



The changing face of academic libraries: Why less space does not have to mean less impact

By Dr. Robert Schwarzwald, Associate University Librarian for the Science & Engineering Libraries/Director, Digital Libraries Systems & Services, Stanford University Libraries, Stanford, CA, USA

After decades of expanding library facilities on American university campuses, the last few years have brought news of library closures and consolidations. While the economic turbulence of the last few years has accelerated this trend, I see it as the natural evolution of our profession. Whether we, and our profession, prosper or decline in the coming years will depend upon our ability to adapt to the changing nature of information access.

Our work has never been about managing warehouses of books. The heart of our profession involves getting needed information to people in a time frame consistent with their needs. As information has gone digital, we have been able to provide access to books, journals and data



Robert Schwarzwald

at any time of day and to any corner of the world. The problem of the past was providing access to a scarce commodity, information. Our clients now have access to more information than they can process, through more channels and more interfaces than can be managed.

In this environment of immediate access, the model of the paper library appeals to an ever-shrinking population. While I see the need to preserve the paper copy, this has become more a mission of preservation than of access. With the growing acceptance of eBooks and the near universal preference for digital journals, can anyone really doubt that in 10 to 15 years the number of people preferring paper will be very small?

In the face of this monumental change, libraries have been slow to evolve. While most academic library collection budgets are shifting strongly toward digital holdings, many library spaces and services still revolve around the book stacks. Corporate libraries have long realized that their survival depends upon providing needed services, and they have adapted well to the new digital environment. In academia, presidents and provosts have begun to look at the large and expensive facilities of the academic library as anachronistic. >> page 2

In this issue



Colleen DeLory

In this issue, librarians explore the incentives and impediments to leaving the buildings behind. Eminent institutions on five continents are:

- Consolidating and eliminating space
- Communicating with the "mobile" patron
- Envisioning the library's impact
- Addressing concerns over archives
- Evolving in concert with digital collections

What does the future hold? Embedded informationists at **Johns Hopkins** are delivering services at the patrons' points of research, teaching and clinical care. **Bruno Bauer** outlines a vision to an e-only

era for scholarly journals at Austrian university libraries. **Robert Schwarzwald**, **James Mouw** and **Karen Hunter** look through various lenses at the overarching changes induced by digital collections.

I hope you'll enjoy hearing from your librarian colleagues as much as I did. And I hope you'll e-mail me, as **Matthew Borg** did, to let me know about happenings at your institutions, particularly if you have news related to our upcoming themes of "Marketing the Library" and "Librarians 2.0" (or should it be 3.0?). **LC**

Colleen DeLory
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features

- 2 The Welch Medical Library of 2012 — Wherever you are
- 3 Austrian university libraries on their way toward e-only for scholarly journals
- 4 Panoramas and perspectives: Karen Hunter on the good old days of librarianship
- 5 Leaving the collections behind — Are we ready?
- 6 Let it snow: Sheffield Hallam University libraries find new ways to communicate with patrons during record snowfall

- 7 With a green roof, automated storage and retrieval system, and flexible space, Macquarie University's new library fulfills its mission from top to bottom and in between

the zip file

- 8 Mobile technologies: Issues for libraries
A recap of the 2011 Digital Libraries Symposium
- 9 Be where your users are: Observations on leaving the buildings behind

on the road

- 4 New grants awarded via the Innovative Libraries in Developing Countries program

- 10 Translating knowledge into practice: Librarians customize information for Uganda's rural health clinics
- 11 Dr. Swapna Banerjee tours US libraries with an eye toward archives and preservation
- 11 Oui, nous parlons d'autres langues: Seminars and materials are now offered in more languages

quick clicks

- 3 The Embedded Librarian Blog
- 12 Discover the power of Online Books, where vital research connections are made with the click of a mouse

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The Welch Medical Library of 2012 — Wherever you are

By Blair Anton, Nancy Roderer, Stella Seal, Claire Twose, and Sue Woodson,
Welch Medical Library, Johns Hopkins University, Baltimore, MD, USA

In his 1945 essay in *The Atlantic*, Vannevar Bush imagines an office information machine that would instantly produce files and materials on any needed subject while the researcher sat at his own desk. His Memex system was never built, but the idea of it has inspired decades of research and development toward an effective one-stop-shopping information system. When the Welch Medical Library sat down with its users in 2001 to imagine its future, the vision it created was of a single source for all needed biomedical scholarly material, available wherever the user was.



Mobile devices at the ready, (L-R) Sue Woodson, Blair Anton, Claire Twose, Stella Seal and Nancy Roderer gather round a bust of Dr. William H. Welch, the library's founder.

“The online journal frees the content from its physical container and similarly frees the library from its physical container — the building.”

We selected 2012 as a point when a reasonable version of the system could be provided to users and identified three essential components: an all-electronic collection, superb retrieval systems, and the services of a librarian (informationist) for assistance when needed. As we get nearer to 2012, we are approaching the goal of the library *wherever you are*. Below we describe what we have achieved and the challenges we have faced.

