

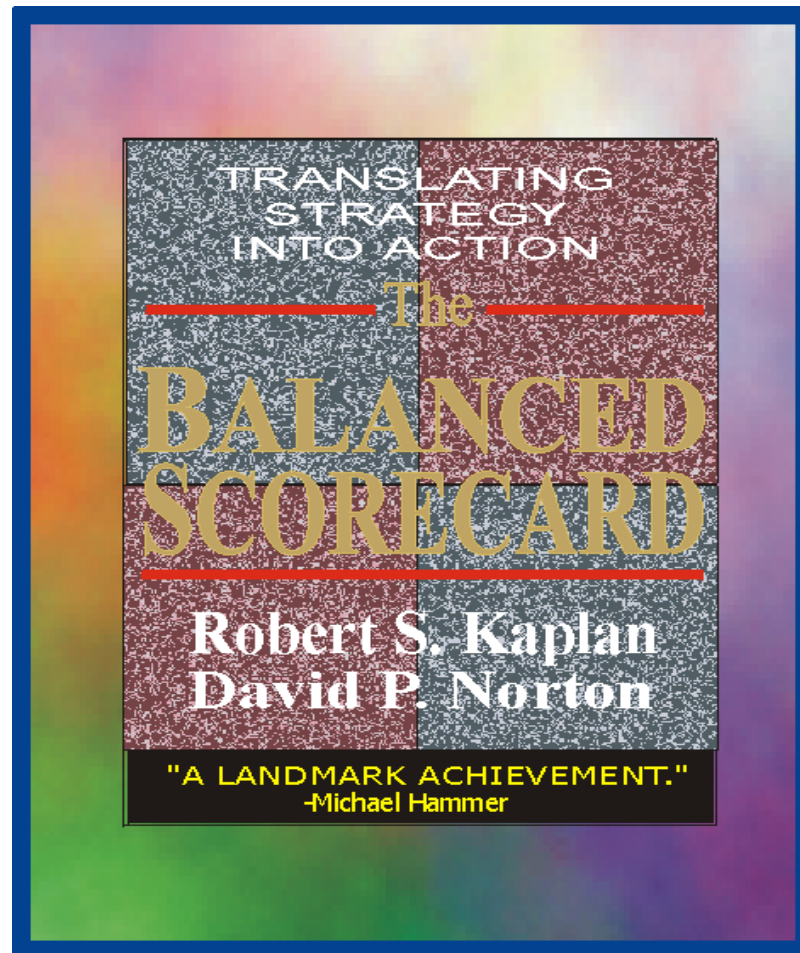
The background of the slide is an abstract, colorful pattern with soft, blended colors in shades of yellow, orange, red, purple, and blue. A white rectangular box is centered on the slide, containing the title text in a blue, sans-serif font.

Using the Balanced Scorecard to formulate your library's e-Strategy

Content

- The Balanced Scorecard
- Web / Library 2
- Creating an e-Strategy within the framework of the Balanced Scorecard
- Practical

The Balanced Scorecard



What is the Balanced Scorecard?

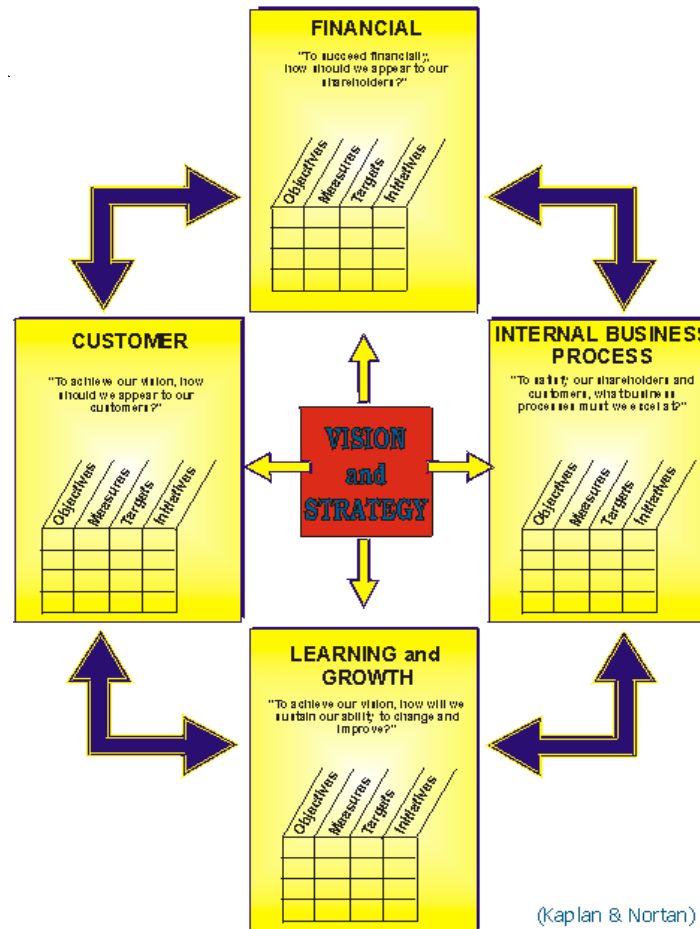
- A management methodology to help bridge the gap between strategic objectives and their operational execution
- A methodology to give managers a comprehensive and balanced view of the organisation

