

# **Collaboration: Meeting the Library User's Needs in a Digital Environment**

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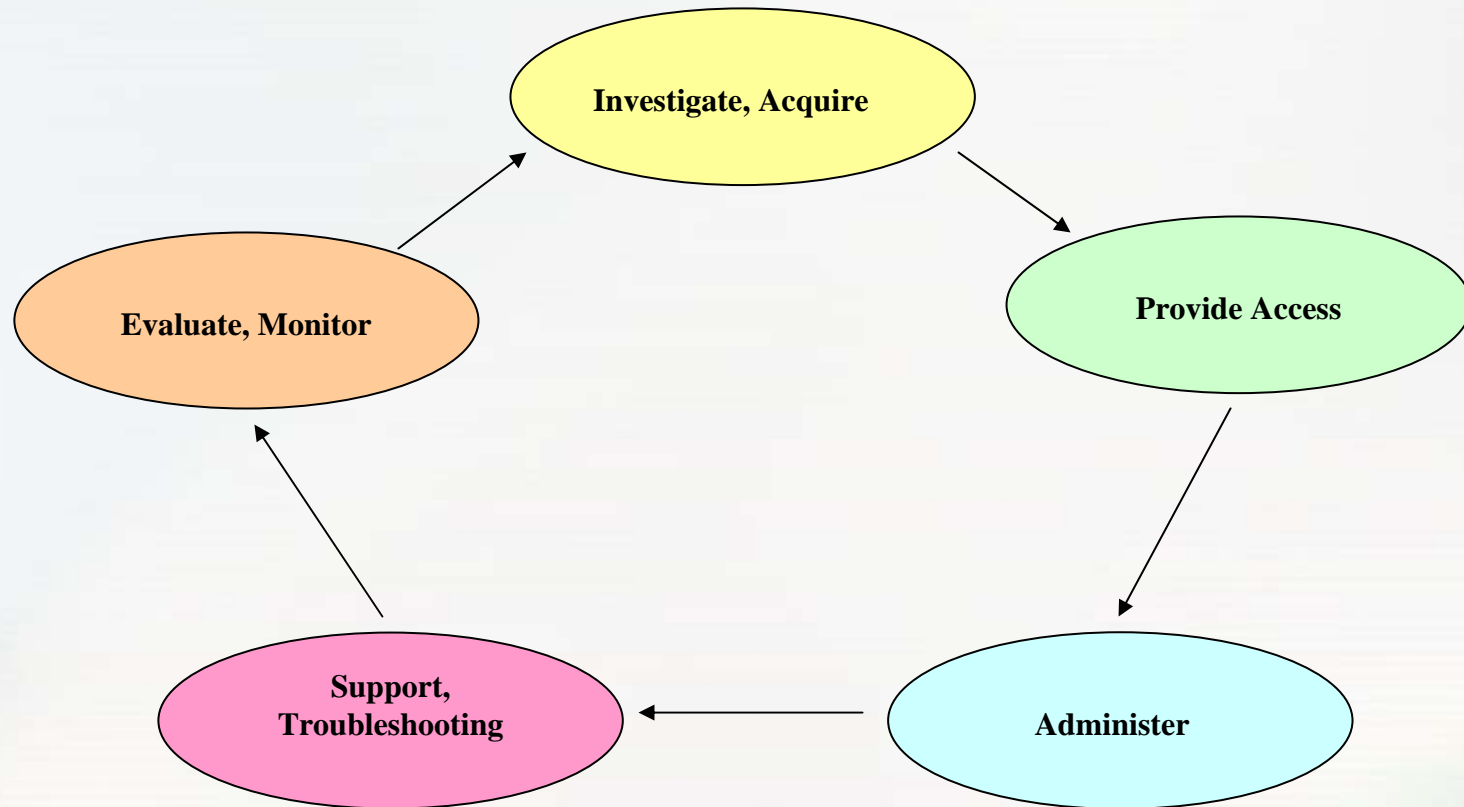
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# Meeting Users' Needs



**by Providing Access to Electronic Resources**

# **Providing eResources:**

## **First step in Meeting Users' Needs**

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**This consists of five basic processes**

- Investigating and acquiring the resource**
- Providing access to the resource**
- Administering the resource**
- Providing support for and troubleshooting the resource**
- Evaluating and Monitoring the resource**

