

Library Outreach and the Course Management System: Using RSS Feeds to Advertise New Library Holding

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The College of New Jersey

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NJLA: April, 25, 2006





101001010100111101000010010111010010 11010101010111010000410001010010100
00410000101001010010010100001010100101014000011110100101010011101000010010111010010
110101010101110100004100001010010100101000010110100101014000011110100101

Problem Statement

- **Topic:** Engaging users by providing them with effortless access to relevant new library holdings
- **Question:** Does current technology provide a way for us, a medium sized college library, to accomplish this?
- **Rationale:** To draw awareness to the library's evolving print collection while reinforcing the library's active role in scholarship
- **Significance:** By working together, librarians, students, and the IT department have been able to provide a useful service despite limited resources and have created a model for others to follow

Managing Constantly Updating Information: RSS



TARGET.

[CART](#) [MY ACCOUNT](#) [REDCARDS](#) [HELP](#)

[TARGET PHOTO](#) [TARGET STORES](#) [WEEKLY AD](#)

[CLUB WEDD REGISTRY](#) [TARGET BABY REGISTRY](#) [WISH LIST](#) [GIFT FINDER](#) [GIFTCARDS](#)

[Women](#) [Men](#) [Baby](#) [Kids](#) [Home](#) [Bed+Bath](#) [Furniture](#) [Electronics](#) [Sports](#) [Toys](#) [Entertainment](#)

Can we help you find something? [Search](#) All Products [Shop All Departments](#)

[Target](#) : [Weekly Ad](#) : [Item Detail](#)

OFFERS GOOD THRU
03/18/2006

[VIEW STORE SHOPPING LIST](#)

[STORE LOCATOR](#)


[WEEKLY AD E-MAIL REMINDER](#)

[Add RSS Feed](#) [XML](#)
Weekly Ad highlights early:
Get a jump on Sunday's paper.

Search Ad by Keyword

Browse by Department

[FASHION](#) [ELECTRONICS](#) [ENTERTAINMENT](#) [GARDEN PLACE](#) [HOME](#) [SPORTING GOODS](#) [SNACKS + ESSENTIALS](#)



Eddie Bauer™ picnic basket with 4 place settings

SALE \$48

NEW AT TARGET!

- Eddie Bauer™ picnic blanket, sale 19.99.

All other Eddie Bauer™ picnic collection also on sale.

Sporting Goods Dept.

[VIEW LARGER IMAGE OF THIS ITEM](#)

[VIEW ALL ITEMS FROM THIS PAGE](#)

Eddie Bauer picnic basket with 4 place settings

SALE \$48

[ADD TO STORE SHOPPING LIST](#)

NOT AVAILABLE ONLINE

Content-Specific RSS feeds from NY Times

How to sign up for NYTimes.com RSS feeds

Click on the below content area(s) you're interested in subscribing to, and follow the instructions to add to your news reader or your personal [My Yahoo!](#) page.

NYTIMES.COM HOMEPAGE  [XML](#)

NEWS	FEATURES
BUSINESS XML	ARTS XML
» Media & Advertising XML	» Design XML
» World Business XML	» Music XML
» Your Money XML	» Television News XML
CIRCUITS XML	AUTOMOBILES XML
» Pogue's Posts XML	BOOKS XML
EDUCATION XML	» Books Review XML
HEALTH XML	DINING & WINE XML
» Fitness and Nutrition XML	FASHION & STYLE XML
» Health Policy XML	» Thursday Styles XML
» Mental Health & Behavior XML	» Sunday Styles XML
INTERNATIONAL XML	» Weddings XML

How to access RSS feeds

There are a number of ways to access RSS feeds. You can install a news reader that displays RSS feeds from the Web sites you select, enabling you to view hundreds of headlines at once. After installing the news reader, you can add each feed manually from the Web site by clicking on the "Subscribe" or the "XML" orange button next to the feed.

An alternative to downloading a dedicated news reader is to use a Web-based news reader. For example, [My Yahoo!](#) users can now add RSS feeds directly to their personal page.

NYTimes.com RSS feeds by category

If your news reader supports OPML, NYTimes.com RSS feeds are available that group content by various news categories:

[XML](#)

Terms for NYTimes.com RSS feeds

We encourage the use of NYTimes.com RSS feeds for personal use in a news reader or as part of a non-commercial Web site or blog. We require proper format and attribution whenever New York Times content is posted on your Web site, and we reserve the right to require that you cease distributing NYTimes.com content. Please read the [Terms and Conditions](#) for complete instructions.

