

Merging Two Information Services Departments: Impacts and Outcomes

Michigan Academic Library
Association (MI-ALA)
Annual Conference 2017

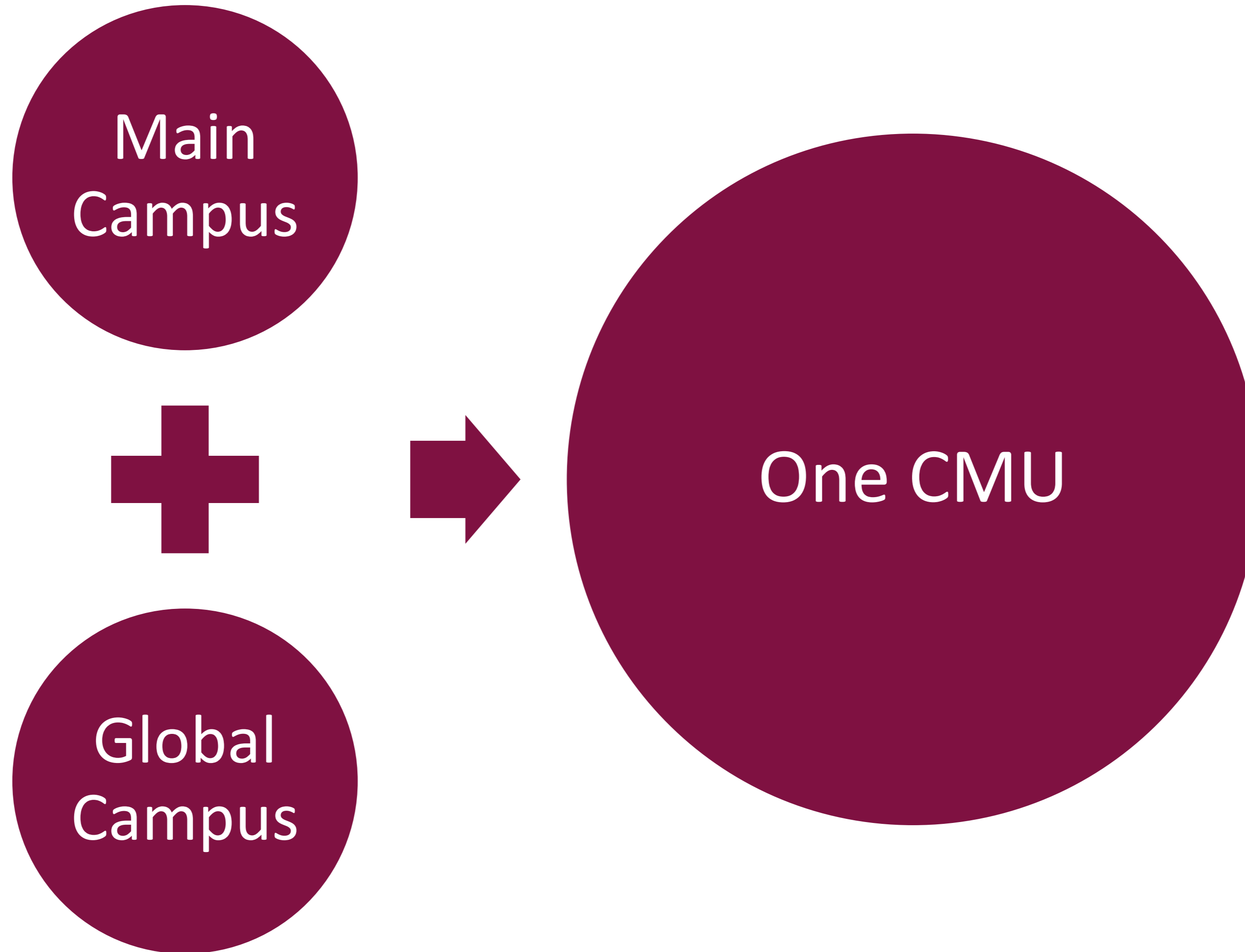
May 18-19, 2017

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Stephanie Mathson
Jennifer Rundels
Central Michigan University

Outline

- Background
- Ad Hoc Working Groups
- Assumptions, Perceptions, and Realities
- Future Directions

Background



Brief Timeline of Events

- June 2010 – LibApps implemented
- Summer 2014 – LibApps integration
- September 2015 – Global Campus merger announced
- January 2016 – Dean of Libraries' message
- May 2016 – ACRL Consultants' Visit
- July-December 2016 – Integration of GCLS and Reference
- January 2017 – Merger is official

Ad Hoc Groups



***New name,
same great service!***

As of January 1, 2017, the Reference and Global Campus Library Services departments will combine to become:

Library Research and Instruction Services.

Ad Hoc Groups

- Shared Reference
- Service Excellence
- Single Website

Assumptions & Perceptions

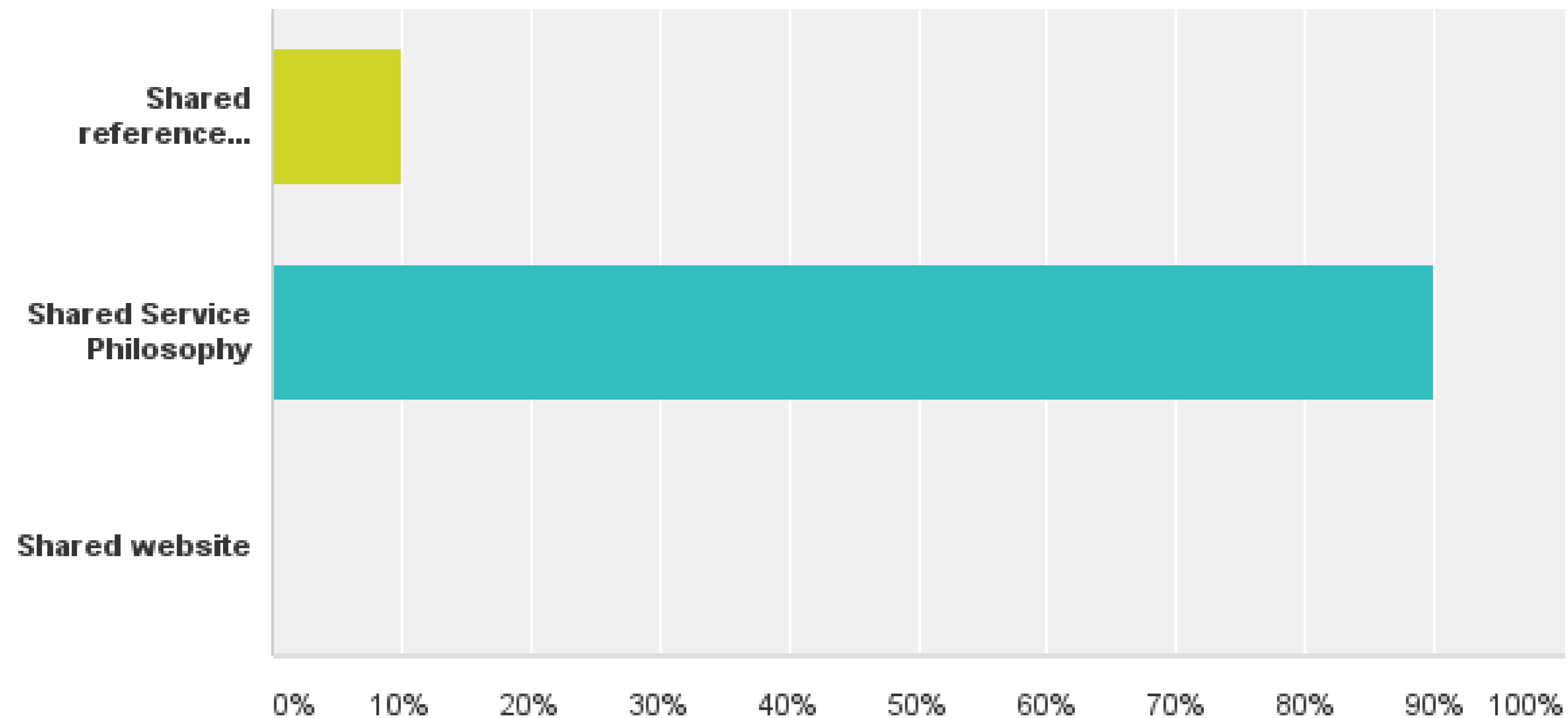
- Backup reference shift coverage
- Separate website for distance students
- 800 number for distance students