Collection

The key to creating the *Wherever You Are* library lies in moving the collection from print to electronic format. With only 88 journal subscriptions remaining in print format, our current serial collection is almost entirely electronic. We have backfiles for most of our major publishers and continue to collect them when they are available and funds allow. Our strong document delivery system complements the online collection by providing desktop delivery of any materials we hold only in print. The online journal frees the content from its physical container and similarly frees the library from its physical container — the building. We bring the

collection to the users rather than requiring the users to come to us.

Excellent interfaces

In the *Wherever You Are* library, good avenues of access to the online collections are critical. Our website home page features links to Frequently Accessed e-Resources, as well as search boxes for our three most commonly used search services: PubMed, our electronic resources and our catalog. A QuickLink drop-down menu provides easy access to services like ILL, and a prominent key at the top of the home page makes it very easy for users to log in for remote access via our proxy server. In addition to our website, we also provide specialized portals for departments, centers and individuals.

The library staff

The composition of the library staff has changed significantly since 2001 as the focus moved from acquisition and management of print in a single location to an electronic collection delivered where the user is located. Fewer clerical staff and more professional librarians and technical staff are needed. To reshape staffing for this work requires considerable retraining and redistribution of staff through attrition and the development of new positions. Library teams include Digital Library Services, Welch Services Center (circulation, reserves, etc.), Advanced Technology and Information Systems, Finance and Administration, and two Informationist departments. >> *page 10*

<< *page 1*

Digital collections need not signal the death of the library, but to survive we need to develop a program that matches the needs of today's library user. Library services must address the needs of an increasingly online user. Services should focus on managing information resources and advanced applications of information technology, not on simple access. Library spaces need to be redesigned with new use cases in mind. It is wholly insufficient to equip unstructured space with wireless access and brand yourself a digital library.

The library can be, and should be, the intellectual commons of the university. To achieve that end, we need to foster and support the sort of collaboration, team building and inspired play in library spaces that continues our role in education. Rethinking our services and spaces is far more complex than adopting a new technology or two; it involves engaging with our community in a manner that meets real patron needs.

While I was employed by Ford Motor Company, our library developed current awareness and digital delivery services for industry standards in consultation with our engineering community. My former colleagues at the University of Hawaii at Manoa have developed a student success center in collaboration with the Vice Provost for Academic Affairs. At Stanford, we are working with our faculty and administration to link library services to the pedagogic and research needs of our university. In each case, information and services have been adapted to meet the unique needs of the organization.

While the consolidation of library spaces is an inevitable result of the increasingly digital nature of collections, less library space does not have to mean less impact. It is up to us to invent the library of the 21st century. If we see the library only as a warehouse of books, then we will be supplanted. If we see digital information as a revolution in access that allows us to play a more effective and more vital role in education and discovery, then this is not an end, but a beginning. **LC**

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Austrian university libraries on their way toward e-only for scholarly journals

By Bruno Bauer, Head of the University Library of the Medical University of Vienna/ Chairman of the Austrian Library Directors Working Group, Vienna, Austria

In 2005, the Cooperation E-Media Austria was founded by an initiative of 21 libraries of federal state universities. The cooperation was set up as a buying syndicate for electronic resources. Consortia licenses for e-journals were at that time based on print subscriptions held at the participating libraries. Subsequently, most institutions paid for print and online subscriptions.

Dual subscriptions and the strong adherence to the hard copy have hung on for several reasons. In the beginning, the e-journal was seen as a digital bonus of the print version. This perception was supported by the publisher's pricing, which was firmly based on the print subscription. The ongoing problem of archiving e-journals is another issue that still hinders the transition from print to digital. And last but not least, in Austria, VAT on e-only subscriptions is 20 percent, whereas on printed journals and books it is reduced to 10 percent.

“Is there a financial bonus involved with the change to e-only?”

Despite all the above-mentioned concerns of librarians, the patrons' usage of journals has dramatically shifted from reading hard copies to downloading PDFs. This fact, and the steady price increase of bundled print and electronic journal subscriptions, weakened the library's conservative stakeholders who insisted on archival print issues. Nowadays, restricted budgets demand the efficient assignment of personnel. It became important to get librarians out of formats of diminishing importance such as print journals, into those of increasing importance such as electronic resource management.

Another strong motivation to go e-only came with the rise of innovative digital journal concepts that transformed the e-journal from a mere print reproduction into a multimedia container.

Enriched with additional features and tools, the electronic version left the era of print and PDF behind. The published papers and, consequently, the readers benefit from this array of innovations.

Thus libraries are confronted with a twofold challenge. On the one hand libraries have to keep pace with rapid and externally controlled developments in electronic publishing. On the other hand they face internal missions like the management of new emerging formats and efficient resource allocation. In response to these challenges, a committee of the Austrian Library Directors Working Group started an initiative in autumn 2010 to facilitate the abandonment of print in favor of e-only subscriptions. The committee consists of 20 directors from Austrian university libraries and the National Library. The ambitious goal is to convert most of the consortia contracts with larger publishers to e-only as the current three-year terms end in 2012.

Elsevier is one of these larger publishers and a good test case to get change management experience in the complex transition process to e-only. Within the next two years, a special task force will clarify the manifold emerging questions: Is there a financial bonus involved with the change to e-only? How do we as a consortium ensure permanent access to subscribed electronic content for the participating libraries? Is it necessary to build or hold a common dark print archive for Austria containing the most important journals to meet potential worst case scenarios?

