

## **Metadata Plus: How Libraries Assure Discovery of Locally Created Content**

ACRL 14<sup>th</sup> National Conference  
March 12-15, 2009 – Seattle, WA  
PUSHING THE EDGE: EXPLORE, ENGAGE, EXTEND



*Melanie Feltner-Reichert  
Marie A. Garrett  
Linda L. Phillips*

*University of Tennessee Libraries  
Knoxville, Tennessee*

Hello, I'm Melanie Feltner-Reichert, director of Digital Library Initiatives at the University of Tennessee. My colleague, Linda Phillips, is going to set the context for Metadata Plus, and I'll pick up in the middle when we get to the demonstration. Good morning, I'm Linda Phillips, head of Scholarly Communications at UT; our colleague, Marie Garrett sends you greetings from Knoxville.

## **Librarians Who Understand How Metadata Works...**

- **Can demonstrate how items in digital collections are discovered**
- **Can convince authors to place content in a safe and sustainable archive with maximum exposure to their scholarship**

This presentation is about discovering locally created digital content. Our premise is: Most librarians understand that metadata facilitates discovery of digital content, but most of us cannot envision how it happens. One benefit to understanding metadata's inner workings is to be convincing when we encourage authors to entrust digital content to library collections.

## Overview: Making Local Content Discoverable

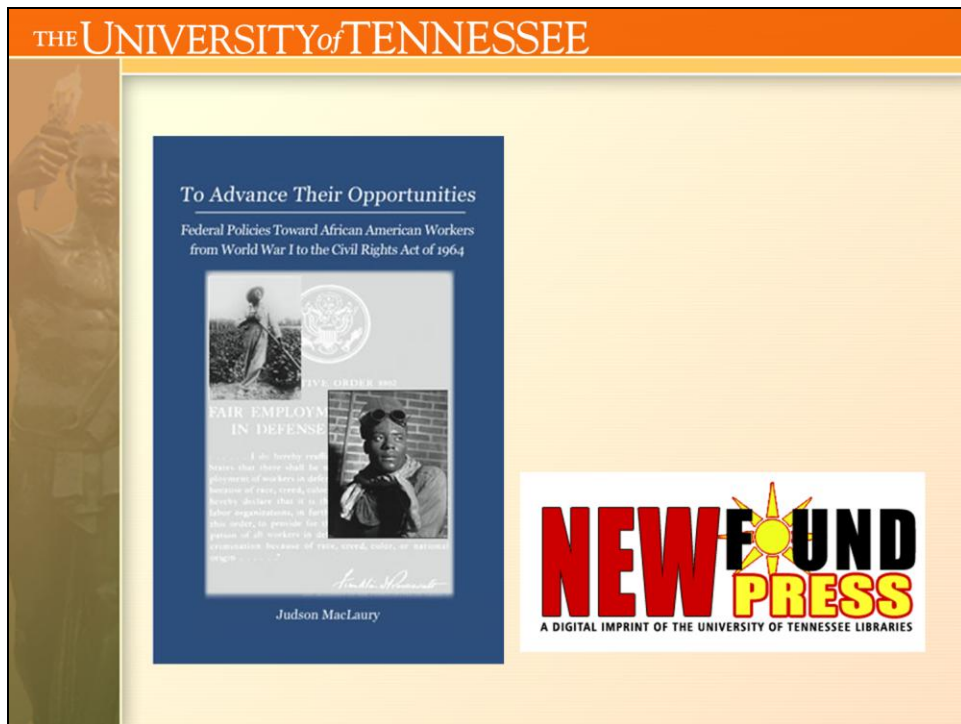
- Metadata definition and role
- Open Archives Initiative benefits
- Steps to make metadata harvestable
- Traditional bibliographic discovery and exposure methods

To show how metadata works, we're going to define it, introduce you to the de facto standard for metadata creation—the Open Archives Initiative—and demonstrate the steps to create metadata that's harvestable. Because metadata isn't the only way to discover locally created content, we'll also mention some of the traditional bibliographic access methods that expose digital content.



## From Special Collections to the Desktop!

Academic library digital programs are flourishing. Digitization of unique content brings special collections to the desktops of scholars and other information seekers from kindergarten to life-long learners.



Standing on the shoulders of library digitization experiences, new forms of scholarly publishing are emerging—for example, digital imprints such as the University of Tennessee Newfound Press,



Institutional repositories...

THE UNIVERSITY of

TENNESSEE

UR

KNOXVILLE

Webmail | Tmail | Online@UT | A-Z Index

Search

Library Site

90

University Libraries

Hours | Departments | Staff Directory | Maps and Directions

Subject Guides

A - G

- Advertising & Public Relations
- African & African American Studies
- Agriculture
- Anthropology
- Architecture
- Art
- Astronomy
- Biological Sciences
- Business & Economics
- Chemistry
- Child & Family Studies
- Cinema Studies
- Classics
- Communication Studies
- Computer Science
- Education
- Engineering & Technology
- English
- Environmental Studies
- Geosciences
- Government Documents

H - Z

- Health Sciences
- History
- Information Sciences
- Journalism & Electronic Media
- Languages
- Maps & Geography
- Mathematics
- Medieval & Renaissance Studies
- Music
- Philosophy
- Physics
- Political Science
- Psychology
- Religious Studies
- Social Work
- Sociology
- Sport Studies
- Theatre
- Veterinary Medicine
- Women's Studies

Special Topics

- Cherokee Resources Guide
- Copyright Information
- Diversity Resource Guides
- EndNote

Medieval and Renaissance Studies

Don't see what you're looking for here? Consult a [subject librarian](#)

