Library and Information Science,
College of Life Sciences and Technology

Summer 2011 Library and Information Studies Seminar

Changing needs, evolving roles: Academic libraries today

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20 July 2011

Outline

- "In the flow" and "the power of pull"
- Some trends
  - Environment
  - Content
- Different needs, different responses
  - Students
  - Faculty
  - Administrators
- Academic library futures?

"In the flow" and the "power of pull"

"In the flow" and "the power of pull"

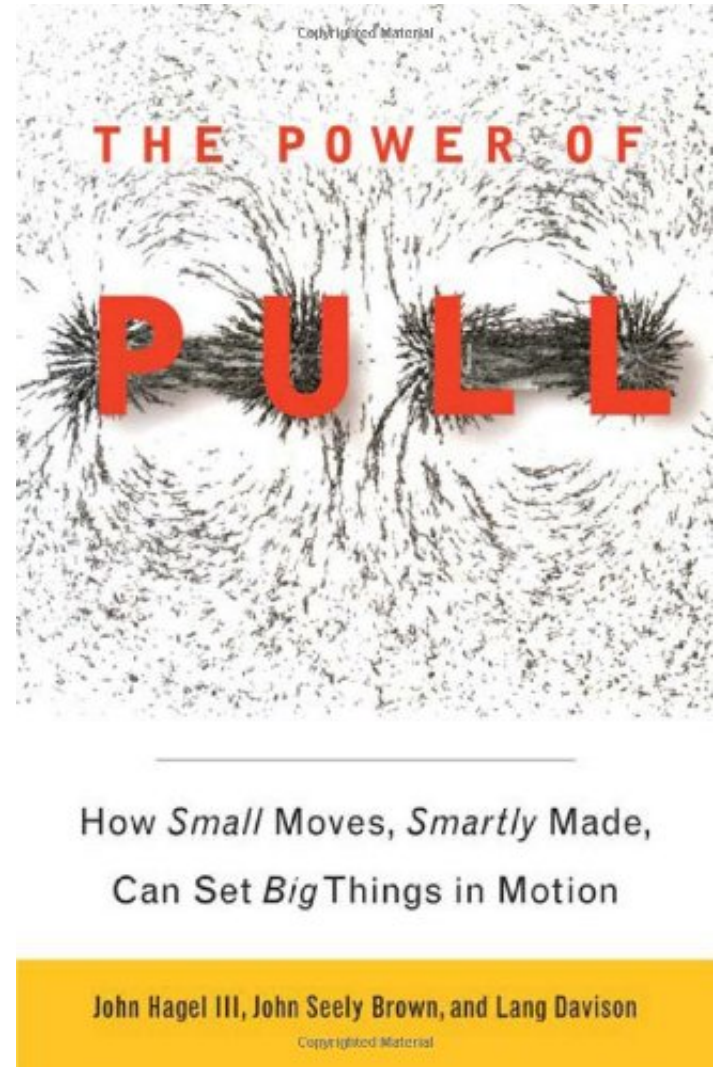Before:

Expect workflows to be built around our service.

Now:

Build our services around workflows.

From Lorcan Dempsey: HKUL Leadership Institute, 2011

The Power of pull

Access: the ability to find people and resources when they are needed. Increasingly at the network level.
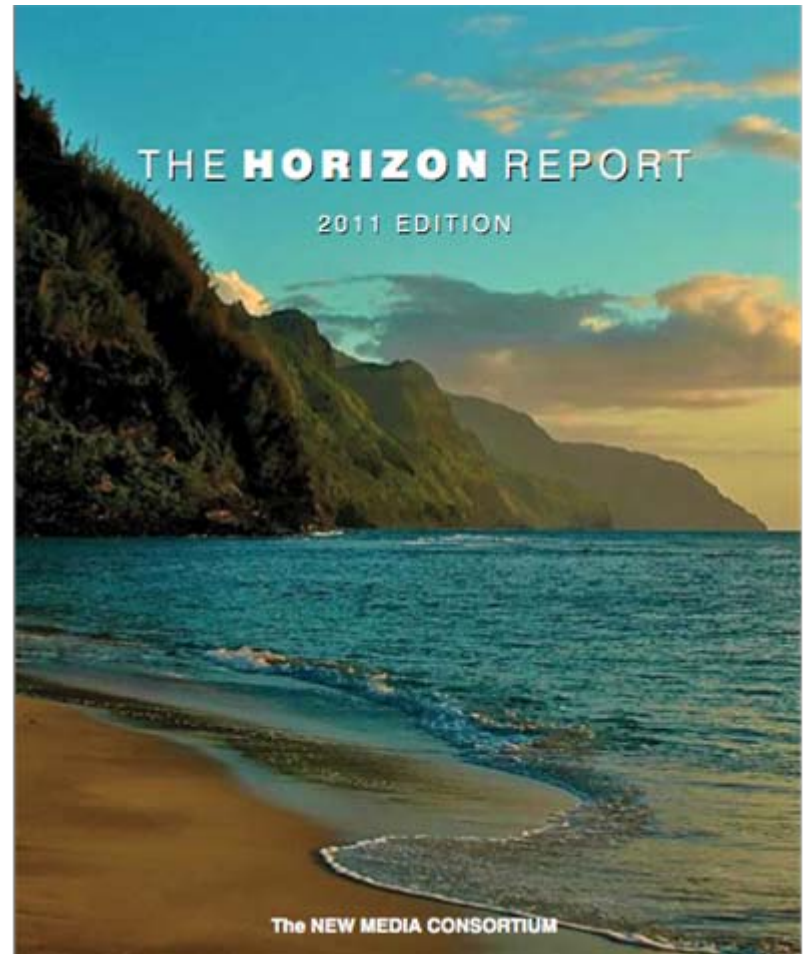
Attract: valuable and relevant people and resources to you: Social networking, conferences, and the ability to be open to and develop relationships through serendipitous encounter.

