


THE STATE AND UNIVERSITY LIBRARY'S

STRATEGY FOR 2015-2018



#library4you

'MORE FOR MORE'



'More for More' is the core of the vision and strategy that underpin the framework agreement between the Ministry of Culture and the State and University Library for 2015-2018. 'More for More' may be a new expression, but in reality, it is the common thread that has run through the library's more than 100 years of history. The conditions for realising the objective have changed over time, and they will continue to do so. We live in an age of rapid change in the areas where the State and University Library works; learning and general education, digital science and media – and the strategy reflects this.

The State and University Library has resources and competences that the users demand, and maintaining these requires development. The development direction is determined by the vision and strategy and by the framework agreement's performance goals. While the guiding principle has been established as 'More to More', it is our expert task to develop the concrete activities. We are concentrating all our best efforts on realising the vision and the strategy, but we will also need the contributions that partnerships can provide. The State and University Library's strategy is therefore also an invitation to collaboration.

Svend Larsen
Director

February 2015

The State and University Library belongs under the Danish Ministry of Culture, whose vision is: Culture that enriches and moves.

MISSION

The State and University Library contributes to development and general education by giving users the opportunity to navigate through global information resources and by preserving and making cultural heritage accessible.

As a university library for Aarhus University, the State and University Library develops and provides service that supports the university's strategy for research, education and knowledge dissemination.

As the main loan centre for Danish public libraries, the State and University Library develops and provides services that supplement the public libraries' service to the citizens. The State and University Library serves as a central deposit library and loan centre, and supports service to ethnic minorities and immigrants.

As a national library, the State and University Library preserves and makes accessible Danish newspapers and audiovisual media, as well as Danish websites and Danish books and journals.

As a research institution, the State and University Library conducts research on information and media.

VISION

The State and University Library contributes to critical and active citizenship in a globalised world by giving more people access to more content as a source for experience and knowledge.

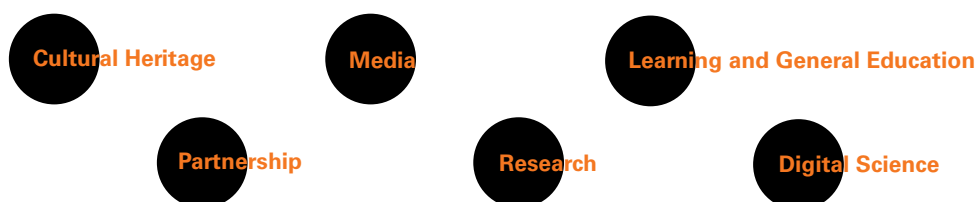
STRATEGY

The State and University Library's resources and competences give the library a strategic position, which it will exploit in collaboration with relevant partners in order to develop service that is of value to the users.

The State and University Library will

- Spread and share the library's many services with more people.
- Be present on more platforms and in more spaces.
- Make it easy to use text, sound and images in many different combinations and contexts.

The main focus areas of the library are







LEARNING AND GENERAL EDUCATION

Collaborative learning will develop rapidly over the coming years. There will be more online learning and a wider use of different media (e.g. video). The State and University Library will embrace this development by developing the library's service. The goal is to make it easy for the users to 'pick' learning objects on the learning platforms where the users are, and where they share and produce knowledge. The library is to be present in more places than it is today, and in future, it is to support the use of media types other than

text to a greater extent. The library space is both a physical space and a digital space. It is both a space for interaction between people and materials and a place for interaction between people.

Access to the use of digital material (e-books, e-journals, digitised cultural heritage material) is often regulated by agreements with copyright owners that limit the user circle for a given material. This means that in many cases it will be impossible for a citizen to gain access to digital materials at

her or his local library, unless the library has purchased access to these materials, as they cannot be borrowed via the interlibrary loan cooperation, as is the case with the physical materials, such as printed books and journals, CDs and DVDs. In support of learning and general education, the State and University Library considers it a goal to develop services that make it possible for citizens to obtain access to articles in e-journals and digitised cultural heritage material. This will happen in concert with commercial players in the area.

DIGITAL SCIENCE

Scientific activities are becoming more and more digital, both in the research process and in dissemination. The library has an important role to play in making information available for research and development, and it is increasingly digital materials that are in demand. The State and University Library will accommodate the demand for digital materials for research and teaching and ensure that they can be accessed in an up-to-date way.

As a support for research, the State and University Library will facilitate publishing (e.g. guidance; a publishing platform). A service within the publishing area can support the national strategy for Open Access.

Research data management is a field that has been attracting

greater attention in Denmark, as in other places. The reason is the rapidly growing amount of digital research data combined with the desire to be able to reuse such data, both in order to gain new insight and in order to be able to check research results (cf. the new Danish Code of Conduct for Research Integrity). Preserving and organising such great amounts of data with respect for issues concerning origin, context, internationalisation and security involves great challenges. The State and University Library has participated in the preparation of a proposal for a national strategy for this area, and will follow up with the development of service offers.