Web Resources | Associations | Databases and Full Text |

Marco Institute

Subject guides created by librarians,

7





The image shows a screenshot of the Gamut Music Theory Society of the Mid-Atlantic website. The header features the title "Gamut" in a large, stylized font, with "Music Theory Society of the Mid-Atlantic" underneath. The background of the header is dark with faint, golden musical notation and a stylized figure. Below the header is a navigation bar with links: HOME, ABOUT, LOG IN, REGISTER, SEARCH, CURRENT, ARCHIVES, ANNOUNCEMENTS, and NEWFOUND PRESS. A secondary navigation bar includes "OPEN JOURNAL SYSTEMS" and "Journal Help". The main content area has a breadcrumb trail: "Home > Gamut - Music Theory Society of the Mid-Atlantic". The title "Gamut - Music Theory Society of the Mid-Atlantic" is followed by the URL "www.newfoundpress.utk.edu/gamut". The text describes Gamut as a peer-reviewed online journal for the Music Theory Society of the Mid-Atlantic, intended to be a journal of criticism, commentary, research, and scholarship. It seeks submissions focusing on any aspect of music theory and its cognate disciplines. Gamut welcomes submissions on any topic of interest to the music-theory community, including Schenkerian or Transformational Theory, and new theoretical and analytical concepts. It also encourages submissions from authors whose knowledge of other disciplines can contribute to musical understanding. While happy to accept traditional submissions, it is also excited to receive submissions dealing with new theoretical and analytical concepts, particularly those concerning music of different non-Western regions (e.g., India, the Middle-East, or South America) or musical genres from popular culture (e.g., rock, country, or hip-hop). On the right side, there is a "USER" section with fields for "Username" and "Password", a "Remember me" checkbox, and a "Log In" button. Below this is a "JOURNAL CONTENT" section with a "Search" field and a "Browse" section with links: "By Issue", "By Author", "By Title", and "Other Journals".

And open access journals.



Web Images Maps News Video Gmail more ▼

Google  Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 617 for [rhythm movement bartok leong](#) (0.28 seconds)

[PDF: Bartók's String Quartets: Tradition and Legacy](#)  
 File Format: PDF/Adobe Acrobat - [View as HTML](#)  
 Many aspects of **Bartók** rhythmic style are derived from folk music. ... Daphne Leong.  
 University of Colorado, Boulder. **Bartók's** Fifth String Quartet, notable for its .... Sonata Form in  
 the First Movement of **Bartók's** Fourth Quartet ...  
[finearts.uvic.ca/music/whats\\_new/bartok/Bartok%20Symposium%20Abstracts.pdf](#) -  
[Similar pages](#)

[UVic Music: Bulletin Board](#)  
 Paul Wilson (University of Miami) – "Sonata Form in the First Movement of **Bartók's** Fourth  
 Quartet" ... Jonathan Bernard (University of Washington) – "**Bartók** and Traditional Form ...  
 Daphne Leong (University of Colorado at Boulder) – "The 'Many Meters Hypothesis': Rhythmic-  
 Metric Multiplicity at the Core of **Bartók's** ...  
[finearts.uvic.ca/music/whats\\_new/bartok/program.html](#) - 21k - [Cached](#) - [Similar pages](#)

[Browse Title Index](#)  
 Vol 1, No 1 (2008), Rhythm in the First Movement of **Bartók's** Contrasts: Performance and  
 Analysis, Abstract PDF. Daphne Leong, Daniel Silver, Jennifer John ...  
[dlc.lib.utk.edu/web/ojs/index.php/first/search/titles](#) - 11k - [Cached](#) - [Similar pages](#)

[Listen to works of Tony K.T. Leung](#)  
 Convincing writing in two parts is not easy - Bach and **Bartók** were masters at it, .... A rhythmic  
 idea, beginning with a pair of diminished fifths, alternates with a melody ... The first movement  
 ends with a passage played double speed. ...  
[www.arcosoft.com/composer/listen.htm](#) - 45k - [Cached](#) - [Similar pages](#)

[\[AMS-announce\] ANNOUNCEMENT: Inaugural issue of Gamut now available](#)  
 "Rhythm in the First Movement of **Bartók's** Contrasts: Performance and Analysis" by Daphne

Although several options are available to discover online resources, faculty and students are likely to use web search engines first.

**For information  
about African Americans  
and government policy  
towards civil rights:**

**UT Libraries**  
**CATALOG**

[Basic Search](#)  
[Advanced Search](#)  
[Results List](#)

[View E-Shelf](#)  
[Search History](#)  
[Last Browse](#)

Searching: Full Catalog

Search for a keyword:

Type word or words: african americans government policy civil rights

Is it a phrase? ☒ No ☐ Yes

Select field to search: Comprehensive Keyword

**Databases and Other Electronic Resources**

[Access Information](#)
[UTK Users \(w/NetID\)](#)
[On Campus Only](#)
[In Library](#)
[CDROM](#)
[Free Access](#)

**Arts & Humanities**  
- History & Classics

America: History & Life 1950s+

Indexes scholarly literature on the history of the United States and Canada. Some access articles is available. Limited to 10 simultaneous users. Click "Exit" to logoff.