THE POWER OF PULL

How *Small* Moves, *Smartly* Made, Can Set *Big* Things in Motion

John Hagel III, John Seely Brown, and Lang Davison

From Lorcan Dempsey: HKUL Leadership Institute, 2011
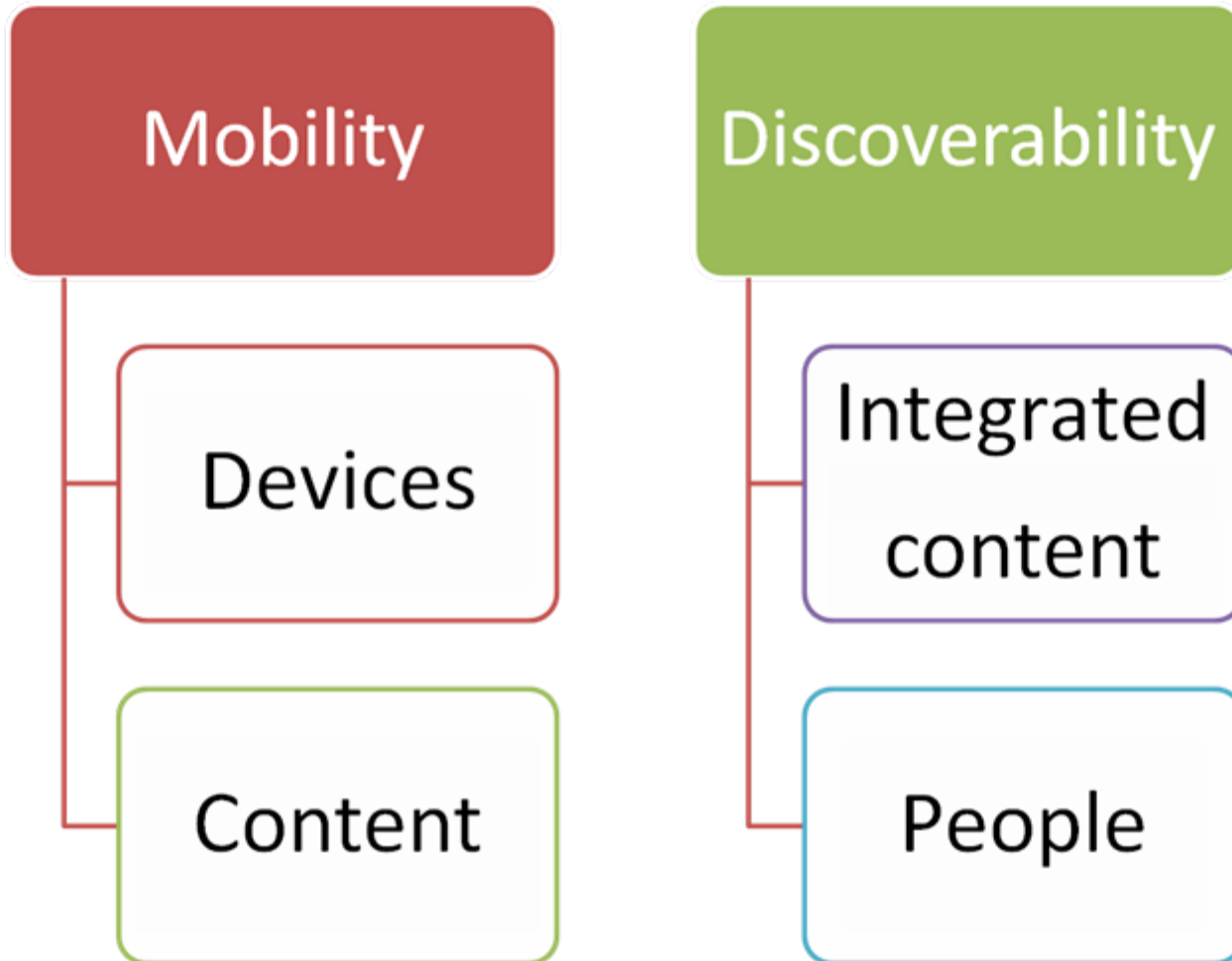
Some trends

Environment trends

- **Abundance of resources and relationships** challenges the role of educators.

- Work, learn, and study **whenever and wherever** they want.

