

E-resources - Value Added by Libraries to Enhance Usage

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- What tools and methods do Polish academic libraries apply to enhance usage of e-resources?
- Are academic libraries market-oriented in the context of e-resources provision?

Higher education institutions in Poland tertiary education (university level), 2009*

Schools 456
Public 131 Non-public 325

TOTAL

Universities	18	17	1
Univ. Technology	22	16	6
Univ. Medicine	9	9	0
Univ. Economics	83	5	78
Univ. Agriculture	8	7	1
Univ. Pedagogy	18	6	12
Fine Arts Acad.	21	18	3
Other	275	51	224

*Statistical Yearbook of the Republic of Poland, 2009

- Act of 27 July 2005 *Law on Higher Education*

... a higher education institution shall have a library and information system based on the library.

Virtual Science Library (WBN)

Since 2010 selected scientific resources of WBN are accessible for non-commercial academic and research institutions, entitled to subventions from the Ministry of Science and Higher Education, based on the national academic license. These resources comprise the Elsevier, Springer and WoK collections.

E-resources at Polish libraries

- home-made databases
 - digital libraries
 - institutional repositories
 - open access resources
-
- links to general and subject services

Tools to enhance access to e-resources

- description of e-resources
- classified links to resources
- tools that enable remote controlled access from outside the university
- unified browsing/searching systems of selected collections
- sophisticated complex systems for searching data from all the wide-ranging library collections, based on harvesting metadata from internal and external sources, enable simple and extremely quick searching of e-resources.

The research

- examination of university libraries' web pages
6 - 20 April 2010

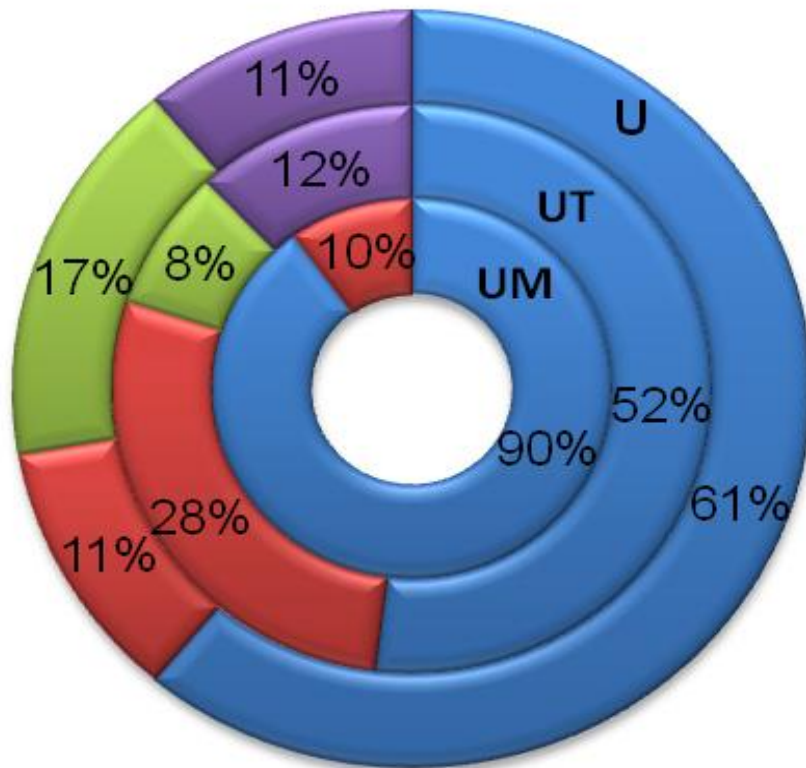
47 libraries:

- 17 general university libraries (U),
- 21 university of technology libraries (UT)
- 9 university of medicine libraries (UM)

- complimentary survey
13 - 27 April

responses from 27 out of 47 libraries

Presentation of e-resources on the library main web page



■ Types of documents

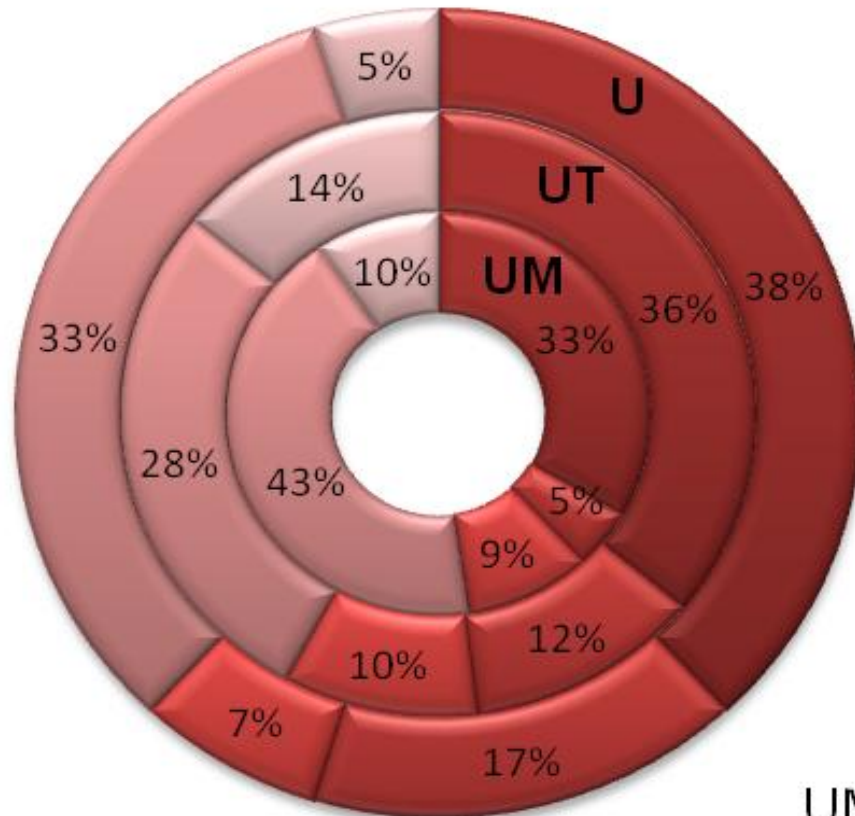
■ Full text or abstract only

■ Access rights

■ Other

UM - University of Medicine libraries
UT - University of Technology libraries
U - University libraries

