



Rutgers
University
Libraries

ANNUAL REPORT

2004-2005

PUBLIC SERVICES AND COMMUNICATIONS

CONTACT:

JEANNE E. BOYLE, ASSOCIATE UNIVERSITY LIBRARIAN FOR PUBLIC SERVICES &
COMMUNICATIONS

ANNUAL REPORT

PUBLIC SERVICES AND COMMUNICATIONS

Public services and communications activities during academic year 2004/2005 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 or coordinated the following campus outreach activities:

- Vendor training workshops were organized for all three campuses for Cambridge Scientific Abstracts, ScienceDirect, Business Source Premier, and Web of Science.
- The associate university librarian for public services and communications served on four university or campus committees: the curriculum issues subcommittee of the undergraduate education task force, the information technology strategic planning committee and its governance committee and budget and finance subcommittee, the New Brunswick campus appeals committee for the university code of student conduct, and the College Avenue project advisory committee. She was named liaison to the Office of Instructional and Research Technology.

An important outcome from the curriculum issues group is that information competence was proposed as part of a new set of core distribution requirements for undergraduates for all colleges in New Brunswick. Information competence was proposed as part of the critical thinking requirement, along with reasoning.

Presentations by Public Services and Communications personnel and committee members are reported within the following area reports. A presentation by the division's administrative assistant and Rutgers graduate student was:

- Millerand, Lucye. "Researching NAFTA: a view from the *colonias*," Rutgers University Libraries Scholarly and Professional Activity Committee, New Brunswick, NJ, April 7, 2005.

Congratulations and many thanks to everyone.

Jeanne E. Boyle

Associate University Librarian for Public Services and Communications

ACCESS AND INTERLIBRARY SERVICES

JUDY GARDNER, HEAD, UNIVERSITY LIBRARIES ACCESS AND INTERLIBRARY SERVICES

SERVICES AND SERVICE ENHANCEMENTS FOR USERS

- Library users now receive bills via email and in their My Account file in IRIS when Rutgers materials, recalled items, E-ZBorrow, and interlibrary loan (ILL) items are overdue. Access services and systems staff implemented new bill notices and a LOST ASSUM item status in Unicorn in 2005.
- Rutgers students, faculty, and staff working at Food Innovation Research and the Environmental Research/Complex are now eligible for delivery of library materials. The Libraries currently offer delivery to 37 off-campus sites, research stations, and extension offices.
- Rutgers users on the Camden, New Brunswick, and Newark campuses received electronic delivery of over 4,400 articles from the Libraries' print collections. The Rutgers Delivery Service (RDS) completed its first year of scanning and sending copies of articles via the web to users' desktops. Web delivery of articles from a user's home campus for a fee was also offered. Of the 426 articles delivered for a fee, the Library of Science and Medicine filled 322 or 76%.
- Users can access the self-service features of IRIS and information about their borrowing, request, and delivery activity in one convenient location. The My Account feature in the new iLink IRIS interface was created to provide links to external sites that bring users' Rutgers, E-ZBorrow, and ILL activity together for easy consultation.
- The Libraries moved to a paperless electronic reserve service in 2004. Based on an analysis of student use and the percentage of photocopies with little or no circulation, reserve staff recommended we provide electronic copies only of reserve readings. This initiative resulted in a savings of staff processing time and paper.
- On-time delivery and timely return of high-demand instructional resources were improved when the Libraries began using UPS to deliver videos among the campuses for classroom use.
- Staff revised the RDS pickup notice, the message to patrons when ILL requests are converted to RDS or E-ZBorrow, and error messages in iLink to give patrons clearer instructions and information about library operations.
- Students using the Libraries electronic reserve service can now view a Flash electronic reserve tutorial on the Libraries' web site. The Access Services

Committee reviewed the tutorial that was created by staff at the Robeson Library, suggested changes, and arranged to have it posted on the web site.

OUTREACH AND STATE-WIDE COLLABORATION

- Rutgers joined the VALE graduate student reciprocal borrowing program and began to extend onsite guest borrowing privileges to graduate students at participating New Jersey academic libraries. Rutgers graduate students were granted similar privileges at participating VALE libraries.
- Under the new library services agreement between UMDNJ Libraries and Rutgers University Libraries, access services staff at the Library of Science and Medicine (LSM) and Alexander Library implemented new registration procedures and immediate verification for UMDNJ patrons in New Brunswick/Piscataway. UMDNJ students and faculty in two joint degree programs, the Graduate School of Biomedical Sciences and the School of Public Health, were granted off-campus access to Rutgers licensed electronic resources.
- The Rutgers University Libraries loaned 19,714 books, dissertations, and microforms to other libraries during 2004-2005, a 30% increase from the previous fiscal year. E-ZBorrow requests accounted for 9,517 or 48% of the books loaned to libraries outside Rutgers. Interlibrary loan staff filled 5,813 photocopy requests from Rutgers collections for patrons at public, corporate, and research libraries.
- Six access services staff representing all three campuses and interlibrary loan attended the “Access Services in the 21st Century” 2005 symposium hosted by Princeton University in March 2005. Attendees delivered a brown-bag presentation, sponsored by the Training and Learning Committee, describing the sessions they attended and their experiences meeting with colleagues and access services practitioners from other research libraries.
- Shipping and receiving staff made 14 special trips requiring van or truck rental for gift pickups and various art exhibits at the Libraries.

