



Rutgers  
University  
Libraries

# ANNUAL REPORT

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2003-2004

PUBLIC SERVICES AND COMMUNICATIONS

Contact:  
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Associate University Librarian for Public Services & Communications

# ANNUAL REPORT

## PUBLIC SERVICES AND COMMUNICATIONS

Public services and communications activities for 2003/04 continued to support the research, teaching, and public services mission of the university. The area reports that follow this introduction detail the many accomplishments that librarians and staff achieved within the public services and communications division as well as through systemwide public services activities.

The division of Public Services and Communications sponsored the following special activities:

### OUTREACH ACTIVITIES TO THE CAMPUS AND THE COMMUNITY

- Vendor training workshops were organized for all three campuses for Factiva, a major business online resource that is a joint venture of Dow Jones and Reuters. The Rutgers University Libraries' subscription includes the full text of 8,000 leading business newspapers, magazines, trade journals, newsletters, and television and radio transcripts.

### SERVICE REVIEW

- A communications audit was begun, and the final report was received in August. We contracted with Library Communications Strategies, Inc., to study how best to communicate externally with our students and faculty as well as internally within the Libraries. Recommendations will be incorporated into our long range planning process. Details about the audit are included below in the Communications section.
- The Learning Frameworks Study Group was charged to “identify and study Learning Frameworks and recommend an appropriate learning framework for Information Literacy Instruction” at the Rutgers University Libraries. In addition, it was asked to determine if this framework might be used as a foundation for the development of an online information literacy tutorial for the Rutgers University Libraries. Further, and more specifically, the group was charged to analyze the Texas Information Literacy Tutorial (TILT) to determine whether it is an appropriate online information literacy tutorial for the university. The group recommended a learning framework for information literacy instruction that includes educational aspects; institutional involvement; creation, presentation, and assessment of teaching materials; resource and maintenance support; and management and administration. The group also recommended that the Libraries adopt and customize a version of TILT similar to SearchPath, which was created by Western Michigan University. Members of the group were Rebecca Gardner, Triveni Kuchi, and Roberta Tipton. Recommendations were positively reviewed by the Public Services Council and the Cabinet, and work on customizing SearchPath has been undertaken by the Instructional Services Committee.
- In addition, central public services and communications staff provided many support services to the library system and the campuses, including the Libraries' website and programming services, service brochures, library hours compilation, graphics services, training and documentation, customer service support, updating of library policies, maintenance and extension of external cooperative agreements, updating text for school and college catalogs, management of cards and permissions for inter-institutional

agreements, and liaison to such campus agencies as continuous education and outreach, RUconnection, and the registrar.

- Several librarians were sponsored for "Reference Librarian: Technologist or Scholar?," this year's annual Columbia University reference symposium. Those attending were Ka-Neng Au, Susan Beck, Natalie Borisovets, Sara Harrington, and Marty Kesselman.

Academic year 2003/2004 has once again given us a record in which everyone should take pride.

Jeanne E. Boyle  
Associate University Librarian for Public Services and Communications

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## ACCESS SERVICES

JUDY GARDNER, HEAD, UNIVERSITY LIBRARIES ACCESS AND INTERLIBRARY  
DELIVERED SERVICES

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### NEW USER SERVICES

- The Rutgers community was introduced to a new interlibrary loan (ILL) Web interface and request forms in 2003. Users query the system directly to request a status check, cancel an ILL request, choose the email address to which their Web article delivery notices are sent, and renew most ILL books themselves.
- Following the completion of the E-ZBorrow pilot, Rutgers became a permanent member of the Pennsylvania Academic Library Consortium, Inc. (PALCI) and joined the onsite faculty borrowing and no fee ILL photocopy programs. Rutgers faculty may apply for onsite borrowing privileges at PALCI libraries. ILL staff integrated the no fee ILL photocopying program into their workflow.
- Students, faculty, and staff on the New Brunswick campus can now pay library overdue, lost book, and processing fees with Knight Express accounts. A Knight Express reader was acquired and installed at Alexander Library.
- Rutgers users began receiving Rutgers Delivery Service (RDS) articles as PDF documents delivered to their desktops via email and a customized Web interface in June 2004. A new option allowing users to request electronic delivery of articles from their local campus libraries for a fee was also introduced. The RDS Web Document Delivery Working Group revised procedures and deposit account guidelines, publicized the new service to users, and conducted system wide training for RDS staff in May.
- In the spring, new Rutgers graduates started receiving email courtesy notices from the Libraries with congratulations, instructions for acquiring alumni borrowing cards, and reminders of any outstanding checkouts. The Libraries also began contacting withdrawn students regarding the status of their library records and will target additional user groups with timely email messages about their library records, for example pending expiration dates, in future.