The directors of Austrian university libraries, involved librarians and the Cooperation E-Media Austria are working together in this joint effort to ensure a smooth transition into an e-only era. University management, scientists and students should perceive this change as an important and advantageous step in which Austrian university libraries meet the challenge of the 21st century to establish a strong position as powerful digital libraries. **LC**

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Bruno Bauer

The Embedded Librarian Blog

Interested in learning more about embedded library and information services? Check out David Shumaker's blog:

The Embedded Librarian
<http://embeddedlibrarian.wordpress.com>

Shumaker is a faculty member at the School of Library and Information Science at the Catholic University of America in Washington, DC, and formerly worked in Information Services at the MITRE Corporation. Recent topics have included “What's the ROI of embedded librarianship?” and “Can introverts succeed as embedded librarians?”

In addition to his own informed viewpoint, Shumaker's blog includes links to related research, conference proceedings and blogs of other librarians.



David Shumaker

“One of the sources of value that the embedded librarian brings is the unique set of skills and modes of thought that no other member of the team is likely to provide. These skills and approaches are related to the librarian's understanding of the information dimensions of the team's work, but transcend traditional library services.”

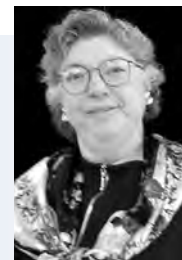
David Shumaker,
from The Embedded Librarian

quick click »

Panoramas and perspectives: Karen Hunter on the good old days of librarianship

In December 2010, Karen Hunter, Elsevier's Senior Vice President of Global Academic & Customer Relations, retired, though she continues to consult with Elsevier on special projects. In this article she reflects upon the changes in the field of librarianship since she began her career at Cornell in 1967 as an acquisitions assistant.

Over the course of her career, Karen has been instrumental in building bridges between publishers and librarians. In 2006, she was recognized with the Association for Library Collections & Technical Services CSA/Ulrich's Serials Librarianship Award 2006, the first given to a publisher. She currently serves on the boards of the Copyright Clearance Center, CrossRef, CLOCKSS and ORCID. At Elsevier she initiated print-to-electronic journal projects (TULIP and PEAK), led the team that developed ScienceDirect, and codirected industry initiatives in digital preservation.



Karen Hunter

It's been 44 years since I first worked in technical services at Cornell. I went from there to Baker & Taylor and in 1976 to Elsevier. My colleagues at Library Connect asked me to look back and compare between then and now. That was a big assignment as the last four-plus decades have seen incredible changes. I'm going to focus only on the looking back part and, for the most part, let you do the comparison with today.

Search. In my university days, search meant going through card catalogs and the tedious checking of the *Readers' Guide to Periodical Literature* and other print indexes. Success was directly tied to thinking as the cataloger thought. As a researcher, you could and did scan the shelves adjacent to books you'd identified as relevant. At Cornell, the fun part of the card catalog was an old set of drawers of not-yet recataloged books where there was literally a subject card that said "Sex — see librarian."

Access. Until the late 1990s, access to primary journals (later for books) meant physically being in the library, finding the volume and using it there or, if permitted, checking it out. When access meant

hours stuck at a microfilm reader, you almost wished the library didn't own the material at all. This need for physical access explained the most likely location of the main library — on central, prime campus real estate. When we recently asked young science faculty when they were last in the library, no one could even remember.

Library as place. Libraries were, therefore, the place you went to get information and to work with that information in quiet isolation. Students couldn't get coffee or work with groups of friends, which today is probably as or more valuable than solitary research.

The librarian's role. As a young technical services librarian, I honestly never thought about how users viewed us. I was more focused on learning a series of jobs from Acquisitions to Serials, Cataloging, and finally Gift & Exchange. I left Cornell too early — too far down in the hierarchy — to really know how faculty viewed librarians. From my limited perspective, we were seen as the people who bought the things they wanted, period.

Funding. I had the luxury of experiencing library acquisitions when funding was not

a major issue. We didn't buy everything, but with more than a dozen special libraries supplementing the graduate and undergraduate libraries, multiple subscriptions were common. If the user had to come to the library to have access, then it was important to make it convenient.

As I move into a consultancy role with Elsevier, I treasure what we have today. The 1960s and 1970s were *not* "the good old days." We have so much more now that there is really no comparison. Desktop access to the world's published literature and an increasing number of unique manuscript collections must be at the top of today's advantages. But it certainly doesn't stop there. Virtually every day I access the Internet on my BlackBerry to satisfy my curiosity about some point of trivia — instant gratification in a way unimaginable 40 years ago. And let's not forget the changes that happened so long ago in those four decades to be absolutely (and rightly) taken for granted: personal computers, word processing, e-mail and, more recently, streaming media. The way we live day-to-day now is simply dramatically different and all the better for it. **LC**

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THE ELSEVIER FOUNDATION

New grants awarded via the Innovative Libraries in Developing Countries program

Four new Elsevier Foundation grants have been awarded to institutions across Africa and Asia through the Innovative Libraries in Developing Countries program. The program now supports 10 global programs with more than \$300,000 in funding.

