



# Unleashing the Value of Your Document Content: Publishing on the Web

*by*

*Lynda Moulton*

*Director Integrated Library systems*

# Presentation Overview

- Scenarios to Avoid
- Issues of Practicality
- Understanding the Context (Politics)
- Defining the Process
- Points of Price Sensitivity
- Cases that Work

# Scenarios to Avoid

- Perpetual study
- Fantasy - A non-starter
- Isolation

# Perpetual Study

- It is a trap
- It is the ultimate dead-end
- It illustrates more about the lack of focus and vision than it reveals
- It will drain your resources and erode all your professional credibility

# The Fantasy Syndrome

- Technology is always changing - Don't keep re-starting the project to incorporate the latest *stuff*
- Just because new ideas appear in print does not mean that they are available commercially
- Don't expect to be able to buy products that eliminate the need for you to think or work

# Isolation

- Talking to Others has to be Scheduled
- Consulting and Sharing with all Involved Parties must be Perpetual
- Setting Expectations with Others will Contribute to Buy-in and Support

# Keep it Practical

- Interview key users and their managers
- Establish one simple goal that has visibility and gives benefit quickly - Phase I
- Watch out for scope creep
- Know what infrastructure you have already and what you need to add
- Know the staff you have and who else you will need

# The Political Context

- Understand the position of your department
- Know who controls the documents
- Seek out the non-believers and competitors



# Defining the Process

- Establish a context for document retrieval (Taxonomy)
- Plan Conversion and Document Format(s)
- Define Document Location
- Define Technology of Storage & Retrieval
- Specify Process of Storage and Retrieval
- Establish Schedules - Metrics

# Price Considerations

- Conversion
- Hardware, networks and software
- Labor
- Outsourcing Options
- Return on Investment

# Content on Intranets and Extranets

- E-Journals and e-Articles
- Published Monographs
- Organization Authored Papers
- Industry Analyst Services and Reports
- Specifications
- Product Literature
- Annual Report - Web Sites

# Content cont'd.

- Patents
- Dynamic Search Strategies as Links
- Correspondence
- Laboratory Notebooks
- Geological Surveys
- Legal Briefs
- Photo and Slide Archives

# Keys to Success

- Documents Managed by a Database
- Data Access and Transactions are Captured by the Database - Metrics Developed
- Process is Predictable
- Updates are Timely
- Taxonomy is Maintained and Relevant
- Quality is Tested and Sustained
- Scope is under Constant Review

# Role of the Information Professional

- Authority
- Coordinator
- Ombudsman
- Go-to Person
- Trainer
- Champion
- Content Value-added Controller