During a webinar in October 2012, Marilyn Murphy, Director of Library Services at Mount Mercy University’s Busse Library, shared this story about her library’s experience with OCLC WorldShare™ Management Services 15 months after implementation.

**Situation**

In the fall of 2010, we were still supporting our dated software system (17 years) at the Busse Library. We didn’t have the resources to adminster a new system and we didn’t want to buy a new server. We wanted a hosted or shared system that would allow us to stay within budget—but most of all, we wanted a solution to improve our services for our students.

**Solution**

So we looked at various systems and at the end of January 2011, we subscribed to OCLC WorldShare Management Services.

We were part of a cohort group of early WorldShare™ adopters—there were eight of us in the group. In February and March, we met each week via WebEx Web conferencing and did the WorldShare training for our implementation that way. We also put our electronic holdings in the knowledge base during this time. In April, we configured our WorldShare™ Management Services implementation, such as setting up our circulation rules and the locations. We also pulled the data out of our existing system and sent it to OCLC. In May, we reviewed what OCLC® had done with our data in the new system. And then in late June, we went live with circulation and on July 1, we went live with acquisitions. Because our fiscal year starts on July 1, we didn’t migrate any of our acquisitions data. We decided we would just start over fresh on July 1, the beginning of a new fiscal year with the new system.

**Results**

We have had WorldShare Management Services now for about 15 months, and this is a good time to look back and see what the impact has been. Over the course of the past academic year, we have experienced:

- A 25 percent increase in the number of downloads of full-text articles from our databases. We think WorldCat® Local (the discovery interface) is responsible for that increase because it shows our students what our library has available. We’re now making better use of our existing database subscriptions.
- Circulation remained steady.

Continued
Mount Mercy University students discover more resources and make better use of existing databases

- **Lending went up about 23 percent**, and that was pretty much all e-journals. When we added our holdings to the WorldCat® knowledge base, we clicked a box that said, “Attach your holdings to the OCLC records.” Prior to this time, we had very few of our electronic journals in WorldCat with our holdings attached, and so once we did that, we started getting a lot more requests for copies from e-journals.

- **Book borrowing went up 25 percent**, because our patrons were now seeing the holdings of other WorldCat libraries through the WorldCat Local interface.

- **Article borrowing actually decreased 11 percent**. Because we increased downloads to full-text articles by 25 percent, the need for students to borrow articles dropped.

- **And our total borrowing actually went down slightly** over the previous year.

**WorldShare has helped us improve services for our patrons.** They are discovering more resources and they are making better use of our existing databases. It’s saving staff time because we aren’t devoting time to system administration anymore. We’re not duplicating effort by adding holdings to both a local catalog and WorldCat—we just do it once and we’re done. And we’re finding that acquisitions cataloging and serials check-in are all saving time with all of those functions in WorldShare as compared to our old system. And the important thing is that WorldShare is allowing us to focus more staff time on service to our patrons.

We can see that from a student perspective, it is a great discovery tool. WorldShare leverages WorldCat Local as the user interface for the library’s catalog. Our instance of WorldCat Local is customized to search our 25 databases in addition to WorldCat. When students conduct searches they view results from all of those databases in a single list. They also have access to more than a billion library items from libraries worldwide, and access to electronic resources such as Google Books, Internet Archive, HathiTrust and more.

With our electronic holdings in the WorldCat knowledge base, “View Now” links from WorldCat Local take our students from search results to full-text articles. Plus our library catalog looks new and has lots of cover art, user-contributed reviews, editorial reviews and links to related subjects to give it a contemporary feel—the sort of look our students are used to.

We have found that we are doing things differently so we can do different things at the Busse Library. Because we’re no longer duplicating effort by entering items (or withdrawing them) in a local catalog and WorldCat, we’ve been able to inventory our entire collection. As part of this, we were able to remove outdated records and this took half the time than it did previously. And to improve service to our students, we also created LibGuides for all of the classes in our learning system. With WorldShare’s streamlined workflows and Web-based functionality, we now have the time and flexibility to enhance student services—wherever we are.

“My favorite WorldShare Management Services’ feature is how easily and quickly we can add items through the Circulation module. You just click on an item’s title, click on the “Add Item” button, add the location, add the call number and barcode. It’s instantly ready for circulation.”

— MARYLyn MURPHY, DIReCtOR Of LIbrARy SERVIces At MOuNt MeRCy uNIVeRS ity

The WorldCat Local search box, as it appears on the Busse Library’s website, offers a single search box for Google-like searching.

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