



香港浸會大學

HONG KONG BAPTIST UNIVERSITY

圖書館 LIBRARY

Transforming Millennium's My Library Account

into

a Personalized
Library Portal



Yiu On Li, Loletta Chan, Chris Chan, Chloe



Outline

- End-user perspective
- Technical perspective
- Implementation
- Impact
- Looking Ahead



End-user Perspective

What do we know about our students?

Overwhelmed with competing priorities

Information overload

Not too aware of Library services & resources



End-user Perspective

What role can the librarian play?

Highlight and **curate** relevant and important content

Enable **seamless** access to these content (e.g. the less clicks, the better)

Create a **unique, tailored, and personalized** experience to library services and resources



End-user Perspective

A brief background on personalization in libraries

The concept of “**MyLibrary**” emerged in early 2000s

The term **Library 2.0** was first introduced in 2005

How to make the personalization “**deeper**”

From librarians as intermediaries to librarians as **apomediaries**

Kwanya, T., Stilwell, C., & Underwood, P. G. (2012). Intelligent libraries and apomediators: Distinguishing between Library 3.0 and Library 2.0. *Journal of Librarianship and Information Science*, 45(3), 187–197. doi:10.1177/0961000611435256



End-user Perspective

What is the project about?

The showcase of library services and resources based on the student's **academic profile**:

- Status at university
- Discipline/programme
- Year of study
- New user

A first-year MA Translation student sees different links than a final-year Chinese Medicine student



Collaboration between three units: System, Circulation, & Information Services





Technical Perspective

System Design

Concept: **Minimal effort, maximum impact**

Platform: Fully utilize an **existing platform** - Millennium's My Library Account (MLA)

Rationale:

- Build on an already well-used and familiar platform
- Existing patron data makes bridging easy
- Minimal maintenance effort





Technical Perspective

System Infrastructure

HKBU Library Catalogue 香港浸會大學圖書館目錄

Library News

- Recruitment of student helpers (2 April 2015)
- Library Service Hours During Examination Period (28 April - 15 May 2015) (1 April 2015)
- Free Trial E-Resources 電子資源試用: Computers & Applied Sciences Complete (20 March 2015)
- Give Your Feedback on the Library Website (A chance to win a HK\$50 coffee card!) (18 March 2015)
- Past News (via Twitter)

FAQ
Ask A Librarian

- Book Donation Book Drops
- Book Paging
- Borrowing & Returning**
- Browzine
- Chinese Medicine Library
- Citation Course Reserves
- CRE E-books
- E-Resources &**

My Library Account details

Test MyLibGuide-2
EXP DATE:30-07-2016

Logout

0 Items currently checked out
0 requests (holds).
Search the Catalog
Preferred Searches
Modify your PIN (Library account only)

Delete Marked Delete All Export Reading History

Reading History (2)

Mark	Title	Author	Checked Out	Details
<input type="checkbox"/>	The godfather / Mario Puzo	Puzo, Mario, 1920-1999	19-03-2015	Copy 1
<input type="checkbox"/>	Philosophy of religion in the 21st century / edited by D.Z. Phillips and Timothy Tessin		19-03-2015	Copy 1

Delete Marked Delete All Export Reading History

Your Personalised Resources

Department of Government and International Studies

Library Survival Guide

Library Services

- Library Privileges
- Interlibrary Loan

Research Help

- GIS Subject Guide
- GIS Databases
- Citing Sources

HKBU Digital Services

- Past Exam Papers: GIS
- Dissertations & Theses: GIS

Standard Resources

Personalized Resources



Technical Perspective

System Infrastructure (Auto Script)

香港浸會大學 HONG KONG BAPTIST UNIVERSITY 圖書館 LIBRARY

My Library Account / Renew Materials | Ask a Librarian | HKBU Home

HKBU Library Homepage

Find Materials | Services & Information | Branches & Special Collections

OneSearch Catalogue & HKALL Databases & E-Journals Course Reserves

OneSearch Easily discover the world of library content

Find books, articles, and more ... Search Advanced Search

Give feedback | 2-minute video

Find Other Materials

- HKBUtube
- Heritage
- Dictionaries & More
- Self-Learning Software
- Library Digital Projects

FEATURED

- BU Dissertations
- BU Exam Papers
- BU Honours Projects [Info]
- Chinese Medicine Digital Projects

Quick Links

- Research Guides
- Loan Quotas : Books | Multimedia
- Room Bookings
- Inter-branch Book Paging
- Interlibrary Loan
- Apply for a JULAC Card
- Digital Services **NEW**
- Book Culture Club
- Copyright Information
- WiseNews

Library News

Give Your Feedback on the Library Website (A chance to win a HK\$50 coffee card!) (18 March 2015)

Introduction to Library's Self-Learning Resources on IELTS (Workshops at Shek Mun Campus) (16 March 2015)

New Digital Projects: 早期華文報紙電影史料庫 (13 March 2015)

Auto Script
(updated everyday)

Extract library news and related icons from the Library homepage to Millennium's My Library Account.