- Surveyed librarians and student employees

Librarian Perceptions

What did you anticipate to be the most challenging aspect of the merger between the Reference department and Global Campus Library Services?

Answered: 10 Skipped: 0



Librarian Perceptions

In hindsight, what proved to be the most challenging aspect of the merger?

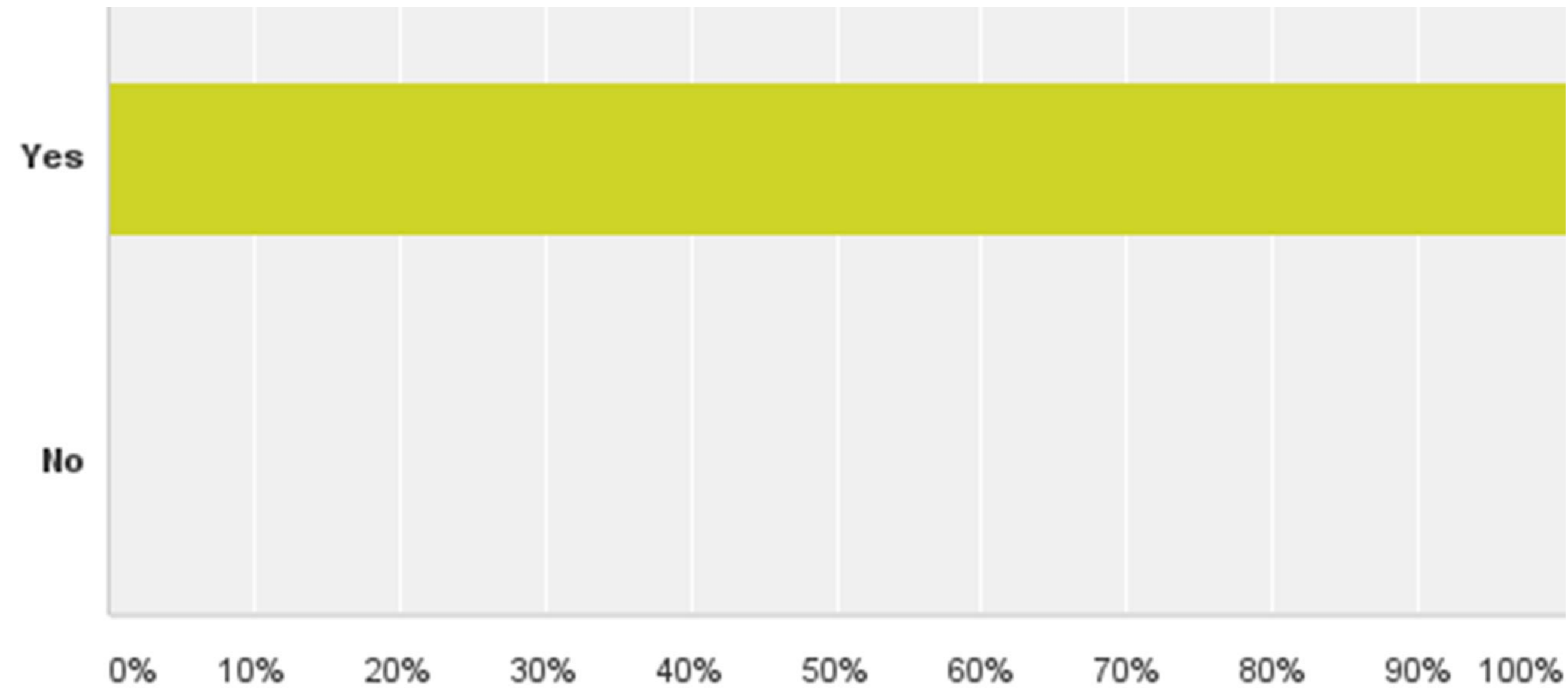
What proved to be the most surprising outcome of the merger?

What are your thoughts regarding the new reference schedule?

Librarian Perceptions

Do you perceive the coverage to be adequate with the new reference schedule?

