UNIVERSITY LIBRARIAN

We work towards making Deakin University Library one of the leading academic libraries in Australia and an acknowledged integral part of Deakin University’s teaching and learning and research endeavours.

The University’s successful achievement of strategic learning and teaching, research and scholarship outcomes are core to the Library’s direction. Our challenge is to ensure that the Library optimises its contribution, driving the digital frontier.

This Annual Report brings together the priority projects and actions undertaken by Deakin University Library throughout 2015, consolidating the Library’s focus and direction with the University’s strategy, LIVE the Future: Agenda 2020, and building an exciting vision for library transformation in 2025.

The landscape

Government, community and industry stakeholders are paying increasing attention to Higher Education outcomes in Australia and considering new funding models and levels of accountability. Graduates’ employment outcomes are critical. Research funding success is increasingly linked with industry partnerships, requiring quality entrepreneurship. Within this complex environment and amidst the limitless information available online, the Library’s role in empowering staff and students to readily access, critically appraise and fully utilise quality information is more important than ever.

The Review

This year, the University undertook a scheduled Review of Information Resources. We welcomed this opportunity, which occurs just once every seven years. The Library was proactive throughout the Review: contributing to Terms of Reference; creating a confidential Library Performance Report; responding to the Review’s recommendations; and most recently, delivering preliminary actions in response to the Vice-Chancellor’s direction. The Library’s excellence was widely endorsed by the University community and the Review recommendations endorse a framework of priorities for the Library which are critical to the University, now and in the coming decade.

The Ubiquitous Library

The Information Resources Review encouraged us to look ten years ahead and we have embarked on creating the Ubiquitous Library of 2025[1]. Ubiquity sees the embedding of the internet into everyday life and to networked individual and personalised communities. The Ubiquitous Library will harness smart technologies and online environments, augmenting our capacity to interact with and manage information. It will increase our experiences of serendipitous information finding, and leverage creative thinking. Ubiquity also brings complexity - matters of privacy, surveillance and social control - yet the opportunities are tremendous. For future students, ubiquitous learning will extend beyond anywhere, anytime. It will offer context-aware learning, providing seamless adaptive support to learners. The Library embodied as a Ubiquitous Library will provide students with immersive, challenging information experiences, developing their mastery of information for ever-evolving jobs and careers. We advance this journey more fully in 2016.

I encourage you to read this Annual Report and to work with the Library in bringing about the Learning, Ideas, Value and Experience that marks Deakin University and all those whose life-path includes a Deakin journey.

Sue Owen
Interim University Librarian (2015)
YEAR IN REVIEW

Left page: Snapshot of collection statistics
Below: Trends - Stats comparing 2006 to 2015

145,588 e-journals
511,887 e-books
1.15mil books
11 mil+ online images
73,693 streaming audio (music, drama)
87,800 special collection items
72,631 online videos
442 online databases
14,605 Deakin Research Online items - Open Access

E-books
- 2006: 9,055
- 2015: 511,887

E-journals
- 2006: 37,396
- 2015: 145,588

Online videos
- 2006: 2,507
- 2015: 72,631

E-budget
- 2006: 57%
- 2015: 87.1%
LEARNING

Offer a brilliant education where you are and where you want to go.

The Library continues to make strong, positive contributions to student learning. High levels of student satisfaction at Deakin are evident in the Library. Many factors contribute to satisfied, highly engaged students including: an inclusive all-year transition program with students assisted by library student rovers from many backgrounds; sophisticated digital literacy resources and capability building opportunities; consolidated links to key readings supporting units and courses; personalised interfaces through DeakinSync; and virtual assistance services in synchronous time.

Engagement

Students’ personal involvement and engagement in learning is critical to their success. The Library hosted over 7 million engagements with students: 4.8 million online and 2.25 million at campus libraries. The value of the Library’s physical and virtual learning spaces and services is evident through the exceptional result of an average of 140 engagements per enrolled student in 2015.

Digital Literacy

Cloud and campus-enrolled students all benefit from 24/7 access to library online collections. With an ever growing digital resources collection, the University requires students to develop skills in critically judging the accuracy and reliability of information. The Library has developed a diverse suite of digital literacy packages for faculty course leaders to identify the best learning activities for students to achieve their course learning outcomes. In 2015, the Library expanded the embedded digital literacy program in online unit sites, reaching out to course enhancement and curriculum review teams.