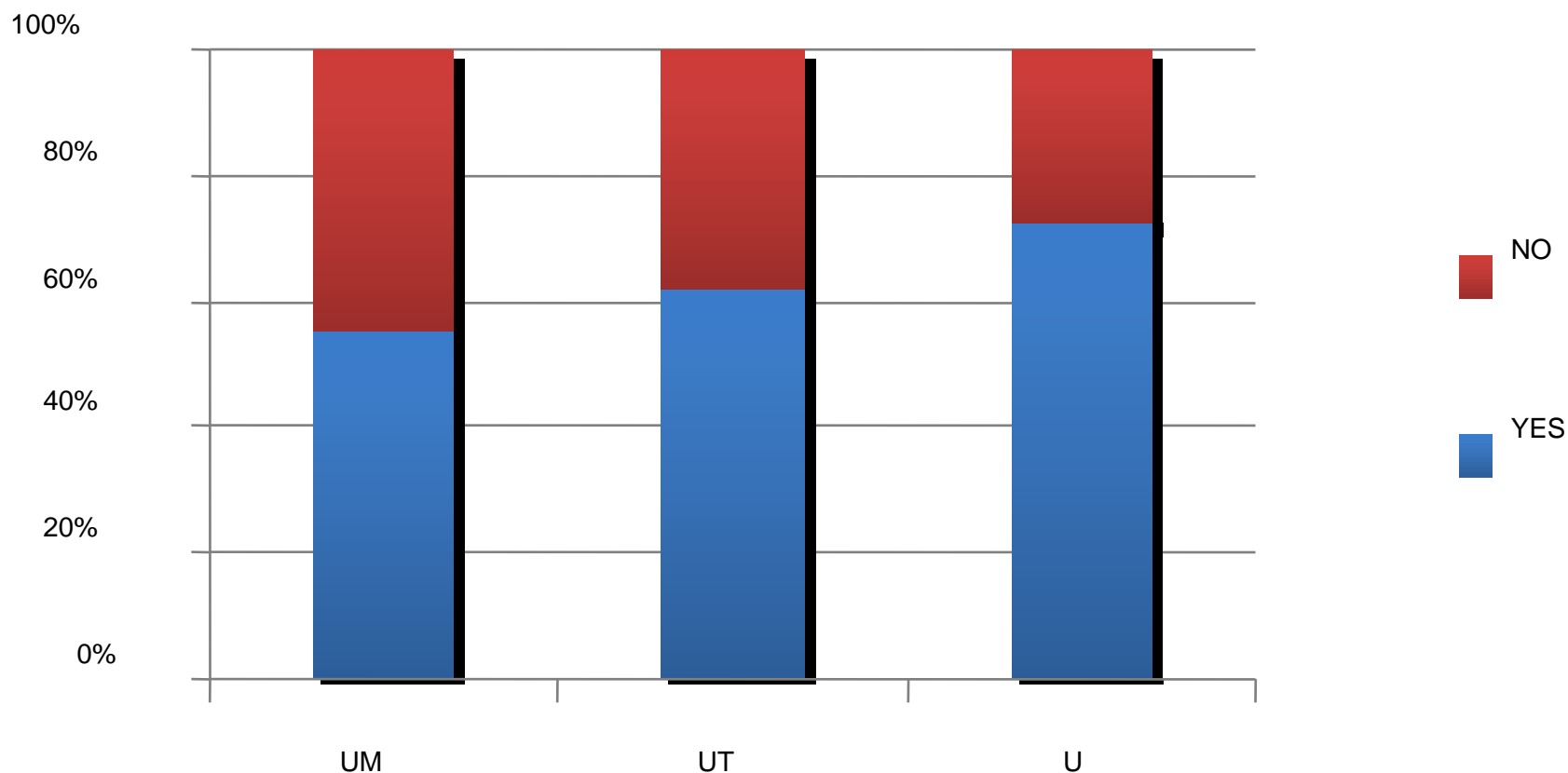
Presentation of e-resources – further subdivisions of e-collections



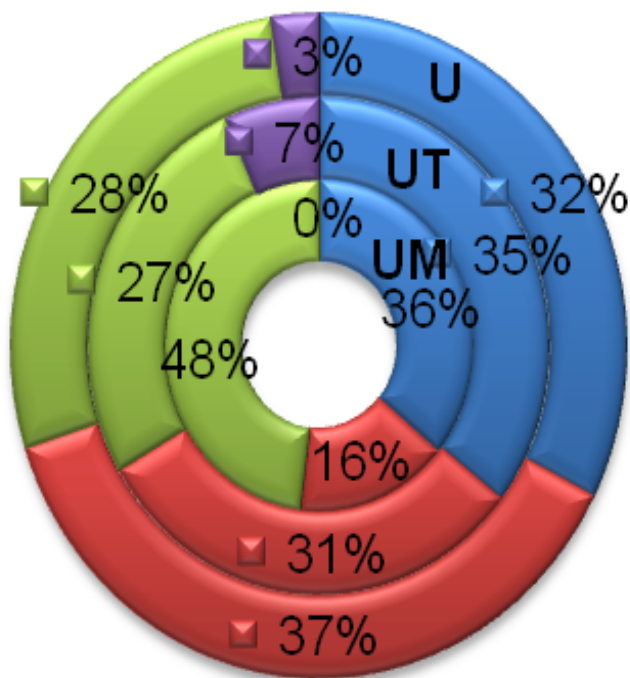
- Alphabetic order
- Subject classification
- Potential target groups
- Types of documents
- Full-text or abstract only

UM - University of Medicine libraries
 UT - University of Technology libraries
 U - University libraries

