Annual Report 2005

Library
www.library.uow.edu.au

Vision

Our vision is to be recognised as a knowledge resources centre of distinction, integral to the realisation of the University's mission, vision and goals. We will:
• Develop education and training programs to equip staff and students with the skills for lifelong learning
• Structure systems and develop gateways to provide integrated, convenient and client-friendly access to resources
• Foster staff to become innovative information specialists, skilled in providing exceptional service, customised to meet individual needs and preferences
• Contribute to the development and enhancement of a knowledge based society

Mission

Our mission is to facilitate access to quality resources and services for excellence in research, teaching and learning by:
• Delivering a range of services and technologies to enable the retrieval of needed resources, irrespective of their format or location and
• Providing leadership and expertise in navigating an increasingly complex and diverse scholarly information environment

CSFs

• Knowledge and fulfillment of client and stakeholder needs and expectations
• Access to information resources which support research, teaching and learning
• Expertise in the design and delivery of training and educational programs to support research, teaching and learning
• Effective and efficient resource management
• Reliable, accessible information technology infrastructure
• Skilled and knowledgeable staff who respond creatively to change

Key Performance Indicator

Client and stakeholder satisfaction

Cover

Guy Warren *Entrance* 1998 lithograph
The lithographic print Entrance was completed whilst artist Guy Warren was visiting artist at the Northern Edition's print workshop at the Northern Territory University, Darwin.
It was inspired in part by a visit to the Northern Territory Art Museum and Gallery where Warren saw a number of freestanding carved figures by Aboriginal artists from the top end of Australia.
These figures were partly the reference point for the tall, thin female figure in the centre but this print can almost be taken as a shorthand summation of the last twenty years of Warren's work referencing oft recurring symbolism - the wingman, the boat, and the family group.
This work is part of a recently acquired collection of all of Warren's prints from the 1950's to the 2000's some of which will be exhibited in the Library's new extension which will open in 2008.

CONTENTS

UNIVERSITY LIBRARIAN'S REVIEW

Research

Key objective: *Research services and resources tailored to meet needs and expectations*

One of the drivers for the burgeoning of institutional research repositories is the lengthy lead-time for publication in peer reviewed journals. Online repository projects are usually initiated by librarians and enable articles and other research outputs to be made available worldwide, in a much shorter space of time than the print publication process. Visibility of research and communication amongst researchers are critical factors in research performance. The Library was delighted, therefore, to have its repository proposal accepted and to launch *Research Online* at the end of the year. By leveraging the global reach of search engines such as Google, the repository aims to complement the traditional scholarly process of publication in quality journals. Potential benefits include increased citation rates for published articles and other measurable outcomes to support the University's preparation for the Government's Research Quality Framework.

Research funding continued to support the Research Training Librarian in recognition of the vital role of this position and the effectiveness of collaboration with the University's Research and Innovation Division. Outcomes included increased training opportunities for research students and development of programs more closely aligned to researchers' needs, as identified in surveys by the Research Training Librarian, Lucia Tome.

The review of Library support for research strengths, first conducted in 2004, was updated to identify and provide access to needed new resources. Enabling expanded access to all Elsevier journals in the ScienceDirect database further augmented research resources. The *Times Digital Archive* was an interesting and useful acquisition, providing online access to a wealth of fascinating images and articles published in the *London Times* from 1785 to 1985.

Learning and Teaching

Key objective: *Assessable information literacy components integral to subject outcomes*

Senate approval of the Information Literacy Integration Policy paved the way for initiatives such as the *Information Literacy Integration and Collaboration Forum*, coordinated by the Library, the Centre for Educational Development and Information Resources (CEDIR) and Learning Development, which attracted 56 teaching staff to share ideas. Agreed strategies included improved mapping of integrated information literacy across all programs and the piloting of a new evaluation tool designed to collect more robust evidence of the benefits of information literacy tuition.

Changes in University educational design and delivery provided the opportunity for Library staff to be actively involved in several projects which included the development of the new Learning Management System, WebCT Vista. Two faculty librarians, Michelle Jones and Chris Brewer were seconded to CEDIR to work with learning designers, thus providing an ideal opportunity to integrate information literacy seamlessly into online subjects.

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Support for online learning at a time and place of clients' choosing was enhanced with a project to digitise many of the readings previously made available through print compilations known as Books of Readings. By year-end over 7,000 readings had been processed, with the added benefit of assured copyright compliance through a centralised, expert process.

International

Key objective: *Resources and services designed to support clients regardless of location*

A collaborative project led by the Remote Services Manager, Craig Littler, resulted in the creation of an offshore student guide on CD ROM titled *Getting connected: your guide to online learning*, which has been distributed to all offshore students. The project was funded by the University Internationalisation Committee and includes content from Information Technology Services (ITS), CEDIR, Learning Development and the Academic Registrar's Division.

Close connections with UOW Dubai (UOWD) Library continued and included training and consultation online and visits by staff from both libraries. A highlight this year was the invitation for the University Librarian to open the newly expanded library facilities at Knowledge Village.

Attended by UOWD staff and students, Emirates regional librarians and senior executive staff from the Wollongong campus, the occasion celebrated the fifth iteration of the library since 2000. It was also an opportunity to present a *Vice-Chancellor's Award for Outstanding Service* to Jane Whiteside, Manager Library Services. Jane is the first member of UOWD's staff to win the prestigious award.

From modest beginnings, Jane transformed UOWD library from a minimally resourced one-room facility to a large, attractive well-equipped library of 14,000 items with access to countless electronic resources and services provided by five professional, client-focused library staff. Vice-Principal (International), Jim Langridge represented the Vice Chancellor and presented a surprised, but obviously delighted, Jane with her award.

Jane Whiteside, Jim Langridge, Prof Nick van der Walt, CEO, UOWD
and Felicity McGregor

Space

Key objective: *Physical infrastructure optimised in accordance with client needs*

Last extended in 1988, the Library is close to bursting at the seams. Since then, collections have doubled and student numbers almost tripled. Despite the pervasiveness of information and services online, use of the building and borrowing of print materials has continued to grow. Demand for group work spaces is a noticeable trend in students' study habits.

Following consultation with clients and stakeholders, the design for a new extension is well underway. Working with local architects, Graham Bell and Bowman, a major feature of the design will be a new entrance on the northern side of the building. This will have significant advantages over the existing entry on the eastern side of the building in terms of accessibility to main circulation paths, linkages with the existing courtyard space, taking advantage of natural light and providing a more focussed and prominent identity for the Library on campus. In line with agreed design principles, the new building will be lighter, brighter and more transparent, achieved in large part by the planned removal of the heavy concrete claddings, a feature of the 1970's design.

