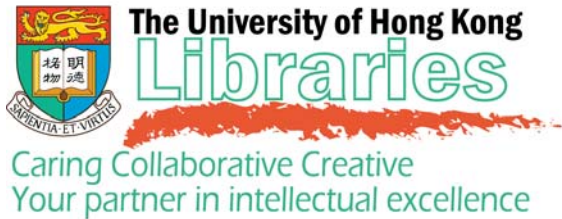




Refocusing for the future: Meeting user expectations in a digital age.

Peter Sidorko and Tina Tao Yang
The University of Hong Kong

The 4th Shanghai International Library Forum



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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

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1. Change, service and the culture of the organisation

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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”

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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!”

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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.


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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

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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

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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.



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2

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

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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

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Courses We Offer

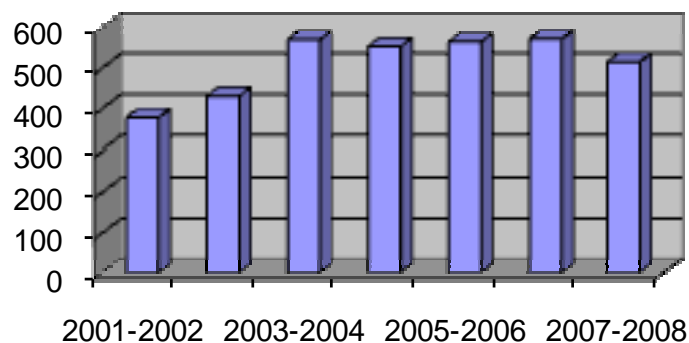
- One-Day Postgraduate Workshop
- Library orientations for freshmen/postgraduates/new staff
- Library courses
- Foundations of Information Technology (3 credits)
- Endnote: bibliographical software
- Turnitin
- Databases demo

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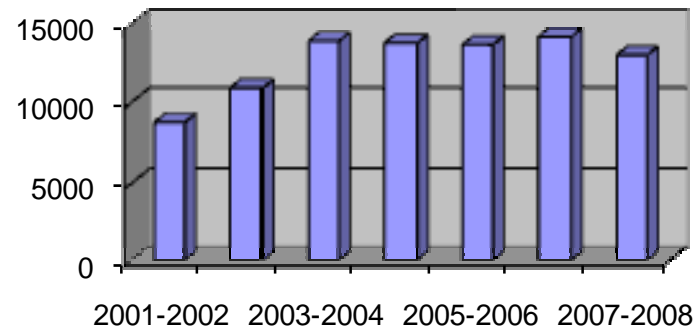
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Growth in Library Courses 2001-2008

Number of sessions



Number of learners



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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~

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3

Research Consultations

- One-to-one advisory service

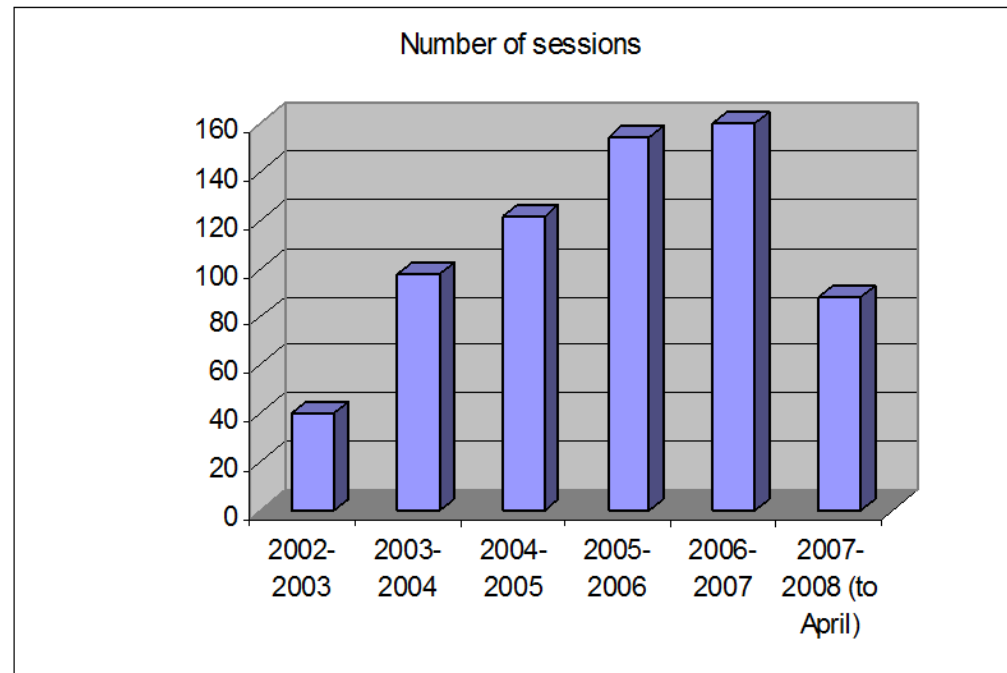


Table 3. Growth in Research Consultations 2002-2008.

