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## Discovery of E-Resources and Media: What Will It Take?

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## Discovery of E-Resources and Media: What Will It Take?

*Carlen Ruschoff, Director of Technical Services, University of Maryland, College Park*

### **Defining the Value Proposition for the Creation of Richer Metadata, MARC Records, and KBART Files**

A small group of publishers, vendors, and librarians has been meeting with OCLC to discuss and define the value proposition for creating richer metadata to improve discovery and access to e-resources. The group will be developing a white paper outlining best practices for publishers, knowledge base providers, and libraries. The paper will be vetted throughout the community for comment and enhancement. Participants in the working group include representatives from Elsevier, Project MUSE, Springer, Wiley, the University of Delaware, University of Maryland, and OCLC.

Some of the key issues to be considered are:

#### *Measuring Success, Measuring Value*

One of the ways libraries measure the success of their services is by counting the number of full-text to purchased e-books and journals accessed. These measures show up in ARL Statistics in annual reports, fundraising campaigns, and other reports to university administration. When libraries evaluate the value of their electronic resources purchases, they look at their return on investment by measuring the number of full-text titles accessed to determine the cost per use. If access is low, cost per use is high.

Both measures depend upon the user being able to move from the discovery record to the full text without a hitch.

#### *What Causes Access to Fail?*

Incorrect titles in the metadata that is provided, incorrect or missing identifiers, or no metadata at

all are a few of the pieces that cause access to fail. It is important, however, for publishers and vendors to know that there are three pieces that must link together to successfully connect the reader to the content: bibliographic record for discovery, a KBART record, and the content. The KBART record sits between the bibliographic record and the content. It is capable of carrying a variety of useful elements, but most importantly, it contains identifiers that provide the links between the discovery record and the full text. If the KBART record has incorrect metadata or is incomplete, access fails.

#### *Workflows and Timeliness*

Coordination between the three entities, bibliographic records, KBART records, and the availability of content, is important. Best practices for workflows need to be worked out between publishers, libraries, and knowledge base providers. One thing we do know is that we need to have KBART files loaded to knowledge bases more frequently than we do now. Timeliness cannot be underestimated.

#### *Holdings*

KBART files must include client specific holdings.

#### *Feedback Loop*

Libraries and knowledge base providers must have a "feedback loop" to report errors in the metadata to publishers and aggregators. We are committed to helping publishers keep their data accurate.

When libraries purchase e-resources, it is not just the content that is important. The metadata and the identifiers that make access happen are just as important. Without those key elements, access is crippled.