



SerialsSolutions

Helping Your Library Be the Best Partner for Research

A 10 Year Collaboration – Still Going Strong

Ulrich's and ISSN

Laurie Kaplan and Kara Killough
Serials Solutions
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OVERVIEW

- Introducing the partners
- The Partnership
- Work responsibilities
- It's all metadata
- From parallel to convergent
- Lessons learned
- Where do we go from here?

INTRODUCING...



- Formerly NSDP
 - Assigns ISSN
 - Creates metadata
 - Answers requests from Publishers, Libraries, etc.
 - Interacts with ISSN Network
 - Works with standards
- Formerly R.R. Bowker
 - Creates metadata for Ulrich's Periodicals database, ProQuest, and Serials Solutions
 - Communicates with publishers and providers
 - Solves serials problems

THE PARTNERSHIP

A 10 year win-win!

The employee from the Ulrich's team has been located at the US ISSN Center, working for both organizations



What Does the Employee Do?

- Assigns ISSN: before or after publication
- Creates serial records using CONSER, ISSN rules
- Screens incoming ISSN requests for titles of interest to Ulrich's
- Follows up on prepub assignments
- Solves problems
- Creates/edits entries in Ulrich's database*
- Adds unique Ulrich's data, e.g., subject headings, peer review status, subscription information*
- Fills ISSN gaps in Ulrich's and SS
- Provides LC information, MARC/AACR2 expertise
- Creates authority records
- Normalizes data
- Solves problems

WE MET OVER METADATA



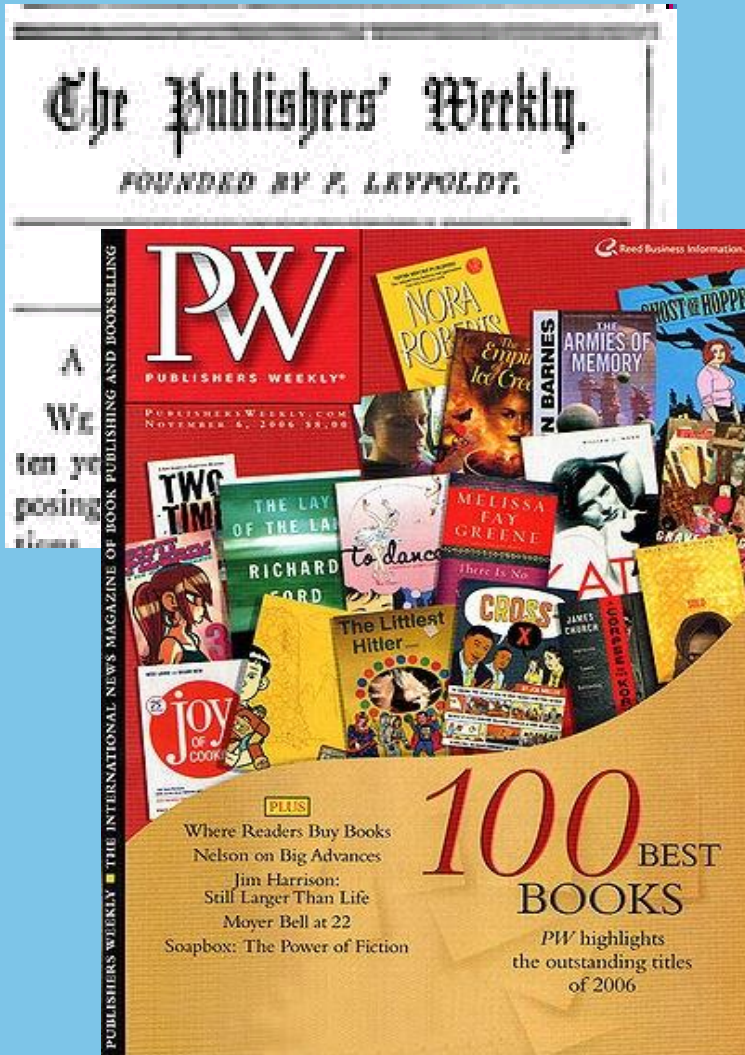
COMMON BONDS:

STANDARD NUMBERS, METADATA, SERIALS

- ▶ R. R. Bowker assigns ISBN to U.S. books through the ISBN agency
- ▶ U.S. ISSN Center assigns ISSN to U.S. serial publications
- ▶ Ulrich's and the U.S. ISSN Center create metadata for serials
- ▶ U.S. ISSN Center assigns ISSN to new serials
- ▶ Ulrich's seeks new serials for the directory
- ▶ Serials Solutions relies on ISSN and MARC records for link resolver

ISSN 0000-0019

Publishers Weekly (print): the first ISSN assigned 1972



ISSN 2150-4008

Publishers Weekly (Online)
assigned 2009



CONSER RECORD

----cas - 7a

001 2009200293

003 DLC

005 20110121115742.0

006 m d

007 cr |||

008 970717c18739999cauwr p o 0 a0eng c

010 // 2009200293

022 0/ 2150-4008|l0000-0019|y0000-0019|21

035 // (OCoLC)37309426

037 // bReed Business Information, 360 Park Avenue South, New York, NY 10010

040 // DeU|cDeU|dOCoLC|dN@F|dOCoLC|dNSyU|dDLC|dOCoLC

042 // pcc|nsdp

043 // n-us---

050 10 ISSN RECORD

050 14 Z1219|b.P98

082 10 070.5|214

082 04 070.505

082 04 070.572

130 0/ Publishers weekly (Online)

222 /0 Publishers weekly|b(Online)

245 10 Publishers weekly|h[electronic resource] :|bPW.

246 13 PW publishers weekly

246 13 PWK

260 // New York, NY :|bReed Business Information

362 1/ Print began with vol. 3, no. 1 (Jan. 2, 1873).

500 // Description based on: Vol. 254, no. 18 (Apr. 30th, 2007); title from PDF cover (Publishersweekly website, viewed Aug. 3, 2009)

500 // Latest issue consulted: [Vol. 256] Issue 31 (Aug 03, 2009) (Publishersweekly website, viewed Aug. 3, 2009).

500 // "The international news magazine of book publishing and book selling."

520 8/ Presents the online and digital edition of "Publishers Weekly." Includes bestseller lists and author profiles. Contains news items and reading groups, and other online discussion areas. Offers access to subscription and submission information, an editorial calendar, and letters.

650 /0 Publishers and publishing|zUnited States|vPeriodicals.

650 /0 Book industries and trade|zUnited States|vPeriodicals.

650 /4 Publishers and publishing|vPeriodicals.

650 /4 Electronic journals.

776 08 iAlso issued in print:|tPublishers weekly|x0000-0019|w(DLC) 01015589|w(OCoLC)2489456