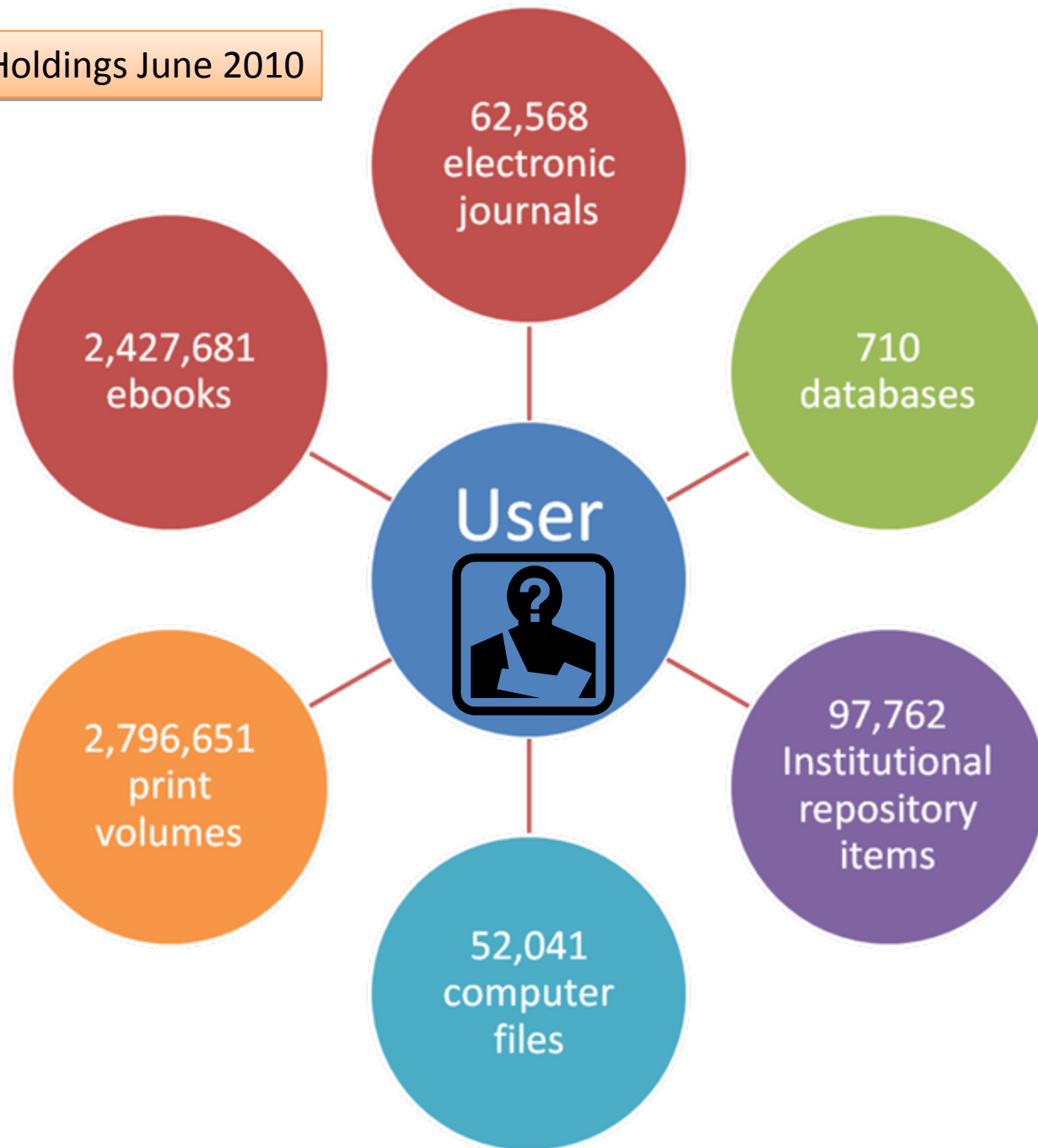- **Collaborative** work.

- **Cloud based.**

http://net.educause.edu/ir/library/pdf/HR2011.pdf

Content trends

HKU Library Holdings June 2010

62,568 electronic journals

710 databases

2,427,681 ebooks

User

97,762 Institutional repository items

2,796,651 print volumes

52,041 computer files

"….. mere availability is meaningless ….. "*

The Internet makes everything available, but **mere availability is meaningless** if the products remain unknown to potential buyers. "

* This Psychologist Might Outsmart the Math Brains Competing for the Netflix Prize
http://www.wired.com/techbiz/media/magazine/16-03/mf_netflix?currentPage=1

From Lorcan Dempsey: HKUL Leadership Institute, 2011

Discoverability Trends

Discoverability
Phase 1
Final Report

University of Minnesota Libraries
Submitted to the Web Services Steering Committee: February 13, 2009
Cody Hanson (co-chair)
Heather Hessel (co-chair)
John Barneson
Deborah Boudewyns
Jan Fransen
Lara Friedman-Shedlov
Martha Hardy
Chris Rose
Barb Stelmasik
Stacie Traill

- Users discovering resources **outside traditional library** systems

- **Discovery and delivery to coincide**

- Usage of **portable** devices

- Discovery increasingly through **recommending**

- Users increasingly rely on emerging **non traditional information objects**

University of Minnesota Libraries , Discoverability Phase 1 Final Report (http://conservancy.umn.edu/bitstream/48258/3/DiscoverabilityPhase1Report.pdf)

Discoverability Principles

- **Discovery should be organized around users** rather than collections or systems. This organization should be based on realistic, evidence-based models of our users and their research tasks.

