INSIGHTS FROM
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Deakin University Library continued its strong focus on the student experience and services for researchers. The Library’s programs, priorities and projects aligned closely with the new Deakin University Strategic Plan: LIVE the Future: agenda 2020.

Below are some insights into how the Library contributed to the University’s successful outcomes for Learning, Ideas, Value and Experience.

LEARNING
The Library’s aspiration was to provide an engaging learning environment valued by students, and contributing to their experiences of university life. This was reflected in our services, web channels, and library building and learning space developments.

The Library also recognised that it is through its strong partnerships with Faculties that the Library’s contributions to learning make a difference.

The Library continued its professional development program, Digital Scholarship 2020, a popular program designed to build on the University’s strategic directions in teaching, learning and research.

We continued to support the integration of our services into the Learning Management System, CloudDeakin, creating clearer pathways to quality information and discovery tools.

IDEAS
We focused on raising the profile of open access to research, which led to the successful implementation of the Open Scholarship Symposium, held in October at the Melbourne Burwood Campus.

Thanks to the increased exposure of Deakin Research Online (DRO), researchers worldwide are increasingly able to benefit from Deakin’s open access repository and services.

VALUE
Our contemporary and highly digital Library spaces continued to attract increased numbers of students, bringing pressure on collaborative and quiet study spaces. The Melbourne Burwood Campus library commenced the second phase of its refurbishment, to be finished in 2013.

The Library undertook a major website redevelopment, launched in October, which reshaped the design and content of our website. The result was a dynamic and contemporary University Library website, giving our clients clear and simple access to our resources. Features include a new search box, and improved navigation with relevant content channelled for students, teachers, researchers and the community.

EXPERIENCE
The Deakin Research Online (DRO) team were selected to receive a 2012 Vice-Chancellor’s Award for Outstanding Contribution to Academic Support.

The Alfred Deakin Prime Ministerial Library displayed two exhibitions:
- Duty and Devotion, celebrating the life and history of Alfred Deakin – the man behind the politician.
- New Horizons, the first exhibition gathered solely from Deakin University Library’s Special Collections.

The Library received excellent results for the 2012 client survey. Staff have once again delivered outstanding levels of service, and I thank them for their many achievements in 2012.

Anne Horn
University Librarian and
"Through our services and our spaces, the Library provides a transforming experience for students throughout their learning journey.”

Anne Horn, University Librarian
TRENDS: Our collections are shaped by the increasing accessibility of global information resources through the use of emerging and new technologies. We continue to monitor how students and staff use our resources and services, and respond to their needs. Here are some of the most interesting trend snapshots:

YEAR IN REVIEW
The Library has an extensive collection of resources to support the key areas of teaching, learning and research.

Here is a snapshot of our collections in 2012:

- **251,702** e-books
- **1.29M** books
- **33,974** online videos
- **102,087** e-journals
- **420** online databases
- **83,416** special collection items
- **3.4M** online images
- **17,037** DVDs
- **102,087** e-journals
- **2,507** online videos
- **54%** e-budget
- **76%** e-budget
LEARNING

The Library took a leadership role in engaging the University’s academic community in the CReaTe agenda, and reimagining Deakin’s future learning environment. We began to advance the University-wide understanding of Digital Literacy as a graduate learning outcome.

CReaTe Contributions

CReaTe has been a major strategic initiative centred on generating an outstanding, distinctive and revitalised Deakin experience for students and staff. The CReaTe process engaged all areas of the university, with workstreams bringing together academic staff, students, librarians and academic support staff.

The Library led the Engaged and eRich Learning workstream tasked with reimagining the future Deakin learning environment.

The Library was also a key contributor to the Integrated Learner Support workstream looking to provide students consistent, high quality support in and beyond the curriculum.

Contribution to the Course Enhancement Program

Deakin University has identified the need to review and renew its courses in order to prepare students with the skills needed to transition to the workforce.

The ongoing Course Enhancement Program (CEP) is addressing key courses, with the Library contributing to the program through its work with course leaders and unit coordinators, addressing the achievement and assessment of Graduate Learning Outcome 3: Digital Literacy.

The Library is also a member of the reference group supporting the CEP, collaborating with Equity and Diversity and Student Life in delivering key activities for the relevant learning outcomes.

“I think the content is really excellent particularly with new sources like Informit EduTV and Kanopy. As an academic, I really see the value in these sources.”

Digital Scholarship 2020 - Academic Staff Capability Building

Digital Scholarship 2020 is a professional development program designed to assist with the implementation of the University’s new strategic plan, LIVE the future: Agenda 2020. The ongoing program supports strategic directions in teaching and learning, and research.

