Libraries at the Crossroads
Tracking Digital Footprints

APAC RC'16
HONG KONG
1-2 DEC. 2016

OCLC

Thursday 1 December	
08:30 - 10:00	Registration Opens
10:00 – 10:15	Chair's Welcome, Howard Amos, OCLC Asia Pacific Regional Council Chair; University Librarian, University of Otago, New Zealand OCLC Welcome, Eric van Lubeek, OCLC Vice President, Managing Director, EMEA and APAC
Plenary Session One	
10:15 – 11:00	**Transforming data into impact** *Skip Prichard, President and CEO, OCLC*
	Q & A Session with Audience
11:00 – 12:15	**Peer-to-Peer Teaching & Learning** *Professor Ping-Cheng Yeh, Associate Professor at the Department of Electrical Engineering, National Taiwan University* How can we keep students engaged to the class? How can we make our students motivated to learn? These have been the most challenging questions for teachers nowadays. Professor Yeh developed a series of Peer-to-Peer Gamification schemes following his unique teaching philosophy: "For the student! By the student! Of the student!" In this talk, Professor Yeh will explain how his award winning gamification scheme and other P2P schemes works for different courses. He will show the amazing results from his students' course work. It is the new paradigm shift for the education of future.
	Q & A Session with Audience
12:15 – 13:30	**Lunch and Networking**
Plenary Session Two	
13:30 – 14:45	**Integrating libraries into 'always on' lives of our users (Part 1)** *Anne Horn – Library Director, University of Sheffield, White Rose Consortium* *Dr. Shirley Chiu-wing Wong – University Librarian, The Hong Kong Polytechnic University* *Katie Birch – Executive Director, Resource Sharing, OCLC*

	In this 'always on, always connected' world, our users want to interact with our services and collections inside and outside the physical library space. This leads to new challenges for library staff. How do we configure the physical space when users are relying more on electronic collections but space is in greater demand than ever? In this plenary, we will explore how academic libraries are collaborating on print decisions in order to release greater capacity for increasingly diverse forms of study.
	Q & A Session with the Audience
14:45 – 15:15	**Refreshments**
15:15 – 16:00	**Integrating libraries into 'always on' lives of our users (Part 2)**

Integrating libraries into 'always on' lives of our users (Part 2)

Dr Jim Hok-yan Chang – Chief Librarian, Hong Kong Central Library
Mary Sauer-Games – Vice President, Global Product Management, OCLC

In the second half of the plenary, we will hear from leading public library services in the region who are mapping their user's experience of library services to major shifts in their behavior and expectations of how services should be accessed.

Stats indicate that smartphone penetration in Hong Kong reaches 84% in 2016, which is ranked top 4 in the Asia Pacific region. 96% of smartphone users in Hong Kong go online with it every day, and this is also the prime stuff that they won't leave home without. Conspicuously, libraries are shifting into a new era of mobilization in facing the huge amount of "always on" patrons. Be it a campaign or a daily e-services module, "Library at your Fingertips" designates the work of the Hong Kong Public Libraries in disseminating its collection and services through this influencing platform. It won the Best Lifestyle (Learning & Living) Gold Award at the Hong Kong ICT Awards 2015 and a Merit Award (Government and Public Sector) in the Asia Pacific Information and Communication Technology Alliance (APICTA) Awards 2015.

Dr Greg Morgan – Manager Digital and Service Development
Auckland Libraries

Don't leave serendipity to chance.

Auckland Libraries (New Zealand) is a large public library network that serves a population of 1.57 million across urban and rural communities. Formed from the amalgamation of seven public library systems in 2010, Auckland Libraries is a service at scale for the markedly diverse communities we serve. We recently delivered an improved discovery experience, a library app and a public computing service that is consistent across all 55 branches. We now use net promoter score to receive real-time feedback from customers at all service points, including online. This is complemented by smarter use of analytics, an annual customer satisfaction survey and targeted research. We are currently implementing a contemporary web experience through agile co-design to achieve what customers want: a 'targeted serendipity experience.' A single search interface for some 30 research databases created by the library will significantly improve the findability of unique content. The

