National Seminar on Electronic Resources in Malaysia
20th-21st December 2010
Penang Bayview Beach Resort

Mapping a strategic direction for e-resources :: maximising access through effective promotion and training

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Organized by:
Universiti Malaysia Perlis and Malaysian Online Resources Consortium
with strong support from Persatuan Pustakawan Malaysia Wilayah Utara

In this session:

1. Strategies that influence Deakin's e-resource needs
2. Developing the e-collection at Deakin
3. E-book selection
4. Promoting e-collections:
    i. Find-ability
    ii. Awareness and training
    iii. Delivery of resources: e-book reader project
5. Challenges and exciting future developments

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Strategies that influence Deakin's e-resource needs

- Australian Government:
  Review of Higher Education, 2009:
  - increase participation levels of students in rural and regional areas and those first-in-family to university
  - 40% of 25 – 34 year olds to have bachelor qualification by 2020 (currently 29% in 2009).

Strategies that influence Deakin's e-resource needs

- Deakin University Strategic Plan 2008-2012:
  - leader in flexible education --- innovative learning management platform, Desire2Learn;
  - high impact, quality research --- benefitting our community
  - sustainability targets --- responsible leadership and partnerships

Drivers that influence Deakin's e-resource needs

Library users *expect* e-resources

- Deakin University Library – *2010 Library Client Survey*

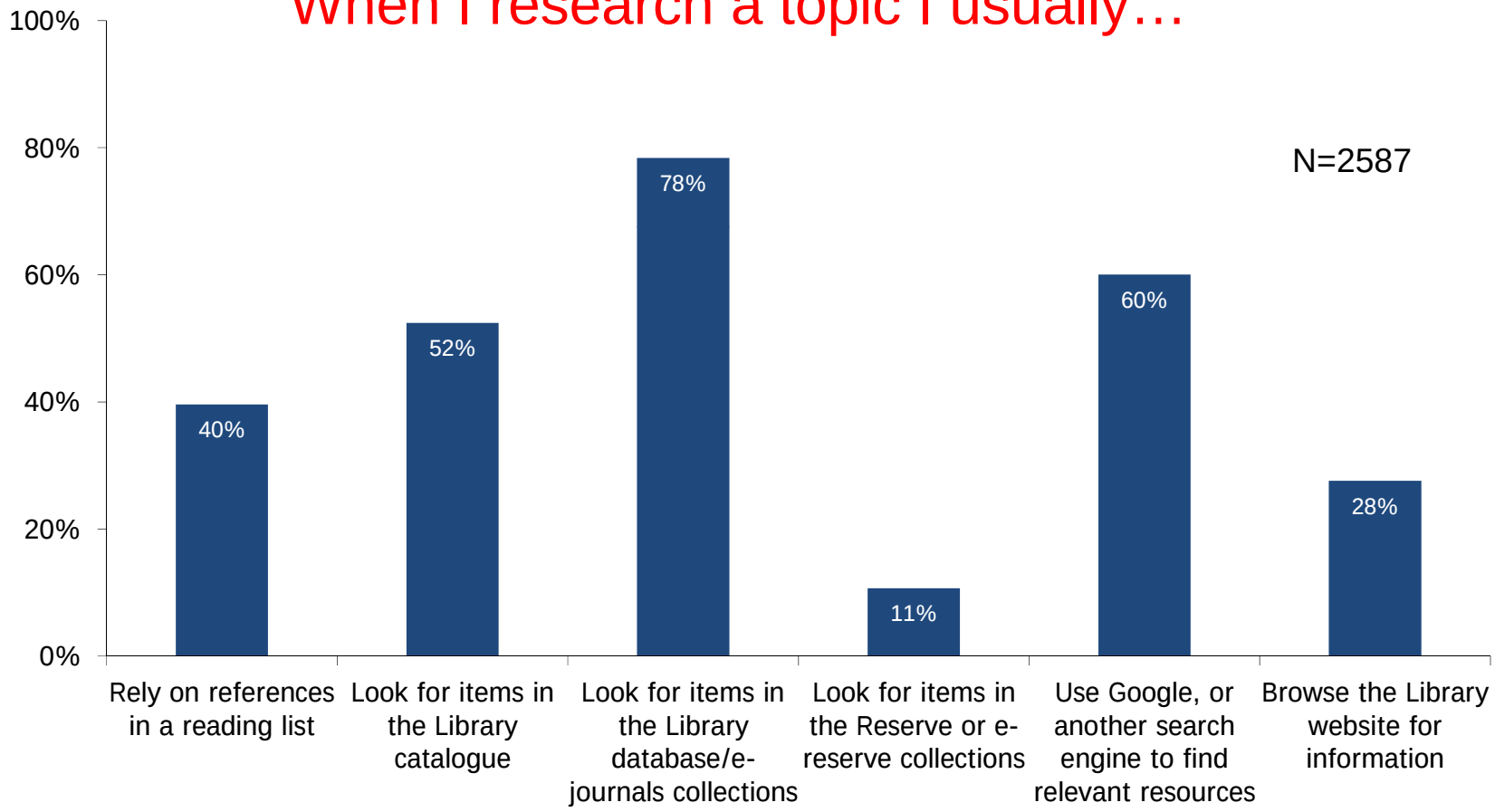
  Greatest importance:

  Online resources (e.g. e-journals, databases, e-books) meet my learning and research needs

