

URIC RE-IMAGINED

THE OUR INFORMATION CENTRE - ANYTIME • ANYWHERE



A Publication of the Office of Utilities Regulation Information Centre

LIBRARY WEEK 2021 - A NEW CHAPTER IS WRITTEN AT OURIC

The Office of Utilities Regulation Information Centre (OURIC) celebrated National Library and Information Week – 2021 between October 31 and November 6 with a slew of activities around the theme “Re-Imagine OURIC, the OUR Information Centre, Anytime – Anywhere.



OURIC Coordinator Colleen Mignott in one of the scenes from “Get the Facts” video

within the digital age from physical and manual resources and processes to electronic and online ones. This was done within the context of a re-imagined OUR Information Centre that has now become accessible to its stakeholders at anytime and in any place. The video was produced in-house and launched on OUR’s YouTube channel

National Library and information Week had a theme of its own: “Galleries Libraries Archives Museums and Record Centres (GLAM/R): Adapting to Changes and Expanding Access.”

This national observation and theme helped OURIC to showcase its digital aspirations, heightening awareness about the re-packaging of our resources and services; increasing our visibility and engagement with our stakeholders while providing clarity and making an impact. Here are some highlights of activities for that week.

GET THE FACTS...IN 5

The media used to deliver the message is a key factor in achieving the objective to create awareness of OURIC and its offerings. We wanted to engage our audience with concise, yet effective messaging that was visually appealing and easily digestible.

We therefore chose to create a five (5) - minute video production.

Three (3) Fun facts about OURIC were packaged in a video titled “Get the Facts with the OUR’s Information Centre”. We posted on OUR’s YouTube channel with links to OUR’s other channels and website. The production describes OURIC’s evolution

on 2021 November 4. This **Get the Facts** video is the first in a series of public education videos and tutorials to be published by OURIC. ([Watch Get the facts here](#))

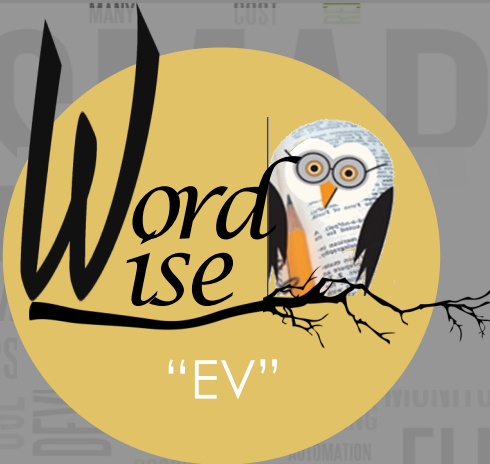
ONLINE POSTS

We designed and posted four (4) graphics on social media and on the OUR’s website as well as on OURIC’s new and improved webpage which was later launched to our internal stakeholders.

[cont’d on page 3](#)

WHAT’S INSIDE

- Library Week 2021 - A New Chapter is written at OURIC.....1,3
- On your “MARC”! Get set! Go! OURIC rolls out its online catalogue.....2,3
- WordWise - What’s EV anyway?.....2
- Turning a “page” in OURIC’s history4
- Hot off the Press.....4
- The Library Week that was.....4



Have you heard the term

ELECTRIC VEHICLE (EV) ?

The electric vehicle (EV) is a promising technology for achieving a sustainable transport sector in the future, due to very low to zero carbon emissions, low noise, high efficiency, and flexibility in grid operation and integration. This vehicle operates on an electric motor, instead of an internal-combustion engine that generates power by burning a mix of fuel and gases, in order to address the issue of rising pollution, global warming, depleting natural resources, etc. The concept has drawn a considerable amount of interest in the past decade amid a rising carbon footprint and other environmental impacts of fuel-based vehicles.

