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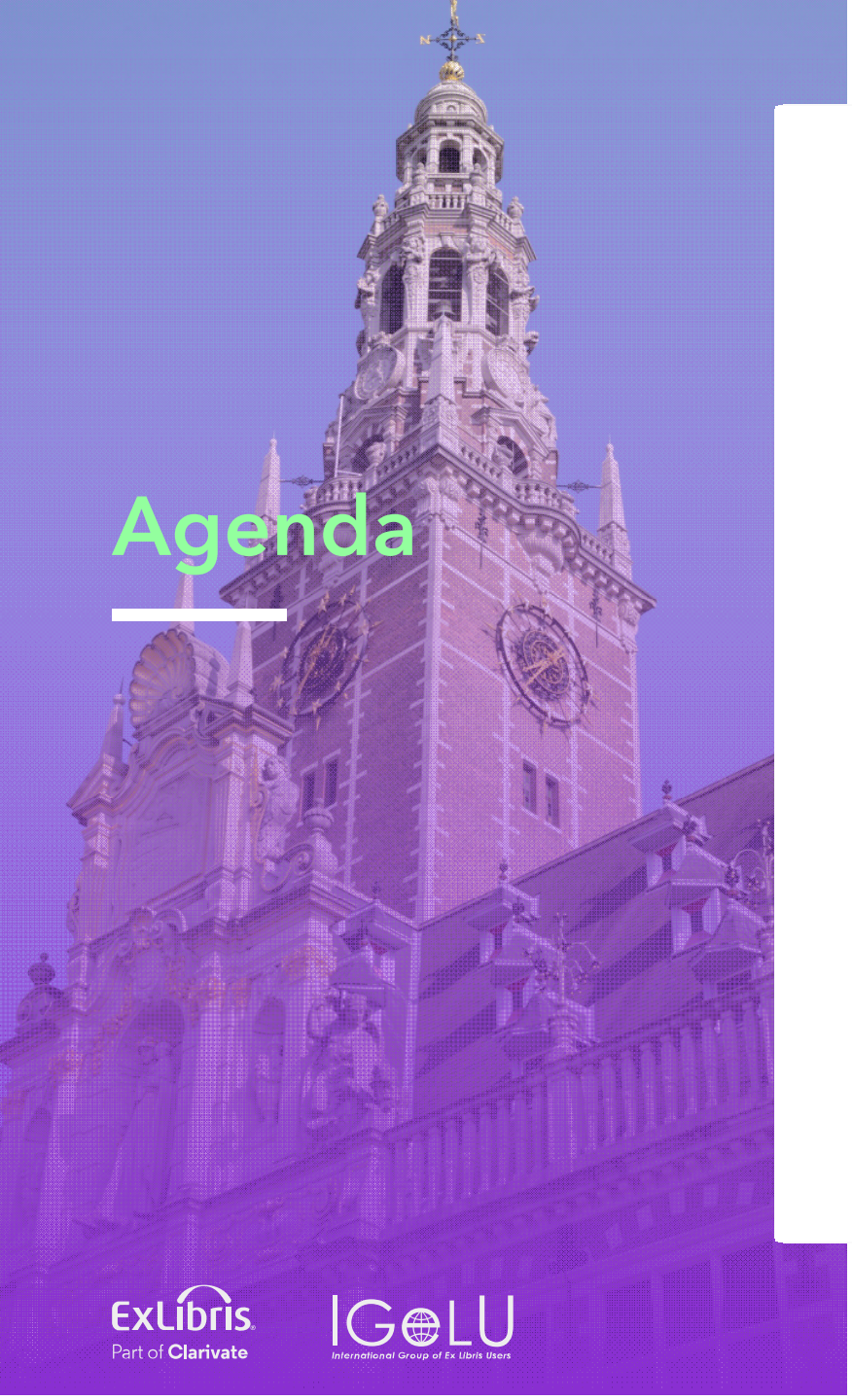
From Cradle to End User:
The New Content Journey
Tamar Ganor
Content Product Manager



