



Why we became Pushers

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University of North Carolina at
Greensboro



OCLC Environmental Scan

- Disaggregation
- Self Service
- Seamlessness
- Satisfaction



New group of users

- Be where the users are
- Users don't want to learn multiple systems
 - Courseware & Google
- Welcome Web 2.0 !!



Several Approaches

- Table of Contents
- OpenURL
- Javascript applet
- Web Services



Table of Contents

- Listed the top 100 titles in Journal Finder for departments on campus
- Sent emails to the faculty
- They emailed back the titles they wanted
- Setup their TOCs for them

OpenURL

- Puts links to journal literature in the place they make the most sense – citation indexes
- Links to a single knowledge base with ILL, PPV, print, microforms, Open Access, aggregators, consortium subscriptions, holdings of other nearby libraries, etc,

OpenURL

- Research results from Nov 2005 *Against the Grain*
 - OpenURL compliant targets get, on average, 2.2 hits via journal title for every one hit they get via database name
 - At UNCG, a random sample of a dozen compliant targets showed that journal title level access ranged from 25% of total (LibLit FT) to 99% of total (ACM Digital Library)
 - Overall traffic increase is about 200%

[New Search](#) [Reserves](#) [Renew Items](#) [New Items](#) [Help](#)

Your search for "iraq war" found 663 titles in University Libraries.

Page: 1 [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) (10 items per page) | [>](#) | [Refine Search](#)

Not Sorted

Options:

[Download/Email All Records](#)

[Mark All Records](#)

[Show Only Marked Records](#)

[Location Chart](#)

1. [Mark](#) [Burke, Anthony, 1966- Beyond security, ethics and violence : war against the other / Anthony Burke.](#) London ; New York : Routledge, 2007.

[Table of contents only](#)
[Check Infotrac for book reviews](#)

Call Number	Location	Material	Status
IN PROCESS	Jackson Library -- In process.	Unknown	In process

2. [Mark](#) [Gurtov, Melvin. Superpower on crusade : the Bush doctrine in US foreign policy / Mel Gurtov.](#) Boulder, Colo. : Lynne Rienner Publishers, 2006.

[Check Infotrac for book reviews](#)

Call Number	Location	Material	Status
ON ORDER E902 .G87 2006 c.1	Jackson Library -- In process.	Unknown	In process
Library	Copies	Status	
Jackson Library	1 Copy	On Order	

3. [Mark](#) [The Iraq war : causes and consequences / edited by Rick Fawn and Raymond Hinnebusch.](#) Boulder, Colo. : Lynne Rienner Publishers, 2006.

[Check Infotrac for book reviews](#)

Call Number	Location	Material	Status
ON ORDER DS79.76 .I7292 2006 c.1	Jackson Library -- In process.	Unknown	In process
Library	Copies	Status	
Jackson Library	1 Copy	On Order	

4. [Mark](#) [Matthews, Matt , 1959- Operation AL FAJR \[electronic resource\] : a study in Army and Marine Corps joint operations / by Matt M. Matthews.](#) Fort Leavenworth, Kan. : Combat Studies Institute



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[Basic Search](#) > Results

Quick Search

Find:

SEARCH

Results for Basic Search: (KE ("Superpower on crusade" and Gurtov and (book review or book reviews)))

Magazines Academic Journals Reference News Multimedia

[Expand/Limit](#)

Sort by: Publication Date

Mark All ◀ Previous Results 1 - 2 of 2 GO Next ▶

Mark **1. [Superpower on Crusade: The Bush Doctrine in US Foreign Policy.\(Brief article\)\(Book review\).](#)** M.A. Morris. Book review, Brief article
CHOICE: Current Reviews for Academic Libraries 44.2 (Oct 2006): p373(1).
[Citation](#) | [About this publication](#) | [How to Cite](#)
[Looking for the full text of this article? Check Journal Finder!](#)

Mark **2. [Superpower on crusade; the Bush doctrine in US foreign policy.\(book\)\(Brief Article\)\(Book Review\).](#)** Book Review, Brief Article
Reference & Research Book News (May 2006): pNA. (158 words)
[Full-text](#) | [About this publication](#) | [How to Cite](#)

◀ Previous Results 1 - 2 of 2 GO Next ▶



OpenURL

- COinS (<http://ocoin.info/>), Google Scholar, and other solutions show some promise for the future

