



Library Connect

Partnering with the Library Community

Theme:

Advancing the Mission newsletter

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For Qualcomm's library, the message is clear: Value above all else

Library Connect interviews Britt Mueller, Director of the Library and Information Services Group at Qualcomm. Based in San Diego, Qualcomm is a Fortune 500 company specializing in mobile technologies.

Library Connect: What's going on in the wireless space?

Mueller: Right now the industry focus is really on the expansion of wireless into pretty much every part of our world — that is, putting a computing device in the hands of everyone around the globe. "The Internet of everything" is a phrase used a lot right now. What this enables is what's truly important, from medical breakthroughs to communications in disaster zones. It will touch everything within our world, and it's a very exciting space.

You direct Qualcomm's Library and Information Services Group. What does "library" mean in your context?

What to call ourselves is a question that comes up a lot. We've considered whether library has an older connotation, as well as something more physical. However, we also know that if we call ourselves an Information Center or if we muddle our name, people don't quite know what we do. Ultimately, it's a conversation I don't care to have very much, and I don't think it's very useful. Call it what you want, but define it by what you do and then move on.



Britt Mueller

What does your LIS group do?

Three areas within the LIS Group — Research, Licensing and Content Acquisition, and Technical — all have distinct functions.

The Research team works hand in hand with the business, looking at matters related to patents, competitive intelligence, legal and market analysis, and positioning. We source the necessary information, make it

useful and turn it around quickly. I came in as a researcher and loved working directly with high-level clients. There was always a challenge — if I couldn't get to something in a way I'd done before, how could I triangulate to get the information I needed?

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In this issue



Colleen DeLory

Britt Mueller, this issue's cover interview, exemplifies advancing her organization's mission. Mueller has an intense focus on the value her team brings to Qualcomm, and they have adapted and thrived by being responsive, innovative and delivering the goods time and again.

University libraries around the world are also adapting their services to advance institutional priorities from Stellenbosch University in South Africa to South Ural State University in Russia. Like many of the librarians highlighted in The Power to the Librarian project (pages 6-7), these information professionals are partnering with their users for some amazing results.

And for those of you who want to mine your user communities, check out the articles on seven survey secrets and closed communities. They contain great fodder for implementing your own plans. **LC**

Colleen DeLory
Editor, *Library Connect Newsletter*

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Visit the new Library Connect website!



<http://libraryconnect.elsevier.com>

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Licensing and Content Acquisition manages our whole content portfolio, including databases, third-party content, specialized resources, and market research. The fields we explore are extensive from electronic engineering to industry verticals, and we'll want to look at those areas from a business, R&D and technical perspective. By having an enterprise-level focus, negotiating on behalf of various groups and leveraging budgets, we can purchase resources for less and serve them up in a centralized manner.

Then, of course, we need people who can deliver it all to our global employee population. The Technical, Infrastructure and Database team ensures that whether you are sitting in San Diego or Beijing, you have the same access to the information you need to do your job and to make Qualcomm incredibly efficient.

How do you stay abreast of your field?

The Special Libraries Association (SLA) is a good starting point — I'm the past president of my local chapter so I can say that with some knowledge — but it's a large group. Find your niche and a network of peers. When I connect with people who do what I do, I can share best practices and use them as sounding boards.

I also reach out to people outside the organization: experts in demographic information or the workplace, conference boards, the Pew Research Center, the IT-based search community. Breadth comes outside of our standard library space, and the middle layer becomes much less important.

What's on your mind currently in terms of serving your customers?

I'm interested in social media, which is not a standard space for libraries. How do we mine that information and connect it to what we do? Libraries have always looked at federated searches, but we're now challenged to make that data more meaningful, connected and digestible. That means providing more value in terms of analytics and visualization. You

Our profession needs a little bit of a kick in the pants because I know that if we have the right information and we're providing the right value, there's almost no number someone won't pay for it. If we do it right, it's so valuable and rare. You have to work very, very hard, though, and be willing to change in a heartbeat. You can't be married to a solution.

cannot provide data to someone that is all text based and takes someone more than four or five minutes to read through. The ocean of information is getting larger and we need to have the right tools to identify the trends and key information. We are responsible for doing that, not them.

You've worked in both academic and corporate spaces. How do you compare and contrast?

I started at University of Michigan in its associates program and then worked at the University of Oregon, which was a wonderful environment. At a university, it's great to have a large number of colleagues who are highly specialized. In the corporate space, with fewer resources, you're often pressed to be more flexible and expand the breadth of capabilities needed. It's fast paced, constantly changing, and demands a global perspective.

