Old Model of Library Use is Gone

- Old model resulted from $$$ of the ’60’s
- Built BIG print collections
- Users had to come to the collections
Nature of collections has changed

- 50+% spent on e-resources is not unusual
  - Underutilized
- Collections are much more volatile
  - e-journals
  - Open Access journals
  - e-book collections
  - e-music
  - Institutional repository
  - Online reference resources
  - Datasets
It’s all about the Users

- The Web has changed how we deliver and consume information
  - The shift from physical to digital delivery of information has created new requirements and opportunities for delivering effective library experiences

- The Web has profoundly transformed the nature of library collections
  - The majority of new acquisitions are Web-based
  - Collections have increased dramatically and content is available anytime, anywhere
  - Web search engines compete with libraries
The Elephant in the Room
Users are forcing a paradigm shift

- 87% of respondents believe that the paradigm has shifted from library management to user-centric
  - They cite the “Googlization” of information access as a primary reason
- Where researchers still use the library—it is often remotely
  - This negates the research librarian’s traditional value-added role in users’ research processes
Today’s Library exists within a new world of users

- We need to be where the end users are!
- We can’t believe that they will tolerate learning multiple systems
  - Courseware & Google are the lingua franca
- We must accept short term risk to avoid long term “disintermediation”

- Embrace Web 2.0!!
Frankly, we need to …

- Align our priorities with reality
- Align our behaviors with reality
- Stop doing lots of stuff that isn’t appreciated
- Hurry Up!!
What are librarians *really* worried about?

Recent research project:

- Keeping up with all of your duties
  - Too much to do and not enough time, people or budget

- Making the transition to a user-friendly library
  - This was a recurring answer to many of our questions
We can do anything …
We can’t do everything

Aligning behaviors means deliberately putting energy and thought into digital services:

- Re-integrate technical services
- Look hard at all print processing activities
  - Give it up!
  - “Starve books”
- Stop doing bibliographic instruction – it doesn’t work
- Don’t accept the “Long Tail” as an excuse
  - There aren’t enough staff resources
Tools

- What do we have now
  - Improvements to expect
- What’s coming shortly?
Discovery

- Users can’t use it if they can’t find it
- Federated search is NOT “in its infancy”
  - Google for premium content
- Connector technologies – publishers “get” it now – XML gateway standard (NISO MGX)
- Results processing advances
  - Relevancy
  - Visualization
  - Results Clustering
Current Relevance in Federated Search

Simple term count / scoring system (sample rules)
- Term in title – 3 points
- Term in abstract – 2 points
- Frequency of term in citation – 1 point for each
- Rank in the Native Database – variable multiple
- Recency of Article – variable multiple

Ultimately, this is a simple mathematical analysis

It cannot consider context of the information need
Visualization
Results Clustering

- “On the fly” subject categorization
- Facets
  - Journal Title clustering
  - Author clustering
  - Year clustering
What will be the new Discovery layer?

- Race is on!
  - New tools from ILS vendors – Primo, Encore
  - Open World Cat
  - Google Scholar
- Winner won’t be print-oriented
- Until the winner(s), practice with what we have
  - Federated search – tie to the knowledgebase
  - OpenURL
- Don’t wait !!
Serials

- Push your link resolver
- Skip the landing page!
- Demand “tuned” links
- Expect “search within link” to expand the reach of the resolver
  - My library
  - Print versions
Serials

- Give up checkin!
  - Don’t worry about claiming
  - User notification – let RSS do it
- Demand that vendors support Onix for Serials
  - New Editeur/NI SO standards
    - SPS
    - SOH
    - SRN
- Lobby publishers and software vendors
What about an ERM?

