



LA TROBE
UNIVERSITY

Library Year in Review

2018

latrobe.edu.au/library

Library statistics **at a glance**



2.2 million

walk in visitors*



3.9 million

website visits

5.2 million searches

using online Library Search tool

103 staff across five campuses



55,508

questions
answered by
Library staff

511

face-to-face
training sessions

4,592

participants

96% information resources budget
spent on electronic resources

Library's online **'Expert Help Guides'**
were accessed **715,713** times



1,089,154

e-books



94,803

e-journals



physical collection
1,227,497

books, AV and journals

7.9 million

e-book title/chapter
downloads

4.3 million

e-journal article
downloads

115,048

loans



19,297

students

ASK La Trobe

Help Zone

Library Service



25,213

queries answered

* Walk in visitors' figure in 2017, at time of publication 2018 figure was unavailable

Message from the University Librarian



Fiona Salisbury,
Executive Director and University Librarian

Digital disruption and globalisation of knowledge constantly challenges our expectations about how knowledge is discovered, used and created. In 2018 the Library developed a new plan to meet this challenge. The new Library Plan 2018-2022 is organised around three themes and was developed through consultation with Library staff and the University community. The Plan themes are:

- ▶ the Library environment reimagined
- ▶ customised and personalised experience
- ▶ leadership and community engagement.

Development of the Library Masterplan was a major first step in reimagining Library spaces across all five campuses. The Masterplan provides a clear and coherent roadmap for the future of our Library buildings which had over 2.2 million visitors.

Delivering an outstanding student experience through face-to-face and online services is central to the Library's success. Our Net Promoter Score increased by eight points putting us in the top ten most recommended academic libraries in Australia. Added to this impressive result students overwhelmingly

confirmed that the Library contributes to their academic success and makes them feel connected with university life.

Digital services for researchers were also enhanced. In collaboration with University colleagues, Library staff played a key role in the implementation of the new Academic Profiles system which highlights the expertise and publications of La Trobe researchers. Other critical partnerships with Student Success, the Colleges and ICT resulted in new Learning Hubs and better-connected systems for improved access to information resources.

We improved our promotional campaigns across more communication channels and audiences to ensure maximum awareness and usage of Library resources for learning and research. Connecting our community with Library resources and services in the digital and physical library relies on the passion and expertise of Library staff. The success of Library initiatives reflects staff professionalism and a commitment to collaborate across the University on new and innovative services and programs that contribute to University goals.

Enhancing our services to continue to deliver an outstanding student experience

"24/7 is the best."

Melbourne Campus student,
Ratelt feedback app, 2018

"Great place for me when I want to concentrate on my assignments."

Melbourne Campus student,
Ratelt feedback app, 2018

"Keep upgrading the library and keep up the awesome effort."