- **Making collections discoverable** requires optimizing for access by **local and non-local** user populations.

What they do: an example

Discovery

- Not just collections: the full range of what the library has to offer ….
  - Collections
  - Website
  - Repositories
  - People
  - Expertise
  - Services, etc

Services Reference

The HKU Scholars Hub

Electronic Resources
HKU Libraries

In the flow

- Build around workflow tools:
  - Student portal
  - Learning management system
  - Reading list
  - Endnote, …
- Build around network level:
  - Mendeley
  - Google
  - Amazon
  - Flickr
  - iTunes
  - Wikipedia
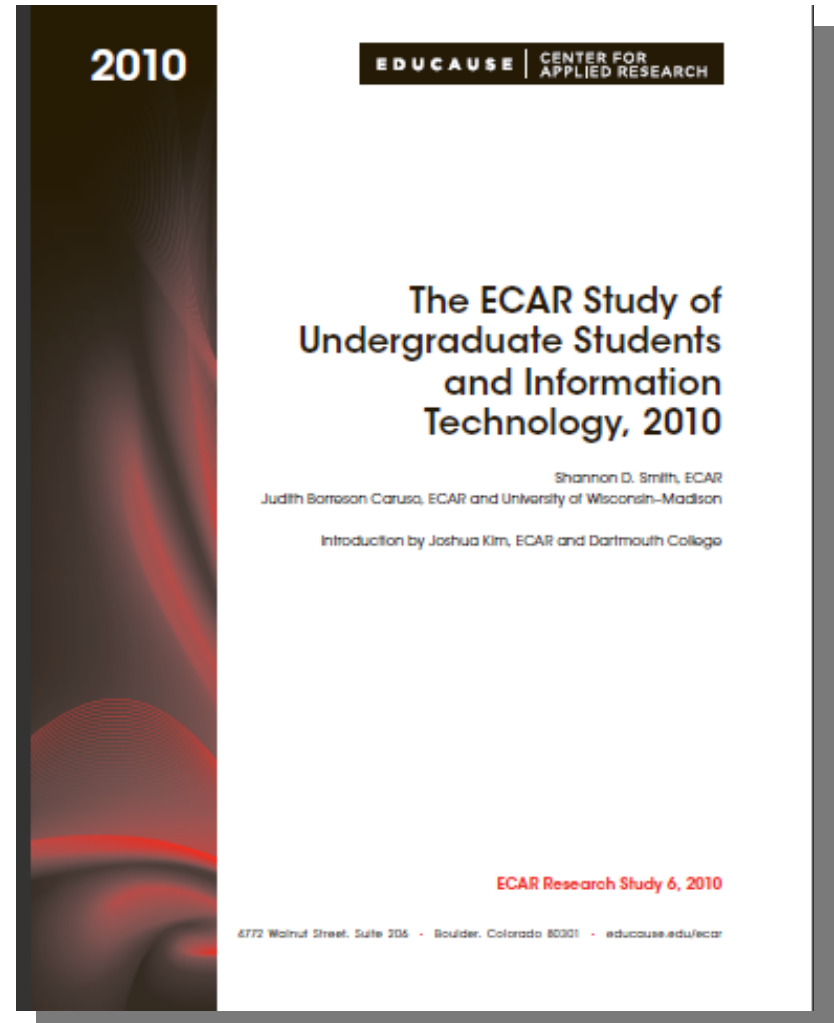 - Twitter
  - Facebook
  - Etc.