  = Highest scoring item for importance : scored 6.5 / 7.0

Value of e-resources

When I research a topic I usually…



Source: Deakin University Library Client Survey 2010

Library users expect e-resources

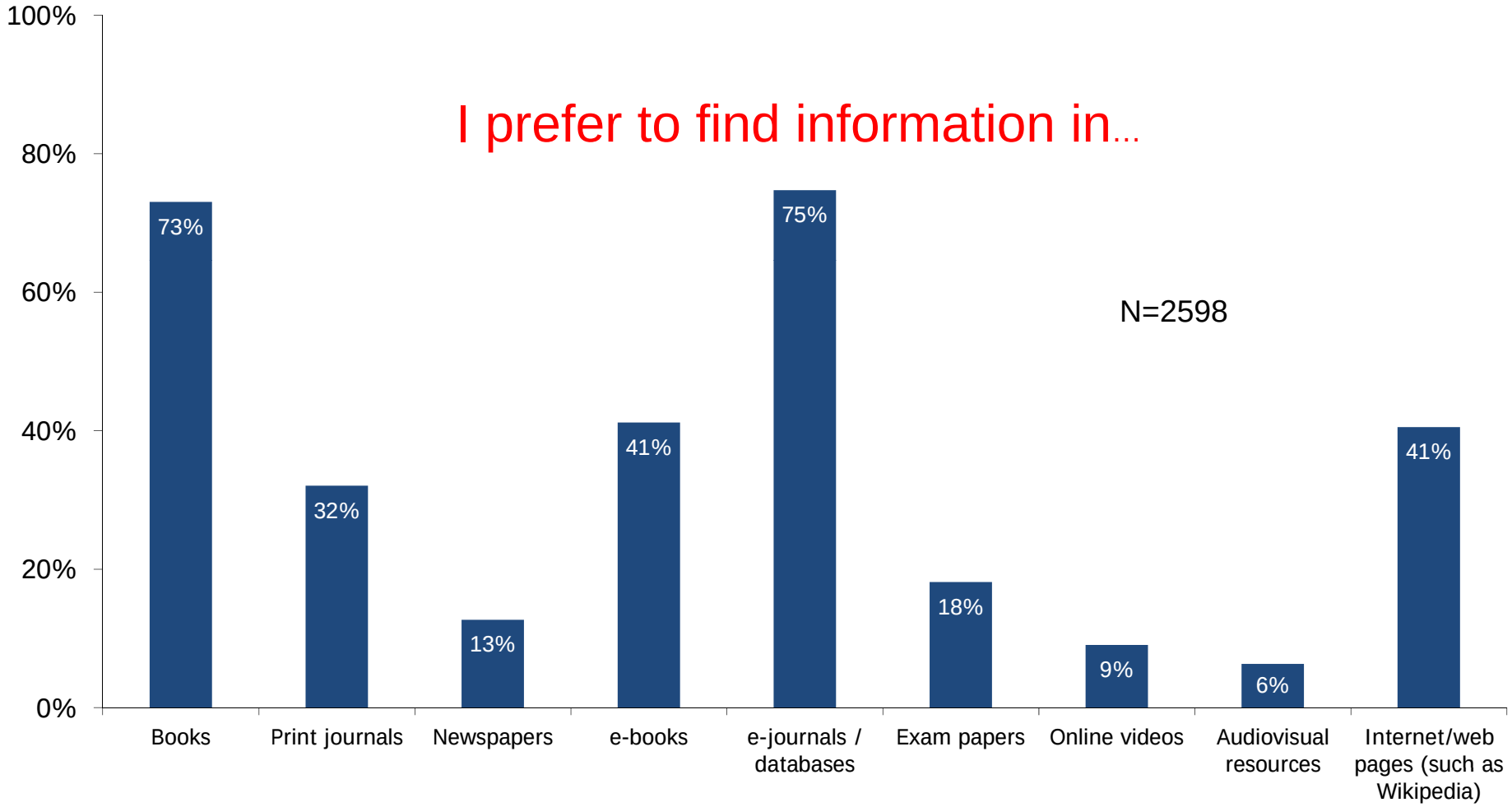
- Deakin University –*Library Client Survey 2010*

  When I research a topic, I usually …

  - Look for items in the Library database/e-journals collection --- 78%
  - Use Google or another search engine to find relevant resources --- 60%
  - Look for items in the Library catalogue – 52%

Source: Deakin University Library Client Survey 2010

Value of e-resources



Source: Deakin University Library Client Survey 2010

Library users expect e-resources

- Deakin University –*Library Client Survey 2010*

  I prefer to find information in …

  - E-journals, databases --- 75%
  - Books --- 73%
  - E-books --- 41%
  - Internet/web pages --- 41%

Source: Deakin University Library Client Survey 2010

Library users expect e-resource access

- Deakin University Student Satisfaction Survey 2010

  Key results: Overall satisfaction with Library = 90.6%

  High satisfaction with:

  - Opening hours = 88.4%
  - Availability of online resources = 87.5%
  - Navigation of library website = 87.9%

  Lower satisfaction with:

  - Study spaces and computers < 70 %, reflecting huge increase in demand in newly refurbished spaces