In a corporate environment the use case for the library is much more front and center than in academia. You could be and are looked at as overhead. Businesses don't do things altruistically. The library must contribute to the success of the organization and the value must be clear. If you've done something well and it has had an impact, you will see it immediately. It's everyday real.

How do you prove that value?

We track what we do — we track who uses us and what they're using us for. We never report on how many things were borrowed or how many databases were hit. We collect stories from a lot of different people on the value we brought to their project. Formally, we report out at the fiscal half year and fiscal year close

with data, and provide an annual report to employees so they understand how they can use us. No matter how busy we are, we never say no to an opportunity to market ourselves with a presentation.

I thrive on the idea of proving value. I get frustrated in the library space when I hear that the "bean counters" don't understand. If people don't get it, you're not communicating it right. If you don't show your value appropriately, you shouldn't be here. Our profession needs a little bit of a kick in the pants because I know that if we have the right information and we're providing the right value, there's almost no number someone won't pay for it. If we do it right, it's so valuable and rare. You have to work very, very hard, though, and be willing to change in a heartbeat. You can't be married to a solution.

It's also critical to understand where it's useful to spend your time. We're not administrative people, and we need to explain to our clients where our value lies. If you don't have that skill, you shouldn't be in this profession in this day and age. **LC**

quick tip »

Aggregating feeds

I really prefer tools to be a push rather than something I have to go out and check or find, so I use Google Reader to aggregate feeds from the library world, the higher ed world, the tech world, and the disciplines I work with.

*Amanda Izenstark,
Reference and Instructional Design Librarian,
University of Rhode Island, USA*

Supporting research innovation and collaboration through library initiatives

Stellenbosch University Library and Information Service expands its role

Renee Reagon, Director of Technical Services & Electronic Resources Management, Library & Information Service, Stellenbosch University, Stellenbosch, South Africa

Stellenbosch University Library and Information Service has completed several key initiatives focused on supporting the strategic plan of the Vice Rector of Research. In this plan, the university is positioning itself as the leading research-intensive higher education institution in Africa by:

- Pursuing excellence and remaining at the forefront of its chosen focal areas
- Gaining national and international standing for its research outputs, and for producing graduates who are sought after for their creative, critical thinking
- Being relevant to the needs of the community, taking into consideration the needs of South Africa in particular and Africa in general
- Being enterprising, innovative and self-renewing



The Research Commons at Stellenbosch University

Underpinning this vision is the university's intent to foster research collaboration, build international research networks, and offer state-of-the-art, high-level research support and infrastructure to its students and faculty. Library and Information Service programs in support of these goals include:

Research performance management

The library has been instrumental in implementing research and evaluation performance tools to strategically manage research within the institution. With SciVal® Spotlight, which uses co-citation analysis data and visualization techniques, the library can identify:

- Research strengths and niche areas
- How the university's researchers are collaborating across disciplines, institutions and geographical areas
- Key competitors in research output
- Potential areas for collaboration
- How and where to allocate resources to optimize research within the institution

The library has organized workshops to help university management understand data presented by SciVal Spotlight, within the context of managing institutional performance and identifying opportunities for facilitating research partnerships. Later in 2012 the library, together with Elsevier, will convene a Research Collaboration workshop to examine how the university

collaborates and to identify potential research partners for future collaboration.

In addition, the library recently implemented SciVal Experts and SciVal Strata to showcase the university's researchers and further manage benchmarking of research performance.



Renee Reagon

Research Commons

In March 2011, the library opened the Research Commons, an innovative space for postgraduates and researchers to engage in collaborative research and academic discussion or to find space for self-study or reflection. The Research Commons provides facilities and rooms that encourage collaborative research and networking and offers enhanced services so students can engage with mentors and trainers or facilitators for in-depth assistance with research and proposal writing.

Research skills development

The library develops and offers programs that support the skills development and success of researchers, postgraduates and undergraduates. Skills development training and workshops encourage an enhanced research experience and ensure that the university increases its research output and quality of graduates. Topics include authoring, search strategy, grant proposal writing, bibliographic data management, and thesis proposal writing. Training aimed at postgraduates includes general information literacy, writing and career management, search strategy, and bibliometric analysis.

