



Tshwane University
of Technology
We empower people

10 Years
2004-2014


Library and Information Services

Information Resource Strategy During the Dry Seasons

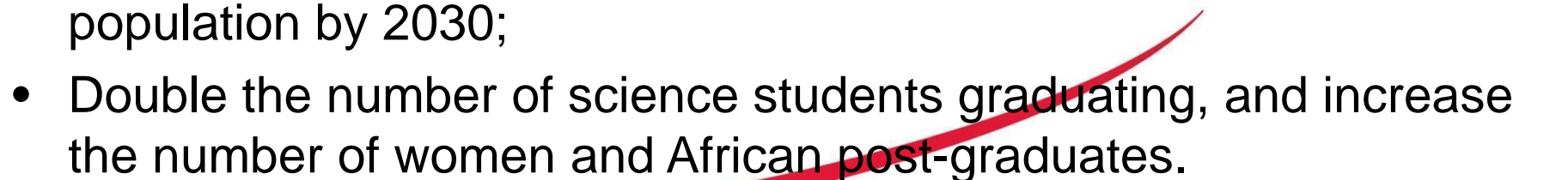
OUTLINE

- Background
 - Higher education performance targets
 - Performance indicators in South African higher education
 - TUT Mission, Vision and Goals
 - Environmental scanning
 - Micro environmental factors
 - Market forces
 - Macro environmental factors
 - Information resource value chain
 - The process
 - The Strategy
 - Evaluation
 - Recommendations
 - Conclusions
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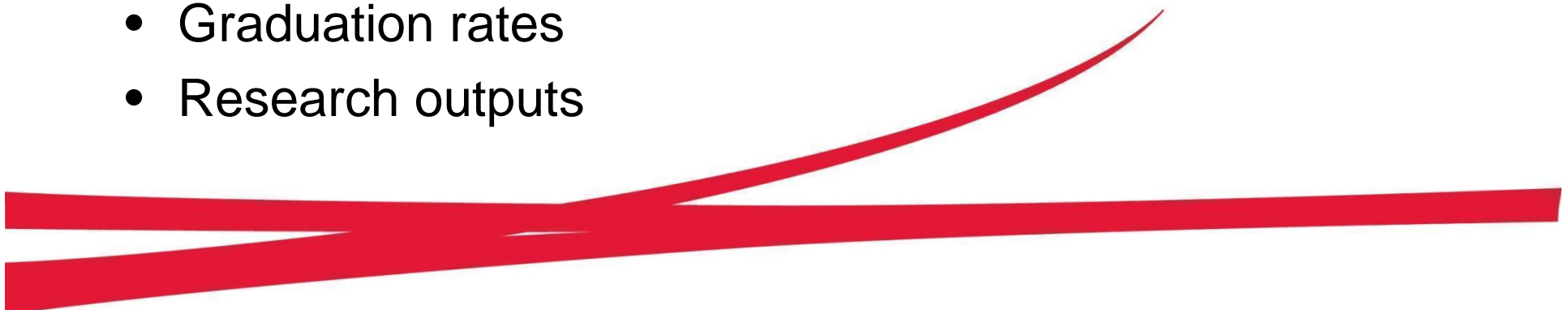
BACKGROUND

- Decline in print journals usage
 - Imposition of VAT to information resource 14%
 - Increased enterprise mobility
 - Changes in curriculum delivery modes
 - Changes in the type of client we serving (generation Gap)
 - Shrinking budgets (#fees must fall) 6 million needed
 - DHET requirement for universities to expand online and blended learning as a way to offer niche programmes
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PRIORITIES FOR THE HIGHER EDUCATION SECTOR (NDP 2030)

- Increase the percentage of academic staff with a PhD from 34% to 75% by 2030;
 - Increase participation rate so that enrolments reach 1.62 million by 2030;
 - Increase the throughput rate to more than 75% (or graduation rate by more than 25%);
 - Increase the number of post-graduates students to 25% of enrolments by 2030;
 - Produce more than 100 doctoral graduates per million of the population by 2030;
 - Double the number of science students graduating, and increase the number of women and African post-graduates.
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SOUTH AFRICAN UNIVERSITY PERFORMANCE INDICATORS

