Developing vision and mission statements in European libraries

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Trends and Developments in Academic Library Services

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Where are we now?

- Libraries provide access to (licensed and free) electronic information
- Libraries can be used without visiting the library
- Role of the library in the institution varies
- In general we have not yet changed most of our internal processes
- Does the library satisfy the current and future needs of the users?
- Does our library contribute enough to the success of our university?

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Important challenges for an academic library

- ***To make better use of what we have achieved so far***
- ***To learn more about real use and user behavior***
- ***To take the perspective of the customers***
- ***To work more efficiently and more effectively***
- ***To integrate the digital library in the daily work processes of students, teachers and researchers***

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Trends

- In Higher Education
- E-information
- E-Learning
- E-publishing and Institutional Repositories
- Systems
- Cooperation
- Organisation

Trends in Higher Education

- The Higher Education Sector will become more demand driven
- In HE more competition
- More mobility of students (master programmes)

Orientation on current and future needs of our users

- Next generation of students: self sufficient information seekers
- Library has to compete with Google, Scirus and search enignes of the next generation
- Trends towards more collaborative research and collaborative learning
- Need for fast, open, mobile, secure and personalised access to information and IT tools

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Electronic Information

- 10% of universities have E-only now
- 60% on print and electronic
- Perpetual access is key
- Have a closer look at usage statistics
- Cost of E-publications are below print publications; main difference are costs of backfiles
- Savings not only for the library: scientist saves 20 hours per year

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Added value

- Better use of expensive information we have acquired and licensed
- What can we do better than Google or Scirus?
- **What is our added value?**
- What do we really know about user needs?
- Do we communicate effectively?
- How can we support our users?
- How can we help our users with selecting and searching information?
- Can we deliver tailored, personalised services?

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E-learning

- Universities are developing digital learning environments: Blackboard, WebCT, Sakai
- First phase of creation of new digital content and distance learning
- Library should work side by side with faculty in organisation, creation and presentation of content.
- Library can provide training and support (in cooperation with others)
- But…this new role will not be accepted so easy and, in general, librarians are not ready for it

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Institutional Repositories (I)

- Universities and other institutions are creating an electronic archive of their own output: articles, books,working papers, readers, theses, learning material
- Free and seamless accessible at least within own institution
- Strenghts: proper organisation of e-resources, easy publishing, easy access, increased visibility
- Open Source software available (eg. DSpace, ARNO)

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Institutional repositories (II)

- Support is increasing - House of Commons of the UK: All UK universities should have a repository
- In NL all universities have already such a repository (DARE programme)
- Publishers can't ignore it anymore
- IR can work with OAi, Commercial publishing, Open Access

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Author is key

- Can institutional repositories attract the authors?
- Is the Institutional Repository the main gate for publishing or an intermediate for publishing by the established publishers?
- For many researchers: it's all about reputation
- Registration, Selection, Refereeing, Archiving remain important
- Role of publishers in the value chain might change

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Open Access

- Dissatisfaction with the current process of scholarly and scientific publishing is becoming stronger every day
- Open Access movement is getting stronger
- Based on the “author payment” model
- Implies free access to research information; the creator is paying for the review and ‘formal publishing’ process
- OA is not undisputed: Is it fair? Who will be the real winner? Are we sure we have to pay less in the end?

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Library portals

- Access to remote resources (licensed information)
- Access to multiple document formats (from Marc to XML)
- Access via multiple protocols (http, Z39.50)
- Simultaneous access to multiple resources
- De-duplication

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E-learning and E-publishing

- A sustainable infrastructure for E-learning and E-publishing (repositories) is needed
- Requires an integrated policy in the institution
- Need for more cooperation within the university and between universities, nationally and internationally

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Two completely different models

- A open, networked, modular system

  versus

- A system that integrates most elements of the information chain (content, tools to produce content, registration, certification, tools to access content)

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The open model

- Use of components from various vendors: library automation system A, portal software B (Metalib, iPort, Metafind, Encompass etc), search engine C, repository D, Digital Learning Environment E etc.
- Focus on common standards such as OAi protocol, Open URL
- Access to information of various publishers
- Harvesting of open archives and institutional repositories
- Gradual more emphasis on harvesting of freely available information controlled by the scientific community

Model that integrates it all

- Applied by Elsevier
- Provide the content (1600 journals + E-books + Digital learning material)
- Have tools to access the content (Science Direct)
- Integrate searching of repositories with Elsevier publications (Scirus) with FAST search engine
- Provide local library system and portal software (Endeavour – Encompass)
- The strategy is clear, the integrated model will be developed further at short notice
- Very professional approach

Cooperation

The problems we are dealing with are far beyond the level of a single institution.

Clear tendency towards stronger cooperation at the national and international level

- Need for common information and IT infrastructure, common standards
- Preservation and digital archiving
- Network of repositories en independent entities for certification
- At least cooperation at a local and a national level
- Without cooperation the library community (and the academic community) will definitely not be in the drivers' seat

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Information Strategy

- These issues should be addressed in an information strategy
- Information Strategy should be part of the University Strategy
- Also information services and facilities (computing, housing) are reasons for students to go to a university
- Library and IT Services can contribute to the quality of work, teaching, research
- In other words: Library can contribute significantly to the success of the organisation

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Challenge for universities

- To integrate IT and E-information in the daily workprocesses of researchers, teachers and students
- Need for an integrated information environment
- This implies: Integration of the digital library with the digital learning environment and the research process & active involvement of libraries in creating and maintaining institutional repositories
- Closer connection between library and the primary process of de university: teaching, learning and research

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Organisation

- Tendency towards more centralized facilities with decentralized services
- Close cooperation with IT services, Media Services, Learning Centers, Publishing centers
- Internal work processes of the library should be redesigned. Reduction of some traditional tasks and functions is inevitable

Consequences for library tasks and organisation

- Concentration on added value for your parent institution and on your competitive advantage
- Rethink tasks: should libraries really continue to do everything they are currently doing?
- No duplication of tasks
- Let's get rid of tasks that can be done better by others
- Close cooperation with IT Department and Learning Centres to meet the challenges
- New organisational structures will have to be considered

The library can contribute and make a difference

- Very strong service orientation
- Strong focus on user needs
- Support new developments in teaching and research
- Requires a self confident library organisation
- Quality standards
- Education and training of staff
- Management with a vision that is shared by library staff, faculty and university management