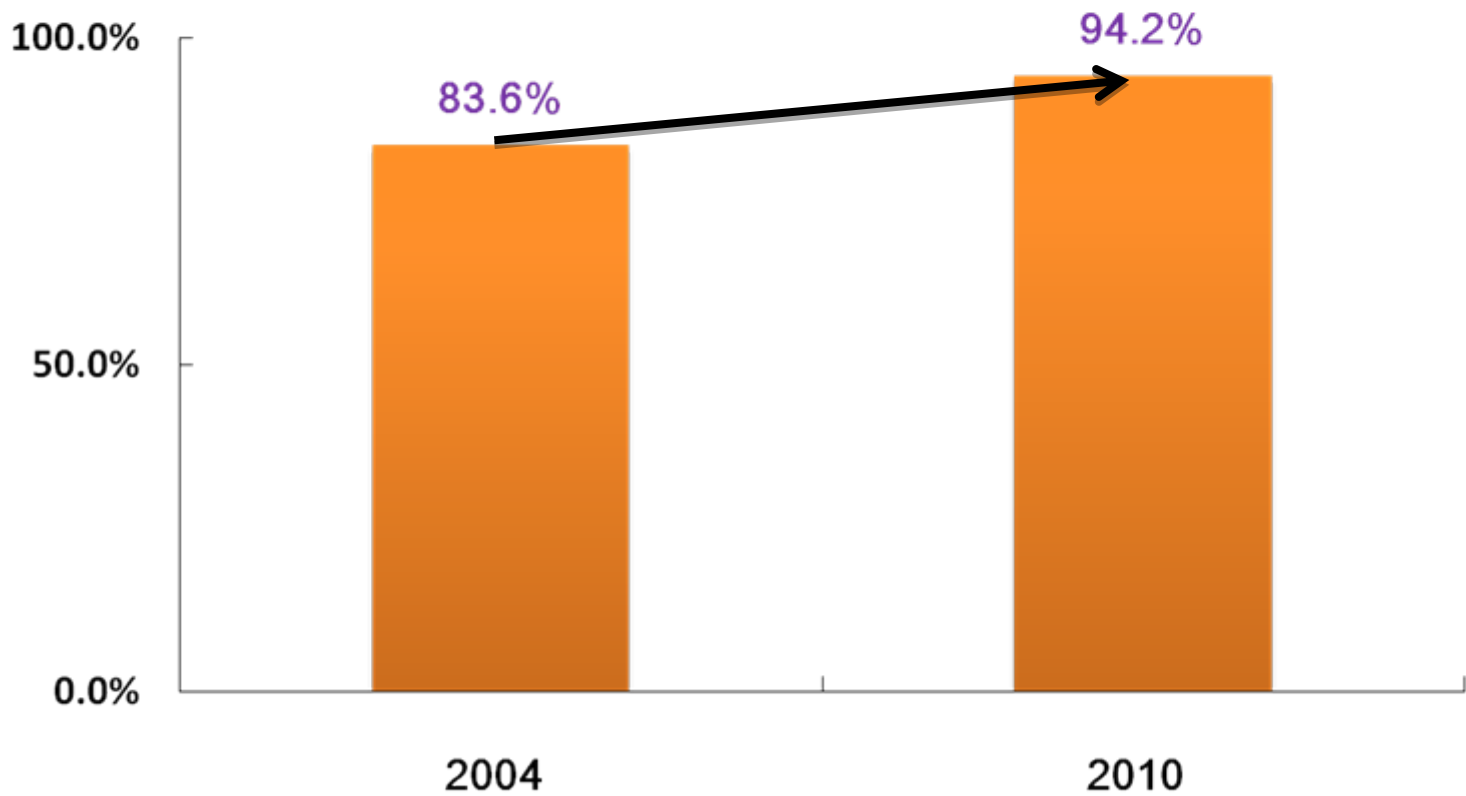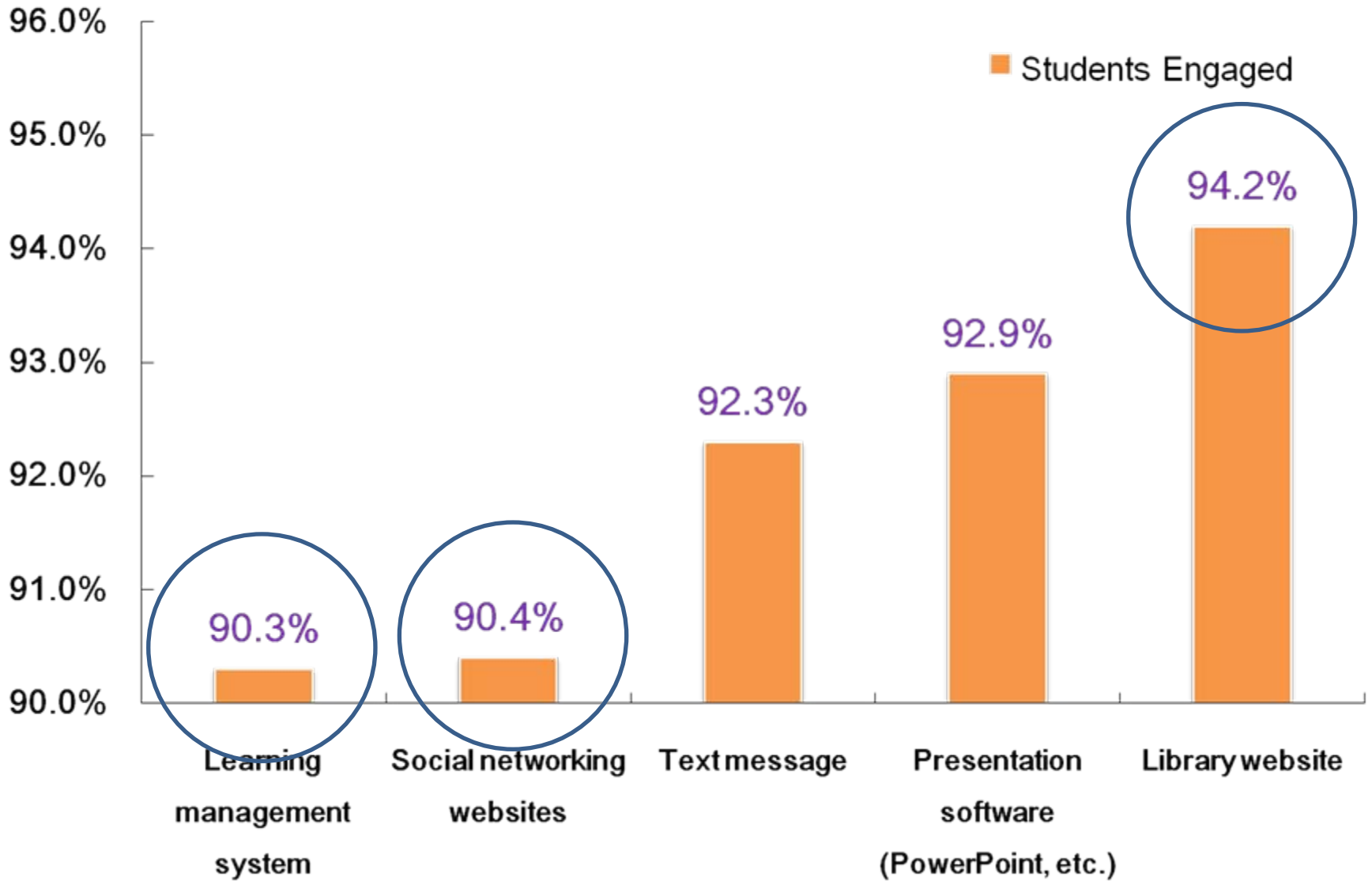# Different needs, different responses