Agenda

- New content in context
- Where does new content come from
- Where does new content go
- Workflows for new content

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New Content in Context

The Meaning of New Content

Quality

Diversity

Community and Industry

Technological Opportunities

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What is New Content (Metadata)

New providers

Establishing relationships with partners

New products

Providers offer new content types and modules

Annual collections

Collections that reflect annual holdings

Authority vocabularies

Promoting DEI (Diversity, Equity and Inclusion)

Different manifestation for existing content

Enrichment, metadata granularity, platform migration

Local content

Community contributions to CZ, CDI representations

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Requests for New Content Come from…

Providers

- Contact form
- Ongoing communications

Community

- Working groups
- Support cases
- NERS
- Idea Exchange

Ex Libris

- Sales
- Professional Services
- Customer Success
- Cross-Product
- Support

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Taking New Content from Cradle to End User

- New content and its metadata are available
- Provider Relations verify available feeds
- Legal approval*
- Evaluation of metadata usability
- Decide appropriate destination – KBs/CDI/both
- Publish to the community on the Content Operations roadmap
- Automation*

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Evaluating New Content Usability

- Feed delivery format
- Update frequency
- Perpetual or with removals
- Full text or not
- Does it have identifiers
- Metadata granularity

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Where New Content Goes

New eBook Collection

- Standard KBART
- Excel format
- With unique identifiers
- Full text available

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New Newspapers Collection

- Rich metadata with title and article level details
- XML format
- No identifiers
- Full text available

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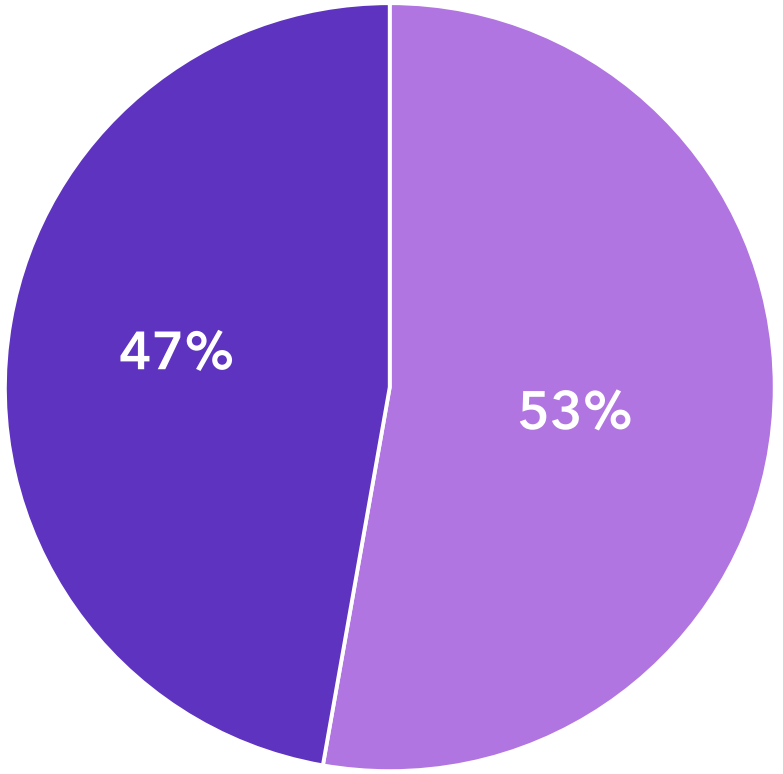
Community Perception of Usability

What would you prefer as a general rule of conduct with electronic ebook/ejournal collections?



