



Introduction to Content Operations

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Agenda

- Content Vision and Mission
- Our Complex Ecosystem
- Understanding Content – The Genesis of Content
- What Else Do We Do?
- Sources and Resources



Vision & Mission



VISION

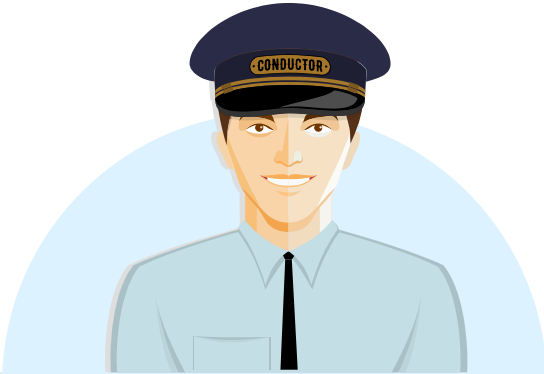
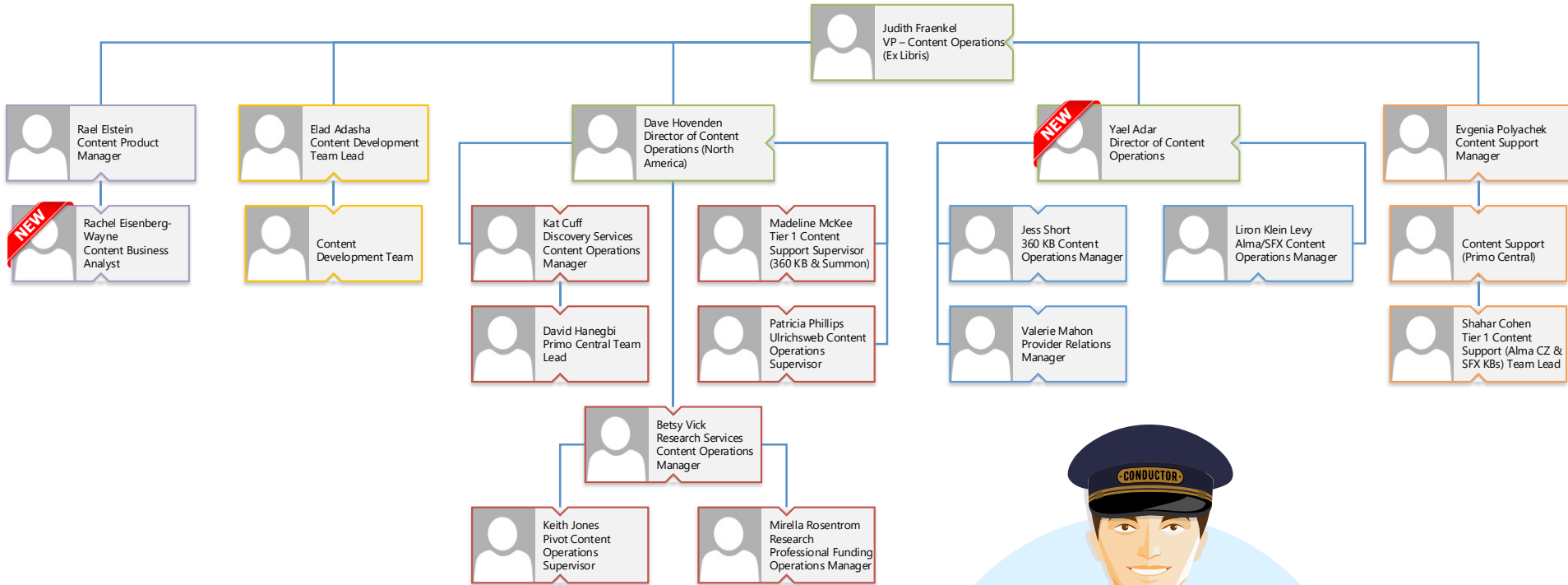
Provide best in class content services to academic libraries and content providers