Conclusion

Stellenbosch University Library and Information Service has provided state-of-the-art services, space and resources to support the institutional vision of becoming the top research institution on the African continent. It has intently focused on providing high-level, in-depth support to its postgraduates and researchers to ensure the highest quality graduate and research output.

The library has also moved into new roles by assisting the institution in implementing performance measurement tools such as SciVal Spotlight and SciVal Strata. Ultimately these kinds of tools could provide valuable insight into how the institute allocates research funding and resources. **LC**

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Stellenbosch University at a Glance

Location: 50 km outside Cape Town in the heart of the Western Cape winelands

Reputation: One of South Africa's top four universities (of 23 total) in terms of overall research output, number of postgraduate students and highest research output per capita, among other things

Size: Approximately 28,000 students (more than one third postgraduates), 10 faculties and 4 campuses

Engaging in professional communities: Librarians exchange knowledge as Innovation Explorers

By Elizabeth Zwaaf, Global Marketing Communications, Elsevier, Amsterdam, The Netherlands

There is knowledge that comes from a book, article or online tutorial — these are resources we turn to time and again. Then there is knowledge that comes from a lively group of peers interacting on a regular and often instantaneous basis to help solve problems. This knowledge is, as the advertisement goes, priceless!

Elsevier hosts several such communities, dubbed Innovation Explorers, including the 150-member librarian section. This closed and moderated community allows librarians to meet virtually in a protected environment where they participate in discussions, initiate their own queries, and provide feedback via surveys, polls and interviews on tools and topics pertinent to their profession. They are also able to gain insight into planned products and services long before they hit the general public and, more important, to help shape them into the very best tools to meet their needs.



*Karen Vagts,
Engineering/Business/
Math Librarian,
Tufts University,
Massachusetts*

“I have participated for several years. One of my primary motivations is to keep abreast of developments in my field, as well as to obtain new perspectives on the issues that academic librarians currently deal with. The community is especially appealing because of its international focus — many of my other communities tend to be very US-centric. I have learned a great deal, for example, of the challenges that countries with less resources face.”

Connecting with a group of peers outside the institution, and indeed outside national boundaries, has proven to be extremely beneficial to participants.

“My involvement in the community has helped me better the way I source information for, and attend to library patrons. It has also taught me ways of working smarter.”

The ability to get a first glimpse of what’s coming next in terms of product development is tantalizing for early adopters in the group. Others see their participation as giving back to the global community.



*David Ofili,
Assistant Librarian,
University of Benin,
Nigeria*



*John J. Meier,
Science Librarian,
Pennsylvania State
University*

“One benefit [of participation] is providing service to the industry, which is a facet of tenure for librarians at my university. I also have seen new products and apps early. I really enjoyed working with a few other librarians on a tutorial project for Elsevier which resulted from contacts I made in the community.”

Community involvement is also a great way for librarians to gauge where their institutions lie within a broader spectrum.

“My involvement in the community has helped me see that I’m not alone in some of the financial and institutional challenges we face, and that we’re about in the middle!”



*Amanda Izenstark,
Reference and
Instructional
Design Librarian,
University of
Rhode Island*

Innovation Explorers has also inspired some participants into similar activities at libraries. “Although we haven’t ‘cloned’ the Explorers community approach per se, the program has prompted me to use some of the discussion techniques and specific examples of survey design to collect feedback from our users,” says Vagts. “These complement our other methods such as focus groups, web design feedback such as card sorting and wire-frame designs, and so forth, and many of the Explorer activities have been helpful in this regard as well.” **LC**

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Become an Innovation Explorer

Would you like to collaborate with like-minded librarians across the globe? Are you interested in shaping new library technologies and platforms?

To add your voice to the issues that concern you, network with your peers and liaise with Elsevier on product developments as an Innovation Explorer, please contact Derrick Duncombe, Customer Outreach Manager, at d.duncombe@elsevier.com.

Innovation Explorers receive complimentary access to the SciVerse platform during their tenure.

NOTE: Because the community is capped at approximately 150 members, there may not be openings at any given time. Those expressing interest will be added to a wait list.

Get to know your users better: Seven secrets for successful surveys

By Donna Carroll, Academic Service
Development Manager, University of Warwick
Library, Coventry, UK

After article submission, Donna Carroll took on a new position in technology transfer at Leiden University.

With increasing tuition on the horizon for undergraduates at UK universities, students see themselves as customers of the education system and, as such, their expectations of academic provisions are growing. Academic libraries must ensure their services and resources remain needs-focused. At the University of Warwick Library we continually ask for feedback from our user community — often using online surveys — to inform future developments.

