



OCLC Asia Pacific Regional Council Conference
28–29 November 2018 • Bangkok, Thailand

Wednesday 28 November	
09:00 – 10:00	Registration Opens
10:00 – 10:15	<p>Welcome</p> <p><i>Eric van Lubeek, Vice President, Managing Director, OCLC EMEA & APAC</i></p> <p><i>Shirley Wong, Chair of the APAC Regional Council and University Librarian, The Hong Kong Polytechnic University</i></p>
Plenary Session One	
10:15 – 11:00	<p>How can we change the game?</p> <p><i>Skip Prichard, Author of Wall Street Journal best-seller The Book of Mistakes: 9 Secrets to Creating a Successful Future and OCLC President and CEO</i></p> <p>Join OCLC President and CEO and best-selling author Skip Prichard as he discusses how OCLC and libraries can change the game, together.</p>
11:00 – 11:30	Refreshments
Member Sessions One	
11:30 – 12:30	The first of a series of parallel sessions that are submitted by member libraries from all over the region.
	<p>Collaboration, visibility and data-driven decision making</p> <p><i>Ellen Hartman, Library Services Consultant, OCLC.</i></p> <p>The new generation of library services platforms require scale. Today, more than 600 libraries worldwide use WorldShare® Management Services (WMS) to share data that underpins library services for workflow efficiencies—in the areas of acquisitions, circulation,</p>

	<p>metadata, interlibrary loans, discovery, and e-resource management —into one streamlined, cloud-hosted system. Collaborating globally to reduce the time spent locally on routine tasks, libraries are able to focus more on the customer.</p> <p>In this session, Ellen Hartman will talk about the collaborative capabilities and game changing functionality in WorldCat® Discovery and WMS, that is freeing staff to serve their user communities in more innovative ways. We will also focus on how WMS can help with data-driven decision making. With WorldShare Reports and WorldShare Report Designer, libraries can obtain, analyse and share data with ease that helps understand resource usage and impact like never before.</p>
	<p>EZproxy: Provide seamless access to electronic resources</p> <p><i>Kayla Matheson, Sales Manager ANZ, OCLC.</i></p> <p>Your library’s users need easy access to all your library’s resources, no matter when or where they are searching. But certain electronic resources are licensed only for authorised library users. You need a system that manages remote, online access to your licensed e-content without cumbersome log-in screens and multiple passwords. EZproxy access and authentication software helps your users simplify their research process by reducing the number of usernames and passwords they need to keep track of. They will have secure remote access to e-content they may find in your library. With a single sign-on using existing library-issued credentials, accessing library material has never been easier.</p>
	<p>How can you and your library transform user engagement?</p> <p><i>Adrianna Astle, Taylor’s International School; Kalliope Stavridaki, Marketing Communications Specialist, OCLC.</i></p> <p>During this session, we will learn about the role technology can play in transforming the engagement and interaction your users have with your library. Adrianna Astle will share with you some ideas that she has been using in her library to have some tech-based fun and get her users involved in different ways. Then, Kalliope Stavridaki will highlight some ways in which apps and social media can raise the impression of your library and change how you are seen by your users, by sharing some do’s and don’ts, along with some handy hints and tips.</p>
<p>12:30 – 13:30</p>	<p>Lunch and Networking</p>
<p>Plenary Session Two</p>	
<p>13:30 – 15:00</p>	<p>Evolving Scholarly Record</p> <p><i>Aaron Tay, Library Analytics Manager, Singapore Management University; Titia van der Werf, Senior Program Officer, OCLC Research</i></p>

	<p>In 2014, OCLC published “The Evolving Scholarly Record”, a foundational report that explored the shifting center of gravity for research libraries collecting work, as a result of the shift in research outputs. The increasing complexity of various research assets beyond a traditionally published journal article, has fundamentally changed how libraries manage their collecting operations, shifting to an inside out model that promotes and gives context to the knowledge created by the institution’s research activity as well as the unique materials curated by the library.</p> <p>OCLC research activity has advanced the conversation with the follow on reports, Stewarding the Evolving Scholarly record, the four part series on Research Data Management, and the Agenda for Research and Learning for Special and Distinctive Collections and Archives. This year, through our regional council meetings, we will examine the current landscape, and explore OCLC initiatives taking place in this exciting space.</p> <p>At the Asia Pacific meeting, Titia Van der Werf and Aaron Tay will reflect on the topic and discuss the game-changing factors that are impacting the role of research libraries and the stewardship of the scholarly record.</p>
15:00 – 15:30	Refreshments
Plenary Session Three	
15:30 – 16:30	<p>Transforming trend insights into innovations</p> <p><i>Nathania Christy, Head of Global Insight Network, Trendwatching</i></p> <p>We live in a world of constant, rapid change. How do you make sense of things? How can libraries change the game? In this session, we will learn about the Trend-Driven Innovation methodology - how organisations can have future vision, anticipate what people will want next, and deliver meaningful innovations. We’ll look into 5 Asian consumer trends that are impacting how people engage with libraries. These trends will be illustrated by innovations from various sectors, including education, non-profit, and libraries. It will be a fresh and fun session, with exciting innovation examples, that can inspire you to innovate for your libraries. The session will end with an interactive exercise to transform trend insights into actionable opportunities for you.</p> <p>TrendWatching is a global consumer trend firm headquartered in London, with hubs around the world. Established in 2002, they help 1200+ forward-thinking business professionals in 180+ countries understand consumers and subsequently unlock compelling, profitable innovation opportunities.</p> <p>Includes Q&A session.</p>
16:30	Close of Day One
17:30 – 19:30	Conference Reception, Sheraton Royal Orchid Hotel



