

2016

Winner of MediaCamp 2015: 2.F at Tornbjerg Gymnasium

# Annual narrative

Mediacamp: Journalist for a week  
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# A word from the Head of Library

The story of the University Library of Southern Denmark on the threshold to 2016 is the story of life at a library 'over 50'. On the 3rd of March, 2015, the library celebrated the fiftieth anniversary of its 'annunciation'; on the same day, we announced our new library organisation, and the library department at Campusvej in Odense opened the last part of its new facilities to students and faculty. We had a busy day, but the year which has passed since then has also been busy and has brought us many changes – both internally and externally.

## Change is a continuing process

2015 has been a year with many changes: Moving, preparing budgets, changing the internal organisation. And 2016 has many more to come: On the one hand, the library will evaluate its new organisation, on the other; both we and the rest of the University of Southern Denmark will be going through a process of strategic planning, due to changes in political priorities which the government has announced will take effect during the years 2017-2019.

This is the 50<sup>th</sup> anniversary of SDU – and of course, the library will participate in the celebration of the official birthday of the University on the 16<sup>th</sup> of September, 2016: The anniversary year will bring along many activities, among them the publication of a book about the past 50 years – including a section on the long-term story of the library. On the page opposite to this, you will find a story from a less distant past.

The library's budget for 2016 has not been affected by the future Finance Act, because SDU has decided to introduce the changes gradually. This means that the level of activities of the Library during 2016 will be the same as in previous years.



## 2015 was a busy year - fortunately

For instance, the Library has been building bridges, not merely to the surrounding society, represented by eager students from the region's upper secondary schools, but to visitors from the sky, the first Danish astronaut gave a lecture here on his return from space. Both these will be followed up by similar activities in the years to come.

At the same time, during 2015 the Library has increased its services to the users – both the classical services like borrowing and returning materials, and in the new FabLab. Our Library have seen activities which point both ahead and back to the treasures of the past. The Library has published a book which presents our valuable old collection from Herlufsholm – and of course you can find this work both as a beautiful hardcover book and an e-book!

I am very happy to introduce the Annual Narrative 2016, which contains glimpses from these activities, and may inspire you to visit the University Library of Southern Denmark: Welcome!

## Colophon

**Annual Narrative** is published by The University Library of Southern Denmark.

*Editorial:* Editor in chief: Thomas Kaarsted (thk@bib.sdu.dk). Editing/layout: Jeppe Lomholt Akselbo (ja@bib.sdu.dk).

*Articles:* Bertil F. Dorch (bfd@bib.sdu.dk), Jakob Povl Holck (holck@bib.sdu.dk), Jeppe Lomholt Akselbo (ja@bib.sdu.dk), Lotte Thing Rasmussen (ltr@bib.sdu.dk), Mogens Kragssig Jensen (mogens.k@bib.sdu.dk), Bjarne Lind Christensen (bjch@bib.sdu.dk). *Translations:* Mette Bruus. *Photos:* Thomas Kaarsted (frontpage), Jakob Boserup, Michael Yde Katballe, Jeppe Lomholt Akselbo, Jakob Povl Holck, Helle Mortensen Sevelsted, Designskolen.

*Print:* Print&Sign SDU – circulation: 100. *ISSN:* 2245-5396.

**SDU** 

UNIVERSITY LIBRARY OF  
SOUTHERN DENMARK

## Life after 50

### When three libraries become one: SDU is using the anniversary as an opportunity to look back at our own history and to document it.

In this section we take a look back at the year 1998, which may still be relevant to us. The present University Library is a merged library which came about as a natural consequence of the wave of mergers that washed over the Danish universities during the government of Poul Nyrup Rasmussen in the late 1990s. This was a lengthy process, which led to the merging of Odense University, Handelshøjskole Syd/Ingeniørhøjskole Syd, and Sydjysk Universitetscenter, which on the 22nd of October 1998 changed names to The University of Southern Denmark.

The consequence of this was that the library's services had to be reorganized. The libraries in Kolding and Sønderborg had been part of the merging process since October 1998, while Odense and Esbjerg did not join for another couple of months, in the New Year.

#### 1998 was a landmark

This year had already brought crucial changes. Odense University Library, which was by far the largest partner in the merger, became part of Jan Trøjborg's rapidly expanding Ministry of Research in March as a result of government negotiations – and therefore it became an integral part of the new SDU in the next year. The Library's many years under the auspices of the Ministry of Culture were over.

The negotiations which resulted in the union of three libraries of very different sizes took place in a task group led by Vice-Chancellor Henrik Tvarnø, where the three library heads Aase Lindahl, Gitte Bach Markussen and Inge Kørvel participated (the two last were both interim managers).

