ANNUAL REPORT 2010 **furnished your minds**

PERPUSTAKAAN SULTANAH ZANARIAH
UNIVERSITI TEKNOLOGI MALAYSIA

CONTENT

ANNUAL REPORT
2010

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PERPUSTAKAAN SULTANAH ZANARIAH
UNIVERSITI TEKNOLOGI MALAYSIA

:: INTRODUCTION

In 2010, Perpustakaan Sultanah Zanariah (UTM Library) took further strides in its planned, integrated and sustained approach to providing library, information and access services that support the University's strategic directions. This approach is in line with the Research University status received.
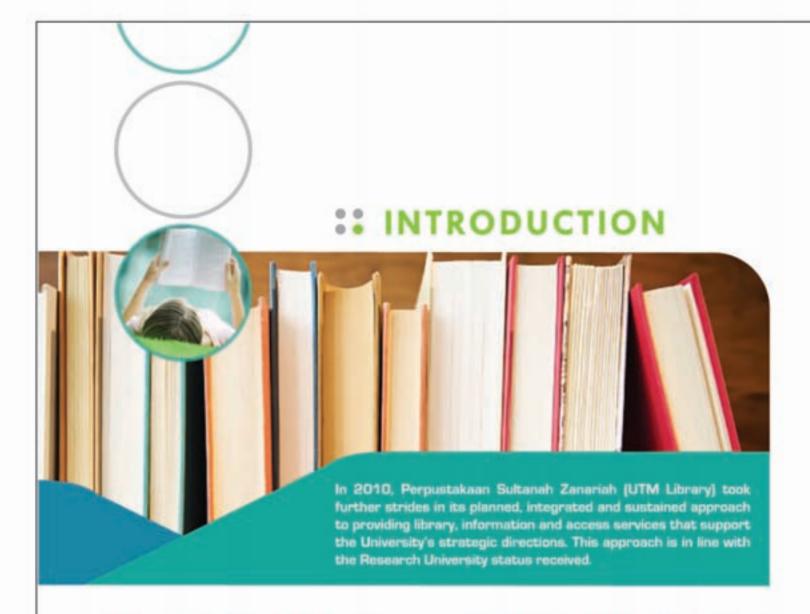
PERSONAL RESEARCH-CENTRED SUPPORT

2010 saw the introduction of the Research Carrel Room, an individual study room fully equipped with a desktop computer, Internet and a printer for the researcher's use. Also, librarians were appointed as Research Support Consultants to coordinate the Library's support to researchers and to ensure that the Library is responsive to the needs of the UTM Library's research community.

E-RESOURCE ACCESS AND DELIVERY

This year, the Library continued its commitment to the strategic growth of its electronic resources, increasing the budget to RM12 million. In the area of resource access and discovery, a new version of the Library catalogue was introduced by the name of LESTARI, allowing our clients to access the Library catalogue virtually anywhere.

UTM-IR has shown significant improvement in terms of visibility with the latest ranking (as of July 2010) at 77th place from 800 Institutional Repositories worldwide. To date, 9,168 text articles are available from UTM-IR.

LEARNING SPACES SUPPORTING A VIBRANT LEARNING & RESEARCH ENVIRONMENT

The common reading areas in all levels were refurbished with new furniture to increase available study space to the users. In the meantime, the computer and Internet area at Level 3 also received a facelift with the replacement of bulky monitors and CPUs with thin-clients that came with sleeker, slimmer LCD monitors and CPUs.

CULTIVATING KNOWLEDGE CULTURE IN THE UNIVERSITY

The Library continued its tradition as the centre for cultivating knowledge by initiating various programmes such as K-Sharing and Bicara Karya programmes, which involved prominent academic and corporate figure. Also, the development of UTM Reading Stations (UTMRS) was indeed successful as there are 58 UTMRS available in both Johor Bahru and International Campus, Kuala Lumpur.

I would like to thank the Library staff for their commitment, expertise and professionalism in delivering such outstanding levels of service and for their many achievements in 2010.

Pn. Hajjah Kamariah Nor Mohd. Desa
Chief Librarian

:: THE **MANAGEMENT**

LIBRARY MANAGEMENT AND GOVERNANCE

The Library has a client-focused organisational structure and philosophy. Services are delivered across three branches: UTM International Campus Kuala Lumpur, UTM Razak School Library and the Chemical Engineering Pilot Plant Resource Centre. In addition to that, the Library expanded its services by establishing libraries in the faculties.

