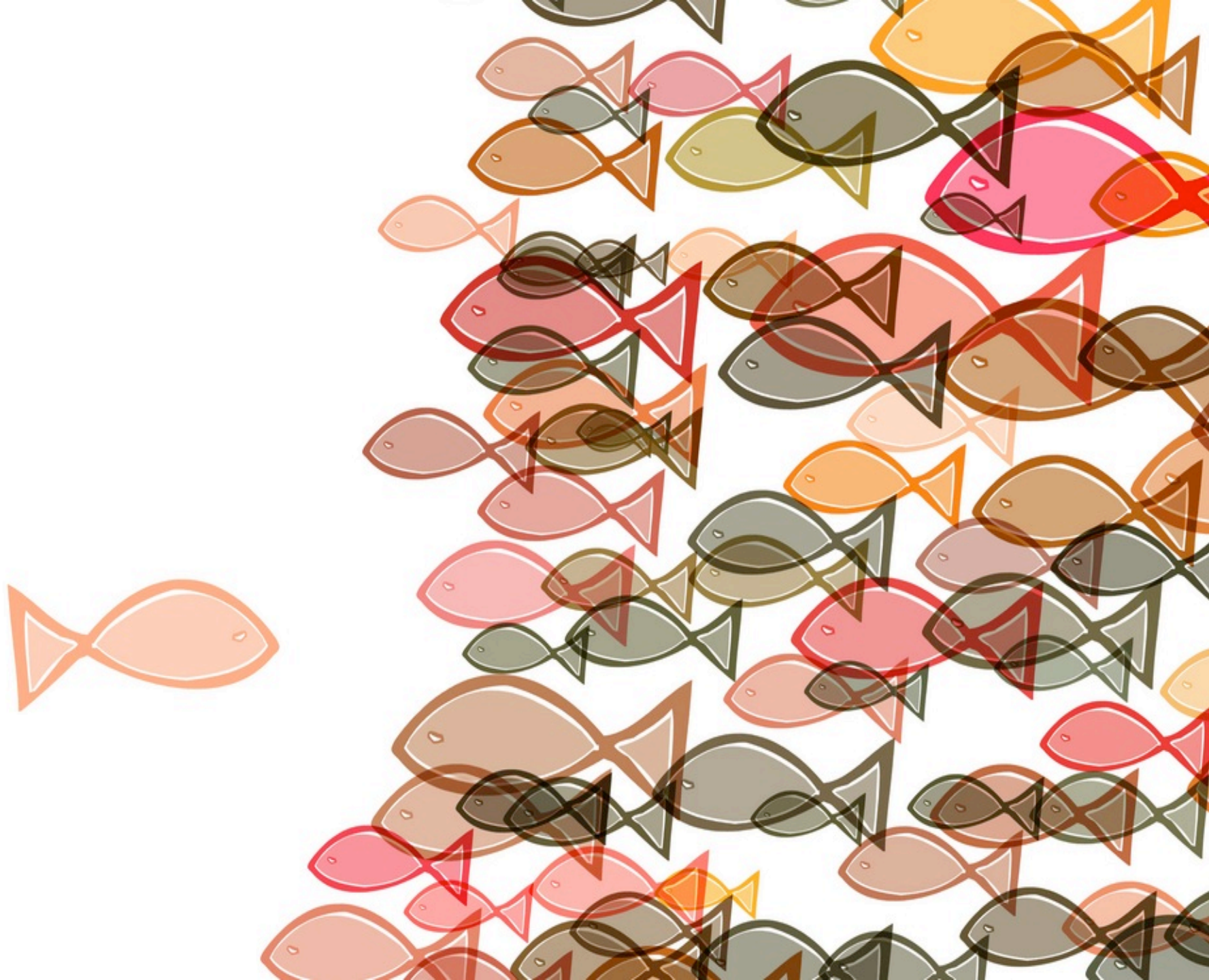


How should a modern library respond to needs of a university? Case study of the Chemistry Library



Jozef Dzivak
Slovak Chemistry Library





LIBRARIES ARE DYING !?!?!?

NIE
lepiej
książkę



Academic Library Autopsy Report, 2050
by Brian T. Sullivan



- Book collections became obsolete. Fully digitized collections of nearly every book in the world rendered physical book collections unnecessary. Individual students now pay for subscriptions to any of several major digital-book vendors for unlimited access. The books may be viewed online at any time or downloaded to a portable device.



- Library instruction was no longer necessary. To compete with a new generation of search engines, database vendors were forced to create tools that were more user-friendly, or else risk fading into obscurity. As databases became more intuitive and simpler to use, library instruction in the use of archaic tools was no longer needed.