- It is the acquisitions module
- Get one, but don’t treat it as “new”
  - Make it part of workflow from Day #1
  - Minimize “data entry”
- Demand data from your vendors
  - Subscription data via SPS
  - License terms data
- Utilize consortial effort (Web.20)
Gotta have XML

- Get an XML server layer for your ILS
- Understand XML gateways to publishers
  - Inherent need to understand publisher tools
- Support NISO MXG
- Speak ONIX
  - SOH
  - SRN
  - License terms
Buy your metadata

- You don’t have time to do it yourself
  - CONSER records are great
    - Get them customized
  - Save local expertise for local resources
- Users don’t examine MARC records
- You can’t keep a knowledgebase up to date
  - Link resolvers are dependent on good metadata
  - Fed search connectors
  - Subscription and license data
- Knowledgebase vendor ≠ ILS
Use Hosted Systems

- You don’t have time to do it yourself
  - Did I say that already?
- This is where end users are -- SaaS
- Preserve time and money for unique resources
  - Institutional repositories
  - ILS upgrades
- “Community” almost requires a hosted service
- Definitely Web 2.0
What New Tools are coming?

- Authentication services
  - Shibboleth hosted
  - COI NS
- “Business Intelligence” -- true ROI
  - Usage data
  - SUSHI
  - Analytic tools across multiple resources
- “SuperMetasearch” – Feb. 15 LJ
Pieces and Parts aren’t enough

- We need integrated solutions
- We can’t maintain multiple knowledge bases
We need ERAMS !!

E-Resource Access and Managements Services (ERAMS)

A *new way of thinking* about how we manage library collections and make them accessible

- Technologies used for physical collections are not suited for the challenges of electronic resources
- ERAMS augment the physical library and the ILS

A *planning and budgeting category*

- ERAMS help ensure the capabilities and relevance of libraries moving forward

A *collection of tools and services* that help

- Optimize access, usage, collections and workflows
The Foundations of ERAMS

- Focus on e-resources
  - E-resources are the essence of ERAMS: a clear focus on e-resource issues is essential

- Focus on the knowledgebase
  - ERAMS depends on a comprehensive knowledgebase that provides an accurate library-centric view of holdings
The Four C’s

ERAMS requires technology vendors to develop tools and services that accomplish four essential procedures:

- **Collect**
  a comprehensive e-resource knowledgebase

- **Correct**
  the knowledgebase to maintain accuracy

- **Connect**
  people with answers using the best method

- **Control**
  budgets, collections, and workflows to optimize value
Individual Product Categories Within ERAMS

Today’s Individual Product Categories

- A-to-Z Title lists
- Link resolvers
- Federated search engines
- MARC updating services
- ERM applications
- …? …

Tomorrow . . .

- In the future, ERAMS will expand functionality to provide for continued enhancement of libraries

- As new services are introduced, they must work *together* as a cohesive and effective solution
Research project said librarians want:

- Way to search that provides seamless integration and access to all content repositories both internal and external
  - Including e-books, audio, video, etc.

- Integration of all solutions into one product…

- …and interoperability
Success: Part 1

- Users find what they need quickly
  - In a simple way
  - Wherever they are
  - So they don’t have to go somewhere else
Success: Part 2

Measurement

- What’s being used and how often
- The meaning behind the statistics
- Some way to measure return on investment
Success: Part 3

- Providing a competitive advantage over the Internet
  - Honing in on the value we add to the research experience
Key Technology Requirements for ERAMS

Integration
- Requires data, access, and management tools to work together seamlessly

Interoperability
- Requires active participation within the library community and standards bodies, and partnerships with libraries of all sizes

Web-native technology
- Requires technology that has been designed for the Web from the ground up
Web 2.0 is THE technology model

Source: Tim O’Reilly
Easier picture – same principles

Source: Open Gardens
Establishing ERAMS as a product category

- Clearly separates the issues of e-collections.
  - Necessary intermediate step
- Provides foundation for organizational and budget decisions.
- Justifies spending for needed tools and services.
- Supports integration of processes
- Provides framework for defining enhancements from vendors.
Hurry Up!!

- This is a time of “revolution” – not evolution
- Give print only the percentage of time it earns by circulation
- Flip the mental switch – it will lead to the right behaviors and expectations