ArchivesUSA

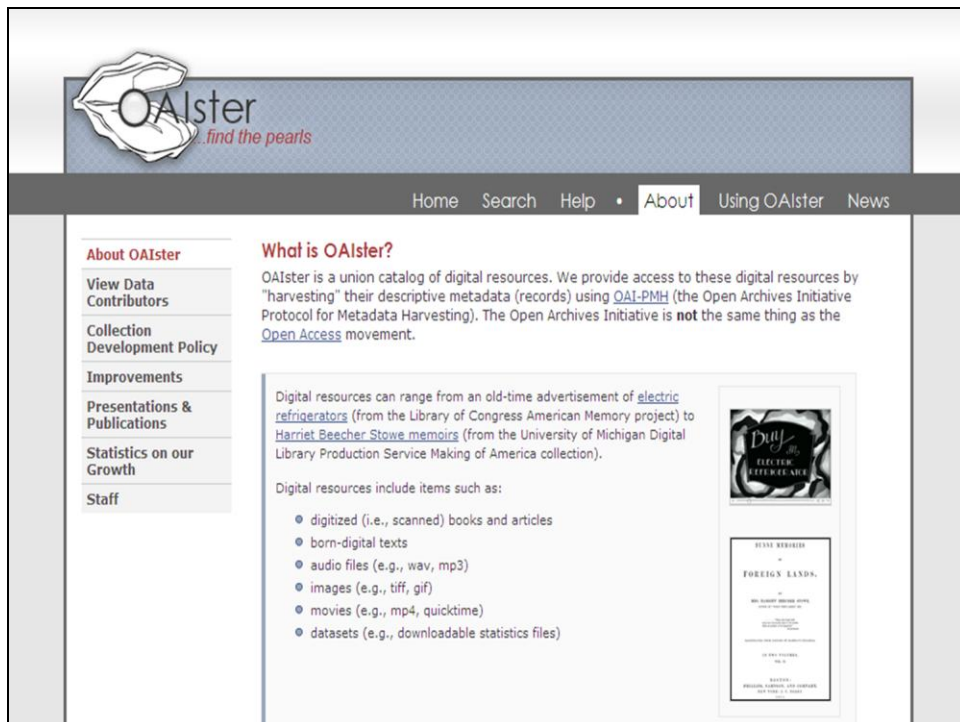
A current directory of over 5,480 manuscript repositories and more than 132,000 collected source material across the United States. Limited to one simultaneous user.

Historical Abstracts 1950s+

Indexes scholarly literature on world history, excluding the United States and Canada. Some text articles is available. Limited to 10 simultaneous users. Click "exit" to logoff.

1001	ja MacLaury, Judson.
24510	ja To advance their opportunities [h [electronic resource]] : [k 1964 / jc Judson MacLaury ; foreword by Ray Marshall.
24630	ja Federal policies toward African American workers from W
260	ja Knoxville, Tenn. : jb Newfound Press, University of Tenn
300	ja xviii, 300 p. : jb digital, PDF file ; jc 23 cm.
538	ja Systems requirements: Adobe Acrobat Reader.
538	ja Mode of access: World Wide Web.
500	ja Title from PDF title page (viewed on Oct. 10, 2008).
516	ja Electronic text; file size: 1.75 MB.
530	ja Also available print-on-demand at publisher's website.
504	ja Includes bibliographical references (p. 283-300).
650 0	ja African Americans [x Employment [x Government policy

For more in-depth research, scholars rely on a variety of tools, many online, that provide access via bibliographic conventions developed for access to print. For example, someone seeking information about government policy toward African American civil rights might well look in the library catalog and in appropriate databases. You probably recognize the box on the right as an excerpt from a MARC record. The MARC cataloging record makes our Newfound Press online book discoverable through the local catalog and WorldCat; a metadata record enables its discovery via internet harvesters.



The OAIster database is a union catalog of digital resources whose metadata conforms to the Open Archives Initiative Protocol for Metadata Harvesting (OAI-PMH for short). Although metadata as a concept has become increasingly familiar to scholars, many are unaware that OAIster can be used much like a commercial database to search and retrieve digital resources. OAIster is just one of many metadata harvesters.

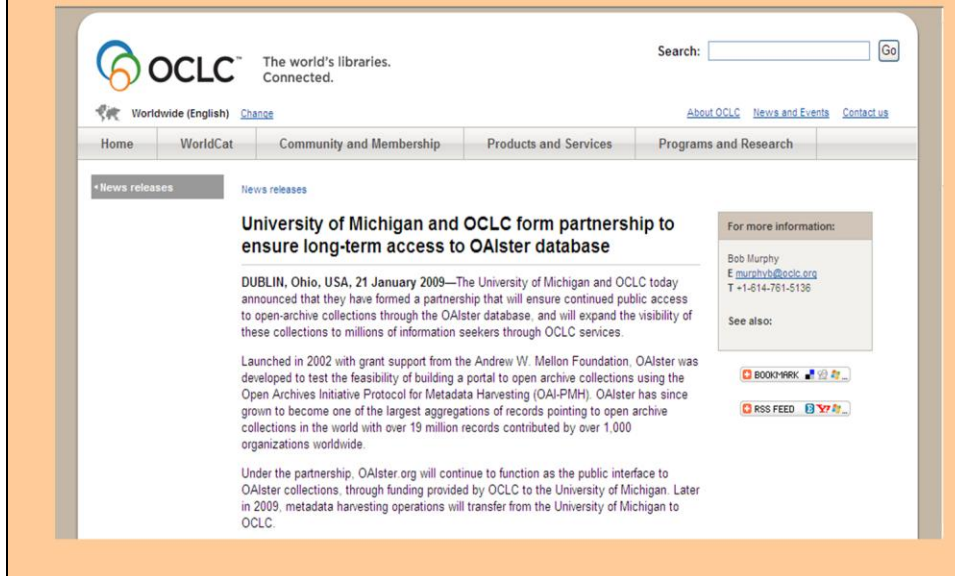
## ***Metadata in Action***

- **Define metadata.**
- **Create an OAI-PMH record.**
- **Register to participate so it's harvestable.**
- **Watch it work!**

*Beyond traditional cataloging, metadata offers standardized contextual elements that enable harvesting and discovery.*

We're now going to enable you to visualize metadata in action. Melanie: I will now address the role of metadata in making locally created content discoverable. To do that, we'll look at what metadata is, the features of OAI-compliant metadata records, and show you how to participate in the Open Archives Initiative. Metadata: let's watch it work.