SUPPORT FOR INSTRUCTION

- Circulation of stacks materials totaled 633,424, including 317,537 patron self-renewals in IRIS; 24,201 reserve items were checked out to Rutgers borrowers. Overall total circulation was 657,625, a 6 % decrease from the previous fiscal year.
- The Rutgers Delivery Services (RDS) processed and delivered 60,014 books among the Rutgers libraries and to off-campus pickup sites. RDS staff filled 4,862 photocopy requests and delivered them to users via the web; 498 articles and 459 books were delivered to distance users at off-campus sites.

- Rutgers borrowed 16,825 books from other institutions during 2004-2005. Of that total, 11,744 or 70% were requests for E-ZBorrow books placed directly by users or ILL staff in the PALCI catalog; and 5,081 were books, microforms, and dissertations requested by interlibrary loan services staff from other resource-sharing partners. ILL staff acquired 8,455 articles for Rutgers researchers on interlibrary loan and delivered them to users' desktops.
- For the sixth consecutive year, statistics measuring access to the electronic reserve web server increased. Requests received and gigabytes transmitted increased relative to the previous year's activity. Staff processed 15,754 PDF files for electronic reserves.
- Interlibrary loan staff placed 36 orders for current imprint monographs requested on ILL during 2004-2005. A total of \$1,540.50 was spent; 24 books were acquired, at an average cost of \$64.19 per book.
- Rutgers faculty, staff, and graduate students requested and received directly delivery of 172 articles through the Rutgers Ingenta gateway. A total of \$4,012.46 was spent at an average cost of \$23.33 per article.

TECHNICAL SERVICES/TECHNICAL INFRASTRUCTURE

- Access services staff successfully beta tested Sirsi's new client interface, GL3.0, in production mode. Working with systems staff and under the direction of two staff coordinators, staff reprogrammed barcode scanners, customized toolbars, analyzed wizard behaviors, and learned about sizing and formatting screens and windows. The coordinators posted problems and observations to Sirsi's beta test web forum.
- Access services staff also tested the U2003.2.4 release and implemented the upgrade in the production system, changed PALCI and WorkFlows login passwords, worked with systems staff to introduce batch withdrawal of missing and assumed lost items from IRIS, and streamlined the diploma hold process by working with an electronic file of students about to graduate received from the Registrar.
- Rutgers joined the Interlibrary Delivery Service (IDS) of Pennsylvania to expedite delivery and save shipping costs of PALCI E-ZBorrow materials. Four new UPS accounts for PALCI items were established at Rutgers shipping sites.

EXTERNAL SUPPORT (BOOK COLLECTIONS, GIFTS, GRANTS, FUNDS RAISED)

- The Libraries received a \$58,000 grant from the New Jersey State Library to provide interlibrary loan services to New Jersey Library Network member libraries.

PERSONNEL

- Judy Gardner, Head University Libraries Access and Interlibrary Services, became Acting Head, New Brunswick Libraries Access and Collection Services in January 2005 while the Head, Farideh Tehrani, is on sabbatical leave.

New Hires

- Glenn Sandberg, Supervisor I, Interlibrary Loan Services, December 2005.

Departures

- Ana Ramos, Library Assistant II, Interlibrary Loans Services, May 2005.

STAFF TRAINING AND CONFERENCES

- In addition to the “Access Services in the 21st Century” 2005 symposium at Princeton, access services staff attended the SIRSI Northeast Regional Users Group Conference, June 12-15, 2005, hosted by Duquesne University in Pittsburgh, and a PALINET training seminar, “Extraordinary Customer Service: Assisting Patrons in 21st Century Libraries” in Philadelphia.

LIBRARIAN AND STAFF PUBLICATIONS/PRESENTATIONS/AWARDS

- Gardner, Judy, and Christopher Sterback, “Implementation of Assumed Lost and Long Overdue Reports at Rutgers University Libraries,” Sirsi Super Conference, Nashville, TN, February 2005.

