

# What Do Librarians Want?

How Google Has Changed Traditional Expectations

9<sup>th</sup> Fiesole Collection Development Retreat

University of Hong Kong

14 April 2007



Results of Serials Solutions  
November 2006 Survey of  
Customers



## Market Research Study

- Parker LePla – Seattle-based integrated-brand research firm
- Looked at library environment
- Provided Serials Solutions with a survey results and a “score card”

# Interviews

- 38 customers
  - 10 ARLs
  - 10 4-year academics
  - 10 corporate, hospital and government
  - 8 public libraries
- 2 consultants
- 20 employees



# What are librarians worried about?

- Keeping up with all of their duties

Too much to do and not enough time, people, or budget

- Making the transition to a user-friendly (Web 2.0) library

This was the most frequent answer to many of the question on the survey

# What they want ---

- A way to manage resources that provides seamless integration and access to all content repositories both internal and external
  - Including journals, reference works, e-books, audio, video, datasets, institutional repositories, etc.
  - It's impossible to maintain multiple knowledgebases
- Integration of all solutions into one product
- Interoperability



## And they want more functionality

- Functionality and features were noted to be top buying criteria
  - Will select whichever vendor can meet their current and perceived future needs now
  - Especially if the price is right

Nature of collections has changed

**The physical model no longer  
dominates library operations**

- It is not unusual for libraries to spend 50% or more of their materials budgets on e-resources



## **And library users are forcing a paradigm shift**

33 librarians (87%) believe that the paradigm has shifted from library management to user-centric

- They cite the “Googlization” of information access as a primary reason

# It's all about the Users

## **The Web has changed how we distribute 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 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 library as the source for value-added research is being threatened

The Internet and Google have allowed researchers to partially or completely replace the library

Where researchers still use the library--it is often remotely

This negates the research librarian's traditional value-added role in the research processes

Electronic content in libraries is underutilized

Resources get "lost" and are underused

Patrons don't know which resources exist

Patrons can't find items that are known to be in the collection

Multiple authentication systems and user interfaces create user confusion and frustration

Usability requires integration of data, access, and management tools in a cohesive system

Available technology is not being used to its potential

# How the Respondents Define Success

- Users find what they need quickly
  - Simple
  - Wherever they are
  - So they don't have to wait or go somewhere else
- Measurement
  - What's being used and how often
  - The meaning behind the statistics
  - Some way to measure return on investment
- Features that provide libraries a competitive advantage over the “free” services of the Internet
  - Honing in on the value libraries add to the research experience

