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User Services

More and more users are choosing to access library services in virtual form, and digital services have been further expanded to meet this demand. A new internet platform provides access to digitised Swiss newspapers. The *Bibliography on Swiss History* is available online.

ServicePlus Project

The ServicePlus project aims to align services to the needs of the principal user groups. Three of the original six sub-projects that were launched in 2007 and scheduled to run until 2011 were still ongoing; these were largely completed by the end of the year. Integration of tables of contents into the library catalogue (“Horizonte” sub-project)²¹ was completed, while digitisation of various media types (“Digicoord”)²² was continued. Both activities will in future be integrated into everyday operations.

The digitised version of the *Bibliography on Swiss History* (BSH, “Profondeur” sub-project) is now fully online. Owing to the amount of data involved, the older years have had to be handled differently from the more recent ones. The procedure was decided upon following consultation with the Swiss History Association. The years 1913–1974 were retroconverted and digitised; they are available on retro.seals.ch.²³ The records for the years 1975 and later are being retrocatalogued and can be accessed via the database www.nb.admin.ch/bsh. A PDF version of each year is also available, collating the data in sections according to their content. The increased user-friendliness is reflected in the number of inquiries, which rose from 2779 in 2010 to 4809 in 2011. Final work on this sub-project is expected to be completed in early 2012.

Circulation

During the year in review, 3422 users consulted a total of 67 895 documents from the general collection. This figure is lower than in the previous year (2010: 3697 active users, 80 321 documents borrowed), and is reflected in both printed works (2011: 61 370, 2010: 68 980) and microfilms (2011: 6525, 2010: 8358). Demand for documents from the Swiss Literary Archives rose slightly once again (2011: 3151, 2010: 2983). Documents were loaned, among others, to institutions such as the German Literature Archive in Marbach and the Swiss National Museum in Zurich, while facsimiles were supplied to the German National Library in Frankfurt.

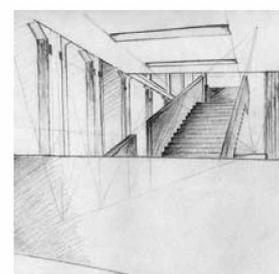
Information Retrieval

Demand for advisory services remains stable. A total of 17 822 requests for information and research were handled, compared with 17 868 in the previous year.

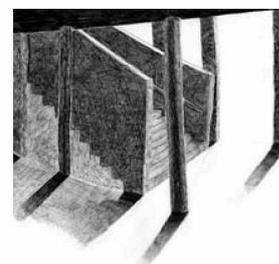
Workplaces recorded average occupancy of 36% over the year as a whole (2010: 39%). This decline in usage came in spite of the renovation of the public areas carried out in 2010, which was well received. Advertising in various media, including Facebook, succeeded in reversing this trend only for a few months. The technical infrastructure in the public areas is currently being redesigned, and this may result in a sustained increase in usage. Greater demand for WLAN access confirms that users wish to enjoy their customary technical resources in the library as well.



The Swiss National Library from the outside, drawing: Basil Linder



The Swiss National Library, staircase in the public areas, drawing: Madlen Grünig



The Swiss National Library, staircase in the public areas, drawing: Eric Furer



The Swiss National Library, view of the upper levels, drawing: Saskia Buntschu

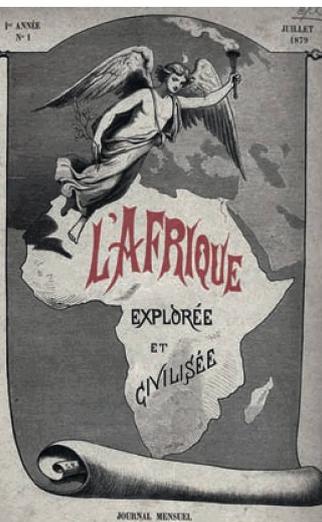
21 See p. 13.

22 See p. 16.

23 <http://retro.seals.ch>



One of the digitised newspapers: *Le Confédéré*, title page of the 12 April 2009 issue



One of the digitised periodicals: *L'Afrique explorée et civilisée*, title page of the 1st issue, July 1879

Outreach

Traffic on the website www.nb.admin.ch and research in the catalogues increased again. The website was visited 367 287 times²⁴ (2010: 294 337), the *Helveticat* catalogue 430 820 times²⁵ (2010: 353 571). There are no simple explanations for these developments. On the one hand, the presence in national and international networks and accessibility for search engines might be expected to lead to a decline in direct inquiries to the NL's own databases. On the other, this presence increases the referencing of NL content in search engines and therefore makes it more widely known.

It is noteworthy that visits to the website have increased since the NL has been present on Facebook. Channels in German²⁶ and French²⁷ were launched on 26 January 2011; as of the end of December, the German channel had been “liked” by around 3500 people, the French one by approximately 3700. These are very good results for an academic library in Switzerland. The NL has been on Twitter since 1 April 2011, where it enjoys similar popularity to comparable libraries. At the end of the year 150 people were following the German tweets,²⁸ and just over 60 the French ones.²⁹

A platform for digitised Swiss newspapers has been set up in association with RERO:³⁰ www.swisspressarchives.ch. It is available to all institutions that do not wish to offer their own online access. Titles stored on other platforms can be accessed via links. The first titles on [swisspressarchives.ch](http://www.swisspressarchives.ch) were *Le Confédéré* and five others of the same political orientation. The *St. Galler Zeitung* for the years 1831–1881 followed in January 2012.

In addition to the older years of the BSH, three educational history periodicals and three historical periodicals were made available digitally on <http://retro.seals.ch>.

Demand for digitisation of copyright-free books on request (*eBooks on Demand*), which has been offered since 2010 via the *Helveticat* catalogue, was stronger than in its first year. A total of 129 titles were ordered in this way in 2011 (2010: 78). Demand for other reprographic services declined. In 2011, 1142 photographs and 36 859 copies were supplied to clients in analogue or digital form, compared with 2009 and 45 087 respectively in the previous year.

Highlights of cultural outreach included the series of events marking 20 years of the SLA³¹ in Bern and the exhibition on Mario Botta³² at the Centre Dürrenmatt Neuchâtel (CDN). In all, 6312 people (2010: 8341) attended an exhibition, event or guided tour in the NL. This decline reflects the fact that no major exhibition was staged. The CDN was visited by 13 594 people (2010: 12 164), the highest number in its history.

24 Visits

25 Sessions. The figure for 2010 also includes sessions for *Biblio* and *RPVZ*; the rise from 2010 to 2011 is therefore more substantial than it first appears.

26 www.facebook.com/schweizerische.nationalbibliothek

27 www.facebook.com/bibliothequenationale.suisse

28 <http://twitter.com/chnatbib>

29 <http://twitter.com/bibnatch>

30 Réseau des bibliothèques de Suisse occidentale (Library Network of Western Switzerland)

31 See p. 18.

32 See p. 19.