IMAGING SERVICES

BARBARA GARWOOD, IMAGING SERVICES SUPERVISOR

Imaging Services continues to be essential to the digital library initiative. We have become increasingly responsive in our cooperation with other departments to act systemwide as a bridge between the paper and digital worlds; we have become increasingly flexible in our budget, personnel, and services to adjust to new and emerging technologies.

DIGITAL INITIATIVES

- We are investigating walk-up public scanning for patrons through the purchase of copiers with scanning capabilities that allow saving to a device or

emailing. The technology for charging for this service is currently not yet available. We are working with our vendor to develop the technology for charging for this service.

- We are consulting systemwide with other departments on their hardware needs. We maintain systemwide scanner service contracts and have created a long-term replacement plan. We have worked with other departments to implement three services that are dependent on scanning equipment: electronic reserves, Rutgers Delivery Service, and interlibrary loan (ILL) service.
- We started implementing our scanner replacement plan by purchasing and installing a new Fujitsu 4220 color scanner for the Chang Science Library; we have moved Chang's Fujitsu 4097 scanner to the Dana Library. Dana's underutilized Minolta is being stored by our service vendor, who is using it for spare parts throughout our system.
- Color scanning for electronic reserves and web document delivery is developing. Currently, only the Chang Science Library has a color scanner. Color scanning and printing are particularly useful in the sciences and visual arts. 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.
- We participate in the Digital Preservation Committee. We have purchased and installed a grayscale card in our scanner to enable us to produce preservation quality scans and prints. This now allows us to scan and send ILL requests for Special Collections and supply a digital copy of the scan back to Special Collections for preservation. This technology is also available for public over the counter requests and for special projects such as creating digitized images for the Journal of the Rutgers University Libraries, old dictionaries, and the like.
- There is a great potential to preserve materials digitally. We are participating with other departments in the planning of a new digital preservation process. For example, we provided information and advice to Special Collections on their recent purchase of a color book scanner, the Minolta S-5000C.
- We are continuing to provide systemwide training, troubleshooting, and consultation services for electronic reserves, the Rutgers Delivery Service, and web document delivery staff concerning scanning and software upgrades. We provide documentation, equipment, and training to other departments and launch pilot programs for new digital initiatives. For example, we purchased, evaluated, and tested the new Adobe 6 software before the new version was installed on reserve department computers and all public workstations.
- As part of the electronic reserves working group, we aid in the development of policies and procedures, including the development of new formats and the

writing of instructions for each change. We participate in Ask a Librarian and the digital preservation committee as part of our expanding role in systemwide preservation efforts.

- Imaging Services' overall scanning has increased this fiscal year. We scan materials for other libraries without scanners of their own (Art, Physics, Math, Alcohol Studies, SMLR) or when there is especially heavy volume. We also scan paper copies of materials sent from other universities. We post all web document delivery articles to the web for Rutgers patrons in the New Brunswick/Piscataway area.

NEW SERVICE ENHANCEMENTS

- We are replacing the administrative copiers in the Alexander Imaging Services Center and central administration. The new machines are network capable, enabling print jobs to be sent to the copier and reducing considerable expense in printer supplies. The copier in the Imaging Services office will be capable of copying and printing in color as well as stapling for booklet finishing. This replacement will be completed by the end of the August.
- We will be doing color copying for other departments at the Alexander Imaging Services Center. These jobs were formerly outsourced, which is expensive, or done in-house on Inkjet printers, which is also expensive. We will accept both hard copy and electronic requests. The charge will be substantially less than the current rate paid by departments.
- We plan to replace our public and other administration copiers next year. This is the most prudent budgetary schedule. By that time we will completely own our copiers and so will be free of lease obligations. Our copiers are still in good working condition, however our service needs are starting to increase. When replacement begins, we will reduce the number of photocopiers. This reduction is our adaptation to the continuing decline of public photocopying and the increase of demand for digital alternatives, such as scanning to disk or email.
- We are investigating a number of ecommerce possibilities, including making our services payable using Knight Express and/or credit cards. This option would be available for requests over the Internet or over the counter at the Alexander and LSM Imaging Services Centers. We have made flash drives available systemwide for patrons who wish to download material. We are continuing to sell CDs while phasing out floppy disks. We handle all distribution, accounting, auditing, and warehousing duties for the new flash drives, which are very popular with patrons. In the eight months since November 2004, we have sold 164 flash drives for a total of \$2,460.
- Microform scanning is up, and microform printing is down, due to the popularity of our digital Canon MS-800 public microform machines, which

allow patrons a variety of options for scanned images, such as printing, emailing, or saving to disk or CD. Scanning, which enables patrons to save to a disk or to email the material, has increased from 33,223 in fiscal year 2004 to 60,650 in fiscal year 2005. Total hard copies for 2005 were only 27,501. For speed and convenience, patrons are choosing to save documents to disks or email them, which is free. 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.