The Library developed and delivered a series of workshops covering four key themes; global information resources; managing digital rights; data curation; and engaging with resources through social media. The Library is assisting academic staff to transition to premium cloud and located learning.

A specially designed Library Resource Guide was created to extend the reach of the program. Tailored workshops were developed for the specific needs of faculties and divisions.

Partnering with the Division of Student Life

The Library and the Division of Student Life (DSL) continue to work together to provide more integrated learner support.

A cross-campus ‘Supporting Students in 2012’ workshop was held in February, bringing together all Liaison Librarians and DSL Language and Learning Advisors.

The workshop aimed to identify collaborative approaches to supporting all Deakin students to develop required academic and learning literacies for the digital age.

As a result, Language and Learning Advisors were relocated into the libraries at Geelong Waurn Ponds and Geelong Waterfront Campuses.

Students are now able to access the expertise of both groups of staff in the one location. The Library’s student peer support service delivered through Student Rovers was also extended to the Building H Learning Space for T1, 2012 as a continuing pilot.

This robust cross-referral of services and shared delivery of Orientation 2012 programs are just two of the many ways both groups plan to work together in the future.

Improved Integration of Library Services and Resources in CloudDeakin

The Library created clearer pathways for students to quality information and discovery tools in the University’s learning environment, CloudDeakin. This meant students were able to access known learning resources and discover new resources from within their unit sites.

We continued to support the CloudDeakin experience throughout the year, contributing to the offer of a brilliant education for students where they are in their learning journey.

Our focus was on constantly improving our services and support for learning environments both in the cloud and on campus.

Library support for Deakin University Partnerships and Participation Program (DUPPP)

As part of the wider University program, the Library contributed to the Deakin University Partnerships and Participation Program (DUPPP). Research investigating barriers to use of the Library, in particular those affecting off-campus students from low-SES areas, was undertaken.

Extensive interviews were conducted with 26 students, allowing the Library to construct student personas. The evaluation of the students experiences informed improvements to the Library website and Library engagement in CloudDeakin.

A recommended outcome was also to conduct a trial with students enrolled in a social work unit, to put into practice the insights gained from stage one of the research project.

A peer-reviewed article based on the project’s findings was published in Australian Academic and Research Libraries (AARL) in September. This article addressed the Library’s contributions to student retention.

A poster on the project was presented at the ARL Library Assessment Conference in Charlottesville, Virginia, and was awarded a Judges’ prize for Project Methods.
IDEAS

Deakin University’s promise is to “make a difference through world-class innovation and research.” The Library’s research support services contribute to this aspiration. Deakin Research Online (DRO), the University’s institutional research repository; the Research Data Management (RDM) project; and the Library’s advocacy for open access initiatives and contribute to Deakin’s international research footprint.

Raising the profile of Open Access

To celebrate International Open Access Week, the Library held a symposium: Open Scholarship, exploring issues and trends in open access publishing. This was one of only three events held in Australia.

Over 150 members of the education community gathered (or attended via live-stream) to explore open access practices from the perspective of academics, researchers, and publishers, exploring a variety of challenges and hot topics.

Speakers included:
- Professor Anne Fitzgerald - Creative Commons Australia
- Mr David Tempest – Elsevier publishers
- Professor Christoph Antons - Chair in Law, Faculty of Business and Law, Deakin University.

“The forum was outstanding. I travelled just to hear the mix of academics and experts in the field of open access. Thanks Deakin Library.”

Research Data Management

The ANDS funded “Seeding the Commons Project”, led by the Library, was very successful for Deakin.

The project enabled the exploration and development of processes and technology to support the capture and transfer of metadata for research data collections held by Deakin researchers.

It provided an opportunity to discover gaps in existing infrastructure, and put measures in place to ultimately allow researchers to share the research data with a wider audience.

More than 53 collected records with associated party, activity and service records were delivered to Research Data Australia (RDA) by this Seeding the Commons Project.

DRO supporting the 2nd “Excellence in Research Australia” Submission

The Library’s involvement in the second round of Excellence in Research for Australia (ERA) contributed to the University’s improved rating performance in the excellence index.

The Library’s repository team undertook a range of activities including:
- analysis and quality reviewing and data verification of the existing research output
- sourcing and digitising new research
- description development and storage of non-traditional output
- development and delivery of information sessions
- collecting citation data
- submission readiness checks and testing

Training for Higher Degree by Research Students

The Library delivered 35 workshops to over 350 participants, as part of an integrated program with the Institute of Research Training, focusing on research skills.