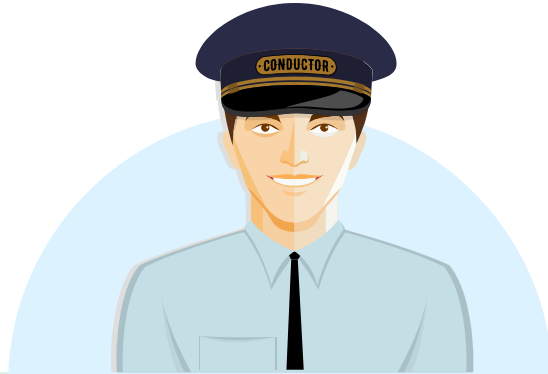
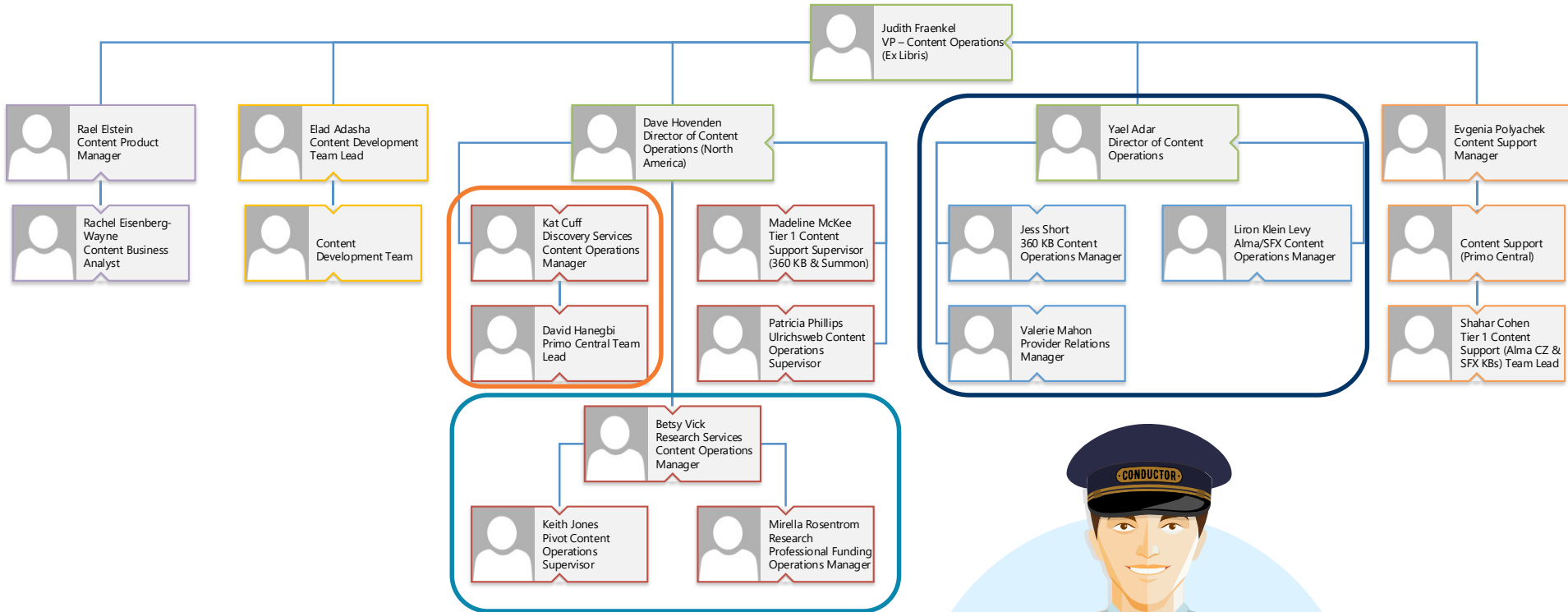
MISSION

- Allowing libraries to fulfill their content related needs for both administrative and end-user aspects
- Serve as a partner to content providers by maximizing discovery, access and usage of their content

Meet the Content Conductors



Meet the Content Conductors

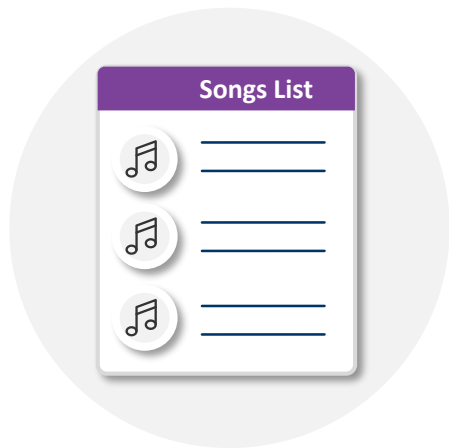


“FOR ME MAKING MUSIC IS
PART SOCIAL,
PART INTERACTION,
PART COLLABORATION”

- Norah Jones



The Genesis of Content



Individual record published



Records aggregated into a Collection



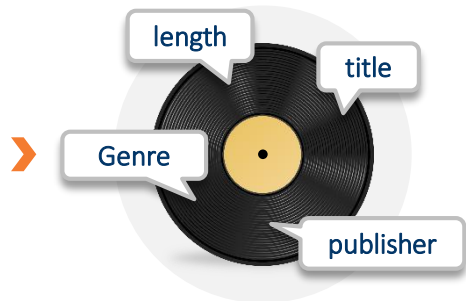
Contract signed with Ex Libris for Index ingestion and metadata sharing



