

Library Management in Digital Environment

2006 PRDLA Meeting

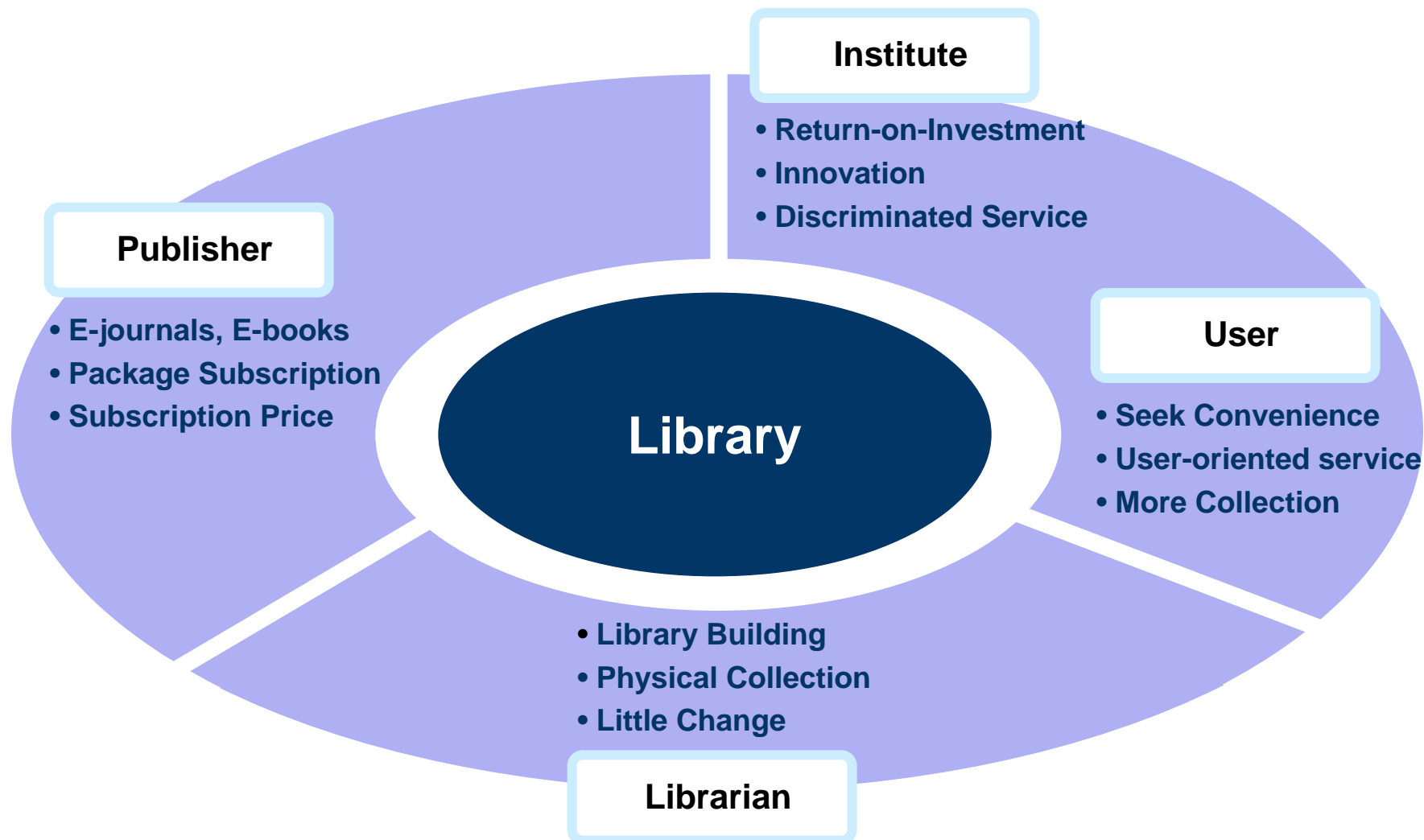
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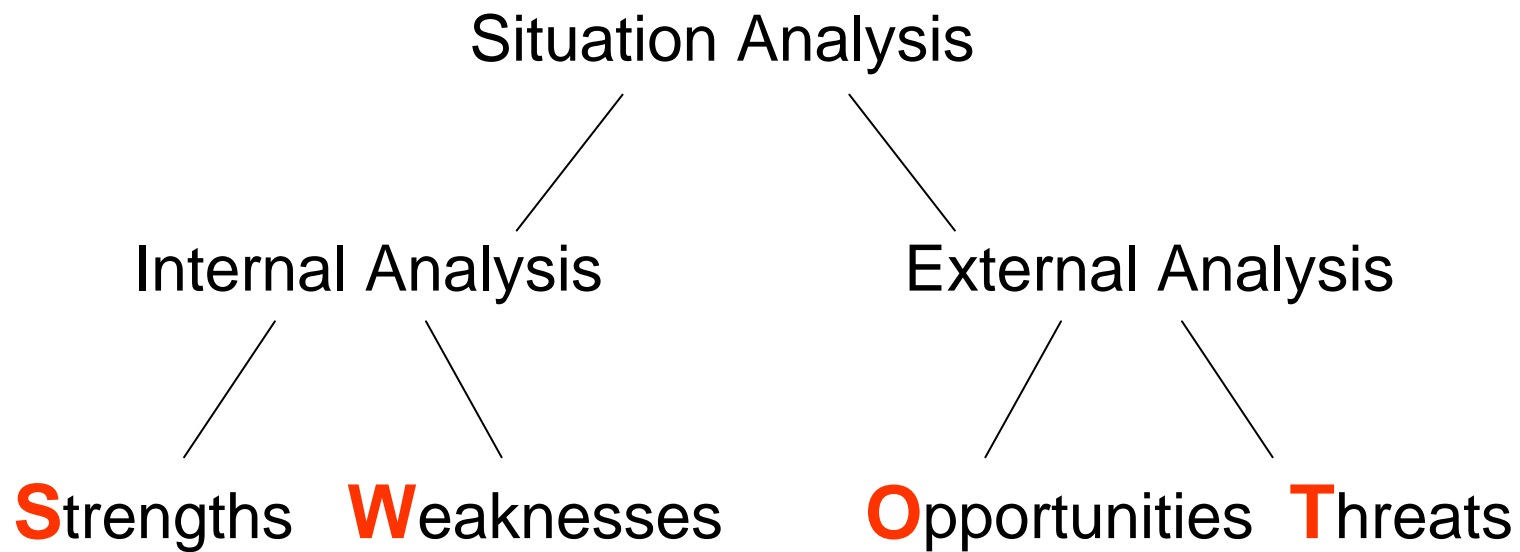
Table of Contents

