



**CHIEF LIBRARIAN TALK SERIES KE-3  
(CLTS III 2015) : “Confronting the Service Overlap Between  
Libraries and Computer Center”**

**4 JUN 2015**

**Anjuran**

**PEJABAT PERPUSTKAAN & PENGURUSAN MAKLUMAT  
UNIVERSITI MALAYSIA KELANTAN**

# **Blurred Lines: The Changing Landscapes and The Librarians**

**Margaret Simeng**

**CHIEF LIBRARIAN  
UNIMAS**



# Library

➤ *The Whole Library Handbook* offers this definition:

"A library is a collection of resources in a variety of formats that is (1) organized by information professionals or other experts who (2) provide convenient physical, digital, bibliographic, or intellectual access and (3) offer targeted services and programs (4) with the mission of educating, informing, or entertaining a variety of audiences (5) and the goal of stimulating individual learning and advancing society as a whole." (p.2)



# Computer Center

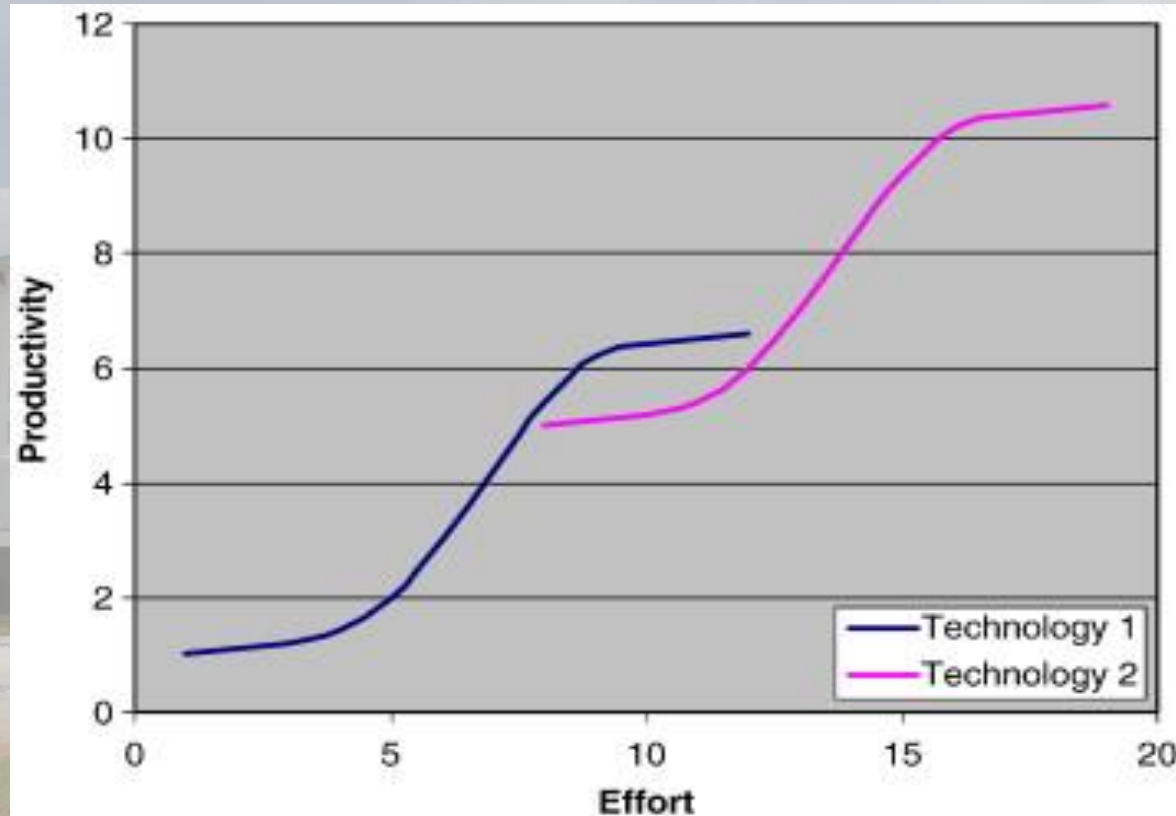
## ➤ University of Rochester

### Office of the Vice President for Information Technology and Chief Information Officer

- The Office of the Vice President for IT promotes a "one University" approach to fulfilling the vital needs of a world-class research university through innovation and efficiency. This office also helps define IT policies and provides University-wide governance for technology initiatives
- University Information Technology (University IT) provides broad technical support services for the University community including:
  - E-mail
  - Web services
  - Networking and telephones
  - NetID and account access
  - Student services
  - UR Tech Store