- Information literacy was fully integrated into the curriculum. As faculty incorporated information literacy into their teaching, it became part of the general curriculum of colleges.



- Libraries and librarians were subsumed by information-technology departments. Library buildings were converted into computer labs, study spaces, and headquarters for information-technology departments. Collection development became a mere matter of maintaining database subscriptions recommended by faculty.



- Reference services disappeared. They were replaced by ever-improving search engines and social-networking tools, along with information-technology help desks that were relatively inexpensive to run.



- Economics trumped quality





Is it possible to run library as business?

NIE
lepiej
książkę



Number of registered users?

Number of library visitors?

...

...

...

NIE
lepiej
książkę



revenue, profit

Number of registered users?

Number of library visitors?

...

...

...

NIE
lepiej
książkę



What is the most important topic for business?

Customers
Competition
Change



What can we learn from business?

- The importance of focusing on the customers
- How to deal with the competition
- How to use technology
- Importance of innovation
- How to deal with constant change
- How to lower the costs



What can we learn from business?

- **The importance of focusing on the customers**
- How to deal with the competition
- How to use technology
- Importance of innovation
- How to deal with constant change
- How to lower the costs



Situation in Chemistry Library?

600 students vs 1 scientist per day in study room

Almost zero usage of printed content

national e-resources subscription agency

Extremely bad reputation of librarians



- **78 percent of young people in Slovakia have smartphone, the rest is planning to buy one.**

Millennials+, TNS Slovakia, 2014



- 78 percent of young people in Slovakia have smartphone, the rest is planning to buy one.
- **Young people like laptops and 75 percent of them have at least one. 20 percent of them owns also tablet and other 20 percent plans to have one in short time.**

Millennials+, TNS Slovakia, 2014



- 78 percent of young people in Slovakia have smartphone, the rest is planning to buy one.
- Young people like laptops and 75 percent of them have at least one. 20 percent of them owns also tablet and other 20 percent plans to have one in short time.
- **Young people are using internet 4 hour/day in average**

Millennials+, TNS Slovakia, 2014



Which services are most important for users?

	2010	2014
copy	23 %	
print	17 %	
computers	13 %	
study and rest	15 %	
wifi	15 %	
circulation	17 %	

NIE
lepiej
książkę



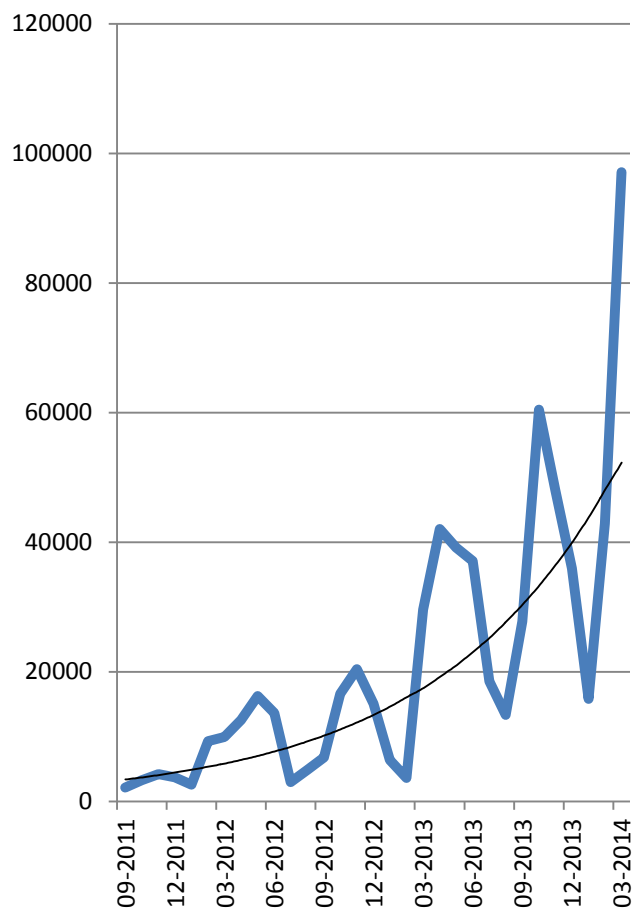
Which services are most important for users?

