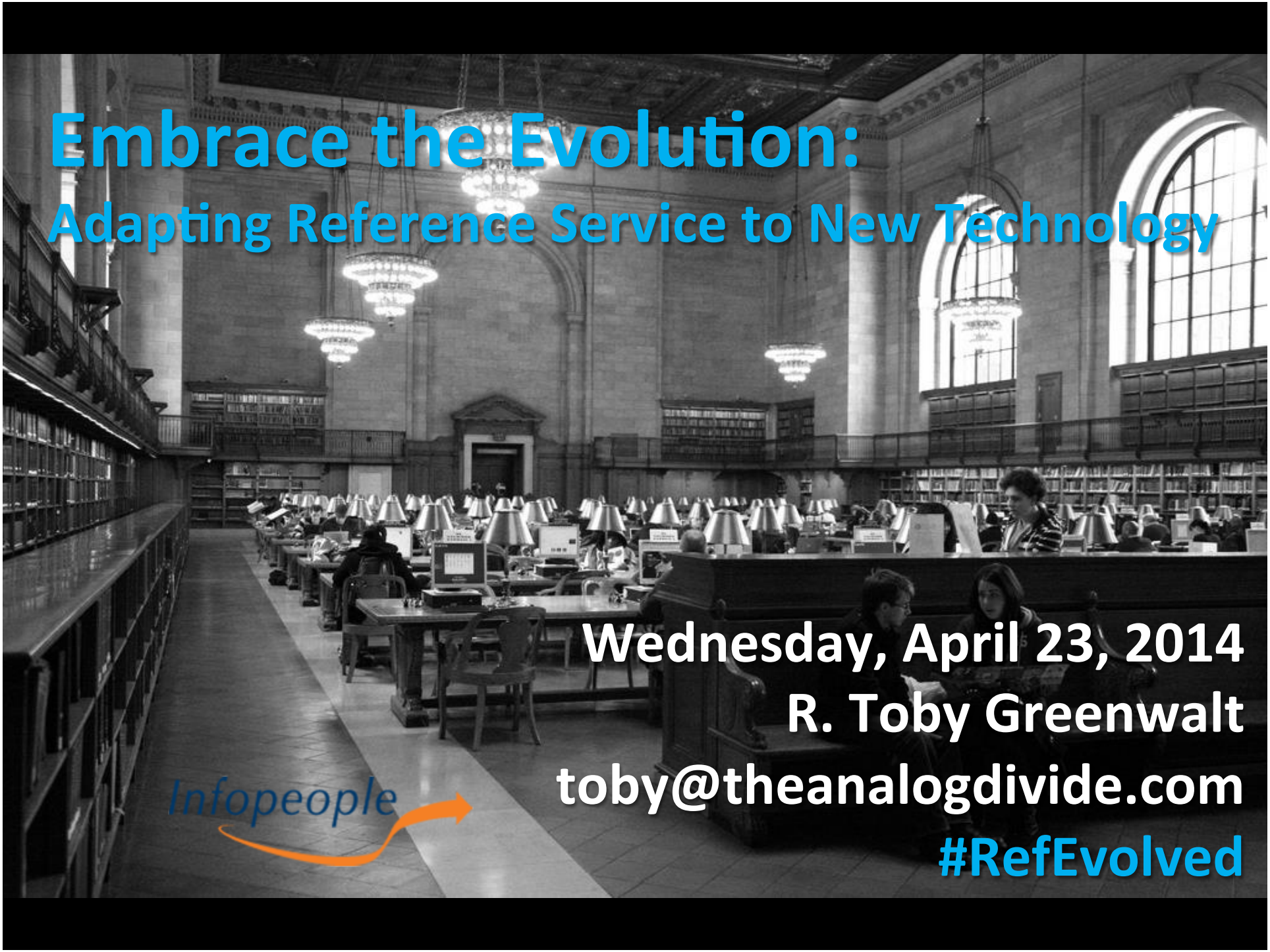
Embrace the Evolution:
Adapting Reference Service to New Technology
Wednesday, April 23, 2014
R. Toby Greenwalt
toby@theanalogdivide.com
#RefEvolved
Infopeople

everything is changing

- Bring-Your-Own-Device
- New Learning Models
- Ubiquitous Access
- Digital Literacy