Bookmarklets

■ Journal Finder bookmarklet

- A bookmarklet is a snippet of javascript that can be saved and used like a bookmark in your browser
- Can be used virtually anywhere on the web

■ Amazon, Borders, and Barnes and Noble @ My Library bookmarklet

- Site specific

■ <http://library.uncg.edu/de/bookmarklets.asp>



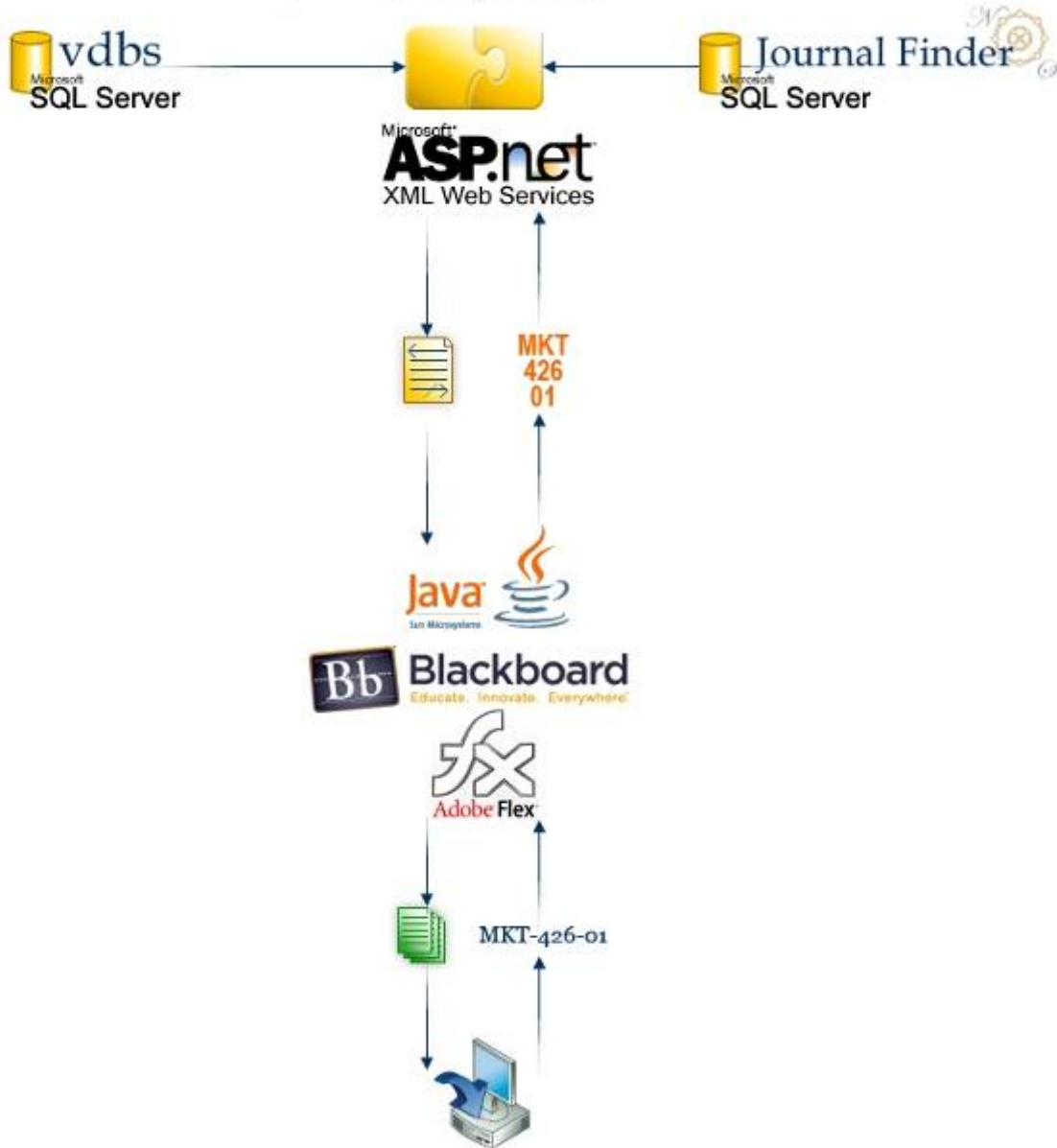
Web Services

- Pushing targeted content to users via Blackboard, campus web server, Distance Education server
- Content is customized by enrolled class, or by groups of classes (e.g. all Art classes, all Psyc 101 classes).
- Content includes ejournals, databases, contact info for the subject specialists