	2010	2014
copy	23 %	11 %
print	17 %	37 %
computers	13 %	26 %
study and rest	15 %	56 %
wifi	15 %	9 %
circulations	17 %	17 %

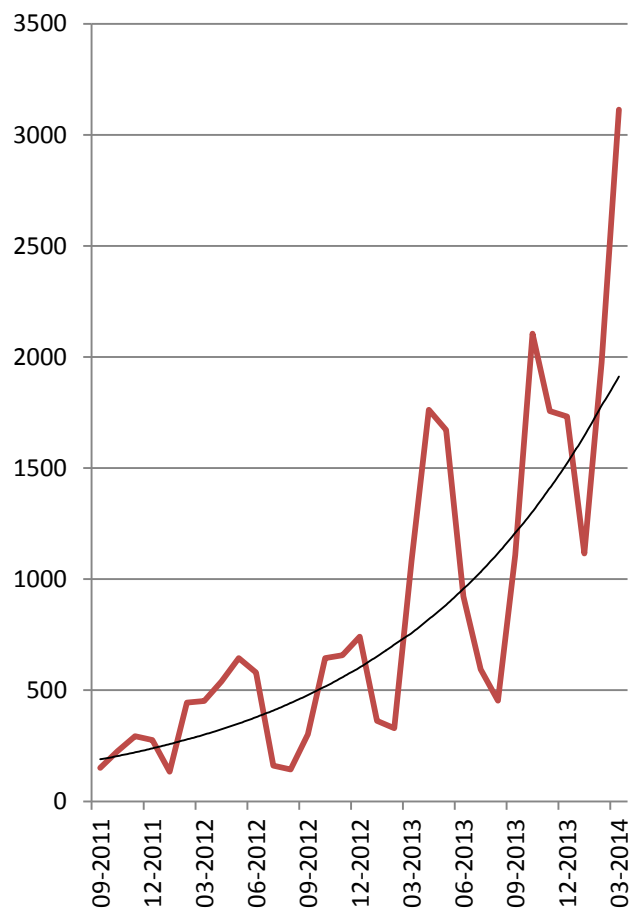
NIE
lepiej
książkę



connections



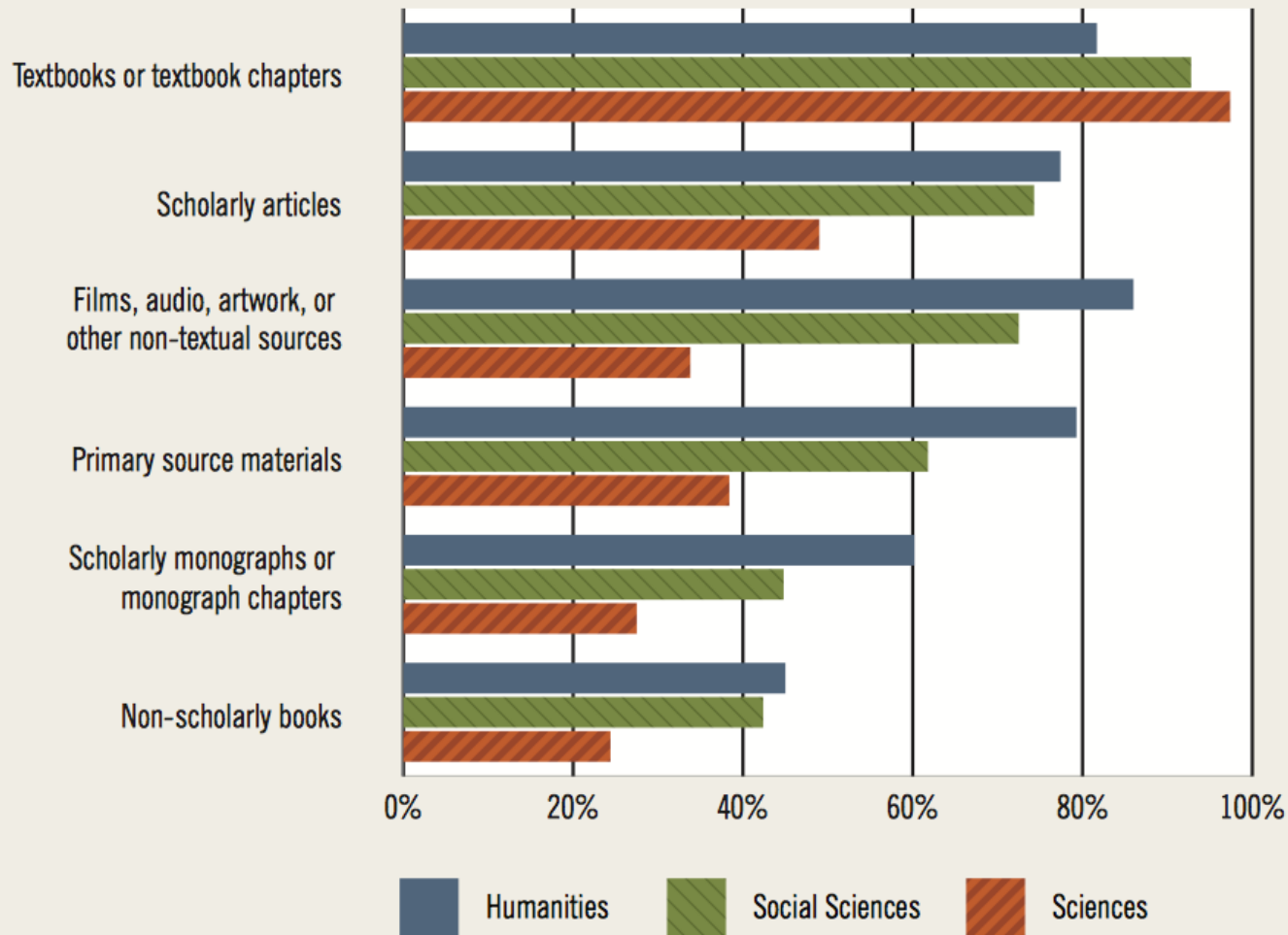
users



NIE
lepiej
książkę



Study literature for education process



Ithaka S+R US Faculty Survey 2012

NIE
lepiej
książkę



Books vs e-books

- 82 percent of SCL users prefer paper book (82 percent in 2010)



Books vs e-books

- 82 percent of SCL users prefer paper book (82 percent in 2010)
- **39 percent of SCL users prefer to buy more expensive paper book (47 percent in 2010)**



Books vs e-books

- 82 percent of SCL users prefer paper book (82 percent in 2010)
- 39 percent of SCL users prefer to buy more expensive paper book (47 percent in 2010)
- **93 percent of SCL users can use ebooks without problems or more less without problems (98 percent in 2010)**



Books vs e-books

- 82 percent of SCL users prefer paper book (82 percent in 2010)
