



**"Promoting, Managing, and Marketing e-resources in Higher Education Institutions: a case study"**

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**Workshop on:**

**“Reading and Technology at the Service of Everyone”**

**Bethlehem University, Thursday April the 10th, 2008**

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## Definition of e-resources:

E-resources are increasingly becoming vital for paper research, readings and study.

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### *Definitions of **Electronic Resources** on the Web:*

**1- Electronic Resource:** A publication in digital format which must be stored and read on a computer device. There are two types: Direct access: These are physical objects such as CD-ROMs, diskettes, computer tapes, and computer cards, containing text, images, software, etc. Remote access: These have no physical item associated with them and are accessed via the user's computer by sending a command to a computer server to download the file.

<http://www.lib.unc.edu/cat/localdocs/gradman/glossary.html>

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**2-** Material (data and/or programs) encoded for manipulation by a computerized device. This material may require the use of a peripheral directly connected to a computerized device (e.g. CD-ROM drive) or a connection to a computer network (e.g. the Internet) (AACR II)

[www.nied.edu.na/MBE/libraries/nis/general/nisman\\_1/nisman\\_def.htm](http://www.nied.edu.na/MBE/libraries/nis/general/nisman_1/nisman_def.htm)

### **Definition in brief:**

Any material, document, publication in an electronic format used to encourage reading and research. It could be in full text, abstract, or bibliographic data. e.g. journals – books – proceedings – research papers - thesis - archival documents ... etc. available online.

## Why e-resources:

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- Accessibility: Easy & Quick
- Wide coverage ( Multi- disciplinary)
- Delivery to end user (send by email)
- Up-to-date tool for research & reading

## How to get started with e-resource

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- 1- Study the institutional needs, goals and objectives in general & in relation to research & academic programs.
- 2- Build your technical infrastructure
- 3- Set your criteria
  - Approach International / Regional Consortia for e-resources (eIFL)
  - Build a national consortium (PALICO)
  - Look for partners
  - Act individually

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## How to get started with e-resource

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4- Check and allocate budget

5- Set your e- resources policy:

- Publishers reputation
- Wide coverage of disciplines
- User friendly interfaces
- Reasonable & applicable license agreements

6- Negotiate on subscription prices, accessibility, usage, updates and back files

## How to promote e-resources:

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- 1- Get a Free Trial
- 2- Train your staff
- 3- Give orientation classes to library users
- 4- Prepare online tutorials & help screens “ [Example](#) “
- 5- Advertise on website & university portal “ [Example](#) “
- 6- Send email to all users in your community
- 7- Create the proper environment & tools (infrastructure access to online Resources, cd's and materials)

## How to manage e-resources:

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- Sustainability:

- Fundraise for Sustainability

- Submit Grant Proposals

- Online /versus print prices: Cancel or reduce print subscriptions, print materials & allocate the costs to e-resources in full text

### Example on Emerald

- Resource sharing among members of the consortium (PALICO)



