OCLC conducted a member survey to understand librarians' top priorities, current key initiatives, thoughts on service and top methods for keeping current on happenings in the library field.

Most UK academic library staff:

- Anticipate the top reason faculty and students are using their library will shift in five years
- Consider delivering e-books and other e-resources to be their top priority
- Rely on listservs to keep informed about library trends.

Addressing facilities issues is the most popular initiative for the current year.
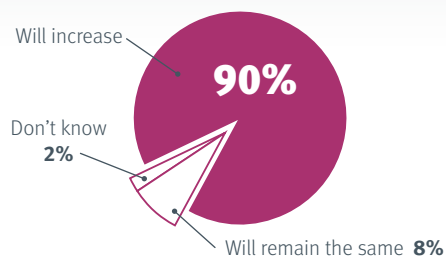
Today, borrowing books and other materials is considered the primary reason both faculty and students use the library. Many staff expect that to change in five years, when the top priority for faculty will be accessing online databases and journals, and for students, completing assignments.

If you would like to read similar reports about libraries in Germany, the Netherlands or the U.S., see the reports at www.oclc.org/reports.

Respondents by library type

Academic
42%
(n=117)

Special
9%

Public
43%

Other
6%

Total respondents (n=279)

Use of the online library will increase

Nine out of ten UK academic library staff expect use of the online library to increase in the next two years. Far fewer, however, expect an increase in foot traffic to their physical locations.

90% expect use of the **online library** will increase

Will increase

90%

Don't know
2%

Will remain the same **8%**

38% expect use of the **physical library** will increase

Will increase

38%

Don't know
6%

Will remain the same
42%

Will decline
14%
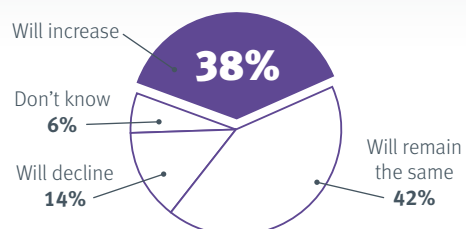
User demand expected to change

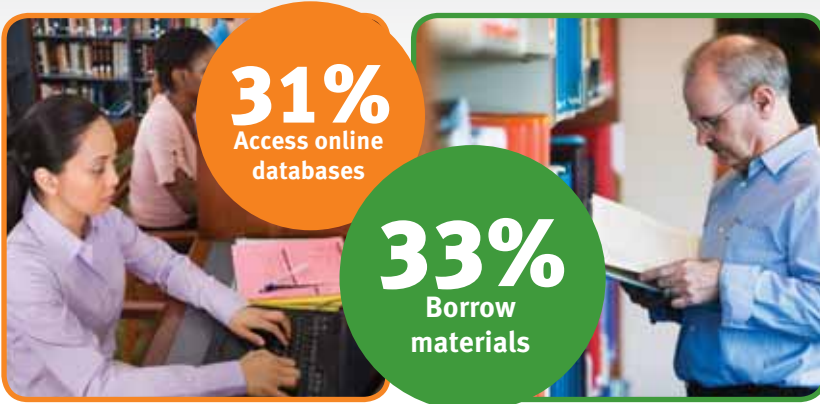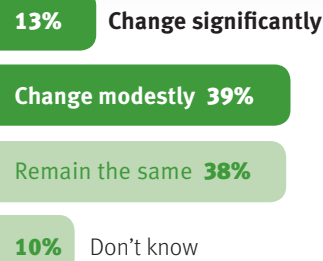Academic library staff report that borrowing books and other materials is the main reason faculty and students use the library today. These staff anticipate a change in five years, when the main reason for faculty will be accessing online databases and journals, and for students it will be completing assignments.

Faculty demand expected to change. UK academic staff anticipate the primary reason faculty use the library will change from borrowing materials to accessing online databases and journals in the next five years.

The primary reason **faculty** use the library today...

31% Access online databases

33% Borrow materials

The primary reason faculty use the library in five years will......

13% Change significantly

Change modestly 39%

Remain the same 38%

10% Don't know

52% Anticipate a change in the top reason faculty use the library.