Web Services

■ How it works

- Patron logs in to Blackboard via LDAP authentication to Banner
- When a student chooses a course, Blackboard queries a Library Web Service, which sends to Blackboard an XML file containing the appropriate resources
- The Blackboard building block takes the XML data and builds a context-sensitive library resource section for each class as it is selected
- Non-Blackboard web classes get their XML files by “pretending” to be in a certain class (or, potentially, a certain student category – such as Grad Chemistry)



Welcome, Judy

[Modify Content](#)

[Modify Layout](#)

Tools

- [Announcements](#)
- [Calendar](#)
- [Tasks](#)
- [View Grades](#)
- [Send E-mail](#)
- [User Directory](#)
- [Address Book](#)
- [Personal Information](#)
- [Technical Support](#)

Resources

[Jackson Library](#)
 Ashby Dialogues -
 Masculinity; COM; GIFTTS;
 German General; SAC;
 Spanish Master
 Comprehensives; WAC

My Courses

Courses in which you are enrolled:

[200701 Spring LIS-656-01 The Academic Library](#)

Announcements

No Announcements.

[200701 Spring LIS-688E-01 Library Instrc & Info Literacy](#)

Announcements

No Announcements.

[LIS Students Organization](#)

Announcements

No Announcements.

My Organizations

Organizations in which you are participating:

[ORG-Library Strategic Planning](#)

Blackboard @ UNCG

Discussion Grader Extension Now Available to all Blackboard Instructors.

The Discussion Grader simplifies the process of evaluating a student's participation in Blackboard discussion forums by allowing an instructor to access to a single page with every message that a student has posted to a particular forum, number of words per message, and number of original messages and

My Announcements

No system announcements have been posted in the last 7 days.
[more.....](#)

My Tasks

No tasks due.
[more.....](#)

COURSES > 200701 SPRING LIS-688E-01 LIBRARY INSTRC & INFO LITERACY > TOOLS

Announcements

Staff

Information

Course

Documents

Good to Read

Discussion

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Communication

External Links

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Course Map

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-  [Personal Information](#)

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My Library Resources

Select the journal or database you need to access. Some journals or databases may require additional authentication.

My Library Resources

Journals

Reference Services Review

Research Strategies

Journal of Academic Librarianship

Portal: Libraries and the Academy

Chronicle of Higher Education

Reference Librarian

Databases

Library Literature and Information Science Full-Text

LISA: Library and Information Science Abstracts

LISTA: Library, Information Science, and Technology Abstracts

Education Index

Education Full Text

ERIC via EBSCO

Liaison	Email	Phone
Holmes	gerald_holmes@uncg.edu	336.256.0273



The University Libraries

[UNCG Home](#) > [University Libraries](#) > [Journal Finder](#)

Online Access



Journal Title	Source	Full-Text Begins	Full-Text Ends
Portal: Libraries and the Academy	Project Muse	1/1/2001	
Portal: Libraries and the Academy	Proquest Research Library	10/1/2002	

Need help? Contact us on 336-334-5419 or journalfinder@uncg.edu.

Location: 1000 Spring Garden Street, Greensboro NC 27412-0001

Mailing address: PO Box 26170, Greensboro NC 27402-6170

Telephone: 336.334.5304 or 888.245.0180 **V/TTY:** 336.334.5304

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Select the journal or database you need to access. Some journals or databases may require additional authentication.

My Library Resources

Journals

Reference Services Review

Research Strategies

Journal of Academic Librarianship

Portal: Libraries and the Academy

Chronicle of Higher Education

Reference Librarian

Databases

Library Literature and Information Science Full-Text

LISA: Library and Information Science Abstracts

LISTA: Library, Information Science, and Technology Abstracts

Education Index

Education Full Text

ERIC via EBSCO

Liaison	Email	Phone
Holmes	gerald_holmes@uncg.edu	336.256.0273



Basic Search

Advanced Search

Visual Search

Choose Databases

More Free Resources

Sign In to My EBSCOhost | [Keyword](#) | [Cited References](#) | [Indexes](#)

Find: in

and in

and in

in [Library, Information Science & Technology Abstracts](#)

[Folder is empty.](#)

[Refine Search](#)

[Search History/Alerts](#)

[Results](#)

Limit your results:

[Limiters](#) | [Expanders](#)

Linked Full Text

Publication

Published Date Month Yr. to Month Yr.

