

Electronic Resource Management – Some Strategies

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About User Information Needs, Seeking Behaviour and Barriers

Information Needs

- **Full text of**
 - Articles
 - Reports
 - Thesis /Dissertation
 - Patents /Standards, etc.
- **Review of Literature**
- **Citations information**
- **Quality of Journals**
- **Factual information, etc.**

Information seeking channels (Net, Library Websites, Publishers, etc.)

Search engines which they find it useful in searching information (Google, etc.)

Barriers which they come across while accessing electronic information

- **Bandwidth for Internet access**
- **Computers with Net for Users**
- **Organized information on the Web**
- **Means to check the quality of information**
- **Consolidation of Information on the Web**

What is an Electronic Resource?

“Electronic resources” refer to those materials that require computer access, whether through a personal computer, mainframe, or handheld mobile device. They may either be accessed remotely via the Internet or locally. Some of the most frequently encountered types are:

- E-journals (ScienceDirect, Springer, Wiley, ACS, RSC, Aggregators, etc.)
- E-books (Publishers, Aggregators, Etc.)
- Full-text (aggregated) databases (EBSCO, ProQuest, etc.)
- Indexing and abstracting databases (Scopus, WOS, Pubmed, etc.)
- Reference databases (biographies, dictionaries, directories, encyclopedias, etc.)
- Numeric and statistical databases (RBI,. Etc.)
- E-images (Publishers databases, SD, etc.)
- E-audio/visual resources (Publishers databases, SD, etc.)

ERM Strategies – Why?

Strategies that are needed for promoting e-resources to achieve some of these goals:

- To enhance the user experience and increase usage;
- To accelerate the development of e-resources;
- To support teaching, learning, research, innovation and administration;
- To collaborate in widening participation and access initiatives;
- To manage library information resources effectively;
- Visibility of library in the organization
- Users Education about E-resources
- Building user trust, and relationships

ERM Strategies

– Awareness Services

- Electronic collections subscribed
- Analytical services
- OPAC
- Library displays, exhibits, presentations, lectures, or other events
- Library Website and content
- Library orientation programmes for new users
- Information literacy programmes for accessing and using electronic collections effectively
- Support such as Ask a Librarian, etc.

ERM Strategies

-Channels for Delivering Awareness Programme

Library channels

–Library Web site, flyers, brochures, posters, e-mails, discussion groups, etc.

Campus channels

–Campus newspaper, campus portal, student centres, etc.

Web 2.0 and Library 2.0 technologies

–Blogs, wikis, RSS, tagging, library catalog 2.0, Flickr, Podcasting, YouTube, Social Networking Sites (MySpace, Facebook)

ERM Strategies

- Organize Campaigns

- Ask@ Your Library –Librarians can make your research simple
- Ask@ Your Library –Librarians can save your time
- We Can Find You the Articles you Need
- Get your paper done efficiently
- Don't waste your time or money for Information you need
- Relieve stress /don't stress
- You think you know it all – may be not
- Provide tools to fully use research resources (Library Websites, Discovery tools, Federated search Services, etc.)
- The best shortcut is to ask for help
- Don't just surf the web-dive into the sea of knowledge

ERM Strategies

- Library Campaign

- Advertising: for creating recognition of the Libraries in general
- Promotions: for stimulating use of a particular product or service
- Public Relations: for building appreciation and support for the libraries

ERM Strategies

– Analytical Services

- Ranking of journals by subject, country, publisher, etc.
- Highly cited papers in a particular subject (Major and Micro) areas of interest to parent university/institute
- Potential partners for collaboration in research in areas of interest to University/Institute
- Leading universities/institutes in India and Abroad
- Leading authors (Own Institution and Outside)
- Institutional performance in research by analyzing the publications data
- Information to authors about citations to their papers

Using Citation Databases such as Scopus, WOS, Google Scholar, etc.)

ERM Strategies

-Liaison with Faculty

- Integrate course management the with e-resources subscribed
- Link student assignments to e-resources (e.g.TURNITIN, etc.))
- Facilitate library cooperation with faculty members
- Engage faculty through lectures, group discussion on barriers to access and use e-resources
- Take advise from faculty on how to reach the unreached
- Develop tutorials on how to access and use e-resources
- Ask faculty to share their success stories

ERM Strategies

- Overcome Barriers to access and use

- Make e-resources accessible online campus wide
- Provide single interface to search multiple online journal platforms
- Develop online tutorials on how to access and use electronic resources
- Offer specialized support such as Ask a Librarian service
- Library call centres for on the spot solution to users problems
- Build user competencies to access and use information by running information literacy programmes
- Ensure high bandwidth for Internet access

ERM Strategies

-Evaluate Library Promotional Efforts

- Analyze Web traffic
- Conduct regular surveys
- Analyze usage statistics
- Analyze informal observations
- Analyze user feedback
- Create metrics for evaluating progress over time or for comparing libraries on e-resources usage

ERM Strategies

-Evaluate impact of e-resources

- Making information searching more efficient
- Increased ability to update research faster
- Increased research output (Papers and Projects)
- Increased cooperation with colleagues (Students, Faculty and Researchers)
- Increased ability to update course packs for students faster
- Increased ability to link students assignments to e-resources

ERM Strategies

- For Promotion and Utilisation

- Raise Awareness about Library Products and Services
- Prepare Promotional Material for Organizing Awareness Activities
- Organize Goal Oriented Awareness Campaigns
- Do Research on Channels Appropriate for Delivering Awareness Programmes
- Liaison with Faculty for Raising User Awareness about e-Resources
- Remove Barriers to Access and Use of E-Resources
- Evaluate Library Promotional Efforts
- Evaluate the Impact of e-Resources

ERM Strategies

-Essential Skills

Skills such as -

- Web design, public speaking, graphic design, writing and message crafting skills
- Planning and Coordination skills
- Computing and media relations skills
- Policies for outsourcing large scale projects (Automation, Content Management, IRs, etc.)