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• New Learning Models
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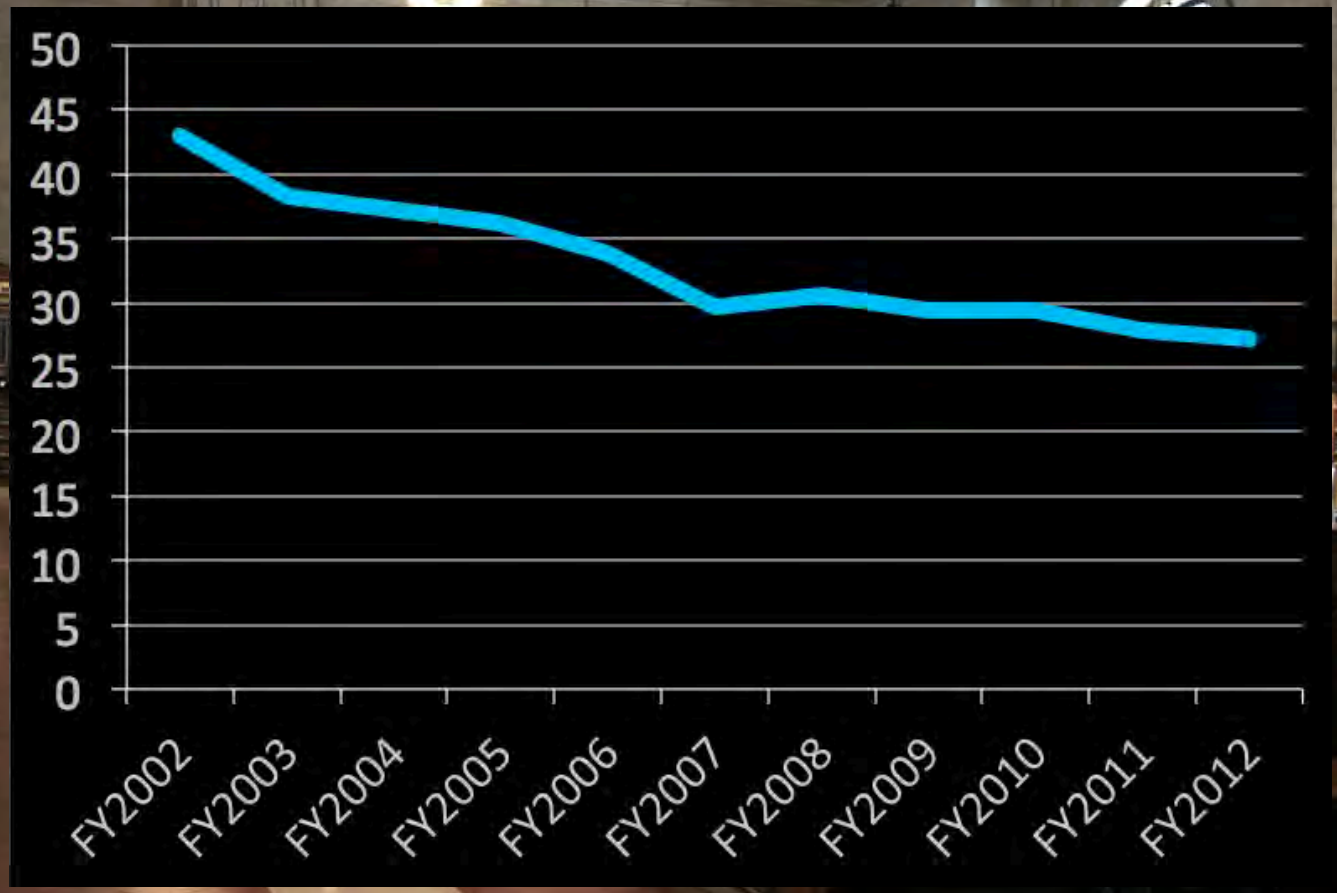
What else have you observed?

everything is changing



Reference transactions per $1000 spent, according to Public Library Data Service trend report

Agenda

- Escaping the Desk
- Virtual/Online Reference
- Personalized Services and Flipped Learning
- Speculation on the Future

Questions? Use the chat or tweet with #RefEvolved

technology should enhance skills, not replace them

Escaping the Desk

Why hasn’t roving happened?

Strategies for Effective Roving

- Making regular rounds
- Posture, Body Language, and Eye Contact
- Prompts
- Engaging the Campers