This created the basis for an organisation which from the beginning cooperated more closely with the university than before – at least as far as Odense was concerned.

A library committee was established by the Vice-Chancellor, involving the faculties, and eventually, Aase Lindahl status was changed to become similar to that of a Dean. The overall result of this was that the library got roughly the same status as a faculty.

#### Changes come in waves

Since the university merger, the libraries of Ingeniørhøjskolen Odense Teknikum (2006) and Handelshøjskolecentret in Slagelse (2007) have joined the organisation, and in 2012, SDUB became a part of the Central Administration at SDU and has been through a reorganisation since this – and once more, a library committee has been established for the benefit of the cooperation with SDU.

'When you are privileged to watch the past from a great height, you will clearly see', as professor Johs. Nørregaard Frandsen from SDU has pointed out, that major developments and changes come in waves or by jumps. The tendency has not been lessened by the fact that Danish universities since the Anders Fogh Rasmussen governments in the early years of this century have been subject to competition.

To conclude that the past is repeating itself would be saying too much, but over the years, SDUB has been through many major changes.

*by Mogens Kragtig Jensen*





*In an age of reality shows like X-Factor, it is so important to see that hard work will pay.*

'Mediacamp' is a collaboration between the Centre for Journalism, the University Library of Southern Denmark, and the regional mass media-companies TV2/Fyn, DR Fyn, Fyns Amts Avis and Fyens Stiftstidende. Arranging Mediacamp has also involved the students of journalism and teachers at the secondary upper schools. Together they developed the concept. The Camp will be held again in October 2016, and the winners of Mediacamp 2015 - Tornbjerg Gymnasium (above) - have been invited to participate again.



**DIREKTE  
ODENSE**

**PETER BRO**  
Leder, Center for Journalistik, SDU

Scan the code or visit [www.korturl.dk/97c](http://www.korturl.dk/97c) to see the live liveo from TV2/Fyn on Mediacamp 2015 – where we find out who won the competition!



-1:11 [Speaker icon] [Settings icon] [Full screen icon]

# Competences and education at Mediacamp

**For a week in October 2015, five upper secondary school classes worked hard producing hard news. They competed to win a trophy, and in the process they learned about the news criteria and other important competences.**

Centre for Journalism, the University Library of Southern Denmark, and a number of partners from the media held the first Mediacamp in 2015. 125 students from five upper secondary schools in Funen competed on learning and demonstrating journalistic skills and worked hard to produce the best hard news, analysis, leading article, and portrait for radio, TV and newspapers. The Library helped with producing the news stories, focussing upon critical competences like working with sources and the tricks and tools of digital journalism.

‘Mediacamp gave the students a memorable, demanding, and hands-on experience of journalistic work. I can tell that they have got both scholarly competences and a greater awareness out of it’, says Elisa Franck, the Danish teacher of the 2nd F class at Tornbjerg Gymnasium. Her class participated – and won, after a close heat in most of the categories. Apart from two days at Medietorvet, when the news were produced, the Mediacamp week consisted of three days of presentations and talks by journalists, professors and library employees, visits at local media companies and preparation for the Mediacamp topic of the year: The parliamentary elections in 2015.

‘The students gained a lot of insight into the ideas behind the selection and presentation of news, so now they are more capable of being critical towards the media stories they meet every day. This makes them better able to participate in public discussions’, says Elisa Franck. Ahead of the Mediacamp week, the teachers of the five classes who participated included media and social issues in their teaching.

‘Mediacamp has been an integral part of the teaching at the various secondary high schools, and has been developed in cooperation with teachers. The headmasters and teachers play a central part, bringing teaching, production, and reflection together in the courses’, Peter Bro, head of the Centre for Journalism at SDU explains.

‘Among other things, we worked on the news criteria, the nut graph and the role of media in society before the Mediacamp

week. Our students sometimes think, that we teachers make up a lot of concepts. It was rewarding for them to meet these concepts in real life, and great to be confronted with the theory behind actual journalistic work’, Elisa Franck states.

For each class, a journalism student volunteered to act as editor, and gave the students concrete and direct feed-back on what they produced. Every item had to be accepted by the editor before it entered the competition.

‘The students learned that working on a text is a dynamic process, and that you can continue making changes and cutting things even when you feel that you are done. I believe that this has made them sharper and has effected their writing skills in a positive way’, Elisa Franck explains.

At the Mediacamp, one of the things that were in focus was the use of sources. The finished media items had to refer to at least two of these three types of sources: citizens, experts, or politicians.