- Public networked printing has been a popular public service since its inception. It is now available at SMLR and may expand to other locations in the future. It went from 27,000 prints in fiscal year 2000 to 275,000 in fiscal year 2004. However, it appears to have leveled off this year at 250,000 prints.

BUDGET/PERSONNEL

- There has been and will continue to be reorganization of personnel in Imaging Services to make better use of our personnel. We are redistributing duties of all staff to better utilize their strengths and to allow greater concentration on systemwide electronic services and the development of new digital projects. We saved approximately \$12,000 per year by making the head clerk/bookkeeper a part time position, using other staff to fill in any voids.
- Vended photocopying represented 56% of total photocopying. Administrative photocopying was 36%, and service photocopying was 8%. The costs of administrative copying and service copying are accommodated within the Imaging Services budget. These costs include the replacement costs of the public and administrative photocopiers and their service contracts. It provides any supplies such as toner, replacement parts, and paper for the copiers and other office equipment. Scanners for other departments are purchased, and service contracts for the scanning equipment are provided.
- There has been a steady trend away from photocopying as more patrons email or disc save information from online subscriptions, electronic reserves, and the Internet. Total photocopying this year was approximately 2.4 million copies. This represents a 15.88% decrease from last year, representing a substantial drop in revenue.
- The continuing decline in photocopy income has not reduced staff duties and responsibilities to the patrons. In actuality, they are increasing. Our staff is continuing to perform duties which are not income producing, such as electronic reserves, scanning for free, web document delivery articles, and assisting in systemwide planning for other digital services, as noted earlier in this report.
- Several projects have helped to supplement our income.

- Billable web document delivery requests are handled through the Imaging Services deposit account service. The number of new and supplemented accounts for the first eight months of this year have risen approximately 47% over all of last year.
 - The systemwide sale of flash drives is very popular with our patrons.
 - The postponement of copier replacements until next year saves lease costs of approximately \$50,000.
 - The planned color copying for other departments will generate income for Imaging Services, while saving other departments a substantial amount.
- Staff member Darryl Voorhees has been nominated for the President's award for excellence in service. Supervisor Barbara Garwood joined him at a reception at the President's home in July honoring all the nominees. The awards will be presented later in the year. We are all very proud of him.

INSTRUCTIONAL SERVICES COMMITTEE

ROBERTA TIPTON, CHAIR

Members of the committee were: Jeris Cassel, Mira Foster, Rebecca Gardner, Theo Haynes, Heather Huey, Triveni Kuchi, Patricia Libutti, Jackie Mardikian, Eileen Stec, Roberta Tipton, and Donna Wertheimer.

- Searchpath, our new online information literacy tutorial, has been up and running since February 21! Some rollout activities have been completed: ad in The Daily Targum, articles in the Rutgers Focus and The Daily Targum, emails to Libraries personnel, distribution of promotional items to departments, and others. Responsiveness to users, assessment, and ongoing changes and maintenance are still priorities.
- New library instruction web pages are up; the Finding Aids page has been revised.
- Committee members have given several presentations on topics related to the work of the committee.
 - Jeris Cassel and Triveni Kuchi spoke at the October 7, 2004, "Overview of Services in Support of Instruction at Rutgers," the very first instructional technology symposium sponsored by the new Office of Instructional and Research Technology (OIRT).
 - Committee Chair Roberta Tipton spoke about Searchpath at OIRT's spring 2005 workshop on Learning Spaces. Jeanne Boyle was

instrumental in planning and moderating the OIRT/Libraries workshop on information literacy.

- Jeanne Boyle, Webmaster Samuel MacDonald, and Roberta Tipton presented "Searchpath@Rutgers" to a gathering of the Council of New Jersey College and University Library Deans, University Librarians, and Directors on May 20.
- Roberta Tipton presented a modified version of Searchpath@Rutgers at the Special Libraries Association conference in Toronto.
- Jeanne Boyle continues to work with the New Brunswick Curriculum Committee of the Task Force on Undergraduate Education and the new Office of Instructional and Research Technology.
- A systemwide depository for instructional materials now exists, thanks to Jeris Cassel and others who piloted the project for New Brunswick and then invited Camden and Newark to participate.
- Eileen Stec has completed data reporting and analysis for Project SAILS.
- A statement on information literacy was forwarded to the Public Services Council for the strategic planning process.