### SERVICE AND OPERATIONAL ENHANCEMENTS

- A new missing book report in Excel format was created for librarian selectors. It incorporates bibliographic and circulation information to assist with replacement decisions. A regular series of selector missing book reports are produced in conjunction with access services' missing book reports schedule. Access services' final July 2004 reports identified 1,137 items charged to LOST-PAID, 402 items charged to LOST-REPLA and 3,714 items charged to MISSING before 6/30/2003. Systems staff will schedule automatic withdrawal of missing books on October 1 each year, after final stack searches are completed.
- Interlibrary loan staff on all Rutgers campuses began using the Research Library Group's ILL Manager peer-to-peer management system to process interlibrary loan requests in August 2003 when RLG's RLIN ILL subsystem closed. A new lending Web form for use by libraries that do not have a means of electronically placing requests was designed, tested, and implemented. ILL staff at Alexander Library participated in preliminary

testing of ISO interoperability between ILL Manager and JerseyCat (Auto-graphics Agent software).

- Interlibrary loan borrowing staff configured ILL Manager and changed borrowing protocols to ensure requests are converted to RDS or E-ZBorrow, and that traditional interlibrary loan requests are sent to the most efficient and cost-effective resource-sharing partner available. PALCI libraries supplied 61% of the monographs borrowed from libraries outside Rutgers. In addition, the 12% decrease in recall notices (27,233 recall notices were produced in FY2003, and 24,012 in FY2004) is an indication that users are finding the E-ZBorrow service an attractive alternative to the more lengthy recall process. Interlibrary loan increased borrowing from New Jersey Library Network libraries on JerseyCat. Interlibrary loan services in New Brunswick/Piscataway received nineteen items from JerseyCat libraries during July-Dec. 2003, and 338 items during Jan.-June 2004.
- Access Services staff tested Unicorn's 2003 upgrade in the test system during October and November 2003. The upgrade was loaded in the production system during the 2004 winter break. Rutgers reported the undocumented display of reserve brief records in WebCat, resulting in a Sirsi fix that makes this feature optional. Request processes were updated to accommodate new request wizards. Access services staff also tested Unicorn 2003.1 in June 2003 in preparation for its installation in July. We will beta test the circulation and reserve modules of Sirsi's new WorkFlows 2004 interface during the summer and early fall 2004.
- The patron loader was revised to incorporate new expiration dates, additional employee records, and up-to-date withdrawn and alumni student statuses received from University Administrative Computing.
- Eight access services staff representing all three campuses attended intensive hands-on Unicorn reports training session conducted by Systems staff in August 2003. After completion of training they were given permissions to run reports in the production system.
- Access services staff met with technical services staff to prepare for handling changes in the retrospective conversion process in New Brunswick/Piscataway. Procedures to circulate, deliver, and capture the missing status of recon items were created.
- Guidelines for processing returned library email notices were updated and implemented by the User Database Maintenance Team.
- The course reserve title limit was increased and faculty submission deadlines revised. A biweekly hold removal process was designed to remove holds placed on single copy items on reserve.
- The in-library loan period for noncirculating materials (reference books, journal volumes) sent via RDS among the three major campuses was extended from three to five days.
- Members of the Ask a Librarian access services team attended orientation sessions for the new Ask a Librarian staff interface software.
- The Audio Reserves Working Group completed its work and recommended a plan for system-wide audio reserves. A Billing Working Group was formed and began planning for the new assumed lost and long overdue billing features in Unicorn 2003.

- A new series of reports were created to measure RDS and recall turnaround times. Between January -June 2004, 57% of users' email notices for filled RDS book requests were generated within three days, and 92% within seven days. During the same period 51% of users' email notices for filled recalls were generated with fifteen days and 80% within twenty-one days.

#### INSTRUCTIONAL SUPPORT

- Circulation of non-reserve materials totaled 669,996 including 324,984 renewals in WebCat; 32,868 reserve items were checked out to Rutgers borrowers during 2003-2004. Reserve transactions decreased 11%. Overall, total circulation of print resources remained the same as in the previous academic year.
- Rutgers Delivery Service (RDS), ILL, and shipping staff processed and delivered 60,819 books among the Rutgers University Libraries and to off-campus pickup sites and 5,822 books to PALCI libraries during 2003-2004. During the first full year since implementation of demand management in WorkFlows, users and the dummy PALCI user records placed 97% of the filled book requests directly in the system as holds, and only 3% were generated by requests that needed to be reviewed manually by "A" Team staff. RDS staff filled 5,038 requests for photocopies; 319 articles and 406 books were delivered to distance users at off-campus sites.
- Rutgers users borrowed 15,145 books from other institutions during 2003-2004. Of that total 9,234 or 61% were E-ZBorrow requests placed by users or ILL staff on behalf of users directly in the PALCI catalog, and 5,911 or 39% were requested by interlibrary loan services staff from other resource-sharing partners. ILL staff acquired 9,286 articles for Rutgers researchers on interlibrary loan and delivered them to users' desktops.
- For the fifth consecutive year, electronic reserve Web access statistics increased. Requests received, bytes transmitted, average requests received daily, and average bytes transmitted daily all increased relative to the previous year's activity. Staff processed 12,083 PDF files for electronic reserves.
- Interlibrary loan staff placed --- orders for current imprint monographs requested on interlibrary loan during 2003-2004. A total of \$---- was spent; ---1 books were paid for, at an average cost of \$--- per book.
- Rutgers faculty, staff, and graduate students requested and received direct delivery of 128 articles through the Rutgers Ingenta gateway. A total of \$3,211.63 was spent at an average cost of \$25 per article.

