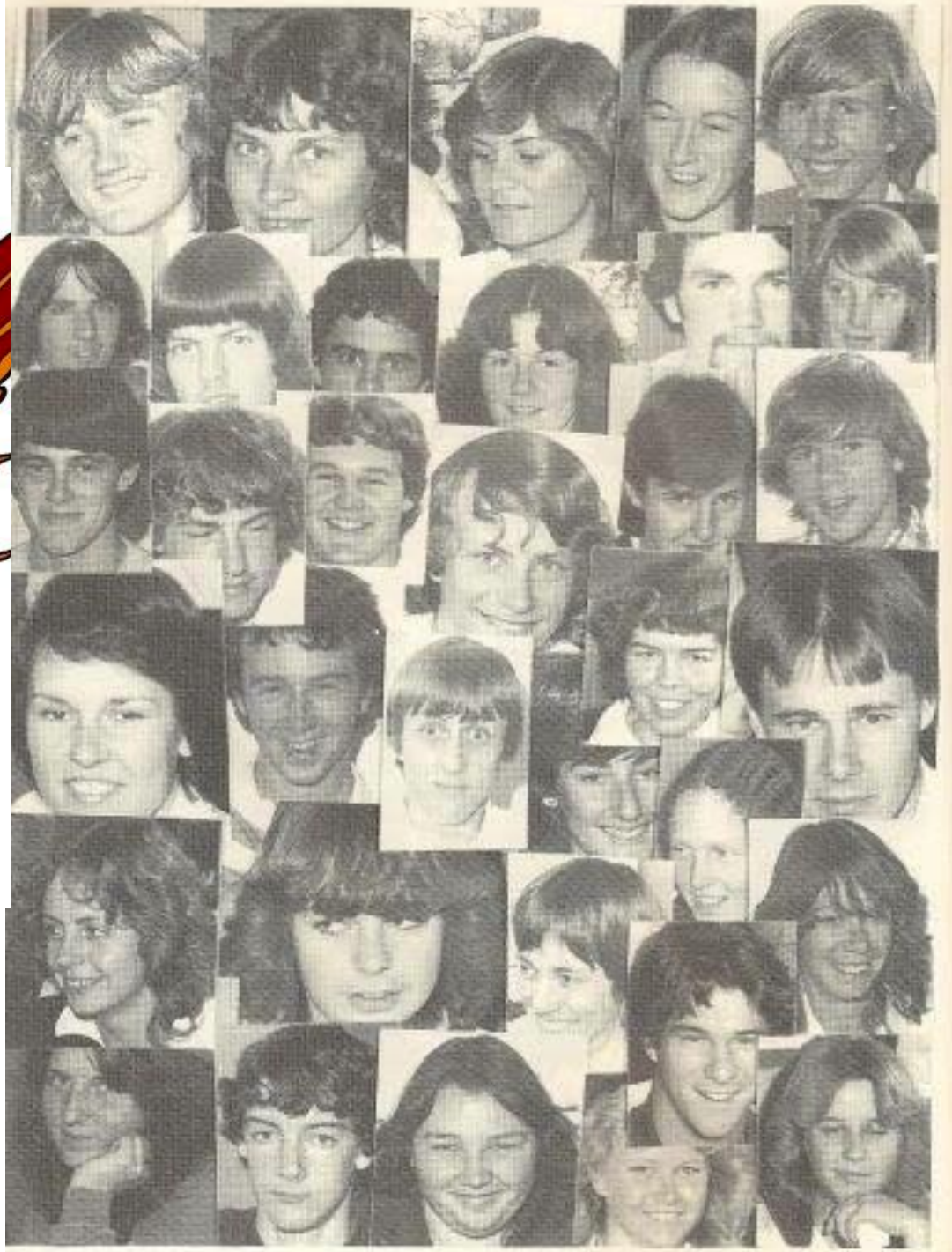
Aspiring to excellence -

maximising data to sustain, shift and reshape a library for the future

Margie Jantti – Director Library Services, University of Wollongong, Australia

STRIVE FOR HIGHER THINGS



We will be acclaimed for our expertise and collaboration in supporting esteemed research and scholarship, and for transforming the way people discover and engage with information.

OUR VISION

Engaging people's enthusiasm, resourcefulness and participation improves organisational performance. (ABEF, 2011, p. 11)

OUR VALUES: EXCELLENCE, INTEGRITY, COURAGE, COLLABORATION, TRANSFORMATION

To ensure that the Library is reputed as relevant, visible, valued and contemporaneous.