Other ways to display New York Times headlines

What is RSS?

- **The acronym varies by RSS version:**
 - **RDF Site Summary (0.9, 1.0)**
 - **Rich Site Summary (0.9x)**
 - **Really Simple Syndication (2.0)**
- **"There is no consensus on what RSS stands for, so it is not an acronym, it is a name" - Dave Winer of Userland**
- **“Result Set Syndication” - Walter Lewis (not a “real” definition, but it is a good way to think of it, especially for this project)**

Adding a URL for a Feed to Aggregator (Thunderbird)

The screenshot displays the Mozilla Thunderbird Mail - News & Blogs interface. The main window title is "Mozilla Thunderbird Mail - News & Blogs". The interface includes a menu bar (File, Edit, View, Go, Message, Tools, Help) and a toolbar with icons for Get Mail, Write, Address Book, Reply, Reply All, Forward, Delete, Junk, Print, and Stop. The left sidebar shows a "Folders" pane with a tree view of folders, including "2005 Te...g Group", "2005-6 ...mmittee", "2006 AC...lanning", "2006 Tre...Festival", "FS2005 LIS522", "TCNJ classes", "Voyager (22)", "News & Blogs", "Trash", "ALA Press ...ses (131)", "Library Ass...d Proposals", "Library Li...e Day (67)", "Morrisville C...ge Libraries", "NYT > Circuits (211)", "OCLC Catal...ates (14)", "OCLC News (14)", "OCLC System Alerts", "Target Weekly Ad (3)", "TCNJ Libra...oks (464)", "TV5.org in...ne (1238)", "SMSU", "Inbox (494)", "Drafts", "Templates", "Sent", "Trash", "Local Folders", "Inbox", "Unsent Messages", "Drafts", "Sent", "Trash".

The main content area is titled "RSS News & Blogs" and contains a "Manage subscriptions" button. Below this is the "Accounts" section, which includes "RSS Subscriptions" (Manage your RSS Subscriptions), "Advanced" (Manage your RSS Subscriptions), and "Manage message filters".

The "RSS Subscriptions" dialog box is open, showing a list of subscriptions:

Name	Add	Edit	Delete
ALA Press Releases			
Library Associates LibBlog - Call for Papers and Proposals			
TV5.org info - La Une			
OCLC System Alerts			
OCLC Cataloging and Metadata news and updates			
OCLC News			

The "News Feed Properties" dialog box is also open, showing the "Feed URL:" field and the "Store Feed Articles in:" dropdown menu set to "News & Blogs". There is a checkbox for "Show the article summary instead of loading the web page" which is currently unchecked. The "OK" and "Cancel" buttons are visible at the bottom of the dialog.

“New Literature” Feed from TCNJ Library in Thunderbird

TCNJ Library - New Literature Books - Mozilla Thunderbird

File Edit View Go Message Tools Help

Get Mail Write Address Book Reply Reply All Forward Delete Junk Print Stop

View: All Subject Or Sender

Subject	Sender	Date
Wita Nova /	corrado@tcnj.edu	12/16/2005 9:02 AM
Understanding Thomas Mann /	corrado@tcnj.edu	12/18/2005 8:47 AM
On the great Atlantic railway : selected poems, 1950-1988 /	corrado@tcnj.edu	12/19/2005 9:46 AM
Other lover /	corrado@tcnj.edu	12/19/2005 10:48 AM
Poets teaching poets : self and the world /	corrado@tcnj.edu	12/19/2005 12:50 PM
Poems : new & selected /	corrado@tcnj.edu	12/19/2005 2:42 PM
Dickinson's misery : a theory of lyric reading /	corrado@tcnj.edu	12/22/2005 8:37 AM
Older woman in recent fiction /	corrado@tcnj.edu	12/22/2005 12:07 PM
Old Spain and new Spain : the travel narratives of Camilo Josâ...	corrado@tcnj.edu	12/22/2005 1:51 PM
Dialogic imagination : four essays /	corrado@tcnj.edu	12/23/2005 1:40 PM
Politique : languages of statecraft between Chaucer and Shak...	corrado@tcnj.edu	12/23/2005 2:51 PM

Subject: Dialogic imagination : four essays /
From: corrado@tcnj.edu
Date: 12/23/2005 1:40 PM
Website: http://libcat.tcnj.edu/cgi-bin/Pwebrecon.cgi?DB=local&Search_Arg=ISBN+%220292715277%22&SL=None&Search_Code=CMD&CNT=10

TCNJ LIBRARY CATALOG

Start Over

New Search Titles Login Requests History Help exit

Database Name: The College of New Jersey Library
Search Request: Keyword - Boolean = ISBN "0292715277"
Search Results: Displaying 1 through 2 of 2 titles

◀ Back Next ▶

Sort by: [] Post Limit

Unread: 464 Total: 465

RSS Feeds Integrated into a My Yahoo!

