

Managing the virtual library in the real world

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Key themes



- Electronic library economics
- Systems and technical issues
- Collection development
- Scholarly communication initiatives
- User issues
- Organisational issues
- Staff and skills

Definition & terminology

'Electronic library': a collection of networked digital information resources and associated technical and managerial infrastructure. It includes data and metadata in various formats which are created or assembled in order to provide a service to end users.

['Virtual library'
'Electronic library' / 'e-library'
'Digital library']

['Traditional library'
'Analogue library']

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Pricing models

- Pricing models unclear
 - e.g. e-journals
 - free with print
 - print + x%
 - subject clusters
 - 'take-it-or-leave-it' packages
 - criteria
 - existing paper subscriptions
 - use
 - size of institution
- Need for libraries to be clearer about preferred pricing models

'e' is for 'expensive'

- e-library services are expensive:
- e-journals often add 6-10% on the periodicals budget
 - e-reserve articles / chapters too expensive to scale-up
 - e-books often 150+% of the paper book price

Institutional funding

- Level of funding
 - informing the expectations of senior institutional managers
 - the 'e' word can encourage funding
 - informing all users of economic realities
- Structure of funding
 - subject-based formula funding
 - professional judgement

Changing priorities

- Responding to trends: new service priorities
 - fewer: visits, loans, inter-library loans
 - more: e-accesses, user training needs
- New staffing priorities
 - cataloguing e-resources
 - user information skills training
 - ...
- New investment priorities
 - traditional > automated > electronic library

Development project funding

- Sources
 - Institutional - based on strategy
 - Regional bodies
 - National
 - e.g. in the UK: eLib, Research Support Libraries Programme, JISC development programme, etc
 - European Union
- Impact
 - projects to services
 - learning outcomes
 - cultural change

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Integration

- The need for integration
 - traditional library / e-library
 - different e-resources
 - different textual resources
 - different non-text media
- } *'hybrid library'*
- Example: the place of the OPAC
 - Example: e-journal access

Interoperability

- Searching: Z39.50
 - Sharing: OAI (Open Archives Initiative) Protocol
 - Linking:
 - hard linking
 - OpenURLs
 - Implementation:
 - commercial products or
 - in-house development
- } *design principle: simple on the outside, smart on the inside*

Metadata

- Different schemas
 - MARC
 - ISADG
 - Dublin Core
- Different curatorial traditions
- Different levels
 - item
 - collection

Access management

- Authentication and authorisation
 - IP-range
 - proxy server
 - personal usernames
 - digital certificates
 - single sign-on
- Personalisation
 - automatic
 - self-implemented

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Collection development

- **Policies and strategies**
 - integrated systematic collection policy
 - print v. electronic
 - parallel development
 - substitution
 - bibliographic resources
 - full-text: journals, books
 - e-formats: WWW v. CD-ROM
- **Selection**
 - criteria for selection
 - management of selection

Example: selection criteria

- Content
- Functionality
- Interface
- Access
- Licensing
- Authentication
- Format
- Technical requirements
- Integration with existing services
- Cost
- Training & support implications
- Archiving and preservation
- Hidden costs
- ...

Collection development 2

- Acquisition
- Licensing
 - move from public law to private agreements
 - consortium purchasing
- Ongoing access management
 - e.g. e-journals
 - title changes
 - management packages
- Content creation
 - digital surrogates
 - ‘born digital’

Collection development 3

- Digital preservation
 - OAIS (Open Archival Information System) Reference Model
 - <http://ssdoo.gsfc.nasa.gov/nost/isoas/>
 - LOCKSS (Lots Of Copies Keep Stuff Safe) model
 - <http://lockss.stanford.edu/>
- Copyright and IPR