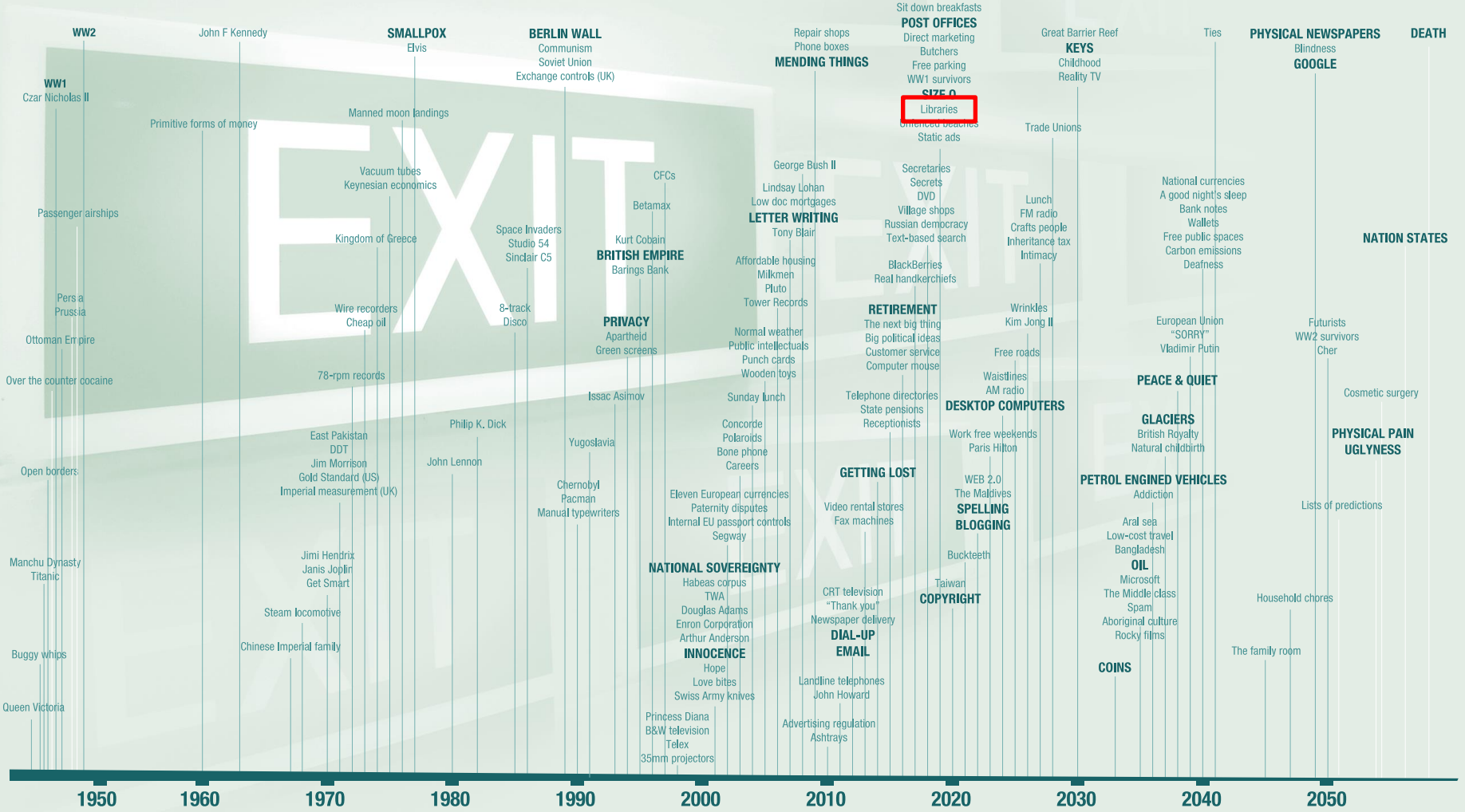
MY RESPONSIBILITY AS A LEADER

LOSS OF COMPETITIVE ADVANTAGE, FAILED PARTNERSHIPS, LOSS OF CUSTOMERS, POOR ADVOCACY, DECLINING PERFORMANCE

CONSEQUENCES?

