

2013/14

ANNUAL NARRATIVE

STRATEGY 2020: THE FUTURE IS NOW

OPEN SCIENCE

ALL THAT JAZZ

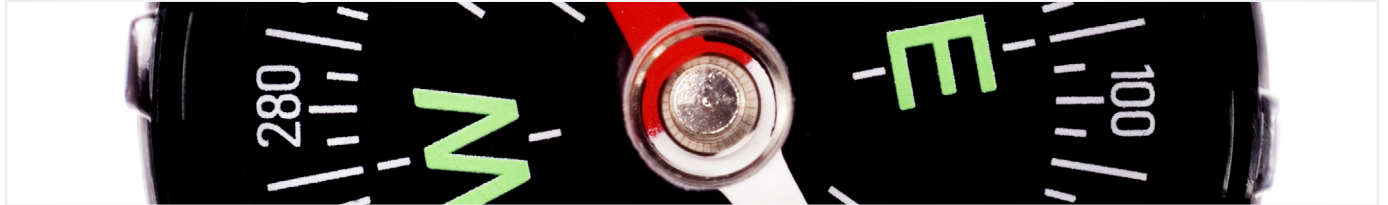
DISTANCE

STUDIES: LAW



UNIVERSITY LIBRARY OF SOUTHERN DENMARK

STRATEGY 2020



During 2013, the University Library of Southern Denmark developed an entirely new strategy. We have decided to arrange our annual narrative 2013-2014 according to the framework of this strategy. Though this genre means that we run the risk of using high-flown management jargon and Newspeak, we will venture to give our strategy a trial run in this journal.

The library is there for our users, and users' needs and our user services have been considered in everything that we do. The strategy has four key areas. Their common denominator is putting the user first.

• Research integrity:

This includes integrity of research in studying and in scientific communication. The library will provide relevant services in this area, such as assistance with making systematic searches, questions of copyright, and Responsible Conduct of Research, as well as focusing

on data management, bibliometrics, Open Access, and other topics.

• Contemporary library work:

This includes 24/7 services and efficient internal processes. Our goal is to have the entire library available round the clock, both physically and virtually. We focus on supporting the whole process of academic learning, including quick deliveries of every kind of material.

• Involving the students:

In the future, we will involve the students more than we are used to, and ask them what the library can provide in the way of services, instruction, and physical spaces in order to fulfil the needs of students these days. We will offer relevant study jobs which will provide qualifications.

• A research library for the regions:

This will be done e.g. by bridging regional and international projects, and by creating new possibilities for students, researchers, and young researchers. We will support initiatives

for internationalization and for tailoring our offers to what society needs. The University Library of Southern Denmark will be a research library for the whole region and for an international forum.

A strategy is a mixture of what you already do and what you want to do in future. You can read more about it here. In 2013, our Music Department has been cooperating with DR K on a series about jazz music in Copenhagen during the 60s. The Department has also acquired a unique collection of jazz photos, and has begun an extensive job of digitizing, processing images and adding metadata to the pictures. In Odense, a new Student House has opened, in which the Library is also present, and where we have various arrangements for students.

First of all, on the next page you will find our new Head Librarian's explanation of the vision behind the strategy.

COLOPHON

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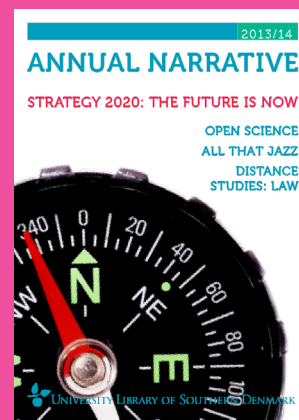
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FRONT PAGE



The front page illustrates the journey which Strategy 2020 will mean for the University Library of Southern Denmark. We have planned a new course which we will follow during the next years, and Strategy 2020 will be our compass.

QUIET AND TRUSTWORTHINESS

THE LIBRARY STRATEGY IS NOT JUST A PIECE OF PAPER

"Our way of running the library is what makes us a success – right now and tomorrow. What we will do some day in the distant future does not matter"
-Bertil F. Dorch, Head of Library



We all have an idea of what a library is like.

"For many people, the concept of a library springs from a conceptual visualization of a library as a collection of books. I want to help convey a more complete picture", says Head of Library Bertil F. Dorch.

The University Library of Southern Denmark is an institution which exists for the sake of its users. And they are a very inhomogeneous group: they are students, researchers, secondary high schools, the central administration of the University, and political circles.

