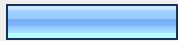
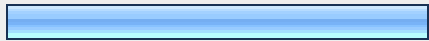
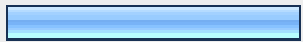

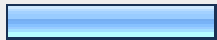
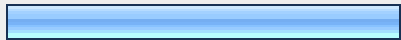
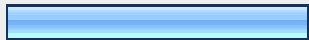



# Future of Public Services Survey, LAUC


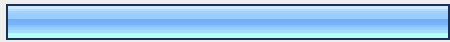

**1. The UC Libraries should shift public service emphasis from "in-person" to technology-mediated services, with a particular emphasis on Web services, e.g. chat and email.**

		Response Percent	Response Count
Very Important		18.6%	13
<b>Important</b>		<b>45.7%</b>	32
Less Important		31.4%	22
Not Important		4.3%	3
<i>answered question</i>			<b>70</b>
<i>skipped question</i>			<b>0</b>

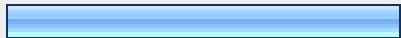
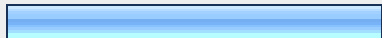

**2. The UC Libraries should develop new personalized services in the MELVYL replacement catalog such as tracking web and catalog searches to offer suggestions (similar to Amazon's "Customers who bought this item also bought...")**

		Response Percent	Response Count
Very Important		22.9%	16
<b>Important</b>		<b>42.9%</b>	30
Less Important		32.9%	23
Not Important		1.4%	1
<i>answered question</i>			<b>70</b>
<i>skipped question</i>			<b>0</b>

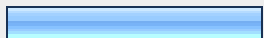
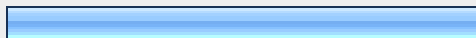
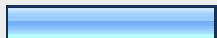
**3. The UC Libraries should develop online tools that could be used and adapted by individual campuses (i.e., web page templates, wiki licensing/tools, blog licensing/tools, etc.)**

		Response Percent	Response Count
Very Important		31.9%	22
<b>Important</b>		<b>47.8%</b>	33
Less Important		20.3%	14
Not Important		0.0%	0
<i>answered question</i>			<b>69</b>
<i>skipped question</i>			<b>1</b>

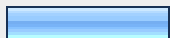
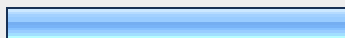
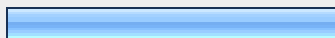
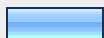
**4. The UC libraries should develop assessment tools for all new technology-mediated services.**

		Response Percent	Response Count
Very Important		42.0%	29
Important		40.6%	28
Less Important		17.4%	12
Not Important		0.0%	0
		<b>answered question</b>	<b>69</b>
		<b>skipped question</b>	<b>1</b>

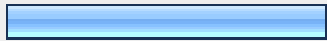
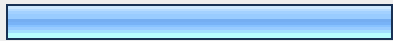


**5. The UC Libraries should develop information literacy and reference service shared and adaptable content and resources that scale, i.e. are easily replicated in our increasingly resource-stretched environment (For example subject pages placed in LibGuides <http://www.springhard.com/libguides> and shared tutorials <https://dspace.uclagary.ca/handle/1880/43471>)**

		Response Percent	Response Count
Very Important		27.1%	19
<b>Important</b>		<b>50.0%</b>	35
Less Important		22.9%	16
Not Important		0.0%	0
		<b>answered question</b>	<b>70</b>
		<b>skipped question</b>	<b>0</b>


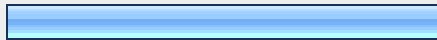

**6. The UC Libraries should develop models to collect and store instructional courseware for use by all campuses' libraries.**

		Response Percent	Response Count
Very Important		17.7%	12
<b>Important</b>		<b>36.8%</b>	25
Less Important		35.3%	24
Not Important		10.3%	7
		<b>answered question</b>	<b>68</b>
		<b>skipped question</b>	<b>2</b>

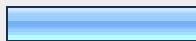
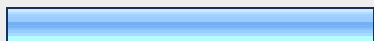
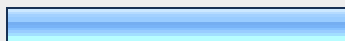

**7. The UC Libraries should develop assessment tools for information literacy and reference.**

		Response Percent	Response Count
Very Important		34.3%	24
<b>Important</b>		<b>41.4%</b>	29
Less Important		22.9%	16
Not Important		1.4%	1
		<b>answered question</b>	<b>70</b>
		<b>skipped question</b>	<b>0</b>