# Investigating and Acquiring

- **Request – Who wants this and why? How does it fit in with institutional needs?**
- **Budgeting – Do we have the money?**
- **Trial – Let people review the resource.**
- **Evaluation – How did the trial go? Is the resource easy to use?**
- **Licensing – What are the terms? Perpetual access rights?**
- **Pricing – Actual cost (purchase, subscription, processing, maintenance).**

# Providing Access

- **Initiate order – Send in license, payment**
- **Enter resource details into the ERM system (VERDE)**
- **Configure the resource for off campus access (EZproxy)**
- **Enter the resource into the OPAC (arrange for cataloging)**
- **Make sure it is listed on our Library Web pages**
- **Register the resource in the OpenURL resolver (SFX)**

# Administration

- **Customize interface**
  - Branding
  - OpenURL registration
  - Preferred search method
- **Manage gathering of usage statistics**
  - COUNTER compliant?
  - Standardized Usage Statistics Harvesting Initiative (SUSHI) compliant?
  - Scholarly Stats
- **Confirm contact information**
  - Who to contact for what?
- **Confirm holdings information**
  - Coordinate holdings in ERM, OpenURL resolver, OPAC

# Support and Troubleshooting

- Provide training – What are the features of the resource?
- Track changes and enhancements to the resource
  - Accomplished through email communications, ListServes, RSS
- Inform users of these changes
  - Accomplished through alerts from ERM, email, Blogs, RSS
- Track and troubleshoot problems
  - Scheduled downtime
  - Problems with:
    - Remote servers and equipment
    - Local servers and equipment
    - Communications

# Evaluating and Monitoring

## Review

- User feedback
  - Do users find it easy to use, does it meet their needs?
  - How does it mesh with institutional needs?
  
- Usage statistics
  - Price per Use
  
- Problems with the resource
  - How often was the resource unavailable?
  - Did the resource's features work as advertised?
  
- Alternative resources
  - Are there comparable resources available?
  - Is the database available through an alternate interface?
  - Licensing restrictions may be better?

# Discovery and Awareness

# Higher Education Platforms

- **Library website (primary)**
- **Library liaisons**
- **Classroom**
- **Campus portal**
- **Content management system**

# Banner Ads

## Safari TechBooks

Calling all geeks and superusers! Check out our library of e-books for programmers and IT professionals!

[Details »](#)

## Ask a Librarian!

In person, by e-mail, or by appointment.  
College just got easier.

[Details »](#)

## Introducing ARTstor

ARTstor is a digital image database containing more than 300,000 art images and descriptive information for noncommercial and scholarly, non-profit educational use.

[Details »](#)

## YouTube watch out!

We're adding a new dimension to our Web site with short video clips, showing you how to find content you need to succeed! Just in time for those last minute research papers!

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## Recommend a DVD or Videotape

Want to request a DVD or videotape to support your teaching or research?

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## Recommend New Books

Recommend a new book to support your teaching or research!

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# Landing Pages



## Featured Database

### Scopus

**As Students and Faculty**, you can search Scopus to get extensive interdisciplinary access to journal articles that cover the Life, Health, Physical, and Social Sciences.

You can find out which articles are being cited by other scholars. Scopus includes over 14,000 peer-reviewed titles from more than 4,000 international publishers. Scopus is an abstract and indexing database.

Click on the Find It @ WMU button and the Library will automatically try to find the full-text article for you.

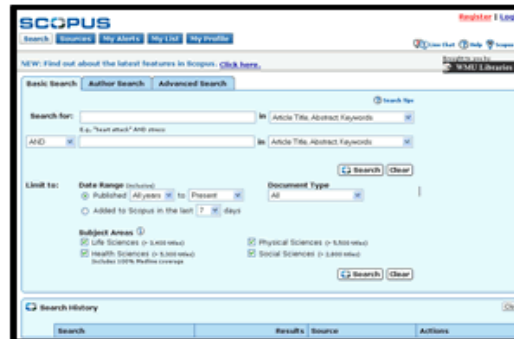
[Video](#) [Learn how to search Scopus](#)

 [Search Scopus](#)

### Connecting from Home and Optional Plug-ins

WMU students, faculty, and staff will need to use their Bronco NetID to access all library databases from off campus. [Details](#)

No optional plug-ins required for this database.

