



LA TROBE
UNIVERSITY



YEAR IN REVIEW 2014

La Trobe
University
Library



MESSAGE FROM THE UNIVERSITY LIBRARIAN



Jennifer Peasley, University Librarian

2014 was a year of transformation for La Trobe University Library.

As part of *Funding Future Ready*, the broader change strategy at La Trobe University, we looked beyond existing models to develop new strategies, new services and a new staffing structure which can respond to changes in the higher education environment, student and researcher expectations and technological developments. Our client satisfaction and research surveys, plus an internal Service Delivery Review, provided us with the evidence to inform this change.

Throughout 2014, the Library continued to work closely with researchers and students to provide resources and services to optimise the learning, teaching and research of the University. We increased our e-book and streamed video collections in response to student and staff needs across a broad range of disciplines.

The focus on the virtual library as a key asset for the University does not detract from the need to continually revitalise our physical learning spaces. To better cater for the 1.8 million visitors to the Library in 2014, we undertook upgrades to learning spaces at three campuses, with a focus on providing improved accommodation for postgraduate students.

The talents of La Trobe University Library staff were recognised through the award of an Office for Learning and Teaching Citation, an award from the Australian Video Producers' Association for an online educational resource, and a grant from the Australian National Data Service to fund a partnership between the University and regional health providers to build a unique and publicly available dataset.

Our renewed La Trobe University Library is now positioned to continue to make the best possible contribution to the University's goals and strategies in the coming years. Our staff are key to the quality and effectiveness of Library services and resources, and I would like to acknowledge the professionalism, commitment and service focus they bring to their work which makes a positive difference to the students' experience.

KEY LIBRARY STATISTICS AT A GLANCE



**1.8
MILLION**
VISITORS
to the Library



88%
of information
resources budget
spent on electronic
resources



18:1
Use of electronic
vs non-e resources
(including audiovisual)

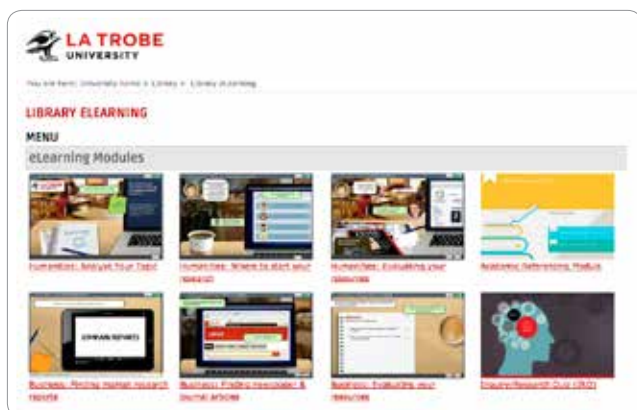


**2.8
MILLION**
WEBSITE VISITS



12,617
SEARCHES
using online
library search tools
(daily on average)

LEARNING AND TEACHING



ENRICHING THE STUDENT LEARNING EXPERIENCE

A suite of eLearning modules focusing on essential research skills for first year humanities and business students was produced by the Library. The modules were one of three finalists in the eLearning Industry Association's 2014 eLearning Excellence Awards (Higher Education).

Library staff updated the popular Referencing at La Trobe University modules and produced seven new reusable learning objects in collaboration with external partners, including:

- Academic Referencing Tool
- Nobody likes a copycat: The ethical use of information
- Introduction to Search
- Using Google Scholar
- Can I use Wikipedia?
- What is a Scholarly Journal?
- What's a library database?



The Library – winner of a national award from the Australian Video Producers Association for best Induction Video.

RECOGNITION FOR INNOVATION AND EXCELLENCE IN LEARNING AND TEACHING

Library staff received an Office for Learning and Teaching Citation for Outstanding Contribution to Student Learning for 'transforming undergraduate information literacy education through development of a coherent learning and teaching model that is adaptable and responsive to curriculum design across disciplines'.

The Library in collaboration with Creativa (production company) won a national award from the Australian Video Producers Association. Out of 160 applicants, the video, *Doing the Right Thing* (otherwise known as Nobody likes a copycat: The ethical use of information) received the trophy for best Induction Video.



COLLABORATING TO DEVELOP CLIENT-CENTRED SERVICES

The successful Peer Learning Advisers (PLAs) service continued at each campus library and at other high use locations on campus.