Remote access to subscribed licensed e-resources



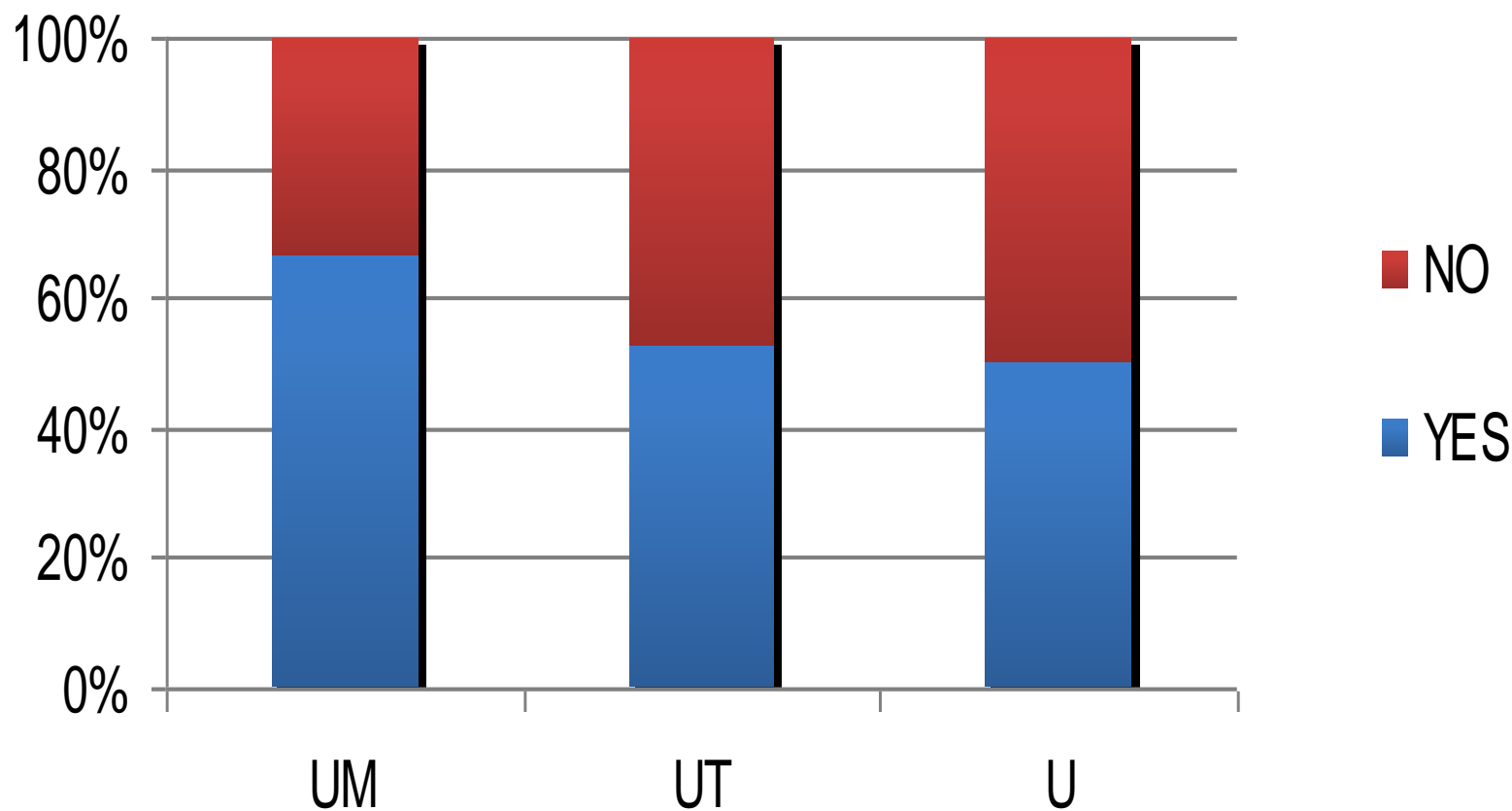
E-resources created by libraries accessible from their web pages



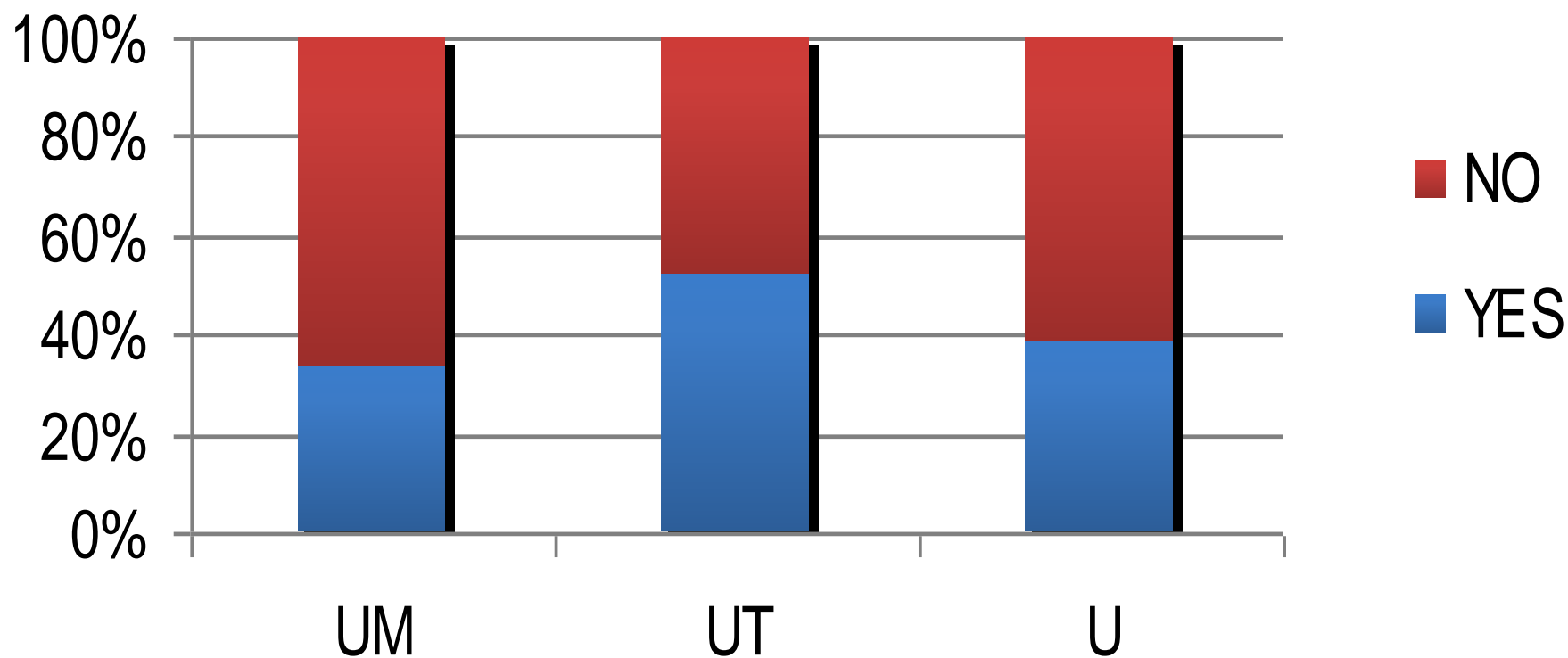
- Bibliography of Publications (BP) of the Univ. Staff
- Digital Library (DL)
- Both BP and DL
- None

UM - University of Medicine libraries
 UT - University of Technology libraries
 U - University libraries

