

# Report of the Task Force on Strategic Directions for the PCC

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**TF Members:** Deborah Kempe, Liz McKeen, Rebecca Mugridge, Joan Swanekamp, Mark Watson

## Introduction

A special meeting of the Policy Committee (PoCo) was held in conjunction with the ALA Annual Conference in Chicago, June 2005, to discuss a revised mission statement for the PCC and to consider next steps in the strategic planning process. It was agreed that PoCo would use its November 2005 meeting to discuss the vision for the PCC in the next few years; to consider and select from a list of possible strategic directions; and to suggest some goals that relate to the strategic directions chosen. To that end, the Strategic Directions Task Force (SDTF) was recruited to compile a list of possible strategic directions. The recommendations of the TF are provided below.

## Background

The TF began its work by reviewing a number of documents relevant to the topic: the current *Strategic Plan, 2002-2006*; the *Report of the Task Group on the PCC Mission Statement*; the *LC Bibliographic Access Divisions Strategic Plan FY2003-2008*; and Appendix C from the November 2004 PoCo meeting minutes, *Planning for the PCC Strategic Plan 2006-2010*. These documents provided a wealth of ideas and also suggested some principles that the TF used in developing the draft strategic directions.

- The PCC should be engaged in the pursuit of activities that no individual library is able or likely to take up as part of its mission.
- The current strategic directions are still viable for the PCC, but they need to be recast in light of the many environmental changes that have occurred since they were written.
- The PCC needs to find a balance between continuing the core activities that have always been at the heart of the Program and exploring new opportunities in an ever-changing environment.
- The Program needs to overcome barriers to international participation and broaden the scope of its activity, especially in the area of authority work.
- Focusing on end users necessitates an understanding of their needs; the PCC should play a role in developing, supporting or even conducting research.
- To remain relevant and effective, the PCC must be able to identify issues and trends and have a mechanism for helping catalogers respond and position themselves for the future.
- The PCC must continue to emphasize the reality of ongoing cost reductions that demand the optimization of increasingly scarce resources—especially highly trained metadata specialists.

### **Current Strategic Directions:**

- Increase the timely availability of bibliographic and authority records ...
- Promote the development and use of nationally and internationally accepted standards, rules and conventions to support wide use of records
- Conduct training programs, workshops and/or institutes aimed at expanding the pool of Program catalogers and developing cataloging skills that support the Program goals within the library community
- Expand membership through managed growth and encourage active participation
- Operate in a cooperative manner with an effective and efficient governance and management structure

### **Possible Strategic Directions (with suggestions for tactical objectives):**

#### **Focus on the End User:**

- Understand the changing needs and expectations of the end user.
- Develop a research agenda and serve as a research clearinghouse for the cataloging community
- Document user searching patterns and behavior
- Advocate the needs of the end user
- Influence the development of cataloging and resource discovery tools

#### **Expand partnerships and collaborations:**

- Develop close working relationships with publishing entities to promote arrangements for data-sharing
- Support efforts to derive standard cataloging records created according to standards established by other communities
- Promote use of commercially created data for use in local systems

#### **Pursue internationalization:**

- Increase the effectiveness and international impact of a shared authority file.

#### **Excel in Core Activities:**

- Increase the cost-effective creation, sharing, timely availability and use of authoritative records.
  - Redefine “effectiveness” in the current environment
  - Look for ways to optimize the costs of metadata creation
  - Be involved in creating good cataloging

#### **Be Self-Critical:**

- Actively engage in program evaluation and assessment.

#### **Be Active in Standards Development:**

- Assist with the promulgation of standards.

- Influence the development of RDA and assist libraries in adapting to it
- Promote certified types of metadata in a diverse metadata framework

**Lead in the education and training of catalogers:**

- Develop future leadership within the PCC and the cataloging profession.
- Provide high quality training opportunities at the point of need.
- Contribute to the development of the PCC membership by creating ways to help catalog librarians understand and effectively operate in an evolving metadata environment

**Do Not Settle for the Status Quo:**

- Be a trendsetter.
- Actively pursue objectives to move bibliographic control beyond record-by-record creation, assisting and influencing the process of providing access through increasingly automated means.