Melbourne Campus student,
Ratelt feedback app, 2018



2,108
chat sessions
with a librarian

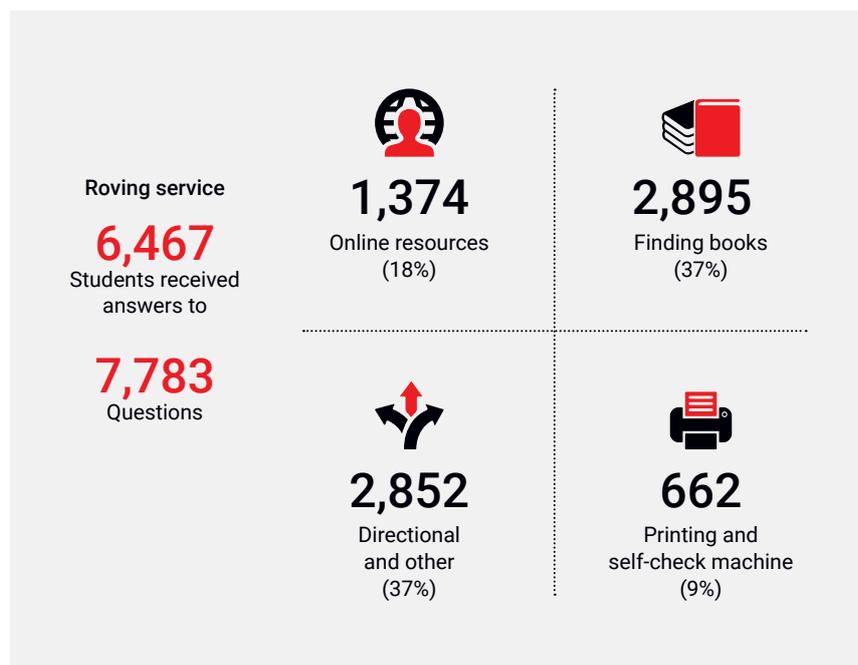
Extending services at the point of need

The Library expanded existing services to meet the diverse needs of students. Those studying late into the evenings and on weekends, online and regionally were provided with more contact opportunities and staff to support their learning and study.

- ▶ Students welcomed a longer period of 24/7 opening and new microwaves at the Melbourne Campus, while students at Bendigo and Albury-Wodonga could access their Libraries later into the night.
- ▶ Hours for help and support services were extended. For example,

in-person library services expanded at the Melbourne Campus Library over weekends and commenced at the City Campus. Online chat was extended to include afternoons and early evenings increasing the number of chat sessions by 98% compared to the previous year.

- ▶ A very popular and proactive roving team at the Melbourne Campus answered a record 7,783 queries. This point of need service will now be expanded to the Bendigo Campus in 2019.





"Excellent online resources and books that I need are usually always available or quick turnaround if requesting."

Melbourne Campus student,
Library Survey 2018

Giving students timely, flexible and responsive access to information resources

Connecting systems for improved access

The Library partnered with ICT to improve alignment of Library systems with enrolment practices. This resulted in immediate access to Library resources for new students, and improved continuity of access for cohorts, such as Graduate Researchers and former La Trobe College students during changes in study progression.

Getting to know our resources

A resource promotions campaign commenced to highlight the extensive electronic resources available for anytime access and the enrichment of learning, teaching and research programs. Campaigns promoting selective e-resources using social media, digital screens and the Library's webpage led to 44% increased usage.

Good planning ensures continuous access to physical collections during building works

Library building improvement work required most of the physical collection at the Melbourne Campus to move to offsite storage for 2018. Significant planning incorporating usage evidence and feedback from the University community ensured users were not disadvantaged and continued to have access to physical collection items in a timely way.

Staff collected over 50 resources a day from offsite storage - totalling 12,000 items in 2018. Processes and feedback were monitored to make continuous improvements, including more flexible student request maximums and the purchase of more e-books for 24/7 immediate access.

These considerable efforts minimised the impact of the building works, but more importantly resulted in a customised and improved student Library experience and greater alignment with University practices.

"Group work and also solo work in the library makes me feel connected to university life, as social aspects combine with academic elements of university life. The library provides all the resources I need to succeed at university."

Albury-Wodonga Campus student,
Library Survey 2018

Promotional campaigns delivered on average a 44% increase in usage of the e-resources promoted. Annually, we continue to record an exponential rise in the overall usage of our electronic resources with usage up by 23% compared to the previous year.





"The library is by far the most communal spot for students to meet, and is often the busiest place on campus."

Bendigo Campus student,
Library Survey 2018

"I love the friendly atmosphere and the fact that any resource is right there at my fingertips"

Mildura Campus student,
Library Survey 2018

Consulting with users to envision the future of the Library

The Library, in collaboration with La Trobe's Infrastructure and Operations, and external consultants, produced the Library Masterplan - a framework for how the Library environment can adapt to better support the learning and research needs of the University. Engaging students and staff in the process of reimagining the Library to inform the Masterplan was

pivotal. Hundreds of ideas to answer "What should the Library be?" were received in different ways including workshops, focus groups, and a dedicated eight-metre long ideas wall at the Melbourne Campus Library. The Library Masterplan places us in a better position to support the University community as we move into the future.

Survey data shows a positive Library student experience

During September 2018, a record 4,895 students answered the biennial Library Student Satisfaction Survey (Library Survey). The survey data provides vital evidence to shape and meet the needs of a diverse student body, and to provide a consistent and high-quality student service experience.