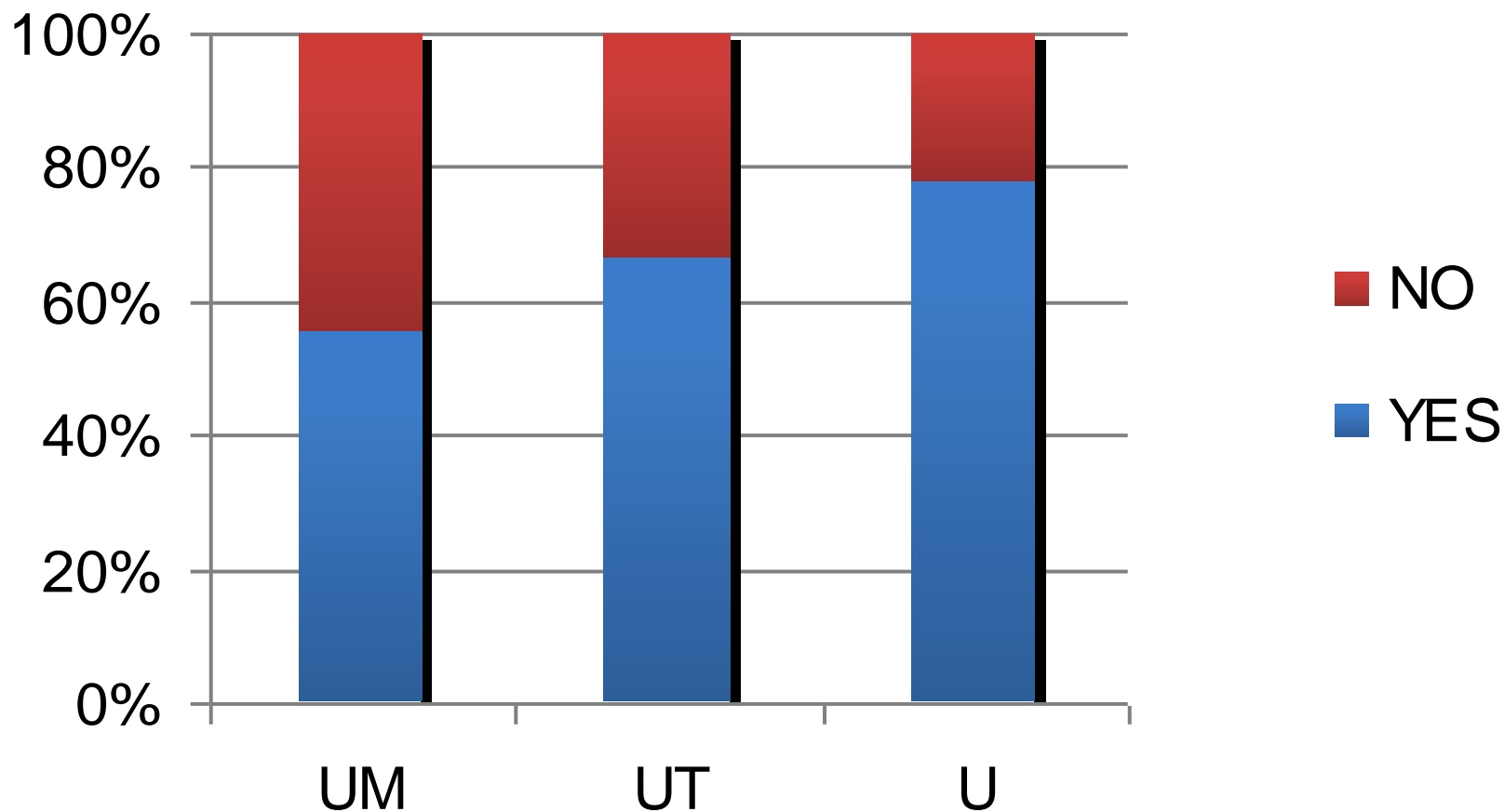
Tools for searching the library web page – presence of the searching box



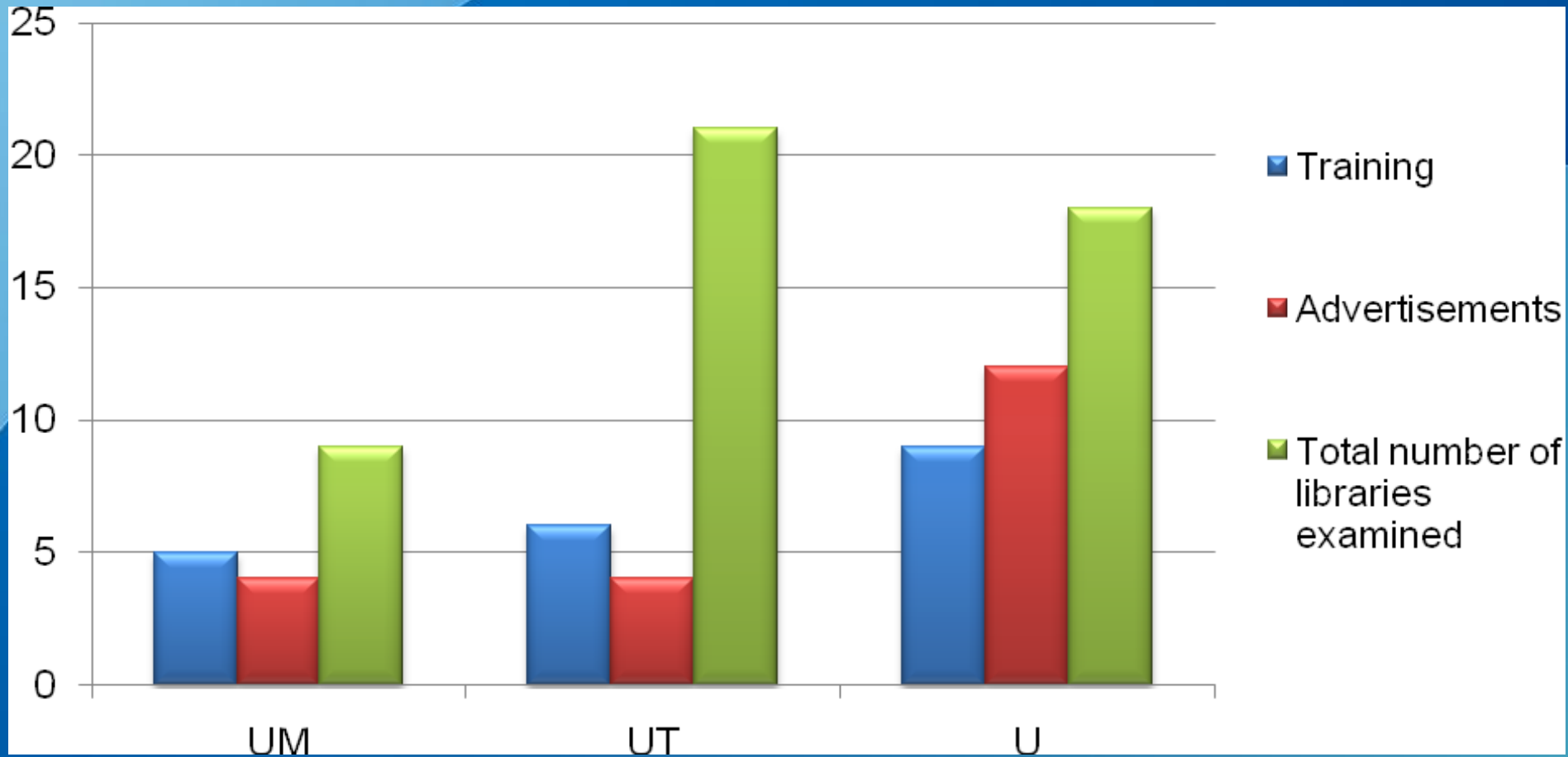
A-Z has a logo of the university library