An evaluation of the PLA service found it to be:

- an effective support for student success
- beneficial to PLAs who enjoyed the experience of helping other students and their own improved knowledge of services
- a positive influence on the close working relationship between the Library and Student Learning.

PLA SERVICE

128
HOURS
OF SERVICE
PER WEEK

5,791
QUERIES
ANSWERED

RESEARCH

PROMOTING AND ENABLING ACCESS TO LA TROBE RESEARCH

The Library and the Research Office completed work to provide electronic submission of theses for examination. This significant change provided great wins and efficiencies for all parties, ensuring:

- students no longer have to undertake the onerous and expensive task of providing multiple print copies
- improved, simplified workflows and progress alerts for the Research Office, Examiners and Library
- an emphasis on digital preservation using the University's research repository (Research Online) for long term storage, management and access to La Trobe's research.

A partnership between the Library and La Trobe's Building Healthy Communities Research Focus Area initiated a project funded by the Australian National Data Service to build a fully open access health collection dataset.

The dataset publishes non-identifiable patient data from regional health partners, breaking new ground for the University, Library and health providers. It also builds on previous work by the Library to provide an open access datasets publishing service to researchers using the University's Research Online repository.



205
THESES
Submitted electronically for examination

ADVANCING THE ACADEMIC PROFILE OF THE UNIVERSITY'S RESEARCH THROUGH OPEN ACCESS

The Library redesigned the interface of the Research Online repository to improve engagement, compliance with repository ranking agencies and visibility. We continue to experience steady growth in open access content, as well as a major increase in downloads and record views.

Research Online is the University's repository and online dissemination platform of institutional research and intellectual outputs.

TOTAL OPEN ACCESS DOCUMENTS HELD



OPEN ACCESS PUBLICATIONS DOWNLOADS



COLLECTIONS

E-BOOKS AS % OF NEW BOOK TITLES

2014	60% PRINT	40% E-BOOKS
2013	67% PRINT	33% E-BOOKS

E-journals, e-databases and books are the researcher's preferred library collections (Research support survey 2014)

NOTABLE DATABASE ADDITIONS

ACCESS PHARMACY

Archives Unbound

Bridgeman Education

FOREIGN LAW GUIDE

JoVE Science Education Database

MARKETLINE ADVANTAGE

JSTOR Arts and Sciences Collections VIII, XI

MOSBY NURSING CONSULT

SAGE Research Methods Online

WEB OF SCIENCE ARCHIVE 1900-1954

Water Intelligence Online

WARC (World Advertising Research Centre)

E-BOOK DOWNLOADS

2014	820,575	▲ 21%
2013	677,691	
2012	438,979	

E-JOURNAL ARTICLE DOWNLOADS

2014	3,900,885	▲ 4%
2013	3,733,937	
2012	3,298,578	

Note: 2012 and 2013 are revised figures.

COLLECTIONS THAT ARE SHAPED BY EMERGING AND NEW TECHNOLOGIES

Our collections are shaped by how students and staff use them and how we can best meet the needs of regional and off-shore students.

La Trobe staff and students are leading the way in selecting e-books. Use of our autopurchase system increased throughout 2014 with 11,127 titles borrowed, triggering 6,900 purchased titles.

Approximately 40% of all new book titles were acquired in electronic form. Many of the titles are available to use on multiple devices. The Library provided training in using e-books across a range of mobile devices and computers.

La Trobe staff and students are also driving new streamed video purchases. Based on evidence of use, a selection of Alexander Street Press video libraries was acquired ensuring the collection closely aligns with needs.

A further 200 video titles in Anthropology, Visual Learning Systems, Business and Political Insights and Child Health were added to the Kanopy Streaming platform.

BUILDING COLLECTIONS TO MEET LEARNING, TEACHING AND RESEARCH NEEDS

Key acquisitions included 57 new online databases and improved access to existing databases. Many of these new resources began as suggestions from students, university and library staff in response to changing research and teaching needs.

The new databases cover all broad discipline areas, including business, science, health, education, humanities / social sciences and law.

ENRICHING COLLECTIONS THROUGH OUR BENEFACTORS

We would like to thank our many benefactors for their generous donations and gifts of books, journals and collections which have both enriched and augmented our collections. Every gift is genuinely appreciated.