## How to manage e-resources:

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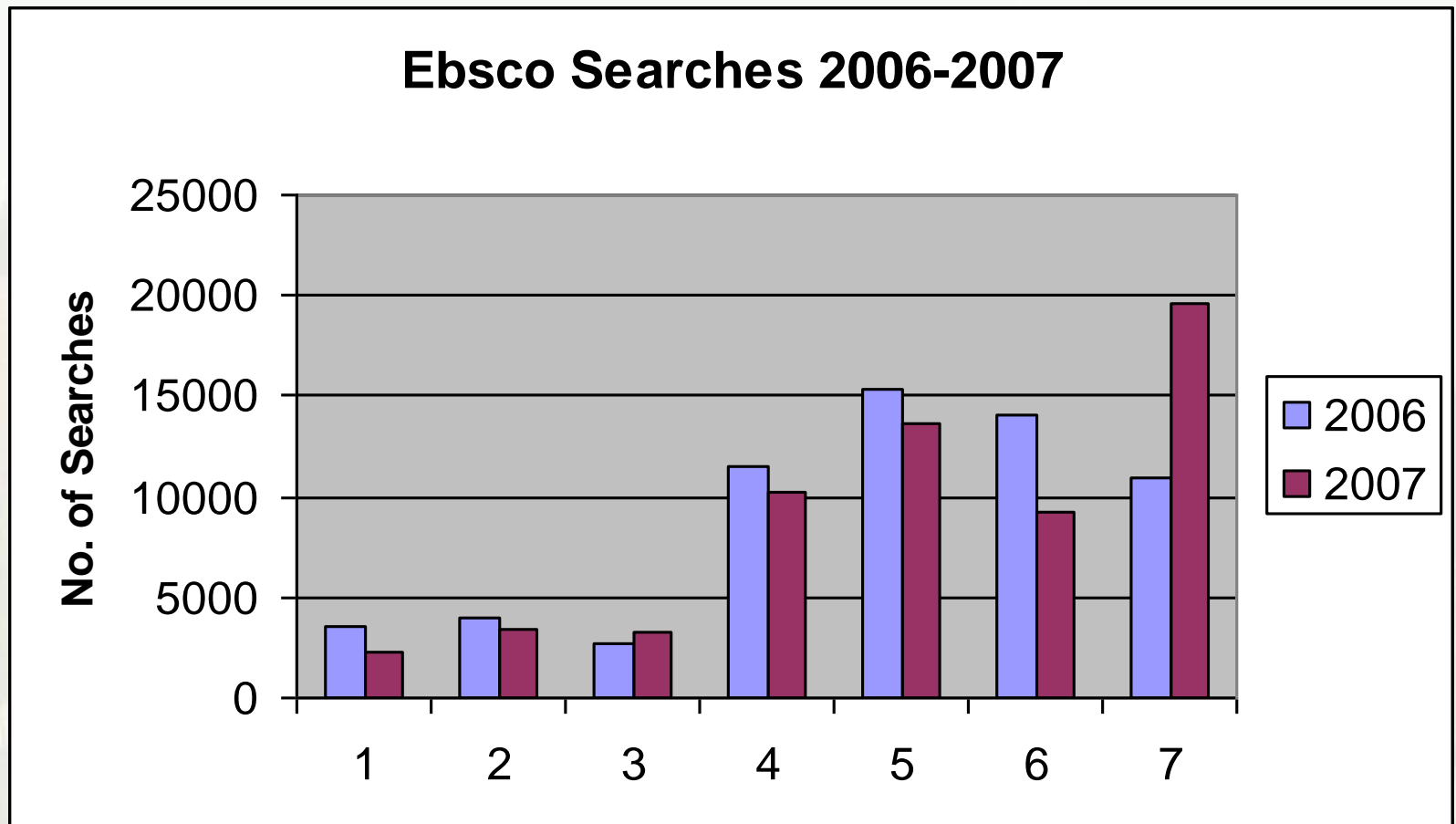
- Track Usage:

- **Get users feedbacks**
- Distribute a questionnaire & analyze results**
- Get usage reports & statistics**

