

Rethinking Libraries? The 3rd Axiell Symposium 2011



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**Gert Poulsen, Copenhagen Business School Library
Denmark**

The E in Library: a Transformation in Progress

Gert Poulsen: The E in Library



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With Copenhagen Business School Library as a case, the story of a transformation in progress is told and presented with successes, failures and major obstacles, conquered or ahead.

- The ebook tsunami is here...?

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CBS students and faculty

Student population: 18,038

Foreign students: 2,415

PhD students: 202

Full-time academic staff: 594

Visiting professors: 85

CBS Business School Library

Staff: 38 FTE (2011)

Budget: 5.1 mill. Euro (2011)

Visitors pr. year: 1,2 mill. (2010)

University library open to the public
(Danish Library Act)

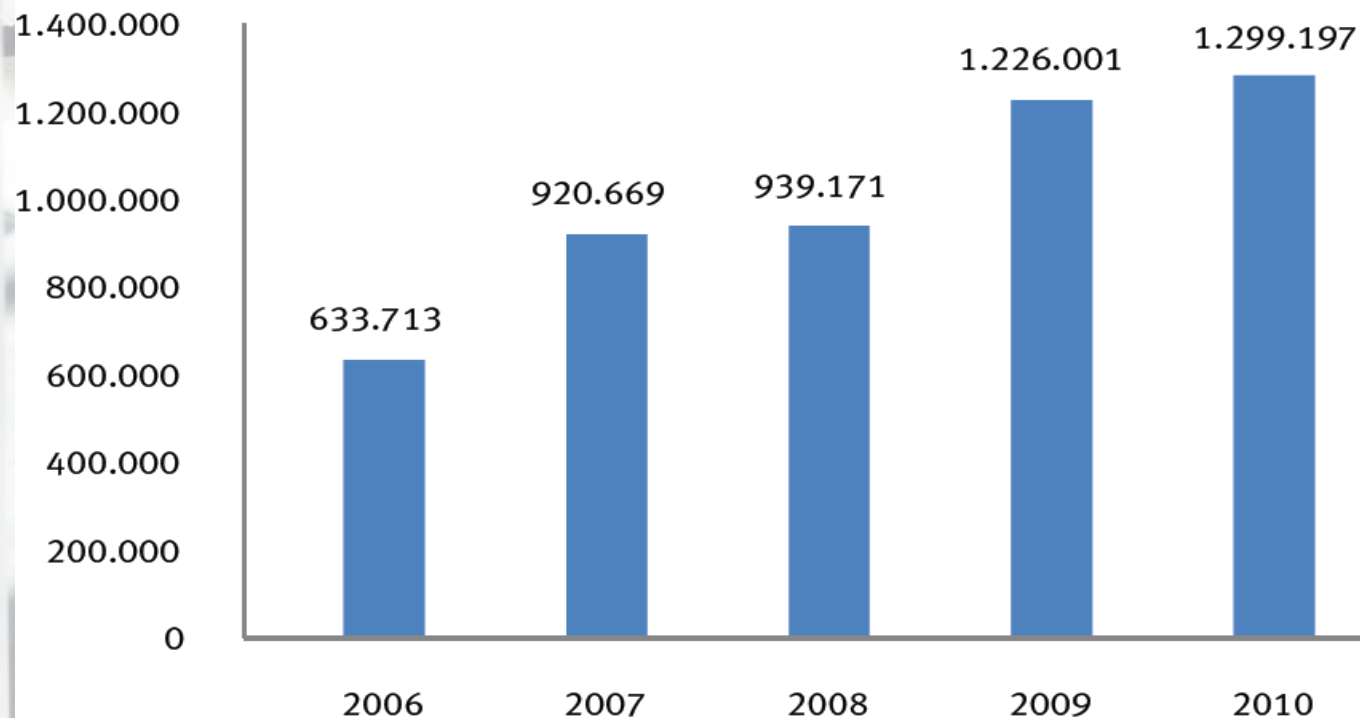


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The ebook situation of 2011: same as ejournals?