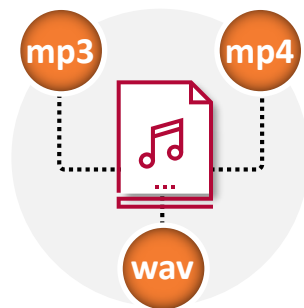
The Genesis of Content



Metadata
quality



Cataloguing
standards



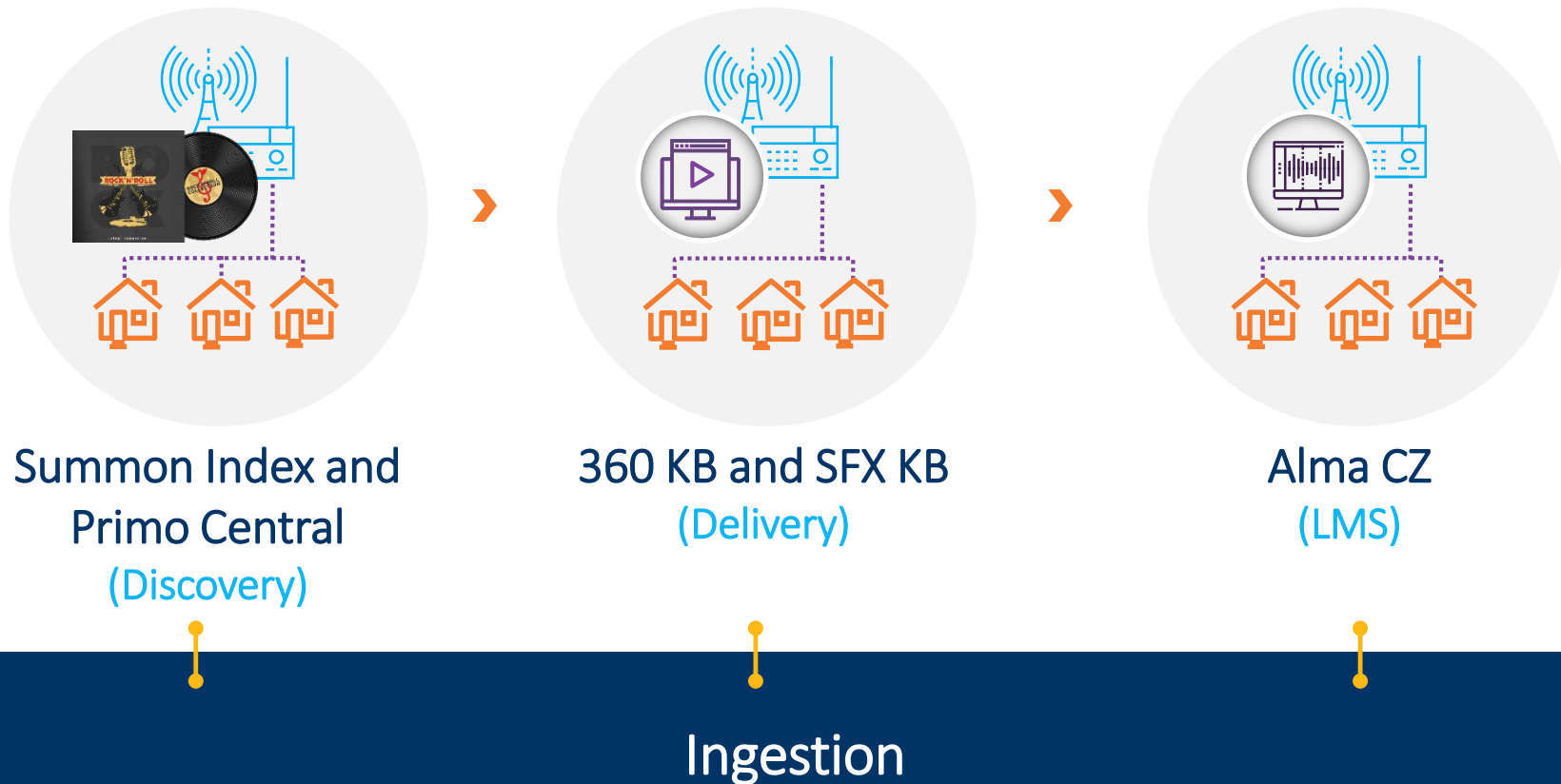
File format



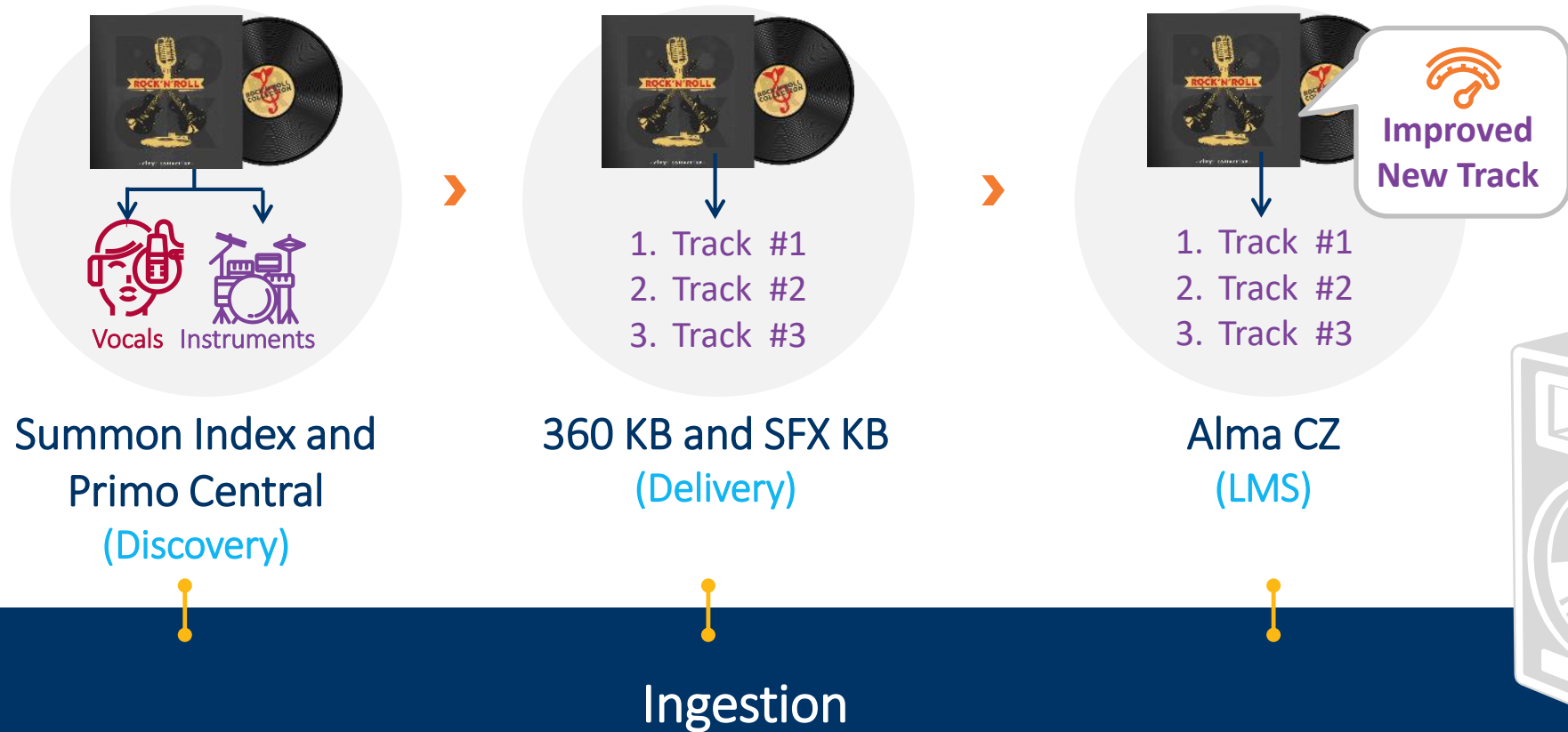
Collection type
definition
(discovery/delivery)

Sample review, analysis and preliminary QA

The Genesis of Content



The Genesis of Content



The Genesis of Content



Further QA
and tests



Ongoing
support & fixes



Ongoing updates to
