

Nexus—A CIP Strategy for the Future

*Nexus: 1. A means of connection; a link or tie.
2. A connected series or group. 3. The core or center.*

The CIP program provides the library community an essential and valuable service. The survey findings and this report unequivocally validate the program's mission.

The program's fundamental assumption--that libraries benefit from cataloging books in advance of publication--is valid. Ninety-two percent of library respondents--school libraries, public libraries, academic libraries, special libraries--rated the CIP program important or very important because it saves resources, it standardizes cataloging, it improves the quality of cataloging, and it speeds books and services to users. Seventy-nine percent of MARC customers also rated the program as important or very important for similar reasons while more than 80% of publisher respondents valued the program highly for its marketing value and increased sales. Libraries, MARC customers, and publishers also rated the accuracy of CIP data highly. The library community clearly wants the CIP program to continue and they want it to expand.

The success of the program is in large part driven by its efficiency. The program is premised on efficiency. Expend minimum resources; obtain maximum results. Catalog a book once (not many times) and enable many libraries (not one) to benefit. Ninety percent of all books cataloged by the CIP program are added to the Library's collections. In other words, most of the books in the CIP program are books that the Library would catalog regardless of the CIP program. If the Library is going to catalog most of these works in any event and absorb the cost of cataloging these books, then the cataloging should be done in such a way as to benefit as many libraries as possible.

There are costs associated with Library of Congress cataloging, but the benefits are enormous. The average book costs \$125 to catalog. CIP cataloging costs more (\$130) mainly because of the CIP verification process. These costs are higher than those of other libraries because the Library's costs include the development and maintenance of authority files, classification schedules, rule interpretations, MARC formats, and a host of other tools that enable the cataloging process. These tools are used by other libraries to facilitate their cataloging work, which helps to keep their costs down. Differences in staffing also account for differences in cost. Most libraries engage a larger number of paraprofessional and technician staff in the cataloging process than does the Library.

The benefits of Library of Congress cataloging are broad and substantial. Virtually all U.S. libraries (not to mention libraries throughout the world) use Library of Congress cataloging, especially CIP cataloging because CIP cataloging represents the most current books--the books most in demand. The CIP program supports book ordering, book processing, cataloging, access, circulation, and other important library functions. It is an important component of many of the products and services provided by MARC customers. And it helps publishers communicate information about forthcoming books to book vendors, libraries, and readers. CRG believes that the cost-benefit ratio of the CIP program is exemplary and that the CIP program will prove (as library managers undertake a systematic appraisal of all Library programs) to be among the most

cost-effective programs that the Library provides.

The economics of the CIP program serve the Library well. The CIP program obtains more than three million dollars worth of books annually at no cost (other than the cataloging costs noted above and the usual costs of handling incoming books). These books play an important role in building the Library's collections and supporting the Library's exchange program. The economics of the CIP program serve the library community well. Beyond the benefits noted above, the CIP process affects record cost across the bibliographic community, ensuring affordable access to the nation's knowledge and creativity. The participation of the Library of Congress and the National Library of Medicine and more recently the National Agriculture Library, Cornell University Library, Northwestern University Library, and the University of Wisconsin-Madison Library in the CIP process help to ensure that the cost to access information is not leveraged up unnecessarily by factors beyond the control of the library community.

Resource constraints, however, demand change. The reduction of Library cataloging resources means that Library cataloging staff will be challenged to maintain current production levels, but it does not mean that the CIP program must downsize nor that the Library's responsibilities are lessened. To the contrary, they increase. The Library must employ its leadership role to ensure that the Library and the library community work more closely together than ever before. The Library must develop a strategy that includes the library community in its broadest sense—one that includes smaller and medium-sized libraries, public and school libraries, and not just the larger research libraries as has been the tendency in the past.

