

**Cataloging the Community
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by Jamie LaRue
jlarue@jlarue.com**

**Kinds of community data
(examples)**

- Local Authors: items in catalog, DC8 show on their site, Youtube clips, library blog
- Historic photos
- Obituaries
- Patron comments on catalog records (decent book not really worth reading)
- Community fora (rescue greyhounds)
- Meeting room data: group name, program topics and calendar, leaders and contacts, speakers, possibly membership
- Community links
- Social diagrams
- Local government publications
- DCL iGuides: Parker Downtown Development douglascountylibraries.org/Research/iGuides/DDC
- DCL Community Database douglascountylibraries.org/Community/CommunityDatabase
- Dougals County Youth Initiative douglascountylibraries.org/Community/YouthResourcesDirector

Samples

- LC format for community info www.loc.gov/marc/cibase00.html
- Or custom databses searchable on the web with more printing options
- Baltimore County Public Library www.bcplonline.org/info/comm
- Dallas Public Library dallaslibrary2.org/cid/searchbox.php
- East Baton Rouge Parish www.ebr.lib.la.us/cid_instructions.htm
- Merrimack Valley Library Consortium www.mlvc.org/catalog.htm
- Minute Library Network www.belmont.lib.ma.us/CommunityInformationDatabase.pdf
- Pikes Peak Library District ppld.org/communityconnections/default.asp
- Santa Cruz Public Library www.santacruzpl.org/cid/public/
- Tacoma Public Library search.tacomapubliclibrary.org/commorg/default.asp

Why?

- Pyramid model: chasing the library patron www.jlarue.com/pyramid.jpg
- Mission: to gather, organize, present to the community the intellectual resources of our culture. One of which is our community.
- Main use of library website: catalog
- Our competitive information: local info

**Our catalog today:
a house of cards**

- SirsiDynix
- WebFeat
- Aquabrowser
- Upgrades, interoperability
- Time for a radical redesign?

Integration: not searching but finding

- Search: Autism
- Find: correct spelling
- Find: books
- Find: definition
- Find: medical articles
- Find: meetings and programs
- Find: speakers or local experts
- Find: organizations in community
- Find: link to live librarian

Issues

- Scope
 - Profit and nonprofit?
 - City/county/region
 - Which information will be gathered?
- Who gathers?
 - Staff
 - Volunteers
- How maintained?
 - By library
 - By organization
 - Purging
 - Security issues
- Accountability
 - How much use justifies expense?
 - Is volume only measure?
 - Community scorecard approach
- Interface
 - Options versus simplicity
 - Pretty is a feature
 - Immature products at present

The goal: Books tell stories. Movies tell stories. Our communities tell stories, too. Can our catalogs find them? What if our catalogs told the community's story? What if our catalog became as trusted as your next door neighbor?