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MANAGING INFORMATION

On the horizon: customer engagement technology world conference in NYC: parallels with community engagement in libraries

Martin Kesselman

This new column highlights non-library industry conference reports as well as articles written by industry experts. Quite often, developments in technology used or available from industry find their way to the library market or are of interest to librarians to think of new and novel ways of exploiting these technologies to showcase their resources and services and provide outreach to the communities they serve.

In November, I had the opportunity to attend the Customer Engagement Technology World Conference in New York City. In the retail setting, one speaks of customers. But, it became clear that by attending this conference that some of the technological ways retail businesses engage with customers are transferrable to libraries that engage and empower the communities they serve. I think that libraries have much to learn from the retail industry and besides reporting on some of the presentations and general impressions from the conference; I will also point out ways in which libraries might apply the same principles in community outreach and engagement.

More and more, libraries must demonstrate the value they provide to their communities, in all types of

environments: academic, public, and corporate. One major thing that libraries bring to the table is our culture of service, empowering users through information literacy programs and the resources we provide. But, so often, much of our community base is unaware of these important assets and this is where the challenges exist such as moving out of our comfort zone of the physical library, greater collaboration with our users, and effective outreach techniques using technologies we already have access to.

Push or pull? Libraries are great in terms of push whether it is in some communities pushing out a common text message, blog post, or web site. Up to now, this mode of communication has worked well for us but things are changing rapidly due to the ever increasing amount of information available online. So, now we need to change our focus to pull or in other words, personalized and customized information when the user needs it as well as when and how it is delivered. Push is still not bad; we need to think of it in new ways. Opt-in is critical. The information we push to all needs to add value to the work of our user base and empower them in their daily lives.

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Using Koha for cataloging and classification: a case study

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Introduction

The impact of computers has permeated all sectors of librarianship including cataloging and classification. These systems include aspects of serials control, circulation control, cataloging, ordering/acquisitions and the collection management's statistics. The application of computer to library processes is now firmly established in Nigerian libraries. As a result of this, greater standardization, efficiency, cooperation and improved services have been achieved (Olufemi, 1977). The application of computers makes it possible to analyze the operational system of the library and enhance library services, as well as decision-making at various levels.

The University of Ilorin was established as a full-fledged university in October, 1977. It took off with only three faculties but has at present 12 faculties. It has a total population of 3,198 staff as at July, 2013 and about 27,620 students in the year 2009/2010 academic year. The library was established to provide up to date bibliographic and scholarly information support for its parent institution to cater for the academic requirements of staff, students, and researchers. The University of Ilorin Library operates four branch libraries which are centrally managed: medical library, law library, e-library and the main library. All but the medical library are located on the main university campus (The Library Guide, 2008). The library houses a total collection of 187,701 volumes and 86,531 titles of books. It also has about 2,500 journal titles, 200 CD-ROMs, eight electronic journals and ten online databases.

In librarianship, cataloging and classification of library materials embodies the very fabric of knowledge structures that shape the

traditional and contemporary practice to find, identify, select and obtain information. It is a fundamental discipline that provides orderliness in the library (Nwalo, 2000, cited Aje, 1980). Cataloging and classification have been referred to as "the central nervous system of librarianship" (Omekwu, 2008).

Original cataloging and classification of library materials is a tedious, painstaking, and time consuming exercise. It is possible, using this method, to have library materials promptly processed so that they do not spend months in the cataloging section unprocessed. The application of the internet as a supportive tool has undoubtedly turned most cataloging sections in many libraries into livelier and exciting environments. Cataloging is regarded as one of the most crucial aspects of librarianship. It has witnessed a complete change due to the introduction of automation and this has in turn impacted positively on the profession. Some of these changes are copy and online cataloging which are the focuses of this paper.

According to Omekwu (2007), the journey of the book and other information resources do not just jump to the shelves, it follows a delineated process that is both technical and intellectual. A traditional model follows this pattern: a book is published, a librarian receives notice and decides to add it to the collection, submits an order; the item arrives, processed, catalogued and classified, then it appears on the shelf ready to be found, identified, selected, obtained and used or borrowed by user. These processes are long, tortuous and repetitive. The obvious results are: books spend weeks, months or years gathering dust on the shelves without being processed. The intervention of the internet in this process is designed to

create platforms for effective retrieval of information resources.

