

Reference and Information Services for the 21st Century

Chapter 18 & 19 Notes

Chapter 18

- New duties of the reference manager:
 - Be sensitive to the changing reference library environment
 - Administer and manage new service models
 - New information delivery systems
 - Innovative staff configurations
- There is less an emphasis on a single manager but everyone should be able to step in for supervision duties.
- Staffing of desk is derived by deductive logic as you staff to meet shown user needs.
- **Reference consultation:** in some libraries, quick reference is given at the circulation desk while real reference questions are done on a scheduled basis.
- **Roving reference:** the reference library wanders about the building seeking to help users.
- 98% of reference libraries work on the library's website.
- To market the reference department:
 - Define a target audience.
 - Make a list of reference resources.
 - Consider the best way to market your resources to your target audience (newsletters, emails, direct mail, etc).
 - **Relationship marketing:** develop interactive programs to respond to users by listening closely to their needs and then develop programs to meet those needs.
- Five functions of reference manager:
 - Planning
 - Organizing
 - Staffing
 - Directing
 - Controlling

Chapter 19

- Reference areas to assess:
 - Reference collection
 - Reference staff
 - Reference services
- The goal is to satisfy the needs of the user.

- The basic assessment model from simple to complex is:

Suggestions boxes > Observation > Surveys > Focus Groups > Case Studies
- Ideal dimensions of a focus group:
 - Unbiased, unselfconscious, and trained facilitators
 - 6 to 12 participants per group
 - 45 to 90 minute sessions
 - 6 to 10 questions
 - Minimum of three groups
- **Case study:** employs more than one assessment model. It is very in-depth.
 - Uses many tools of assessment.
 - Greater depth of evaluative understanding.
 - Greater reliability; and
 - Relatively limited replicability.
- Case studies are most effective when:
 - A single survey method is unconvincing.
 - A new service, collection, or program has been introduced.
 - Staff has the time and expertise to do an in-depth study.
 - Advance weighting is attributed to each method in case of discrepancies between two results.
- The benefits of assessments:
 - *Evaluates* practices, performance, procedures, and services of the existing reference environment.
 - *Foreshadowing* reference services, formats, and practices of the future
 - *Marketing* the value of reference services to others, such as the community at large, funding agencies, and the reference staff itself.
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