[+ Add Content](#) [Change Layout](#) [Change Colors](#) [Front Page](#) | [Add New Page](#)




Message Center [edit](#) [x](#)

[Check Email](#)
[Compose Mail](#)

Fantasy Sports [edit](#) [x](#)

Scoreboard [edit](#) [x](#)

Weather [edit](#) [x](#)

Newark, NJ	31...50 F	
New York, NY	31...48 F	
Philadelphia, PA	32...51 F	

[Search](#)
search by Zip Code or City

[What's your Credit Score?](#)

TCNJ Library - New Computer Science Books [edit](#) [x](#)

- [User's guide to cryptography and standards /](#) - 2 weeks ago
User's guide to cryptography and standards / Alexander W. Dent, Chris J. Mitchell. Location: General Collection. Call Number: QA76.9.A25 D465 2005
- [Programming pearls /](#) - 2 weeks ago
Programming pearls / Jon Bentley. Location: General Collection. Call Number: QA76.6 .B453 2000
- [Telegeoinformatics : location-based computing and services /](#) - 3 weeks ago
Telegeoinformatics : location-based computing and services / edited by Hassan A. Karimi and Amin Hammad. Location: General Collection. Call Number: QA76.59 .T46 2004


Reuters: Top Stories [edit](#) [x](#)

- [Diplomacy must win to avoid Iran confrontation: US](#) - 2 hours ago
- [Iraq parliament opens](#) - one hour ago
- [Saadat says not involved in killing Israeli minister](#) - 46 minutes ago


AP: Top Stories [edit](#) [x](#)

- [Iraq's New Parliament Is Sworn In](#) - one hour ago
- [Bush Reaffirms Pre-Emptive Use of Force](#) - 19 minutes ago
- [U.S. Willing to Talk With Iran About Iraq](#) - 13 minutes ago
- [Firm Failed to Protect U.S. Troops' Water](#) - 3 hours ago
- [Inflation Slows Sharply in February](#) - one hour ago


Inside My Yahoo! [edit](#) [x](#)

 **Patently-O**
Are you a would-be inventor? Get tips for staking a claim on that

Lead Photo [edit](#) [x](#)

 [Iraq's New Parliament Is Sworn In](#)
Iraqi children play soccer on a deserted street, in front of a Shiite Mosque, in Baghdad, Iraq,

RSS Feeds Integrated into a Webpage

 The College of New Jersey

The College of New Jersey

[Calendars](#) | [Map](#) | [Directories](#)

TCNJ Site

Search

» TCNJ STUDENTS

» PROSPECTIVE STUDENTS

» GRADUATE STUDENTS

» ALUMNI

» VISITORS & COMMUNITY

» PARENTS

» TCNJ FACULTY & STAFF

» ABOUT TCNJ

» ACADEMICS

» ADMINISTRATION & SERVICES

» ADMISSIONS

» ATHLETICS

» GIVING TO TCNJ

» LIBRARY

» WORKING AT TCNJ

Popular Links

The HOT college.

The New York Times

TCNJ News & Announcements



Knowledge is Power

The College of New Jersey has developed an Energy Conservation Awareness Initiative to help mitigate the unprecedented escalation in energy prices that has occurred globally in recent months.

- [TCNJ is Nation's Top Division III Athletic Program for Fall Semester](#)
- [Sesquicentennial Events and Designs Garner Top Spots from CASE](#)
- [Federal Grant to Support TCNJ Community Service Initiatives](#)

[MORE NEWS »](#)

TCNJ Events

College Offices Closed for the Holidays, Reopening January 3
December 23, 2005 - January 2, 2006

Saving Energy is Up to You
Every Single Day, 24/7

[CALENDARS](#) | [MAP & DIRECTIONS](#)

 The College of New Jersey

2000 Pennington Road P.O. Box 7718 Ewing, NJ 08628-0718 609.771.1855 [Contact Us](#)

[WebMail](#) | [SOCS](#) | [TESS](#) | [ARTIE](#) | [YESS](#)

© 2005 WWW Disclaimer Updated: Monday, January 02, 2006 15:29:24 [Site Feedback](#)

