

Highlights of the Year in Retrospect

Bright spots in reference and research service showed in the gains made in the Ask-A-Librarian (AAL) Service, especially in chat, and in Research Consultations. Improved marketing increased access and visibility to students and faculty.

Traditional face-to-face reference service is being overshadowed by virtual services – chat, e-mail, IM, text messaging, and, still, by telephone. UCF AAL began an Instant Messaging service in May and students have a choice of accessing IM during limited hours from a Meebo widget on the

Ask A Librarian Statistics Three Year Comparison

Service	2007/08	2006/07	2005/06	Inc/Dec from 06/07
Telephone Calls	5,422	5,835	5,992	-7.0%
E-mail	1,172	1,254	966	-6.5%
Chats	4,719	4,462	3,757	+5.8%

AAL homepage (<http://library.ucf.edu/Ask/>) or by adding UCFLibChat to their “buddy list.

Ask A Librarian Reference Service

Online chat continued to grow in popularity among students, faculty, and staff, with an increase of 6% over last year’s total chats. Ask A Librarian local chat was available to UCF students, faculty, and staff 66 hours per week, including 8 hours of collaborative chat available to participating Association of Southeastern Research Libraries (ASERL) university libraries during the fall and spring semesters. Additionally, students from the University of South Carolina School of Library & Information Science staffed ASERL’s collaborative chat until midnight, bringing the total available chat hours to 118 hours for each of the 8 participating ASERL libraries.

ASERL Collaborative Chat Service provided two opportunities for students to enter a drawing for an iPod. The marketing campaigns increased chat usage and access to research assistance.

After four years, the ASERL Collaborative Chat Service ended in May 2008 due to budget constraints at several participating universities. Subsequently, a partnership with the Florida Electronic Library’s Ask A Librarian Service began in June 2008. Florida’s Statewide Collaborative Live Virtual Reference Service began in 2002-2003 and

currently includes over 100 participating libraries, including 47 academic libraries, community college libraries, special libraries, and public libraries. UCF AAL staffs chat for the Academic Desk 10 hours per week; the Collaborative Desk staffs chat until midnight Sunday-Thursday and until 5:00 p.m. on Saturdays.

Government Documents

Weeding and shifting allowed the Documents Collection to absorb documents previously shelved elsewhere in the library; while reviewing discard lists from other depository libraries has been used to fill gaps in the UCF collection.

InfoSource

InfoSource began advertising its services in the UCF E-Newsletter for faculty each semester. A total of eight citation searches were conducted for faculty members who applied for promotion and tenure. Ten fee-based research projects were completed for clients.

Ven Basco, Coordinator of InfoSource, was invited to speak during the Advanced Invention to Venture (AI2V) workshop hosted by the UCF Office of Research & Commercialization. The presentation title was “Marketing Research Information at UCF Libraries” and was given to a group of entrepreneurs from all over the country who attended the three and a half-day workshop.

Staffing Changes

- Dr. Donna Goda, Librarian, resigned in October 2007 to take a position at United States Naval Academy, Nimitz Library.
- Marilyn R. Snow, Librarian, retired in May 2008 after more than 20 years with the UCF Libraries.
- Sr. LTA Ruth Wiley resigned in January 2008 to take a position with the Orange County Public Library System.
- University of South Florida School of Library and Information ALSTAR interns,

Ruth Wiley (left) & Donna Goda



who worked several semesters in Reference Services all graduated in spring 2008: Muriel Burrell; Todd Shipman; and Karen Yarbrough

■ **Investigate and implement appropriate technologies for expanding research services online and through social networking communities, such as wikis and instant messaging.**

The implementation of de.li.cious., a reference desk wiki, and instant messaging in AAL enabled greater access for patrons and improved communication within the department. Investigation of Second Life as a reference, teaching, or communication tool did not prove to be advantageous at this time.

■ **Develop an outreach program and encourage all reference librarians to expand their efforts to contact, educate, and collaborate with faculty to build an understanding of the services and resources available to students.**

Some examples of expanded outreach efforts include:

- Melinda Gottesman, in addition to maintaining constant contact with the faculty in Modern Languages, made several unique efforts including the creation of a scavenger hunt/instruction session for the Young Women's Leadership Program – which involved teaching library skills to a group of middle-schoolers and their UCF mentors. She also created a UCF Libraries Facebook page which contains hours, news stories, and applications students can use to do research.
- Aysegul Kapucu implemented del.icio.us in several courses: two sections of Modern Middle East (ASH 223), English Composition (ENC1101 & 1102), E-Marketing (MAR3880), Foundations of Emergency Management and Homeland Security (PAD 6934), and Nonprofit Administration (PAD 6149). In addition she presented workshops to faculty on social scholarship at FCTL, and collaborated with Dr. Steven Hornik, accounting professor, who was using Second Life as a teaching tool.
- Hal Mendelsohn organized two Collection Development programs, inviting collection development liaisons to the library to learn how the collection development process works (winter 2007) and how the continuing financial constraints are affecting the Libraries' collection development capabilities (spring 2008). He took the initiative to schedule office hours in the

School of Social Work, where he was available for student and faculty research consultations. He also offered a Patent Workshop to the Office of Undergraduate Research Summer Research Academy.

