New Developments and Innovations in Libraries: How to make your library effective

John Hickok, MLIS, MA
Librarian/Instructor
California State University, Fullerton, USA
Chair, ALA International Relations Roundtable Orientation Committee

About me

- Faculty position: Librarian
  - over 500 library training sessions taught at my library per year (among 15 librarians)!

- Faculty position: ESL instructor
  - teach English & Information Literacy to international students, mostly from Asia

New Developments & Innovations

Researcher: pre-Ph.D research on cross-cultural comparison of library services throughout Asia: 2005-6
1-year travel grant

Internationalist: Chair of ALA Int’l Relations Reception Committee

New Developments & Innovations

A sampling of new, innovative practices from California State University (Fullerton campus), which are representative of many other U.S. academic libraries.

- Technical services (6 innovations)
- User services (7 innovations)

Technical Services
Technical Services

- **Innovation 1: Prompt Cat:**
  Pre-cataloged & processed book purchases

Technical Services

- **Innovation 1: Prompt Cat:**
  A for-a-fee service from OCLC.

Technical Services

- **Innovation 1: Prompt Cat:**
  Why are we doing this? The demand for e-resource Specialist Librarians and Instruction Librarians has been outpacing demand for catalogers

- **20 Years ago**
- **Today**

Technical Services

- **Innovation 2: Consortium buying power of databases**
  23-campus volume buying power

Technical Services

- **Innovation 3: explosion of full-text linking in databases**
  Link to full-text in other databases in nearly all our databases

Technical Services

- **Innovation 4: partnering with WorldCat for fast ILL**
  Local locating now easier than ever
Technical Services

- **Innovation 5: Reference Statistics Software**
  Tracking Reference question types, volume

User Services

- **Innovation 1: IM Chat reference**
  24 hours a day, 7 days a week!

User Services

- **Innovation 2: Software to control all lab screens**
  This helps students stay focused

User Services

- **Innovation 3: Specialized guides**
  Both research guides for every major…and guides on frequently requested topics

Technical Services

- **Innovation 6: Library Instruction Request form**
  Super convenient for faculty to request sessions
Innovation 4: Specialized tutorials
Plagiarism, Information Literacy, Academic Skills, etc… using various technologies

Innovation 5: EndNote plug-in and workshops
Becoming wildly popular, especially with postgraduate students

Innovation 6: Outreach to international students
Customized tours, brochures, webpages

Innovation 7: International partnerships
Both formal and informal

Now that we’ve looks at various innovations, let’s move on to…
New Developments in User Services

PROACTIVE Reference & user education

= active and visible promotion of Reference & user education

Benefits of proactive Reference & User Education:

The stereotype of the “old-fashioned, strict, shush-ing” librarian…

…is changing to new, modern, friendly “info professional”

Benefits of proactive Reference & User Education:

The stereotype of the “old-fashioned, strict, shush-ing” librarian…

…is changing to new, modern, friendly “info professional”
Benefits of proactive Reference & User Education:

The stereotype of the “old-fashioned, strict, shush-ing” librarian… is changing to new, modern, friendly “info professional”

Benefits of proactive Reference & User Education:

Reasons for this change in the U.S.A. …

1. Librarians more IT expert (new LIS graduates create Web pages, etc.)

Benefits of proactive Reference & User Education:

Reasons for this change in the U.S.A. …

2. Librarians training/teaching more (Information Literacy the HOT trend)
Benefits of proactive Reference & User Education:

Reasons for this change in the U.S.A. …

1. Librarians more IT expert (new LIS graduates create Web pages, etc.)
2. Librarians training/teaching more (Information Literacy the HOT trend)
3. Librarians often have faculty status (or high staff status)…Masters degree required

Implementing proactive Reference:

A. Prominent Reference location

- have a separately designated location (or at least signage) indicating Reference/research assistance is available there

Implementing proactive Reference:

- have the Reference materials nearby the Reference Librarian
- have an Internet connection for the Reference Librarian…this is just as essential, if not more so, than Reference books. For example…
Sometimes we may think “it is easy to find books… students can learn it on their own.” 
(Not always so! Remember, many of these student may have NO library skill background from their secondary schools)

Many students may not approach a librarian, even when they need help. Why not?
* embarrassed to admit ignorance (will ask friends over librarians)
* may have had an unpleasant/unhelpful past library experience
* may think they can find everything themselves just going to Google
Implementing proactive Reference:  
B. Proactive Reference outreach

Examples of Proactive Reference:

1. wandering the study tables
2. lapel buttons/name badges (that invite questions!)
3. signs/images of librarians
Implementing proactive Reference:
B. Proactive Reference outreach

And of course, improving the Reference Interview is crucial to Proactive outreach:

1. friendly, inviting manner

What kind of image do you display to your users?
What kind of image do you display to your users?

What kind of image do you display to your users?

What kind of image do you display to your users?

What kind of image do you display to your users?
What kind of image do you display to your users?

Implementing proactive Reference: B. Proactive Reference outreach

And of course, improving the Reference Interview is crucial to Proactive outreach:

1. friendly, inviting manner
2. Ask questions for understanding
3. offer follow-up options

Implementing proactive Reference:
C. Increasing Reference Sources in limited budgets

Use free, online reference sites!
www.ipl2.org
www.libraryspot.com
www.refdesk.com

Implementing proactive Reference:
D. Increasing User Education
Implementing proactive Reference: D. Increasing User Education

1. Orientations
   Problem: too short, passive learning, not contextualized
   Solution: orientation tied to university course, with assignment. Also, virtual orientations online

Implementing proactive Reference: D. Increasing User Education

2. Individual Instruction sessions
   Problem: professors reluctant:
   a) they’re jealous of class time
   b) they think Comp.Comp.=Info.Lit.
   c) they think librarians can’t teach
   Solution: Outreach to faculties! (Director-to-Dean level, or individual professor level)
Implementing proactive Reference:
D. Increasing User Education

3. Open Workshops

- Problem: not well attended

- Solution: Market them! Example: food, lunchtime, candy, prizes. Make a business partnership to get donated prizes in exchange for free advertising

4. Non Face-to-Face

- Examples: Offer more “how to” guides and online tutorials, rather than just general brochures
I wish you the best as you make your libraries more proactive!

Thank you!