

The logo features a stylized yellow and orange starburst on the left, with the text 'LIBRARY FUTURES' in blue above 'Community Catalysts' in white. The background is a purple and white geometric shape.

LIBRARY FUTURES
Community Catalysts

OCLC Americas Regional Council Conference
#OCLCLibraryFutures

Rethinking Service Delivery and Creating Staff Buy In

**LAURA COSTELLO, THE STATE
UNIVERSITY OF NEW JERSEY**

**LYNETTE SCHURDEVIN, RIO
RANCHO PUBLIC LIBRARIES**

**MARY LOU CAROLAN,
NEWBURGH FREE LIBRARY**



LIBRARY FUTURES
**Community
Catalysts**

OCLC Americas Regional Council Conference
#OCLCLibraryFutures

Change on the Front Lines

LAURA COSTELLO,
RUTGERS UNIVERSITY



Laura Costello

Virtual Reference Librarian,
Rutgers University

System transitions and patron engagement, particularly when things are going wrong.

- Background information about our transition
- Lessons
- Data

Working the Transition

#OCLCLibraryFutures



About Rutgers

- Rutgers is the state university of New Jersey
 - 50,957 undergraduates and 19,919 graduate students on three city campuses
 - 8,500 faculty
 - 14,900 staff
 - 227 faculty and staff in the library

Transition Background

- In June 2018, Rutgers transitioned from EDS and Symphony to Ex Libris Primo and Alma
 - It went OK!
- Alma has a different approach to e-resources
- We also changed our access strategy from catalog/discovery to “one box” discovery only
- Our implementation took six months

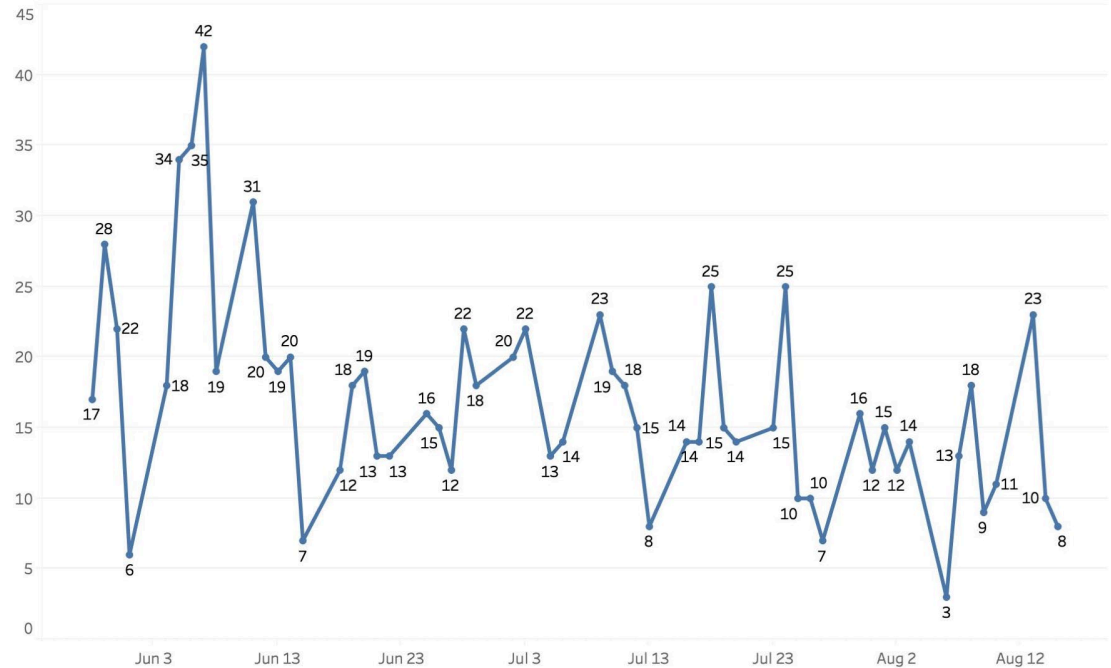
What Did We Do Right?