The management and administration of the Library are under the supervision of the University comprising of the Library Senate, led by the Deputy Vice-Chancellor [Academic and International], Prof. Ir. Dr. Mohd. Azraai Kassim. The 24 members of the Library Senate for the year 2010 represented each faculty and department in the University. Its purpose is to ensure the Library supports the teaching, learning and research priorities of the University, as well as the emphasis placed on community engagement and partnerships.

The Library's organisational chart shows two large departments – the Planning and Development Department and the Services Department, each led by a Deputy Chief Librarian. Each department is further divided into divisions, led by Heads of Division, who are assisted by Senior Librarians, followed by Librarians. In total, there are 195 Library staff, from which 43 are professional Librarian, Registrar and System Analyst.

ORGANISATIONAL CHART
PERPUSTAKAAN SULTANAH ZANARIAH 2010

THE DIRECTION ::

VISION

To be the knowledge centre of excellence in science and technology

MISSION

To contribute to the enhancement of knowledge through easy access, dissemination and sharing of resources in science and technology

OBJECTIVES

- To provide information based services for its users.
- To manage information required for education, research, consultancy and publication of the University.
- To promote information services within and outside the University.
- To nurture knowledge-based culture and towards excellence mindset within and outside UTM.

MOTTO

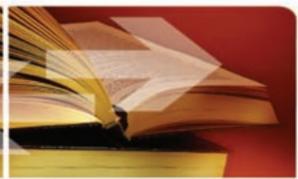Information Excellence

CLIENT'S CHARTER

The realisation that the users of PSZ require efficient and quality services in their search for information, the staff of the library is committed in their effort to provide continuous improved quality service to meet their needs. We pledge to deliver excellent service and execute the responsibilities entrusted in the following manner:

- Provide quality service that meets the needs and satisfaction of our clients by :

  - Ensure that requests for purchase of materials are processed before mid September of each year
  - Ensure that all materials are processed immediately with no backlog
  - Provide the latest and complete information services within the specified time
  - Ensure that all the databases in the library are accessible to library users
  - Ensure that library patrons who are returning materials are tended to within 2.5 minute under normal circumstances

- Incorporate ethical and positive values in their services
- Initiate continuous changes to improve their services
- Upgrade skills and credibility of staff through training.
- Ensure that the PSZ environment is safe and conducive.

:: THE **DIRECTION**

QUALITY POLICY

Perpustakaan Sultanah Zanariah (PSZ) provides services to clients based on customer satisfaction and continuous improvements that can be achieved by having the following :

- ethical, skilled and professional PSZ staff
- adequate allocation and provision of sources
- security for the protected resources
- efficient and effective work process
- intensive use of technology.

The effort to meet the needs of the clients and continuous improvements is translated into an objective of quality which is reviewed from time to time based on the following:

- Upgrading the management knowledge sources gradually by completing the Special Collection and UTM Institutional Repository (UTM-IR) until the current year,
- Indexing all UTM publications towards achieving a zero backlog,
- Increasing the deposit of digital documents by 5% at the UTM Institutional Repository (UTM-IR) for the current year,

- Monitoring and analysing the use of electronic sources twice a year,
- Monitoring and analysing the implementation of digital library components,
- Achieving an 80% customer satisfaction for services and facilities through the Customer Satisfaction Survey ,
- Achieving an 80% customer satisfaction for the Consumer Education Programme,
- Increasing the activities for disseminating and sharing of knowledge and
- Auditing the implementation of Standard People Practices at least once a year.

Systematic planning and analysis will enable PSZ to provide services beyond the expectation of its patrons and other interested parties of importance to the library. Thus, it is crucial that the staff understand, execute and prioritise the Quality Policy of PSZ.

AT A GLANCE ::

- The Library has won the Vice Chancellor Quality Award for **2** times in 1999 and 2009.

- A total of **15** faculty libraries have been setup.

- There are **63** UTM Reading Stations (UTMRS) located all over the University.

- UTM-IR is in **77**th place among Institutional Repositories worldwide.

- **195** is the total number of the Library's staff, **41** of them are professional Librarians.

- About **4800** students benefited from our Library Skill Classes.

- Our collection consists of **26,158** electronic media.

- A total of **192, 359** audiovisual materials.

