Training, Development and Communication at the Milano-Bicocca University Library

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Outline

• The Milano-Bicocca University Library
  o Information and Data about the Context

• Communication and Marketing
  o Activities and Products – Advertising of the Digital Library

• User Satisfaction and Development
  o Activities and Projects – Focus on Action-Research

• Information Literacy and E-learning
  o In-class and Online Activities – The Training Platform
The Milano-Bicocca University Library
The University & the Library

The **University** is very **young** but there are many students and different subjects.

<table>
<thead>
<tr>
<th>The University</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation Year</td>
<td>1998</td>
</tr>
<tr>
<td>Subjects</td>
<td>8</td>
</tr>
<tr>
<td>University Members</td>
<td>35,368</td>
</tr>
</tbody>
</table>

The **Library** is focused on innovation, continuing improvement and resource saving.

<table>
<thead>
<tr>
<th>The Library</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branches</td>
<td>4</td>
</tr>
<tr>
<td>Overall Holdings</td>
<td>278,858</td>
</tr>
<tr>
<td>Staff</td>
<td>35 [31.41 FTE]</td>
</tr>
</tbody>
</table>
The Library

Branches

- All the subjects
- Medicine and Surgery
- Cinisello Balsamo (U46)
- Monza (U8)
- Milano (U6)
- Milano (U2)
- Economics
- Education
- Law
- Psychology
- Sociology
- Statistics
- Mathematical, Physical and Natural Sciences
The Library
Resources

- **Databases**: 150
- **Books**: 226,000
- **Journals**: 1,300
- **E-books**: 146,000
- **E-journals**: 25,000
- **DVDs, CD-ROM...**: 1,500
The Library

Services

- Reading Rooms and Carrels
- Consultation PCs and Wi-Fi
- Loan of books and e-books
- Interlibrary services (ILL and DD)
- Photocopying and Printing
- Reference and Information Literacy
The Library
Research Tools

MetaBib
- E-books
- E-journals
- Databases

OPAC
- Books
- Journals
- DVDs
- CD-ROM
The Library

Activities

- Training, Development and Communication
- Electronic Resources
- Information System
- Administration and Accounting
Communication and Marketing
Communication
Activities and Products

Print
- Brochures
- Posters
- Calendar

Online
- Website
- Newsletter
- Videos

On-site
- Conventions
- Meetings
- Presentations

The Logo of the University Library was made in 2004 by the TDC Office.
Una guida per te!

Bienvenuta nella Biblioteca di Aeneo!

Questa Guida si propone di offrire uno strumento utile per conoscere e capire come funziona la Biblioteca, affinché tu possa usufruire al meglio dei suoi servizi.

Puoi consultare questa Guida come se fosse un libro, seguendo l’ordine delle pagine, o come se fosse un sito web, aprendo l’una o l’altra sezione della rubrica, abbinata a determinate colonne. Ogni sezione raggruppa diversi argomenti, esposti nell’ordine.

<table>
<thead>
<tr>
<th>SEZIONI</th>
<th>ARGIMENTI</th>
<th>PAG.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduzione</td>
<td>Per orientarsi nella Guida</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Un messaggio per gli studenti e non solo</td>
<td>4</td>
</tr>
<tr>
<td>CHI</td>
<td>Brief storia</td>
<td>6</td>
</tr>
<tr>
<td>sono e cosa facciamo</td>
<td>Organizzazione e attività</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Linee di sviluppo e progetti</td>
<td>9</td>
</tr>
<tr>
<td>DOVE</td>
<td>Le tre sedi dove sono e come raggiungerle</td>
<td>12</td>
</tr>
<tr>
<td>sono e cosa offriamo le tre sedi</td>
<td>Presentazione e immagini delle tre sedi</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>L’offerta delle tre sedi</td>
<td>15</td>
</tr>
<tr>
<td>QUANDO</td>
<td>Ordine, modalità di acquisizione ed etichetta</td>
<td>18</td>
</tr>
<tr>
<td>come e a chi i servizi</td>
<td>I servizi, quali sono e come funzionano</td>
<td>19</td>
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<td></td>
<td>A chi rivolgersi: nomi, recapiti e indirizzi</td>
<td>24</td>
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<tr>
<td>COME</td>
<td>Libri e risorse: come e dove sono collocati</td>
<td>28</td>
</tr>
<tr>
<td>trovare ciò che cerca</td>
<td>Percorsi suggestivi per la ricerca bibliografica</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>Così l’OPAC e come utilizzarlo</td>
<td>34</td>
</tr>
<tr>
<td>E POI...</td>
<td>Le risorse elettroniche: elementi per conoscere</td>
<td>37</td>
</tr>
<tr>
<td>controlli, avvertenze</td>
<td></td>
<td></td>
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<tr>
<td>e guida provvisoria</td>
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<tr>
<td>Postfazione</td>
<td>Dieta le qualite</td>
<td>46</td>
</tr>
</tbody>
</table>
The Leaflets of the University Library were created in 2008 with an apprentice.
Print Communication

