Strategies for Sustainable Services in Academic Libraries

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Academic Librarian 4, Hong Kong, June 2016
Defining sustainability

sustainability

resilience
recalibrate optimize
longevity maintain
capacity

value
scalability

endurance
Sustainability in libraries

SUSTAINING VALUE
Long-view viability; through changing times; having real impact

SUSTAINABLE FUNCTIONS & SERVICES
Operationally effective over time, despite increasing demands and/or decreasing staff

SUSTAINABLE STAFF DEVELOPMENT
Continuous and sustained ability of library staff to take on new and changing roles
Sustaining value
1. Articulate the OBJECTIVES of service/event/resource/tool

2. Describe what was OFFERED to your community to achieve those objectives

3. Demonstrate the IMPACT of service/event/resource/tool
Communicate!

Short communiques
Interesting, visual infographics
• Send to targeted stakeholders
• Post on website
• Newsletters, annual report, etc.

Ensure people KNOW the value and impact of your services, resources, tools, events . . .
NTU Libraries
Academic Publishing
2015

What were the objectives?

Introduce new concepts and trends in academic publishing to keep potential authors up-to-date.

Provide relevant advice and tips that participants can use in their academic publishing efforts.

Connect participants with publishers, editors, authors, fellow researchers & librarians.

What did the Library offer?

10 talks on Academic Publishing

Speakers from 6 Academic Publishers, NTU Faculty Staff + Librarians & Graduate Student Council

Hot Topics
- Open Access
- Research Profiles
- Social Media Tools
- Visual Design
- Data
- Altmetrics

What was the impact?

28% higher than 2014

Based on post-series sample survey (95 responses)

89% indicated talks provided relevant advice and tips useful in their publishing efforts

85% indicated talks introduced new concepts or trends

Impact of the event / activity (supported by feedback collected)

Objectives of the event / activity

Name of event / activity

Very brief description of event / activity

What the Library offers to its target audience
Sustainable programming
NTU’s Library Outpost
The Daily Discover

12:30pm
Monday - Friday
(during the Semester)
19 mins talks/videos
@ Library Outpost
(The Hive, Level 1)

Check out HAP PENINGS @ Library Outpost
http://blogs.ntu.edu.sg/lib-outpost/
## Pre-planned programming

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Format</th>
<th>Title</th>
<th>About</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 9</td>
<td>Mon 12 October 2015</td>
<td>Video</td>
<td>Elgin Park</td>
<td>Follow the journey of a miniature die-cast maker and the somber reasons behind his creation.</td>
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<tr>
<td></td>
<td>Tues 13 October 2015</td>
<td>Talk by Alan Choy</td>
<td>Uber-all economy: a business model for the future</td>
<td>Introducing the Uber-all business model, how this is a threat to the established businesses and how it is a good fit for the future.</td>
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<tr>
<td></td>
<td>Wed 14 October 2015</td>
<td>Video</td>
<td>Jack the Ripper</td>
<td>A documentary about Jack the Ripper.</td>
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<tr>
<td></td>
<td>Thurs 15 October 2015</td>
<td>Video</td>
<td>What is Fear</td>
<td>Take a scientific look at the one emotion we get jittery over.</td>
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<tr>
<td></td>
<td>Fri 16 October 2015</td>
<td>Video</td>
<td>Pirated Fishing</td>
<td>Did you know marine assets are being farmed by private operators to dominate fish markets of Europe and Asia.</td>
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<tr>
<td></td>
<td>Oct 2015</td>
<td>Seminar</td>
<td>Education</td>
<td>Both form and style entertain and educate us on this art form.</td>
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<tr>
<td></td>
<td>Tues 20 October 2015</td>
<td>Video</td>
<td>East meets Tech</td>
<td>Is Asia losing its best and brightest tech genius to the US? Find out more in this investigative report.</td>
</tr>
<tr>
<td></td>
<td>Wed 21 October 2015</td>
<td>Video</td>
<td>Body Language Shapes who you are</td>
<td>Body language affects how others see us and how we see ourselves. Social psychologist Amy Cuddy tells us how</td>
</tr>
<tr>
<td></td>
<td>Thurs 22 October 2015</td>
<td>Video</td>
<td>Danger Zone – Pattani Southern Thailand</td>
<td>Go in search of rebels in Southern Thailand to find out what they are fighting and meet the people who have been affected by the violence.</td>
</tr>
<tr>
<td></td>
<td>Fri 23 October 2015</td>
<td>Talk by Chua Junjie</td>
<td>Its music to your eyes.</td>
<td>Every wonder why you like a certain kind of music, what does your taste in music say about you and how does your listening style shape your character?</td>
</tr>
</tbody>
</table>
Sourcing from the NTU ecosystem

- Student Groups & Clubs
- Faculty & Researchers
- Librarians, IT specialists, Communication Centre, Student Affairs, Global Education, Counseling Centre, Community Engagement, etc., etc.
Sustainable staff development
Sustainable staff development

https://www.flickr.com/photos/nlireland/4929235072/
PD priorities?

Barriers to PD

• User focus and responsiveness
• Numerous “time of year” activities and deadlines
• Annual workplan projects
• Time, time, time …
• Guilt

Sadly, and dangerously,
PD is always #27 on “The List” !!
The PD “Gift”

- Monthly 1/2 day PD Session
- Required Attendance
- Big Picture Approach
- Local Applicability
Big picture; local applicability

Part One – broad, conceptual topics from libraries, higher ed, research, publishing, technology, etc.

Part Two – applied activities/tools or discussions on relevance and applicability to local context
PD planning

Regularize to decrease implementation time & stress

Source topics & expertise from staff

Share “burden” of facilitation – feeding back into the sustainability lifecycle
Recap

**SUSTAINING VALUE**
Regular use of a simple impact template to articulate, measure and communicate value

**SUSTAINABLE PROGRAMMING**
Maximize use of pre-planning for delivery, and ensure value-added student engagement

**SUSTAINABLE STAFF DEVELOPMENT**
Prioritize PD as organizational ethos, and adopt both broad and local approaches
Thanks, and may the force of sustainability be with you …

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