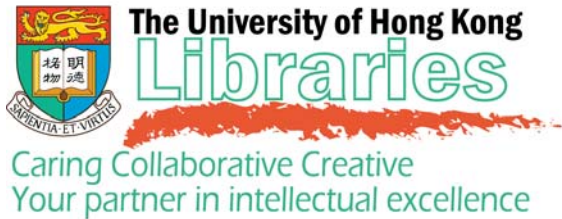# Refocusing for the future:
Meeting user expectations in a digital age.

Peter Sidorko and Tina Tao Yang
The University of Hong Kong

The 4th Shanghai International Library Forum

The University of Hong Kong
Libraries

SAPIENTIA·ET·VIRTUS

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Your partner in intellectual excellence

Welcome to HKU Libraries

URL: lib.hku.hk

Outline

1. Change, service and the culture of the organisation

2. The Library in the University Community

3. Developing User-Centred Services

4. Developing a User-Centred Physical Environment

5. Outcomes and What Our Users Think

1. Change, service and the culture of the organisation

The University of Hong Kong Libraries

- Background

- Reputation

- Change in management

- Change in higher education

- Service issues

- "a very strong pull toward the traditional, functionally based organization"

Thinking again!

- "focused on and organized around the customers and their needs

- move away from rank and position based assignments

- staffing distribution should be based on data rather than perceptions and history

- remove barriers to effective horizontal communication

- 'bosses' should roll up their sleeves!"

Team-based structure

- Main Library Services Team

- Technical Support Services Team

- Branch Libraries Services Team

- Collection Development Team

- Administrative Service Team.

Expertise teams

- IT in Learning Support Team
- Fund Raising and Public Relations Team
- Effectiveness Assessment (Needs Analysis) Team

Service and the organisation

- A company that has a well-defined customer focus and that successfully manages the knowledge gained through incremental improvements is much more likely to trigger *innovation* than is an organisation that is satisfied with the status quo.
  - W. Edwards Deming

Service issues

- Aligning service and the customer with the organisation's vision and strategy.

  - Strategic plan

- Develop institutional "service standards" or a service commitment statement.

  - Service standards: We vow to provide all library users with a high level of service that will always be *courteous, friendly, helpful* and *fair*. In meeting your information needs we will be *professional, accurate, responsive* and *timely*.

- Branding exercise

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Service-Profit Chain

- Essentially, service profit chain draws a direct link between employee performance and company profit.
- Happy and motivated employees provide high output and high quality output.
- High output and high quality output lead to customer value.
- High customer value leads to happy customers which leads to higher profits.
- Management's investment in staff is therefore directly linked to profitability.

Our focus

- Communication
- Skills development – task and skills oriented
- Customer service training package

2. The Library in the University Community: A Focus on Teaching and Learning

1 Getting involved: Knowledge Team

- Foster, encourage, and support academic leadership in the planning and implementation of ICTs

- Improve teaching and learning through IT

- Integrate technology throughout the curriculum

- etc

Knowledge Team Activities

- e-Learning Platforms:

- Institutional IT/Knowledge Repositories

- Plagiarism Awareness, Detection and Deterrence

- SARS and crisis management

- Learning Commons

- Endnote

- Student e-portfolio software, the University Laptop program, podcasts and blended learning.

Information Literacy

- Abilities to

"recognize when information is needed and the ability to locate, evaluate and use effectively the needed information"

- American Library Association, 1989

Upgrade Library Instruction

- Appointed an Information literacy coordinator (2003)

- Instruction team: Reference Librarians, Branch Librarians and Subject Librarians

- Job duties:
  - Reference Librarians: general orientations/courses
  - Branch and Subject Librarians: subject-specific courses

Courses We Offer

- One-Day Postgraduate Workshop
- Library orientations for freshmen/postgraduates/new staff
- Library courses
- Foundations of Information Technology (3 credits)
- Endnote: bibliographical software
- Turnitin
- Databases demo