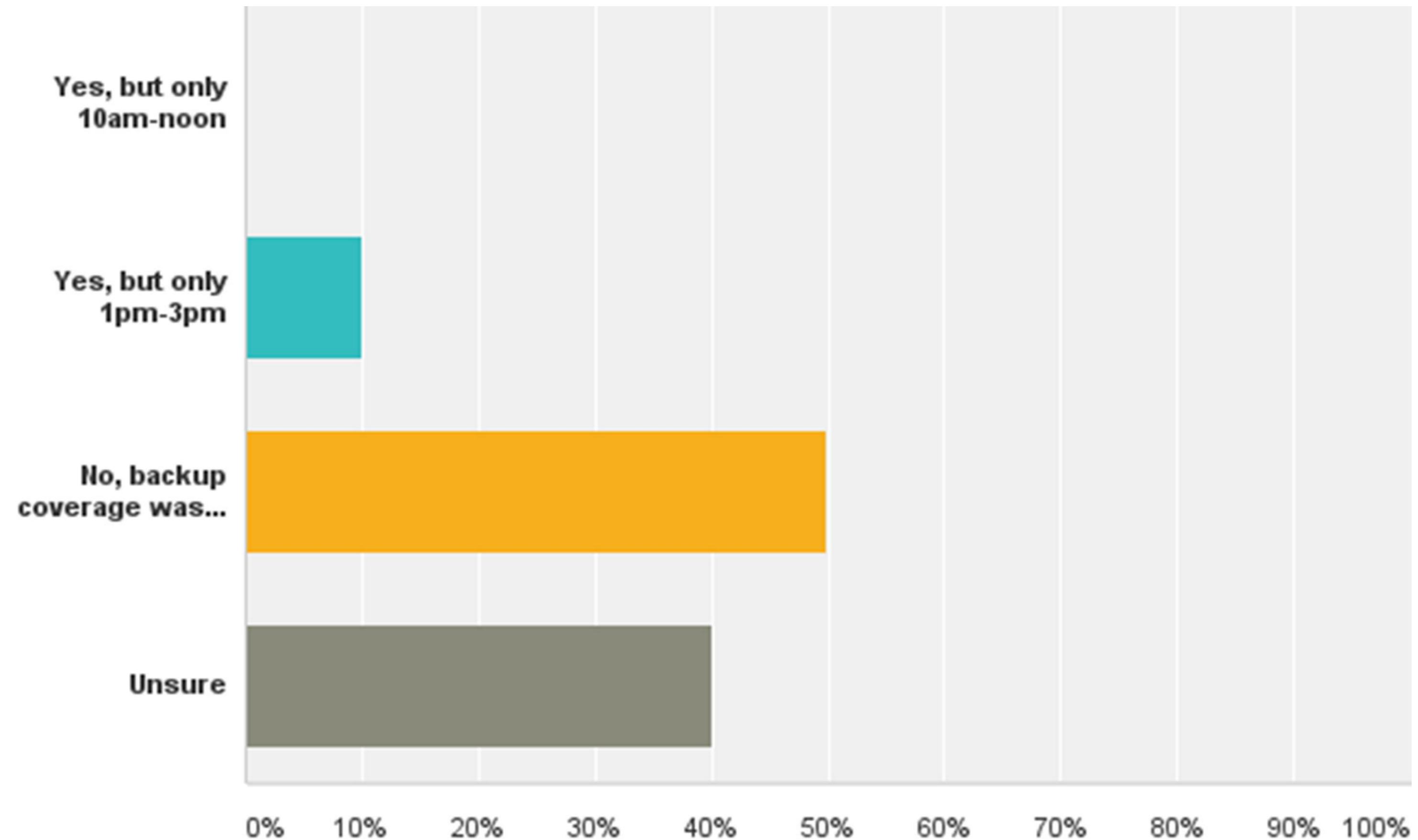
Answered: 10 Skipped: 0



Librarian Perceptions

Do you believe a backup librarian is needed?

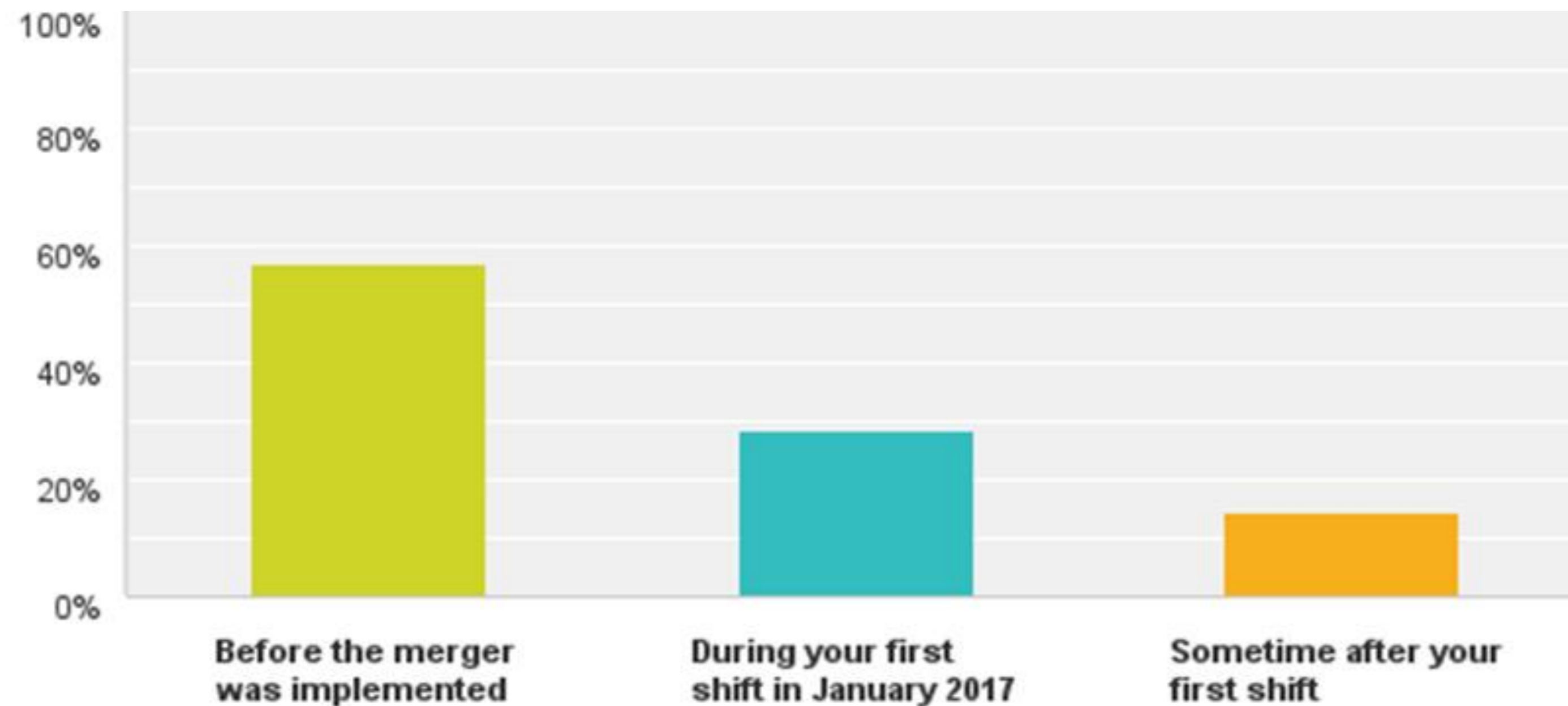
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Student Employee Perceptions

When did you become aware of the January 2017 merger between the Reference department and Global Campus Library Services?

