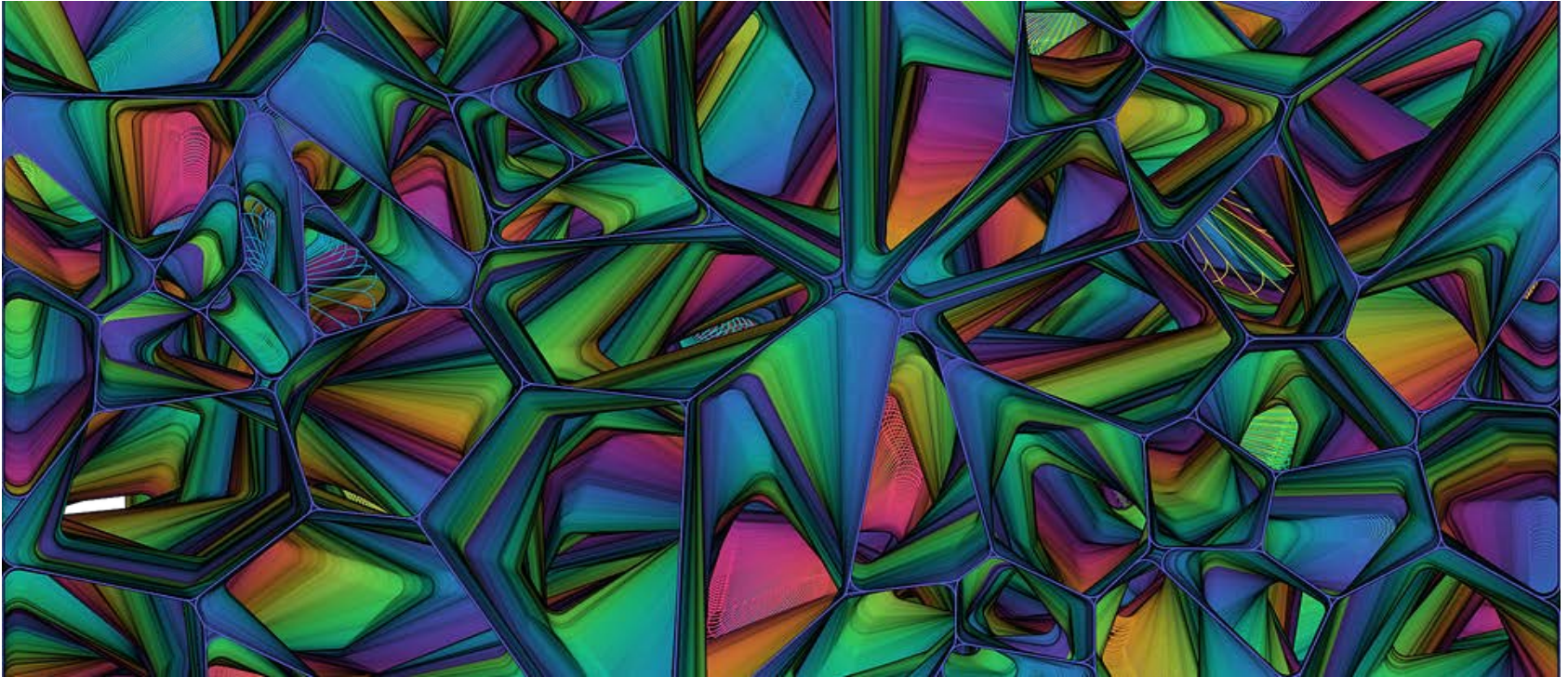
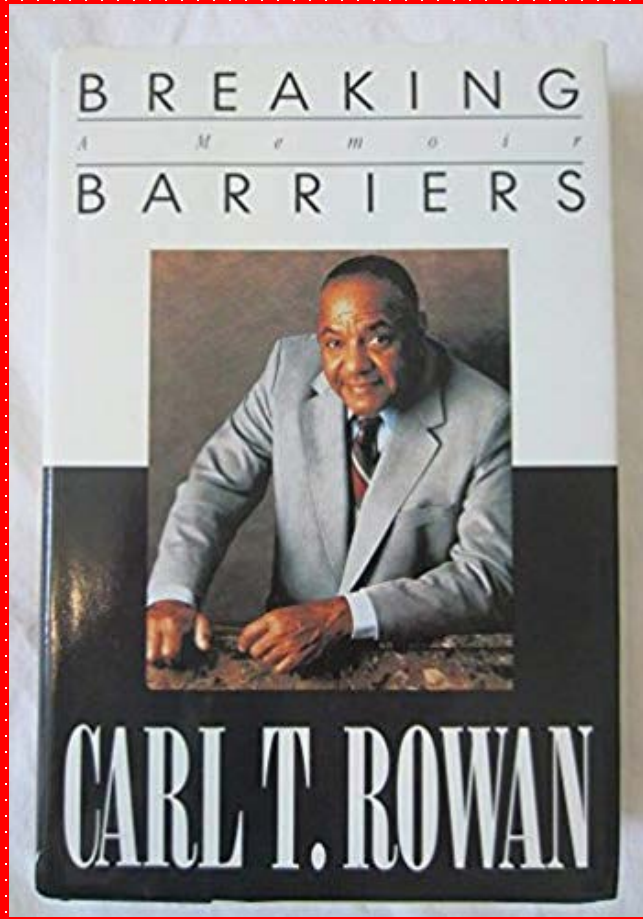
