### Library 2020 and library as a space

Ari Muhonen
Library director
24.3.2011



#### **Aalto University**

Aalto University is a new multidisciplinary science and art community in the fields of science, economics, and art and design. The new university is founded on Finnish strengths, and its goal is to develop as a unique entity to become one of the world's top universities. The cornerstones of Aalto University are its strengths in education and research.

In the new university, there are 20 000 basic degree and graduate students as well as a staff of 4300 of which 300 are professors. The total budget for 2009 was close to € 368 million. In 2009, a total of 1 567 Master's Degrees and 180 Doctorates were completed in the three universities. The number of alumni totals 75 000.

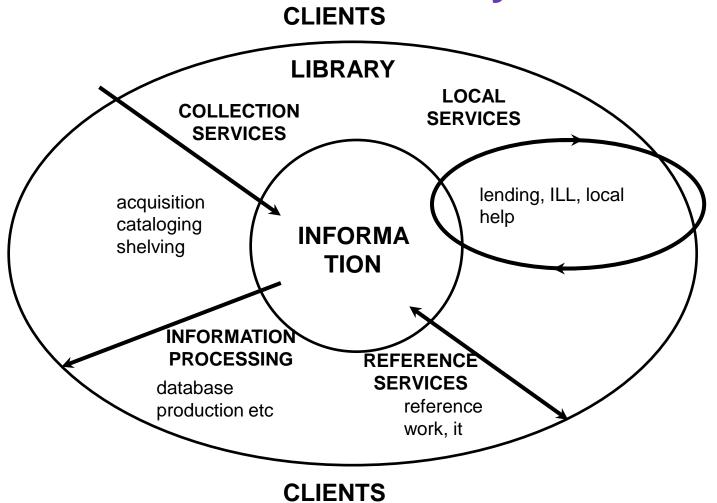


# Core duty of the libraries has been the same for thousands of years

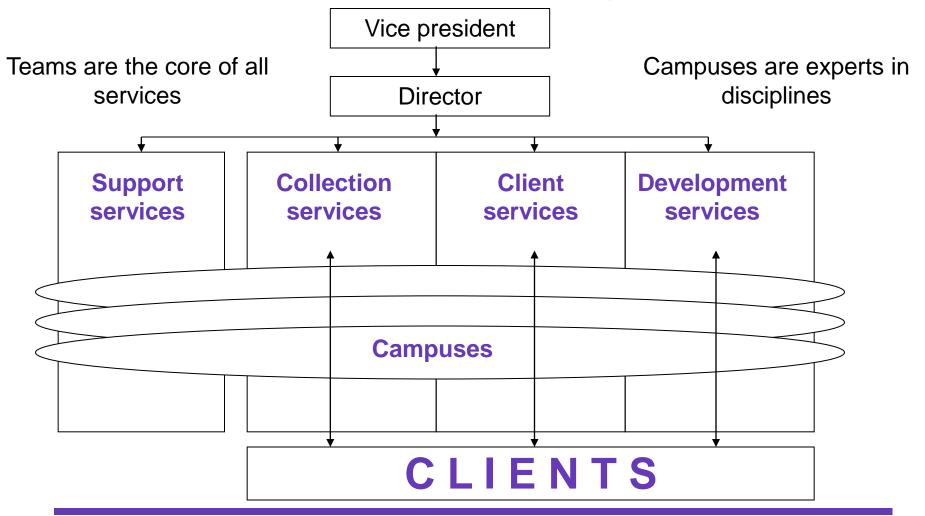
- Library
  - acquires material
  - catalogues
  - organizes material
  - lends
  - gives guidance
- Library helps the university, its staff and students to fulfill their job the best possible way.



## **Core functions of the library**



## **Aalto University Library Organization**



#### **Changes**

- just in case
- ownership
- card catalogues
- paper
- shelves
- users walk in
- one way of information

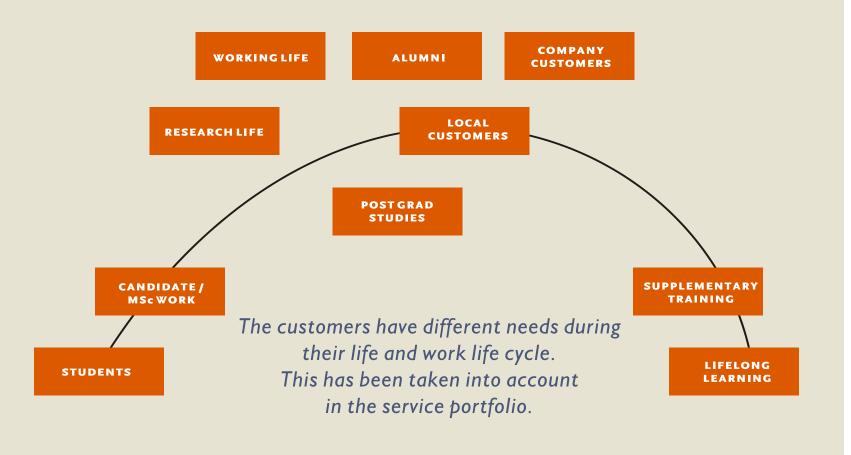
- just on time
- licences
- databases
- electronic
- network
- library walks out
- two-way information
- everything is measured with numbers

#### Ways to success

- Know your clients
- Service production
- Marketing
- Networking
- National and international cooperation
- Use the abilities of your staff
- Learning
- Develop new services
- Serve the society