CBS e-journals last 10 years: from 4.000 titles to 35.000+

Ejournal usage – CBS Library



The ebook situation of 2011

Is the ejournal history repeating? **No - very different set ups!**

Differences from a student perspective, e.g.

- article is easy to browse and read on the screen
- printing an article is no big problem

Differences from a academic library perspective, e.g.

- license models for ejournals are very equal
- formats and rights are equal as well (pdf/html/download)
- limited market for academic ejournals

E-book situation 2011: sales market

Amazon: selling more e- than p-books!
US: 105 ebooks for every 100 pbooks

G.dk: Sales growing fast (Spring 3 % - Summer 13 %)

US market: Two years ago it was 2 % - now it is 20%

Price Waterhouse Coopers (2011):

“There is no doubt that the same trends that spurred the adoption of eBooks and eReaders in the United States are having a similar effect in other countries as well “

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Individual sales key factors: **CONVENIENCE AND COST**

- Easier access to purchase ebooks
- Sensemaking e-readers
- Cheaper than printed books

EBOOK BAROMETER 2011

Danish Research Libraries Association (DF)

Testimonies from the largest university and college libraries

- Ebooks in general are well accepted by the users
- 5 % increase in 2011 budgets for ebooks
- Put it in the catalogue, blend it with printed books
- Lower print book acquisition due to ebooks (in 50 % of the libraries)

"We try to reduce the purchase of paper books from Springer where we bought the entire portfolio in English. But on the other hand, we buy books in paper when we have access only from Ebrary since their DRM makes it difficult for users to use the book in full."

CBS Library strategy and implementation

Focus on programme areas and strategic shifts

Facilities

- From books to e-resources

Eresources

- From books to e-resources
- From unit catalogue to integrated search

Contact

- From desk to differentiated customer contact

Dissemination

- From 90/10 to 50/50



Strategic shift: **From books to e-resources**

E-book budget

2010: 72.000 Euro

2011 (est.): 133.000 Euro (p: 166.000)

E-book titles (excl. OA-titles)

2010: 71.470

2011 (est.) 74.000

Ebook usage trumps pbooks!

2010: 328.000 (download) vs 146.000 (loan)