- Currently there are **586,807** printed materials (monographs).

- More than **2 million** e-journal, e-theses and e-books.

- We welcome **1.4 million** visitors to the Library in 2010.

- Our website attracted **2.3 million** hits as of December 2010

:: 2010 HIGHLIGHTS

- Introduced LESTARI , the acronym for Library Electronic System and Research Information – the new online public access catalogue.

- Implemented strategies to improve user satisfaction based on the newly designed Customer Satisfaction Index survey questions.

- Increased the subscription to e-resources.

- Upgraded the Library Quality Management System to MS ISO 9001:2008.

- Introduced Research Support Consultants and new services to researchers in support of the University's mission as a Research University.

- Successfully developed 58 UTM Reading Stations in UTM Johor Bahru and International Campus Kuala Lumpur.

- Replaced the library automation system to SirsiDynix.

QUALITY SERVICES FOR
ACADEMIC SUPPORT

> ❝ ISO 9001 is a standard for the implementation of a quality management system which provides a benchmarking for organisational performance in terms of product quality. ❞

THE NEW LIBRARY CATALOGUE

September 2010 saw the introduction of LESTARI, the acronym for Library Electronic System and Research Information – the new web-based public access catalogue. This new system is fully equipped with Syndetic Solutions which deliver richer, more informative and descriptive results. The search results display not only the bibliographic information of a book, but also its front-cover image. Thus, creating a significantly better catalogue search experience for the user.

MEASURES TO IMPROVE CUSTOMER SATISFACTION LEVELS

As a means to gauge the satisfaction of users towards the facilities and services provided by the Library in 2010, a Customer Satisfaction Index survey was conducted. As a result, the Library implemented a range of strategies to improve satisfaction levels as reported through the survey. The strategies include providing prompt feedback for each information request, increasing the number of high-use titles, improving access to e-resources, increasing the discoverability of printed resources and providing a user-friendly webOPAC.

ACCESS TO ELECTRONIC RESOURCES

During 2010, the Library rapidly increased the number of electronic resources available to students. By the end of 2010, the Library held over 225,396 e-journals, 43,472 e-books and about 1.9 million e-theses. This has increased the number of recommended references available electronically to students. The number of access to the e-resources has also increased due to the easy access to from outside the campus through the Virtual Private Network (VPN).

CONTINUOUS IMPROVEMENT THROUGH QUALITY MANAGEMENT SYSTEM ISO 9001:2008

All throughout 2009 and the first half on 2010, as part of the Library's commitment to continuous quality improvement, various initiatives were taken in preparation to be certified with ISO 9001:2008. ISO 9001 is a standard for the implementation of a quality management system which provides a benchmarking for organizational performance in terms of product quality. After much hard work, the Library was finally certified with MS ISO 9001:2008 by SIRIM QAS, which is valid from 9 September 2010 to 29 May 2013.

:: TEACHING AND LEARNING

> **66** The classes are taught by the Librarians, who are well-trained and educated in teaching library skills at any level. **99**

ENHANCING STUDENT INFORMATION LITERACY SKILLS

In 2010, the Library actively promoted Information Searching Skills classes to undergraduates to help improve the quality of teaching and learning as well as creating awareness in information literacy. Three types of class were conducted, namely Basic Library Skills Class–comprised of UHB1412: English for Academic Communication (held in collaboration with the Faculty of Management and Human Resource Development, the UTM Language Academy and School of Professional and Continuing Studies), Advanced Library Skills Class–tailored for final year undergraduates who were doing their Undergraduates Project and UGP1211 : Information Searching Skills–offered as a Co-Curriculum subject. The classes were taught by the Librarians, who are well-trained and educated in teaching library skills at any level.

For the postgraduates, various workshops in the form of training and briefings were held for the purpose of providing library and electronic research skills. Researchers were exposed to the various information sources such as online journals and e-books and were also given exposure to the methods of evaluating information sources critically. In addition they were also taught how to organise these sources using software such as Endnote to manage bibliographies. The workshops held included the Research Methodology Workshop (ULP101), Skim Latihan Akademik Bumiputera (SLAB), Workshops on Endnote, Briefings for Postgraduates and PESISIR (offshore) students and Demonstrations on Selected Databases.