IRIS PUBLIC ACCESS COMMITTEE

STEPHANIE BARTZ, ACTING CHAIR

Members of IPAC were: Stephanie Bartz, Natalie Borisovets, Vibiana Bowman, Ellen Calhoun, Theo Haynes, Linda Langschied, John Shepard, Bob Warwick, and Mary Beth Weber.

SERVICES AND SERVICE ENHANCEMENTS FOR USERS

During this period the major activities of IPAC were as follows:

- SIRSI iLink and SIRSI DataStream were reviewed, and both products were recommended for purchase.
- Revised versions of the default IRIS displays for maps and computer files were implemented in the public catalog.
- Preliminary work on a new books page was begun. The project was put on hold due to the extensive work required to customize iLink.
- SIRSI iLink software was installed in the IRIS test catalog in November 2004, and IPAC began the work of customizing the interface for the Rutgers

University Libraries. The assistance of Sam McDonald and Shaun Ellis was invaluable in redesigning the interface to use the Rutgers template.

- iLink was put into the production system and made available to the public on May 16, 2005. Since that time, the committee has responded to feedback and continued to improve the design and functionality of the system. Some of the major differences between the WebCat version of IRIS and the iLink version of IRIS include:
 - Elimination of the radio buttons and separate search buttons on the Basic Search screen. The two steps have been combined into a single pull-down menu.
 - Removal of the ILL button from within IRIS.
 - Renaming of Self Services to My Account and expansion of the options listed in My Account.
 - Expansion of the language limit option to include the ability to limit a search by any language for which an IRIS record exists. A pull-down menu listing all of the available languages is now included on the Advanced Search screen.
 - The addition of the Match On option to the Advanced Search screen allowing users to match on keywords, phrase, or the exact content of a search.
 - The redesign of the catalog to follow the Rutgers template.
 - New options that allow users to limit search results based on associated LC class numbers, or to perform an additional search using a subject that is broader, narrower, or related to a subject found in one or more of the records in the search results list.

PERSONNEL

- Mary Beth Weber resigned from IPAC in August 2004 because of her new responsibilities as head of cataloging. IPAC has been without a representative from cataloging since that time. Mary Beth continues to monitor the IPAC listserv and provide cataloging expertise when needed.
- Theo Haynes joined the committee from January through June 2005 as a replacement for Vibiana Bowman, who was on leave during that period.
- Linda Langschied resigned as chair of the committee in February 2005, and Stephanie Bartz has served as Acting chair since that time.
- John Shepard joined the committee in March 2005.

PUBLIC EVENTS AND COMMUNICATIONS

HARRY GLAZER, COMMUNICATIONS COORDINATOR

In the June 2004-July 2005 year, the public events and communications office carried out the following activities:

- Organized and promoted a celebration of the completion of the Richard P. McCormick papers in Special Collections and University Archives, working closely with the university librarian, the assistant to the university librarian, and the university archivist. The event was held in January in the Scholarly Communication Center; attracted over 100 faculty members, colleagues at peer institutions, and family members of Dr. McCormick; and received a half-page story with a photo in the Rutgers Focus.
- Coordinated the second annual celebration of recently published faculty authors exhibition in March in conjunction with the university librarian and Special Collections. Promotions via postcards, emails to deans and Libraries liaisons, and a web site announcement encouraged faculty members to participate by donating copies of recent publications. As a result, the Libraries received 71 items for inclusion in the exhibition and later addition to the Libraries' collections.
- Fostered greater awareness of the results of the recent communications audit and the need for broader systemwide attention to communications and marketing in concert with a number of partners across the Libraries. Actions included an open forum on the communications audit (September), a vision statement on communications and marketing prepared for the strategic plan steering committee (developed with an ad-hoc committee, January), and the formation of the Libraries new Communications/Marketing team (February).
- Drafted and oversaw the printing of a glossy report for the 2003-2004 academic year. The report was mailed to members of university boards, the President's Administrative Council, and library leaders and supporters.
- Drafted 40 stories on new resources, upcoming programs, or notable accomplishments that were posted on the news and events web pages of the Libraries web site.
- Compiled a 2004 press clips booklet, secured reprint permissions from the newspapers and publications (external to Rutgers) involved, and arranged printing. The booklet will be used in development efforts and shared with other audiences.
- Promoted and oversaw logistical details for 15 events over the course of the academic year. Some of these events received significant coverage in The Daily Targum as well as in other Rutgers news media.

- Redesigned the Libraries Report newsletter in an effort to increase readability and awareness of Libraries initiatives. The Report was changed from a six to eight-page publication into a one-page, two-sided document with shorter stories and links to more information.
- Designed and began implementing an aggressive and multi-faceted campaign to promote the release of Searchpath. Worked with the instructional services committee to develop a slogan for Searchpath (“Better research, better papers, better grades. Try Searchpath!”), which has been incorporated into librarians’ and library administrators’ email signature files and in all Searchpath marketing items. Secured coverage in the Rutgers Focus and The Daily Targum in the spring 2005 semester. Set plans to place flyers in learning centers on all three campuses by the fall, distribute memo-pads to department chairs in the summer, and strategically disseminate high-end pens to campus influentials on an ongoing basis.