‘The best thing the class got from participating was the experience of being taken seriously. Getting a big and genuine challenge, in which the partners looked at both how much and with what kind of contribution the students participated. When the class meet with a new complex task or situation, we can see that they use many of the competences that were stressed during Mediacamp’, says Thomas Secher Lund, teacher of social subjects to 2<sup>nd</sup> F at Tornbjerg Gymnasium. One of the particular goals for the camp was teaching the students something that they could use in other contexts as well.

Elisa Franck sums up the experience: ‘We had done a lot of preparation beforehand, both in the Danish Language classes and in social science classes, and it was really important for the students to see how far you can get when you prepare carefully for it. In an age of reality shows like X Factor it is so important to see that hard work will pay’.

‘We are really happy that we managed to get journalistic professionalism and social science classes to work together in the minds of the young people. We are looking forward to repeating the Camp during the autumn of 2016’, says Peter Bro.



by Lotte Thing Rasmussen

## Simple, handy, quick

**Self-service checkout and electronic chipping of the library materials will create new possibilities – both for quicker service and for making the Library's wish for 24/7 access become reality.**



Britta, Anders, Tove and Karen from Slagelse have been working on chipping books, along with many of their colleagues.

Mie and Peter are studying for their exam. They are going to hand in an assignment they have written together, and have decided to spend one of the last evenings before it is due at the library. One of the reasons for this is that they have just learned that the last materials they need for the paper are ready for them. They let themselves in by swiping their students' cards, take the books down from the shelves, and use the self-service machine to check them out. Then they find a place where they can sit and work until they are finished.

This is already becoming reality in some branches of the library.

'In order to have real 24/7 access to the library, the users need to be able to check out books for themselves', explains Head Librarian Bertil F. Dorch, who continues: 'We haven't quite reached this goal yet, but we are focussing on getting there. It is one of our most important projects at the moment. It concerns everybody, everywhere.'

Researchers and students need to be able to get books and journals whenever they need them. This does not merely mean digital materials. Therefore, the library has begun chipping all the books and introducing self-service checkouts. This does not only make printed materials more important, it will also create a more intensive use of the physical library facilities.

'We have started in Sønderborg, Slagelse, and at Campusvej in Odense. We will also place checkout machines in the other campus libraries', says project leader Jan Helberg, who explains further: 'During 2015, we introduced self-service returning and checkout of books in various places, and have had more than 3.000 checkouts and returns. And that is just the beginning. Especially after we put up the first shelves for books for self-service checkout, things have really caught on. The library's users are really choosing to use the opportunities for self-service.'

Before self-service checkouts and open doors around the clock become the norm everywhere, the collections must be chipped. This is a big task, which a large group of the library employees participate in.

In the campus locations, this part of the process is almost finished, and one of the places where self-service checkout is now a reality is Slagelse.



*The users have really started using the self-service option.*

Local library leader Anders Nyegaard Mikkelsen is glad that this has happened: 'We introduced self-service checkouts at the beginning of the semester in September 2015, and from the beginning of 2016, the Library is open 24/7. SDU in Slagelse has many researchers and students from out of town, and when projects and exams are under way, the library needs to follow the workflow in the house. Now we have the ability to do so. It is always important that our researchers and students can pick up the books when it suits them', Anders says, and adds that he is looking forward to seeing the effect of the library at Campus Slagelse being open around the clock.

Besides chipping the collections on the shelves, the Library has introduced a procedure for chipping books from the closed stacks when they are borrowed. So it may happen that the book you have ordered will get a chip when you pick it up.

In the meantime, the chipping project is continuing.

*by Thomas Kaarsted and  
Jeppe Lomholt Akselbo*

## Self-service checkouts

**Maiken**  
is about to finish her  
Master in Classical  
Studies  
'Checking out your  
own books makes  
sense. I had to figure  
out how it works, but  
that is just a question  
of getting used to it.  
It saves time – both for  
me and for the staff at  
the desk.'



**Thea**  
has just finished  
her Master in  
Audiologopedia  
'The self-checkout is  
smart. I am used to it  
from the public library.  
It seems so natural that  
the University Library  
has introduced it, too.  
Then I won't have to  
stand in line.'



**Lisa Marie**  
is studying for a BA  
in business, language  
and culture (Spanish)  
'I have to get used to  
using it.  
It's smart – not difficult.  
It is easy to get help  
from the staff at the  
desk, if there is some-  
thing, I can't figure out.'



# New synergies in Kolding

The University Library has entered into a collaboration with the Design School Kolding.



When SDU Kolding moved to its new home in Universitetsparken in 2014, the University and the Design School Kolding became neighbours.