The new strategy must employ automation and Internet technology as fully and aggressively as possible. As a result of the dramatic drop in hardware costs over the past ten years, computers are broadly available throughout the library community. As a result of the proliferation of the Internet, Internet connectivity is broadly available, if not ubiquitous. The new strategy must employ these tools to involve the library community more fully in the CIP process. It must also use these tools to more fully enhance the catalog record with a range of enriching data elements, to distribute records in a timelier and more user-friendly manner to libraries, publishers and readers, and to ensure that the investment of human resources is minimal and overall costs are low.

The library community, for its part, must take a lesson from the Internet. The Internet was initially premised on a strategy of dispersed resources to ensure that the system would remain viable even if one part of the system was diminished. The library community has a long history of networking. Its penchant to associate and provide members mutual support dates to the turn of the 19th century. But where the CIP program is concerned, the cataloging has always been done by the Library of Congress and the National Library of Medicine. A fuller community commitment is now required. This does not mean all libraries, nor is it to suggest a hardship for any particular library. But it does mean some libraries making some contributions. This will strengthen the program's viability and enable it to expand. The CIP program belongs to the library community. Commitment ensures that ownership.

The publishing community is also an important partner in the CIP process. The publisher survey sought feedback regarding the possibility of select libraries assisting in the CIP cataloging process. Sixty-six percent of respondents thought this would have positive or significant positive

impact. Four percent thought it would have negative or significant negative impact, and 30% thought the issue was not applicable or had no impact.

As partners in the CIP process, publishers have concerns. Their participation comes with a cost. Staff time and other resources are required to prepare and submit CIP applications. The ECIP system has reduced those costs--eliminating postage and courier service costs, photocopying, and mail handling. ECIP has also improved overall throughput time. But a fuller application of automation and a fuller participation of the publishing community would provide greater efficiencies and greater benefits for all partners.

Enhancements to the ECIP system would enable publishers to include enriching data elements that would provide greater exposure and marketability for their publications. Enhancements to EPCN (in conjunction with training select publishers to provide data elements in a form that helps facilitate the cataloging process) could result in enriched IBC (Initial Bibliographic Control) records being created that might be eligible for distribution. Reengineering the ECIP system to accommodate a hybrid ASCII/PDF or other page layout design applications would facilitate the CIP process for publishers.

CRG believes that the CIP program is sound and that many of the pieces are in place to ensure a successful future. CRG also believes that this successful future can be best realized by employing a strategy of partnerships facilitated by a fuller application of automation and Internet technology. It is a strategy that requires the Library of Congress to provide leadership and to serve a pivotal role in a nexus that links libraries, publishers, and readers. It is also a strategy that will provide ample benefits for libraries, publishers, and readers while minimizing costs.

The National Library of Medicine has for decades cataloged clinical medical titles for the CIP program. Publishers submitted applications and galleys to the CIP office, and couriers relayed them to NLM. When the cataloging was complete, couriers returned the galleys and Library of Congress staff added LCSH, formatted the CIP data, and sent the data to the publisher. The ECIP Cataloging Partners program built on this model. Now when Cornell University Press, Northwestern Press, and Wisconsin University Press submit applications via ECIP, they are relayed to Cornell University Library, Northwestern University Library, and Wisconsin University Library respectively where they are cataloged. When complete, CIP staff email the data to the publishers. The National Agriculture Library serves in this same manner for agriculture titles.

This is the basic model for the nexus strategy. But it must be expanded. More libraries must participate, mapping their special area of interest or expertise to select subject areas like cookbooks, "how-to" books, pet books, etc. But participation should not be limited to only the NLM model that requires a participant to do full BIBCO level cataloging. There are many pieces to the cataloging process, and participants should be encouraged to help with some of these pieces such as Dewey Decimal Classification, juvenile headings, summaries, etc. Other options are cataloging editions when copy exists and performing CIP verification.

This strategy also calls for more than just traditional cataloging. It also calls for the provision of more enriching elements. The success of Amazon.com amply demonstrates that readers want more than just the conventional catalog record. They want as much information as

they can get—book jackets, summaries, reviews, author information, etc. The nexus strategy can facilitate this by modifying the ECIP system and by providing libraries and publishers convenient tools to both contribute and access enriching elements.