The Deakin University Digital Literacy Framework is an invaluable thinking tool for identifying learning outcomes suited to courses and disciplines. The Framework content underpins learning activity design, leading to assessment tasks and rubric development. The Library’s extensive collaboration with the Faculty of Arts and Education and the Faculty of Science, Engineering and Built Environment is empowering students across these faculties to become more critical users of information, able to use technologies to curate quality sources and disseminate findings.

Student participation

For five consecutive years, the Library has developed and refined its inclusive approaches to library services and resources through research projects and deliverables funded through the Australian Government Higher Education Participation Program (HEPP).

In 2015, the Library’s focus areas were: developing resources for students’ course sites; creating content and delivering online skill development sessions for the online student module, UniStart; and creating a suite of 12 introductory videos in the “Getting Started” series featuring the “little fellow”. The suite of videos are embedded in units and course sites, with over 10,000 views recorded to date.
Unit Reading Lists

In response to Faculty and student feedback regarding integrated electronic readings in Deakin’s learning management system, the Library reviewed available solutions and introduced the Talis Aspire Reading Lists software by Talis Inc. The Library also implemented the Talis Digitised Content module to manage both the learning resources digitised from original print content and the copyright compliance requirements of this material. Together, the Talis modules provide enhanced integration of information resources into the online learning environment and improved work practices in the provision and use of readings. The Library continues to work with course teams to identify materials with more open license conditions which include direct linking.

Course accreditation

In 2015, the Library contributed resource and services data to the Faculty of Business and Law for the EPAS European course accreditation of the Bachelor of Commerce and the Master of Business Administration. The Library is acknowledged as a significant contributor to student learning in these courses through excellent resource access, technology-rich intense-study spaces and expert multi-channel services.

Awards

Library staff were key members of cross-University teams whose work was recognised in the following Vice-Chancellor’s Awards:

**UniStart 2015 Project**

Awarded the Vice-Chancellor’s Award for Outstanding Contribution to People and Culture. Library staff member Sabina Robertson was awarded as part of the project team.

**IBM Watson Project**

Awarded the Vice-Chancellor’s Award for Outstanding Contribution Through Innovation. Library staff member Kim Phu was awarded as part of the project team.

**Inclusive Curriculum and Capacity Building Project team**

Highly Commended for the Vice-Chancellor’s Award for Outstanding Contribution to Teaching Excellence. Four Library staff - Christine Oughtred, Dorothy Rooney, Caitlin Savage and Sharon Chua - were acknowledged in the team.
IDEAS (RESEARCH)

Make a difference through world-class innovation and research.

Scholarly publishing is undergoing rapid transformation. The Library monitors international trends across HE, media and communications industries to help us to forecast evolving needs for new library services and approaches. The affordances of publishing technologies, widespread familiarity with mobile devices and apps and increasing appetites for open approaches will drive a new generation of researchers and crowd-sourced solutions.

Researcher ID’s

The Library partnered with Deakin Research to secure the University’s participation in the Australian Open Researcher and Collaborator ID (ORCiD) consortium and to oversee Author Affiliation alignment. Both initiatives ensure more accurate attribution of research: ORCiD will be a register of one single ID number per scholar and Author Affiliation will ensure the scholars’ publishing is linked accurately to their research centres (e.g. Deakin University, Geelong, Australia).

Library website

Early on in 2015 the Library’s website transitioned to a mobile friendly design, in line with the newly launched University website. Key pages and applications, such as the Library homepage, A-Z database and journal index, were included in the new design, ensuring our digital presence could be easily accessed from any device. We also refreshed the Library’s DeakinSync presence, incorporating new access points to resources as well as providing more contextualised and personalised content for students and for staff.

HDR Training and PhD approach

A responsive suite of training sessions provided by Library staff enabled Higher Degree by Research students, supervisors and collaborators to build digital literacy capability and effectiveness in using and disseminating information, using a range of technology. Social channels continue to be effective promotional and outreach tools, and researcher profile channels and identifiers are making options more complex. The training session “Where To Publish: quality, reputation, impact” and “The Connected Researcher: developing and managing your online presence” continue to be highly sought-after, with the strategic placement of manuscripts for publication during candidature having potentially empowering career results.

DRO extended and stabilised for ERA

Deakin Research Online continues to showcase a wealth of research outputs and offers insights into the work of our key scientists and experts. Leading into ERA 2015, the Library ensured DRO was populated with core Deakin research outputs, Field of Research (FoR) codes were allocated by Faculties and all material was available well ahead of ERA 2015’s commencement. Full text items were made available wherever publisher licences and author rights allowed. Through close monitoring and response, the DRO database was available throughout the ERA evaluation process, even during heavy harvesting sessions by global search engines, including Baidu.

