

REFolution

REFERENCE SERVICE IN A CONSTANTLY CHANGING WORLD
TUESDAY+WEDNESDAY APRIL 13-14, 2010
TULANE UNIVERSITY, NEW ORLEANS, LOUISIANA

LYRASIS™

Day One: Discovery Preconference

Registration/Continental Breakfast/Vendor Fair

8:00 AM–9:00 AM

Understanding the Discovery REFolution: Resources and Strategies for Reference Librarians

“All truths are easy to understand once they are discovered; the point is to discover them.”

☞ Galileo

Today's library users look to electronic resources for answers. The greatest challenges for today's information seekers are simply getting started and making the leap from searching for information to getting it. The REFolution preconference will explore ideas, products, and services to help the 21st century reference librarian provide easier access to the ever increasing range of available resources, and create more user friendly access environments in the physical library and beyond.

Join us for the REFolution preconference where we will explore the topic of discovery and take a closer look at the newest and most helpful tools.

Discovery Speaker

9:00 AM–9:45 AM

Putting the Discovery Puzzle Together: A View from the Trenches

Josh Boyer, North Carolina State University

Libraries find an increasing number of good discovery tools available on the market. Given our extremely broad missions – providing everything from research collections to coffee and video games – it feels like we need all of those tools and more to help patrons find all that we offer. But even if we can buy or build all the right tools, the challenge lies in putting them together like puzzle pieces to assemble a coherent whole.

At NCSU Libraries, we are in the midst of a web redesign that will culminate in a new site in August 2010. I lead a team that is looking into our options for search and discovery. At REFolution, I will share the view from the trenches of one library trying to assemble the puzzle. The view from here will include the feedback we have received from our patrons about our recent implementation of Summon; what we are about to learn from upcoming usability studies (before the conference); and an environmental scan of how other libraries are approaching this challenge.

Panel Discussion

9:45 AM–10:30 AM

REFolution Discovery Panel Discussion: The Discovery REFolution

Rolf Janke–Vice President and Publisher, Sage Publications

Eric Calaluca–Founder and President, Paratext

Andrew Nagy–Senior Discovery Services Engineer, Serials Solutions

REFolution Day One

Concurrent Sessions I

1:00 PM–2:15 PM

Moving Beyond the Reference Desk

Pat Dawson and Kate McGivern

This presentation grew from reading “The Desk and Beyond: next Generation Reference Services” edited by Sarah K. Steiner and M. Leslie Madden. The book touches on various ways that libraries are stepping out from the reference desk in an attempt to reach library users wherever they are. These methods include: field librarians, virtual librarians, chatting, appointment services and much more. Program presenters will discuss reasons for using non-traditional reference methods and elaborate on the experiences, challenges and successes of these new modes. The presenters are academic librarians from a 4-year liberal arts college and a community college in New Jersey.

Google Gems for Reference Librarians

Russell Palmer, LYRASIS

Google is not just a search engine—it also offers a collection of very useful reference, communication, and productivity tools. This session will introduce you to a number of Google tools including iGoogle, Google custom search engines, Google docs, special searches, and more. We all know something about Google; at the end of this session you’ll take your understanding of Google tools to the next level!

Concurrent Sessions II

2:30 PM–3:45 PM

mlibraries: Service and content in an always-connected, fully-digital, customer-centered, thoroughly peripatetic world

John Ulmschneider, Virginia Commonwealth University

A deep scan into the mobile systems market, and the astoundingly rapid evolution of user expectations for content, help, and service created by mobile platforms.

REF 2.0

Jennifer Bielewski, LYRASIS

Oh no! Not another 2.0 session!

Hardly.

There is a new generation of online tools available in a variety of new places we can potentially use for reference—handheld devices, twitter, widgets, gadgets, doo-dads and more—the list goes on. Join this exploration to discover not only what is out there, but how to use it in a practical way to make your reference service more refined, efficient, and popular!



REFolution Day Two

Registration/Breakfast(?)/Vendors(?)

8:00 AM–9:00 AM

Keynote Speaker

9:00 AM–10:30 AM

REFolutionary Change: Foreseeing Opportunities & Challenges for Reference Futures

Marie L. Radford, Ph.D., Associate Professor, Rutgers University

Join reference futurist Marie Radford as she takes a look into her crystal ball to see what information services will look like in the years ahead. What opportunities, challenges, and realities will we encounter? How can we maintain equilibrium amid such rapid REFolutionary change? How will emerging technologies continue to impact reference? What evolving demands will we face from our users, especially the tech savvy and mercurial Millennial generation and young digital natives? Come prepared to wonder at innovations already being initiated by forward-looking librarians and to marvel at the revelations of possible reference futures on the horizon.

Concurrent Sessions I

10:45-Noon

Teachers, Teens and other Tribes: Target marketing a library service

Beth Cackowski, Q&ANJ

Why target marketing? When creating a marketing plan do you focus on trying to reach all of your patrons with one campaign? Is that working? What if you focused each marketing initiative on reaching one "tribe" that you knew would be hooked? QandANJ.org, New Jersey's statewide virtual reference service learned that target marketing is money well spent! An award winning marketing campaign, combined with innovative outreach, has made QandANJ.org one of the most recognized virtual reference services in the world.

Hear about the marketing campaigns, the processes, the cost, what worked, what didn't, and the payoff of taking big risks!

