

Jeffra Bussmann
Ayala Science Library Reference
UC Irvine Libraries
PO Box 19557
Irvine, CA 92623-9557

LAUC Research & Professional Development Committee
UCI Libraries
P.O. Box 19557
Irvine, CA 92623-9557

January 25, 2011

Dear LAUC Research and Professional Development Committee,

Please consider my proposal for the LAUC Presentation Grant as described below:

A. Summary and current status of the research project/activity

During the summer of 2010, the Science Library's reference area was under construction. For this reason, the librarian provided reference by roving the floors of the building. While providing roving reference, it was not unusual to see at least one person browsing the mathematics book collection, pulling books, reading through them, and gathering a small pile. As I observed this behavior, I became concerned that by browsing the physical collection, they were missing the current and most recent publications by Springer. Beginning in 2008, the UCI Libraries stopped purchasing print copies of Springer books and moved to the SpringerLink ebook platform. The Springer ebook collection goes back to 2005 and contains many textbooks within it.

When it was proposed that mathematics being used for the pilot QR code project, I immediately saw this as an opportunity to leverage the mathematics ebook collections. I had hoped to include more than Springer; however, other publisher/society websites are not so vast nor so mobile-friendly. Springer also allows narrowing to subject subsections of the mathematics collection, such as Topology or Algebraic Geometry.

Currently, we have 24 QR codes embedded amongst the mathematics book stacks that link to the Springer mathematics ebook collections. QR codes on range end displays take users to the Mathematics Libguide and a special tab with QR Code information. Promotional posters have been placed in the libraries' elevators and on the Mathematics Department building poster boards. We have been gathering usage statistics on QR code clicks.

In the next few weeks, QR codes will be implemented in the Chemistry stacks section as well. The Research Librarian for Chemistry, Mitchell Brown, is working on this portion of the project and will be my co-presenter of the poster presentation.

The QR Code pilot project will continue through to the end of the Spring Quarter. Information will be gathered and shared via the Poster Presentation at SLA Annual.

B. Description of and timetable for the activities to be funded by the Mini-Grant for Presentation Grant. If release time is required, please provide a sample signed memo or email from your department head or supervisor.

Activities to be funded by the presentation grant include the poster printing and travel for my trip to attend the Special Libraries Association (SLA) Annual conference, Philadelphia, June 12-15, 2011, where I will present my poster: "In the Science Stacks with QR Codes."

See attached email for approved released time.

C. Budget Summary:

- Printing fee for poster estimated cost: \$120.00
- Estimated meal cost (four days): \$256.00
- Conference Registration fee: \$445.00
- Airfare: \$450.00
- Hotel (\$100 x 4 nights): \$400.00
- Ground transportation: \$70.00

Total Cost: \$1,741.00

Funding amount requested: \$500.00

D. Indicate whether the applicant is a member of the bargaining unit represented by the UC-AFT or a non-represented librarian.

I am a current UC-AFT represented member of the bargaining unit.

E. Abstract of the paper or poster accepted for presentation

I have submitted the following abstract poster proposal for the All Sciences Poster Session with the theme of "Future Ready" at SLA Annual 2011. They set to confirm accepted proposals by March 1, 2011.

In Fall 2010, the UC Irvine Libraries began a pilot project to embed Quick Response (QR) codes in our stacks. This project continues our goal to connect the digital/virtual and print/physical environments by using QR Codes to link to the appropriate online content specific to the discipline in which they were displayed. We decided what content would be revealed, how the QR Codes would be displayed and promoted, and how the pilot would be evaluated. QR Codes on the shelf guides in the stacks of the Mathematics section linked to related sub-subject Springer e-book collections to supplement physical browsing. QR codes in the Chemistry section link to databases SciFinder™ Scholar and Thomson-Reuters Integrity™ with Biomarkers™, and

Springer e-books for organic and biochemistry. We used a number of promotional materials such as end-panel displays, shelf guides and posters. The end-panel displays and posters included QR Codes linking to the subject guide for the given area and to a feedback form.

This poster will explain the basics of QR Codes and will focus primarily on how they were used in the Mathematics and Chemistry subject areas. Additionally, the poster will include the promotion and marketing strategies utilized by the librarians, statistics of usage, and a final assessment of the pilot project with some future opportunities.

F. Name and sponsoring organization of the conference

Special Libraries Association (SLA) Annual conference, June 2011.

G. Description(s) of any funds that have been requested from other sources:

My Librarian's Professional Development fund will provide the additional funds to cover my hotel, meals, and registration expenses.

Thank you for your consideration.

Sincerely,

Jeffra Bussmann
Research Librarian for Mathematics, Physics and Astronomy
University of California, Irvine Libraries
(949) 824-9266
Jeffra.bussmann@uci.edu