

## Leveraging leverage: how strategies can really work for you

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The difference is **Deakin University**



# DEAKIN

Your Library. Your space.



The difference is **Deakin University**



# Web 2.0

# DEAKIN

Is it all just *hype*...

or

Can we harness Web 2.0 for strategic advantage?

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# Outline

# DEAKIN

- **About Deakin University**
- **Why we went down this path**
- **Our new initiatives**
- **The highs and lows along the way**
- **What we have learned...**



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The difference is **Deakin University**

# DEAKIN

*Melbourne Campus at Burwood*



*Geelong Waterfront Campus*



*Geelong Campus at Waurin Ponds*



*Warrnambool Campus*



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# DEAKIN

## The Great Ocean Road, Victoria



# DEAKIN

## The University's Reputation

Deakin is widely known as the **can do** university

- Library reflects and is part of that approach
- Library acknowledged as an active player in University strategy and focus

**The Library and Web 2.0 align well with  
Deakin University brand strengths**

Friendly :: Flexible :: Contemporary :: Accessible

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## Why we went down this path... Strategies behind Web 2.0


- New University 5-year Strategic Plan 2008 - 2012
- New University Teaching and Learning Plan
- Building Library capacity through  
New Library Structure







Your library. Your space.



I'm here to help

DEAKIN UNIVERSITY  
**LIBRARY**

The difference is Deakin University

Help > in person, instant messaging,  
email, phone and online

[www.deakin.edu.au/library](http://www.deakin.edu.au/library)



## The **Deakin** Student Experience

**Market research identifies 5 key factors:**

1. being treated as an individual
2. state-of-the-art courses and well supervised research training
3. well configured, accessible academic support services
4. physical and virtual environments conducive to learning
5. engagement as a member of the University community



# DEAKIN

## The **Deakin** Student Experience

...how does the Library contribute?

...where does Web 2.0 fit in?

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## the Library supports ... being treated as an individual

- Choice of access in students' spaces



- o library profile
    - o search application



- o gadget



# iGoogle Deakin University Library Search



Add "Deakin University Library Search" to your iGoogle page.

iGoogle is a more personal way to use Google.com. Customize your page anyway you like, by adding your favorite themes and gadgets from across the web.

**Deakin University Library Search**  
  
\*\*\*\* All search results and links open in a new window  
  
search for books, journals, dvds  
  
Keyword   
limit to: ☐ journals

**Deakin University Library Search**  
Search Deakin University Library Resources from iGoogle  
  
**Add to Google**  
  
☒ See this gadget when you visit Google.com

Items were made by a third party. Data or preferences you enter for these items are available to the site that maintains them.

[Advertising Programs](#) - [Business Solutions](#) - [Privacy Policy](#) - [Help](#) - [About Google](#)

# iGoogle gadget

web images maps news shopping mail more ▼

sowen@deakin.edu.au | [Classic Home](#) | [My Account](#) | [Sign out](#)

iGoogle

Google Search

I'm Feeling Lucky

[Advanced Search](#)  
[Search Preferences](#)  
[Language Tools](#)

Home ▾ Add a tab

[New!](#) [Select theme](#) | [Add stuff »](#)

DailyStuff from HowStuffWorks.com

- [How Earth 911.org Works](#)
- [How Egg Donation Works](#)
- [Glorius Garden Images](#)

learnit lists

iluminar

ENGLISH	SPANISH
rain	
single	
much	
bed	
father	
as	
fat	
general	
trouble	
light	iluminar

Deakin University Library Search

\*\*\*\* All search results and links open in a new window \*\*\*\*

search for books, journals, dvds

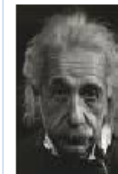
> [more options](#)

Keyword

GO

limit to: ☐ journals

Einstein Quote of the Day



*Problems cannot be solved by the level of awareness that created them.*

[Einstein Reinvented](#)

He's back. Talk to Albert 2.0 live right here.

Weather

3084

Melbourne VIC, Australia

12°C  
Mostly Cloudy  
Wind: SW at 8 km/h  
Humidity: 94%

Today  
  
21° | 10°

Wed  
  
22° | 7°

Thu  
  
24° | 12°

Fri  
  
18° | 12°

Google Map Search



Date & Time



Tue  
APR 22

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			



[hours and locations](#)[login to My Library](#)[users with a disability](#)[online forms](#)[borrowing](#)[find information on a topic](#)[endnote](#)[create your library PIN](#)[libraries australia](#)[contact the Library](#)

## Experimental Options

Experimental Options is where Deakin University Library demonstrates tools that are not quite ready for the red carpet premiere but may be useful ways to access the library! All these tools are experimental so they may behave unexpectedly. Please give them a try and most importantly let us know what you think by sending an email to [libinfo@deakin.edu.au](mailto:libinfo@deakin.edu.au).

