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UNIVERSITY OF
TECHNOLOGY

Trends in service demand and delivery at Swinburne

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A case study ...



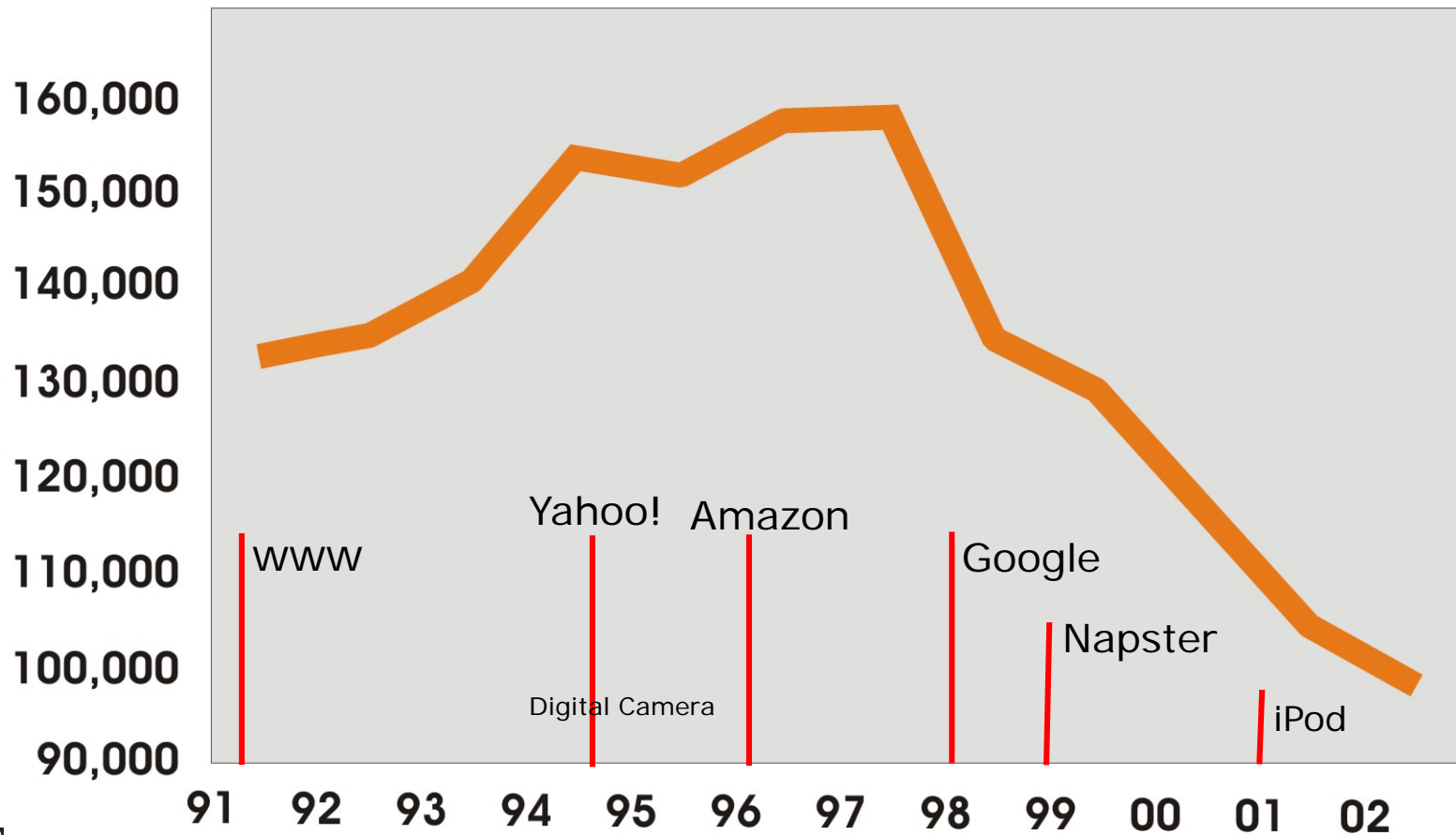


Photocopying cards



