



A SNAPSHOT OF PRIORITIES & PERSPECTIVES U.S. Academic Libraries



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.

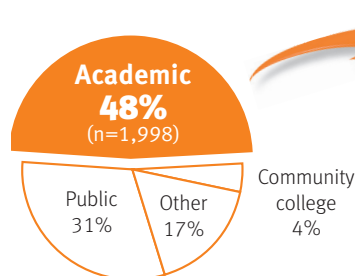
Most academic library staff:

- Consider licensed e-collections to be a top priority
- Are focusing on e-books, other e-resources and discovery tools as top current initiatives
- Believe their current library location structure will be the same in five years
- Rely mostly on listservs and e-mail to stay current—a few use social media.

If you would like to read similar reports about U.S. community college libraries and public libraries, see the reports at www.oclc.org/reports.

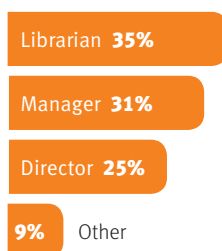
Survey demographics

Respondents by library type



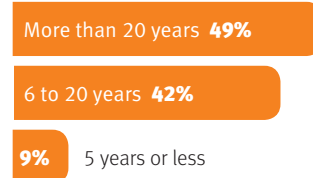
Total respondents (n=4,168)

Role



(n=1,594 of 1,998)

Length of service in libraries



(n=1,608 of 1,998)

Staff are split on faculty's future use of library. Academic library staff believe that conducting research and borrowing materials are the main reasons why faculty use the library today. And just about half of them expect those reasons to change over the next five years.



39%
Research

31%
Borrow
Materials

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

8% Change significantly

38% Change modestly

49% Remain the same

5% Don't know

46%

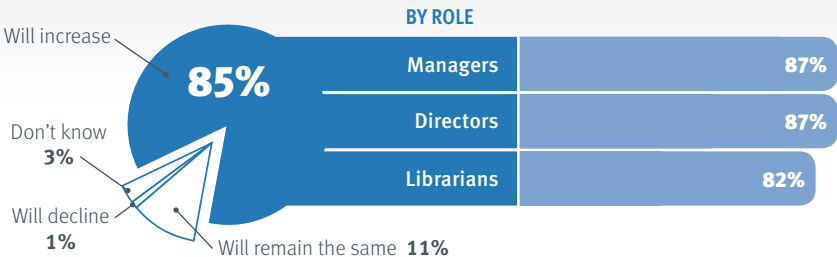
Anticipate a change in the top reason faculty use the library.

More online traffic and more nontraditional service points

Most academic library staff expect use of the online library to grow in the next two years while fewer expect foot traffic to increase. Ideally, some would like to serve their communities with new and additional service points.

Use of the online library will increase: A large majority of academic library staff expect the number of unique online visitors to their libraries to increase in the next two years. Fewer than half, however, expect an increase in visits to their physical libraries.

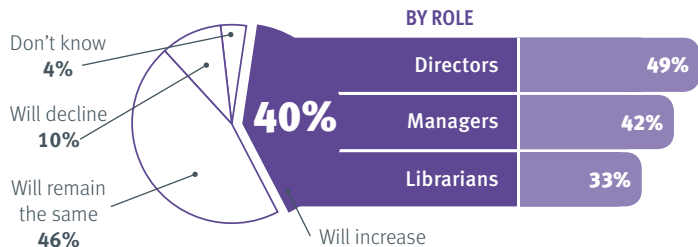
85% expect use of the online library will increase



BY LENGTH OF SERVICE

5 years or less	88%
More than 20 years	85%
6 to 20 years	84%

40% expect use of the physical library will increase



BY LENGTH OF SERVICE

5 years or less	47%
6 to 20 years	40%
More than 20 years	39%

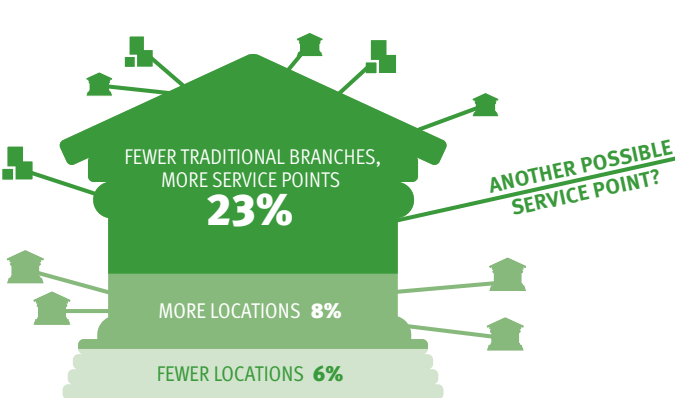
Most staff want the same number of library locations in five years: The majority of academic library staff would ideally like the make-up of their service points to stay the same while some would like to see a change. Opinions on the likelihood and timing of a national (or large-scale) digital library are still forming.