Students

Students

- Are using library digital resources more and more

- Library website is the number 1 technology used

- Are (mostly) confident with their information search skills

2010

EDUCAUSE | CENTER FOR APPLIED RESEARCH

The ECAR Study of Undergraduate Students and Information Technology, 2010

Shannon D. Smith, ECAR
Judith Borreson Caruso, ECAR and University of Wisconsin–Madison

Introduction by Joshua Kim, ECAR and Dartmouth College

ECAR Research Study 6, 2010

4772 Walnut Street, Suite 206 · Boulder, Colorado 80301 · educause.edu/ecar

http://net.educause.edu/ir/library/pdf/ERS1006/RS/ERS1006W.pdf

Students' Use of Library Website

Most Used Technologies

Bar chart titled "Most Used Technologies" showing percentage of Students Engaged.

Technology	Students Engaged
Learning management system	90.3%
Social networking websites	90.4%
Text message	92.3%
Presentation software (PowerPoint, etc.)	92.9%
Library website	94.2%

Information Literacy Skills – Self Assessment

	Students Using the Technology	Mean*	Std. Deviation
Using the Internet to effectively and efficiently search for information	**36,716**	**4.14**	**0.791**
Evaluating the reliability and credibility of online sources of information	**36,691**	**3.65**	**0.918**
Understanding the ethical/legal issues surrounding the access and use of digital information	**36,773**	**3.43**	**1.007**

Scale: 1 = not at all skilled, 5 = expert

Teaching reform and library spaces

- Learner-centred approaches
- Problem based learning (PBL)
- Outcomes based student learning (OBSL)
- Collaboration and teamwork
- Multimedia
- Interactivity
- Generic skills
- etc...

For students, libraries need to (among other things) …

Provide innovative spaces

- Reconfigure physical spaces that support organizational teaching and learning agendas
  - Flexible and varied – collaborative, individual
  - Robust technology infrastructure
  - Services that meet needs in the new environment

Provide support

- Assist students with information access and discovery skills

- Provide such assistance contextually and at point of need

Be "in the flow"

- Build around workflow tools:
  - Student portal
  - Learning management system
  - Reading list
  - Endnote, …
- Build around network level:
  - Mendeley
  - Google
  - Amazon
  - Flickr
  - iTunes
  - Wikipedia
  - Twitter
  - Facebook
  - Etc.

Faculty

A Slice of Research Life: Information Support for Research in the United States

June 2010

A Slice of Research Life:
Information Support for Research
in the United States

Susan Kroll
and
Rick Forsman

OCLC

A publication of OCLC Research in support of the RLG Partnership

- Grant Opportunities
- Managing Intellectual Property and Exploiting Commercial Value
- Finding Collaborators and Increasing Visibility
- Management and Storage of Documents and Data Sets
- Analysis of Large Text and Data Files

http://www.oclc.org/research/news/2010-06-16.htm

A Slice of Research Life: Information Support for Research in the United States

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Information Support for Research
in the United States

Susan Kroll
and
Rick Forsman

OCLC

A publication of OCLC Research in support of the RLG Partnership

- Improving Information Retrieval and Management Skills

- Managing Citations

- Choosing Where to Publish or Alternative Forms of Dissemination

- Support for Promotion and Tenure

- Managing Pre-prints, Publications, and Post-prints

http://www.oclc.org/research/news/2010-06-16.htm

For faculty, libraries need to (among other things) …

Help them to …

- **Find collaboration partners** and opportunities
- Manage their **research data**
- To identify and apply for **grants**
- With **bibliometrics** for promotion, tenure etc

To do much of this librarians need to step outside the building and their comfort zones. They need to be "in the flow"!