Key donations include:

- Her Excellency Dr Clemencia Forero-Ucros, Ambassador of the Republic of Colombia to Australia, donated a collection of Nobel Prize winner Gabriel Garcia Marquez works.
- Professor Robin Jeffrey donated three works on British military history by the journalist and preacher W.H. Fitchett and several rare editions on the British wars in Egypt and Sudan, including the 1897 Popular Edition of *Fire and Sword in the Soudan* which is the only copy of the book held in an Australian library.
- Through the E.M. Davies funds, the Library has acquired the unique, unpublished manuscript and complete typed transcript of a female epileptic journeying from England to Australia, 1850: *Kidner, Mary. Manuscript ship-board journal of a voyage from Plymouth, England to Adelaide, Australia. May 29 - September 26, 1850.*

LEARNING SPACES, COMMUNITY PARTNERSHIPS

LEARNING SPACES TO ENHANCE THE STUDENT EXPERIENCE

To further improve study spaces for postgraduate coursework and research students we developed a new study lounge with comfortable furniture, computer workstations and a meeting area at the Bendigo Campus Library.

At the Melbourne Campus an underutilised room was refurbished as a closed quiet postgraduate study space, with 25 study desks with power, Wi-Fi, rechargeable laptop lockers and pendant overhead energy saving lighting.

The Shepparton Campus received a furniture upgrade, consisting of cube bookcases, computer tables and wall mounted whiteboards for group study areas.

A new mobile app makes finding a computer in the Melbourne Library easier. A large digital screen displays live information on the location and number of free computers. The app is available for an Android phone or Apple iPhone under a suite of apps called One LaTrobe.

ENGAGING WITH LOCAL AND REGIONAL COMMUNITIES

The initiative to provide La Trobe Alumni and now community borrowers with free access to library materials has been a positive step in developing further engagement with our communities.

Alumni membership soars

The take up of free alumni access to library print and selective online databases has seen a growth of library membership from 3,388 in 2013 to 5,563 in 2014. This initiative, in partnership with the Alumni and Advancement Office, has continued to be a popular option for our graduates while also contributing to the University's efforts to strengthen ties with alumni.

Free community membership

The initiative to provide free library membership to our surrounding communities has been a positive step in developing further engagement opportunities with people in business and the wider community.

School Partnership Program

We continued to deliver programs to school groups across all campuses, including library tours, introduction to library resources, research strategies and referencing. We also developed a Library Guide dedicated to VCE/HSC/Secondary School Students.

Tertiary Enabling Program (TEP)

The Library conducted workshops and developed learning materials to support the TEP curricula and assessment tasks in collaboration with TEP Academic Coordinators. The materials were also supplied to the Hume Council Broadmeadows Library as part of a La Trobe University partnership.



ALUMNI MEMBERSHIP

2014	5,563	▲ 64%
2013	3,388	

TEP is a pathway 17 week program to help people 18 years of age and over interested in university study but without secondary school completion to gain confidence and academic skills to apply for a range of courses at La Trobe.

LISTENING, RESPONDING, IMPROVING



CLIENT SATISFACTION SURVEY

Two important surveys focussed the spotlight on how well the Library is performing in relation to client satisfaction and research support.

La Trobe University students and staff responded positively to the biennial Insync Client Satisfaction Survey, indicating high levels of satisfaction with library services important to them, including:

- library staff service skills and knowledge
- access to wireless
- online resources
- off-campus access to Library resources and services
- ease of use of the catalogue and website; and
- access to a quiet place in the Library to study when needed.

Results show La Trobe University Library is performing in the top 50% of the 38 other benchmarked libraries with an overall weighted satisfaction score of 80.4%. The Library has maintained a 3.1% improvement overall since 2010.

In response to survey feedback, we have provided dedicated study and meeting spaces for graduate research students, postgraduate coursework students and staff; more general seating and zoned collaborative and quiet study spaces.

<h1>557</h1> <p>COMPUTERS now available</p>	<h1>2,857</h1> <p>SEATS now available</p>
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RESEARCH SUPPORT SURVEY

The Library's internal survey for researchers, the Research Support Survey, found further evidence of how the library contributes to study and research outcomes. The majority of responses showed that library resources, services and information literacy skills are relevant and needed to achieve study and research goals.

Feedback from the survey has shaped our research support services, including the introduction of more specialised support and training programs, such as SPSS, and flexible online training options.

THE LIBRARY SUPPORTS RESEARCHERS ON 3 OF THEIR TOP 5 NEEDS

- Stay current with literature in my field
- Make my publications easily discoverable
- Publish to reach the right audience
- Find suitable funding sources
- Write grant applications

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University
Library**

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