The extended building will house a *hybrid* library, blending print and digital resources and creating an environment that is open, inviting and flexible. This will support a broad range of learning styles and accommodate change over the next five to ten years.

Construction will commence in November 2006, with completion planned for February 2008. Although some disruption is inevitable, the aim is to minimise inconvenience to clients and maintain all services at the standard of excellence expected of the Library.

Good Practice

Key objective: *Commitment to business excellence through quality, service, excellence*

The Library's commitment to quality assurance continued to be evaluated both internally and externally. The Information Literacies Introductory Program (ILIP) was submitted for international peer review and accepted as an 'effective practice' by the US Association of College and Research Libraries (ACRL). Other successes included the establishment of a new national benchmark for performance in the Materials Availability survey with 77% of all materials sought being immediately available, a 5% improvement from 2003. Best practice in human resource management was again recognised with a Gold *Investors in People* Award and the setting of new Australasian performance benchmarks in the Rodski Employee Opinion Survey.

Individual staff continued to be recognised in various ways. Quality and Marketing Manager, Margie Jantti was invited to be a keynote speaker at the European Association for Health Information and Libraries conference in Palermo, Sicily and addressed the international audience on the topic of *Quality, Service, Excellence: a decade of quality.* Margie was also invited to present a series of workshops in the United Arab Emirates, including the University's Knowledge Village campus, to aid the development of quality measurement and evaluation strategies. Lynne Wright presented a client skills workshop

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to UOWD staff and delivered the occasional address at the opening of the new library facilities.

The University Librarian presented a paper: *Exploring the mystery of service satisfaction* at the 6th Northumbria International Conference on Performance Measurement in Libraries and Information Services. I was also invited to provide quality assurance expertise as a panel member reviewing the University of Limerick's Library and Information Services. Other panel members included both peers and clients. The review was an enjoyable experience with the opportunity to gain a fascinating insight into Ireland's higher education quality assurance processes.

Pam Epe was recognised for her twenty five years of superlative service to the University. Commencing in 1975 as an Acquisitions Library Assistant, Pam is now responsible for navigating the treacherous waters of access to scholarly journals. Equipped with a phenomenal memory, detective skills and a sense of humour, essential to this role, Pam locates needed journal resources, both print and online in an ever-changing scholarly information environment. Pam's initiative, service ethic and commitment to the University was recognised with a Vice Chancellor's Award for Outstanding Service in 1995.

Internally, many staff continued to be recognised for merit and service excellence in the Library's Rewards and Recognition program and by the many compliments received through the Client Feedback Database, endorsing the consistently high standard of service delivered by all Library staff.

Felicity McGregor
University Librarian

SUSTAINABLE CLIENT SATISFACTION

Listening to feedback

External scrutiny of quality assurance practices, critical processes and client and stakeholder feedback provided the impetus for many improvement initiatives. Data and information sourced from mystery shopping, client surveys and benchmarking resulted in regular refresher training sessions for Information and Research Help Desk staff, the updating of IT core competencies for all staff and telephone techniques training. In addition, clients benefited from improved access to computers and laptop support areas and a greater range of study areas.

During October, the Mystery Shopper survey was repeated and targeted *Email a Librarian*, *Chat to a Librarian* and telephone services. The services were overwhelmingly described as convenient, flexible and professional, and staff were found to be friendly and approachable. Potential areas for improving client satisfaction were also identified and included increasing service hours, more effective promotional activity and peer review of chat and email responses. These areas will form the basis of actions in 2006.

Client assessment of services: a snapshot

- Clients indicated that they received excellent service at the Research Help Desk, with 72% rating the service as excellent and 85% rating the service as good to excellent (data from InfoSet panel)
- Mystery Shopper Survey data revealed that 96.2% of respondents viewed *Chat to a Librarian* as good or better than in previous sessions
- It also showed that 100% of surveyed clients were happy or very happy with the way they were treated on the telephone, irrespective of the nature of the enquiry

A client friendly website

Following a web usability study in 2004, the Web Reference Group held further focus groups to evaluate improvements made in website navigation. Client feedback was positive, rating the site as easy to navigate. Specific improvements implemented included reducing visual clutter on the homepage, renaming certain links, and providing internal navigation on lengthy pages.

A range of additional enhancements comprised:

- Review and expansion of *Help* screens on the Catalogue to include search help, a glossary of terms and a legend of icons/symbols
- Greater consistency of language and definitions throughout the website, enhanced content for targeted client groups, e.g. researchers, access to relevant staff through the creation of profiles of key staff, and the introduction of simplified database tips pages
- Research Edge and ILIP tutorials were redeveloped to promote active learning via the inclusion of interactive elements embedded throughout both tutorials

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Mutual responsibility

Client feedback was a key ingredient of the review of the Client Service Charter. Messages from the student focus group suggested:

- Promote the Library's *Quality, Service, Excellence* message: *It's a good one, don't hide it*
- Review service standards
- Make the brochure more accessible/visible
- Tell us more about Alumni membership: *We will be Alumni soon*

Improvements to the Charter included more concise language, clearer delineation of services and resources and more challenging targets for service standards.

High demand items – please return on time

Fines were increased for the first time in many years for high demand items such as Reserve material, items recalled for other borrowers and heavily used facilities such as Group Study Rooms. Client demand for more equitable access was the key driver for this policy change, which was endorsed by the Library Consultative Committee.

Making music – complying with copyright

The ability of University staff and students to legally copy and communicate music was enriched through the University's participation in the *Universities Agreement* music licence between the Australian Vice Chancellor's Committee and the music collecting societies, the Australasian Mechanical Copyright Owners Society (AMCOS), the Australasian Performing Rights Association (APRA), the Australasian Record Industry Association (ARIA) and the Phonographic Performance Company of Australia (PPCA).

Under the agreement the University is able to reproduce, communicate and perform an extensive repertoire of musical works without having to obtain prior permission of copyright holders.

Copyright management was upgraded during the year with the approval by the University Council of a University Copyright Policy. The 2003-2005 Copyright Management Plan was completed and a Screenrights survey of the copying of radio and TV programs successfully conducted.

ACCESS TO INFORMATION RESOURCES

Did you find it?

Students and academic staff value having resources available at their time of need. The Materials Availability Survey was repeated in 2005 to monitor client success in locating items and to test the adequacy of collections. Results recorded a 5% improvement in availability compared to the previous evaluation in 2003 and a 29% improvement from the original benchmark in 1997. This ranked UOW in first place when compared with available results from other Australian university libraries.

