

DEAKIN

Leveraging leverage: how strategies can really work for you

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The difference is **Deakin University**

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Your Library. Your space.



The difference is **Deakin University**



Web 2.0

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Is it all just *hype*...

or

Can we harness Web 2.0 for strategic advantage?

The difference is **Deakin University**



Outline

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

The difference is **Deakin University**

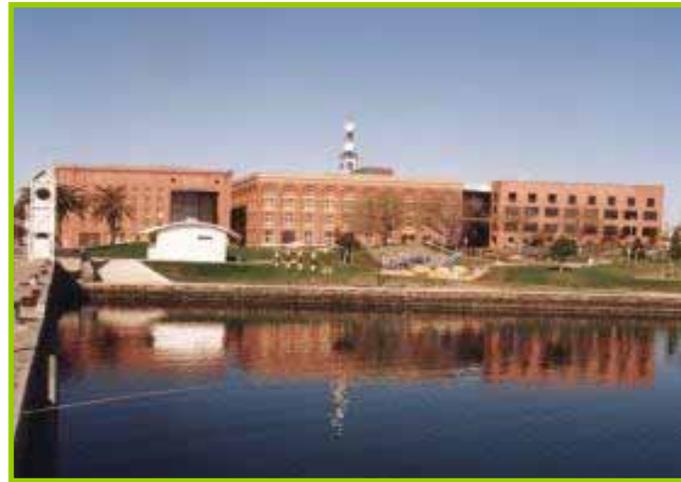


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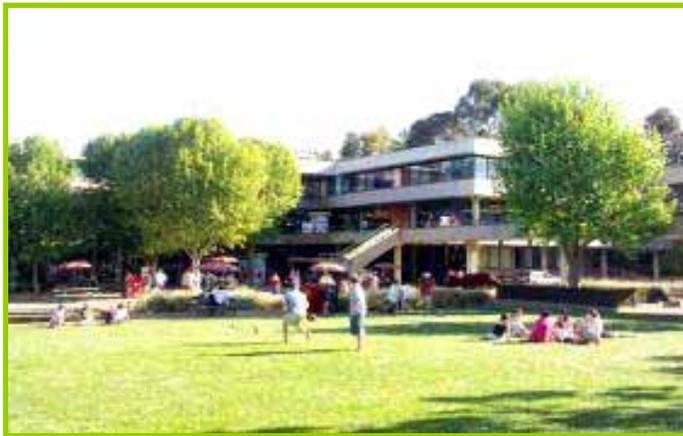
Melbourne Campus at Burwood



Geelong Waterfront Campus



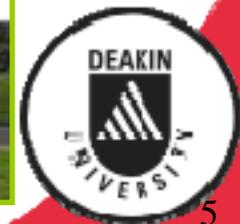
Geelong Campus at Waurin Ponds



Warrnambool Campus



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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

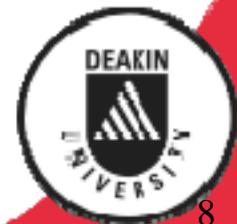


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Why we went down this path... Strategies behind Web 2.0

- 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

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

www.deakin.edu.au/library

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DEAKIN UNIVERSITY LIBRARY

The difference is Deakin University

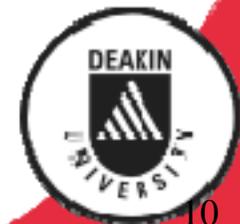
Help > in person, instant messaging,
email, phone and online

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



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The **Deakin** Student Experience

...how does the Library contribute?

...where does Web 2.0 fit in?



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The difference is **Deakin University**