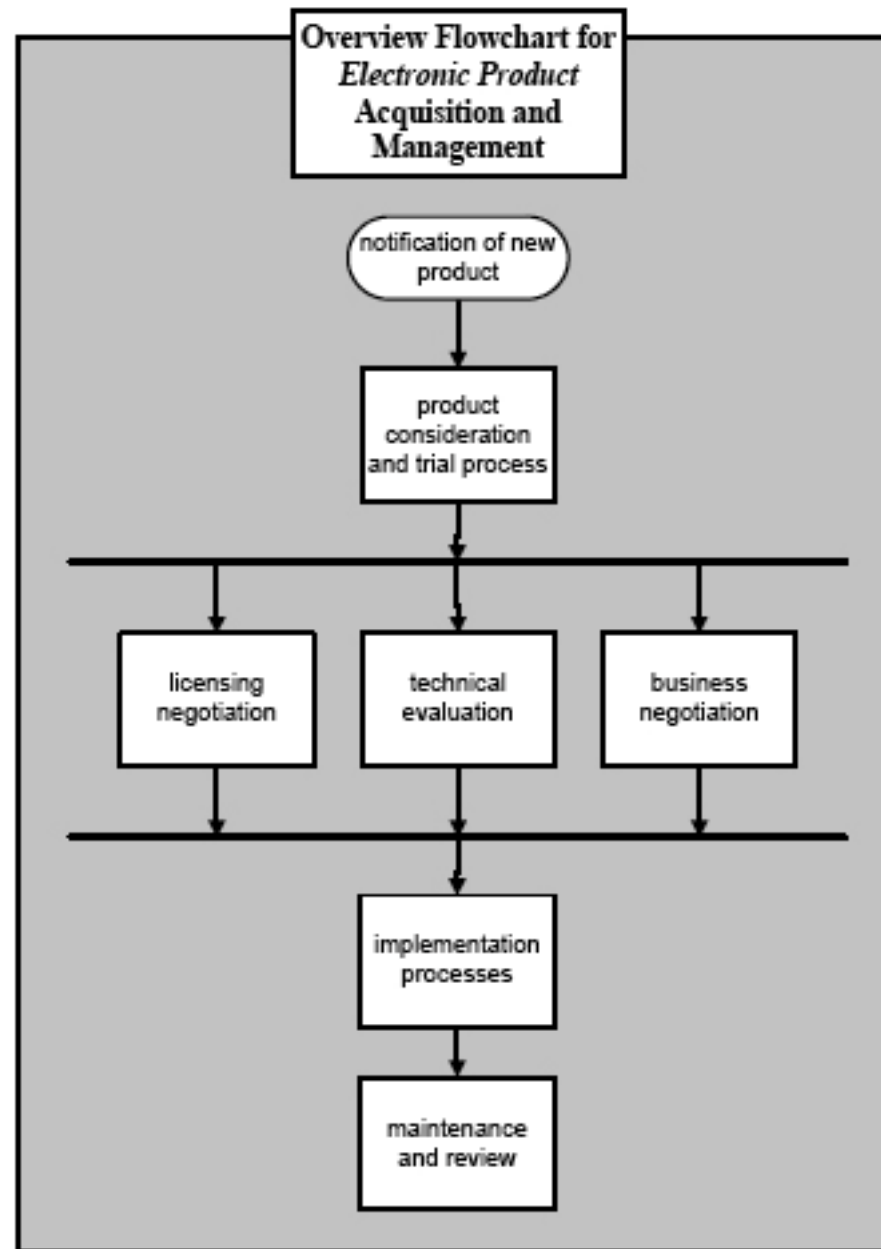
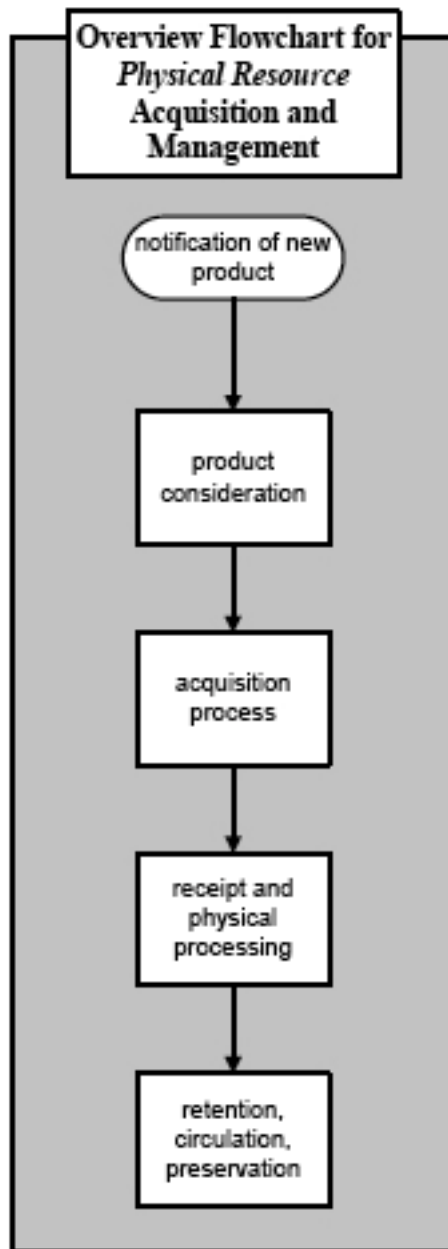


To succeed they need:

Help in making their case to university/funding authorities.

