

Transition in Academic Reference: Meeting the Needs of Your Users

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Reference at the Henry Madden Library: A Story of Change?



In the Past 5 Years.....

New Dean, new philosophy, no building, remote collection, temporary service areas...

New (huge) building, new head of reference, isolated service areas and departments...

REORGANIZATION!



In the Past 5 Years.....

Loss of 7 librarians and 23 staff, no more departments or department heads, librarians to leave reference desk, new job titles, loss of identity?...

Relocation and repurposing of desks and equipment, addition of library staff to reference, new interim Provost, new President, 2 librarian and 6 staff new hires. Whew!



Our Students

74% from Fresno County or Central Valley

73% First generation students

Little experience with school libraries or librarians

1 in 10 graduate students

Mostly commuters



Who is at the desk?

5 full time, 4 part-time, 2 volunteer librarians
56 hours per week

15 student assistants 85 hours

10 library staff 23 hours



Changes in Services

Chat, text, Question Point

Email

Appointments

Online tutorials

Addition of staff to desk

Cut some hours of librarian staffing

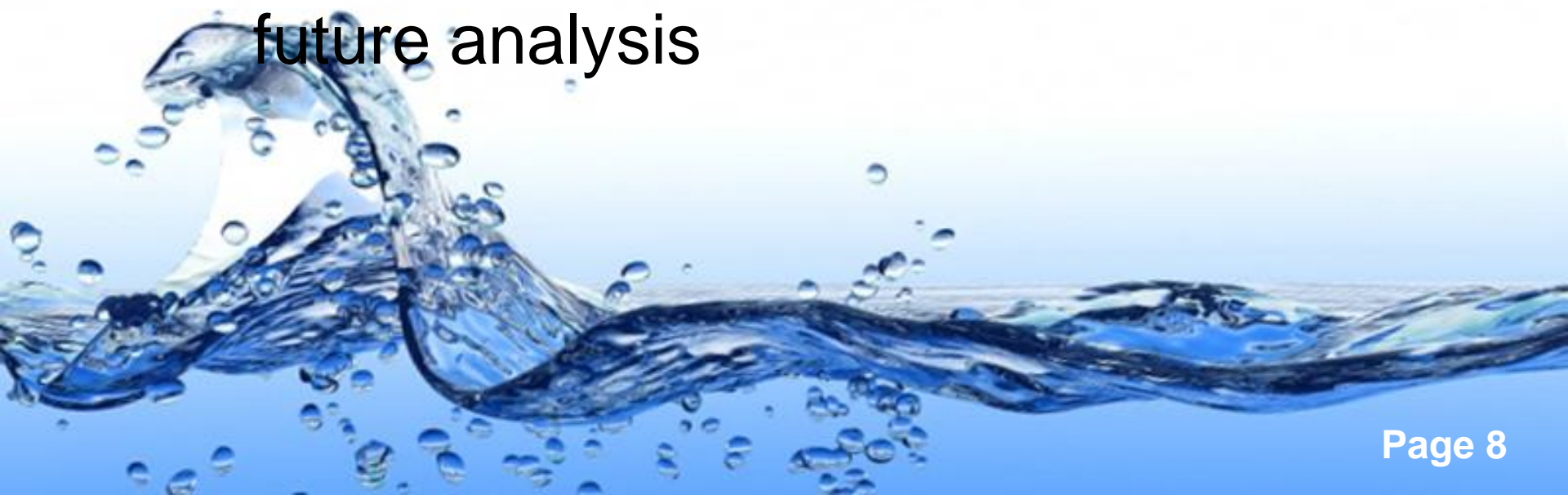
LibStats

LibStats

Free, open-source web-based system for tracking statistics at a service point

Used for every transaction at every service point with every user

Customized to provide very detailed data for future analysis



LibStats

Madden Library Stats : Add Question

Library | [Add Question Page](#) | [Home](#)

Quick Search: [A](#)