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Other Responses

- Activate as soon as possible but then update as soon as better [Bib] is available
- Activate as soon as possible, but if its textbook we make it as a IZ record
- Do ASAP for ejournals, wait 2 wks for ebooks or other material types
- Activate as soon as possible but update after two weeks
- Activate asap, overlay with better metadata when available
- Activate it ASAP but have a note that the records are going to be updated
- If you can update in 2 weeks, go ahead w/ low quality
- Activate as soon as possible, but I hope the bibliographic description of the collection includes info that it is in the process of being 'built' and perhaps give a time frame
- I think it depends on whether there are bibliographic records available from another source (like WorldShare Collection Manager, the vendor, or a third-party cataloger). We wouldn't activate a CZ collection with substandard bibs if we could load higher quality local ones. However, if it's the only way to provide discovery, then we would take the brief bibs over nothing.
- Why only 2 options? Can you request providers to provide at least minimal level records? I have noticed that some records do not have author names, description, subjects, etc. It is very challenging to work with those records.
- Activate asap. Poor CZ bib = Automatic search in OCLC and relinking to that OCLC record

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Accommodating Multiple Solutions for Multiple Scenarios

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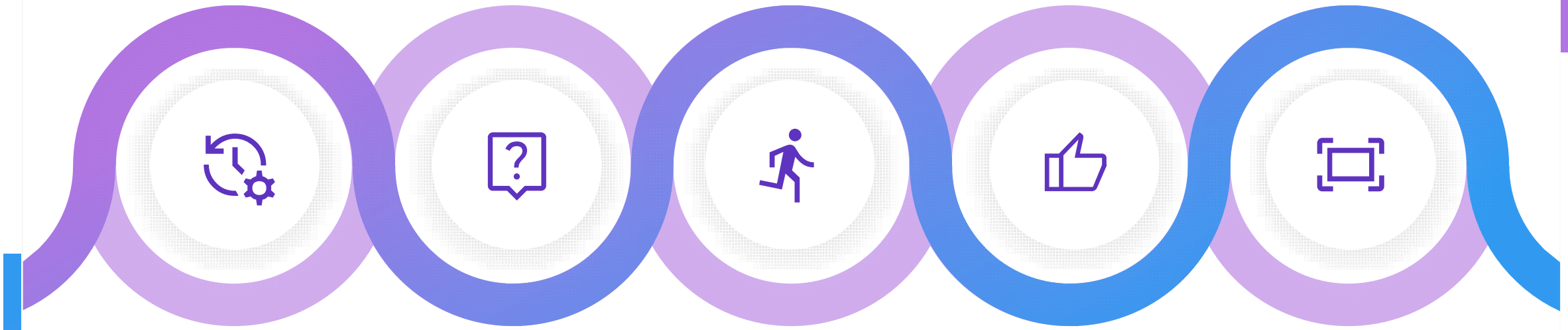
Internal Workflows for New Content Creation

