

**University of California Libraries - Heads of Public Services (HOPS)**  
**Activities Report & Goals**  
**2008/2009**

HOPS Members 2008/2009

Isabel Stirling (Berkeley)  
Ellen Meltzer (California Digital Library)  
Amy Kautzman (Davis)  
Carol Ann Hughes (Irvine)  
Cathy Palmer (LAUC)  
Sarah Watstein (Los Angeles)

Donald Barclay (Merced)  
Ann Frenkel (Riverside)  
Catherine Friedman (San Diego)  
Gail Persily (San Francisco)  
Sherry DeDecker (Santa Barbara)  
Elizabeth Cowell (Santa Cruz)

HOPS maintained a mostly regular meeting schedule with monthly conference calls throughout 2008/2009. Between meetings, HOPS engaged in frequent communication via email between members and with its CIG. HOPS also maintained a liaison relationship with RSC.

**Review of HOPS charge:**

HOPS reviewed its charge. Here are the changes we decided to make:

REPLACE: *“Through collaboration with CDL, all-campus groups and the campus libraries, conceives and supports methods to advance the evolution of public services”* WITH *“Identifies and implements system-wide public services programs to increase efficiencies, stretch our resources and leverage the power of the ten campuses”*

DELETE: *“Keeps abreast of privacy-related legal and policy developments in Federal and State law, the policies of the American Library Association, and relevant University of California policies and practices, and, on the basis of these developments, recommends to SOPAG library policies as needed to protect the privacy rights of library patrons as well as disseminating information to keep staff and patrons well informed of these rights.”* HOPS thought this action is no longer warranted as a separate item in our charge. We felt these activities, which we will continue to do, are subsumed in other sections.

**Summary of HOPS activities based on the group’s goals, 2006-2009:** In support of its charge and established goals for 2006-2009, HOPS pursued several activities during 2008-2009.

One major activity which doesn’t fall cleanly into any single goal was our significant time investment in developing the HOPS Big Idea (“Create a common user experience across all campuses through universal access to services and collections”) and its accompanying two initiatives: 1) Improved Content Delivery and 2) Ubiquitous Reference Services. The Big Idea was first presented to the SOPAG in May, 2008, and the initiatives with an accounting of the financial resources required for their implementation were presented to the University Librarians in October.

- **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.*
  - Through the efforts of its Digital Reference CIG, continued to provide system-wide “Ask a Librarian”, i.e. chat reference, service. The “Ask a UC Librarian” service has replaced local staffing of chat services on some campuses. As a group, encouraged each campus to adopt the OCLC Qwidget, a tool that mimics an IM environment while offering “back-end” functionality such as transfer of questions, archiving and statistics keeping.
  - In support of HOPS’ Big Idea Initiative #2, secured funding from the University Librarians in late October to purchase a one year membership in the OCLC 24/7 Academic Reference Cooperative, a 24/7 cooperative virtual reference service. HOPS members worked with OCLC to finalize the contract for the service and identified a payment plan that was appropriate for each participating campus. Negotiating with OCLC, HOPS was able to secure access to the service from January 2009 to the end of June 2010 for the cost of a single year subscription.

- HOPS explored system-wide adoption and contract negotiation for the LibGuides product (a web-based content management and sharing system that offers various social networking features and options). Although system-wide adoption did not happen, several campuses are using the tool to provide expanded web guide functionality to their users.
- **Goal:** *Advance awareness of the need for, and support progress toward, integrated, user friendly and robust access to library resources across the UC system.*
  - Provided regular feedback and guidance on UC-eLinks and NGM and responded to questions from the UC/OCLC NGM Pilot Implementation Team including recommending priorities for adding content.
  - Discussed various collaborative instructional media and explored the feasibility of a shared purchase and implementation of LibGuides.
  - Evaluated and provided feedback on RSC Disaster Recovery proposal.
  - Appointed a HOPS point person for discussions about the user services needs associated with the establishment of the UC School of Global Health.
  - A member of HOPS was appointed to the NGTS Steering Team.
- **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.*
  - Received regular usage and assessment reports from the DigRef CIG regarding the “Ask a UC Librarian” service.
  - Provided feedback on RSC/IAG UC ILL user survey.
  - Regularly shared public services assessment information.

**Goals for 2009-2010:**

HOPS reviewed the broad goals it initially established in 2006 to cover years 2006-2009. Most of these goals, because they are somewhat broad, were determined to still be appropriate for 2009/2010. HOPS did decide to delete the one that focused on information literacy. Due to the current fiscal climate and the attention that each HOPS member will need to focus on local issues, HOPS is planning to pursue modest strategic objectives within each broad goal, but may add others as the year continues.

- **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.*
  - Continue ‘Ask a Librarian’ digital reference services at the system-wide level and identify ways to incorporate additional service modalities.
  - Evaluate membership in 24/7 Academic Reference Cooperative and determine future directions for this type of service.
  - Provide guidance to each other and to system-wide groups on the delivery of information and services to mobile devices.
  - Identify and share best practices in the use of LibGuides.
- **Goal:** *Advance awareness of the need for, and support progress toward, integrated, user friendly and robust access to library resources across the UC system.*
  - Provided regular feedback and guidance on NGM and respond to questions from the UC/OCLC Pilot Implementation Team including recommending priorities for adding content.
  - Investigate efficiencies across campuses that will allow for budgetary savings without diminishing services.
  - Work with RSC to identify and, as appropriate, implement policies and processes that support efficiencies in campus-to-campus sharing of materials.

- 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.*
  - Assess and discuss impact of local decisions on system-wide activities and mitigate negative impacts as much as feasible.
  - Contribute resources towards assessment activities that will result in improved system-wide public services.