There are many factors to consider when creating an online survey, including deciding whether to collect open or closed responses, being careful not to use leading questions, and ensuring all options are available in multiple choice selections.

Aside from these basics, here are seven important tips we recommend in conducting effective surveys.

1. Choose the right tool

Where do you start? There are many survey tools out there, but it appears that you get what you pay for. So a decision really depends on your budget and what you need to achieve. Here's a quick summary of my top three survey tools:

Cheap and cheerful: Google Docs allows you to create free forms that can be used as questionnaires and sent to an unlimited sample. The survey themes are interesting and varied, and questionnaires can be embedded into web pages or even e-mails so that respondents can reply without following a link. Data can be summarized at the end or extracted into an Excel spreadsheet. The biggest drawback is that you have to write your questions in one sitting (or draft it in another tool

first) — you can't edit the form after creating questions and closing it. You also can't easily reproduce existing surveys.

Solid as a rock: SurveyMonkey is probably the most well known online survey tool. It is easy to use and free, although an annual \$200 subscription allows you to create custom themes, use skip logic, and have an unlimited amount of surveys and responses. If you're looking for something quick and easy that does the job, SurveyMonkey is it.

The whole shebang: SurveyGizmo's free option offers slightly less functionality than SurveyMonkey's, although it does allow an unlimited number of surveys and questions, and up to 250 responses per survey compared to SurveyMonkey's 100. But if you can afford the \$50 monthly subscription, it offers much greater customization, more question types, and better training and support.

2. Learn the language

Consider the terminology you use before sending your survey to make sure it's free of librarian lingo. Run your survey questions by a non-librarian or someone from your target audience. We found it interesting that when we asked about "information skills," people assumed we meant IT skills!

3. Personalize the message

We received a much better level of response by sending surveys as links within e-mails that had a personalized message to the recipient. (We used Outlook Mail Merge.) Also, people are more likely to respond when the e-mail is from someone they know. Embedding surveys within e-mails looks great when it works, but the downside is that you can't guarantee they will be accessible from all e-mail platforms.

4. Try midweek delivery

It's important to catch people at less hectic times. We tended not to send surveys on Fridays, when people are

finishing up before going home for the weekend (and then forget about the survey by the next week), or on Mondays, when the surveys get lost in the pile of weekend mail.



Donna Carroll

5. Define responses for ease of filtering

Let people answer with check boxes or drop-down lists rather than open-ended text boxes whenever possible (depending on what you're exploring). This allows you to quickly filter responses and make comparisons between different sections of your respondents without trawling through individual sets of unique data responses. For example, if you're asking students what subject they're studying, provide a list rather than a text box, so you don't have different students typing both "biological sciences" and "bio sci," resulting in two independent subjects in the results filter.

6. Limit to e-only delivery

Beware if you intend on increasing the accessibility of your survey by allowing paper responses. You may get more responses, but you'll also increase your workload prior to analysis because someone will need to type them in. Only go this route if it is absolutely essential, or if someone offers their time to upload the information.

7. Supplement your survey results

A final thought: Surveys can only explore the perceived or explicit needs or thoughts of the respondents, and very often, what people say they want or would do, is not actually true! It's always worth considering the latent needs that a survey can't really explore. **LC**

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Power to the Librarian: Exploring the impact of the 21st Century librarian

The Power to the Librarian project illuminates the experiences of exceptional library professionals who are empowering their users to achieve great success. These experiences are explored in case studies and webcasts on the Power to the Librarian website, www.powertothelibrarian.com. Sign up on the website to be notified of upcoming case studies and webcasts.

Helping to create world-class researchers

The library staff at Technische Universiteit Delft (TU Delft) in the Netherlands provides integrated support services to its researchers. Library Director Wilma van Wezenbeek considers support services for each stage in the research cycle: idea discovery, securing funding, experimentation and analysis, and dissemination.



Wilma van Wezenbeek

The library works closely with the department responsible for monitoring the availability of grants and helping researchers to find projects and meet the appropriate deadlines. In terms of publishing and disseminating research papers, the library liaises with the university's marketing and communications services to help promote the work the university carries out.

Naturally, the library supports researchers with the range of books and periodicals it houses, but that is only the start. "Nowadays it's about far more than having books on stacks," says Van Wezenbeek. "It's about multimedia, it's about datasets, it's about courseware. We give our students and researchers information skills courses to help them find their way through all these resources and also learn how to use that information in a validated manner."