- 39 percent of SCL users prefer to buy more expensive paper book (47 percent in 2010)
- 93 percent of SCL users can use ebooks without problems or more less without problems (98 percent in 2010)
- **56 percent of SCL will print ebook before using (60 percent in 2010)**



Books vs e-books

- 82 percent of SCL users prefer paper book (82 percent in 2010)
- 39 percent of SCL users prefer to buy more expensive paper book (47 percent in 2010)
- 93 percent of SCL users can use ebooks without problems or more or less without problems (98 percent in 2010)
- 56 percent of SCL will print ebook before using (60 percent in 2010)
- **68 percent of SCL users think, that average book costs less than 8 EUR (in reality all books cost more than 8 EUR)**





What can we learn from business?

- The importance of focusing on the customers
- **How to deal with the competition**
- **How to use technology**
- **Importance of innovation**
- How to deal with constant change
- How to lower the costs

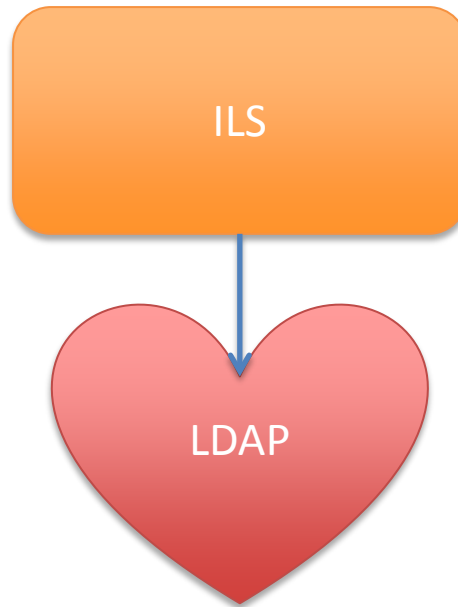
New services for new generation of users