The Library is planning for a full technical and operational review of DRO in 2016.
The positive affordances of open science are gaining global recognition. This year, the Library supported the creation of openjournals@Deakin utilising an open publishing platform – Open Journal Software (OJS). We have allocated pilot library hosting resources to enable several niche research areas in the University to initiate and lead new open access journals, providing early career researchers and PhD candidates opportunities to publish their own research papers and master the editorial process. In addition, the Library launched its own publication platform – discourse: Deakin University Library research and practice.

DEAKIN’S TOP DOWNLOADED PAPERS ON DEAKIN RESEARCH ONLINE IN 2015 ARE:

4936 times downloaded

4259 times downloaded

4735 times downloaded

FUSION: Deakin Exhibits Online
The Library’s development of FUSION, an online digital exhibitions environment, resulted in a leading research collaboration with the Faculty of Arts and Education. This enabled Deakin to connect in new ways to our global community.

“Scholarships and Connections: Indonesians, Papua New Guineans and Australians 1960-2010” is the culmination of an oral history project undertaken by the School of Humanities and Social Sciences with Indonesian and Papua New Guinea recipients of Australian Government scholarships, awarded for study at an Australian university in the 1960’s. The former students recount their stories and the impact of their experiences.

Recorded interviews, transcripts and photos have been curated utilising the Omeka platform and are available via Fusion, the Library’s online digital exhibition space.

FUSION also provides access to a growing collection of digitised titles from the Library’s special collections. It also hosted two unique exhibitions including: “The promise of things to come...” select Special Collection items held in the Alfred Deakin Prime Ministerial Library and “The Soccer photography of Les Shorrock” exhibition.

Open publishing platforms
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Strengthen our communities, enable our partners and enhance our enterprise.

**VALUE**

Further results from the 2014 Insync Library Client survey indicate over 75% of respondents prefer to study in the library as it is ‘where they do their best work’. In response, during 2015 a range of improvements have been made to library learning spaces at all four campuses:

**Library Environments**

- **Geelong Waterfront Campus**
  - Introduced ‘Open to Midnight’, seven nights a week - with over 40,000 visits to the late-night spaces during 2015

- **Geelong Waurn Ponds Campus**
  - Continued the 24 hour access – with over 46,000 after-hours visits to the 24 hour spaces during 2015

- **Warrnambool Campus**
  - Library refurbishment and space optimisation was completed, including new ICT connected learning spaces for students, a new service point and improved work spaces for staff

- **Melbourne Burwood Campus**
  - Level 2 facilities were refreshed, with important infrastructure improvements, including new furniture configurations meeting the needs of laptop and tablet users and providing multi-device charging facilities

- **Melbourne Burwood Campus**
  - Improved Security at all campus Libraries, enabling the extension of opening hours and the introduction of security-staffed service models during non-core Library hours. Improvements included security doors, cameras at service points, installation of a Safety App on tablets for staff, upgrading of PA systems, staff training and introduction of additional security guard support.
MyPC - software pilot at Burwood

The MyPC booking software was trialled at the Melbourne Burwood Campus to address student feedback regarding inequitable access to technology, the availability of PCs in the Library and monopolisation practices by students. The software allows students to reserve timed sessions at a computer, enabling students to plan their study time and have more equitable computer access, particularly during peak demand periods. Student feedback indicated majority support for the facility.

The Verge

The multi-screen video wall at Geelong Waterfront Library, the Verge, introduces a new medium for students to experience the Library. In working to optimise its functions, the Library developed a range of new and revised content, aligned with key events in the academic year. Several events staged at the Geelong Waterfront Library were also enhanced with animated or touch-screen content, inviting participants’ imaginations to experience the events beyond the physical present. These large-scale digital experiences included the research and community events: Nadia Wheatley’s History as story; David Metzenthen and Michael Camilleri’s One Minute’s Silence, Scholarship and Connections and The Human Library Pilot.

Library TREND series

Thoughts, Reflections, Experiences and New iDeas (TREND) are critical to our strategic thinking and advanced library development. The Library TREND Series enables Deakin faculty and library staff to engage with topics related to Library ‘big picture’ future frontiers. Leading thinkers in their field are invited to present new challenges and promote thinking and debate.

