Book-a-Librarian 2.0
Supporting Users through On-demand Research Consultations

Alex Sundt
Dory Cochran
Utah State University
Directory of SLs – not heavily promoted, buried in footer

Consultation request form

Book A Librarian

Meet with a librarian to discuss your research project or question. We can help with everything from focusing a research topic, to identifying and evaluating sources, to search strategies and citing sources.

* indicates required field.

*What can we help you with?

Course or discipline:

Email: *

Phone Number:

Preferred dates & Times

Format:
- Face to face (Logan)
- Online Meeting
What is your status?

What was most useful about your consultation with a librarian?

Would you seek help from a librarian again?

How could the consultation be improved to be more helpful to you?

How did you learn about your librarian or the option for a consultation?
8/10 students rarely seek help
- Project Information Literacy
Clear, understandable process

Inviting and helpful personality

Put a friendly face on the Library
Phase 1

- Improve design of Ask service
- “Virtual Reference Desk”
Phase 2

Putting our best face forward

https://library.usu.edu/librarians/
Usage Analysis

Jan. 2017 - April 2017

https://library.usu.edu/librarians/

Old Form
- 195 unique visitors
- Peak use April 6th – 22 views
- 32 form completions

New Page
- 474 unique visitors
- Peak use April 4th – 105 views
- 385 searches
- 49 form completions
1. Patron seeks help

- Course Instruction
- Website/Direct
- Referral by prof/staff

LibGuide/Canvas

2. Meets w/ librarian

- Consult Form
- In-Person or Virtual Meeting

3. Outcomes

Q: How did you hear about us?

Statistics

- Satisfaction – Patron Survey
- Quality – Peer observation

- Course Grade
- Source Quality
- Repeat use/ NPS
Promotion

Website carousel feature

“Meet Your Librarian” Theme
Next Steps

- Implement a logging feature to record search terms and improve tagging

- Examine form usability and flow – some key information missing

- Look for more marketing opportunities – fine tune messaging around librarians and benefits of service

- Optimize the UX – talking about librarians is hard

- Integrate peer observations into Subject Librarian peer partnerships
Q: How do you promote librarians?
Q: How do you assess the quality and impact of service?

Questions for us?
References


• Head, A. & Eisenberg, M. ”Lessons Learned: How College Students Seek Information in the Digital Age.” Project Information Literacy First Year Report with Student Survey Findings, University of Washington, 2009.