RSS Feeds of New Library Holdings

- **Revisiting the Problem Statement:**
 - **Topic:** Engaging users by providing them with effortless access to relevant new library holdings
 - **Question:** Does current technology provide a way for us, a medium sized college library, to accomplish this?
 - **Rationale:** To draw awareness to the library's evolving print collection while reinforcing the library's active role in scholarship
 - **Significance:** By working together, librarians, students, and the IT department have been able to provide a useful service despite limited resources and have created a model for others to follow
- **RSS feed is made available in Course Management System**
 - **TCNJ's SOCS (Simple Online Courseware System)**



RSS Feeds in SOCS:

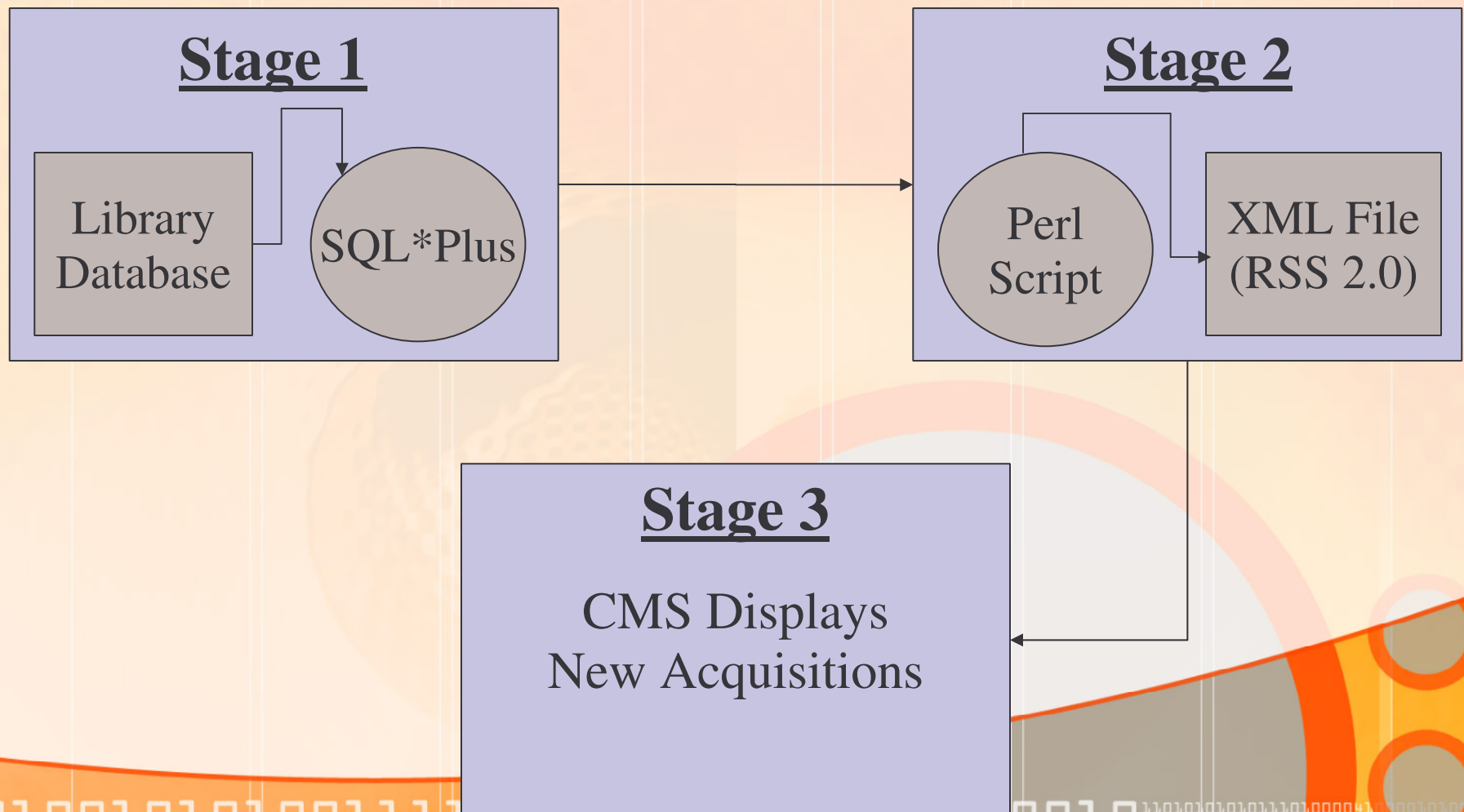
- **Feed displays prominently within CMS**
- **Lists relevant recent monographic acquisitions**
- **Provides seamless, automatic syndication**
- **Is tailored to specific course**
- **Anticipates user need**