The first session in 2015 featured Siva Vaidhyanathan speaking on The Cryptopticon: What it’s Like to Live in the New Surveillance Society and Deakin’s Professor Matthew Warren speaking on Data Retention and Australia.

The second session was jointly run by Deakin University Library and CAVAL’s Professional Development Interest Group with the topic Digital Libraries of the Future. Sarah Kenderdine, University of New South Wales and Museum Victoria; Gavin Winter, Queensland University of Technology; and Shawna Sadler, Deakin University, challenged our perceptions of the topic, Digital Libraries of the Future.

Library Use and Student Success

The Strategic Intelligence and Planning Unit (SIPU), in collaboration with the Library, began investigating associations between student use of Library resources and services, and student learning outcomes. This work is feeding into the University’s wider ‘Students at Risk’ strategy, improving student retention and boosting student success.

Library Research and Practice

Global reach of the Library’s research publications was boosted in 2015 with the launch of discourse: Deakin University Library research and practice on the Open Journal Software (OJS) platform. Full text content is discovered and retrieved via Google and other major search engines, with 2015’s reach exceeding 700 downloads, of which 15% were US-located searches.

Library staff also presented and participated at local, national and international conferences, webinars and workshops highlighting our key initiatives. These included Learning and teaching collaborations with faculty in developing and evidencing Digital Literacy, building academic staff digital literacy capability; Research collaborations to support ideas in the implementation of Symplectic Elements and reporting on research outputs management; Value initiatives in strategic workforce capacity and capability credit; and Experience initiatives including both increased technical capacity and content creation of the Verge, and the enhancement of spaces and service models for student learning.
EXPERIENCE

Delight our students, our alumni, our staff and our friends.

Student study modes, research activity and community engagement are increasingly online and flexible and the experience of university is more varied. Library initiatives now define the situation of our online communities as the baseline for designing any new or reformed Library service, system or virtual space.

Complementing well-established in-person, phone and email assistance, the Library now offers synchronous virtual multi-channel assistance in the form of ‘Skype the Library’. This popular service utilises the University Unplugged solution, Skype for Business (Skype4B). Offering audio, video, screen sharing, instant messaging and other Skype4B functions, Skype the Library is quickly growing in popularity. As Skype4B becomes the channel of choice, intelligence on user preferences and areas of difficulty will be obtained through the critical analysis of key activity data. Coupled with learning analytics, this data will inform the Library’s immediate direction and also its planning for augmented student learning into 2025.

Students’ enrolment and orientation questions are individual and the capacity to provide an immediate response 24/7/365 can positively impact their confidence and interest. IBM Watson, adopted by the University in 2015, is growing its capability to accurately respond to thousands of students’ questions. The Library is an active IBM Watson partner, ensuring Library webpage content assists Watson’s learning, and setting up trials and tests of new question banks relating to library resources and services.
The Alfred Deakin Prime Ministerial Library provides opportunities for research and learning in recognition of the achievements of early Australian Prime Minister and statesman Alfred Deakin (1856-1919). Special Collections of rare and valuable items are accessible at our Alfred Deakin Prime Ministerial Library at the Geelong Waterfront Campus, and through new digitisation projects. These collections are rich in 19th century publications reflecting the cultural and social milieu of the period 1850-1920. A targeted selection of acquisitions were made in 2015 to support ADPML and Special Collection research themes and priorities.

2015 also saw the launch of FUSION: Deakin Exhibits Online which is used to showcase some digital versions of the treasures held within Deakin University Library’s Special Collection. We also present local and travelling exhibitions in the ADPML gallery space, alongside the collected works and extensive photomontage of Alfred Deakin.

Library Events and Exhibitions 2015 program

The 2015 program of events for the Alfred Deakin Prime Ministerial Library gallery spaces at the Geelong Waterfront Campus included:

- The Presidents - from JFK to Obama; 16 February - 17 April. Works by photojournalist David Burnett from the Australian Centre for Photography.
- A Camera on Gallipoli; 24 April - 12 June. First World War photographs taken by Sir Charles Ryan, presented by the Australian War Memorial.
- Alfred Deakin: Duty and Devotion; 3 August - 11 September.
- Geelong Sculptors Annual Exhibition; 1 – 31 October. Arranged by Geelong Sculptors Inc.

In 2015 the Special Collection display cases at the Melbourne Burwood Library displayed selections in the popular A-Z – subject format throughout the year, punctuated by a selection of the superb Banks’ Florilegium prints on display between June and August.