#### FACILITIES MAINTENANCE

- The Libraries Shipping and Receiving Department acquired a new Neopost IJ 65 postage meter and scale.

#### OUTREACH ACTIVITIES

- The Rutgers University Libraries loaned 15,1962 books and 6,048 photocopies to other libraries during 2003-2004. E-ZBorrow requests totaled 5,822, or 38% of the books loaned to libraries outside of Rutgers.
- Six access services staff representing all three campuses attended the "Access Services in the 21<sup>st</sup> Century" 2004 symposium hosted by the libraries of New York University and

Columbia University in March. The symposium provided an opportunity for access services practitioners from among large research libraries to gather and share experience, insights, and best practices with each other.

#### EXTERNAL SUPPORT

- The Libraries received a \$70,000 grant from the New Jersey State Library to provide interlibrary loan services to New Jersey Library Network member libraries.

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## COMMUNICATIONS

### HARRY GLAZER, COMMUNICATIONS COORDINATOR FOR PUBLIC EVENTS

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In the 2003-2004 academic year, the Communications Coordinator carried out the following activities

- Using news clips collected year round from a variety of publications, and copyright permissions secured from all newspapers and magazines (external to Rutgers) involved, published a 2003 Libraries press clips booklet. The booklet was mailed to library donors, university deans and vice presidents, and members of the university's boards of trustees, governors, and overseers.
- Coordinated the editing, design, and printing of the libraries glossy annual report for 2002-2003 and two public events calendars (one per semester). All three publications were mailed to donors, university administrators, members of university boards, academic library colleagues, and others.
- In cooperation with Web Advisory Committee member Theo Haynes and Webmaster Sam McDonald, drafted fifty stories on new resources, upcoming programs, or notable accomplishments that were posted on the "News and Events" Web pages of the university Libraries' website.
- Working with different library units, Rutgers catering, and University Relations, coordinated publicity, catering, registrations, programs, and other logistical details for sixteen public events over the course of the academic year. Many of these events received significant coverage in the *Daily Targum* as well as in other Rutgers news mediums. The Veteran's Day event received front-page coverage in the *Star Ledger*.
- In conjunction with the university librarian, the FAS-New Brunswick associate dean for the Humanities, and Special Collections staff, promoted and organized a new Libraries public activity – a "Celebration of Recently Published Faculty Authors" exhibition. The libraries received over eighty items for inclusion in the exhibition and later addition to the Libraries' collections. The exhibition opening reception attracted over fifty attendees, including three deans and two department chairs, and featured remarks by University Vice President for Academic Affairs Philip Furmanski. The exhibition received generous coverage in the *Rutgers Focus*.
- To obtain an objective look at the effectiveness of all elements of the Libraries communications program, worked with University Procurement to develop an RFP for a communications audit and organized a review process to evaluate the three proposals received. The selection committee selected Libraries Communications Strategies to

conduct the audit and the communications coordinator assisted LCS in convening a Libraries audit review task force and setting up three site visits in March and April. The final communications audit report was delivered on August 2, 2004.

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## INSTRUCTIONAL SERVICES COMMITTEE

ROBERTA TIPTON, COMMITTEE CHAIR

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Committee Members were Jeris Cassel, Rebecca Gardner, Theo Haynes, Heather Huey, Triveni Kuchi, Patricia Libutti, Jackie Mardikian, Leslie Murtha, Eileen Stec, Roberta Tipton (chair), and Donna Wertheimer.

- Three members of the Instructional Services Committee (ISC) - Rebecca Gardner, Triveni Kuchi, and Roberta Tipton - completed their work on *A Learning Framework for Information Literacy and Library Instruction Programs at Rutgers University Libraries* in August 2003. The report was presented at a poster session of the NJEdge.Net conference, Plainsboro, New Jersey, October 29-31, 2003, and at a Public Services Council meeting.
- ISC members staffed two booths and participated in discussions at the New Brunswick Undergraduate Teaching Conference on October 3, 2003.
- The committee (with lots of help from Jeanne Boyle's office) planned and executed the May 6, 2004, symposium entitled, "Information Literacy and Student Learning At Rutgers: Standards, Competencies, and the Search for Strategies." The symposium featured Terrence Mech and Ilene Rockman, two nationally known speakers, and was sent by videoconference to all three campuses. A faculty advisory committee met with us before and immediately after the symposium in order to help us focus our information literacy efforts in a useful manner.
- We have nearly completed the long process of adapting an information literacy tutorial for undergraduates. We discussed basic competencies we had observed while teaching classes, analyzed the Association of College and Research Libraries (ACRL) *Information Literacy Competency Standards for Higher Education* (Chicago: Association of College and Research Libraries, American Library Association, 2000), and reviewed a number of existing online information literacy tutorials. We decided to adapt the Western Michigan tutorial, a Texas Information Literacy Tutorial (TILT) offspring entitled Searchpath, rather than build our own. Adapting Searchpath for Rutgers offered several advantages: the content outline was good, and the technology had already been proven to work. We drafted a preliminary timeline for the work and began to rewrite the modules. The modules dealing with the catalog and periodical indexes had to be completely re-thought for our purposes.
- Eileen Stec and Jeanne Boyle continued their planning for the Rutgers entrance into Project SAILS, a nationwide information literacy testing program. ISC will continue to work closely with this effort in the coming year.
- We have begun to plan for the changes in our presence on the Libraries' Web pages.
- Because of the importance of the tutorial, we have continued to meet and to work throughout the summer.

