get better.”
Nothing new under the sun (part 2)

- Books are for use
- Every reader his or her book
- Every book its reader
- Save the time of the reader

The library is a growing organism
"[There is] a major theme of web 2.0 that people haven't yet tweaked steadily about data and who owns and controls, or gives the best access to, a class of data."

- Tim O’Reilly, April 2007
Network-effect

- Who owns the data?
- Who aggregates the data?
- Who has the best network-effect in the business of x, y, or z?
- Where do you build services that get better with a critical mass of use?
From *creation to delivery*

- **Creation and editing**: let’s all confess that the present tools are grossly inadequate
- **Collecting and storing**: an ultimately uninteresting problem of physical engineering and technological system administration
- **Indexing**: the most interesting and most challenging part of the problem, IMO
- **Discovery**: distractingly sexy
- **Delivery**: the cart before the four horses listed above
Classic Integrated System

- MARC Records
- Patron Records
- WEBPAC
  - Serial holdings
  - Item holdings
  - Acquisitions Records
  - Serials Control Records
  - Reserve records
  - Circ transactions

- Patron self-service

- Websites (856)
- E-books
- E-journals
- Databases
- Datasets
Dis-integrated Library System

- websites (856)
- e-books
- e-journals
- databases
- datasets

- alpha list of databases
- subject list of databases
- e-journal finder
- institutional repository
- alert services
- subject guides
- SFX
- TDNet
- Serials Solutions

- Licensing Files
- ILL Files
- Collection Management Files
- Helpdesk Files
- Statistical Files

Authentication & Authorization

MyLibrary

alert services
What hath disintegration wrought?

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True Believer
The next big challenge for libraries

- WEB-SCALE

Amazon EC2: network computing
Amazon S3: network storage
## The Library Scale Challenge

- Libraries Worldwide: 1,212,383
- Books: 15,517,196,010
- Back-office transactions: 61,879,349
- OPAC transactions: 105,607,800,600
- Database transactions: 36,555,852,000
- Circulation / ILL: 4,983,393,968
- + Adds/deletes; patron record maintenance

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- **Annual Transactions**: 166,041,975,140
The benefits of Web-Scale

- Reduce Total Cost of Ownership
- Services architecture
- Enhanced workflow
- Network effects
  - through shared metadata, group identity management, discovery, materials lending, financial transactions, socialization, service resolution, collection management, and reporting / business intelligence.
Parting advice

For Faculty:

• Don’t treat the business world as an anathema to the library world
• Don’t sacrifice theory for the sake of practice
• But also…challenge your students in a way that they will be challenged in their jobs
Parting advice

For Students:

- Question authority….respectfully
- Embrace the library ethos
- Don’t undervalue what you do
- Remember, it’s just a library…
• “Aux viam inveniam aut faciam .”

• “If I cannot find a way, I will make one.”
Thank you.

Andrew K. Pace

OCLC

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