

# UC San Diego

## Presentations and Posters

### **Title**

Managing Today's e-Library

### **Permalink**

<https://escholarship.org/uc/item/91g2z6c0>

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### **Publication Date**

2010-10-25

### **Copyright Information**

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Peer reviewed

# Managing Today's e-Library

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(pronounced Sue-Way Ho)

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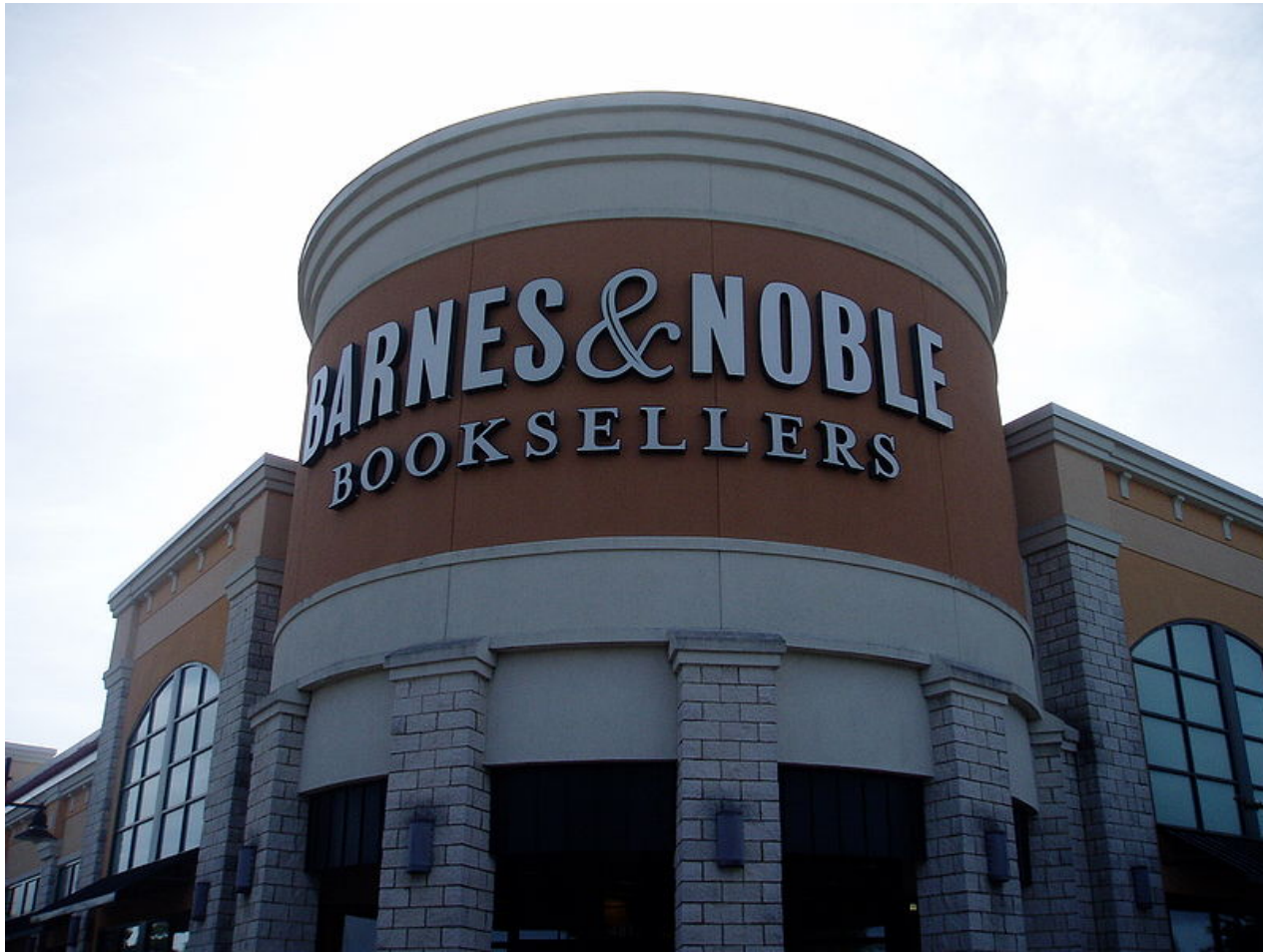
Once upon a time there was



Now there is



Once upon a time there was



Now there is


**amazon.com**<sup>®</sup>

The Amazon logo, a curved orange arrow pointing from the letter 'a' to the letter 'z', is positioned below the text 'amazon.com'.