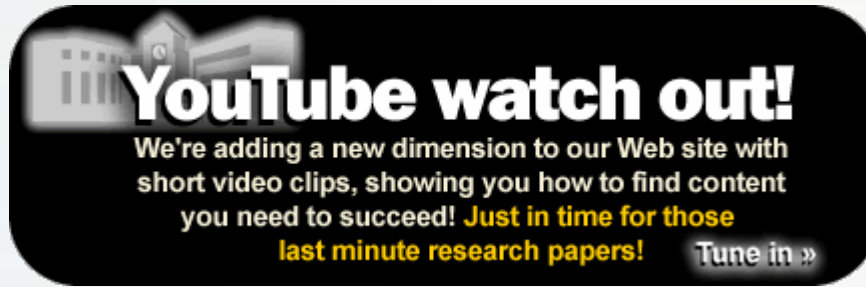


**As faculty**, you can find out who is citing you, and how many citations an article or an author has received. You can also analyze citations for a particular journal issue, volume or year.

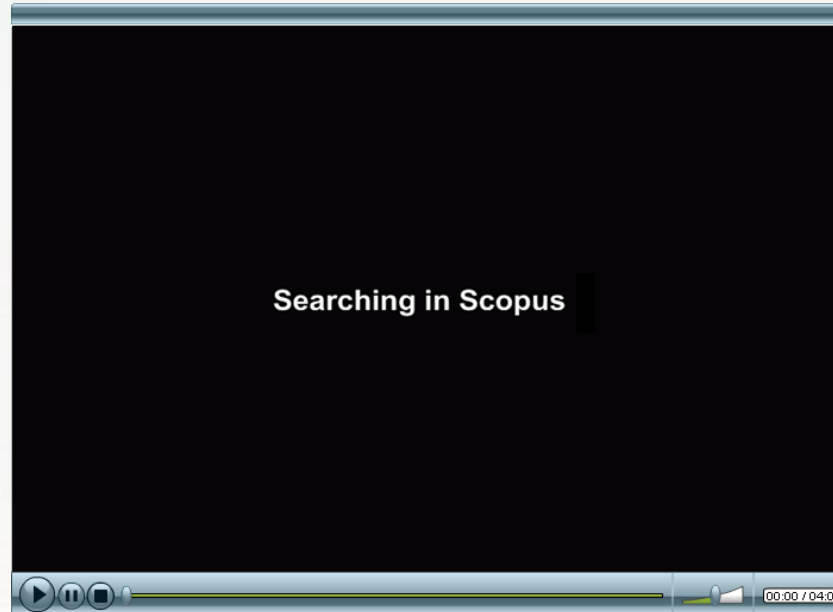
**As a student**, you may uncover relevant articles that you may otherwise miss. Scopus includes over 14,000 peer-reviewed titles from more than 4,000 international publishers.

[More reasons why you should use Scopus](#)

# Landing Pages



**YouTube watch out!**  
We're adding a new dimension to our Web site with short video clips, showing you how to find content you need to succeed! **Just in time for those last minute research papers!** [Tune in »](#)



# Does it work?

## January 2007

| Banner Ad                | Clickthrough | Call to Action | Conversion Rate % |
|--------------------------|--------------|----------------|-------------------|
| ARTstor                  | 91           | 70             | 76.92             |
| ArchivesUSA              | 141          | 62             | 43.97             |
| GPO_Catalog              | 89           | 48             | 53.93             |
| Proquest_ResearchLibrary | 102          | 58             | 56.86             |
| Scopus                   | 107          | 57             | 53.27             |
| <b>TOTAL</b>             | <b>530</b>   | <b>295</b>     | <b>55.66</b>      |

## Clicks by Time of Day

|              | 12am - 6am | 6am - 12pm | 12pm - 6pm | 6pm-12pm | TOTAL      |
|--------------|------------|------------|------------|----------|------------|
| <b>TOTAL</b> | 14         | 126        | 60         | 112      | <b>312</b> |
| External     | 14         | 110        | 37         | 111      | 272        |
| OPAC         | 0          | 8          | 15         | 0        | 23         |
| Staff        | 0          | 8          | 8          | 1        | 17         |

# Instruction

# What's the Problem?

- **It's not enough to just offer electronic resources...**
- **Students have to use them!**

# Alternative Formats

- **Online Tutorials**
- **Screencasts and Podcasts**
- **Integrate into online courses**
- **Online reference**
- **Blogs and Wikis**

# Online Tutorials

## Searchpath

**Searchpath** will help you learn to find and critically evaluate information sources.

By increasing your **information literacy** skills, you can more effectively search, select, and evaluate those sources

This tutorial, sponsored by Western Michigan University Libraries, will prepare you to explore and **research** the online world.