Advantages of using the Balanced Scorecard

- It helps to focus the whole organisation on what must be done to create breakthrough performance
- It can act as an integrating device for a number of diverse and often unconnected programmes, e.g. customer service; process redesign

The four perspectives of the Balanced Scorecard

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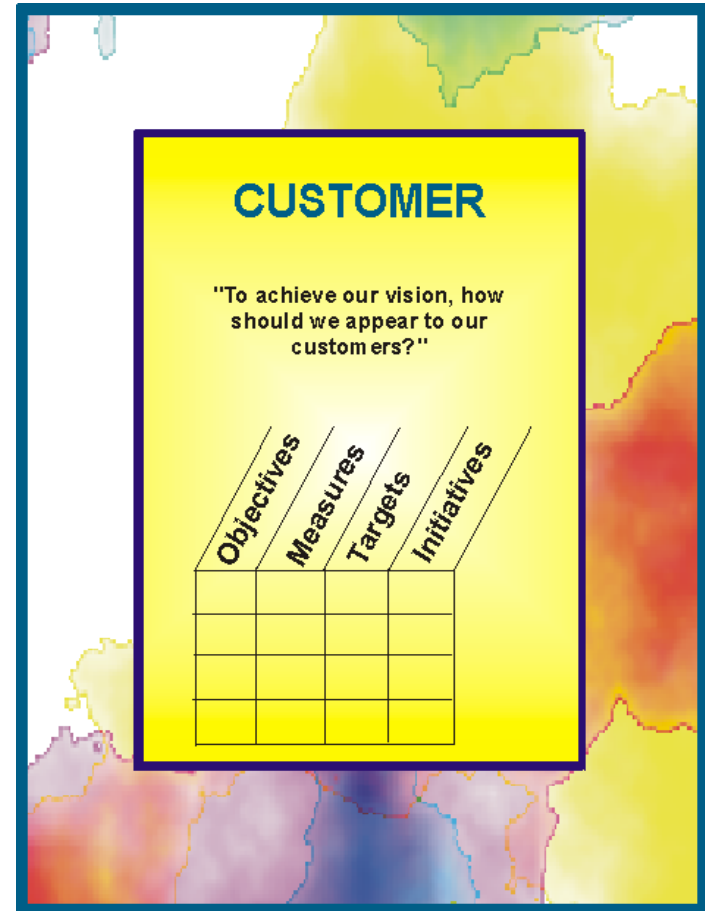


(Kaplan & Norton)

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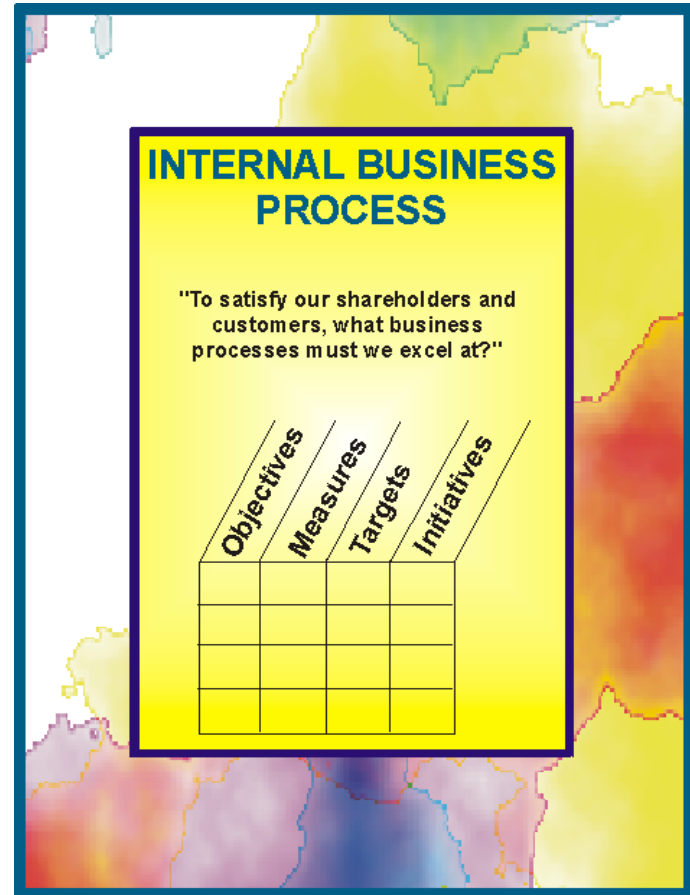
Customer perspective

- “To achieve our vision, how should we appear to our customers?”