As a snapshot, 94% of students said the Library contributes to their study/research success, and 86% feel connected and part of university life in the Library. These results are bolstered by a Net Promoter Score of 34 - an increase of 8 since 2016 - and many positive comments from students. The Library showed improved performance across all benchmarked

categories, with above median scores in three from four categories, and a high of 83.2% satisfaction for service delivery. Building on these impressive results is a focus for the Library. Evidence from the survey will continue to be used to inform strategy and the future library environment in the Library Masterplan.

"There is a symbolism around it I think. Being in the library or using it from home shows the La Trobe brand and seeing that reminds me that that this is another community I am part of. As a regional student it has been important to feel connected and the library is the most commonly used La Trobe tool for me. So, it is a very important part of feeling connected to university life."

Shepparton Campus student,
Library Survey 2018

With an NPS of 34, La Trobe University Library is in the top 10 most recommended university libraries in Australia by their students¹

¹Source: Based on data from La Trobe University Library Survey 2018 Results Debrief to Library Leadership Team by Insync, January 2019.

Improving La Trobe's research visibility

As a University Library, the responsibility to support the research endeavours of its academics is critical. Making La Trobe's researchers and their work visible on a worldwide scale was a key focus for the Library's Research Team.

Excellence in Research for Australia (ERA) 2018

A dedicated Library team supported La Trobe's submission to Excellence in Research for Australia (ERA) 2018 by assessing the publications of La Trobe's researchers. More than 25,000 publications and research outputs were carefully reviewed, of which over 50% were eligible for submission to ERA. This detailed publication work supported the La

Trobe ERA committees to work efficiently on our submission to the government.

Academic Profiles

As a member of the University's PRIME Profiles project team, the Library played an instrumental role in establishing the Academic Profiles system to enhance the visibility of La Trobe researchers within the wider research community. This required a rethink and adaptation of existing systems

and practices to support the new Profiles system. The Library's relationship with researchers was leveraged to maximise engagement with the Profiles system. As a result, every La Trobe Researcher and Graduate Researcher now has a Profile highlighting their expertise, grants and research publication history to promote national and world-wide collaboration.

The screenshot shows the academic profile of Associate Professor Ashley Franks on the La Trobe University website. The page includes a navigation menu with links for Home, Scholars, Organisations, Research, Capability Map, and About. The profile features a circular portrait of Ashley Franks, his contact information (A.Franks@latrobe.edu.au, +61 3 9479 2206), and a list of his positions, including roles at La Trobe University, the University of Massachusetts Amherst, and University College Cork. It also lists his research areas, such as Bacteriology, Bioenergy, and Bioremediation.

Screenshot of Academic Profile of Associate Professor, Ashley Franks, Reader/Associate Professor, Physiology Anatomy & Microbiology. Accessed 18 April 2019, <https://scholars.latrobe.edu.au/display/afranks>

Developing programs for staff and students to thrive in the digitally connected workforce

Using evidence to inform and develop the digital experience of staff and students

Digital Experience Tracker

The Library's participation in the international [Jisc Higher Education Digital Experience Tracker](#) gathered evidence on La Trobe students' attitude to technology in teaching and learning compared to national and international experiences.

The 2,440 responses showed a high level of consistency in student experience across all locations and disciplines. Tracker data revealed a high level of satisfaction with the University's digital provision, with over 75% of students stating digital technologies encouraged and contributed to independent learning. Students rated the quality of digital teaching and learning as good to best imaginable and also confirmed that digital skills are important for their chosen careers.

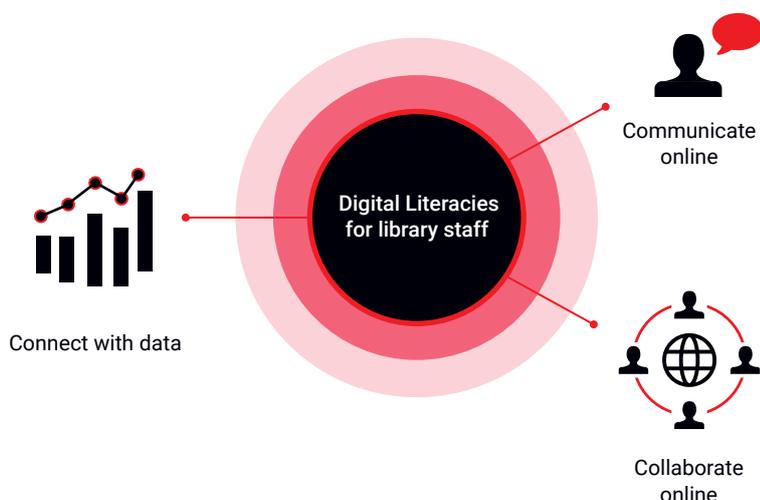
The positive results from the Tracker indicated a student connectedness with digital technologies in learning, and affirms the Library's focus to deliver training and resources via coursework, further bolstering the students' digital experience. It also supports investment into staff training and digitally innovative service provision to better prepare students for the reality of digital working environments using similar technologies.