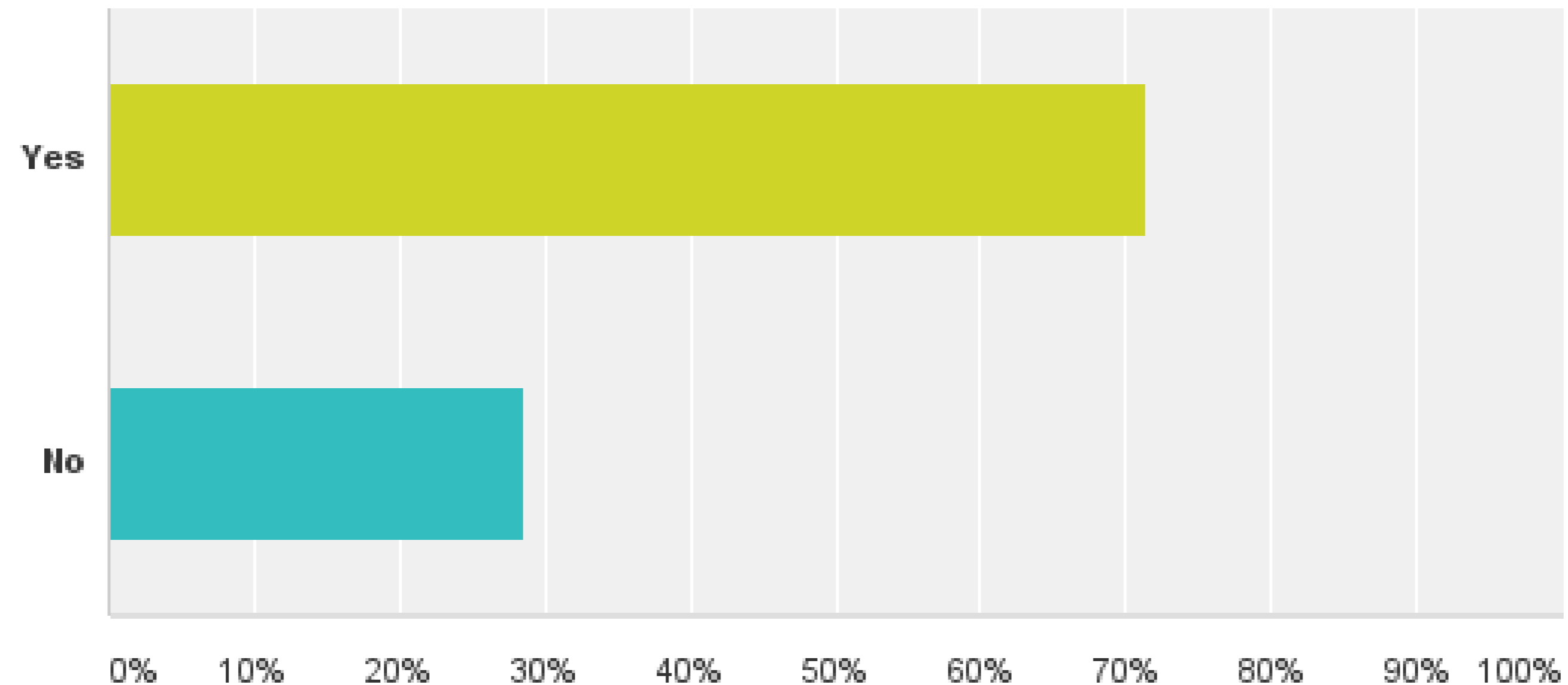
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Student Employee Perceptions

Were you aware of the shared reference calendar when the merger between the Reference department and Global Campus Library Services was first implemented?

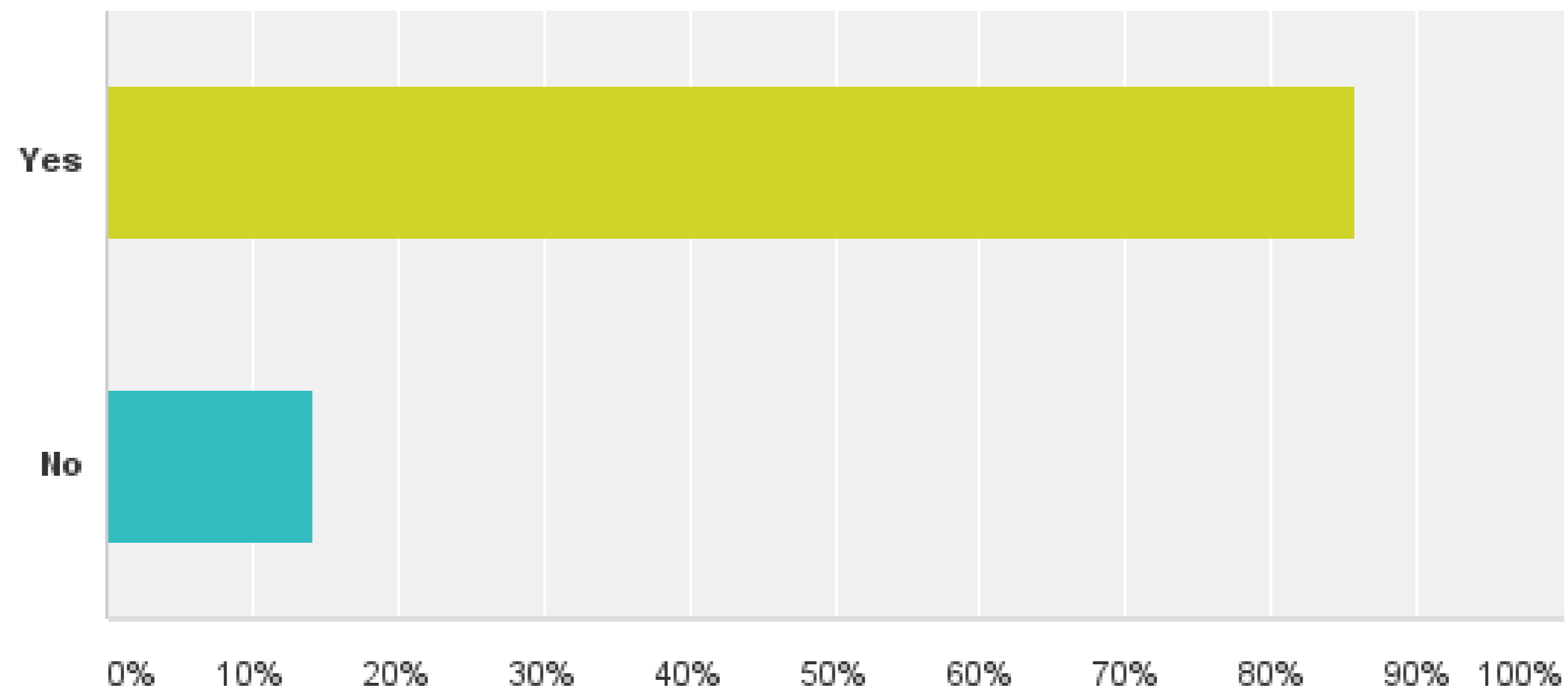
Answered: 7 Skipped: 0



Student Employee Perceptions

Did you receive training to prepare for the merger between the Reference department and Global Campus Library Services?