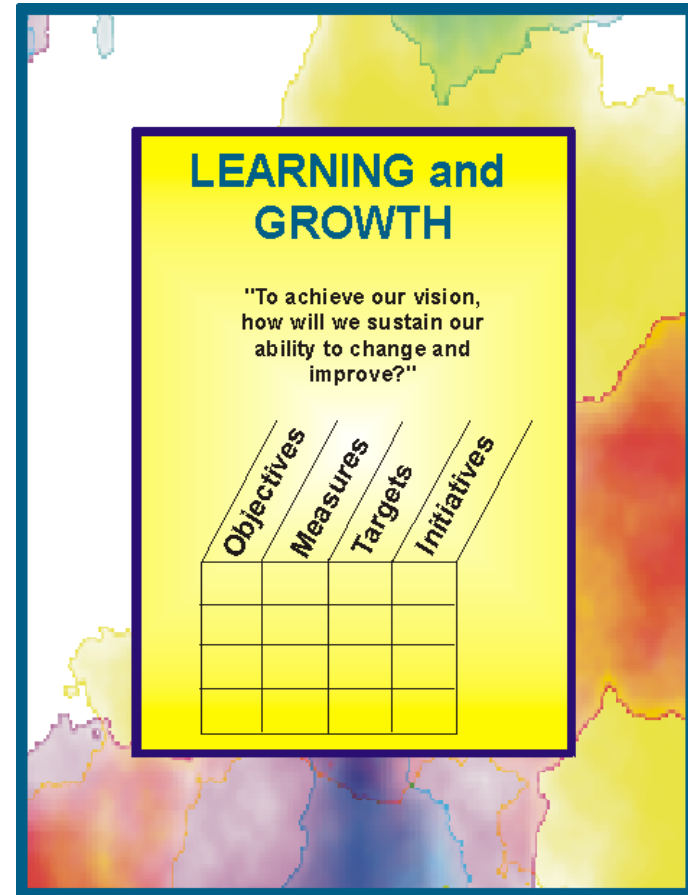
Internal processes perspective

- “To satisfy our shareholders and customers, what business processes must we excel at?”



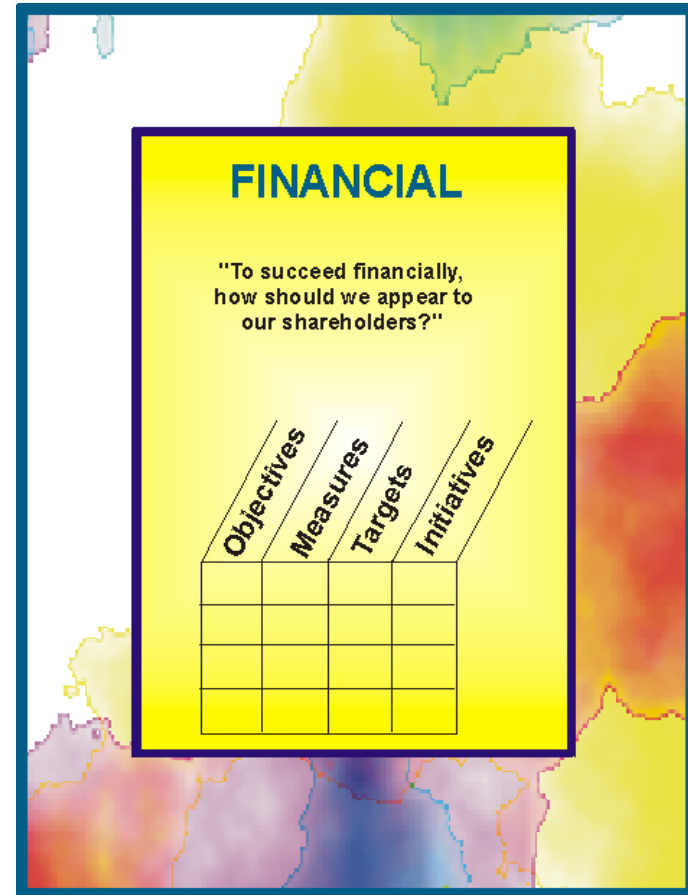
Learning and growth perspective

- “To achieve our vision, how will we sustain our ability to change and improve?”



Financial perspective

- “To succeed financially, how should we appear to our shareholders?”



Web / Library 2

LIBRARY 2.0 MEME MAP



Video clips on the Library's FB

<http://www.facebook.com/pages/Pretoria-South-Africa/UP-Library-Services/3456352670>

October 20

UP Library Services uploaded a new video. Last Tuesday at 3:59pm

The Merensky Story - Part 4
4:37 Added last Tuesday

UP Library Services uploaded a new video. Last Tuesday at 4:53

The Merensky Story - Part 3
4:53 Added last Tuesday

UP Library Services uploaded a new video. Last Tuesday at 4:05

The Merensky Story - Part 2
4:05 Added last Tuesday

UP Library Services uploaded a new video. Last Tuesday at 3:58

The Merensky Story - Part 1
3:58 Added last Tuesday

September 18

Applications

Done

YouTube channel for UP Library

<http://www.youtube.com/watch?v=Sy0f-qHSHM4>

Department Library Services University of Pretoria

0:45 / 4:55

From: **UPLibrary**
Joined: 3 months ago
Videos: 5

Added: **June 09, 2008** [\(More info\)](#)

Library DVD

Embed:
<object width="425" height="344"><param name="movie" value="http://www.youtube.com/v/Sy0f-qHSHM4/?fs=1"></object>