856 4/ u<http://www.bookwire.com/pw/pw.html>|zLink not valid <Aug. 2009->

856 40 u<http://www.publishersweekly.com/>

ULRICH'S WEB

Title Id.: 52201
 Title: Publishers Weekly
 ISSN: 0000-0019
 Serial Type: Magazine
 Format: Print
 Status: Active
 Subject: PUBLISHING AND BOOK TRADE
 Sub Title: the international news magazine of book publishing
 Publisher: PWxyz, LLC
 Country: United States
 Start Year: 1872
 Content Type: Trade
 Editorial Description: Designed to serve all the segments involved in the creation, production, marketing and sale of the written word in book, audio, video and electronic formats.
 Website: http://www.publishersweekly.com/
 Abstracted/Indexed: Yes
 Volume End: Dec
 Language: Text in English
 History: Publishers' and Stationers' Weekly Trade Circular Formerly (until 1873) USA United States | American Literary Gazette and Publishers' Circular
 Incorporates (in 1872) USA United States | American Publishers' Circular and Literary Gazette Which was formerly (until 1863) USA United States | Norton's Literary Gazette and Publishers' Circular (until 1855) USA United States
 BLDSC Shelfmark: 8339.710000
 Coden: PWEEAD
 Dewey Number: 070.5
 Related Titles: Alternative Media Edition Publishers Weekly 0000-0019 Active Print 1872 Weekly | Alternative Media Edition Publishers Weekly 2150-4008
 Active Online Weekly | Alternative Media Edition Publishers Weekly Active FAX Weekly | Alternative Media Edition Publishers Weekly Active MF Weekly | Alternative Media Edition Publishers Weekly Active MI Weekly
 Price: USD 249.99 subscription per year domestic 2010 effective | USD 299.99 subscription per year in Canada & Mexico 2010 effective | USD 399.99 subscription per year elsewhere 2010 effective
 Key Features: Copyright Clearance Center (CCC) | Abstracted or Indexed | Magazines for Libraries review | Table of Contents
 Other Features: Advertising included | Back issues available | Bibliographies included | Book reviews included | Free sample available | Illustrations included | Index to Articles | Reprint available | Reviews included (any) | Statistics
 Editors: 964579 Sonia Jaffe Robbins PWxyz, LLC Managing Editor
 Publishers: 964578 ~~~~Cavin ~~~~Bryeman ~~~~PWxyz, LLC ~~~~Publisher
 Advertising Size: 10,500 7,875 I
 Materials Accepted: Business news | Freelance copy | Letters to editor | Obituaries | New product news/photos | Display adv. | Classified adv.
 Circulation: 18640 paid | 738 free
 Ad Rate: B&W page USD 6770.00 | color page USD 9000.00
 Other Availability (A&I): American Bibliography of Slavic and East European Studies 114196 1990-1995, dropped Active Print | Children's Book Review
 Index 120934 1965- Active Print | LISA: Library & Information Science Abstracts 38430 coverage dropped Active Print | Statistical Reference Index 90458
 Active Print | Academic Index 172192 Ceased Print | Chicano Index 87177 Ceased Print | Children's Literature Abstracts 59955 Ceased Print | Current Literature in Family Planning 67609 Ceased Print | Institute of Paper Science and Technology. Graphic Arts Bulletin 46339 Ceased Print | Library Hi Tech
 Bibliography 164744 Ceased Print | Magazine Article Summaries 144269 Ceased Print | Religion Index One: Periodicals 47165 Ceased Print | Religion
 Index Two: Multi-Author Works 123730 Ceased Print | Middle East: Abstracts and Index 80607 Researched / Unresolved Print
 Other Availability (Document Delivery): British Library Document Supply Centre | Chemical Abstracts Service Document Detective Service | Information
 Express | Infotrieve | IngentaConnect | LexisNexis Academic & Library Solutions | Linda Hall Library of Science, Engineering & Technology * Document
 Delivery Services | Thomson Reuters
 Other Availability (Back Issues): 1
 Other Availability (Free Samples): Yes
 Publisher & Ordering Details: Commercial Publisher General PWxyz, LLC Address: 71 West 23 St. #1608 New York NY 10010 United States
 Phone: 212-377-5500
 Frequency: Weekly

SERIALS SOLUTIONS AUTHORITY RECORD

Title ID	180
Title Code	PUBLWEE
SSID	ssj0000180
Title	The Publishers weekly
Alphabetization	Publishers weekly
Non Filing Characters	4
Publisher	F. Leypoldt
Language	English (ENG)
Title Type	Serial

Identifiers

Type	Value
ISSN	0000-0019
eISSN	2150-4008

MARC Records ([Edit](#))

Format	MARC Record Code	ID	008
Neutral	lccn01015589	0000-0019	18739999
Neutral	nlmn9875777	0000-0019	18739999
Online	lccn2009200293	2150-4008	18739999

Normalizers ([Edit](#))

Title	ID	Source
Publ. wkly.	0000-0019	210\$a
Publishers Weekly		
Publishers weekly	0000-0019	222\$a
Publishers weekly	2150-4008	245\$a
Publisher's Weekly	0000-0019	
Publishers' Weekly	0000-0019	
Publishers weekly (Online)	2150-4008	222\$a\$b
Publishers weekly PW	2150-4008	245\$a\$b
Publishers weekly.	0000-0019	
PW	0000-0019	246
PW publishers weekly	2150-4008	246\$a
PWK	2150-4008	246\$a
The publishers weekly	0000-0019	245\$a
The publishers weekly.	0000-0019	245

BOWKER AND ISSN

- Relationship dates from ISSN's inception in the early 1970s
- ISSN International Centre allocated the first block of ISSN to Bowker
- First critical mass of ISSNs were assigned, launching the ISSN Network
- Bowker wanted to publish as many ISSNs as possible
- U.S. ISSN Center welcomed help in assigning as many ISSN as possible

History of Ulrich's

- ▶ Carolyn Ulrich, the Chief of Periodicals at the New York City Public Library, started publishing her *Periodicals Directory: a classified guide to a selected list of current periodicals foreign and domestic* in 1932.
- ▶ The first edition:
 - ▶ listed 6,000 titles classified by subject
 - ▶ included information on language, frequency and price
 - ▶ was subsequently reissued every few years.
- ▶ Becoming known simply as “*Ulrich's*™”, the guide proved to be a popular reference for librarians who select periodicals and maintain acquisitions budgets.

