

*ELECTRONIC RESOURCES :
A SOURCE FOR
LIBRARY MARKETING
IN A SPECIAL LIBRARY*

BY

MRS SEEMA TARE

TECHNICAL OFFICER 'B'

TECHNICAL INFORMATION RESOURCE CENTRE

ARMAMENT RES & DEV ESTABLISHMENT, PUNE

INFORMATION EXPLOSION

- **Increase in volume of information**
- **Increase in content of information**
- **Increase in formats**
- **Birth of E-publications**
- **Birth of electronic / digital libraries**

DIGITAL LIBRARY CHARACTERISTICS

Access not limited in space – global access

Access not limited in time – 24 / 7 service

Variety of content in textual , image and sound form

Increased expenditure on electronic material, equipment, infrastructure

Shift from holding physical ownership of information to holding access to digital information available globally

ELECTRONIC RESOURCES

- E-books
- E-Journals
- CD-ROMs / DVDs
- Multimedia products
- Numerical data
- Bibliographic sources / OPACs
- Internet web resources
- Digitised documents

E-RESOURCES

LIMITATIONS vs ADVANTAGES

- Technological demands
 - Hardware
 - Software
 - Networks
 - Archival access
 - User attitudes
 - Costs
- Multi-access
 - Speed
 - Content
 - Re-use
 - Storage
 - Use statistics
 - E-journal benefits

NEED FOR MARKETING

“The onus is on the information manager to open lines of communication between the information department and other departments and to organize the information service in such a way as to deliver services the customers want and which are going to make our customers’ working life easier. An information provider is unlikely to be able to answer every inquiry absolutely accurately in the time span the customer requires. However if the customers believe that the service they have received is the best available then they will use it again. It is by adding value to information through service delivery that information managers can encourage usage of the information service. The marketing process will show where the service can be enhanced.” – Fiona Bell

PURPOSE OF LIBRARY MARKETING

- **Increased usage of information services provided by the library**
- **Income generation through some of the paid information products**
- **Recognition or validation from the parent organization in order to secure further resources for venturing into new services or procuring new publications or products**
- **Combination of all**

DIGITAL LIBRARIAN REQUISITES

- **Promotion of Information Literacy**
- **Technological awareness**
- **Building a team of information facilitators**
- **Knowledge & selection of E-resources**
- **Ability to classify / catalogue E-resources**
- **Internet exploitation ability**

COMPETENCIES FOR DIGITAL INFORMATION LITERACY

- The ability to make informed judgements about what is found online - distinguishing between content and presentation.
- Skills of reading and understanding in a dynamic and non-sequential hypertext environment.
- Knowledge assembly skills - building a 'Reliable information horde' from diverse sources.
- Searching skills, essentially based on internet search engines
- Creating a 'personal information strategy' with selection of sources and delivery mechanisms
- An awareness of other people and our expanded ability (through networks) to contact them to discuss issues and get help
- Being able to understand a problem and develop a set of questions that will solve that information need
- Understanding of backing up traditional forms of content with networked tools
- Wariness in judging validity and completeness of material referenced by hypertext links

TECHNOLOGICAL REQUIREMENTS

- **Working knowledge of hardware & software**
- **Awareness of new products**
- **Adequate selection of technology**
- **User friendliness of technology**
- **Judicious budget allocation for procurement, maintenance and updation of technology**

MANPOWER REQUIREMENTS

- **Importance of human element in marketing**
- **Multi-disciplinary team**
- **Willingness of staff to add to their responsibilities and skills**
- **Training in handling technology**
- **Training in user education**
- **Information literacy among library staff**
- **Appropriate skills mix in library staff – ability to handle old and new resources**

ACQUISITION OF E-RESOURCES

- **Knowledge of available E-Resources, their plus and minus points**
- **Judicious selection of E-resources to suit library's needs**
- **Adequate allocation of library budget for E-resources**
- **Providing seamless access to E-Resources in available integrated library system**

INTERNET HARVESTING

- **Utilisation of Internet by library team**
- **Internet instruction for users**
- **Knowledge of categories of web sites**
- **Evaluation of web sites**
- **Familiarisation with search engines**
- **Ability to use search tools**
- **Using correct search strategies for successful web searches**

IMPORTANCE OF INTERNET FOR LIBRARY MARKETING

“ In order to differentiate ourselves and our services, special librarians are challenged to emphasise added value, to demonstrate our ability to dig deeper, to access information sources not available or not easily retrieved on the open web, and to provide the information in the most convenient format for our clients.

