



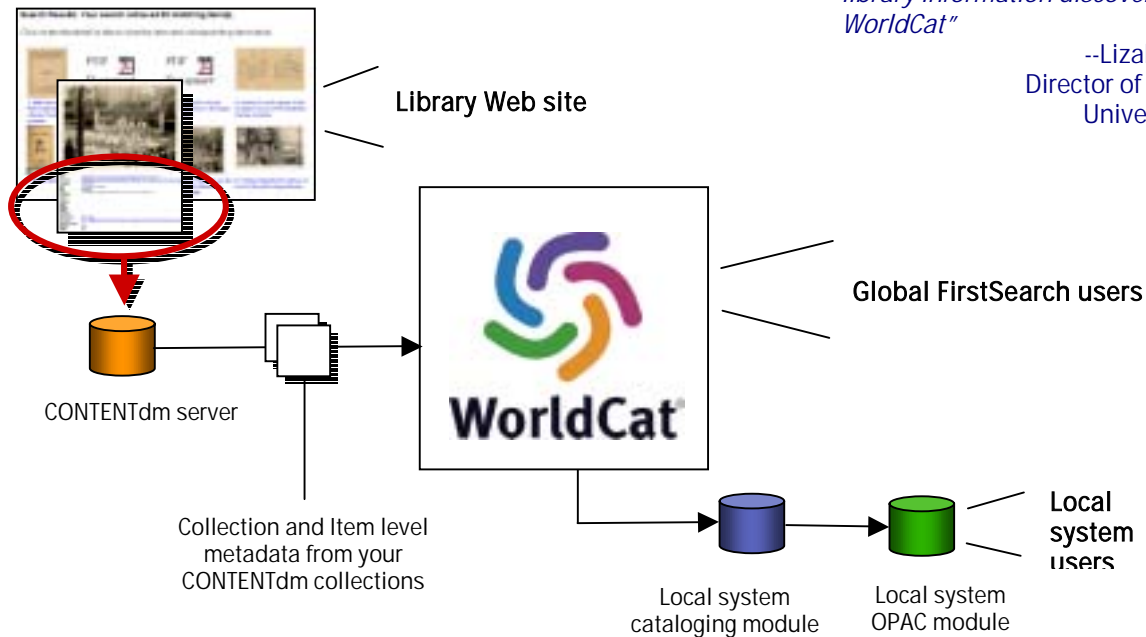
The WorldCat—CONTENTdm connection

June 2003

The new version of CONTENTdm, the leading software for managing libraries' digital collections, now includes an easy way to add your digital collections to WorldCat. WorldCat, the world's largest bibliographic database of more than 50 million records, offers unparalleled visibility for your digital collections. CONTENTdm provides an easy way to get these collections into WorldCat through a new, revolutionary linking technology.

Simply register your CONTENTdm collection with WorldCat, and WorldCat will convert your CONTENTdm collection descriptions into MARC records. You can add descriptive metadata for your valuable, single copy special collection materials as both individual items and as whole collections. As your digital collection grows, so does its visibility in WorldCat. OCLC takes care of the maintenance. Your catalogers continue to focus on their current workflow, while access to your collection continues to grow. It's like having a dedicated cataloger perform original cataloging on each item of your collection. You can also download the WorldCat records to your local cataloging system and OPAC, so local users can also find your digital materials in a single search.

Adding CONTENTdm Collections to WorldCat



"The new WorldCat—CONTENTdm link is very exciting because it provides global access to our collections in the context of the leading library information discovery system—WorldCat"

--Lizabeth (Betsy) Wilson
Director of University Libraries
University of Washington

Link to WorldCat from your CONTENTdm server once, and then each time you add to your collections, they are updated in WorldCat automatically. The result: local and global exposure for your digital collections, without adding resources or workflow.

How WorldCat—CONTENTdm linking works

Adding your collections to WorldCat through CONTENTdm is easy.

1. Organize your digital collections online with CONTENTdm.
2. Implement your local collection Web sites for initial content delivery.
3. Register your CONTENTdm collections with WorldCat.
4. Review and approve the “preview harvest,” where WorldCat converts your metadata to MARC format.
5. Serve your new collections through your Web site, local system/OPAC *and* WorldCat in FirstSearch.

Once your collection is registered in WorldCat, your materials gain worldwide exposure and accessibility—with no additional maintenance. Of course, you remain in control of your content at all times. Each item remains on your local server—only your descriptive metadata and a link to your collections gets added to WorldCat.