Answered: 7 Skipped: 0



Realities

- Little if any feedback from users on the website or hours according to the librarian survey
- 7 total calls to the GCLS 1-800 number from January to April, 2017 (at a cost of about \$200)
- Reference was down from this time last year overall
- Distance Learner website visits were low

Reference

LIBANALYTICS STATS (Jan 1 – Apr 30, 2017)

- Includes in-person transactions from the desk entered by students and librarians
- Includes some off-desk transactions (in-person or virtual) entered by librarians

QUESTION TYPE	2016	2017
Reference 1	941	844
Reference 2	62	24
Referred to a Librarian	140	64
<i>Sub-Total</i>	<i>1143</i>	<i>932</i>
Printing	590	352
Directional	860	900*
TOTAL	2563	2184

*The only type of question that had greater numbers in 2017 was directional.

Reference

LIBANSWERS STATS (Jan 1 – Apr 30, 2017)

- Includes virtual tickets submitted by users and librarians
- May be some overlap if chats were turned into tickets

		LIBANSWERS	LIBCHAT	TOTAL
Questions	2016	914	833	1747
	2017	619	708	1327
Busiest Month	2016	February	February	
	2017	January	March	
Busiest Day	2016	Tuesday and Wednesday (tied)	Monday	
	2017	Monday	Monday and Wednesday (tied*)	
Busiest Time	2016	3:00pm	3:00pm	
	2017	4:00pm	1:00pm	

*Wednesday had one more chat than Monday during this time period.

Reference

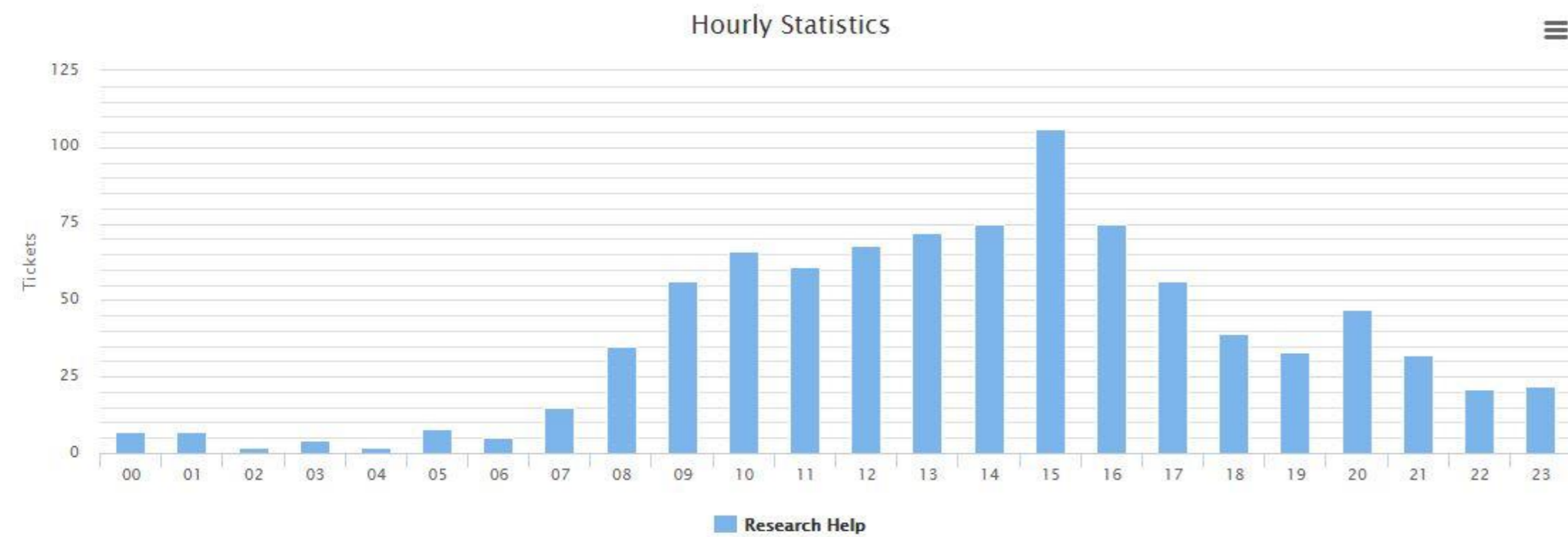
LibAnswers Tickets by Hour

Hourly Distribution (at what hour are the tickets created)

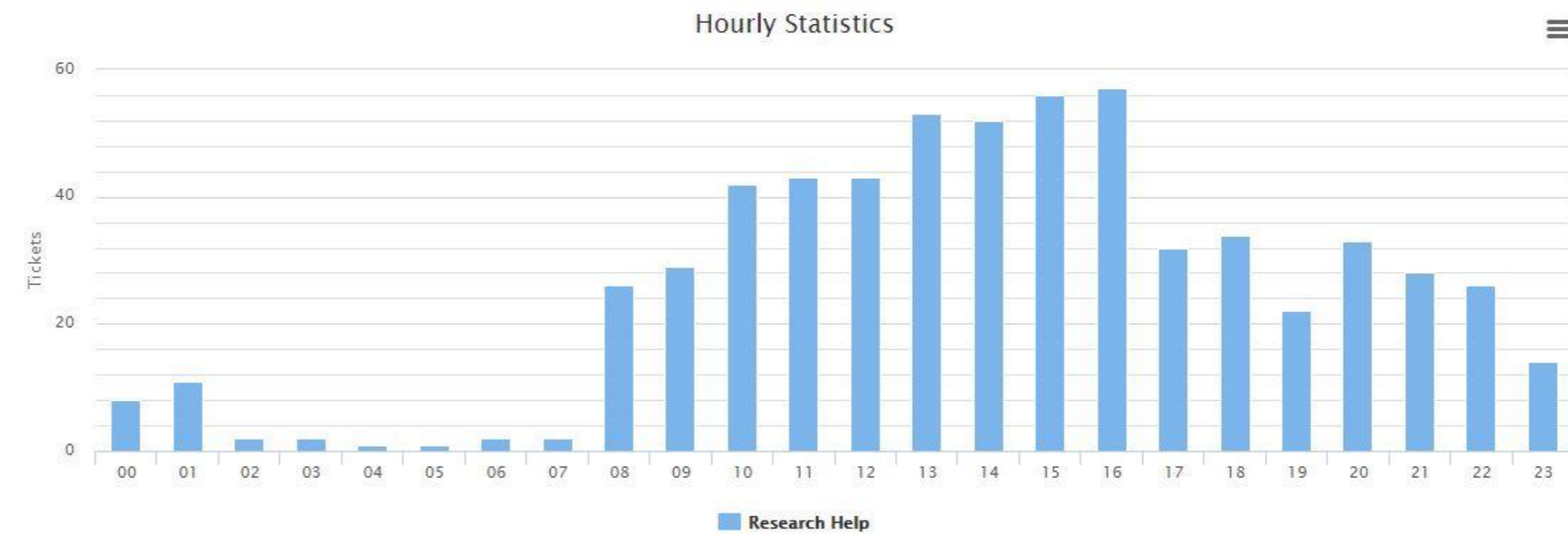
Queue	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Research Help	7	7	2	4	2	8	5	15	35	56	66	61	68	72	75	106	75	56	39	33	47	32	21	22