As part of the information skills program, researchers learn how to use software tools such as Endnote for managing references and social media tools for collaboration. In November 2011, TU Delft organized a seminar entitled "How to Write a World Class Paper." Within a week of its announcement, the seminar was full.

To support a research workflow methodology the library provides a modular system called Tulib, which researchers can access online. It includes a search facility called Discovery and modules that guide students and researchers through various stages of a typical research project, such as how to draw up a search plan and how to make use of references.

The library is closely involved in a data center project that catalogs and stores formal papers and theses produced by students, researchers and faculty. It also acts as a repository for raw research material that may have been collected for a paper intended for an academic publication but was not used in the final analysis.

By working with a number of university departments, Van Wezenbeek's team has been able to offer a greater depth and breadth of services to its researchers. **LC**

Full case study available on www.powertothelibrarian.com.

Defining and measuring outcomes for better management

Megan Oakleaf, Assistant Professor in the iSchool of Syracuse University, has taken up the challenge of calculating and presenting libraries' value to their parent institutions. Recommendations are available in her 2010 report, "The Value of Academic Libraries," commissioned by the Association of College and Research Libraries (ACRL).



Megan Oakleaf

The report makes several recommendations. The first is the institutional goal audit, or identifying the key goals of the institution as a whole so that the library can align its services to them. Although most institutions have broadly similar goals in terms of delivering courses to students, there are essential differences between institutions.

"For research-focused universities, a major goal is seeking grants and endowments to pursue faculty research," says Oakleaf, "whereas student-centered colleges focus on the institutional goals of student learning, degree or program completion, and job placement. Different institutions have different goals, and their libraries should help achieve those goals."

Whatever the goal, it needs to be clearly defined in the librarian's consciousness, Oakleaf insists. Her report says, "Libraries cannot demonstrate institutional value to maximum effect until they define outcomes of institutional relevance and then measure the degree to which they attain them."

Academic libraries face particular ongoing challenges in calculating and presenting their value to their parent institutions, primarily because of advancements in technology greatly simplifying the availability and dissemination of academic content. Adequately gauging the value of a library in today's world requires a more subtle and considered approach to the work of libraries and librarians than before, especially in the current economic climate.

"We need to be able to identify patterns and combinations of events that result in positive outcomes," says Oakleaf. "It may not be as simple as saying that you will do better if you take a library instruction class or download x number of articles from a database or check out y number of books. It's likely a more complex combination of library interactions that will result in significant impact."

By tracking user behavior while being mindful of data safety and privacy, librarians will over time be able to look for correlations between library data and outcomes such as program completion, test scores, or career placement records and to ascertain whether the connection is causative. **LC**

Full case study available on www.powertothelibrarian.com.

Synopses of three Power to the Librarian case studies are presented below. If you have suggestions for case studies to add to the project, please e-mail libraryconnect@elsevier.com.

Providing tools to gauge research productivity

As a subject librarian and expert in cataloging, Niamh Brennan was asked to join the team developing Trinity College Dublin's Current Research Information System (CRIS). In particular, she was to produce a standards-based approach to describing research outputs and train researchers how to use the new system.



Niamh Brennan

That was back in 1992. Now Program Manager for Research Information Systems and Services at Trinity's Ussher Library, Brennan recalls the impetus behind the CRIS: The Dean of Research and the head of Management Information Systems (MIS) at the time recognized that a methodical IT-based approach was needed to support the university's research efforts.

"They realized that research projects were generating a large-scale administrative effort which was falling disproportionately and wrongly in their view, on the shoulders of academic staff," says Brennan. "The burden of paperwork was eating into time needed for teaching, interacting with students and carrying out research itself. There were also issues with reporting and accountability and business management, which needed to be managed in a particular way."

The CRIS not only helps manage research projects, it is invaluable for managing the constant requests for information for departmental and accreditation reviews and both internal and external audits.

"Once it's in our system, we can do all kinds of things. We can tell you that in 2004 Trinity College was in the top one percent of the world in seven fields. As of September 1, 2011, we can show we are in the top one percent in the world in 17 fields."

On top of the CRIS, the Trinity librarians also use a variety of commercial search-engine tools to monitor the visibility and the number of citations associated with the college's published material. If the tools discover that material generated by Trinity has been cited, the system can automatically send an e-mail to the author. Tools are available to monitor the trends and to output to statistical models and visualization systems. The librarians can produce charts and maps describing the reception of Trinity's material throughout the world.