Focusing on infrastructure-building, the preservation and accessibility of science content, and telemedicine, the new grants include:

- HIV/AIDS Audio-Visual Archive, University of Cape Town, South Africa
- Egyptian National Cancer Database, International Network for Cancer Treatment and Research (INCTR), UK and Egypt
- Library Infrastructure Boost, University of Hargeisa, Somaliland
- Health Information Delivery in Rural Guatemala Using Telemedicine, University of Pennsylvania Library, USA and Guatemala

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Leaving the collections behind — Are we ready?

By James Mouw, Assistant Director for Technical and Electronic Services, The University of Chicago Library/Editor-in-Chief, *Library Collections, Acquisitions, and Technical Services*, Chicago, IL, USA



James Mouw

In pondering the future of academic libraries and, in particular, their traditional collections, I found it doubly ironic that I was asked to write this article. The first irony is that my institution is building a major library building on campus, one that will hold several million volume equivalents, providing for 20 years' growth of our print collections. This flies in the face of common wisdom that physical libraries and collections are a thing of the past.

The second irony is that I am writing this for inclusion in Elsevier's *Library Connect Newsletter*. Elsevier being one of the publishers for which it is clear that the future, and in many instances the present, is electronic. Some librarians believe this to be true to the extent that they are actively dismantling traditional collecting programs. In reality, several barriers remain before we can make the leap wholesale from print to electronic:

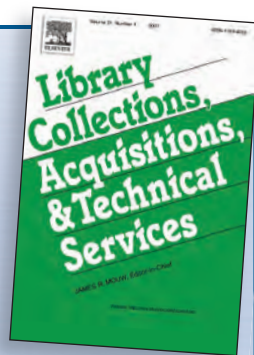
■ Assurance of completeness and long-term access.

My readers worry that the information might vanish, and despite programs like Portico and others, they do not yet have confidence in our collective efforts. They are also concerned that features of the print will be lost, and point to cases where references have disappeared as an example of their issues. We do not yet have a consensus on when either a print or electronic version alone is sufficient and when we need to invest in both. It is easy to treat this as a monolithic "one for all" decision, a temptation only made greater by large-scale purchases of massive amounts of content. Indeed, each discipline and subdiscipline is different, and a single decision does not fit all user needs.

Library Collections, Acquisitions, and Technical Services

Library Collections, Acquisitions, and Technical Services (LCATS) provides a forum for the international exchange of ideas and experiences among members of the library collection management, technical services, vendor and publishing communities throughout the world. It is a comprehensive publication designed to bring together many of the specializations within the broad areas of library collection management and technical services. In reflecting the broad, practical and theoretical foundations of the discipline, LCATS publishes articles based on the practical work experiences of librarians, vendors and publishers as well as research reports and papers on theory.

Submit your next paper via <http://ees.elsevier.com/lcats>, and for further information on the journal, visit www.elsevier.com/locate/lcats.



- While libraries have built print collections for many valid reasons, **one major reason was simply scarcity.** If a library failed to purchase a book upon publication, it would be difficult or impossible to obtain a copy later. I would like to believe that in the electronic world a publication will be in print "forever," but fear we are far from that point, so we will continue to collect for the future much like we have in the past.
- **Ability to option a print version quickly and inexpensively** when needed. In the case of journals, our readers seem content to print the articles they need. With monographs, it is apparent that some uses will require a print version of the entire title. The ability to have a copy delivered within 48 hours or to print one on your own Espresso machine is close to reality, but not yet fully in place.
- Concern that as we retool for the mainstream we continue **to build collections in the traditional fashion when appropriate or necessary.** This is not only a monetary issue, but also one of attention. Large libraries deal with much esoterica, and these materials are often more endangered than the output of major academic publishers.
- **Inability of libraries to work collectively.** The virtual world opens up possibilities for resource sharing in ways the print world did not. Our record of cooperating in the area of collections is not especially positive. We must retool our collecting to take advantage of new opportunities for collaboration.
- Lastly, even with the amount of effort spent discussing the future of scholarly communication and the opportunities afforded by new technologies, the reality is that for the most part libraries continue to purchase the same things we always have and at more or less the same level; the only difference is in their format. **True discussions about the transformation of scholarship are only now beginning.**

My final irony is that we are in a period of prosperity in terms of our ability to collect materials broadly and deeply at exactly the same time we are in a period of famine in terms of funding. My hope is that we will use this reality as an opportunity to collect more wisely, to not automatically provide access to materials that will be easily available later, and to work together more cooperatively. My fear is that we will simply buy less. **LC**

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Let it snow: Sheffield Hallam University libraries find new ways to communicate with patrons during record snowfall

By **Matthew Borg**, Information Adviser, Sheffield Hallam University, Sheffield, UK



Matthew Borg

When the UK was hit with its worst snowfall since 1970 in November 2010, Sheffield Hallam University (SHU) library staff viewed it as an opportunity to further plunder new methods of online and mobile communication. We used Twitter, blogs and RSS feeds to get the word out to just over 30,000 students and around 6,000 staff spread over two campuses.

The university's two libraries — the Learning Centres — closed at 3 p.m. on most days during the storm, and on Dec. 1 the entire university shut down. We advertised the closure via our virtual learning environment and the staff intranet. However, we needed a way to explain the more complicated arrangements for the Learning Centres.



