Developing an e-strategy: Digital reference & virtual branches

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University at Albany, University Libraries

NYLA 2014: Open Libraries, Open Minds
Introduction

• Virtual branches and virtual libraries

• Overview, University Library, University at Albany
Why Digital Reference?

Response to a changing environment:

• Reference services evolving
• Curriculum changes
• Repurposing of space
• Changes in reference publishing
• Staffing
Strategy

• Weed print reference collection
• Review standing orders and serials
• Reallocate funds to online resources
• Facilitate discovery
• Support online users
Tools for decision making

- Usage study results
- Reference collection development policy
- Current curriculum; curriculum changes
- Institutional research data
- Collection gurus: Dalby, Walford, ARBA
- Online availability
- Other holdings in the region and state
- SUNY last copy guidelines
Usage study results

• 7.1% of print reference collection used in Fall 2010

• 25 titles accounted for 21.5% of use

• Low usage in many LC classes
## Usage study results

<table>
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<tr>
<th>LC Class</th>
<th>Vol. Used</th>
<th>Vol. Held</th>
<th>% Total Use</th>
<th>% Class Used</th>
<th>% Class to Total</th>
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Usage study results

• The University Library continues to collect and analyze data regarding print reference collection usage

• 2013 usage mirrors 2010 usage
Weeded or relocated

• Duplicate copies
• Titles supporting deactivated programs
• Items past useful life
• Ceased serial titles
• Items with online coverage
Standing orders and serials

- Collaborated with reference librarians at UAlbany’s branch libraries
- Reviewed all standing orders, identified ceased titles and those available online
- Analyzed online coverage of older print indexes
Reallocate funds to digital resources
The Life Cycle of Electronic Resource Management

- Pre-planning
- Acquisitions
- Licensing
- Web Presentation
- Usage
- Maintenance
- Preservation and Archiving
- Review

Facilitating Discovery of Digital Reference

Databases

Search for databases by name

Examples: Ulrich's, PsycINFO, BioOne

Popular search examples:

ACM Digital Library, EBSCO: Academic Search Complete, JSTOR, Lexis Nexis, Science Direct

A-Z list of library databases

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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Questions?
Selected Readings