existing collections



Creating new
collections



More Than Just Content Ingestion...



Set up and release new linkers
Maintain existing linkers

Write and edit content-related
knowledge articles

Content provider summits
Content provider collaborations
Industry events




ExLibris Knowledge Center
a ProQuest Company

Customer Perspective

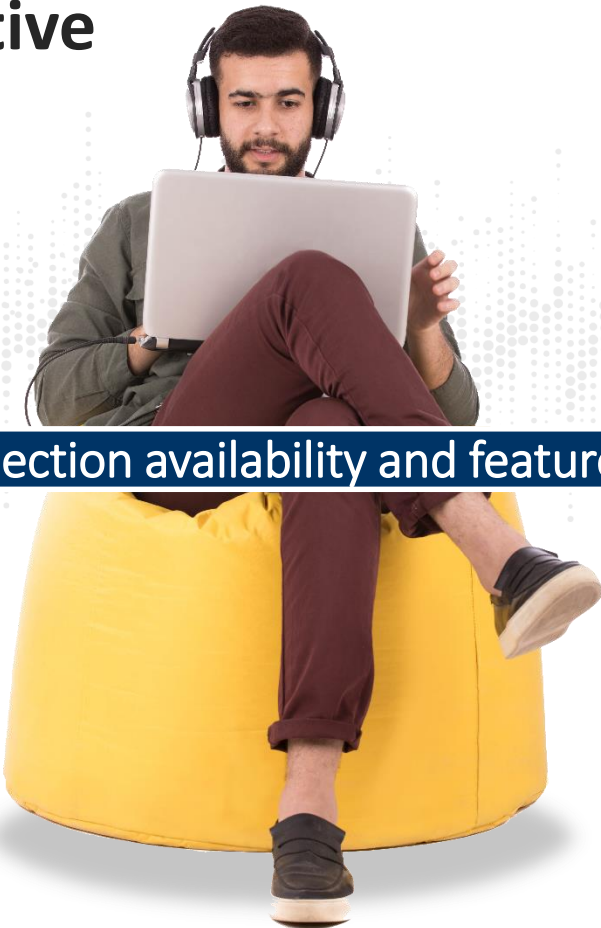
Searchable and findable
album name, band name,
song name, and more

