



*Creating the electronic OSH
information and knowledge service
and centre, CIS Meeting 21/5/03*

Presented by

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Introducing the concept of an e-Information Services - first steps

■ Talk will cover:

- What a successful e-information service can offer
- Where are the customers?
- What kind of information do they need?
- Who needs to be involved in your plans
- Budgeting for an e-information service
- Keeping in touch with the customers: evaluating and monitoring...Keeping one step ahead of the competitors



Introducing the concept of an e-Information Services - first steps

- Definition of e-information service:
software, databases, CD-ROMs, electronic journals, multimedia products, image collections, daily news, encyclopaedias, reference, financial, legislation, STM
- Scope.....strategic planning stage. Includes the information audit of customers and management needs
- defining the users.... Various sectors



Introducing the concept of an e-Information Services - first steps

■ Pluses:

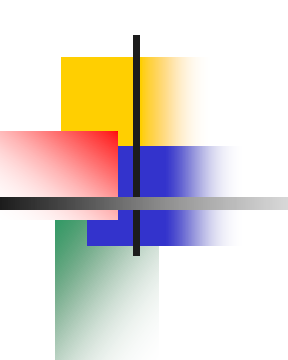
- > better access to wider range of information
- > better value for money
- > buying agreements better use of staff time
- > less time on housekeeping manual sources
- > potential to provide 24:7 access without having to have a large numbers of staff present
- > total stock access... no physical losses
- > equal access to total stock
- > reduce or eliminate multiple purchase.



Introducing the concept of an e-Information Services - first steps

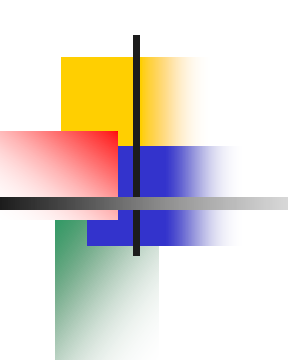
■ Minuses:

- > cost investment in technology and start up costs
- > additional license fees
- > savings may not be realised if paper subscriptions have to be kept
- > staff may not have negotiating skills
- > reliance on technology Systems may go down
- > staff may require additional skills and hence training
- > users may not have technological skills to gain maximum benefits



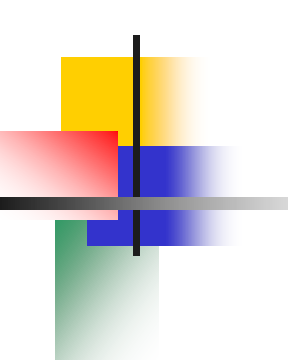
What the e-information service can offer

- Changing attitudes and perceptions
staff....will not become extinct.... userswill still want information and so will the general public
Technology is providing the opportunities to create “renaissance reference culture”
- Convergence....giving technical skills to information people and information skills to technical staff
- The difference information specialists make...intelligent filters, providing value added services
- Non work use And the 24/7 centre



What the e-information service can offer

- **organisation or community needs**
- **information audit**
- **customers and the non customers needs**
- **the 24:7 e-information service**
 - > **user support... 24 hour help desk**
 - > **security**
 - > **crashes and failures**
 - > **backups**



What the e-information service can offer

- **organisation or community needs**
- **staff and their training....improving skills and knowledge...CPD**
- **costs**
- **publicity and marketing**
- **business planning**



Where are the customers

- Who are they?
- Where are they located
- Do they access information?
- Keeping the present customers
- Identifying new customers
- Role of the information professional in customer e-service
www.sla.org/content/SLA/professional/meaning/competency.cfm
- What kind of training will the customers need?



Where are the customers

- Understanding of the shortcomings of the telecommunications, computer and other services
- Armed with this knowledge you will be able to:
 - > create information services to satisfy the information needs of the organisation
 - > promote and market with precision..... and**KEEP ONE STEP AHEAD OF THE CUSTOMERS**



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What kind of information will they need?

- What your information audit tells you
- Types of information
 - *General information*
 - *Scientific, technical or medical information*
 - *Business and financial information*
 - *Legal information*
 - *Educational information*
- How often will customers need this information?
- The formats in which it can presented?
- Other considerations



Who else needs to be involved in your plan?

- Internal interests.... Keep everyone informed of progress
 - staff
 - other departments in the organisation
 - aim to be the centre of the organisation
- External Interests
 - external suppliers... keep in constant touch
 - external customers... keep up to date

Also identifies information and systems which could be available to you

Budgeting for your e-information service



- The Business case and the business plan
- What should be included in your budget?
Answer = everything...tangible, hardware, software stock, staff, training, marketing & publicity
- Dependencies with your organisation
- Charging for services
- Timescales and your business plans
- Developments and renewals - the business scenario
- Coping together - the consortia for e-service purchasing

Keeping in touch with the customers

- Evaluating and monitoring the services you offer
 - not just numbers but quality & service...

- Measuring use of the service...
 - > is it still needed?
 - > if so in the same format?
 - > by same team members?... could it be carried out by others elsewhere?
 - > is there a better way of getting or delivering product
 - > is it being offered in the most appropriate way
 - > and at the most appropriate price?

Keeping in touch with the customers

- See ICOLC (USA) International Coalition of Library Consortia

www.library.yale.edu/consortia/webstats.htm

- and EQINOX Project (European) <http://equinox.dcu.ie>

- These projects look at the question of measuring the use of e-service



Keeping in touch with the customers

- Keeping yourself and your customers aware of developments in external suppliers' services
- Checking how these services could meet your customers' needs
- Introducing new services into your e-portfolio.
- Ensuring that your communications with customers are open and active.....
- The customers should have considerable influence on how you shape the e-service

Examples of different e-services

- www.athens.ac.uk
ATHENS is a UK service that provides the higher and further education sector with an access management system
- www.heron.ac.uk Project finished July 2002
visit <http://heronweb.ingenta.com/heron>
a national service to the UK Higher Education community for copy clearance, digitisation and delivery of book extracts and journal articles
- www.nesli.ac.uk
National Electronic Site Licensing Initiative to deliver electronic journals service to UK Higher Education sector.



Examples of different e-services

- www.ngfl.gov.uk/index.jsp
the gateway to educational resources on the Internet... for teaching, supporting, learning or managing.
- www.nof.org.uk
New Opportunities Fund....directory of web based projects.. Digitisation of learning materials grant programme
- www.nelh.nhs.uk
National Electronic Library for Health...target to provide a digital library resource for NHS staff, patients and the public



Keeping one step ahead of the competitors

■ Your networks

- What can they tell you?
- What are the competitors planning?
- What is happening in other e-information centres?
- What is happening in other sectors...
- Any lessons to be learned?
- People
- Management
- Technical
- Do they provide reliable information?

Keeping one step ahead of the competitors

- A way to manage relationships with competitors and customers.....Service Level Agreement.. Good idea
- clarifies what is going to be delivered and when
- SLA is prescriptive ... should say what is to be done rather than how
- everyone is involved in it
- good for e-suppliers
- Winning others across .. constant open conversation...
 - Customers and non customers.. in senior positions
 - Suppliers and service providers
- All helps to making a case to management



Creating a successful e-information

..... If you want to read more then get

Creating a successful e-information service
by Sheila Pantry OBE and Peter Griffiths
FACET Publishing (Formerly LA Publishing)
ISBN 185604 442 4 Published in June 2002
Includes an extensive reading list

■ Pantry, Sheila and Griffiths, Peter, *The Complete Guide to Preparing and Implementing Service Level Agreements*, Library Association Publishing, 2001, 2nd ed, ISBN 1 85604 4106 £29.95