Our responsibility is to determine the most appropriate and cost-effective mix of in-house, customized research, desktop delivery of high quality information sources and a well-designed intranet portal with pointers to the best of the open web for our organization.” - Bates

E-RESOURCES AND THE FIVE LAWS OF LIBRARY SCIENCE

- 1. E-Resources are for use**
- 2. Every E-Resource its user**
- 3. Every user his E-Resource**
- 4. Save the time of the user**
- 5. Library is a growing organism**

LIBRARY SERVICES FOR A DIGITAL LIBRARY

- **Providing webOPAC facility**
- **Offering digital reference service**
- **Library chat rooms**
- **Electronic document delivery services**
- **Creation of library websites**
- **Creation of Subject gateways**
- **User education**
- **Bulletin Boards**
- **Listserv**
- **Producing original digital documents**
- **Current Awareness Services**

LIBRARY WEBSITE

- **Virtual library tours**
- **Access to all information resources in the library's collections**
- **Advertisement of services and facilities**
- **Hosting subject gateways**
- **Promoting interaction with users**
- **Providing FAQs on library services and facilities**
- **Announcement and distribution of Current Awareness Services**

USER EDUCATION

- **Basic library skills (library literacy)**
- **Basic computer training (computer literacy)**
- **Use of webOPAC and locating publications in the library**
- **Instructions for searching web-based databases and CD-ROM and other electronic resources, including supervised searching and browsing**
- **Instructions on subject searching, using Boolean operators and searching internet resources through search engines, using advanced search features**

CURRENT AWARENESS SERVICES

- **Accession Lists**
- **Periodical circulation (E-journals) – Notification to users about availability of subscribed E-journals, information about these journal websites**
- **Table of Contents– Scanned copies of TOCs of printed periodicals/E-journals**
- **In-house bulletins**
- **Book Alerting services**
- **SDI based on CD-ROM services or online databases**

ARMAMENT RES & DEV ESTABLISHMENT ARDE

A premier institution in the field of armaments

Established in 1958

Parent body : Defence R & D Organisation (DRDO)

Total employee strength : 1294

Scientific/technical professionals : 880

Campus wide network of more than 200 PCs

TECHNICAL INFORMATION RESOURCE CENTRE (TIRC)

- **DATABASE COLLECTION:**

Books : 15000 Reports : 25000 Standards : 7000
Current journals : 160 Bound volumes : 7500
Journal articles : 16000 Digital documents : 1000

- **EMPLOYEE STRENGTH :**

Library trained professionals : 8
Computer professionals : 3
Supporting staff : 5

- **BUDGET FOR PUBLICATIONS : Rs. 35 Lakhs**

- **LIBRARY SOFTWARE : Libsys**

TIRC E-RESOURCES COLLECTION

- **CDs received free with books and journals**
- **Conference proceedings on CD**
- **Digitised reports**
- **Digitised presentations made by ARDE scientists**
- **Contents pages of new books**
- **Contents pages of new journals**
- **Full text technical subject compilations**
- **Non-technical full text subject compilations**
- **E-books downloaded from the web**
- **Indian Standards and ASTM standards on CD**
- **Standards downloaded from the web**
- **E-journals from Elsevier**
- **Online Full Text Patent Search Service from Micropat**
- **Web-OPAC containing more than 70,000 records**