Extinction timeline* 1950-2050

* Existence insignificant beyond this date



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What'sNext

FUTURE EXPLORATION NETWORK

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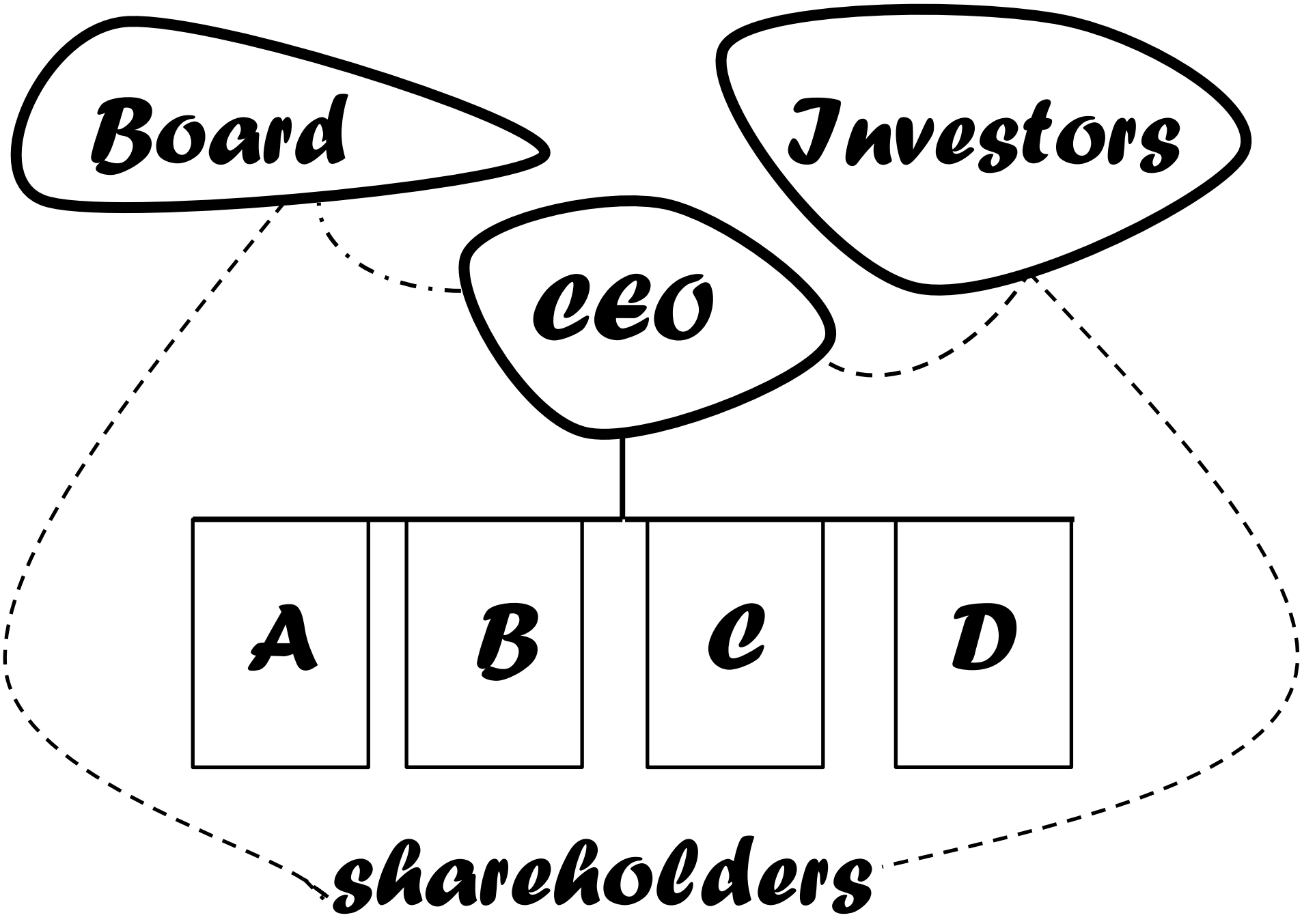
Predicted Death Date **

** Not to be taken too seriously


Board
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CEO
A
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C
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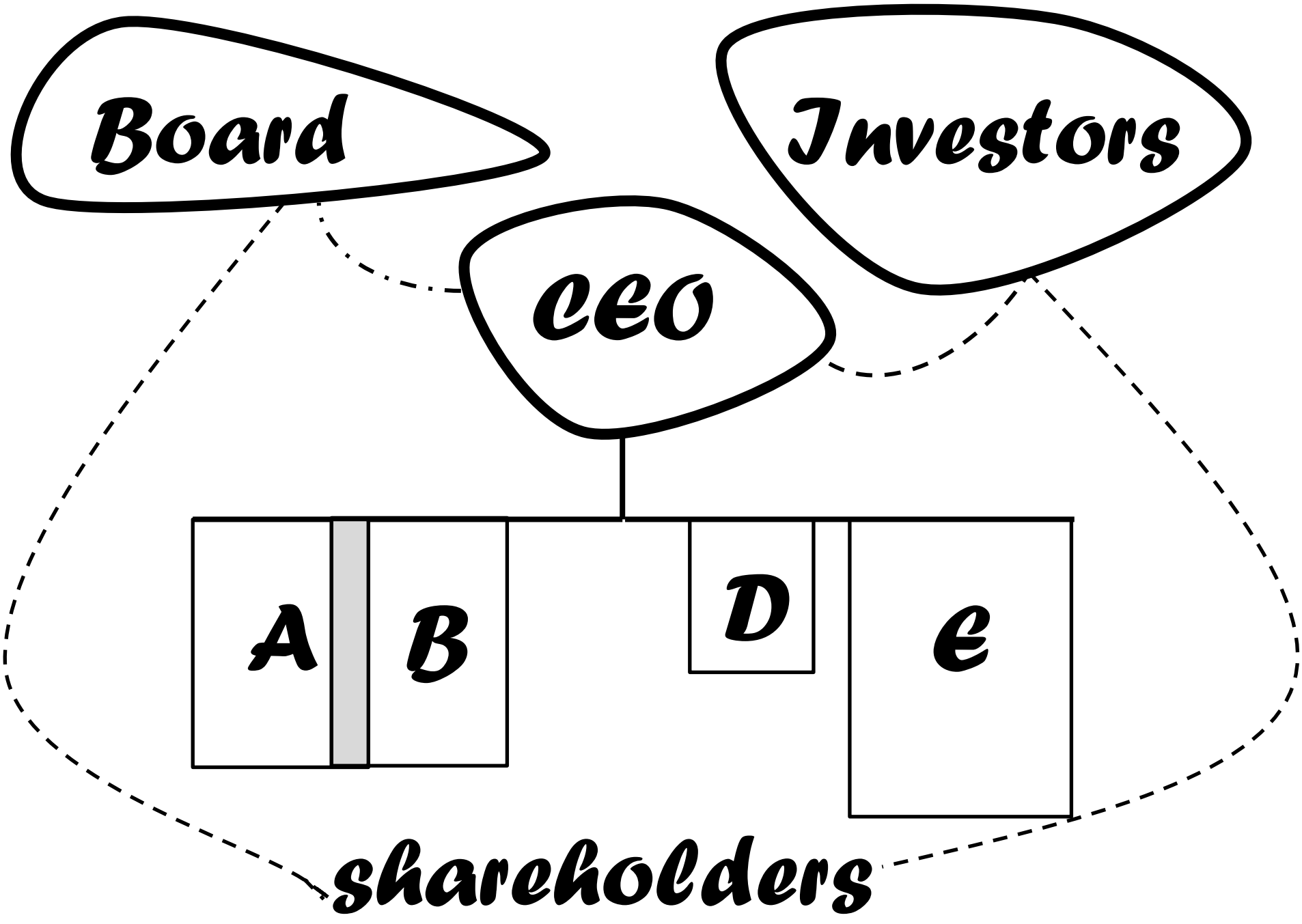
shareholders