Bowker acquires Ulrich's

- ▶ In 1967, R.R. Bowker took over publication of the guide and ushered in new formats and technological changes in the 1980s
- ▶ In 1986, the 25th edition included a categorization for online serials
- ▶ And in 1987 the guide was available in three additional formats, microfiche, CD-ROM, and a searchable database as an alternative to the now bulky multi-volume print edition

Transition to Serials Solutions

- Ulrichsweb.com™, the online interface that librarians use today, was originally released in 1999 and redesigned at the end of 2010
- From 2005 to 2009, the Ulrich's team moved from Bowker to CSA to ProQuest to Serials Solutions, all part of Cambridge Information Group
- It currently includes more than 300,000 titles, extensive search capabilities and linking to catalogs, tables of contents, and other services.

BIRTH OF A PARTNERSHIP

R. R. Bowker

- interested in more ISSN for Ulrich's
- interested in accurate ISSN not always provided by publishers
- interested in Library of Congress metadata policies and practices
- interested in CONSER

LC's National Serials Data Program

- interested in assigning more ISSN
- interested in identifying titles without ISSN
- interested in publisher contacts
- interested in other ways of obtaining and creating metadata

NEGOTIATIONS...



(Lawyers were involved)

CONTRACT!



AGREEMENT

LC provides:

- Workspace, tools
- Access to all relevant databases
- Training in ISSN work
- Training in related library standards

Serials Solutions provides:

- Training in Ulrich's and Serials Solutions processes
- Access to all Ulrich's, and Serials Solutions databases
- Human resources management

WHY HAS THE PARTNERSHIP WORKED SO WELL FOR SO LONG?



BENEFITS: U.S. PUBLISHERS

- One-stop shopping:
- Obtain ISSN + entry in Ulrich's at the same time, from the same application
- Metadata also recorded in:
 - OCLC WorldCat/CONSER database
 - Library of Congress catalog (selected titles)
 - International ISSN Register

BENEFITS: U.S. ISSN CENTER/LC

- Dedicated person to handle ISSN assignment added to ISSN staff
- Additional ISSN added to the ISSN Register and CONSER database
- Firsthand exposure of ISSN staff to information about the publishing industry
- Awareness of ISSN issues from a “user” perspective

BENEFITS: SERIALS SOLUTIONS

- Rich source of serials and metadata
 - pre-publication information
 - niche publications, rare serials
- Greater numbers of authoritative ISSN for the Ulrich's and Serials Solutions' databases
- Problem resolution
- Exposure to standard library metadata practices, including subject headings

BENEFITS: SERIALS COMMUNITY

- Additional ISSN assigned for worldwide use
- Additional ISSN in LC, CONSER databases
- Follow-up with publishers about pre-publication ISSN assignments
- Completion of pre-publication records
- Projects to add “missing” ISSN to titles from publisher lists
- More problems resolved from:
 - Librarians, publishers, aggregators, digitizers

FROM PARALLEL TO CONVERGENT





PARALLEL CHALLENGES

- Need to use two separate computers due to firewall and security issues
- Differences in cataloging practices, especially treatment of subjects and publications in multiple formats
- Time management: e.g., competing priorities
- Different work policies: e.g., holidays, work hours

SIMILAR GOALS, DIFFERENT MEANS

- ISSN records use AACR2, MARC21, national authority file headings, LC class & subject headings, + Dewey numbers
- Ulrich's records use Ulrich's metadata rules, a proprietary format, Ulrich's subject headings + Dewey numbers
- Serials Solutions' records use AACR2, MARC21, national authority file headings, LC class & subject headings
- Both organizations' goals include enhancing the metadata in records used by researchers