the Library supports ... being treated as an individual

- Choice of access in students' spaces



- o library profile
 - o search application



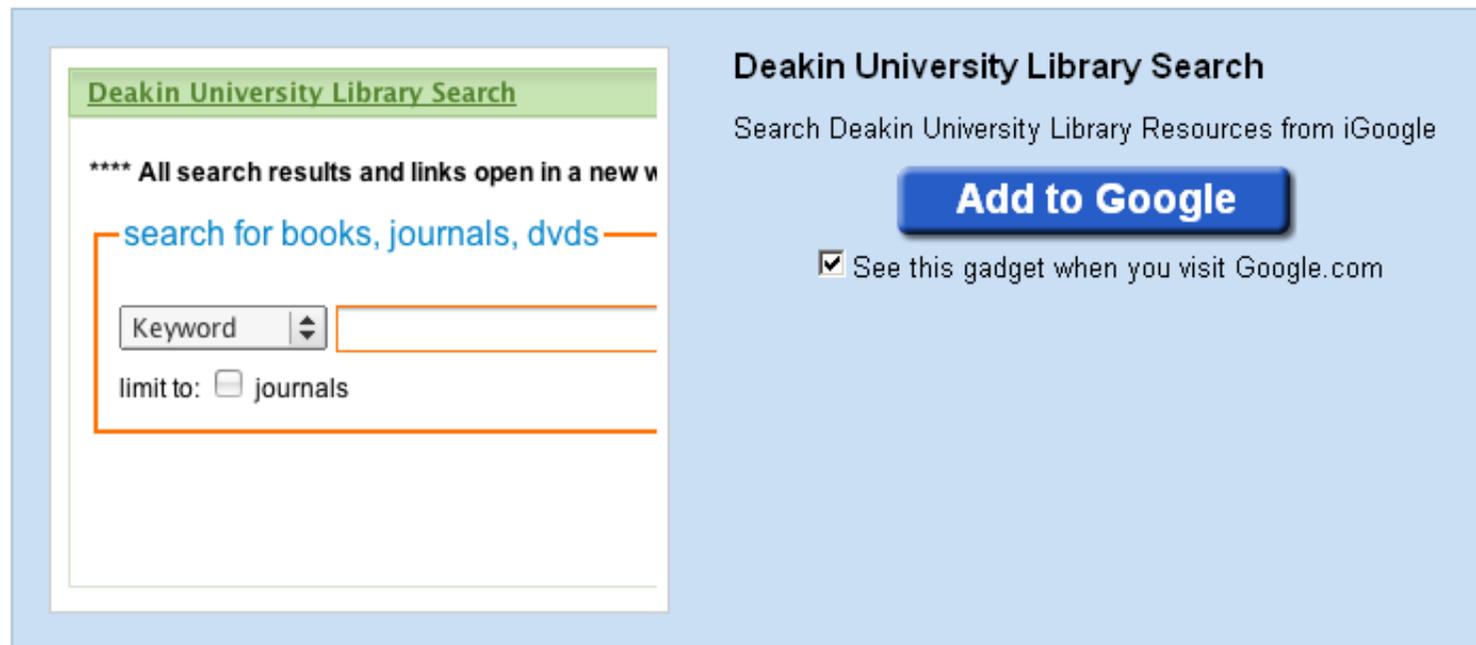
- o gadget



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

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

[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

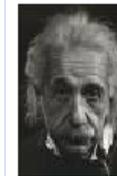
> [more options](#)

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°

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.

[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.

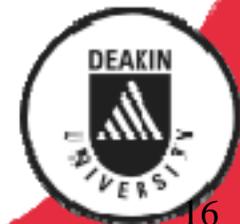
[iGoogle Gadget](#)

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

Search: xhtml

Searched: xhtml (1-25 of 61)

Sort by Relevance | Title | Date

1-25 of 61 results

HTML, XHTML & CSS
Carriso, Elizabeth
Berkeley, CA, : Peachpit Press, c2007
DUE 16-84 08 - DU MELB - 005.72 Carriso 2007
Request this title

Web development & design foundations with XHTML
Stevens, 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
BLANCE, HENRY
US THOMSON COURSE TECHNOLOGY 2007
AVAILABLE - DU MELB - Awaiting Cataloging
Request this title

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

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

New perspectives on creating Web pages with HTML, XHTML, and XAML : comprehensive
Carr, Patrick, 1965-
Boston, Mass. : Thomson/Course Technology, c2006
AVAILABLE - DU 005.080 - 005.72 HTML Carr 2006
Show all 5 available copies

encore

Recently Added

Refine by Tag:

application software
cascading style sheets
documents markup
languages - document object model
electronic publishing
html
hypertext systems
internet
Internet
programming
scripting
web
web databases
web programming
web publishing
web services
web site
web site design
xml
xhtml
xml

Research Pro

Make online systems accessible

Account Search Premier

Done 48 of 75

Done 1 of 1

Search more online resources

Books

Articles

Articles retrieved by Research Pro Academic Search Premier

The screenshot shows the search interface for Research Pro Academic Search Premier. At the top, there is a search bar with the text 'xhtml' and a search button. To the right, there is an 'encore' logo and a 'Back to Catalog Results' link. Below the search bar, a yellow banner indicates 'Searched: xhtml - (1 - 10' of 75)'. On the left, there is a 'Refine by' section with 'RESOURCES' and 'Academic Search Premier (75)'. The main results area displays a list of articles, each with a title, journal name, volume, issue, and page numbers. A red arrow points to the first article, 'ACS Publications Website Refresh', which is highlighted in blue. The text 'Clear and simple citations' is written to the right of the arrow.

Search: [Advanced Search](#)

Refine by

RESOURCES
Academic Search Premier (75)
(25, 1)
[More Resources](#)

Searched: xhtml - (1 - 10' of 75)

Refined to Resource: Academic Search Premier

1 2 3 4 next

ACS Publications Website Refresh.
Chemical Reviews, Aug2007, pp. 2-2
Database-Academic Search Premier

Publicar con estándares web mediante herramientas de coste cero: revisión de WordPress, Pages y Blogger. (Spanish)
El Profesional de la Información, Jul/Ago2007, Vol. 16, No. 4, pp. 368-374
Database-Academic Search Premier

Recommended Reading on Change, Creativity, Search, XHTML, and CSS.
Online, Jul/Aug2007, Vol. 31, No. 4, pp. 53-55
Database-Academic Search Premier