Board
Investors
CEO
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shareholders

‘…. that through our endeavours there is a demonstrable benefit to the university’s current and aspirational state’

INDISPENSABLE PARTNER

What is the value of an academic library? What is the impact on the student experience, research performance and client satisfaction? Challenging, thought provoking and important questions ....

INDICATORS OF A SUCCESSFUL, THRIVING LIBRARY

	Indicator group				
Scenario	**Demand**	**Operational excellence**	**Learning & growth**	**Impact**	**What will this tell us?**
Library A	✓	✓	✓	✓	Thriving
Library B	✗	✓	✓	✓	Poor marketing/ engagement
Library C	✓	✗	✓	✓	Inefficient
Library D	✓	✓	✗	✓	Stagnate
Library E	✓	✓	✓	✗	Not sustainable
Library F	✗	✗	✗	✗	Failing

Our latest PIF

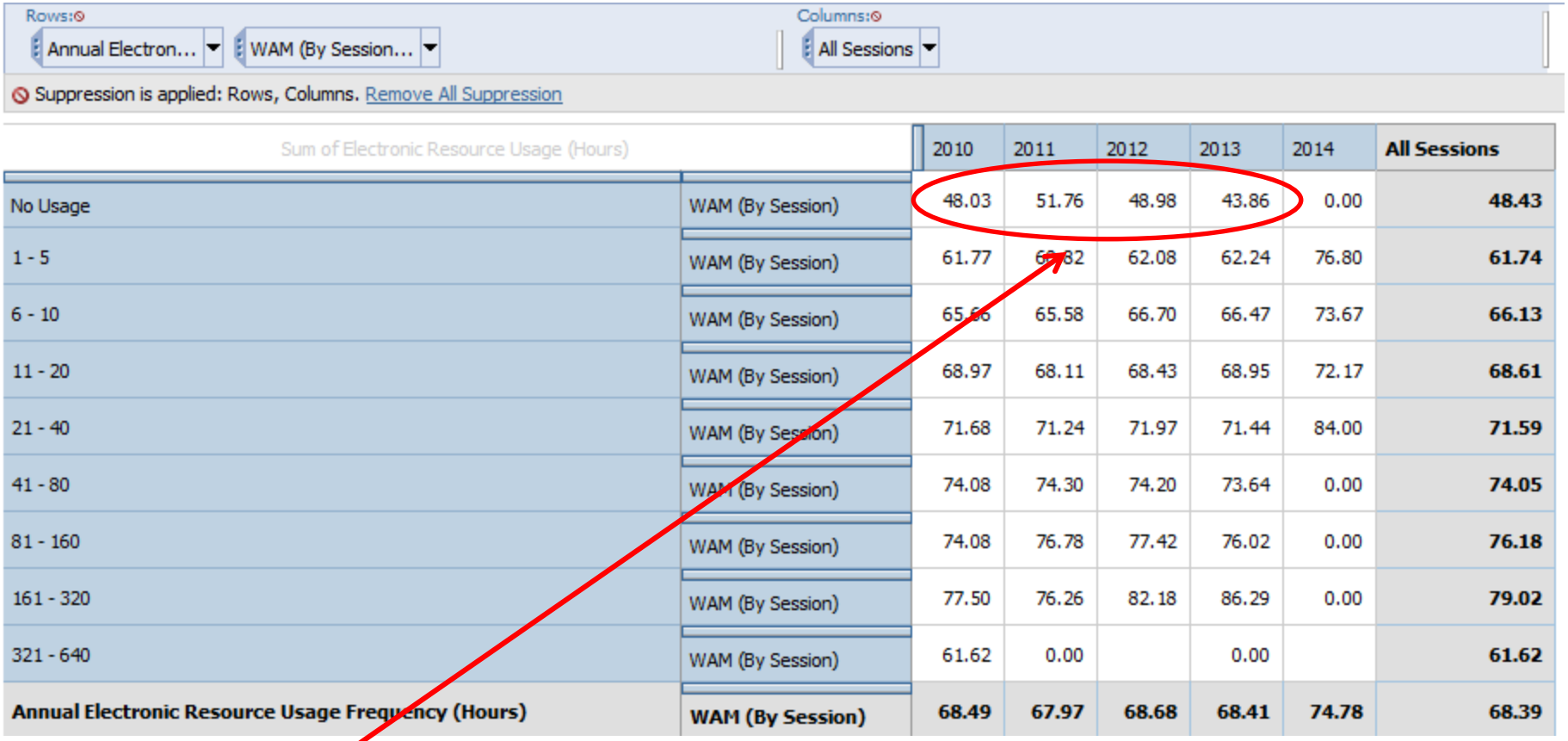
Indicator	Purpose
Demand	Ensure we are providing the right mix of services and resources; that our capacity to supply ..... being absorbed through client transactions
Operational excellence	Encourage continuous improvement; working effectively and efficiently with available resources
Learning and growth	Encourage the continuous alignment of people's professional capabilities; ensuring that we anticipate the competencies and capabilities needed now and into the future
Impact	Encourage maximum alignment of Library operations with UOW goals; the contribution our services and resources make to the realisation of UOW goals