- Terrie Sypolt created a wiki for College of Education students and faculty, and participated on the College's listserv. She conducted a five-hour research seminar with doctoral and master's level students on using library databases and services. She evaluated the Education Library tutorial with Renee Montgomery and College of Education faculty. She participated with faculty regarding NCATE accreditation for the College of Education, and collaborated with faculty to evaluate, analyze, and develop research collections for Ph.D. programs, and to recommend a long-term goal of achieving Tier 1 collection status for the College of Education.
- John Venecek and Andrew Todd (BCC/UCF Cocoa) began a dialogue with Dr. Tace Crouse at the FCTL to discuss opportunities for partnering in faculty outreach, and to attract faculty who might be interested in building an information fluency component. Currently, they are collaborating with Dr. Kathleen Bell in the UCF Department of English to design an IF component for one of her courses.

Departmental Goals: 2008-2009

- Collaborate with Circulation Services to implement an integrated service model to better utilize existing librarians and staff to provide more efficient and effective patron service.
- Expand outreach efforts and encourage all reference librarians to continue their efforts to contact, educate, and collaborate with faculty in building an understanding of the services and resources available to students e.g., partner with FCTL; establish office hours in academic departments; and become embedded in WebCT courses.
- In collaboration with the Disabilities Committee market the Libraries' Disabilities Services, including availability of accessible workstations, and schedule workshops for staff, and collaborate with UCF Student Disabilities Services.

Advancement Toward the President's Five Goals

- 
Offer the best undergraduate education available in Florida and
- 
Achieve international prominence in key programs of graduate study and research
 Research assistance service points (Reference Desk, Ask-A-Librarian, and Research Consultations) enhance the investigative techniques of all students and faculty.
- 
Be America's leading partnership university
 - The ASERL Collaborative Chat Service ended while an alliance with the Florida Electronic Library's Ask A Librarian Service began in June 2008. Florida's Statewide Collaborative Live Virtual Reference Service began in 2002-2003 and currently includes 101 participating libraries, including academic, community college libraries, special libraries, and public libraries. Students and faculty will benefit from this new partnership which will continue an essential virtual research service.
 - InfoSource, UCF Libraries' fee-based research service, continued to provide research for clients in the UCF and Orlando community, while partnering with the UCF Incubator Program and the UCF Office of Research and Commercialization.

Performance Enhancement Recommendations

The mission of the Libraries and Reference Services is to provide information resources and services to the university community in a manner that supports and enriches the institution's educational research and service missions. The Libraries faculty and staff, in particular, assist all users in accessing information, and provide resources and services to meet the research needs of the students, faculty, and staff. Some conditions that make these goals difficult to achieve are:

- During most of the fall and spring semesters 2007-2008, students stood in line to use computers for research, e-mail, media, software, and various other services.
- Seating space is at a premium during midterms and finals. Students can be found sitting in stairwells, using stools as tables, and sitting in corners on the floor.

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Reference Services
Table 1
Reference Statistics for 2007

Ask A Librarian Total		11,313
Phone	5,422	
E-mail	1,171	
Chat	4,720	
Self Guided Tours		n/a
Research Consultations		414
Reference Desk Questions		30,519
Information Source Transactions		279
Citation Searches	8	
Document Delivery	38	
InfoSource Research	10	
Special Borrower Cards	223	
Documents Statistics		
U.S. Documents		
U.S. Volumes Received	3452	
U.S. Volumes Deleted	468	
Total Volumes	2,984	
Microfiche Received	4,150	
Microfiche Deleted	1	
Total Microfiche	4,149	
Electronic Products Received	141	
Electronic Products Deleted	1	
Total Electronic Products	140	
Florida Documents		
Florida Documents Received	440	
Florida Documents Deleted	136	
Total Florida Documents	304	
Florida Microfiche Received	0	
Florida Microfiche Deleted	0	
Total Florida Microfiche	0	
FL Electronic Received	7	
FL Electronic Deleted	0	
Total FL Electronic	7	
Local Documents		
Volumes Received	0	
Volumes Deleted	0	
Total Volumes	0	
Microfiche Received	0	
Microfiche Deleted	0	
Total Microfiche	0	
Electronic Products Received	0	
Electronic Products Deleted	0	
Total Electronic Products	0	
Patents		
Patents CD-ROM Received	53	
Patents CD-ROM Deleted	2	
Total CD-ROMs	51	
Patents DVDs Received	339	
Patents DVDs Deleted	0	
Total DVDs	339	
Total Patents Microfilm Received	0	
Total Patents Microfilm Deleted	0	
Total Microfilm	0	
Maps		
Maps Received	36	
Maps Deleted	0	
Total Maps	36	
U.S. Documents Collection (Approx. in ft)		206.82

Reference Services
Table 2
 Five-Year Summary of Transactions InfoSource

Type of Transaction	2007/08	2006/07	2005/06	2004/05	2003/04
Document Delivery	38	165	428	306	549
Research Requests	18	27	49	35	53
Special Borrower Agreements	3	2	1	1	1
Special Borrower Cards Through Agreements For Individuals	223	270	279	218	279
	4	62	20	24	30
	219	208	259	194	249