Top reasons faculty will use the library in the next five years...

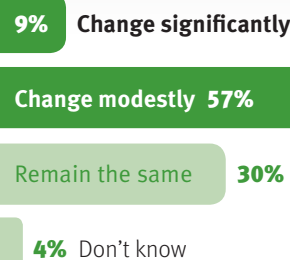|	
Access online databases/journals	37%
Conduct research	17%
Access/borrow books/materials	13%
Get assistance from a librarian	10%
Access/borrow journals/articles	8%
Prepare assignments	2%

Student demand expected to change. UK academic staff anticipate the primary reason students use the library will change in the next five years from borrowing materials to completing assignments.

The primary reason **students** use the library today...

40% Borrow materials

37% Complete assignments

The primary reason students use the library in five years will...

9% Change significantly

Change modestly 57%

Remain the same 30%

4% Don't know

66% Anticipate a change in the top reason students use the library.

Top reasons students will use the library in the next five years...

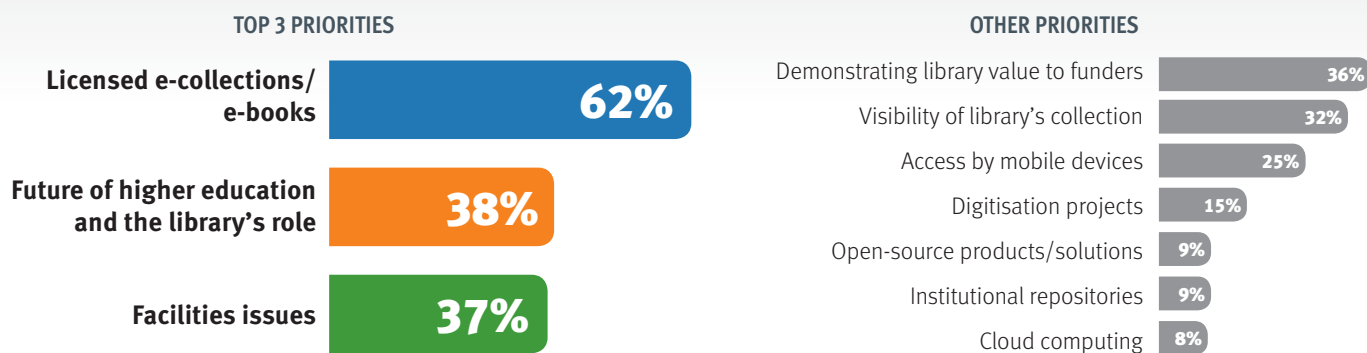|	
Complete assignments	32%
Meetings/social gathering	18%
Access online databases/journals	15%
Access/borrow books/materials	10%
Get assistance from a librarian	7%
Conduct research	4%
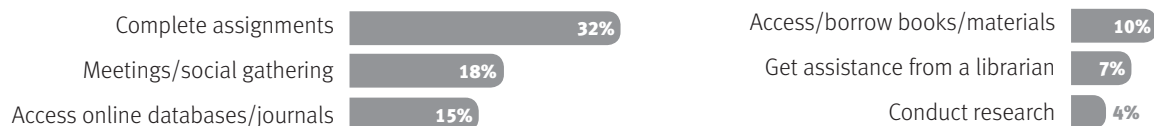
Top priority: delivering e-resources
Top initiatives: buildings/facilities and discovery tools