*The agreement can be of great advantage to both parties.*

This creates an opportunity for a new collaboration between the libraries. Therefore, the University Library has made a three-year agreement with the Design School Kolding about the management of their libraries.

### Trine will build the bridge

The libraries are still placed in two different buildings, but they now share one employee who will ensure coherence. On the 1<sup>st</sup> of

October 2015, Trine Louise Bernicken entered on her new job as an information specialist. Her work is mostly at the Design School Kolding, where she is working on making the library attractive and user-friendly. Her other tasks include teaching, helping with information searches and supporting learning processes.

‘It is important for the Design School Kolding to support our researchers and students in the best possible way, and since we share some of the courses and some research projects with SDU, cooperation was an obvious idea. It can be of great advantage to both parties’, says Anne-Mette Hummel Holm, who is the Head of Administration at the Design School Kolding.

### Familiar with SDU

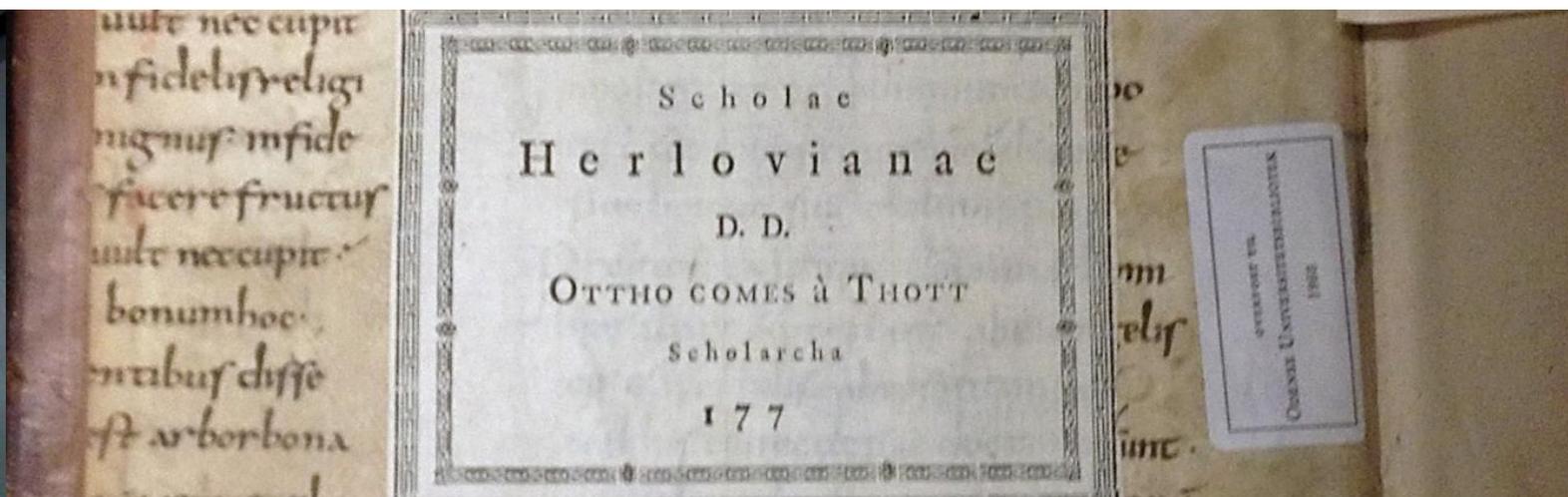
Trine Louise Bernicken has been working at upper secondary schools, where she has been teaching, promoting pedagogic knowledge and worked with e-learning. She has a Master’s degree from SDU, and one of her tasks at the Library is teaching and guiding University students.



by Gitte Bach Markussen

# Diving into the past

**SDUB is very much aware of the importance of books for our cultural heritage – with a great potential for research – but we also realize that we are living in a digitalized world.**



In December 2015, the University Library of Southern Denmark published the book 'Den gamle verdens magi: Bogsamlingen fra Herlufsholm på Syddansk Universitetsbibliotek', ('The magic of the old world: the Herlufsholm collection at the Library of Southern Denmark'), which presents a selection of rare books from this unique collection - and the stories behind them.

The purpose of this project is to awaken new interest in the old collection, which Odense University Library (as it was called then) bought in 1968/69 for 1.4 mio. Danish kroner. At the time, this was a fortune. In present-day terms, the amount would be about 12 mio. Danish kroner.

### **The book is primarily intended for researchers and students**

Both researchers at SDU and other universities and the school at Herlufsholm have welcomed the book.

As the person responsible for the project, I have found it very exciting to work with the old library books in the collection, because they are so rich and varied, and keep surprising me with things that have not yet been researched. It has been an exquisite pleasure during the last year to go into the stacks daily and explore the collection.