**8. The UC Libraries should develop methods and modes to regularly assess current our users' information-seeking behavior as well as their changing expectations for library services, information literacy, and instructional technology.**

		Response Percent	Response Count
Very Important		43.9%	29
<b>Important</b>		<b>47.0%</b>	31
Less Important		9.1%	6
Not Important		0.0%	0
		<b>answered question</b>	<b>66</b>
		<b>skipped question</b>	<b>4</b>

**9. The UC Libraries should focus on technical and copyright issues related to the use of course management systems and the move to an all-electronic course reserves.**

		Response Percent	Response Count
Very Important		20.6%	14
<b>Important</b>		<b>39.7%</b>	27
Less Important		36.8%	25
Not Important		2.9%	2
		<b>answered question</b>	<b>68</b>
		<b>skipped question</b>	<b>2</b>

10. Please use this "comment section" to identify directions or priorities for public services that are not reflected in the statements above.

		Response Count
		29
	<i>answered question</i>	29
	<i>skipped question</i>	41

## Comments Summary

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Displaying 1 - 29 of 29 responses





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	Comment Text	Response Date
	1. I hope we have social networking tools for the UC librarians to collaborate and interact more easily with one another.	Mon, 8/13/07 3:05 PM
	2. Greater support and awareness by the University of the contributions and importance to the mission of the Libraries and the University that the staff of Public Services provides despite the fact that salaries are poor, benefits are shrinking, workloads are increasing, turnover rate are higher than ever before (of employees), etc.	Fri, 8/10/07 4:49 PM
	3. In reference to #1: I really wanted to say "both"--we must not dispense with face-to-face expert service, but we must also pursue well-designed and well-executed online services. In reference to #5: yes, we need to have online research guides, but I do not like the example given. If shared, it should be campus-wide or UC-wide. I do not see significant value in sharing it more widely or handing content over to a commercial directory of research guides. General note: A CLIR fellow in Young Research Library, Janet Kaaya, has proposed creating a "Center for Library Excellence" at UCLA. It would be a group dedicated to doing scholarly research *on* and *for* the library, such as developing effective assessment tools, doing research to determine the relationship of library users to the technologies utilized by the library, to create effective survey tools to evaluate the library's public service needs, and so on. We librarians do not have the time, and often do not have the training, to do such intensive research on the library effectively.	Fri, 8/10/07 9:34 AM
	4. Some of the items listed as less important above are because: 1. I don't believe the UC system as a whole needs to take responsibility for these initiatives. They are already being addressed at the campus level, and may best be done so to mesh with campus applications and systems; 2. Our students don't necessarily desire an all electronic environment, i.e. reference service or course reserves. The electronic is another important option, but they still expect and want paper i.e. books or in-person service; 3. Some input and assessment is important, but I don't think it's best done at the UC level. There are tools out there to use already.	Thu, 8/9/07 5:40 PM
	5. The one-on-one human interface is still a crucial UC public service and will remain so for much longer than trends indicate.	Thu, 8/9/07 9:54 AM
	6. campuses & clients should not lose their uniqueness, identity & specializations. Collaborate in areas where efficiencies can be gained and specialize in areas where individuality counts. develop standardized set of metrics collecting & reporting & create tools to entise campuses to comply (radical thought) eliminate campus local OPACs once Melvyl replacement is ready. Campuses will likely need other modules such as Acq, report writing, Circ, etc but if there were one OPAC would our users be better served? instructional courseware won't be shareable if campuses don't also acquire software that creates it -- maybe software should be included in that idea?	Wed, 8/8/07 9:39 PM
	7. I think it is important that we not put all our energy and expectations in developing online services to the exclusion of personal contact--in-person, instant messaging, email, telephone. Humans still ask questions of a live person when one is available.	Wed, 8/8/07 12:22 PM
	8. I don't know if this can be done on a system-wide basis, but there are two areas that I would like to see Public Services develop. 1. The ability to push content to users	Tue, 8/7/07 4:53 PM

based on their status (i.e. undergraduate, graduate, faculty, major, course enrollment, etc.) and perhaps as the flip side to this, to provide ways for users to customize their experience of the libraries' electronic presence. 2. Develop a federated search tool that searches across formats and databases and presents results, regardless of format, in a single list.