Kim James with the winner of the $100 Unishop voucher for the Materials Availability survey: Indah Lengkong, a Master of International Business student.
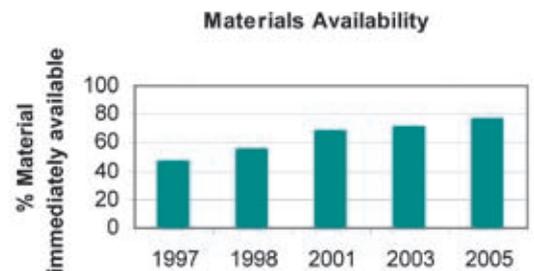
In the category of 'user-error shelf search', which indicates inability to navigate the Library's classification system, a 6% improvement was recorded as compared to the previous survey.

Improvement strategies developed in response to earlier surveys included:

- Increased emphasis on location skills in information literacy classes
- Use of *Roving Helpers* and shelving staff to help clients 'in situ'
- Improved access to electronic resources via better navigability of the Library website
- Improved signage of collection areas
- Development of a Dewey book mark, explaining how to interpret classification codes

Measuring document delivery satisfaction

The process of document delivery was simplified for clients with the implementation in early 2005 of desktop delivery of articles and chapters. Clients are notified by email and access their documents via the web. 'I think that the electronic delivery is very good, and is much better than the old way' stated an appreciative academic. The Document Delivery Survey conducted later in the year explored client satisfaction with the Library's ability to obtain material from other libraries. Ratings were high throughout, with 88% of clients agreeing that they received materials in time to meet their needs. 94% found the online request forms easy to use and 91% felt they could easily access the electronically delivered material.

Still in print

Space for additional computers on the second floor was created with the move of the current serials display to the Ground Floor. Combined with comfortable lounges and a courtyard outlook, the new journal issues are attractively displayed and proving to be well browsed. The Library continues to subscribe to 500 print journals not yet available electronically or that are heavily image based.

An audit of space requirements for the bound journal collection was completed and has informed evaluations of future space requirements.

Essential readings 24 x 7

The Electronic Readings Service broadened its agenda to include digitization of books of readings as well as single articles. An initial project targeted material used at other locations and 'at risk' non-copyright compliant books of readings, resulting in 35 books being processed within an average time of 2.5 days. Throughout the year the service processed 1,135 articles from 79 books of readings and processing times for all readings were reduced to a 5 day maximum, a 42% reduction compared with 2004.

Students at other locations enjoyed equity of access to resources when 17 out-of-print books were digitized for a number of humanities subjects. The items included picture books depicting attitudes to indigenous Australians and books on Australian history.

Jack finds the message from Martin, M, 1946. Tuckonie on Tour, Winn & Co, Sydney.

Supporting research

Significant acquisitions in 2005 derived from the 2004 Research Strengths Survey, which identified subject areas and gaps in information provision for each of the University's research strengths. In particular, electronic access to these journals was enabled:

- Current Medicinal Chemistry
- Journal of Bacteriology
- Marine Ecology Progress Series
- Medical Care
- Proceedings of the Royal Society of London B: Biological Sciences
- Superconductor Science and Technology
- Synlett

Successful negotiations mean that academic staff and students can now access the full text of articles in all Elsevier journals in the ScienceDirect database from 1995 onwards. Current research in expensive journals such as *Tetrahedron, Tetrahedron Letters, Desalination* and *Brain Research* is open to scholars, with transaction access remaining available for articles from pre-1995 backfiles.

Expressions of delight and compliments from clients accompanied the acquisition of the *Times Digital Archive,* providing online access to the text and image of articles appearing in the *London Times* from 1785 to 1985. An outstanding resource for historical research across broad social, legal and cultural areas, the archive includes world and local events, opinion, advertisments and images. Headaches from staring at the microfilm readers have been effectively cured by desktop delivery.

All at sea

In 2005, the Australian Research Council provided substantial funding of over $300,000 to the University's Centre for Maritime Policy, Faculty of Law, and partners to develop an oceans law and policy collection. Utilising the Library's expertise in sourcing, locating and purchasing information materials, funds were efficiently spent to create the largest and most comprehensive collection of law of the sea research materials in Australia.

The collection includes primary source materials such as international treaties; reports and statutory instruments from Australia and overseas, United Nations materials; and documents from other international organisations including the International Maritime Organisation, the FAO and regional fisheries agencies. In addition, a large range of secondary source materials has been acquired in areas of oceans law, including navigation, fisheries, sovereignty and jurisdiction, shipping and maritime law, and resource exploitation. The collection is also supported by access to the United Nations Treaty Series and electronic databases including Westlaw and LEXIS. The work of the Library in developing this collection will assist researchers in generating a substantial improvement to the national research capacity in marine law and policy.

Major Donations

Passmore Collection

John Arthur Passmore AC (1914 – 2004) was one of Australia's pre-eminent philosophers, a major figure in the history of ideas and one of the first to give shape to the field of 'applied philosophy'. In 1988 he provided an initial donation of books from his personal and working library. Following his death in 2004 his family, in accordance with his wishes, offered the remainder of his library to UOW. The books are a valuable addition of around 2,000 items in the area of philosophy, ethics, logic, moral thought and the history of thought. The Passmore collection provides an indication of the eclectic nature of his interests and supplements his personal papers and writings, which have been donated to the National Library of Australia. A launch of the collection will be held in early 2006.

McMahon Geotechnical Collection

University links with the Australian Geomechanics Society Sydney Chapter, along with the energetic support of Professor Buddhima Indraratna of the School of Civil, Mining and Environmental Engineering, led to the acceptance of a donated collection from the McMahon Associates Library. Consisting of predominantly geotechnical and mining books, over 250 items have enhanced the depth of collections supporting one of the University's key research strengths.

RESEARCH, TEACHING, LEARNING AND INTERNATIONALISATION

Training for research

Tailoring training to match researchers needs resulted in a more focused program and an increase of 38% in research student training. Faculty research committees were targeted to raise awareness of information literacy and to develop an improved understanding of research issues for students in individual faculties. As a result, tailored programs were developed for five faculties and then presented by the relevant faculty librarian. Student evaluation indicated that knowledge and skills had improved as an outcome of participation. The remaining faculties will be targeted in 2006.

The Research Training Librarian contributed to the development and delivery of a workshop for higher degree research supervisors. The pilot project, coordinated by the University's Career Development Unit, aimed to ensure that supervisors are equipped to support their students in all aspects of their research experience. The Library component covered resources and training available for HDR students.

