REBUILDING LIBRARY COLLECTIONS
Common Guidelines help public Libraries to update their Collection

Aija Laine
Planning Officer/
Digital Contents for public Libraries
Information Specialist
Web Services
Turku City Library

Virva Nousiainen-Hiiri
Chairwoman/
Digital Contents for public Libraries
Head of Acquisition and Cataloging
Helsinki City Library
CONTENTS

1. Changes in operational environment
2. Digital contents for public libraries –project
3. E-material strategy
4. Collection guidelines
5. Conclusions
CHANGES IN OPERATIONAL ENVIRONMENT

• Trends move fast across borders
• Changes occur in rapid cycles
• Effect on library services and collection
CHANGES IN OPERATIONAL ENVIRONMENT

• Media-sector / environment
  • Digital publishing
    • customised & profiled products
    • quicker and more efficient distribution
  • Next Media project seeking solutions in Finland
  • Part of Next Media project is the eReading project
    • concentrates on digital production and distribution methods
CHANGES IN OPERATIONAL ENVIRONMENT

- Mobile services and solutions
  - The favourable reception of tablet devices on a global scale
  - Consumers want easy and reliable applications on mobile platforms.
CHANGES IN OPERATIONAL ENVIRONMENT

• Changes in information retrievals and reading habits
  • young people have good digital skills
    • source criticism and the ability to read & digest information are noticeably inadequate
  • how fast and easily information can be retrieved
  • browsing has replaced in-depth reading
CHANGES IN OPERATIONAL ENVIRONMENT

• Internet
  • 89% of 16-74 year-old Finns use internet
  • Internet use via portable devices outside home has tripled
DIGITAL MATERIAL IN FINNISH PUBLIC LIBRARIES

• Digitals materials’ share of the public libraries overall material acquisition is only 2.6 %
• One fourth of the public libraries do not purchase any materials with a price tag
• Citizens need to have equal access to information and culture
• Public libraries play a key role in a technology based society
DIGITAL CONTENTS FOR PUBLIC LIBRARIES - PROJECT

• Finnish Council for Public Libraries set up a project in spring 2011
  • aim was to assess public libraries’ acquisition and distribution of e-materials in a changed operational environment
  • 10 members represent public libraries around Finland
  • funded by Ministry of Education and Culture
E-MATERIAL STRATEGY

• Ministry of Education and Culture asked the project to draft a plan for the e-material strategy
  • to illustrate public library’s ever changing operation environment
  • to improve e-material acquisitions
  • to give rough guidelines for creating collections
  • to improve nationwide training, communications and marketing
COLLECTION GUIDELINES

• to create joint national collection policy for the e-materials
  • delineates e-materials which each library should offer for their customers
  • equality is maintained and inequality avoided
  • examine proffered e-materials with an open mind and try out new service methods
  • invest in services which satisfy demand
CONCLUSIONS

• new situation demands deliberation and joint policy alignments with which public libraries can modernise their services and collections

• at the same care must be taken that traditional services are guaranteed

• Our aim is well-functioning and up to date collection in public libraries
Thank you very much for your attention!
Contact information

Contact information of the working committee
ssyk@kirjastot.fi

Website http://sahkoisetsisallot.kirjastot.fi/

Chairwoman Virva Nousiainen-Hiiri
Tel. GSM +358 50 4025813
e-mail: virva.nousiainen-hiiri@hel.fi

Planning Officer Aija Laine
Tel. GSM +358 40 1682636
e-mail: aija.laine@turku.fi