63% of academic library staff would ideally like the same number of locations in five years.

Directors are the most likely to want the same number of locations.

Directors	71%
Librarians	62%
Managers	57%

37% would like a change in service points.



41% think there will be a **national digital library** used by their faculty and students in the next five years

- 30% think it will happen in **more than five years**.
- 25% **don't know** when it will happen
- 4% think it will **never** happen

“Building new library access points via the Web and updating our Library website.”

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“Information commons and/or shared service points.”

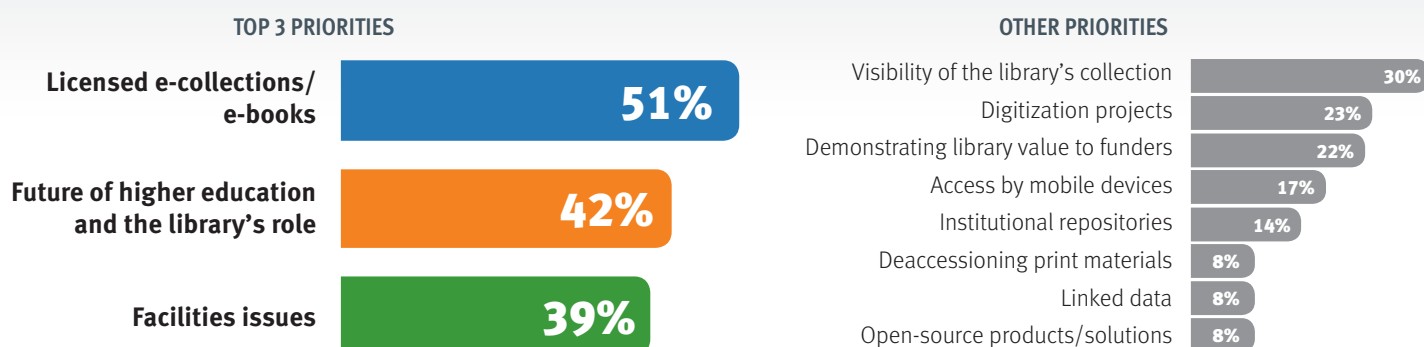
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Licensed e-content: top priority and initiative

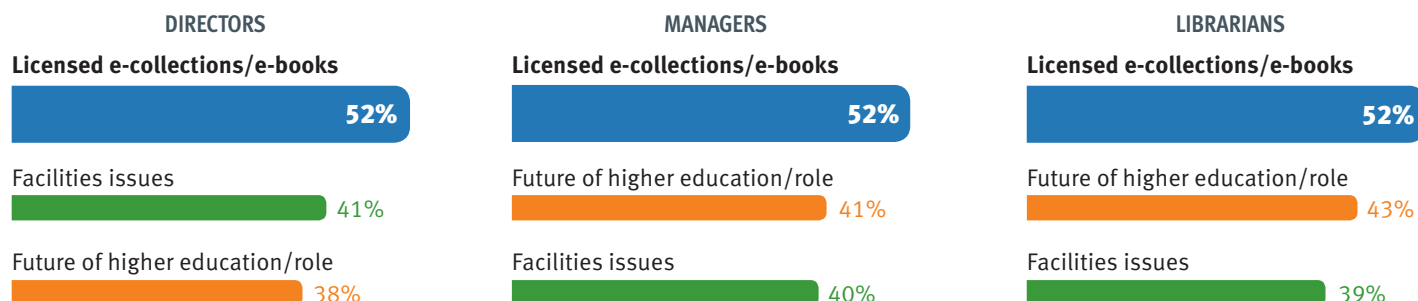
Academic libraries are focused on delivering e-content as one of their top priorities and as a key current strategic initiative.

Top priorities: Delivering e-content is a top priority for many academic library staff, while the future of higher education and the library's role in that future, as well as facilities issues, round out the top three priorities.