**9.** Technology mediated services are a gateway to library use not always an end of itself. Talking over an issue with a person always provides faster clarification and learning. Patrons need to be guided to the best personal contact and that may mean calling on a phone. However, if the above initiatives streamline common services, and provide a more uniform service/reference experience across the UCs it will be worth work. Tue, 8/7/07 4:17 PM



**10.** While taking advantage of new technology to provide public services, in-person service for consultations and training should not be abandoned. Services such as those mentioned in Q#2 have not been of interest to graduate students and faculty in the sciences, based on local focus group responses and library committee discussions. Tue, 8/7/07 4:05 PM



**11.** I think #2 is being addressed in a preliminary way by the UC/OCLC collaboration. Online tools are important but I don't need blogs or wikis because I can use free ones easily; however, I would find support for survey software to be useful. Often the free versions are insufficient for my assessment purposes. I think making it easy to share content in various programs/environments etc would be the most useful. We often make tutorials on the same topic but there are small differences i.e. my own campus shows up in the tutorial when I demonstrate Request. How can I use that content but make small changes to fit in my local environment? Any assistance in handling copyright issues is important. Thanks! Tue, 8/7/07 1:31 PM



**12.** I find the phrasing of Q1 disturbing...I completely oppose a SHIFT in public services emphasis to tech-mediated services but urge an EXPANSION of public services to include an extensive array of web service options AS WELL AS in-person services for our students and patrons. I think it is incredibly arrogant to presume that our students would not miss the in-person services we offer. Tue, 8/7/07 12:49 PM



**13.** FYI the url for LibGuides above is incorrect. It should read <http://www.springshare.com/libguides/> (its springshare not springhard). Thanks for bringing this resource to our attention, in any case. I had not heard of it. I worry about the overhead for assessments sucking all the energy out of us such that we can't try new programs. Also, we need to be more nimble in our ability to offer new approaches and sometimes assessment takes so long that by the time we are done the assessment data is too old to use and it has just delayed our ability to offer a new approach. We DO need to assess what we are doing to better deploy our very limited resources but assessment to date has been agony and too cumbersome to be used effectively. So I am reluctant to give assessment a "blank check" in terms of a recommendation, even though I recognize how utterly important it is to stop doing what isn't needed/wanted and to move to what is, and to improve what we are doing based on real feedback. Its a real conundrum. Tue, 8/7/07 11:05 AM



**14.** If this represents the best thinking about "next generation" tools, UC libraries are in trouble. These are all questions about stuff we should have had in place already. Ignores Web 2.0 (except one mention of Amazon). Ignores the fact that some of these have been in use someplace in UC for years (InfoMine, for one) and we've failed to adopt them. Organizational structure also an issue; CDL has proved to be a poor place for deploying innovation, yet no one will adopt technology coming from another UC campus. Putting in place a mechanism for sharing AND adapting any relevant technology (implied in a couple of questions) would probably be far more important Tue, 8/7/07 9:17 AM

than planning for specific technologies. Currently, whatever we decide to do takes 1-2 years for a committee to recommend, then another year for SOPAG to approve, then 2-3 years for CDL to launch in a one-size-fits-all version that doesn't really work. Need a more agile method for adopting/adapting new technologies.



**15.** I think the UC Libraries should continue to focus on content and some collaborative services life reference and ill. But I feel we will only be successful if our services are highly customized to our own user populations. That's the whole point of 2.0 anything. Another area that the libraries could focus on is best practices that will give individual campuses ideas that they can use in their own way. Tue, 8/7/07 8:50 AM



**16.** I almost didn't answer #1, because I think both in person and online service are important and should be sustained. I'm not sure I understand what you mean by #6. Do you mean repositories of courseware and digital learning objects? Or do you mean repositories of online credit courses or one-shot sessions or workshops or??? Given the speed of change, with evolving interfaces, merging database vendors, etc., I wonder how valuable it would be to store this sort of material and for how long it would be usable... Other issues of concern not addressed in this survey are staffing for public services (level and amount of staffing), and training, both for new hires and continuing ed. I'm signing this in case anyone has questions about my comments. Esther Grassian, UCLA College Library Mon, 8/6/07 10:16 PM