Can learn more about the
band, the album,
download the lyrics...

Collection availability and features

Album art is available

Available alongside other
similar and relevant bands
and albums



Content Sources



WITH ALL THE MUSIC IN THE WORLD... HOW DO WE DECIDE WHAT TO PLAY?

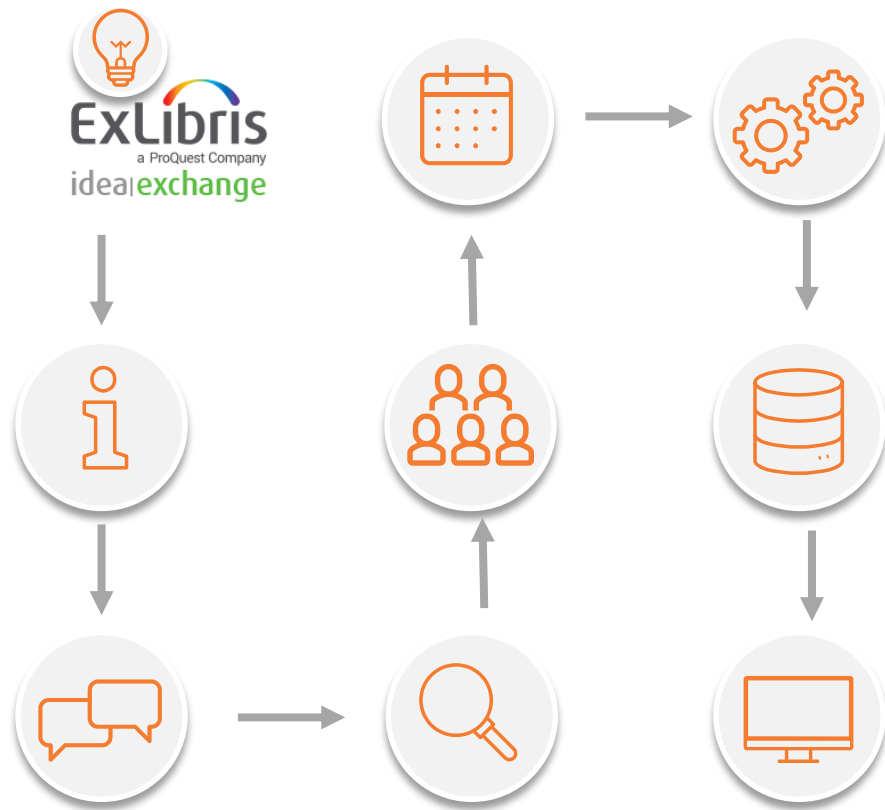
- Annual collections
- New collections
- Providers/vendors
- Idea Exchange
- NERS
- IRs
- Sales
- ...and more

“NOT ALL SONGS WERE CREATED EQUAL” -SPOTIFY

- Impact
- Reach
- Regional representation
- Significant content (academic, progressive, open access, etc.)

Idea Exchange Process Overview for Content

- Content requested on Idea Exchange
- Content Operations gathers basic information about the content to determine if it can be added
- Engage with the content provider about adding their content to our product(s)
- Review and evaluate sample content
- Finalize a data sharing agreement with the content provider (if applicable)
- Set prioritization and schedule for adding content
- Content acquisition and ingestion work begins
- Content ingested into the product(s)
- Content goes live in the product(s)

