



Council of New Zealand University Librarians

Kaunihera o ngā Kaimahi Whare Pukapuka i ngā Whare Wānanga o Aotearoa

Library and information industry future trends to 2015

This report focuses on the university sector but some of the matters raised will be of application in the wider library and information sector. The goal was stated as trends to 2010 but as this date is so close, we thought it would be more useful to push the timeline out to 2015.

Purpose

To be a trustworthy source for students and staff of New Zealand universities of:

- Authoritative knowledge in all its forms required to advance teaching (passing on knowledge), learning (applying knowledge), and research (creating knowledge);
- Skills in information seeking and management;
- A place for learning and creativity;
- Leadership in a knowledge society.

Key Roles

Space and Place

- Provide quality individual and group learning spaces
- Integrate physical spaces with virtual spaces
- Enhance client experience

Teaching, Learning and Research Services

- Integrate services into course management systems
- Deliver services through mobile and interactive devices
- Teach skills for the evaluation of information resources
- Convey and teach information policy issues (copyright, privacy, etc)
- Develop teaching programmes that use visual, graphic, and multimedia tools, eg. self-service, interactive web sites, blogs, RSS, etc
- Offer 24/7 access to library services
- Offer virtual reference services

Content

- Print collection management issues, including weeding and potential shared storage solutions
- Improved print stock management through use of new technologies such as RFID
- Transfer from print to digital and associated issues including long term access to digital content
- Create metadata for all information resources, including print and digital
- Develop and maintain digital repositories for locally created information such as unique special collections and archival materials
- Access to externally created digital information resources
- Manage resource licences, including provision of access to “dark archives”
- Create metadata for all information resources
- Integrate library information into popular access mechanisms, such as Google
- Integrate open web resources with materials owned or licensed by the Library

Trends

Library changes

Physical items	Physical and Digital
Single use	Single and multiple
Repository of knowledge	Repository and Conduit to knowledge
Acquisition	Acquisition and Creation
Physical storage	Physical storage and Digital storage
Limited hours	Limited hours and 24/7
Copyright	Copyright and Contract
Recorded knowledge and historical records (print)	Recorded knowledge and historical records (print and digital)
Physical access to collections and services	Remote and physical access

Societal changes (*as per Rod Oram, Public Libraries Summit, Wellington, February 2007*)

Physical connection	Virtual connection
Well-honed conventions	Fast-evolving behaviours
Shared values	Shared interests
Proximity	Remote intimacy
Few people	Many people
Self help	Collective help
Local standards	Global standards
Local prospects	Global prospects

University libraries are in a transition phase still. Digital technology has revolutionised library services already but there are materials in university libraries (rare books, special collections, unpublished and not-yet-digitised materials) that still require management by traditional means. This will continue to be the case for a decade or more yet.

There is increasing partnering with other colleagues in the university to develop more integrated approaches to the delivery of library services in an increasingly digital environment, whether it be in relation to use of space or curriculum/research support or development of services using the best and most appropriate technology.

Challenges

Funding must be adequate to deliver effective services. Exchange rate fluctuations, the cost of scholarly publication and the increasing commercialisation of web information all conspire to increase the cost of delivering information and services to the university community.

Buildings and storage- less physical material will be stored as more information becomes digital but issues around the storage and preservation of digital resources will increase as institutional repositories are developed. At the same time the role of the university library as the study and learning space for the university community is more important than ever. The use of the space needs to be more flexible as it is focussed more on user activity than on storage of the collection.

As digital collections have increased libraries have relinquished aspects of their traditional role as guardians of a physical collection to the publishers in the interim. However uncertainty about the influence of publishers' commercial imperatives on future access has led many libraries to maintain duplicate print collections as a fall back option. The development of dark archives, such as *Portico*, offers the opportunity for secure, perpetual access to permanent archives of electronic scholarly journals, thereby providing libraries with the confidence to develop electronic only collections and review retention policies for print collections.

Technology - keeping up with the latest developments and adapting services and business processes accordingly. These developments include wireless opportunities; KAREN, e-learning software, remote access and virtual reference software, institutional repository software. There are also unresolved issues surrounding digital rights management; metadata standards; archival issues; institutional repositories (digital storage; digitisation) and archiving.

Staffing - the issues with staffing revolve around the aging of the profession and the associated need to attract 'digital natives' on to the staff in university libraries. Libraries must also provide professional development opportunities that address the requirement for more highly technical skills than ever before without losing the essential professional service ethos. There is a need to look also at hiring non-traditional skill sets into libraries, for example, fundraising and marketing.

Services - Students are now of the generation that expect to find information quickly, anywhere, any time, including while on the move. The Library must deliver to those expectations and adapt its services accordingly. As search mechanisms are simplified, the emphasis for user education programmes will be more towards developing skills to evaluate search results. The library needs to deliver information about the library and also to deliver its services in ways that are understood and commonly used by the digital generation. The challenge is to ensure that the staff and students continue to understand that the Library can provide the quality information resources they need for their study and research and that the Library can deliver them in a way that is meaningful and relevant.

Treaty of Waitangi - The government priority of educational attainment for Maori challenges university libraries to attract and develop library-qualified staff with appropriate tikanga and te reo such that the numbers of Maori staff in university libraries should reflect at least the percentage of Maori in the university community served. Managing resources that are taonga to tangata whenua, using culturally appropriate methods and metadata, and recognising cultural sensitivities arising out of projects that digitise materials held in university libraries are also challenges that need to be resolved.

Gail Pattie, University of Canterbury Librarian
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26 April 2007