Aligning Collections and Services with User Needs and Practices

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IATUL- Library Strategies for New Generation Users
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Outline

• Carnegie Mellon Overview
• Advisory Board Process
• Usage Trends – collections, services
• Responding to Change
• Information Ecosystem
The Institution

7 Colleges in Pittsburgh

• Carnegie Institute of Technology (engineering)
• College of Fine Arts
• Dietrich College (humanities & social sciences)
• H. John Heinz III College (public policy & information systems)
• Mellon College of Science
• School of Computer Science
• Tepper School of Business

Plus

• Carnegie Mellon Silicon Valley
• Carnegie Mellon Qatar (undergraduate)
• Additional professional master’s programs and dual-degree programs located in U.S.A. (Los Angeles, New York), Australia, China, Greece, India, Italy, Japan, Mexico, Portugal, Rwanda, Singapore, South Korea, Turkey
The Libraries
University’s Advisory Board Process

• Initiated in 1990; 4-6 year cycle
• Board composition: trustees, distinguished visitors from academia, business, industry, arts
• Purpose: assess strategic direction, solve problems, achieve goals
• Briefing book, visit, report
• Confidential
Pittsburgh Campus Population

2002

- Total campus: 14,429
- Undergraduates: 5,347
- Grads and others: 4,154
- Faculty: 1,362
- Employees: 3,566

2009

- Total campus: 15,670
- Undergraduates: 5,705
- Grads and others: 5,337
- Faculty: 1,368
- Employees: 3,560
Increasing Gate Count

Visits

<table>
<thead>
<tr>
<th>FY00</th>
<th>FY01</th>
<th>FY02</th>
<th>FY03</th>
<th>FY04</th>
<th>FY05</th>
<th>FY06</th>
<th>FY07</th>
<th>FY08</th>
<th>FY09</th>
<th>FY10</th>
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<tbody>
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Visits over the years from FY00 to FY10.
Declining Use of Paper Books and Journals

<table>
<thead>
<tr>
<th>Year</th>
<th>Books: Checkouts</th>
<th>Books: In House Use</th>
<th>Journals: Check out</th>
<th>Journals: In House Use</th>
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</thead>
<tbody>
<tr>
<td>2002</td>
<td>95,972</td>
<td>46,695</td>
<td>8,459</td>
<td>48,876</td>
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<tr>
<td>2003</td>
<td>93,369</td>
<td>41,925</td>
<td>8,927</td>
<td>36,179</td>
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<tr>
<td>2004</td>
<td>110,496</td>
<td>38,876</td>
<td>5,233</td>
<td>39,688</td>
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<tr>
<td>2005</td>
<td>78,089</td>
<td>40,074</td>
<td>4,044</td>
<td>21,716</td>
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<td>2006</td>
<td>76,450</td>
<td>28,063</td>
<td>3,227</td>
<td>12,735</td>
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<td>2007</td>
<td>76,886</td>
<td>26,935</td>
<td>2,967</td>
<td>10,251</td>
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<tr>
<td>2008</td>
<td>67,874</td>
<td>22,330</td>
<td>2,453</td>
<td>8,418</td>
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<tr>
<td>2009</td>
<td>70,984</td>
<td>23,935</td>
<td>1,992</td>
<td>7,807</td>
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<td>2010</td>
<td>60,598</td>
<td>23,457</td>
<td>1,444</td>
<td>5,918</td>
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<td>2011</td>
<td>63,392</td>
<td>23,794</td>
<td>1,136</td>
<td>5,281</td>
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</tbody>
</table>
Collection Trends

Physical items circulated and electronic full text viewed

- Anomaly from automatic downloads
- Large e-book purchases
- +57% since 2008
- +442% since 2000
- -15% since 2008
- -52% since 2000

FY00 FY01 FY02 FY03 FY04 FY05 FY06 FY07 FY08 FY09 FY10

- Full text viewed
- Items circulated
Change at the Reference Desk

Reference Questions

Information/Directional 12,093 11,392 8,557 8,359 8,709 8,732 8,256 7,062 7,522
Reference 12,064 11,840 13,871 13,473 9,834 10,255 10,315 14,445 11,351 8,226
Responding to Trends

• Analyze collection use
• Experiment with demand driven acquisition
• Rethink reference desk service
• Long term: Explore the implications of the information ecosystem
How Big is the Web?

Web content - 3 billion pages
2002

Web content - 25 billion pages
2009

- 0.18 billion
  6% (scholarly)
- 2.82 billion
  94% (general)

- 2.75 billion
  11% (scholarly)
- 22.25 billion
  89% (general)
Information Consumption

740,100 items accessed at CMU - 2002

- Actual library circulation: 265,551 (36%)
- Actual borrowed on ILL: 15,069 (2%)
- Actual library full text accessed: 378,069 (51%)
- Estimated free web content used for scholarly purposes: 81,411 (11%)

2,044,319 items accessed at CMU - 2009

- Actual library circulation: 449,750 (22%)
- Actual borrowed on ILL: 161,673 (8%)
- Actual library full text accessed: 1,410,879 (69%)
- Estimated free web content used for scholarly purposes: 22,017 (1%)
Questions, comments, discussion?