



Service is Sovereign

Strategic Change and the Future of Library Services

UNIVERSITY OF ILLINOIS

AT URBANA-CHAMPAIGN



www.illinois.edu

The Five Laws of Library Science

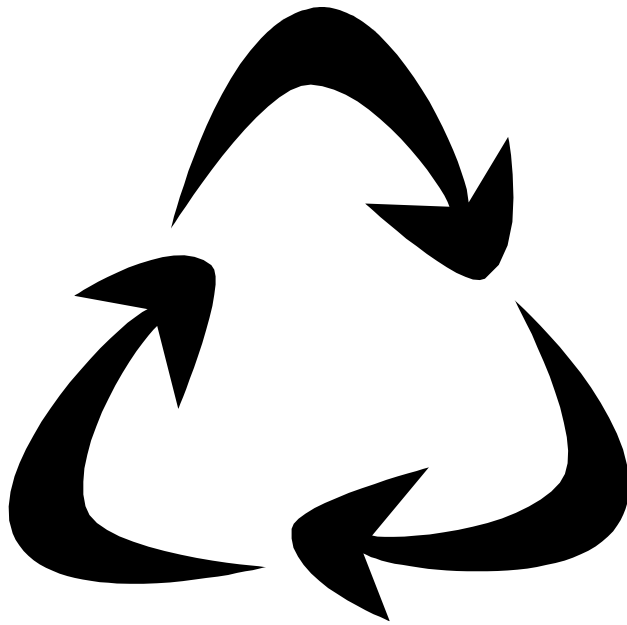
- Books are for use
- Every reader his or her book
- Every book its reader
- Save the time of the reader
- The library is a growing organism



S. R. Ranganathan (1892-1972)



The “Service Turn”



- “Turn” as metaphor for paradigm shift in a discipline
- “Turn” from “collection imperative” to “service imperative”
- Implications for leadership, planning, budgeting, recruiting, technology, assessment . . .



A Radical Assumption

The library of the 21st century will be distinguished not by the content of its collections, but by the scope and quality of its services.



The screenshot shows a Mozilla Firefox browser window displaying the University of Illinois at Urbana-Champaign Library Services Gateway. The address bar shows the URL <http://www.library.uiuc.edu/services/>. The browser's menu bar includes File, Edit, View, History, Bookmarks, Tools, and Help. The page header features navigation links for Home, Services, Get Help, and About Us, along with a search bar for the library site. The main content area is titled "Library » Services" and lists various services with brief descriptions:

- Ask-a-Librarian** - connect with someone who can help you in person, on the phone, or online.
- Subject Specialists** - contact a librarian who specializes in your area and can help you identify materials useful for your research, locate digital resources, or provide instruction for you or your class.
- Course Reserves** - find or place materials on reserve for your classes, both print and online.
- Borrowing and Renewing** - find out how to check out library materials, place holds and recalls, have materials delivered to the library of your choice, borrow materials from other Illinois libraries, and get a library card.
- Interlibrary Loan** - find out how to request materials from libraries around the world and have them delivered to the library of your choice, or directly to your computer.
- Multicultural Outreach** - find out about services designed to promote campus diversity and diversity research.
- Technology** - find out about wireless hotspots, how to print from Library workstations, how to connect to Library resources from off-campus, and public copying and scanning.
- Learn to Use the Library** - find out about classes and workshops in the Library, Web-based tutorials and resources for your online classes, and how to start your library research.
- Collections** - ask us to purchase an item for the collection, or help the Library by buying your own books through Amazon.
- Scholarly Communications** - find out more about managing your copyrights, new models for publishing, and what the University Library is doing to help scholars succeed in a changing environment.
- Find Library Staff** - use this directory of library faculty and staff to find the person or department you need, or send us a comment or concern.
- Library/IT fees** - Find out about projects supported through the Library/IT fee

