

University of California Libraries
Heads of Public Services (HOPS) Activities Report 2007/08

HOPS Members 2007/2008

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HOPS maintained a frequent meeting schedule with monthly conference calls or in-person meetings throughout 2007/2008. Between meetings, HOPS engaged in frequent communication via email between members and with its CIG's. In spring 2008, HOPS chair responsibilities moved from Carol Ann Hughes to Catherine Friedman.

Review of HOPS charge:

HOPS reviewed its charge. Each item in the charge continues to be suitable for HOPS and no new items were identified to be added. In support of its charge and established goals for 2006-2009, HOPS pursued several activities during 2007-2008. Those activities are summarized below.

Goals for 2008-2009:

HOPS reviewed its goals which were established in 2006 to cover years 2006-2009. Annually, HOPS reviews these goals to see if they are still appropriate and pertinent to cover the subsequent year. In spring 2008, HOPS undertook re-examination of these goals and determined that they stand well as the goals that we will pursue for 2008-2009. In spring of 2009, HOPS will begin the process of establishing a new set of goals for 2009-2010 and possibly beyond.

Summary of HOPS activities based on the group's goals, 2006-2009:

- *Goal: 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.*

The HOPS Digital Reference CIG continued the chat-based service this year, serving students from throughout the system and supported financially through contributions from each campus. "Ask a UC Librarian" and has replaced local staffing of chat services on several campuses, thereby proving the notion that, working together, we can achieve superior reference service through sharing staff resources.

A task force was appointed to explore Instant Messaging as a further means of delivering reference services at point of need. The Task Force did not recommend launching a full IM service at this time, but encouraged the exploration/adoption of the OCLC Qwidget which works with the 24/7 chat "back-end" until IM systems have functionality for transfer of questions, archiving and statistics keeping. They are continuing their work as this technology evolves.

HOPS was charged by the ULs to prepare an FAQ on Mass Digitization to provide a consistent message for use by the CDL and each campus library. HOPS members from UCI and UCR took the lead in drafting the document with the assistance of CDL staff. The information is now posted at: <http://www.cdlib.org/inside/projects/massdig/>.

Several campuses are beginning to deliver information and services to mobile devices, but no formal HOPS initiative has yet been formulated.

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

HOPS members from UCM, UCSB, and UCSD spent significant time in helping to plan a workshop on the Future of Public Services, held August 26, 2007. Based on that workshop, HOPS continued to develop and refine its articulation of “big ideas” for public services. A preliminary report was submitted to SOPAG in February 2008. A retreat was held at UC Merced in March 2008 in conjunction with the HOPS Spring Meeting to develop a second report about these ideas. That report, as requested by the University Librarians, was submitted to SOPAG on May 1, 2008. As follow-up to that report, HOPS sent an assessment of the digital reference service pilot to SOPAG on June 10th for distribution to the ULs. HOPS continued to compile assessment data on the digital reference service while awaiting further guidance from SOPAG and the ULs.

HOPS members were very engaged this year in coordinating local campus activities for the Next Generation Melvyl pilot project. Additionally, HOPS responded to questions from the UC/OCLC Pilot Implementation Team on various public services related issues.

- Goal: *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.*

The HOPS-affiliated Information Literacy CIG struggled with developing an action agenda this year. HOPS commended the CIG for its successful workshop in August 2006 and the establishment of an information literacy website (<http://libraries.universityofcalifornia.edu/infolit/>) to share information about information literacy programs on each campus. These were important activities that built bridges among the campuses that formerly did not exist.

However, the CIG evolved away from identifying and pursuing opportunities that support and enhance information literacy programs on each campus and across the UC system. HOPS recognized that the UC system’s distributed approach to information literacy makes it challenging to identify activities that can be implemented by all or many of the UC libraries instruction programs. This was a driving goal in the original decision to create the CIG. Since progress on this goal seemed to be intractable, HOPS came to the conclusion that the work of this CIG was completed and the CIG was disbanded in October 2007.

- Goal: *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. The survey questions were repeated in the 2008 UCUES survey and we are awaiting results.

Work continued on evaluating UC-eLinks. HOPS feels that the UC-eLinks issues are complex and specialized enough that each campus would benefit from having UC-eLinks liaisons who are experts rather than relying on generalists who make up the Users Council. It was also recognized that each campus’ public services liaison needs to work with their technical liaison(s) as a team. HOPS members formally named public services UC-eLinks liaisons to work on operational issues while ensuring that “big picture” issues still come to HOPS for discussion.

- *Additional Activities*

The UC Libraries' Resource Sharing Committee (RSC) drafted a proposal for a workshop on "Library Emergency Planning & Disaster Recovery" which was sent to HOPS for possible co-sponsorship. RSC also requested input on the public services perspectives that should be incorporated in such a workshop. HOPS responded quickly with several suggestions and our support for the idea.

HOPS responded to a request from the UC Libraries' Collection Development Committee for public services representation on the Springer e-book task force that CDL is forming to develop appropriate policies and procedures.