

Only the Strong Survive

How to Strengthen Your Collection to Withstand Budget Pressure

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Why this approach?

- Worldwide economic downturn
- Currency devaluation lowered some library budgets in Mexico by as much as 30%
- Libraries can be the conduit to economic growth and recovery
 - Feeders of new workforce
 - The primary source for reliable science and technology information
 - Neutral ground for collaboration and analysis

Only the Strong Survive: How to Strengthen Your Collection to Withstand Budget Pressure

- Constantly evaluate your collection
- You have made the decision – now to leverage your investment
- Leading users to useful (practical, applied, contemporary) STM tools

CONSTANT EVALUATION

Constant evaluation

Usage Statistics: Understand the changing dynamics

- A critical glimpse into your collection
- Know how external factors are impacting your statistics
 - Counter standards – eliminate double clicks
 - Federated search – consolidation of results will bring those documents that are indexed well more effectively to the user
 - Pressure is on publishers to drive the most relevant documents to your users in one click.
- Result.....potential usage decline trends

Constant evaluation

Talk to the Users: Have metrics

- Survey users on multiple needs.
- Don't be afraid to find out you need to change despite budget issues
 - Collection needs – are you getting what you need?
 - Collection dreams – do you go someplace else to get something you wish we had?
 - Service needs– Do you ever use X? If not, consider alternatives (promote service, modify, drop)
 - Service dreams – What do you want us/somebody to offer?
 - Informal Feedback – Ask library staff to tell you what they are hearing.

Quick surveys for user input: Use during product trials

Una prueba de acceso a la biblioteca digital IEEE Xplore está disponible para ser usada en la Universidad de Antofagasta por un tiempo limitado. Durante el mismo Ud tendrá acceso a todas las revistas y conferencias editadas por IEEE e IET y a todos los estándares editados por IEEE.
Su opinión es muy importante. Por favor le solicitamos responder algunas preguntas acerca del acceso a IEEE Xplore. Todos los que respondan recibirán una polera de IEEE.



Por favor ingrese su información de contacto:

Nombre y Apellido

Cargo que ocupa

Institución

Email

Tel

Dirección para enviar la polera

Califique a IEEE Xplore en función de su:

	Muy bueno 3	Bueno 2	Regular 1
Contenido	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Funcionalidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utilidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Actualización	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Descubrió algunas de estas ventajas usando IEEE Xplore ?

- | | |
|--|--|
| <input type="checkbox"/> Aumento en la productividad | <input type="checkbox"/> Motiva la innovación |
| <input type="checkbox"/> Ahorro de tiempo | <input type="checkbox"/> Ayuda en la solución eficiente de problemas |
| <input type="checkbox"/> Ahorro de dinero | <input type="checkbox"/> No aplica |
| <input type="checkbox"/> Asegura contar siempre con la información vigente | |

View Reports
Responses
Download Data
Cross Tabulation

Surveys Started: **18** 94%
 Surveys Completed: **17**

Initial Report
New Report

Copy Report
Public Report...
Export Report
Report Options

Show Filters... Drill Down...

Questions

- 1. Una prueba de acceso a la biblioteca digital IEEE Xplore está disponible para ser usada en la Armada...
- 2. Por favor ingrese su información de contacto:
- 3. Califique a IEEE Xplore en función de su:
- 4. Descubrió algunas de estas ventajas usando IEEE Xplore ?
- 5. Otros / Comentarios
- 6. Cuánto tiempo le llevó encontrar un artículo relevante en IEEE Xplore?
- 7. Cuánto tiempo le llevaría encontrar un artículo relevante sin acceso a IEEE Xplore?
- 8. Ud. recomendaría la suscripción a IEEE Xplore?
- 9. Por que o porque no?
- 10. Muchas gracias !!

Add a Subgroup to This Report...

Previous Page Next Page

3. Califique a IEEE Xplore en función de su:

Add Graph Add Table More...

#	Question	Muy bueno 5	4	Bueno 3	2	Regular 1	Responses	Mean
1	Contenido	14	2	1	0	0	17	1.24
2	Funcionalidad	6	7	4	0	0	17	1.88
3	Utilidad	13	4	0	0	0	17	1.24
4	Actualización	11	4	2	0	0	17	1.47

Statistic	Contenido	Funcionalidad	Utilidad	Actualización
Mean	1.24	1.88	1.24	1.47
Variance	0.32	0.61	0.19	0.51
Standard Deviation	0.56	0.78	0.44	0.72
Total Responses	17	17	17	17

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Created using Qualtrics Survey Software



Constant evaluation

Ask your library colleagues

- ▣ Listservs
- ▣ Conferences
- ▣ One on one

Ask colleagues for input



Rese
Van E
Sent b

Dear Engineering Lib
For those of you who
project and my data s
integration in the en
As a start to this proc
research which I may
Questions:

1. In gene
2. What lit
3. What ar
4. What pu
(Don't worry

5. If your library is identified as a leader / exemplar in this area, would you be willing to be a participant in the full study? This would entail a phone interview, and sharing documents and curricula.