1. Library Environment
2. SWOT Analysis
3. Librarian's Response
4. Librarian's Role
5. Strategy Planning

Library Environment



SWOT Analysis



SWOT Analysis

■ Strength

- Library holds larger collection than ever before.
- Usage statistics is growing.
- Information handling of electronic materials is much easier than that of print materials.
- Librarians are experts in information seeking and organizing.

SWOT Analysis

■ Weakness

- Library staffs are reduced.
- Journal subscription price is rising while library budget is decreasing.
- Physical growth of library collection is blunting.
- Library must maintain all the holdings collected since the library was established.
- There is still too much manual library work.

SWOT Analysis

■ Opportunity

- Information acquisition and sharing become easy.
 - Library service is no longer dependent on library size.
- Reasonable library management is possible based on usage statistics.
- Software technology enables continuous evolution of library service.
- E-mail makes library service fast and personalized.

SWOT Analysis

■ Threat

- There is a confusion between the paid information and the free information.
- Publisher's web site is a complete cyber library.
- Users don't come to the library.
- User's information need becomes more specific and requires high quality.
- Institute orders reduction of the library space.
- Institute drives innovation.

Librarian's Response

Negative Librarian

- We are facing uncertainty.
- Digital library is not a real library. It's just a web site.
- We are losing our major works such as cataloging and helping users in finding what they want.