In conjunction with Faculties and the Dean of Research Training, the Library hosted four popular research publication workshops, called ‘Insider’s Guide to Getting Published’.

The workshops were designed to assist academic staff and higher degree by research students to develop publishing strategies in a competitive research environment.

The program attracted more than 250 participants and will be part of an ongoing program to support research skills development.

“Many thanks for a very informative session this morning. As a mature age student who is not quite as resourceful on the computer as my younger colleagues it was a pleasure to attend such a well-run workshop.... the information conveyed this morning is invaluable.”

“I have attended these workshops each year and have found them unfaillingly helpful. There has been something new to learn each time, and different things have been relevant at different stages.”
Library Refurbishment Projects

Melbourne Burwood Campus

The Melbourne Burwood Campus Library refurbishment will deliver new, fresh and flexible, highly digital, engaging and productive learning spaces, contributing to meaningful student learning outcomes and research performance.

Stage 1 commenced in July, resulting in our Special Collection and RSV collection being cleared and moved to Geelong. The Law collection was relocated to Level 1, with an extensive collection review undertaken.

At the end of 2012, we were on track to re-open level 3 in January 2013.

Warrnambool Campus

The project team worked tirelessly to plan the relocation of staff and the service desk, to improve the overall working environment.

Remedial works were undertaken to improve protection from the substation and cabling. These works address occupational health and safety issues at the library and work areas.

It is anticipated work will commence in early 2013.

Geelong Waterfront Campus

The Geelong Waterfront Campus Library will undergo a complete refurbishment to support the relocation of the Faculty of Business and Law in 2013.

This new Library will represent the global nature of information access, providing a high-quality environment to work, learn, reseach and connect.

The focus will be on e-resources and ready availability to a collection of core and high-use Library print and audio-visual materials.

Library Website Redevelopment

Our website was redesigned to make things simpler and easier. The result is a website that is fresh and engaging, with clear pathways that lead to the valuable information our clients are looking for.

Search and Discover

We know visitors come to our site looking for quality information that is often needed quickly. We made our new search bar persistent on every page, so users can search at any time without having to stop what they are doing.

Benefits include:
• Being able to search effectively and discover the information needed for study, teaching or research
• Access to millions of resources via extensive search options or exploring the ‘Discover More’ search function
• Links to the content of our partner libraries through BONUS+, which provides access to thousands of additional resources otherwise unavailable
• Links to our expert staff available to help at any point in the search

Navigate without getting lost

We understood our users didn’t want to be clicking the ‘back’ button for those things they always needed.

Navigation around the site is easy, with links placed consistently throughout.

We introduced a common tasks bar with links to My Library, Help, and Contact featured on the top right hand side of every page.

The styling is consistent with the look and feel across the University website and places useful links within easy reach.

Improving Business Processes

In order to progress Deakin’s commitment to a sustainable and competitive enterprise, the Library continued to improve the effectiveness and efficiency of our business processes.

Strategies included:
• transition to an e-preferred policy for books
• review of print serial subscriptions
• video to DVD conversion
• the introduction of JIRA, an online management tool used to track work requests including Inter-Library Loans and general inquiry recording
• improving record loading and effective negotiation with publishers to supply ebooks for students with a print disability

Improved workflow with our Wiki

During the year, an internal wiki tool called Confluence was gradually rolled out within areas of the Library and is increasingly being used as a way to disseminate information on our services as well as assist staff with managing and sharing work related tasks.

The flexibility of the wiki brings opportunities for staff to interact online in new ways. It lends itself to supporting a culture of openness between staff and areas of the Library.
EXPERIENCE

The Library’s workforce and ongoing development of Librarians and Information Professionals ensures our services contribute to high performing research and prepare students as global citizens in this digital age. The Library continued to reach out to its Alumni and the Community through the Alfred Deakin Prime Ministerial Library and the Library’s Events Program.

Supporting our Community and Partners

National Year of Reading

Writers at Deakin, part of the Melbourne Writers Festival, was held for the sixth year in a row. The event showcased award winning international authors David Vann (Dirt) and Barbara Demick (Nothing to Envy: Love, Life and Death in North Korea) and Deakin’s Amy Nethery (Living on the Fringe).

The Children’s Literacy Forum was held in Geelong and attracted strong interest and participation from across the education sector and the community, featuring four speakers and attracting over 80 attendees. The event was so popular that we are exploring the opportunity to offer this forum ongoing to support the Deakin and local Geelong education communities.

The BIG Read, held in Geelong, coincided with The National Reading Hour. The event raised the profile of Deakin University Library in the community and helped celebrate families reading together, highlighting the benefits of shared reading.