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Views: 296,700

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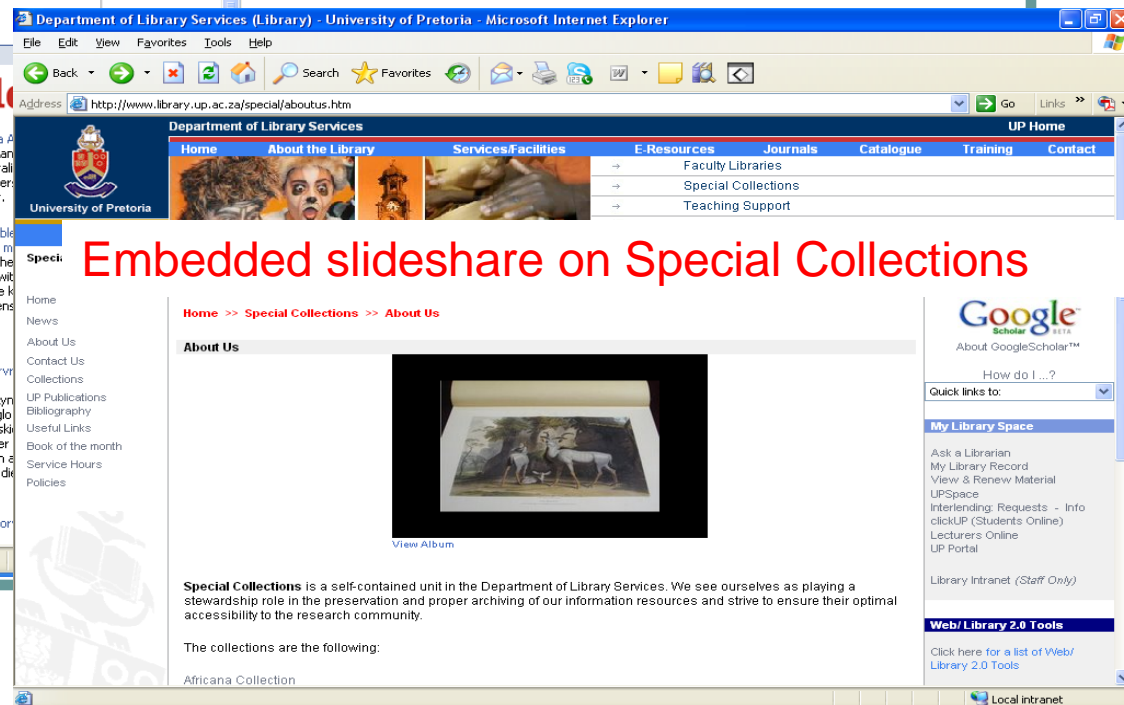
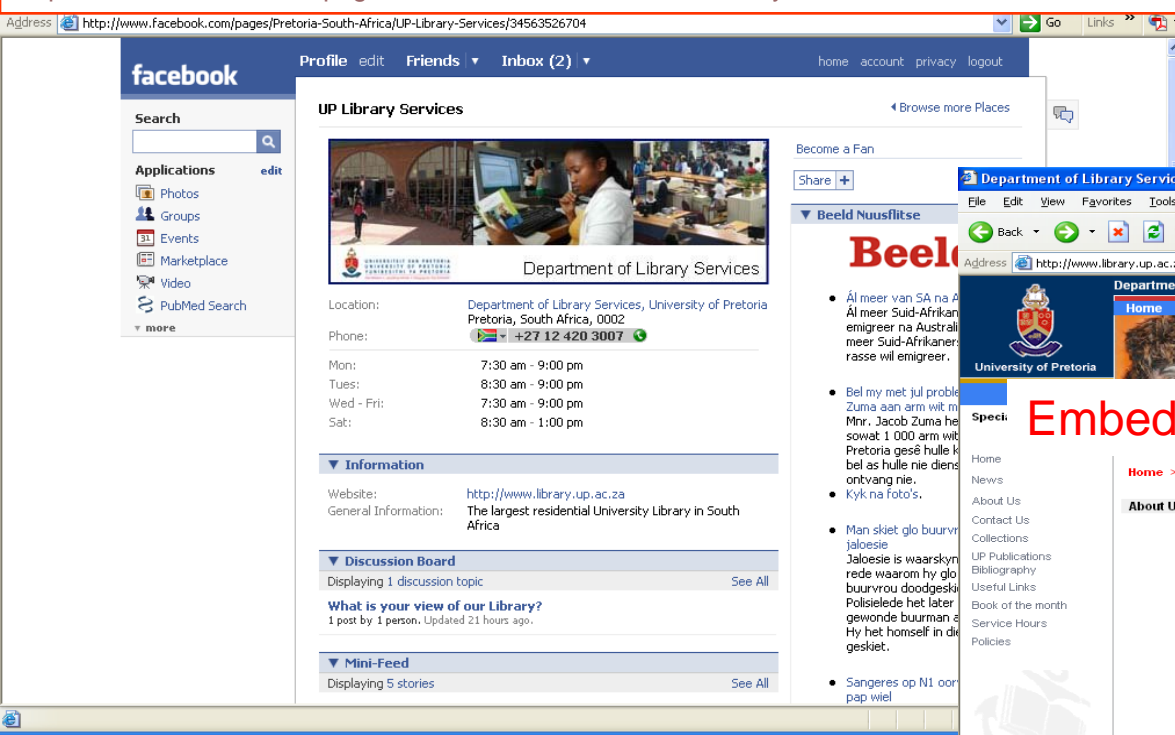
I think this is the best library I've been in so far... I really don't mind the fact that some of the computers don't have editing capabilities on some levels because I the end of the day, most students are registered for at least 2 other computer labs plus the library... Anyway, I like the fact that they have the reserved collection. Some of us don't have the budget for expensive textbooks... I just enjoy the humanities level because they have a collection of French books that I always wanted to read when I was a kid back in DRC...



Business Facebook for UP Library

<http://www.facebook.com/pages/Pretoria-South-Africa/UP-Library-Services/34563526704>

Facebook: Information specialists available in the student environment



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Address <http://www.ais.up.ac.za/news/shotcode.htm>

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Home >> ShotCodes

Access Facebook within two clicks from your cell phone by using ShotCodes!