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## IRIS PUBLIC ACCESS COMMITTEE

LINDA LANGSCHIED, CHAIR

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Members of the IRIS Public Access Committee (IPAC) were Stephanie Bartz, Natalie Borisovets, Vibiana Bowman, Ellen Calhoun, Linda Langschied (Chair), Robert Warwick, and Mary Beth Weber.

### INTERFACE & OTHER USER ENHANCEMENTS FOR IRIS

- The major focus throughout fall 2003 was the implementation of a new user interface for IRIS, following the basic design developed for ACORN: Catalog of the Vanderbilt University Libraries. Considerable discussion and consultation with library faculty and staff (via e-mailed surveys) were conducted in order to choose desired features. Library systems staff worked diligently to program the desired changes into IRIS, but the differences between WebCat (Rutgers' version of Sirsi software) and Unicorn (the catalog software used for ACORN) proved insurmountable. Similarly, the development of the "Broadcast Search" feature met with obstacles too difficult to overcome.

It became clear to the Committee that the improvements that we wanted to make would require a fundamental change from our current platform – either through contracting customization work to Sirsi, or moving to one of their new products.

### SIRSI I LINK SOLUTION

- Several IPAC members attended the Sirsi iLink vendor presentation organized by the Rutgers University Libraries. The committee concluded that iLink provides a much-enhanced interface for our users and is a much better interface for third-party systems as well. Moreover, iLink solves the problems that the committee has struggled with, as indicated above. Since Sirsi is no longer developing our current product, we are extremely limited in our ability to customize the interface and provide flexible searching options for our users. IPAC therefore voted to recommend the purchase of the iLink package with all available features included and sent a message to the Associate University Librarian for Digital Library Systems requesting that she initiate any actions necessary to procure this important upgrade.

### CONTAINS AND BEGINS WITH

- IPAC voted to change the language of the main IRIS search page from "Keyword" and "Browse" to "Contains" and "Begins with" while retaining keyword (contains) as the default search option. The change was implemented prior to the fall 2003 semester.

### IRIS "QUICK SEARCH"

- A "Quick Search" feature from the Libraries' homepage was successfully implemented in early spring semester 2004. Reviews and responses have been extremely positive, noting the convenience of accessing the catalog from the homepage. IPAC is grateful to Sam McDonald, Webmaster, for his effective and efficient development of this heavily used and well-regarded feature.

#### IRIS "QUICK SEARCH" IN NEW LIBRARIES' WEB SITE

- IPAC participated in reviewing the placement and features for IRIS access via the front page of the new Libraries' website. Our recommendations were forwarded to Sam McDonald and Ka-Neng Au for implementation.

#### IRIS INSTRUCTION MODULES

- The IRIS Guide has been completely updated; Stephanie Bartz served as the lead author/editor for this task.
- The eight context-sensitive help screens have been completely revised to reflect the same information that's available in the IRIS Guide (again, Stephanie Bartz is primarily credited for this work).
- "Brief" IRIS Guide: Discussion of this has been on hold due to the likelihood that any current development would be negated with a new Sirsi version.

#### FORMAT DISPLAYS

- IPAC has been actively working to complete the intricate and detailed work necessary for determining the components of the default displays for non-book formats – a long deferred (though much needed) task. This, fortunately, could be tackled this semester despite the uncertain status of our catalog version. Thus far we have finalized displays for manuscripts, computer files, and maps. The formats for printed music, recorded sound, and visual materials remain and will be completed in consultation with appropriate specialists.

#### 856 TAGS

- IPAC responded to a request from Rhonda Marker to change the 856 field label to "Related Resources" in cases where the link is to something other than the full-text item. The committee agreed in principle but recommended that a cleanup of problem URLs be undertaken first.

#### IPAC MEMBERSHIP

- Mary Beth Weber resigned from IPAC at the end of this FY in order to devote her time to her new responsibilities as head of cataloging. The committee will miss her expertise and presence.

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## IMAGING SERVICES

BARBARA GARWOOD, SUPERVISOR

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The revolutionary changes that digital and online technologies are bringing to all academic library systems including our own, have made the Imaging Services department ever more integral to the Libraries' mission. We provide service, equipment, research, installation, instruction, troubleshooting, and supplies, as well as participation in the actual workflows for these new digital programs.