- Students enrolment
 - Students success
 - Pass rate
 - Student retention
 - Student achievement
 - Throughput rate
 - Graduation rates
 - Research outputs
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MICRO ENVIRONMENT

STRENGTHS	WEAKNESSS
<ul style="list-style-type: none">• Knowledge of the market• Customer base at our disposal• Expertise in information resource management• Relationship with the faculty	<ul style="list-style-type: none">• Print subscriptions• Lack of skills especially in ICT environment• Organisational structure• Not enough band with especially in distance and township campuses
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Growing demand for online information resources• Growth in internet access• Growth in number of mobile devices in the market• Introduction of new academic programmes• Rise in online instruction and degree programmes (MOOCs)• People's desire for information and access through social media and networks anytime/anywhere• Acceptance and adoption of cloud-based technologies• Open access• Big data• External funding	<ul style="list-style-type: none">• Shrinking budgets• Rise in the costs of information resource• Government regulations• Supply chain environment• University policies• University resource allocation model• Competition from other information resources providers• Vendors selling direct to the faculty or department



MARKET ENVIRONMENT

New Market Entry

- Pricing barriers
- Marketing barriers
- University policies

Supplier's Power

- They impose their pricing models
- Some are the sole supplier of content in a subject
- Limited local publishing

Competitive Rivalry

- Competition is very high.
- There are many free e-books on the internet.
- Google scholar and other search engines
- Issue of quality

Buyer's Power

- Very limited
- Better through SANLIC

- Google and other free search engines.
- Open publishing
- Direct subscription

Thread of substitute

Adapted from Michael E. Porter

MACRO ENVIRONMENT

- Political
 - # fees must fall
 - Students protests
- Economic
 - Exchange rate 30%
 - Inflation on information resources 7%
- Social
 - Change in student learning pattern

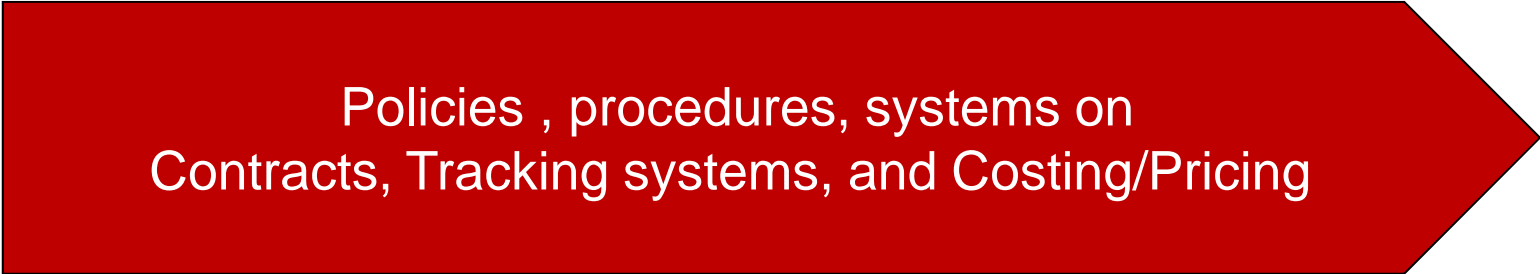
MACRO ENVIRONMENT CONT...

- Technological
 - Social media
 - Mobile technology
 - Online learning
- Environment
 - Contribution of printed books and journals on carbon blue print
- Legal
 - Imposition of VAT on information resources
 - Licencing
 - Copyright act

VISION, MISSION AND OBJECTIVE

- Vision
 - To be a preferred gateway to global knowledge and a desired place for learning, research and collaborative work
- Mission
 - LIS provides **fast, easy and convenient access** to global knowledge and creates an excellent place for learning, research and intellectual dialogue
- Goals
 - To provide information resources that are perceived by our clients to be relevant and comprehensive to academic programmes and research niche areas.