Hourly Distribution (at what hour are the tickets created)

Queue	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Research Help	8	11	2	2	1	1	2	2	26	29	42	43	43	53	52	56	57	32	34	22	33	28	26	14



2016



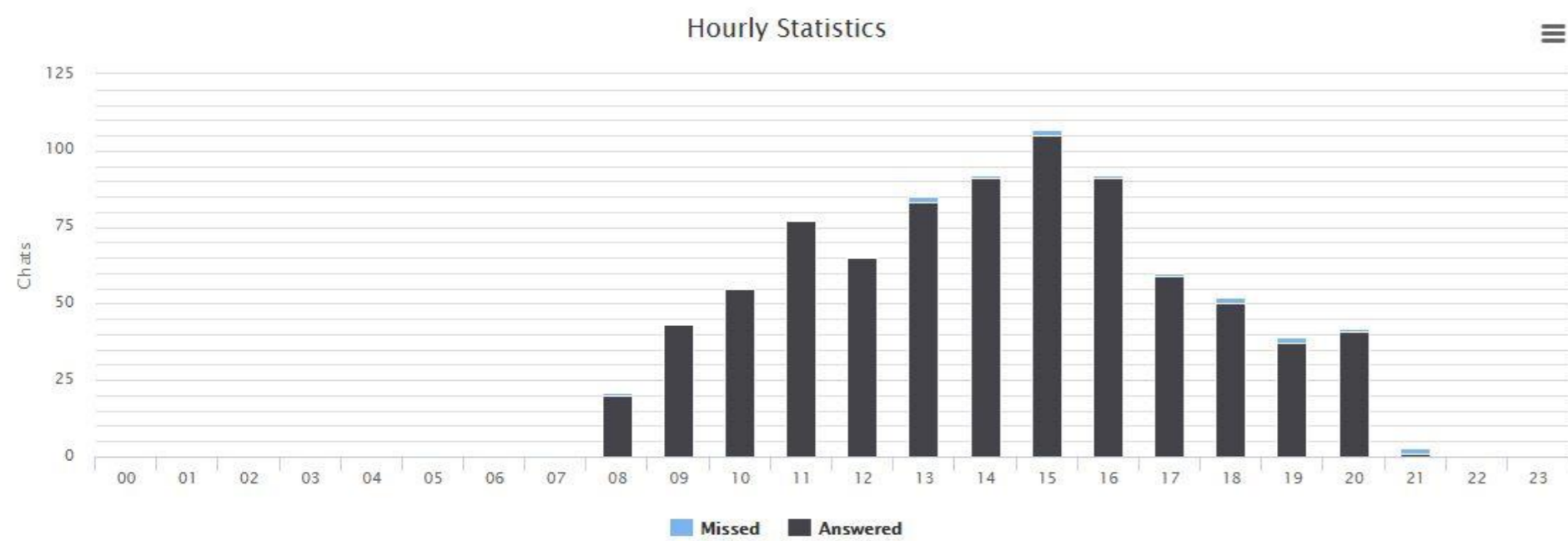
2017

Reference

LibChat Transactions by Hour

Hourly Distribution (at what hour are the tickets created)

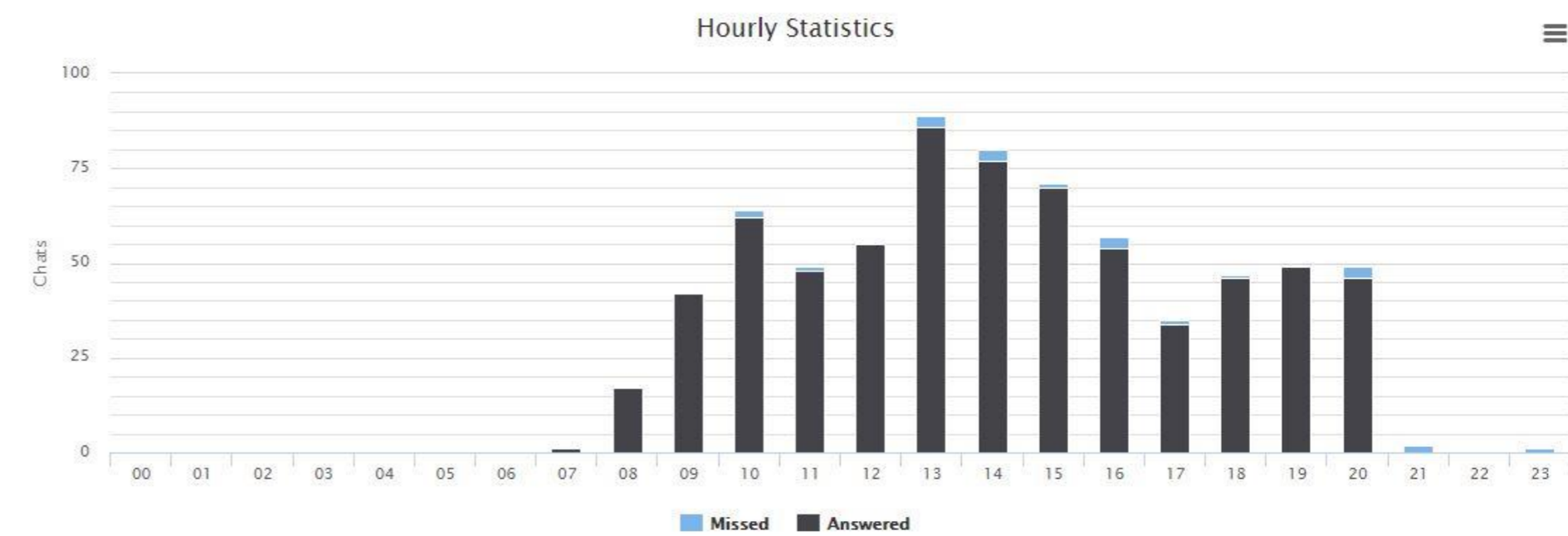
Status	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Missed	0	0	0	0	0	0	0	0	1	0	0	0	0	2	1	2	1	1	2	2	1	2	0	0
Answered	0	0	0	0	0	0	0	0	20	43	55	77	65	83	91	105	91	59	50	37	41	1	0	0
Totals	0	0	0	0	0	0	0	0	21	43	55	77	65	85	92	107	92	60	52	39	42	3	0	0