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Past News (via Twitter)

FAQ Ask a Librarian

Book Donation Book Drops Book Paging

Borrowing & Returning

Browse Chinese Medicine Library Citation Course Reserves OR E-books E-Resources &

Your Personalised Resources

Department of Government and International Studies

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HKBU Digital Services

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- Dissertations & Theses: GIS

Standard Resources



Technical Perspective System Infrastructure (Portal Bridging Program)

Fields	Values	Remarks
Patron Record Created Date	19-03-2015	Determine if a new library user or not
P TYPE	1	Undergraduate
PCODE1	d	Year 4 student
j (Academic Program / Department)	BSSC GIS	BSSc in Department of Government & International Studies

Display of personalized resources
(a parameter table)

Extract patron information
(Millennium patron API program)

Retrieve Patron Record ID
(My Library Account URL)

Portal Bridging Program

The screenshot shows the HKBU Library Catalogue interface. It includes sections for 'My Library Account details', 'Reading History (2)', and 'Your Personalized Resources'. The 'Your Personalized Resources' section is highlighted with a red box and lists services like 'Library Privileges', 'Interlibrary Loan', 'Research Help', 'GIS Subject Guide', 'GIS Databases', 'Citing Sources', 'HKBU Digital Services', 'Past Exam Papers GIS', and 'Dissertations & Theses GIS'. A large purple arrow points from the 'Your Personalized Resources' section towards the 'Display of personalized resources' text above.

Personalized Resources

Implementation

Workflow

Sorting out different parameter tables → enable different elements to talk to each other



Designing icons for simple and clean display without being text-heavy



Testing



Going Live



Continuous Maintenance



Implementation

Conducted in Phases



HKBU Library Catalogue 香港浸會大學圖書館目錄

1

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2

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3

Your Personalised Resources

Department of Government and International Studies

[Library Survival Guide](#)

Library Services

[Library Privileges](#)

[Interlibrary Loan](#)

Research Help

[GIS Subject Guide](#)

[GIS Databases](#)

[Citing Sources](#)

HKBU Digital Services

[Past Exam Papers: GIS](#)

[Dissertations & Theses: GIS](#)

Implementation



Linking everything together: resources, icons, and patron record

Your Personalised Resources

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Dissertations & Theses: GIS



4th year undergraduate student from GIS



Special resource for new Library users (i.e. patron record created within the last 6 months)



A handy function to check loan quota and eligible services for undergraduate students