We need data to better understand risk and success

STUDENTS ARE THE LIFE BLOOD OF UNIVERSITY BUDGETS

IMAGE CREDIT: Klaus Doering, for University of Wollongong Library

Analysis view - weighted average marks for students in SMAH



Rows: Annual Electron... | WAM (By Session...

Columns: All Sessions

Suppression is applied: Rows, Columns. Remove All Suppression

Sum of Electronic Resource Usage (Hours)		2010	2011	2012	2013	2014	All Sessions
No Usage	WAM (By Session)	48.03	51.76	48.98	43.86	0.00	**48.43**
1 - 5	WAM (By Session)	61.77	62.82	62.08	62.24	76.80	**61.74**
6 - 10	WAM (By Session)	65.66	65.58	66.70	66.47	73.67	**66.13**
11 - 20	WAM (By Session)	68.97	68.11	68.43	68.95	72.17	**68.61**
21 - 40	WAM (By Session)	71.68	71.24	71.97	71.44	84.00	**71.59**
41 - 80	WAM (By Session)	74.08	74.30	74.20	73.64	0.00	**74.05**
81 - 160	WAM (By Session)	74.08	76.78	77.42	76.02	0.00	**76.18**
161 - 320	WAM (By Session)	77.50	76.26	82.18	86.29	0.00	**79.02**
321 - 640	WAM (By Session)	61.62	0.00		0.00		**61.62**
Annual Electronic Resource Usage Frequency (Hours)	**WAM (By Session)**	**68.49**	**67.97**	**68.68**	**68.41**	**74.78**	**68.39**

Students who do not use electronic resources will, on average, **FAIL**

WHERE IS THE LIBRARY'S PLACE IN LEARNING ANALYTICS?

