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New roles, old roles: structures at Swinburne

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Summary

- Campuses, structures, matrixes
- Services
- Technology
- More
- What's in
- What's out

Campuses, structures, matrixes



- Option 1 – geographical – top level structure reflects the campus structure
- Option 2 – functional – top level structure reflects the main functions of the library/organisation
- Option 3 – hybrid, and either
 - Campus managers also have functional roles
 - Functional managers also have campus roles

Why “lending” doesn’t work



“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%

Why “collections” are problematical



Repository	Database	Date
Online Reserve	not a database; Equella?	2001
Australian Policy Online	not a database; VITAL?	2002
Exam Papers	not a database	2002
Theses	ADT	2004
Research outputs	VITAL	2005
Images	DSpace	2005
Online journals & conferences	not a database; VITAL?	2005
Learning objects	Blackboard	2006
Learning objects	Equella trial	2007

Problems with “reference” too



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

More problems with “reference”



Information Enquiries	Proportion of total
Catalogue help: simple	6%
Catalogue help: complex	4%
Internet help: navigate, search, select, use	1%
Swinburne web site help	1%
Reference collection use	0%
Endnote and referencing	1%
Supersearch/Metalib help	0%

Restructuring services – issues



- Conventional division between reference and lending (user services) and technical services
- In practice this is now a **tradition** – life is more complex
- The traditional structure links to employee layers – professional and non/para-professional
- Project-style management can cut across other divisions
- Libraries tend to focus on collective approaches to structures – i.e. on committees
- Costing services is important but difficult
- Customer input is absolutely critical
- Getting the right people is more important than structures

Services



- Lending/circulation
 - Checkout
 - Checkin and reshelving
 - Equipment loans and management
 - Reserve
 - Online reserve
 - Service desk
 - Managing the client database
- We are moving to the term “operations”

More services



■ Reference

- Liaison
- Services to researchers
- Reference desk
- Library tours and orientation
- Information literacy
- Collection development
- Technical help

Technical Services



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

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
- Services to disabled users
- International students – how to we manage them – and transnational students too
- Development/management of web information content
- Management of websites
- Creation & management of repositories
- Statistics and surveys
- Anthropologist
- Security 24/7



. . . and old

- Reference is changing
- Lending is becoming self-service
- Weekend and night staffing
- Technical services started changing long ago
- The mix of required skills is changing too

Some things may need to change

