Getting Your Library Visible on the Web

Creating Linked Libraries with NoveList and Zepheira
Key Themes

Complementary to your current efforts

Participating in the Web of Data

Attracting patrons (and potential patrons) to the library

Telling the whole library story, individually and collectively

Not just about data conversion, but about linking data
“We can’t see libraries or their content.”
Library content is deep (but hidden)
Going where the users are
Relevance is the goal

What you think is important

What interests them

What's relevant
“When my community searches the Web for something we have, we better show up as an option.”

-- Chuck Gibson, Director & CEO, Worthington Public Library
How do you make your library visible and relevant?
Traditional MARC records are full of **possible** connections.

| 100 1 | |a Gaiman, Neil. |
|---|---|
| 245 1 4 | |a The sandman. |p Season of mists / |c writer: Neil Gaiman ; artists: Kelley Jones ... [et al.]. |
| 246 3 0 | |a Season of mists |
| 300 | |a 217 p. : |b col. ill. |
| 440 0 | |a Sandman library ; |v v. IV |
| 500 | |a Previously published in single magazine issues as Sandman 21-28. |
| 500 | |a "Vertigo". |
| 594 | |a CU1 |
| 655 0 | |a Graphic novels. |
| 655 7 | |a Fantasy fiction. |2 gsafe
Linked data changes the web from simple links to relationships.

The basic web

The web of linked data

- Person: Neil Gaiman
- Book: The Sandman
- Audiobook: 13 Clocks
- Autor
- Narrator
- Available in

Organization: Springfield Library
445,007 catalog “records” become millions of related resources

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<tr>
<th>Category</th>
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<tr>
<td>Instance</td>
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<td>Meeting</td>
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Your data can teach the web about how things are related....
Linked data is both **Human Friendly** and **Machine Optimized**.
Moving toward answers

Movie Times and Movie Theaters in Durham, NC - Local Showtimes...
www.fandango.com/durham+_nc_movie_times
Select a movie time to buy Digital 3D tickets. RealD 3D, 9:45pm.

Carmike Wynnsong 15 Movie Times - Showtimes and ... - Durham
www.fandango.com/carmikewynnsong15_aagvb/theaterpage
Carmike Wynnsong 15 Movie Times + Tickets. 1807 Martin Luther King Blvd, Durham, NC 27707 Map
The web of data
The next step for libraries

The Library.Link Network
http://library.link
Library.Link Network today:
2000+ locations/branches and growing
1000+ library systems connected
1 billion+ resources published and linked
The network = billions of library “resources”

Each “resource” is published and linked in the library’s local link graph pages.

Each one provides entry paths for the web into what’s available in your library.
10,000 referrals from linked data

10,000 relevant results

10,000 virtual visits
Started with 230,000 MARC records

Transformed into 1.3 million data access points

Enriched to 3 million data access points
With linked data, your library shows up in search results.
Two primary options – Get it at your library or Register for a library card.
An enriched linked data page

Enriched data from NoveList:
More data points

Appeals
Read-alikes
Reviews
An enriched author data page

Maximizing the number of contextual entry points
An enriched series data page

NoveList adds series description, series read-alikes, and more
Before and after

NoveList enrichment adds 2-10x the number of data access points
Exciting possibilities

Searching by NoveList appeal

About 2,770 results (0.92 seconds)

Gerald's game - Arapahoe Library District
link arapahoelibraries.org/portal/Gerals-game-Stephen-King/CWe7SaLu7a8/ ▼
Get it at your Library! ... Get a Library Card! ... Face. Fast-paced .... bed of her Maine summerhouse by her attorney-husband, Gerald, so that he can play his silly ...

City of whispers - Arapahoe Library District
link arapahoelibraries.org/portal/City-of-whispers-Marcia-Muller/_mNFxU0_v6XY/ ▼
As Sharon digs deeper, she discovers that Darcy sent his message from an ... Sensing that Darcy is in terrible danger, McConi begins a search for him ... Get it at your Library! .... Fast-paced ... Menacing ... Strong sense of place ... Suspenseful ..... but her tone occasionally becomes somewhat stilted for no obvious reason.

In a dark, dark wood - Arapahoe Library District
link arapahoelibraries.org/portal/In-a-dark-dark-wood-Ruth.../qqFL6McF2kM/ ▼
but "what have I done? ... must revisit parts of herself that she would much rather leave buried where they belong: in the past .... this gripping literary debut from UK novelist Ruth Ware will leave you on the edge ... Tone. Menacing .... And the fast pace and intriguing secondary characters add a good deal of texture to the mix.

Golden son - Arapahoe Library District
link arapahoelibraries.org/portal/Golden-son-Pierce-Brown-sound/Msg-XEMZ7ZI/ ▼
Darrow's kind have been betrayed and denied by their elitist masters, the Golds—and their only path to liberation is revolution. ... To wage and win the war that will change humankind's destiny, Darrow must Fast-paced Tone. Fleak. Menacing ... Reynolds can span from smooth urbanity to deep gritty...
How it works – next steps

MARC export of your catalog is transformed into linked data...

Your records are connected to NoveList data...

Millions of resources link back to your library

= Potential readers discover books at your library
Weaving the best of libraries and the web together

This isn’t about gaming a system

It’s not about optimizing to any one service

It’s about speaking as an industry in a way the Web understands

Leveraging the power of our community

Will take time
Time and investment

John Trigg Ester Library Building Timeline
Construction & Fundraising 2012–2017
(includes projected work, beginning spring 2015)

11/2011-8/2012: JTE community survey on library services, community needs, & building design

- Donation of $5,000 received; $3,000 applied to capital campaign, $2,000 applied to endowment
- Driveway permit obtained from FNSB
- Final construction estimate provided by USKH: $867,100
- Final design fees, sales from USKH: $120,000
- Site work, driveway & pad, septic system preliminary
- Completion of septic system, installation of septic system & water tanks, foundation & building envelope, moisture & thermal protection, masonry heater
- Grand Opening materials transfer begun

November 2017: Groundbreaking ceremony

- Projected work: February 2015 - December 2017
What if you…

• Could have a new branch open and being used 2 months from now?
• Could have a branch in a location where almost 100% of your residents “drove” by each day?
• Could have 10,000 people a month coming through that branch’s doors?
• Could have a branch that required no new staff, no opening day collection but instead got increased return on the investments you have already made in these?
• Could have a branch that cost less than seven figures and would cost maybe a little more than one staff person?
• Could have a branch that was open 24/7, 365 days a year and 366 in leap years?
Change is not a threat, it's an opportunity. Survival is not the goal, transformative success is.

— Seth Godin —
Questions?

www.ebscohost.com/novelist
## How can we help you?

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<tr>
<th>Service</th>
<th>Nov Plus</th>
<th>Library Aware</th>
<th>Linked data</th>
<th>Nov Select catalog</th>
<th>Nov Select selfcheck</th>
<th>Nov Select mobile</th>
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<td>Recommendations in mobile app</td>
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<td>Helping readers who are browsing</td>
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<td>Communicating with readers</td>
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<td>Promoting collections/programs</td>
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<td>E-newsletters</td>
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<td>Reading maps, shelf talkers, etc.</td>
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