

SEAMLESS ACCESS TO JOURNALS IN THE HYBRID LIBRARY: THE 'FIND A JOURNAL' SERVICE

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The authors describe some of the ways in which journal collections are promoted at the University of Sunderland. A key first step has been to make it easy for users to find the journal they are looking for, whether in print or in electronic format, through the 'Find A Journal' service. This is complemented by a series of personal approaches to academic staff.

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Introduction

In recent years, the availability of electronic journals and alerting services has increased at a dramatic rate. At the same time, it is now widely accepted that printed journals will be with us for the foreseeable future. The collections of most academic libraries now include a mix of print and electronic journals and an increasing number of journals can be accessed in many different ways. In these 'hybrid libraries' the challenge for academic librarians is to offer easy, jargon-free and seamless access to print and electronic journals, wherever they might be located - physically or virtually. In addition librarians must also promote and maximise usage, at a time when journals account for a major proportion of library expenditure in many academic libraries. This paper describes the 'Find A Journal' service developed at the University of Sunderland which provides a single point of information and access for both print and electronic journals, and goes on to suggest ways in which library staff could promote electronic journals more effectively to their academic community.

Information Services at the University of Sunderland are delivered through four site libraries, each serving one or more Schools. The service is characterised, among other things, by a strong emphasis on access rather than holdings, recognising that, as a new university, we cannot build large collections in the same way as some of the older universities. Senior staff are charged with delivering 'information leadership' to the academic community, not least by active and sustained promotion of new services and developments.

The University has a growing number of distance learners and many staff and students have access to the Internet from home. Electronic services are a vitally important element of the distributed library service and, since 1996, access to electronic journal titles has risen from zero to around 4,000 titles. However, a large proportion

