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User Services

The National Library has helped make six years of the *Express* and *Impartial* newspapers available online. – An electronic newsletter and SMS notification improve communication with users. – The open stacks are once again state of the art.

'ServicePlus' Project

'ServicePlus' adapts the NL's services to the needs of users. The 'e-contact' sub-project, the launch of new instruments for electronic communication, was concluded in 2009. Users can now also choose to receive SMS notification of the availability of documents on order and special closing times. Key news is now published three to four times a year in an online newsletter. The development of a proprietary portal for the NL, however, was abandoned in favour of the integration of the NL catalogues into the Swiss-wide *swissbib*¹⁵ catalogue. Furthermore, in order to make the collections available to as many people as possible, the catalogues are also to be opened to allow indexing by the major search engines. The enhancement of catalogue entries by means of tables of contents ('Horizonte' sub-project), the creation of a more user-friendly version of the *Bibliographie der Schweizergeschichte* (Bibliography of Swiss History – 'Profondeur') and the redesign of public areas ('Vor Ort') are planned for 2010.

Circulation

The number of active users placing online orders fell from 4010 in the previous year to 3675 in the year under review.¹⁶ In all, 79 052 documents were lent (2008: 78 436). Demand for printed documents increased slightly (from 66 076 to 66 914) while use of microfilm remained stable (2009: 9508, 2008: 9674), as did use of the Swiss Literary Archives holdings (2009: 2630 archive boxes, 2008: 2686). Requests for loans for exhibitions were received from Lausanne, Zurich, Nice and Lübeck, among other places.

Although internal work processes were hampered by the relocation of large sections of the holdings from the old stacks to the new, documents were as a rule ready for pickup within a half hour of the receipt of an order.

Information Retrieval

The number of reference queries declined year on year (2009: 16 268, 2008: 18 926). This was mainly due to the decline in request for localisations from the Swiss Union Catalogue (CCS/GK), a trend that has continued for several years already. Swiss libraries have made a heroic effort to list their holdings online, which in turn has reduced the significance of the CCS/GK, operated by the NL. As of 2010, therefore, it will cease operation in its current form. Requests for localisation will now be processed within 48 hours, like all other reference queries, rather than within 24 hours, the rule to date. Apart from the CCS/GK, reference queries remained stable.

The restructuring of the annotated collection of links on Swiss topics, *SwissInfoDesk*,¹⁷ has made it easier to use. Since the end of 2009, the collection of links to finding tools has been accessible not only via the NL website, but also on www.delicious.com, a platform for "social book-marks". The NL's virtual information desk was further enhanced by its integration into the network of Francophone information services.¹⁸



The *Express* online: front page of the edition of 3 February 2000

¹⁵ Test version at www.swissbib.ch.

¹⁶ This figure does not include users placing manual orders, which made up 36% of all orders placed.

¹⁷ www.nb.admin.ch/swissinfodesk.

¹⁸ www.bnf.fr/pages/z/Navigat/frame/accedocu.htm?ancre=siade.htm. The NL has participated for some time already in the equivalent German-language network, the *Deutsche Internetbibliothek*: www.internetbibliothek.de. There is no comparable offering in the Italian-speaking world.

Following a temporary increase to 46% in 2008, workplace capacity use declined once again to 41%. Stepped-up advertising in the university libraries in the Bern region, whose workplaces tend to be in short supply, should serve as a solution. In addition, public areas are to be redesigned over the course of next year. The open stacks will be divided into the specialty fields of history, literature, art and architecture and information and documentation science. After the concept was approved in 2008, the holdings were updated in 2009 and the requisite renovations can get underway in 2010.

Outreach

The rise in traffic on www.nb.admin.ch, which has grown from 205 603 visits¹⁹ in 2006 to 388 997 in 2008 and 463 168 in 2009, demonstrates the increasing significance of digital communication and makes the conversion of documents on paper into digital form a top priority. The basis for this work is the digitisation strategy approved in 2009, among whose target media is the newspaper. In partnership with the NL, the *Express* and the *Impartial*²⁰ have been able to make their 2000–2005 issues publicly accessible. The holdings are supplemented every year and will be complete in 2012. *HelveticArchives*²¹ and *Posters*²² constitute integrated solutions for the archival field and for posters; 16 241 digitised documents can be retrieved directly through *HelveticArchives*, and 50 223 through *Posters*.

In 2009 1332 photographs were supplied (2008: 2093) and 44 490 copies (2008: 42 923) ordered, many of them in digital form.

The traditional communication media continue to enjoy their high status alongside the digital, with for example the microfilming of the *Gazzetta ticinese* and the newspapers of the canton of Schwyz²³ underway in partnership. Exhibitions, events and guided tours continue to be well attended, with 13 782 visitors to events at the NL, or almost half again as many as in 2008 (9433). The Centre Dürrenmatt Neuchâtel (CDN), meanwhile, had 9784 visitors versus 9172 in the previous year.

In March the exhibition *In the beginning is the word: Encyclopaedias in Switzerland* closed at the NL, and was mounted during the summer in a different form in St. Gallen. The exhibition “*I will not remain silent!*” *Carl Albert Loosli (1877–1959), writer*, a production of the Carl Albert Loosli Society, followed in Bern. The CDN dedicated its major summer exhibition to the Italian filmmaker and writer Pier Paolo Pasolini, a co-production with Zurich’s Museum Strauhof. The high point of the year, finally, came with the open days on 29 and 30 August, on the occasion of which the NL broadcast its first ever television commercial.



The *Impartial* online: front page of the edition of 2 February 2000

¹⁹ Until 2008: unique hosts, as of 2009: visits.

²⁰ Accessible at www.lexpressarchives.ch. Project management: *Société neuchâteloise de presse*. Partner for both projects: *Bibliothèque public et universitaire de Neuchâtel*, additionally for *L'Impartial*: *Bibliothèque de la Ville de La-Chaux-de-Fonds*.

²¹ www.nb.admin.ch/helveticarchives.

²² www.nb.admin.ch/posters.

²³ Together with the archives of the cantons of Ticino and Schwyz, respectively.