

The roles of Academic Libraries in transition to digital contents - *The case of RMIT Vietnam Library*

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Outlines

- Introduction about RMIT University Vietnam
 - Roles of RMIT Vietnam Library
 - Initiatives undertaken at RMIT Vietnam Library
 - Learning and Teaching
 - Research support
 - Disability support
 - Others

RMIT Vietnam



Our context



One of the key actions of RMIT strategy to 2020 is to:

“Provide students with a transformative, digital enabled learning experience”

“Library plays a key role in transitioning to digital content”

Roles of library at RMIT Vietnam



Enhance learning and teaching

Support researchers

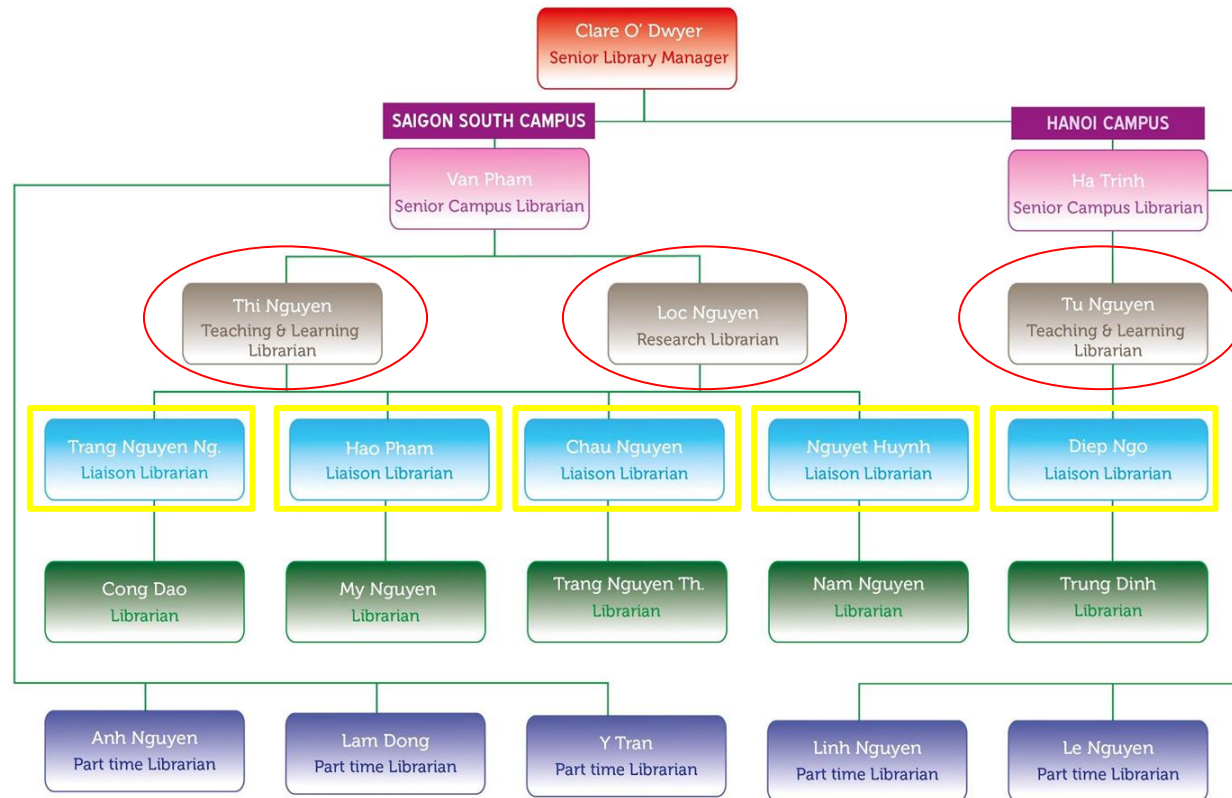
Disability support



RMIT VN Library restructure

BEANLAND LIBRARY

ORGANIZATION CHART



January 7th 2016

Enhance Learning and Teaching



Transition to digital content

- E-textbooks experiences and the alternatives (e-books)
- Curriculum development

Enhance Learning and Teaching

Transition to digital content

- Linking services (reading list) and eReserve
- Embedding digital library subject guides to courses

Marketing: Home

This research guide will provide you with starting points for finding information on marketing, market research, advertising and sales.