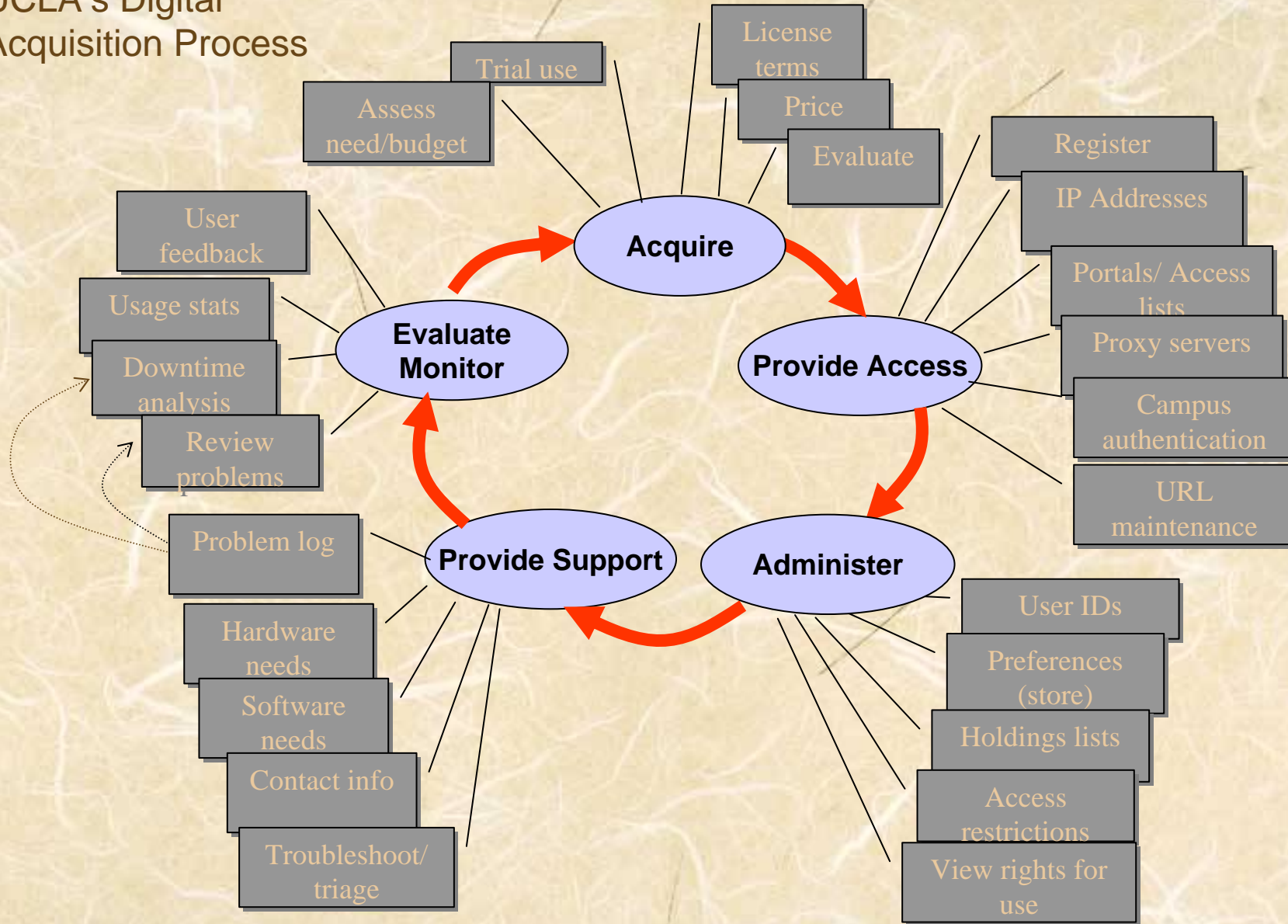
This needs to be a component of how vendors communicate their services to libraries.