Imaging Services is working System-wide with faculty and staff from many Library departments, including Access Services, Interlibrary Loan, Special Collections, SCC and the Library Systems Department on common goals and projects such as Web Document Delivery, digital preservation, and wireless printing. We are developing and participating in digital projects throughout the Library system and helping to launch pilot programs in our continuing progress in the Digital Library Initiative. The ever-evolving nature of technology has enabled us to provide quicker, more reliable and more convenient services; however, these same changes are making our income producing activities decline and our expenses grow.

#### DIGITAL INITIATIVES

- Web Document Delivery for RDS is up and running as of June 1, 2004. Imaging Services Locate and Copy service merged into the system-wide RDS. Imaging Services has picked up all the associated accounting duties. Requested articles are delivered as PDF files through a customized Web interface. Web delivery of articles from the Rutgers libraries' print collections is more cost effective for the Libraries and more convenient for our patrons than paper delivery. Library users expect this service now that we provide electronic access to e-reserves, journals, and research tools. Imaging Services participated in the procedural development of RDS/WDD. We also provided scanners, service, and support to Alexander Library Access Services, Chang, Dana and Robeson Libraries as well as the Library Annex, enabling the Annex to scan delicate materials. We have trained the staff in all locations for the use of this equipment. We continue to scan for libraries without scanners and to troubleshoot for the actual workflow and equipment problems for the libraries that have them.
- We are in the process of investigating the possibility of integrating wireless printing into our networked printing services. Patrons are now able to use a wireless connection in most of our libraries and have explicitly requested that printing be made available as well. The service would be provided through our existing print stations. New software from Envisionware looks particularly promising and should be available in the very near future. Imaging Services has volunteered to do a Beta test with Envisionware to test this new software, which was demonstrated at the ALA conference in San Diego this year, although the official release date is unknown.
- Color scanning for e-reserves and Web Document Delivery is still being explored. Color scanning and printing will be particularly useful in the sciences and visual arts. We are looking forward to a pilot project with either Chang or the Art Library. The workflow would be managed at the Alexander Library Imaging Services Center. We are currently investigating our options for equipment and software. Market forces have pushed prices for color scanning and printing down during the last few years. We believe that color scanning and printing can be done in a very cost-effective manner.

#### SERVICE ENHANCEMENTS

- Our digital microform machines now allow patrons to email as well as to print or save to disk or CD. Hard copying is steadily decreasing. Scanning, which enables patrons to save to a disk or to e-mail the material, has increased from 5,484 in fiscal year 2002 to 33,223 in fiscal year 2004. For speed and convenience, patrons are choosing to save documents to disks or email them. We are providing our patrons with an excellent service, which is more convenient and time and resource saving, but our income will continue to decrease

as a result. We have given library wide demonstrations on these microform machines to all relevant staff.

- Public networked printing is now available at SMLR. We provided equipment and training for SMLR staff in order to facilitate their ability to aid patrons in its use. Public networked printing is an unqualified success in every library where it has been made available and we anticipate a similar response at SMLR.
- Imaging Services has redesigned its Web page. This new Web page was necessary as part of the new Web Document Delivery service. The new page is fully updated, more complete and easier to use than the old web page.
- Public networked printing has increased 90% since it started in fiscal year 2001. We have added a print release station to the Alexander Library Undergraduate Reserve room, which is open later than the rest of the library. This has relieved some of the pressure on the one print station in Alexander Library Imaging Services Center.

#### INSTRUCTIONAL SUPPORT

- The Imaging Services staff has been instrumental in the planning of and training in Rutgers Delivery Service/Web Document Delivery. We developed and wrote training documentation for using the scanning equipment for Web Document Delivery/Rutgers Request Service. We have trained all appropriate staff, and we are an information and trouble-shooting resource.
- We continue to provide supervision, training and consultation services for electronic reserves and interlibrary loan scanning. We taught these procedures to the system-wide reserve, ILS and RDS staff members in the libraries that have the new scanners. At the State of the Libraries meeting, we demonstrated the training software for scanning for electronic reserves. When Ariel 4.0 comes out at the end of the year, we will be migrating to this new version, which will not be compatible with older versions. Imaging Services will be doing most of the training. We continually teach staff members in all departments how to use new equipment and software.

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### **PUBLIC SERVICES COUNCIL**

JEANNE BOYLE, CHAIR

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Members of the Public Services Council were Grace Agnew, Susan Beck, Natalie Borisovets, Jeanne Boyle (chair), Tom Frusciano, Judy Gardner, Sara Harrington, Patricia Libutti, Ann Montanaro, Bob Sewell, Karen Wenk, and Myoung Wilson. The council of elected, appointed, and ex officio members met eight times between August 2003 and March 2004.