From Print to the Web.
Publishers Weekly, 8/25/2007, Vol. 254, No. 26, pp. 16-18
Database-Academic Search Premier

Microformats: People First, Machines Second.
Electronic Design, 6/21/2007, Vol. 55, No. 13, pp. 59-59
Database-Academic Search Premier

XSL Transformations.
Dr. Dobb's Journal: The World of Software Development, May2007, Vol. 32, No. 5, pp. 48-52
Database-Academic Search Premier

HTML: It's Back.
Information Today, May2007, Vol. 24, No. 5, pp. 17-18
Database-Academic Search Premier

Reanimating HTML.
eWeek, 3/19/2007, Vol. 24, No. 13, pp. 50-50
Database-Academic Search Premier

O'Reilly Media, Inc. Offers New Titles.
Computers in Libraries, Mar2007, Vol. 27, No. 3, pp. 40-38
Database-Academic Search Premier

Microformats: web 2.0 para el Dublin Core. (Spanish)
El Profesional de la Información, mar/abr2007, Vol. 16, No. 2, pp. 107-113
Database-Academic Search Premier

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



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Library



[Library Homepage](#) | [Admin Sign In](#)

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](#)

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

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

elizabeth.marrs@deakin.edu.au

dorothy.rooney@deakin.edu.au

amy.zellers@deakin.edu.au

jan.weaver@deakin.edu.au

helen.wood@deakin.edu.au

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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](#) A- A+

[Deakin home](#) > [Library](#)

Quick links

- [Create your My Library account](#)
- [Hours and locations](#)
- [Online forms](#)
- [Borrowing](#)
- [Endnote](#)
- [Disability services](#)
- [New books and trial databases](#)

search for ... My Library

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

Keyword

limit to: journals

unit materials e.g. AIA103 > [reserve](#)

limit to: e-readings exam-papers

articles from journals, newspapers > [more databases](#)

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

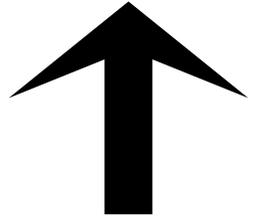
... engagement as a member of the University Community

Feedback and ongoing evaluation

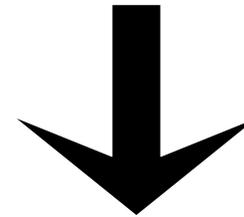
- User Groups – students, teaching staff, ITL, IT, student support services
 - Focus groups
 - Blog seeking wider input
 - YouTube for visual updates
- ... re new learning spaces, web services, communications ...



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the HIGHS and the LOWS



along the way



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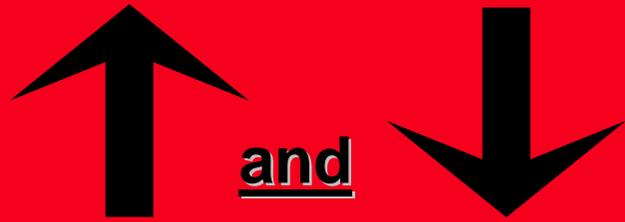
Constraints

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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Changes in technology

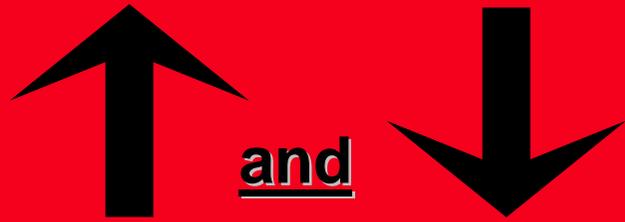
Access and Connectedness

- 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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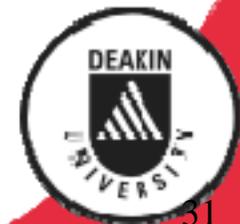


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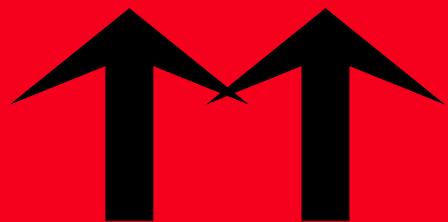
Future proof for changing times

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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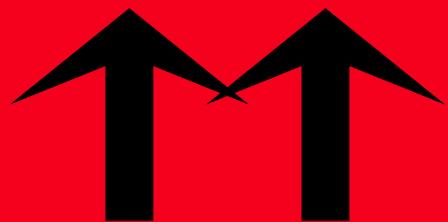
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Increasing our capacity

- 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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A bright future

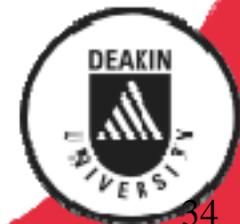
- New generation physical spaces
Burwood and Waurm Ponds in next 2 years
- Well regarded
Surveys consistently show library stakeholder priorities are met and client needs are satisfied
- Working with a cohort of academic staff who are ready ... including Second Life coming on stream



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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