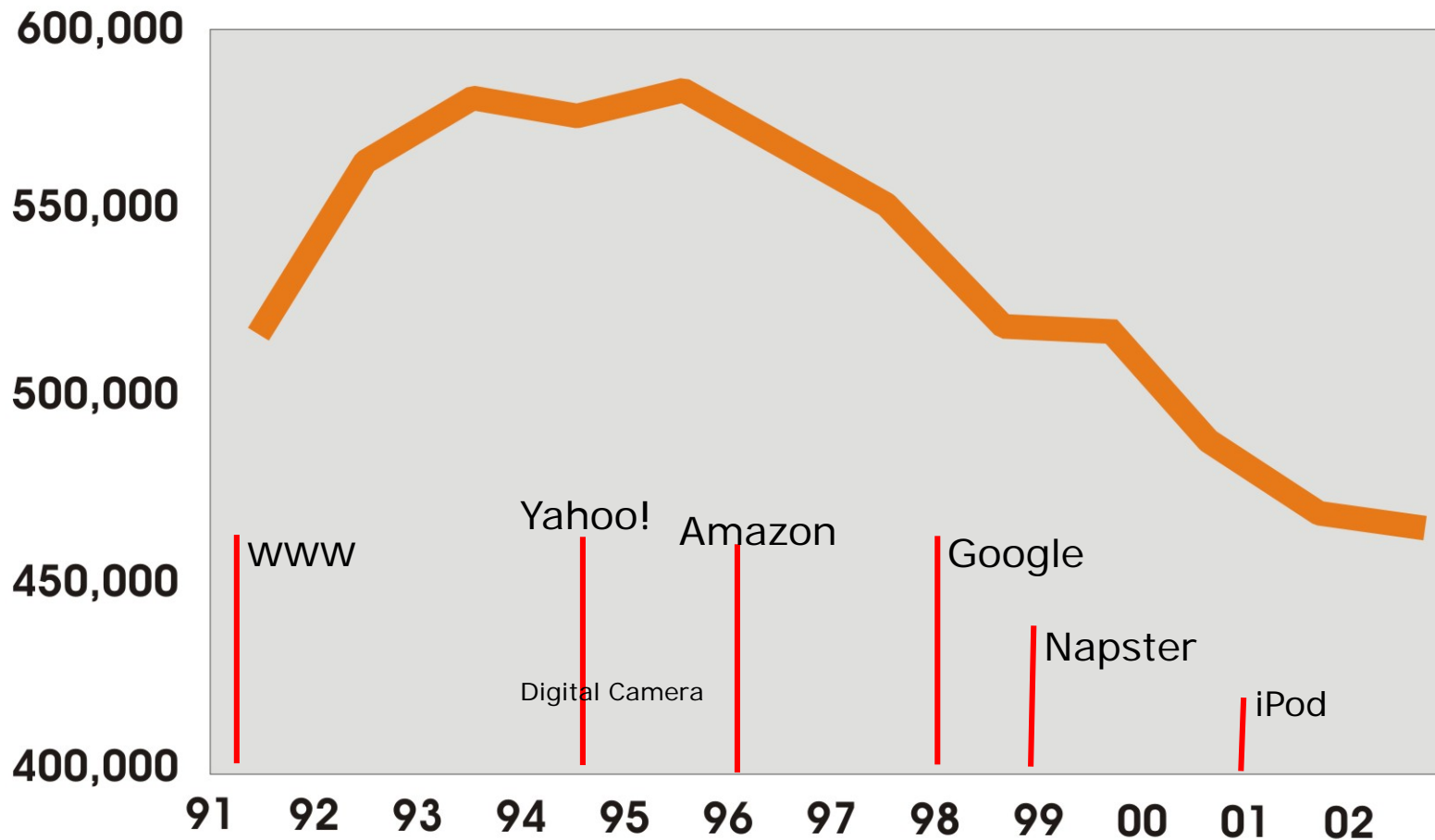


Total reference transactions

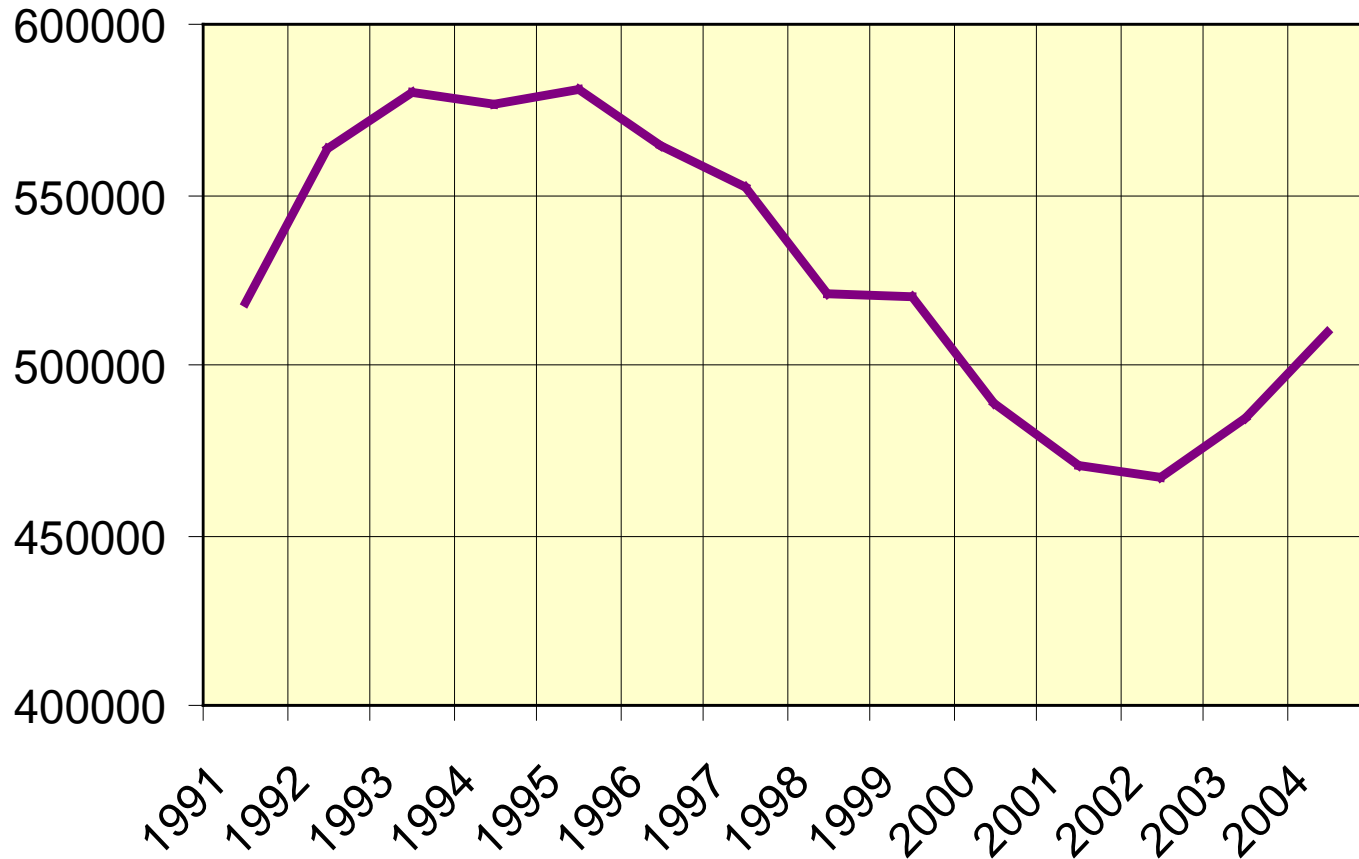




Total circulation transactions