ON YOUR "MARC"! GET SET! GO! OURIC ROLLS OUT ONLINE CATALOGUE



Creating and maintaining bibliographic and authority records of materials in a database has always been one of the critical processes undertaken by libraries and information centres globally. Cataloguing, as we know it is a subset of the larger field of information organisation. It uses cataloguing rules, and in the online environment, special machine-readable cataloguing (MARC) standards and communications protocols to process data about titles in a collection. This ultimately facilitates ease of access to materials and their retrieval from libraries.

The need for organisation and improved access led the OUR Information Centre (OURIC) to embark on the establishment of an integrated library management system/online public access catalogue (OPAC).

INKED DEAL

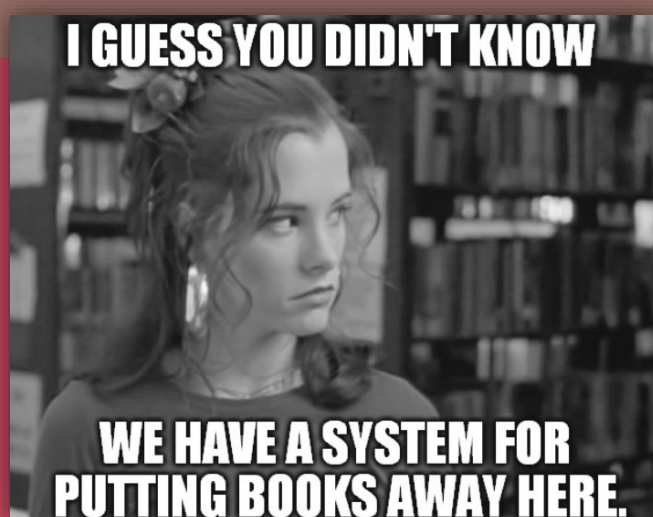
The project was spearheaded in July 2018 by activities to secure a legitimate contract with the National Library of Jamaica, (NLJ) which holds the rights to the Koha library software in Jamaica. Koha is the world's first online open source library system

After a series of reviews between NLJ's Compliance Unit and the OUR's Legal team which lasted for over a year, and various changes in administration at the NLJ, OURIC's bibliographic records were finally

converted in 2020 May. A signed contract was submitted in 2020 June and by 2020 August, the project was signed-off on. This marked a successful end to phase one (1) of the project.

CONTRACTED CONSULTANT

Hiring an experienced consultant to assist the OURIC Coordinator with updating the system marked the second (2nd) phase of the project. Discussions were held with the Coordinator for the Excelsior Community College's Library Skills Department and Work Experience Programme and a suitable candidate was identified. The goal was to catalogue 3,000 materials. This phase would ultimately end in 2021 September. **cont'd on page 3**



OURIC RE-IMAGINED

SAMPLE LIBRARY WEEK MESSAGING

What does the new
OURIC look like?

Ask
the Librarian
- Virtually!

The OUR
Information Centre
joins in celebrating
National Library and
Information Week,
Oct 31st - Nov 6th,
2021.

WHAT DOES
THE NEW OURIC
LOOK LIKE?

ASK THE
LIBRARIAN -
VIRTUALLY!

WHAT IS
OURIC?

SPECIAL Library with a
cutting edge selection of
resources on
utilities regulation
in Jamaica.

What is
OURIC?

OUR Information Center
cutting-edge selection of resources and information
on public utilities regulation in Jamaica. Established in 2003 to
manage the documented knowledge of the OUR,
committed to ensuring that required tools, resources
and information are placed in the hands of its internal and
external stakeholders for strategic decision-making and research.

The OUR
Information Centre
joins in celebrating
National Library and
Information Week,
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2021.

A NEW CHAPTER...
cont'd from page 1

MEDIA MIX

Not only did we seek to saturate social media with our messages but we saw the need to employ other possible strategies and channels to get our message across. In so doing we moved seamlessly between social and traditional media to push our content.