Library automation has progressed over the years in carrying out the functions of the library more efficiently. This is because computerization of library operations has enhanced faster services, accuracy and easy access to resources. The internet is now being used for cataloging in most Nigerian libraries. The internet offers numerous features to support library operations. However, this study concentrates only on what the internet has to offer in support of cataloging and classification, a module of library operations and services. This paper discusses how University of Ilorin Library is utilizing the internet to catalog and to classify the resources of the library.

Literature review

Yusuf and Nkiko (2010) examined cataloging practices of three university libraries and found out that cataloging practice in academic libraries had witnessed changes as a result of the application of ICT in organizing library materials. In her survey of cataloging practices in two university libraries, Yusuf (2009) found out that there had been remarkable changes in cataloging practices in the libraries under study. The changes were reflected in both information resources and new tools like the internet in managing cataloging records. Both universities were engaged in 100 percent copy cataloging as well as online cataloging.

Chandrakar and Arora (2010) provided the Indian experience on the use of ICT in the cataloging process. The paper discusses the use of Library of Congress online catalogue, online Union Catalogue of Indian Universities – IndCat, and other catalogs in copy cataloging in Indian libraries.

The article further demonstrates how libraries can create or download quality bibliographic records for retrospective conversion of library collections. They encourage librarians to exploit ICT to improve services in their libraries.

In their own paper in 2010, Adeleke and Olorunsola report the survey on the use of online tools and techniques for cataloging and classification in Nigerian libraries. The survey provides information on libraries' awareness of the use of online methods for processing library resources, their efficiency and attitude of librarians to such tools.

Lang (2007) stated that catalogers use the internet as a tool for locating cataloging documentation and other information. She posited that the main strengths of electronic cataloging over traditional cataloging are ease of use and its ability to reduce the time required to access information.

In 1997, Ajala stated that the great flood of information and the need to avoid keeping a backlog of unprocessed materials, the increase in the volume of research activities as well as the need to make bibliographic information accessible to researchers in remote site and satellite campuses have necessitated new and fast techniques of processing information.

Adekanye (2011) describes how some Nigerian academic libraries have applied the computer to automate their libraries and how they have exploited the immense resources available on the internet in order to provide up-to-date and timely information for their clientele. He further shares the experience of Fatiu Ademola Akesode library in the planning and implementation of its computerized system and sub-systems.

Adeleke and Olorunsola (2010) citing Adediji (2001), Egberongbe (2003) and Adeyemi (2001) support the usefulness and positive impact of online cataloging and classification when stressing the availability of large amounts of cataloging data available in the LC online catalog, OCLC and Worldcat. These have saved libraries from the repetitive nature of cataloging in most libraries.

Zaid (2008) in her paper, discusses approaches to utilize various online library catalogs to facilitate cataloging processes for bibliographic benefits. She made reference to the University

of Lagos Library where success has been recorded as a result of use of various online catalogs to complement the tools used in classifying library materials.

Application of internet resource tool to cataloging and classification in the University of Ilorin Library

Computerized library catalogs store information in the form of a structured database on a host computer and is available online to users by means of communication networks such as the internet (<http://biblioteka.ktu.edu/>). The difference between online and copy cataloging is that online cataloging is the process by which cataloging is carried out in real time by a cataloger at his/her computer connected to a software manager/server using MARC records stored on a host computer. Copy cataloging simply defined is taking a record from another library and adding it to your collection using pre-cataloged machine readable records.

This section of the paper discusses approaches to utilize Koha Library software and Library of Congress online catalogs to facilitate cataloging processes for bibliographic benefits in the University of Ilorin Library. The University of Ilorin Library, like any other academic library in the world, is tasked with the responsibility of acquiring, processing and disseminating print and electronic information to support academic activity in the institution.

Cibbarellin (1996) suggested that automation exercises should start with acquisition of software and in line with his suggestion; the University of Ilorin Library has been trying to use information and communication technology to improve general service delivery in the library over the past three decades. The library first automated its operations in 1981 with the installation of Apple2, followed by Dbase3 and then Taskplus. All of these recorded little success as they captured some activities for circulation but could not communicate with the server. At another time, the software TINLIB was used to drive the automation process. ALICE was also introduced in 2004 but was officially suspended in 2008 because it could no longer support

the growing records of the library. Since then, the library has been working hard to acquire, install and configure software that can improve all its services.