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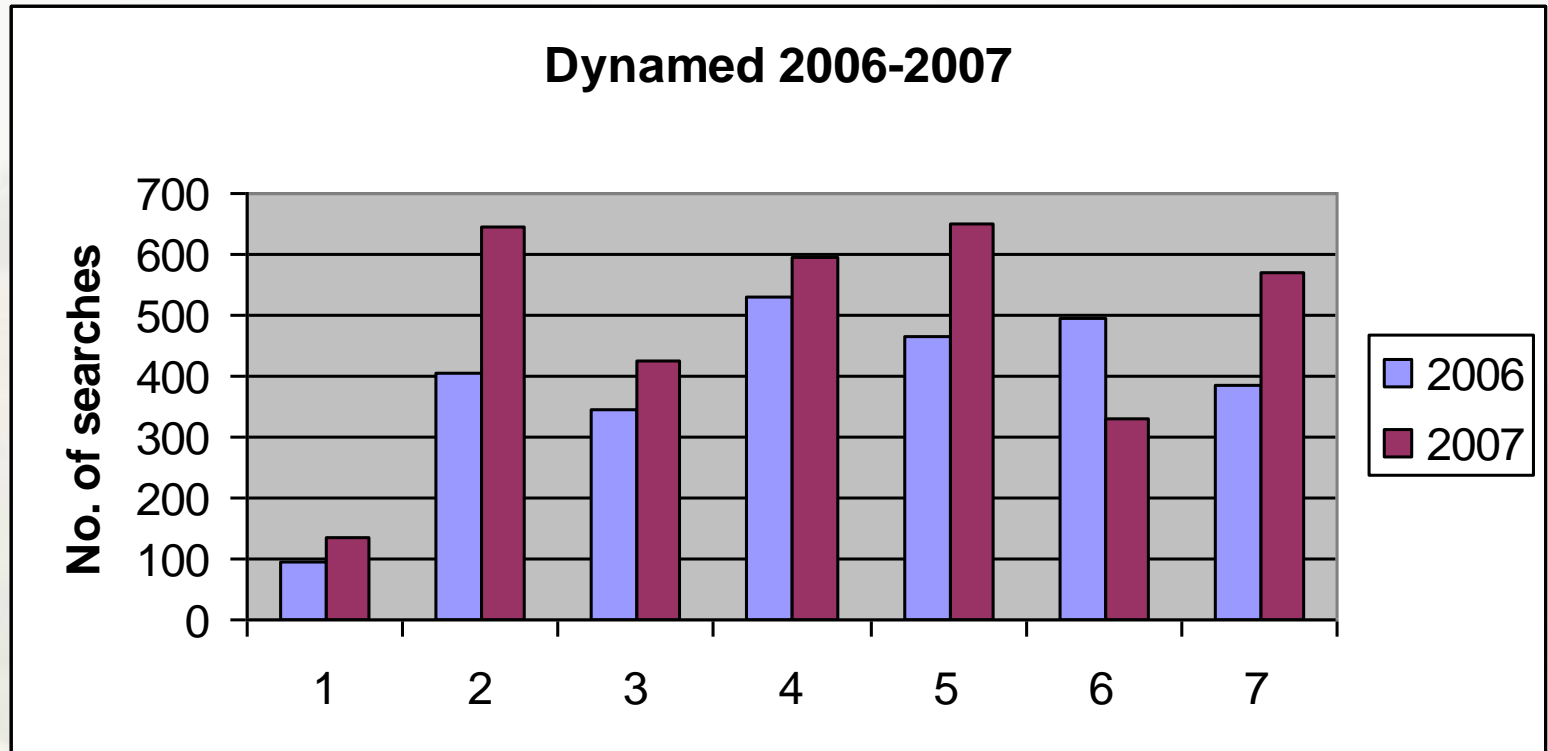
# Get usage reports & statistics – Ebsco