Communication Strategy

Set up a consistent internal/external help channel that went directly to the implementation team

Regular Reference Service

Our librarians were on the front lines offering technical and emotional support.



What Did We Learn?

Data Collection

- Reviewed 868 chat transcripts from June-August 2018
- 142 transcripts represented patron problems that were unsolvable in the context of the chat due to changes to the system.
- Also distributed a survey about the experience to the 27 virtual reference librarians that worked the transition
 - Received 14 complete responses (51.8% response rate)

The Three-Step Strategy

- In the transcript data analysis a three-step strategy emerged in 58.45% of the unanswerable questions:
 1. An interpersonal overture such as an apology or reassurance to the patron.
 2. The identification of a problem or bug in the system.
 3. The referral to report the problem or strategy to work around the problem.

The Three-Step Strategy

“Please don't worry. i think this is due to some kinks in the new system that have to be worked out. I want to forward your question to someone who can help. Would you send me your email address?”

“There are currently some difficulties with accessing full text articles at home. My colleagues are standing by to help. Before I refer your question to them, would you mind sending me your email address and some information about the article you'd like?”

“Just this past Tuesday, we switched to a new library system. I'm not sure why it is saying that for you, but I think the best thing would be to call a circulation desk and ask them to find out.”

Feedback from the Front Lines

- Documentation on dealing with frustrated patrons (35.7%)
- More robust training materials for patrons (35.7%)
- More training (35.7%)
- Conversations or training prior to implementation on dealing with frustrated patrons (42.9%)
- More information from administration (42.9%)
- More support from administration (57.1%)
- Longer testing period before the system went live (85.7%)



LIBRARY FUTURES
**Community
Catalysts**

Thank you

OCLC Americas Regional Council Conference
#OCLCLibraryFutures

Laura Costello
RUTGERS UNIVERSITY

The logo features a stylized yellow and white starburst on a purple background. The text "LIBRARY FUTURES" is in blue, "Community" is in white with a purple outline, and "Catalysts" is in white with a purple outline.

LIBRARY FUTURES
**Community
Catalysts**

OCLC Americas Regional Council Conference
#OCLCLibraryFutures

To Have or Have Not: The Reference Desk Dilemma

LYNETTE SCHURDEVIN
RIO RANCHO PUBLIC LIBRARIES



Lynette Schurdevin

Library & Information Services Director

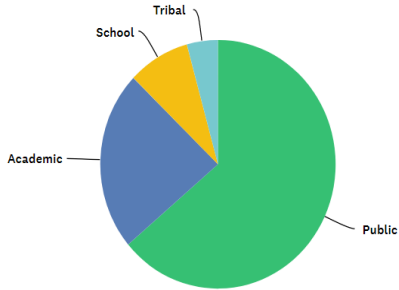
Survey to NM Libraries

47 responses to 6
basic questions

Type of Library / Traditional or Combined Reference Desk

Type of Library

Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSES
Public	63.83% 30
Academic	23.40% 11
School	8.51% 4
Tribal	4.26% 2
TOTAL	47

Q2

Current Reference Desk Model - Traditional, combined, or other

Answered: 47 Skipped: 0

RESPONSES (47)

WORD CLOUD

TAGS (0)