Extreme weather at SHU doesn't stop mobile patrons from accessing the library.

the blog of the reduced operating hours, we immediately received questions about renewing items and were able to respond quickly to alleviate any confusion.

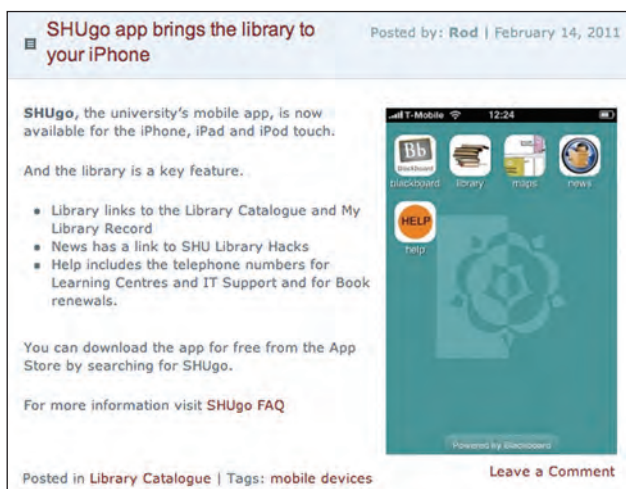
Our Current Issues page on our Library Gateway generally contains information about services being down. A number of people subscribe to this via RSS, so we posted relevant information here as well. We also set up a Twitter search and combined it with an RSS feed so that every time the library was mentioned, we were able to work out whether it was a question, e.g., "Anyone know if Adsetts is open?" and respond from our Twitter account.

Sheffield and a larger percentage used mobile devices. Anecdotally, we also seem to have had more inquiries about what services are available to mobile users, and we are reacting by creating a page within the Gateway that will contain useful information and links to relevant applications.

In retrospect, we didn't communicate issues regarding fines very well. (Fines were waived during the closure, but the system was not able to do this automatically. Therefore, we encouraged students to inform us if any redress was necessary.) Many users were still querying this after we fully reopened. On the whole, we were pleased with the way the library was able to meet its patrons' needs for information through online and mobile communications technology, though the buildings themselves may have been inaccessible. **LC**

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🔗 <http://shulibhacks.wordpress.com>



SHU Library Hacks blog post advertising new versions of the library's mobile app.

We have been using Twitter and blogs to communicate with students for a couple of years. The SHU Library Hacks blog provides informal hints and tips on using the Learning Centres and enables two-way communication through commenting. After advising students via

We have been promoting the use of mobile devices as a way of accessing our services. Looking at user logs, it is clear that although on Wednesday, Dec. 1, we had fewer visitors to the Library Gateway, a much larger proportion of those visitors were from outside

With a green roof, automated storage and retrieval system, and flexible space, Macquarie University's new library fulfills its mission from top to bottom and in between

Macquarie University's goal is to join the ranks of the world's top 200 research universities, and its new library plays a major role in that undertaking. "Our university's strategic plan has reaffirmed the library as the intellectual heart of the campus," says Maxine Brodie, University Librarian. "We're unique among large universities in Australia in only ever having had a single campus library because of our focus on the interdisciplinary nature of research and learning."



Maxine Brodie

Inspired by the eucalypt woodland of the campus, the 193,718-square-foot building rises from the ground in a number of stages. Using concrete and steel, the design embodies the key concepts of light, connection and a focus on people. The phased opening began in February and the library will eventually

provide up to 3,000 seats, with the goal of providing a study space for one out of 10 of its equivalent full-time student load at any one time.

"Our university's strategic plan has reaffirmed the library as the intellectual heart of the campus."

Facilities include training rooms, dedicated spaces for postgraduate studies and visiting scholars, 16 presentation practice spaces with screens/interactive whiteboards, 12 individual spaces for library staff to consult with clients, learning support areas with special equipment for students with special learning needs, and a large seminar room to support connections to campus and public programs, e.g., Library Friends. Spaces are as open as possible, with noise levels being managed by layout and acoustic controls rather than walls, and patrons are guided by extensive digital signage and an interactive kiosk network.

Macquarie also aims to have the first library in Australia to receive a 5 Star Green Star Certified Rating by achieving points across a range of criteria such as indoor environment quality, energy and emissions. The building incorporates many features common to sustainable projects, and a few special attributes:



The new Macquarie University Library.

- An automated storage and retrieval system (ASRS) allows reduction of the building footprint by 38 percent. This "dematerialization" of the building results in savings of embodied energy of 211.717 gigajoules and an annual savings in greenhouse gas emissions of 817 tons per year.
- A green roof will provide thermal control, and its plants will become the subject of university research into the species best suited for this use in the Sydney basin. Rainwater will provide irrigation and be recycled for use in toilet flushing.
- The building's sustainability will be incorporated into the university curriculum and public programs, an important Green Star requirement.