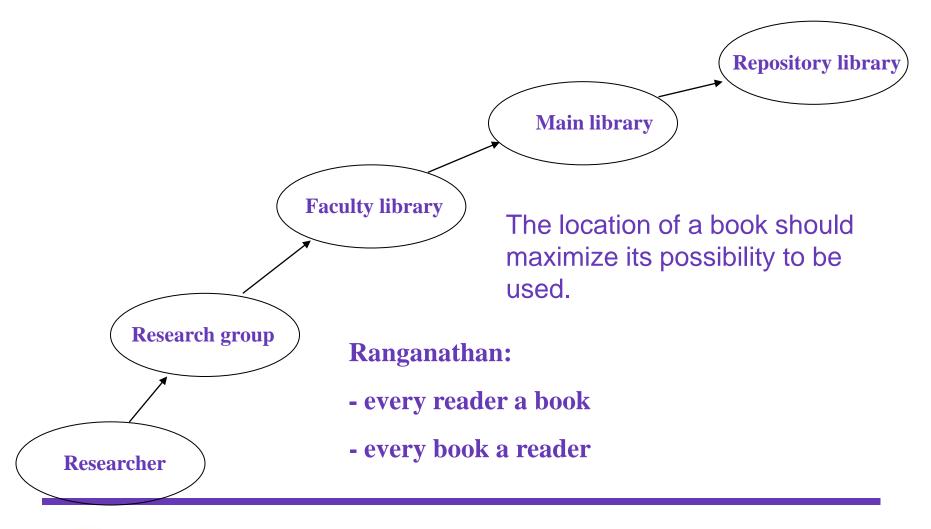
#### THE LIFE CYCLE OF CUSTOMER NEEDS



#### **Typical client**

- Post doc researcher at HIIT research centre
- Does multidisciplinary research on technology-society interaction
- International project, 14 research centres
- Project language english
- Always on the move: working at home, at airports, abroad etc.
- All communication electric: email, skype, messenger, video conferences
- Information is obtained from colleagues, top scientific journals, Google Scholar

### Book life cycle, the long tail



#### **National library policy**

- National library services (National library)
  - make information more accessible to society
  - generate added value for the library network as a whole
  - development of measures of the impact and results of library activity
- National digital library(KDK)



- National collection policy
  - library collections as a whole
  - may limit the ability to make local decisions

#### International co-operation

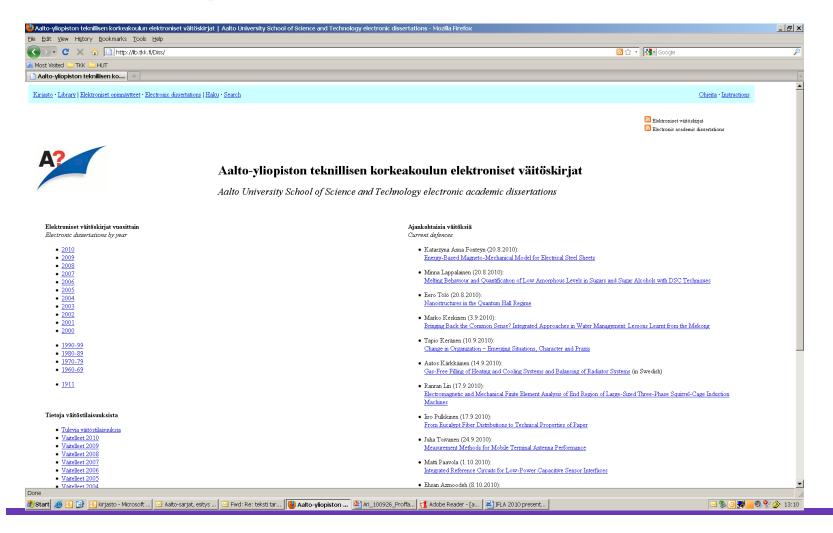


### New possibilities

- Two-way dissemination of information
  - open access, repositories
  - publishing support
- Bibliometrics
  - CRIS
  - evaluations
  - top journal research
- Memory of the University
  - exhibitions, archival collections
- Learning environment
- Ubiquitous technology
- Social media, Google etc.

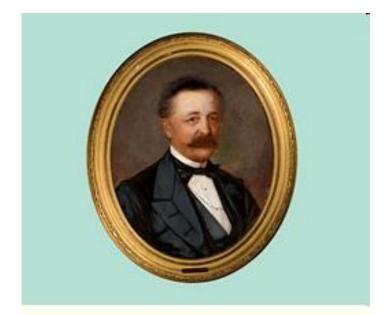


### **Publishing support**



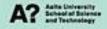


#### **Exhibitions**



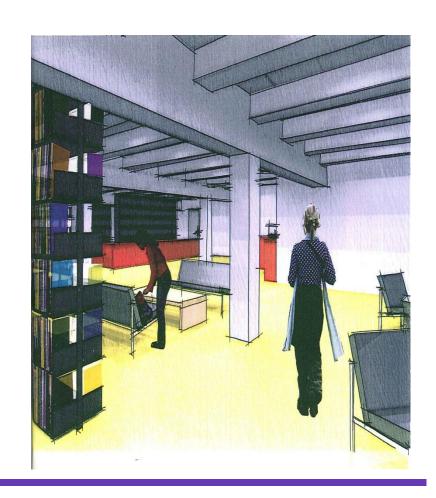
#### THE NAMES BEHIND THE FACES

Portraits of Engineers and Pioneers of Science Aalto University Library, Otaniementie 9, Espoo 27th September to 9th October 2010 at opening hours



## **Learning environment**

- Self check-out
- Circulating clerks
- Small, active print collection
- National repository library
- Electronic collections
- Space for learning and leisure
- "Hamburger restaurant" model



#### Library as a space

- Cosiness, home like (living room)
- Flexibility
- Spaces for talk and for silence
- Spaces for learning
- Meeting place
- Cafeteria
- Video conference facilities
- Computers; or is WiFi enough?
- Alumni room