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Thursday 29 November	
09:00 – 09:30	Welcome
Plenary Session Four	
09:30 – 11:00	<p>This is OCLC</p> <p><i>Axel Kaschte, Product Strategy Director, OCLC; Eric van Lubeek, Vice President, Managing Director, OCLC; Julie Seuront, Member Relations Manager, OCLC; John F. Szabo, Chair, OCLC Board of Trustees and City Librarian, Los Angeles Public Library; Shu-En Tsai, Executive Director, OCLC.</i></p> <p>Join the OCLC team and hear about the latest developments in the Asia Pacific region. This session will go through the highlights of the past year, feature news of the membership and community center activities and include an update of the OCLC Board of Trustees.</p>
11:00 – 11:30	Refreshments
11:30 – 12:30	<p>WMS: Game Changer for your Library</p> <p><i>Chaired by Ellen Hartman, Library Services Consultant, OCLC. Supaporn Chaithammapakorn, Director, Huachiew Chalermprakiet University; Michael Mojica, Director, De La Salle – College of Benilde; Chris Paroz, Curator of Digital Resources, SAE Institute Pty Limited.</i></p> <p>In this session, we will hear from three libraries that have moved to WorldShare® Management Services. They will talk about the changes they have experienced as a result of moving to a cloud-based service; where the sharing of important data and workflows provides opportunities to work differently and focus on new projects and priorities.</p>
12:30 – 13:30	Lunch and Networking
Member Sessions Two	

13:30 – 14:30	The second of a series of parallel sessions that are submitted by member libraries from all over the region.
	<p>Reimagining your library space</p> <p><i>Feiyun Huang, Assistant Director, Southern University of Science and Technology; Dr. Amorn Petsom, Director of Office of Academic Resources; Chulalongkorn University.</i></p> <p>In recent two years, SUSTech Library has completed three renovation projects for the current library. At the same time, the library has also been working closely with the architects/designers on two new library buildings which are scheduled to be open by the end of 2020. The presentation will introduce the renovation projects and the space design of the new libraries, and some guidelines that we follow when working on these projects.</p> <p>The Office of Academic Resources or Central Library, Chulalongkorn University has been transformed into a learning ecosystem that has responded to the need of all stakeholders during the past three years. Since January 2018, a new organizational structure has been implemented. The roles of the Central Library have been redefined and a lot of new services and new activities have been planned and executed with the aim to support life-long learning. The concept behind the change is “to enhance internal strength and satisfy customers”. The collections have been improved as well as maximizing the use of physical space and the library’s content. The library shifts from print to digital content, both outsourcing and homegrown. It provides common areas where students can discuss, study and have social activities on the first and second floor in which food and drink are allowed. For those who need quiet place, they have it on the fourth and fifth floor. The library opens everyday except public holiday. Operation hours are extended, and 24/7 operation is in effect during the examination period for four times (one month each) a year. Spaces for other activities such as multipurpose training, exhibitions, e-sport and board games are also available. The development of a library without staff as well as a mobile library are in progress. Many projects are in progress to add more value to the library context and extend its services beyond the Chulalongkorn University boundary.</p>
	<p>Are your libraries connected to the global knowledge network?</p> <p><i>Axel Kaschte, Product Strategy Director, EMEA, OCLC.</i></p> <p>Libraries have collaborated for decades to create shared catalogs that could support wider access to knowledge in efficient ways. As the costs of maintaining shared catalogs has risen, the arrival of cloud-based technology has created an opportunity to work in a networked environment without expensive IT support.</p> <p>OCLC is leading the way with the introduction of Syndeo®, a suite of services that facilitate national and regional library collaboration. Launched at last year’s OCLC Asia Pacific Regional Council Conference in Toyko, Axel Kaschte will give an update on this and</p>

	<p>highlight some of the projects that have taken place over the last twelve months.</p> <p>OA& Open Content in the user workflow</p> <p><i>Kuang-hua Chen, University Librarian and Full Professor, National Taiwan University; Titia van der Werf, Senior Program Officer, OCLC Research.</i></p> <p>An important role of Global Council Delegates is to reflect the interests, issues, concerns, and challenges that OCLC Members face, in the different regions. One way to contribute to this effort is to engage in open dialogs with OCLC Members to exchange honest opinions, new ideas, issues or problems in a given area of shared interest. The goal of these dialogs with members is to provide valuable insights to the Global Council, members of OCLC leadership and help inform OCLC products direction. This year, Global Council expressed interest in exploring the impact and use of open access/open content resources in libraries. Despite the ongoing and heated discussions about the benefits of Open Access (OA), the extent to which OA is impacting the spread of knowledge and libraries' role therein are yet to be understood. More generally, how is the ecosystem of free and open access resources evolving? Are users benefitting from it and what is the role of libraries? OCLC seeks to support libraries as they try to balance ambitions and realities in this area.</p>
14:30 – 15:00	Refreshments
Plenary Session Five	
15:00 – 16:00	<p>A venue for the research library community</p> <p><i>Roxanne Missingham, University Librarian, The Australian National University; Titia van der Werf, Senior Program Officer, OCLC Research; Esther Woo, Deputy University Librarian / Fung Ping Shan Librarian, The University of Hong Kong.</i></p> <p>The Australian National University and the University of Hong Kong are all members of the OCLC Research Library Partnership (RLP). Our panel of speakers will describe the activities and projects they have been working on and taking part in, including the Metadata Manager Group, Research Data Management and assessment activities. They will interact with the audience and explain what the benefits for their institutions are of being part of the RLP.</p>
16:00 – 16:15	Close of APRC 2018