Search responses



Apply to selected

Filter by tag

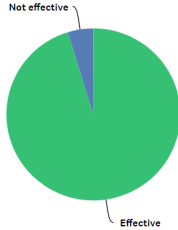
Search responses

Showing 47 responses

17 traditional / 23 combined /
7 no response

Is the current reference desk model

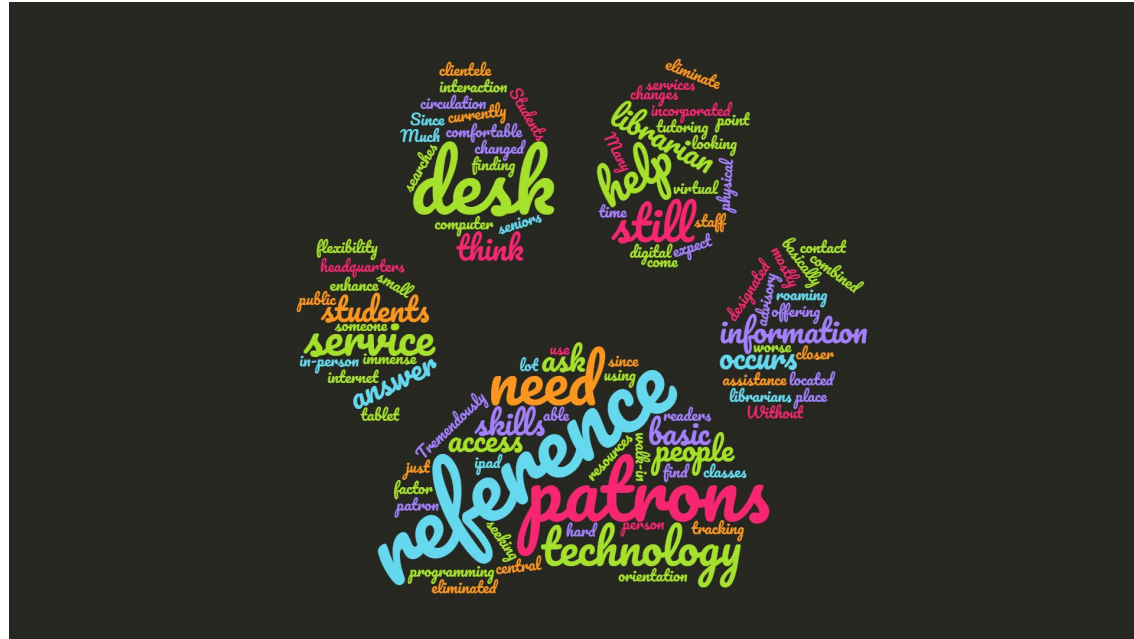
Answered: 47 Skipped: 0



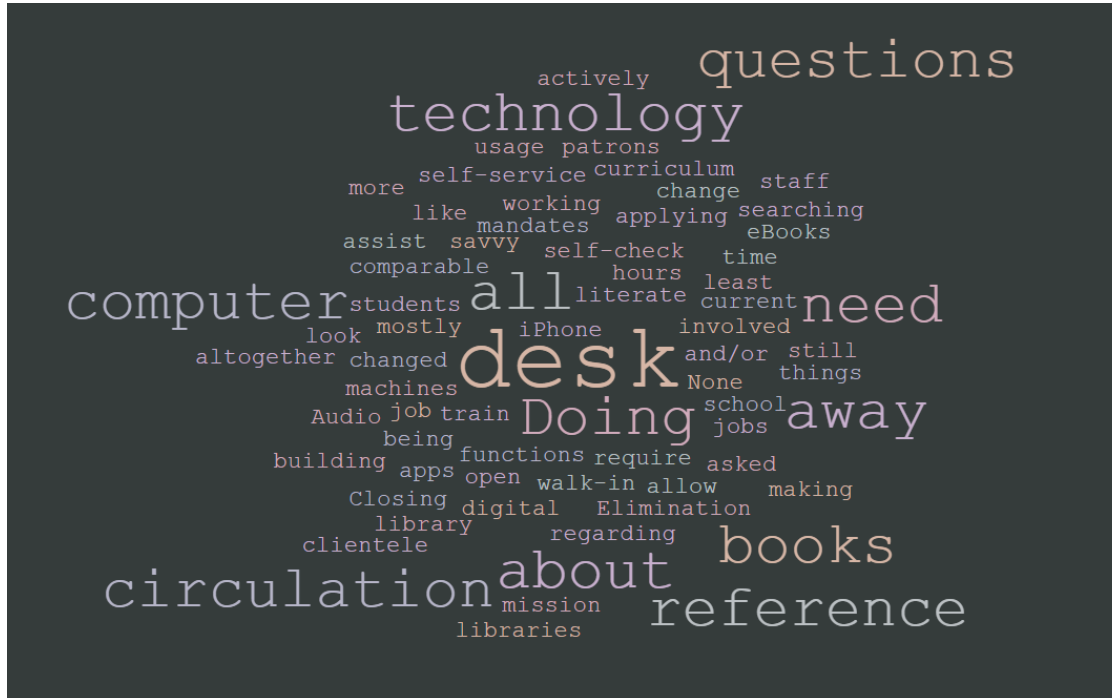
ANSWER CHOICES	RESPONSES	
Effective	85.11%	40
Not effective	4.26%	2
TOTAL		47