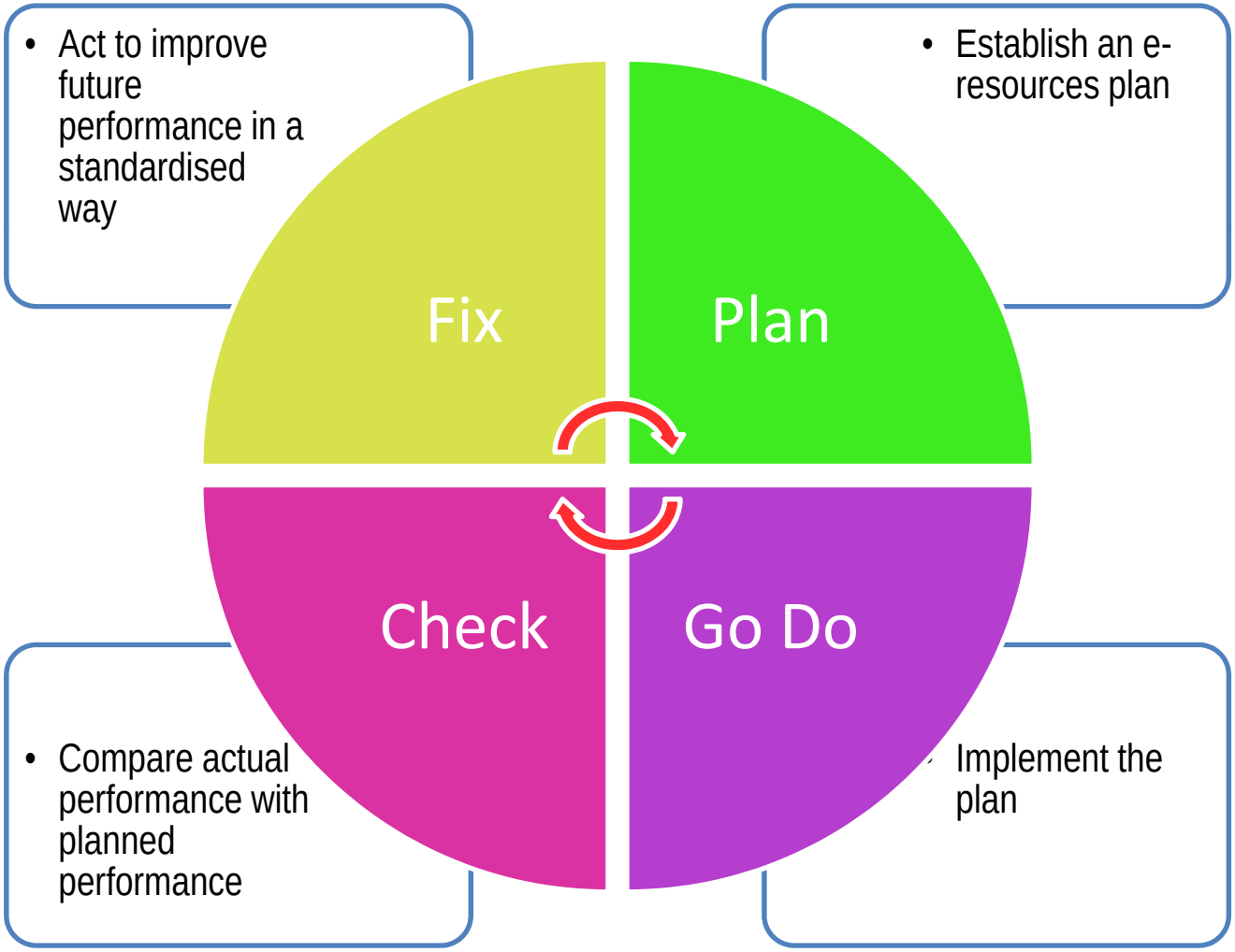
Expectations repeated

- Library Client Survey (conducted by Insync), 2010
  - Accuracy, helpfulness, availability of library staff – all *high importance* and *high performance*
  - Availability of facilities including computers, study space, quiet space – performance rating is lower than level of importance perceived by students.
- Useful data for prioritising funds, actions, capital bids
- Benchmarking: all libraries in this survey = similar results for facilities – never enough computers!

e-collection strategies

- Deakin University Library Action Plan 2010
  - acquiring collections to support teaching, learning and research
  - ensuring both content and format meets all TLR needs
  - promoting collections, training for maximum access
  - integrating information resources and services in University learning management system
  - investigating mobile technologies, training Library staff