Systematic Approach for New Content Creation

Adding Automation

Being Proactive

Maximizing Impact



Deciding KBs/CDI/both

Maintaining Quality

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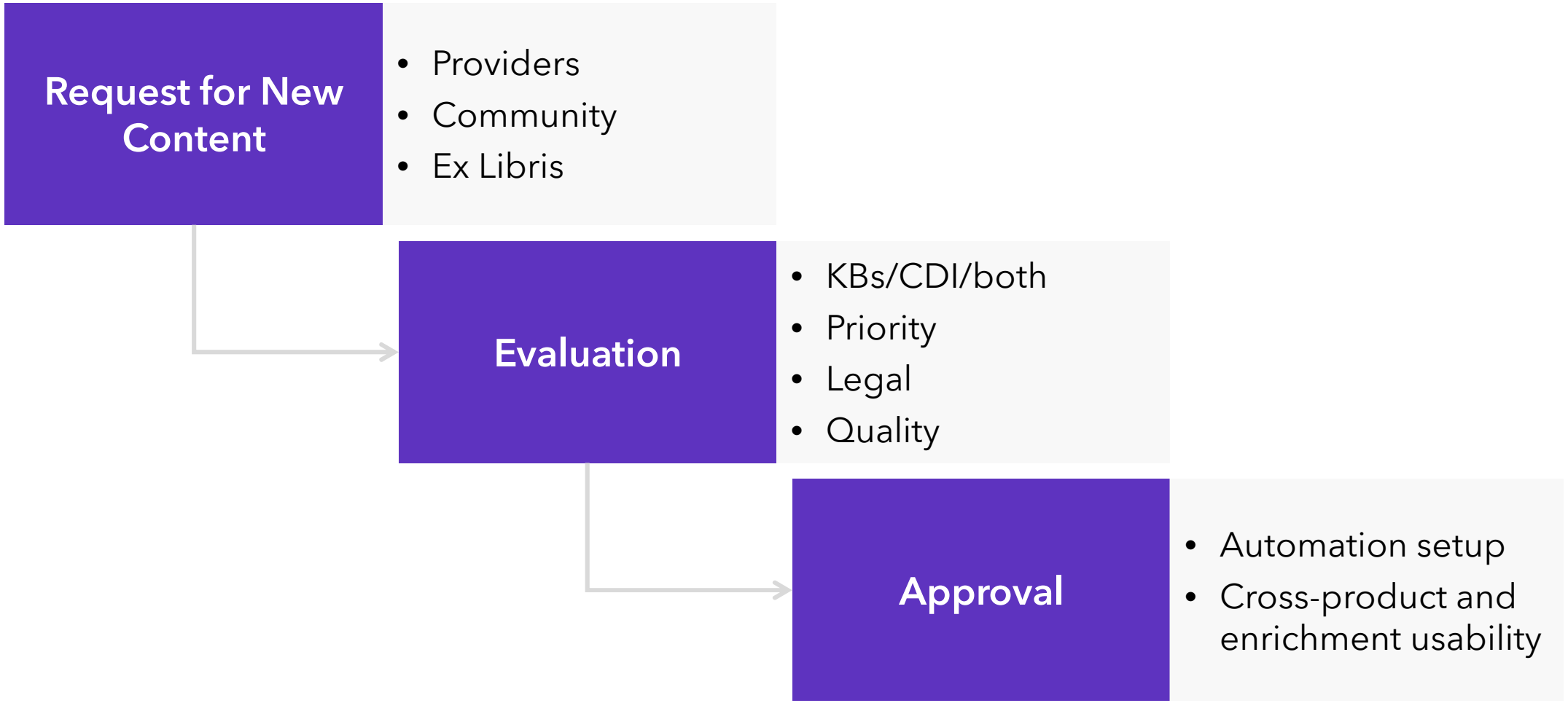
Workflow for New Content Creation



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Managing Community Requests for New Content

- Advantages of Idea Exchange
  - Transparency: anyone can vote, post and view
  - Prioritized by votes and comments
  - Regional content representation
  - Archive of requests
- Prioritize in NERS
- Cases for existing providers: discontinued