- ◆ We designed and published an ad for the **Gleaner's** Library and Information Association of Jamaica's (LIAJA) supplement and our sm channels on 2021 November 4 with the **key message** being - the promotion of OURIC's virtual services.
- ◆ We featured on the OUR's weekly **radio programme**, Inside the OUR (ITO) aired on **IRIE FM and Nationwide Radio**, through an interview with the OURIC Coordinator where OURIC's new digital thrust was promoted during the week of 2021 November 1 – 5. Excerpts from our *Get the Facts* video was also included in the ITO feature aired the following week; and
- ◆ We wrote and published an **article** titled "Re-imagine OURIC: The OUR Information Centre Anytime Anywhere" in the **Gleaner's** (LIAJA) Supplement on 2021 November 4.

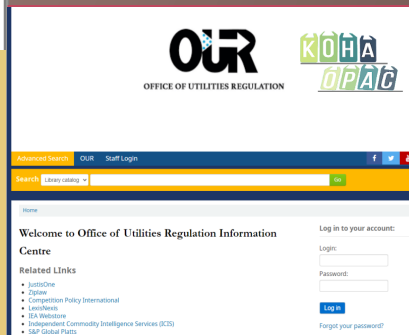
This proved to be a step in the right direction for **OURIC**. **Brand OURIC** is being re-positioned and re-imagined as one that can be trusted, having the capacity to provide quality resources and services anytime and anywhere.

"MARC-ED' OFF ..." cont'd from page 2

USER ACCEPTANCE

Finally, we recognized that despite all the work put in to acquire this platform, all new systems can be deemed useless without stakeholder buy-in and so we went to ten (10) members of our major target group - our staff - to gauge their acceptance of the platform on 2022 January 14. We subsequently launched the system on 2022 January 21 to all members of staff. The success of this phase signaled that the platform had been fully embraced by those for whom it had been established.

Staff is now able to browse the library shelves virtually, or conduct remote searches of OURIC's physical collection from the comfort of their desks or homes, using their laptops, smartphones or tablets. They can place desired items on hold thus notifying the Information Officer of their need to borrow through email alerts. They can also reserve items as well as create lists of frequently used materials, among many other features.



Screengrab of the developing
OPAC user interface

across Jamaica and the world.

Its been a long time coming, and finally, with all protocols observed, **MARC** records added and cataloguing rules applied...an **OPAC** catalogue has emerged.

Get more
Library Week highlights
on **PAGE 4**
Don't miss it!!

MISSION ACCOMPLISHED

With the installation of OPAC, OURIC has joined the digital transformation wave now sweeping libraries and information centres

Upcoming
EVENTS

**DIGITAL
LIBRARY
INSTALLATION
AND
DEVELOPMENT**
STAY TUNED!



TURNING A "PAGE" IN OURIC'S HISTORY

The launch of a newly designed OURIC webpage on the OUR's website, on 2022 January 31, signalled the birth of a new and exciting era for the OUR Information Centre. The webpage was created as part of OURIC's larger **digital transformation plan** to make the Information Centre more responsive to the needs of its stakeholders.

OURIC Coordinator, Colleen Mignott described her vision of the webpage as a gateway that once unlocked, will usher the user into a space where he/she can (virtually) access all OURIC's resources and services in the cloud. Visitors to the webpage have the options to -

- ◆ Solicit help with their reference or research questions using an "Ask the Librarian" link;
- ◆ Apply for loans of materials if they are members of the library;
- ◆ Ask that specific book chapters or pages be scanned and emailed to their accounts; and
- ◆ Make recommendations for purchases/acquisitions.

The page allows for **searches of OURIC's online catalogue to locate** resources in the physical library, and users may also find information on the open web. Members of OURIC will find it very convenient to access their membership **databases** through this page.

OURIC publications are also available on the webpage, including:

- The OURIC Factor biennial Newsletter;
- The first in an upcoming "Get the Facts" YouTube video series;
- Quick Facts promotional flyers;
- Frequently Asked Questions (FAQs);
- 'How to' manuals;
- Newspaper articles and more!



Screengrab of OURIC webpage.

A key feature of the webpage are curated lists of links to content for researchers, organised into categories depicting each of the OUR's regulated sectors.