e-collection continuous improvement



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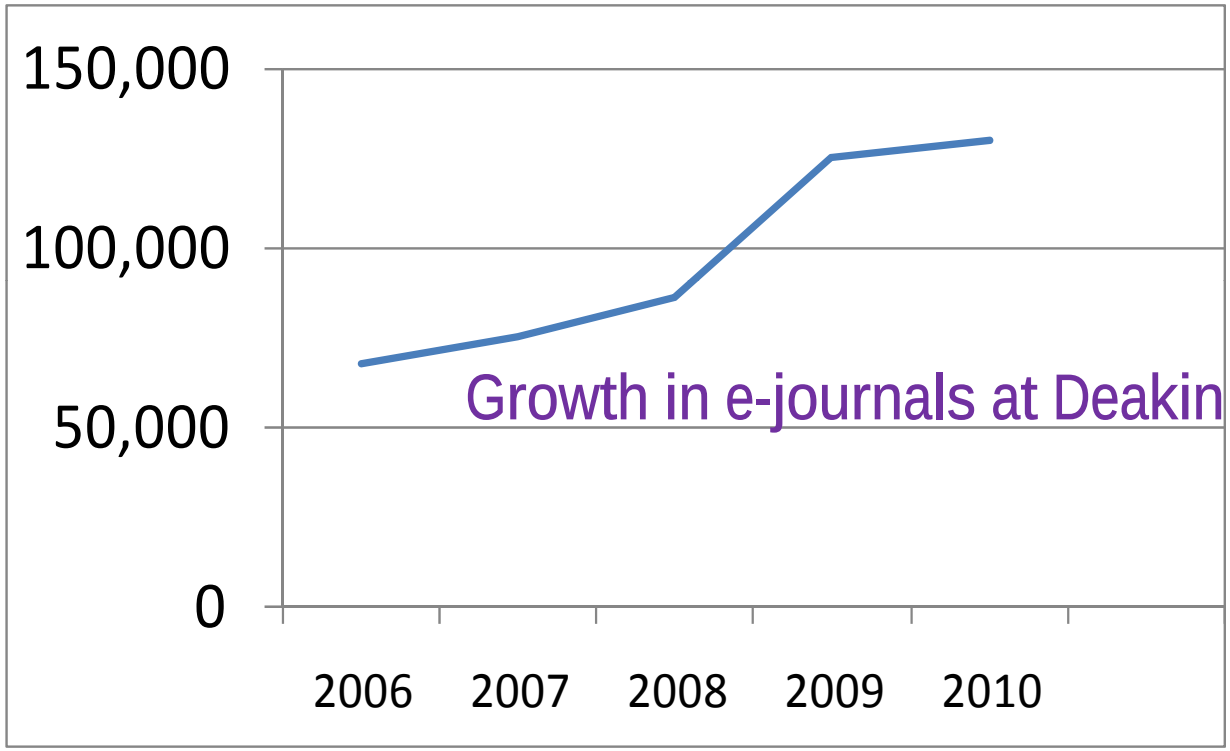
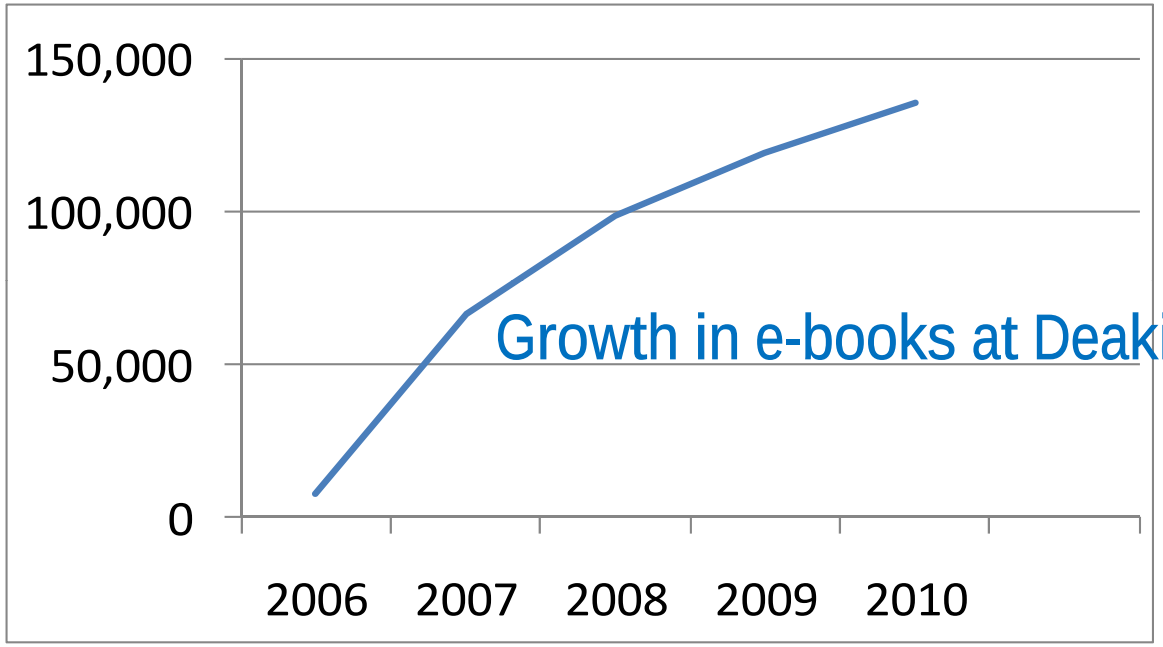
e-resource collection trends

Deakin University Library collections	1999	2010
Print Books	1.4 million	1.5 million
e-Books	0	136 000
e-Journals	300	130 000
Print Journals	17 000	2 500
Document delivery requests	16 000	7 800

Collection development



Collection development



- Amazon e-book sales outsell hardback sales for first time in 2010
- e-book sales only 6% of US book market but growing rapidly

Source: Warren, T. S. (2010) Volume of Kindle book sales stuns Amazon's Jeff Bezos.

Collection development

Changes in Deakin's monograph expenditure print vs electronic

Year	$$ Print monographs	$$ e-books
2006	91%	9%
2008	79%	21%
2010	50%	50%

Australian Government strategy: targets for an increasingly diverse student population – University supports inclusive approach to diversity, so Library will continue to purchase print and electronic items reflecting University needs

??? Have you:

- Used an iPad?
- Own an e-book reader – any kind?
- Browsed or printed from an e-book?
- Have e-books in your library?

What is special about e-books?