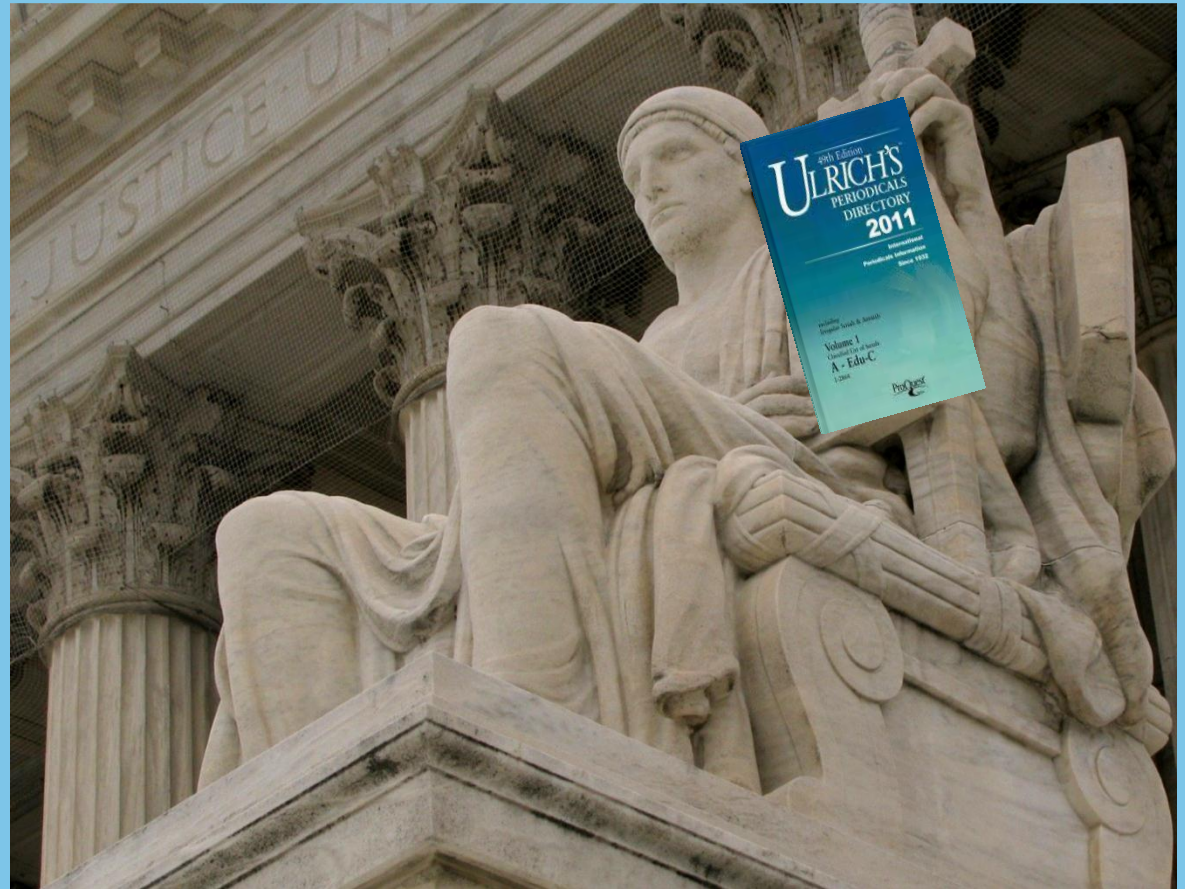
SERIALS SOLUTIONS WORK

- Adding ISSN data to non-US CONSER records (i.e. Springer EISSNs)
- Associating other format types to our authority data (i.e. adding print and online records for the American Periodical Series titles; they previously just had microform records)
- Normalization!