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

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1

Subject – Specialized Services

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

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2

Current Awareness

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

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3

Emphasis on Access

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

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Going Digital

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 *****
- 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 *****
- e-Video *****
- Electronic Gallery of HKU
- ExamBase *****
- 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 *****
- 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 *****

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One-Stop Searching

Advanced Search

Search for:

as **Keywords** (Term1)

☒ and ☐ or ☐ not

as **Keywords** (Term2)

☒ and ☐ or ☐ not

as **Keywords** (Term3)

[Search](#) [Clear](#) [View Saved](#)

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:

- | | | |
|---|--|--|
| <input checked="" type="checkbox"/> Best Bets | <input type="checkbox"/> Full Text Databases | <input type="checkbox"/> Indexes & Abstracts |
| <input type="checkbox"/> Library Catalogues | <input type="checkbox"/> Search Engines | <input type="checkbox"/> Reference |
| <input type="checkbox"/> Chinese Databases | <input type="checkbox"/> e-Book Collections | |

Search by
Individual
Resource:

- | | | |
|--|---|--|
| <p>Best Bets</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> JSTOR <input checked="" type="checkbox"/> ProQuest <input checked="" type="checkbox"/> EBSCOhost Databases <input checked="" type="checkbox"/> Google Scholar <input checked="" type="checkbox"/> Dragon, HKUL Catalogue <input checked="" type="checkbox"/> PUBMED | <p>Full Text Databases</p> <ul style="list-style-type: none"> <input type="checkbox"/> ACM Digital Library <input type="checkbox"/> Cambridge Journals <input type="checkbox"/> General One File <input type="checkbox"/> Ingenta Connect <input type="checkbox"/> Oxford Journals <input type="checkbox"/> SAGE | <p>Indexes & Abstracts</p> <ul style="list-style-type: none"> <input type="checkbox"/> MathSciNet <input type="checkbox"/> SCOPUS <input type="checkbox"/> Web of Science <input type="checkbox"/> Google Scholar |
|--|---|--|

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MyLibrary

logged in as "Ms. Yang Tao".



[Download MyLibrary Outlook Add-in](#)

Librarian(s)



My Links



Quick Searches



Reference librarian:
Library Reference Librarian
203,
hkulref@hkucc.hku.hk.

Dragon (by Keyword) ▾

wisenews^7

Search

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To recommend books:
[BRO](#).

[Ask a Librarian](#)

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



Etexts, E-journals, EBooks, and E-news



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

MyAlerts



- [MyAlerts](#)
- New Acquisitions List

Your profile presently includes:

- [Politics & Public Administration](#)
- [Politics & Public Administration](#)

Books due

◀ Sep 2008 ▶												
	1	2	3	4	5	6						
7	8	9	10	11	12	13						
14	15	16	17	18	19	20						
21	22	23	24	25	26	27						
28	29	30										

Click [here](#) to view your books due



7

Library 2.0

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

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Subject Blog

September 2008

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					
« Aug						

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

Published by [Law Library](#) under [Law](#)
Tags: [Law Library of Congress](#)

Sep
27
2008

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

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Informaworld downtime 27-28 September

Published by [electronic resources coordinator](#) under [Electronic Resources](#)
Tags: [downtime](#), [informaworld](#)

Sep
27
2008

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

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special

All articles

Display pages starting at:

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HKUL at Facebook

Welcome to the new Facebook

facebook

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Profile

Friends

Inbox

Tina Yang

Settings

Logout



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Circulation Record

Invite friends

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- Wiki@HKUL

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- E-forms
- Library Courses
- Off-campus Access
- New Acquisitions Lists

Research Tools

- Dragon, HKUL Catalogue
- HKALL
- Electronic Resources
- HKUL Digital Initiatives
- ResearchPro
- Endnote
- Turnitin

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Encore



Search:

marriage and hong kong



[Advanced Search](#)



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Caring Collaborative Creative
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Refine by:

► SEARCH FOUND IN

- Subject (50)
- Title (25)
- Author (6)
- **FORMAT**
- BOOK (285)
- THESIS (31)
- DVD (28)
- E-THESIS (27)
- EBOOK (20)
- + more
- **COLLECTION**
- Fung Ping Shan Library (11)
- Hong Kong Collection (295)
- Contemporary China Collection (9)
- Serials Collection (4)
- Non-Print Materials (40)
- **LANGUAGE**
- English (341)
- Chinese (120)
- French (2)
- Polish (1)
- Albanian (1)
- + more
- **PUBLISH DATE**
- 2008 (3)
- 2007 (19)
- 2006 (20)
- 2005 (21)
- 2004 (16)
- + more

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Marriage, divorce, and remarriage : professional practice in the Hong Kong cultural context

2005

Hong Kong : Hong Kong University Press, 2005.

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When marriage turns sour : middle age manual

2004

Hong Kong : the Centre, [2004]

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Survey on pre-marital couples' relationship and attitudes towards marriage : research report

2001

[Hong Kong : Hong Kong Family Welfare Society, 2001]

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Courtship and marriage

1998

Hong Kong : the Federations, 1998.

AVAILABLE - Spec Coll HK Pamp - HKP 306.734 C86

Recently Added:



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"wu" zhen"](#)
[wen juan diao
cha fa bu hui](#)



[Persuasion](#)



[Women of
Hong Kong](#)

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conferences held in hong
kong domestic relations

family **hong kong**
husband and wife

marriage

marriage counseling marriage
customs and rites marriage



4. Developing a User-Centred Physical Environment

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



Student Learning Centre



G/F., Old Wing

Open 24 hours



Welcome to HKU Libraries

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Group Viewing Room



Single Study Rooms



Welcome to HKU

URL: lib.hku.hk

Food and Drink Policy

@HKUL



- Six Month Trial
1 July 2008 - 31 December
2008



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5. Outcomes and What Our Users Think

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Outcomes

- Improved customer focus and service
- Campus player, sometime leader
- Flexible staffing and staff profile
- Innovative service provider

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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.

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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?

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