## Promise for Sustainability...



Melanie's first slide: But - a short aside. Before we launch into the definition of metadata, I'd like to mention an exciting development in the world of digital resources. Here we see an example metadata at work. Linda just mentioned OAISTER, a union catalog of digital resources maintained by the University of Michigan. You could say OAISTER is the WorldCat of the digital world. Interestingly, just in January, OCLC and UMich developed a partnership with an end goal of transferring responsibility for maintaining this digital union catalog to OCLC. .... With this development, we see OAster becoming a more significant as a database. This represents a turning point in providing access to digital content -- offering a promise of sustainability in providing access to digital objects. And I point this out because our entire talk is about making digital content discoverable. So now let's look at how that works, beginning with the role of metadata.

## What is metadata?

**“structured information about an  
information resource of any media type or  
format”**

Priscilla Caplan,

*Metadata Fundamentals for All Librarians*

So, first, what is metadata. Here's a simple, straightforward definition created by Priscilla Caplan. Metadata is ..... Sound familiar? we're all familiar with the role of MARC records in capturing structured information about resources, specifically descriptive access points, helping users find content geared to their information needs. So, first, what is metadata. Here's a simple, straightforward definition created by Priscilla Caplan. Metadata is structured information about an information resource of any media type or format". This definition is broad enough to encompass all forms of metadata, including descriptive, technical, administrative and structural. For the purposes of end-user discovery of information resources, descriptive metadata is the key. MARC is perhaps the descriptive metadata format with which librarians are most familiar. We're all acquainted with the role of MARC records in capturing structured information about resources, specifically descriptive access points, helping users find content geared to their information needs.



### MARC Record Excerpt

1001	ja MacLaury, Judson.
24510	ja To advance their opportunities [h [electronic resource] : h 1964 / [c Judson MacLaury ; foreword by Ray Marshall.
24630	ja Federal policies toward African American workers from W
260	ja Knoxville, Tenn. : [b Newfound Press, University of Tenn
300	ja xviii, 300 p. : [b digital, PDF file ; [c 23 cm.
538	ja Systems requirements: Adobe Acrobat Reader.
538	ja Mode of access: World Wide Web.
500	ja Title from PDF title page (viewed on Oct. 10, 2008).
516	ja Electronic text; file size: 1.75 MB.
530	ja Also available print-on-demand at publisher's website.
504	ja Includes bibliographical references (p. 283-300).
650 0	ja African Americans [x Employment [x Government policy

### Dublin Core Record Excerpt

Title: To advance their opportunities : federal policies toward African American workers from World War I to the Civil Rights Act of 1964  
 Creator: MacLaury, Judson  
 Date: 2008  
 Publisher: Newfound Press, University of Tennessee.  
 Rights: The author has licensed the work under the Creative Commons Attribution Noncommercial 3.0 United States License. To view a copy of this license, visit <<http://creativecommons.org/licenses/by-nc/3.0/us/>>.  
 Subject: United States. Committee on Fair Employee Practice -- History.  
 Subject: African Americans -- Employment -- Government policy -- History -- 20th century.  
 Identifier: TU:DLC:Filename:0012\_000053\_000200\_0000  
 Identifier: <http://idserver.utk.edu/?id=200700000001691>  
 Format: image/pdf  
 Type: text

Here we see two descriptive records for a single resource, one in MARC, and another in Dublin Core. Each record describes a digital resource published by our library's electronic press. Notice that each record shares similar descriptive access points, such as title, author, subject. However, the Dublin Core record has a few fields that are organized and presented a bit differently: These fields are highlighted in red. Unique identifiers are captured in repeated "identifier" fields. The first field is the unique file name assigned to the object. The second is the persistent URL where the resource resides. Format and type are also structured differently to conform to best practices for Open Archives Initiatives records. The format field, for instance, is expressed in a way using the file type controlled vocabulary required for OAI-compliant Dublin Core. So, as you can see, it is not such a big leap to move from the familiar MARC format to a Dublin Core format, but certain tweaks must be made to the structure of the information to conform to OAI best practices.