#### PLANNING, REVIEW, AND OVERSIGHT ACTIVITIES

- Details of Council activities are given in the attached recommendation log. The topics the Council considered were:
- Expediting retrospective conversion by eliminating shelf checks
- PALCI onsite borrowing and no-fee photocopying programs

- Mitigating user difficulties when electronic resources cancelled
- Digital project selection criteria
- Undergraduate service review, the major goal for academic year 2003/04
- Inclusion of library resources and services in MyRutgers
- Various updates to cooperative agreements described in PSPM 6
- Report and recommendations of the Learning Frameworks Study Group
- Schedule change for full system backup
- VALE reciprocal borrowing program for faculty and expansion to include graduate students
- Review of loan period for undergraduates
- Implementation of OpenURL
- Guidelines for answering questions posed by outside attorneys
- Expanded Rutgers Delivery Service changes and charges
- Other Library Catalogs Web page
- New Libraries website
- Privacy screens for public workstations

#### SERVICE ENHANCEMENTS

- The Council undertook a review of undergraduate services. Various studies, university and library documents, and reports from the President's undergraduate services review were studied, and Myoung Wilson and Sara Harrington compiled the results in *Reviewing Service Goals for Undergraduates: A Public Services Council Working Document*. Work will continue into the next academic year in the following areas:
  - The First-Time Library User Task Force will develop a virtual tour CD and develop information brochures. Members are: Natalie Borisovets, Judy Gardner, Tricia Libutti, and Karen Wenk
  - Instruction coordinators will be requested to collaborate with Learning Resource Centers to publicize library services.
  - How the undergraduate colleges are organized will be studied to determine our most logical point of contact for discussion. Members are Sara Harrington, Myoung Wilson, and Jeanne Boyle
  - Council members will study how to enhance undergraduate collections by acquiring access to public domain e-books from NetLibrary suitable for first-year and sophomore students. Participants are Natalie Borisovets, Judy Gardner, Theo Haynes, and Ann Montanaro. The general resource evaluation team (GERT) will be asked to develop proposal for package of electronic reference titles needed by undergraduates.

DIGITAL INITIATIVES

- The OpenURL Implementation Group, co-chaired by Marty Kesselman and Mary Page, along with systems staff, has been working on implementing Ebsco’s LinkSource. LinkSource provides linking from citations found in online databases to full text resources and IRIS, eliminating many steps for users navigating among our many electronic resources. The implementation will also include availability on the Libraries website of an enhanced alphabetical listing of our electronic journals. It is scheduled to become available during April 2004.

**VIRTUAL REFERENCE SERVICES**

NATALIE BORISOVETS, VIRTUAL REFERENCE SERVICES COORDINATOR

<b>SUMMARY STATISTICS</b>	
<b>RUTGERS VIRTUAL REFERENCE SERVICES</b>	
Ask a Librarian Queries Received	12239
Ask a Librarian LIVE chat Attempts	717
<b>Total</b>	<b>12956</b>
Ask a Librarian Answers Sent	12048
Ask a Librarian LIVE Successful chats	516
LIVE Queries Answered via Email	21
<b>Total</b>	<b>12585</b>

ASK A LIBRARIAN

- 12,239 queries were received via Ask a Librarian (AAL), the Rutgers email reference service, in FY2003/2004, down approximately 8.5 percent from the previous year. This is the first volume decrease recorded since the service began in the fall 1998. Part of the decrease can no doubt be attributed to enhanced services such as the new interlibrary loan interface which allows users to query the system about request status and renew and cancel ILLs without staff intervention.

<b>ASK A LIBRARIAN</b>													
<b>FY2003/2004</b>													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTALS
Questions Received	560	586	2039	1360	1013	779	1108	1366	1088	1027	565	748	12239
Answers Sent	555	583	1913	1361	986	722	1080	1363	1033	1088	587	777	12048

- A record 2,039 queries were received by Ask a Librarian in September 2003. Of these 1,565 (78 percent) were PIN requests

## ASKAL

- In February and March, training sessions for use of AskAL, the new email reference management software, were held on all campuses. AskAL is a PHP/MySQL open source database originally developed by the University of Nebraska at Omaha and extensively modified and enhanced by Shaun Ellis of the Libraries' Web development office to meet the needs of the Rutgers Ask a Librarian service. Many of the enhancements were the result of suggestions put forth by AAL team members at the training sessions.

Among the features of the new system are:

- The automatic separation of "Regular" and "PIN/Registration" requests.
- Separate files for "Open," "Claimed," and "Completed" requests.
- The ability to look at requests by date submitted.
- The ability to scan quickly all open requests and identify those for which a specific team member is responsible.
- The ability to simultaneously "claim" multiple requests.
- The easy use of standard replies.
- The automatic deletion from the database of PIN/Registration requests, which include Social Security numbers, as soon as the request is completed.
- The ability to generate automatically certain reports.

Ask a Librarian began use of AskAL in April 2004. The transition to AskAL meant instant relief from email overload, as all Ask a Librarian questions and answers would no longer automatically be sent to all AAL team member mailboxes. Team members do have the option to scan the questions and answers in the database, but clearly some of the instant communication and learning advantages of the previous system have been lost.

Among its many other advantages however, AskAL makes tracking requests virtually effortless. As a result, **all** queries sent between April and June received a response—a 100 percent response rate as opposed to the 85.9 percent rate for this same period last year.

## RESPONSE TIMES

- The Ask a Librarian request form states that "A response will usually be sent within 24-48 hours, except on weekends and holidays." See: [http://www.libraries.rutgers.edu/rul/ask\\_a\\_lib/ask\\_a\\_lib\\_form.shtml](http://www.libraries.rutgers.edu/rul/ask_a_lib/ask_a_lib_form.shtml).