Inquiries & help: bettie.dekokk@up.ac.za or Tel.: +27 12 420 5375

About ShotCodes

ShotCodes are offline web links. ShotCodes makes the mobile Internet accessible in two clicks. A mobile phone reader interprets the code and connects the end user's cell phone to a website (ShotCode).

How do I know if I can scan ShotCodes?

1. Point your phone's web browser to <http://mob.shotcode.com>.
2. Check whether your mobile phone is compatible.
3. Select your brand & model.
4. The download and installation will start automatically. (ShotCode 2007)

Access ShotCode from your cell phone menu

Once the software is installed, start the ShotCode application from the menu (do not start your camera application) and aim it at the ShotCode so that you can see the ShotCode clearly (the black and white blocks are countable) in your viewfinder. All that is left to do is click and you are on your way! (ShotCode 2007)



Download our blog on your phone
<http://merensky1.mofuse.mobi/>

Library Intranet (Staff Only)

Web/ Library 2.0 Tools

Click here for a list of Web/ Library 2.0 Tools



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The architectural wealth of the University of Pretoria represents all the schools of thought of the most important building styles of the past hundred years. It comprises a compact and highly accessible collection of impressive buildings that includes from the Neo-Classics to the latest innovations of the Post-Modern period.

It is the sensitive integration of functional needs and contemporary technological solutions that distinguishes the UP campus and makes each facility and façade unique. To be able to appreciate

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Google


3D Warehouse Search for: Models Collections

000518 OKU 313 University Pretoria > New Merensky Library

New Merensky Library by [Leon Pienaar](#) Uploaded on June 3, 2008

ImageMap

Collections containing this model

 000518 OKU 313 University Pretoria

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Library

Views (7 days): 3
Downloads (7 days): 5
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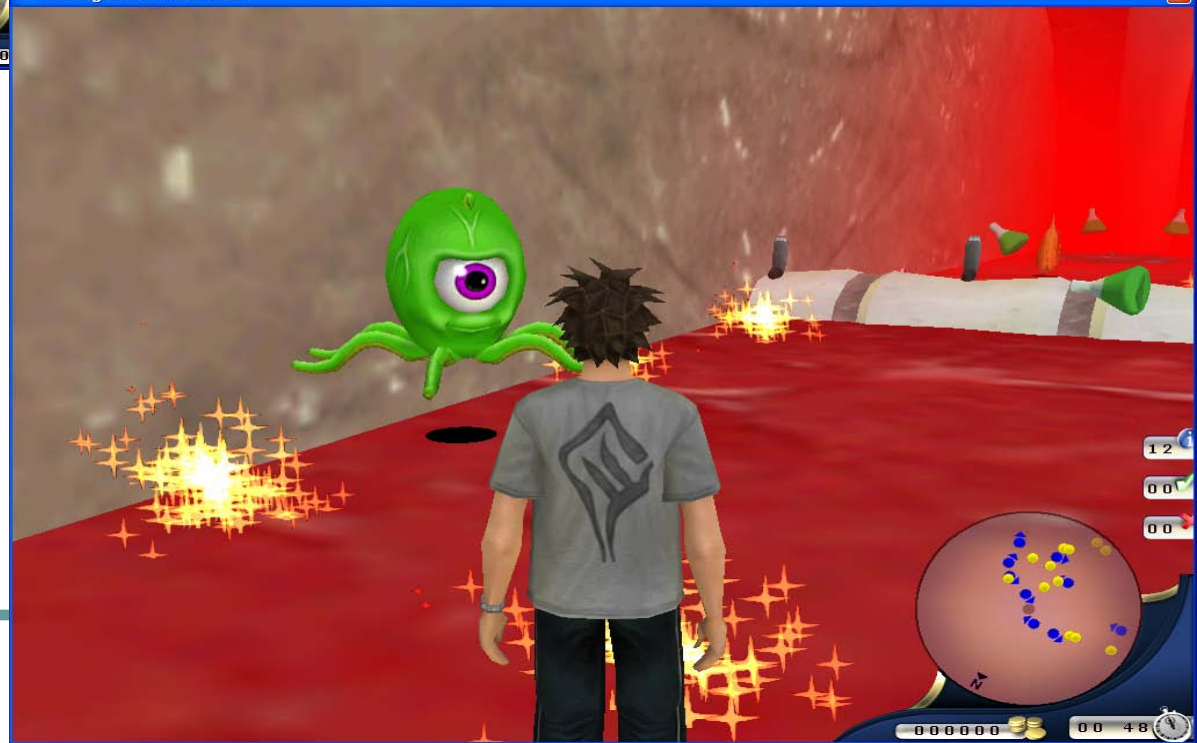
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Moderate Complex



Games developed for information literacy: general & catalogue



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University of Pretoria Library Services

From Wikipedia, the free encyclopedia

Coordinates: 25°45′18.09″S, 28°13′50.27″E﻿ / ﻿25.7550000°S 28.2306306°E﻿ / -25.7550000; 28.2306306

The library of the [University of Pretoria](#) is regarded as one of the best university libraries in South Africa. It provides a comprehensive information service for the university's approximately 40 800 undergraduate students, 12 700 postgraduates and 4 000 full time staff members.