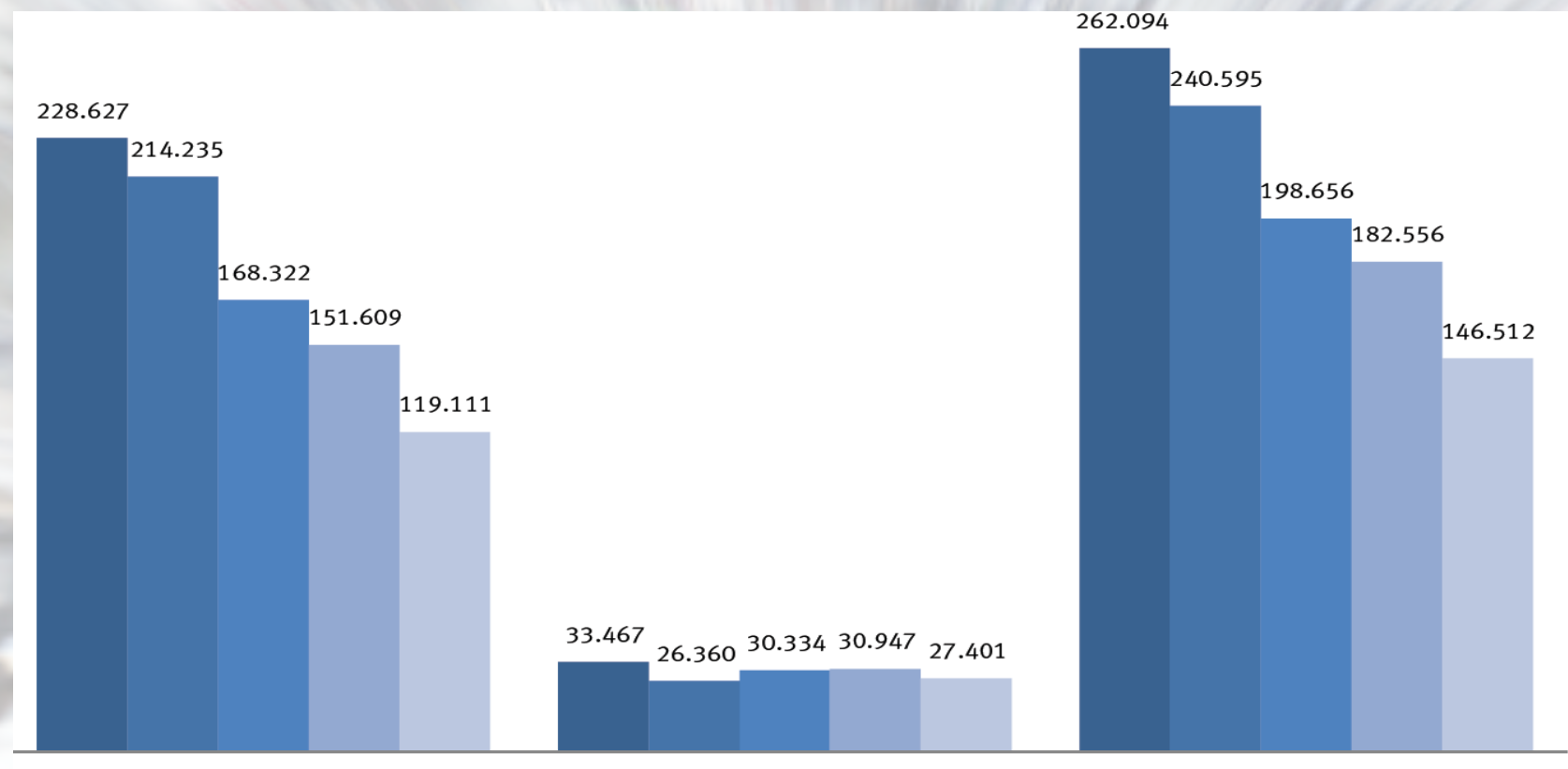
P-collection shrinking

2008-2010:

Netto minus 13.000-15.000 copies per year (5%)