VIBRANT LEARNING ENVIRONMENT

The common reading areas in all levels were refurbished with new furniture featuring vibrant-coloured sofas. Additional study tables and chairs were placed in Level 3 to create more spaces for learning & research use. In the meantime, the Internet and computer area at Level 2 was equipped with thin-clients with sleeker, slimmer LCD monitors and CPUs replacing their bigger, bulkier counterparts.

RESEARCH AND
RESEARCH TRAINING

RESEARCH SUPPORT CONSULTANTS

The Library's support for research at UTM was significantly strengthened with the appointment of Librarians as Research Support Consultants. Previously known as the Readers' Advisory Desk, the consultants provide customised Library and information support for University academics and researchers to ensure the Library is responsive to the needs of the University research community. They also play an important role in providing training and assistance in accessing materials using a wide range of sources ranging from to electronic.

Meanwhile, the Library Support Staff were given the additional task of manning the Enquiry Desk. They were responsible for handling simple reference queries and assisting users in utilising the Library's facilities and services.

RESEARCH CARREL ROOMS

The Library introduced Research Carrels which are located at Level 3, PSZ UTM Johor Bahru. These rooms were created to facilitate scholarly research and research projects where access to the Library collections and services would be of significant benefit. Each room is equipped with a desktop computer, a printer and Internet connection.

ENSURING ACADEMIC AND RESEARCH INTEGRITY

The University, through the Library has acquired a subscription to Turnitin, a web-based plagiarism detection software. The move was taken as a deterrent to plagiarism and also as an educational tool to teach students how to work with sources and to improve paraphrasing and quoting skills. The Library was responsible in conducting training sessions to academics and students in utilising the software to verify the originality of their academic works.

UTM INSTITUTIONAL REPOSITORY

UTM Institutional Repository (UTM-IR), the University's online locus for collecting and preserving academic work, ended its third year on a highly successful note. Through UTM-IR, the University has provided the community with the most current and systematic collection of publication works, and has successfully performed its role in generating and disseminating knowledge to the society. By July 2010, UTM-IR was ranked 77 from the top 800 Institutional Repositories (IR) in the world whereas it was initially placed at 89 in January for the same year. To date, UTM-IR has maintained its number one spot among Malaysia Institutional Repositories. The achievements of the UTM-IR have promoted the status of UTM globally in the Webometrics Ranking of World Universities. Ranking Web of World Repositories for UTM-IR.

CATEGORY	YEAR			
	2009		2010	
	JANUARY	JULY	JANUARY	JULY
Top 400/800 Repositories	85	58	99	91
Top 400/800 Institutional Repositories	72	48	89	77

:: COMMUNITY **OUTREACH**

> " As part of its Corporate Social Responsibility, UTM through Perpustakaan Sultanah Zanariah has planned to broaden the same concept to selected schools and government agencies in Johor Bahru. "

THE MAKING OF THE LIFE-LONG READER

Recognising the benefits of reading, Perpustakaan Sultanah Zanariah (PSZ), Universiti Teknologi Malaysia (UTM) has been actively promoting reading and literary activities to the UTM community through the creation of UTM Reading Stations (UTMRS). As of 2010, there are 63 different stations all over the university, in both Johor Bahru and International Campus Kuala Lumpur, which have been identified and transformed into a relaxing place for the community to enjoy their reading, and to have free and easy access to light reading materials. Therefore, as part of its Corporate Social Responsibility, UTM through Perpustakaan Sultanah Zanariah has planned to broaden the same concept to selected schools and government agencies in Johor Bahru. They are SMK Mutiara Rini, SMK Skudai, SK Taman Universiti 4, SK Taman Sri Pulai and Jabatan Pendidikan Negeri Johor.

The main objective of setting up a reading station in school is to develop a strong reading foundation among school children by exposing them to a variety of reading materials which can be read freely. Children are encouraged to go to the reading station during their free time. Eventually, it is important that these reading stations are located in strategic and easily accessible places, for example in the canteen, waiting area or recreational area. They may read on the spot or even bring the books home, and return them whenever they like. While doing so, they can mingle around with their friends who share the same interest in reading and books. Unlike the school libraries, these reading stations have no specific borrowing rules and regulations.

APPOINTMENT OF LIBRARY FELLOWS

Starting 2010, Tn. Haji Kamdi Kamil, a renowned Johor historian, and Dato' Dr. Subrahmanyam Balan, a specialist and consultant with Hospital Sultanah Aminah, were appointed as the Library Fellow. They were invited to join the Library's community as advisors to the Library's pursuit of becoming the knowledge centre for the southern region of Malaysia.