Reference Services
Table 3
 Five-Year Financial Summary of Transactions InfoSource

Type of Transaction	2007/08	2006/07	2005/06	2004/05	2003/04
Document Delivery*	\$769.75	\$2,599.50	\$5,881.73	\$4,655.10	\$8,015.99
Research Online Searching	\$2,017.61	\$3,522.48	\$5,486.25	\$3,505.00	\$3,777.00
Special Borrower Agreements	\$900.00	\$300.00	\$300.00	\$300.00	\$300.00
Special Borrower Cards Through Agreements For Individuals	\$7,050.00	\$9,485.00	\$9,395.00	\$7,295.00	\$9,445.00
	\$390.00	\$2,840.00	\$960.00	\$1,130.00	\$1,475.00
	\$6,660.00	\$6,645.00	\$8,435.00	\$6,165.00	\$7,970.00
Other Charges	\$502.79	\$2,775.20	\$9,080.03	\$8,331.08	\$16,273.82
Copyright Fees	\$461.83	\$1,849.08	\$5,373.21	\$5,237.07	\$9,234.36
Delivery Fees	\$60.96	\$75.12	\$471.32	\$801.01	\$1,857.96
Document Handling Fees	\$13.00	\$264.00	\$787.00	\$365.00	\$816.50
Rush Fees	-	\$587.00	\$2,408.50	\$1,928.00	\$4,365.00
Other	-	-	\$40.00	-	-
Total Billings	\$11,240.15	\$18,642.18	\$30,143.01	\$24,086.18	\$37,811.81
Direct Costs**	\$1,152.90	\$4,270.68	\$6,782.01	\$6,634.43	\$12,582.06
Net Income	\$10,087.25	\$14,371.50	\$23,361.00	\$17,451.75	\$25,229.75

*Including book loans, interlibrary loans and vendor acquisitions

** Direct Costs = Interlibrary Loan Charges + Copyright Fees + Delivery Fees + Online Search Charges



Melinda Gottesman, Renee Montgomery (ILO), & Ven Basco
 (InfoSource) at Marilyn Snow's retirement party.

Reference Services
Table 4
Government Documents, 2007-2008

	2006/07 Total	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	Grand Total	
U.S. Documents															2007-2008	
U.S. Print	272,785													2,169	274,954	
Received		1,962	148	0	139	0	0	0	0	0	0	0	0	2,249		
Deleted		34	46	0	0	0	0	0	0	0	0	0	0	80		
U.S. Microfiche	749,380													1,213	750,593	
Received		531	591	91	0	0	0	0	0	0	0	0	0	1,213		
Deleted		0	0	0	0	0	0	0	0	0	0	0	0	0		
U.S. Electronic Products	4,353													24	4,377	
Received		20	4	0	0	0	0	0	0	0	0	0	0	24		
Deleted		0	0	0	0	0	0	0	0	0	0	0	0	0		
FL Documents																
FL Documents	35,763													105	35,868	
Received		105	0	0	0	0	0	0	0	0	0	0	0	105		
Deleted		0	0	0	0	0	0	0	0	0	0	0	0	0		
FL Microfiche*	0													0	0	
Received		0	0	0	0	0	0	0	0	0	0	0	0	0		
Deleted		0	0	0	0	0	0	0	0	0	0	0	0	0		
FL Electronic Products	28													2	30	
Received		2	0	0	0	0	0	0	0	0	0	0	0	2		
Deleted		0	0	0	0	0	0	0	0	0	0	0	0	0		
Local																
Local Documents	0													0	0	
Received		0	0	0	0	0	0	0	0	0	0	0	0	0		
Deleted		0	0	0	0	0	0	0	0	0	0	0	0	0		
Local Microfiche	93,489													0	93,489	
Received		0	0	0	0	0	0	0	0	0	0	0	0	0		
Deleted		0	0	0	0	0	0	0	0	0	0	0	0	0		
Local Electronic Products	0													0	0	
Received		0	0	0	0	0	0	0	0	0	0	0	0	0		
Deleted		0	0	0	0	0	0	0	0	0	0	0	0	0		
Patents																
Patents CD-ROMs	321													7	328	
Received		4	3	0	0	0	0	0	0	0	0	0	0	7		
Deleted		0	0	0	0	0	0	0	0	0	0	0	0	0		
Patents DVDs	1,102													20	1,122	
Received		9	11	0	0	0	0	0	0	0	0	0	0	20		
Deleted		0	0	0	0	0	0	0	0	0	0	0	0	0		
Patents Microfilm	8,906													0	8,906	
Received		0	0	0	0	0	0	0	0	0	0	0	0	0		
Deleted		0	0	0	0	0	0	0	0	0	0	0	0	0		
Maps																
Maps	3,826													0	3,826	
Received		0	0	0	0	0	0	0	0	0	0	0	0	0		
Deleted		0	0	0	0	0	0	0	0	0	0	0	0	0		
Growth in U.S. Docs Collection (in ft.)	434.41	174.81	1.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	175.88	610.29	

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