Feedback from users

- Flexible access to book content – anywhere anytime
- Convenience and functionality of digital textbooks
- Full text searching
- Faster time to publication

Library collection and services perspective

- Multi user access – easier for students to access a title
- Supports online learning
- Improves accessibility for students with a print disability
- Easier to store and lend than print books
- Greater discovery via databases and the web
- Print on demand available

How Deakin Library is acquiring e-books

- User-driven *purchasing model* – EBL
- *Subscriptions* to packages – Ebrary, Oxford Scholarship, Safari, Knovel, CRC Netbase …
- *Purchased* publisher packages – Elsevier, Oxford, Ovid, Emerald, Cambridge, Springer …
- Individual title *purchases* – mainly from aggregators such as MyiLibrary, Netlibrary, EBL
- Gratis / free – mainly government publications

E-book selection *example* : EBL

- Patron-driven selection
  - EBL e-books are accessed by students and staff
  - On the third download, item is automatically purchased
  - Control purchase through defining a profile
    - Teaching, learning and research subject areas
    - Published within the last 5 years
    - Less than $200
  - Monitor purchases and adjust profile (be ready for a large uptake!)

Collection Guidelines

Selection of electronic books must take into account:

- User friendly functionality including processes required to access the e-book and any limitations on searching, printing, downloading
- Platform stability and robustness
- Satisfactory Digital Rights Manangement (DRM) including copyright and licensing conditions
- Satisfactory pricing

Subscription sometimes better than purchase:

- Regular updates = new editions, new titles
- Receive a complement of works, not messy bits and pieces
- Avoid the difficulties created by a huge ‘forever’ collection

More details: http://www.deakin.edu.au/library/collection/ebookdraft.php

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E-book selection

- Selection guidelines
  - created through cross-library input
  - duplicates needed?: one e-book = three print copies
  - requestor-preferred format: print / electronic / both
  - user feedback and use behaviour = refine guidelines
  - ongoing review

E-book selection and de-selection

- Alerting services used by librarians and academic staff
  - GOBI and EBL new e-book alerts

- E-book *retirement* is equally important
  - Latest edition
  - Usage levels
  - Just-in-case research collection

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Find-ability

- Best used sites - Google, Yahoo, Amazon
    - Responsive, highly usable, personalised, well-designed

Find-ability

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    - Responsive, highly usable, personalised, well-designed
- Libraries' response = Discovery tools: unified index
    - Summon, Primo Central, Ebsco Discovery Service
- Deakin Library
    - E-resource records (e-journals, e-books) in library catalogue
    - Quick Search: improved, integrated searching across journals and e-books
    - Synergy (Innovative Interfaces Incorporated - LMS)

E-resources via Deakin Library catalogue

- III Electronic Resources Management (ERM) module
    - Up-to-date database of e-resource holdings
    - Records include holdings, direct links to items
    - Manages e-resource licences
    - User interface = Deakin Library catalogue records
- Serials Solutions service
    - Crawls subscription packages for e-journal and e-book updates
    - Creates spreadsheet of holdings and urls to upload to ERM
    - ERM improves access, invisible to Library user

ERM journal holdings in catalogue

Results 1 - 13 of 13 for **journal of accountancy**

Sorted by Relevance | Title | Date

Availability
At the library (13)
Online (4)

Search Found In
Title (8)

Format
Articles (20000)
TEXT (9)
EJOURNAL (4)

Collection
E-journals (4)
All e-resources (4)
All journals (7)
ADPML (9)

Location
F ADPML (8)

EJOURNAL **Journal of accountancy**

- Show Available

LexisNexis Total Research System	01 Jan. 1987-
Health business fulltext elite	01 Jan. 1985-
Expanded Academic ASAP	01 Nov. 1989-
LegalTRAC	01 Nov. 1989-
Academic Onefile	01 Nov. 1989-
Business Source Complete	01 Jan. 1965-
ABI INFORM	01 Nov. 1905- 31 Dec. 1928
	01 Jan. 1936- 01 Dec. 1985
	01 Jan. 1987-
Academic Research Library	01 Jan. 1987-

- Show library holdings

Location	DU W'BOOL PER
Call Number:	657 Jou
Library Has	, Vol.109(1960)-142:1(1976), 142:3(1976)-145(1978), 146:2(1978)-146:3(1978), 146:5(1978)-147:5(1979), 148:1(1979)-148:2(1979), 148:4(1979)-148:5(1979), 149:1(1980)-149:3(1980), 149:5(1980)-
Latest Received:	November 2010 v.210 no.5
Location	DU MELB FICHE
Call Number:	657 J86
Library Has	, Vol.145(1978)-168(1989),
Location	DU GEELONG PER

Other Sources:
BONUS+
Show 16

Refine by Tag:
accounting auditing auditors business enterprises commercial law corporation reports depreciation entrepreneurship finance financial statements funds flow statements small business

Recently Added:
- The balance-sheet / Charles B. Couchman
- Journal of accountancy
- Commonwealth journal of accountancy /

Deakin University Library

Catalogue

My Library

New Search

Search for ...