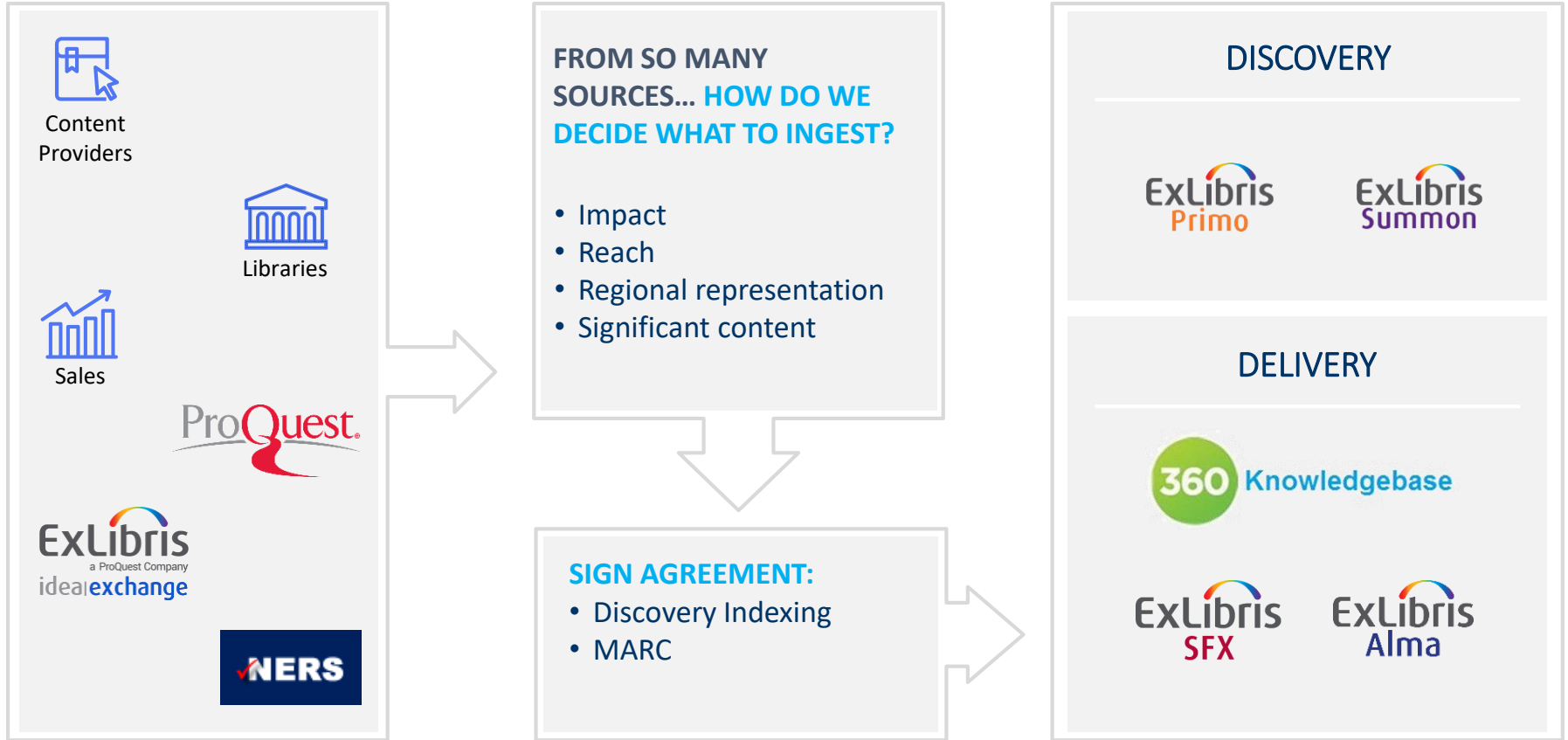


NERS

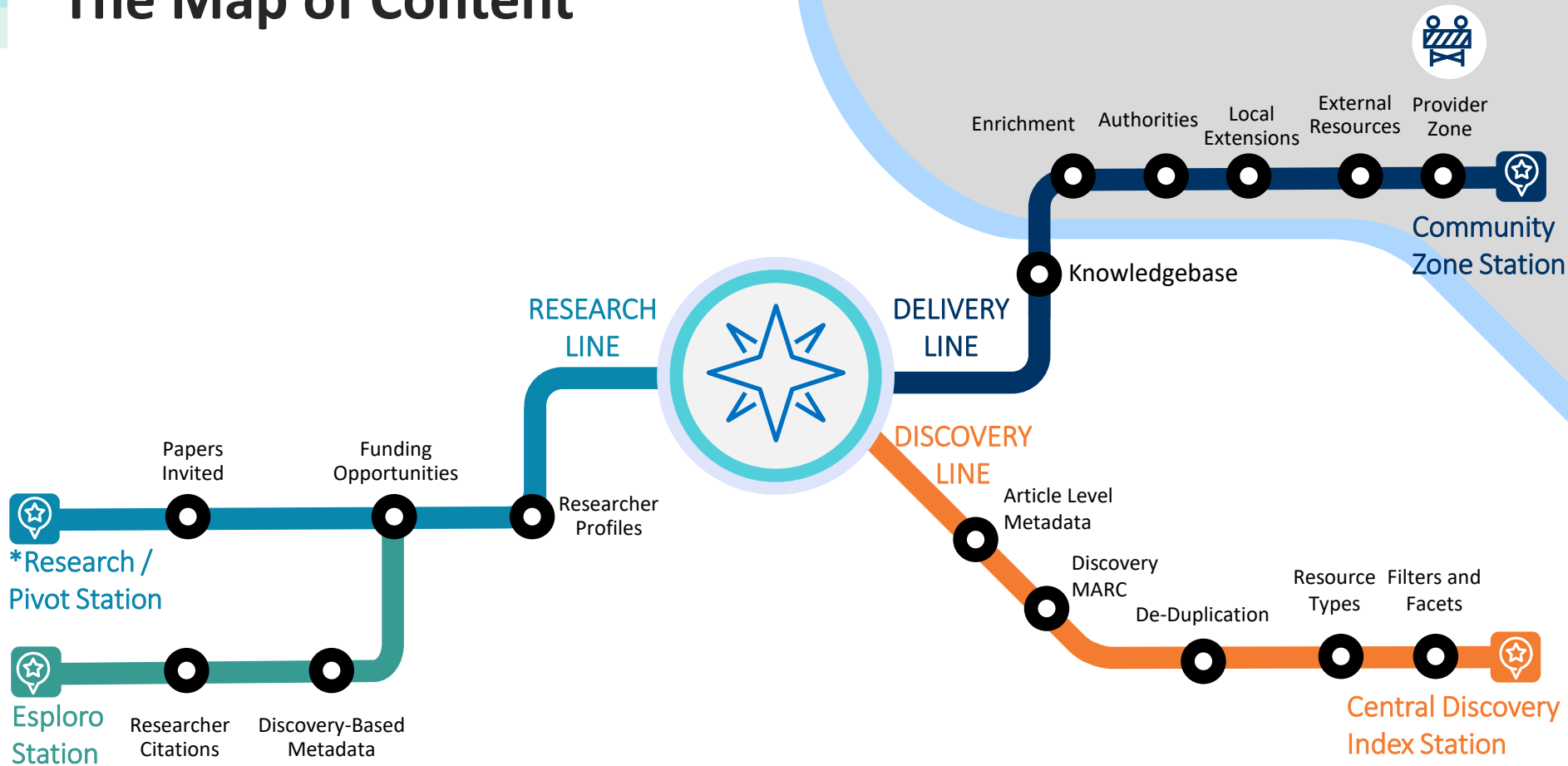
- Bi-yearly schedule
- Top 10 selected collections
- Ensures representation of regional groups
 - 4 regions selected in each voting cycle
- Higher community impact on new collections
- Following review and analysis - added to ingestion process