# Digital Revolution

- Richard N. Foster 's technology S curves



# IMPETUS FOR CHANGE

- rapid advancement in Information and communication Technology (ICT),
- evolution in education system,
- changing user needs,
- emergence of social media, and
- changes in scholarly communication



# Academic Libraries in the 21<sup>st</sup> Century

## Top 10 Challenges:

- **Making services engaging to researchers and students**
  - Google vs Library search
- **Handling research data management tools**
  - data curation\*\* and research management
  - well-versed in the advancements of data management
- **Demonstrating your value**
  - according to the American Library Association, research has proven a connection between student grade point averages and library material usage.

# Data Curation\*\*

**Data curation is the active and ongoing management of data through its lifecycle of interest and usefulness to scholarship, science, and education. Data curation enables data discovery and retrieval, maintains data quality, adds value, and provides for re-use over time through activities including authentication, archiving, management, preservation, and representation**

**Graduate School of Library and Information Science  
University of Illinois at Urbana-Champaign**



# Academic Libraries in the 21<sup>st</sup> Century

## Top 10 Challenges:

### ➤ Preserving material on a digital scale

-Suitable software combined with a librarian's expertise is the wave of future in regard to user interface and access to academic data.

### ➤ A growing and diverse spectrum of customers

- Digital Fugitives, Digital Immigrants, Digital Natives

-customers familiar with traditional library services compared with younger patrons who are more familiar with tech-driven library software.

# Academic Libraries in the 21<sup>st</sup> Century

## Top 10 Challenges:

- Nailing down library policies
- Role development
  - Book-oriented to user-centered librarianship
  - Academic libraries are established in “support of the mission of their parent institutions to generate knowledge, and people equipped with knowledge in order to serve the society and advance the well-being of mankind” (Raja, Ahmad, Sinha, 2009:701)
  - Open Access has required librarians to become knowledgeable in a growing number of subjects on an astounding scale

# Academic Libraries in the 21<sup>st</sup> Century

## Top 10 Challenges:

### ➤ Digital licensing

-patron-driven acquisition of e-books & ejournals become the norm, which means that digital licensing agreements should become more sustainable

### ➤ Subject-matter expertise

-With so much information pouring into libraries, librarians need to document digital collections of archives, museums etc



# Academic Libraries in the 21<sup>st</sup> Century

## Top 10 Challenges:

- **Becoming familiar with a wide range of digital content**
  - seeing what kinds of articles, published works and e-resources are being used the most by students and researchers, librarians can fully digest what types of content they need to become familiar with in a global, digital world while still providing high quality sources.

# Academic Libraries in the 21<sup>st</sup> Century

- **The major transformation have impact on selection/acquisition; cataloging; archiving; reference desk; outreach programme ;accessibility of resources; special collections; technology management (Kurt De, 2013).There is explosive growth of mobile devices and applications to drive user demands and expectations (Smart phones, iPads, and other handheld devices) and they are changing the way information is delivered and accessed (Murphy, 2012)**

# New Roles of Librarians

- Technology savvy/experts by training in both using and training technology. By implementing a variety of digital web-based projects, initiatives and infrastructures, librarians preserve, extend, and facilitate access to information and knowledge
- comprising humankind's cultural, scientific and intellectual heritage (Belzile, 2010).
- Knowledge workers
- Supporting study, not just storing books (Anyangwe, 2012).
- Effective marketers
- Understanding all users and stakeholder
- Networkers and knowledge broker
- Digital content managers, (taxonomies, metadata, Dublin Core etc.).



# New Roles of Librarians

- Demonstrating their value as a pivotal in scholarly communications\*
- Knowledge gatekeepers as subject experts
- Good researchers both for personal and professional development
- Web designers
- Blended librarian etc.