Once upon a time we had a brick and mortar library



# Now we have an e-Library

LIBRARIES  *Local Impact, National Influence, Global Reach*

Home Locations Hours Research Tools Collections Services Reserves Catalogs My Library Account Ask a Librarian Help

Search  This Site

[LIBRARIES HOME](#) » [LIBRARY LOCATIONS](#) » [SCIENCE & ENGINEERING LIBRARY](#)

## Science & Engineering Library

### CATALOGS

Keyword  Search UCSD

### QUICK LINKS

Select to browse...

### FIND

- [Find Books \(Print & e-Books\)](#)
- [Find Articles](#)
- [Course Reserves](#)
- [e-Journals](#)
- [e-Reference Tools](#)
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- [Patents, Proceedings, etc.](#)
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- [Avanti \(Document Delivery\)](#)
- [Computers & Scanners](#)
- [Printing & Copying](#)
- [Group Study Spaces](#)
- [Recommend a Purchase](#)

### LEARN

- [Ask a Librarian](#)
- [Get Started](#)
- [S&E Virtual Tour](#)
- [Course & Subject Guides](#)
- [Workshops](#)

### S&E NEWS & EVENTS

- [Tuesday Workshops, Tours at S&E](#)
- [Monday Workshops, Tours at S&E](#)
- [Knowel University Challenge](#)
- [Changes to Roger REQUEST](#)
- [Welcome Week Tours & Workshops](#)

### FOLLOW US



### ABOUT THE LIBRARY

The Science & Engineering Library (S&E) provides technologically advanced, user-focused services to support UC San Diego's dynamic engineering and physical sciences programs.

[Read more...](#)



# We have moved online

- Collections



- Services

Self Help

- Interlibrary loan, renew materials, catalog

Reference

- Chat, Text, Email, IM

Instruction

- Podcast, Camtasia, iTunesU
- Online guides (LibGuides)

Outreach





The web has fundamentally changed the way library conducts its business.

# Today's e-Library

- Library's online presence
- Library's collections and services delivered online
- Paralleled to the brick-and-mortar library
- Many components:
  - Library's website
  - Library's mobile site
  - Library's Twitter
  - Library's Facebook
  - Library's blog
  - LibGuides
  - e-Services
  - And more

# e-Library Management Roles and Functions

- Information architecture
- Interface design
- Usability study
- Content life cycle management
- Metrics
- Search engine optimization
- Managing e-Services
- Exploration and implementation of new technologies
- IT: Programming, database & sever administration

# Website Management

## Building

- Information architecture
- Interface design
- Usability study
- IT

## Managing

- Content life cycle management
- Metrics
- Search engine optimization
- New technologies
- Usability study
- IT

# Content

- Librarians become authors
- Locally-authored digital content
  - Web pages
  - Mobile site pages
  - Blogs
  - Online instruction
  - Videos
  - Listing services (databases A-Z)
  - Content in social media

# Content Life Cycle Management

- Strategize – audience, voice, relevancy, accuracy
- Create – writing for the web
- Review
- Update
- Delete
- Archive

# Website Metrics

Goal:  
Understand  
user  
behaviors in  
your website

Google Analytics

suhuiho@gmail.com | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: libraries.ucsd.edu

My Analytics Accounts: ~ucsd-analytics

- Dashboard
- Intelligence <sup>Beta</sup>
- Visitors
- Traffic Sources
- Content**
  - Overview
  - Top Content
  - Content by Title
  - Content Drilldown
  - Top Landing Pages
  - Top Exit Pages
  - Site Overlay
- Site Search
- Event Tracking
- Goals

