PROJECT REPORT

Promotion of Electronic Resources through Consortia and Libraries

Library Information Services, COMSATS Institute of Information Technology, Islamabad
31-Dec-11
Project Report

Promotion of Electronic Resources through Consortia and Libraries

Introduction:

Library Information Service submitted a project proposal in response to the announcement by INASP about a competition for promotion of electronic resources through consortia and libraries.

Library Information Services submitted its project proposal in April 2011, which was selected for funding by INASP committee and notified in June 2011. After receiving the grant for implementation of proposal in July 2011 work on the following activities started instantly;

1- Development of interactive tutorials about the use of each database
2- Organization of regular training sessions about each and every database
3- Designing and printing of promitional material (streamers, panaflex banners, brochures etc.) about each database to be displayed inside the library and campus premises.
4- Designing of specific course about the use of electronic resources and have special classes during each semester and making it a mandatory part of scheme of study.
5- Organization of special events like lectures, inviting the people who have been using these databases for their research activities to share their personal experience.

Details about Project Activities and Outputs:

1- Development of Interactive Tutorials

One of the activities of the project was development of interactive tutorials for the library users.

- Library Information Services produced interactive tutorials about databases like IEEE, Emerald, JSTOR, Science Direct, Springerlink and Wiley. These databases were selected on the basis of their use and number of queries received from the users about them.
- These interactive tutorials, prepared with the help of material (tutorials, videos) provided at each database website, were put on the campus intranet. This way access to theses tutorials were provided to students, faculty members and researchers of CIIT.

2- Organization of Regular Training Sessions

Regular training sessions were organized in all seven campuses located in seven different cities of Pakistan.
Multiple and separate training sessions were organized in each of the seven campuses for researchers, students and faculty members. Practical training was also provided in the sessions organized for students and researchers.

Note: Photographs of the training sessions are part of the annexure 1 at the end of this report.

3- Designing and Printing of Promotional Material

As part of the activities planned for this project following promotional material was prepared, printed and displayed at various locations of the libraries.
- Three different types of streamers on panaflex containing information about the electronic resources and allied library services.
- A brochure containing information about the electronic resources available to the library users.
- Three different types of posters containing messages and link to the library’s electronic resources.
- Multiple bookmarks containing information about the subject coverage of each database with its web link

Desktop printing method was used for all type of promotional material except for panaflex streamers which were printed commercially. For this purpose a good quality colored printer was purchased so that the promotional material can be reproduced on when and where required basis.

Note: Pdf copies of the promotional material printed and displayed are part of the annexure 2 at the end of this report.

4- Designing a Specific Course and Making it a Mandatory Part of Scheme of Study

Work on this activity is in progress. The course is designed and course material has been prepared and sent to the concerned authorities for approval and making it a mandatory part of scheme of study. As soon as the procedure will be completed and the course will be approved by the concerned committee, its classes will be held.

5- Organization of Special Events and Lectures

On numerous occasions special lectures were arranged for the library patrons with a purpose of showing the practical examples of how people are getting benefit from these resources which ultimately is resulting in the intellectual output of the institution better. Faculty members and researchers were invited to share their practical experience with the library patrons and how they practically utilized these resources for their research outputs.
Special visits and briefings were also arranged for different groups of students to make them aware about the electronic resources.

**Note:** Photographs regarding this activity are part of the annexure 3 at the end of this report.

**How the Grant was utilized:**

Though the amount of grant was not enough to carry out our planned activities on a massive scale, however, it proved substantial as along with a portion of our existing budget for the promotion of electronic resources we have been able to carry out all the activities mentioned above in this report. This grant helped us in fulfilling our ultimate goal which was to increase the use of available electronic resources and their utilization can be maximized.

The grant was mainly used for carrying out project activities under following heads;

1. Purchase of professional printer for desktop printing
   
   We opted for the option of desktop printing and purchased a printer of professional quality so that we can utilized it in the long run for printing material for such promotional activities.

2. For the purchase of stationary material required for desktop printing such as glazed paper and card sheets etc.
3. For the designing of brochure, streamers, bookmarks and posters.
4. For the professional printing of panaflex streamers.

Details of expenditures can be provided, if required.

**Evaluation and Results of the Project:**

**Highest Usage Award from Emerald Group Publishing**

Emerald Group Publishing awarded 3rd Price to CIIT in a recently held ceremony at Higher Education Commission of Pakistan (HEC). This award was with specific reference to Pakistan.

**Note:** Picture of Award is part of annexure 4 at the end of this report.

**Improved Position in Higher Education Commission of Pakistan (HEC) Rankings**

CIIT improved its ranking from No. 7 to No. 6 as per the latest data compiled and issued by HEC. This is important to mention that this list of rankings is on the basis of research
output by the universities and educational institutions in Pakistan. The data was revised on December 9, 2011.

Ranking details can be get by visiting the link (http://www.hec.gov.pk/InsideHEC/Divisions/QALI/Others/Documents/Research%20Output/Total%20Research.pdf)

Library User’s Survey

Library Information Services carries out regular surveys regarding the use of its electronic resources on periodic bases. The recent survey, which was done in December 2011, indicates the increase in number of library patterns who are well aware about the available electronic resources and how to use them. Almost 30% increase has been noted in the awareness and use of available electronic resources as compared to the last survey done in last year.

The work is in progress on a case study regarding the effective utilization of electronic resources to share it with other professionals. We are planning to print this case study in a reputed national or international journal so that others can get benefit from this success story with specific reference to Pakistan.

The achievements and results which are highlighted above clearly indicates about the success of the marketing strategy adopted for the promotion of electronic resources keeping in mind the specific research culture and information seeking behavior of Pakistani students and research scholars.

Recommendations:

Pakistan belongs to third world where lacks of resources are hampering the growth of almost everything. Current economic crises, prevailing economic conditions has resulted in the budget cuts in educational sector which includes libraries. Digital divide is a well known and talked about issue and many initiative are being taken on world level to address this issue.

Keeping in mind the above mentioned economic factor and digital divide issue, projects like this from the more resourceful institutions are indeed a great help and should be repeated time and again.

We really acknowledge the help of INASP through the project titled “Promotion of Electronic Resources through Consortia and Libraries” and hoping for more such projects to help libraries and information centers of countries like Pakistan.
Annexure 1

Pictures of Training Workshops and Lab Sessions for Students, Faculty and Researchers in Different Campuses of CIIT

Lecture at Wah Campus

Participants of Workshop at Attock Campus

Practical Training at Vehari Campus

Training session at Sahiwal Campus

Lab Session at Lahore Campus
Annexure 2

Pictures of Promotional Material

Panaflex Streamers displayed at different locations of Library

Different Posters Designed and Printed for the Project
Bookmarks designed and printed for the project
Annexure 3

Lectures and Special Events/Visits

Lecture at Islamabad and Attock Campuses

Special Visits by Students and Professors
Annexure 4

Award from Emerald Group Publishing
Emerald Group Publishing
Highest Usage Award

presented to COMSATS Institute of Information Technology

for 2nd highest number of Emerald articles downloaded in Pakistan

year 13,685 articles downloaded in 2011

Rebecca Marsh
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Emerald Group Publishing Limited

Jim Bowden
Emerald Literati Network Manager
Emerald Group Publishing Limited

COMSATS
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Research you can use