Print book lending statistics - 2006-2010



Campus

ILL

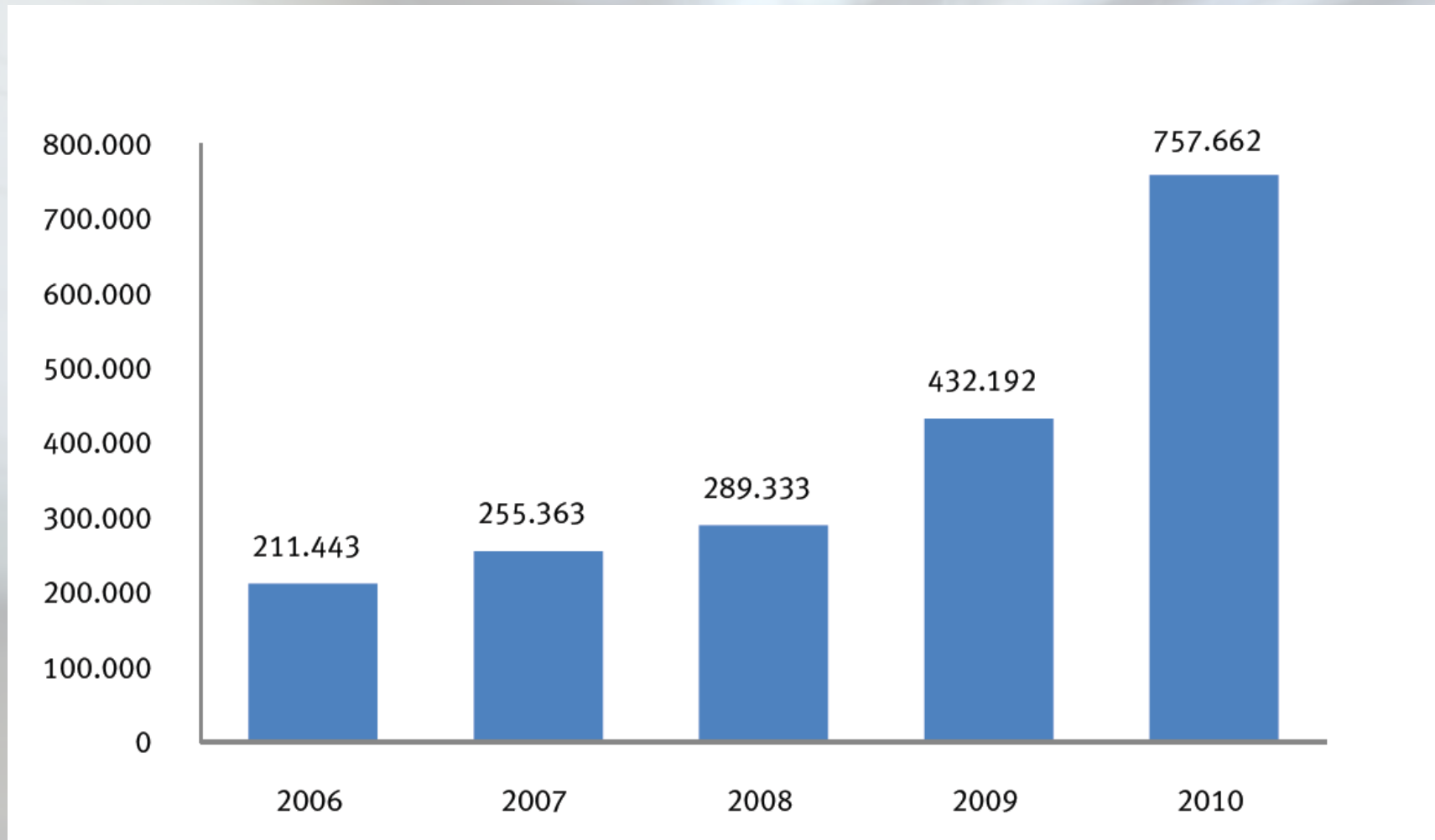
Total



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E-book usage statistics - 2006-2010

(including Open Access /institutional repositories)



Major ebook suppliers @ CBS

Aggregators (70.800 titles)

- Ebrary

Vendors (1230 titles)

- DawsonEra (Dawson)
- MyiLibrary (Coutss)

Publishers (1850 titles)

- Elsevier - Emerald - OECD - Oxford - Palgrave
- Sage - Springer -Wiley - World Bank



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Open Access

- OA policy (approved in 2008)
- Student Theses platform (established in 2009)
 - 2.232 theses (2011)
 - 250.005 downloads (2010)
- Open Archive platform (re-established in 2010)
 - 1967 documents (2011)
 - 180.470 downloads (2010)

The background of the slide is a blurred photograph of a modern library interior. It shows multiple levels with glass railings, large windows, and people moving through the space. A semi-transparent white box is overlaid on the lower half of the image, containing the text.

Strategic shift: **From unit catalogue to integrated search**

- New library system, ILS (2010)
- Integrated discovery and delivery system (2011)

