

WHOSE QUESTION IS IT?

Four perspectives on the referral
process between service desk staff
and liaison librarians

PRESENTERS

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WHAT IS THE STRUCTURE OF REFERENCE SERVICES AT YOUR INSTITUTION?



WHAT IS THE IMPACT OF THAT STRUCTURE?



HOW DO YOU TRAIN STUDENTS AND STAFF TO DETERMINE THE HAND-OFF POINT OF A REFERENCE QUESTION?



WHAT DO YOU WISH YOU COULD IMPROVE
ABOUT YOUR CURRENT PROCESS?



REFERENCE MARKETING ACTIVITIES

None of our institutions have made a dedicated, coordinated effort to market reference services at this point. Current efforts include:

- Chat widget, or link to ***Ask a Librarian*** page on library web pages, discovery service, some databases, and LibGuides (Springshare) pages.
- Librarian appointment scheduler linked from librarian profiles on guides and website, staff directory, etc.
- Information Desk is highly visible from the entrance of main library and branches.
- Tours and orientation sessions point out information desk and availability of services.
- Librarians promote reference services and appointments in class sessions and in communications with faculty in liaison areas.

QUESTIONS & DISCUSSION



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