Patron Type Community Alumni Faculty Staff Student	Question Type Consult Directional Known Item Printing Research	Time Spent <input type="text"/>	Question Format In-Person Classroom Email IM Out	Who? <input type="text"/>	Class Number <input type="text"/>	Student Count <input type="text"/>	Backdate <input type="text"/>
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Question Type	Time Spent	Question Format	Location	Question / Answer	Date	Who
Directional	1 (mins)	In-Person	Info Desk	Q: How do I get to the basement? A:	12/04/2013 2:04 PM	rrj
Printing	3 (mins)	In-Person	Info Desk	Q: Student wanted to print from a tablet. We told him to send his document to his e-mail and go to a computer to print it up. Also told him how to add money to his card. A:	12/04/2013 2:03 PM	rrj
Printing	4 (mins)	In-Person	Printing	Q: Could not save on PowerPoint A: Referred to Help Desk	12/04/2013 2:03 PM	STU
Known Item	6 (mins)	In-Person	Info Desk	Q: Student wanted the TEAS Study Manual which is on Reserve. A: It's currently checked out.	12/04/2013 1:58 PM	rrj
Directional	1 (mins)	In-Person	Info Desk	Q: directions to laptop lending A:	12/04/2013 1:57 PM	STU

LibStats

Question Type	Time Spent	Question Format	Location	Question / Answer <input type="checkbox"/> Show Empty Questions	Date	Who <input checked="" type="checkbox"/> Show
Directional	0 (mins)	IM	Info Desk	Q: Phone number for the writing center. A:	11/26/2013 1:04 PM	AAC
Directional	1 (mins)	In-Person	Info Desk	Q: how to get to the Dean's office to turn in a s.a. application? A:	11/26/2013 1:04 PM	DM
Procedures/Equipment	2 (mins)	Phone	Info Desk	Q: CSUF professor was having trouble filling out a request for a Link+ book. A: He wasn't entering his email address properly.	11/26/2013 1:03 PM	DM
Research	3 (mins)	In-Person	Printing	Q: How to find books in our library. A:	11/26/2013 12:55 PM	STU
Research	30 (mins)	IM	Info Desk	Q: Student needed "snapshot" statistics on how poverty affects children in school (K-12). A: Found some overview statistics on government sites that should help.	11/26/2013 12:50 PM	AAC
Printing	4 (mins)	In-Person	Printing	Q: Help make copies. A:	11/26/2013 12:49 PM	STU
Procedures/Equipment	2 (mins)	Classroom	Info Desk	Q: Overdue book question. A: Circulation	11/26/2013 12:49 PM	AAC
Directional	2 (mins)	Classroom	Info Desk	Q: ATM A:	11/26/2013 12:48 PM	AAC
Printing	10 (mins)	In-Person	Printing	Q: Help install print driver. A:	11/26/2013 12:45 PM	STU
Procedures/Equipment	3 (mins)	In-Person	Info Desk	Q: He had filled out an application for a Library student assistant position & he wanted to know where to turn it in. A: I directed him to the Dean's office, but since it is the lunch hour, I told him to come back after 1 p.m.	11/26/2013 12:43 PM	DM
Printing	1 (mins)	In-Person	Printing	Q: How much is printing? A:	11/26/2013 12:37 PM	STU

Positive Outcomes

Combined desk, most-used services all in one area

More visible to users

Printing/tech/laptop services separate, but close

Stronger liaison program, stronger connections with faculty and students



What Do We See Now?

Very popular destination, center of campus
October 2013 had several days with over 9,400
people through our doors (over 40,000
per week)

LibStats compared to October 2012 show an
increase in number of desk transactions

Lines at the Start Here desk during peak hours

START Here Desk



What have we not changed?

Librarians still staff the desk

Commitment to student success

Evolving to meet our user's needs

Belief in our value to the University



Still Needs Work

Extensive, ongoing training for student assistants
and staff

Chat service location

Analysis of data

Leadership

Identity

Communication

Discussion Ideas

Who is staffing your desk? Why?

Librarians at the desk: never, always, or sometimes?

Finish this sentence: “If a user comes to the desk for assistance, and there is no librarian there to hear her....?”

Convince us why we should leave the desk

Convince us why we should stay