

Open Repositories 2010 – Madrid

Poster Session Proposal

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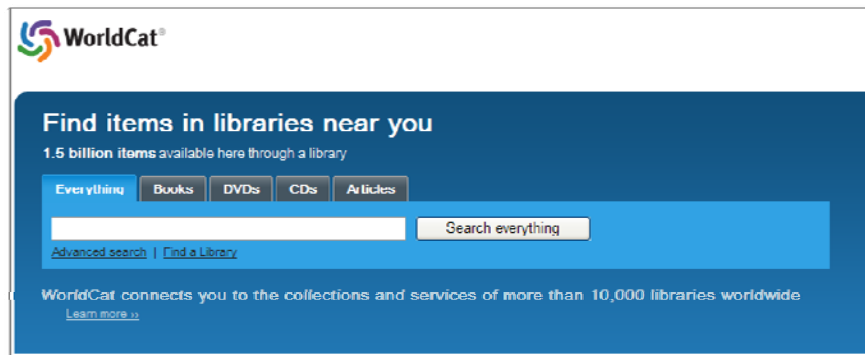
Visibility for Digital Treasures in the World Wide Haystack

As more and more institutional repositories are successfully collecting unique, primary source digital content and the intellectual output of their managing organization, the repository community is confronted with new challenges: How can all this valuable information be integrated to better support knowledge creation and sharing worldwide? And how can repository managers increase the visibility of and provide better access to their unique content?

OCLC and its member libraries are addressing these challenges by providing integrated access to and increased visibility for individual repositories through one site, WorldCat.org.

OCLC's WorldCat.org

WorldCat.org is a freely-accessible, destination site (www.worldcat.org) for users to discover the materials held by OCLC's global membership—libraries, museums, archives and other cultural heritage institutions. Users can select from a choice of German, Dutch, French, Spanish or Chinese interfaces, in addition to English.



WorldCat.org includes contributions from thousands of libraries and organizations around the world, including over 25 million metadata records for digital materials. The digital items in WorldCat have gained increased visibility as shown by the more than one million click-throughs that occur monthly from WorldCat.org to resources pointed to by metadata contributed to WorldCat. WorldCat.org also increases the visibility of digital repository content through partnerships with Google, Yahoo! and other search engines, web-service APIs for search, retrieve, etc., as well as SEO (search engine optimization) efforts on WorldCat.org.

Contributing metadata records to WorldCat.orgIn response to requests from its membership, OCLC has developed the WorldCat Digital Collection Gateway, a free tool that enables repository managers to contribute metadata records for digital materials to WorldCat.org using the OAI protocol.

Introduced in July 2009, the WorldCat Gateway allows repository managers to register any OAI-compliant repository, preview and customize the display of the metadata from the repository in a WorldCat.org display, then save a profile for the repository and schedule recurring harvests and synchronizations with WorldCat. OAIster contributors are currently piloting the WorldCat Gateway as a more efficient and scalable way to contribute their metadata to WorldCat.

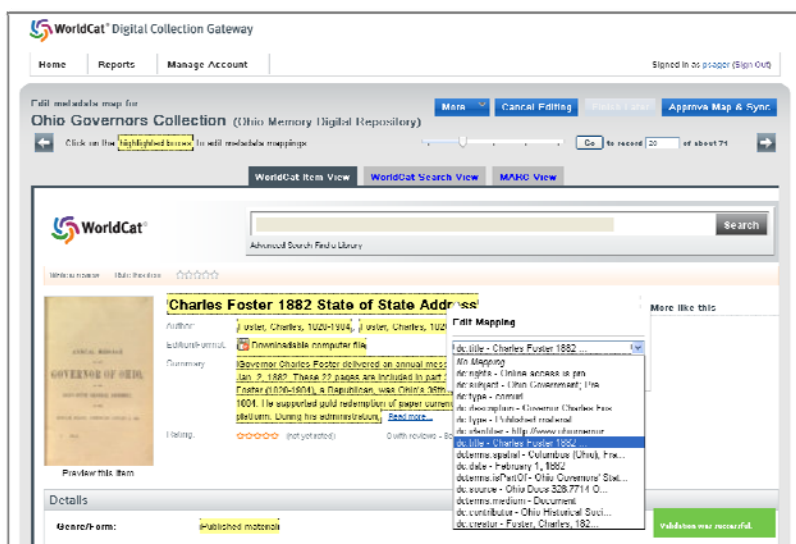
This Poster Session will show how the WorldCat Gateway works and provide information on how repository managers can register and use the WorldCat Gateway. The Poster Session will focus on the benefit of improved access and discoverability of integrated digital content through WorldCat.org.

More information on the WorldCat Digital Collection Gateway

The WorldCat Digital Collection Gateway is a Web-based tool that enables repository managers to contribute the metadata of their digital content to WorldCat.org using the OAI protocol. Designed for self-service use, the WorldCat Gateway gives repository managers the ability to increase visibility of their unique digital content through WorldCat.org while maintaining control of when they harvest and how their metadata is displayed.

When using the WorldCat Gateway:

- You can control how often your metadata is synchronized with WorldCat—monthly, quarterly, semi-annually or annually
- You can customize the appearance of your metadata in the WorldCat.org display. The WorldCat Gateway's tools provide a unique, on-screen WorldCat display previewer so you can instantly see your adjustments in a WorldCat display



- Your metadata records maintain their local identity while the visibility of your digital collections is maximized via WorldCat, WorldCat.org, WorldCat Local and WorldCat Local "quick start", as well as in popular search engines like Google, Yahoo! and more
- Your OCLC holdings symbol can be set for each record uploaded to WorldCat, which helps to optimize search results in WorldCat and WorldCat Local and lets end-users know where to find your resources

Through the WorldCat Gateway, OCLC and its member libraries are striving to develop WorldCat.org into a premier public resource for the integrated discovery of open access digital primary source and cultural heritage materials. OCLC's goal is to provide the necessary infrastructure, services, and support to help maximize the visibility and integrated discovery of open repositories for all libraries, museums and archives.