Improving Metadata
Strategies and Standards

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Overview

- A bit about NISO and some changes underway
- A plethora of metadata standards
- The supply chain of metadata
- Ongoing and developing projects for improvement
What has changed at NISO?

Restructured leadership committee

- Tripled the capacity and added expertise

Technological communication tools

- Funded by the Andrew W. Mellon Foundation

More rapid pace of development

New (to NISO) forms of consensus

- Capital “S” versus lower case “s” standards

More active international participation
Standards - So many to choose from!
Metadata Standards - Too many options

• Dublin Core
  – Z39.85 / ISO 15836 / IETF RFC 5013
• IEE Learning Objects Metadata (LOM)
• MARC
• TEI
• NLM DTD / PubMed
• DOI Deposit Schema
• ONIX
• Open URL
• METS
• MPEG-7
• Z39.87 - Technical Metadata for still images
• CSDGM - Content Standard for Digital Geospatial Metadata
Another aspect of the problem

- NLM DTD
  - Common structure for creating published content

However:

  Three different versions of it
  Archiving, Publishing, and Book
  Plus dozens of variations that are “NLM-based” or “Informed by NLM”
  There are also dozens of proprietary formats
The Supply Chain of Metadata
Needs of the Library Community

Speed the creation of metadata
Enhance sharing of existing metadata
Repurpose, enhance and reuse metadata from existing streams
Crosswalks and translations among different formats
Conformance measurement and assessment
Improving Metadata: ongoing projects

• BISG Product Data Certification Program
  – To improve the conformance to ONIX standard

• OCLC - “Next Generation” Cataloging & Metadata Services
  – To transform ONIX data into MARC data

• NISO/UKSG Knowledge Base and Related Tools (KBART) initiative
  – To improve OpenURL metadata and understanding of process
Product Data Certification Program

- Based on prepared Product Metadata Best Practices, a set of voluntary guidelines
- Managed by BISAC Metadata Committee
- Provides feedback on the quality of supplied data content and timeliness
- Currently 5 certified publishers
OCLC “Next Generation” Cataloging & Metadata Services Data Flow

Publishers

Publisher ONIX Metadata
Enriched & Normalized ONIX Metadata

ONIX to MARC
MARC to ONIX

Data enrichment
Data mapping
Authority control
Data mining

MARC Metadata

Libraries

Publisher
Supply Chain

ONIX Metadata
Enriched & Normalized Metadata

ONIX to MARC
MARC to ONIX

Slide from Renee Register’s presentation from NISO Metadata Forum
http://www.niso.org/news/events/2008/metadata08/agenda
NISO/UKSG KBART Initiative

* There are a number of resolver suppliers building their own proprietary Knowledge Bases (KBs) for the market.
Forthcoming Initiatives

NISO sponsored series of Thought Leader meetings - funded by Mellon Foundation

Meeting on Digital Libraries and Digital Collections -- June 2008

Recommendation: Design suite of conformance assessment tools
Encouraging Conformance: Study

• What is in it for the publishers?
  – Why should they invest their resources to make the lives of the library community better?

• NISO exploring the question of return on investment for publishers
  – How will improved metadata improve publishers’ business?

• Hopefully, will reinforce the use of any toolset that NISO develops
How can NISO help?

• Broad representation
More Information

- **NISO Thought Leader Meetings**
  www.niso.org/topics/tl/

- **BISG ONIX Certification**
  www.bisg.org/documents/certification_productdata.html

- **OCLC Next Generation Cataloging Project**
  www.oclc.org/partnerships/material/nexgen/nextgencataloging.htm

- **NISO/UKSG KBART**
  www.niso.org/workrooms/kbart

- **NISO Metadata Forum - June 2008**
  www.niso.org/news/events/2008/metadata08
Thank you!

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