When response times were calculated manually, adjustments could be made for requests received over the weekend and during times when the libraries may have been closed. AskAL is not currently set up to adjust for this policy, although it may be modified to do so in the future. Despite this, statistics for the April-June period show that 65 %of all requests are answered within 24 hours and that 81 % of all requests receive a response within 48 hours.

RESPONSE TIMES APRIL-JUNE 2004				
	Total	within 24 hrs	within 48 hrs	Median
<b>Requests Received</b>	2339	1523 (65%)	1901 (81%)	
<b>Regular</b>	1261	857 (68%)	1029 (82%)	15.6 hrs
<b>PIN/Registration</b>	1078	666 (62%)	872 (81%)	18.6 hrs

## ASK A LIBRARIAN USERS

- AskAL allows us to track more precisely just who is using the Rutgers Ask a Librarian service. Whereas in the past we have estimated that about 10 percent of all queries are submitted by users with no affiliation with Rutgers, according to AskAL only 6 percent of all those using Ask a Librarian services between April and June were non-affiliates. Rutgers undergraduates were the biggest users (40.2%) of the service; interestingly, during this period only 21 users (0.9%) identified themselves as RU-Online students.

USER AFFILIATION APRIL-JUNE, 2004		
<b>Users: 2339</b>	<b>Users</b>	<b>% of Total Users</b>
RU Undergraduate	939	40.2%
RU Graduate Student	647	27.7%
RU Faculty/Staff	409	17.5%
RU-Online Student	21	0.9%
RU Non US-based Student/Faculty	4	0.2%
<b>Total Rutgers Primary Users</b>	<b>2020</b>	<b>86.4%</b>
RU Alumni	97	4.2%
RU Community/Guest Borrower	53	2.3%
RU Affiliate	28	1.2%
<b>Total Rutgers Non-Primary Users</b>	<b>178</b>	<b>7.6%</b>
<b>No Current Affiliation with RU</b>	<b>141</b>	<b>6.0%</b>

## ASK A LIBRARIAN LIVE!

- This was the first full year of operation for the Rutgers Ask a Librarian LIVE chat reference service. At Rutgers, Ask a Librarian LIVE is offered as a supplementary reference service, providing assistance to users during hours (7 p.m. to 10 p.m.) when many reference desks are closed.

### **Service Available:**

Fall Semester: September 7<sup>th</sup> to December 22<sup>nd</sup>

Spring Semester: January 25<sup>th</sup> to May 9<sup>th</sup>

*(Service was suspended November 26<sup>th</sup> and 27<sup>th</sup> (Thanksgiving) and during the week of Spring Break)*

**Schedule:** Sunday through Thursday, 7 p.m.-10 p.m.

<b>Total Number of Chat Attempts:</b>	717
<b>Total Number of Successful Chats:</b>	516 (72%)
<b>Live Requests Responded to via Email</b>	21

- Of the unsuccessful chat attempts, ninety-six (13%) were users who disconnected from the queue before their calls could be answered, while seventy-three (10%) were calls that disconnected when the operator tried to answer. Since a transcript that includes an email address and the initial question is usually created for a user who is subsequently disconnected, in some cases the librarian was able to respond to the disconnected user via email.

#### REFERENCE CHATS PER MONTH

September 2003	92
October 2003	87
November 2003	76
December 2003	43
January 2004	15
February 2004	73
March 2004	46
April 2004	65
May 2004	19
<b>Total</b>	<b>516</b>

Service was suspended for the summer after May 9, 2004.

#### REFERENCE CHATS PER DAY OF THE WEEK

	Chat Attempts	Chats
Sunday	157	129
Monday	160	118
Tuesday	150	99
Wednesday	132	94
Thursday	118	76

#### EXIT SURVEY

- 236 users (approximately 46% of all users who connected successfully) completed the exit survey. Of these 236, 216 (92%) identified themselves as Rutgers affiliates while eighteen (8%) identified themselves as “Other.”

##### Exit Survey Question 1: *What is your status?*

Rutgers Undergraduate Student:	127
Rutgers Graduate Student:	73
Rutgers Faculty:	11

Rutgers Staff:	5
Other:	18

**Exit Survey Question 2: *The computer that you are currently using is located in:***

A Rutgers University library:	45
A Rutgers University computer lab:	19
A Rutgers University residence hall/apartment:	23
A Rutgers University office/lab:	7
Another Rutgers University campus site:	5
Home or other off-campus site:	133

**Exit Survey Question 3: *Have you previously used:***

The Rutgers Ask a Librarian LIVE service:	48
The Rutgers Ask a Librarian email reference service:	37

**Exit Survey Question 4: *Would you use the Ask a Librarian LIVE service again?***

Yes:	224
No:	3
Not sure:	7

**Exit Survey Question 5: *If the Rutgers Libraries were to continue to offer Ask a Librarian LIVE, during which of the following time slots would you be most likely to use the service (pick TWO):***

7 a.m. to 10 a.m. Monday through Friday:	17
10 a.m. to 1 p.m. Monday through Friday:	11
1 p.m. to 4 p.m. Monday through Friday:	21
4 p.m. to 7 p.m. Monday through Friday:	40
7 p.m. to 10 p.m. Sunday through Thursday:	170
9 p.m. to midnight Sunday through Thursday:	120

**STAFFING**

- In the spring 2004, the Rutgers Ask a Librarian LIVE service was staffed by ten reference librarians, eight of whom are also members of the Ask a Librarian email reference team: Ka-Neng Au\*, Susan Beck\*, Natalie Borisovets\*, Vibiana Bowman, Sara Harrington, Theo Haynes, Marty Kesselman, Laura Mullen, Wen-Hua Ren, and Karen Wenk.