Getting Started/Feasibility

- **Will it be used?**
 - **“New Books List” has proven to be popular**
 - **Informal discussions with key stakeholders**
 - **Librarians**
 - **Classroom faculty**
 - **IT (SOCS designer, web master)**
- **Has another Voyager library done this (or similar)?**
- **Do we have the in-house expertise to do this?**
- **Effort vs. reward (If you build it, will they come?)**

Methodology

Consider the following flow chart outlining the general model for our implementation:



Stage 1 – Overview

Main Goals

- Determine which acquisitions are “new”
- Report items in a flat file for further processing
- Maintain up-to-date information

Design Considerations

- Subjects for feeds
 - LoC call number vs. LoC Subject Heading vs ???
- Fields to display
 - Acquisition Date, ISBN, Title (245a), Title Statement (245), Location(s), LoC call number

101001010100111101000010010111010010 110101010101110100004100001010010100

Stage 1 – Implementation

*SQL*Plus Pseudo Code:*

```
select distinct
    item_create_date ||'|'|'|'
    isbn||'|'|'|'
    brief_title||'|'|'|'
    ...
from
    bib_record,
    location,
    ...
where
    suppress_in_opac not in ('Y') and
    call_number between 'QA' and 'QB' and
    call_number not between 'QA 71' and 'QA 91' and
    ...
order by
    location,
    ...
```



Stage 2 – Overview

Main Goals

- Process the flat file of new acquisitions
- Format each field accordingly
- Generate XML files