The original library was initially housed in the Old Arts building before being relocated to the Old [Merensky Library, University of Pretoria](#). Despite expansions to the Old [Merensky Library, University of Pretoria](#) in 1957, it soon became too small and the firm Lou, Marais, Marquard and Kuhn was appointed in 1969 to design a new library. Construction started in November 1971 and in August 1975 the building was completed.



Merensky II Library, Main

The Merensky II Library (Main campus library) includes the following faculty libraries:

- Economic & Management Sciences
- Natural & Agricultural Sciences
- Engineering & Built Environment
- Humanities (incl. Music)
- Theology

The Oliver R Tambo Law Library is housed within the Faculty of Law. The other four different campuses, are the Education Library (South Africa), and the Health Sciences Library.

The Library Services focus on supporting the learning and research support via Faculty Libraries in support of the

The library strives to be the leader in the provision of services in addition to the traditional library services, the Library Services customised faculty library web pages; UPeTD databases



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UPSpace

From Wikipedia, the free encyclopedia
 (Redirected from [Upspace](#))

UPSpace (Institutional research repository of the [University of Pretoria](#)) is the name of the open access digital [institutional repository](#) of the [University of Pretoria, South Africa](#). A digital institutional repository in the context of a higher education institution can be defined as "a set of services that a university offers to the members of its community for the management and dissemination of digital materials created by the institution and its community members. It is most essentially an organizational commitment to the stewardship of these digital materials, including long-term preservation where appropriate, as well as organization and access or distribution."^[1] UPSpace contains a collection of the intellectual/ research output produced by past and current researchers of the University of Pretoria. The spectrum of material covered in UPSpace includes the following:

Historical/ archival material - after it has been digitized; Research articles (scholarly publications); Popular research material; Unpublished research; Inaugural addresses; Conference proceedings; Technical reports; Open lectures; Data sets, and many more.

The main objectives of an institutional repository are: 1) to enhance the visibility of the knowledge products created by an institution's members by providing easy open access, and 2) to preserve the intellectual output of the members of that community for years to come.

The open source platform, [DSpace](#), which was developed by an MIT-Hewlett Packard alliance, is used for UPSpace.

Communities & Collections on UPSpace

- Centre for the Study of AIDS (CSA)
- Department of Library Services
- Economic & Management Sciences
- Education
- Education Innovation
- Engineering, Built Environment & Information Technology
- Health Sciences
- Humanities



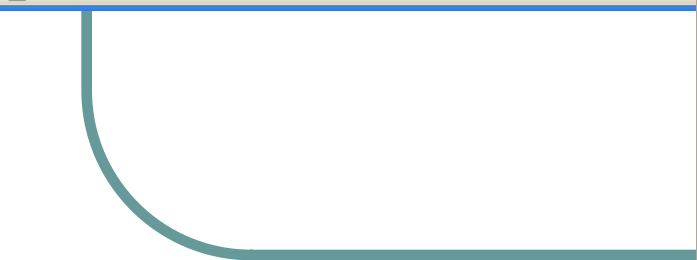
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Creating an e-Strategy within the framework of the Balanced Scorecard

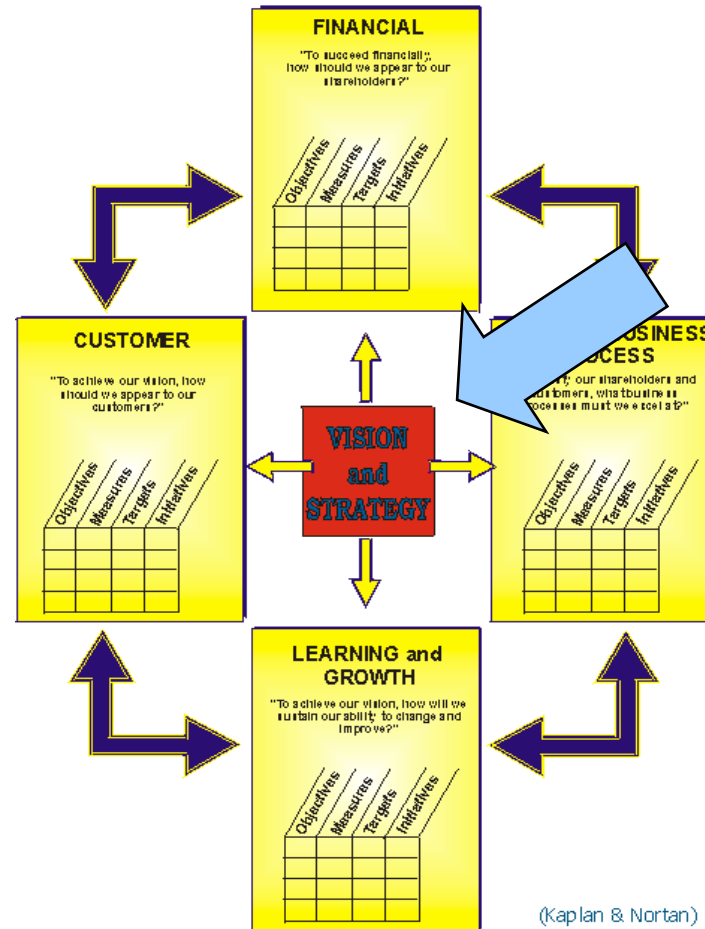
- The Balanced Scorecard is a concept that organisations can implement in many ways; it must fit the organisation