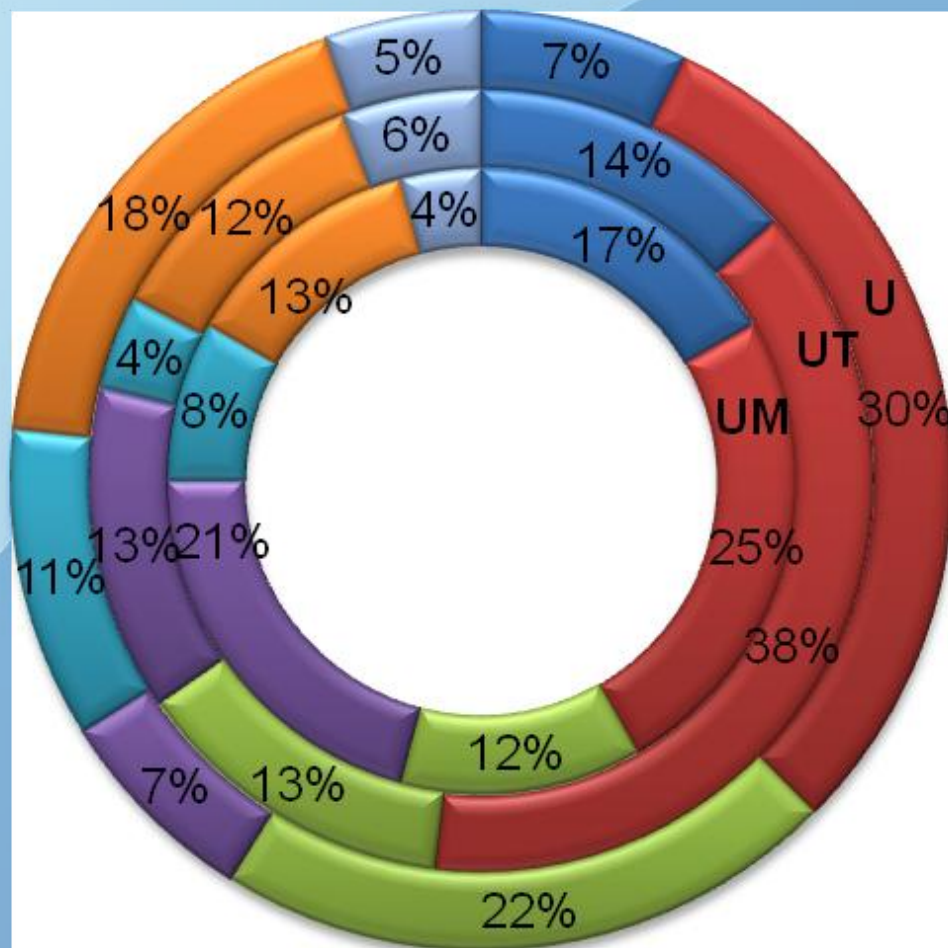
Special room for demo/tests at the library web page