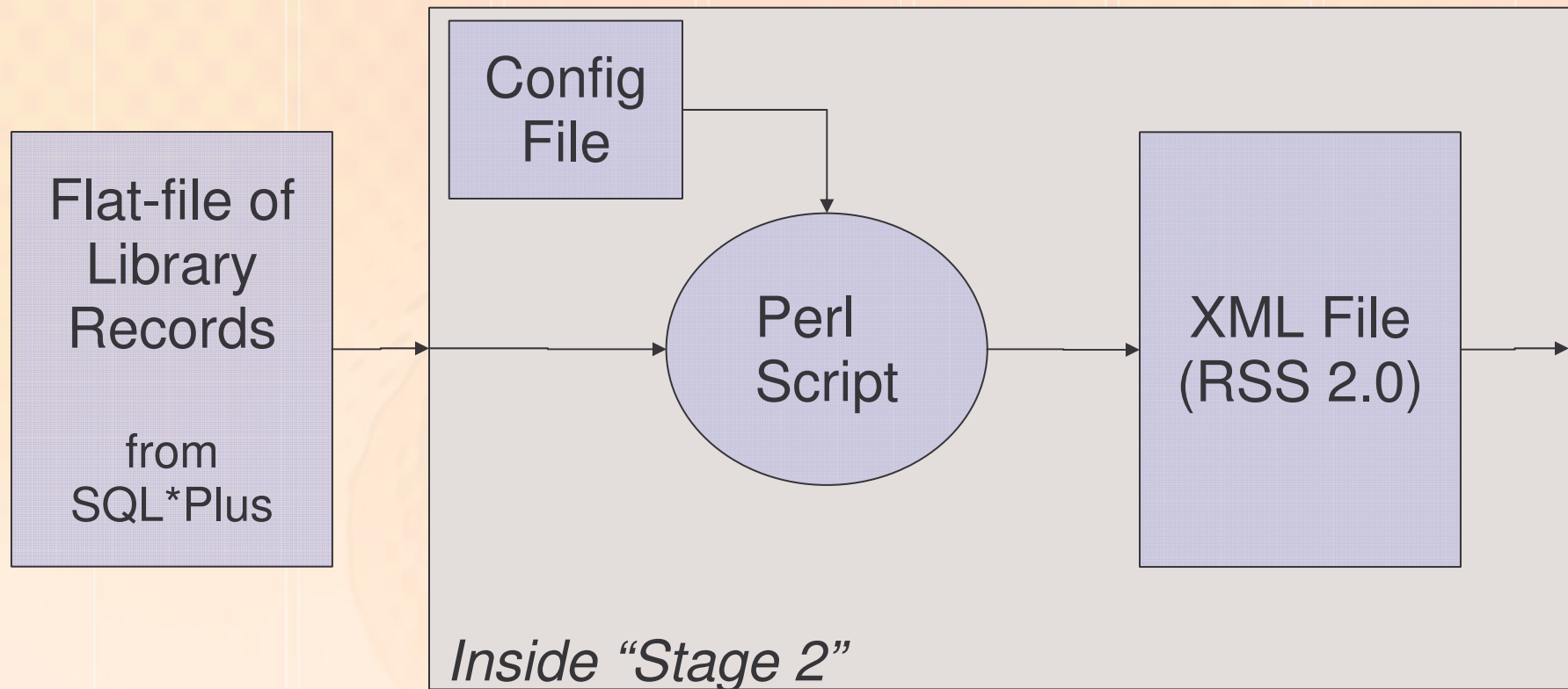
Design Considerations

- The Perl programming language
 - Rich text processing, robust pattern matching, familiarity
 - “Makes the easy jobs easy and the hard jobs possible”
--Programming Perl. Wall, Christiansen, Orwant
- RSS Version
 - Version 0.90 vs. Version 0.91/1.0 vs. Version 2.0



Stage 2 – Implementation

Consider the following flow chart outlining the basic approach:



Stage 2 – Technical Details

Plain Text “lst” flat file:

```
Sat, 13 AUG 2005 13:57:37 EDT|1580257259 |...  
Fri, 12 AUG 2005 14:13:37 EDT|0873534980 (pbk.) |...  
Thu, 28 JUL 2005 16:24:55 EDT|0766832279 (pbk.) |...  
Thu, 28 JUL 2005 14:34:05 EDT|0325005060 (pbk.) |...
```



Stage 2 – Technical Details

Plain Text Configuration File:

```
channel-title="New Mathematics Books"  
channel-description="Mathematics"  
channel-itemfile="math.lst"
```

```
channel-title="New Test Books"  
channel-description="Test"  
channel-itemfile="test.lst"
```

101001010100111101000010010111010010 11010101010111010000410001010010100

Stage 2 – Technical Details

Perl Script Pseudo Code:

```
Read config file for channel meta-data
```

```
For each channel
```

```
    Parse associated flat file
```

```
        Split by the pipe delimiter
```

```
        Create internal data structure
```

```
        Format each category accordingly
```

```
    Create RSS channel
```

```
    For each element of internal structure
```

```
        Insert element into RSS channel
```

```
    End For
```

```
End For
```

```
Write RSS file to disk
```



Stage 2 – Results

RSS 2.0 File:

```
<?xml version="1.0" encoding="US-ASCII"?>
<rss version="2.0">
  <channel>
    <title>New Mathematics Books</title>
    ...
    <item>
      <title>SAS System for regression</title>
      <link>http://...</link>
      <description>
        SAS System for regression /
        Rudolf J. Freund, Ramon C. Littell.
        Location: General Collection.
        Call Number: QA276.4 .F74 2000
      </description>
      <author>...</author>
      <pubDate>Sat, 13 AUG 2005 13:57:37 EDT</pubDate>
    </item>
    ...
  </channel>
</rss>
```



Stage 2 – Code Module Credits

- CPAN, repository for free public Perl code
- XML::RSS module authored by
 - Original code: Jonathan Eisenzopf
<eisen@pobox.com>
 - Further changes: Rael Dornfest
<rael@oreilly.com>

Stage 3 – Overview

Main Goals

- **Accept RSS 2.0 files**
- **Display new acquisitions to the community**
- **Allow for display alternatives (aggregators/news readers)**

Design Considerations

- **Course Management Software**
 - SOCS, in-house CMS software
- **Subject Guides**
 - Web pages within the library's site



Stage 3 – SOCS Screens



Main Menu | Log Out | TCNJ | Webmail | Academic Links

Modules

- Welcome
- Grading
- E-mail
- Resources
- Discussion
- Dropbox
- Assessments
- C-DOCS
- Logged Chat
- Calendar
- Syndication

Calendar

◀ March 2006 ▶

M	T	W	T	F	S	S
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Support

- Display In-line Support
- Download User Manual
- Contact SOCS Support

Eric Thul (N/A Unread)

A A A

On-Going : LIBDEMO2

Syndication

Welcome » Syndication

Display feeds: 5 Show Descriptions: ON OFF

Name	Published
TCNJ Library - New Literature Books	---
Littérature française pour les nuls /	FRI, 10 MAR 2006 10:47:11 EDT
Willa Cather and material culture : real-world writing, writing the real world /	THU, 09 MAR 2006 15:13:55 EDT
You can't keep a good woman down : stories /	THU, 09 MAR 2006 12:05:28 EDT
Striptease : the untold history of the girlie show /	THU, 09 MAR 2006 10:31:30 EDT
Cambridge companion to Baudelaire /	THU, 09 MAR 2006 10:14:59 EDT
TCNJ Library - New Computer Science Books	---
User's guide to cryptography and standards /	FRI, 24 FEB 2006 14:34:14 EDT
Programming pearls /	FRI, 24 FEB 2006 11:59:05 EDT
Telegeoinformatics : location-based computing and services /	SUN, 19 FEB 2006 15:49:11 EDT
Ant : the definitive guide /	SUN, 19 FEB 2006 09:02:31 EDT