Technology has made it possible to collect and process ever growing amounts of data, and

there is an increasing focus on utilising such data in research and development in new ways, including in the form of data mining. The State and University Library's digital collections of cultural heritage material are already being used as data in a number of research infrastructure projects (DIGHUMLAB, CoSound, LARM), and these data are obvious choices for further automated exploration. Copyright conditions make it appropriate for such data management to take place under the auspices of the State and University Library, and the State and University Library will establish a user co-funded facility for data mining in the digital cultural heritage materials.

Learning and General Education

MEDIA

Digitisation has marked media developments for a long time, and some of the first digital media (CD and DVD) are used less and less, while new material types are being added, which are more 'open' and in a state of flux than the hitherto better known, well-defined and 'permanent' works. This raises new challenges, also as regards collection and preservation of cultural heritage. However, media types develop in different ways, and printed books are still published and in demand, and the State and University Library will continue its activities (acquisition and loan) in this area. This happens in the library's role as 'library of last resort', as the State and University Library is the national loan centre or backup for Denmark's other libraries.

Digitisation of materials offers good possibilities, both for improving and for streamlining the information supply task. This also applies to materials targeted at ethnic minorities and immigrants, and the State and University Library will promote the use of the immigrant library by making more digitised materials available.

CULTURAL HERITAGE

At a time of rapid change in the media landscape, a need for continuity and durability emerges. Contributing to meeting this need is a task for the State and University Library as a 'memory institution'. It is important to keep a constant focus on collection and preservation by using state-of-the-art technologies to carry out the tasks as a memory institution. An increasing amount of material is only available in digital form, and this poses challenges as regards collection and preservation of cultural heritage. More of the content that is currently being collected in physical/analogue form will have to be collected in digital form in the future. The State and University Library will collaborate with producers, publishers and other players in the media industry to create solutions that guarantee access to the values that cultural heritage represents.

The State and University Library has special preservation obligations concerning newspapers and audiovisual material (sound recordings, radio and TV). Parts of the physical collection are not durable and the State and University Library wants to preserve the content of these through digitisation.

Digitisation improves the possibilities of giving more people access to cultural heritage. The State and University Library works intensively in this field, providing access to digitised newspapers and radio and TV broadcasts. Because of the copyright situation, it is not possible to make all of this material freely accessible, or turning it into *open data*. However, spreading of metadata can contribute to rendering the material visible and thus facilitate its utilisation in new ways.





RESEARCH

The State and University Library has unique digital collections that are already being used in research and teaching. This applies to e.g. the radio and TV broadcasts that are accessible via the library's *Mediastream* service. These collections are growing, and it would be desirable if the use would also increase both in volume and in scope. As a contribution to this, the State and University Library's research will focus on activities that illustrate and exploit the potential of the library's digital collections.



PARTNERSHIP

Respecting copyright, the library will form partnerships, both within and outside the library sector, and together with relevant partners find ways in which more people can gain access to more material.

We anticipate rising expectations for more digital content, among other things because the eGovernment Strategy will result in far more digital self-service solutions. Procuring more content requires collaboration with others; it requires partnership. In partnerships, a division of labour is established, and resources are

pooled together. This guarantees the optimum utilisation of competences and financial resources.

Partnership and alliances help ensure relevance and quality in the library's service, and they help place the library's offers close to the users. This is important in a situation where the library is not at the centre of learning, research and development, but one resource among several. The library must 'join in', and partnerships are a good instrument for this.

Partnerships will also include various types of partners: other public institutions as well as private companies and organisations. Partnership between the public and the voluntary sector as a fruitful and innovative collaboration form is often at the centre of attention when challenges are discussed at a regional, national or global level. The State and University Library expects that partnerships with volunteers will gain greater importance in a number of the library's activities and projects.

TASKS

GOALS

The framework agreement between the Ministry of Culture and the State and University Library for 2015-2018

LIBRARY SERVICE BASED ON PHYSICAL MATERIALS

As backup for other libraries, the State and University Library will continue to acquire physical materials and sustain efficiency in the activities as a national loan centre.

The State and University Library will digitise cultural heritage in order to preserve it and to create a basis for facilitating access to it.

The State and University Library will promote the use of the immigrant library by making more digitised materials available.

LIBRARY SERVICE BASED ON DIGITISED MATERIALS

The State and University Library will accommodate the demand for digital materials for research and teaching and ensure that they can be accessed in an up-to-date way.

The State and University Library will collect and preserve cultural heritage material that is no longer published in physical form (e.g. internet publishing of music instead of publishing on CD).

The State and University Library will increase the use of the library's digital cultural heritage materials.

COMMUNICATION, GUIDANCE AND SKILLSTRAINING

The State and University Library will develop both the physical and the digital library space as attractive spaces for learning and general education.

The State and University Library will assist researchers in managing the increasing amounts of research data and thus contribute to ensuring the credibility and quality of Danish research (cf. the new Code of Conduct for Research Integrity).

RESEARCH

The State and University Library's research will focus on activities that illustrate and exploit the potential of the library's digital collections.



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