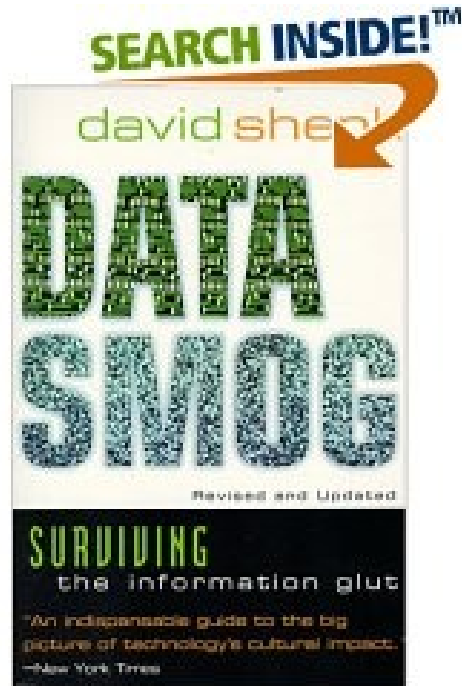
The left sidebar contains links for Hours, Find a Library, Services Blog, Map, Information Desk, Office of Services, Resources For (Undergrads, Graduate Students, Faculty, Alumni, Affiliates, Visitors, Users with Disabilities), and Main Library (1408 West Gregory Drive, Champaign, IL 61820, Campus Mail MC-522, 217-244-4358 (fax)).

At the bottom of the page, there is contact information for the University Library: 1408 W. Gregory Dr. | Urbana, IL 61801, 217-333-2290. A footer note states: "For comments on this page contact: Gateway Conversion. Last modified by: Mary Laskowski on 6/5/08". The Windows taskbar at the bottom shows the Start button and several open applications, including Webmail for Scott W..., Services - Mozilla Fire..., LC08_Service_Strate..., LC08_Service_Public..., and Microsoft PowerPoint...

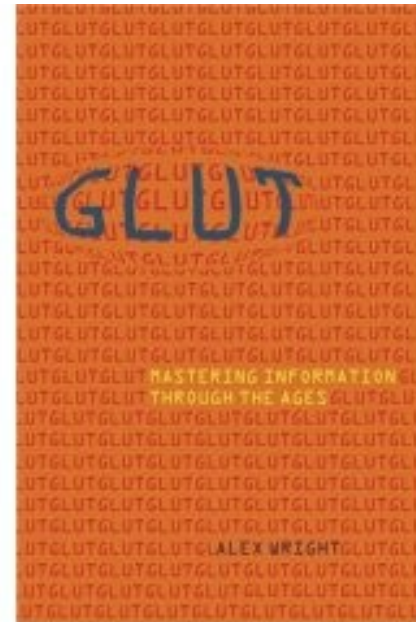
University of Illinois at Urbana-Champaign Library – Services Gateway
<http://www.library.uiuc.edu/services/>



Content is Common



Shenk, D. (1997). *Data smog: Surviving the information glut*. San Francisco, CA: Harper Edge



Wright, A. (2007). *Glut: Mastering information through the ages*. Washington, DC: Joseph Henry Press.



Illinois Harvest, University of Illinois at Urbana-Champaign - Mozilla Firefox

http://illinoisharvest.grainger.uiuc.edu/digitized_books.asp

collection policy • news • help • about

ILLINOIS HARVEST

SEARCH COLLECTIONS A-Z NEWLY ADDED BOOKS

OPEN Content Alliance
Some of the books showing here were digitized as part of our collaboration with the Open Content Alliance.