LESSONS LEARNED



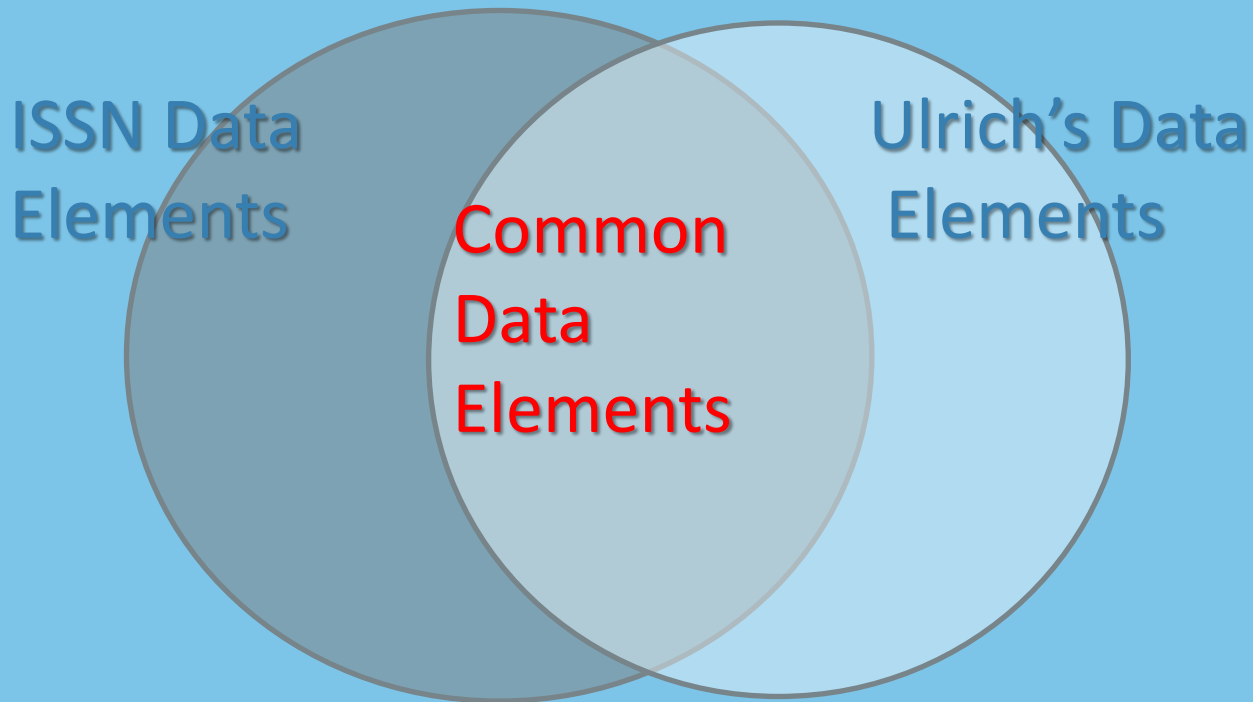
PUBLIC-PRIVATE PARTNERSHIPS CAN SUCCEED



STANDARDS MATTER

- ▶ Standards are increasingly important in an interconnected world
- ▶ Common standards help interoperability
- ▶ Common standards can help partnerships but there are work-arounds
- ▶ RDA/Bibliographic Framework Transition Initiative

COMMON DATA ELEMENTS CAN BE MAPPED



Required Fields for Different Records

ISSN application	ISSN pre-publication	ISSN post-publication	CONSER standard record	Ulrich's
*Title	Y	Y	Y	Y
*New publication or title change	Y	Y	Y	Y
*Future/past date of publication	Y	Y	Y	Y
First volume number	N	Y	Y	N
Alternative title	N	N	N	N
Earlier title	N	N	N	N
*Format	Y	Y	Y	Y
Loose leaf updating service	N	N	N	N
*Publisher	Y	Y	Y	Y
*City and State of Publisher	Y	Y	Y	Y
Former publisher	N	N	N	N
*Frequency	Y	Y	Y	Y
Price	N	N	N	N
*Publisher address	Y	Y	Y	Y
URL	N	N	N	N
Contact info	N	N	N	N
Comments or Questions	N	N	N	N

Mapping Ulrich's and MARC

- A more granular review matching the Ulrich's data fields to MARC21 fields shows of the 20 required elements in an Ulrich's record, 12 map to a MARC21 element
- There are 43 additional Ulrich's database fields that match MARC21
- The resulting match is by no means a perfect alignment to what is required in either record, but the match nonetheless provides a starting point for possible import in one direction or another.