INFORMATION RESOURCES VALUE CHAIN

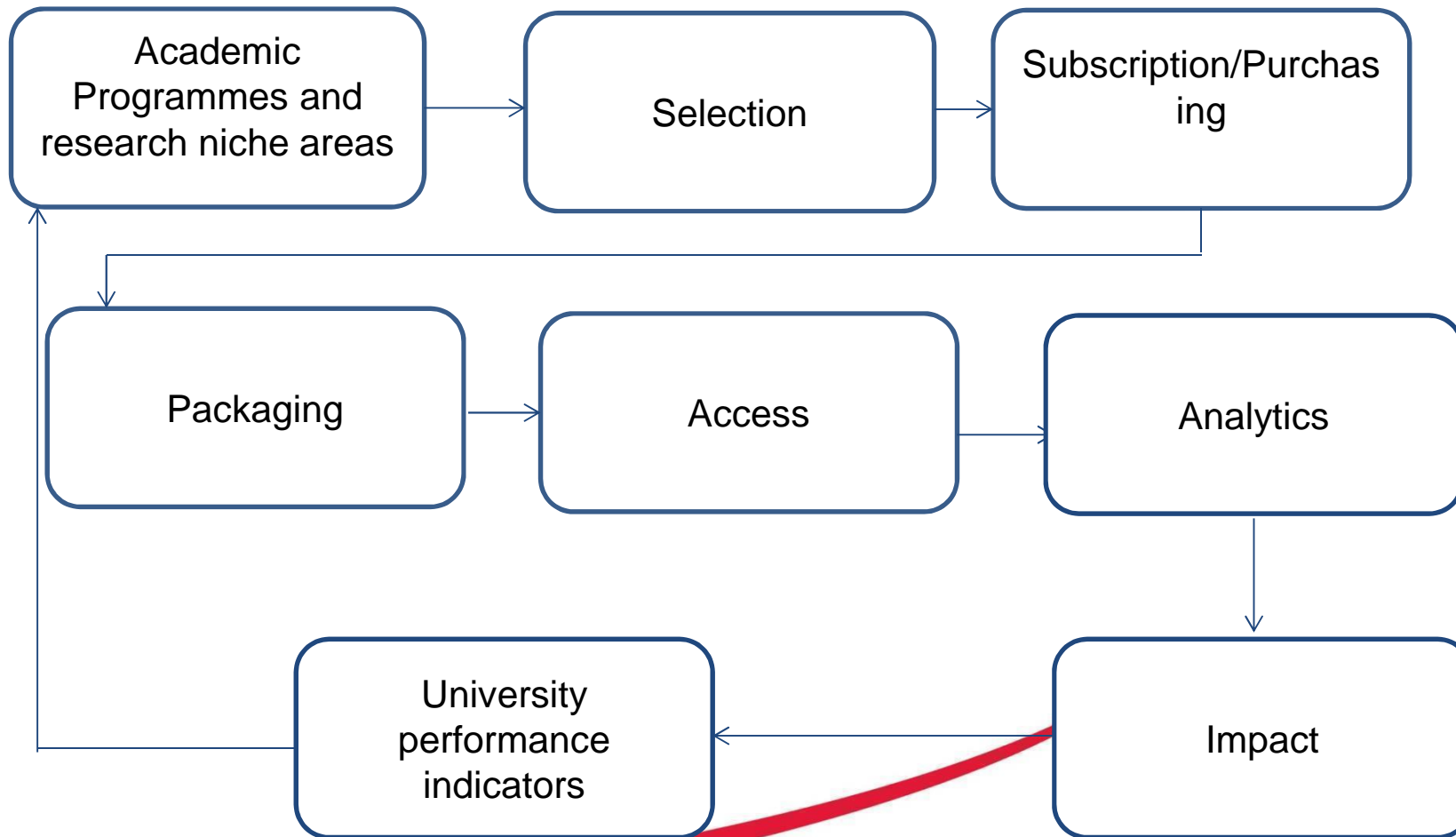


Policies , procedures, systems on
Contracts, Tracking systems, and Costing/Pricing



Support Mechanisms
(Finance, IT, HR, Procurement)

THE PROCESS



THE STRATEGY

IN

1. Contractual agreement
2. Consortia (SANLiC)
buying power
3. High usage statistics
4. Relevancy to academic
programmes and
research niche areas
5. Article purchase (JIT)
6. Ease of integration with
the discovery tool