With the implementation of the first ASRS in a library in Australia, more than 80 percent of the collection will be instantly accessible from a purpose-built temperature-controlled vault within the library. This has allowed the design of the other spaces in the new library to focus on the needs of people. "The disciplines we teach and research at Macquarie fall along a spectrum from almost exclusive use of online resources (laser photonics) to heavy reliance on print materials (Egyptology)," says Brodie. Open shelves will hold up to 500,000 items to facilitate browsing, and the ASRS will provide storage for another 1.8 million items. Brodie lauds this move, as she believes the strategic and service focus for librarians has moved to becoming facilitators of access to information rather than just custodians of physical items.

It has all the technology, and then some, expected of a new building, but in the end it's really about the interactions the space fosters. "The new library is a symbol of the University's new strategy — to inspire research and to connect researchers, teachers and learners," Brodie concludes. **LC**

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Mobile technologies: Issues for libraries

A recap of the 2011 Digital Libraries Symposium

By Daviess Menefee, Global Director for Institutional Relations, Elsevier, New York, NY, USA

What trends will flourish this year as the number of handheld devices continues to grow? What guidelines will librarians follow in determining how to design and develop apps for users? How will new devices, apps and technologies influence eBook publishing?

These are some of the questions panelists addressed at Elsevier's Digital Libraries Symposium during the midwinter meeting of the American Library Association in San Diego, CA, on January 8. More than 240 librarians turned out to hear from a thought-provoking panel on "Mobile Technologies — Issues for Libraries." Following is a synopsis of the panelists' remarks. Each speaker elaborated on the theme from their own professional perspective — that of a science librarian, a user-experience library strategist, a library administrator and a publisher who develops content for mobile technologies.



(L-R) Suzanne BeDell, Brian Schottlaender, Joseph Murphy and Kevin Rundblad.

Joseph Murphy

Science Librarian, Coordinator of Instruction and Technology
Kline Science Library, Yale University
[@libraryfuture](#) on Twitter

Joe Murphy noted that mobile is now dominating the current digital landscape. To manage this and future changes, he stated, librarians must engage with, understand and adapt to the changes. More importantly, they must adapt the changes to their needs and discover the implications for changing roles. His presentation focused on the consumer electronics angle because he believes the way individuals interact with technology will guide patron expectations for interacting with libraries.

Murphy envisioned three big themes for 2011 and gave accompanying examples of popular applications that expanded with the exponential growth of foundational technologies in 2010. Each of these technologies builds off the concepts of sharing and location.

1. Social recommendations — Bizzy is a local business recommendation engine that helps users find places to eat, shop and play.
2. Mobile photo sharing — Instagram, for instance, allows users to apply a filter to a photo on their iPhone and then share it widely. This trend not only edges out Flickr but also changes the way people discover and share visually.
3. Social entertainment check-ins — Miso connects TV viewers who share their experience in real time via mobile and Web interfaces. GetGlue allows users to check in to even more (books, movies, even wines) and share. This is an extension of the "check-in culture."

Don't look at these applications in terms of enhancing library services, Murphy said. Rather look at how they will influence people's expectations for engaging with social or physical data. Librarians must consider these huge cultural changes and the user experience to ensure a place within the changing technological framework.

Kevin Rundblad

User Experience and Social Technology Strategist
University of California, Los Angeles
[@rundblad](#) on Twitter

Kevin Rundblad stated that the skill sets needed to work in user experience areas are still new to librarians, but not to the student population. It is important to harness their skill sets and, even more importantly, to develop a work culture that is entrepreneurial. He has derived three concepts that work well in developing mobile applications:

1. Understand the user. It is important to create simple interactions in determining the user's needs. While avoiding focus groups, individual interviews with users conducted by students can produce a good starting point. But the most important point for user-driven development is to actually work with them (in a development group) and work like them (entrepreneurial). This method produces the most natural result for determining user needs/wants, since it is implicit.
2. Know the user's context. For example, touch screens are dominant among the user population. Users also want personalization and fast discovery — one click away. General and specific context drive the functionality in the interface.
3. Create simple interactions. The users, he said, want to move quickly through information and determine relevancy. Using APIs for mashups holds the most promise for providing an integrated experience. Notable mobile problems to solve include lack of integrated article and catalog discovery experience within the campus single sign-on, data portability, and authentication for on-campus mobile traffic from cellular networks.

Rundblad noted that time/device-shifting is a trend he sees taking shape especially in long-form content, e.g., the use of the Instapaper app for reading long PDF files at a later date. His team has developed and is testing a first version of a time/device-shifting experience. He concluded by stating that he welcomes collaboration on projects.

Brian Schottlaender

The Audrey Geisel University Librarian
University of California, San Diego

Brian Schottlaender represented the library administrator's view on mobile technology. He asked the audience, "Why go mobile?" The answer, he said, is the users. They want information when they want it, where they want it, and how they want it. He referenced a July 2010 Pew Research Center report on mobile access that notes 65 percent of 18- to 29-year-olds access the Internet on mobile devices.

Some people may believe that mobile devices will have a short life cycle, but the adoption of these devices is truly a fundamental shift in Schottlaender's view.

And with new technologies come, of course, issues with budgets for developing mobile applications. There are several possible reactions to the budget situation — one is to retreat to the middle and only develop what is doable with limited staff, while another approach is to "push the envelope" and go full steam ahead. UCSD, per Schottlaender, has a User Services Technology Librarian who leads a team of other User Services Librarians and library and campus Web developers in a rapid, modular approach to developing the applications users need and want.