Ulrich's with no MARC Match

- ▶ There are an additional 50 or so Ulrich's fields that do not have a MARC21 equivalent
- ▶ These are typically fields related to comments and notes, price, circulation, and details about the publisher or other related companies
- ▶ Ulrich's data also includes some frequently changing data fields as well as fields not present in a MARC record, such as refereed information, review types, and presence of journal citation reports

High Maintenance Data

- ▶ Serials are by definition high maintenance entities: frequencies, issuing bodies, prices, contact information and more all change at alarming rates from a maintenance point of view
- ▶ Finding a way to use the ISSN to link out from the MARC21 record to Ulrich's database fields would be useful for high maintenance data that requires more frequent updating
- ▶ An organization such as the Ulrich's team has traditionally worked to maintain the timely updates of the serials data

CONSER Updating

- Records in the CONSER database are cooperatively maintained by the participating libraries but only those libraries that hold a title will be in a position to maintain it, and not all libraries have the time and staff to methodically maintain serial records in the CONSER database.
- Many records created during ISSN assignments are, as previously noted, “niche” publications that may be held by few or no CONSER libraries.
- Therefore, any volatile data will quickly become out of date and the benefits versus cost or risk of including these data in AACR2/MARC records will have to be weighed.

Normalization at Serials Solutions

- Standardization: JAMA, Journal of the American Medical Association, JAMA j. Am. Med. Assoc., JAMA (Chicago, Ill)
- Identification: which Financial Management is it? London or Tampa Fl. or Beijing?
- Accuracy: we use MARC records from CONSER as impetus to correct our holdings data. If the dates in the holdings don't match the MARC record, we correct them so they will (can anyone say title split?)

Title	ID	Source
American Medical Association Journal (JAMA)	0098-7484	
J A M A	0098-7484	
JAMA		
JAMA	0098-7484	
JAMA	1538-3598	245
JAMA (Chic. Ill.)	0098-7484	210\$a\$b
JAMA (Chicago Ill)	0098-7484	alpha
JAMA (Chicago, Ill)	0098-7484	
JAMA (Chicago, Ill.)	0098-7484	
JAMA (Journal of the American Medical Association)	0098-7484	
JAMA (Online)	1538-3598	222
JAMA :	0098-7484	245
JAMA : JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION	0098-7484	
JAMA : the journal of the American Medical Association	0098-7484	245\$a\$b
JAMA : the journal of the American Medical Association	1538-3598	245\$a\$b
JAMA Archives	0098-7484	
JAMA j. Am. Med. Assoc.	0098-7484	210\$a
JAMA Journal of the American Medical Association	0098-7484	
JAMA See Journal of the American Medical Association	0098-7484	
JAMA The Journal of the American Medical Association	0098-7484	
JAMA the journal of the American Medical Association	1538-3598	245
JAMA, the journal of the American Medical Association	0098-7484	222\$a
JAMA, the journal of the American Medical Association	1538-3598	222\$a
JAMA. Journal of the American Medical Association		
JAMA. Journal of the American Medical Association	0098-7484	
JAMA: Journal of the American Medical Association	0098-7484	
JAMA: The Journal of the American Medical Association		
JAMA: The Journal of the American Medical Association	0098-7484	
JAMA: The Journal of the American Medical Association	0098-7484	
Journal of the American Medical Association	0098-7484	246\$a
Journal of the American Medical Association	1538-3598	246
JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION (JAMA)		
JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION (JAMA)	0098-7484	

“Authority” Titles

- Title information
- Identifiers
- MARC records (different formats)
- Title variations, alternate titles, blocked titles
- Subjects (HILCC & MeSH)

FUTURE DIRECTIONS

- Linked data
- Interoperability of localized standards and institutional requirements
- Effect of RDA
- Contextual Metadata
- Enhancement of serials data
- Beyond serials
- “Serials in the Cloud”

NEXT STEPS

- Complete the training of our newest employee
- Meet the challenges of RDA
- Look for new opportunities to streamline the process and link data in new ways...



**WORK TOWARDS
CELEBRATING
THE NEXT 10 YEARS!**

FURTHER INFORMATION

- ▶ “Still Partners After All These Years: ISSN and Ulrich’s,” *Serials Review*, vol. 37, issue 1, pp. 14-25
- ▶ U.S. ISSN Center
 - ▶ www.loc.gov/issn
- ▶ ProQuest
 - ▶ www.proquest.com
- ▶ SerialsSolutions
 - ▶ www.serialssolutions.com
- ▶ Ulrich’s
 - ▶ www.ulrichs.com
- ▶ ISSN International Centre
 - ▶ www.issn.org





ULRICH'STM
GLOBAL SERIALS INTELLIGENCE

Helping Your Library Be The Best Partner For Research

Thank You

Laurie.Kaplan@serialssolutions.com

Kara.Killough@serialssolutions.com