PUBLIC SERVICES COUNCIL

JEANNE BOYLE, CHAIR

Council members were: Grace Agnew, Susan Beck, Natalie Borisovets, Jeanne Boyle, 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 ten times between July 2004 and June 2005.

SERVICES AND SERVICE ENHANCEMENTS FOR USERS / SUPPORT FOR INSTRUCTION

- All of the topics discussed and recommendations made by the Council were related to services and service enhancements for users and many were in support of instruction. The details are given in the attached recommendation log.
- The Council continued its focus on undergraduate services and received reports from the First Time Library Users Task Force and the Undergraduate Colleges Working Group. The broadcast message recommended in the first report was distributed by undergraduate admissions to all admitted undergraduate students, and promotional gifts are available at access services desks throughout the system. Both reports were posted to the public services reports web page at <http://www.libraries.rutgers.edu/rul/staff/groups/psc/reports/>. Additional activities identified for this year’s undergraduate focus goal will be carried into the following year.
- The Council reviewed the results of the communications audit and an implementation chart compiled by the communications office. Development

of a library user manual and other publications were considered, and service brochures were enhanced with lead-in phrasing. “Off-campus” was substituted for “home” to describe remote access services and procedures in publications and on the Libraries website.

- Accomplishments for other goals were: Searchpath has been launched and is being supported; meta search services were included in our discussions, studied by the software evaluation group, and will probably be a major initiative for our new strategic plan; planning for introduction of Rapid is underway; a liaison for RedLightGreen was named (N. Borisovets) and it was added to the other catalogs listing on our web site; IPAC launched iLink; and the Council wrote a report for strategic planning and awaits results from LibQual. The reference services review has not been completed and needs to be revisited.
- Goals for the coming year include, expanding/altering traditional reference services and re-examining the role of reference librarians in light of the institutional repository, continuing to explore the relationship of our reference services with NJ Q&A, investigating federated searching in light of the forthcoming NISO standards being adopted by vendors, planning for the Libraries’ role in the event that either RefWorks or Endnotes is adopted at the university, and developing additional goals responsive to the repository, curriculum changes, the long-range plan, and LibQUAL+ results

PUBLIC SERVICES SOFTWARE EVALUATION WORK GROUP

MARTY KESSELMAN, CHAIR

Committee members were: Marty Kesselman, Ann Montanaro, Karen Wenk, and Myoung Wilson. Additional OpenURL subcommittee members were: Mary Page, Gary Golden, Dave Hoover, and Cathy Pecoraro.

- The group had as their major agenda item the continuing implementation of the LinkSource OpenURL resolver from Ebsco.
- A troubleshooting form was created, and we are getting back to library users or staff within twenty-four hours. There is much improved satisfaction with LinkSource, and most problems are due to expectations on the part of library users that all citations with LinkSource should link to full-text, or there is a problem with an IP range or a journal that has not been added to the knowledge base. The team submitted an interim report and has recommended that we continue with LinkSource for another year and, as this is a changing field, that we continue to evaluate our options each year.

- The committee also discussed federated search products and met with various vendors at the American Library Association annual conference. From discussions with others at the conference and listserv posts, there is a major time commitment on behalf of public service librarians; it is not uncommon for it to take from six months to a year to make these products available to users. We are committed to continuing to investigate these products, which are still very much in their infancy. One software product with much promise for undergraduates is Grokker at Stanford, and we are also investigating the use of the JerseyClicks software from Autographics.
- For the next academic year, a major thrust must be the acquisition of a federated search product. Although there are great workload and instructional issues related to these packages, making an easy to use search tool available, particularly for undergraduates, is imperative. With the advent of Google Scholar, which is easy to use, a federated search product will make the scholarly content in our subject databases more accessible to the Rutgers community.

VIRTUAL REFERENCE SERVICES

NATALIE BORISOVETS, COORDINATOR

SERVICES AND SERVICE ENHANCEMENTS FOR USERS

- 10,301 queries were received via Ask a Librarian, the Rutgers email reference service, in fiscal year 2004/2005, down approximately 15.8 percent from the previous year. This decrease is no doubt the direct result of the institution of the NetID login for remote access that went into effect at the beginning of the spring semester. With the barcode and PIN no longer being a prerequisite for remote access, the demand for PINs decreased sharply. As a result, there were actually 30.2 percent fewer queries submitted January-June 2005 than during the same period in the previous year.