Total Circulation



Reference Transactions

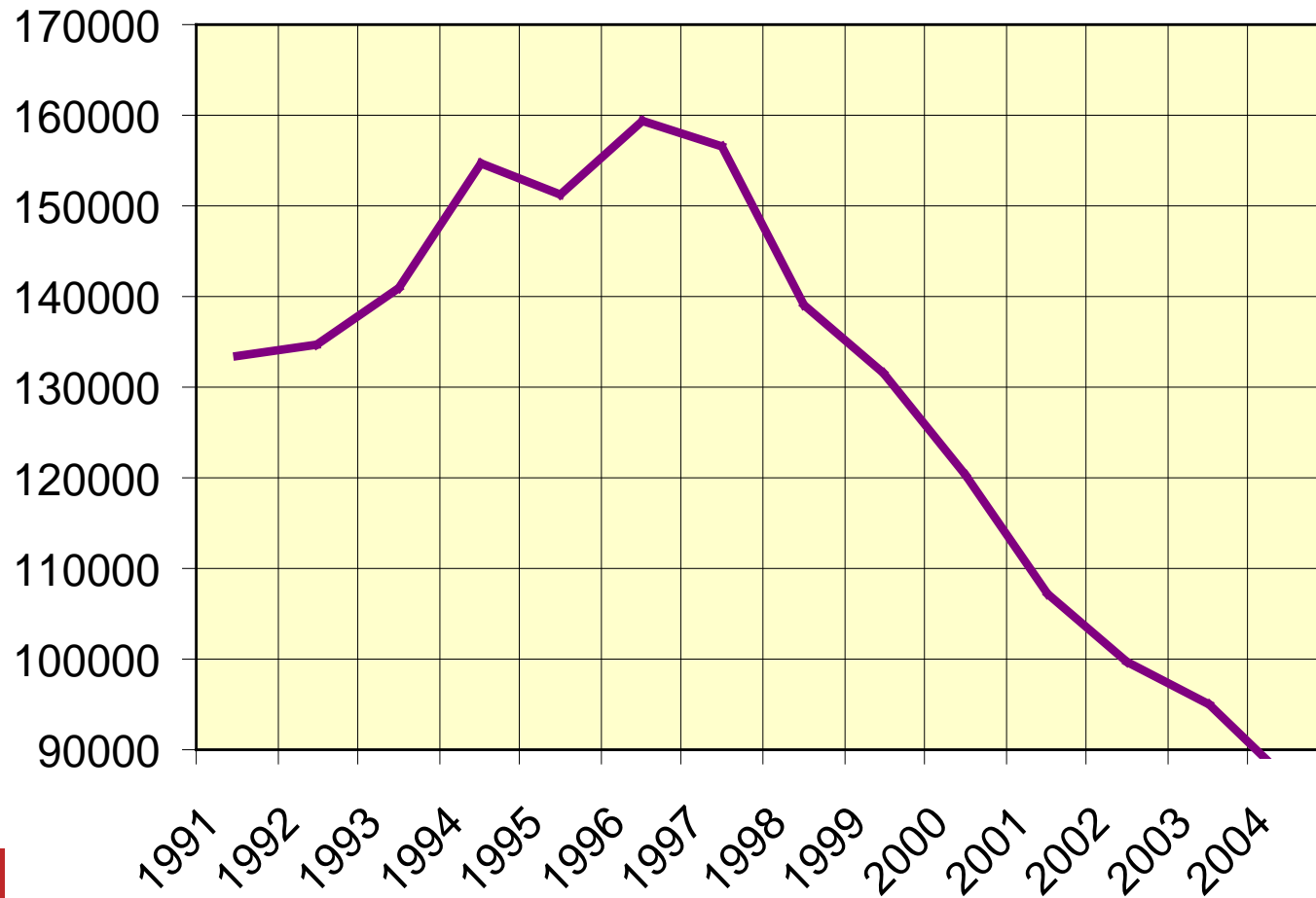
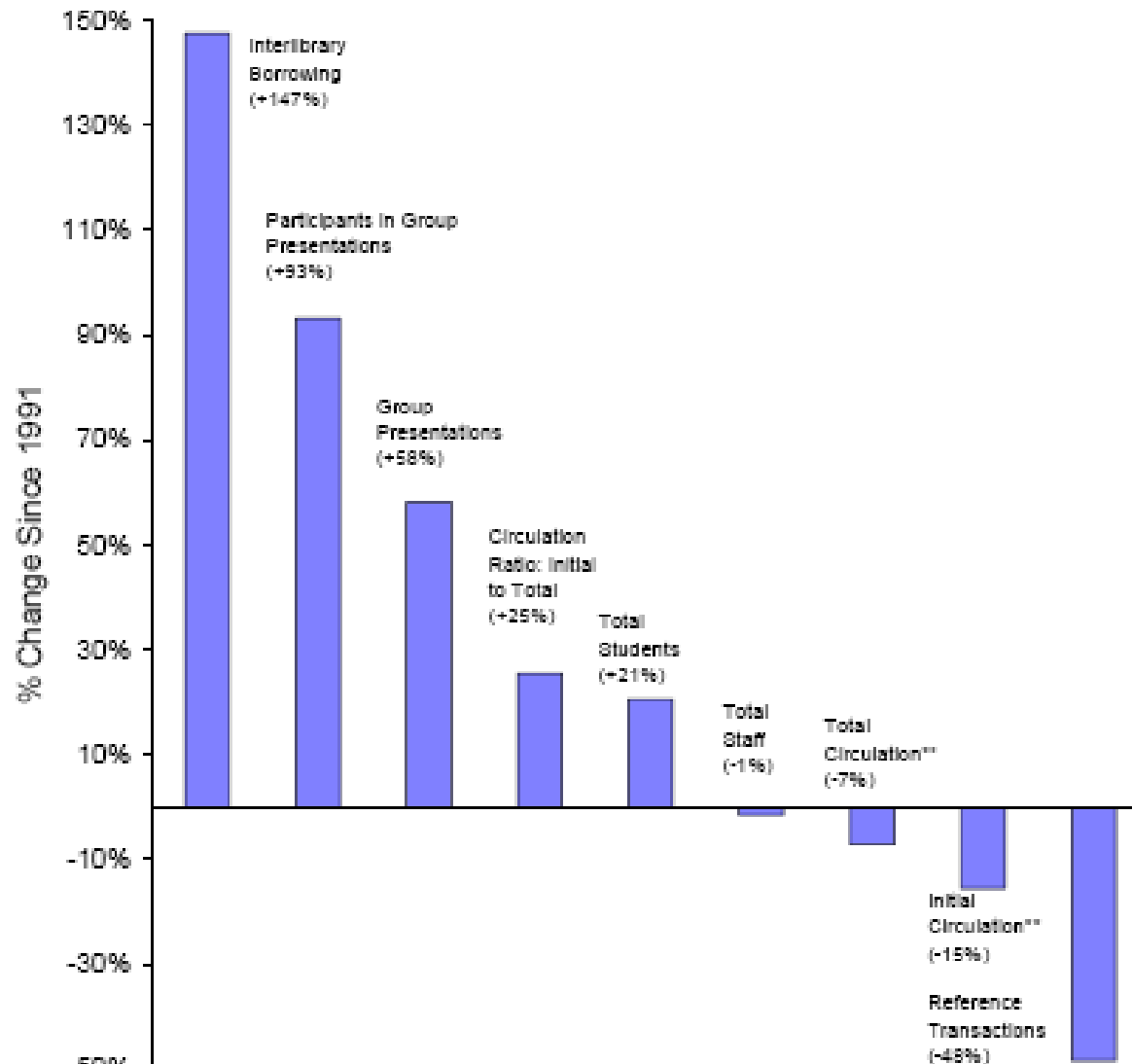