### [Library RSS News Feed](#)

Want to stay current on what's going on in the Library? A Deakin University Library News RSS Feed is now available. There are various ways to access RSS feeds. For more information on RSS feeds, check out the [wikipedia entry](#). If you use Firefox, check out the youtube video on [how to add RSS feeds to the live bookmarks toolbar](#).

### [Deakin University Library Search Facebook application](#)

Search Deakin University Library resources through facebook. Add the application to your profile, type in the information you are after and search results will open in a new window. This ensures your facebook profile page is always open. To install this application on your profile go to the [Deakin University Library Search Application about page](#).

### [Deakin University Library Page on Facebook](#)

Search Deakin University Library resources, check out Alfred Deakin's book collection, chat to a librarian online via the meebo widget, leave us a message on the wall or start a topic through the discussion board. You can do all of this by becoming a [fan of Deakin University Library](#) on facebook.

### [iGoogle Gadget](#)

Add the Deakin University Library iGoogle gadget to your iGoogle homepage. Similar to the facebook application, you will be able to search Deakin University Library resources from your iGoogle homepage. To add this gadget to your homepage, click on the button below.





## the Library will further support ... being treated as an individual

- Personal Library Environment for Researchers
  - o in development
  - o customisable navigation
  - o widgets – range of search tools, new titles, contacts
  - o in Deakin environment, independent

## the Library supports

### ... state-of-the-art courses and well supervised research training

- Encore plus Research Pro
  - for undergrads – “likely your best search stop” (books + articles)
  - scholarly sources
  - metasearch: catalogue + library databases
- Open Source applications?
  - [Scriblio](#) (WordPress) - [Hong Kong Science and Technology University catalogue](#)



# Encore and Research Pro

Syndetics covers, author notes, contents, summary

The screenshot shows the Encore database search results for the query 'xhtml'. The interface includes a search bar at the top with the text 'Search: xhtml'. Below the search bar, there are filters on the left side under 'Refine by:' including 'SEARCH FORM IN', 'Time (DT)', 'Subject (DT)', 'Format', 'TEXT (DD)', 'E-READING (IT)', 'COLLECTION', 'Electronic Resource (DT)', 'Abstracts Format (IT)', 'Access Type (IT)', 'LANGUAGE', 'English (IT)', and 'PUBLISH DATE'. The main results area shows a list of books with their titles, authors, and publication details. The right side of the interface features a 'Recently Added' section with book covers, a 'Refine by Tag' section with various tags like 'application software', 'cascading style sheets', 'document markup languages', 'document object model', 'electronic publishing', 'html', 'hypertext systems', 'Internet', 'Internet', 'programming', 'javascript', 'hand', 'web database', 'web programming', 'web publishing', 'web services', 'web site', 'web site', 'steering', 'xhtml', 'xml', and a 'Research Pro' section at the bottom right.

Search: xhtml

Searched: xhtml (1-25 of 61)

Sort by Relevance | Date | Title

1 - 25 of 61

HTML, XHTML & CSS  
Carriso, Elizabeth  
Berkeley, CA: Peachpit Press, c2007  
DNL 16-84 88 - DU MELB - 005.72 Carriso 2007  
Request this title

Web development & design foundations with XHTML  
Morris, Terry (Terry S.)  
Boston : Pearson/Addison Wesley, c2007  
AVAILABLE - DU MELB - 005.72 XHTML, Feb/Mar 2007  
Available Online  
Request this title

NEW PERSPECTIVES ON BLENDED HTML, XHTML AND CSS  
DEJACK, HENRY  
US THOMSON COURSE TECHNOLOGY 2007  
AVAILABLE - DU MELB - Awaiting Cataloging  
Request this title

XHTML/CSS basics for Web writers  
Eaton-Chadler, Margaret  
Harlow : Prentice Hall, 2007  
AVAILABLE - DU MELB - 006.74 XHTML Bas/004  
Available Online  
Request this title

Beginning HTML with CSS and XHTML : modern guide and reference  
Schultz, David  
Berkeley, CA: Apress, c2007  
AVAILABLE - GT EAST - 005.72 HTML, 5387n  
Request this title

New perspectives on creating Web pages with HTML, XHTML, and XML : comprehensive  
Carr, Patrick, 1965  
Boston, Mass. : Thomson/Course Technology, c2006  
AVAILABLE - DU (GX)ONG - 005.72 HTML Carr/Nov 2006  
Show all 5 available copies

encore

Recently Added

Refine by Tag:

application software  
cascading style sheets  
document markup languages  
document object model  
electronic publishing  
html  
hypertext systems  
Internet  
Internet  
programming  
javascript  
hand  
web database  
web programming  
web publishing  
web services  
web site  
web site  
steering  
xhtml  
xml  
(Show more tags)