Comments (10)

With changes in technology, how would your library service change if you did not have a reference desk?



What would be a comparable change?



Final comments

- The existence of the internet and search engines like Google haven't eliminated the public's need for help with finding accurate, relevant, and current information. Finding information is a skill that not everyone holds or holds to the same level of mastery. If anything, finding information via the internet is more difficult and overwhelming because of the sheer volume of data, particularly bad data, that exists there.
- Eliminating our one desk would be silly, wrong, and cause a local revolt. Our reference desk is also a community connection place and tourist information kiosk. I don't think this concept applies well to small rural libraries.
- I think in a larger system it would be helpful to have librarians go around and check with patrons to see if they need any help. Just like when we see someone in the stacks and look like they can't find what they want. Same concept.
- I think Tribal communities are still trying to figure out how to fit a library in their communities. Traditional models clearly do not work and each community is serving their communities the best way they know how. This is a discussion for another time.
- The advancements in computers and portable technology have given people the ability to find information and entertainment easily. As a librarian I have found that even though technology is becoming more widely available more people need help using their devices and navigating the world of information.
- I ran out of comment space on my survey. I just wanted to add that I don't feel a mobile reference desk is a good idea for my library. Even though it's not that large, it's sometimes difficult for me to find a particular staff member if they are moving around the library and so am I. With a desk, patrons and staff always know where to go to find assistance. That said, I do ask that our Info Desk staff leave the desk and walk around the library occasionally to see if anyone needs assistance or if a problem exists, but to return to the desk within a few minutes. Also, they always have something to do while they are staffing the Info Desk like cataloging, ILLs, reports, etc.



LIBRARY FUTURES
**Community
Catalysts**

Thank you

OCLC Americas Regional Council Conference
#OCLCLibraryFutures

Lynette Schurdevin

RIO RANCHO PUBLIC LIBRARIES

lschurdevin@rrnm.gov

The logo features a stylized yellow and white starburst graphic on the left, with the text 'LIBRARY FUTURES' in blue above 'Community Catalysts' in white. The background is a purple and white geometric shape.

LIBRARY FUTURES
**Community
Catalysts**

OCLC Americas Regional Council Conference
#OCLCLibraryFutures

Using FEAR as a Catalyst for Change

MARY LOU CAROLAN
NEWBURGH FREE LIBRARY
NEWBURGH, NY



Mary Lou Carolan

Library Futurist, Activist, Community Advocate

Newburgh Free Library

Anything really worth doing in our
lives will always have some fear
attached to it.

***Fears**

***Unconscious Bias**

***Control**

***Certainty**

Public engagement is a Mindset Change

Vulnerability = Strength

Fake it until you BECOME it!



LIBRARY FUTURES
**Community
Catalysts**

Thank you

OCLC Americas Regional Council Conference
#OCLCLibraryFutures

Mary Lou Carolan

NEWBURGH FREE LIBRARY

ml.carolan@rcls.org