

## Solution

360 Core

360 Link

360 MARC Updates

## Keeping Ahead of User Demand



The Indiana University Libraries at Bloomington contain over 7.6 million bound volumes and over 55,000 electronic journals. In addition, the university's students and faculty have access to the common subscriptions and collections of the seven other libraries throughout the Indiana University network.

Pam Owens, Head of Serials Acquisitions, is in charge of procurement for both print and e-journals plus maintenance of databases for the Serials and Electronic Resources Acquisitions Group (SERA). Pam's Serials Acquisition team of four works closely with SERA to purchase large data packages, has converted many print subscriptions to electronic, and is pro-actively managing the growth e-resources in anticipation of

increasing demand. Pam says, "It takes a village to keep the electronic serials collection current."

The Indiana University library system has been using the Serials Solutions A-to-Z Title List for the past seven years. When making their decision to evaluate additional tools, a committee of 25 librarians and library staff representing public service, Information Technology, and technical services departments from all the system campuses reviewed the available products and chose Serials Solutions 360 MARC Updates. Once the Bloomington campus had the service running, the records from the regional campuses were added.

Because every campus has its own specialty curriculum (e.g.: medicine), each of the campus' libraries uses its own 856 line in MARC records to keep the resources logically sorted and organized. Using the 360 MARC Updates service provides a large benefit for the library: The central library in Bloomington simply does not have the manpower to catalog all of its electronic journal titles.

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Pam Owens

Pam said the initial goal of using the Serials Solutions services was to provide users with an A-to-Z Title List of e-journals and to help with cataloging. As the list of e-journals continued to grow, there was no way the cataloging staff could keep up with maintaining the volume in their OPAC without new tools. They then subscribed to the 360 MARC Updates service. According to Pam, "We love it! The time savings were huge and the librarians in the Cataloging Unit were freed up to focus on cataloging other materials in the library holdings."

While the A-to-Z Title List and 360 MARC Update solutions were being implemented, an independent, outside review was conducted of all the library's technical services. The results of this review were a key factor in making the decision to implement additional services from Serials Solutions.

The outside vendor flagged one particularly inefficient area—the duplicate entry of information into two different knowledgebases. At that time, the library was using a competitor's link resolver to connect an article citation in a database to the full text of that article. However, the data for the link resolver had to be entered in a format different from the Serials Solutions knowledgebase., so the staff was forced to make duplicate entries.

A committee of ten library and IT staff members from the Bloomington campus reviewed the new Serials Solutions 360 Core, while fifteen library and IT staff conducted a review of the Serials Solutions 360 Link OpenURL link resolver. After the committees reviewed available technology, they recommended the purchase of these Serials Solutions services to the library administration.

By using 360 Core with the Serials Solutions KnowledgeWorks knowledgebase, duplicate entry of information was eliminated. The staff enters the data once and KnowledgeWorks provides the data required for 360 Link and 360 MARC Updates. Pam explained, "360 Core consolidates all the data and streamlines the whole process tremendously."

At the time, Pam looked at her team's workflow and evaluated the best ways to maximize the productivity of the unit. Most importantly, she wanted a solution that would deliver information to users quickly. Pam said, "Using 360 Core and 360 Link has freed up time for staff to work on other duties. We have dedicated three full-time staff members who add titles and holdings in the 360 Core while the Collection Development department and subject librarians use the Overlap Analysis feature to determine the multiple versions for each title."

While usage reporting continues to be a crucial part of the information the librarians get from the Serials Solutions services, the library also recently subscribed to the Serials Solutions 360 Counter e-resource assessment service. The goal for next year is for it to become fully functional to produce cost analysis reports the library can use to help make electronic subscription decisions.

Having used Serials Solutions services for some time now, Pam says, "The products have provided a more efficient process for the library. My main concern was getting electronic resource information to patrons; and with Serials Solutions, it's quick, accurate and can be managed by the staff I have. We're pleased to be moving forward. Today, students are very computer savvy and want instant results. They have no patience and are outspoken if something is broken, especially close to finals. If something is broken, they let us know!"

Pam and her team have a very collaborative relationship with Serials Solutions. The company is continually making enhancements to all its services. As long-time users of the services, Pam's unit often makes suggestions for future enhancements and Serials Solutions listens. "My staff are in and using the Client Center all the time. We use customer support every day and the staff there is very helpful and responsive. The user manuals and customer support knowledgebase are great for searching and finding answers and the company still listens to librarians and their needs."

With heavy use of the libraries' electronic resources by a large student and faculty population performing world-class research, it is imperative that Pam's unit keep the electronic resource collection current and relevant. For Pam, the biggest benefits of using Serials Solutions services have been centralized data processing, integrated electronic resources and increased access for users. Pam says, "Using Serials Solutions has had a positive return on investment for the university by helping us realize the full value of its e-resource collection."

### **Find out more!**

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