

NCLA Digital Reference Tools & Technologies
Notes
2010-09-24

The Maryland Model of Reference for a Digital Age

- Presented by Bryna Coonin and Susan Nielson
- Notes about this are at ECU
 - Peer coaching portion is on the website http://libguides.ecu.edu/NCLA_RASS_Maryland_Model
 - Guidelines for Behavioral Performance of Reference and Information Service Providers
- Usually done in workshop form that takes half a day.
- Reference can be difficult to do. Therefore it can be comforting knowing that there is a structural model you can look to.
- For older workers, this can give them a guide on how to supervise younger/newer works.
- Some complaints: too rigid
 - Think of it like a building. A rigid structure but can look very different on the outside and inside.
- Developed in the mid-80s
 - Were "secret shopping" other libraries
 - Reference people were getting the answer wrong 55% of the time
 - Wanted to have consistency of services
 - Started as a workshop then grew
 - Dunkin Smith wrote an article about it.
 - Model came to NC in the early 90s via RSTA (?)
- Atula Gw.....
 - Why Doctors Make Mistakes
 - Realized that skyscraper builders use checklists to make sure they've got everything right
 - Characteristic of people using checklist: had humility
 - Checklist Manifest
 - The "Hero of the Hudson" and his copilot used a checklist before flight.
 - Thus, they knew they had done everything they could to protect people.
 - Freed them to look for a safe place to land.
- Maryland Model is a checklist
- **Approachability**
 - Be personable, nice, and get someone talking.
 - To be responsive, welcoming, easy to talking.
 - People need to be comfortable with you in order to feel safe in asking you a question.
 - The first question a user asks is the conversation opener.
 - "Sorry to bother you but..."
 - "Do you work here?"
 - "I hate to interrupt you."
 - "This might be a silly question..."
 - "I don't know if you're the right person to ask."
 - (Later on) "This will be the last time I bother you..."
 - Customer may be nervous.
 - You're hard to approach because of the desk, the computer, etc.
 - You are often doing other work at the same time as part of your job.

- At High Point Public Library, all their reference desks are together, so more people approach them.
 - More eyes are watching.
- Maybe you could rove the floor looking for help.
 - A "rover."
 - One gentleman said he gets less questions when he's walking the floor than when sitting at the desk.
 - Temple University
 - Wander through the stacks and ask them, "Are you finding everything you need?"
- Smile at the phone before you pick it up so you have a "smile in your voice."
- It's all about attitude!
 - I'm happy to be at work.
 - I want to help people.
- Does the user have to interrupt you to ask you a question?
- For users who are breaking the rules:
 - Chat them up for a moment then let them know that they can't do that.
- At High Point Public Library
 - Librarians are encouraged to call security whenever someone is breaking the rules.
 - Good cop (librarians) and bad cops (security)
- You have to feel comfortable, use words that are natural to you instead of having a strict line
- **Clarifying/Verifying**
 - What section within the subject?
 - Ask yourself, "Do you know enough yet to help them?"
 - Ask open-ended questions.
 - Don't play 20 questions.
 - Get the user to feed you more information.
 - Ask students
 - What do you need to turn in?
 - What is the assignment?
 - "Tell me more about what you're trying to do."
 - Evaluate how you did after each patron.
 - Try various ways to get them to tell you more information.
 - Be humble and stress that you don't understand.
 - Make sure that you know what they're needing.
 - "So you want to know....is that correct?"
 - It isn't paraphrasing.
- **Follow-Up**
 - It's important to make sure people have the information they were looking for.
 - "Did that answer your question?"
 - It gives you a final chance to make sure they got the information they were looking for.
 - "Is there anything more I can do for you?"
 - "Do you think this has put you on the right track? If not, please come back."
 - Perhaps move it towards the top and earlier in the process.
- **Landmines**
 - If something goes wrong, go back to the structure and then do a follow-up.
- Also good for IT and Reader's advisory.

Free Web Tools: Productivity, Communication, and Instruction, Oh My!

- Lynda Kellam, Amy Harris
- **Productivity**
 - Jiffle www.jiffle.com
 - Have to use Google Calendar with it
 - A scheduling website.
 - Shows what time you're available and you can let people choose when to meet with you online.
 - The blue boxes show when you're available.
 - You can create widgets to embed your schedule availability on websites.
 - Sends emails to you.
 - You can decline it.
 - Doesn't work with Google Apps for Education.
 - Evernote
 - Remember the Milk
 - Google Tasks
 - Is on the Google Calendar
 - You can see emails to your tasks (look in the labs)
 - Each Google product has it's own lab.
- **Communication**
 - Dropbox
 - Share an account together.
 - Share folders with people.
 - Don't have to download anything to the actual computer.
- **Instruction**
 - Zotero
 - Citation management
 - Works primarily with Firefox extension.
 - Can tag
 - Can pull information from databases
 - Also can save information from library catalog so you can keep a reminder of what books you want to read.
 - Poll Everywhere
 - Clickers
 - Widgets
 - Gale, JSTOR, Ebsco, etc. other widgets
 - Copy and paste widget code.
 - Many databases now have them.
 - You can find government ones by googling "Government widgets"
 - Jing
- Use Google Docs (Excel?) to figure out scheduling
- Doodle
- Cozi
- Google Books
- ARC Student Time Tracker

Google Wave

- Is what email would look like if email was invented today.
- Email was invented in 1971.
 - It's old, is very similar to memos, and once an email is sent, you can't edit it.
- Google Wave keeps revisions like Wikis.
- Multiple authors
- Can see who is online and work together in real time.
- Threaded conversations

Ensuring Democracy through Digital Access

- Jennifer Davison
- Background
 - NC State Publications Clearinghouse
 - She runs the NC State Depository System
- Scope
 - 360k pages (1440 books) will be digitized over the course of three years from the collections of all partners libraries
 - Broad sampling of state publications
 - Emphasis on 19th and early 20th century
- Blog
 - www.Ncgovdocs.org
- Be creating research guides and the use of these papers for teaching
- They use CONTENTdm at the State Library.
 - Generates a permanent URL
 - Add 856 fields to each document so they can be found again.
- Has become a 3 year project
- Keyword searchable
- www.statelibrary.ncder.gov/govdocs/edm/index.html
- www-tracey.archive.org/details/ncgovdocs
 - Freely available content
 - Is updated daily with new content
- Jennifer Ricker
 - NC
 - How to scoop up social media website information
- Email capture
 - State emails are kept for 10 years