Content Ingestion Cheat Sheet



The Map of Content



Content Visibility

Alma

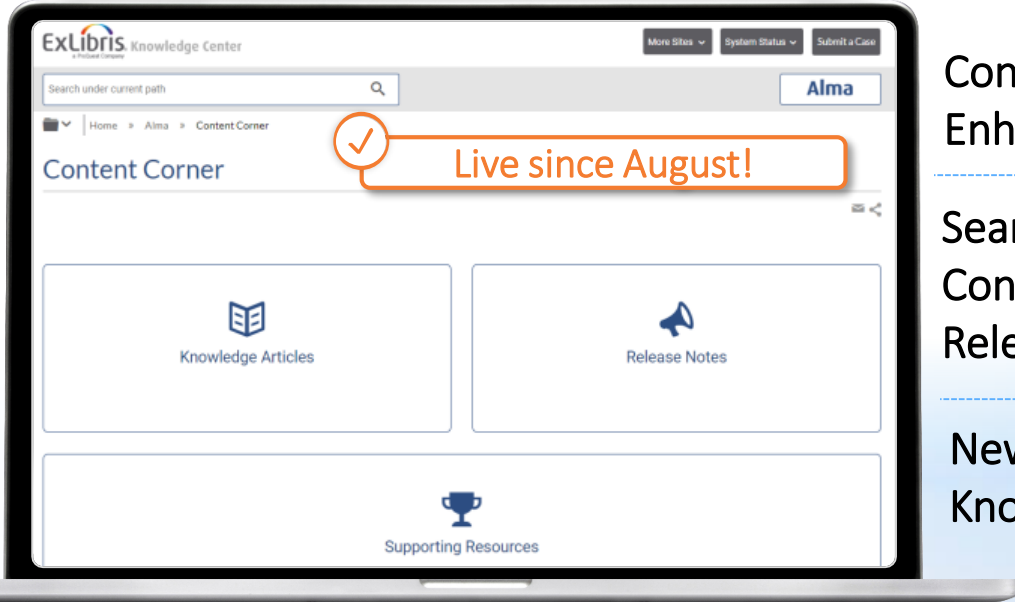
Primo
Central

Summon

SFX

360 KB

Ulrich's



Content
Enhancement Plans

Searchable
Content-Only
Release Notes

New Content-specific
Knowledge Articles



Static list of collections and databases!