Schottlaender concluded by providing several tips:

1. Keep it simple and clutter-free.
2. Don't try to "mobilize" all your services.
3. Don't recreate the wheel; leverage what others have developed.
4. Focus development on the dominant types of devices.

Suzanne BeDell

Managing Director, S&T Books
Elsevier

Suzanne BeDell provided an overview of the eBooks publishing industry. She noted that some say the iPad is poised to knock Amazon's Kindle off its perch. Also, while the BlackBerry has a larger market share than the iPhone, it generates much less mobile Web traffic. For publishers, this means ensuring content is accessible within multiple devices. Elsevier, she said, remains "device agnostic" and will develop applications for our users' needs.

Content development is driven, BeDell said, by media types, file formats, size and currency requirements. Adoption of apps is difficult to predict, and the marketplace is littered with failed applications. BeDell referenced apps like The Elements as potential game-changers for publishing since it incorporates all the features of an eBook on an iPad.

BeDell then discussed Elsevier's SciVerse platform, which provides APIs for external development of apps for scientific researchers. She noted this allows for faster and broader development of applications, which accelerates research.

In her closing statements, BeDell asked, "What is a Publisher to do?" She answered this question by saying that it is important to tag content in the most flexible and granular ways possible. In this way, content can be altered or manipulated in a speedy and efficient manner. **LC**

www.elsevier.com/librarians/DLS

Be where your users are: Observations on leaving the buildings behind

In the past, patrons looking for information came to the library. We know that online delivery now constitutes the bulk of librarian-patron interactions, but what are the implications of this extension beyond the buildings. Librarians shared some of their thoughts:



We are in the midst of thinking and planning a mobile library unit. ... We will go into the doors, hallways, classrooms and provide the means for students or faculty who may

never come to the library to have access to a librarian. ... We see this as a matter of survival as the demands for campus space and other resources place the crunch on the library.

Mark Puterbaugh, Eastern University, USA

Technology has increased interaction, if my daily e-mail processing volume is any indication. I could go most of the day without talking to someone else, but there would still be plenty of communication going on.

Anna Creech, University of Richmond, USA

At least in a research institution as the one I am working, the library is almost digital. ... It is a more demanding job, as instant communication demands instant answers.

Ana Sanchez Montanes, CSIC, Research Council, Spain

I try to interact with my users wherever they are. That can be face to face, but also by chat, Twitter, Facebook, communities and forums. As a library you don't have to set up your own forum/Facebook/etc., to do that. You still can go to the place where your users meet and you know they ask questions to each other. Be where your users are.

Dutch Information Specialist, The Netherlands

I think the physical library continues to have value as a repository, refuge, meeting place, etc., but you also have to be out there, especially as many important encounters take place via serendipitous interactions.

Karen Vagts, Tufts University, USA

Trust in a reference interview is a key element, and e-mail or virtual tools don't develop trust. To be more than a Google search engine and discover the true needs of the population we serve, it's helpful to include human connection. After that technology is great.

Jennifer Woodward, Genzyme, USA



In my previous position, we made great strides in getting out from behind the reference desk and where the users are. We experimented with several rounds of "roving reference," where we went to the classroom buildings, student union, and even to the dorms during "crunch times," to reach out to our library users. In addition, we used technology — chat and e-mail in particular — to communicate with users wherever they were at the time. Interestingly enough, we found that most of our chat patrons were in the library building when they were communicating with us, not wanting to give up the "prime real estate" they had secured for their study session to come to the reference desk! :)

Lori Albrizio, Broward College, USA

Translating knowledge into practice: Librarians customize information for Uganda's rural health clinics

At Makerere University in Uganda, finding ways to share knowledge and information throughout a country with limited Internet access is nothing less than an institutional priority. Maria Musoke is the University Librarian at Makerere and Albert Cook Medical Library, Uganda's major Health Sciences library. She travels regularly with a team of doctors, nurses and midwives to train rural health workers, inform community members, and influence health outcomes.



Learn more about the project — watch the video! www.elsevierfoundation.org

Working through a three-year, \$100,000 Elsevier Foundation grant, Maria has also taken on an existing triennial medical digest produced by Albert Cook Medical Library. Librarians develop or repackaged information within the digest to support field visits and solve community-based health problems. The digest features information culled specifically to address major health concerns,

such as malaria and other common causes of illnesses, in the areas served — areas with limited or no access to online resources.

“If the information is new and has been repackaged, the patients benefit because they get current treatment, and if it's current treatment it means better results,” says Dr. Kijjambu Amos, Mpigi Health Centre.

Maria Musoke notes, “Our project combines information services with field activity, offering a clear model of how librarians in developing countries can reach out to rural health workers with great impact on health outcomes. One of our goals is also to show how global knowledge can be repackaged to suit local conditions and meet the information needs of Ugandan health workers. And I think we're making some progress.” **LC**

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>> page 2

Informationist services

Welch Medical Library's embedded informationists deliver customized information services to academic and clinical departments — at the patrons' points of research, teaching and clinical care. By working in the patrons' environment and integrating into their workflows, informationists can answer questions faster, fill information needs more effectively, and act as information experts on research and care teams.