Articles
Books etc.
Databases
E-books
Journals
Newspapers
Theses
Unit material
Videos

More Search Options

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Quick Search
Subject Guides
Author/Title Search
Search Other Libraries
Enhance searching with LibX add-on

0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other

Title begins with | Search

Engineering & Applied Sciences | Search

Subject Headings in Engineering & Applied Sciences

- Applied Mathematics (367)
- Applied Physics (496)
- Chemical & Materials Engineering
  - Chemical Engineering (632)
  - Materials Science (538)
- Civil & Environmental Engineering
  - Civil Engineering (588)
  - Environmental Engineering (428)
  - Ocean Engineering (8)
  - Operations Research (490)
  - Transportation Engineering (85)
- Computer Science (4893)
- Electrical & Computer Engineering
  - Electrical Engineering (1414)
  - Information Technology (135)
  - Telecommunications (1122)
- Engineering - General (238)
- Mechanical Engineering
  - Aeronautics Engineering & Astronautics (174)
  - Automotive Engineering (97)
  - Bioengineering (195)
  - Hydraulic Engineering (54)
  - Industrial & Management Engineering (576)
  - Mechanical Engineering - General (715)
  - Metallurgy & Mineralogy (172)
  - Mining Engineering (96)
  - Nuclear Engineering (50)
- Technology - General (431)

Serials Solutions populates journals by subject

E-resources via Deakin Library catalogue

- Single catalogue entry : print and electronic versions
- In-house program checks for:
    - new e-book already held in print by Deakin
    - Catalogue record on Libraries Australia or OCLC WorldCat
        - Of sample 5,000 new e-books, only 100 required original cataloguing
- Benefits
    - Library user readily sees all formats available
    - Fewer staff resources required to catalogue e-edition additions
    - Reduced purchase to discovery time

talogue Articles

You are not logged in | My Cart (0 items) | Lo

Quick search

Search: health malaysia

Explore Related Searches Classic catalogue

DEAKIN UNIVERSITY AUSTRALIA

Provide Feedback

Quick Search Help

Results 1 - 25 of 26 for **health malaysia**

Sorted by Relevance | Title | Date

1 2 next

Availability

At the library (25)

Online (8)

Search Found In

Title (5)

Subject (4)

Author (2)

Format

Articles (2000)

TEXT (16)

EBOOK (7)

DVD VIDEO (1)

RESOURCE (1)

COMPUTER FILE (1)

Collection

EBOOK
2007

Health care in Malaysia : the dynamics of provision, financing and access / edited by Chee Heng Leng and Simon Barraclough

- Show Available

Ebook Library Ebook Library

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Contents | Summary

Text
TEXT
2003

Essential public health functions : a three-country study in the Western Pacific Region

AVAILABLE - DU MELB - 362.1 Wor/Eph -

Request it Add to cart More info

Explore

Summary

Text
TEXT
1996

Sickness and the state : health and illness in colonial Malaya, 1870-1940 / Lenore Manderson

Manderson, Lenore

Other Sources:

BONUS+

Show 88

Refine by Tag:

aquaculture **asia** brunei childbirth consumption **economic development** fishes food habits international security land mines language planning maternal health services **medical care** medical economics national security pinang **public health** sex and law

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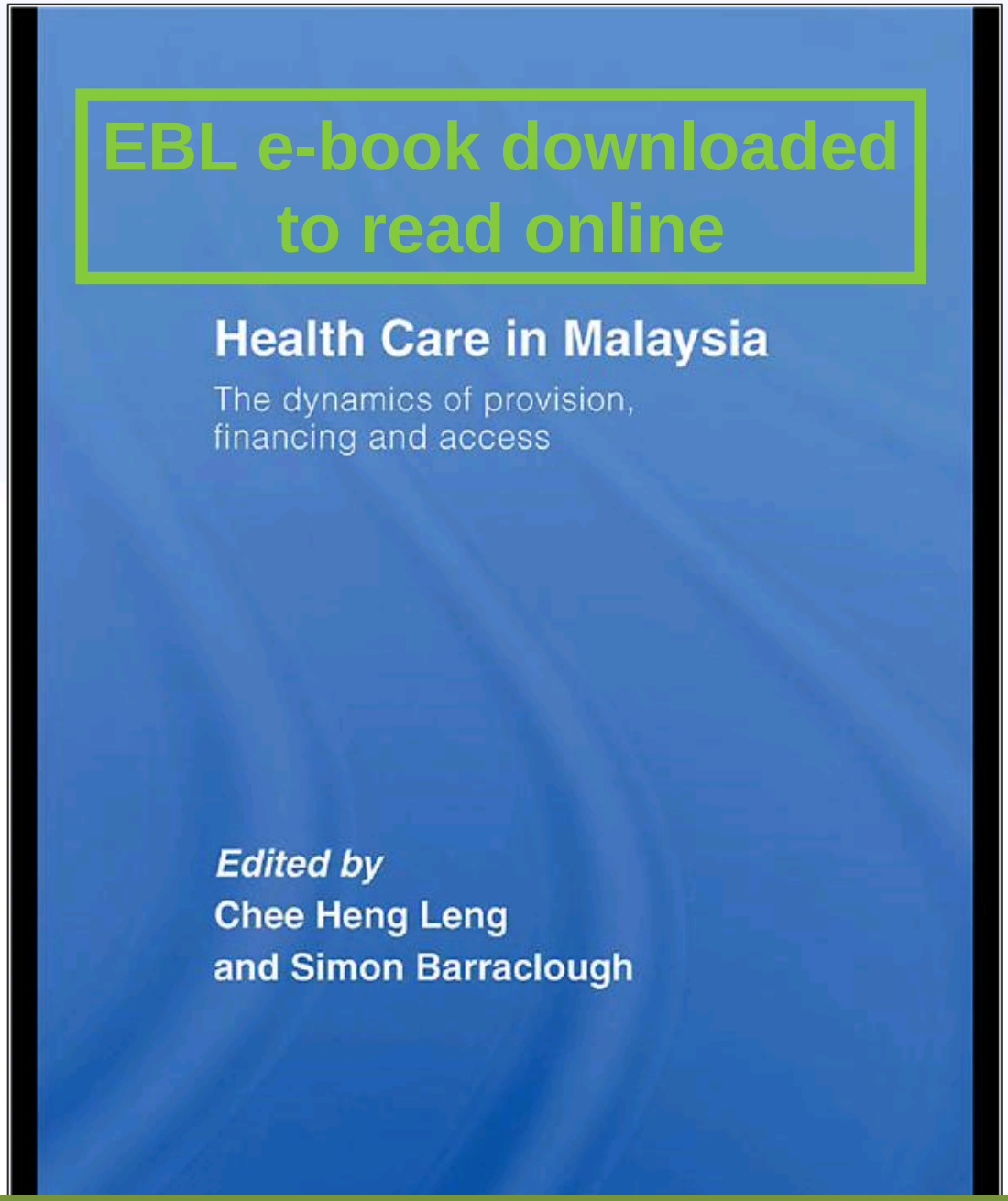
- Contributors
- Preface
- Foreword
- Abbreviations and glossary of Malay terms
- Introduction: The transformation of health care in Malaysia
- Part I: The state and the private sector in the financing and provision of health care
  - 1 The growth of corporate health care in Malaysia
  - 2 Regulating Malaysia's private health care sector
  - 3 Rising health care costs: The contradictory responses of the Malaysian state
  - 4 Malaysian health policy in comparative perspective
  - 5 The welfarist state under duress: Global influences and local contingencies in Malaysia
  - 6 Equity in Malaysian health care: An analysis of public