Assistance was provided to the ARC Key Centre for Asia Pacific Social Transformation Studies through the development of a subject web page containing links to resources specific to their needs. It was well received both as a training tool for researchers and as a significant timesaver when searching for databases and internet resources.

Working with academics and professional units across the University has been a key factor in expanding the available avenues for delivery of research training. These included presenting sessions through the Student Innovation Network, a Faculty of Arts project preparing Honours and Masters students for effective doctoral research and the HDR Workshops Series. Topics included patents searching, the *ResearchResearch* grants funding database and *Scopus*. This approach has increased the integration of Library and University strategies, one of the Library's key goals.

UOW contribution to Weblaw

WebLaw, an Australian database, commenced in 1999 as a collection of individual web subject guides to law developed by academic and specialist law libraries. It has developed into a cooperative subject gateway for Australian legal researchers with a searchable database. All entries are peer assessed by an academic or practitioner with expertise in the different subjects. In 2005, UOW law librarians took responsibility for the area of transnational crime, providing annotated records for quality internet legal resources. The entries are updated regularly to ensure currency and reliability.

Research and teaching content

Associate Librarian, Helen Mandl, provided leadership of a project team, with broad representation from across the campus, established to investigate content management systems. Major outcomes included the implementation of an institutional research repository and selection of a content management system for digital teaching and learning objects. Proquest's *Digital Commons* system was chosen to host the University's research repository to be known as *Research Online*. *The Learning Edge* will support storage of teaching and learning objects which will be integrated with WebCT Vista to provide a learning platform for the Graduate School of Medicine and other schools.

Mapping and measuring information literacy integration

Enabling the integration of information literacy into all programs was the aim of a number of strategies adopted during the year. These included:

- Adopting a tool developed by the Queensland University of Technology Library to measure the level of integration across programs more accurately. This complemented existing mapping processes, was piloted within the Faculty of Creative Arts, and will be rolled out to all faculties. The instrument is based on the CAUL *Best Practice Characteristics for Developing Information Literacy in Australian Universities: a guideline* and will provide opportunities for benchmarking with other universities

- Participation in the Faculty of Informatics Information Literacy Integration working party in conjunction with staff from the Learning Development unit

- Development of an online tutorial and assessable quiz in WebCT Vista for use by foundation studies students at the Wollongong University College

- Secondment of two faculty librarians to work as learning designers in CEDIR, assisting with the implementation of WebCT Vista. A specific Library module was developed as part of the basic software linking students to online resources, tutorials and Library support services.

Introducing a revised ILIP

The Information Literacies Introductory Program (ILIP), a compulsory online course for new undergraduates, was extensively revised and redesigned. The program is now relevant to all students studying both on and off campus in Australia or offshore and has been more closely aligned to the *Australian and New Zealand Information Literacy Framework* with the inclusion of modules on plagiarism and evaluating information. A more rigorous assignment provides a sound foundation for the development of information literacy skills for new students. ILIP was recognised as an effective practice by the United States Association of College and Research Libraries and listed on their *Effective Practices in Research and Academic Librarianship* web site.

Enhancing collaboration

Stronger ties and greater collaboration were valuable outcomes of the *Information Literacy Integration and Collaboration forum* held in July. Small teams, known as 'triads' were formed comprising representatives from the Library, the Centre for Educational Development and Interactive Resources (CEDIR) and Learning Development. Working together, the teams provided Faculty Education Committees and individual academics with assistance and advice in integrating tertiary literacies into courses.

Interactive learning

Static web pages no longer make an effective online tutorial. A revised and updated *Research Edge* online tutorial was launched with a new design that promotes active learning by including embedded interactive elements. A range of learning styles is accommodated through the inclusion of extra graphics and animations.

Medical matters

The initial planning of Library support and services for the University's new Graduate School of Medicine began during 2005. Visits to library services at the universities of Newcastle (NSW) and Sheffield (UK) provided valuable information on the information and human resources required to support teaching and research in the field of medicine.

Guiding offshore students

Offshore students are now more aware of the University's online learning environment and web resources following the development and distribution of a student guide on CD. Funded by the University Internationalisation Committee and coordinated by Remote Services Manager, Craig Littler, *Getting Connected: Your Guide to Online Learning* was produced with input from units and academic staff across the University. Introducing students to services such as Webmail, WebCT and Library resources, the CD was distributed to students at all offshore teaching locations.

Seeking feedback

A survey designed to gather feedback specifically from offshore students was designed in collaboration with other Australian university libraries. The survey aims to capture student expectations of library services and to measure satisfaction. To be implemented in 2006, it complements the existing biennial client surveys and will facilitate benchmarking against other universities.

RESOURCE MANAGEMENT

Budget summary

During 2005 a fluctuating exchange rate resulted in a small decrease in the number of print books purchased. However, access to several new databases and journals was provided through a continuing focus on replacement of print journals with electronic format where cost-effective and in accordance with journals policy. The number of discipline-specific electronic journals increased by approximately 60% from 2004, a large number of these being in the area of Law due to the take-up of *Thomson Legal Journals Online.*

Provision of library resources in the area of maritime law and policy, one of the University's research strengths, was significantly enhanced through a collaborative project with the Centre for Maritime Policy. Optimal use of Linkage Infrastructure Equipment and Facilities grant funds, gained by the Centre, was made possible through library expertise in sourcing material, much of which could not be obtained through the usual channels. Core titles included the UN Treaty Series, American Maritime Cases 1923-2003 and backsets of the Naval Law Review 1947-1970.

	2003	2004	2005
Budget	$8,104,922	$8,798,500	$9,297,000
Income	$465,000	$650,000	$823,000
Total	$8,569,992	$9,448,500	
Allocation			
Information Resources	$3,576,676	$3,804,984	$3,797,580
Salaries	$4,106,101	$4,264,132	$4,733,397
Equipment & Operational	$797,339	$758,137	$1,105,000
Total	$8,480,116	$8,827,253	$9,635,977
Expenditure			
Information Resources	$3,581,583	$4,141,369	$4,096,097
Salaries	$3,923,169	$4,302,418	$4,821,756
Equipment & Operational	$819,253	$1,002,249	$897,071

Technology improves processes

- Implementation of EFTPOS to streamline payments for printing, photocopying and fines
- A new document delivery module improved processing efficiencies and reduced the cost of filled requests by 13% while the number of requests processed increased by 15%
- The laptop lending service was a popular option for some students, with 222 loans throughout the year

Behind the scenes, replacement of major servers, the deployment of Helpdesk software for management of staff technology requests and the implementation of a new staff intranet all helped ensure optimal performance of Library systems.