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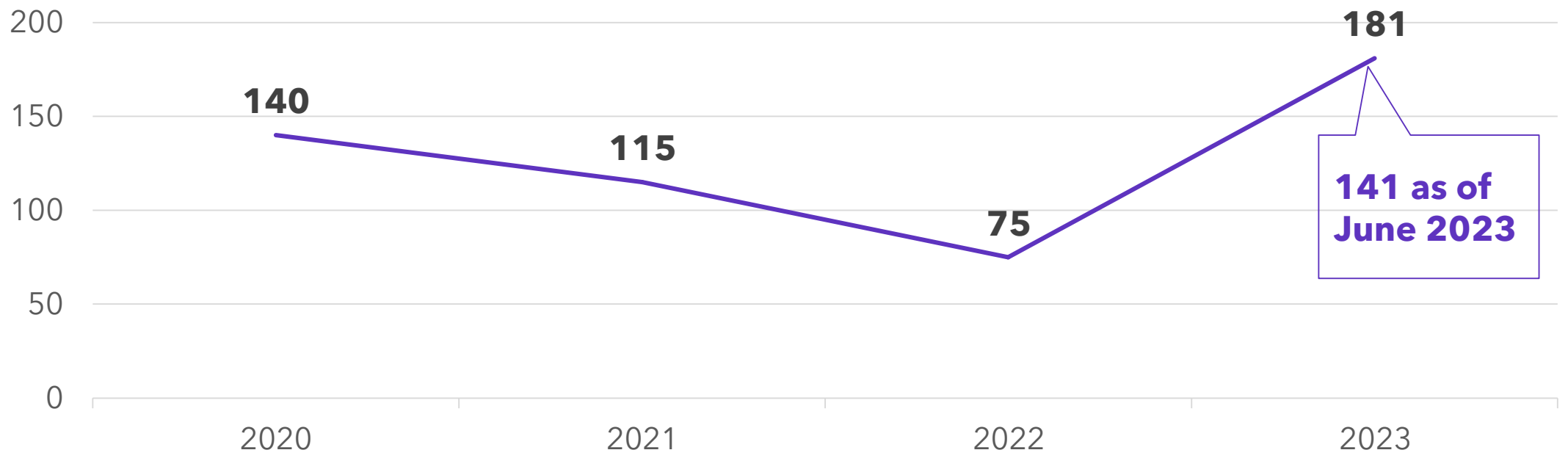
Ideas Posted Over the Years



*As of end of August 2023

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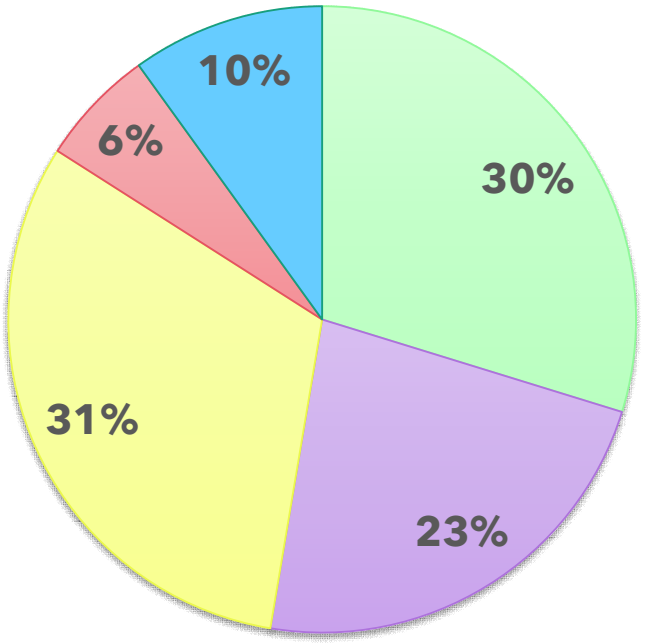
Total Ideas by Status