“We have used CONTENTdm to put a large, diverse, and valuable set of digital collections online within the University of Washington Libraries. In addition the technology has enabled us to work with local organizations such as the Museum of History and Industry on an IMLS grant-funded project to build a community-wide cultural heritage database. The new WorldCat—CONTENTdm link is very exciting because it provides global access to our collections in the context of the leading library information discovery system, WorldCat. Now integrated WorldCat searches may be conducted across related materials from other libraries – both special and full collection materials.”

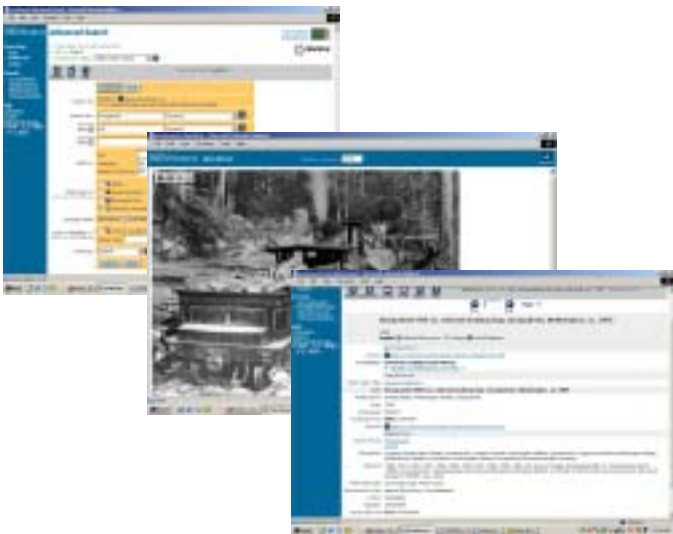
—Lizabeth (Betsy) Wilson
Director of University Libraries, University of Washington

To see the University of Washington CONTENTdm collection results, do a keyword search for “Snoqualmie” and “mill,” in WorldCat on FirstSearch, checking only the Internet Resources box. The search will return an 1895 photo of a working scene at the Snoqualmie Mill. Selecting the photo takes you directly to the image on the University of Washington Digital Collections site.

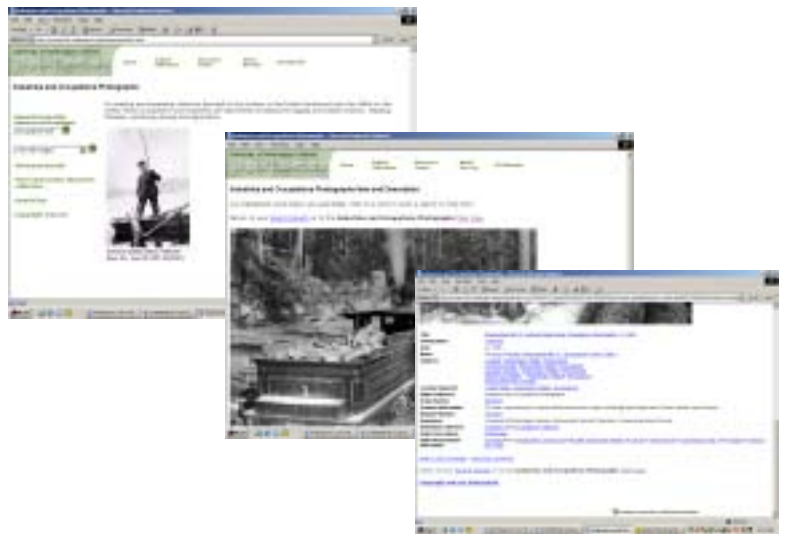
Now find this same image through their local collection site. Go to the home page for the Libraries’ Industries and Occupations Photographs: <http://content.lib.washington.edu/industries/>. Enter the phrase “Snoqualmie mill” in the Keyword search box. You’ll find a thumbnail of the same picture you found before.

Two ways to Find Items in Digital Collections

In WorldCat



In your local collections



Result: Direct access to your digital collections through your local Web site *and* WorldCat. You gain collection visibility. End users gain a wealth of linked CONTENTdm media, alongside traditional WorldCat materials.

See CONTENTdm collections in action at www.oclc.org/contentdm/. Request a free 60 day CONTENTdm evaluation from 1-800-5878, ext. 6251 or email libservices@oclc.org. Learn more about OCLC at www.oclc.org.

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