

# Embrace the Evolution: Adapting New Reference Service to New Technology



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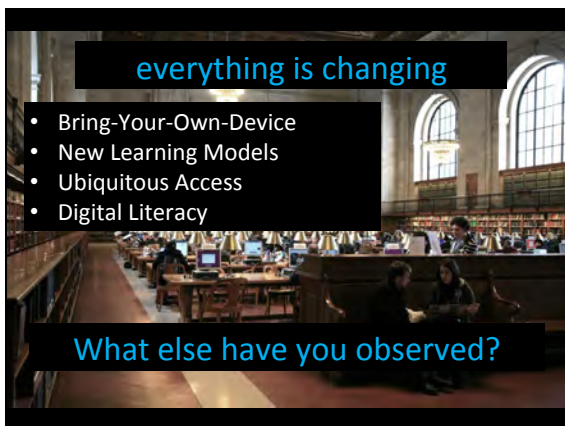
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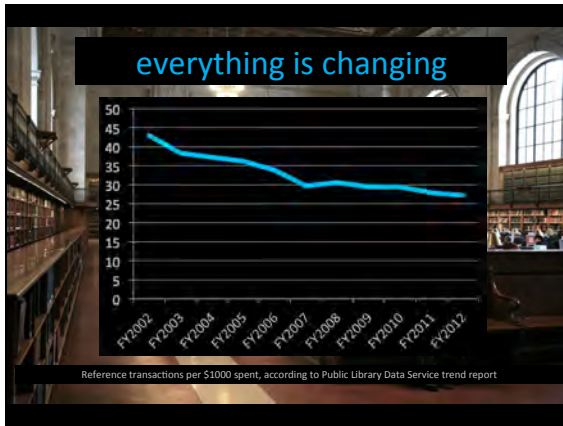
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## Agenda

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

Questions? Use the chat or tweet with #RefEvolved



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technology should enhance skills, not replace them

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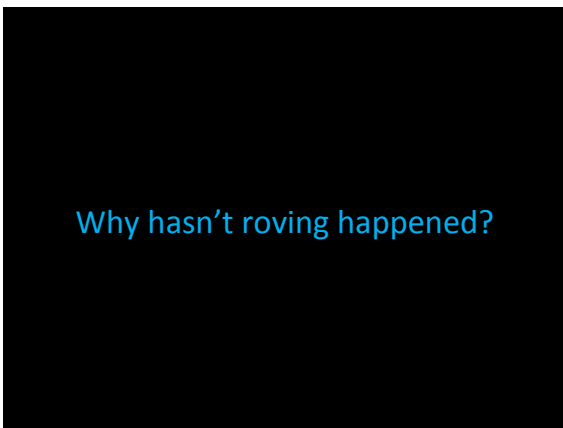
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**Strategies for Effective Roving**

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

A photograph of a woman in a green shirt standing behind a table displaying a large, colorful map or display. She is looking at the display and appears to be engaged in a conversation or presentation.

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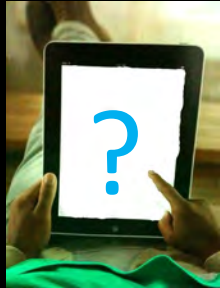
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## What's still missing?

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



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## Roving Beyond the Library

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



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## Virtual Reference Services



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## Google Hangouts

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



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## 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

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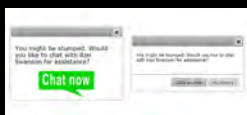
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## Effective VR

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



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### 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

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### 1-on-1 instruction

Staff Member	Skills	Patron name	Phone	email	Booked by	Confirmed?	Attended?
<b>Leslie</b>							
4/23/2014 at 3:00PM	017-1021 (Book)	John Smith	(561) 123-4567	johns@leslie.com	ACD	Yes	Yes
4/30/2014 at 3:00 PM	Booked by Staff						
5/7/2014 at 3:00 PM	017-1021 (Book)	Tom Handford	(561) 843-8423	tomh@handford.com	GG		
5/14/2014 at 3:00 PM	017-1021 (Book)	LJ Dawood	(561) 923-3537	lj@jdw.com	LT		
<b>Ron</b>							
4/23/2014 at 3:00PM	017-1021 (Book)						
5/6/2014 at 3:00 PM	017-1021 (Book)						
5/7/2014 at 3:00 PM	Woodworking	Axel Lugales					
5/14/2014 at 3:00 PM	00-907 BOOK						
<b>Donna</b>							
4/23/2014 at 3:00PM	017-1021 (Book)	Bob Stone					
4/30/2014 at 3:00 PM	Excel	Ben Wyatt					

View template at [bit.ly/RefEvolvedSheet](http://bit.ly/RefEvolvedSheet)

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## 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

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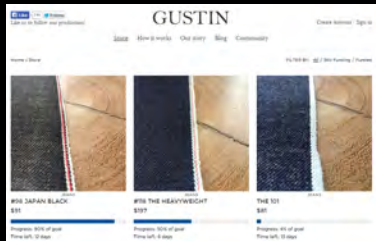
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## Teaching as a learning activity



Can we crowdfund our MOOCs and classes?

