Knowing Your Users

A report from the User Study WG, Keio University

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Outline

• Library services at Keio University
• Media Center Midrange Plan 2006-2010
• Activities of the User Study WG
• Achievement and challenges
Library Services at Keio University

• 41,000 students (incl. 9,400 distant students)
• 9 faculties, 11 graduate schools
• 5 Media Centers + head office
• 4.27 volumes, 29,000 EJ
• 76 FTE staff members
• RLG membership (2002~)

Media Center
Midrange Plan 2006-2010

• “Leading the 21st Century World” as the University Mission Statement
• Set up consistent objectives as Media Center’s Midrange Plan 2006-2010

Mission → Vision → Midrange Plan → Action Plan
Media Center
Midrange Plan 2006-2010

Plan 1) Library Services in Changing Environment
   A) Portal Site Construction
   B) Focusing services
      1. Learning Support Services
      2. Collaborative Reference Services
      3. Information Access Services
      4. “Library as Place”
   C) Infrastructure
      1. User Study

Activities of the User Study WG

• Members
  Chair       Midori ICHIKO (S&T)
  Co-Chair    Yukiko SAKAI (Medical)
              Yasuyuki Satoh (Head Office)
              Julia SUGINO (Mita)
              Yuko FUJIMOTO (Hiyoshi)
              Makiko UEOKA (S&T)
              Chikako ASAO (SFC)
Activities of the User Study WG

• Feb 2007~
• Action Plan
  To confirm the Focus on Learning Support Services in the Midrange Plan
  ← Summer 2007 Focus Group
  Service Assessment for the next Midrange Plan
  ← Summer 2008 LibQUAL+®

Activities of the User Study WG

• PDCA Cycle for planning/implementation

Adjustment
Focus Group
LibQUAL+®
WG activities

Plan 2006-10
Plan 2011-15?
Activities of the User Study WG

• Funding
  – JAPUL ©2006-07
  – Keio’s funding for research NA
  – LibQUAL® In-Kind Grant NA
  – Regular Budget Partially

Activities of the User Study WG

• Learn and publicize
  – Literature review
  – Workshops & Symposiums
    • LibQUAL®
      – LQ-WS
        Seattle, Jan 2007 (Midori); Durham, May 2007 (Yukiko)
      – JSLIS/EBA Workshop Keio Univ, Feb, 2007
      – LQ-WS/Symposium Keio Univ/Osaka Univ, Feb 2007
Activities of the User Study WG

• Learn and publicize
  – Workshops & Symposiums
    • Focus Group
      – Case Study Report. TITEC, Apr, 2007
      – JSLIS/EBA WS. Keio Univ., Sep, 2007
    • Other
      – Rowena Cullen’s Lecture Keio University, Feb 2007

• Presentations
  – University Libraries Symposium, Nov 2007
  – Keio University Media Center Workshops, Nov. 2007
  – LQ Symposium, Feb 2008

• Articles
  – Coming soon in 2008
Activities of the User Study WG

• Research
  – Focus Group July 2007
    • Purpose: to reveal undergraduate’s potential needs on learning support
    • Target: undergraduates on Hiyoshi & SFC Campus
      2 * 2 (visitors / non-visitors) = 4 groups, 23 in all
    • 2 hrs interview ea.
    • Analysis with text, audio, card
      – 907 unit statements
      – Interpretation, coding, categorizing, connections → 4 slides
Activities of the User Study WG

- Research
  - LibQUAL® 2008
    Launch Japanese Version jointly developed
    By ARL and Keio University funded by JAPUL
Achievement and Challenges

• Achievement
  – Confirm the Focus on Learning Support Services in the Midrange Plan
  – Progress of understanding library service assessment
  – Participating in the library management

• Challenges
  – Communication between WG and other staff
  – Leadership development
  – Funding
  – Gap between research and practice
  – Partnership with LIS researchers
  – Keeping PDCA cycle
  – Activities in the global arena