Thanks for your input and time.

Regards,
-Amy

9

Apr-14-10

ELDnet-I mailing list, ELDnet-I@u.washington.edu



Discussion: Weeding reference materials

Alice Trussell to: Eldnet-I

Sent by: eldnet-I-bounces@mailman2.u.washington.edu

01/15/2010 09:37 AM

[Show Details](#)

Like lots of other folks, I'm having to look at space issues for my reference section and I'm starting to do some long overdue weeding.

What is the consensus of how to handle way out of date materials like dictionaries, thesauri, and older handbooks (not classics)? Do you send them to the stacks where they most likely will never be looked at again, or do you simply withdraw them? Is there any value for historic purposes in retaining it?

I'm in a tossing mood, and I know the main library doesn't want stuff taking up space needlessly on their shelves.

Alice

--

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Leverage Your Investment

Stay connected to your community

- Outreach is often one of the first services to be cut.

- It is so easy to eliminate such things as programs and marketing materials.

- But does it make sense to cut activities that help users connect to the library?

- When people feel a connection with something, their instinct is to protect it.”
 - Susan Carol Curzon, Dean of the University Library for California State University, Northridge



LEVERAGE YOUR INVESTMENT

Leverage Your Investment

Counter the myths

- “Everything is free on the Internet”
 - “No one uses libraries anymore”
 - “All information is electronic anyway”
-
- *Myths can become the underlying assumptions that people rarely question, even those who make big decisions*
 - *If such things are said at a meeting or in writing anywhere, go after them with clear explanations and a compelling story*
 - Susan Carol Curzon, Dean of the University Library for California State University, Northridge

Leverage Your Investment

Ask your people to stretch

- Take advantage of slow times by asking your staff to take on new projects
- People often enjoy learning new things that can give them future opportunities.
 - Can technical services folk occasionally staff the information desk?
 - Can public services people sometimes do copy cataloging?
 - Can usage stats be mined for emerging interest areas or those that need attention
 - Encourage staff to get out of the library and advocate library resources

Leverage Your Investment

Reflect Management's Mission

- Align library goals with that of the Rector, Head of Key Departments, etc
 - Small change of language may synch your existing goals to appear more in line
- Have alternative plan ideas
 - Scenarios a, b, and c will make you more nimble when changes happen
- Help to shape high level decisions
 - Present library as expert and resource for sound decision-making



LEAD USERS TO PRACTICAL TOOLS

Lead users to practical tools

Free v Paid resources

- You think this free experimentation is a great thing because it can..... But the downside is that it makes the information.
- There needs to be a way to add that kind of information so that people can determine the level of content they run into.
 - Casper Grathwohl, VP and professor of reference at Oxford University Press (OUP)

Open Access

A movement to watch.

Not yet mature and does not appear financially sustainable, but in time, may prove a viable addition to the mix.

Researchers Evaluate Search Tools

An Independent Study Conducted by Martin Akel & Associates

- Goals:
 - Gauge the *use of the* Internet in the research process
 - Discover how researchers rate FREE vs. PAID search on productivity/efficiency
- Results:
 - Pressures to conduct research more quickly and accurately...
 - The FREE Web is okay for simple searches, but is less effective for complex searches

Researchers Evaluate Search Tools

An Independent Study Conducted by Martin Akel & Associates

■ Results continued:

- PAID search is 325% more productive than the FREE Web as a search tool for technical information
- 62% report that PAID tools give them MORE CONFIDENCE that the search results will have a meaningful impact on their work.

Lead users to practical tools

Offer resources that keep up with emerging technologies

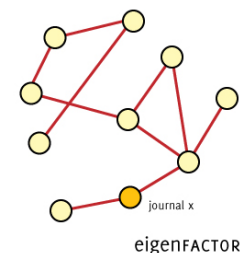
- “The opportunity for publishers is not to create more content but to validate the massive amount of content out there.

- Our industry needs to stay closer to the ways in which educational needs are changing.

- I can tell you that what sells the most are still the topics that correlate to the core disciplines.”
 - Casper Grathwohl, VP and publisher of reference at Oxford University Press (OUP)



eigenFACTOR.orgTM
RANKING AND MAPPING SCIENTIFIC KNOWLEDGE



The *Eigenfactor* ProjectTM is a non-commercial academic research project sponsored by the [Bergstrom lab](#) in the Department of Biology at the University of Washington.

