Karina Wratschko

Information 520-901

Assignment 3

A Discovery Layer for the Philadelphia Museum of Art Library

Executive Summary

The Philadelphia Museum of Art Library seeks a $20,000 grant from the Mellon Foundation to implement a new discovery layer that will improve the visibility of its resources. The new discovery layer is part of a larger vision for the museum to encourage the exploration of its collection online. The Philadelphia Museum of Art Library is an excellent candidate for a discovery layer because its collection spans a multitude of topics and is housed in a variety of formats. A discovery layer would integrate the library's many resources into one simple interface. These improvements would promote onsite and online research by museum curators, staff, scholars, students, and general public. The Primo discovery layer would help our current users search our local collections and global resources at the same time. Not only would the library's users benefit from Primo's enhanced searching capabilities but the greater public would be able to access the library's collection through Primo Central Index. International scholars would benefit from being able to search and view the library's collection of digitized rare books. We also expect for there to be interest in the library's collection of non-art images, that illustrate the history of the Philadelphia Museum of Art, which is one of the largest and oldest art museum's in this country. The new discovery layer would improve information literacy. We expect adding the Primo discovery layer to aid in original revelations, scholarship, and learning in the art history field.

This project would be carried out by the Librarian for Cataloging and Electronic Services and the Librarian for Digital Collection and Services, who are both seasoned in launching new digital services. Throughout the project, the team would meet with the Library Director for continual evaluation of progress.

Setting

The Philadelphia Museum of Art Library is one of the country's foremost art research libraries. The Philadelphia Museum of Art was the first American museum to establish create a library at its inception in 1876. The library's strengths reflects the museum's rich collection of European, American, and Asian painting and sculpture; furniture and decorative arts; arms and armor; costume and textiles; prints, drawings, and photographs; and modern and contemporary art. The library stacks holds over 200,000 art reference materials dating from the 16th century to present. There are 1,800 linear feet of primary source materials housed its archives. The library contains many rare materials amongst its books, periodicals, and auction catalogs. Both the library and archives are open to the public free of charge.

The PMA Library promotes scholarly output in art history and especially supports new research about the museum's history and world-class collection. The library shares many of its resources through interlibrary loan and via digitized contributions to the Internet Archive, where it has contributed over 1,800 items (Internet Archives, 2001).

The library supports the museum's institutional endeavors through its many resources. Museum staff frequently refer to the library's collection of museum publications including exhibition catalogs, exhibition labels, annual reports, bulletins, and archival records. There are remote

portions of the library in each of the museum's curatorial departments as well as a special remote library used by docents. The separation of researchers from the physical collection means the library's online catalog is the sole entryway to the collections. The library subscribes to a growing collection of electronic resources which can be accessed via the museum's intranet or the workstations provided in the Reading Room.

There are 12 full-time; 2 part-time; and 2 project-based staff members in the Library and Archives. Support is provided by 2 volunteers in the Library and 3 volunteers in the Archives. This project would be carried out by our Librarian for Cataloging and Electronic Services and the Librarian for Digital Collections and Services. Project oversight would be provided by the Library Director.

Statement of Need

The library offers a multitude of resources but due to the fragmented nature of their arrangement and given the research habits of today's information-seekers, the collection is under-utilized. For it's online catalog, the Philadelphia Museum of Art uses ExLibris' Aleph as its integrated library system. Integrated library systems bring libraries' catalogs to the Web but they are cumbersome and idiosyncratic. Our researchers are forced to perform specific searches in each of the library's resources. This inefficient system causes many of the library's resources to go on unchecked. Recent studies show that researchers prefer to use search engines rather than library catalogs for this reason. Even amongst academic library users, convenience is the single most important factor (Mi, 2008). Researches prefer to make a general search for the information they seek and then chose the best available format that meets their information needs.

In order to better serve the art history community and promote the Philadelphia Museum of Art Library unique collection, the library would like to implement a resource discovery layer. A discovery layer would enable researchers to perform a single search amongst the library's collection of printed and electronic resources. By giving users a single entry point to access our resources, we will improve discoverability of our collection which would boost scholarship in the art history field.

Proposed Program

Overview and Goals

A discovery layer implementation team has evaluated available discovery systems and determined that ExLibris' Primo discovery layer will best meet our needs. Primo is a versatile front-end system that can be combined with many back-end systems. This means that the library will be able to migrate away from its current integrated library systems with little friction, when the next generation is established. Once installed Primo can be embedded within a library's website and works with mobile devices. Researchers will be able to search many databases from one simple search box. Primo performs searches quickly, so results should appear within 5 seconds or less. Query results are ranked by relevance, which is a great value since studies show that researchers generally only look at the first page of results (Gal, 2008). Users can then refine their results using faceted browsing options.

Not only would this discovery layer help PMA Library's existing users, but it would also help promote the Library's collection by sharing its digitized collections with other users and indexing them for internet search engines. The library's digitized collection will be indexed in

Primo Central where outside researchers will be more likely to find them. To add to that, Primo supports web crawlers, which would lead to give the collection more exposure on internet search engines like Google. The implementation of Primo will lead to a more cohesive view of resources for researchers in the art history field.

Program Specifics

The first step will be to finalize implementation needs with ExLibris. ExLibris has implemented this system in over 2,1000 libraries. Their trained staff provides technical support and guidance at no additional cost. The next step is the implementation phase; new hardware and software will be installed. During this time, the implementation team will perform tests to ensure that the library's resources are properly integrated into Primo. This will include performing checks to see if it is pulling from all databases and displaying correctly. The implementation team will review license agreements for the library's materials and check that the Primo system will adhere to those terms. After installation and review, training will begin. Library personnel will be the first to be trained followed by Museum staff. There will be a slow release of the new interface beginning with a local release followed by public release on the Museum's website. The entire project will take one year.

ExLibris provided the library with an estimate of $20,000 for the implementation of Primo. The regular yearly subscription to Primo costs $3,000 per year and that cost will be enveloped into the library's operating budget.

Evaluation of Project

PMA library anticipates a high rate approval amongst researchers. To examine the success of this project, an online survey will be conducted amongst researchers to evaluate their level

satisfaction with the library's new interface. Users are expected to report the new interface results in more efficient searches.

The library expects to see an on average 10% increase in traffic to its the many databases and digitized collections. Within a year of implementation, the library expects to see a 25% increase in the number of visitors to its online catalog from computers outside of the the museum campus.

Proposed Budget

Primo Implementation fees	$20,000

<u>In-kind contributions</u>

Salary for Librarian for Cataloging and Electronic Services @ 20% of $45,000	$9,000
Benefits for Librarian for Cataloging and Electronic Services @20%	$1,500
Salary for Librarian for Digital Collections and Services @ 20% of $45,000	$9,000
Benefits for Librarian for Digital Collections and Services @ 20%	$1,500
Salary for Library Director @ 5% of $80,000	$4,000
Benefits for Library Director @ 5%	$1,000
Total	<u>$46,000</u>

<u>Conclusion</u>

At this time, the library's resources are disconnected amongst many online resources. In order to updates the library's online presence so it can answer the needs of 21st century researchers, a resource discovery layer should be implemented. This would integrate the library's resources into one an easy to use interface. This project would help art historians make connections

amongst existing but fragmented resources. It would also invite new participants to seek our

primary resources due to its simple approachable structure. The project would benefit first time

researchers as well as the international community of art historians.

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