Themes of Digitized Books

- 1893 Chicago World Columbian Exposition (30)
- Abraham Lincoln, Slavery, and the Civil War (487)
- American History (26)
- British History and Literature (12)
- Champaign County (10)
- Chicago (475)
- Chicago Field Museum Fieldiana (1048)
- Church and Congregational History in Illinois (17)
- Classical Works and Literature (48)

Digitized Books from the University of Illinois at Urbana-Champaign
The University of Illinois at Urbana-Champaign is currently digitizing selected books from our print collection of over 11 million volumes. This is an ongoing process, and newly digitized books are being made available from this Website on a regular basis. The following items are the **most recent** additions to our digital collections (added in the last 4 weeks). For more information about our book digitization activities see [About Illinois Harvest](#). To browse all of our digitized books related to a particular topic, click on the links provided on the left-hand side of this page.

240 books added in the last four weeks. Listed in order of first availability from most recent.

- Abraham Lincoln and Mary Owen : three letters, Lincoln to Mrs. O.H. Browning, I.N. Arnold to O.H. ... by Lincoln, Abraham, 1809-1865. ...
- Addresses delivered on the occasion of the celebration of the one hundredth anniversary of the birth ... by Garner, James Wilford, 1871-1938.
- Alone at last. Operetta in three acts by Lehár, Franz, 1870-1948.
- Amasis : an Egyptian princess : a comic opera in 2 acts. by Faraday, Philip Michael, 1875- ...
- The autobiography of Abraham Lincoln. by Lincoln, Abraham, 1809-1865.

Done

start Illinois Harvest, Unive... LC08_Service_Strate... Microsoft PowerPoint ... 8:25 PM

Illinois Harvest – Digitized Books Gateway
http://illinoisharvest.grainger.uiuc.edu/digitized_books.asp



Characteristics of Service Programs

- Mission
- Goals, Benchmarks, and Outcomes
- Professional Expertise
- Identified Constituents and Partners
- Flexible in Application to Promote Relevance to All
- Research-Based



“The need to demonstrate measurable evidence will eventually force librarians to change their vision and values and, as a result, develop services and processes that are based on working toward realistic learning, research, and scholarly outcomes.”

Lakos, A. (2007). Evidence-based library management: The leadership challenge. *portal: Libraries and the Academy*, 7 (4), 431-450





<http://www.cic.uiuc.edu/programs/CenterForLibraryInitiatives/Archive/ConferencePresentation/Conference2007/home.shtml>



Student Services

What is a Class Librarian?

- The Class Librarians are a special group of librarians dedicated to helping College students navigate the enormous range of resources and services available at the University of Chicago Library. Each Librarian serves a specific class of The College, starting during the summer before Orientation until Graduation (and beyond).
- You can feel free to contact your Class Librarian with any question you may have about using the Library, such as:
- How can I find books on reserve for a class?

University of Chicago – Class Librarians
<http://www.lib.uchicago.edu/e/classlibrarians/>



**WELCOME TO
THE LIBRARY
IN YOUR ROOM**

**ELECTRONIC RESOURCES
AT YOUR FINGERTIPS:**

- FIND BOOKS, VIDEOS, JOURNALS AND MORE FROM **GRIFFIN**
- LOCATE PEER-REVIEWED RESOURCES, NEWSPAPER CLIPPINGS, AND MAGAZINE ARTICLES FROM THE **DATABASES AND ARTICLE INDEXES**
- **ASK A QUESTION, GET AN ANSWER!**
- **VISIT THE SUBJECT RESOURCES PAGES TO SEE WHERE EXPERT LIBRARIANS RECOMMEND YOU GO FIRST**
- TAKE AN **ONLINE TOUR** OR VIEW A TUTORIAL TO REFRESH YOURSELF ON WHAT IS AVAILABLE
- GET DIGITAL IMAGES AND SOUND CLIPS FROM OUR **DIGITAL COLLECTIONS**

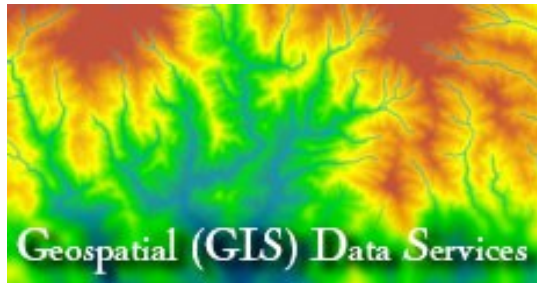
Washington State University Libraries Instruction Program
<http://www.wsulibs.wsu.edu/libraryinyourroom.htm/>