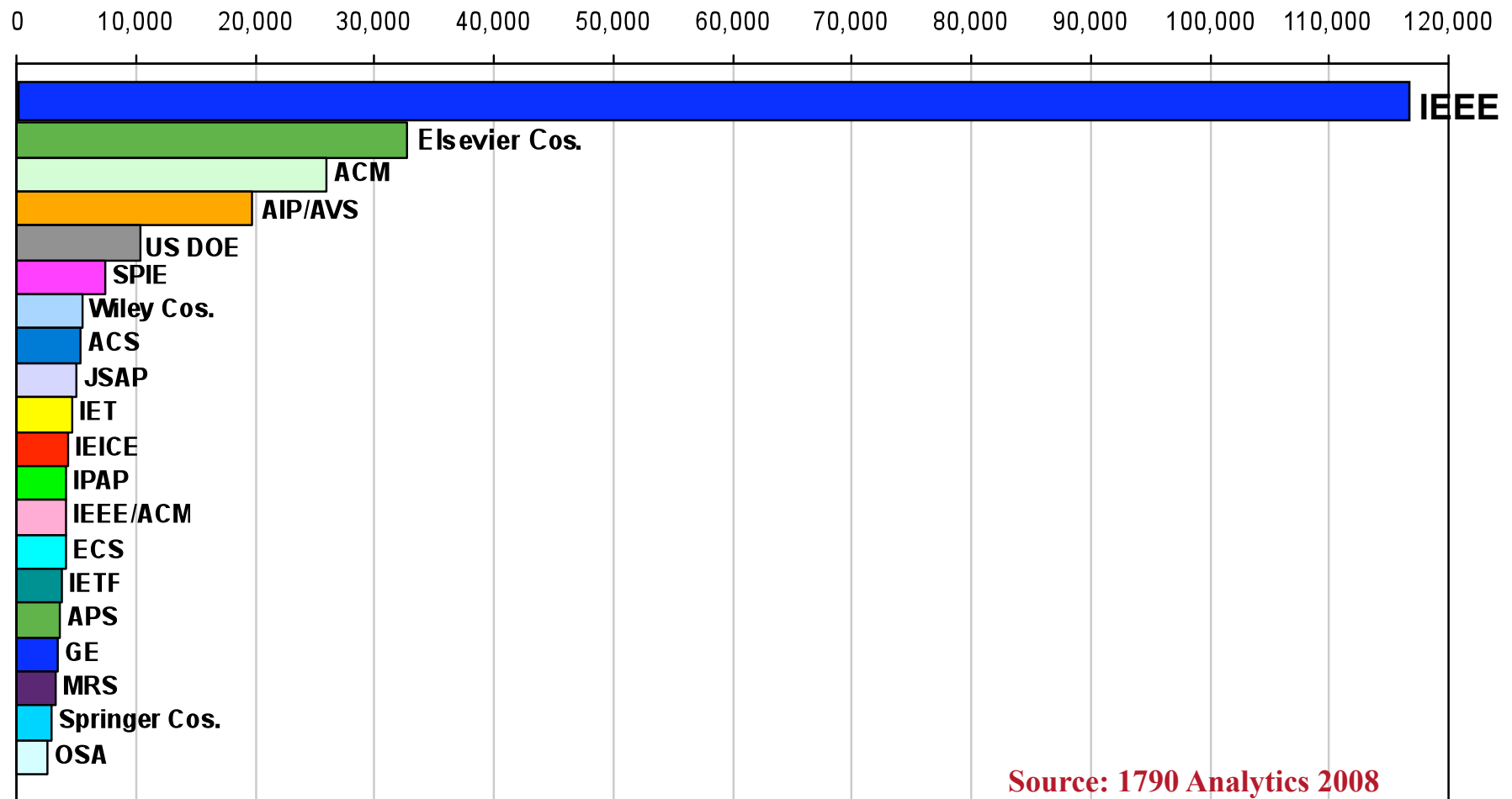
According to Eigenfactor.org, IEEE publishes:

- Top 10 in Telecommunications
- 9 of the Top 10 in Power Systems
- Top 6 journals in Circuits
- 4 of the top 6 in Control Theory
- #2 and #5 journals in Computer Imaging
- #4 in Medical Imaging

Eigenfactor:

- Ranks the influence of journals much as Google ranks web pages
- Journals considered influential if cited often by other influential journals
- Measures journal price as well as citation influence
- Contains scholarly journals as well as newsprint, PhD theses, & magazines
- Adjusts for citation differences across disciplines
- Uses 5-year citation data

Patent References to STM Publishers



- U.S. patent references from the top 25 patenting organizations in 2008 to top publishers
- Based on number of references to papers/standards/conferences from 1997-2008

Libraries Assist Education by Dissemination of Patent Literature

- Teaching patent research provides students with a valuable tool for future technological development
- A study conducted for American Society of Engineering Educators (ASEE) shows libraries are using patents as teaching tools
- “Patents have been used as teaching materials in engineering courses, especially design courses, for at least thirty years.”
 - Michael White, Queens University Engineering & Science Library, Canada

Patents are important in engineering education

- 78.9% of libraries surveyed gave one-on-one instruction on using a patent database
- 57.5% teach patent workshops to undergraduate engineering students
- 52.5%, teach patent workshops to graduate engineering students
- 51.3%, reported that patents were included in the engineering curriculum at their university

Michael White, Librarian at the Queens University Engineering and Science Library, Canada, conducted a survey of 40 librarians of the Engineering Libraries Division of the American Society of Engineering Executives (ASEE).