NURTURING KNOWLEDGE CULTURE

One of the efforts taken by the Library to disseminate academic knowledge in UTM is by organising intellectual discussions and sharing of knowledge based on book titles as well as current issues. 2010 saw prominent academic and corporate figures, as well as well-known authors interacting with the UTM community through the Knowledge Sharing (K-Sharing) Programme and Program Bicara Karya. Among them were Tan Sri Datuk Arshad Ayub, the first Vice-Chancellor of Universiti Teknologi MARA (UiTM), Datin Seri Fatini Yaacob, the author for **Natrah @ Nadra @ Huberdina Maria Hertogh @ Bertha : Cinta, Rusuhan, Air Mata and** also the upcoming biography of Tan Sri Ainuddin Wahid, UTM's first Vice-Chancellor; Tn. Haji Kamdi Kamil, a renowned Johor historian and Dato' Dr. Subrahmanyam Balan, a specialist and consultant with Hospital Sultanah Aminah. The programme also received participation from illustrious members of the UTM community.

PEOPLE & NETWORKING

STRENGTHENING THE ORGANISATION THROUGH HUMAN RESOURCE MANAGEMENT

2010 saw a number of new staff members in the Library. Noor Ayesha Mohd. Ezanee was appointed as Librarian, while Dina Amalia, Nur Aizat Atiqah, Mohd Faisal, Norfarhana Dewi, Nurul Hatikah, Siti Anniza and Suraya began as Library Assistants. On the other hand, the Library also lost two of its staff, with the passing of Nagibah Adan, while Mohd Zafirul Azra left the Library in 2010.

FORMING BILATERAL RELATIONSHIP THROUGH INTERNATIONAL VISITS

The Library strives continuously to improve the quality of its services and facilities and one of the ways is to organise working visits to various countries. The first overseas trip was a visit by En. Anuar Talib to the Indian Institute of Information Technology (IIIT), Allahabad, India from 15 March to 16 April 2010. His visit was to participate in the ASEAN-India Science and Technology Digital Library Training sponsored by the ASEAN-India Corporation Fund. The month long programme focused on the development of the digital library and was attended by 10 other representatives from the ASEAN region.

Meanwhile, the Chief Librarian, Pn. Kamariah Nor Mohd. Desa and Pn. Nor Asikin Mohamad (Head of Automation Division), attended the 31st Annual International Association of Scientific and Technological University Libraries (IATUL) Conference – The Evolving World of e-Science: Impact and Implications for Science and Technology Libraries, which was held from 20 to 24 June 2010 at Purdue University, West Lafayette, Indiana, United States.

The focuses of the conference were on the current state of e-science and how libraries and information professionals are contributing to the creation, visualisation, interoperability and usability of research data and knowledge bases.

The last overseas trip was on 21 to 26 November by Pn. Noraziah Sharuddin to the London Business School for a one week course on Human Resource Strategy in Transforming Organisation. The trip was fully-funded by the Public Service Department, and was attended by 47 participants from 15 different countries. The course which was conducted by Professor Lynda Gratton, a renowned scholar in organizational management, focused on human resource and organizational development.

MOTIVATION AND APPRECIATION

Fifteen Library staff received the Excellent Service Award (Anugerah Perkhidmatan Cemerlang) based on their performance in 2009. The awards were given during the Citra Karisma Ceremony held in 2010, at the Dewan Sultan Iskandar, University Teknologi Malaysia. The Anugerah Jasa Bakti was also bestowed upon five staff who have served the University for 20 years and the Anugerah Jasa Setia to seven staff who have been in service for 30 years.

On May 1, 2010, the Library held an appreciation dinner for its staff in recognition for their contribution to the Library. Four staff received awards of recognition, namely Hairi Aziz (Creative and Innovative Award), Azman Samsuri (Community Service Award), Zul Izuan Hanafiah (Customer Friendly Award) and Fahmi Moksen (Sports Award). A special award was also given to KamarulZaman Nik for his involvement in the Quran Recital Programme in the Library.