## DLF ERMI Workflow Diagram



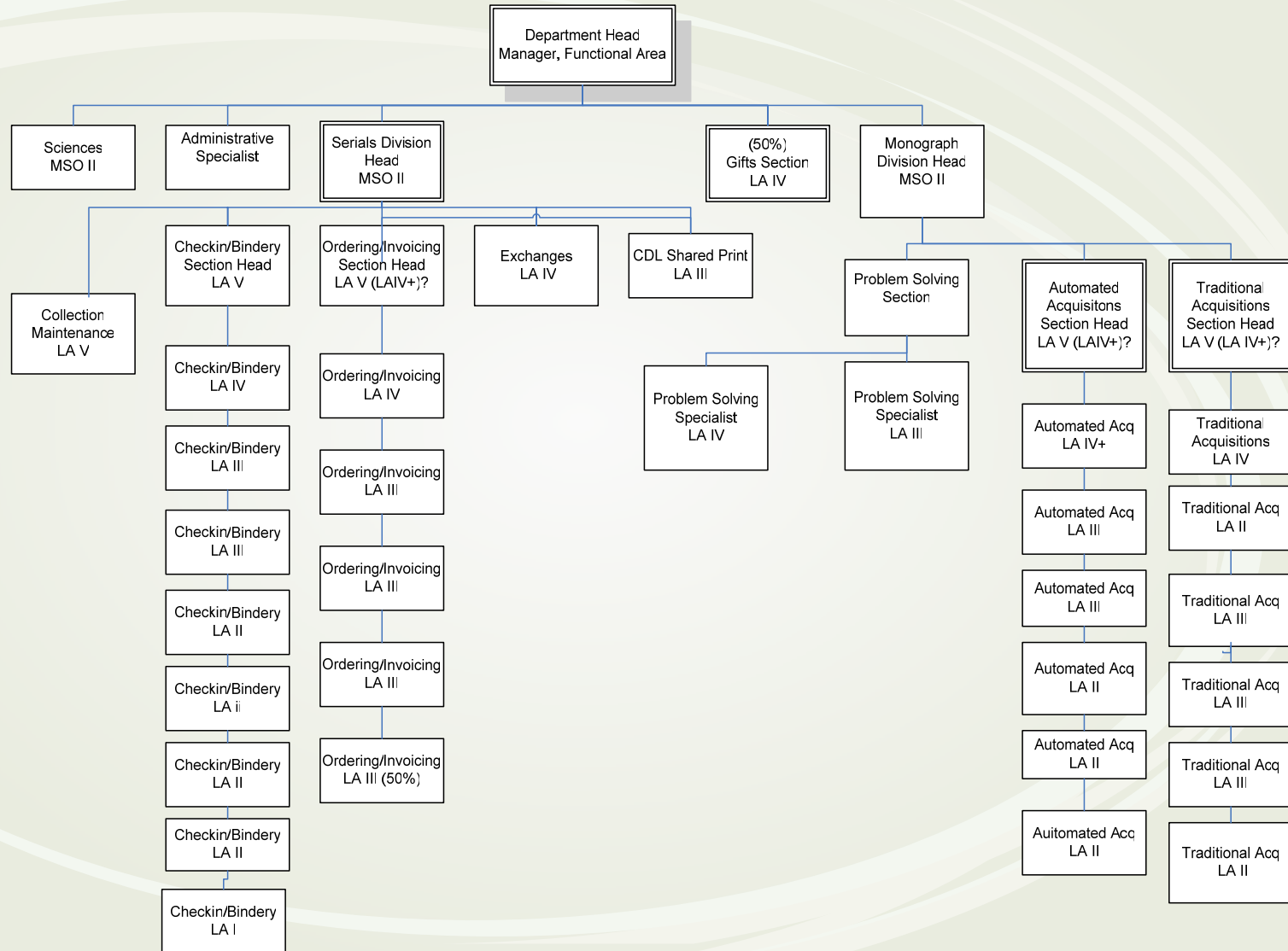


# UCLA's Digital Acquisition Process



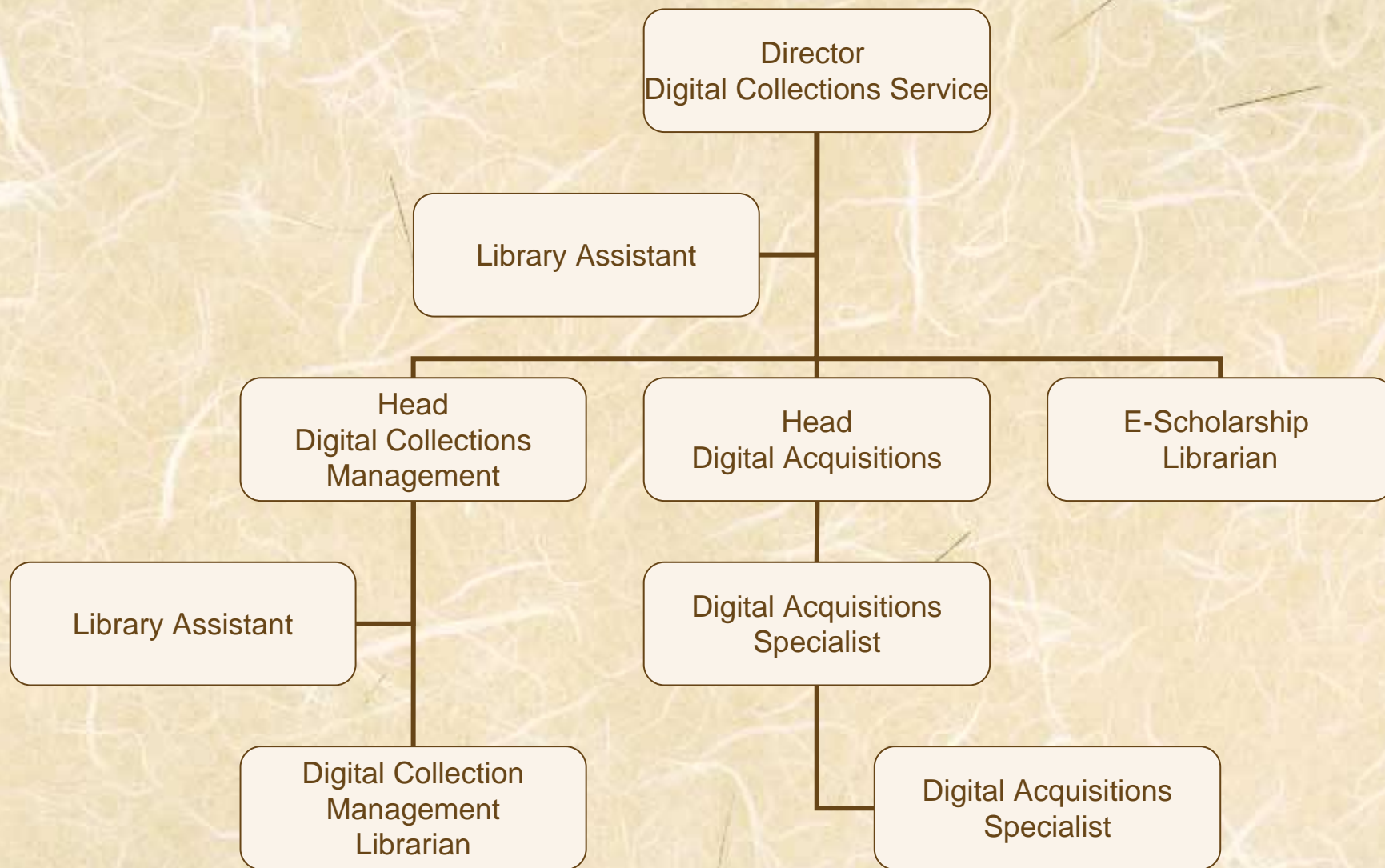
# UCLA Print Acquisitions

January 2007





# UCLA Digital Collections



In February, 2007, an invitation to an informal survey of "Nine Questions on Technology Innovation in Academic Libraries" was posted to the WEB4LIB, NGC4LIB, LITA-L, COLLIB-L, ACRL-NJ and New Jersey academic library listservs, and it was mentioned in the national ACRLblog.

*\*The driving force behind tech. innovation is student needs, followed by an Information Tech. Chief or Dean with vision, and the initiative of individuals.*

*\*The biggest obstacle to tech. innovation in libraries is lack of money, staff, and time, with an unsupportive administration cited as one of the top four obstacles.*

*\*The Library's approach and the Library staff's approach to technology innovation were both overwhelmingly described as "cautious but willing," though the staff were more often described as "resistant and blocking" than the Library itself.*



“Libraries have been slow to reallocate staff resources toward processing of electronic materials from processing of print materials in proportion to the reallocation of print to electronic acquisitions dollars. Often they have to wait for positions to open up because current staff do not have skills transferable to the new scene; unions and tenure make this kind of job re-deployment difficult. We booklovers are sad to see the decline of book purchases, but the library users are clear that they want it full-text, online.”

Helen H. Spalding, University Librarian, Portland State University (private email correspondence)

# Libraries need ERAMS

## E-Resource Access and Managements Services

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 libraries optimize access, usage, collections and workflows

- *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



## Establishing ERAMS as a product category:

- Clearly separates the issues of e-collections
- Provides foundation for organizational and budget decisions
- Justifies spending for needed tools and services
- Provides framework for defining enhancements from vendors.

## Individual Products Within the ERAMS Category

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

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



**Intelligent, forward-facing  
e-resource access and  
management (ERAMS) is  
the essential ingredient  
for libraries to remain  
relevant for research  
in the digital era**