The Future of Academic Libraries at the Beginning of the 21st Century

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No Shortage of Predictions

- The overall market for entertainment and information is inexorably going digital. One day, most music, movies, and perhaps even printed words will be sent as bits over the Internet instead of in bulky boxes. “Amazon Accelerates Its Move to Digital,” Brad Stone, NYTimes, April 7, 2008

- The rush to digitize the written record is one of a number of critical moments in the long saga of our drive to accumulate, store, and retrieve information efficiently. It will result not in the infotopia that the prophets conjure up but in one in a long series of new information ecologies, all of them challenging, in which readers, writers, and producers of text have learned to survive. “Future Reading: Digitization and Its Discontents,” Anthony Grafton, The New Yorker, November 5, 2007
Infotopia or Dystopia?

- A recent article in my local newspaper about libraries “efforts to woo teens,” caught my eye. Apparently, the works of such luminaries as Rudyard Kipling and Mark Twain have been replaced with the Xbox and Nintendo Wii. It is little wonder that our nation’s literacy rate continues to decline. “Our Public Libraries Are Being Turned Into Video Arcades,” Dave Gibson, American Chronicle, March 19, 2008

- It looks like the ‘transformation’ we seek for libraries and librarianship may turn out to be more of a ‘deskilling’ of library jobs than an enhancement of the profession. More and more working librarians are ‘managed’ by a new breed of library leaders. Their model for the new public library is that dehumanized supermarket or the chaotic disorganization of the largest Barnes & Noble. “Blatant Berry: The Vanishing Librarians,” John Berry III, Library Journal, February 15, 2008
Recent Environmental Scans and User Studies

Where Electronic Information Searches Begin—by College Students across all Regions

Search Engine: 89%
Library Website: 2%
E-mail: 1%
Online database: 2%
Topic-specific Web sites: 1%

OCLC 2005

Google Generation

In general terms, this new form of information seeking behaviour can be characterized as being horizontal, bouncing, checking and viewing in nature.

Because of the fundamental role that academic libraries have played in the past century, it is tremendously difficult to imagine a college or university without a library. Considering the extraordinary pace with which knowledge is moving to the Web, it is equally difficult to imagine what an academic library will be and do in another decade.

Providing quality learning spaces; creating metadata; offering virtual reference services; teaching information literacy; choosing resources and managing resource licenses; collection and digitizing archival materials; and maintaining digital repositories

1. Complete the migration from print to electronic collections

2. Retire legacy collections

3. Redevelop library space

4. Reposition library and information tools, resources, and expertise

5. Migrate the focus of collections from purchasing materials to curating content

“A Strategy for Academic Libraries in the First Quarter of the 21st Century”
David W. Lewis, C&RL, September, 2007
Strategic Directions for Creating the Future of the Academic Library: My Perspective

1. Move from collection development to knowledge management practice

2. Resign library space for people and collections

3. Create more collaborative organization for information services
From Collection Development to Knowledge Management

1950-1975: Collection Development

1975-2000: Collection Management

2000-: Knowledge Management
Continuing Growth of Publication

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<tr>
<th>Category</th>
<th>2004</th>
<th>2009</th>
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<tr>
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<tr>
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<tr>
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<td>159,000</td>
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<tr>
<td>U.S. newspapers</td>
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<td>8,000</td>
</tr>
<tr>
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<td>27,000</td>
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</tr>
</tbody>
</table>

Projected shifts in annual production volume 2004–2009

OCLC: 2004 Information Format Trends
Data Maps-Metadata
Relative emphasis of content in WorldCat

- Books
- Journals
- Newspapers
- Government docs
- Audiovisual
- Maps
- Scores
- Special collections
- Rare books
- Local/Historical newspapers
- Local history materials
- Archives & manuscripts
- Theses & dissertations

Stewardship/publishing

Freely-accessible web resources
Open source software
Newsgroup archives

Institutional repositories
- ePrints
- Learning objects/materials
- Research data

Lorcan Dempsey, OCLC
A second challenge will be to develop the level of support for this activity to match the level of support that currently exists for purchasing content. The value of purchased content is clear, especially to the users. Curating content has a similar value, but this value is not always as clear. There will be a temptation to be a free-rider. Since open access provider information at no cost...
A Proposal for Development of an OSU Knowledge Bank

Submitted to the OSU Distance Learning/Continuing Education Committee
June 21, 2002

http://www.lib.ohio-state.edu/Lib_Info/scholarcom/KBproposal.html

By
The OSU Knowledge Bank Planning Committee
Chair: Joseph J. Branin, Director of Libraries
The Knowledge Bank Broadly Defined

The OSU Knowledge Bank project proposes to create a knowledge management system for the University that will support the creation, organization, storage, and dissemination of the institution’s digital information assets.