WARC database - searching topics

World Advertising Research Centre (WARC) database



An introduction to the World Advertising Research Centre (WARC) database featuring a screen capture demonstration of searching topics. CC

Top Databases for Marketing

- [Passport](#)
Provides market research information on countries, consumers and industries worldwide. Includes international demographic, economic and marketing statistics and indicators as well as historical trends and forecasts.
- [Business Source Complete \(EBSCO\)](#)
Journal articles on all areas of strategic marketing, theory and professional services. Includes peer-reviewed publications.
- [MarketLine](#)
Premier database of global market research, company and industry profiles. New features include: The Company Prospector is a list builder tool that enables you to generate prospect lists for specific industries and geographies, and perform competitor and vendor analytics on them.

The Company Report Generator tool enables you to generate customised company reports including analytical texts and charts on demand.
- [WARC: World Advertising Research Center](#)
Provides information across all areas of marketing communications, with a focus on the promotion of best practice, effectiveness and efficiency. It includes full text research reports,

Subject guides access statistics

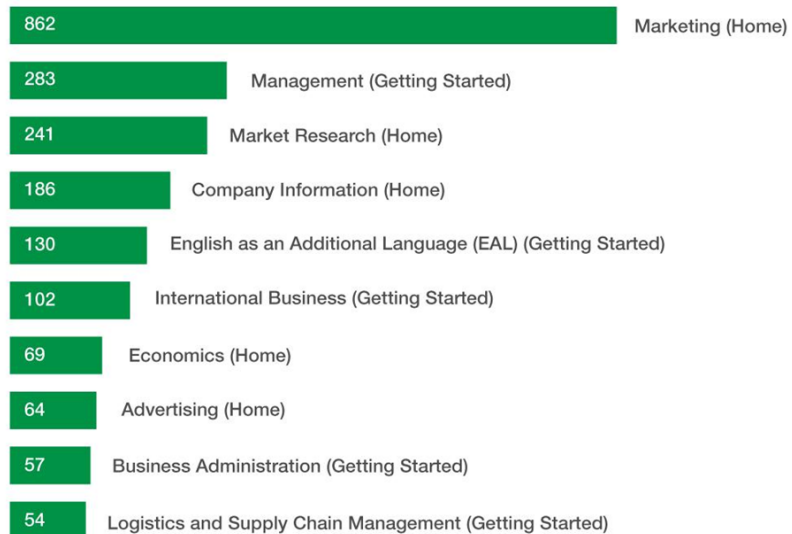
LibGuides Statistic in Vietnam

February 22nd 2016 - March 27th 2016

LibGuides <http://rmit.libguides.com>

Top 10 - most popular Libguides in Vietnam

Page Views



Subject guides access statistics

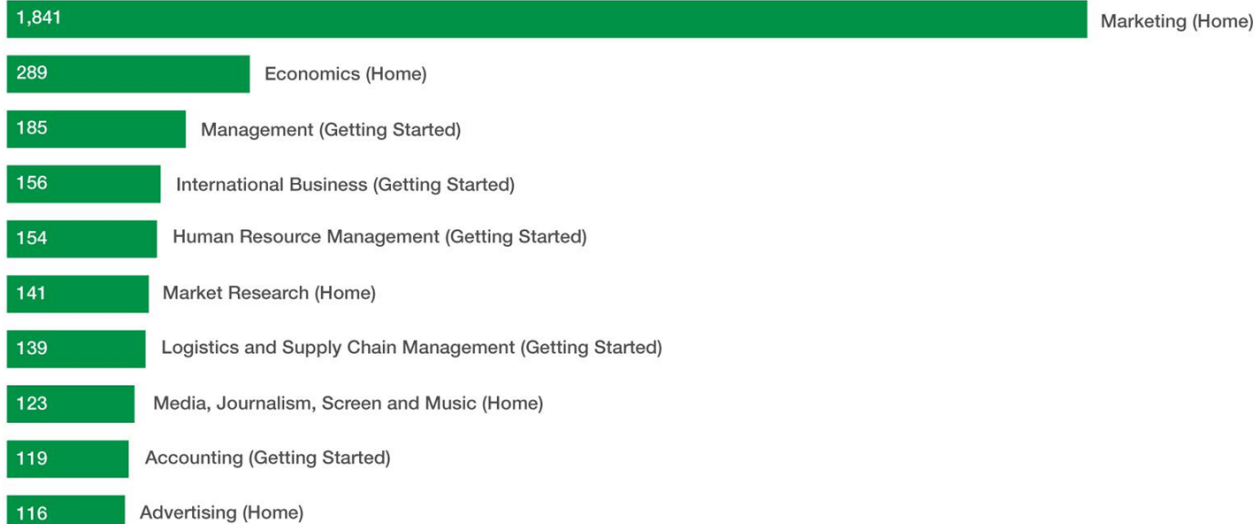
LibGuides Statistic in Vietnam

June 20th 2016 - July 24th 2016