University of Wollongong Learning Analytics Environment

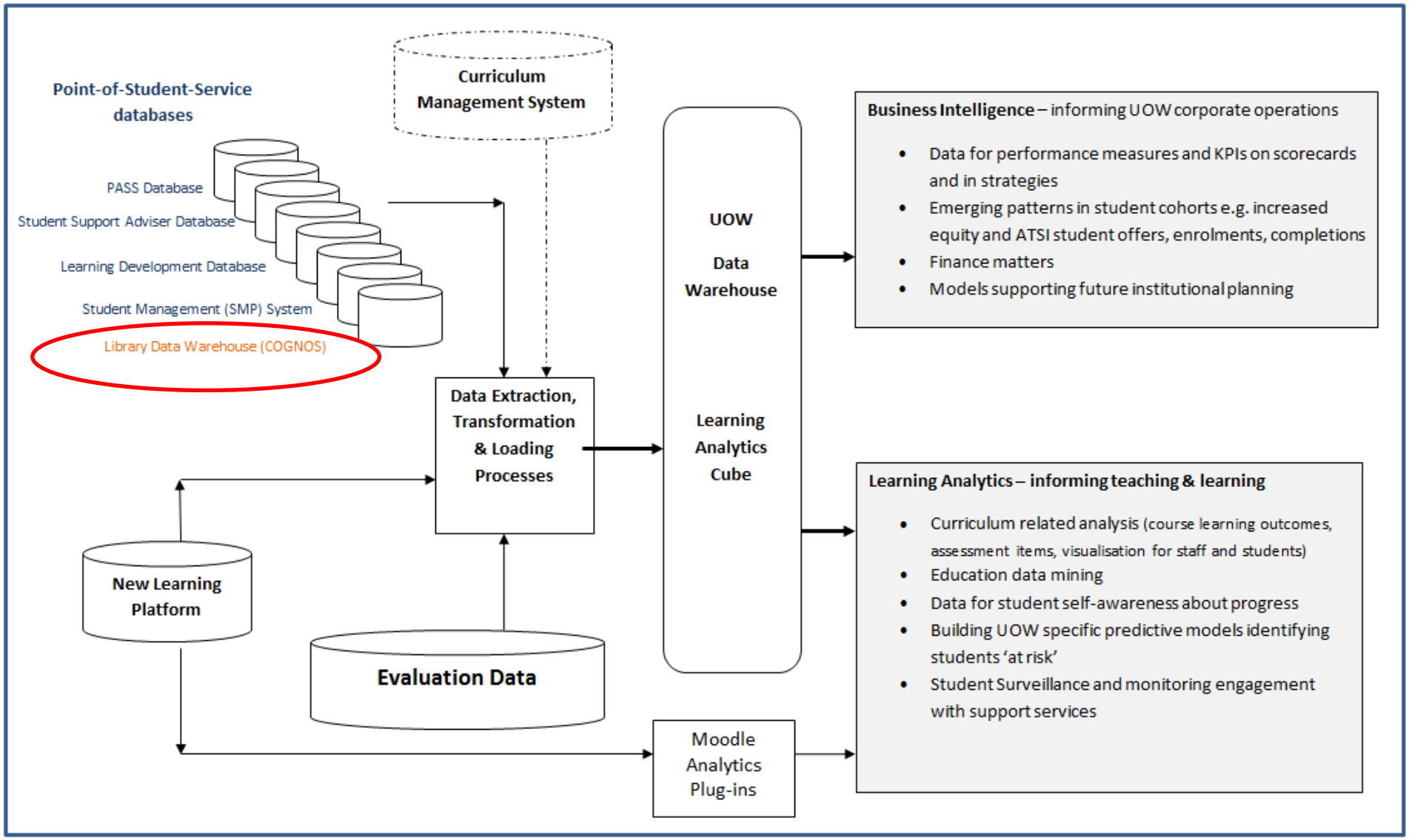
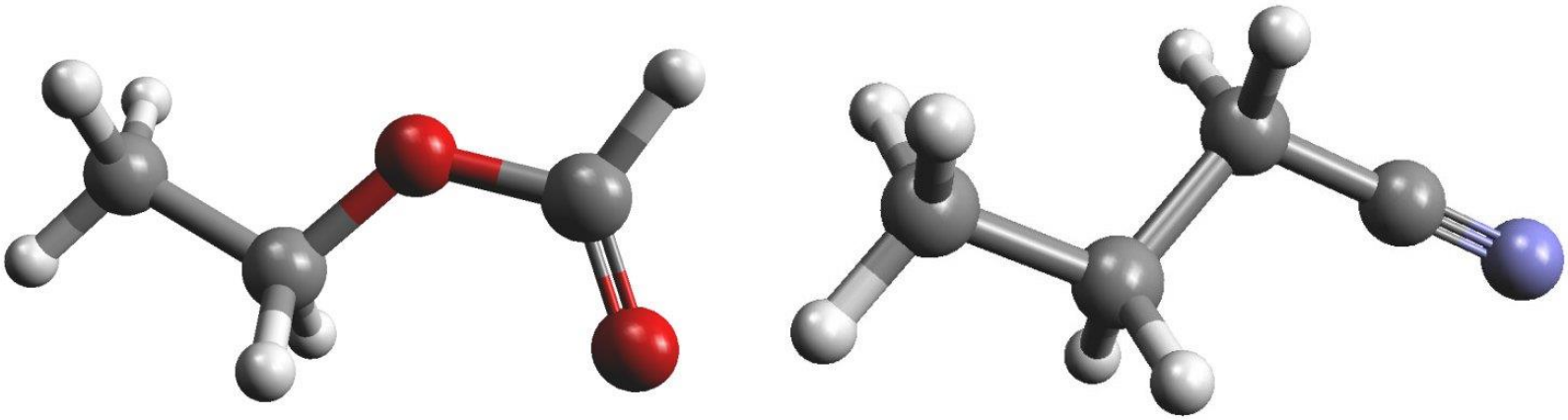


Image attribution: UOW Business and Learning Analytics Unit - DVC Education.



Our role in research activity, quality and visibility

RESEARCH EXCELLENCE

IMAGE CREDIT: Oliver Baum, University of Cologne

- good libraries help universities to recruit and retain top researchers
- libraries help researchers win grants and contracts
- libraries promote and exploit new technologies and new models of scholarly communications
- repositories increase universities' research profile
- outward-facing libraries contribute to university-wide initiatives

- specialist staff work in partnership with academic departments
- connecting with researchers enhances the value of the library's services
- dedicated spaces provide a better work environment for researchers
- easy access to high-quality content is a key foundation for good research
- libraries are physical manifestations of the academy and of scholarship

WHAT IS OUR RESEARCH STORY?

Michael Jubb: 9th Northumbria Conference, York, UK, 22-25 August 2011; *The value of libraries for research and researchers*; A RIN and RLUK report, March 2011.

Where is the Library adding value?