Promotion of e-resources



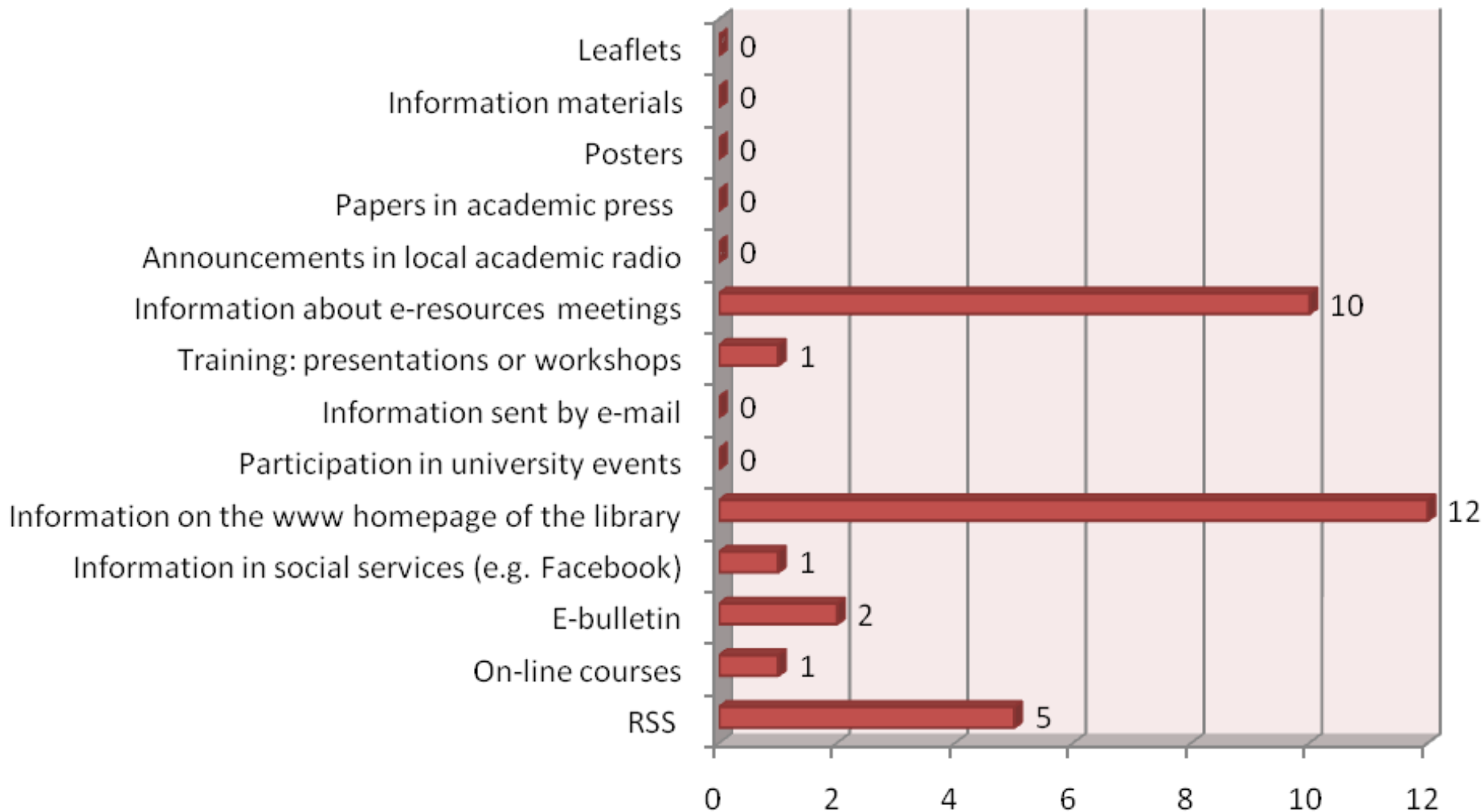
Assistance for users



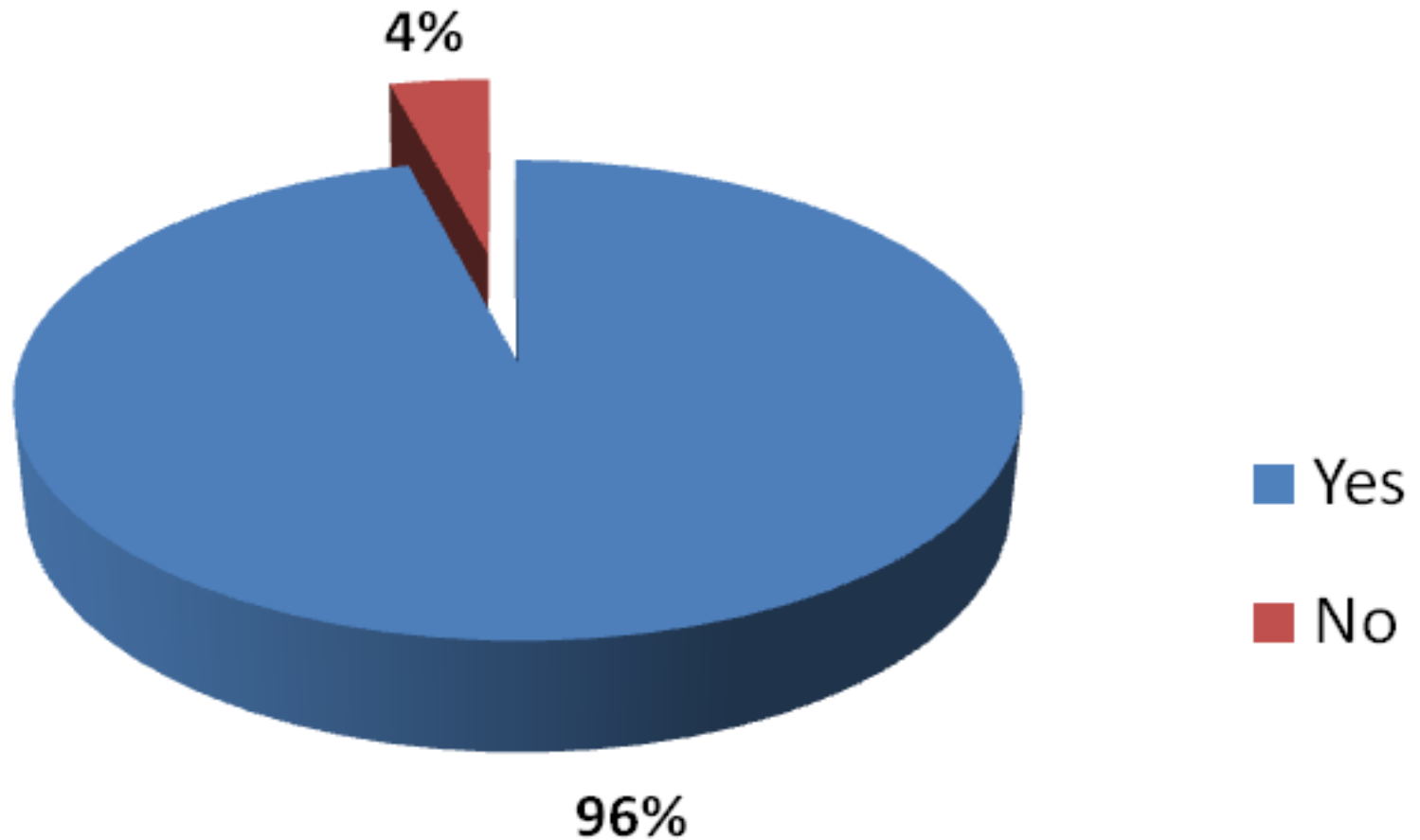
- Detailed instructions in several places of the web
- General information about the database
- Contact for e-resources users
- RSS
- On-line communicator
- Question form