(A PARADIGM SHIFT IN THE 21<sup>ST</sup> CENTURY ACADEMIC LIBRARIES AND LIBRARIANS: PROSPECTUS AND OPPORTUNITIES. Prof Priti Jain ,Associate Professor,Department of Library & Information Studies University of Botswana European Journal of Academic Research, V. 1, Issue 3, 2013)

# Scholarly Communications\*

- IF libraries and publishing communities can move quickly to incorporate users' interests in new forms of scholarship, collaboration and community-based networks, and multimedia technologies in designing new scholarly resources, they will be in a much stronger position. (The Role of the Library in 21st-Century Scholarly Publishing, *Kate Wittenberg*. Council on Library and Information Resources Report, 2014)

# Role of Librarian as Educator in the Digital Information Age

## Blended Librarianship

- Blended librarianship is based on the principle that “librarians can and should be integral, educational partners as well as a catalyst for students’ knowledge enrichment and intellectual inquiry” (Zabel & Shank, 2011:106).



# Role of Librarian as Educator in the Digital Information Age

- Blended librarians combine “the traditional skill set of librarianship with the information technologist’s hardware/software skills, and the instructional or educational designer’s ability to apply technology appropriately in the teaching-learning process. Being good in use of Web 2.0 tools and emerging communication technologies they can provide course related instruction in both environment and become partners with faculty and other academic professionals in designing courses and incorporating information literacy and research skills into academic programs to achieve student learning outcomes (Zabel & Shank, 2011)

# ISSUES

1. The Merged Organization: Confronting the Service Overlap between Libraries and Computer Centers by Tom Kirk, Library Issues v 28, no. 5 May 2008

- Kenyon College which resulted in a complete reorganization of the library and computing services
- Ferguson, Spencer and Metz explores the concept of the merged organization by describing 4 characteristics that are essential to an effective merged organization. These are:
  - the administrative dimension- Organisational structure, administrative responsibilities, governance structures, and budgets are merged.
  - the physical dimension- Physical location (space for people, services, and functions is shared, as well as the proximity of these spaces on campus.

# ISSUES

- the collaborative (or operational) dimension- goals & missions of the library & computing center. Collaborative integration largely affects the "middle third" of the integrated organization, especially the overlapping public-service domains of each (e.g., help desk and reference, education and instruction, classroom support, planning for public spaces, virtual services)
- the cultural dimension- different history, educational requirement & status. Organizational health can be measured by the degree to which all members of the staff are engaged in the development and maintenance of the new organizational culture



# ISSUES

Examples of Integration at Three Institutions ( USA)

*Bucknell University*

*Pacific Lutheran University*

*Wheaton College*



# Fruits of Integration

The twenty-five liberal arts institutions in the CLIR-CIOs group have identified some of the benefits already derived from more closely integrating the services of library and IT organizations:

- Clarifying whom to contact for assistance; merging IT help-desk and library reference-desk services
- Developing and managing the institution's Web presence with greater coherence for multiple audiences
- Increasing collaborative planning and goal setting (e.g., achieving agreement on setting service priorities, understanding better the economic impact of printing and photoduplication policies, centralizing server management, clarifying disaster-recovery requirements, and considering campuswide digital asset management)

# ISSUES

- Improving orientation for first-year students and new faculty and staff employees; collaborating to offer training to campus students, faculty, and staff
- Rolling out a new campus initiative (e.g., course management system, geographic information system, or Internet2 access) that would have been offered more slowly or less comprehensively if library or IT had pursued it alone
- Providing improved support and management of a public-access facility (e.g., a computer lab, an information commons, wireless networked access, or a laptop loan service)



# ISSUES

- Establishing creative staffing arrangements (e.g., increasing cross-training, sharing interns, or jointly developing staff support for program initiatives)
- Developing campus wide education efforts on the topics of plagiarism, copyright, and intellectual property rights
- Enhancing community relations and outreach (e.g., providing a unified Web presence for IT/library, publishing a joint newsletter)
- Collaborating on grant writing

# ISSUES

➤ Lwehabura, Mugyabuso in Convergence of **libraries** and **computer centres** for African universities: a strategy for enhancing information **services** stated:

- The relationship **between libraries** and **computer centres** is summarised as follows:

"The **library** is a repository of packaged information and the **computer centre** stores and retrieves information; the **library** lends information and the **computer centre** displays it; the **library** acquires and borrows information and the **computer centre** inputs information. In one form or another, storage, retrieval, and inputs of information are common to both."



Terima kasih