Figure 11. M. Kyriakidou and M. Young. (2005). ARL Statistics 2003-04. Washington, D.C.: ARL, p.6.



Graph 1
Service Trends in ARL Libraries, 1991-2005

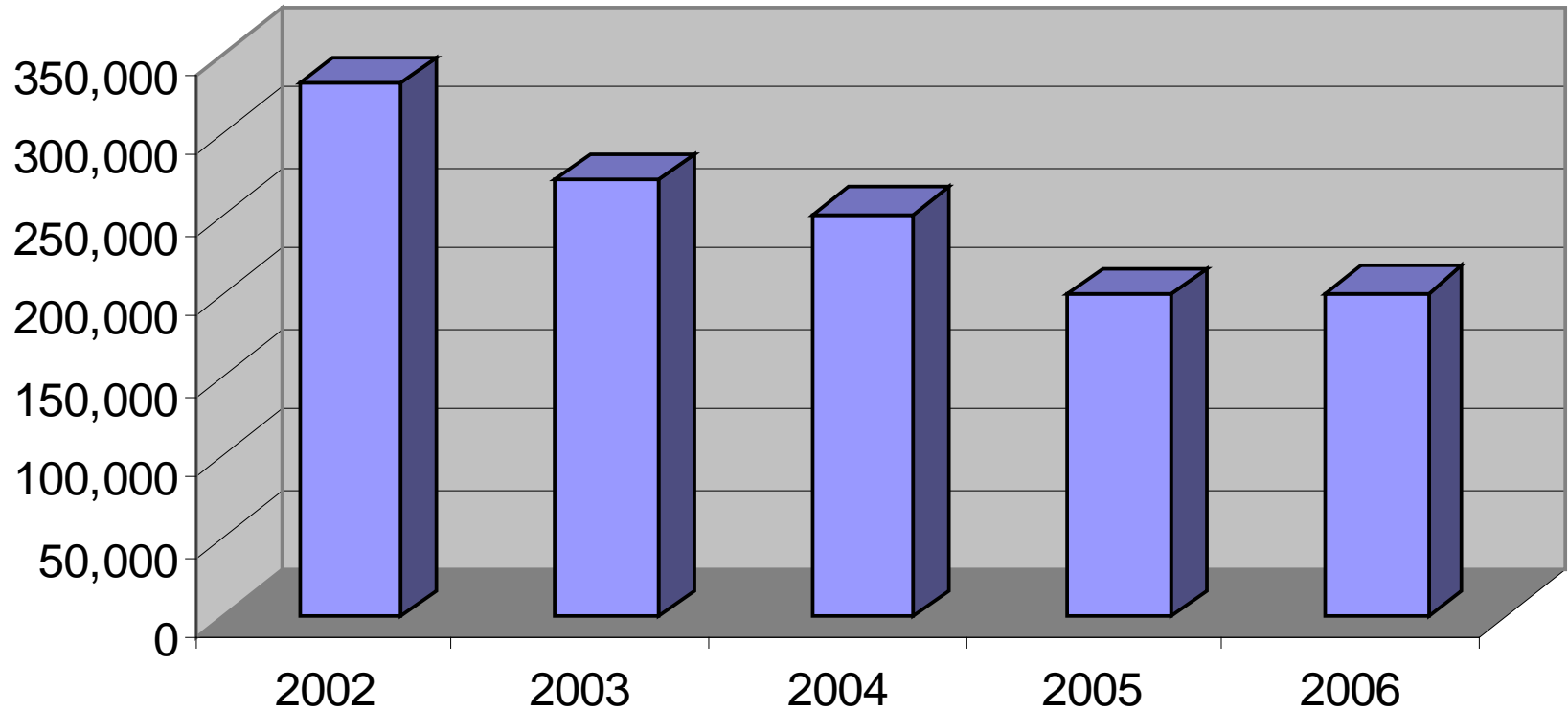


** Total Circulation includes Initial and Renewals but excludes Reserve Circulation
Source: ARL Statistics 2004-05, Association of Research Libraries, 2006