In February 2013, the resuscitation of the library automation service commenced of the OPAC module. Before installing Koha, Unilorin Library was using LC online catalogue for copy cataloging of library materials. Before the installation of the Koha software, University of Ilorin Library was using a traditional card catalog system (Figure 1).

Online and copy cataloging after Koha software installation and training

The earlier automated systems crashed because inappropriate software was used for the operation in the library. Having learned a lot from these failed earlier attempts at automation and since the library software is a coordinating tool, the need to shop for an appropriate software was therefore of paramount interest.

Koha was initially developed in New Zealand by Katipo Communications Ltd and first deployed in January of 2000 for Horowhenua Library Trust. It is a full-featured open source integrated library software (ILS). Koha is currently maintained by a team of software providers and library technology staff from world over. Koha cataloging is done online.

The library decided on Koha because it is free open source online software that has reasonable assurance of being well supported and is being used by many academic libraries. It has a formal user group that has an avenue through which common problems can be discussed and proffer solutions to them. It is continually improved by its software producers and library technology staff from around the world.

Koha training began with technical staff in the University of Ilorin Library. They were instructed in the installation and configuration of the new software for three days. This was to enable them to define the library frameworks the way it is wanted as framework must be ready before starting cataloging. This is because addition or removal of fields and subfields to the defined frameworks

Figure 1. Copy cataloguing from LC online catalog to card catalog before Koha installation at Unilorin Library

LIBRARY OF CONGRESS ONLINE CATALOG

Help New Search Search History Headings List Titles List Request an Item Account Info Start Over

Try the new version: [Library of Congress Online Catalog](#)

DATABASE: Library of Congress Online Catalog
 YOU SEARCHED: Author/Creator Keyword = Kieso, Donald E.
 SEARCH RESULTS: Displaying 8 of 79.

◀ Previous Next ▶

Brief Record
Subjects/Content
Full Record
MARC Tags

Intermediate accounting/Donald E. Kieso, Jerry J. Weygandt.

LC control no.: 92003732
 LCCN permalink: <http://lcn.loc.gov/92003732>
 Type of material: Book (Print, Microform, Electronic, etc.)
 Personal name: [Kieso, Donald E.](#)
 Main title: Intermediate accounting/Donald E. Kieso, Jerry J. Weygandt.
 Edition: 7th ed.
 Published/Created: New York : Wiley, c1992.
 Description: xxvi, 1459 p. : ill. (some col.) ; 26 cm.
 ISBN: 0471540099 (alk. paper)
 Related names [Weygandt, Jerry J.](#)
 Subjects: [Accounting.](#)
 Notes: Includes bibliographical references and index.
 LC classification: HF5635 .K5 1992
 Dewey class no.: 657/.044

CALL NUMBER: [HF5635 .K5 1992](#)
 Copy 1

Unilorin library's manually handwritten 3" by 5" card

HF	KIESO, Donald E.	
5635		Intermediate accounting/by Donald E. Kieso and Jerry
.K47		J. Weygandt.- 7th ed.- New York: John Willey & Sons, Inc., 1992.
1992		
		XXV, 1459 p.: ill.
		ISBN: 0-471-54009
		I. Accounting
		I Weygand, Jerrey J. Jt.auth.
		II. Title

081169-01

will be impossible once in the cataloging module.

Then, library staff went through a week of hands on training on the use of Koha. All the 22 participants were exposed to the entire module with the awareness that any staff could be transferred to any section at any time as deemed necessary by the University Librarian (UL).

Immediately after the training, the staff returned to train others. Unilorin Library is still at the database creation stage using Koha. The library has therefore commenced the retrospective conversion of the library's existing

collections and the OPAC will soon be fully functional. Records are added to the OPAC through original and/or copy cataloging. All the members' of staff in the cataloging section of the library are actively involved in entering the bibliographic information on the old library catalogue cards on to the OPAC. New and old records are being simultaneously entered.

The Unilorin Library's retrospective conversion is being done in two ways; first, by entering all the information on the type written shelf list card catalog on to the blank template/framework on the Koha software; second, by copying

cataloging bibliographic records from LC online catalog onto the Koha software. This is specifically done by using the available importation module on Koha record creation for downloading of already cataloged bibliographic records found in LC online catalogue/database for copy cataloging by importing data through Z39.50 into Koha software (Figures 2 and 3).