Outcomes from 2013:

- **500+** reports through Research Impact Analysis Service

HERDC Performance 2013

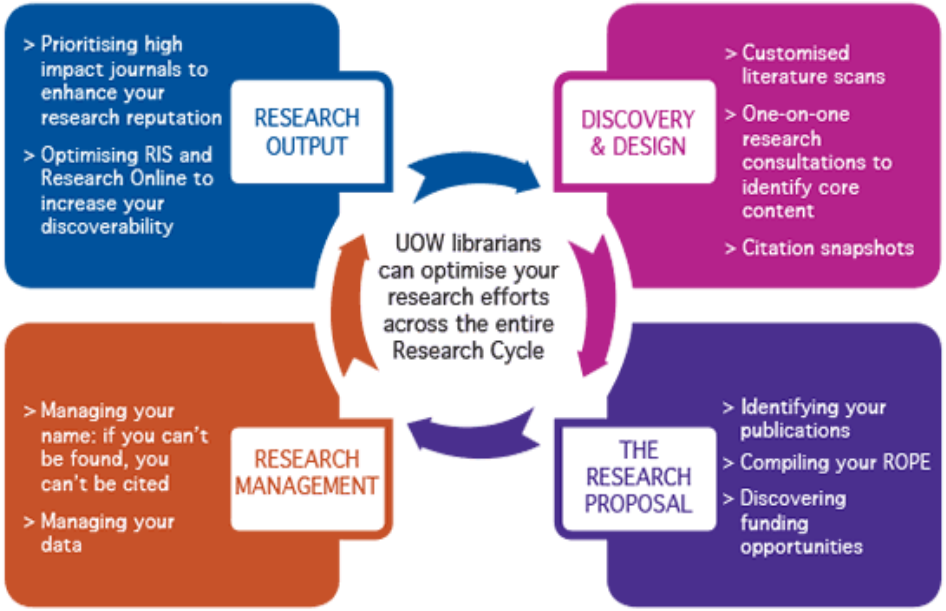
- Up **37%** since 2010

Visibility:

- Repository ranked **97** up from 292 in 2011 (Webometrics)

Impact:

- Research block grants - **$$$$$$+**
- QS, Leiden rankings – **UP**
- Recognition of UOW Researchers – Laureates, Thomson Reuters Highly Cited Researcher

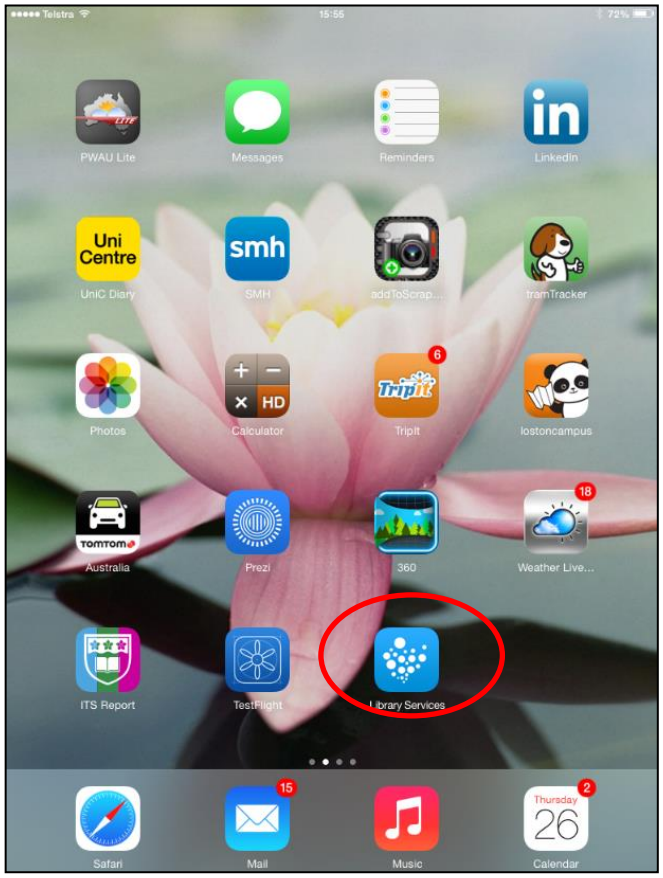


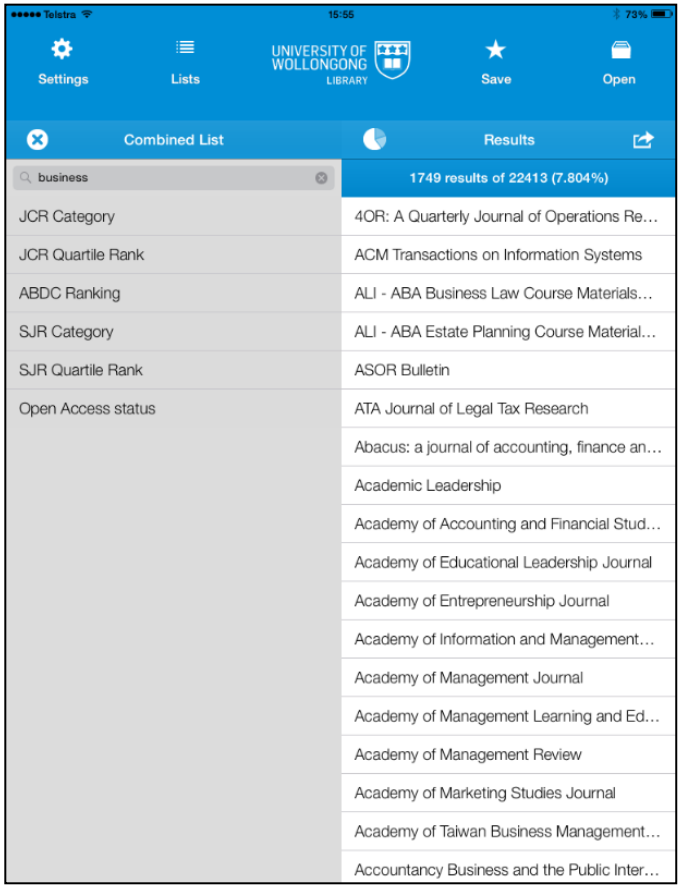
Publication support – where to publish; understand impact