The Library also hosted two Author events:

- Nadia Wheatley, “History as story: from my place to Australians all”, 24 March, Geelong Waterfront Campus Library
- David Metzenthen and Michael Camilleri, “One Minute’s Silence”, 9 September, Geelong Waterfront Campus Library

iSay Survey – Library outcomes

The University’s 2015 iSay Voice Project staff survey showed good results for the Library with our performance in most areas exceeding the Deakin average. We encourage all Library managers and staff to regularly engage in person, via email, Library blog posts, and in planning days, meetings and workshops, to better understand staff experience and improve staff satisfaction. Areas identified in the survey for further improvement include cross-unit collaboration, involvement and staff wellness. The December Library Staff Planning Day included focused discussion on the strong positive outcomes of the staff survey. Team discussions are planned for 2016 to explore results further and identify improvement actions.

Library Partnerships Working Group

The Library acknowledges the importance and growing complexity of the University’s partnerships with external groups and has established the Library Cultural and Strategic Partners Group to establish consistent and appropriate levels of library services, resources and advice to University partners, and those negotiating agreements. Current arrangements with Barwon Health and Deakin College (formerly MIBT) are now well documented and the Library is represented on several Deakin College committees.

The implications of new policy requirements for joint and multi-institution enrolment by HDR students are well in-hand.

Deakin Alumni

Negotiations with library vendors and publishers continued with the objective of increasing the range of online resources available to members of the Deakin Alumni community. The Library has created an evolving list of Alumni and Community e-resources dynamically generated from the database A-Z list. The Library was also successful in negotiating Alumni access to Cambridge Journals for 2016 providing a wider range of the resources sought by Deakin’s online Alumni members.
LIBRARY MANAGEMENT AND GOVERNANCE

The Library is one of eight divisions that report to the Deputy Vice-Chancellor Education. Our organisational chart includes 3 large units, reflecting the evolving requirements of the University and the affordances of our high-tech capabilities library-wide:

- Collections, Copyright and Licensing
- Digital Library and Repositories
- Digital Scholarship and Client Services

Each unit is led by a Director, who reports to the University Librarian. Collectively, this group forms the Library’s Executive, along with the Associate Director, Resources and Development. The Library’s larger strategic planning group, the Senior Management Team (SMT) translates the Library’s strategic directions into effective outcomes for students and academic staff and evaluates performance. In 2015, SMT was joined by library subject matter experts (SMEs) to address and respond to the University Review of Information Resources. The Vice-Chancellor described the outcome as an excellent review.

The Library Vision

The partnerships the Library has formed with its clients are highly professional and productive. They will continue to change as information, networks, and the ways people communicate, evolve. Students use technology in an ‘always on’ mode and their expectations of university, and the library, is similar: accessible, when and where they need it.

The Library’s exceptional learning environments deliver physical and networked facilities for students and staff to interconnect – to meet, exchange ideas and engage in the learning process. This environment supports interactions extending beyond the classroom, contributing to our students’ high level of satisfaction and excellent university experience.

Evaluating client needs and aligning services to meet those needs is a continuous and dynamic process. The Library sees one of its key contributions to be providing interconnections between clients, information and networks.

Our services are designed to be flexible and personalised, while adapting to suit individual preferences.

The Library provides expert assistance to connect clients with scholarly information, to curate and manage sources in all formats and to engage in forums discussing these outputs, including social channels. Our staff make available their expertise on making research outputs searchable and accessible through open access repositories, their skills in identifying where to publish for quality and impact and their knowledge of changing publisher models.

The Deakin Offer

The Deakin vision and mission for its students, staff, alumni, partners and friends is: Deakin University offers you a personalised experience with premium digital engagement, creating the power and opportunities to live in a connected and evolving world. Deakin will be Australia’s premier university in driving the digital frontier – to enable globally connected education for the jobs of the future, and research that makes a difference to the communities we serve.

(From LIVE the Future: Agenda 2020 2015-17 Triennium)
The Library contributes to The Deakin Offer through -

- building effective, mutually beneficial relationships with students, staff and the community
- providing contemporary and personalised services to support clients’ teaching and learning and research needs
- providing highly accessible and flexible services to diverse student groups
- providing leading information technologies and growing the digital capabilities of students, staff and researchers
- providing a high-quality learning environment that supports excellent student experiences and research productivity
- ensuring library staff have opportunities to develop the skills and knowledge enabling them to excel and make valued, timely contributions.

Attribution

Footnote


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