FLAC
FUTURE LIBRARY ADVANCED CONCEPT

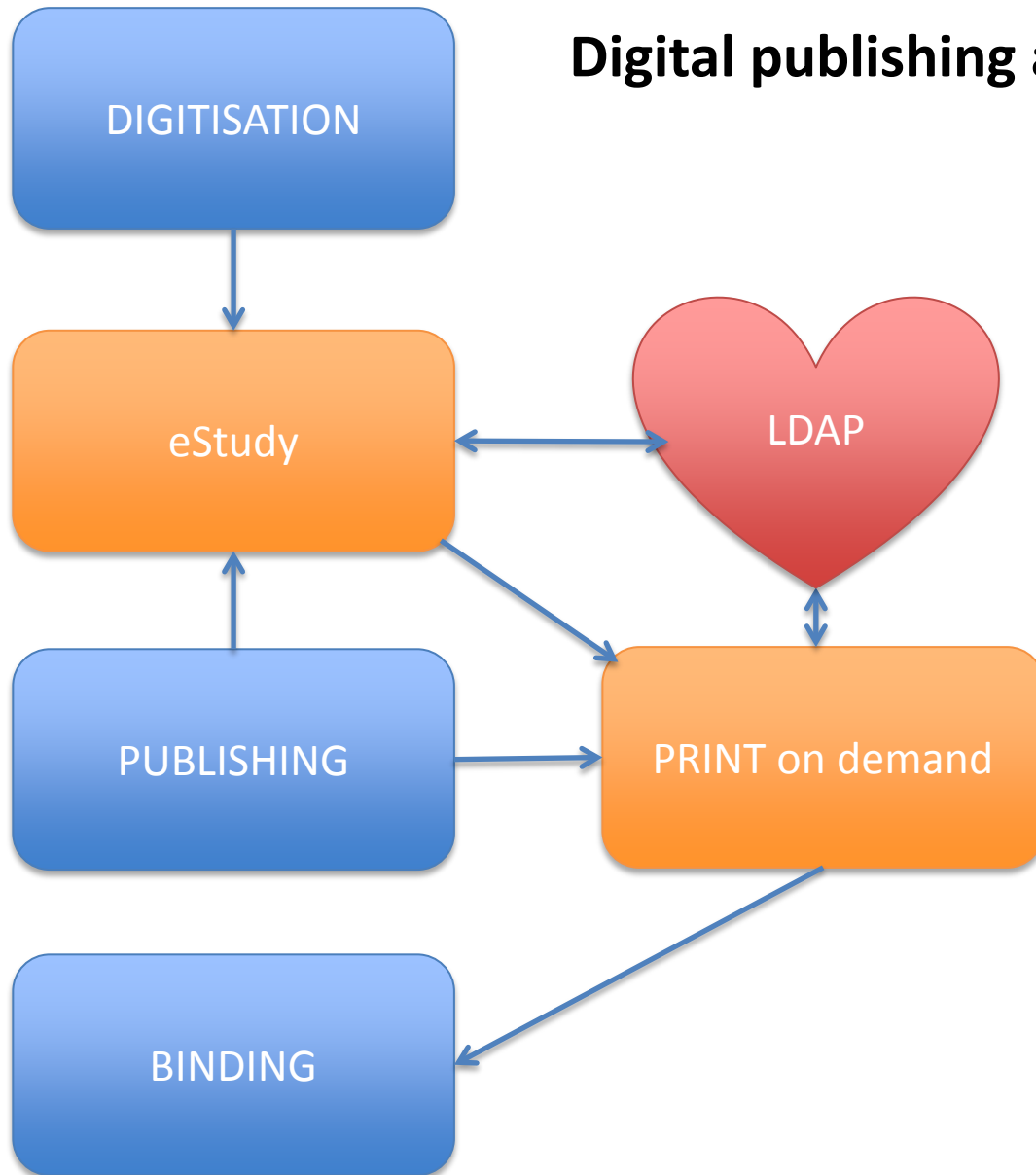
**NIE
lepiej
książkę**



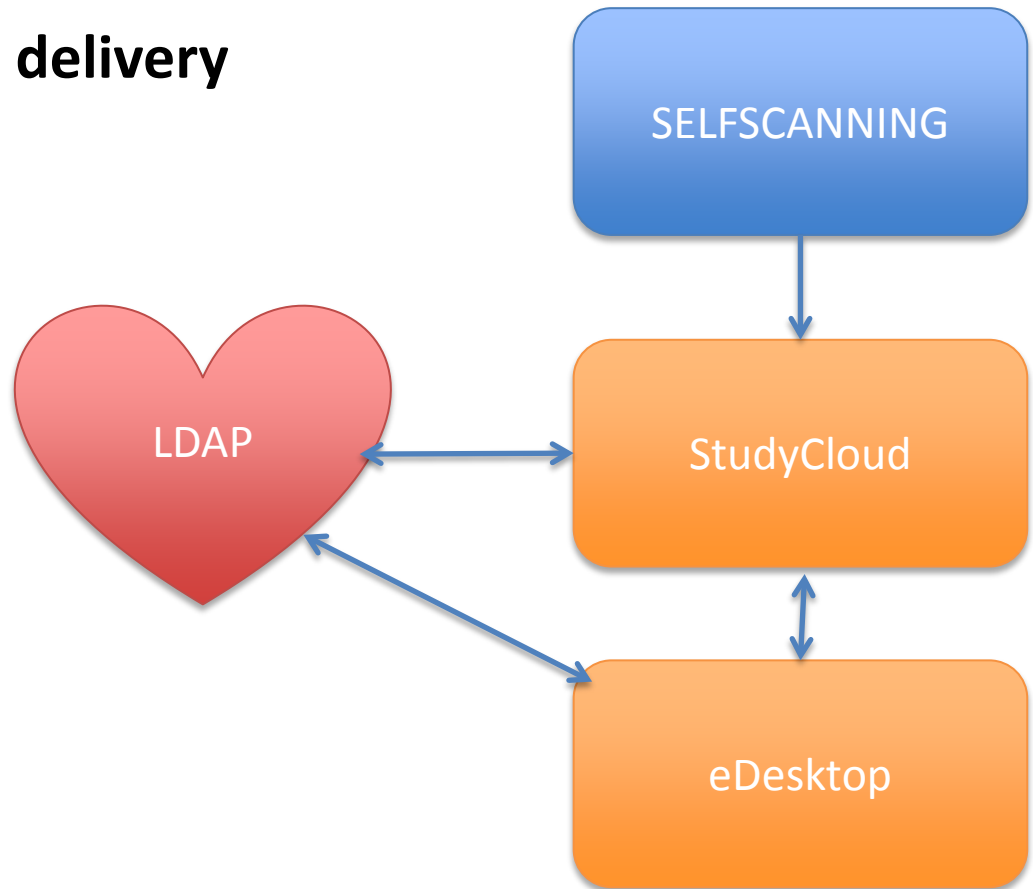
User authorisation



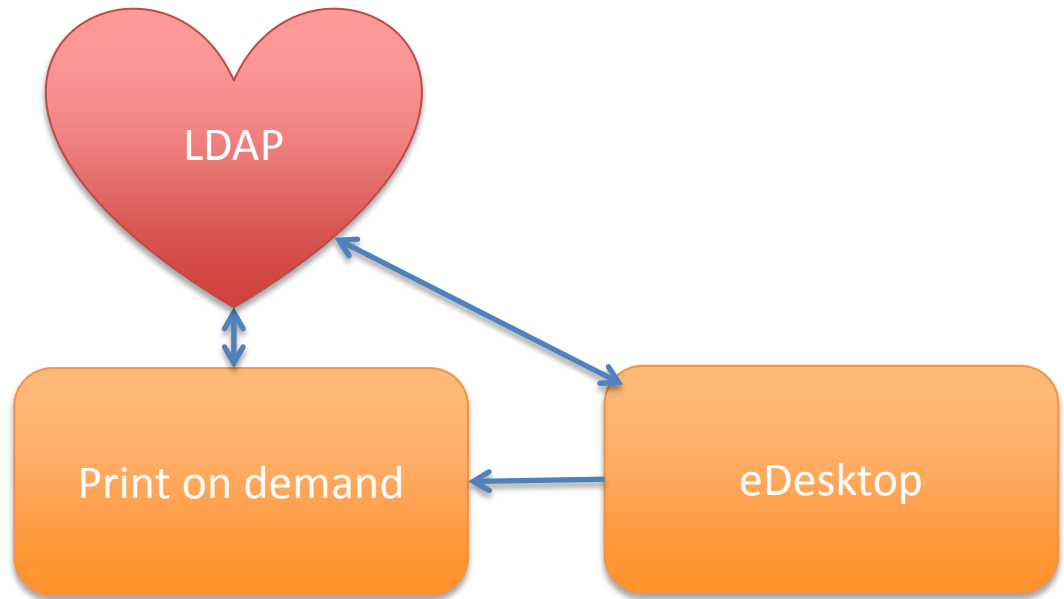
Digital publishing and digital library



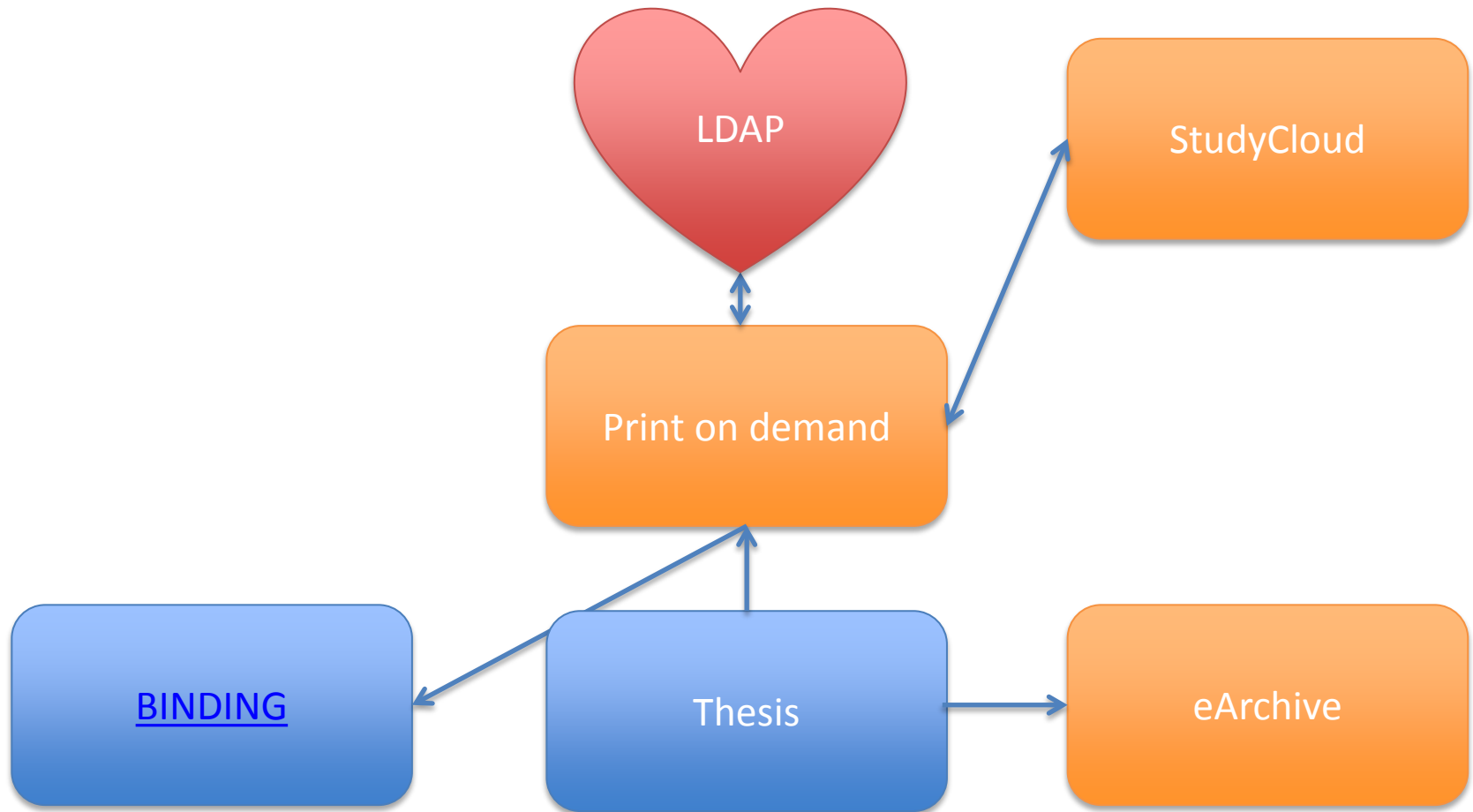
eDesktop, cloud a content delivery

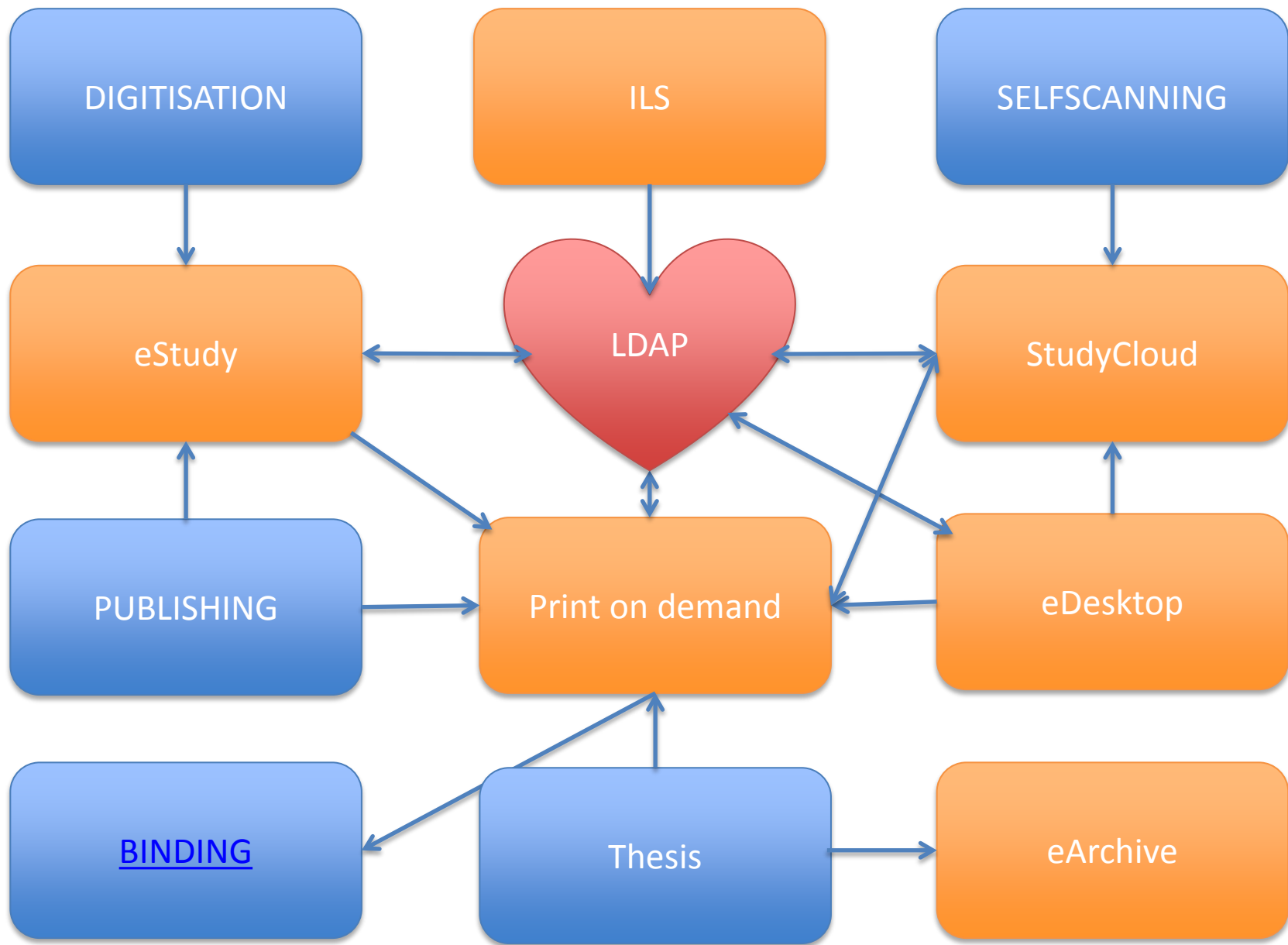


Computer printing



Thesis printing





To be or not to be (publisher)?

Can eBook offer more than book?

Book on demand



To be or not to be (publisher) ?

- Permanent problems with copyright
- Permanent problems with budget for textbooks acquisition
- Publisher's average revenue for one scientific article - 5000 USD