# Searchpath

- **Introduction to research concepts.**
- **Which resources to use and why.**
- **Quiz – assesses effectiveness and reinforces concepts.**
- **Problem – must have WMU ID to view electronic resources.**

# Screencasts and Podcasts

- **Online format**
- **Accessible to all**
- **Video and audio demonstration**
- **Limited scope**

## **Screencast**

- **Podcasts – WMU podcasts will be available through iTunes.**

# Online Courses

- **WebCT, Blackboard, etc.**
- **Work with instructor - librarian embedded in course.**
- **Electronic resources integrated into course page and assignments.**

# Online Reference

- **E-mail reference:**
  - Available at all times
  - Popular with students not fluent in English
  - No immediate answers
  - Difficult to ask follow-up questions
- **Chat reference**

# Blogs and Wikis

- **Blogs:**
  - Advertising of resources and services
  - Related to specific topics

## Blog

- **Wikis:**
  - Collaborative
  - Guided by librarians
  - Facilitate peer-instruction and opinions

# Feedback

- Focus groups
- Usability studies
- Online surveys
- Student feedback
- Faculty feedback

# Why Bother?

- **Goal – enable students to become good researchers.**
- **Different learning styles.**
- **Multiple formats.**
- **Be where the student is!**

# Resource Sharing

# **Interlibrary Loan**

- **In 1996, the average overall turnaround time was 11 days for 17, 142 requests**
- **Implemented ILLiad in 2002**
- **Workflow based on an electronic environment  
- essentially paperless**
- **Technological innovations to improve turnaround time and provide more efficient service**

# **“Amazoogole” Effect**

- **Patrons have increased expectations**
- **Require immediate access**
- **Provide services based on the user’s needs**
- **Self-service – the library user feels “in control”**
- **Convenience**

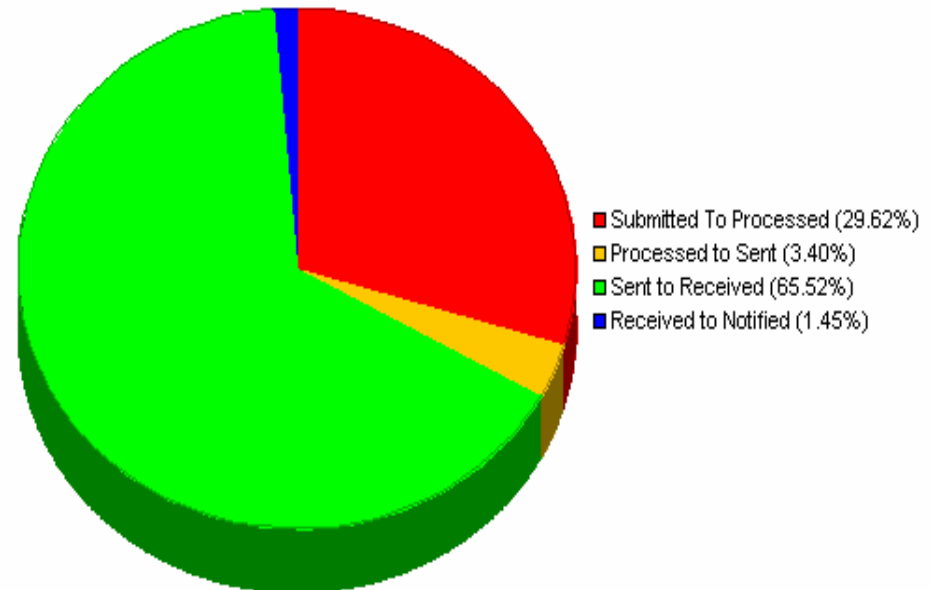
# Interlibrary Loan

- In 2006 we received 26,675 requests

- Average turnaround time for articles is significantly reduced through technological innovations we have implemented; ILLiad, Ariel, Odyssey, Open URL and SFX

