

Strategic Directions 2010 for the Program for Cooperative Cataloging (PCC)

Strategic Direction (SD) 2:
Redefine the Common Enterprise

Brainstorming Session at PCC OpCo, April 27, 2006

Discussion Leader: Joe Bartl (LC)
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Participants:

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The major purpose of the group was to brainstorm about the PCC mission and think about new or changed areas of focus for the PCC.

Change of name:

The group recommended changing "Program for Cooperative Cataloging" to something else that excludes "Cataloging" and includes "Metadata" or "Shared Metadata," or "Sharing Metadata," or "Metadata Sharing."

Change of focus:

The group recommended that the focus of PCC be moved from the sharing of finished records (pre-digested metadata) to the sharing of pure metadata--preferably in an aggregated format allowing for local automated customization.

Change of constituency:

The group recommended that PCC extend its reach beyond the library and research institution boundaries. PCC must begin to interface directly with commercial metadata vendors.

Change of metadata format:

The group recommended that PCC needs to actively (too late for "pro-actively") explore and promote alternatives to the MARC format that will provide maximum flexibility in the future.

Change in software:

The group recommended that the PCC interface directly with designers of library OPACs in order to help steer the industry toward the creation of necessary as well as desirable software. The group also mentioned the importance of examining open source software and the extent to which this can be employed.

Change in standards:

The group recommended that PCC actively promote bibliographic metadata standards that are useful, flexible, cost-efficient, and easily translated into a documentation and training context. These standards must be easily customized to local needs without compromising quality.

Change in speed:

"Timeliness" must figure into the mission statement somehow. The PCC needs to act, research, recommend, and implement in a speedy fashion in order to maximize the benefits of changes before they are too dated to be meaningful. The group must streamline its administrative processes to allow for rapid adjustments to technologies that change subitistically and standards that are developed without regard for the tortoise-like bureaucracy of institutions like PCC.

Change in attitudes:

PCC must face up to the needs of individual library and catalog users. It must do this through ongoing attention not only to standards and metadata coding, but to user studies and other avenues of discerning what user needs are and how users satisfy those needs.

Change in venue:

PCC should explore the interactive qualities found in many websites today. This may include furnishing users the ability to comment, correct, and add metadata to records. This may also include furnishing users automated recommending tools. Users may be the most important source of changing taxonomies.