	nature of digital in physical library spaces is changing too. Auckland Libraries continues to evolve our use of social media and to extend the breadth of maker activity. We are listening more fully to customers and facing head on the complexities and issues of thinking strategically, data mining, profiling, paid promotion in social media, increased digital content and reducing customer effort across - despite - the challenges of particular platforms. We are learning to be design-led and data-informed as we work with customers to transform their expectations and experience of a public library.
	Q & A Session with the Audience
16:00 – 16:15	**Lightning Talk Videos** Showcase of some of the submitted lightning talk videos.
16:15 – 16:30	**Round up and final notices – Close of Day One**
19:00 – 22:00	**Conference Dinner at The Harbour Grand Hotel**

Friday 2 December	
09:00 – 09:15	Welcome by Chair – Howard Amos, OCLC Asia Pacific Regional Council Chair; University Librarian, University of Otago, New Zealand
Plenary Session Three	
09:15 – 10:30	**Our Year in Review** Join us for this update from the OCLC leadership.
	The Latest News from OCLC *Eric van Lubeek, Vice President, Managing Director, OCLC EMEA and APAC*
	Spotlight on OCLC Products and Services *Mary Sauer-Games, Vice President, Global Product Management, OCLC*
	Board of Trustees Update *Sandy Yee, OCLC Board of Trustees Chair and Dean of University Libraries & School of Library and Information Science, Wayne State University*
	OCLC Membership *Peter Sidorko, OCLC Global Council President and University Librarian, The University of Hong Kong Libraries (HKU)*
10:30 – 11:00	**Refreshments**
Plenary Session Four	
11:00 – 12:30	**Learning Services as a Predictor of Student Retention** *Adam Murray – Dean of Libraries & Educational Technologies, James Madison University* *Ashley Ireland – Dean of University Libraries, Murray State University*

	An examination of the predictive relationship between library use by individual students and their retention status in university settings. Adam Murray and Ashley Ireland have built upon a small number of previous studies to examine library use at the individual level in order to determine if use of specific library services is predictive of retention for freshmen and sophomores. *Margie Jantti – Director, Library Services, University of Wollongong* The increasing sophistication of data capture and warehousing capability within contemporary tertiary education institutions has offered new approaches for the examination of data generated from library management systems and other data sources to assess the impact of both print and electronic resources. This study firstly describes how the University of Wollongong Library (UWL) in partnership with the University's Performance Indicator Unit partnered to build new data and reporting models to join library usage data with students' demographic and academic performance data to test correlations and to ultimately create a new narrative; a discourse on the contribution of the library to the student experience and their academic success. The establishment of learning analytics at the University of Wollongong has extended the utility and significance of the cube; enabling the inclusion of library data to create a multi-faceted view of student engagement with critical learning resources and services.
	Q & A Session with the Audience
12:30 – 13:30	**Lunch and Networking**
13:30 – 13:45	**Lightning Talks Videos** Showcase of remaining videos and voting.
Plenary Session Five	
13:45 – 15:15 	**Learning About Out Users Through The Visitors & Residents Framework: Mapping Engagement with Technology** *Lynn Silipigni Connaway – Senior Research Scientist, OCLC Research* *Peter Sidorko – OCLC Global Council President and University Librarian, The University of Hong Kong Libraries (HKU)* *Ginny Steel – University Librarian, University of California, Los Angeles and Vice President of OCLC Global Council* An overview of findings from more than a decade of user research in the US, UK, Spain, and Italy identifies the similarities and differences of the way individuals get their information and engage with technology based on cultural background, discipline, educational stage, and context and situation. The results of a comparative study, utilizing the Visitors and Residents framework, describing how students, faculty and librarians at an Asian university and an American university map their engagement with technology will be shared. The findings provide ideas on how to more fully integrate the library into the life of its users.
	Q & A Session with Audience
	Announcement of Lightning Talk Video winner

15:15 – 15:20	Awarding of the prize.
15:20 – 15:30	**Round up and closing speeches - Close of APRC 2016**