ASK A LIBRARIAN													
FY2004/2005													
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTALS
Questions Received	641	630	1876	1217	1087	732	847	792	792	677	501	509	10301
Questions Completed¹	639	628	1871	1207	1080	727	844	787	788	670	493	495	10229
Forwarded Responses²	21	8	28	15	22	13	13	9	15	17	20	8	189
Answers Sent	660	636	1899	1222	1102	740	857	796	803	687	513	503	10418

- In addition to the marked decrease in PIN requests, the change to the NetID login also resulted in a dramatic decrease in the number of queries relating to remote access problems. Those that were received could routinely be handled by a reference team member. Between July and December there were 44 queries forwarded and responded to by systems. Between January and June, only eight queries required forwarding to systems.

Response Rate

- Of the 10,301 queries received in 2004/2005, 10,229 were “Completed” in AskAL; 50 still remain “Open,” while 22 were “Claimed” but not completed.³ Approximately 99.4 percent of all queries received a response.

Response Times

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

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.⁴ Despite this, even in “real time” 83 percent of

¹ Response sent from within the AskAL program; response may have indicated that the question was being forwarded elsewhere for response.

² Responses to forwarded AskAL queries. 75 of these (40%) were responses sent by Special Collections.

³ Approximately half of those in the “Claimed” category we know were actually completed but retained their “Claimed” status as a result of a glitch in the AskAL software.

⁴ Shaun Ellis is currently working on writing a query that could make this adjustment.

the reference requests, and 79 percent of the PIN/registration requests were responded to within the 48 hours parameters.

RESPONSE TIMES			
	Within 24 hrs	Within 48 hrs	Median
'Regular' requests	67 percent	83 percent	16.5 hours
PIN/Registration	56 percent	79 percent	21 hours

Ask a Librarian Users

- AskAL allows us to track more precisely just who is using the Rutgers Ask a Librarian service. Rutgers undergraduates continue to be the biggest users (43.1%) of the service; followed by Rutgers graduate students (28.8%), and Rutgers faculty and staff (13.9%). Only 6 percent of all queries come from individuals with no affiliation with Rutgers.

USER AFFILIATION		
Users: 10,301	Users % of Total Users	
RU Undergraduate	4442	43.1%
RU Graduate Student	2961	28.8%
RU Faculty/Staff	1423	13.9%
RU-Online Student	45	0.4%
RU Non US-based Student/Faculty	26	0.3%
Total Rutgers Primary Users	8897	86.50%
RU Alumni	452	4.4%
RU Community/Guest Borrower	245	2.4%
RU Affiliate	86	.8%
Total Rutgers Non-Primary Users	783	7.6%
No Current Affiliation with RU	621	6.0%

FAQs

- As a result of the change to a NetID login, changes were made to many of the Ask a Librarian frequently asked questions pages, including extensive revisions to “Remote Access to Library Resources” (http://www.libraries.rutgers.edu/rul/ask_a_lib/remote.shtml) and corresponding “How Do I...” pages. The move from WebCat to iLink also required extensive changes to the IRIS FAQ (http://www.libraries.rutgers.edu/rul/ask_a_lib/irisfaq.shtml).

- In addition, Dave Warner, New Brunswick access services, revised all the access services standard replies used in the AskAL database.

Ask a Librarian LIVE

- As a result of staffing issues, the Ask a Librarian LIVE service was suspended for 2004/2005.

PERSONNEL

- The provision of this vital service is dependent upon the hard work and dedication of many library faculty and staff members:

Ask a Librarian Team 2004-2005

Reference: Ka-Neng Au, Stephanie Bartz, Susan Beck, Natalie Borisovets, Mira Foster, Rebecca Gardner, Tom Glynn, Gary Golden, Theo Haynes, Tony Joachim, Marty Kesselman, Kevin Mulcahy, Laura Mullen, Jim Nettleman, Pat Piermatti, Rebecca Pressman, Roberta Tipton, Karen Wenk

Access Services: Judy Gardner, Myriam Alami, Peter Anderson, Georgina Alonzo, Rose Barbalace, Zohreh Bonianian, Megan Doyle, Marc Forster, Addie Fuller, Ines Gessner, Megan Ingegno, Kristen Ko, Christopher Lee, Barry Lipinski, Mike Mansouri, Andy Martinez, Dean Meister, Nita Mukherjee, Ramon Negron, Asuncion Ortiz, Antoinette Peteet, Melanie Robinson, Rogers Smith, Brian Stubbs, Jeff Teichmann, Michele Tokar, Dave Warner, Ann Watkins, Penny Weniger, Drue Williamson, Chiaki Yamada, Paul Young