Which Libraries can I enter? ▾

What are my borrowing privileges? ▾

What other services am I eligible for? ▾

Which Library study spaces can I reserve? ▾

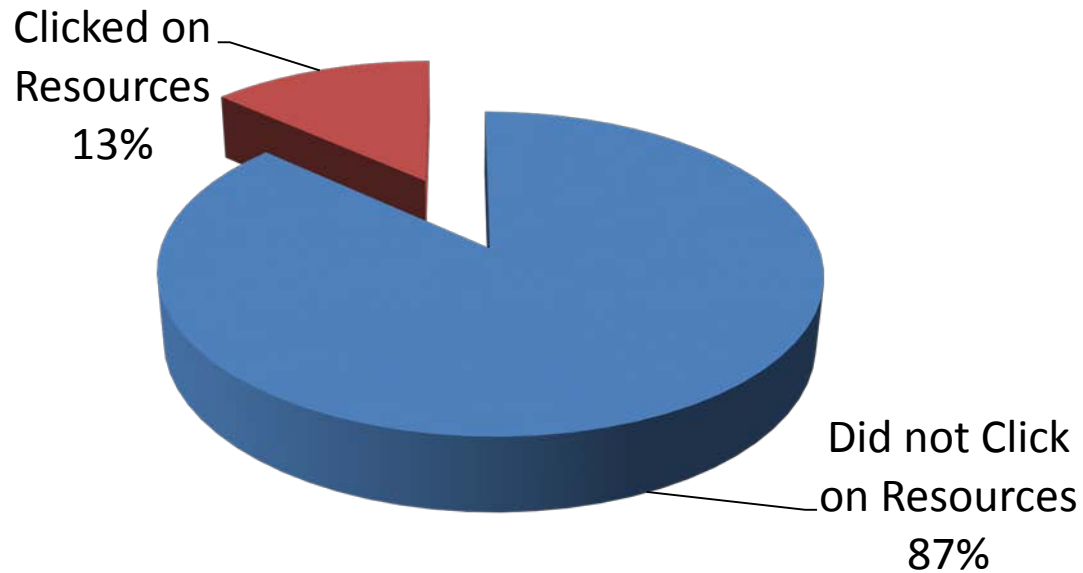


Subject-specific resources (e.g. subject guide, database list, past exam papers, Honours Projects, dissertations) for GIS undergraduate students



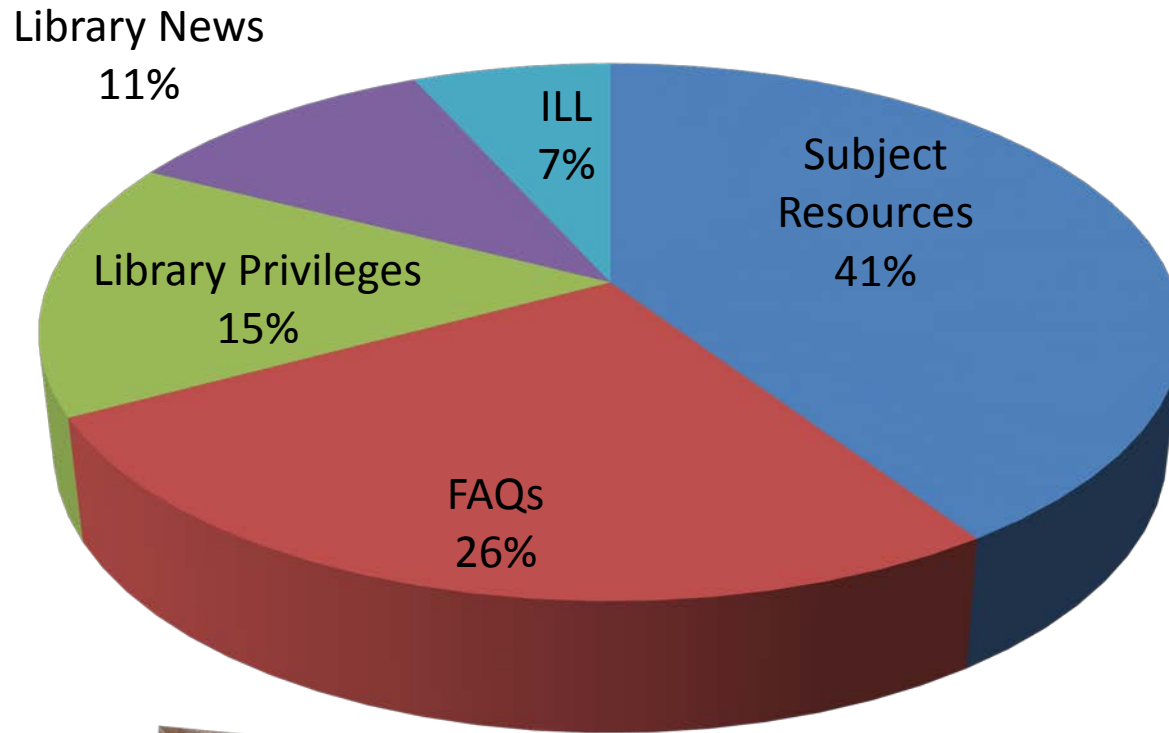
Impact

Breakdown of My Library Account Log-in (Oct 2014 – Mar 2015)