Custom Reporting

My Customizations

- Custom Reports
- Advanced Segments
- Intelligence <sup>Beta</sup>
- Email

Help Resources

- About this Report
- Conversion University
- Common Questions

Export | Email | Add to Dashboard


Advanced Segments: All Visits

## Content Overview


Aug 28, 2009 - Sep 27, 2010



Pages on this site were viewed a total of 4,312,178 times

 4,312,178 Pageviews

 3,277,410 Unique Views

 69.71% Bounce Rate

## Top Content

Pages	Pageviews	% Pageview
/	1,449,474	33.61%
/locations/ssh/	436,998	10.13%
/locations/bml/	251,069	5.82%
/locations/se/	158,437	3.67%

## Navigation Analysis

 **Navigation Summary**  
How visitors found your content

 **Entrance Paths**  
Paths visitors used to get to your content

## Landing Page Optimization

 **Entrance Sources**  
Top sources per page

 **Entrance Keywords**  
Top keywords per page

## Click Patterns

 **Site Overlay**  
Click data on top of your website



# Search Engine Optimization

Goal:  
Top  
ranking in  
Google  
search

Keywords  
Campaigns  
Ad Versions  
 Content  
 Goals

Custom Reporting

**My Customizations**  
 Custom Reports  
 Advanced Segments  
 Intelligence **Beta**  
 Email

**Help Resources**  
[? About this Report](#)  
[? Conversion University](#)  
[? Common Questions](#)

Aug 31 Oct 6 Nov 11 Dec 17 Jan 22 Feb 27

**Search sent 611,655 total visits via 78,138**

Show: total | paid | non-paid

Site Usage Goal Set 1

Visits	Pages/Visit	Avg. Time on Site
<b>611,655</b>	<b>2.06</b>	<b>00:01:44</b>
% of Site Total: 26.20%	Site Avg: 1.85 (11.67%)	Site Avg: 00:01:53 (-7.8)

	Keyword	None	Visits
1.	ucsd library		131,795
2.	ucsd libraries		32,135
3.	ucsd library hours		25,403
4.	ucsd proxy		10,780
5.	ucsd course reserves		8,990
6.	geisel library		7,488
7.	ucsd e reserves		7,180
8.	library ucsd		6,523
9.	geisel library hours		6,331
10.	ucsd vpn		6,144

# New Spaces, New Challenges, New Opportunities

Brick & Mortar Library	e-Library
Circulation - get the resources	Access the resources - navigation to e-books, e-journals e-problem trouble-shooting Remote access
Reference – reference desk	e-Reference: chat, email, IM, text
Instruction – classes in the library	Context-sensitive guides, tutorials, podcasts, LibGuides
Outreach – exhibits in the library	Video, multimedia, slideshows, Facebook, Flickr, Tweeter, Youtube
Collection	Buying e-content, e-resources statistics, Subject portals

# New Roles and Functions

Brick & Mortar Library	e-Library
Gate counts	Website metrics, e-resources statistics, catalog search statistics, e-resources statistics, online instruction statistics
Space planning	Information architecture Usability study Web design
	Content life cycle management
	Search engine optimization
IT: desktop support	IT: web programming, database & server administration
Goal: help people find information	Goal: help people find information

It takes a village to  
build, staff, and manage  
an e-Library.

Staffing Model?

“The greatest impact of the Internet is likely to come over the next decade as it starts to reshape the traditional management processes and structures that are used to run large-scale institutions.”

Gary Hamel, “REINVENTING MANAGEMENT FOR A NETWORKED WORLD  
“Educause, Oct. 13, 2010

# Web Strategy

- Develop a Web strategy aligned with the library's overall business strategy.
- Consider the e-Library to be an equally important, if not more important, part of the library.
- Budget and staff for this space
- Physically smaller?

# 7 Habits of a Successful e-Library

1. Has an e-Library **strategy** that is aligned with the library's overall business strategy.
2. Professionally managed from the most senior level down and **staffed** by not only web staff but also most public services staff.
3. Has a website **content life cycle management** plan.
4. Adheres to **information architecture, user experience** and web design principles.
5. Attention to **metrics** and usage pattern analysis.
6. Attention to **search engine optimization**.
7. **e-Services** actively managed.



# Bankruptcy





# Can libraries meet the challenges of the networked world?

- Yes, we can! By
  - recognizing that we have to be effective in this new space
  - recognizing the new roles and skills required to run this new space
  - actively aligning our strategies and resources to the new space.