Scholar Services



Pennsylvania State University – Office of
Digital Scholarly Publishing
<http://www.libraries.psu.edu/odsp/>



North Carolina State University –
GIS Data Services
<http://www.lib.ncsu.edu/gis/>

- Support for scholars as they “acquire, create, manage, and use knowledge resources” (University of Minnesota, 2006)
- Services designed to bring together “librarian expertise, campus partnerships, and . . . information technology tools” (University of Illinois at Urbana-Champaign, 2007)
- Provision of “expertise and tools to facilitate the creation and use of digital scholarship to enhance, research, teaching, and learning” (University of Kansas, 2008)



Service Environments



Indiana University Libraries Information Commons
<http://ic.indiana.edu/>



New Service Models at Illinois



Word cloud created with Wordle <<http://wordle.net/>>, using text from *the Library Services for the 21st Century at the University of Illinois at Urbana-Champaign: Final Report and Recommendations of the Budget Group Plus*, April 21, 2008.



New Service Models at Illinois

- Challenges
 - Changes in collections and scholarly communications
 - Changes in user needs and behavior
 - Changes in the higher education environment
- Core Commitments
 - Subject specialists
 - Rich collections, print and digital
 - Communication and collaboration with faculty
 - Creative use of “space,” physical and virtual

For more information, see “Planning for New Library Services Models,” at http://www.library.uiuc.edu/committee/budgetplus/service_models.html

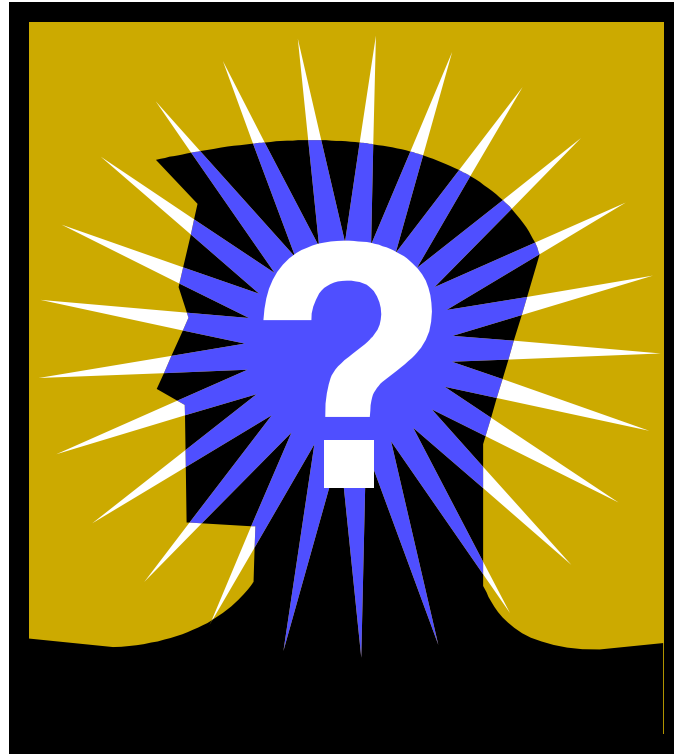


“The most difficult part of 2.0 librarianship is not the creation of new services nor even the job of convincing those in charge to let you try those new ideas. No, the hardest part is often the reexamination of ideas. It's a key factor of any library service and part of the definition of Library 2.0 that sometimes gets overlooked.”

Casey, M., & Stephens, M. (2008, April 15). The transparent library: Measuring progress. *Library Journal*, 133. Retrieved June 9, 2008, from <http://www.libraryjournal.com/article/CA6547089.html>



Questions



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