Stage 3 – SOCS Screens



Main Menu | Log Out | TCNJ | Webmail | Academic Links

Modules

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- Syndication

Calendar

◀ March 2006 ▶

M	T	W	T	F	S	S
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Support

- Display In-line Support
- Download User Manual
- Contact SOCS Support

Eric Thul (N/A Unread) A A A On-Going : LIBDEMO2

Syndication

[Welcome](#) >> Syndication

Display feeds: Show Descriptions: ON OFF

Name	Published
TCNJ Library - New Literature Books	---
Littérature française pour les nuls / Littérature française pour les nuls / Jean-Joseph Julaud. Location: General Collection. Call Number: PQ101 .J85 2005	FRI, 10 MAR 2006 10:47:11 EDT
Willa Cather and material culture : real-world writing, writing the real world / Willa Cather and material culture : real-world writing, writing the real world / edited by Janis P. Stout. Location: General Collection. Call Number: PS3505.A87 Z93525 2005	THU, 09 MAR 2006 15:13:55 EDT
You can't keep a good woman down : stories / You can't keep a good woman down : stories / by Alice Walker. Location: General Collection. Call Number: PS3573.A425 Y6	THU, 09 MAR 2006 12:05:28 EDT
Striptease : the untold history of the girlie show / Striptease : the untold history of the girlie show / Rachel Shteir. Location: General Collection. Call Number: PN1949.S7 S55 2004	THU, 09 MAR 2006 10:31:30 EDT
Cambridge companion to Baudelaire / Cambridge companion to Baudelaire / edited by Rosemary Lloyd. Location: General Collection. Call Number: PQ2191.Z5 C24 2005	THU, 09 MAR 2006 10:14:59 EDT
TCNJ Library - New Computer Science Books	---
User's guide to cryptography and standards / User's guide to cryptography and standards / Alexander W. Dent, Chris J. Mitchell. Location: General Collection. Call Number: QA76.9.A25 D465 2005	FRI, 24 FEB 2006 14:34:14 EDT
Programming pearls / Programming pearls / Jon Bentley. Location: General Collection. Call Number: QA76.6 .B453 2000	FRI, 24 FEB 2006 11:59:05 EDT

Stage 3 – Subject Guide Screens

Philosophy

Contents

- [Background Information](#)
- [Articles & More](#)
- [Books, Videos & More](#)
- [Careers & Graduate Programs](#)
- [People & Organizations](#)
- [Other Guides to Philosophy Resources](#)
- [Writing Resources / Style Manuals](#)

Background Information

[Dictionary of Philosophical Terms and Names](#)

[Stanford Encyclopedia of Philosophy](#)

[Internet Encyclopedia of Philosophy](#)

[Index to Philosophy Dictionaries and Encyclopedias](#)

- [Blackwell Companion to Philosophy REF B21.B56](#)
- [World Philosophy: Essay Reviews of 225 Major Works REF B29.W68](#)
- [Oxford Dictionary of Philosophy REF B41.B53](#)
- [Cambridge Dictionary of Philosophy REF B41.C35](#)
- [Routledge Encyclopedia of Philosophy REF B51.R68](#)
- [Biographical Dictionary of Twentieth Century Philosophers REF B104.B52](#)
- [Encyclopedia of Empiricism REF B816.E53](#)
- [Dictionary of Existentialism REF B819.D455](#)
- [Ayn Rand Lexicon REF B945.R233](#)
- [Hobbes Dictionary REF B1246.M37](#)

New Books at TCNJ

[Moral animals : ideals and constraints in moral theory /](#)

Moral animals : ideals and constraints in moral theory / Catherine Wilson. Location: General Collection. Call Number: BJ1031 .W56 2004

[Veritas : the correspondence theory and its critics /](#)

Veritas : the correspondence theory and its critics / Gerald Vision. Location: General Collection. Call Number: BD171 .V56 2004

[Fundamentals of logic /](#)

Fundamentals of logic / James D. Carney and Richard K. Scheer. Location: General Collection. Call Number: BC71 .C37 1980

[Cultivating kindness in school : activities that promote integrity, respect, and compassion in elementary and middle school students /](#)