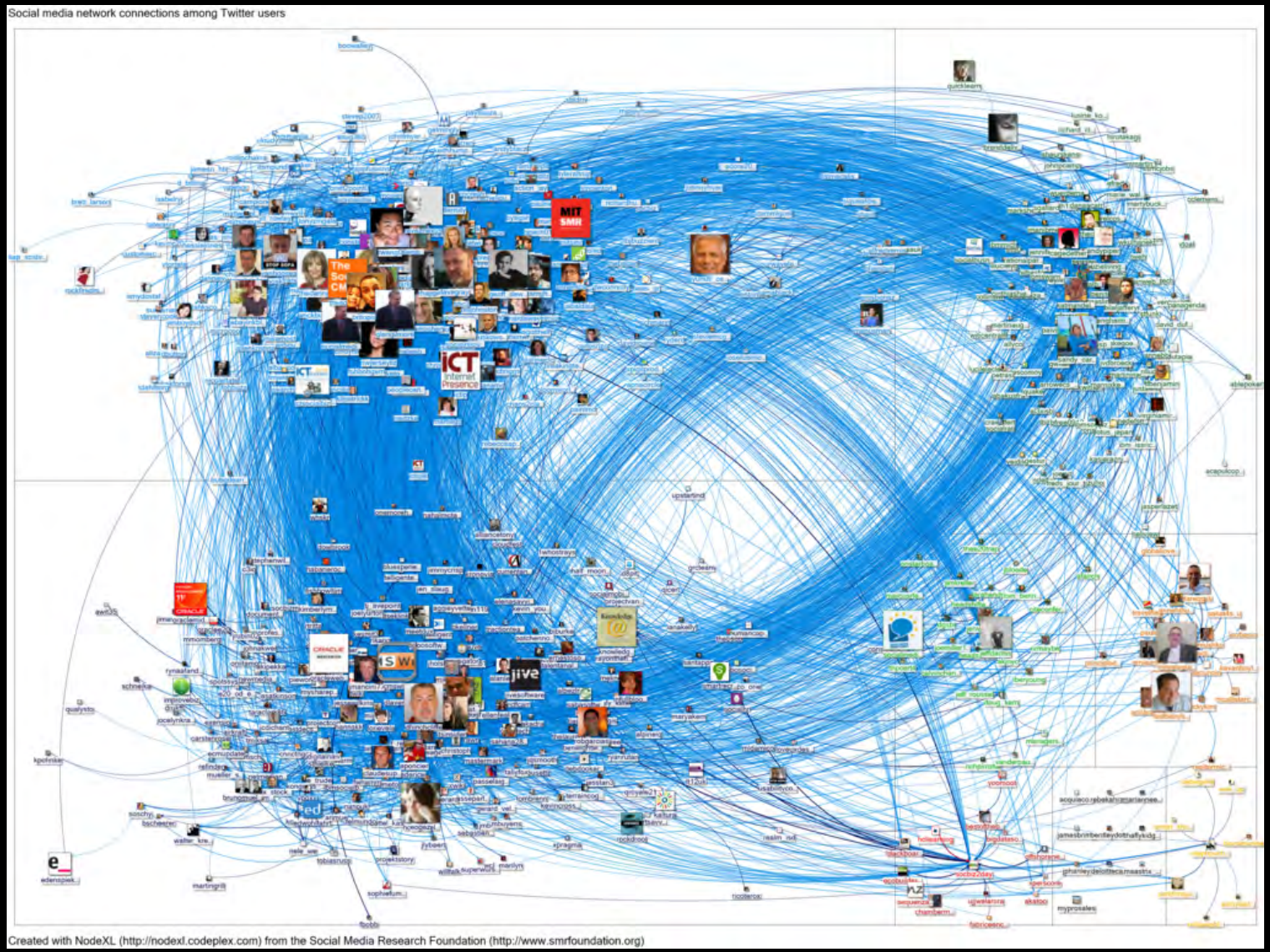
What's still missing?

- ILS Support
- Database compatibility
- Granular Statistics
- Circulation and other functions

Roving Beyond the Library

- To consider:
  - Location
  - Equipment
  - Time
- TechSoup's Mobile Beacon program