Brennan has found that librarians can play a vital part in an institution's research function by amassing and cataloging the content its researchers produce, measuring effectiveness in terms of publications and citations, and feeding that data back to senior management. **LC**

Full case study available on www.powertothelibrarian.com.



Trinity College Dublin

Power to the Librarian Webcasts

Now Available: Where library science and IT meet

Jenn Stringer, former librarian and current Director of Academic Technology Services, New York University

Stringer shares her views on how a library professional can play a strategic role in shaping a leading-edge technology infrastructure to support teaching and learning activities.

www.powertothelibrarian.com/live-events

March 13: Putting the library at the center of the university

Megan Oakleaf, MLS and Associate Professor of Information Sciences, Syracuse University

Oakleaf discusses how a library leader and team can develop a mapping approach to better articulate their value to their leaders and key stakeholders.

www.powertothelibrarian.com/live-events

Power to the librarian

Beyond the database: Digital services enabling patrons' success

Elsevier's 14th annual Digital Libraries Symposium was held during the midwinter meeting of the American Library Association in Dallas on Saturday, Jan. 21, 2012. More than 150 librarians heard a panel discuss "Beyond the Database: Digital Services Enabling Patrons' Success," which focused on how digital services supported by the library helped patrons achieve their goals. Below is a synopsis of the panelists' remarks.

Jason Casden
Digital Technologies Development Librarian
North Carolina State University (NCSU) Libraries



Jason Casden

Casden presented "In Context: Case Studies in Integrated Physical and Virtual Library Service Design," which focused on three projects launched by the NCSU Libraries: Library Course Tools, WolfWalk and Suma. While the three projects serve different purposes (see quick click below for more on the NCSU library applications), they all stand as testaments to a tighter integration between virtual and physical services. Although collaborative work has been key to the success of all of these projects, Casden warned about some complicating factors libraries may face when undertaking such projects, such as hidden costs of broader collaboration, competing priorities, and the need to work with legacy systems.

As NCSU continues to leverage technology to benefit its patrons, Casden told the DLS attendees that upcoming projects and enhancements at the NCSU Libraries will include more uniform data collection and analysis, mobile reference services, and targeted and experimental space and service design. **LC**

Steven Smith
Libraries Dean
University of Tennessee



Steven Smith

Smith closed out the DLS by discussing why universities and their libraries need to invest in innovative services. He pointed out these investments not only help control future costs, but also "push the boundaries of the digital frontier to help support the teaching and research infrastructure." When it comes to instituting these innovative services at the library, he stressed that today's students expect customizable, quick and fluid services since they are more collaborative and technologically savvy than ever before. However, he said, when libraries create the services, they must consider the points of view of library staff, students, professors and other library stakeholders and patrons.

Digital services were the focus of his talk, but Smith was quick to point out that attendees should never overlook the library's role as a social outlet for students. **LC**

quick click »»

Library applications you'll want to view for yourself

Library Course Tools:

This app dynamically generates student-centric views of library resources and tools. The technology team achieved its goal of scalability by building a system that provides a page for every course on campus. Library content is contextualized to the course wherever possible by exploiting existing and new library resource mappings to NCSU course department codes or course numbers. Since library websites can be overwhelming for some students and "subject guides" may be too broad, the hand-authored, customizable, assignment-focused course tools have proven to be effective alternatives for growing segments of the NCSU student population.



www.lib.ncsu.edu/dli/projects/courseviews

WolfWalk: With more than 1,000 images of important people, places and events, the WolfWalk app provides a pictorial history of NC State and the NCSU campus. Initially launched as a pilot project to explore new user interaction models with digital collections on mobile devices, the application includes a location-aware campus map and a photo viewer for browsing historical photographs by decade or theme. Versions for iPhone and iPad are available in the iTunes Store.

www.lib.ncsu.edu/dli/projects/wolfwalk/

Suma: Comprising a set of tools, including a mobile tablet-based data collection application, Suma allows library staff to collect, aggregate, and interactively analyze real-time data about the usage of physical space and services. The tool supports the collection of more fine-grained data about physical space usage patterns by supporting the annotation of users with "activities." The data allows the NCSU libraries to build on existing assessment practices by significantly improving their ability to analyze physical space usage trends against various milestones, as well as generating more dynamic and current data visualizations. As a result, this data can be both collected and utilized more frequently, and at a much wider scope than before with relative ease.

www.lib.ncsu.edu/dli/projects/spaceassesstool

Library launches repository project to facilitate access to and promote university's research

By Svetlana Smolina, Director of the Science Library, South Ural State University, Chelyabinsk, Russia



Svetlana Smolina

South Ural State University (SUSU) is one of the largest universities in the Urals, Russia, and was categorized as a national research university in 2010. More than 55,000 students are enrolled in SUSU and its affiliates in the cities of Chelyabinsk and Tyumen.