Swinburne experience

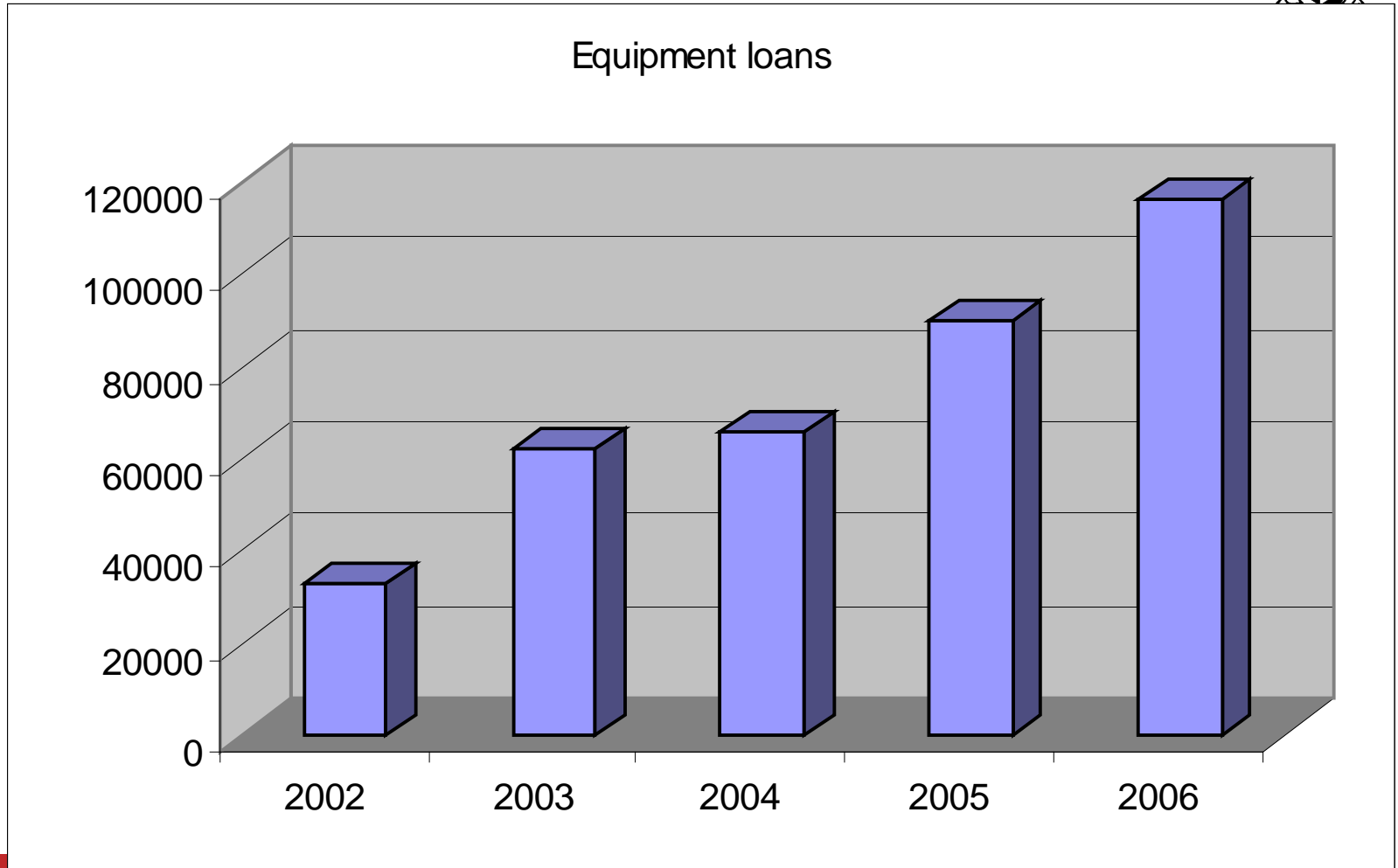


first time loans minus equipment

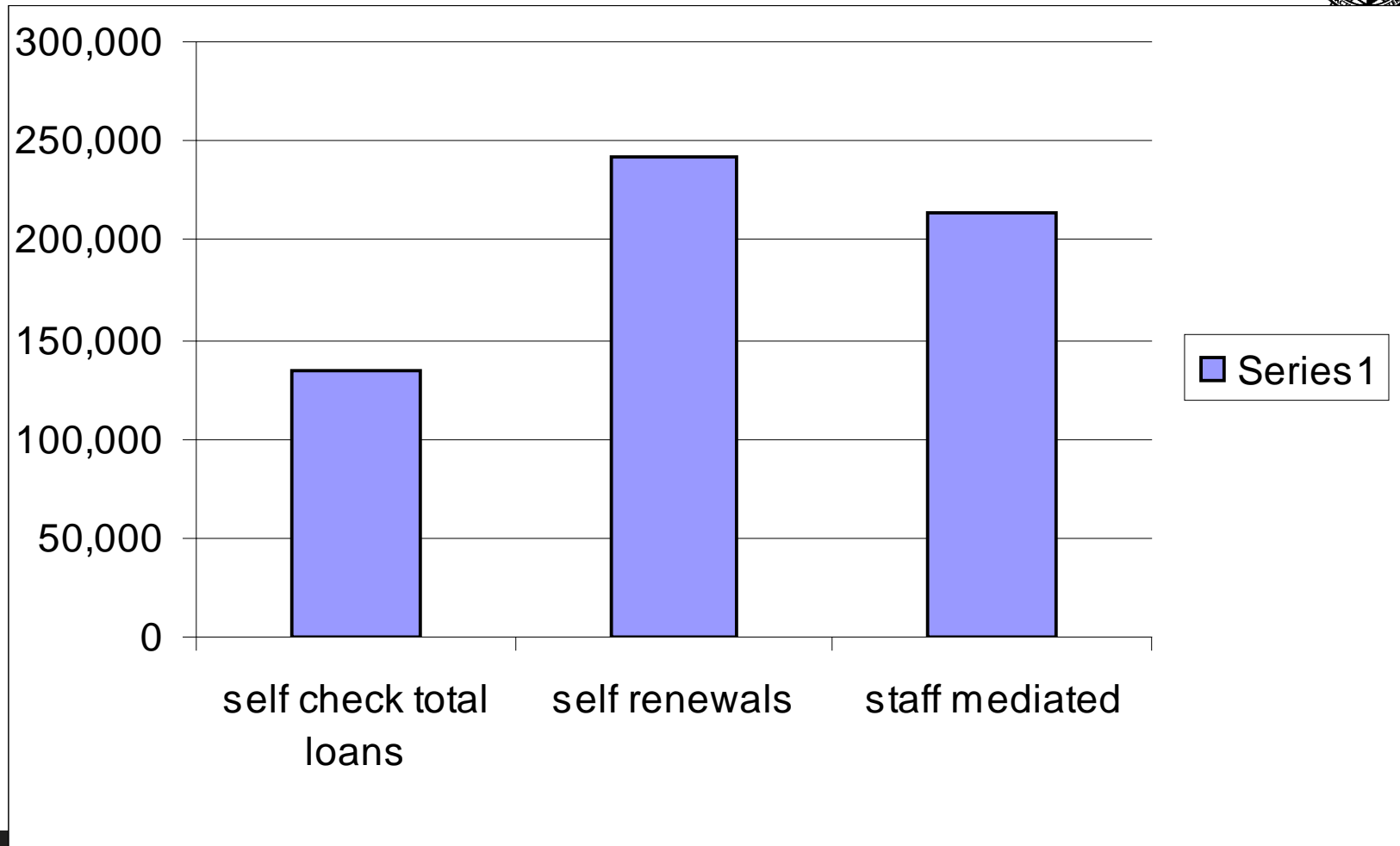




Equipment loans



Staff mediated ... 36% of transactions



Changes in document delivery ...



“Document” use	Proportion of total
Book & non-book loans	16%
In-house use	8%
Equipment loans	8%
Online reserve downloads	18%
E-book downloads	15%
Journal article full text downloads	36%

"Reference"?



Enquiries – (Total=145,000)	Proportion of total
Directional	11%
Service enquiries	39%
Help with equipment and IT	27%
Information enquiries	19%
Other	4%