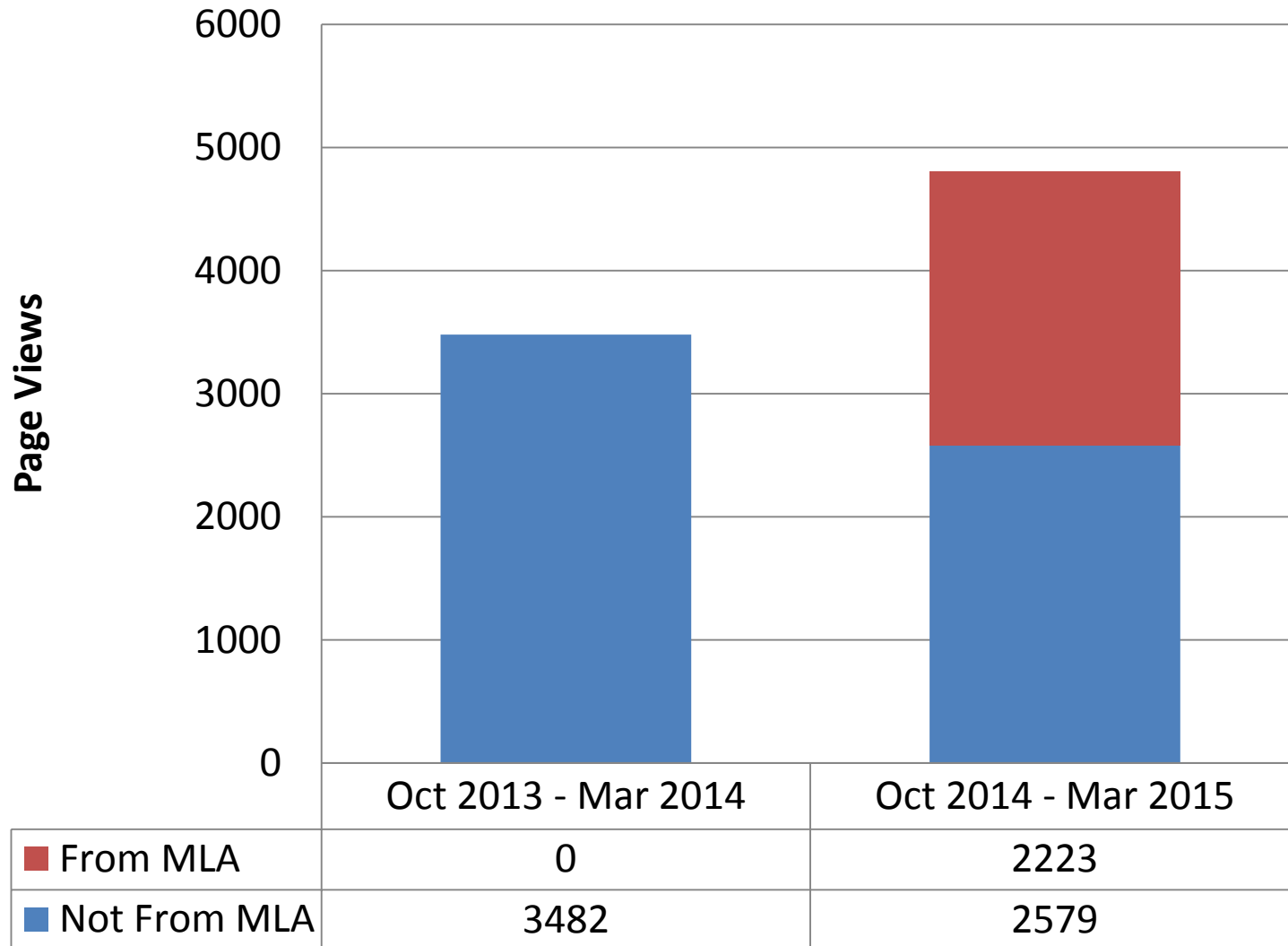
Impact

Clicks from My Library Account by Categories (Oct 2014 – Mar 2015)



Impact

Highlight on the Usage of Library FAQs



Looking Ahead

Continuous Maintenance

- Addition of more resources
- Addition of new programs and/or degrees
- Adjustment of personalization criteria
- Customization options



“...the 3.0 library as a personalizable, intelligent, sensitive and living institution created and sustained by a seamless engagement of library users, librarians and subject experts on a federated network of information pathways...”

Kwanya, T., Stilwell, C., & Underwood, P. G. (2012). Intelligent libraries and apomediators: Distinguishing between Library 3.0 and Library 2.0. *Journal of Librarianship and Information Science*, 45(3), 187–197. doi:10.1177/0961000611435256



Looking Ahead



Why further develop Millennium when we will be getting a new ILS?

It's the concept of personalization and customization that will resonate, not the infrastructure

The new ILS will most likely provide an open environment that allows more flexibility and functionality



Thank You!

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