## All Universities



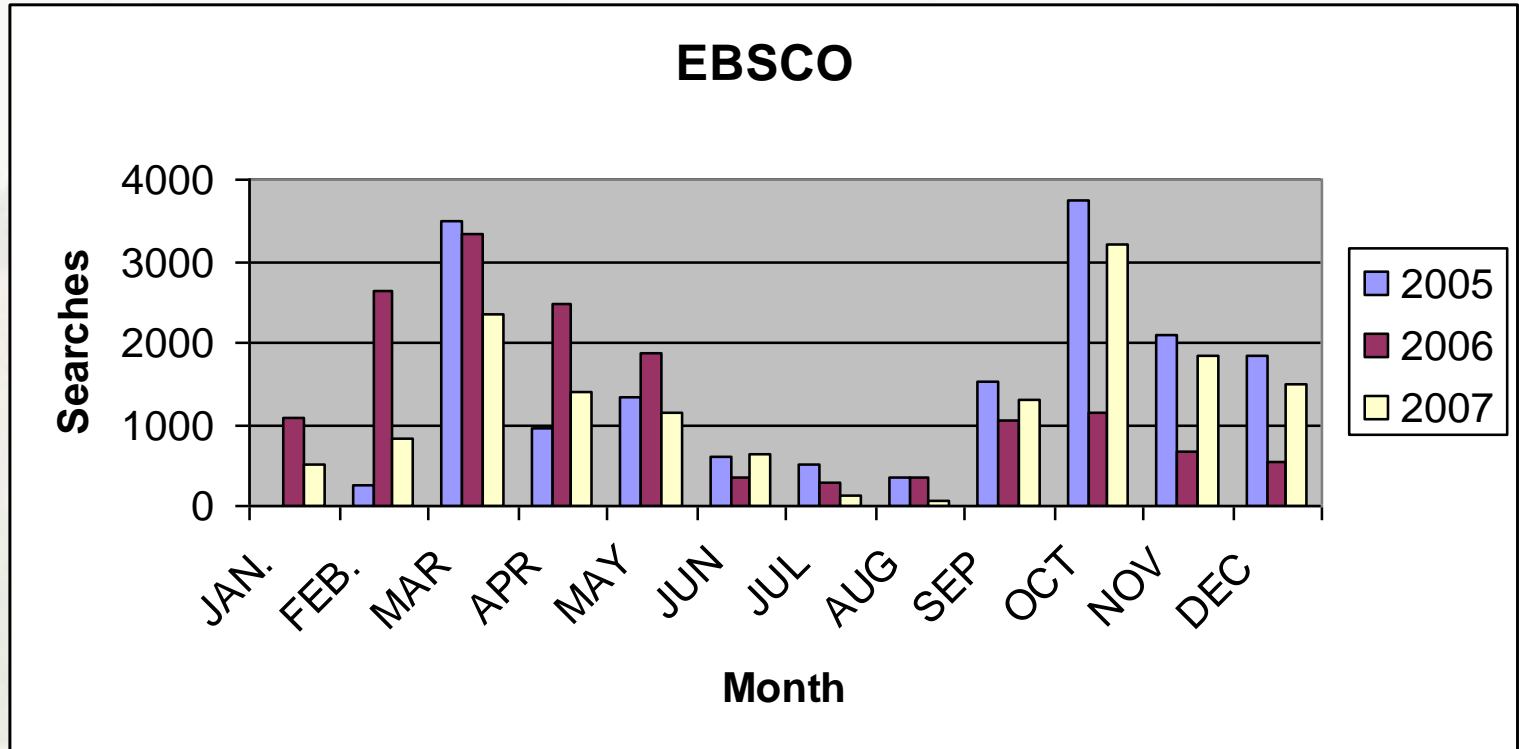
# Get usage reports & statistics - Dynamed