Research Pro

Hide online displays results

Academic Search Premier

Done 48 of 75

11/11

Done 1 of 1

Search more online resources

Books

Articles

# Articles retrieved by Research Pro Academic Search Premier

The screenshot shows the search results for the query 'xhtml' in the Research Pro Academic Search Premier database. The search bar at the top left shows 'xhtml' entered. The results are displayed in a list format. A red arrow points to the first result, 'ACS Publications Website Refresh'. The results list includes the following items:

- ACS Publications Website Refresh. Chemical Reviews, Aug2007, pp. 2-2.
- Publicar con estándares web mediante herramientas de coste cero: revisión de HTML, Pages y Blogger. (Spanish). El Profesional de la Información, Jul/Ago2007, Vol. 16, No. 4, pp. 368-374.
- Recommended Reading on Change, Creativity, Search, XHTML, and CSS. Online, Jul/Aug2007, Vol. 31, No. 4, pp. 53-55.
- From Print to the Web. Publishers Weekly, 8/25/2007, Vol. 254, No. 26, pp. 16-18.
- Microformats: People First, Machines Second. Electronic Design, 6/21/2007, Vol. 55, No. 13, pp. 59-59.
- XSL Transformations. Dr. Dobbs' Journal: The World of Software Development, May2007, Vol. 32, No. 5, pp. 48-52.
- HTML: It's Back. Information Today, May2007, Vol. 24, No. 5, pp. 17-18.
- Reanimating HTML. eWeek, 3/19/2007, Vol. 24, No. 13, pp. 50-50.
- O'Reilly Media, Inc. Offers New Titles. Computers in Libraries, Mar2007, Vol. 27, No. 3, pp. 40-38.
- Microformats: web 2.0 para el Dublin Core. (Spanish). El Profesional de la Información, mar/abr2007, Vol. 16, No. 2, pp. 107-113.

The page also features a 'Refine by' sidebar on the left with options for 'Resources' and 'Academic Search Premier (75)'. The top right corner includes the 'encore' logo and a 'Back to Catalog Results' link.

**Clear and  
simple citations**

## the Library supports

### ... accessible academic support services

- Deakin University Institute of Teaching and Learning social software trial in 2007
  - Library actively participated – WordPress and Mediawiki
- Subject Guides – Springshare 'Web 2.0' software
  - Best example: Subject Guide for Medicine
- Many forms of help – instant messaging, phone, online, email, in person, student rovers



# Subject Guide for Medicine



Deakin University  
Library



Medicine  Last updated: Mar 5 '08 Tags:

Key resources:

[Home](#) [Articles via databases](#) [eBooks](#) [Websites](#) [eJournals](#) [News](#) [Diagnostic tests/ Clinical calculators](#) [Images](#)

[Home](#) [Page Comments \(0\)](#) [Subject Guides Home](#) | Search:  [Guides](#) [Go](#)

### Contact the Library

- by [phone](#)
- via an [online form](#)
- in [person](#)
- via [live instant messaging](#)

Your Medical Librarian is Jan Weaver

Phone: +61 3 5227 2862

Email: [jan.weaver@deakin.edu.au](mailto:jan.weaver@deakin.edu.au)

### Deakin Services

- [Deakin Studies Online \(DSO\)](#)
- [Academic Skills](#)
- [Deakin Webmail](#)
- [IT Service Desk](#)
- [Student Connect](#)

### Welcome

Welcome to the Deakin University Library Medical Subject Guide. Under each tab you will find quality online academic journals, ebooks, subject databases and websites available via the Library homepage.



Take advantage of the large range of information and services we deliver to your desktop. Your librarians liaise with your lecturers to ensure these resources are available to you on campus, at home or at work - any day, any time.