:: COMMUNICATION & MARKETING

UTM INSTITUTIONAL MEMORY

The year 2010 saw the setting up of the UTM Institutional Memory, a digital archive for easy access of all recorded memories since the University began. The web-based archive includes historical pictures, UTM's history, previous administrators, UTM students and successful UTM Alumni. The website serves as a reference point for the younger generation, while allowing UTM Alumni to share their memories of their studies and working in UTM. The website can be visit at http:// **http://portal.psz.utm.my/im.**

INTERNATIONAL CAMPUS LIBRARY WEBSITE

The International Campus Library's webpages were developed and tested in 2010. The new webpage provides content aimed at academic staff and students of the International Campus Kuala Lumpur, promoting the services being offered and easier access to the information they need.

CREATING PARTNERSHIPS WITH FACULTIES

The Library continued its close relationship with faculties by organising a series of meetings with the users. This is to promote and guide users on how to use the library services and resources such databases to search for high impact journals. In 2010, the Library had meetings with seven faculties and received valuable input and suggestions on improving the quality of services for its users.
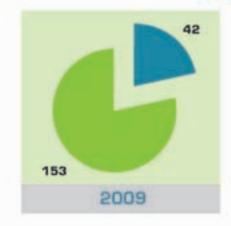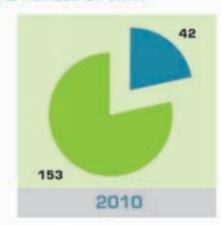
NEW APPROACH TO COMMUNICATIONS

Social media is becoming a must for libraries all over the world. Many libraries are finding that when used properly it can be a great tool to promote library services and collections. Therefore, the Library has taken the opportunity to engage users by creating its own Facebook page, blog, wiki and Idea Bank. The official Facebook page on the Library was created in March 2010. As of December 2010, there were about 2000 fans who had joined us on Facebook. The page has provided users an alternative medium in acquiring basic information on the Library. Meanwhile, the Librarypedia **[http://portal. psz.utm.my/wiki]** was built using MediaWiki apps. It provides brief information as well as a history of the Library. In addition to that, the official blog for the Library was developed as an alternative medium in sharing interesting motivational articles and those that touched on educational issues. The blog can be visited at **http://portal.psz.utm.my/blog**. Additionally, the Idea Bank was created for the Library's staff and users to share their ideas on improving services and facilities. This is in line with the University's mission to create innovative and creative thinking. The Idea Bank can be accessed at **http://portal.psz.utm.my/ideabank**.

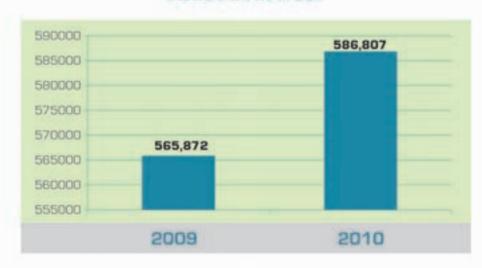# FACTS & FIGURES :
TWO YEAR COMPARISONS BETWEEN 2009 AND 2010
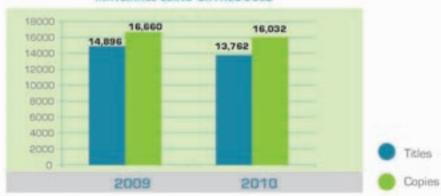
HUMAN RESOURCE
TOTAL NUMBER OF STAFF

42

153

2009

42

153

2010

● Professional

● Support

RESOURCE DEVELOPMENT
MONOGRAPHS STOCK

590000	
585000	586,807
580000	
575000	
570000	
565000	565,872
560000	
555000	

2009   2010
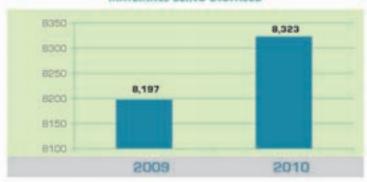
:: FACTS & FIGURES :
TWO YEAR COMPARISONS BETWEEN 2009 AND 2010

MATERIALS BEING CATALOGUED

- ● Titles
- ● Copies
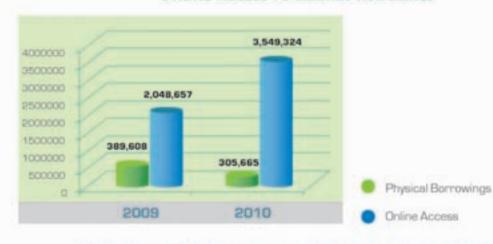
MATERIALS BEING DIGITISED
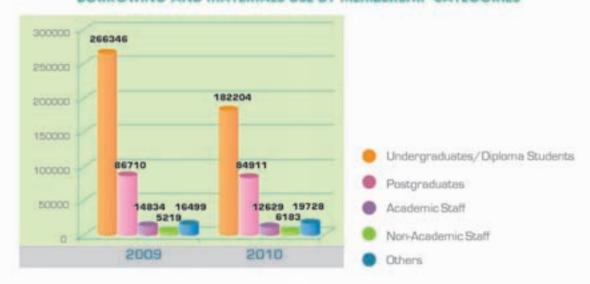

