The portrait of the library user

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Lappeenranta Academic Library: Customers

As the joint library Lappeenranta Academic Library serves Lappeenranta University of Technology (LUT) and Saimaa University of Applied Sciences.

Together in two universities there are

- 8124 students

- 1075 staff members (professors, lecturers, administration etc.)

→ Over 9 000 potential customers

We have over 18 000 registered customers in our customer register including

- graduated students

- former staff

- "outsiders" and walk-in customers (students of other universities, entrepreneurs etc.)

Lappeenranta Academic Library: Active customers

According to the statistics of the customer register we have

- 16 loans/a potential user (LUT and Saimaa UAS students and staff together)
- 350 staff members who are active library customers
- 3600 students who are active library customers

- 88 % of the loans are borrowed by the customers using machines
- 95 % of the renewals are made by the students independently

Statistics measure only borrowing, but customers may be active also in using e-materials or using library premises and other services.

- Loans decrease year by year but using electronic material increases

Trends and changes in Library user profile

- Library users are more self-directed → less traditional library work (lending, returning, cataloguing etc.)
- More complicated problems and more alternatives in information searching → more guidance and teaching needed
- Increasing of e-material creates the illusion that everything is accessible through the internet for free → guidance and instructions are needed
- Google → customers want an easy way to search information
- Social media → web-pages are not enough, libraries have to market their services and inform the customers in the ways which are familiar to them
- 24/7 society → library users want round-the-clock services
- Research and publishing services are increasing (open science, evaluation of scientific publishing and research, parallel publishing, submitting publication data etc.)

Library user – Student

- Students are the biggest library user group: 40 % the student customers are from Saimaa UAS, 60 % from LUT

- Many exchange students → Library services have to be carried out both in Finnish and in English

- Use of the Library both physically (in premises) and virtually (remotely)

- Independent and self-directed customers who:
  - use borrowing and returning machines
  - renew loans on the Finna Search Services
  - use e-materials, also remotely
  - contact the Library by chat and e-mail

Library user – Lecturer or Researcher

Lecturers and researchers have their own special needs:

- Lecturers
  - submit acquisition requests (e-form)
  - provide details about their course books (e-form)
  - request information skills training for a group of students (e-form)
  - ask consultation in Finna Search Services, e-materials and databases
- Researchers
  - follow the latest publications of scientific journals (JournalTOCs service)
  - need tools and advice for evaluation of research and publishing activities
  - use interlibrary lending services (e-form)

Visiting the Library

- Year 2016 Lappeenranta Academic Library had 325 543 customer visits. That makes approximately 35 visits/a potential user (LUT and Saimaa UAS students and staff together).

- Our own observations prove that customers use library in many different ways, borrowing is just one service among others.

- According to Service Design library customers can be divided in four different groups:
  - those who use Library space and services actively and who stay in the Library for a long time,
  - those who pop-in in a hurry and act self-directed,
  - those who use information independently and systematically and
  - those who are not familiar with the Library and need assistance and service.
  - → Lappeenranta Academic Library has customers from every group.

24/7-use

Skinnarila Campus Library is available to LUT and Saimaa UAS personnel and students 24/7. Signing into the Library can be done with a magnetic key.

- Facilities and appliances:
    - silent space, workshop rooms for groups, Thesis-place for theses writers
    - computers, printers, scanners
    - mobile carts for storing the material thesis writers or researchers need for their work
- Collections
    - borrowing and returning (machines)
    - picking up of reservations
    - Finna Search Services: searching printed and e-materials, placing requests, renewing loans, paying overdue fines online
- Remote use of e-materials

Thank You!
Any questions?

More information:

Research Library Statistics Database in Finland:

https://yhteistilasto.lib.helsinki.fi/index.php?lang=en

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