Calling Yesterday, Texting Today: Starting a Text a Librarian Reference Service
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96% of students have a cell phone, according to a 2010 PEW study.
Large percentage of these students use texting to communicate.
Libraries wanting to meet users where they are need to use texting.
UC San Diego Libraries pilot Text Reference program used Mosio’s Text a Librarian via QuestionPoint.

Libraries’ Reference Committee drafted policy for Text responders.
Volunteers, 20 librarians and staff, recruited & trained to respond to Texts.
Email list was set up to facilitate text pickup and response.

UCSD Libraries Text Reference

Policies and Procedures

Introduction
The UCSD Libraries launched Text a Librarian service September 2010. This service is the Mobile "Text a Librarian" service https://questr.lib.ucsd.edu/ with the QuestionPoint service https://questr.lib.ucsd.edu/ for responding to students’ text messages.
The UCSD Libraries’ Information and Instruction Services Committee (ICIS) was responsible for evaluating service and project outcomes. Staff involved, including quality assurance, included 20 librarians, 2 volunteers, and a part-time assistant.

Policy
- On weekdays, between the hours of 10 am until 6 pm, the text around three to five responses in 20 minutes, with a goal of an average of five text responses per hour, with an expected average of 15 responses per day.
- Afternoons (10 am to 6 pm), weekends, and nights & holidays, responses received are answered the next business day.
- Responses to text messages are expected to occur in a maximum of 60 minutes, and responses to weekends & holidays, will be answered the next business day.
- Responses to text messages during 24 hours are encouraged. If you are unable, be sure not to send an "I cannot respond at this time" text.

Types of Questions Asked

Pilot was a success.
Texting service extended for 2 more years.
Plans for further promotions to expand user base using exhibits in campus student center & gift incentives.

Marketing

Successes

Number of Texts Sent During Service Hours

% of questions answered within 15 minutes
- 92% during our service hours
- 83% Monday – Friday, excluding holidays
- 74% including weekends and holidays

Detailed Types of Questions

Conclusions

Process

Policy & Staffing

Introduction

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Policy & Staffing

Marketing

Successes

Conclusions

UCSD Text a Librarian

10am-4pm Mon-Fri. Text "askucsd" followed by your question to 66746. For example: askucsd when does geisel close today?