SERVICES PROVIDED BY TIRC

- **Libsys webOPAC**
- **Offering digital reference service through downloads on specific topics**
- **Creation of library website**
- **Creation of Subject gateways**
- **User education**
- **Bulletin Boards**
- **Listserv**
- **Producing original digital documents**
- **Current Awareness Services**
- **SDI**
- **Internet use**

WEBOPAC FACILITIES

- **Options for browsing /searching the digital contents**
- **Searching range in terms of number of years**
- **Searching by category of documents**
- **Sorting results by author,title,journals etc**
- **Narrowing or broadening searches by Boolean logic, truncations etc**
- **Merging E-Resources into Libsys databases**

DIGITAL REFERENCE SERVICE

Technical Subject compilations:

**Global Positioning System (GPS)
Precision Guided Munitions (PGM)
Land mines
Gulf War 1991
Columbia Space Shuttle disaster**

Social interest subject compilations :

Creativity	Stress management
Motivation	Time management
Self esteem	Emotional intelligence
Team building	Organisational skills
Interview technique	Positive thinking

TIRC Website



Readers are NOT mere users of



tircarde@vsnl.com
ardepune@vsnl.net
Home

Know Your TIRC	Current Awareness	^ Aaj Tak in TIRC ^ <i>TIRC for reference.</i> JSS, Indian Standards and some foreign standards are available on Internet at the site of Directorate of Standardisation. For Help contact Tushar Sangamnerkar of TIRC	TIRC Rules
Sections	Current Contents Books Journals Reports Journal-Status-Chart		Futuristic plans
Internet Facility			Required Reading
CD Collection			Computer central
Digital collection	<i>Armament Information Service</i>		ARDE Intranet
* Papers Published	Archive	LibSys Manual	LibSys Online Search
* Presentations			
* ARDE Reports	Online Journals		
* Safety & STEC			
* Standards	OPAC		
* Subject Bibliography		News paper clippings	Search in DESIDOC
* Subject Compilations			
* Topical Display	Ask Me		
* eBooks			

Breaking News : created . For detailed news [click here](#)

[Search This Site](#)

To make the site of TIRC **more user friendly** , your suggestions are welcome and will be highly appreciated. For any help and suggestions, please contact: **Mr. C M Lonkar**, tele: 2324 , e-mail:<http://128.9.24.131/e-mailconf.htm>

SUBJECT GATEWAYS

Advanced Materials & PZT

Air Defence Guns

Armament Electronics & Testing

Armour

Bombs (Aircraft)

Defence Management

Defence R&D/ New technologies/

Engineering/Manufacturing / TOT

Fuzes

Grenade Launchers / Grenades

Howitzers/Field guns/Tank guns

Mines

Missile Guidance and Control

Mortars / Mortar Bombs

Naval Guns

NBC Warfare

Rockets / Rocket Launchers

Small Arms

Tanks

Warheads

USER EDUCATION

“Users are the purpose of our existence”

- Assistance in location of information in online catalogues and on shelves
- OPAC training programmes for various sections of ARDE
- Library and OPAC familiarisation programmes for new recruits
- Future plans: Documentary on TIRC; presentations before senior scientists

CURRENT AWARENESS SERVICES

- **Current Contents for Books**
- **Current Contents for Journals**
- **Armament Information Service**

OTHER SERVICES

- **Bulletin boards :**

Electronic messaging system on website;

References on specific subject searches displayed in library

- **Listserv :** for Library Advisory Committee

- **Production of digital documents:**

Digitisation of reports and useful journal articles

WebOPAC user manual

- **SDI**

CONCLUSION

**“ In the information age, as information professionals we should be poised to reap rewards from our existing range of skills. We cannot assume however that because we have these skills the profession will be exalted. We need to market ourselves and our services in order to reposition information services within our parent organizations making the presence of the information service a distinct competitive advantage to our parent companies. Above all we must always be in touch with what our customers want, or information professionals will cease to have a role.” –
Fiona Bell**

THANK YOU