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Librarians on Demand: Offering Instruction and Reference Services Anytime They Want It and Anywhere They Want It

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Librarians on Demand: offering instruction and references services anytime they want it and anywhere they want it

Angiah Davis, Reference Librarian
Carla Fredd, Business Librarian
Kimberley Bugg, Assistant Head
Atlanta University Center-
Robert W. Woodruff Library

- Constructed in 1982
- Named in honor of the late Robert Winship Woodruff, former CEO of the Coca Cola Company
- Serves the instructional, informational and research needs for member institutions of the Atlanta University Center, the world's largest and oldest consortium of Historically Black Colleges and Universities
Atlanta University Center

- Clark Atlanta University
- Interdenominational Theological Center
- Morehouse College
- Spelman College

FTE: approximately 10,000 students (graduate and undergraduate)
Library Location
Location
- Library serves 4 different schools; library is closer to CAU and Morehouse
- All campuses cover approximately 3 miles
- Spelman is the furthest campus – it is about 1.2 miles from the library to the furthest building at Spelman

Library renovation
- Disruption of physical space offers a good opportunity to provide reference services outside of the library
In-person encounters
- Despite availability of resources online, face to face interaction is still important.
- Students and faculty are able to ask detailed questions about resources and receive one-on-one assistance.

Outreach
- Seeing the librarian on campus and outside of the usual environment is a great way to build relationships.
Where We Went?

- Clark Atlanta University
- Interdenominational Theological Center
- Morehouse College
- Spelman College
Where We Went?

- Smart Classrooms & Computer Labs: Librarians met with faculty and students in on-campus smart classrooms and computer labs.
- Student Centers: Librarians setup services in places were students typically gathered and studied.
- Residence Halls: Offering services in the residence halls allowed students to get research assistance in a comfortable atmosphere.
Laptops with WIFI

- Used during department and student center office hours
- Laptops were provided by Woodruff IT
- WIFI access using campus network or Woodruff’s Sprint AirCard®
Desktop with Internet access
- Used for on-campus instruction and office hours in the dorms
- Dorms had computer labs

Woodruff tablecloth and signs during office hours
- Tablecloth with library logo was displayed for visibility and advertising.
- Signs indicating “Librarian is available” and hours of availability were displayed.
What We Offered?

- **Instruction:** Faculty members and/or students can request instruction, database demonstrations, and citation workshops. The librarian will come to their classroom rather than the class coming to the library.

- **One-on-One/Group Research Sessions:** Faculty members and/or students can request research assistance. The requestor suggests a time and location and the librarian will meet them there.
Departmental office hours: A librarian is available during a dedicated amount of time (usually one or two hours) at a designated area for reference assistance. No appointment necessary.

Student Center and Dormitory office hours: A librarian conducts office hours at a dedicated space in the dorms or student center.
Data Gathering Tools

RECORDING YOUR RESEARCH STRATEGY

1. Write your research question/statement in the space below:

Remember, think of synonyms and use them in your search strategy.

2. Record your search strategy

<table>
<thead>
<tr>
<th>Keyword #1</th>
<th>AND/OR/NOT</th>
<th>Keyword #2</th>
<th>AND/OR/NOT</th>
<th>Keyword #3</th>
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3. Go to www.auctr.edu, select E-Resources and select the most appropriate database.

Research plan and results

<table>
<thead>
<tr>
<th>Name of database or Journal</th>
<th>Search Strategy</th>
<th>Article(s) found (title, author(s))</th>
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Research Consultation Center Consultation Form

Librarian on Duty: __________________________ Date: __/__/20__

Time of Day: □ 10 am - 12 pm □ 12 pm - 2 pm □ 2 pm - 4 pm □ 4 pm - 6 pm
□ 6 pm - 8 pm □ 8 pm - 10 pm □ Other

Member Institution: □ Morehouse College □ Spelman College □ Other
□ Clark Atlanta University □ Interdenominational Theological Center

Classification:
□ Undergraduate □ 1st Year □ 2nd Year □ 3rd Year □ 4th Year □ 5th Year or Higher
□ Graduate Student □ Faculty □ Staff □ Other

State the Question (be as specific as possible):

Who Referred the User?
□ Information Desk □ Faculty (specify): __________________________ □ Friend □ Walk In
□ Website □ Other (specify): __________________________

Which databases did you use during your consultation (check all that apply)?
□ Academic Search Premier □ ABI Inform □ ARTstor □ ATLA □ JSTOR
□ Project Research Library □ CIAO □ OVRIC □ Business & Industry
□ BioRC □ BasicBiosis □ Block Studies Center
□ CoResearcher □ Communication & Mass Media Complete □ WorldCat
□ Dissertation Abstracts □ ERIC □ Ethnic NewsWatch □ FastSearch
□ Google Scholar □ Google Scholar □ WOODI Catalog □ Medline
□ Hoover's □ MLA □ Business Source Premier □ Campus Westlaw
□ Project Muse □ PubMed □ Proquest Newspapers □ PsychINFO
□ Other (specify): __________________________

How long was the transaction? □ <10min □ 10min - 20min □ 20min - 30min □ >30min □ >60min

Did the patron establish a proxy account? □ Yes □ No

Did the patron need to use Interlibrary Loan? □ Yes □ No

Was the patron referred to a subject librarian? □ Yes □ No Librarian: __________________________

Did patron request a follow up? □ Yes □ No

Name: __________________________ Email Address: __________________________

Local Phone: __________________________ Date Follow Up Requested: __________________________
What Did We Learn?

- **Time:** Students don’t research in the morning. Scheduled campus hours and request for research sessions were heavier in the afternoons. The services are requested more frequently during midterms and finals.

- **Benefit:** Students feel more comfortable in their own environment.
What Did We Learn?

- Location: The student center locations are heavily utilized.

- Advertisement: Faculty members are the best marketing strategy available. Over 50% of users say that their professor told them about it or recommended the service.
Future Implications (Best Practices)

- Offer More Services & Hours
- Offer virtual office hours (chat rooms)
- Offer services at off campus locations
Selected Readings


Questions
Now it’s Your Turn

- Share with the group challenges you have faced when trying to implement outreach services.

AND /OR

- Share with the group services you have implemented at your library that have been successful or that you would like to improve.
Thank You!

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- Carla Freed cfredd@aucotr.edu
- Kimberley Bugg Kimberleybugg@yahoo.com

http://research.auctr.edu/lof