- Electricity,
- Water & Sewerage and
- Telecommunications

The page also includes contact information.

Hit us up at [OURIC Page](#) to find out more!

We'll see you in the cloud!



THE LIBRARY WEEK...

LIBRARY WEEK GLEANER ARTICLE

...THAT WAS.

RE-IMAGINE OURIC... The OUR Information Centre - Anytime, Anywhere

Imagine a world where library services have no walls: we are living there now. According to Finch (2020), in Ian Anstee's article, "What's happening to your Library?" the coronavirus pandemic is above all an accelerator of certain trends and developments. We have seen a massive move to online - inevitably! Things that seemed impossible for libraries to achieve in a digital space are now happening. It's a healthy reminder that a library is not its building, nor solely its physical collections; the library is a service and the building only it's most evident tool.

In such a world, the librarians are assigned the mission of identifying and meeting user needs around knowledge, information and culture by exploring partnerships, online and offline services, and new ways to connect. The OUR Information Centre is living precisely that future.

In this era of a pandemic, the OUR Information Centre (OURIC) has moved to address the changing needs of its users, via systems that enable digital transformation of functions, processes, resources and services many of which were once only facilitated by library visits. This revolution has heralded a radical reimagining of the model. The rapid pace of change and innovation has transformed user behaviour, placing greater demands on digital channels, ushering in a new era of irreversible trends that has driven this new revolution in service delivery, giving rise to a re-imagined OURIC with unlimited access anytime and anywhere.

A reimagined OURIC allows users and members to virtually browse a wide range of titles in its physical collection and request items through its newly-installed online library catalogue (OPAC), accessible via searches on an OURIC webpage, provided by the OUR's website.

Our new and improved webpage boasting functionality, interactivity and ease of navigation is itself a significant feature of a re-imagined OURIC. In addition to a catalogue search form, the page features curated and indexed resources and content that promote research on utilities regulation, and electronic forms facilitate virtual requests for reference and information services, requests for loans and much more.

Beyond catalogues and webpages, a re-imagined OURIC is responsive to the surges in demand for credible e-resources, thus moving to establish a digital library solution as a vital pathway to high-quality e-books, journals and other informative content, promising new benefits beginning with increased access and the elimination of time and space.

If you can imagine a world where information is virtually at your fingertips with little or no physical boundaries and unlimited devices or formats - then re-imagine OURIC!

OURIC wishes for you all a happy Library and Information Week 2021.



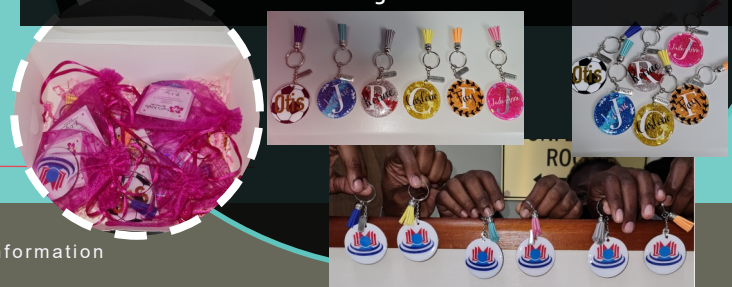
Colleen Mignott, Coordinator/Information Officer, Office of Utilities Regulation Information Centre (OURIC)



Click to hear OURIC Coordinator speak on OUR's radio programme Inside the OUR during Library Week



OURIC Coordinator, Colleen Mignott presents Camesha Irving, Administrative Assistant and Library Week Trivia winner with a gift basket. Nicole Morgan, Legal Counsel also won a gift basket. Below are OURIC keyrings presented as tokens to six (6) other winners during the celebration. They are: Jade-Anne James, Carlene Dunbar, Fay Samuels, Renae Gayle, Judene Channer and Otis Anderson. Congratulations to our winners!



WE WANT TO HEAR FROM YOU! Drop us a line at:

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3rd Floor, PCJ Resource Centre
36 Trafalgar Road
Kingston 10

We're on the Web!