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 UT - University of Technology libraries
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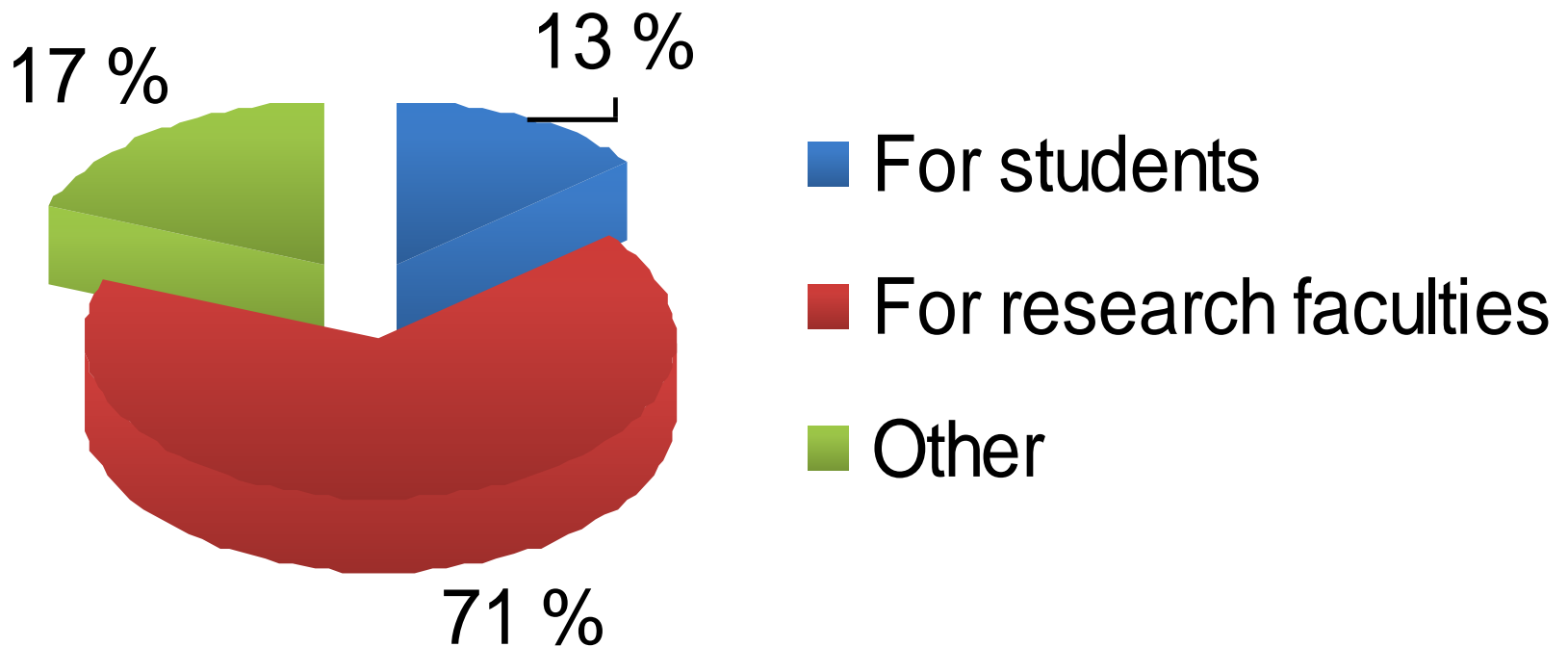
Promotional activities concerning e-resources at your library include:



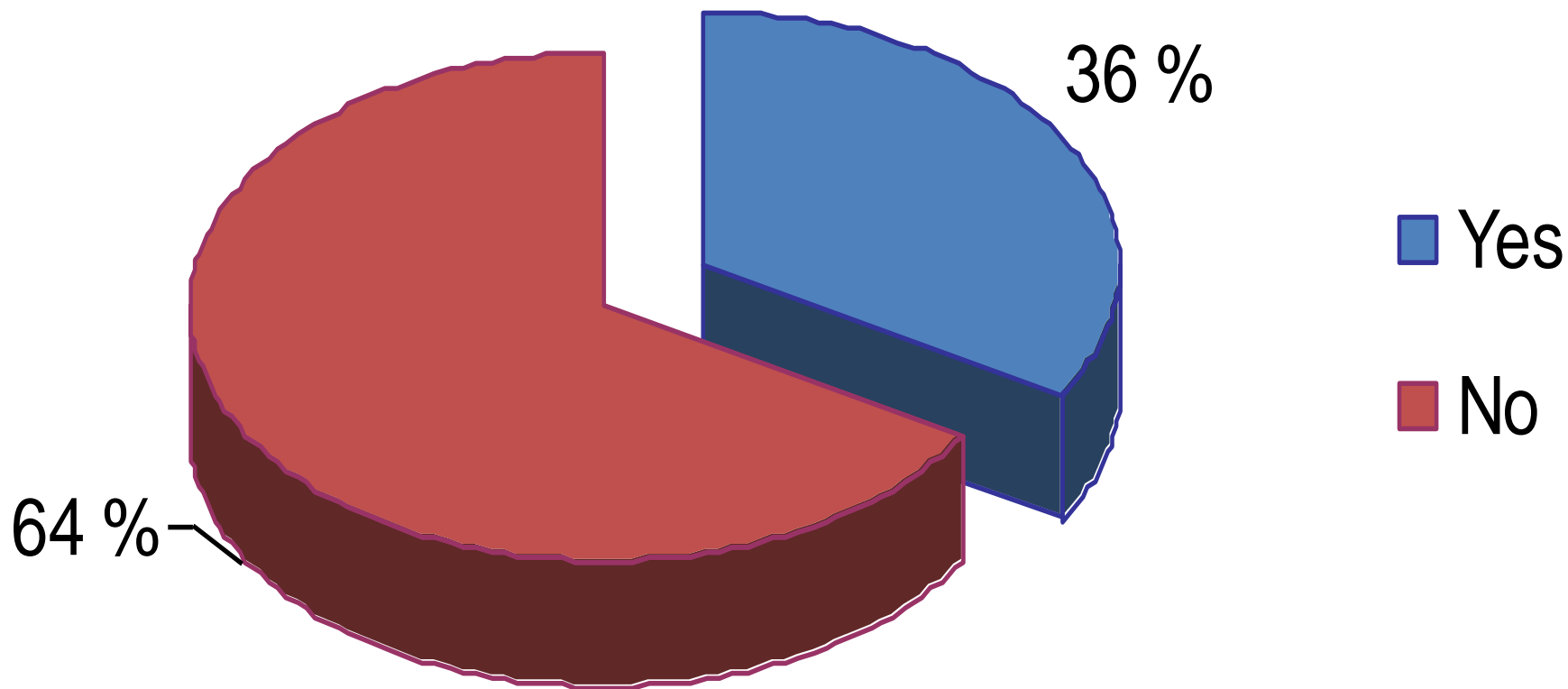
Does your library provide training on e-resources?



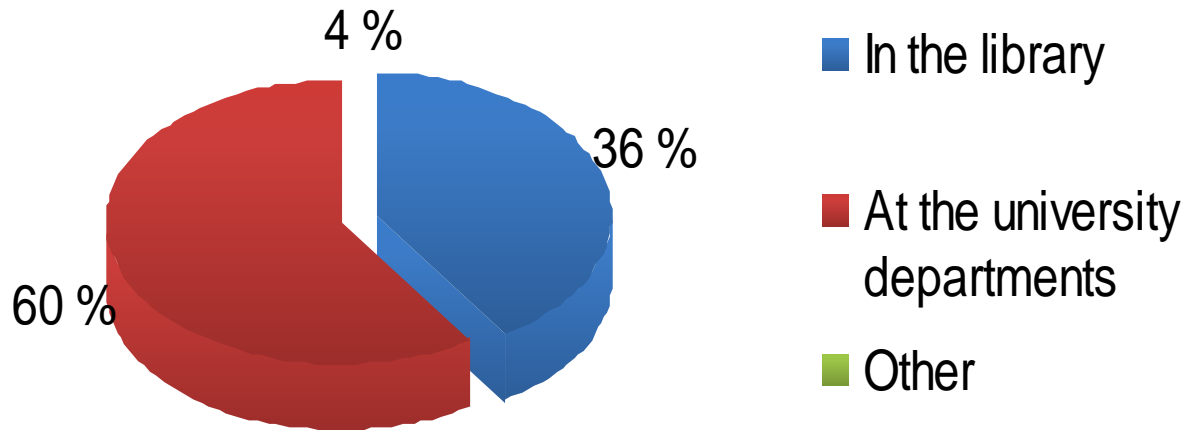
Who is the training delivered for?



