

Discussion Topic
Collection Strategy and User Experience – the 2018 Perspective?

ALCTS Chief Collection Development Officers of Large Research Libraries

ALA Midwinter 2018

Karla Strieb

OSU Libraries



Mapping the Future of Academic Libraries: A Report for SCONUL

November 2017

Questioning old 'mantras', building new paradigms

One way of confronting change is to question received wisdom. We present some of this taken-for-granted knowledge as library 'mantras'. We propose such traditional 'mantras' should be questioned as part of libraries challenging themselves to respond to the rapidly changing environment in which they operate.

<https://sconul.ac.uk/publication/mapping-the-future-of-academic-libraries>

How are we thinking about user experience in connection with our collections?

How are we thinking about our collections in a context of user experience?

Head - User Inquiry Experience (UIX)



"Recognizing that library users' information-seeking behaviors aim for the same results-oriented, satisfying experience whether they are channeled through in-person or online questioning or through "self-service" pathways to library resources, NYU Libraries aims to insure that users have a consistently positive and successful experience when interacting with services and systems. "

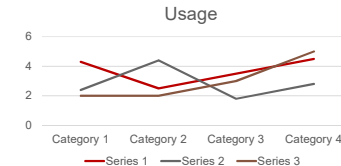
How is user experience thinking affecting collection strategy?

THEMES IN THE STORIES WE'RE SHARING....

Theme: Usage data

Usage stats are not just about what to stop buying, they reveal many kinds of gaps.

- The space between what we think users do and what they actually do
- The space between what users say and what users do
- The inconsistencies in access and discovery paths across a collection



Theme: Access services

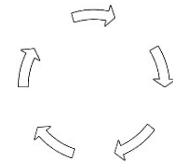
Users see no space between collections and use. What they use is informed by how easily they can obtain it.

- We are learning that users want remote collections to function like local collections in terms of loan policies and that we need to review and rethink those policies after years of assuming they were appropriate (U Washington)
- “Borrow direct” is now a verb (JHU).
- Our users also know the names of our collaborative lending programs and think of them as our collections.
- Is scan on demand an access or collection strategy?

Theme: Discovery is integral

Discovery and access are an integral part of collections as service

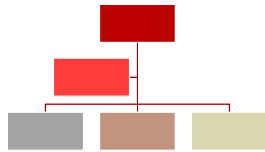
- Connecting content to the users when they need it is part of the collection.
- Marketing is a real issue (Yale).
- Shifting the paradigm of workflow where description and shelving happen once and last forever to a paradigm of cyclical and use-informed review, enhancement, re-prioritization.
- But we may not be finding traditional A&I so helpful (U Wash).



Theme: Organizational Design

New investments – in staffing levels and roles, expertise, community solutions, vended services . And maybe new efficiencies...

- Collection analyst role (JHU, NCState, NYPL, OSU, U Washington)
- Deeper partnership with research services including digital humanities (NYPL, Yale, OSU, Big 10 AA)
- Accessibility specialist in partnership with IT (U Washington)



Use cases

We operate in a world of multiple and changing use cases for our collections.

- The opportunity to observe user behavior forces us to be more sophisticated and data-informed in our decision-making. – a study of usage opens the possibility of a radical rethink of whether on-site collection space is necessary at all for a discipline (NYPL).
- Engagement with digital humanities changes collecting to support text mining. (Yale)
- Ebooks are driving a refreshed consideration of what are our users wanting to do and allowed to do (e.g. DRM) (U Washington)

Tell your story

https://osu.az1.qualtrics.com/jfe/form/SV_ePuaa04IVI2ouW1

OR

[CCDOs ALA Midwinter 2018](#)

Please respond by end of day February 2, 2018
All responses will be distributed via ALA Connect

Questions to Karla Strieb: strieb.2@osu.edu