e-Strategy

- Vision / Strategic focus
- Strategic objectives

Strategic focus / vision

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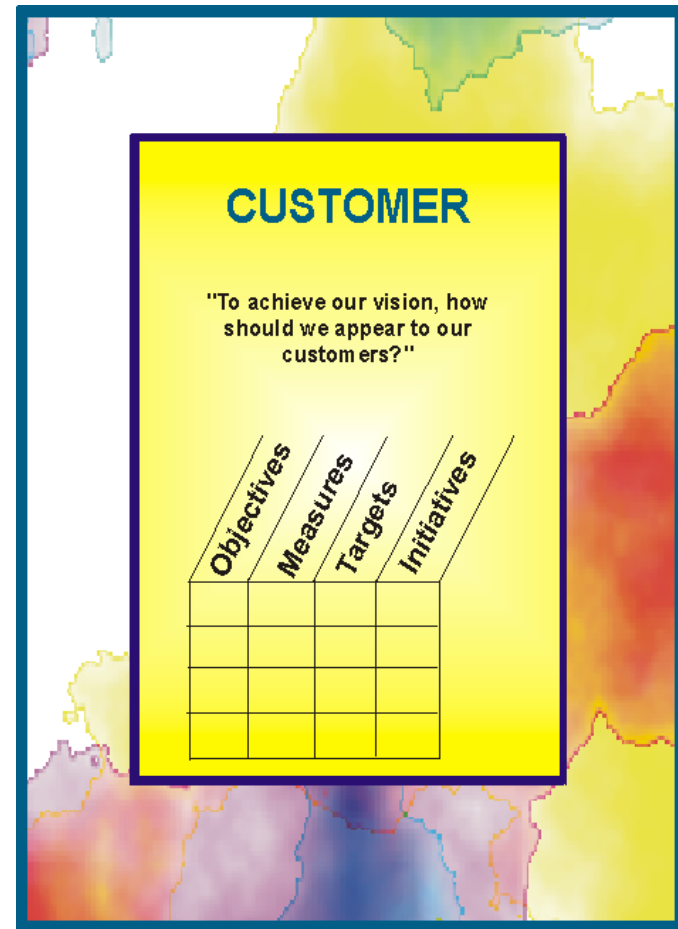
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Library 2 strategic focus (example)

Enhance the clients' e-Environment with
Library 2 services and products

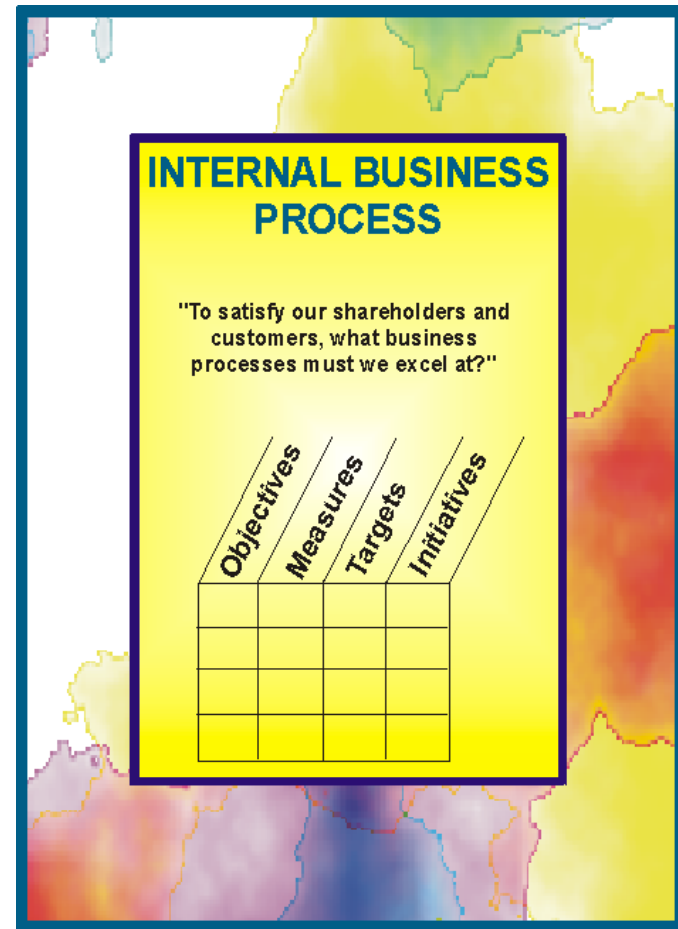
Customer perspective – strategic objective