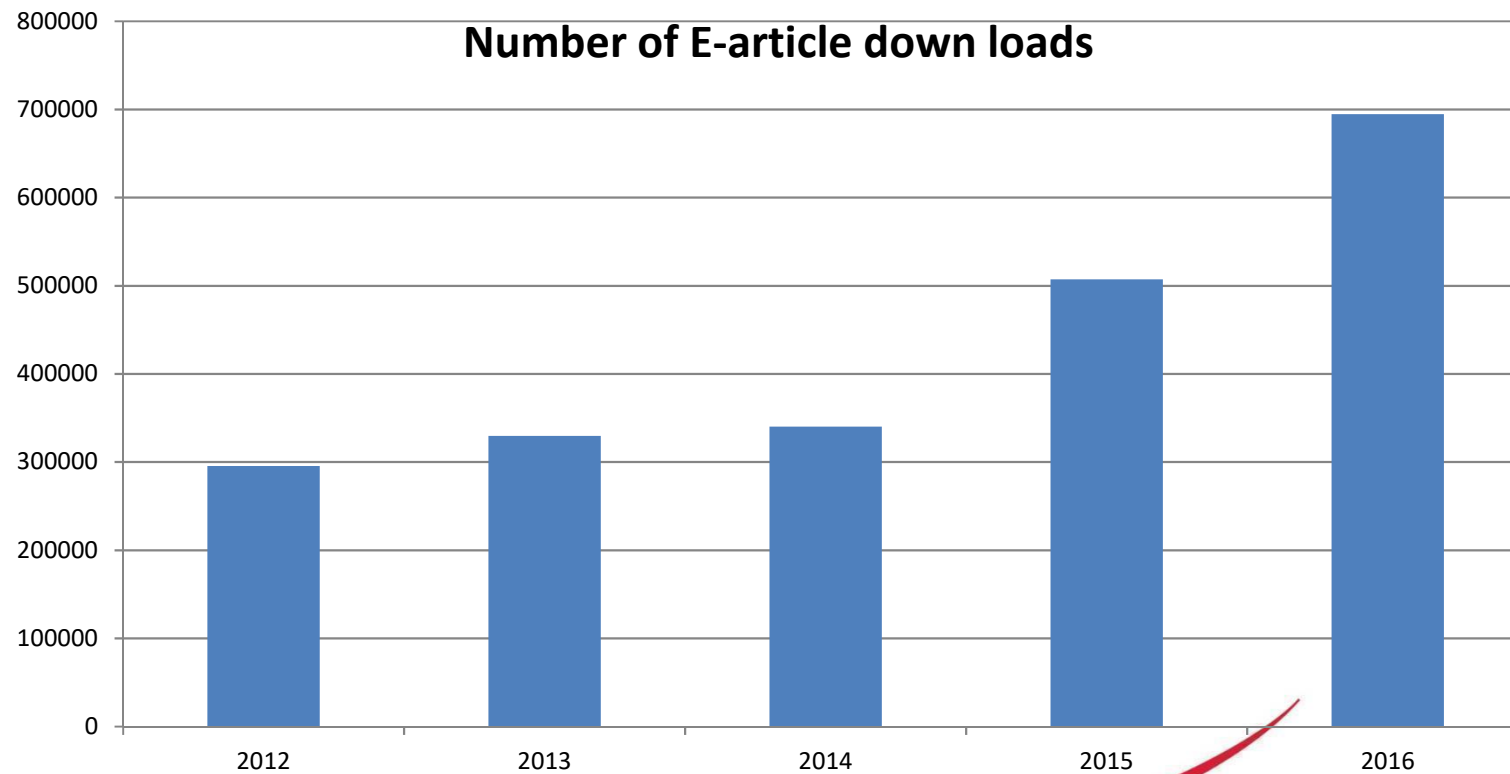
Out

1. Print that is available
online
2. 70% duplicated with
other databases
3. Low usage statistics
4. Bibliographic
5. Too expensive
6. Integration challenges

