Outline

• Background
• Methodology
• Trends
• Findings
• Other Influences
• Charting the Future
University of Kansas

- 29,000 student enrollment
- 2,500 faculty
- 7 Libraries on Lawrence campus
- 1 Library on Regent Center campus
Timeline

- Traditional desk-bound reference services
- Combined reference staff from Watson and Anschutz Libraries
- Chat/IM reference
- “Peer and tier” model implemented
- Merged reference dept. dissolved
- Service quality issues (LibQual)
- Librarians and research specialists staffing desks again

2002
2003
2004
2005
2006
2007 to present
Background

• Using LibStats since Fall 2007
• Collecting reference desk statistics at Anschutz & Watson Libraries
• Rationale
  ▫ Answer questions about scheduling, staff time, training, complexity, subject area/discipline
  ▫ Addition of IM to desk duties
Methodology

- Locations – Anschutz & Watson Libraries
- Time frame – 2008-2010
- Number of questions – 27,000
- Sampling – 4,200 (15%)
- Format – in-person, IM, telephone
- Subject taxonomy
Subject Taxonomy

• Research by Subject /Libraries’ webpage
• Disciplines
  ▫ Humanities, Social Sciences, Science
• Professional Schools
Q: trying to find full text articles based on citations from a professor
A: helped find two from old new york times issues - explained advanced search in ProQuest Historical newspapers

Q: looking for books on tiger tanks or WAC tanks
A: used a combination of keyword / subject searching. World War, 1939-1945--Tank warfare is an LCS heading. We have 59 books on the subject. Found some specifically about german panzers, pointed him to the location on 1 east.

Q: Where are the books about sports management?
A: Looked up a couple. GV 700ish. Sent to stacks.

Q: im question re: retrieve from shelf
A: Kyle.sedarstrom is 0.8888155759438506 12:12 was5@00019@chat.library3p.com hello 12:13 me hello 12:13
dawtikal.v20004@gmail.com@gtalk.library3p.com can i get this book reserved at front desk? at archu? introduction to algorithms, second edition, by Cormen, Leiserson, Rivest, and Stein. 12:15 me you would have to click on the "recall / request" button on the catalog entry here: http://catalog.lib.ku.edu/ cgi-bin/w3an/a.cgi?y1=380&=138&NCT=558351-N0660
Search_Args=Introduction%20to%20Algorithms%20Search_Code=TALL%20PITC=M2P7MHHFNSa1326Y3fUpYm=
C168558-2e11-0411-1212-11383659-1 12:16 me and do a retrieve from shelf request 12:17
dawtikal.v20004@gmail.com@gtalk.library3p.com i dont see the first option from the link u sent me 12:17 me it should be in the middle of the row of buttons at the top of the page 12:19 dawtikal.v20004@gmail.com@gtalk.library3p.com u should have sent me the Direct URL for the record 12:19 dawtikal.v20004@gmail.com@gtalk.library3p.com now i go to 12:22
dawtikal.v20004@gmail.com@gtalk.library3p.com what is the Barcode: Last 8 digits field on the request form 12:23 me it would be the barcode from your ku id card., you can also click the "login with your ku id and password" option to use your e-mail login 12:27 dawtikal.v20004@gmail.com@gtalk.library3p.com k thanks

Q: Where do I find the HQ call numbers?
A: 1 West Directions
What is Reference (anymore)?

- Help users find information
- Modes of delivery have changed
  - in-person, telephone, email, chat, instant messaging/texting, roving, and research consultations with librarians
- Teaching philosophy
- “Reference” as term not meaningful to users
Trends

- ARL Statistics (1991-2008) reference transactions declined by 53%
- Questions are more complex
- Undergraduates more comfortable with technology
KU VS. ARL Trend

- KU
- ARL
Trends in Subjects/Disciplines
Discipline/Subject/School

% of Questions Sampled

- Architecture
- Area/Cultural Studies
- Business/Economics
- Education
- Engineering
- General/Reference
- Government Information
- Humanities
- Instruction
- Journalism
- Languages & Literature
- Law
- Science
- Social Sciences
- Social Welfare
- Technology

Year:
- 2008
- 2009
- 2010
Humanities
Social Sciences

- Anthropology
- Communication Studies
- Linguistics
- Political Science
- Psychology
- Sociology
- Women's Studies

(Bar chart showing data for years 2008, 2009, and 2010)
Sciences
Findings

• In-person reference enquiries increasing
  ▫ Watson – 8% increase
  ▫ Anschutz – 61% increase (Learning Studio)

• Instant messaging trending up since 2008

• Undergraduates are largest user group

• Largest categories of questions
  ▫ General Reference & Technology

• Fall semesters are busier than Spring
Other Influences on Reference

Findings:

- Strong executive leadership & engaged staff
- KU faculty understand Libraries’ role in teaching and research
- User services strong & user-centered
- Learning Studio partnerships successful
- Consolidation & cross-training successful
KU Libraries Consultants’ Report: **Positioning KU Libraries**

**Recommendations:**

- Organizational structure review
- Diminish “silos”
- Scholar & student work flow and needs
- Integration of instructional programs into Anschutz Learning Studio
Huron Consulting Group

Findings:
- Services offered at or above peer institutions

Recommendation:
- Need to re-assess library staffing and key service levels
Charting the Future

- Organizational influences
- Technological influences
- New roles for librarians
- Staffing implications
Organizational Influences

• Provost’s Strategic Plan
  ▫ Goals and Strategies “Bold Aspirations”
• General education learning outcomes
• Shrinking budgets/resources
  ▫ Efficiencies
Technological Influences

- Access expert assistance “anytime, anywhere”
- IM/texting/mobile devices
- Explosion of resource accessibility
  - Databases/Interfaces
  - Google/Search engines
- Rapid change
New Roles for Librarians

• Leveraging expertise (in & outside library)
• Making strategic connections
• Faculty/librarian teaching collaboration
• Scholarly communication
• Data management
Staffing Implications

• Service models subject to evaluation each semester
• Examples include:
  ▫ Desk schedule (layered for busy times)
  ▫ IM staffing
  ▫ Creation of new service points
• Built-in flexibility for staffing needs
• Research specialists from other units
Challenges

- Other responsibilities (reference not primary)
- Building generalist levels of proficiencies
- Knowing when to refer
- Unfilled positions
Where Do We Go From Here?

• Continue to collect and use data to inform decisions about staffing, scheduling, and training

• Further refinement of LibStats program:
  ▫ Ability to tag subjects and/or disciplines
  ▫ Evaluate other tracking products
• Receive & review consultants’ recommendations
• Seek to remain relevant in an era of increasing self-service and Google
  ▫ Add value to our services
• Build staff proficiencies to answer general reference questions
• Deploy new technologies that can be personalized to meet user needs
Questions or Discussion?
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