Lead users to practical tools

Contemporary tools make your library a key resource

■ Mobile devices – why?

- *Mobile Internet access more than doubled between January 2008 and 2009 (source: Internet market intelligence firm ComScore)*
- *Working engineers and practitioners can access from remote locations*

■ *Mobile-ready publishers*

- Mobile IEEE Xplore (beta)
- OCLC's Worldcat service (beta)
- Canadian Standards Association
- AIP has an iPhone app for purchase

Innovations: Mobile IEEE Xplore (beta)

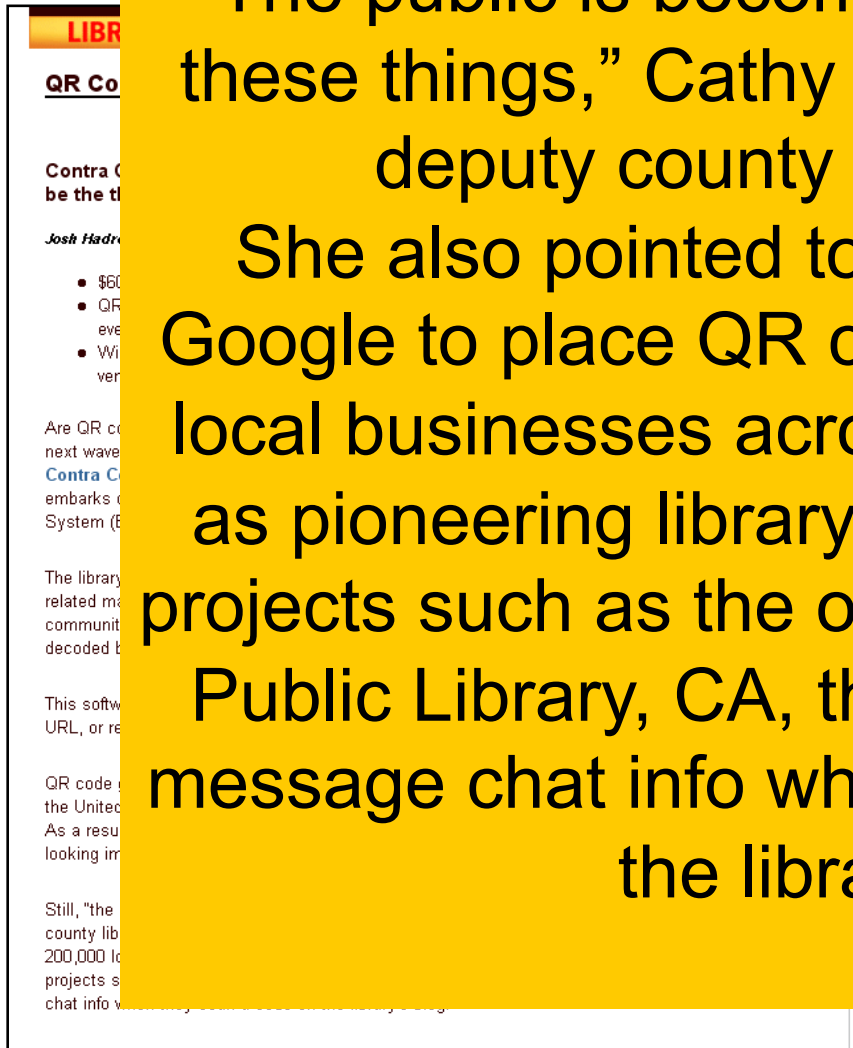
<http://m.ieeexplore.ieee.org/>



QR Codes To Extend Library's Reach

“The public is becoming more savvy about these things,” Cathy Sanford, Contra Costa deputy county librarian, told *LJ*.

She also pointed to the recent rollout by Google to place QR codes in nearly 200,000 local businesses across the country, as well as pioneering library QR code service pilot projects such as the one from the Sacramento Public Library, CA, that sends users to text message chat info when they scan a code on the library's blog.



Budget crisis is no time to retreat

- “We must have viable libraries through these tough times, so we need to keep adding to our portfolio of ways to manage cutbacks.
- A bank of ideas ready to deploy might just make the difference in our ability to survive and serve our patrons well during this recession.”
 - Susan Carol Curzon, Dean of the University Library for California State University, Northridge

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