Growth in Library Courses 2001-2008

Number of sessions
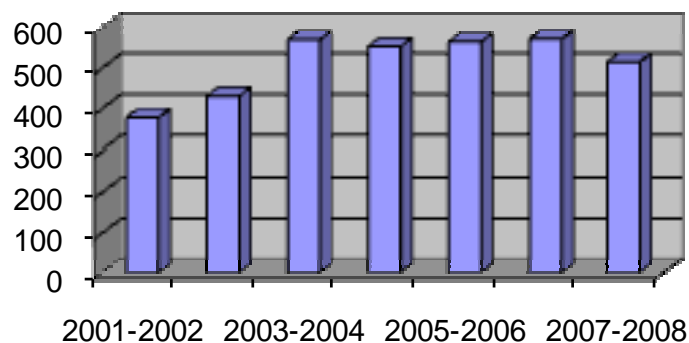
Number of learners
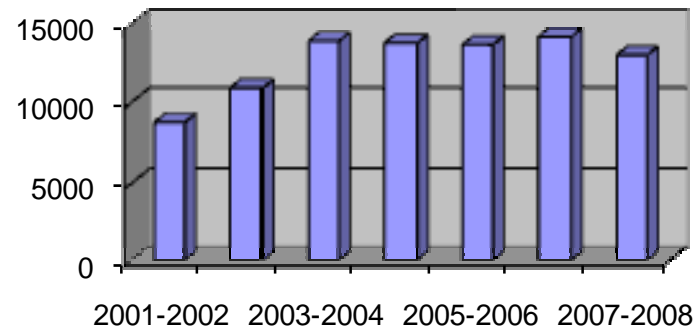
Feedback

- Enjoy all library courses so far; they have been helpful
- excellent course for me
- Thanks for the little gifts
- Thank you so much for giving me the workshop!
- Extremely useful course/workshop. Thank you.
- The course is very well organized indeed, I've learnt exactly what I need, thank you!
- I think this course is very useful and effective in teaching me the skill to search for journals~

- One-to-one advisory service
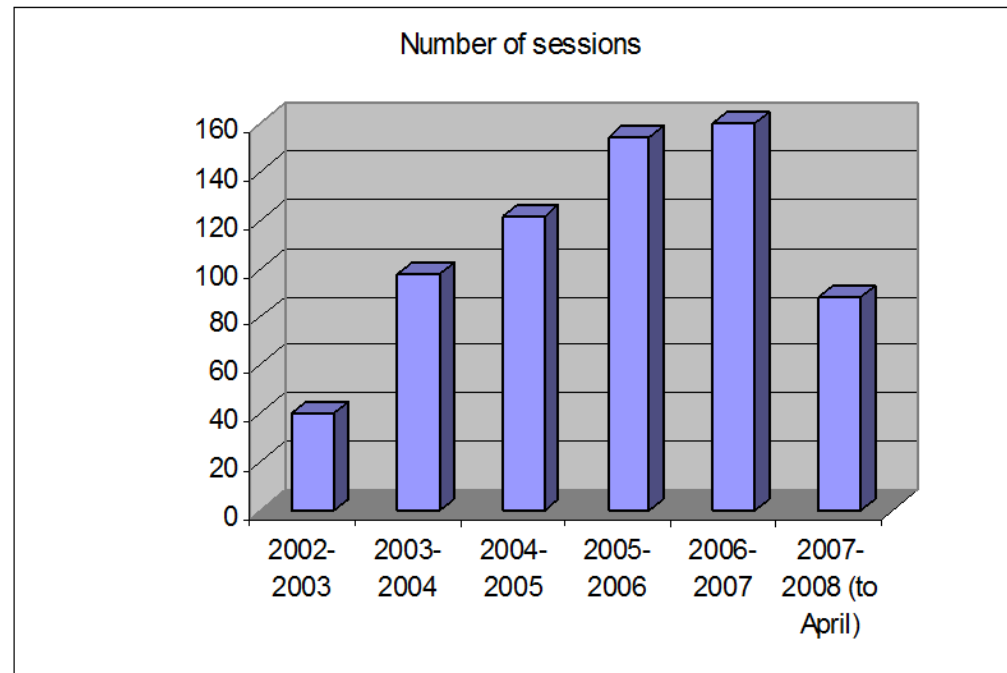
Table 3. Growth in Research Consultations 2002-2008.