Fostering relationships within departments is an organic iterative process unique to the informationist and the individual department, which varies in size, structure and culture. Informationists are assigned based on their background, subject expertise, and an interest in or affinity for medical/health disciplines. By being visible, using a variety of interpersonal communication skills, conducting ongoing needs assessments with key department members, and participating in their activities and committees, we build the

foundation for the collaborative relationships we have with researchers, educators and clinicians.

As informationists providing services to users in their environments, we realize the importance of also maintaining our own team. We actively participate in library committees to stay current with technologies, share searching skills, coordinate educational programs, discuss strategies that bring us closer to the work of our users, and assess our embedded service model.

Leaving the buildings behind

Our *Wherever You Are* library no longer requires physical service points in a separate library building. Circumstances of our environment — the existence of a separate History of Medicine library, medical archives and a clinical simulation center on our campus, as well as excellent study spaces throughout campus for students — further reduce our need for public library space. Looking to the future, we expect to house only library staff. Toward that end,

we have closed branch libraries and reduced public service hours in the main building. Two significant challenges remain. The first is a sentimental but quite real attachment to the idea of library as place, whether or not users actually go to it. The second is a physical one, the need to repurpose space previously used for paper collections and user services. We have made steps in that direction, but the major changes required are expensive.

Technology has played a key role in our efforts; what we have done would not be possible without large digitized collections, ready availability of the Internet, and individualized access to technological resources. Reviewing what we have accomplished, it seems that the next decade will focus even more intensely on technology, allowing the user an ever greater ability to find and manipulate just the right information from all that is available. **LC**

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Dr. Swapna Banerjee tours US libraries with an eye toward archives and preservation

Last summer, Dr. Swapna Banerjee participated in the International Visitor Leadership Program (IVLP), the U.S. Department of State's premier professional exchange program. Banerjee is an associate professor in the University of Calcutta's Department of Library & Information Science.

Her primary interests in the field are preservation and conservation of library materials, archival librarianship, and information management in libraries. The IVLP provided a welcome opportunity to investigate these areas in light of the many challenges India faces in preserving library materials due to the tropical climate.

"Library materials are prone to be damaged very quickly," Banerjee says. "In India there are a lot of historical records and rare materials of archival interest as it is a country of rich and very old tradition. Many are hidden here and there in every



Swapna Banerjee visits the Asian Division of the Library of Congress in Washington, DC.

nook and corner of the country. There needs to be a lot done in retrieving and documenting these materials."

Nominated to the program by the staff of the American Information Resource Center in Calcutta, Banerjee traveled for three

weeks with participants from 19 other countries, from Angola to the United Arab Emirates. The sole faculty member, she joined librarians, library directors and IT specialists. Highlights of her trip included tours by library directors of prestigious libraries and schools such as the New York Public Library and the Library of Congress, and participation in the ALA conference in Washington, DC.

In leaving not just her home institution but also her home country behind, Banerjee gained insight into how democratic values are institutionalized within the United States at the federal and state government levels. "The systematic documentation of the holdings of the various libraries, coupled with the freedom of access to the users, aided with the information technology was really interesting. The huge collection of archives with the proper documentation opened a new arena for me." **LC**

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Oui, nous parlons d'autres langues: Seminars and materials are now offered in more languages

By Noelle Gracy, Customer Development Manager, Elsevier, Amsterdam, The Netherlands

In a research world dominated by the English language, most librarians and scholars appreciate the option to receive information in their native language. Whether it's a professional seminar or a guide to using databases and tools, they often understand the material best and ask more questions if the communication takes place in their native tongue.

One of Elsevier's global initiatives is to enhance regional local-language support efforts. In addition to on-site native speaker teams of sales support and trainers, more local language guides and instruction aids are now available. Libraries in France, Canada, Switzerland and Morocco provided input on the development of a French language portal. Content includes training resources, product overviews, events calendars and links to resources and contacts for librarians, authors and editors.

In 2010, Scholarly Perspectives webinars were offered in German, Spanish, French and Japanese. Hosted by international libraries and covering academic topics of interest to librarians and researchers, the series attracted more than 5,000 registrants. In response to a recent French webinar on bibliometrics, a



participant commented that it was "a very pertinent subject within the context of research today ... the effort to organize these sessions in French is truly positive." **LC**

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ELSEVIER TrainingDesk

Discover the power of Online Books, where vital research connections are made with the click of a mouse

Do your patrons know how to use your library's Online Books collection? According to the Primary Research Group, "Only 5.56 percent of libraries sampled have ever developed a video to explain any facet of eBook use and only about 19 percent have developed online tutorials." In response to this training gap, Elsevier's TrainingDesk developed a short tutorial on finding, accessing and maximizing use of Online Books on SciVerse ScienceDirect.

With Online Books, users can go beyond page content, expanding their knowledge with multimedia files and other content and tools on ScienceDirect, Scopus, and third party platforms.

The Online Books tutorial is available on the TrainingDesk website, along with many other tutorials and training resources that will help you and your patrons master Elsevier's scholarly research

quick click >>>



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And, if you are one of the 19 percent who have created a tutorial, share it with us! TrainingDesk allows users to feature their content on our site. **LC**

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