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ISBN:
9780821353622

182 pages

863.41K

Investing in Maternal Health in Malaysia and Sri Lanka

Authors: De Silva, Amala; Lissner, Craig; Padmanathan, Indra; Liljestrand, Jerker; Martins, Jo. M.; Rajapaksa, Lalini C.; Singh, Prabha Joginder; Selvaraju, Swarna

Add to Marked List Share:

The difference between maternal mortality in the industrialized and developing world is greater than any other development indicator. The apparent lack of progress in this area has generated a sense of hopelessness. Malaysia and Sri Lanka are two of the very few developing countries that have succeeded in reducing maternal mortality to levels comparable to many industrialized countries. This study provides the first comprehensive, in-depth analysis of the factors that contributed to maternal mortality decline in Malaysia and Sri Lanka over the last 50-60 years. It considers policy issues, health system developments, health system expenditures in maternal health, and the use in both countries, of professionally trained midwives.

Publication Date: December 2002

Related Regions: East Asia and Pacific; South Asia

Related Topics: Health, Nutrition and Population

Keywords: health system expenditures; east asia and the pacific; health system developments; south asia; maternal death; maternal health; health, nutrition, and population

Document Type
Book

DOI:
10.1596/978-0-8213-5362-2

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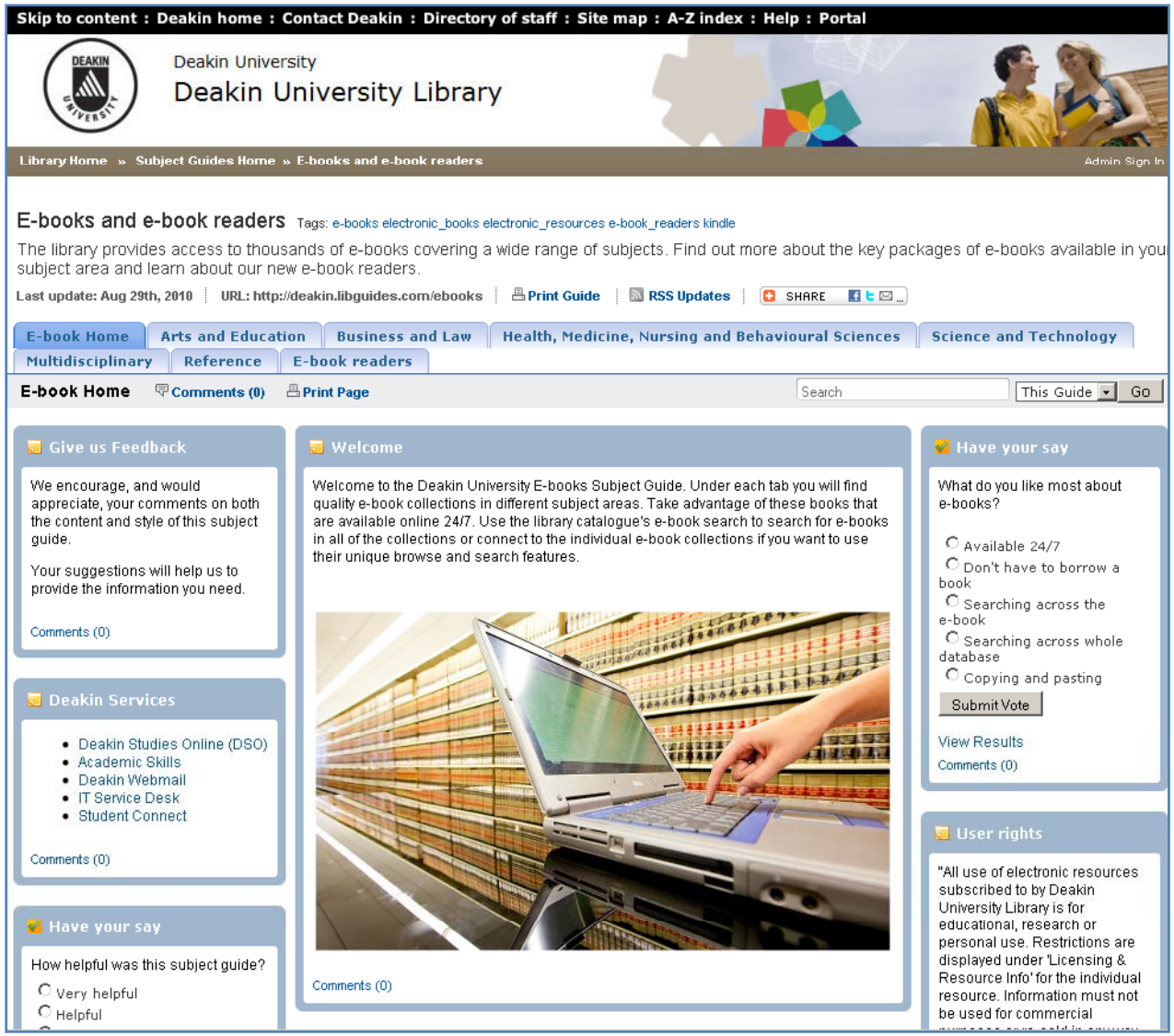
Awareness and training