A Community Catalog



Editing CZ
Bibliographic Records



Contributing Local
e-Collections



Contributing
Portfolios



Contributing
Database-Type
e-Collections

[Community Zone Contribution Guidelines](#)

Provider Zone



Enabling providers to access, add and update content directly and automatically within the Community Zone

- Quicker turnaround for new collections
- Increased currency and accuracy
- Growing collaboration with providers

- Working with Development Partners

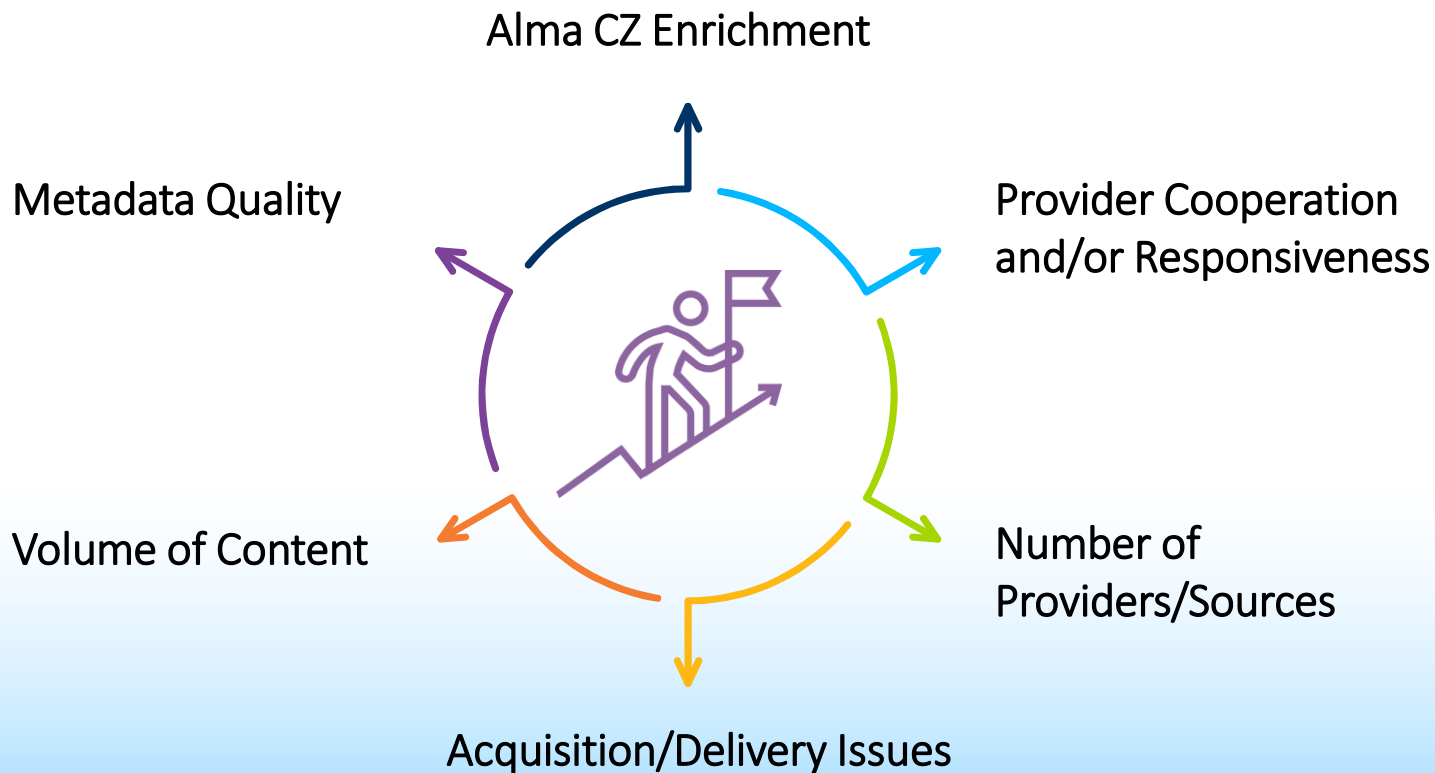


- In production by end of 2019

Alma CZ Auto Holdings

- Alma enables institutions to automatically update electronic holdings from information providers
- Purpose : to ease the library management of electronic holdings by automatically activating and updating library specific electronic resources and eliminating any manual interaction in the process
- Supported Providers:
 - [Upload Electronic Holdings from ProQuest Ebook Central](#)
 - [Upload Electronic Holdings from Ovid](#)
 - [Upload Electronic Holdings from Springer](#)
 - [Upload Electronic Holdings from Elsevier](#)

Content Operations Challenges



Facing Our Challenges

BETTER – AND STRONGER – TOGETHER





Thank You

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