Positive Librarian

- It's natural that users want to get any information on the internet without visiting library.
- Digital library is an excellent solution in this era.
- It's time to change ourselves.
- We have to evolve our role.

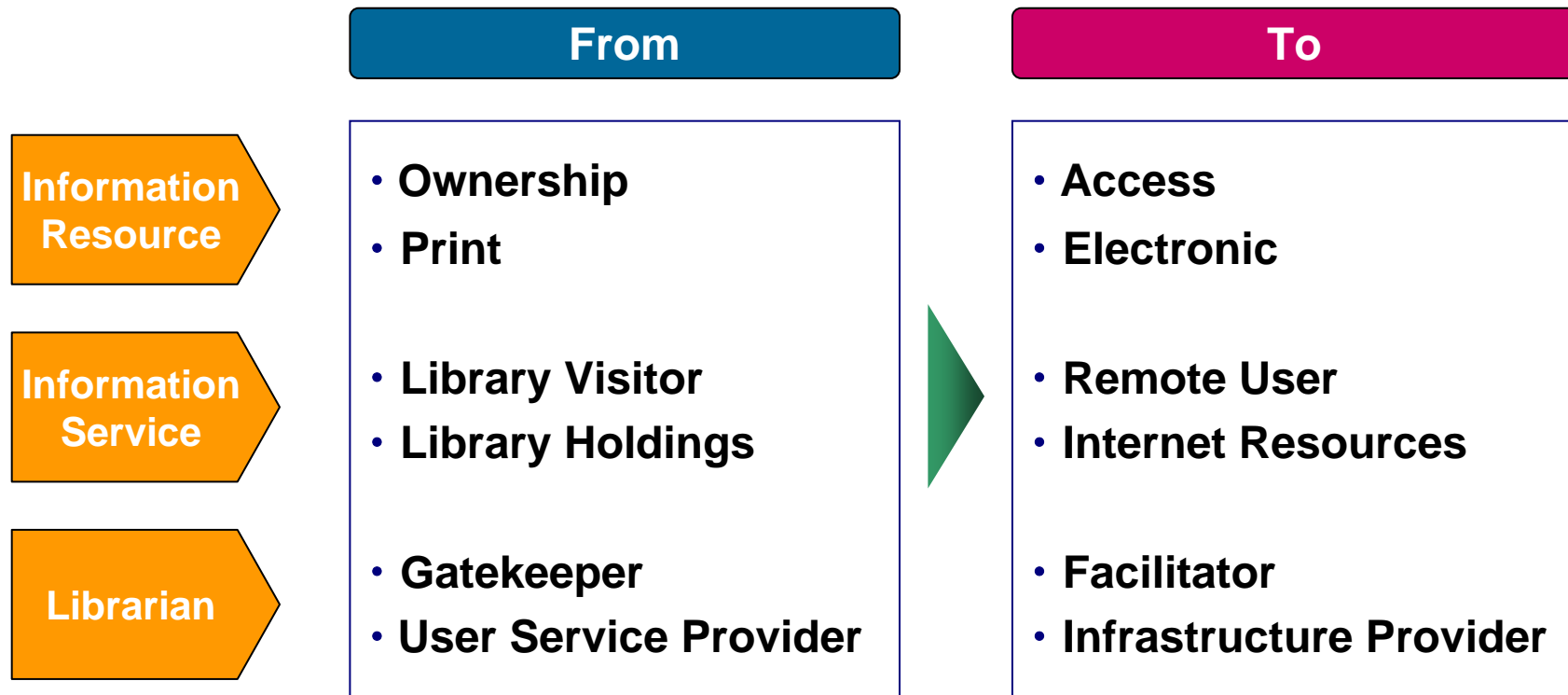
Librarian's Role

■ What's the stable role?