Posters

Services and resources marketing

The Posters to promote the Library were created with an apprentice in 2009-10.
The Calendar of the University Library was made in 2008 for the decennial.
The website of the University Library was created in 2006 by a group of librarians. Finalist website of the Award Möbius Multimedia Lugano 2007 (X edition).
The monthly Newsletter of the University Library is sent since 2010. All the institutional users (35,360 people among students, scholars etc.) receive the newsletter.
Online Communication

Videos

Filmed interviews of students, scholars, librarians made by the TDC Office.

Search them on YouTube

Videos on the University Library, created since 2006.
On-site Communication

Conventions

The ITALE Conventions 2004 and 2007 were organized by the University Library.

ITALE is the Italian Association of ExLibris Users.
On-site Communication

Meetings

Collaboration with the International Office and the Press Agency of the University.

Meetings with foreign guests: Turkish and Polish librarians, the Dominican President etc.

Erasmus Staff Training
On-site Communication

Presentations

Presentations of the University Library to librarians and students.

IFLA 2009, Winter School for Chinese students, meetings of the University Careers Service.
Advertising of the Digital Library
Digital Library Vision

Work in Progress

2000
Start of the University Library

2010
Start of Change toward the Digital Library

2020
Imagine, Can
Digital Library Deals

New Cooperations

- **February 2014:** a cooperation agreement between Milano-Bicocca University, the Town Council of Cinisello Balsamo and the North Western Milan Library Consortium was signed.

- **April 2014:** the new Digital Library Center was opened.
Digital Library Centre

Overview

Tablets and PCs
Wi-Fi

Reference and Information Literacy

Databases

Reading Rooms

Music, films, online courses

E-books and e-journals

Biblioteca di Aeneo
Università degli Studi di Milano-Bicocca
Digital Library Marketing
Activities and Products

Print
- Postcards
- Bookmarks
- Leaflets

Online
- Website Page
- News
- Videos

On-site
- Workshop
- Exhibitions
- Events

Activities started in 2013 and planned until 2015.
Digital Library Marketing
Print Communication

Bookmarks, leaflets and postcards on the Digital Library Centre.
Digital Library Marketing

Online Communication

Video and news on the library website related to the opening of the Digital Library Centre.

Video about the attending the Wired Next Fest 2014 of the Milano-Bicocca University and the Digital Library.

Videos made by the BNews TV.
Digital Library Marketing
On-Site Communication

Workshop «E-book and Digital Services» carried out on 19th December 2013.
Digital Library Future

The Third Mission

Subject bibliographies, exhibitions and events

Meetings and focus groups with Secondary School teachers and students

Hackathon to create Digital Library apps

Current and next activities to collaborate with schools, councils, etc. going beyond the support for Teaching e Research.
User Satisfaction and Development
Continuous improvement is crucial in the Milano-Bicocca University Library.

From 2000 to today we have carried out about 30 user satisfaction surveys in order to gather opinions and suggestions useful to improve the Library.
We used different approaches, methods and techniques in carrying out user satisfaction surveys so as to gather various information and data.
User Satisfaction

Subjects

Services
- Questionnaires, 2003 and 2009-14
- Interviews (Action-Research), 2010
- Various Questionnaires (NPS), 2008-14
- Complete Questionnaire, 2012

Communication
- Questionnaires, 2003 and 2012
- Interviews, 2006 and 2008
- Focus Group, 2004

Aide Student Collaboration
- Interviews, 2004
- Self-Interviews, 2005-2014

Resources
- Questionnaires, 2001-02

Spaces
- Filmed Interviews, 2006

Training Courses
- Questionnaires, 2010-14
### User Satisfaction

**Main results [1]**

Results based on 5,231 users from the complete survey carried out in 2012.