"It is in everyone's best interest that they know who we are, and what we can do for them. It is also important for the library's employees to have a common vision of what our core competences and

services are. Among other things, the strategy sets the stage for focussing on content and on access to materials rather than on their physical form. The University Library is a cover to cover trustworthy institution that has to be serious and consider the needs of the users for scholarly information. We are here for the sake of the users and it is imperative that we deliver what they need to do what they to best", Bertil F. Dorch states.

The library considers users' wishes and the demands of the future, stressing continual development, professional and scholarly competences and the best possible services.

"The library needs a strategy, because we are in a perpetual state of flux – just like the Red Queen of Lewis Carroll's story we have to move fast just to stay

in the position we are in now. But we'll have to move even faster because of the developments in the knowledge and information society. The strategy gives us landmarks and a direction to move in; it points out what our priorities and our focus must be", explains Bertil F. Dorch.

The future is now

The Head of Library points out that he wants employees to be able to see the connection between their tasks and the strategy, and to see how their daily work fits into the overall strategy.

"The important thing is to test whether what we do is what we should do. Our way of running the library is what makes us a success – right now and tomorrow. What we will do some day in the distant future does not matter", says Bertil F. Dorch.

OPEN SCIENCE

PURE AND GREEN OPEN ACCESS

FACTS: Green Open Access

In 2012, SDU implemented a “green” Open Access policy. This means that SDU researchers are encouraged to do parallel publications of their articles via the SDU repository. A repository is an archive of publicly available publications.

Researchers already have to register their publications via PURE, SDU’s web-based tool for registration of publications, and they can make their articles available at the same time, if this is permitted. PURE also functions as a repository. Most publishers (about 90%) will permit researchers to publish a pre- or post-print version of their articles via their university’s repository.

What the library offers

We can assist you with help, guidance, and bibliometric analyses, and we will also arrange feature days if institutes or faculties ask for them. At the moment, we are planning a feature day on Open Access for the Faculty of Humanities.

Read more at
sdu.dk/openaccess

NCE

ESS AT SDU

PURE

In 2013, the library took over the running of PURE, SDU's repository and tool for registration of research.

"We want to improve PURE for its users, and will look at what they need – not what the system requires. We have set up a panel of users, consisting of researchers from all faculties, representatives of all the research sponsors, and the library committee. Among the things we are going to look at are interfaces and content display", says Anne Thorst Melbye, coordinator of research documentation at the Library. "It is important for us to know what the users need and want. We need to know what they want to have displayed. We listen and adapt our services."

The library has always handled the validation of the information added to PURE: "We validate some 7000 or 8000 scientific articles a year. Each researcher will add his or her own activities and publications, which the Head of Department then has to approve. Finally, we will check the information and the bibliographical data", Anne Thorst Melbye says. The number of

publications from the University influences the distribution of research funds, which are granted on the basis of the bibliometric research indicator, among other things. The Library helps to make sure that publications from SDU fulfil the requirements, so that they will count.

Discounts on Open Access publishing

The Library wants to support SDU's Open Access policy. Therefore we have signed agreements with a number of publishers to provide discounts on Open Access publishing. This means that SDU researchers will get various discounts, from 15 to 100 %, funded by the library. For instance, SDU researchers will get a discount of 15 % on publishing in the scientific online journals from the publishers BioMed Central, Chemistry Central and SpringerOpen. These three publishing houses publish more than 250 peer-reviewed journals, mostly in the areas of biology and medicine. They are all Open Access journals, which means that they can be read free of charge, so that research results are made more widely available.

Because of the Library's arrangement with the Royal Society of Chemistry, SDU has been made a Gold for Gold Member, which means that employees at SDU and OUH can publish Open Access articles in their journals free of charge.

Open Access-fund

Drawing on ideas from Norway, where most universities have a fund for publishing, the Library wants to start an Open Access fund in 2014. The intention is that researchers at SDU will become able to publish free of charge; the fund will cover the fees. Among other things, we are going to draw up a policy stating which journals are relevant and which academic profiles and demands applicants must meet.

2014

Among the areas which the library will focus upon in 2014 is an increased effort in data management, which means access to and preservation of research data. In the spring, the library will launch a version of PURE for students, a portal for student papers. Here it will be possible to search for theses and major papers from SDU in digital versions.



ALL THE

Unique collection of jazz photos now at SDUB

In 2013, the Jazz Collections at the University Library received the rights to a collection of photographs by the photographer Ole Brask. The Dane Ole Brask (1935-2009) went to New York in 1959 and joined the jazz scene of the city at a time when many epoch-making jazz albums were released. In his atmospheric and intense photographs, Brask caught and retained the jazz scene of New York. He took pictures of people whose lives were spent in an atmosphere of jazz, and often chose to photograph them in the city streets or in the studio during rehearsals, rather than at concerts. This gives us close portraits of some of the absolute frontline people in jazz music, such as Count Basie, Dizzy Gillespie, Ben Webster, Louis Armstrong, Duke Ellington, and Stan Getz.