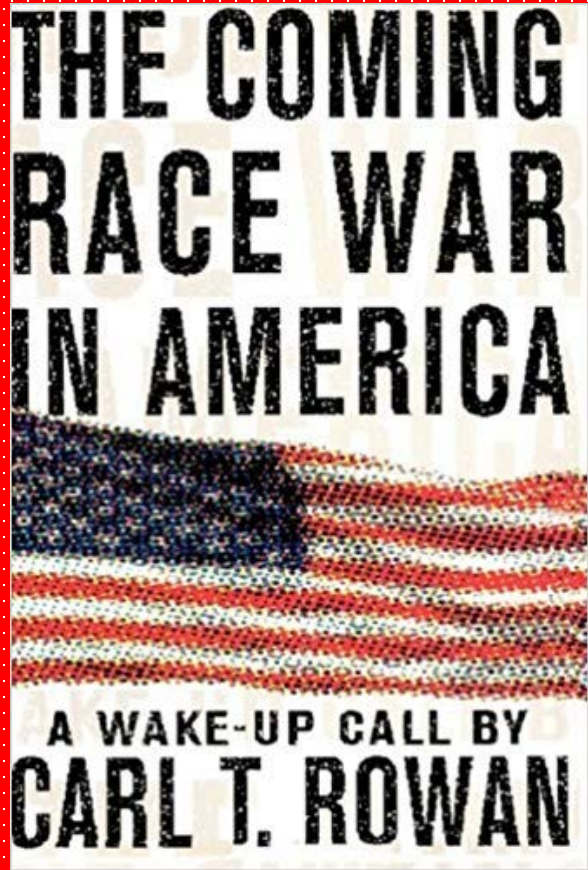
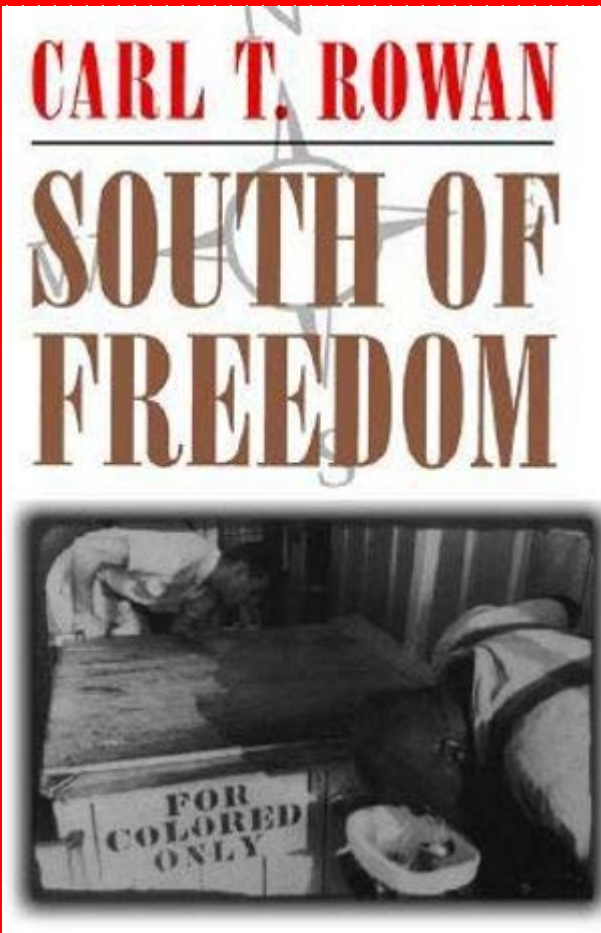