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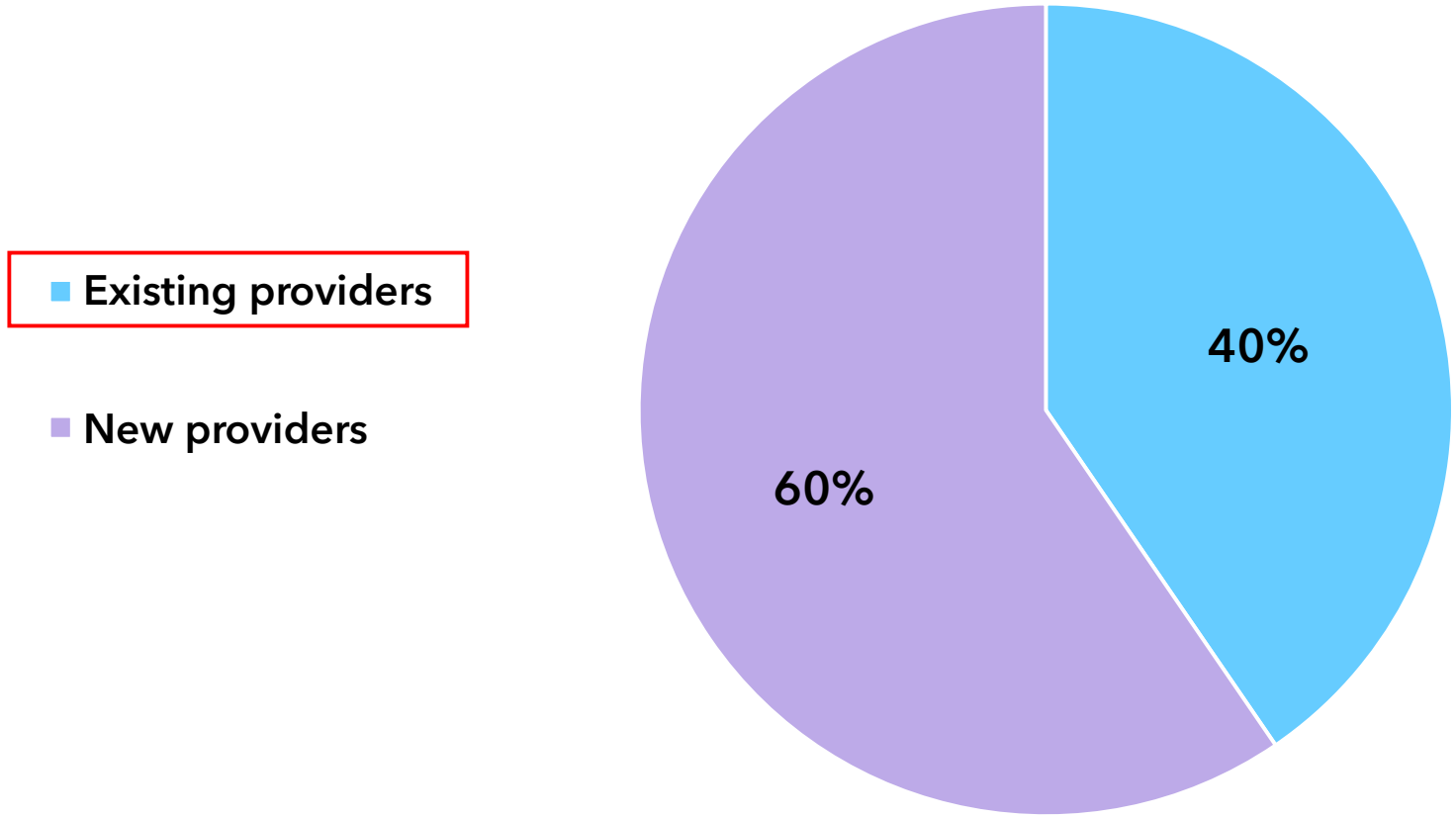
Idea Exchange Statistics

Provider Analysis: Ideas Submitted 2017 – 2022



Annual collections

Primary sources

Historical collections

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New Provider Request Types

- Regional non-English content
- Open Access
- Single titles
- Enrichment
- Authority Vocabularies

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How to Make a Case for Your Idea

- Check if this idea was already posted, and vote for it
- Indicate where you would like to see the content
- Note new or existing providers
- Provide any possible helpful details, including:
  - Number of collections from the provider
  - Contact person
  - Link
  - Language (for non-English requests)

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Taking New Content on a New Path

- Using **high quality** metadata
- Finding the **right place** to best represent the metadata (KBs/CDI/both)
- **Diversify** the KBs and CDI
- **Transparency** in new content requests, priorities and decision-making

We are transparently collaborating to get new content to the right place

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A Special Thanks to the Content Working Group

Especially Beth Juhl and Cody Hackett

Please join the Q3 content webinar, for a discussion with Sage and Oxford representatives.

Metadata at its Origin –

Publishers Talk about Metadata

Thursday, September 28th

15:00 GMT

*Feel free to send your questions by September 22nd

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