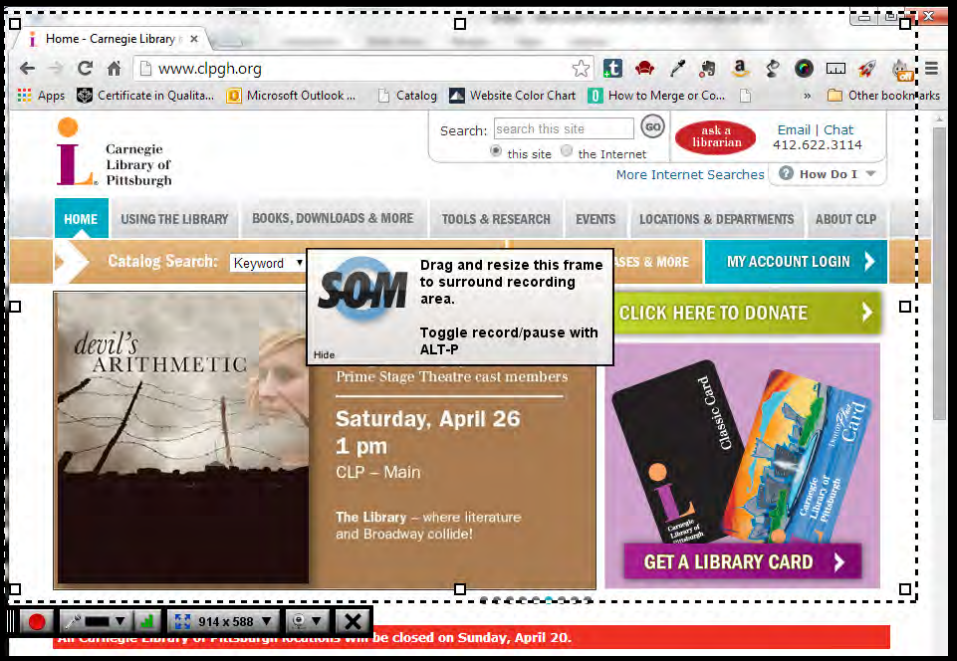
Virtual Reference Services



Google Hangouts

- Quick way to put discussions online
- Can be archived on YouTube
- Remote Desktop (Google+, Chrome)
- Helpouts

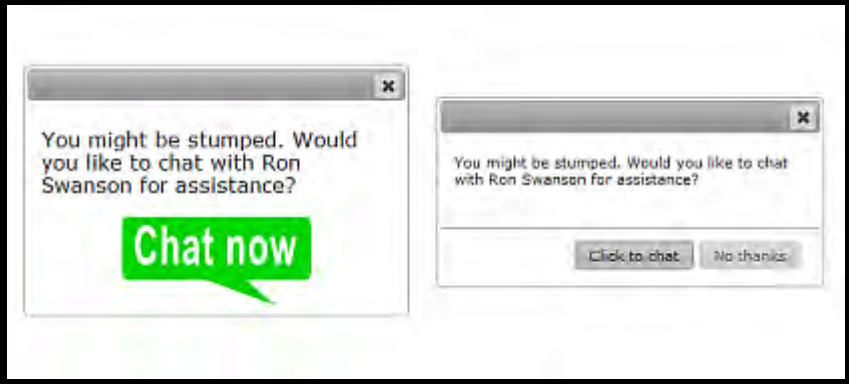
Screencasting



- Just-in-time, not just-in-case
- Simplicity is key
- Screenr.com and Screencastcast-o-matic.com
- Consider the update cycle
- Don’t reinvent the wheel

Effective VR

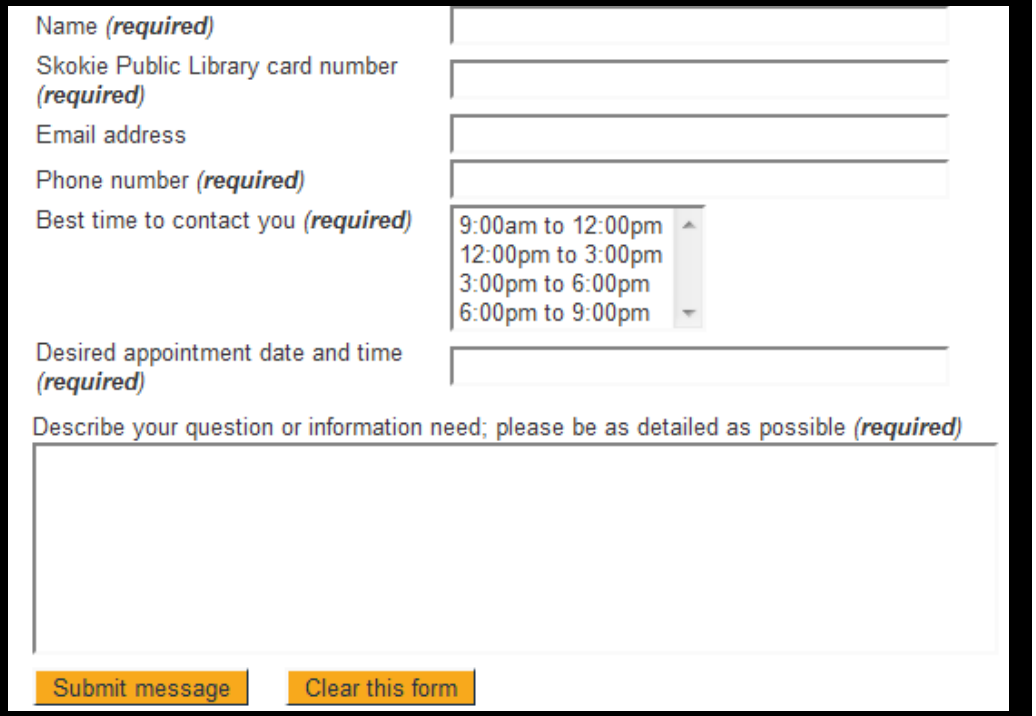
- Widgets where people get stuck
- Timing and pop-ups (libraryh3lp, Olark)
- Setting proper limits
  - Card numbers
  - Length of session
  - Transfer from VR