3. Developing User-Centred Services: Supporting Teaching and Learning

Before 2003

- 5 Branch Libraries: Law, Medicine, Music, FPS, Dental and Education

After 2003

- Branch Libraries
- Subject Librarians:
  - Arts, Architecture Sciences/Engineering, Social Sciences, Business/Economics

- Represent both Libraries and the Faculties
- Serve on the Faculty Board and committees
- Strive for better communication, integration and collaboration

2 Current Awareness

- My Alerts
  - My TOC; My New Additions
- SMS
- Subject blog
- RSS feeds

Emphasis on Access

3

- HKALL
  - Loan of Books from other local academic libraries
- Interlibrary Loans (ILL)
  - Procure <u>books</u> not available in HKUL/ local libraries
  - Procure <u>journal articles</u> not available in HKUL
- Centre for Research Libraries (CRL)
  - Access about 2000 North American academic and research libraries
- Remote Access

HKUL Digital Initiatives

Google™ Custom Search [ ] [Search]

- Basic Law Drafting History Online
- Beijing Historical Geography Database 北京歷史地理數據庫 HKU ONLY
- China Through Western Eyes
- Chinese Collectanea in Japanese Libraries 日本見藏中國叢書目錄
- Community Health Projects
- Digital Editions from HKU Press HKU ONLY
- e-Video HKU ONLY
- Electronic Gallery of HKU
- ExamBase HKU ONLY
- Fung Ping Shan Library Rare Book Catalogue
- Historical Laws of Hong Kong Online
- HKU Scholars Hub
- Hong Kong and the West until 1860
- Hong Kong Government Reports Online (1853-1941)
- Hong Kong Journals Online
- Hong Kong Listed Company Papers Online
- Hong Kong Newspaper Clippings Online HKU ONLY
- Hong Kong Oral History Archives
- Hong Kong Stock Market Archives and Artifacts Collection
- Hong Kong Tourism Board Collection
- Hong Kong Table of Contents Database
- Hong Kong University Theses Online
- The Last Governor Online HKU ONLY

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One-Stop Searching

Advanced Search

Search for:			
	_____	as Keywords ▼ (Term1)	Search Clear View Saved
	◉ and ○ or ○ not		
	_____	as Keywords ▼ (Term2)	
	◉ and ○ or ○ not		
	_____	as Keywords ▼ (Term3)	

Construct Search as: ◉ (Term1 * Term2) * Term3 e.g. (Red AND White) OR Blue ○ Term1 * (Term2 * Term3) e.g. Red AND (White OR Blue)

Search by Category:
☑ Best Bets   ☐ Full Text Databases   ☐ Indexes & Abstracts
☐ Library Catalogues   ☐ Search Engines   ☐ Reference
☐ Chinese Databases   ☐ e-Book Collections

Search by Individual Resource:

Best Bets	Full Text Databases	Indexes & Abstracts
☑ JSTOR	☐ ACM Digital Library	☐ MathSciNet
☑ ProQuest	☐ Cambridge Journals	☐ SCOPUS
☑ EBSCOhost Databases	☐ General One File	☐ Web of Science
☑ Google Scholar	☐ Ingenta Connect	☐ Google Scholar
☑ Dragon, HKUL Catalogue	☐ Oxford Journals	
☑ PUBMED	☐ SAGE	

MyLibrary

6

logged in as "Ms. Yang Tao".

 Download MyLibrary Outlook Add-in

Logout

...rarian(s)

...erence librarian:
...rary Reference Librarian
...203,
hkulref@hkucc.hku.hk).

To recommend books:
BRO.