**17.** High tech needs to be accompanied by some element of "high touch." For example, I consider it wonderfully smart for us to offer Ask a UC Libn chat reference service during so many day and evening hours, esp. since my campus was not able to staff that many hours (esp. evenings) on its own. But our software (QuestionPoint) is slow and clunky, and it does not let us co-browse (the libn and patron see the same screen/website). So, that element of "high touch" is missing, and we lose the opportunity to see our patrons' information-seeking paths. Our public services should be robust for sophisticated patrons but also accessible and welcoming for the entering freshmen and transfer students. To be sure, they are sometimes more technology versatile than the older libns (like me), but their information-seeking habits have yet to make good use of our licensed resources and their still-developing critical-thinking skills. Mon, 8/6/07 6:11 PM



**18.** Question: Has anyone asked our current users? Do we have a sense of what their expectations are? The technology media services should be considered tools for reference/information literacy services, not a replacement for "in-person" services. As we know, people learn differently. We should have a variety services assist and instruct them in their research. As for email, dig-ref and other types of online reference, it takes longer to get to the heart of the question and successfully answer it. Mon, 8/6/07 5:53 PM



**19.** Frankly the questions in the survey concern is with assessment and technology. While both are important--I still find my most of my contact with students is by one to one meetings. My concern is that this survey seems to show no concern for outreach and looking for ways for get us outside of the library. Mon, 8/6/07 4:59 PM



**20.** In #1, I don't so much want to move away from providing in-person reference as to add in the technology-mediated reference along with the in person. Mon, 8/6/07 4:39 PM



**21.** Clarification for Number 1 - I think it is important that we expand our public service model to include technology mediated services, but these shouldn't replace in person services. Mon, 8/6/07 4:09 PM



**22.** Can't think of any at this moment. Mon, 8/6/07 3:45 PM



**23.** Also consider systemwide approaches to social networking issues and tools. Mon, 8/6/07 3:42 PM



**24.** For question #1 - the question reads as an either/or situation to me. Instead there should be a balance between the 2, though it's shifting to electronic. Overall, the technological part is relatively easy, though getting a site for non-CDL systemwide initiatives is not. I am hopeful that the ULs and library administrators focus on the underlying administrative functions and create mechanisms to ensure sustainability and appropriate assessment.

Mon, 8/6/07 3:28 PM



**25.** Assessment of library activities and services in an age of customization and choice by users will become increasingly important for decision-makers trying to stretch scarce resource dollars and personnel.

Mon, 8/6/07 3:25 PM



**26.** I find it troubling that the discussion seems to be framed in terms of one approach fits all needs or users. The approach and content that an undergrad would take is very different from faculty and grad/professional school users would take. We also seem to be discussing the library in terms divorced from the curriculum and other educational goals.

Mon, 8/6/07 2:53 PM



**27.** Regarding question 1, I'm not convinced that "in person" vs. "technology-mediated services" is easily reduced to an either/or scenario. It must be recognized that some questions simply cannot be addressed remotely, or for that matter by every campus or staff member. I think delivery of some kind of electronic reference is quite necessary, but found it odd that the "chat" reference used systemwide this year focused on daytime delivery only. The greatest need, at least from my observation, is for evening and weekend coverage, when campuses have very limited in person help available. Instead, what I frequently got were phone calls during the day from someone at another campus conducting chat reference with one of our local patrons about an extremely local issue that had to be cleared up at our circulation or reserves desk (fines, rush processing status, etc.). This type of question could have been resolved in a quarter of the time had the patron been encouraged to simply contact the local desk. Given this experience, I would prefer instant messaging reference available from each campus instead.

Mon, 8/6/07 2:18 PM



**28.** QUESTION #5: URL's given do not work. LibGuides should be: <http://www.springshare.com/libguides/> The other one should be: <https://dspace.ucalgary.ca/handle/1880/43471> It would be great if we had access to LibGuides. QUESTION #8: It would be great to get library users feedback on their expectations for library services, and perhaps instructional technology. However, our undergrads, and to a lesser degree grad students and faculty, are often NOT the best ones to identify their information literacy and instructional technology needs.

Mon, 8/6/07 1:59 PM



**29.** Putting written works online that will never be read by students is a waste of time. Nothing will replace the human being at the desk who is able to answer live questions and offer specific advice.

Mon, 8/6/07 1:56 PM