- Monitor impact of Web 2 implementation on client



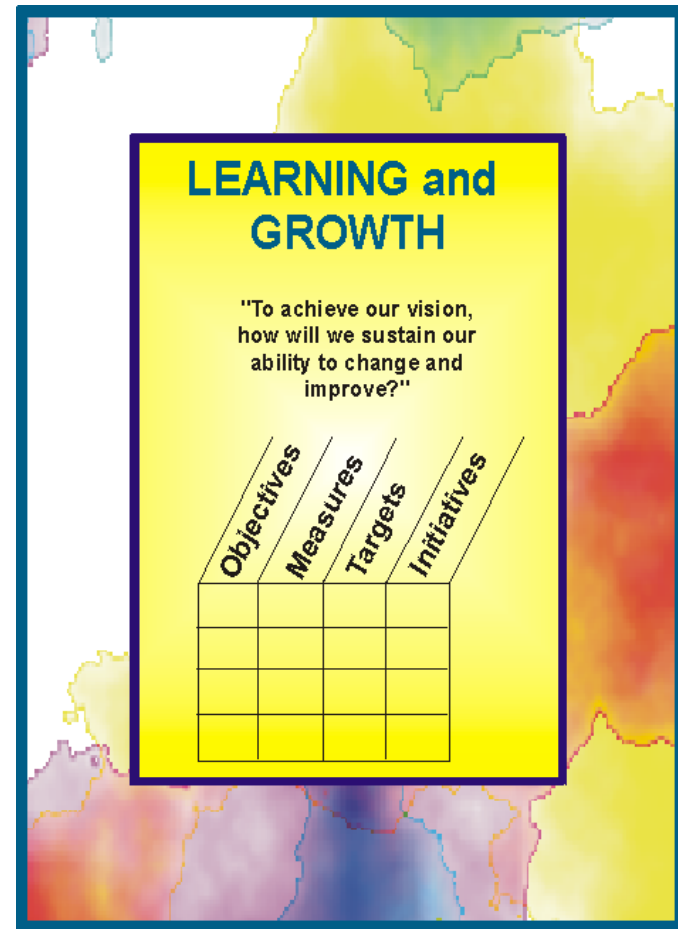
Internal processes perspective – strategic objective

- Integrate Web 2 tools into current business processes e.g. rating of books in catalogue



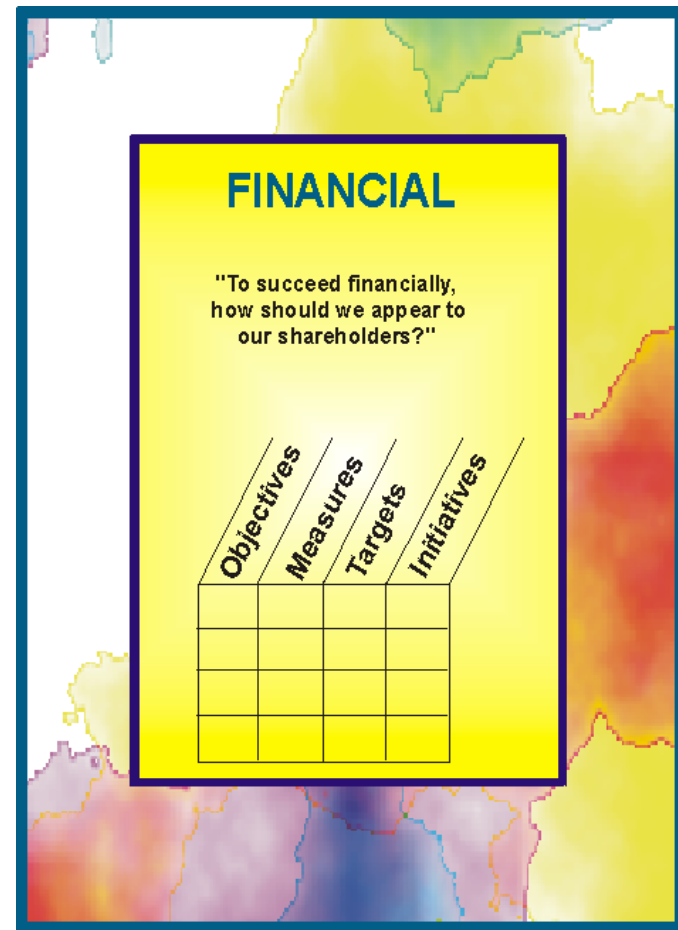
Learning and growth perspective – strategic objective

- Present training workshops on key Web 2 tools to library staff



Financial perspective – strategic objective

- Make use of freely available Web 2 tools
- Road show on library applications to interested parties



Practical

- Formulate your library's e-Strategy: strategic focus and at least one objective for each perspective
- Construction of Balanced Scorecard for a library
 - Assignment: construct / create / build own view of Balanced Scorecard: strategic focus and 4 perspectives
 - Material: construction kits / educational toys; articles; flip charts, markers ...

Conclusion

- The Balanced Scorecard is well suited to the kind of organisation that libraries are trying to become
- It puts strategic focus & objectives, not control, at the center
- It establishes goals but assumes that people will take whatever actions is necessary to arrive at those goals

Credits

- Presenters: Heila Pienaar (heila.pienaar@up.ac.za) & Martie van Deventer (mvandeve@csir.co.za)
- Using the Balanced Scorecard to formulate your Library's e-Strategy (this presentation), August 2009. <http://www.slideshare.net/heila1/using-the-balanced-scorecard-to-formulate-your-librarys-estrategy>
- Pienaar, H., Penzhorn, C. 2000. Using the Balanced Scorecard to facilitate strategic management at an academic information service. Libri, September 2000, 50(3): 202-209. <http://www.librijournal.org/pdf/2000-3pp202-209.pdf>
- Pienaar, H., Smith, I. 2008. Development of a library 2.0 service model for an African library. Library Hi Tech News, 25(5): 7-10. <http://www.emeraldinsight.com/Insight/viewContainer.do;jsessionid=78A376CF81DB520E7A35DEC90D1DB231?containerType=Issue&containerId=6013282>
- Pienaar, H. Libraries on the move - shifting barriers, going places, sharing spaces. Stellenbosch University Library 10th annual symposium, 6-7 November 2008. Stellenbosch. <https://www.up.ac.za/dspace/handle/2263/7877>; <http://www.slideshare.net/heila1/stellenbosch08social-presentation>