UK academic libraries are focused on delivering e-books and other e-resources as their top priority. Current initiatives include addressing buildings/facilities issues and implementing discovery tools.
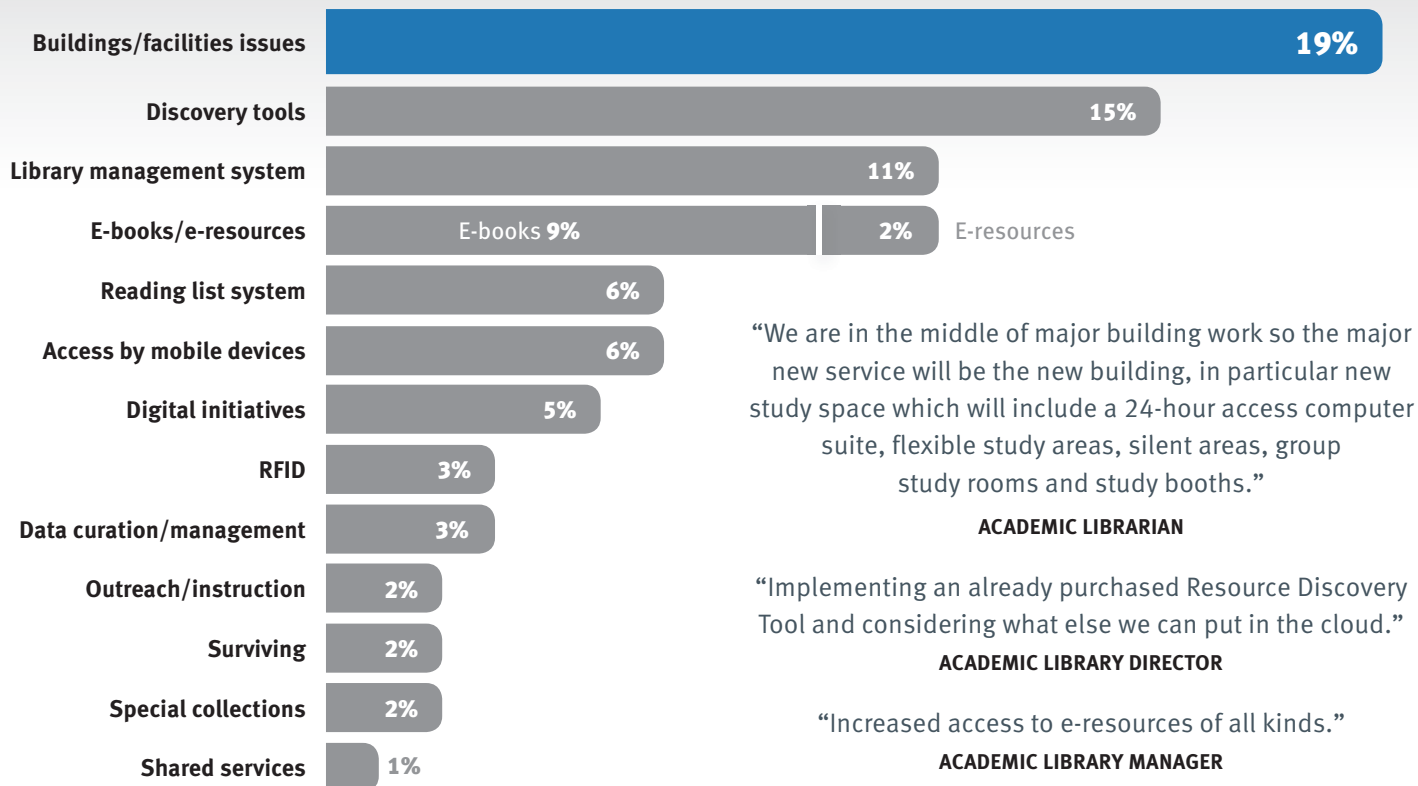
Top priorities: Delivering e-content—e-books and other e-resources—is the top priority for many academic library staff, while determining the library's role in the future of higher education and addressing buildings/facilities issues round out the top three.

Top priorities by academic library respondents

TOP 3 PRIORITIES

Licensed e-collections/e-books	**62%**
Future of higher education and the library's role	**38%**
Facilities issues	**37%**

OTHER PRIORITIES

Demonstrating library value to funders	36%
Visibility of library's collection	32%
Access by mobile devices	25%
Digitisation projects	15%
Open-source products/solutions	9%
Institutional repositories	9%
Cloud computing	8%

Facilities issues and resource discovery are top initiatives today:
Building/facilities projects and discovery tools are the most popular new initiatives this year.

