



15 September 2015

Dear KYVL Member,

I am pleased to share with you a new OCLC brochure entitled The Value of Your OCLC WorldCat Subscription. KYVL has partnered with OCLC since November 1999 to make the OCLC WorldCat database on FirstSearch available to you and Kentucky citizens at a substantial savings over individual library pricing. WorldCat is a comprehensive database that represents the collections of OCLC member libraries worldwide. Our subscription to WorldCat on FirstSearch supports reference and discovery in your library and makes your library's resources visible on WorldCat.org and partner sites, such as Google, Yahoo!, Bing, GoodReads, EasyBib, etc.

Your WorldCat subscription via KYVL also enables you to:

1. Be where your users start their searches: Users at web sites like Google will see library materials in their search results and, when they select an item available in their library, they also can link to their home library's OPAC to perform activities that their library allows, such as placing holds, requesting materials through interlibrary loan, and chatting with a librarian.
2. Show up in mobile phone apps: If your library's holdings are in WorldCat, users can use applications such as RedLaser, iBookshelf and IRecommend with the camera feature on their mobile phones to scan a barcode and identify nearby libraries that hold the desired item.
3. Shine a light on your library: OCLC makes it easier for users to find your library by making your library's information (address, hours, map and directions, library photos, website, information about your collections, etc.) available through YELP and other partners.
4. Use it for Reference: WorldCat's breadth and depth are unparalleled for use in answering a wide range of reference questions.
5. Explore a genealogical gold mine: WorldCat provides information about and links to genealogical source materials in account books, autobiographies, church histories and records, diaries and journals family histories, manuscripts, picture and much more. Now it also includes the rich catalog of FamilySearch, a non-profit family history organization and the largest genealogical organization in the world.



6. Track authors: WorldCat Identities summarizes invaluable information about 52 million personal and corporate authors: Works by and about the authors with short synopses, publication timeline, audience levels, and associated subjects in a tag cloud.
7. Showcase local digitized collections: WorldCat represents a wide range of digital collections with links to more than 30 million digital items from Google Books, HathiTrust and more than 1,400 libraries, museums, and archives.
8. See just your library's items: You can use WorldCat as your library's public access catalog if your holdings are in WorldCat.
9. Put your data where you want it: Your library can include WorldCat search results in other services like EBSCO EDS.
10. Share resources easily: WorldCat supports interlibrary loan and other forms of resource sharing.
11. Scale up quickly: WorldCat is the baseline for OCLC's new WorldCat Discovery Services that will replace FirstSearch. WorldCat Discovery provides single search access to all your library's electronic, digital, and physical materials. With WorldCat Discovery in use at your library, it is easy to transition to the cloud-based integrated library system, WorldShare Management Services.
12. Get visibility on WorldCat.org: When your library subscribes to WorldCat Discovery and has holdings in WorldCat, your holdings display at www.worldcat.org where users can search WorldCat at no charge, identify desired resources and libraries near them that hold an item, and connect to the library's web site or to the item in a library's OPAC to check on availability, place a hold, request interlibrary loan and chat with a librarian.

Please take a few minutes to read through the attached brochure to learn more. Thank you!

Sincerely,

Enid Wohlstein,
Director