[Comments \(0\)](#)

### Your Librarians



**Health, Medicine, Nursing & Behavioral Sciences Librarians**

**Contact Info:**

[georgina.bourke@deakin.edu.au](mailto:georgina.bourke@deakin.edu.au)  
[elizabeth.marrs@deakin.edu.au](mailto:elizabeth.marrs@deakin.edu.au)  
[dorothy.rooney@deakin.edu.au](mailto:dorothy.rooney@deakin.edu.au)  
[amy.sellers@deakin.edu.au](mailto:amy.sellers@deakin.edu.au)  
[jan.weaver@deakin.edu.au](mailto:jan.weaver@deakin.edu.au)  
[helen.wood@deakin.edu.au](mailto:helen.wood@deakin.edu.au)

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[View other guides](#)

 [Print This Page](#)  
[Print Entire Guide](#)

## the Library supports ... physical environments conducive to learning

- collaborative learning spaces
  - local and dispersed syndicate groups or individuals
- IT and media integrated throughout spaces
- Student roving assistance
  - peer-to-peer help when and where its needed
- Health and Medical Library Hub





# Health and Medical Library Hub



# Health and Medical Library Hub



## the Library supports ...virtual environments conducive to learning

- Library in students' VLE – Blackboard, e-Live
- Library communication and resources accessible – university portal
- Library website iterative ongoing development
  - new search and discovery informed by client preferences
  - pop polls






# www.deakin.edu.au/library/

Skip to content : Deakin home : Contact Deakin : Directory of staff : Site map : A-Z index : Help : Portal

Search



Deakin University  
Library

Library home : students : staff : alumni : visitors

Deakin home > Library

### Quick links

- Create your My Library account
- Hours and locations
- Online forms
- Borrowing
- Endnote
- Disability services
- New books and trial databases

### Help

- Find information on a topic
- Subject Guides
- Contact the Library
- Have your say
- Forgotten your Library PIN?

### Other collections

- Deakin special collections
- Libraries Australia
- BONUS+
- Interlibrary Loans

## search for ...

books, journals, dvds [> encore](#) [> more options](#)

Keyword

limit to: ☐ journals

### unit materials e.g. AIA103

limit to: ☐ e-readings ☐ exam-papers


[> reserve](#)


### articles from journals, newspapers


[> more databases](#)

### My Library

### News from the Library

 **Library Experimental Page**  
Library launches the labs page - experimental tools offered by the library.

 **Academic staff needed**  
Academic staff needed for web usability sessions

 **Live Help - Instant Message the Library**  
Receive instant answers to your questions

[More news from the Library](#)

### About the Library

- Introductory Video
- Welcome
- Staff directory
- Facts and figures

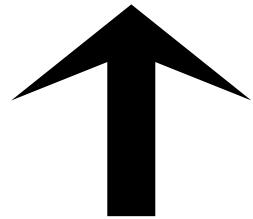
the Library encourages  
... **engagement as a member of the  
University Community**

## Feedback and ongoing evaluation

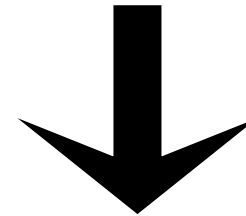
- User Groups – students, teaching staff, ITL, IT, student support services
  - Focus groups
  - Blog seeking wider input
  - YouTube for visual updates
- ... re new learning spaces, web services, communications ...



# DEAKIN



**the HIGHS and the LOWS**



**along the way**



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## Constraints

**Caution...** public wiki and blog communications

- What needs do wiki / blog communications fulfil compared with required effort / resources
  - Wiki maintenance mayhem??
  - Inactive blog blues??
- everything must be efficient and effective



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# DEAKIN

## Changes in technology

### Access and Connectedness

- Predictions of ubiquitous 'mobile' (Horizon Report 2007, 2008)  
But in **Australia**:
  - is our communications infrastructure and cost structure conducive to widespread mobile 2.0 uptake?



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## Future proof for changing times

### Access and Connectedness

- Improving online connectedness does not eliminate students' desire for spaces outside the classroom to meet and study – we need to drive both agendas: the physical and virtual
- Technology/student behaviour change rapidly.
  - New initiatives sustainable?



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## Increasing our capacity

- Library restructure and ongoing reflection on strategic competencies led to:
  - Manager, Quality and Innovation
  - Business Manager
  - a young, dynamic Web Developer
- Developing skills set – increasing web and IT competencies and awareness – Learning 2.0 program
- Leadership/project teams need to question and be responsive



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# DEAKIN

## A bright future

- New generation physical spaces  
**Burwood and Waurn Ponds in next 2 years**
- Well regarded  
Surveys consistently show library stakeholder priorities are met and client needs are satisfied
- Working with a cohort of academic staff who are ready ... including Second Life coming on stream



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## What we have learned...

- There is no one “right” way
- Iterative development - not perfection
- Students want options
- Experiment and make visible



## More that we have learned...

- **Involve students often - in person, online, student to student (student rovers)**
  - surveys, pop polls, observation, user testing
- **Work closely with academic champions**
  - assists with overcoming technical infrastructure barriers
- **Build library workforce capacity to be friendly flexible contemporary and accessible**  
--- that's the Deakin way.



JUST DO IT.

Thank you Nike