2016

Hourly Distribution (at what hour are the tickets created)

Status	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Missed	0	0	0	0	0	0	0	0	0	2	1	0	3	3	1	3	1	1	0	3	2	0	1	
Answered	0	0	0	0	0	0	0	1	17	42	62	48	55	86	77	70	54	34	46	49	46	0	0	
Totals	0	0	0	0	0	0	0	1	17	42	64	49	55	89	80	71	57	35	47	49	49	2	0	1



2017

Total site visits, January through April, 2017: **1106**

Site visits from the unified website, January through April, 2017: **798**

Accounted for 1.88% of all clicks and 1.93% of unique clicks of items in the Quick Links list

Services for Distance Learners Website

Quick Links

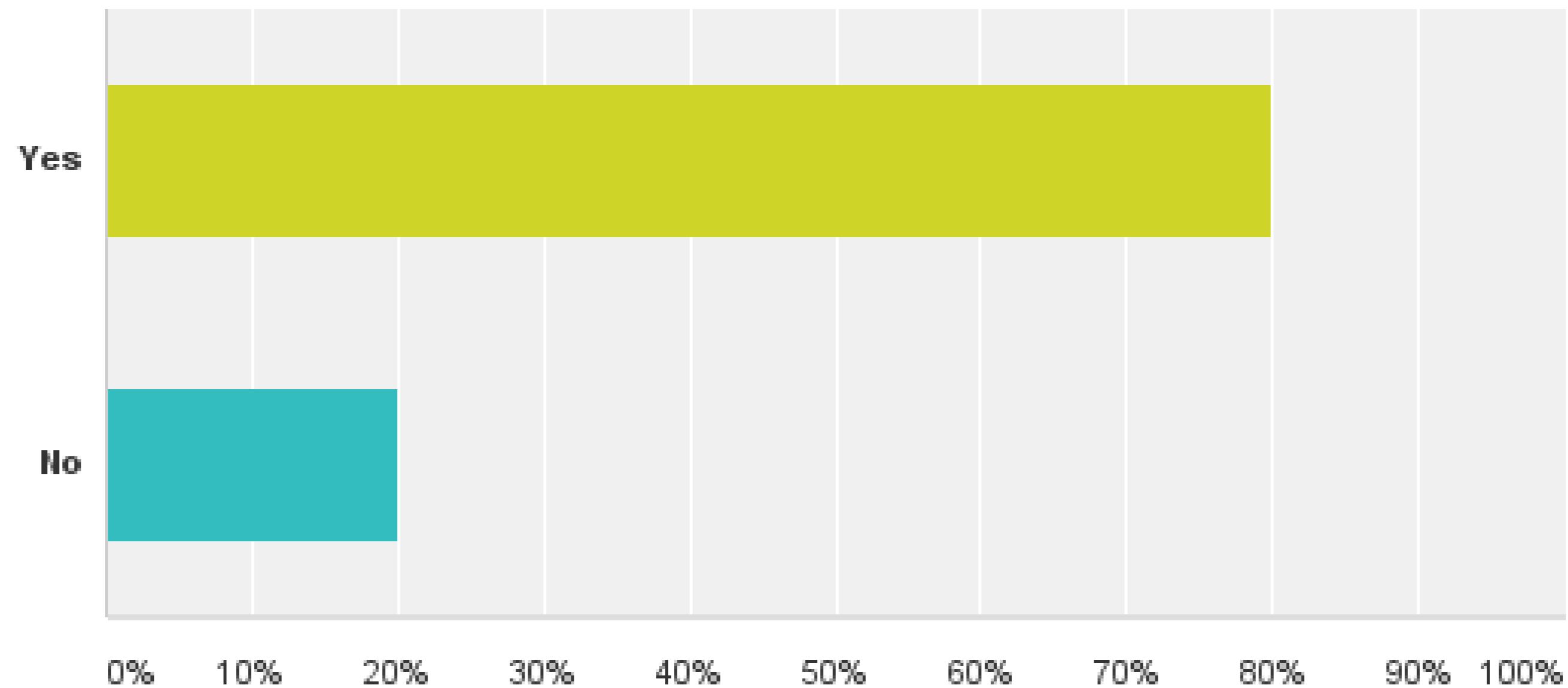
- CMU Library FAQ
- Databases A-Z | By Subject
- Research Guides
- Documents on Demand
- Services for Distance Students
- Writing Help
- Renew Library Materials

Event Label	Total Events	Unique Events
CMU Library FAQ	1427	1364
Databases A-Z By Subject	19146 6879	17743 6339
Research Guides	8542	7589
Documents on Demand	2485	2335
Services for Distance Students	798	755
Writing Help	770	719
Renew Library Materials	1070	1024

From the Librarian Survey

Did you find yourself working with a different student population as a result of the new reference schedule? For example, undergraduates or adult learners?