# THE UNIVERSITY of TENNESSEE

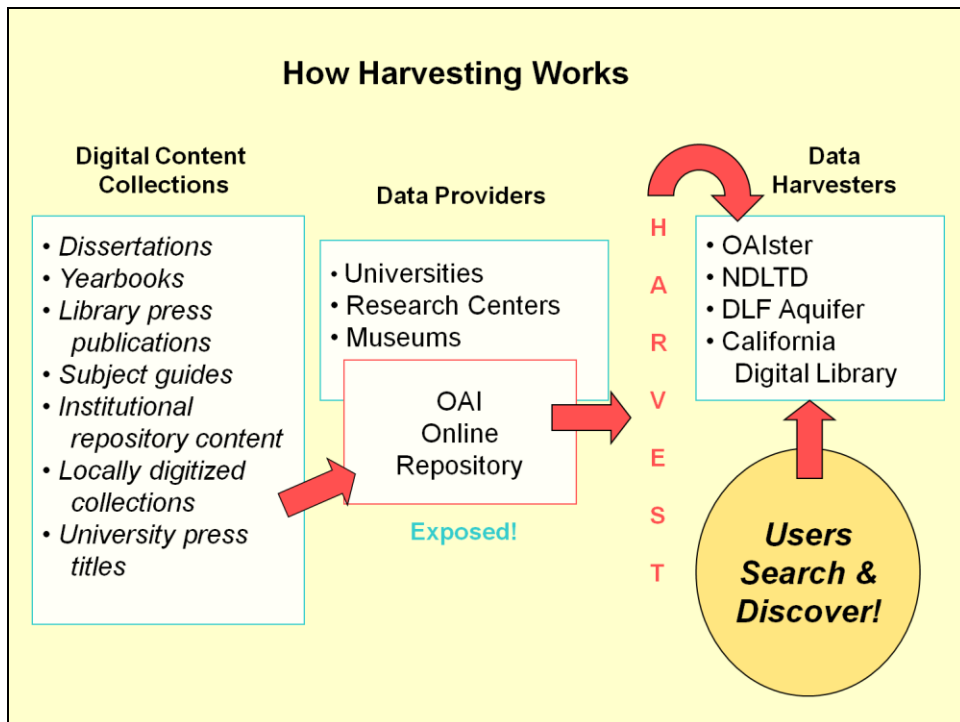
## Metadata Record in OAI-PMH Format

```


<metadata>
<oai_dc:dc xmlns:oai_dc="http://www.openarchives.org/OAI/2.0/oai_dc/"
xmlns:dc="http://purl.org/dc/elements/1.1/" xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance" xsi:schemaLocation="http://www.openarchives.org/OAI/2.0/oai_dc/
http://www.openarchives.org/OAI/2.0/oai_dc.xsd">
<dc:title>To advance their opportunities : federal policies toward African American
workers from World War I to the Civil Rights Act of 1964</dc:title>
<dc:creator> MacLaury, Judson</dc:creator>
<dc:date> 2008</dc:date>
<dc:publisher> Newfound Press, University of Tennessee. </dc:publisher>
<dc:date> 2008</dc:date>
<dc:rights> The author has licensed the work under the Creative Commons
Attribution-Noncommercial 3.0 United States License. To view a copy of this
license, visit <http://creativecommons.org/licenses/by-nc/3.0/us/>. </dc:rights>
<dc:subject> United States. Committee on Fair Employee Practice – History
/<dc:subject>
<dc:subject> African Americans – Employment – Government policy – History – 20th
century. </dc:subject>
<dc:identifier> TU:DLC:Filename:0012_000053_000200_0000 </dc:identifier>
<dc:identifier> http://idserver.utk.edu/?id=200700000001691</dc:identifier>
<dc:format> image/pdf</dc:format>
<dc:type> text</dc:type>
</oai_dc:dc>
</metadata>


```

Now let's look a little deeper into OAI compliance. This slide takes us "behind the scenes" of the same Dublin Core record just shown. This is the same descriptive content -- however, it is now expressed in valid XML (extensible markup language) . This standardized encoding is a critical part of what makes the record harvestable for OAI service providers such as OAIster.



So how does OAI-complaint encoding of your records make your locally created content easier to find. This diagram illustrates how the harvesting process works - bringing information to the user! OAI complaint Dublin Core records for digital collections are placed in an online repository by the holding institution. The data is then picked up by OAI harvesters maintained by service providers, then delivered to the end user in a new database of aggregated records searchable through an interface like OAIster. Databases like OAIster provide "one stop shopping for users interested in useful, academically-oriented digital resources. [they] gather all potential digital resources out there in an effort to build a comprehensive digital union catalog" The service also allows users to quickly access the information object itself, not just its record. Each record links directly to the resource online as illustrated in the Dublin Core record we viewed a moment ago. This eliminates frustration and dead ends. The user finds a record describing an object of use and is then immediately able to retrieve the object and put it to use in their research.


**NDLTD**  
 NETWORKED DIGITAL LIBRARY OF THESES AND DISSERTATIONS



HOME

ABOUT NDLTD

COMMUNITY ACTIVITIES

DOCUMENTATION

JOIN NDLTD

ONLINE PRESS ROOM

CONTACT NDLTD

Accessibility

Sign in

The Networked Digital Library of Theses and Dissertations (NDLTD) is an international organization dedicated to promoting the adoption, creation, use, dissemination and preservation of electronic analogues to the traditional paper-based theses and dissertations.

This website contains information about the initiative, how to set up Electronic Thesis and Dissertation (ETD) programmes, how to create and locate ETDs, and current research in digital libraries related to NDLTD and ETDs.

for Researchers:  
**Find ETDs**

for Authors:  
**Submit ETD**

for Institutions:  
**Manage ETDs**

**News**

- Bid to Host ETD 2011 2008-09-22
- NDLTD 2008 ETD Awards Powered by Scirus 2008-06-03
- Chronicle of Higher Education: Readers Not Wanted: Student Writers Fight to Keep Their Work Off the Web 2008-05-16
- Information World Review: Don't let the grey fade away 2008-05-07
- NDLTD 2008 ETD Adobe Awards 2008-03-31

More news...

**Upcoming Events**


- ETD 2009 - 12th International Symposium on Electronic Theses and Dissertations Pittsburgh, USA, 2009-06-10
  - Previous events...
  - Upcoming events...

**Recent Changes**

- NDLTD Members 2009-01-09
- ETD-MS v1.1: an Interoperability Metadata Standard for Electronic Theses and Dissertations 2008-12-03
- thom 2008-12-03
- ETD Awards 2008-10-27
- ETD Award Acceptances - 2005 2008-10-27


All recent changes...

We've mentioned OAISter a lot; however NDLTD is another example of a service built on OAI records.