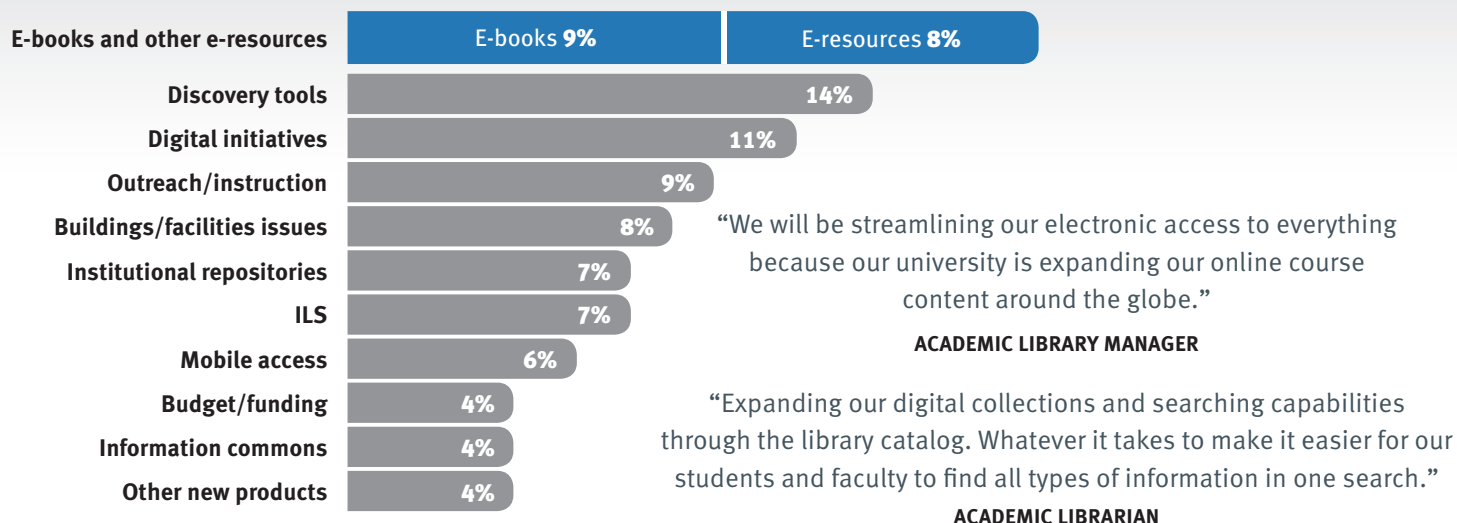
Top priorities by academic library respondents



Top 3 priorities by job role



E-content dominates initiatives today: E-content—e-books and other e-resources—and discovery tools are the most popular new initiatives this year.



Listservs still hot

Academic library staff rely primarily on listservs/e-mail lists for library information.

Listservs are top information sources: Listservs/e-mail lists top the list of sources for staying informed about the library industry among academic library staff. About a third consider industry journals as a top source. Few follow Twitter to stay informed.

	Academic library respondents	Directors	Managers	Librarians	5 years or less	6 to 20 years	More than 20 years
Listservs/e-mail lists	67%	64%	69%	68%	61%	67%	69%

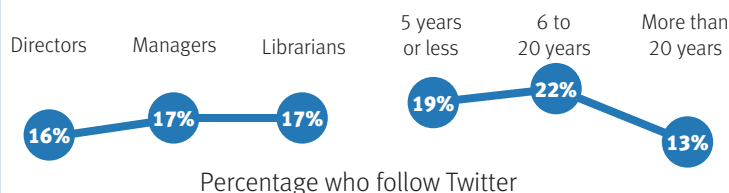
Library industry journals	37%	43%	34%	37%	35%	37%	38%
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Blogs	16%	16%	17%	15%	24%	18%	13%
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Facebook	3%	2%	3%	3%	3%	4%	2%
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Twitter	4%	2%	3%	4%	6%	5%	2%
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Twitter yet to take off

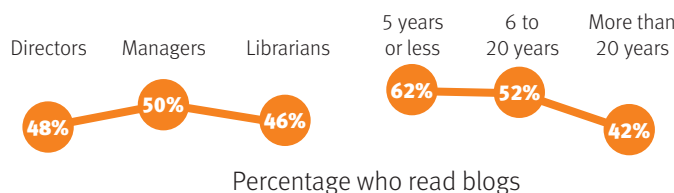


83%
do not use
Twitter as a way
to keep up with
library trends

Most-followed Twitter handles

- ALA News (@alanews) **5%**
- Library of Congress (@librarycongress) **5%**
- The Chronicle of Higher Education (@chronicle) **5%**

Half of academic library staff read blogs



47%
read blogs
to keep
current with
library trends

Top 7 blogs

- Library Technology Guides (Marshall Breeding)
- Lorcan Dempsey's Weblog
- Annoyed Librarian (Library Journal)
- The Ubiquitous Librarian (Brian Mathews)
- Librarian in Black (Sarah Houghton-Jan)
- Stephen's Lighthouse (Stephen Abram)
- Free Range Librarian (Karen Schneider)

Top journals read



*The Chronicle of
Higher Education* **47%**

Library Journal **35%**

College & Research Libraries **33%**

"I don't follow any blogs, only listservs."

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"I get information from listservs that quote from some of these blogs."

ACADEMIC LIBRARY DIRECTOR