The Knowledge Bank will be both a “referatory” providing links to digital objects and a “repository” capable of archiving the increasing volume of digital content created at OSU for long-term use and preservation.
Digital Knowledge Bank at OSU

- **Online Published Material**
  - E-books, e-journals, government documents, handbooks

- **Online Reference Tools**
  - Catalogs, indexes, dictionaries, encyclopedias, directories

- **Online Information Services**
  - Scholar’s portal, alumni portal, chat reference, online tutorials, e-reserves, e-course packs, technology help center

- **Electronic Records Management**

- **Administrative Data Warehouse**

- **Digital Publishing Assistance**
  - Pre-print services
  - E-books, e-journal support
  - Web site development and maintenance

- **Faculty Research Directory**

- **Digital Institutional Repository**
  - Digital special collections
  - Rich media (multimedia)
  - Data sets and files
  - Theses/dissertations
  - Faculty publications, pre-publications, working papers
  - Educational materials
    - Learning objects
    - Course reserves/E-course pack materials
    - Course Web sites

- **Information Policy**

- **Research/Development in Digital Information Services**
  - User needs studies
  - Applying best practice
  - Assistance with Technology Transfer
Food, Agricultural, and Environmental Sciences

- Agricultural Technical Institute
- Agricultural, Environmental Development Economics
  - AED Economics Documents:
    http://www.agecon.ag.osu.edu/resources/docs/subindex.cfm?catval=8
  - AED Economics First Reports:
    http://www.agecon.ag.osu.edu/resources/docs/subindex.cfm?catval=4
  - AED Economics Report Series:
    http://www.agecon.ag.osu.edu/resources/docs/subindex.cfm?catval=21
- Emurban Change Project
  http://aede.osu.edu/programs/exurbs/index.htm
- Working Paper Series
  http://www.agecon.ag.osu.edu/resources/docs/subindex.cfm?catval=5 - Some of the older working papers are available from http://agecon.lib.umn.edu/index.html

- Animal Sciences
- Food Science and Technology
- Food, Agricultural and Biological Engineering
- Horticulture and Crop Science
  - Buckeye Gardener Videos
    http://hcs.osu.edu/movies
  - Buckeye Yard and Garden Online
    http://byg.osu.edu
  - Plant Dictionary
    http://hcs.osu.edu/plants.html
- Plant Facts
  http://plantfacts.osu.edu
- Pocket Gardener
  http://hcs.osu.edu/pocketgardener/
- Human and Community Resource Development
- Ohio Agricultural Research and Development Center
- OARDC Weather System
Olenyang River Wetland Research Park

Community home page

Introduction: The Olenyang River Wetland Research Park at The Ohio State University is designed to be one of the comprehensive wetland research and education facilities in the nation at a major university. It is located on a 30-acre site owned by The Ohio State University, immediately north of the Columbus campus. Phase 1 of site development, which featured construction of two 2.5-acre deep-water marshes and a river water delivery system, was completed in 1978. Phase 2 which involved establishing the infrastructure for research and education of the site, including additional...

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OSU:pro puts knowledge management into practice by reshaping the tools we use to document and share our knowledge and skills here at The Ohio State University.

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Check this section weekly for updates as we roll out new features, reports, and other functionality to make the most of your scholarly accomplishments.
OSU Pro: Leveraging Canonical Data Sources

OSUMC
clinical interests

HR
title, department, address

PeopleSoft
grants, funding, current positions

OhioLINK
journal citations & abstracts

Expertise
awards, courses, degrees, grants, honors, languages, memberships, past positions, Research, IP

HR grants, funding, current positions
PeopleSoft
OSUMC
clinical interests
OhioLINK
journal citations & abstracts

Data Sources
“The Gene Hunters”: A Suggested Case Study


• What kinds of information do scientists need and collect in genetic research?
• How is this information collected, organized, stored, preserved, and shared?
• What role do librarians play in genetic research?
New Roles for Librarians as “Knowledge Managers”

- Librarians “can no longer meet the information needs of faculty and students through the traditional avenue of simply adding to their collections.” (Battin and Hawkins, *Mirage of Continuity*, 1998)