Ask a Librarian

My Links

Quick Searches

Dragon (by Keyword) ▼

wisenews^7

Search

Library Links

1. Book Talk
2. Dragon
3. e-forms
4. Focus
5. Hours
6. Library courses
7. News

HKU Links

1. Department of Politics and Public Administration
2. University Calendar
3. University Home Page
4. University map

Reference Shelf

1. Almanac of American politics
2. Britannica Online
3. Oxford English Dictionary

Databases

1. International political science abstracts
2. PAIS international
3. Sage public administration abstracts
4. Worldwide political science abstracts

Etexts, Ejournals, EBooks, and E-news

MyAlerts

- MyAlerts
- New Acquisitions List

Your profile presently includes:
- Politics & Public Administration
- Politics & Public Administration

Library 2.0

- Subject Blog
- Wiki at HKUL
- HKUL at Facebook
- Encore

Subject Blog

CATEGORIES

All
Architecture
Arts
Business & Economics
Dentistry
Education
Electronic Resources
Engineering
Internet Resources
Law
Medicine
Music
Science
Social Sciences
Uncategorized

TAG CLOUD

AccessMedicine Add new tag AIP
American Studies Applied
Linguistics Australian Association
of Writing Programs content
update

New interface of Global Legal Monitor Launched

Sep 27 2008

Published by Law Library under Law
Tags: Law Library of Congress

The Law Library of Congress launched the redesigned **Global Legal Monitor (GLM)**. It was transformed from a monthly published PDF to a dynamic continuously updated website. You can now explore more interactive features, such as browsing legal developments by topic or by jurisdiction or performing advanced searching. For easy access, sharing and bookmarking, each legal development has its own permanent link. You may wish to subscribe to RSS feed to keep track of its updates, view webcasts or listen to podcasts featuring authors from National Book Festival, etc.

BOOKMARK

No responses yet | 10 views

Informaworld downtime 27-28 September

Sep 27 2008

Published by electronic resources coordinator under Electronic Resources
Tags: downtime, informaworld

Users may experience intermittent access to informaworld FROM 9 a.m. Saturday September 27, 2008 TO 9 a.m. Sunday September 28, 2008, HK Time.

The vendor will need to complete some essential maintenance and is expecting two short periods of downtime throughout the day which will last a maximum of thirty minutes. The informaworld team would like to apologise to our users for any inconvenience this might cause.

Informaworld is the online home of publications from Taylor & Francis, Routledge, Psychology Press

Wiki@HKUL

HKUL at Facebook

Encore

4. Developing a User-Centred Physical Environment

Knowledge Navigation Centre (Main Library) -- The largest cluster of computers in HKU Libraries

Student Learning Centre

G/F., Old Wing

Open 24 hours

Group Viewing Room

Single Study Rooms

Food and Drink Policy @HKUL

- Six Month Trial
  1 July 2008 - 31 December 2008

5. Outcomes and What Our Users Think

Outcomes

- Improved customer focus and service

- Campus player, sometime leader

- Flexible staffing and staff profile

- Innovative service provider

Proof

- Biannual Library User Surveys: 2003-2008
- Narrowing the gap between what's **important** to users and our **performance**
- 28 of the 34 survey questions achieved a smaller gap between importance and performance, progressively since 2003.

Library User Surveys: 2003-2008
Mean gaps between importance and performance

Question	2003/04			2005/06			2007/08		
	Mean Importance	Mean Performance	Mean Gap	Mean Importance	Mean Performance	Mean Gap	Mean Importance	Mean Performance	Mean Gap
Library staff are knowledgeable and answer enquiries accurately and clearly	4.23	3.99	0.25	4.24	4.00	0.24	4.21	4.08	0.13
Library staff are readily available to provide assistance and respond in a timely manner	4.24	4.04	0.20	4.22	4.04	0.18	4.22	4.13	0.09
Assistance from librarians	3.92	3.8	0.13	4.01	3.87	0.14	3.95	3.89	0.06
Library staff are polite and friendly	**4.14**	**4.06**	**0.08**	**4.18**	**4.06**	**0.12**	**4.17**	**4.14**	**0.03**
Ease of use (of electronic resources)	4.36	3.67	0.71	4.39	3.79	0.60	4.38	3.81	0.56
Ease of locating electronic resources	4.34	3.66	0.70	4.40	3.74	0.66	4.36	3.81	0.55
Prompt action is taken regarding missing books & journals	3.96	3.31	0.67	3.96	3.42	0.54	3.86	3.49	0.37

Thank you!

Questions?