## All Universities



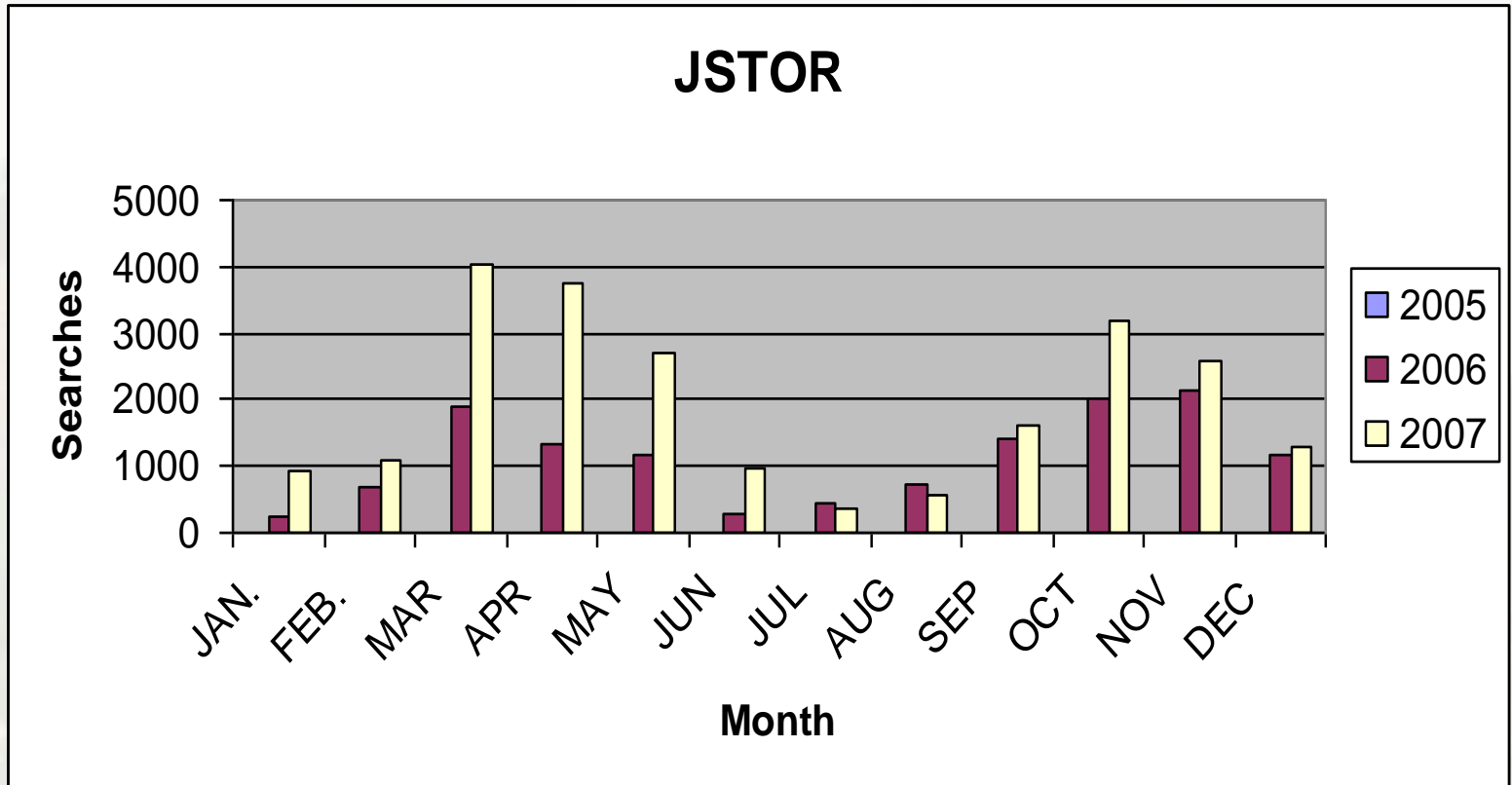
# Compare products accessibility, usage & easiness