# *Who cares about library value? Impact tells the tale.*



Sue Owen, Director Library and Learning Spaces, Federation University Australia  
CAVAL Reference Interest Group.  
Forum: Library impact and what it means for learning and teaching  
14 September 2018.

PublicDomainPictures  
pixabay.com



**Carl Thomas Rowan**

The library is the temple of learning,  
and learning has liberated  
more people  
than all the wars in history

**Carl Thomas Rowan**





# Library impact at FedUni – now

Campus transformation – pilot service model, space

Impact:  
Student engagement, learning and retention

Partnership:  
Casey/Cardinia Library

Impact:  
Student learning, wellbeing and community connections

Indigenous names for libraries as key university spaces

Impact:  
Reconciliation Action Plan; community respect



# Library impact at FedUni – now

Learning Spaces  
portfolio

Impact: Student  
experience

Learning and  
Teaching  
Committee Deputy  
Chair

Impact: L&T Policy  
and Strategy

After-hours on-  
campus access for  
students/staff

Impact: Student /  
staff engagement

# Library with a fresh-air learning pad :: TU Delft :: The Netherlands



Source: <http://www.mecanoo.nl/Projects/project/27/Library-Delft-University-of-Technology?t=0>

# Wilmeth Active Learning Centre, the library at its heart :: Purdue University :: USA

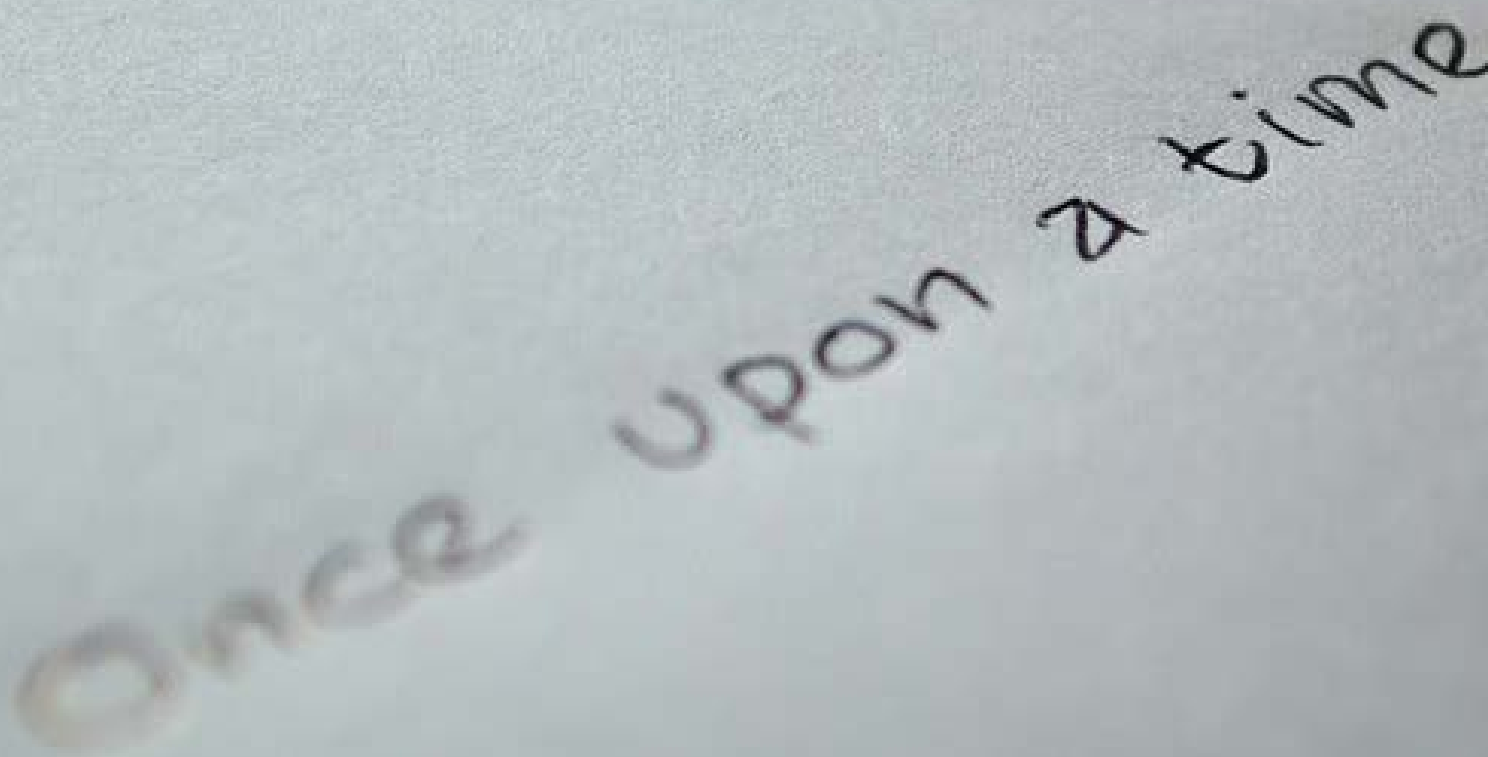


Source: <https://www.purdue.edu/newsroom/releases/2017/Q3/wilmeth-active-learning-center-to-offer-advanced-learning-environment.html>



# Impact stories you know...

Once upon a time



# Value Creation – 4 A's of Marketing

1. Acceptability

2. Affordability

3. Accessibility

4. Awareness