The Unilorin Library has also started to engage IT students who come for industrial training in the library. On getting to the cataloging department for their training and are closely monitored

Figure 2. Cataloging a record based on an existing record at another library using “z39.50 Search” – the importation module on Koha record creation for downloading used for retrospective conversion at Unilorin Library

Z39.50 search points

Title:		Author:	
ISBN:		ISSN:	
LC call number:		Subject heading:	
Control no.:		Dewey:	
Raw (any):		Standard ID:	

Search targets

Select all Clear all

- ☐ AMICUS
- ☐ BRITISH LIBRARY
- ☐ BROWN UNIVERSITY
- ☐ CAMBRIDGE
- ☐ COLUMBIA UNIVERSITY
- ☐ DC PUBLIC LIBRARY
- ☐ DREXEL
- ☐ EAST CHICAGO
- ☐ HAMMOND PUBLIC LIBRARY
- ☐ KANSAS CITY PUBLIC
- ☐ LONDON ARTS
- ☐ METRO-BOSTON LIBRARY NETWORK
- ☐ NATIONAL LIBRARY OF SCOTLAND
- ☐ NEW YORK UNIVERSITY
- ☐ NY PUBLIC
- ☐ SEATTLE PUBLIC
- ☐ SMITHSONIAN INSTITUTION LIBRARIES
- ☐ TEMPLE
- ☐ UNIVERSITY OF LONDON
- ☐ VANCOUVER
- ☐ YALE
- ☒ LIBRARY OF CONGRESS

and supervised by some selected catalogers for possible mistakes and editing. A principal librarian who is the head of the technical section of the library has also been designated to edit the catalog for possible mistakes by the staff and students entering the data.

However, before the availability of the importation module, copy cataloging was done by opening two windows (LC online catalog and a blank template from Koha cataloging module) on the screen. This is done by checking for the material at hand on the LC catalogue, if available, it is then copied from LC and pasted on to the Koha template one by one. If the material is not available, it is then cataloged on to the blank template on Koha software following the usual steps/processes of original online cataloging (Figure 4).

University of Ilorin Library online cataloging and their successes

Increased speed in getting library materials processed and efficiency of the tool in that catalogers now process more books per day, precisely a cataloguer can now process 20 or more books in a day in comparison to the use of manual tools when a cataloger sometimes processed only five books per day.

Another visible success recorded in Unilorin Library is that the utilization of various online catalogs in the cataloging processes has resulted in skill enrichment for the catalogers. This has provided an opportunity for continuous learning. Catalogers who wish to be relevant in the information age should be ready to embrace these challenges.

Problems associated with University of Ilorin Library's Koha implementation

The last element we will discuss here is the constraints faced by catalogers in using the Koha software. Problems encountered were not lack of skills in using the internet, nor is it the problem of subscription as it is free but the major problem is incessant power failure. However, the library is planning to get a heavy and very powerful inverter and generator that can stop the disruption of work.

Another set-back in using Koha is the cataloging being done online unlike Biblofile. Unilorin Library

Figure 3. Results from the z39.50 search points

Server	Title	Author	Date	Edition	ISBN	LCN	Preview
LIBRARY OF CONGRESS	Apache Web server administration & e-commerce handbook /	Headline, Scott	2001		0130898732(pbk/CDROM)	00049186	MARC Card In
LIBRARY OF CONGRESS	Bibliography of intelligence literature		1961			03602304	MARC Card In
LIBRARY OF CONGRESS	The cathedral & the bazaar :	Raymond, Eric S.	1999		1555927240	00045788	MARC Card In
LIBRARY OF CONGRESS	Embracing insecurity :	Perleok, Russell C.	2000		0672019806	00103077	MARC Card In

From the results one can view the MARC or Card view for the records or choose to Import through th to the right of each title, or click on the title of interest and a menu will pop up (as shown below) with preview the record and import it.

Server	Title	Author	Date	Edition	ISBN	LCN	Preview
LIBRARY OF CONGRESS	Government information :	Richardson, John V.	1997		0313256355(hardcover)	00027096	MARC Card In
LIBRARY OF CONGRESS	Knowledge-based systems for general reference work :	(From Koha) Proctor, John V.			0125664035(pdbrotpaper)	00031851	MARC Card In
LIBRARY OF CONGRESS	Understanding reference transactions :	Sturten, Matthew L.	2002		0125877803(hardcover)	2002102585	MARC Card In

If the needed title is not found in the Z39.50 search result, click the try “Another search” button at the search.