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Commitment to 'Best Practice'

Organisational Self Assessment (OSA) against the Australian Business Excellence Framework was again used to review performance across seven critical assessment categories. Results showed that while commitment to quality remains high, improvement opportunities were identified which will form the basis of the 2006 Improvement Plan.

The Performance Indicator Framework (PIF) was reviewed to determine its value in measuring and reporting key aspects of performance. In particular, areas such as information literacy and research support benefited from the identification of new indicators and measurement methodologies.

Digital theses on show

Digital copies of theses are achieving high visibility with files being viewed online over 805,000 times during 2005, an increase on 2004 numbers of 318%. Popular theses often featured in the top ten of the Library's web page hit list. Hot topics included the synthesis of alkaloids; levels of hydrogen in weld metals and the design of anti-malarial agents.

Unlocking the UOW Archives

A share of grant funding from the Australian Research Council for a research project led by Professors Jim Hagan and Andrew Wells has contributed to additional cataloguing of UOW archival collections. The project, *Unlocking Regional Memory*, investigated the feasibility of an Internet gateway to regional archives in New South Wales and developed a methodology to digitise documents and browse online. In partnership with the University of New England, University of Newcastle and Charles Sturt University, the project will digitise and open up access to valuable regional collections.

Supporting future educators

A new collection of teaching resource materials was created to support the initial intake of Graduate Diploma in Education (Primary) students at the Shoalhaven Campus. The Shoalhaven Curriculum Resources Collection (CRC) includes books, music CDs, primary school syllabi, games, children's literature, big books, lesson plans and activity books. The first group of Graduate Diploma students have provided valuable feedback that will be used in developing the CRC further.

SKILLED AND KNOWLEDGEABLE STAFF

Investors in People – Gold Award

An *Investors in People* accredited organisation for over five years, the Library was recognised in 2005 for its consistent improvement in staff management and development with a Gold Award in the category *Best IiP Government Agency or Institution*. Sue Chapman, CEO of the certification body, NCS International, presented the award and commended the team effort required to reach this level of achievement.

Staff development

Commitment to staff training and development is an essential building block of strategic human resource management. In 2005, 1,328 hours were devoted to a range of training and development opportunities, with 311.7 hours allocated for study time. 95% of staff participated in at least one training and development opportunity.

Progression/enrichment

Development opportunities, designed to enable staff to progress internally through temporary secondment, increased by 44%. A review of the *Job Enrichment Program* identified a need for a more formal process to ensure that tasks and projects completed during the secondment were recorded and that feedback from both supervisor and team members was captured. To meet this need the concept of a portfolio was introduced and eight staff members piloted this during their period of job enrichment.

Secondment to Dubai

Secondment of a more exotic nature was made possible by an unexpected vacancy in the library service at UOW Dubai. Faculty librarian, Jeanetta Kettle, rose to the challenge and spent a fascinating three months living and working in Dubai. Jeanetta's experience provided another avenue for building links and understanding between the two campuses and enriching the already excellent relationship.

Jeanetta Kettle in the Dubai desert

* 12th biennial Copyright Law & Practice Symposium

* Information Online Conference 2005

* 3rd International Evidence-Based Librarianship Conference

* ALIA Australian Committee on Cataloguing Seminar

* ALIA National Library & Information Technicians Conference

* ANZIIL Symposium Series 4 - Information Literacy: Getting back to basics

* AVCC Copyright Forum

* AVCC Leadership Program HEW 5-7

* Educause Australasia 2005: The Next Wave of Collaboration

* Engineering Librarians Workshop 4th ASEE/AaeE Global Colloquium on Engineering Education

Staff satisfaction

Evaluating staff perceptions through a biennial survey has been an important avenue for organisational improvement since 1996. In 2005 the survey was conducted by an external company, Rodski Survey Research (RSR). As well as continuing to identify areas of improvement, RSR's database provides the capacity for the Library to benchmark against other libraries, as well as a wide range of other professions and companies across Australasia.

Overall performance in the survey was rated at 83.1%. RSR's report states, *"this reflected an organisation whose performance in the Best Practice Categories has set a new high when compared to other organisations in RSR's national and international benchmark database"*. Teams will undertake further analysis of the results in 2006.

Learning from colleagues

Exploring the changing nature of collection development was a theme examined by Lyn Wailes, Associate Librarian, Access Services as part of a study visit to selected New Zealand university libraries. Visiting Waikato, Massey and Victoria universities, Lyn's particular interests included:

• Collection analysis and use

• Selection roles and responsibilities

• Organisational structures to support the merging of traditional roles responsible for selecting, acquiring and providing access to electronic resources

New Zealand colleagues were extremely helpful and hospitable and their knowledge and experience will be incorporated into improving collection development at UOW.

Getting in at ground level

Commitment to the profession of librarianship and a growing awareness of the need for more active recruitment strategies were drivers for the establishment of professional cadetships. The program aims to attract students committed to postgraduate studies in librarianship and provide them with authentic opportunities to gain practical experience in all aspects of librarianship.

Elements of the program include the availability of study assistance, workplace rotation, supervision and continuous evaluation. One Professional Cadet will be appointed each year and the first, Rebecca Daly, commenced in September with her initial assignment to the Lending Services Team.

Rebecca Daly with the Coordinator of the Cadet program,
Jo-anne Lombardi

Developing knowledge of teaching and learning

Professional development for faculty librarians was extended through the introduction of a series of short seminars. The series aims to enhance faculty librarians' teaching skills and to optimise student learning during information literacy tuition. Guest lecturers from the Faculty of Education facilitated interactive, practical workshops on topics such as: *Learning outcomes*, *Engaging students in a lesson*, *Assessment* and *teaching adult learners*. The program was well received by the faculty librarians who subsequently made improvements to their teaching practice and shared new strategies with the team.

Recognition of workplace skills

The Staff Training and Development Committee worked with DocMatrix Pty Ltd, a company which provides training leading to certification for staff who have library experience but no formal library qualifications. Carolyn Werner was the first applicant for the program and has been steadily completing the self-paced modules over the past six months.

Rewarding outstanding performance

Cathy Messer and casual student rover Denq-Jieh David Su were recognised with the *People First Award* for their outstanding client service, delivered with a consistently friendly approach. Carolyn Norris and Afrodita Brbevski were jointly recognised with the *Rita Rando Award,* acknowledging their achievement in developing procedures and workflows for managing the increasing complexities of obtaining out-of-print material and making it legally available for multiple sites.