Publication management (ERA, HERDC, Open Access)

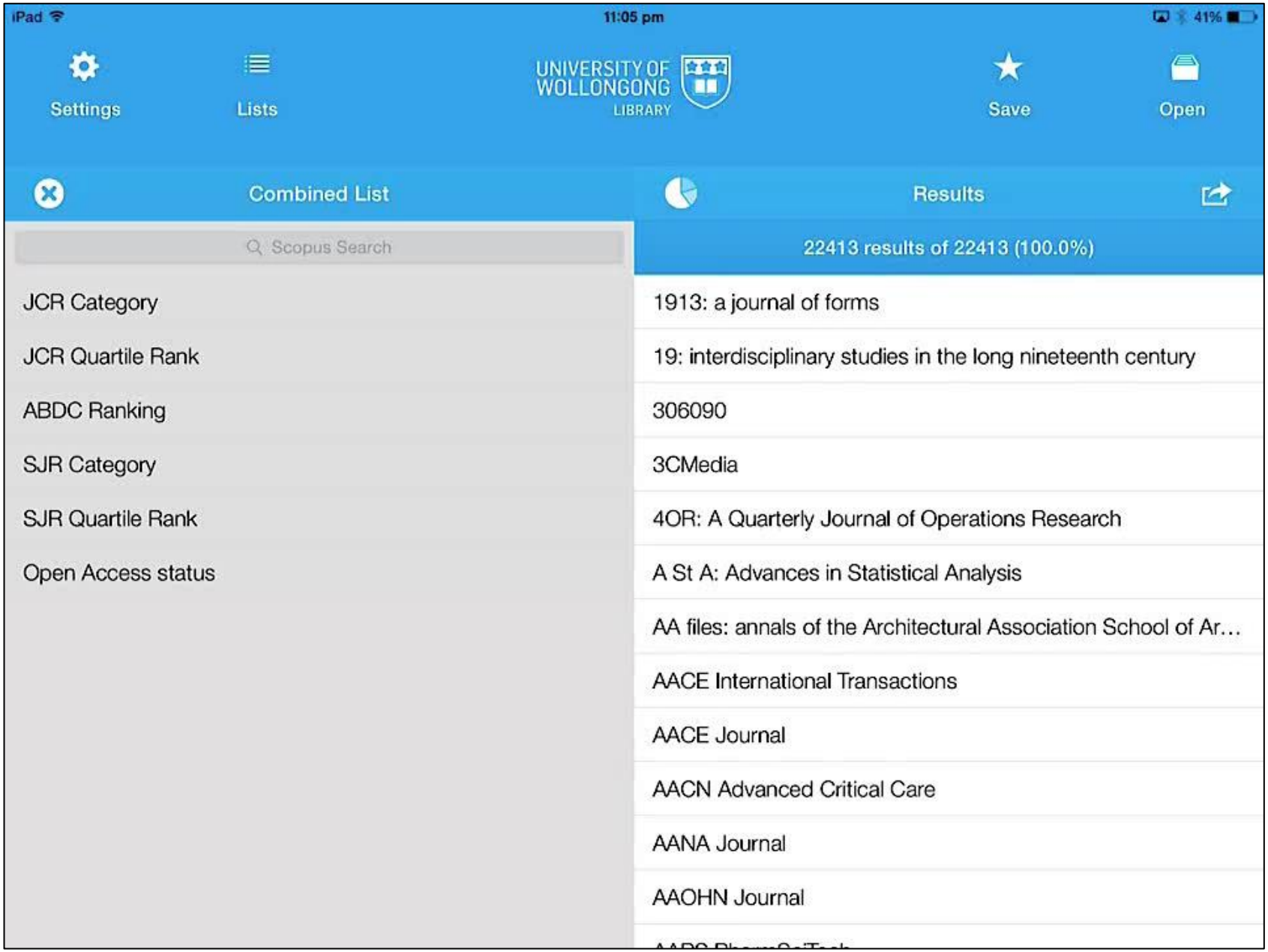
Professional accreditation

Collaborative design of research information systems and support structures





BUILDING SCALE, IMPROVING EFFICIENCIES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ABDC Ranking
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Open Access status
1913: a journal of forms
19: interdisciplinary studies in the long nineteenth century
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3CMedia
4OR: A Quarterly Journal of Operations Research
A St A: Advances in Statistical Analysis
AA files: annals of the Architectural Association School of Ar…
AACE International Transactions
AACE Journal
AACN Advanced Critical Care
AANA Journal
AAOHN Journal

LEVERAGING THE POTENTIAL DATA TO SUSTAIN, SHIFT AND RESHAPE A LIBRARY FOR THE FUTURE