

UC Heads of Public Services
2006/07

Overview

This year saw an increase in HOPS meetings with 12 conference calls or in-person meetings during the last 14 months, plus a special meeting on the “Future of Public Services.” Following is a synopsis of our activities based on the group’s charge:

Heads of Public Services (HOPS) Goals, 2006-2009:

- *Advance diverse new methods of delivering services through such avenues as digital reference, social networking tools, delivery of services via a variety of communication tools, and integration of library-supported electronic tools into campus learning environments.*

During 2006-2007, the HOPS Digital Reference CIG moved the chat-based reference pilot project on the southern UC campuses into a fully operational service, serving students from throughout the system and supported financially through contributions from each campus. The service is called “Ask a UC Librarian” and it has replaced local staffing of chat services on several campuses, thereby testing the notion that, working together, we can achieve superior reference service through sharing staff resources. Plans are underway for a pilot reference service based on Instant Messaging to be launched in mid-2008.

- *Advance awareness of the need for, and support progress toward, integrated, user friendly and robust access to library resources across the UC system.*

In May 2006, HOPS sent SOPAG a memo on expected public service strategies we consider as essential to ensure the successful implementation of recommendations arising from the BSTF report. This report was a follow-up to the HOPS response (submitted April 2006) to the BSTF report. Discussions with SOPAG and among the University Librarians continued which culminated in a workshop on the Future of Public Services, held August 26, 2007. The purpose of this workshop was to identify five promising ideas for new and enhanced services that could be achieved through system-wide collaboration and implementation. The workshop report and a draft document outlining HOPS’ five options to pursue were submitted to SOPAG September 20, 2007.

Other major projects in support of this goal were the successful redesign of UC eLinks menu based on CDL usability studies at UCSD, an in-depth conversation about the viability of the Metasearch Infrastructure Project with Roy Tennant at the October 9, 2006, HOPS meeting in Oakland, and a draft FAQ on Mass Digitization which has been handed off to Robin Chandler for posting on the CDL pages.

In early 2007, HOPS assumed responsibility for the Library Privacy Liaisons pages and duties. HOPS has since reviewed the proposed draft UC Policy on Stewardship of Electronic Information Resources (<http://www.ucop.edu/irc/itsec/uc/documents/policystewardship.review.8.30.06.pdf>) and the

HOPS chair distributed materials from the OCLC program at the ALA annual meeting on “Sharing, Privacy, and Trust in the Age of the Networked Community.”

- *Advance the incorporation of information literacy concepts into the UC curricula at all levels through emphasis on information literacy as a vital component of critical thinking skills and its relevancy to curricular outcomes. Promote further development of IL expertise and awareness of IL concepts within the UC Libraries.*

On August 10, 2006, the HOPS Information Literacy CIG hosted a UC Information Literacy Forum, with guest speaker Jennifer Dorner (<http://ucilcig.googlepages.com/>)

- *Advance the value of assessment and the application of service quality research methods to both inform decision making about public services within the UC libraries and to improve public service activities across the UC libraries.*

Based on work done by a small task force in early 2006, HOPS was able to get twelve questions about information literacy skills and other library-related topics included in the 2006 UC Undergraduate Experience Survey in the module that was administered to all campuses. Survey results were distributed to HOPS in October 2006. Plans are underway to include these questions again in the 2008 survey.

In evaluating the Ask a UC Librarian project, the Digital Reference CIG performed an “Ask a UC Librarian Staff Survey” to identify challenges and opportunities for the future of this project.