DIGITAL CONTENT FOR JOURNALS AND MEDIA

FACTS & FIGURES :
TWO YEAR COMPARISONS
BETWEEN 2009 AND 2010

SERVICES
CORRELATION BETWEEN PHYSICAL BORROWINGS AND ONLINE ACCESS TO LIBRARY MATERIALS

Physical Borrowings — 2009: 389,608; 2010: 305,665
Online Access — 2009: 2,048,657; 2010: 3,549,324

- Physical Borrowings
- Online Access

BORROWING AND MATERIALS USE BY MEMBERSHIP CATEGORIES

2009:
- Undergraduates/Diploma Students: 266346
- Postgraduates: 86710
- Academic Staff: 14834
- Non-Academic Staff: 5219
- Others: 16499

2010:
- Undergraduates/Diploma Students: 182204
- Postgraduates: 84911
- Academic Staff: 12629
- Non-Academic Staff: 6183
- Others: 19728

- Undergraduates/Diploma Students
- Postgraduates
- Academic Staff
- Non-Academic Staff
- Others
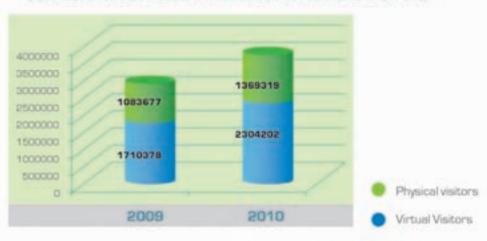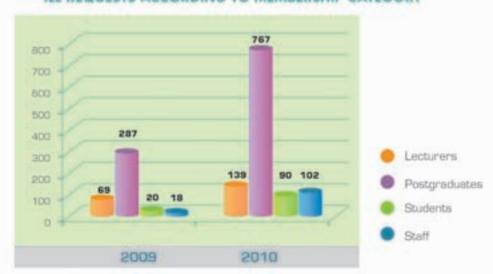
:: FACTS & FIGURES :
TWO YEAR COMPARISONS BETWEEN 2009 AND 2010

CORRELATION BETWEEN PHYSICAL AND VIRTUAL VISITORS

- Physical visitors
- Virtual Visitors
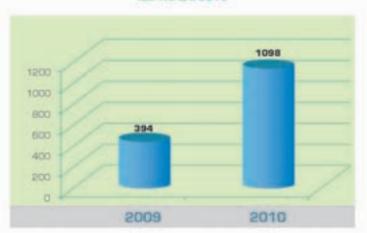
ILL REQUESTS ACCORDING TO MEMBERSHIP CATEGORY

- Lecturers
- Postgraduates
- Students
- Staff

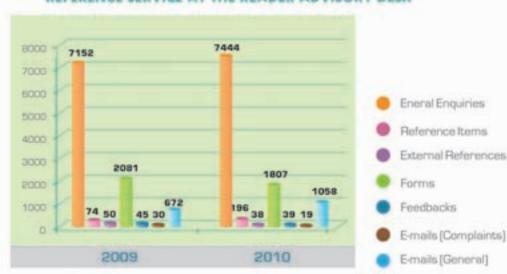# FACTS & FIGURES :
TWO YEAR COMPARISONS
BETWEEN 2009 AND 2010

ILL REQUESTS
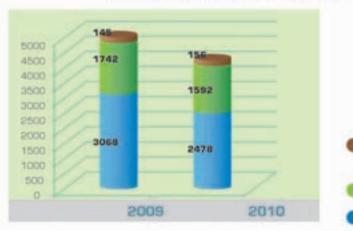
REFERENCE SERVICE AT THE READER ADVISORY DESK

- Eneral Enquiries
- Reference Items
- External References
- Forms
- Feedbacks
- E-mails (Complaints)
- E-mails (General)