ERM Strategies

- Guiding Principles

- Be visible where users already go, for best results; e.g. redesigning library website
- The less aware the public, the less their support to library products
- Focus promotional efforts in line with users information needs
- All communications create relationship with users
- Develop relationship with users to make promotional efforts effective and meaningful
- Promotion programs must be organized at regular intervals

ERM Strategies

- Some Challenges

- What to promote and how to promote
- Gaining support across the organization
- Collaborating with faculty and researchers
- Finding competent and trained professionals on the staff with Computer and Network related Skills
- Consolidate library efforts across libraries in promoting e-resources
- Evaluation and assessment of promotion programs

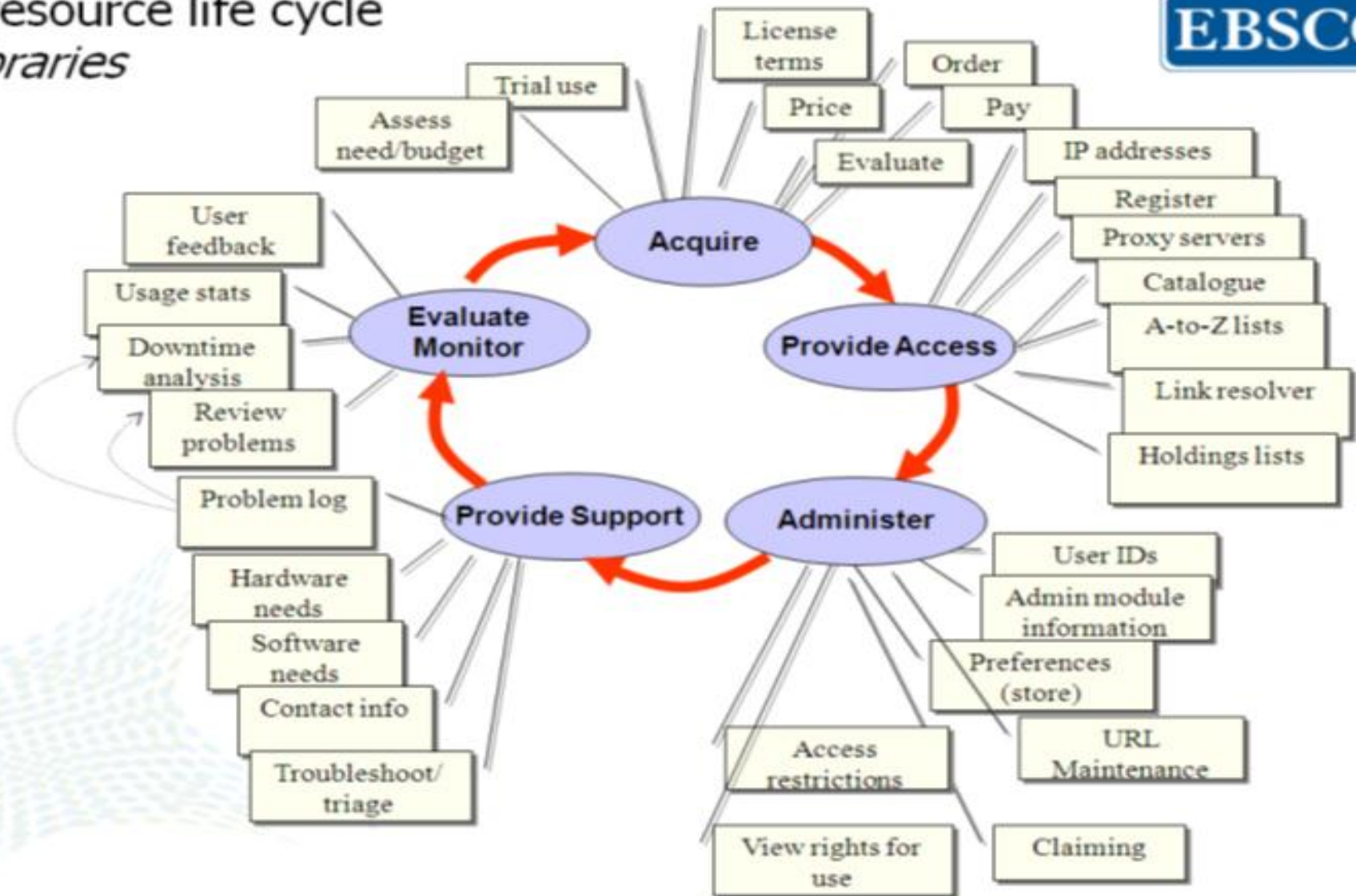
ERM Strategies

-Some Benefits

- Increased awareness and usage of e-resources
- Strengthen relationship with users, faculty, and other stakeholders
- Library personnel will become more effective and useful
- Libraries can hope to build a new brand identity and visibility

Electronic Resource Management (ERM)

E-resource life cycle
Libraries



THANK YOU ALL