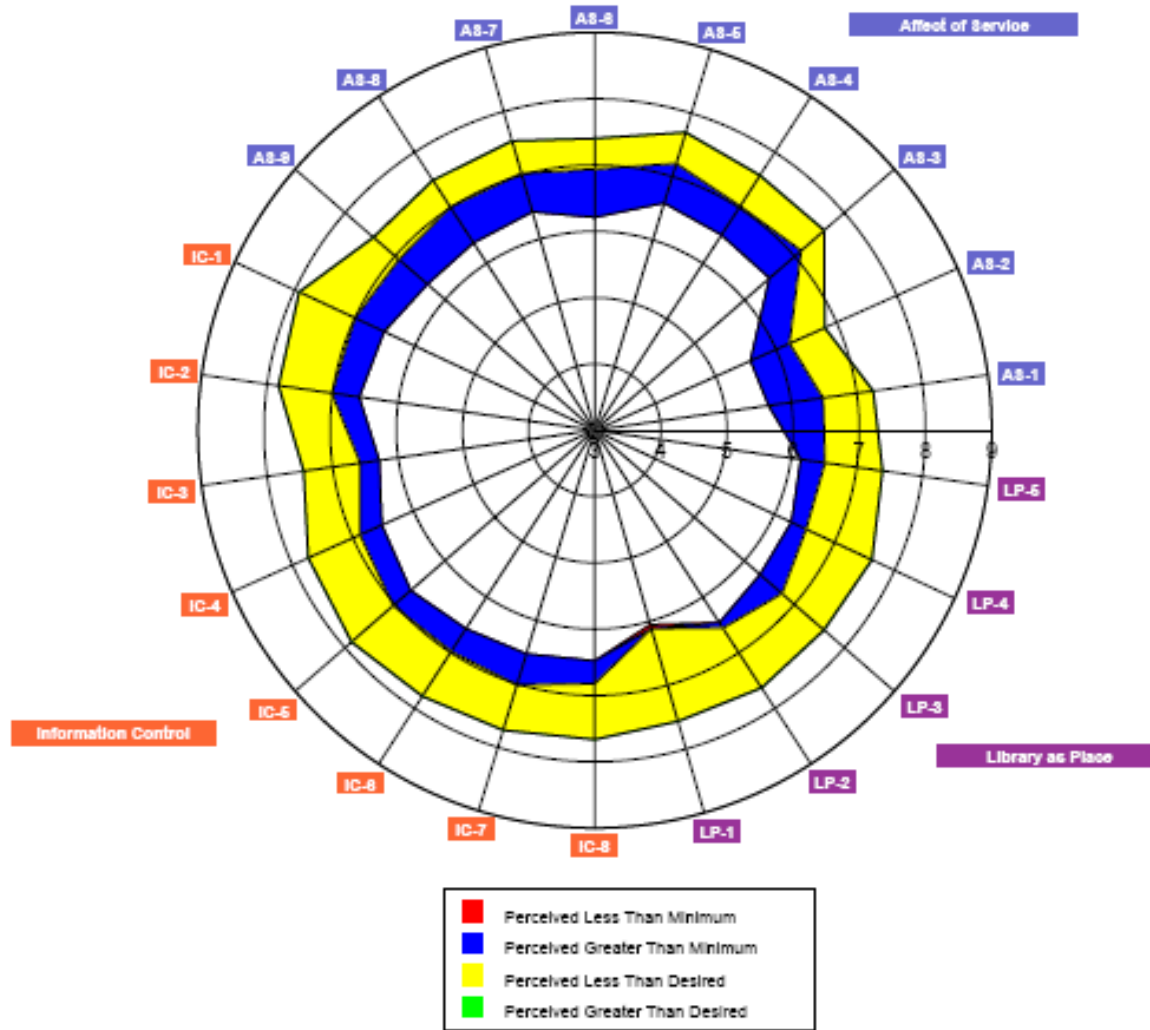
"Reference" – "Information Enquiries"



Reference Enquiries	Proportion of total
Catalogue help: complex	24%
Catalogue help: basic	11%
Endnote and referencing	11%
Location of services	6%
General service enquiries	6%
PCs Laptops	5%
Printers	5%

What our users (seem to) want







-
- - better space ... and more access to it
 - - more computers
 - - more books
 - - more online resources (?)
 - - better web and access

Services ... "operations"



■ Lending/circulation

Checkout



Checkin and reshelving



Equipment loans and management



Reserve



Online reserve



Service desk

Managing the client database

More services



■ Reference

- Liaison
- Services to researchers/teachers
- Reference desk ↓
- Library tours and orientation ...
- Information literacy ...
- Collection development ↓
- Technical help ↑
- Trouble shooting ↑
- Online learning environment ↑

Technical Services



■ Technical services

- Acquisitions
- Cataloguing
- Periodicals/serials
- End processing
- Datasets / electronic services
- Systems – the ILMS
- Managing computers and printers

Use after purchase of EBL & mono's



	EBL ebooks	Print monographs
Not used after purchase	25%	48%
Used once after purchase	20%	13%
Used 2-5 times	25%	22%
Used 6-19 times	26%	14%
Used 20+ times	4%	3%

Other functions



■ Administration

- Cash and payments
- Recruitment and staffing processes
- Managing casual staff
- Staff development
- Administrative support including ordering
- Managing buildings and space
- Planning

New . . .



- Marketing
- International students – how to we manage them – and trans-national students too
- Development/management of web information content
- Management of websites
- Creation & management of repositories
- Understanding - Statistics and surveys and anthropologists ...
- Security 24/7

If the space is what the users want ...



Late Lab opening Hour	% of users through door
22.00 – 23.00	15.8
23.00 – 00.00	20.6
00.00 - 01.00	17.1
01.00 – 02.00	13.7
02.00 – 03.00	8.6
03.00 – 04.00	6.6
04.00 – 05.00	5.0
05.00 – 06.00	3.4
06.00 – 07.00	2.8
07.00 - 08.00	2.1

If the space is what the users want



- What is the best staffing model to provide them with access to it?
 - Security Guard
 - Printer maintainer
 - IT help
 - Cleaner
 - Barista/