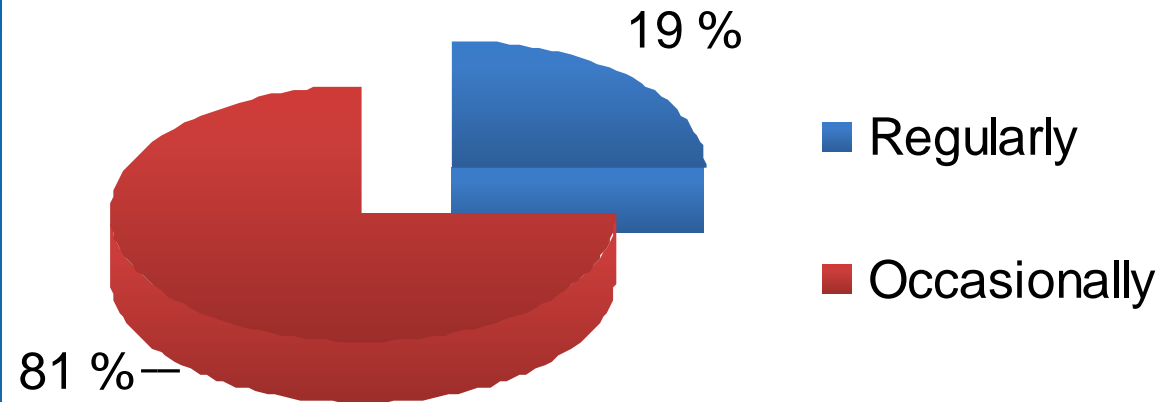
Has your library any programme concerning promotion of its e-resources?



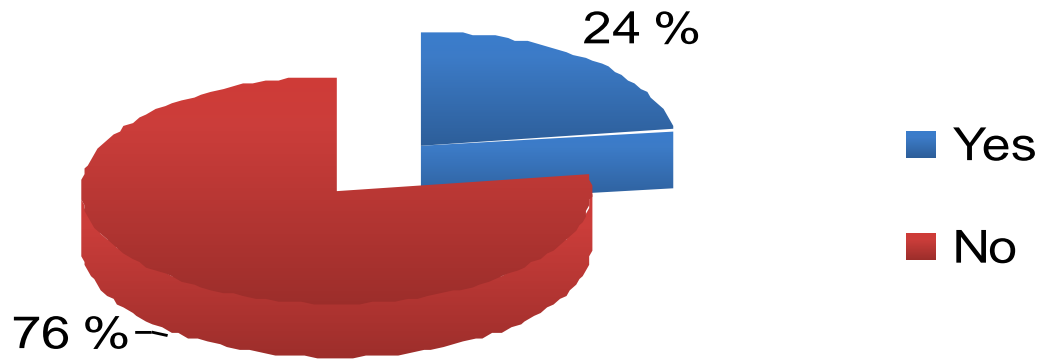
Where does the training take place?



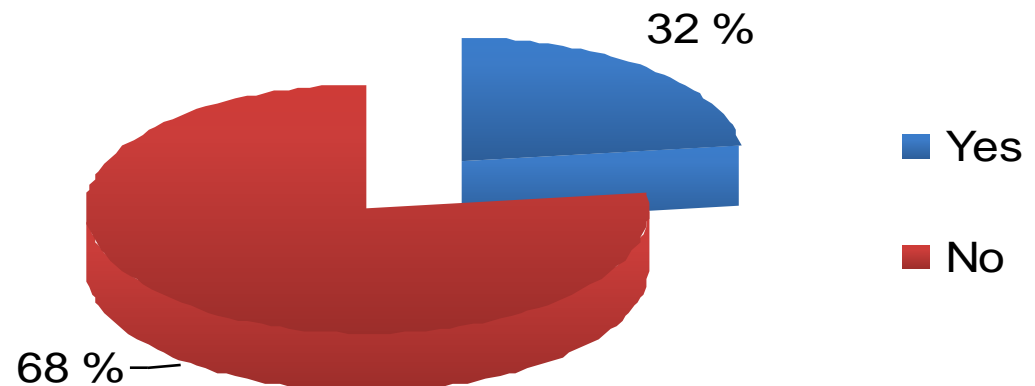
How often are the training sessions?



Does your library conduct research on users' needs?



Does your library conduct research into the level of users' satisfaction with e-resources provided by the library?



Marketing approach to e-resources management

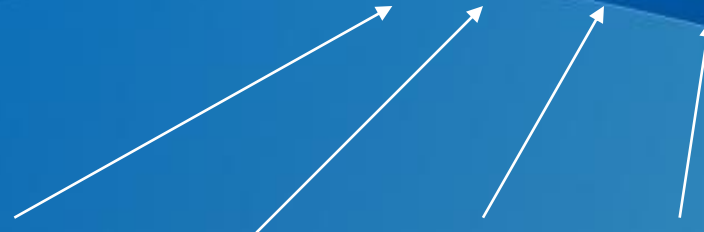
Marketing is the process by which companies determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development. It is an integrated process through which companies create value for customers and build strong customer relationships in order to capture value from customers in return

Wikipedia <http://en.wikipedia.org/wiki/Marketing>; Kotler P., Armstrong G., Wong V., Saunders J. (2008). *Marketing defined. Principles of marketing* (5th ed.). p. 17. http://books.google.com/books?id=6T2RU_E5U5aC&pg=PP1&pg=PA7#v=onepage&q=&f=true
[Retrieved: 2010-05-12]

**financial
profit**



social benefit



library users' knowledge, competence, skills,
fulfillment of users' expectations.

marketing management
of academic library e-resources

Target groups

academic staff / faculties / researchers

young researchers, post docs

distance-learning

subject university units

undergraduate / graduate/ postgraduate

full-time / part-time students

understanding
the needs and expectations of users

Final conclusions

Marketing approach to library services changes the library itself and the way it is perceived within the society.

It strengthens the role of academic library in research and education process.

In order to make the library work effectively and efficiently it seems important to adopt some marketing tools.

Particularly, libraries should prepare good marketing plans based on regular, segmented market, research.

Library marketing requires coordinated, long-term and complex policy. Consistent adherence to adopted guidelines is of vital importance.