Cultivating kindness in school : activities that promote integrity, respect, and compassion in elementary and middle school students / Ric Stuecker. Location: General Collection. Call Number: BJ1533.K5 S7 2004

[Logical forms : an introduction to philosophical logic /](#)

Logical forms : an introduction to philosophical logic / Mark Sainsbury. Location: General Collection. Call Number: BC135 .S14 1991

[Oxford handbook of metaphysics /](#)

Oxford handbook of metaphysics / edited by Michael J. Loux and Dean W. Zimmerman. Location: General Collection. Call Number: BD111 .O94 2005

[Triumph of practice over theory in ethics /](#)

Triumph of practice over theory in ethics / James P. Sterba. Location: General Collection. Call Number: BJ71 .S69 2005

[Love of self and love of God in thirteenth-century ethics /](#)

Love of self and love of God in thirteenth-century ethics / Thomas M. Osborne, Jr. Location: General Collection. Call Number: BJ1031 .O94 2005

Benefits to Resolving the Problem Statement

By implementing RSS feeds, the benefits include...

- 1. Maintains library's relevancy to campus community in digital environment**
- 2. Spotlights and encourages local skills and talents as part of the collaborative nature of the project**
- 3. Provides library outreach for scholarship and teaching**
- 4. Improves library visibility while encouraging learning through use of advertised holdings**
- 5. Provides users with easily-accessible method for accessing new and relevant library holdings information on topics they need, when they need them**



1. Advertising Library Relevance to Campus Community

In the increasingly digital campus environment:

- **Promotes library relevancy in campus's online information environment**
- **Markets library and OPAC holdings to targeted users in campus CMS**
- **Informs users who do not browse the library regularly**
- **Provides information to users without requiring them to find quality feeds or set them up**
 - **Answers a call in the library lit. (Byrne, 2005)**
- **Supports distance-education initiatives, providing a "link" to the brick and mortar campus**

2. Making the Most of Library Human Resources

Implementing the project in a library:

- **Is feasible with basic on-campus/in-house expertise**
 - **Does not require high-budget software**
 - **Does not require outsourced programming**
- **Provides librarians an opportunity to collaborate within and outside of the library walls**
 - **Involves collaboration among diverse kinds of librarians (systems, public services, technical services)**
 - **Can recruit talented student IT workers**

3. Providing Outreach for Scholarship and Teaching

As an aid to teaching and learning in higher education:

- **Highlights the dynamic nature of the collection and the academic support provided by the library**
- **Illustrates the continued relevancy of the brick and mortar library**
 - **“Intellectual hub” of the campus community**
- **Provides library faculty an opportunity to mentor/work meaningfully with students**
- **Demonstrates library’s willingness to collaborate with other departments on campus (IT) and vice versa**
- **Provides library follow-through on commitment to support online education initiatives**

4. Increasing On-Campus Visibility for the Library

RSS feed project, as a boon to library operations:

- **Functions as a virtual “New Book” area**
- **Streamlines information in RSS display to include only acquisitions relevant to the subject matter of the course**
- **Targets a specific group of scholars/students at appropriate time**
- **Provides an effortless method for students and faculty to know when new books are available at the library**
 - **Addresses call to embed library collections and services in users’ workflows (Dempsey, 2005)**

--We project that the visibility of new holdings in CMS will generate interest and increase new book circulation in library



5. Providing Users with Information They Want...

Effortless Access to Information on Relevant New Monographic Holdings

- **Inspires student curiosity in subject matter by displaying titles representative of latest trends in the field**
 - **Assurance that title IS there and available**
- **Provides seamless access to OPAC for further browsing (via hyperlink to bib. record)**
 - **Encourages users to access OPAC directly from CMS**
 - **Encourages general use of the OPAC as a research tool**

...When They Want It, How They Want It.

- **In response to Education's call for library visibility in CMS (i.e. Cohen, 2002)**
- **Offers alternative to Google for information searching in online environment**
- **Showcases library holdings at "point of need"**
- **Generates general student and faculty interest in library holdings**
 - **Volume of new books!**
 - **Newness of acquisitions!**
 - **Catchiness of titles!**

Discussions

- **Collaboration for fun and profit**
- **Still a work in progress**
- **Other uses of the “New Library Acquisitions” RSS feeds**
 - **In aggregators, such as Thunderbird**
 - **In Subject & Class guides**
 - **In the Library website**
 - **In other TCNJ websites**

Library Outreach and the Course Management System: Using RSS Feeds to Advertise New Library Holding

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