## Articles

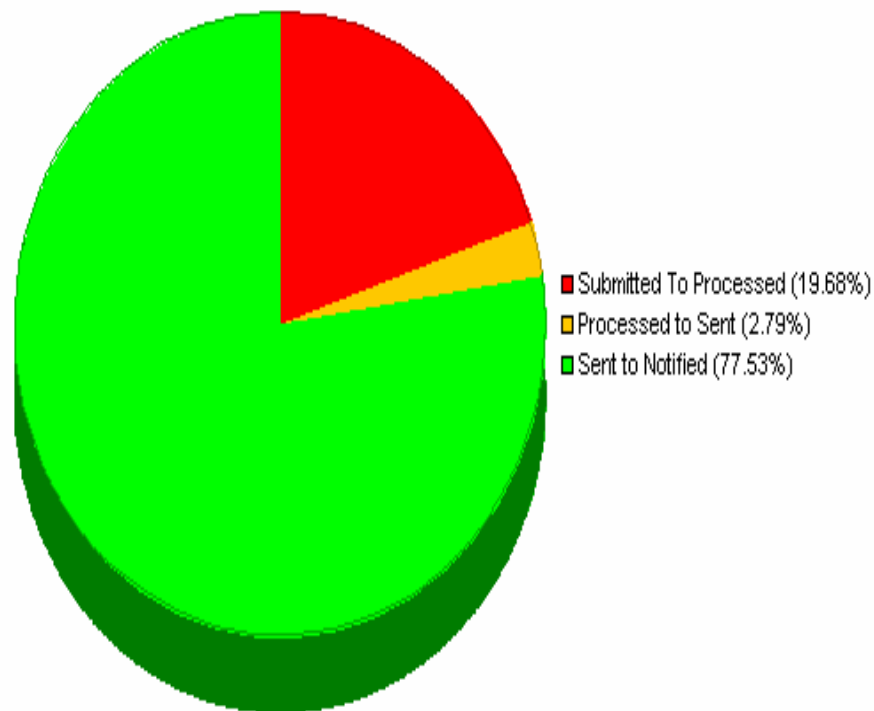
Turnaround Time for Articles



|                                          |             |
|------------------------------------------|-------------|
| Total Number of Selected Article Records | 2885        |
| Average Time from Entered to Processing  | 28.27 hours |
| Average Time from Processing to Sent     | 3.25 hours  |
| Average Time from Sent to Received       | 2.61 days   |
| Average Time from Received to Notified   | 1.39 hours  |
| Average Total Time                       | 3.98 days   |

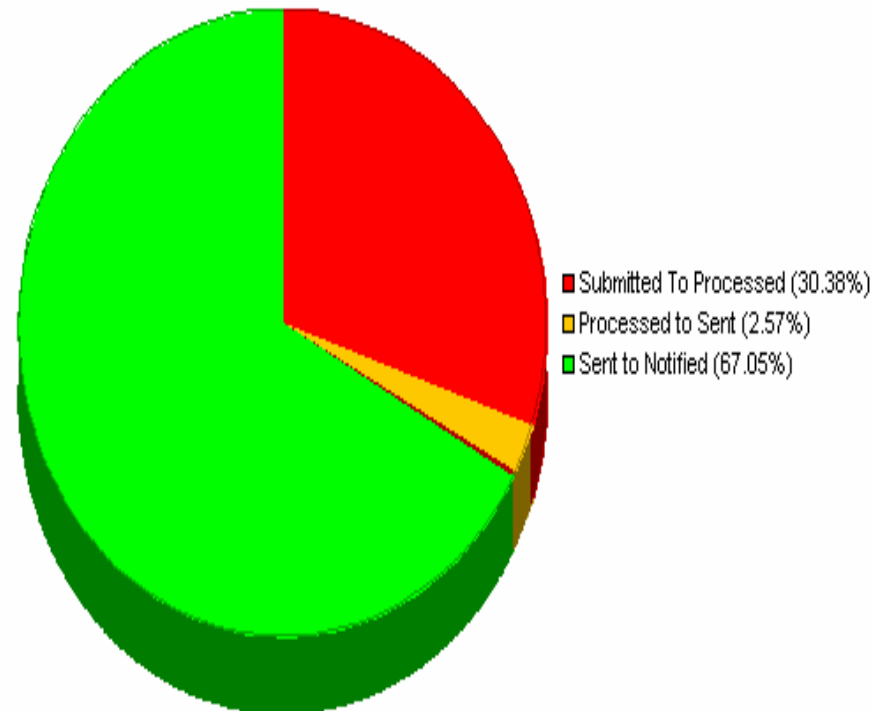
# Interlibrary Loan

## Overall Turnaround Time



|                                         |             |
|-----------------------------------------|-------------|
| Total Number of Selected Records        | 6755        |
| Average Time from Entered to Processing | 26.36 hours |
| Average Time from Processing to Sent    | 3.73 hours  |
| Average Time from Sent to Notified      | 4.33 days   |
| Average Total Time                      | 5.58 days   |