Key themes

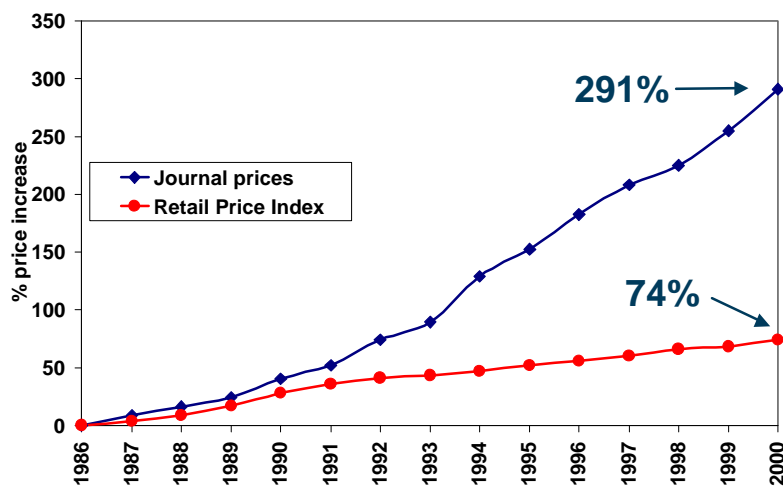
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The context

Structural problems with academic publishing

- Impact barriers
 - authors give away their content and want to achieve impact not income
 - want to disseminate research widely
 - *but* publishers want to restrict circulation based on subscriptions
- Access barriers
 - researchers want easy access to the literature
 - *but* most researchers do not have easy access to most of the literature

‘Serials crisis’



Source: Swets Blackwell Periodicals Price Index

Possible solutions

- Reclaiming scholarly publishing
 - SPARC (Scholarly Publishing and Academic Resources Coalition)
 - <http://www.arl.org/sparc/>
 - Public Library of Science (PLOS)
 - <http://www.publiclibraryofscience.org/>
- Open access
 - Budapest Open Access Initiative (BOAI)
 - <http://www.soros.org/openaccess/>
- New journals
 - ELSS (Electronic Society for Social Scientists)
 - <http://www.elsss.org.uk/>
- E-print archives
 - centralised subject-based archives
 - institutional archives

E-prints and the library

Managing institutional assets

- Technical implementation
 - free software from eprints.org
 - OAI-compliant
 - Collection development policies
 - pre-prints v. post-prints
 - ‘the library does the work’
 - Advocacy
 - academic staff
 - senior managers
- } *the librarian at the centre of the scholarly communication process*

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User issues

- **User needs and behaviour**
 - knowing your users: traditional / non-traditional
 - market penetration
 - off-campus use
- **Marketing**
- **Training - information skills**
- **Liaison**
- **Support**
- **Monitoring and performance measurement**

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Convergence

Example: Nottingham



Organisational trends

Examples:

- Team working
- Project working
- Flatter structures
- Improved communication
- Re-skilling / multi-skilling opportunities

E-library and other e-services

- Managed Learning Environments (MLEs)
 - Virtual Learning Environments (VLEs)
 - Management Information Systems (MISs)
- MLE / e-library relationship?
 - reading lists
 - e-reserves
 - personal information
 - searching for information
- Librarians and the organisational agenda
 - IT services
 - institutional administrators
 - faculty

Consortia and partnerships

- Local initiatives
- Consortia
 - regional
 - interest groups
 - national
- Cross sectoral
 - other libraries
 - archives
 - galleries and museums

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Roles

The librarian as...

- multi-media user
- intermediary
- enabler
- metadata producer
- communicator
- team player
- trainer / educator
- evaluator
- negotiator
- project manager
- innovator
- fund raiser
- ...

Skills

- Professional skills
- Technical / IT skills
- Flexibility
- Ability to work under pressure
- Communication skills
- Negotiating skills
- People skills
- Presentation skills
- Teaching skills
- Team working skills
- Customer service skills
- Analytical and evaluative skills
- Subject skills
- Project management skills
- Vision
- ...

Fundamentals

We need to be...

- Service providers
- Partners
- Leaders of innovation

Not just managing change,
leading change

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