The *LEC Award* chosen by the Library Executive Committee acknowledged those staff who have long contributed to workplace wellbeing by making healthy and interesting activities available for staff.

Staff wellbeing

A goal of raising money for tsunami victims provided the impetus for many of the wellbeing activities for staff. These included breakfast on the balcony, a picnic in the Botanic Gardens, a ten-pin bowling evening and the Melbourne Cup celebrations. Highlighting the year were two events: the International Week Cake Stall where the home cooking of staff went like the proverbial 'hot cakes', selling out within an hour; and the Library Christmas Auction at which the fiercest bidding was for a card catalogue complete with drawers. At year's end over $1300 was donated to the National Library of Australia's 'Books for Aceh' project.

International Week Cake Stall

PROMOTION AND PARTNERSHIPS

Building communication strategies

Promotion of resources and services continued to be a key focus, with a number of innovative communications campaigns developed in 2005. The year began in style, with a rejuvenated Library 'brand' launched with a range of brochures and publications, resulting in a significant increase in use.

What's New for My Faculty is the online faculty newsletter highlighting new resources and tips for their use. Targeting undergraduate students, over 6,510 hits to the newsletters were recorded during Autumn and Spring Sessions, indicating a promising take-up rate.

Other communication highlights were:

- Collaborative input into the eLearning@UOW website, designed to introduce students to the University's online learning environment. Content for a *Library Online* component was developed by the Remote Services Manager and Education Faculty Librarian

- Reinforcement of e-books in promotional activities at remote locations, providing hints and tips to aid the best use of these resources

- Promotion of the online, real-time help offered through *Chat to a Librarian*, resulting in a 152% increase in usage compared to the previous year

- Production of a new poster series which promotes key Library services and will be used extensively in 2006. The posters were created with assistance from Creative Arts students, undertaking a Graphic Design Commercial Practice project.
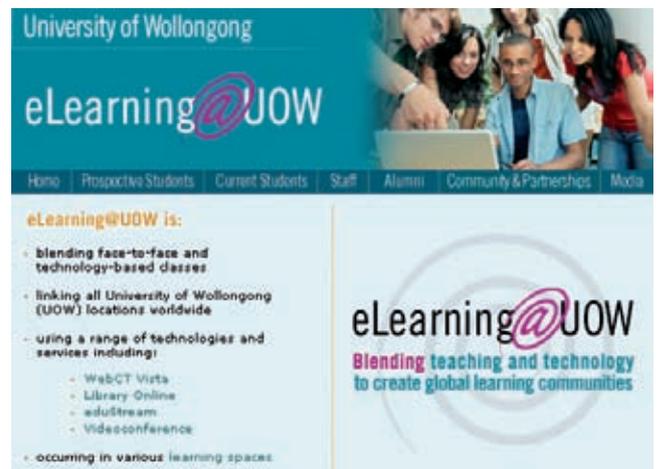
Engaging with our community

The Library's commitment to the community was clarified through the development of a formal Community Engagement Policy. The policy, reviewed by the Office of Community and Partnerships, aligns the Library with the University's Community Engagement Strategic Plan. The Library has long supported the community, particularly in the area of providing professional development through work placements.

Community activities included:

- Work placements for two university and four TAFE library students
- A repeat of the highly successful HSC History Extension program, held in conjunction with the Faculty of Arts and the State Library, which provided library and information expertise to 140 local and regional students and accompanying teachers
- A high school program delivered for the Shoalhaven region
- A research/work experience program for two students from Dapto High School
- Ongoing support of Weerona College students through the annual Shirley Nixon Textbook Award
- Contribution to the University's International Week program, through initiatives such as international news workshops and a highly successful cake stall.

Prose and Poetry Competition prize winners with Jon Ward, Regional Sales Manager, Ovid Technologies, and Dr Shady Cosgrove, Creative Arts lecturer and judge.

L to R: Peter Vincent, Jon Ward, Shady Cosgrove, Chris Pettett, Sally Evans, Louise Robinson

Creating opportunities for young writers

The University's student community fired up their imaginations for Library and Information Week by contributing to the annual Prose and Poetry Competition. Competition entries addressed the theme of *Feeding Hungry Minds*, and explored related ideas in inventive ways. Louise Robinson's winning entry, available at the end of this report, offered a humorous take on the feelings that the Library might inspire in students. The generous ongoing support of Ovid Technologies and the University Recreation and Aquatic Centre was greatly appreciated.

University and Community Participation

Felicity McGregor

Academic Senate

Deans, Senior Executive and Directors

E Teaching Executive Group

IT Policy Advisory Committee (Academic)

Library Consultative Committee

University Internationalisation Committee

University Research Committee

University Strategic Plan Working Party

Lynne Wright

Academic Staff Development Advisory Committee

General Staff Development Advisory Committee

Library Consultative Committee

Staff Developers Network

University Education Committee

University Council general staff representative

University Council Administrative Committee

Neil Cairns

Information Technology Forum

Helen Mandl

Editorial Board, Journal of University Teaching and Learning Practice

E Teaching Project Group

Content Management System Evaluation Team

Margie Jantti

Library Consultative Committee

University Education Committee Quality Assurance Subcommittee

University Quality Audit and Planning Committee

Jo-anne Lombardi

University Finance Users Group

Irene Mar

University Web Consultative Group

Claire Collett

University Orientation Committee

Carol Stiles

Workplace Advisory Committee

Craig Littler

International Studies and Alliances Committee

University Copyright Management Committee

UEC Teaching Facilities Subcommittee

UEC e-Learning and Teaching Subcommittee

Amanda Smithers

University Orientation Committee

Language and International Student Support Committee

Michael Manning

Information Technology Forum

University Web Consultative Group

Donna Dee

ULA Users Group

Brian Cox

University Copyright Management Committee

Toni Lanyon

UOW OH&S Committee

Lucia Tome

Postgraduate Research Policy Committee

Birgit Wenzel

Workplace Advisory Committee

Elizabeth White

Law Faculty Library Committee

Margaret Williams

E-Teaching Support Staff Group

Carol Woolley

NSW Resource Sharing Group

Michael Organ

Content Management System Evaluation Team

University Collections Committee

Suzanne Lipu

Chair, Research Group, Australia and New Zealand Institute of Information Literacy

Newsletter editor – Australia and New Zealand Comparative and International Education Society

Faculty Librarians

Faculty Education Committees

Staff Publications and Presentations

McGregor, Felicity (2005). 'Exploring the mystery of service satisfaction', *6th Northumbria International Conference on Performance Measurement in Libraries and Information Services*, 22-25 August, 2005, Durham, England.