- New Roles
  - Managing knowledge content (working more closely with faculty and students to design, organize, and maintain a broader range of digital assets.)
  - Using information technology to create new organizational (metadata), retrieval (discovery), and storage (preservation) options
  - More active role in the educational and research mission of university (integrating information resources and services in teaching and research activities)
  - Active learners and educators: teaching information literacy, programming library space, outreach to faculty and students, grant-seeking and fund raising
Managing our legacy and traditional space, place, and services

Envisioning and shaping our new space, place, and services
Touch of Print: Making Sense of Information
Library Storage Needs

Low Memorial Library 1894

Butler Library 1934
Overcrowded Shelving Conditions
Less-than-ideal Storage Conditions
The Original Reading Room
The Current Reading Room
“The crowding out of readers by reading material is one of the most common and disturbing ironies in library space planning.”
– Scott Bennett, *Libraries Designed for Learning*
The Grand Reference Hall, 2009 (rendering):
Expanding Document Delivery Services

Scanning and electronic delivery of articles from print journals for students and faculty = 24,000 items per year (at start up)

Books from Libraries’ collections delivered to nearest library or through campus mail to faculty offices and student dorms = 56,000 items per year

Material borrowed from other libraries for pick up or document delivery = 102,000 items per year
Facility Improvements

Thompson Library

Science & Engineering Library

Book Depository

Sullivant Hall
Cornell’s Periodicals Room was hardly used by 2001.

Sarah Thomas

Transformed into a wired café, the space is now one of the campus’s most popular study and meeting places.
What Users Want...

- 24/7
- Self-reliance
- Technology
- Amenities
- Quiet zones
- Social interaction

Sarah Thomas, Cornell
Digital Union
The Multimedia Workshop

Georgia Tech Libraries
A new study by the Association of Higher Education Facilities Officers reveals that more than half the students surveyed ranked the condition of a university's libraries near the top of their list of reasons for choosing a college.

Only lower than facilities related to specific majors.

Higher than classrooms, dorms, rec centers, student unions, cafeterias.

*Facilities Manager* March/April 2006
Extremely or Very Important Facilities in the Selection Decision Process
New Learning Space Design in Libraries

- Balance between collections and user space
- Robust information technology infrastructure
- Consolidation of collections and service points
- Variety of public spaces: quiet, private, gathering places, much more group study, very flexible meeting and teaching space
- More events and programs: exhibits, displays, lectures, tutoring, seminars
- Partnerships with CIO, Teaching Centers, Student Services
- Open office/studios for library staff
- Attention to social amenities: café, lighting, displays, soft furniture
Changes in Place, Space, and Services in Research Libraries in the Digital Age

- **Information Space**
  - New ways to manage print and digital collections
  - The rise of knowledge management responsibilities

- **Learning Place and Organization**
  - Using library real estate for a learning place
  - Redeployment of library personnel and services in support of knowledge management and active learning
Creating a More Collaborative Information Services Environment

- Within the Institution
  - enterprise-wide IT architecture and information services
  - teaching and research support

- Among Libraries
  - State-wide library cooperation (OhioLINK)
  - Multi-type library cooperation
  - Regional, national, and international efforts
OhioLINK In Reach Services

Number of Library Items Delivered

Online Borrowing by Patron Type

- Faculty & Staff
- Graduate Students
- Undergraduate Students
Cost Effective Purchasing Power

- Average Annual Journal Cost Increase for Typical Academic Research Library
- Average Annual Cost Increase for Journals Licensed through OhioLINK
- Average Annual Cost Increase for Research Databases / General & Business Journals Licensed through OhioLINK

2001 vs. 2000: 7.7% 6.1% 6.9%
2002 vs. 2001: 8.0% 4.5% 2.4%
2003 vs. 2002: 8.0% 3.9% 1.8%
2004 vs. 2003: 8.0% 5.5% 1.7%
Redeployment of Personnel and Resources

➢ What’s on the decline
  • Overcrowded stacks and facilities
  • Traditional acquisitions
  • Circulation and in house use of traditional collections
  • Number of service points and reference desk services
  • Bureaucracy and administrative complexity

➢ What’s on the rise
  • Library consortia and resource sharing
  • Knowledge management
  • Digital repository service
  • Presence on the public Internet
  • Learning Commons
  • More and better use of student employees
  • Teaching and research partnerships
  • Outreach and marketing
  • Librarians and library staff as leaders, managers, and teachers