:: FACTS & FIGURES :
TWO YEAR COMPARISONS BETWEEN 2009 AND 2010

LIBRARY SKILLS CLASSES PARTICIPANTS
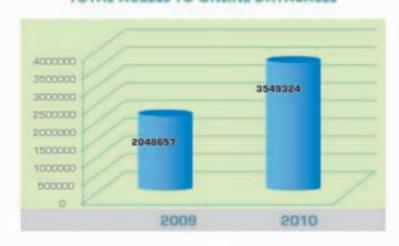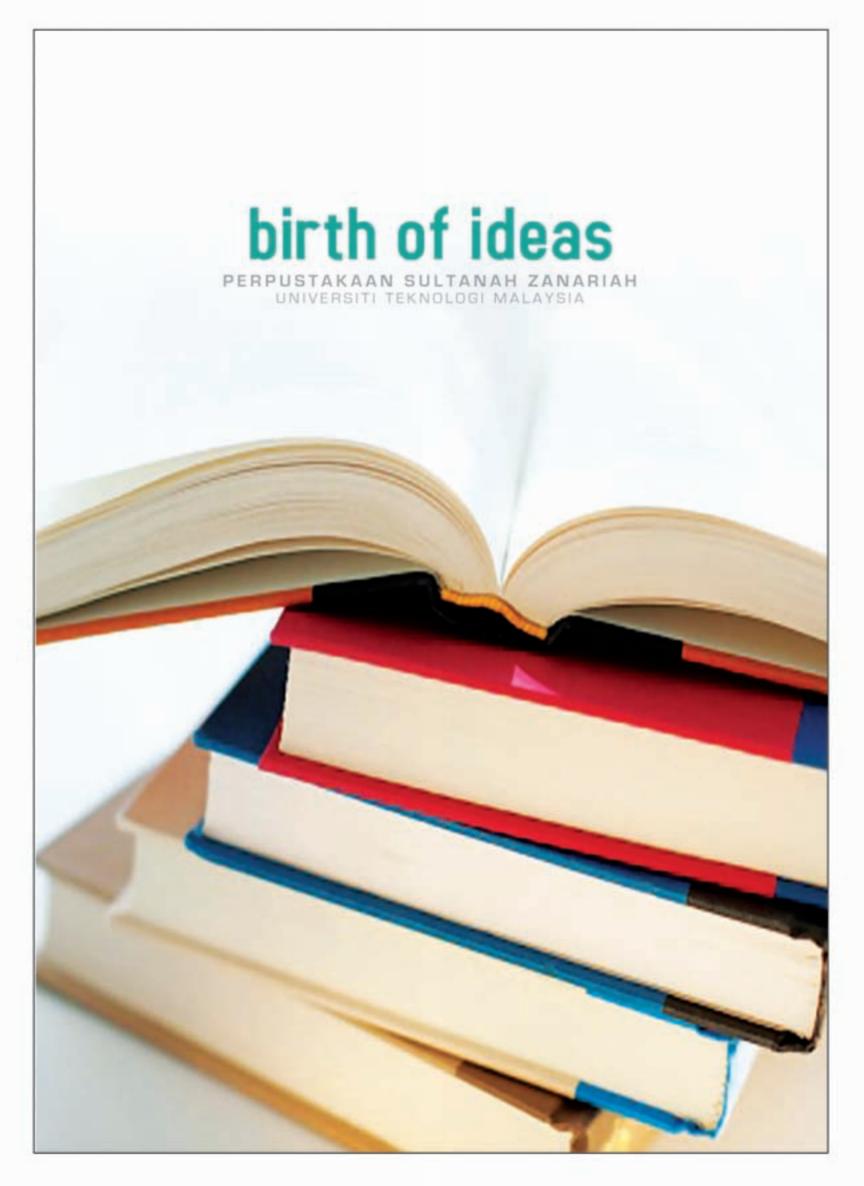
- UGP1211: Information Searching Skills
- Advanced Library Skills
- Basic Library Skills

TOTAL ACCESS TO ONLINE DATABASES

birth of ideas

PERPUSTAKAAN SULTANAH ZANARIAH
UNIVERSITI TEKNOLOGI MALAYSIA

UTM
UNIVERSITI TEKNOLOGI MALAYSIA

PERPUSTAKAAN SULTANAH ZANARIAH
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