Buildings/facilities issues	**19%**
Discovery tools	15%
Library management system	11%
E-books/e-resources	E-books 9% / 2% E-resources
Reading list system	6%
Access by mobile devices	6%
Digital initiatives	5%
RFID	3%
Data curation/management	3%
Outreach/instruction	2%
Surviving	2%
Special collections	2%
Shared services	1%

"We are in the middle of major building work so the major new service will be the new building, in particular new study space which will include a 24-hour access computer suite, flexible study areas, silent areas, group study rooms and study booths."

ACADEMIC LIBRARIAN

"Implementing an already purchased Resource Discovery Tool and considering what else we can put in the cloud."

ACADEMIC LIBRARY DIRECTOR

"Increased access to e-resources of all kinds."
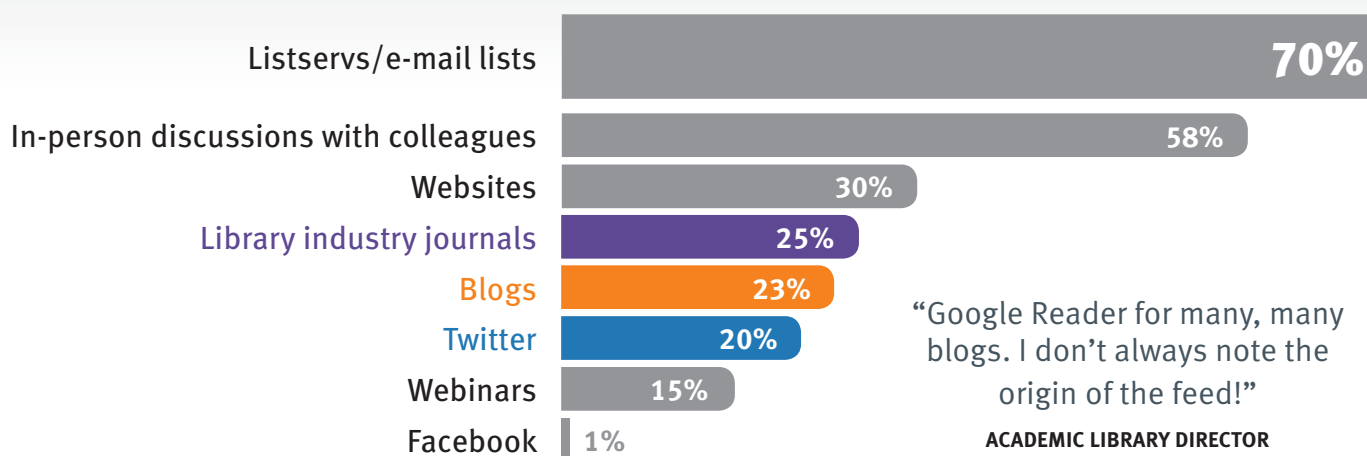
ACADEMIC LIBRARY MANAGER

Listservs still hot

UK academic library staff rely primarily on listservs and e-mail for library information.

Listservs are top sources of information: Listservs and e-mail lists top the list of sources UK academic library staff rely on for staying informed about the library industry. Around a quarter of staff also rely on journals, blogs and Twitter as top sources.

Percentage of UK academic library staff who selected the following sources as one of their top three

Source	Percentage
Listservs/e-mail lists	70%
In-person discussions with colleagues	58%
Websites	30%
Library industry journals	25%
Blogs	23%
Twitter	20%
Webinars	15%
Facebook	1%

> "Google Reader for many, many blogs. I don't always note the origin of the feed!"
>
> **ACADEMIC LIBRARY DIRECTOR**

Do UK academic library staff read blogs and journals or follow Twitter to stay informed?

Nearly three-quarters of UK academic library staff read journals

71%
read journals to keep current with library trends

Top 3 journals
- CILIP Update
- Information World Review
- The Bookseller

Half of UK academic library staff read blogs

50%
read blogs to keep current with library trends

Top 3 blogs
- Lorcan Dempsey's Weblog
- Phil Bradley's weblog
- Planet Cataloging

Twitter slow to take off

67%
do not use Twitter as a way to keep up with library trends

Top 3 Twitter handles
- Lorcan Dempsey (@lorcanD)
- JISC (@JISC)
- Marshall Breeding (@mbreeding)

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