To be or not to be (publisher) ?

- Permanent problems with copyright
- Permanent problems with budget for textbooks acquisition
- Publisher's average revenue for one scientific article - 5000 USD

Library as publisher

- Issuing of new titles (competition with eLearning)
- Lowering the cost of textbooks acquisition
- Shorter lifecycle of textbooks
- Need of library
- Source of income
- Ownership of copyrights



Can eBook offer more than book?

- Mobile devices support
- Make no difference between digital and digitized book
- Image and text extraction from digital library
- High quality digital books
- Automatic citation creation
- Creation and sharing of annotations
- Reading of selected text
- Full text searching with words highlighting



book on demand

- vs. ebook on demand
- Book made on demand in 24 hours (production time 5-10 minutes)
- One piece for low price (open access rules)
- Possibility to print limited number of pages directly from digital library
- Example production cost of 200 p. B/W book of A4/B5 with B/W paper cover page - (1,81 EUR)
- Price of digitization or printing by student have to be always higher than the price provided by library



What can we learn from business?

- The importance of focusing on the customers
- How to deal with the competition
- How to use technology
- Importance of innovation
- **How to deal with constant change**
- How to lower the costs



We love the change

As changes in library are mostly related to IT

- half of the SCL staff is IT

Permanent analysis of user needs

One day a week we are trying to be innovative



What can we learn from business?

- The importance of focusing on the customers
- How to deal with the competition
- How to use technology
- Importance of innovation
- How to deal with constant change
- **How to lower the costs**



I prefer to boost revenue, even profit have to be always zero.

Expected library services revenue will be 24 EUR /user in 2014

Plan is to reach 40 EUR / user in 2017

No textbooks lending after 2017



Discussion

jozef.dzivak@stuba.sk