The READ Scale (Reference Effort Assessment Data): Qualitative Statistics for a Reference REFolution

Bella Karr Gerlich, Ph.D & G. Lynn Berard

An Association of Research Libraries survey conducted in 2002 on reference statistics & assessments suggested that many libraries were not satisfied with the usefulness of statistics gathered for reference services, with a lack of confidence in current data collection techniques. We agreed and developed and tested the READ Scale at Carnegie Mellon University. The READ Scale (Reference Effort Assessment Data) is a six-point scale tool created for recording vital supplemental qualitative statistics gathered when reference staff assist users with their inquiries or research-related activities by placing an emphasis on documenting the effort, knowledge, skills and teaching moment utilized by library staff during a reference transaction. Research grants enabled a national study in of the READ Scale in 2007 at 14 diverse academic libraries. The study collected data from 170 individuals and 24 service points, with over 22,000 transactions analyzed. An anonymous online survey of participants yielded a 60% return rate with over 80% of respondents indicating they would recommend and or adopt the Scale.

With over 80 inquiries from other institutions asking to use the READ Scale and presentations at conferences (ALA, ARCL, ARL, ICERI), it appears that reference staffs are ready to try the READ Scale for data collection, and that the potential to transform how reference statistics are compiled, interpreted and valued can be changed. This REFolution presentation will outline the United States study, share examples from institutions using the Scale, discuss implementation and calibration locally, practical applications and encourage dialogue.

Boxed Lunch/Vendor Fair

Noon-2:00 PM

LibraryH3lp: a real-time virtual reference platform for a changing world

Pam Sessoms, University of North Carolina, Chapel Hill

A collaboration to offer late-night VR service by the libraries at the University of North Carolina at Chapel Hill, Duke University, and North Carolina State University led to the creation of LibraryH3lp, an integrated web chat and IM solution for libraries. Now two years old, LibraryH3lp has grown to accommodate SMS text messaging services, integration with Twitter, and provides many opportunities for flexible staffing models and integration with other systems. Libraries can use all or only some pieces of the system to create their own unique VR service. Come learn about LibraryH3lp.

Peer-ing Into the Information Commons

Andrea Stanfield, University of West Georgia; Russell Palmer, LYRASIS

Many libraries are adapting the information commons model for public services. In this model, libraries rely on student assistants to have sophisticated interaction with patrons who are working through the research process.

In this session, we will identify the challenges of training and developing student assistants within the commons model, and how this impacts the quality of information provision, technical assistance, and overall customer service.

Speaker Bios

Marie L. Radford, Ph.D. focuses her research on the study of interpersonal communication aspects of reference service, the evaluation of digital resources and services, qualitative methodologies, cultural studies, and media stereotypes of librarians. She has given numerous presentations on research and professional communication topics both in the United States and abroad.

Radford has authored several books and publications including the recently published *Web Research: Selecting, Evaluating, and Citing* (2nd ed.), and *The Reference Encounter: Interpersonal Communication in the Academic Library*. Her work has appeared in such journals as the *Library Quarterly*, *College and Research Libraries*, *Library Trends*, *Journal of the American Society for Information Science and Technology*, *Journal for Education in Library and Information Science*, and *Journal of Academic Librarianship*.

Among the library and communication associations Radford is active in are the American Library Association, the New Jersey Library Association, the Association for Library and Information Science Education, and Reference and User Services Association. She is past president of the New York State Communication Association, associate editor of the *Atlantic Journal of Communication*, and secretary of the New Jersey Communication Association.

G. Lynn Berard

Jennifer Bielewski joined LYRASIS in 1999 as a preservation microfilm specialist. She has held several positions within LYRASIS' Member Services department ranging from the database services coordinator to Support Supervisor. She now is a member of the Educational Services team as an Educational Services Librarian specializing in cataloging and metadata instruction.

Josh Boyer is assistant head of the reference department at the main library at North Carolina State University. The reference department oversees reference, instruction, a Learning Commons, and a Digital Media Lab. Boyer has played a lead role in the development and implementation of some of NCSU Libraries' key discovery tools, including NCSU's homegrown QuickSearch solution (<http://www.lib.ncsu.edu/dli/projects/quicksearch>) and the implementation of Summon. Boyer also coordinates NCSU Libraries' chat reference services and services for distance learners.

Boyer received an MLS from the University of North Carolina in 1999 and a BA in English, also from UNC, in 1994. Before library school he worked as a newspaper reporter.

Beth Cackowski

Pat Dawson is an Assistant Professor II-Librarian at Rider University located in Lawrenceville, NJ. Pat earned her MS in Microbiology and MLS both from Rutgers, the State University of New Jersey, and her BA in Biology, with a minor in Chemistry and English, from Western Michigan University. Pat is a Science Librarian and Librarian-Consultant for InterLibrary Loan Services for the Moore Library at Rider University.
Bella Karr Gerlich, Ph.D

Kate McGivern is an Assistant Professor at Bergen Community College in Paramus, NJ. Kate earned her MLS from Rutgers, the State University of New Jersey and her BA in English, with a minor in Communications, from Eastern Connecticut State College. Kate is the Reference Coordinator and the Media Librarian for the Sidney Silverman Library at BCC.

Russell Palmer is an Educational Services Librarian at LYRASIS. He writes, teaches, and speaks on a wide range of topics, including resource sharing, reference resources, collection development and analysis and information literacy.

Pam Sessoms is electronic reference services librarian at the UNC–Chapel Hill Libraries. Sessoms is in the business of providing free information and working hard to make it easy for all librarians to do the same.

Her creation of LibraryH3lp (pronounced “Library Help”), a virtual reference tool that she co developed, is a case in point. LibraryH3lp makes it easier for reference librarians to respond to and field IM and chat reference questions.

Andrea Stanfield

John Ulmschneider is the University Librarian at Virginia Commonwealth University.