EVALUATION

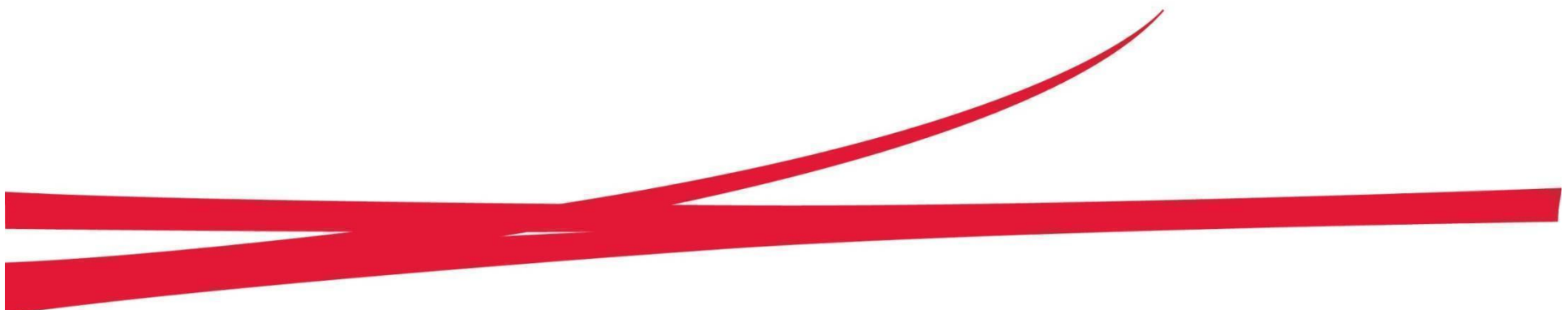
- Number of searches and downloads
- Number of articles used in citations
- Satisfaction surveys
- Focus groups with academic staff

EVALUATION



EVALUATION

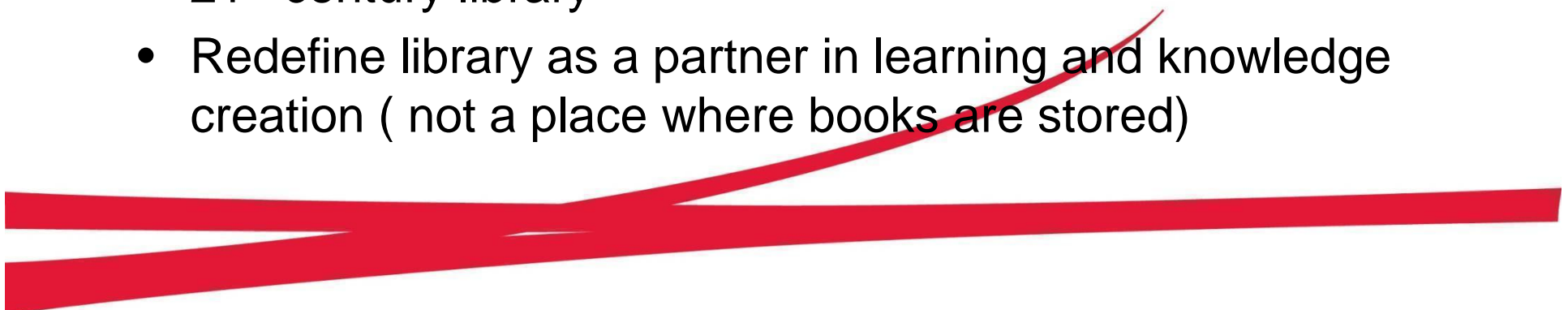
- 73% Increase in number of downloads
- 85% cost avoidance
- Cost per student



CONCLUSIONS

- Information resources are the life blood of learning, teaching and research
- The value of information resources on the university performance outcomes need to be established, quantified and communicated.
- Libraries can only be taken seriously only if they are valued by the university decision makers
- Any information resource strategy need to start with academic programmes and end with impact on university indicators.

RECOMMENDATIONS

- Just in time vs just in case
 - Do not create a product for your customers but let your customer create their own product and you go find it.
 - Invest in market research
 - Marketing is the key
 - Literature, space and marketing are the core business of a 21st century library
 - Redefine library as a partner in learning and knowledge creation (not a place where books are stored)
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THANK YOU