In addition to supporting the university's mission to develop and implement innovative educational and scientific programs, the library plays a key role in preserving the university's intellectual heritage.



Library at South Ural State University.

In 2011, the library launched the SUSU electronic archives (repository) project. The SUSU electronic archive comprises links to full electronic versions of scientific publications and monographs of SUSU researchers, professors, lecturers and postgraduates, as well as original documents such as teaching aids, academic manuals, and other SUSU-related materials.

The project is being realized within the framework of the University Development Programme for 2010-2019 based on DSpace software. The full versions of article texts of VESTNIK SUSU SERIES, series of natural sciences and technical disciplines (machine building, chemistry, physics, metallurgy, etc.) are posted on the first level of the archive.

With the development of the SUSU electronic archive, the library can:

- Provide long-term access to full versions of the article texts in electronic form
- Allow users to browse for the scientific works of the university researchers according to different parameters (author, title, theme, year of publication)
- Apply meta-information for links to publications in both Russian and English
- Facilitate the development of scientific and intellectual communication channels of university researchers
- Focus attention of the scientific community on the university's achievements
- Promote SUSU scientific production in the world information space
- Increase citedness of SUSU scientific publications via Internet access

This project reveals the distinctive features of Russian university librarians: determination, ability and desire to be among leaders in IT and technological know-how. **LC**

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Rudy Leon

Rudy Leon
Technology Training and Outreach Librarian
University of Illinois Urbana-Champaign
Follow Rudy on Twitter: @Rudibrarian

While discussing 21st-century skills library staff members need, Rudy Leon had a simple but important message for her librarian peers: Everything is changing. With that in mind, the 21st-century skills she discussed are not only vital, but basically required if librarians are going to ensure the success of today's patrons. The skills include, but are not limited to:

- Flexibility
- Contextual thinking, systems thinking
- Collaboration, teamwork
- Curiosity
- Critical thinking
- Problem-solving
- Effective communication

According to Leon, the half-life of a given skill is now less than five years. It used to be 10-15 years. With this in mind, she stressed, these 21st-century skills can't be taught. Referencing John Seely Brown, Leon said these skills must be fostered, mentored and allowed to flourish in the library. As part of this, learning should be part of every day for library staff members. **LC**

Research4Life — Making a Difference: Stories from the field

This inspirational booklet from Research4Life, in celebration of its 10th anniversary in 2011, demonstrates how access to scientific literature in countries like Zambia and Nepal can still be a matter of life and death. Elsevier is a founding member of Research4Life and the leading contributor of content.

Read more and link to the booklet at:

🖱 <http://libraryconnect.elsevier.com/research4life-making-difference-stories-field>



Nordic librarians explore the role of academic libraries

By **Michaela Kurschildgen, Event Marketing Manager, Elsevier, Amsterdam, The Netherlands**

Is the bridge between scientific research and academic libraries becoming longer or shorter? How are these areas intersecting like never before? These were a few of the topics explored in the 9th Nordic Librarian Forum on Nov. 2–3, 2011 in Copenhagen.

Kurt De Belder, the University Librarian at Leiden University in the Netherlands, addressed a group of 34 peers from universities in Denmark, Sweden, Finland and Norway. He remarked on the relevance of



Bernard Aleva addresses the audience at the Nordic Librarian Forum.

academic libraries in the future and suggested new areas that libraries should explore. From the research perspective, Lars Juhl Jensen, a Professor at the University of Copenhagen, explored how text mining can be used to augment and structure scientific knowledge with contextual information. He also explained computational methods for mining biomedical text.

Elsevier's Bernard Aleva covered the latest developments in an area of interest to both librarians and their user communities: the Article of the Future Project (www.articleofthefuture.com). The Article of the Future is revolutionizing the traditional online format of academic articles by focusing on presentation, content and context. **LC**

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Grants for Innovative Libraries in Developing Countries

The Innovative Libraries in Developing Countries program awards grants to libraries for improving access to and use of scientific, technical and medical information. The 2011 library grant recipients, announced in January 2012, address real developing world issues through the use of STM information resources.