This strategy entails more participants doing a greater variety of tasks and creating or contributing a greater variety of data elements. The ECIP system has proven a dependable platform to implement this strategy. It reliably links libraries and publishers to process thousands of CIP applications. It provides convenient and secure access to authorized partners. It moves and manages a broad range of data to facilitate cataloging and record enrichment. It includes modules like TCEC that greatly improve the efficiency of cataloging. The nexus strategy calls for more participation and more data elements. Some additional automation enhancements will be required but much of the design and development for these enhancements has already been done as experimental development within the CIP Program. Completion of that work will provide the additional tools required to implement this strategy. They will enable the CIP program to manage a broad range of cataloging partners doing a variety of tasks. They will enable publishers to submit more data elements. And they will enable readers to access a full array of information about forthcoming books and then request those books directly from their local library. This in broad strokes is the nexus strategy. Implementation requires the following action:

1. Promote the nexus strategy and the leadership role that the Library plays in linking libraries, publishers, and readers to a broad range of information about current books. Inform libraries of the importance of the economic benefits and efficiencies obtained from the CIP process and the participation of partners.
2. Modify the ECIP system to enable publishers to submit a greater number of CIP data elements and enriching elements. Modify the change request form so the publisher can submit enriching elements for works already cataloged by the Library of Congress.
3. Explore modifying the ECIP system to accommodate PDFs and other page layout applications.
4. Complete experimental development that has already been undertaken to provide cataloging partners controlled access to ECIP, a mechanism to manage their tasks, and a mechanism to contribute reviews and other enriching elements. The system could also facilitate networking between libraries and thereby facilitate cooperative efforts.
5. Modify the EPCN system to enable the publisher to submit a greater number of data elements and enriching elements. Provide EPCN publishers more detailed guidance for completing EPCN applications to ensure a higher quality EPCN record. Distribute EPCN records with enriched elements so other libraries can use these records and enhance them. (In many instances the associated enrichment elements should be sufficient to facilitate cataloging without the book in hand.) Exploit the EPCN system more fully as a laboratory for automated or semi-automated cataloging.
6. Develop a resource file to store a variety of enriching elements: EPCN records (currently stored in the LC database), OCLC-verified CIP records for which LC has yet to obtain the

book, etc.

7. Identify select libraries with specific skills and interests to participate in all or some aspects of the CIP process. Also research current CIP publisher participants to identify specialty publishers (e.g., knitting, autos, cookbooks, pet books, etc.) that can be mapped to libraries with the interests and resources that can support cataloging tasks for works produced by these publishers.
8. Consider the needs of smaller and medium-sized libraries as cooperative cataloging partners, and provide guidance, training, and automation applications when available and appropriate to promote cooperative cataloging using the ECIP system.
9. Explore the possibility of obtaining fuller value from catalog records by re-purposing data for one format for another and/or exploiting data in unique and creative ways. For example, convert ink print records to audio records or ebook records with the addition of elements unique to ebooks or audio works obtained from publishers via templates that facilitate an automated process of data migration and record creation.
10. Develop a user-friendly application to enable libraries, publishers, and readers to readily access CIP records, other LC records, and sets of records in a variety of formats.
11. Develop a service to periodically send sets of new CIP records (determined by predefined profiles) to Congressional staff offices and libraries.
12. Develop a user-friendly application to enable libraries to readily access the Library's resource file of enriching data.
13. Develop a homepage with recent CIP records organized by broad class numbers and an RSS (Really Simple Syndication) alert service to notify readers and researchers when classes are refreshed.
14. Develop a public access application to enable readers to readily search forthcoming books, display forthcoming book information with a complete array of enriching elements (including sample text), and link to their local library to request those books. For Selection Librarians this display could be modified to send a claim to the publisher to ensure prompt receipt of the book upon publication.
15. Develop an electronic MARC service for the distribution of all enriching data or select types of enriching data, e.g., summaries, reviews, TOCs, etc.
16. Examine the feasibility of developing an optional ECIP front end that would accommodate a batch ONIX feed of forthcoming books.