Request Services: Tracey Meyer, Darryl Voorhees, Bob Warwick

Interlibrary Loan: Brian Beyer, Dorothy Grauer, Mary Anne Nesbit

Electronic Subscriptions: Cathy Pecoraro

Media: Jan Reinhart

Systems: Chad Mills

Special Collections: Dave Kuzma

WEB ADVISORY COMMITTEE

KA-NENG AU, CHAIR

Committee members were: Ka-Neng Au, Stephanie Bartz, Vibiana Bowman, Rebecca Gardner, Karen Hartman, Theo Haynes, Dave Hoover (ex officio), Sam McDonald (ex officio), Laura Mullen, Robert Nahory, and Karen Wenk.

SERVICES AND SERVICE ENHANCEMENTS FOR USERS

- Twenty four new indexes and databases (African-American Newspapers, Business Source Premier, Communication and Mass Media Complete, Computing Reviews, Conference Board Research Collection, D&B Key Business Ratios, EIU.com, FDC Reports, FIAF International Film Archive Database, Grzimek's Animal Life Encyclopedia, Image Collections in Luna Insight, Index to Printed Music: Collections and Series, Information Science and Technology Abstracts, Investext Plus, Naxos Music Library, Official Document System of the United Nations, Patrologiae Graecae, PsycCRITIQUES, PubMed Central, RAMBI: The Index of Articles on Jewish Studies, Regional Business News, Sax's Dangerous Properties of Industrial Materials, SpringerLink, Statistics Canada's E-STAT, and Thesaurus Linguae Graecae) were made available (with the appropriate profiles of content and coverage), while the database descriptions of many existing electronic resources were revised.
- A few databases were expanded (Environmental Sciences & Pollution Management Index), cancelled (ABI/Inform and Columbia Earthscape), re-named (America's Newspapers and Marketline), or removed (World Biographical Index).
- The Libraries web site was redesigned to reflect the color scheme and layout of the Rutgers University family of web pages. The new web site consolidates most options into one left side navigation bar; new categories include "Find Reserves," "Faculty Services," and "Alumni Library."
- A simpler way for authenticating off-campus users with their Rutgers NetID (for access to electronic resources) was introduced at the beginning of 2005. This method will replace the previous remote access procedures by the end of the summer.
- Two new "How do I's" were also introduced - setting up deposit accounts, viewing articles delivered on the web - as well as a guide comparing scholarly and popular literature.
- As part of our ongoing efforts to develop specifications and procedures for web site content, the "Research Guides Specifications & Procedures"

document was updated and expanded to include a section on citation options and list formats.

SUPPORT FOR INSTRUCTION

- New research guides created include those for dissertations and theses, geography, housing and development, linguistics, social work, and South Asian studies, while many others were updated and enhanced. Web pages for the library instruction section were revised and restructured, and the list of finding aids was reorganized.

WEB SERVICES

SAMUEL J. MCDONALD, WEBMASTER

SERVICES AND SERVICE ENHANCEMENTS FOR USERS

- The Rutgers University Libraries web site was redesigned with new colors and a revised front page. The new look was applied and available to the public as of July 12, 2004.
- In cooperation with academic computing services, seven dynamic channels were created for a Libraries tab in the campus portal myRutgers. These channels were first available to the Rutgers community as of October 2004.

TECHNICAL SERVICES/TECHNICAL INFRASTRUCTURE

- BookRoom, the Rutgers University Libraries Room Reservation System, was launched January 31, 2005. BookRoom is an online service that allows library faculty and staff to reserve library rooms and equipment for meetings and events. Janie Fultz, Lucye Millerand, Sam McDonald, and Shaun Ellis designed BookRoom in consultation with room managers and other library personnel. Shaun Ellis programmed BookRoom using PHP, MySQL, JavaScript, and HTML.
- Shaun Ellis assisted about 14 library personnel and groups to create 24 surveys over the course of the year.

SUPPORT FOR INSTRUCTION

- In cooperation with Eileen Stec, the project leader for the Libraries' participation in Project SAILS, Shaun Ellis created a gateway that allowed

proper data collection, authentication, and the creation of records for use of the project.

- In cooperation with the Instructional Services Committee, Searchpath, an interactive online tutorial about finding and using worthwhile information sources in the Libraries and on the web, was released to library personnel for review on January 18, 2005 and was publicly launched on March 21, 2005.

EXTERNAL SUPPORT

- The Rutgers Scholar Volume 6 was posted to the web on October 23, 2004. The Rutgers Scholar is a free electronic bulletin of undergraduate research. This journal is put online by the Libraries in cooperation with the office of the vice president for undergraduate education.