# Value Creation – 4 A's of Marketing

## 1. Acceptability

**Functional** – expected features, reliability, performance

**Psychological** – appearance, popularity, brand appeal

## 2. Affordability

**Economic** – resources to be paid

**Psychological** – willingness to pay, value perceived relative to the cost

## 3. Accessibility

**Availability** – supply well meets the demand

**Convenience** – obtaining and using are easy

## 4. Awareness

**Product knowledge** – attributes/benefits known, prompted to try

**Brand awareness** – positive perception, continue to use



# Today's masters of Value Co-Creation\*

**Lego** – submit a product idea / enter a contest / openly vote  
<https://ideas.lego.com/#all>

**IKEA** – inviting disruptive entrepreneurs / University collaborations  
/ product ideas  
<https://co-createikea.com/>

**DHL couriers** – developed advanced drone delivery in Europe  
<https://youtu.be/luc7KkCFKWY>

\* Complete Co-Creation is the "transparent process of value creation in ongoing, productive collaboration with and supported by all relevant parties, with end-users playing a central role"

Source: Pieters, M., & Jansen, S. (2017). *The 7 Principles of Complete Co-creation*. Amsterdam: BIS Publishers.

# Who cares about library value and impact?

Public domain image pixabay.com



# The storytellers...

Public domain image pixabay.com





# Further reading

Marco, G. & Dalli, D., (2014). Theory of value co-creation: a systematic literature review, *Managing Service Quality: An International Journal*, 24(6) 643-683

<https://doi.org/10.1108/MSQ-09-2013-0187>

Prahalad, C. K, (2004). *The Future of Competition: Co-Creating Unique Value With Customers*. Boston: Harvard Business School Press.

Pieters, M., Jansen, S. (2017). *The 7 Principles of Complete Co-creation*. Amsterdam: BIS Publishers.

Sheth, J., & Sisodia, R. (2012). The 4 A's of marketing : Creating value for customers, companies and society. New York: Routledge.

Tempelaar, D., Rienties, B., Mittelmeier, J., Nguyen, Q. (2018). Student profiling in a dispositional learning analytics application using formative assessment, *Computers in human behaviour* 78 (Jan) 408-420

<https://doi.org/10.1016/j.chb.2017.08.010>



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