THE ELSEVIER FOUNDATION The Elsevier Foundation funded \$150,000 of new grants including:

- A Solution in Sight: Eight Developing Country Resource Centers Improve Access to the World's Ophthalmic Information, Seva Foundation, USA
- Strengthening Agricultural Researchers and Extension Staff's Skills for Access to, Use and Sharing of Agricultural Information Resources in Tanzania, Sokoine National Agricultural Library, Tanzania
- Collaboration for Evidence Based Healthcare, Library Training, Royal Tropical Institute (KIT), The Netherlands
- Nuclear Claims Tribunal Records Preservation, Nuclear Claims Tribunal, Republic of the Marshall Islands
- Improving Library Resource Sharing Through the Union Catalogue Among Laos Libraries Central Library, National University of Laos, Laos

"Access to information initiatives, development of skills and consistently enhancing knowledge of healthcare workers are ongoing endeavours to more equitable, better informed and increasingly evidence based healthcare worldwide," said Jan Donner, President of the Royal Tropical Institute (KIT) in the Netherlands. "The Elsevier Foundation's library grant is a key contribution to the Collaboration for Evidence Based Healthcare, which emphasizes the critical role that clinical librarians play in supporting healthcare workers in continuously improving healthcare on a global scale."

In addition to the 2011 grants, the Elsevier Foundation supports an additional four ongoing multiyear library projects. View Innovative Libraries stories on the Elsevier Foundation website. **LC**

🌐 www.elsevierfoundation.org/innovative-libraries/

India's scientific output highlighted in series of Library Connect events

During five seminars held last November, more than 174 librarians and related attendees came together to discuss creation and dissemination of information from India's scientific community, and to learn more about and share library best practices. **LC**

Finding the right word — easier than you think with Elsevier's English Language Services

Librarians are taking on greater responsibility for assisting faculty and researchers with the publications process. Many of these authors may be publishing in English as non-native speakers, and though the content may be excellent, the word choice and sentence structure may need a little (or a little more) help.

More than 11,000 researchers have used the service since it was introduced two years ago.

Instead of dusting off your Oxford English Dictionary, introduce your writers to the English Language Editing Service provided online via Elsevier's WebShop. After users upload their manuscripts, professional editors ensure they are free of grammatical and spelling errors within five business days. More than 11,000 researchers have used the service since it was introduced two years ago.

"The growth in usage has been exponential," says Fabian Kersten, WebShop Manager. "We attribute this to our return customers, their recommendations and, of course, the quality of the service provided."

In addition to English Language Editing, the WebShop offers a number of services to authors, including creation of scientific and medical illustrations and translation from several languages to English.



Alexander Belov,
Head of the IT
Department, State
National Research
Polytechnical
University of Perm
Scientific Library

"I've used the WebShop four times and found it very useful. International conferences require two versions of articles – in Russian and English. For me it is very difficult to translate work written in Russian to English, because I like to use long sentences with adverbial and participial constructions. Therefore, after I translate, I want to have someone with English language expertise edit it. I tried to use local services, but I encountered problems with the professional vocabulary. This problem does not appear when I used WebShop."

As the academic world continues to globalize, publishing internationally and reducing rejections becomes more important to authors. These concerns were paramount in Beijing Normal University's recent decision to enter into an institutional arrangement with the English Language Editing service.

<http://webshop.elsevier.com/languageediting/index.cfm>

"Beijing Normal University attaches great importance to internationalization," said Kai Xiao, Deputy Director for International Exchange and Cooperation at Beijing Normal University. "However, English language is a bottleneck for our faculty and students to publish internationally, especially in high-impact journals. By using Elsevier's Language Editing Services, including a customized workflow tailored to the needs of BNU, we are able to remove that language barrier. We believe this will greatly increase the interest and confidence among faculty and students in publishing their research in English."

Elsevier offers various ways in which institutions can facilitate access to Elsevier Language Services, ranging from pre-payment models to local language submission interfaces and various discount opportunities. If you would like to discuss the possibilities for your institution or department, please contact Fabian Kersten or visit the Elsevier WebShop for more information. **LC**

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🌐 <http://webshop.elsevier.com/languageservices/>



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