<table>
<thead>
<tr>
<th>Library Profiles</th>
<th>The Most Important Features</th>
<th>The Most Used Services</th>
<th>User Type</th>
<th>Satisfaction Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Place</strong> to study</td>
<td>Opening Times, Spaces</td>
<td>Reading Room, PC and WiFi</td>
<td>Students</td>
<td>Average high</td>
</tr>
<tr>
<td><strong>Point</strong> to use on-site services</td>
<td>On-site Services, Collections</td>
<td>Consultation, Loan, Photocopying, OPAC, Quick Reference</td>
<td>Students, Teachers, Scholars, Graduates, Employees</td>
<td>High</td>
</tr>
<tr>
<td><strong>Gateway</strong> to online services</td>
<td>Online Services, Communication</td>
<td>Digital Library, OPAC, Website</td>
<td>Teachers, Scholars, Graduates</td>
<td>High</td>
</tr>
<tr>
<td><strong>Mediator</strong> for bibliographic research</td>
<td>Staff, On-site Services</td>
<td>Reference, IL courses, ILL/DD</td>
<td>Teachers, Scholars, Graduates</td>
<td>Very high</td>
</tr>
</tbody>
</table>
User Satisfaction

Main results [2]

Library profiles and users’ big categories
Focus on the Action Research
Action Research

The Process

Diagram:
- Diagnosis
- Sharing
- Planning
- Assessment
- Action

Team

See Moroni I., *Action Research in the Library*, JLIS.it, 2 (2)
The Front Office Project was carried out by a librarian group from 2009 to 2010.
Action Research
Main Improvements [1]

1. Loan
   • Doubling of loan renewal for students
   • Bookmarks to promote online services related to loan

2. ILL/DD
   • Reorganisation of Interlibrary Services
   • Flowcharts on Interlibrary Loan and Document Delivery for users

3. Reading Rooms
   • Signs to respect silence in reading rooms
   • Temperature monitoring
   • More careful book shelving
Action Research
Main Improvements [2]

4. Reference
- Standardizing of email replies for frequent questions
- Subject Maps for the Central Library

5. Info Literacy
- Start of monthly Training Courses
- Creation of Webpages on Information Literacy and Online Tutorials

6. Marketing
- Start of monthly Newsletter
- Poster to promote the Digital Library
Information Literacy and E-learning
User Education

The Process

Need Analysis

Assessment

Planning

Training

The management of user education at the Milano-Bicocca University Library takes into account Standards and Guidelines of ACRL.
Our adopted model summarizes and reworks the following:

- the BIG6 and SCONUL (Seven Pillars) models
- studies and research by Bruce and Kuhlthau
- proposals made by Jarson and Ballestra about an holistic approach.

The research process is split into four parts:

1. **At the desk**
   - Focusing on the subject; deciding on appropriate strategies
2. **At the computer**
   - Using search tools
3. **At the computer and in the Library**
   - Collecting bibliography; finding documents
4. **At the desk and the computer**
   - Using documents; reflecting on the process and end product
In 2010 we made the webpage on Information Literacy.
In April 2014 we published the platform Biblio E-learning.

See the Research FAQs based on the BIG6 model.
Information Literacy

Training Courses

Basic
First year students
Under graduates

Intermediate
Under graduates
Graduands

Advanced
Graduands
PhD students
Researchers

As for the courses, the aims, content, teaching methods and times are determined according to the target group (see programmes).

We have provided specialized subject help since 2000, training “on request” since 2003, and monthly in-class seminars since 2010 (see the Action Research project).
Information Literacy

Training Data

Hours dedicated to training and numbers of participants.

+ 750 hours of assistance each year

+ 560 users requiring assistance each year

Resources involved in training: from 3 to 6 librarians with specialist and cross-over skills, for an FTE of 0.3 (average figures 2009-13).

Co-ordination and promotion of didactic activity by the TDC Office.
Since 2010 we have published into the website many tutorials in order to teach users to make the best of the Library’s services and resources.
Biblio E-learning, the Training Platform
Biblio E-learning

Benefits

Self-Training:
Materials and Activities to Support the Research

E-learning Courses or Blended Learning Courses
Biblio E-learning
Opportunities

Explore
Assess
Learn
Share
Practice

Feedback
Forum

Cartella
File
URL
Pacchetto SCORM
Lezione
Database
Glossario
Libro
Quiz
Compito
Click on **Biblio E-learning** from the homepage of the University Library website.

Then click on **Login**.

Type **Username and Password** of your email address.

Click on **Utenti UniMiB**.
Biblio E-learning
Self-Training [1]

You can use the central menu in homepage or the box on the right to navigate in the platform.

There are 4 sections for the Self Training:
1) Start your research and gather the papers
2) Discover the multi-area search tools
3) Subject areas
4) Evaluate, organize, and use the papers
Biblio E-learning

Self-Training [2]

The Library Staff is working on the contents of **subject areas**.

The green ones are already available, the black ones are not.

You can find **forum, tutorials and activities** useful to learn and share in the subject areas.

The yellow box icon is for an **audio-video guide** which helps you to use the search tools.
The University Library, with Departments and Faculties, organizes e-learning or blended learning courses.

Until now the followings have been completed:

- an e-learning course for Nursing Students (November 2013)
- a blended learning course for Human Sciences PhD Students (March-April 2014)
- an e-learning course for Psychology Students (May 2014)
Thanks for your attention!

Any questions?

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