Digitalizing

The Jazz Collections at the Music Department at SDUB were chosen as recipient of the collection, which consists of photographic negatives. So far, 100 pictures have been selected for digitalization, image processing and have had metadata added by Jan Persson, jazz photographer, who knows both the jazz scene and Ole Brask's collection, and has provided all the photos for the 2011 book from Politiken, *Jazz i Danmark 1950-2010*. The Jazz Collection received the rights because the Department has made a big effort to promote its jazz archives, e.g. by publishing books on them.





AT JAZZ

Jazz-stories at DR K

During the autumn of 2013, DR K broadcast a programme series on the golden age of jazz music in Copenhagen during the 1960s. The Music Department lent contributions from its unique collections, among which were private 16 mm film recordings of the American saxophone player Ben Webster. This was the first time that these films were ever shown in public. Webster was one of many American jazz musicians who went to Copenhagen in the 60s and early 70s. Before Ben Webster went to Europe, he played in Duke Ellington's famous orchestra for several years.

One of the most important Danish collections

The University of Southern Denmark has one of the largest and most important jazz collections in Denmark. It was founded in 1997, when the Danish Jazz Centre was closed down and transferred its collections to SDU. The Library's collections are placed at the Academy of Music and Dramatic Arts, Southern Denmark (in Odense). The unique 16 mm film collections and the many personal mementoes in the Ben Webster collection inspired Frank Büchmann-Møller's book, *Someone To Watch Over Me: The Life and Music of Ben Webster*. Frank Büchmann-Møller works with the Jazz Collections and was interviewed in the DR K programme "Copenhagen og alt det der jazz", which can be watched at www.dr.dk/tv/se/copenhagen/



DISTANCE STUDIES: LAW

The University Library works with the Department of Law on starting a *Law distance study*

For years, the Library has been an integral part of the education for Law students.

"The University Library offers Law students specific instruction on individual courses when needed. Knowing how to search the relevant databases and having a general academic knowledge of how to use a library is an important part of studying Law", says Camilla Hørby Jensen, senior lecturer and Head of Studies at the Department of Law.

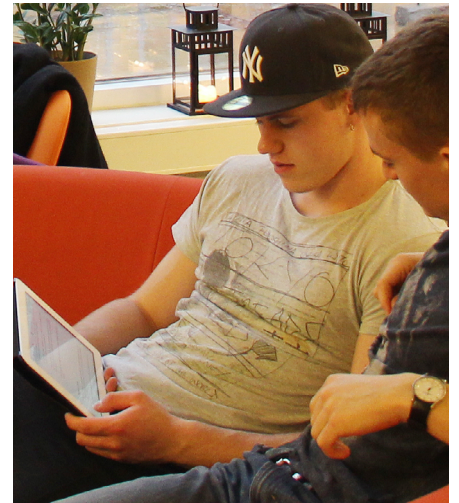
When the distance study in Law started in the autumn of 2012, it turned out that the part of the instruction that the Library produced, needed rethinking and elaboration. Therefore, an all-distance learning concept has been developed for of the Library's course on legal methodology.

"At the Library, we haven't been working with all-distance learning before, so we needed to rethink our course materials. The course is built around a recurring case which is based on a current law. Among other things, we have a number of quick guides for the relevant resources.

The materials are accompanied by self-tests in the shape of quizzes, exercises or articles on a wiki", explains Bente Krogh Hansen, the subject librarian.

The Library's courses have been developed by the University Library in cooperation with the lecturers in charge of the course at the Department of Law. The teaching materials are placed on Blackboard, so that the students can read them and watch various videos when it fits into their schedules. *"The purpose is that the students should get a thorough acquaintance with the most important services and resources at the University Library's homepage, and grow used to searching various legal databases and homepages",* says Camilla Hørby Jensen.

The electronic materials can be used by day-time students as well. As a supplement for distance learners, the e-materials can be followed by online instruction via Connect. Since the autumn term 2012, all instruction has been live-streamed via Adobe Connect,



so that students can follow it, no matter where they are. The recorded sessions, including exercise seminars, can be found online. These seminars are done as blog teaching, so that the students are active learners. Furthermore, the seminars are flexible, so students can participate during the week, whenever they want to.