Upskilling Library staff to deliver services in a changing digital environment

Recognising the link between supporting students to build digital capability in an academic environment and staff capability, the Library introduced a Digital Literacies for Library Staff program. This Program builds ongoing staff capabilities

in working in a digital environment, providing regular professional development events for staff to build skills and share expertise, complete online tutorials and specialist training from external experts.

Using the [University's Digital Literacies Framework](#) as a guide, and the results of a survey of library staffs' digital literacy confidence levels, three broad focus areas were identified; connecting with data, communicating online and collaborating online. These areas encompass essential skills, that can be taught and embedded into Library services, to also benefit students in their learning and future employability.



"We can, and should, use our own staff to lead in the areas where we have expertise. This would be the best way to implement the [Digital Literacies] framework – more engaging"

Library Leadership
Team member, 2018

Forging connections and partnerships to support creativity, learning and knowledge

Keeping open access on the agenda aligns with the Library's fundamental values to progress the benefits of open scholarship for our communities and for fair and equitable access to information and resources.

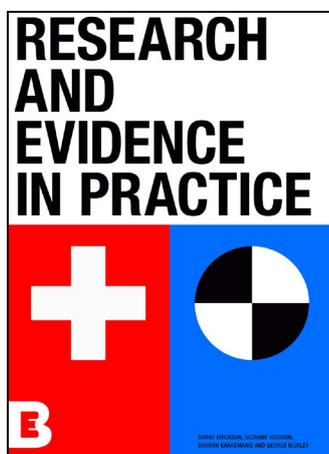
Whether it involves collaborating with experts, or leading by example with the [eBureau publishing service](#), the open access (OA) agenda is an important, ongoing dialogue for the Library and across the University community.

During International Open Access Week, the Library collaborated with RMIT University Library to host two open access forums, with invited experts and scholars from La Trobe University, Kwantlen Polytechnic University in Canada, and the United States. Topics including the academic library as an open publisher, and open education scholarship stimulated

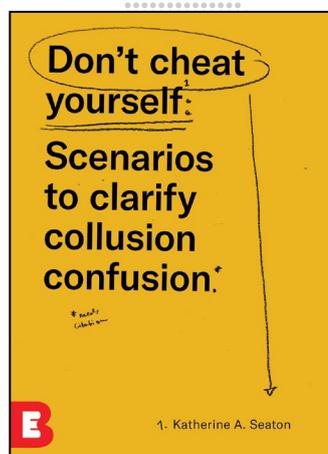
discussion and understanding of the role that open educational resources and textbooks have with student success. All [La Trobe eBureau](#) publications directly support La Trobe courses and subjects and are the culmination of a partnership between the Library and academics; producing high quality, free and open publications. Initial research shows most students prefer this format over traditional hardcopy² and the high visibility and discoverability of the eBureau publications is attracting many views and uses from universities across the globe, further enhancing the work and reputation of La Trobe academics.

The latest titles published include:

- ▶ [Research and evidence in practice](#) by Shane Erickson, Suzanne Hodgkin, Sharon Karasmanis, George Murley
- ▶ [Don't cheat yourself: Scenarios to clarify collusion confusion](#) by Katherine A. Seaton.



La Trobe eBureau latest titles



²Source: Brianna L. Julien, Louise Lexis, Fiona Salisbury, Kathy Russell and Birgit Loch, Human Physiology Students' Perceptions of eTextbooks: Towards Open Access as an Alternative to Traditional Textbooks, International Journal of Innovation in Science and Mathematics Education, 26(7), 38–51, 2018



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