Figure 4. Cataloging a record using Koha software blank template to create a new record and LC online catalogue

Add MARC record



Show MARC tag documentation links

Save Z39.50 Search Change framework: Defaults
Fast Add Framework
Books, Booklets, Workbooks
Acquisition

0

000 ?	- LEADER	
▲	0	fixed length control field *
020 ?	- INTERNATIONAL STANDARD BOOK NUMBER	
▲	a	ISBN
022 ?	- INTERNATIONAL STANDARD SERIAL NUMBER	
▲	a	ISSN
082 ?	- DEWEY DECIMAL CLASSIFICATION NUMBER	
▲	a	Classification number
▲	b	Item number
100 ?	- MAIN ENTRY--AUTHOR NAME	
▲	a	Personal name
245 ?	- TITLE STATEMENT	
▲	a	Title *
250 ?	- EDITION STATEMENT	
▲	a	Edition statement
260 ?	- PUBLICATION, DISTRIBUTION, ETC. (IMPRINT)	
▲	a	Place of publication
▲	b	Name of publisher
▲	c	Year of publication
300 ?	- PHYSICAL DESCRIPTION	
▲	a	Number of Pages
▲	b	Other physical details
▲	e	Accompanying material

(continued)

Figure 4.

490 ? - SERIES STATEMENT

a Series statement

500 ? - GENERAL NOTE

a General note

520 ? - SUMMARY, ETC.

a Summary, etc.

650 ? - SUBJECT ADDED ENTR--TOPICAL TERM

a Topical Term

700 ? - ADDED ENTRY--PERSONAL NAME

a Personal name

942 ? - ADDED ENTRY ELEMENTS (KOHA)

LIBRARY OF CONGRESS ONLINE CATALOG

Help New Search Search History Headings List Titles List Request an Item Account Info Start Over

Try the new version: [Library of Congress Online Catalog](#)

DATABASE: Library of Congress Online Catalog

YOU SEARCHED: Subject Keyword = Accounting

SEARCH RESULTS: Displaying 28 of 29.

◀ Previous Next ▶

Brief Record Subjects/Content Full Record MARC Tags

Accounting in a business context/Aidan Berry, Robin Jarvis.

LC control no.: 2007702135

LCCN permalink: <http://lccn.loc.gov/2007702135>

Type of material: Book (Print, Microform, Electronic, etc.)

Personal name: [Berry, Aidan](#)

Main title: Accounting in a business context/Aidan Berry, Robin Jarvis.

Edition: 4th ed.

Published/Created: London : Thomson Learning, c2006.

Description: xii, 535 p. : ill ; 25 cm.

ISBN: 1844802515 (pbk.)
9781844802517 (pbk.)

Related names [Jarvis, Robin, 1946-](#)

Subjects: [Accounting](#)
[Accounting](#)

Notes: Includes index.

LC classification: HF5635 .B523 2006

Dewey class no.: 657

Other class no.: 85.25

Other system no.: (OCoLC)ocm62772507

CALL NUMBER: [HF5635 .B523 2006](#)

Copy 1

-- Request in: Jefferson or Adams Building Reading Rooms

-- Status: Not Charged

experienced a standstill for two months during the retrospective conversion activities. This is because the university authority was upgrading the bandwidth connectivity from 33 to 155 to the internet.

Conclusion and recommendations

For any library system to function effectively and efficiently, knowledge must be organized in a way that allows for easy access and

retrieval of information by users. For this to be possible, automation of this section of the library is very crucial considering the advantages of using online internet tools such as Koha.

Zaid (2008) elaborated this further. According to her the advantages of online cataloging cannot be over-emphasized:

[...] for cataloguers and classifiers that have embraced the new technology, it is no longer common to see newly acquired information resources held up in the cataloging unit for months.

In other words the "backlog syndrome" is fast dying in most Nigerian libraries, particularly for those who gained access to online catalogs.

The point is well made. The impact of Koha on cataloging practices at the University of Ilorin Library has been monumental. In the current global information environment, cataloging library resources by using electronic tools such as online and copy cataloging is very crucial/critical in order to remain relevant and also to the success of provision of good services to the library users.

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