To: HOPS
From: Digital Reference Common Interest Group

Date: July 27, 2010

Re: Activities of FY 2009/2010

Overview:
During the 2009/2010 academic year the UC libraries maintained a weekly schedule of 50 hours of reference service to UC patrons via QuestionPoint: Sundays 5pm-9pm; Mondays-Thursdays 11am-9pm; Fridays 11am-5pm. We staff the 24/7 Queue Sundays-Thursdays, 5pm-9pm, for a total of 40 hours (evening and weekend hours count for double, so that our 20 hours of weekend and evening service count for 40 hours of service).
During summer hours we staff QP Mondays-Fridays, 11am-5pm, double-staffed. During all of these hours we simultaneously staff the 24/7 Academic Queue and our own UC queue.

For the year, we saw a 31% increase in volume over last year. Every campus, except Irvine & Riverside, established new annual highs. In fact, Berkeley set a new annual campus high mark with 3,962 questions.   Systemwide, our patrons asked 24,237 and our staff answered 17,198. Note that in 2006-2007 only 3,310 questions were asked, systemwide. That's less than Berkeley patrons alone asked this year.
Detailed statistics are also available at http://ucdigref.pbworks.com/Statistics

Issues:
- Evening staffing continues to be problematic and not equitably shared across campuses.
  - In October 2009 the CIG made a recommendation regarding staffing (see http://ucdigref.pbworks.com/f/staffing+proposal+for+HOPS+Oct_26_2009.pdf). Although hours have been equitably distributed in accordance with our new formula, evening staffing continues to be problematic, since not all campuses can commit to staffing evening hours.
- UCM and UCB begin their fall semesters earlier than the campuses on the quarter system. For the past two years, and most likely for 2010/2011, we will solicit volunteers to provide some evening service for these two campuses during the first weeks of September.

Specific activities

July 2009 Interim Report on UC Libraries' Participation in 24/7 Digital Reference
http://ucdigref.pbworks.com/f/24.7+interim+report+july+09+final.doc

September/October 2009 UC Davis begins providing the service to the UCD community. Melissa Browne becomes UCD's representative on the CIG.

October 2009 a new Staffing model is developed
http://ucdigref.pbworks.com/f/staffing+proposal+for+HOPS+Oct_26_2009.pdf
- Combines campus enrollment and campus use of QP to determine total weekly hours each campus should provide reference service on QP
- Assumes a minimum of 2 staff per hour
- Encourages sharing of shifts by multiple campuses

- Implemented January 2010

February 2010 Recommended embedding the Qwidget in Next Generation Melvyl (NGM)
http://ucdigref.pbworks.com/f/Qwidget+in+NGM+questions.docx
- May 2010 implemented for local instances of NGM
- We continue to be interested in finding a solution for embedding the Qwidget in melvyl.worldcat.org
- The CIG also recommended embedding the Qwidget in EBSCO databases such as Academic Search Complete; because of concern over impact on the system (would we receive more questions than we can reasonably handle?) as well as workload issues at CDL, this is on hold.
- Librarians who staff QP are also interested in embedding the Qwidget in CSA databases.

March 2010 Recommendation to complete the pilot phase of 24/7 Digital Reference
http://ucdigref.pbworks.com/f/interim+report+march+10.docx

May 2010 Lorna Lueck joins CIG as UCSB's representative; Sherry DeDecker, previous UCSB CIG representative, remains the CIG liaison to HOPS.

June 2010 Web-meeting of all UC chat librarians call (using ReadyTalk) to discuss QP
http://ucdigref.pbworks.com/UC-wide+Dig+Ref+Conference
- Reviewed policies and procedures
- Demonstrated Jing and discussed how it was used at various campuses
- Reviewed new and forthcoming features of QP
- Discussed Mosio/QP texting
- Round-robin of other reference activities at UC libraries
- Survey showed that librarians staffing QP found the conference useful; the majority who filled out the survey recommended holding similar UC-wide conferences quarterly or twice a year.

June 2010 HOPS approved the following rotation of the co-chairs:
- Each co-chair's term is a total of three years.
- Each co-chair serves two years as a co-chair.
- The third year the ex-co-chair serves as the UC representative on the QP Advisory Board

June 2010 HOPS approved Teal Smith as co-chair for 2010-2012 (beginning July 2010); Lynn Jones becomes the UC representative on the QP Advisory Board.

OCLC/QuestionPoint news
OCLC began a Qwidget roll-up pilot, which allows a question asked via the Qwidget to be seen and answered by anyone staffing the 24/7 Queue. To participate, a library's Answering Percentage must be at 75% (and remain at 75%). The UCs are not participating in this pilot, since our Answering Percentage is not at 75%, but we are watching the outcome of this pilot closely, since only UC librarians can currently answer questions asked through the Qwidget.
- To bring the UC Answering Percentage up to 75% we could:
  - Triple staff during busy hours, so that the UCs are answering more questions
  - Extend our hours on QP, so that the UCs are answering more questions
- Note: The UC Answering Percentage hovers around 70%.

   o The answer rate percentage is the number of chat sessions our librarians accepted divided by the number of chat sessions our library's patrons requested.

Presentations or poster sessions:
ALA July 2009: Cynthia Johnson (Irvine), Kenneth Furuta (Riverside), Sara Davidson (Merced), Penny Coppernoll-Blach (San Diego). *Chatting Via Qwidget: Does the Interface Make a Difference?* (Designed by Sage Kim at Irvine) ALA, July 13, 2009
Poster: http://escholarship.org/uc/item/9pg3q9w9

CIG Membership August 2009-July 2010
Lynn Jones (UCB; co-chair)
Cynthia Johnson (UCI; co-chair)
Joseph Yue (UCLA)
Teal Smith (UCM; incoming co-chair for 2010-2012)
Ken Furuta (UCR)
Melissa Browne (UCD)
Sherry DeDecker and Lorna Lueck (USCB)
Frank Gravier (UCSC)
Penny Coppernoll-Blach (UCSD)
Marcus Banks (UCSF)