**NDLTD**

**NETWORKED DIGITAL LIBRARY OF THESES AND DISSERTATIONS**

[Find ETDs](#)
[Submit ETD](#)
[Manage ETDs](#)



**SCIRUS ETD Search**

Search

☒ ETDs
 ☐ All of the scientific web

[Advanced search](#)

powered by  
**SCIRUS**

Searched for: All of the words "university of tennessee"  
 Found: 19,278 results  
 Sort by: relevance | [date](#)

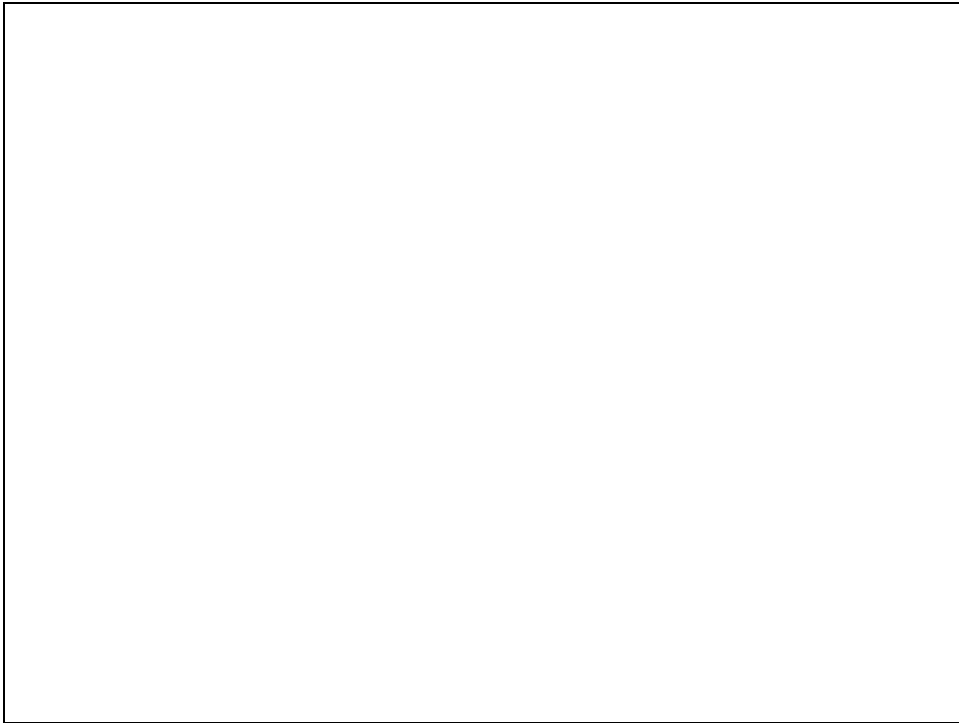
[Perceptions of the Tennessee State Legislature toward University of Tennessee Extension \[electronic resource\] / Martin Roscoe ...](#)  
**Koon, Martin Roscoe, Jr., 1968-. Jan 2006**  
 ...State Legislature Toward **University of Tennessee** Extension." I have examined...STATE LEGISLATURE TOWARD **UNIVERSITY OF TENNESSEE** EXTENSION A Thesis Presented...Master of Science Degree The **University of Tennessee**, Knoxville Martin Roscoe...

[Perceptions of the Tennessee State Legislature toward University of Tennessee Extension](#)  
**1968- Koon, Martin Roscoe, Jr., Jan 2006**  
 ...State Legislature Toward **University of Tennessee** Extension." I have examined...STATE LEGISLATURE TOWARD **UNIVERSITY OF TENNESSEE** EXTENSION A Thesis Presented...Master of Science Degree The **University of Tennessee**, Knoxville Martin Roscoe...

[Sound Exposure for University of Tennessee Applied Music and Ensemble Professors: A Study of Sound Pressure Levels](#)

Refine using keywords found in the results:  
[bracketing](#)  
[call number](#)  
[catalogs](#)  
[chi-square](#)  
[college](#)  
[database administrator](#)  
[field notes](#)  
[great smoky mountains](#)  
[knoxville](#)  
[phenomenological](#)  
[research participants](#)  
[survey instrument](#)  
[undated](#)  
[utk theses -- education](#)

Here's an example of one of our university's dissertations indexed in NDLTD. Because we share our records via the OAI protocol, the NDLTD service harvests our records from the repository we set up. They then index the records in their database, making it easier for researchers to find dissertations and theses created at our institution.



Here we see the digital object listed in the NDLTd search results on the previous slide, and its OAI-complaint record. We created an OAI-compliant record for the object, placed it in our repository and NDLTd harvested it! This illustrates the benefits of participating in the OAI initiative: Library records available to all OAI harvesters and service providers, the chances of content discovery increase, and the visibility of the author's work is thus enhanced.