A poetry competition was run for students, with the aim of unearthing unpublished poetry. The competition attracted over 40 quality entries, which were judged by a panel of expert academics. The winning poem was published on the Library website.

Library Client Survey

We have received excellent results from the 2012 client survey. The overall satisfaction score was 80%, which put Deakin University Library back into the top quartile ranking.

We received 4604 responses to the survey, a significant increase on the 2010 survey.

The top areas of performance include:
- information resources
- Library staff
- service delivery

Five factors in the Top 10 performance list related to our staff, highlighting the importance and value clients place on the services and advise they expect and receive.

The Library excelled in seven areas in both importance and performance – which means we do well in the things that matter to our clients. Facilities is the key area for improvement and we are addressing this.

Congratulations to the Library teams on their continued efforts.

TREND Training Sessions

A suite of training and information opportunities were made available to Library staff at campuses to share knowledge regarding services.

Four TREND training sessions and 16 Staff Update sessions were delivered internally covering a range of topics.

Internal development opportunities available to staff included secondments and placement opportunities under the Library Internal Work Experience Program.

Vice-Chancellors’ Awards

The Deakin Research Online (DRO) team were selected to receive a 2012 Vice-Chancellor’s Award for Outstanding Contribution to Academic Support.

The awarded team was nominated by the University Librarian, Anne Horn; and supported by Manager, Digital Services, Prashant Pandey and Manager, Information Management and Access, Joan Moncrieff.

As one of the top candidates within the ‘open category’, the team was also awarded the 2012 Vice-Chancellor’s Award for the Most Outstanding Contribution to Delivering Effective Partnerships.

Congratulations to the DRO team!
LIBRARY MANAGEMENT AND GOVERNANCE

The Library has a client-focused organisational structure and philosophy. Services are delivered through campus libraries located at each of the University’s four campuses, and online through a significant digital library and increasingly through our social media channels. The Library’s services model is efficient and responsive, drawing upon the expertise of cross-campus teams.

The Library is one of three divisions and two institutes that report directly to the Deputy Vice-Chancellor (Academic). The Library’s organisational chart shows two large units, led by the Associate Librarian, Client Services and the Associate Librarian, Information Management and Access who, together with the University Librarian, form the Library’s Executive. The Library’s Business Unit provides valuable support to the Executive.

The Library Planning Group, Strategic Management and Resources Team (SMART) translates the Library’s strategic directions into effective outcomes for students and academic staff. SMART brings together all Library senior managers to ensure Library services and resources support the teaching, learning, and research priorities of the University, as well as the University’s community engagement and partnership activities.

The Library’s annual budget and expenditure reflects the value the Library brings to the University in making information resources accessible, particularly e-resources.

At the same time, the Library workforce, its expertise and student focus is highly regarded across the university.

Efficiencies and the transformation of the Library roles have ensured great improvements in outcomes for students, academic staff and researchers with no increase in number of Library staff.

The Library Vision

The partnerships the Library forms with its clients will be diverse and will continue to change as the nature of information and networks change, and the way people communicate changes. Students will expect technology to be ‘always on’ and accessible where and when they need it.

To our students, all information will be the same, whether it’s a book, journal, newspaper or streaming media.

The Library will provide a high-quality learning environment that provides physical and networked opportunities for students and staff to interconnect – to meet, exchange ideas and engage in the learning process. An environment that supports interactions beyond the classroom will be valued by students, contributing to their excellent university experience. Social networking will occur online and in person.

Ease of access to any and all information will be facilitated by global networks. The quality of such information will not be assured. Libraries will provide expert assistance connecting clients with scholarly information. Expertise on how to make research output searchable and accessible through open access repositories will be in need. Knowledge of changing publishing models will be sought. Services will be adaptive, flexible and personalised to suit individual preferences.

Evaluating client needs and aligning services to meet these needs will be a continuous and dynamic process. Libraries will assist information-seeking by providing interconnections between clients, information and networks. Meta-searching of many sources from one simple search will be offered. Clients will be able to filter the information they receive according to the decisions they make. Libraries and information providers will need alternative means to deliver information to different devices and different browsers.

To achieve this vision the Library will:

- deliver effective partnerships with students, staff and the community
- provide responsive and personalised services to support clients’ teaching and learning, and research needs
- provide highly accessible and flexible services to international students
- use flexible technologies to provide ease-of-access to information that matches clients’ needs for scholarly resources
- provide a high-quality learning environment that supports excellent student experiences and research activities
- ensure staff have opportunities to develop skills and knowledge necessary to be responsive to the information needs of its partners.