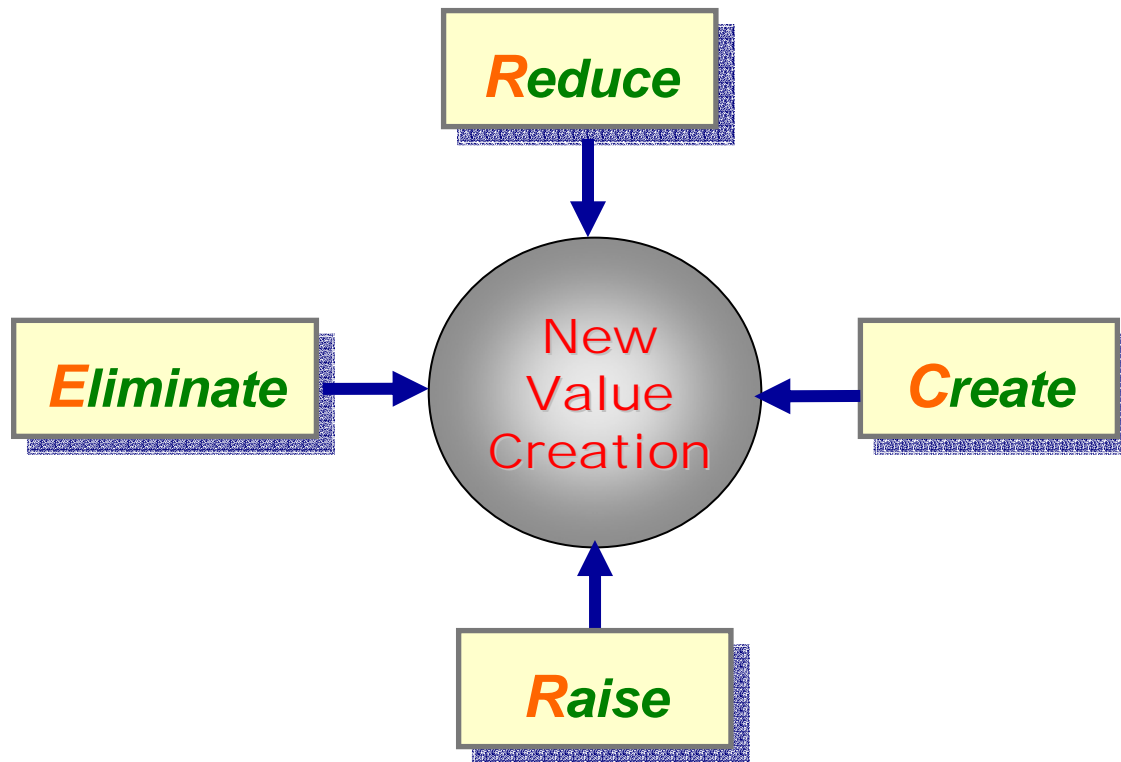
- Librarian is committed to the development of information resource.
- Librarian is an intermediary between information and user.
- Librarian has responsibility to help users contribute to the institute's benefit through information service.

Librarian's Role

How to evolve our role?



Strategy Planning



Eliminate

Which factors should be eliminated that the institute takes for granted?

Reduce

Which factors should be reduced well below the institute's standard?

Raise

Which factors should be raised well above the institute's standard?

Create

Which factors should be created that the institute has never offered?

Source: *Blue ocean strategy: how to create uncontested market space and make the competition irrelevant.* By W. Chan Kim and Renee Mauborgne. Boston, Harvard Business School Press, 2005.

Strategy Planning

■ “Eliminate” Elements

- Discard all the print journals and print conference proceedings duplicated with electronic version
- Stop subscription, even though they are SCI journals, if usage statistics is low
- Stop check-in and binding of print journals

Strategy Planning

■ “Reduce” Elements

- Reduce print materials
- Simplify cataloging of electronic materials
- Don't assign subject classification code to some books
- Escape from the dependence on the existing library automation system

Strategy Planning

■ “Raise” Elements

- Produce databases for electronic materials
- Apply usage statistics to library management
- Expand library service beyond library holdings
- Emphasize user’s convenience and readiness in library service as well as efficiency in library work
- Keep interest in new library products and solutions

Strategy Planning

■ “Create” Elements

- Make our library as a discriminated gateway from other libraries
- Produce institute-specific new databases
- Develop new library services
- Enhance the value of library services

Thank you !

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