>

## Participate in OAI-PMH

### Step 1

#### *Decide on static vs. dynamic*

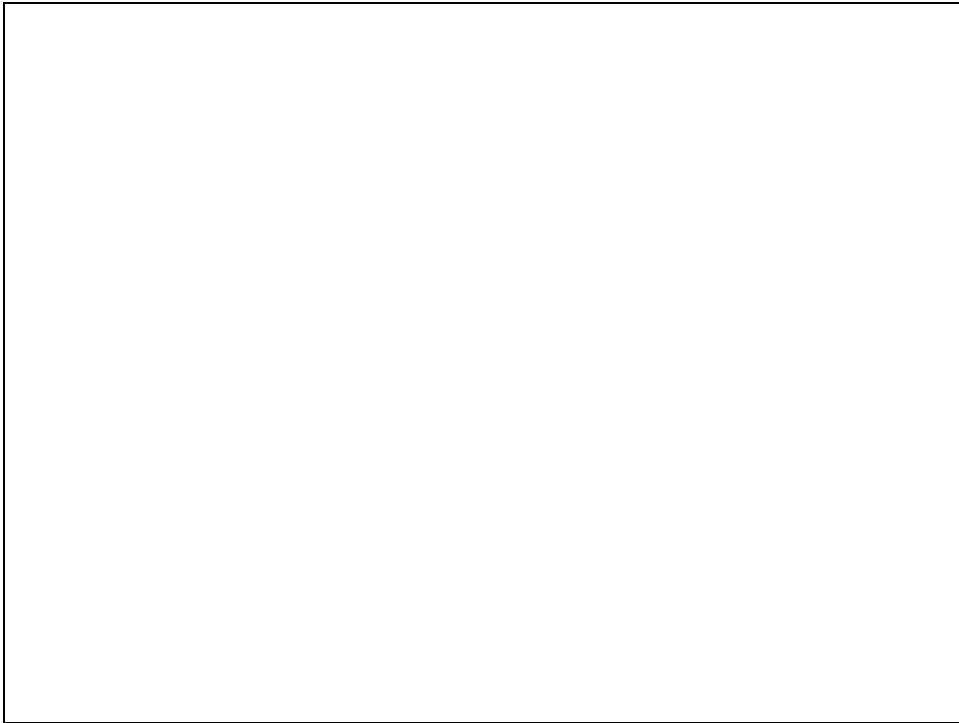
##### **Static**

- Best for collections that are:
  - Small (1-5,000 items)
  - Established
  - Have little technical support

##### **Dynamic**

- Best for collections that are:
  - Large (More than 5,000 items)
  - Growing
  - Have significant technical support

Read slide. Step 1: Decide whether to set up a static or dynamic repository. static repository



Step 2. The institution must set up a repository. A repository is simply a server that hosts OAI-compliant records for harvesting.



## Step 3

### *Create records*

- Combine simple Dublin Core records for one collection into a single XML file.
- Validate the file according to instructions on the OAI site.
- Save the file according to OAI naming conventions.

Step 3. To create records to place in your repository, combine all simple Dublin Core re

Step 4

## Registering Your OAI-PMH 2.0 Repository

If you haven't read this page carefully, please go back and do so. If you are ready to register then enter your [baseURL](#) in the text box below and "submit". You'll receive [confirmation](#) shortly.

☒ Validate only (may register later)
 ☐ Register this site

Please enter repository's base URL:

---



## Registration Record

element name	element value
Base URL	<a href="http://diglib.lib.utk.edu/cgi/b/broker20/broker20">http://diglib.lib.utk.edu/cgi/b/broker20/broker20</a>
Repository Name	The University of Tennessee Library
Protocol Version	2.0
Email	dlcadmin@artec.lib.utk.edu
Registration Date	2003-07-09T22:21:22Z
Date Last Validated	Wed Jul 9 22:21:22 2003
OAI Repository ID	diglib.lib.utk.edu

The final step is to Register as data provider with the initiative. Submit and validate your URL; enter your institution's name, contact information, and the version of OAI-PMH used in the repository. It's as simple as that!

## **The reward . . .**

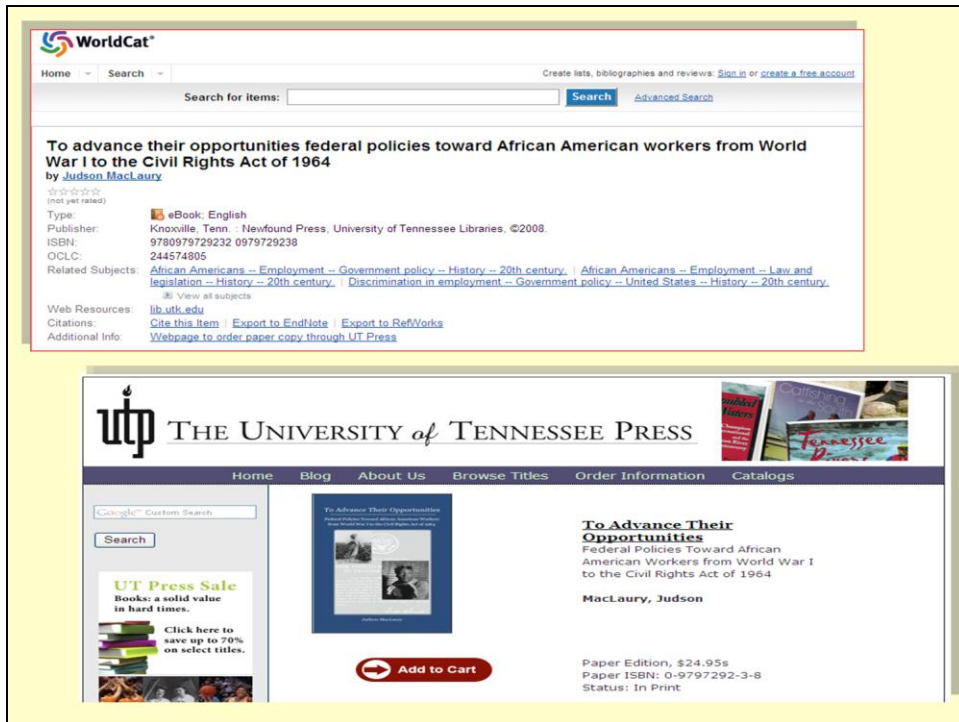
**. . . for this investment is global visibility  
of locally created content via numerous  
gateways and search engines!**

The reward for your OAI participation is both global visibility of the digital content generated at your institution, and worldwide access to the information. Although the guts of our presentation has focused on metadata, many traditional methods for making content visible in the print environment work quite well for locally created digital content. Linda will wrap up with a summary of strategies we're using at the University of Tennessee.

***Metadata Plus:  
Traditional strategies for making local  
content discoverable***

- Create catalog records.
- Apply ISSN/ISBN to local publications.
- Solicit book reviews.
- Register content with LC, Amazon, *Books in Print*.