Meet them In the flow

- Build around workflow tools:
  - Student portal
  - Learning management system
  - Reading list
  - Endnote, …
- Build around network level:
  - Mendeley
  - Google
  - Amazon
  - Flickr
  - iTunes
  - Wikipedia
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  - Facebook
  - Etc.

Administrators

See the library …

- As a huge expense
- No longer as the "heart" of the institution
- Does not demonstrate the value it brings
- As a place they do not visit

For administrators, libraries need to (among other things) …

Demonstrate that they

- Provide "**value**" to the organisation
- Can market and promote the "**value**" of the library and the librarians
- Promote the organisation's **reputation**
- Increase faculty and student **productivity**
- Manage "**information**" in its broadest possible definition.

Library Futures?

The university library of the future will be **sparsely staffed, highly decentralized**, and have a physical plant consisting of little more than **special collections and study areas**…

Ithaka *Library* Survey 2010

ITHAKA S+R

Ithaka S+R Library Survey 2010:
Insights from U.S. Academic Library Directors

Matthew P. Long
Roger C. Schonfeld

- Priority for teaching and research support but less for acquisition
- Growth in information literacy and support for classroom instruction
- Want to invest more in discovery tools

http://www.ithaka.org/ithaka-s-r/research/ithaka-s-r-library-survey-2010/insights-from-us-academic-library-directors.pdf

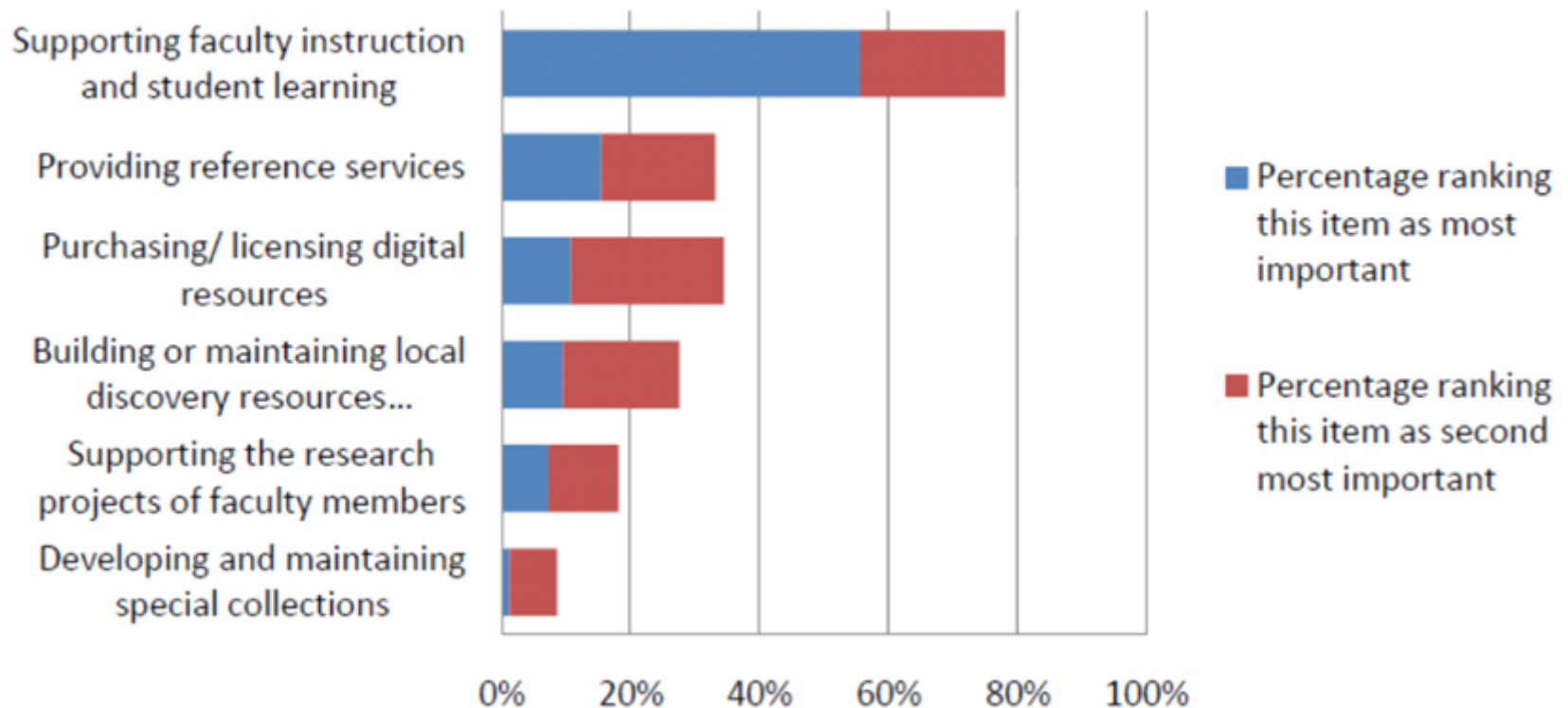# Ithaka *Library* Survey 2010

ITHAKA S+R

Ithaka S+R Library Survey 2010:
Insights from U.S. Academic Library Directors

Matthew P. Long
Roger C. Schonfeld

- 5 years to e-journals only transition

- In 5 years 50% of books purchased are e-books

- Offsite print journals will be the norm but less so for books.

Library Director Priorities

Ideally, how would you prioritize your staff resources in the following areas? Please rank the items by order of importance.

- Percentage ranking this item as most important
- Percentage ranking this item as second most important

Categories (top to bottom):
- Supporting faculty instruction and student learning
- Providing reference services
- Purchasing/ licensing digital resources
- Building or maintaining local discovery resources...
- Supporting the research projects of faculty members
- Developing and maintaining special collections

Axis: 0% 20% 40% 60% 80% 100%

Faculty vs Library Director views of importance

Comparison of Faculty Members to Library Directors: How important to you is it that your college or university library provide each of the functions below?
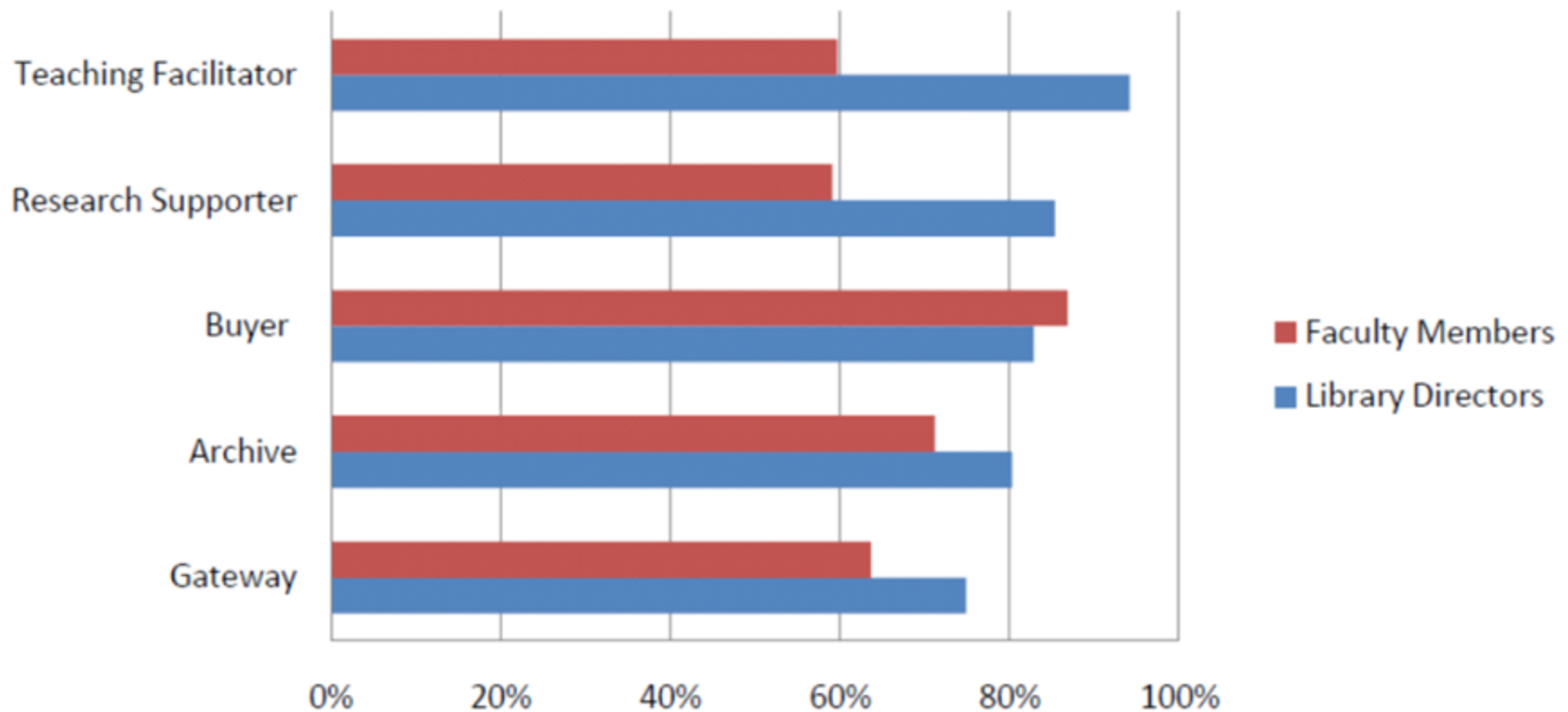
Percentage answering 5 or 6 on a scale of 1 to 6, where 6 represents "very important" and 1 represents "not important at all."

And …

- Less manual work(ers)
- Evolving and flexible physical spaces
- Special collections to set us apart
- Open access may yet be accepted by faculty
- Current discovery tools will disappear
- Data curation and e-science
- Embedded (in the flow) librarians
- …

The future academic librarian?

Skills

Interpersonal

Communication
(listening, writing, presenting)

Financial management

Spatial design

Team working

Team building

Negotiating

Customer orientation

Cultural awareness

Political awareness, etc

Characteristics

Initiative

Empathy

Adaptability

Persuasive

Personable

Creative

Entrepreneurial

Passionate

Trustworthy

Intelligent (on multiple levels), etc.

THANK YOU!