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## 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




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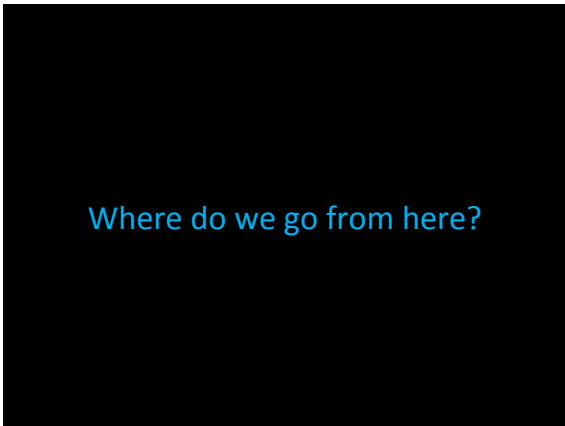
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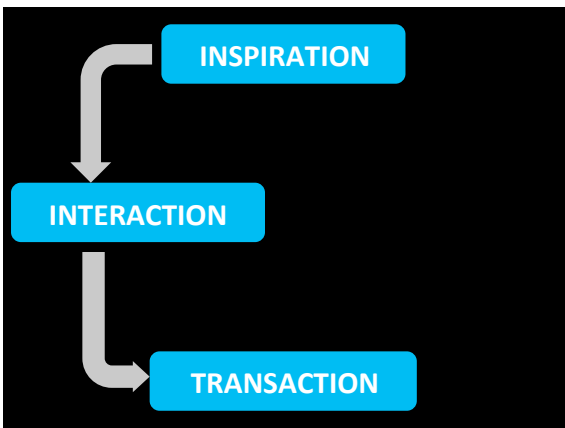
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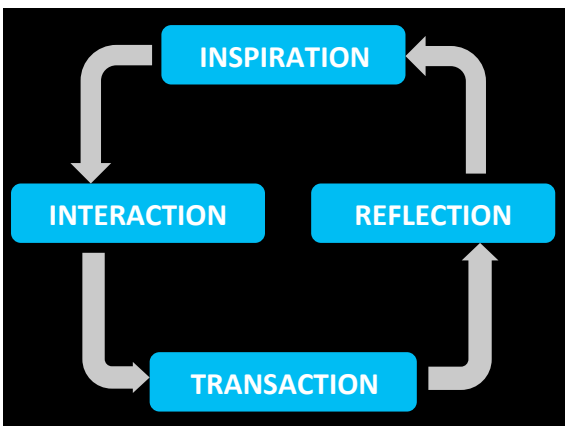
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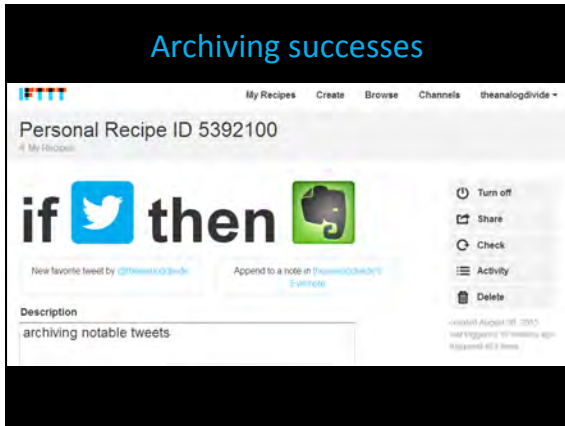
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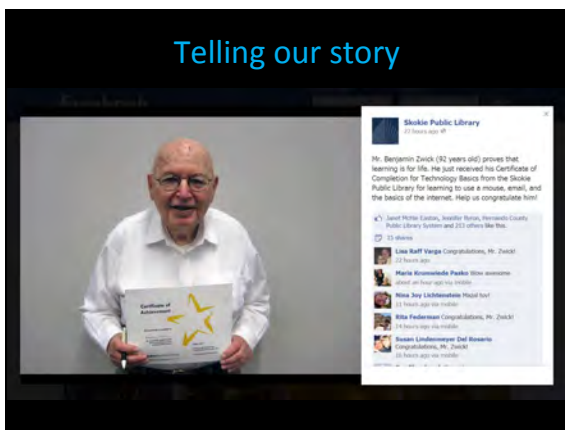
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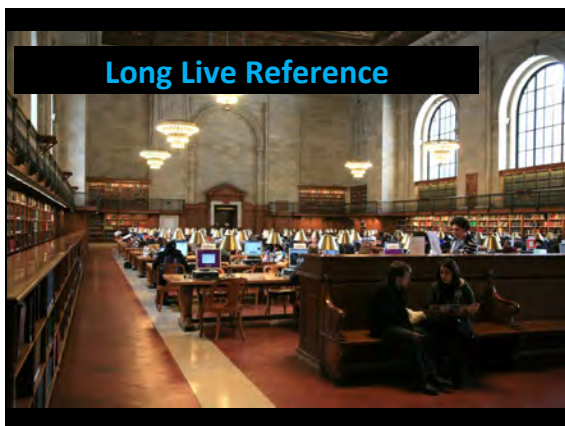
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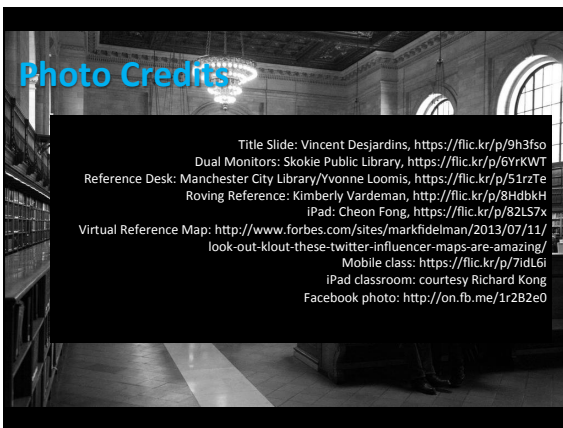
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