Personalized Reference Services

1-on-1 Instruction

- Begin with a skills audit
- Identify weekly "office hours" for staff (also helps with room reserve)
- See past Infopeople webinar on customized library services



1-on-1 instruction

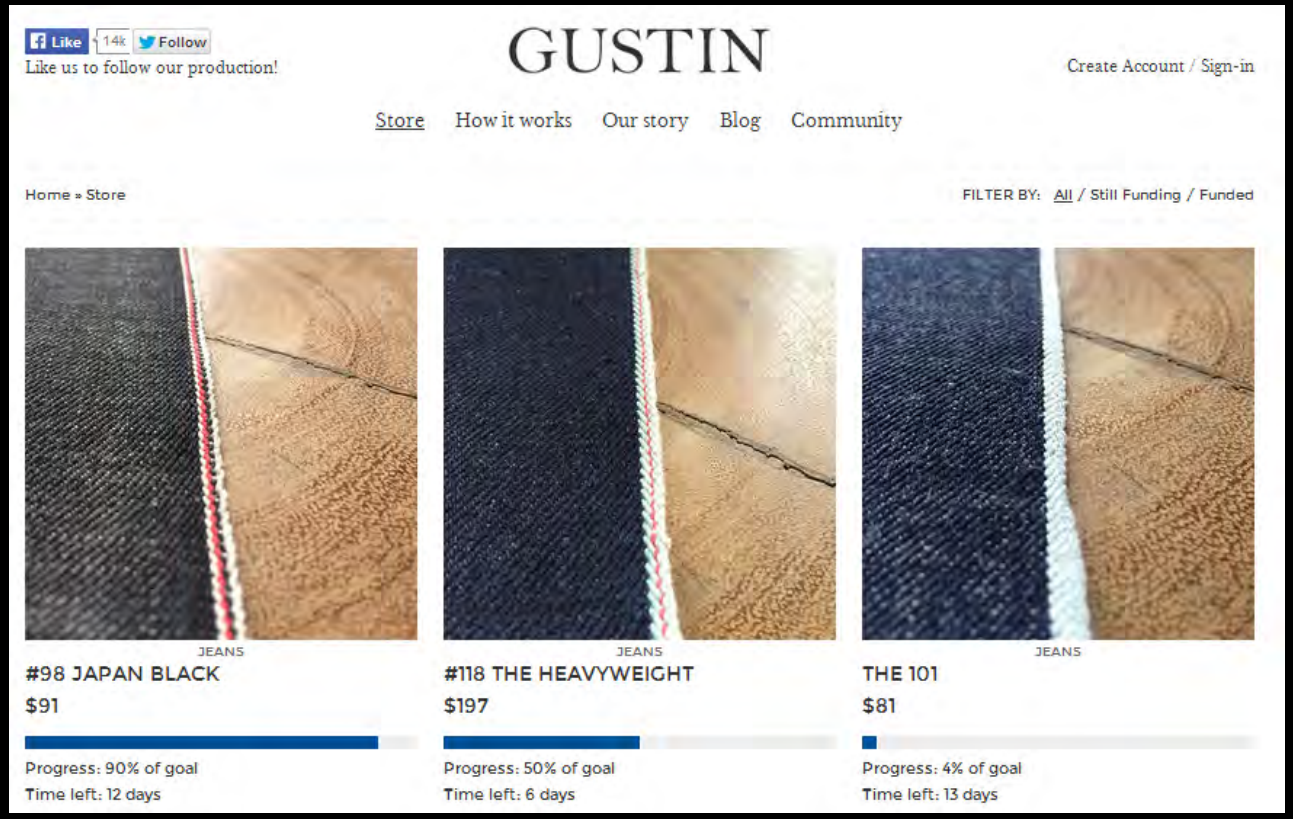
	A	B	C	D	E	F	G	H
1	Staff Member	Skills	Patron name	Phone	email	Booked by?	Confirmed?	Attended?
2	**Leslie**							
3	4/23/2014 at 3:00PM	DO NOT BOOK	John Smith	(555) 123-4567	johns@fakeemail.com	AD	Yes	Yes
4	4/30/2014 at 3:00 PM	Business Plans						
5	5/7/2014 at 3:00 PM	Powerpoint	Tom Haverford	(555) 843-8423	tom@tommyfresh.com	GG		
6	5/14/2014 at 3:00 PM	Resumes	JJ Dinerford	(555) 923-3537	jj@jjsdiner.com	LK		
7	**Ron**	Databases						
8	4/23/2014 at 3:00PM	Waffle Recipies						
9	4/30/2014 at 3:00 PM							
10	5/7/2014 at 3:00 PM	**Woodworking**	April Ludgate					
11	5/14/2014 at 3:00 PM	**DO NOT BOOK**						
12	**Donna**							
13	4/23/2014 at 3:00PM	Twitter	Biz Stone					
14	4/30/2014 at 3:00 PM	Excel	Ben Wyatt					

View template at bit.ly/
RefEvolvedSheet

The library as a shared learning platform

- Good for 101-level classes
- Teaching through show-and-tell
- Students learn from one another
- Unlocking “hidden” tech competencies

Teaching as a learning activity

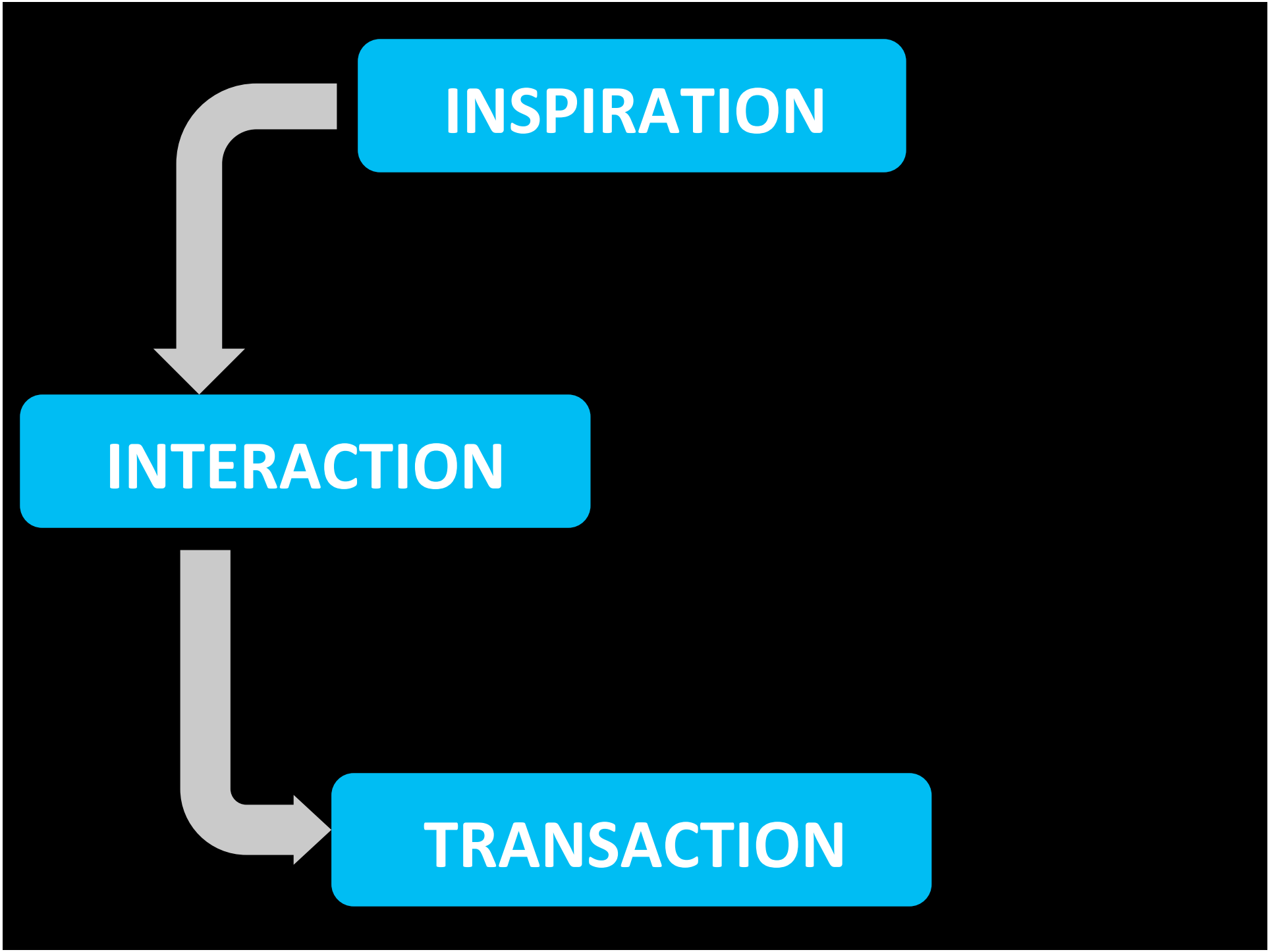


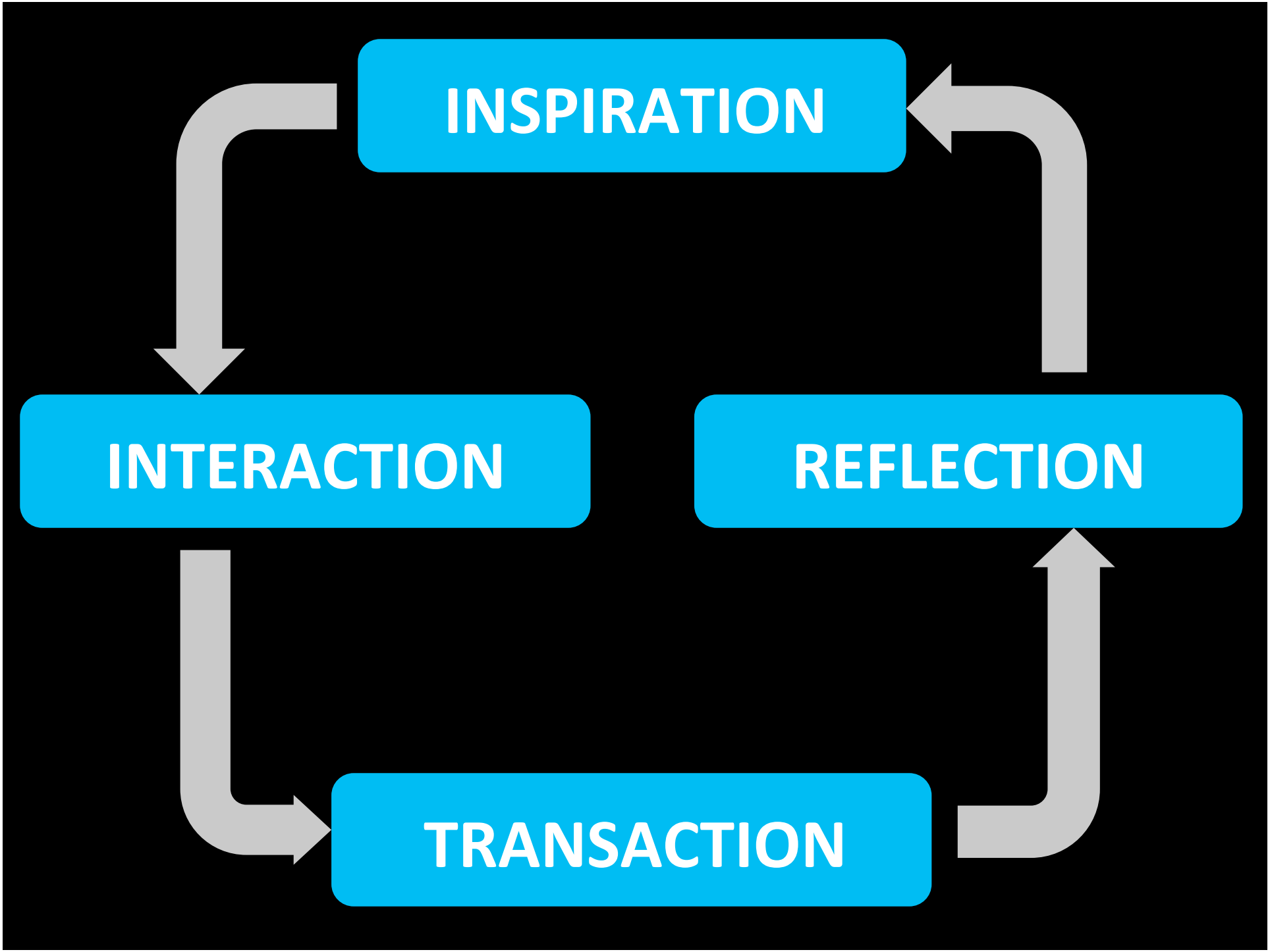
Can we crowdfund our MOOCs and classes?

Risks and opportunities of personalization

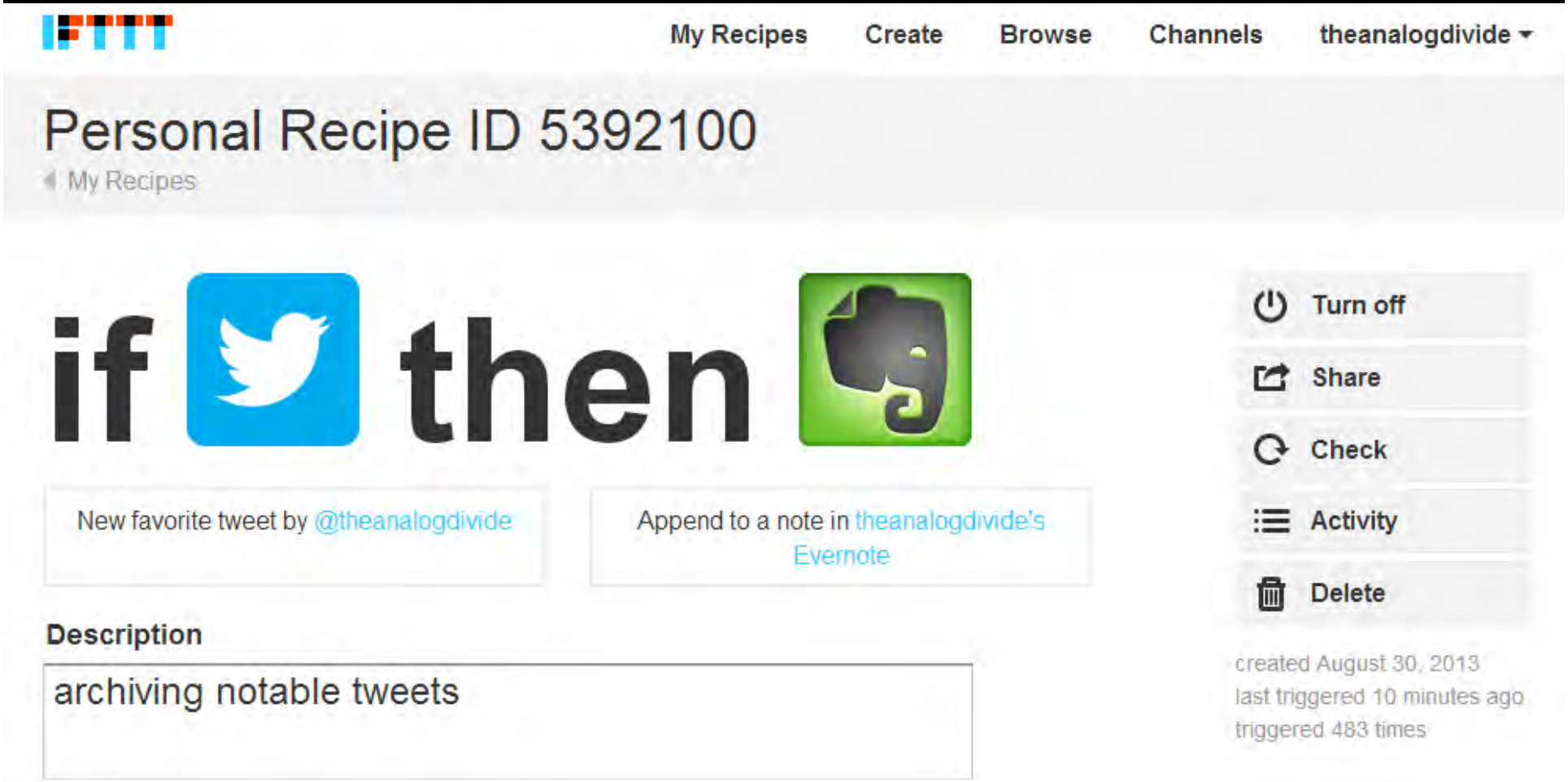
- Opt-in concierge service
- Data aggregation and trend analysis
- Balancing convenience with privacy
- Empowering users to take control of their data

Where do we go from here?


INSPIRATION
INTERACTION
TRANSACTION


INSPIRATION
INTERACTION
REFLECTION
TRANSACTION

Archiving successes



Telling our story

Skokie Public Library
22 hours ago

Mr. Benjamin Zwick (92 years old) proves that learning is for life. He just received his Certificate of Completion for Technology Basics from the Skokie Public Library for learning to use a mouse, email, and the basics of the internet. Help us congratulate him!

Janet McHie Easton, Jennifer Byron, Hernando County Public Library System and 213 others like this.

15 shares

Lisa Raff Varga Congratulations, Mr. Zwick!
22 hours ago

Maria Krumwiede Pasko Wow awesome
about an hour ago via mobile

Nina Joy Lichtenstein Mazal tov!
11 hours ago via mobile

Rita Federman Congratulations, Mr. Zwick!
14 hours ago via mobile

Susan Lindenmeyer Del Rosario
Congratulations, Mr. Zwick!
16 hours ago via mobile

Long Live Reference

Thank You
Questions? Let's talk.
Toby Greenwalt
toby@theanalogdivide.com
@theanalogdivide

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