Reaching out, building bonds: NUS Libraries for knowledge, for inspiration, for life.

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Outline

- NUS Libraries
- Recognizing challenges in our changing environment
- Understanding our users
- Branding of NUS Libraries
- Encountering quality library services
- Increasing the Library’s visibility in the virtual world
- Reaching out to the community
- Building relationships and bonds
- Conclusion
NUS Libraries

Central Library

Chinese Library

Hon Sui Sen Memorial Library

C J Koh Law Library @ BTC

Science Library

Medical Library

Music Library
Recognizing challenges in our changing environment

- Increasing open access content
- The new media environment
- Decreasing visibility of the library in the virtual world
Understanding our users

To remain relevant and meet the demand for “just-in-time” information we need to know our stakeholders well.
Understanding our users (cont’d)

- Conduct literature reviews to learn from others
- Observe the information-seeking behaviors of our users and talking to them
- Use of surveys to gather data on users
- Exploit networking opportunities such as teas, lunches, dinners, conferences and seminars as well as any campus events
- Scan the posters on campus notice boards
- Provide many convenient modes for users to send us feedback any time
Branding of NUS Libraries

Create a library brand to establish our value and relationship with the university community.

An established brand promises a certain level of service and deliverables which translate to user-brand expectations.
Brand image

We chose to project an image of a library that

- *is more than a repository of books,*
- *connects users to quality resources of all formats,*
- *is part of a user’s personal space where he encounters quality services,* or he can go to, to
  *explore and discover*
Tagline:

NUS Libraries. Your ONE Stop for knowledge, for inspiration, for life
Encountering quality library services

Provide customer satisfaction and delightful experiences

Customer focus approach

- clearer understanding of our users’ needs
- integrate our services into users workflow
- use targeted promotions to create awareness

We believe that providing a high-touch service will be the factor that will tip the balance and make the difference.
CARE campaign

To instill CARE ( Courtesy, Attentiveness, Responsiveness and Effectiveness ) in all staff members so that CARE becomes second nature to them.
Gems: “Go the Extra Mile for Service” movement

- Employers can go the extra mile
  - Staff members get the training and support

- Workers must go the extra mile to exceed customer expectations

- Customers can go the extra mile to appreciate good service
Increasing the Library’s visibility in the virtual world
NUS Libraries Portal

Academic ◊ Convenient ◊ Personal
Library Portal

- Provides desktop single sign-on from campus network

- Single sign-on from portal to databases, e-journals, e-books, myLINC, and e-forms

- Allows personalization of portal homepage based on preferences
Users can set preference for their favorite databases, ejournals, and ebooks by subject.
Personalized Library Portal

My Favourite Databases/E-Journals
- ACM Transactions on Software Engineering and Methodology
- Advanced Engineering Informatics
- Canadian Patents Database
- Chemical Engineering Journal
- Compendex (Engineering Village 2)
- Computers and Electrical Engineering
- Heat Transfer Engineering
- IEEE Xplore (was IEEE/IEE Electronic Library Online)
- INSPEC (Engineering Village 2)
- Journal of Applied Physics
- Main Economic Indicators
- Web of Science

Favorite databases & ejournals by title

My Notifications
You Have 2 Notices.

Overdue and pick-up notices from library

My New Books
Subscription | No. of Titles
--- | ---
Business | 39
Economics | 9
Finance | 20
General Interest | 4
Management | 39
Sociology & Social Work | 77

New books by subject

My Databases by Subject
- Engineering & Technology
- Engineering, Chemical & Environmental

Favorite databases, ejournals, & ebooks by subject

My E-Journals by Subject
- Engineering, Chemical & Environmental
- Engineering, Electrical & Computer

My E-Books by Subject
- Engineering, Chemical & Environmental
- Engineering, Electrical & Computer
myLINC

- Holds & items checked-out
- Library notices
- New books by subject

Check personal library record
Integrated Virtual Learning Environment (IVLE)

- IVLE is the university’s e-learning portal through which NUS academics develop content and students access their educational resources, interact and learn.

- Students use IVLE widely and rate it highly.
Search map . E-Resources

- List of modules a student has registered is displayed in My Module after login
- Reserve readings are listed under the heading ‘Library Resources’
E-Reserves

Readings are provided in a mixture of:

- PDF documents
- Persistent links to the HTML or PDF documents
- Hyperlinks to the online catalog records of books

**IMPORTANT NOTICE**

To download or print a reading:

**EITHER**

a. Click the download icon [ ] => Click on OK.
b. Do not abort the download process before it is completed.
c. You can only access or download/print each file ONCE. This is in accordance with copyright guidelines.

**OR**

a. Click on the blue hyperlink.
b. A record containing the full text (HTML or PDF) will appear.
c. Download or print.
d. If a record appears which contains the Location and Call No. of the book but no full text, go to the Location stated in the record (eg. HSSML RDR Loans Desk is Hon Sui Memorial Library? Loans Desk) and give the staff at Loans Desk the Call No. of the book.

To view the reading only (not to download or print), click on [ ].

Library E-Reserves has 7 files:

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>File name and Web address</th>
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</table>
List of modules a student has registered is displayed in My Module after login
Reserve readings are listed under the heading ‘Library Resources’
Bibliographies, search maps and online guides were placed in IVLE to complement library tutorials

“Ask A Librarian” link added for students to email the librarian
Search map


Please direct enquiries on information searches to: Kho Su Yian

To guide students in their assignments or projects, Hon Sui Sen Library demonstrated the use of various databases and resources to find the information. Here are some of the items we covered during the demonstration.

Locating Country Reports

Databases recommended

EIU.com
ISI Emerging Markets
Source OECD (Only Asian countries covered are Japan and Korea)

Locating Industry and Company information

Databases recommended

Business Source Premier (Online guide in WMV file)
Global Market Information Database
Factiva (Online guide in WMV file)
Oriana
Osiris
SGX website (for Singapore-based companies)
Factiva

Newspapers and Magazines recommended:

Unless otherwise stated, links to publishers' sites will not provide full-text or premium content, as the

Business Times - Full-text access via Factiva and LexisNexis Academic; Publisher's site,
Business Week - Full-text access via Publisher's site (Eastern edition) and Business Source Premier,
The Economist - Full-text access via Business Source Premier and ABI/Inform; Registration required.
“Ask a Librarian”

Search Tips
• (Review) or (200xx:xxxx) behind the accession number means that the record is peer-reviewed.
• More information on Reference. Reference Citations & Review Citations can be found at LIAN.

Help
• Use Ask A Librarian e-forms available to you at the Library Portal at http://www.lib.nus.edu.sg
• Contact the Reference Library Information Desk at reflib@nus.edu.sg or call us at 6516-2454.

@ Linus
@ Library Poster
@ Library Contact Information
@ Library Brochure
@ Users’ Guide
@ Library Portal
@ IVLE
@ NUS Libraries Internet
Reaching out to the community

Actively plan events and sought opportunities to move the library programs to where the users are and the action is

- NUS Libraries Portal Road Show
- Organization structure was re-aligned to ensure greater support for outreach initiatives
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Building relationships and bonds

Strive to develop bonds with our users for life, from “cradle to the grave”

- Reach out to the first year junior college students
- Orientation programs for new students
- Library literacy programs
- Student advisory services
- Alumni services
Conclusion

NUS Libraries has embarked on a new proactive journey to reach out, bond with our users and seize every opportunity to promote our brand.
Thank you!

Vanda Miss Joaquim