At the time of writing, the big task of registering and publishing the collection is financed by Augustinus Fonden. The funding from this Foundation has made it possible for the Library to discover a very big potential for the research done on medieval literature at SDU. It turns out that the collection contains a number of medieval manuscript fragments, which have never been investigated before. A few of these fragments have been dated to the 10th century.

*by Jakob Povl Holck*



Scan the code, or go to  
[www.korturl.dk/kwo](http://www.korturl.dk/kwo)  
to see the article and  
video on Jakob's work at  
Videnskab.dkher:



## New uses for the library facilities

The Project 'Learning Commons' has brought the Library closer to the rest of the University. It has also brought information literacy into new contexts.



During the last few years, the Library has become more involved in the learning activities which take place at SDU. During 2014, the Counselling Centre began arranging its courses at the Library's classroom, and when that cooperation turned out to be useful to both parties, the project of the Learning Commons developed.

The project was started as a common initiative from the Library, Student Services, the Vice-Deans for education from the two faculties of Humanities and Social Sciences, as well as several Heads of Academic Programs. The goal is to support the learning process from A to Z, stressing the central competences for studying – and this includes the core services of the Library. The offers include information literacy, supplementing the many resources for user guidance that the Library already has.

The more generic courses from the Counselling Centre were soon supplemented by classes on punctuation, as well as a three-hour course in Odense on Writing an Academic Paper. Courses were held in Odense, Esbjerg and Slagelse and the

students who participated welcomed the courses.

In Odense, the possibility for discussing assignments with senior students from the Student2Student service ran from April to December. This was an opportunity to discuss the challenges of writing an academic paper with experienced students.

The interest for this offer was also large, and those who asked for guidance all declared that it is very valuable to talk to somebody who has already cracked the academic code, but is still aware that it is not an easy thing to do.

Workshops on assignments were also held with Heads of Academic Programs and information specialists from SDUB, and during 2015 it became obvious that a large group of students feel that they lack academic competences. They also feel that the Library can help them get what they are missing.

During 2015, 2,549 students participated in the arrangements. The Learning Commons is a partner project to FabLab – a digital learning workshop for students – which opened during the autumn term of 2015.



*It is very valuable to talk to somebody who has already cracked the academic code*

by Bjarne Lind Christensen

# A look beneath the surface

## The University Library has contacts to many and varied users.

This becomes clear when you look at the geographical placing of the users and the things they search for in Summon (the Library's search interface for all resources, including the electronic ones). See the Top 10 list here.

In 2015, Summon was used by 161.000 visitors (441 a day on average), and the total number of searches was 851.000 (2.330 a day). About 85 % of the users are in Denmark. The total number of countries represented is 95. Apart from Denmark, the most frequent countries are Germany, the USA, Great Britain, Sweden and Spain.

### Registering research publications

In 2015, SDUB took over the responsibility for the PURE system, which is the research registration system at SDU. Since 2010 the number of peer-reviewed publications by SDU researchers has doubled from about 2.800 to about 5.700. The number of validations in the PURE system (reported publications by SDU

### Top 10 search terms 2015

1. Jordan
2. Infomedia
3. Tedeschi, schlenker bonoma conflict power games
4. Porters five forces
5. Rapid-response capability in value-chain design
6. Social media
7. Design
8. Unified communication
9. SWOT analysis
10. Instagram

researchers) has grown from about 5.600 to about 7.500. You can read much more about library use and statistical accounts of our activities in the forthcoming annual report from 2015.

*by ed.*

In collaboration with Mads Lønnerup from Supplement, the Library arranges classes every year in English on Study and Exam Techniques. They are held at all campuses and are popular with the students. The pictures are from Sønderborg.



# The Library is calling Andreas

**Yuri Gagarin. Neil Armstrong.  
And now Andreas Mogensen.  
The first Danish astronaut has  
got into a select company**

Like his Russian colleague, he has also visited Odense. This happened on the 5th of November 2015, when the University Library hosted a large arrangement at the biggest auditorium in the University.

Like the other arrangements in other parts of the country, it was highly popular - all 400 seats were filled in less than 30 minutes.

As well as giving an interesting speech, Andreas Mogensen talked to two Science students and to the local media.

At the Library, we take on the task of arranging important events for communicating new knowledge to both students, employees, and the public, and in 2016 we will continue our journey into space, inviting the rocket entrepreneur Peter Madsen to visit SDU.



Andreas Mogensen



Scan the code – or go to  
[www.korturl.dk/dxm](http://www.korturl.dk/dxm)  
to see the article in  
Fyens Stiftstidende on  
Andreas' visit to SDU:

