



HERE'S MY IPAD, LET ME SHOW YOU MY LIBRARY

In January 2011, Business and Law Library Services Manager Clare O'Dwyer received an iPad for use at work. It was love at first sight. Suddenly the opportunities to showcase and market the library presented at the most unexpected times, and Clare made the most of them.

My role in supporting the Faculty of Business and Law at Deakin University

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demands the ability to provide convenient access to library resources. Recently I met with a Head of School and described the new library subject guide for international students. Trying to describe an electronic resource to a senior academic does not really capture their imagination, however in this case on my iPad I demonstrated the subject guide live and showed how easy it was to access via a mobile device. By coincidence this staff member had just received an iPad that day, so the timing could not have been better.

My own behaviour has changed too, in the way I access and demonstrate information to library clients. I have to remind myself the library is 'virtually' in my hands if I have my iPad with me in a meeting. The ability to 'show and tell' actual content before their very eyes is almost like performing a magic trick.

Last week I sat in a meeting discussing integrating library resources into the new learning management system with a

group of four academics. I discussed with the learning developer the open access resources on TROVE (National Library Australia) such as Australian newspaper articles from the 1800s up to 1954 and demonstrated it right there and then. A really moving event in this meeting was my ability to show a senior academic her grandfather's WW1 enlistment

documents (all 72 pages) from the National Archives website as a example of growing digitisation projects still in progress.

This immediate access 'show and tell' ability, replaces the need to book a time or follow up meeting. Often in the past, having to wait meant the 'moment of truth' of marketing the library was lost and so was the academic client. I believe sharing applications with academics and staff enhances the building of stronger relationships with clients and improves esteem for the library.

The iPad has surprised me in the impact it has had on my clients. Its adoption has even led my team and I to be included in integral faculty strategic workshops reassessing courses and direct access with unit chairs. I highly recommend exploring new ways to deliver library services with enabling mobile technologies. These new technologies can really give you the edge needed to improve your status with clients, get you a seat at their table and market libraries in a new and exciting way.

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