\* Also part of the Ask a Librarian email reference service Reference Team.

- Four librarians who had previously served on AALL opted not to return, most because of professional or personal time constraints. This placed an additional strain on the remaining librarians who now had to devote at least one evening every other week—in some cases on their own time to Ask a Librarian LIVE. Greater participation is needed especially in light of the expected increased demand for virtual services resulting from the upcoming Rt. 18 construction project in New Brunswick.

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## WEB ADVISORY COMMITTEE

KA-NENG AU, COMMITTEE CHAIR

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Committee Members were Ka-Neng Au (chair), Vibiana Bowman, Sara Harrington, Karen Hartman, Theo Haynes, Dave Hoover, Sam McDonald, and Leslie Murtha.

### DIGITAL INITIATIVES

- Twenty one new indexes and databases (*L'annee Philologique*, *Columbia Earthscape*, *Contemporary Authors*, *Datamonitor Business Information Centre*, *Declassified Documents Reference System*, *ECO - OCLC FirstSearch Electronic Collections Online*, *EEBO-TCP: Early English Books Online Text Creation Partnership*, *International Financial Statistics*, *International Medieval Bibliography*, *Kirk-Othmer Encyclopedia of Chemical Technology*, *LLBA: Linguistics and Language Behavior Abstracts*, *Law Library Microform Consortium*, *Natural Medicines Comprehensive Database*, *Online Career Library*, *Reuters Business Insight Unlimited*, *Roper Center's iPOLL*, *Toxnet*, *U.S. Congressional Serial Set*, *Vanderbilt Television News Archive*, and *World Development Indicators*) were made available (with the appropriate profiles of content and coverage) while the database descriptions of many existing electronic resources were revised.

### INSTRUCTIONAL SUPPORT

- New research guides created include those for Classics, French Language and Literature, Jewish Studies, Media Collections, as well as Theater and Dance, and many others were updated and enhanced.

### NEW SERVICE ENHANCEMENTS

- A Quick Search feature for IRIS was introduced on the front page of the Libraries' website. A new portal was created for Rutgers alumni, with links to useful resources and services. The Services section was re-organized and streamlined. Also, the Site Index was expanded to include many new keywords.

### OTHER TOPICS

- Cabinet affirmed the importance of the research guides by acknowledging that they are a core activity for all selectors. The committee, with the support of the collection development council, strongly encouraged the research guide authors to keep their guides up-to-date by introducing a new policy on the frequency of revisions.
- The Committee began a site re-design (the current design was developed about three years ago) and expects to unveil the new look officially on July 12, 2004.

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## WEB SERVICES

SAMUEL J. MCDONALD, WEBMASTER

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### NEW SERVICE ENHANCEMENTS

- The services category on the website was prototyped and revised with Jeanne Boyle, Judy Gardner, and WAC-D. Available as of August 2003.
- Style sheets were upgraded for better aesthetics for new browsers (Netscape 7, Mozilla, Firefox, and Internet Explorer 6+). Available August 2004.
- A Favicon of the RUL logo added (for branding). It appears in some browsers either in location bar, bookmarks, or on tabs. Available as of August 2003.
- The Mediavision Cablecast Scheduler/Reservation System was developed in-house. Available as of September 2003.
- phpESP, a survey tool, was configured from an OpenSource application. Available as of December 2003.
- ILL Manager interface additions included:
  - Added user interface to request ILL Materials from other institutions (adaptation applied to an OpenSource application). Available as of December 2003.
  - Added user interface for other institutions to request ILL Materials from RUL (adaptation applied to an OpenSource application). Available as of January 2004.
- IRIS Catalog: Quick Search was added to website home page. Available as of February 2004.
- Ask AI 2.0 (Ask A Librarian support), an OpenSource application, was heavily adapted for Rutgers' needs. Available as of April 2004.

### DIGITAL INITIATIVES

- The website was redesigned over the spring semester. To be available July 12, 2004).
- Style sheets were upgraded for better aesthetics and to support website redesign. To be available July 2004.
- MyRutgers Libraries channels being developed with ACS. To be available fall 2004.
- eZpublish CMS was investigated during the winter 2003. The project was delayed but is to be revived and re-investigated fall 2004.
- The Searchpath project for the Instructional Services Committee was initiated. To be available late fall 2004 semester.
- "BookRoom" (working name of the Libraries event and room scheduler) is in development. To be available winter 2004.