This is the Plus section. At UT we're adding local content to our collections in the form of peer reviewed publications, digital repository contributions, and open access scholarship that's freely available on the web. In the context of our digital imprint, Newfound Press, we've given considerable thought recently to the ways prospective users will discover our publications. These strategies are among those we're pursuing—we're cataloging the new content, purchasing ISBN and securing ISSN numbers, soliciting book reviews, and trying to get into Amazon.com.



Local cataloging ensures inclusion of a title in WorldCat. And, our partnership with University of Tennessee Press for print-on-demand provides more visibility, as well as an Amazon.com listing. A current challenge is getting the book reviewed, because traditional journal editors decide among the plethora of print books they receive which few will be reviewed. Newfound Press simply doesn't have the funding to give away more than a copy to the author, and besides, we're a DIGITAL press. I asked our approval vendor about potential benefits to them to distribute our books which are free online and come with stellar cataloging, but haven't yet received a reply—I hope this idea is only slightly ahead of its time.

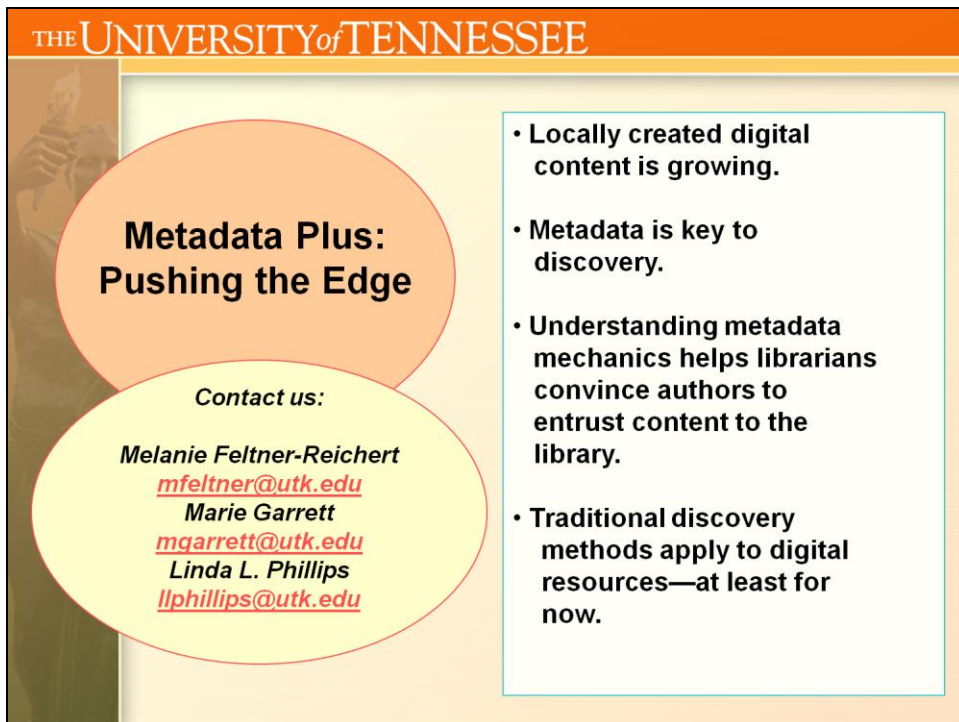
## Make Locally Published Journals Discoverable

- Secure ISSN.
- Catalog the journal title.
- Register content with abstracting/indexing services and *Ulrichsweb*.
- Obtain agreements with journal aggregators who disseminate full text.
- Participate in the Digital Object Identifier service to establish a unique locator for each article.

1 Full record	<input type="checkbox"/>	Title	Gamut [electronic resource] : online journal of the Music Theory Society of the Mid-Atlantic.
		Uniform Title	 Gamut (Music Theory Society of the Mid-Atlantic).
		Imprint	Knoxville, Tenn. : Newfound Press, University of Tennessee Libraries, c2008-
		URL	 <a href="http://dlc.lib.utk.edu/web/ojs/index.php/first/index">http://dlc.lib.utk.edu/web/ojs/index.php/first/index</a> ( Address for open access electronic journal )
		Check Availability:	<a href="#">Find items</a> <a href="#">University Electronic Library / Electronic journal: MT6_G36</a>

To make locally published journals discoverable Newfound Press applies for ISSNs. MARC records and OAI-PMH make the title discoverable through library catalogs and internet harvesters. We have not yet attempted, but intend to approach appropriate indexing and abstracting services, as well as Ulrichsweb to include our journals in their directory. Further, in the same spirit as approaching an approval vendor, we could offer free content to journal aggregators. Another goal is to explore the process for securing Digital Object Identifiers. We are a few years away from approaching *Journal Citation Reports* to seek inclusion, but this would be a logical next step.

THE UNIVERSITY of TENNESSEE



## Metadata Plus: Pushing the Edge

**Contact us:**

*Melanie Feltner-Reichert*  
[mfeltner@utk.edu](mailto:mfeltner@utk.edu)  
*Marie Garrett*  
[mgarrett@utk.edu](mailto:mgarrett@utk.edu)  
*Linda L. Phillips*  
[llphillips@utk.edu](mailto:llphillips@utk.edu)

- Locally created digital content is growing.
- Metadata is key to discovery.
- Understanding metadata mechanics helps librarians convince authors to entrust content to the library.
- Traditional discovery methods apply to digital resources—at least for now.

In this digital age, librarians have increasingly frequent conversations with faculty and others about placing local content online in the library. We advertise libraries as the location of choice for assuring discovery, access, and preservation. Metadata is our most current and, possibly, most powerful discovery tool. Some of our traditional strategies for promoting discovery also scale well in the digital environment. We hope this morning's demonstration will help you assure the discovery of your locally created content. We welcome your questions.