Jantti, Margie (2005). 'Quality, Service, Excellence: a decade of quality', *European Association for Health Information Libraries Workshop, Implementation of Quality Systems and Certification of Biomedical Libraries*. 23-25 June, 2005, Palermo, Sicily.

Jantti, Margie (2005). 'Developing a culture that values the need for assessment and continuous improvement: the growth of a learning organisation', *Performance Measurement for Libraries and Information Services Conference*. 21-22 March, 2005, Sydney.

Lipu, Suzanne (2005). 'Measuring the Immeasurable', *33rd Australian and New Zealand Comparative and International Education Society (ANZCIES) Conference "Questioning 'Best Practice' in Education: Benefits and Disadvantages, Debates and Dilemmas"*, 2-4 December, Coffs Harbour.

Lipu, Suzanne and Hill, Allison (2005). 'High level learning by design: the nuts and bolts of assessment and evaluation in a doctorate of Business Administration Program', *The Australian Library Journal*, 54 (3), pp. 200-225.

Norris, Alison (2005). Information-based websites: a usability assessment of a library website in Consalvo, M & O'Riordan, K (eds) *Internet Research Annual: selected papers from the Association of Internet Researchers Conference*, 2004, Vol. 3, pp. 159-169.

STAFF MEMBERS

Administration

McGregor, Felicity	University Librarian [BA, Dip Lib, AALIA]
Cairns, Neil	Associate Librarian, Technology Services [BA, Dip Lib]
Greatz, Kirsty	Administrative Assistant
Lombardi, Jo-anne	Administration Coordinator [Dip FMgmt]
Mandl, Helen	Associate Librarian, Planning and Development Services [BA, Dip Ed, GDip IM(Lib), MAAppSci(LIM), AALIA]
Wailes, Lyn	Associate Librarian, Access Services [BA, AALIA]
Wright, Lynne	Associate Librarian, Client Services [Dip Teach, Dip Lib, AALIA]

Planning and Development

Collett, Claire	Promotions and Partnerships Coordinator [BAppA (Hons)]
Duggan, Lara	Planning and Development Officer
Hansard, Wendy	Copyright Officer [BA, Grad Dip Info Mgmt/Librarianship]
Jantti, Margie	Quality and Marketing Manager [BA (Lib & Info Sci), MBusAdmin, AALIA]
Littler, Craig	Remote Services Manager [BSc (Arch), BA, Grad Dip Info Studies, MA, AALIA]
Organ, Michael	Project Coordinator – Digital Services [BSc(Hons), Dip Arch Admin]
Stiles, Carol	Shoalhaven Campus Librarian [BA, MLib Sci, AALIA]

Technology Services

Manning, Michael	Database Manager [BSc (Hons), MSc, MLS, Grad Dip Computing]
Lunt, Karen	Systems Librarian [BA (Lib & Info Sci), MLib]
Kew, Audrey	Systems Support Officer [Assoc Dip Arts (Lib Prac)]
Mar, Irene	Web Development Officer [BA, Grad Dip Ed, Assoc Dip (Lib Prac)]
Wilson, Iain	Systems Support Officer

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Lending Services

Dee, Donna — Lending Services Coordinator
[Dip FMgmt]

Beazley, Christine — Lending Services Assistant

Bevilacqua, Debbie — Lending Services Assistant

Brown, Paula — Curriculum Resources Centre Coordinator
[BEd (Hons)]

Burling, Yvonne — Fines and Membership Officer

Chandler, Margaret — Lending Services Assistant
[Assoc Dip Arts (Lib Prac)]

Daly, Rebecca — Library Cadet

Giesajtis, Andrew — Lending Services Assistant
[BMath, Assoc Dip (Lib Prac), Grad Cert AppSc (LIM) AALIA]

Israel, Sue — Lending Services Assistant
[Dip Lib & Info Sci]

Job, Clare — Lending Services Assistant
[Dip Lib & Info Sci]

Lanyon, Toni — Casual Staff Coordinator

Messer, Cathy — Reserve Coordinator

Moreno, Nina — Lending Services Assistant

Pinkerton, Fran — Lending Services Assistant

Williams, Margaret — Electronic Readings Coordinator
[Assoc Dip (Lib Prac)]

Information and Research Services

Smithers, Amanda — Information and Research Services Manager
[BA (Ed), Grad Dip (Lib & Info Sci)]

Brindle-Jones, Cheryl — Faculty Librarian
[BA (Lib & Info Sci), Assoc Dip (Lib Prac), AALIA]

Brewer, Chris — Faculty Librarian
[BA (Lib & Info Sci), Med (Adult Ed), Dip FMgmt, AALIA]

Dodd, Vicki — Faculty Librarian
[BSc, Grad Dip IM-Lib]

Hill, Allison — Faculty Librarian
[BA (Lib & Info Sci), Assoc Dip(Lib Prac)]

Jones, Michelle — Faculty Librarian
[Bsc, Grad Dip Info Mgmt Lib]

Jones, Susan — Archivist
[BA, Grad Dip (Lib & Info Sci), AALIA]

Kettle, Jeanetta	Faculty Librarian [BA, Grad Dip (Info Stud), Grad Dip Ed]
Lipu, Suzanne	Information Literacy Coordinator [BA (Lib & Info Sci), MEd (Ed Leadership), AALIA]
Lyons, Jen	Faculty Librarian [BA, Grad Dip Info Mgmt Lib]
Meldrum, Annette	Faculty Librarian [BA (Lib & Info Sci), AALIA]
Peisley, Elizabeth	Faculty Librarian [Dip Teach, Grad Dip App Sci, AALIA]
Ralston, Chrissy	Faculty Librarian [BSW (Hons), Grad Dip App Sci (Info), AALIA]
Riggs, Michelle	Faculty Librarian [BTech (F&A Chem), Grad Dip (Info Studies)]
Smith, Lesley	Faculty Librarian [BCom (Accy), MAppSc (LIM), AALIA]
Stephens, Bernadette	Faculty Librarian [BA (Lib & Info Sci), AALIA]
Tome, Lucia	Research Training Librarian [BA (Lib & Info Sci), Assoc Dip (Lib Prac)]
White, Elizabeth	Law Librarian [BA, Grad Dip Lib]

Journal Access Services

Epe, Pam	Journals Access Manager [BA, AALIA]
Benny, Kerry	Journals Access Officer
Colwell, Susanna	Journals Access Officer [Assoc Dip (Lib Prac)]
Crichton, Lindi	Journals Access Coordinator
Grant, Neil	Electronic Services Librarian [BA, DipLib, Grad Dip Lib]
Jacobs, Sylvia	Journals Access Officer
Keene, Natalie	Journals Access Officer
Kitchener, Heather	Journals Access Officer [Assoc Dip (Lib Prac)]
Long, Danica	Journals Access Officer
Woolley, Carol	Journals Access Coordinator [BA, Assoc Dip (Lib Prac)]