Bente Krogh Hansen expects to use the blog function in Blackboard as a tool where questions can be asked and answered, when students start on their BA project.

PART-TIME LAW STUDY – ALSO AS DISTANCE LEARNING:

Since 2007, the Department of Law has been offering Law as an Open University study, with a five-year time frame for the BA study. But many students have not finished the course. Since the autumn term 2012, distance learning has been an option for new students as a supplement to their courses. When they study from a distance, students do not have to waste their time commuting, and the target group has been extended to e.g. elitist athletes.

BLACKBOARD

The University Library of Southern Denmark has developed various materials in Danish, which can be found at Blackboard, the e-learning platform of SDU, e.g.:
Quick guides for databases
Get started with Karnov
Retsinformation and the homepage of the Parliament
Get started on finding law drafts
Get started with Synopsis.

UC SOUTH DENMARK & SDU IN ESBJERG



LIBRARY PARTNERSHIP IN A NEW FASHION

The board of SDU has decided that Campus Esbjerg and UC South Denmark are to be combined. This gives us a unique opportunity to create a new library partnership

Danish libraries have always been good at cooperating across sectors. That is one of the reasons why the libraries at Campus Esbjerg and UC South Denmark have already started their dialogue about the new building, which is expected to be ready in 2016.

Campus librarian Rita Rattenborg represents the Library, along with Thomas Kaarsted, Director of Communications and Information Services:

"We are really looking forward to working with new colleagues, new services, more users, etc. When we move to the new address on Degnevej, there will be twice as many students,

and this will enable us to support the academic environment with services across the various areas and initiatives in instruction and teaching".

FFor Esbjerg as a study place, the new cooperation will provide new synergies and unique possibilities for combining theory with practice. But there will also be new perspectives for the libraries and their users.

"We can rethink the library project from scratch and use the new address for both institutions to establish a knowledge centre for all students, a Learning Commons, where we will offer various kinds of instruction and teaching to support the entire academic process. We have here

a unique possibility for creating a common learning centre, which can be the hub of the academic wheel", says Rita Rattenborg.

Whether this will function as a collaboration, a fusion, or a partnership like the Medical Research Library at OUH, time will tell.

"It is much too early to say anything about that. The most important thing is that we have had a good start for our dialogue, and that we continue our work on qualifying and focussing our visions and the possibilities for working together", Rita Rattenborg says in conclusion.

The final contract between SDU and UC South Denmark is expected in 2014.



Because we want to meet the users where they are, the Library got a Facebook page in 2013. The Library wants to reach the students in their everyday life and have a quick and direct platform for communication. The target audience for the Facebook page are students at all SDU's campuses,

and the main language is English, so that all students can use the

information that we publish and the arrangements that we promote.



STUDY ENVIRONMENT

NEW STUDENT HOUSE IN ODENSE



In September, a new Student House opened in Odense city centre. The vision is to make it a social and academic meeting place for all students from higher educations in the city, and to show that Odense is an attractive city to study in.

"Many students from other institutions than SDU are surprised to find that the University Library is for everybody, and that they can borrow books from us", explains Pernille Hahn, team leader of the Library's work at the Student House.

The Library is on the 1st floor of the Student House. There are also study zones, and access to the Library's electronic resources. The library at the Student House is open from 10 a.m. to 6 p.m. on weekdays.

"When we got the opportunity of being part of the Student House, we said that we wanted to, because this is a really good idea. When students request books via the library catalogue, they can choose to pick them up at the Student House, if that is easier for them. They can

both pick up and return books here, and also get help with information searches", says Pernille Hahn.

The Library also arranges events. The course "Kom godt i gang med den gode opgave", on writing academic papers, has been held there. In another arrangement, students could learn about study technique and how the brain works: "Brain trainer" Mads Lønnerup explained about techniques for training your brain and getting better at remembering what you have learned. The Library also tested a project on spending study periods at the Student House, which was a success.

"The Library has brought some interesting activities to the House, and contributes with help from energetic and motivated employees. It is a great advantage to the Student House to have the University Library here. The Library helps to give the House the breadth of appeal that we want to have, so that there are both academic and social arrangements", says Pia Irene Hjort, project leader at the Student House.

LIBRARY EVENTS

During the autumn of 2013, the Library had three arrangements at the Student House in Odense. The most popular was the talk "Why are the Danes so Weird?" by anthropologist Dennis Nørmark. Among the 150 lucky people who were the first to sign up, there were many students from other countries. But many Danish students joined them to hear what the difference is between Danish mentality and life-style and those of "all the others".