CBS Library Integrated Discovery and Delivery System: Libsearch

The screenshot shows the Libsearch interface within a Windows Internet Explorer browser window. The address bar displays the URL: [http://libsearch.cbs.dk/primo_library/libweb/action/search.do?sr=desc&scnt=1&scps=scope%3A\(%22CBS%22\)%2Cprimo_central_multiple_fe&fbg=8tab=default_tab&dstmp=1319727543256&sr=rank&ct=search&mode=Basic&dum=true&v\(45360802\)](http://libsearch.cbs.dk/primo_library/libweb/action/search.do?sr=desc&scnt=1&scps=scope%3A(%22CBS%22)%2Cprimo_central_multiple_fe&fbg=8tab=default_tab&dstmp=1319727543256&sr=rank&ct=search&mode=Basic&dum=true&v(45360802)). The browser's address bar also shows the Google search engine. The Libsearch interface features a blue header with the CBS logo and the text "Libsearch". Below the header is a navigation bar with links: "New search", "New patron", "Ordering ILL", "Guides", "Find journal", and "Find e-resources". The main search area includes a search bar with the text "libraries", a "Search" button, and a link to "Advanced Search". Below the search bar are filters for "All items", "Contain", and "anywhere in the record", along with a "Search tips" link. The results section shows "405,063 results for Libsearch" and "Sorted by: Year". The results are displayed in a list format, with each item showing a book icon, a star icon, the title, author, publisher, year, and status. The first three results are:

- E-books in academic libraries**
Minčić-Obradović, Ksenija;
Oxford : Chandos ; 2011 ; Bogsamling - 2. Sal ; Under anskaffelse 025 min ;
Checked out
- Patron-driven acquisitions, current successes and future directions**
Nixon, Judith M.; Freeman, Robert S.; Ward, Suzanne M.;
London : Routledge ; 2011 ; Bogsamling - Kælder ; Under anskaffelse 025 pat ;
Checked out
- Patron-driven acquisitions, History and best practices**
Swords, David A.;
Berlin : De Gruyter Saur ; 2011 ; Bogsamling - Kælder ; Under anskaffelse 025 pat ;
Checked out

The left sidebar contains various filters and links:

- ☐ Expand beyond library collections
- Display only**
 - Full Text Online (404,759)
 - Peer-reviewed (91,547)
 - Cited Articles (6,888)
 - Available in the Library (1,047)
- Item types**
 - Articles (176,755)
 - Newspaper articles (100,228)
 - Books (63,019)
 - Reviews (59,908)
 - Text Resources (5,516)
 - Show 5 more
- Selected items**
 - E-books (62,202)
 - Reserve collection (15)
 - Student papers (7)
- Keywords**
 - Libraries (16,614)
 - Academic Libraries (4,027)
 - Public libraries (3,438)
 - Librarians (1,529)
 - Public libraries--Services (1,258)
 - Show 40 more

The bottom of the browser window shows the taskbar with the "Lokal intranet" icon and a 100% zoom level.

Considerations

- Negotiating licenses – consortia and/or institution?
- Pricing models – hidden expenses?
- Perpetual access or subscription?
- Acceptable usage models?
- Usage statistics: Counter 2 compliant ?
- Marc records for catalogue?

Obstacles

- ILL: present solutions stinks
- Users confused: different models and formats
- Users want to go offline as well (download/loan)
- Text book usages has not changed yet
- In general: strong preference for print books
 - BISG study: 75% of college students



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Advantages

- Process and space efficiency
- Immediate access, no stolen or misshelved ebooks
- Perfect for reference and course book collections
- Extra features, browsing and searching

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Conclusion

CBS Library: still in the beginning phase of pushing new collection and acquisition models ahead

PDA - Patron Driven Acquisition (2011-2012)

- 55.000 Euro budget
- 15-20.000 pre-selected titles
- Records part of discovery search system
- Users indicate their interest and purchase is activated

Further questions?

Welcome to contact: gp.lib@cbs.dk

Further 2011 readings?

BISG: Student Attitudes Toward Content in Higher Education (2010, 2011)

Joint eBooks Reader Committee: eBooks and eReaders in Public and Academic Libraries (May 2011) (online)

Christian Knudsen: DFs E-bogs barometer 2011 (in Danish only, online)

Price Waterhouse Coopers: Turning the page: The future of eBooks (online)

Rambøll Management: Resultater og anbefalinger. Bibliotekernes brugerundersøgelser 2011