LibGuides <http://rmit.libguides.com>

Top 10 - most popular Libguides in Vietnam

Page Views



Enhance Learning and Teaching

Transition to digital content

- Document Delivery & **Digitisation Services**



Research support



- Librarians in Residence
- Research strategies
- Research impact: citation, researcher and journal
- Obtain books, e-books and other resources for research purposes.

Disability support and inclusion

- RMIT strategic plan

Inclusion: “RMIT creates life-changing opportunities for all, welcomes students and staff from diverse backgrounds, honour identity and knowledge of Aboriginal and Torres Strait Islanders nations, and is an accessible and open institution dedicated to serving the needs of the whole community.”

- Equity and Disability Resource Centre (EDRC) & Library collaboration



Events



E-resources usage promotion

- Book review contest
- Library Newsletter weekly update
- Social networks for event and e-resources promotion

Other approaches

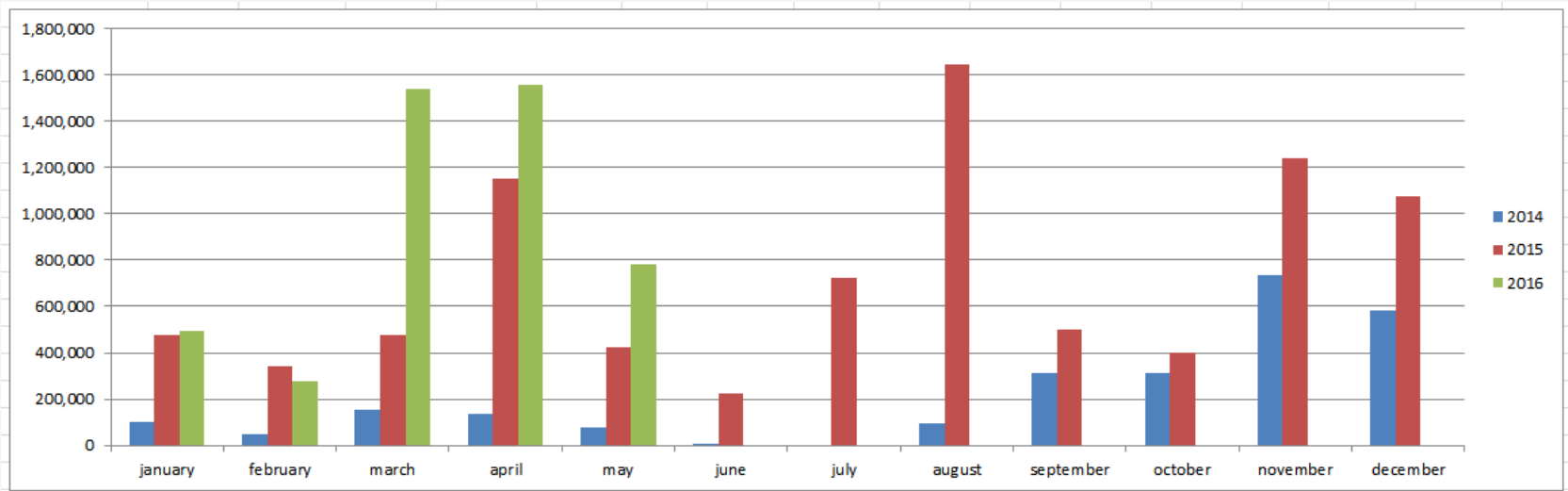


- Face2face digital literacy workshops
- Online digital literacy workshops
- Citation management tools training
- Tools for online learning and teaching purposes

Conclusion

- Universities need to “respond immediately” to new generation of students in digital world (Lea & Jones 2011).
- Academic libraries play a key role in supporting educational institutions to equip learners with 21st skills.
- Academic libraries need to adapt with the new changes in learning, teaching and researching.

...a rocket in electronic resources access



Electronic resources access from Vietnam from 2014 - 2016

Thank you



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