- Library-wide approach
  - Frontline Services staff – now higher level of expertise
  - Librarian in Residence Service – links users / products
  - RSS feeds – new books and journal contents
  - *Resource of the Month* showcase to the University
  - LibGuides feature new and recommended e-resources
  - Library News, Library Reports to faculties and schools
  - Vendor in-person training and YouTube clips

Library guide: e-books and e-book readers

http://deakin.libguides.com/content.php?pid=51210&sid=376020



Awareness and training at Deakin

- Promotion through a communications plan:
  1. New e-resources
  2. Trials of potential e-resources
  3. Existing e-resources that are low use, not yet discovered
- e-resource messages to communicate:
  - how ‘you’ can locate key resources
  - See what’s available, via resource trials
  - why you should use - WIIFM

Communication channels - formal

- Library website *News*
- University staff and student portal *News*
- Library and University-wide plasma screens
- Vendor posters
- Faculty and School meeting agendas – Library updates
- LibGuides – showcases recommended resources

Communication channels - informal

- Emails to individual academics and research groups
- Librarian in Residence – be the first to know!!
- Demonstrations at University events – eg Deakin University Teaching and Learning conference
- Face2face in Library – student rovers, frontline staff
- In the coffee queue, anyone carrying a tablet / iphone!
-

Promotion is vital!

Not an optional extra!

Success, just last month…

- Architecture lecturer's goal - improve student satisfaction
- Worked with Liaison Librarian:
  - extra purchases of e-books to support unit assignments
  - RSS feeds set up, new resources recommended
  - Special information research skills class in lecture
  - Promotion, promotion, promotion
- Satisfaction scores increased very significantly

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Delivery and tools to access

- Deakin Library e-book reader / Kindle project 2010
  - Library staff develop technology skills / understanding / aptitude
  - Students and academics can try out alternatives
  - Kindles purchased, loaded with 3 fiction, 3 non-fiction titles, no loading by users, loans for 2 weeks, feedback

Evaluating e-resource delivery

- COUNTER (Counting Online Usage of NeTworked Electronic Resources) ----- compliant usage stats for monitoring uptake, identify resource gaps, promotional needs, cancellation or removal
  - Not used rigorously at this stage.
  - Look at annual summary of e-journal and e-book packages and note costs per download
  - Very-low-usage interrogated as a priority, action taken

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e-resource challenges

- Complex Digital Rights Management – controlling, limiting
- Permissions to copy/paste/download vary between providers
- Slow release of textbooks by publishers
- Multiple platforms, different functionalities, useability=confusing
- Pricing models for individual titles/packages= comparisons hard
- Preservation and archiving issues
- Collection decision issues – when to buy electronic vs print, de-selection etc
- Privacy – tracking and tracing e-resource use (Reference: EFF)

e-book trends and developments

- Enhanced learning via multimedia, augmented reality, games and simulations
- Interactive learning possibilities
- Social communication via e-books – reading as a conversation using the book to exchange ideas and build knowledge
- Integrated self paced assessment and tutorials
- Links to additional content: dictionaries, lectures, powerpoint files, real-time data
- Customisation, re-purposing, re-mixing and mash-up possibilities

Next generation e-readers promise a total learning experience

New and exciting e-reader developments include:

- Multifunction devices with touch screen, dual screens, colour
- Web functionality with interactivity
- Social communities including sharing notes, reviews, comments and discussion
- Copy, paste, cite and export
- Multimedia functionality
- Ability to highlight, add notes

Start
with the end
in mind

Number One most important thing….

- Online resources (e.g. e-journals, databases, e-books) meet my learning and research needs

Over to you!!!

We look forward to welcoming you to Deakin University Library!

Sue Owen
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Deakin University, Australia
sue.owen@deakin.edu.au

Shelving Trolley
30

References:

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