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Collection Services

James, Kim	Collection Services Coordinator [BCom, Grad Dip Lib Info Man, AALIA]
Brbevski, Afrodita	Collection Services Officer [Assoc Dip (Lib Prac), AdvCert Office Admin]
Brown, Anne	Collection Services Officer [Dip FMgmt]
Cohen, Linda	Collection Services Officer [BA, DipBus, Grad Dip (Info Studies), Cert IV in Govt, AALIA]
Drummond, Stephanie	Collection Services Officer [Dip Lib & Info Sci]
Norris, Carolyn	Cataloguing Officer [BA, AALIA]
Ollerenshaw, Sonya	Collection Services Officer [Assoc Dip (Lib Prac)]
Wenzel, Birgit	Cataloguing Officer [BSocSci (Lib & Info), MB IT]
Werner, Carolyn	Collection Services Officer
Wooton, Sandi	Cataloguing Officer [Assoc Dip (Lib Prac)]

STATISTICS

	2003	2004	2005
Collection			
(Main, CRC, Remote Sites)			
Monographs	455,409	472,280	489,155
Journal			
- volumes	198,888	198,318	196,708
- titles	22,284	26,941	43,879*
E-books	236	3,073	3,245

*estimate – awaiting CAUL deemed list instructions for 2005

Document Delivery	2003	2004	2005
Requested by us	12,677	11,886	12,428
Items received	10,243	11,802	11,843
Requested from us	3,477	3,405	3,197
Items supplied	2,829	2,808	2,378
Intercampus requested	689	683	1,005
Intercampus supplied	648	658	977

Acquisitions	2003	2004	2005
Monographs			
- new titles	10,637	11,014	9,957
- additional copies	4,379	6,142	6,197
- donations	1,341	1,956	2,165

Cataloguing	2003	2004	2005
Monographs	15,028	18,863	18,034
New print journals	294	50	62

	2003	2004	2005
Non-book	1,139	2,000	1,701

Entry Gate	2003	2004	2005
Main	992,920	975,623	947,872
CRC	59,312	57,646	61,131
Shoalhaven	12,910	15,585	18,899
Total	**1,065,142**	**1,048,854**	**1,027,902**

Loans	2003	2004	2005
Main Library			
General	156,511	176,827	228,557
Self checkout	167,328	162,818	133,623
Reserve	46,942	51,329	43,506
CRC	**28,467**	**35,139**	**36,116**
Shoalhaven	**2,629**	**4,105**	**5,824**
Remote Sites	**4,638**	**6,766**	**13,026**
Total Library	**406,515**	**436,984**	**460,652**

Information Enquiries	2003	2004	2005
Research Help	23,710	18,302	17,241
Information Desk	24,785	21,371	16,906
Archives	385	438	619
Shoalhaven	5,539	4,886	5,830
Email a Librarian	651	459	515
Chat	130	128	325
Roving Help	8,538	5,476	5,369
Total	**63,738**	**51,060**	**46,805**

Information Literacy	2003	2004	2005
(no. of clients)			
Subject based	10,353	12,829	13,808
Generic	447	271	146
ILIP	964	877	686
Research training	159	210	244
Academic sessions	65	6	46
WUC	1,638	1,655	1,278
External	198	158	314
Total	**13,824**	**16,006**	**16,522**

University of Wollongong

LIBRARY CONSULTATIVE COMMITTEE

Chairperson	Ms F McGregor
Secretary	Ms L Wright
Library	Ms M Jantti
Academic Services Division	Ms G Lefoe

Faculty Representatives

Arts	Dr S Brown
Commerce	Dr C Smark
Creative Arts	Dr J Cockburn
Education	Dr H Chen
Engineering	Dr B Lemass
Health & Behavioural Sciences	Dr N Humpel
Informatics	Ms H Tootell
Law	Ms M Bond
Science	Dr S Robinson

Student Representatives

Undergraduate	Ms M Talaboni
Postgraduate	Mr S Riddiford

LOVE AND LONGING IN THE LIBRARY

His friends were shocked when they saw him. The dark circles under his eyes, the hunch of his shoulders, the grey of his face. He couldn't hide the scars. He told them it was 'over'. She had banished him, once and for all. They tried to help, with pies, burgers, beer. He turned them all down. What good was food? He was hungry, but for her. Only her.

Their connection had meant more to him than research and borrowing. More than emails and Internet. 'Why?' they asked. He told them nothing. Sure, they'd all spent time with her, but did they really see?

Just looking at her fine high ceilings made him weak at the knees. Sometimes he would scale the headings of her homepage, his fingers gently caressing the mouse, the curser toying with the icons on the screen. How he longed to walk through her corridors, touch the sweet metal curve of her stairwell's railings and feel the soft thud of his feet on her carpet. Oh, the sensuous thrill of opening books, staring at pictures and reading her pages. He savoured every word, every morsel.

He thought her figure so handsome, all bricks and crystal clear glass, as he gazed at her from the uni lawn. She was exciting, fun and full of ideas, always boasting about new activities and student features. He had tagged along willingly, happy just to be there. Or so he thought. It wasn't long before he stopped eating. As his body slowly withered away, his mind grew to depths he had only imagined, swelling with the weight of so many words.

He looked up and realised people were leaving the lawn. It was time for class. He sighed, dying to be back in the comforting corners of her body, the conference rooms and computer bays. To navigate the mysteries of her database. Press her keys. Push her buttons.

He held a hand to his dry throat, stripped and sore with thirst for her. In a blanket of books and silence, she had shown him the world. The subcultures of Tokyo, the mountains of France, the suburban streets of Wollongong. And still, he was hungry. "More!' he pleaded, 'more, more!' Clouded by need, he grew casual and careless. The overdue notices built up, one above the other until suddenly there were missing books and outstanding fines. She could be cruel, his love. Those terse reminder emails and stubborn borrowing rules. They broke his heart.

Now sobbing openly, his mind rumbled and shook in his head. Forget classes. He had to try again. Somehow finding the strength to stand, he dusted the grass from his pants before turning to run to the library entrance. He threw his arms in the air and begged, pressing tearstained cheeks against the glass. Staff shook their heads. She would not have him back.

Security guards came and dragged him away as the gathering crowd murmured 'those hungry students, they never learn …'