LIBRARY STAFF

SPECIAL TASKS

The group of people who use the Library is large and varied. Apart from BA and MA students, Ph.D. students, researchers and lecturers, the Library has a close collaboration with secondary high schools in Southern Denmark and in Sjælland. National, regional and local institutions, as well as private companies use our services too. The leaders and Central Administration at SDU are also important users of the Library. Last, but not least, we also work with national and international public and research libraries. So the 110 employees at the University Library are involved in a large variety of tasks. Here are a few examples:



NEFUS - Network for services supporting research

Research Librarian in Technical Studies, Katrine Astrup Jacobsen, is a board member in NEFUS. NEFUS is one of the fora of the Danish Research Library Association, which works to facilitate a forum for knowledge sharing which provides room for generating ideas and discussions on the concept of research services, and developing both new and already existing services in the FFU libraries. In 2014, a feature day on research service will be arranged.

TV 2 - Danish television

Librarian Line Kronqvist Jensens divide her time between two work places; she is at TV 2 for one or two days each week. Here she works nine-hour shifts, doing research and finding archive materials for the day's programme for TV 2 News and other news broadcasts. Line Kronqvist Jensen also plays a part when TV 2 reports on the Royal Family, e.g. the New Year's cavalcade "Royal Moments", for which she helps doing research. At the University Library, one of the things Line specializes in is copyright.



Equality and copyright

Section leader and librarian Jens Dam is a member of SDU's Committee on equality, which is a forum for investigating and debating. Among the committee's tasks are collecting statistical material and suggesting initiatives to support equality to the board, e.g. on how to make research positions more attractive to women. Jens Dam is also a member of Udvalget til Beskyttelse af Videnskabeligt Arbejde (the national committee on protection of scientific work). UBVA is a committee of experts, to which AC members can apply if they believe that their rights have been violated. UBVA has an obligation to provide guidance and education on copyright, and they arrange feature days, courses, and symposia.

THE LIBRARY IS NOW A PATLIB-CENTRE

SDUB has signed an agreement with the Danish Patent and Trade Mark Office (PVS) on having the Library function as a Patent Library (PATLIB) on behalf of SDU. As a PATLIB centre the Library will, after getting the

necessary qualifications, be competent to provide guidance in searches and databases, thereby helping people with initial, inspirational searches, and giving an immediate overview of what is available in the technical area.



Europäisches
Patentamt
European
Patent Office
Office européen
des brevets



THE LIBRARY SEEN IN THE REAR-VIEW MIRROR – AND THROUGH THE FRONT WINDSCREEN

Jens Oddershede knows better than most how the University Library has evolved, and what contributions we can make in the future. We let the ex-Vice Chancellor round off our annual narrative.

The role of the University Libraries has changed strikingly. A few years ago, 10 % of our acquisitions were in digital form, 90 % were in print. Today, the ratio is exact the opposite. At the same time, information literacy and digital learning has become important for young students' academic results, development, and ability to finish their education, and the quantity of research data is showing an explosive growth these years. So where are we – and the University – going? And should we make sure not to forget our history?

Jens Oddershede visited Odense University Library, as it was then, in the very month in which he was hired as a senior lecturer at the Chemical Department in 1977. He was not a student at Odense University, but entered the University as a new researcher. *"I did theoretical research, so the Library was crucial to me. In 1977, it was impossible to do research on quantum chemistry without a well-stocked local University Library. I soon discovered that both books, journals, and staff were much more easily available than at the University libraries I had been frequenting before I went to Odense. And moreover, it was well-stocked within my research field",* says Jens Oddershede.

Oddershede still considers the task of supporting research work a core duty for a library: *"As a researcher, you must be able to feel sure that your library has – or can find – all the information you need. But storing and sharing research data will also be an important field in the future, and here libraries must be in the forefront".*

He has also seen the use of digital materials develop at the University, and as a Dean since January 1992, he helped that development to get started at the Library. *"We wanted to be ahead of the other University libraries – and we were. The Library has continued the good work ever since, so there is a good foundation to stand on when new tasks come up".*

Today, the University Library can still contribute to young people's learning. There is a direct connection between digital learning, students' grades, and innovation. In this area, a research library has a new, central importance: *"If the Library does not take this task upon itself, it will not have justified its place in the society of the future. With the keenness on innovation and renewal and readiness for change that characterizes SDUB, it will remain an important institution in society for years to come". "It has always been characteristic of the University Library of Southern Denmark that it is a library for anybody who wants to learn, including people from outside the University walls. Here there are new possibilities for working together with other educational institutions and with local industries. For myself, I am looking forward to using the Library much more again, now that I return to my roots, doing research work",* concludes Jens Oddershede.