## Turnaround Time for Articles



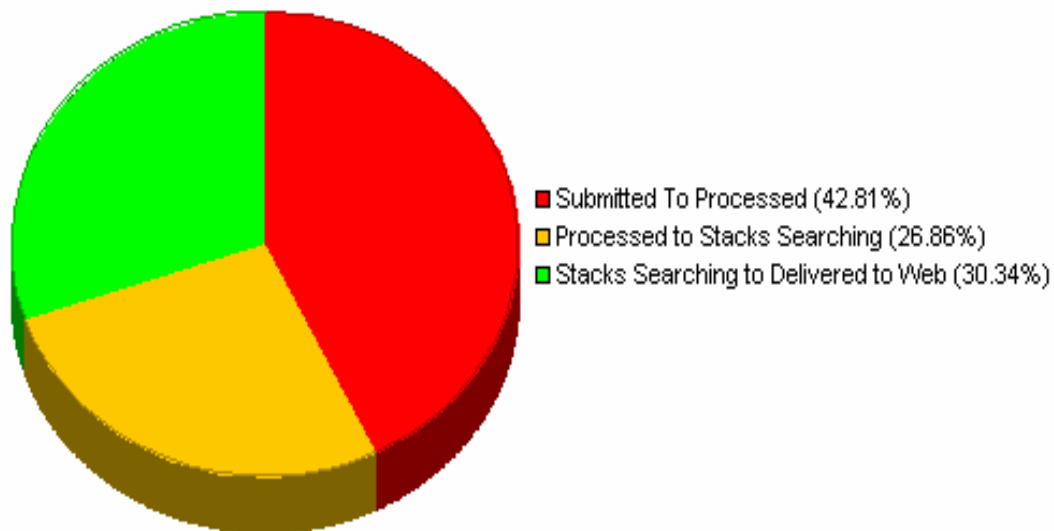
|                                          |             |
|------------------------------------------|-------------|
| Total Number of Selected Article Records | 5276        |
| Average Time from Entered to Processing  | 28.28 hours |
| Average Time from Processing to Sent     | 2.39 hours  |
| Average Time from Sent to Notified       | 2.60 days   |
| Average Total Time                       | 3.88 days   |

# Document Delivery

- **Service provided to off-campus students, faculty and staff who attend one of our eight Branch Campuses**
- **Document Delivery service for faculty, our engineering campus, storage materials and students who are doing internships off-site**
- **Article and book delivery directly to patron**
- **Never need to walk inside the library building**

# Document Delivery

## Turnaround Time for Articles



|                                                        |             |
|--------------------------------------------------------|-------------|
| Total Number of Selected Article Records               | 532         |
| Average Time from Entered to Processing                | 20.45 hours |
| Average Time from Processing to Stacks Searching       | 12.83 hours |
| Average Time from Stacks Searching to Delivered to Web | 0.60 days   |
| Average Total Time                                     | 1.99 days   |

# E-Reserves

- In 2004, we implemented Docutek as our electronic reserves management system
- Patrons have 24/7 access to course reserve material
- Docutek statistics for 2006

## Report Data

| Item                  | Date      | # Items Created |
|-----------------------|-----------|-----------------|
| Accounts              | All Dates | 73              |
| Course Reserves Pages | All Dates | 194             |
| Departments           | All Dates | 2               |
| Documents             | All Dates | 1510            |

# What about books?

- **Databases – netLibrary, Ebrary, Books 24x7, Proquest – Dissertations and Theses full text**
- **MeLCat - implemented July 2006**
- **Patron-initiated statewide borrowing of returnables.**
- **Non-mediated / “Interlibrary Loan Lite”**

# Future ...

- **Increase in electronic resources and ILL statistics driving purchasing decisions of electronic/print resources, are we still needed?**
- **Cannot possibly meet users' needs with budget constraints**
- **Requests are more complex, less routine**
- **Increase in services that we provide**

# Future technologies improving access...

- **Intuitive interfaces**
  - Personalization
  - Heuristic or learning interfaces
- **Improvements in linking**
  - Context Objects in Spans (COiNS)
  - Forward linking, Contextual linking
- **Mashups**
  - Using other Web Services to enhance the resource
- **Multimedia**
  - Combining media types to provide a better user experience
- **Portability**
  - Connectivity with iPods, Smart Phones, PDAs

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**Questions?**