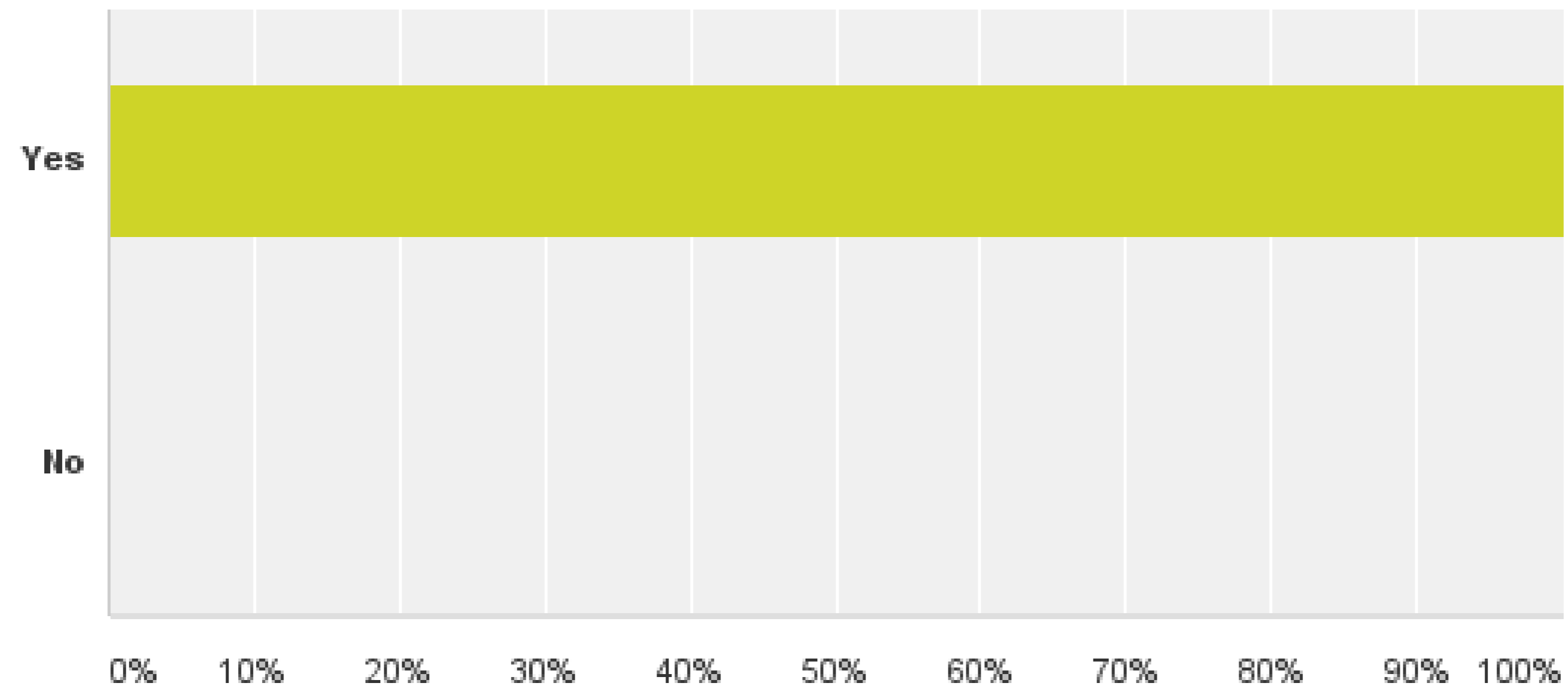
Answered: 10 Skipped: 0



From the Student Survey

Were you aware that students can Skype with the scheduled librarian?

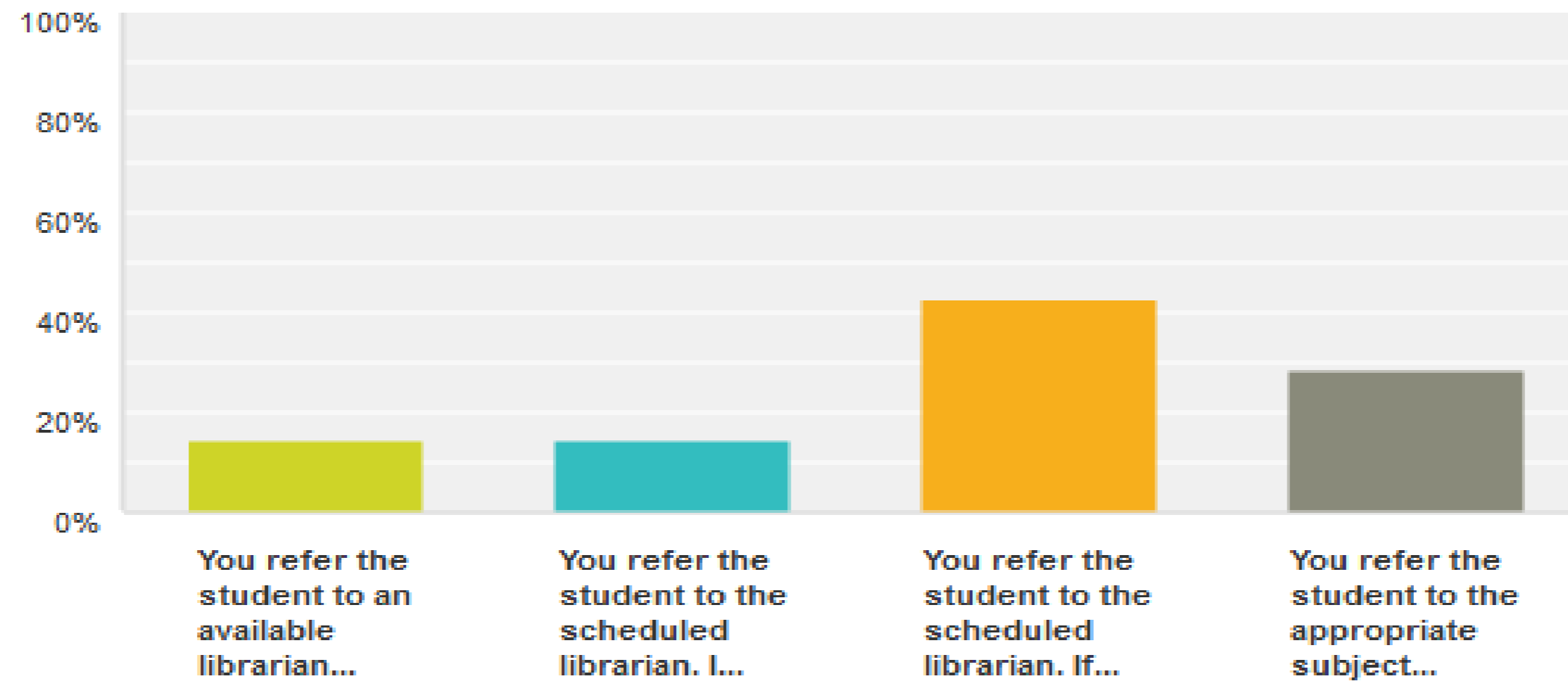
Answered: 7 Skipped: 0



From the Student Survey

What do you normally do when a student at the desk needs help from a librarian?

Answered: 7 Skipped: 0



Answer Choices	Responses
You refer the student to an available librarian on-campus	14.29% 1
You refer the student to the scheduled librarian. If the scheduled librarian is off campus, you set up a Skype chat between the student and librarian.	14.29% 1
You refer the student to the scheduled librarian. If the scheduled librarian is off campus, you refer the student to an available on-campus librarian.	42.86% 3
You refer the student to the appropriate subject librarian	28.57% 2
Total	7

Future Directions



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Future Directions

- The 1-800 number will be canceled
- Reference Coordinator position is vacant
- Backup reference coverage
- Service Philosophy work

Service Philosophy

- Recommendations not yet implemented
- A short-term goal: LibAnswers templates
- A long-term goal: Unified service statement

Questions

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