## EBSCO / BZU



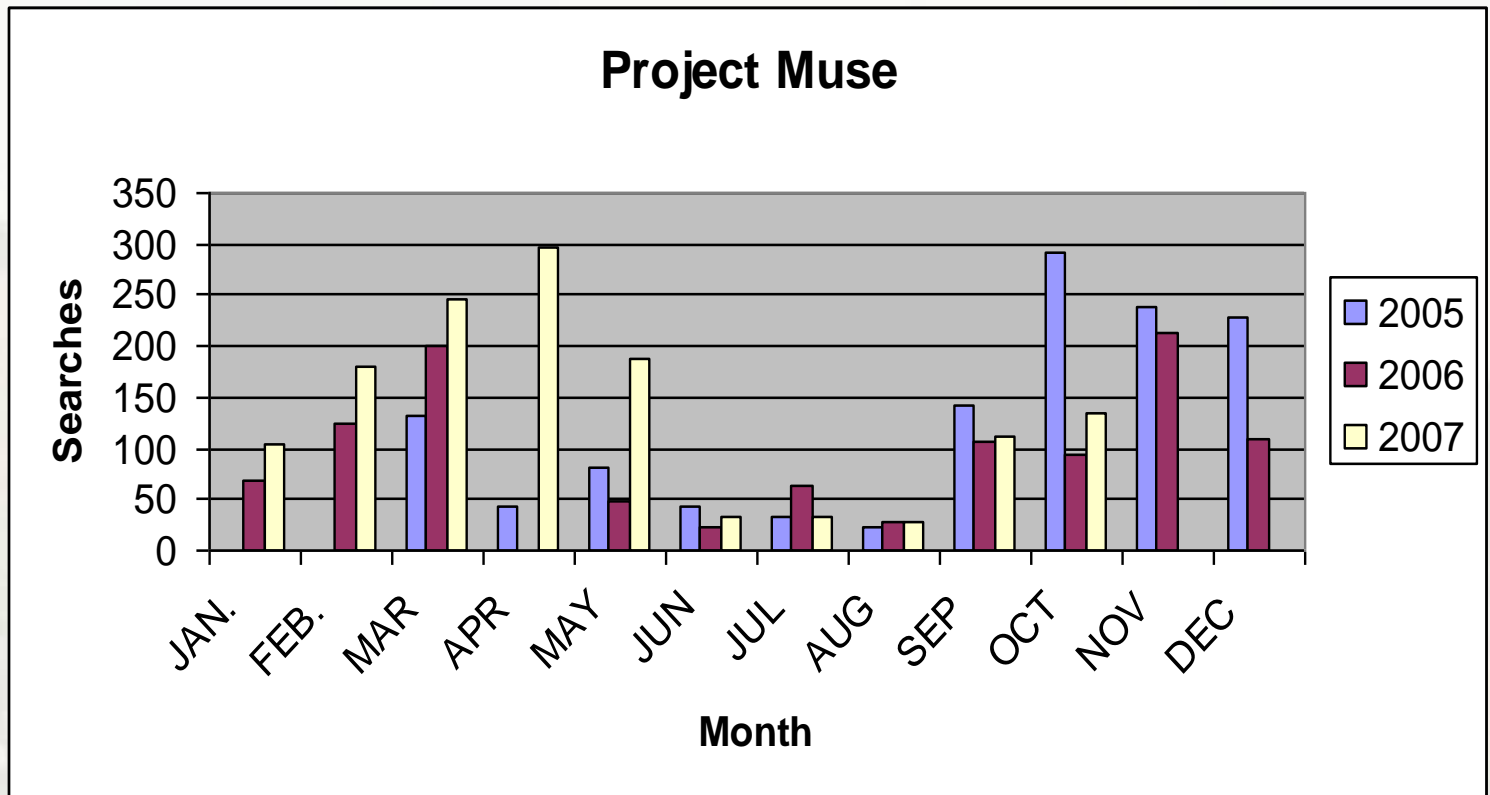
# Compare products accessibility, usage & easiness