Scholarly (Peer Reviewed) Journals

References Available

Document Type
Article
Bibliography
Book

Cover Story

Expand your search to:

[Limiters](#) | [Expanders](#)

Also search for related words



Web Services - Content

- A Banner extract of classes is added to the Library database
- Subject specialists use a web form to check which resources are linked to which classes (or groups of classes)



Course Guides Web Service Admin

- [Search for Courses](#)
 - [Search for Journals](#)
 - [List Vendor Databases](#)
 - [List Academic Departments and Liaisons](#)
 - [Test Public Implementation](#)
-

[Jackson Library](#)



Course Guides Web Service Admin

Courses Search

To see a list of courses, enter your search criteria and press the Search button.

Semester:

* Spring 2007 (current) ▼

Department:

Library and Information Studies ▼

Course Number:

688E-01

Example: ENG-101-02

Section:

Example: ENG-101-02

Instructor:

[unspecified] ▼

Search



Course Guides Web Service Admin

Add an Association

Semester Selection

Semester Selection

Semester: * Spring 2007 (current) ▼

Course Selection

Course Selection

Department: * LIS: Library and Information Studies ▼

Course: * 688E: Library Instrc & Info Literacy ▼

Section and Instructor: * LIS-688E-01: Library Instrc & Info Literacy (FOGARTY, Nancy C) ▼

Resource Selection

Resource Selection

Resource Type: Vendor Databases

Vendor Database: [not specified]

You must specify a resource

[not specified]

ABELL

Abstracts in Anthropology

Academic Search Premier (EBSCO)

Accessible Archives

ACM Digital Library

ACM Guide to Computing Literature

Advertising Red Books (LexisNexis)

African American Music Reference - COMING SOON!

African American Song

African-American Almanac

African-American Newspapers: The 19th Century


African-American Poetry

Association Properties

Association Properties

Resource Description

You may enter an optional description of this resource that is specific to this association.



Resource Type: Vendor Databases

Vendor Database: LISTA: Library, Information Science, and Technology Abstracts

You must specify a resource before I can create an association.

Association Properties

Association Properties

Resource Description:

You may enter an optional description of this resource that is specific to this association.

Resource Rank: 1

You may enter an optional numeric ranking of this resource relative to other resources associated with this course.

An asterisk (*) in a drop-down menu indicates the currently-selected item.

Submit Information

Course Guides Web Service Admin

Journals Search

To see a list of journals, enter your search criteria and press the Search button.

Search Field	Search Type	Search String
Display Title <input type="button" value="v"/>	contains <input type="button" value="v"/>	library instruction

[Main Menu Jackson Library](#)

Course Guides Web Service Admin

Journals Search Results

Your search returned 1 journal.

Title ID	Title	Title ISSN(s)	Actions
36584	<i>Library Instruction Round Table News (American Library Association)</i> Library Instruction Round Table News American Library Association lirt Libr Instruct Round Table news	0270-6792	create associations <input type="button" value="Go"/>

This is the only course that matches your search.

[Main Menu](#) [Jackson Library](#)

Resource Selection

Resource Selection

Resource Type: E-Journal

Journal: *Library Instruction Round Table News (American Library Association)*

If this is not the journal that you wish to associate, then [search for another journal](#).

Association Properties

Association Properties

Resource Description:

You may enter an optional description of this resource that is specific to this association.

Resource Rank:

You may enter an optional numeric ranking of this resource relative to other resources associated with this course.

An asterisk (*) in a drop-down menu indicates the currently-selected item.

Submit Information

More info?

- OpenURL

- Tim Bucknall, bucknall@uncg.edu

- Javascript Bookmarklets

- Scott Rice, serice2@uncg.edu

- Blackboard Library Web Services

- Richard Cox, rlcox@uncg.edu



Are you a pusher?
Share what your library is doing?