## JSTOR / BZU

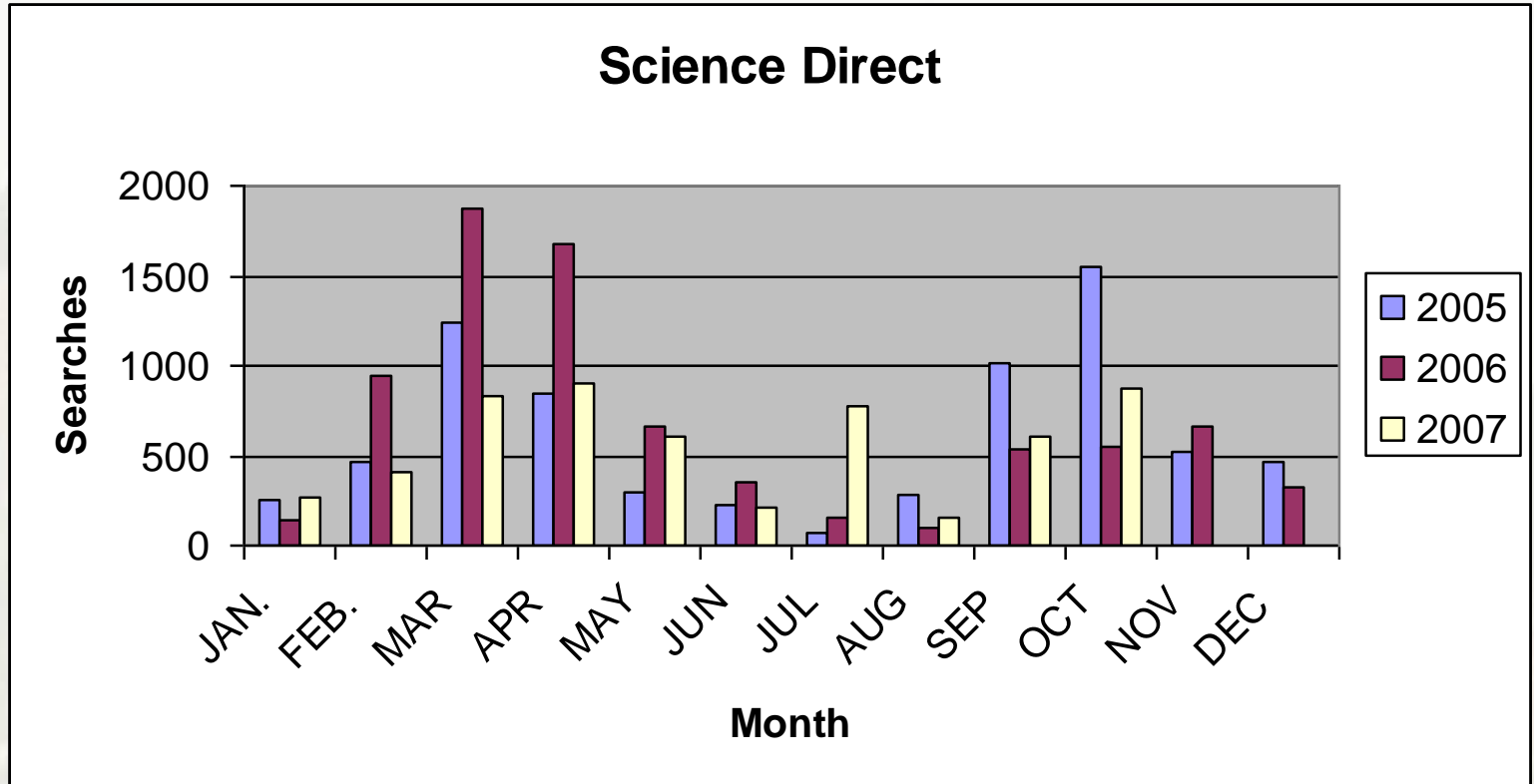


# Compare products accessibility, usage & easiness

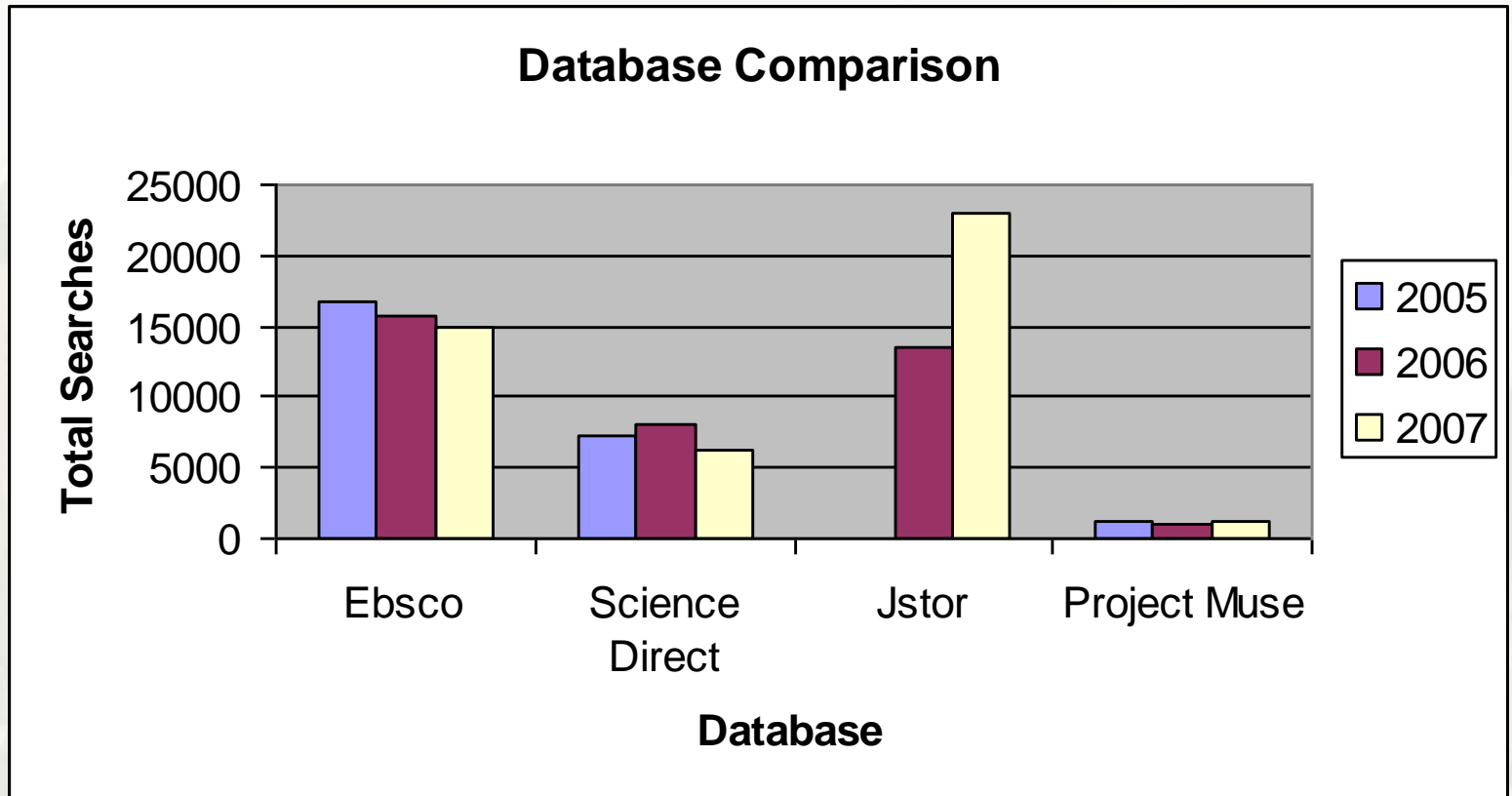
## Project Muse / BZU



## Compare products accessibility, usage & easiness



## Database Usage Per Year





## How to market e-resources:

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- Approach people: visits, lectures, presentations, attend official meetings
- Held training workshops & sessions to university community
- Prepare flyers & brochures
- Send memos & emails
- Expand access to information resources to remote sites
- Work on getting free access resources

## Prons:

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- 1- Easy to access and use through the URL, Links, and hyperlinks (smart links)
- 2- Wide coverage / Multidisciplinary
- 3- Multi user access to same resource
- 4- Saving search strategies and results
- 5- Downloading & Printing facilities (PDF or HTML)
- 6- Wide usage (IP ranges)
- 7- Facilities (use from your office)

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## Prons (2):

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- 8- Online / versus print usage
- 9- Advance both research & study capacities
- 10- Allow faculty to stay knowledgeable & up to date to the progression in their field of specialization
- 11- Saving Library space
- 12- Reduce the technical problems in following missing issues and delays in receiving
- 13- Avoid theft
- 14- Reduce photocopying traffic

## Cons:

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- 1- Cuts in lines (Server, internet connections)
- 2- Electricity problems
- 3- Remote access
- 4- Back files
- 5- Complicated interfaces
- 6- Expensive: Annual extra fees bet. 5-20% extra fee annually
- 7- Limitation on usage: username & password sometimes

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## Cons: (2)

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- 8- Instability of e-journals/ few titles removed from databases
- 9- Lack of Arabic databases
- 10- Lack of specialized databases e.g. Engineering, Law ...etc
- 11- Budget constraints & limitations
- 12- Infrastructure not ready
- 13- Lack of technical background & support
- 14- Lack of professional training & human resources
- 15- Lack of awareness among users
- 16- Technological barriers/ computer illiterates

**Thank you !!!!**

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**ANY QUESTIONS ?????**

