

END OF FUNDING PERIOD REPORT
LAUC Statewide Grants, Research & Professional Development Committee

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TITLE OF PROJECT: Mobilizing the Stacks: QR codes in action

Time Period of Grant: 2010-2011
Amount of Award Received: \$500.00
Original Abstract as Submitted:

The UC Irvine Libraries undertook a pilot project during the Fall Quarter of 2010 to embed Quick Response (QR) codes in our stacks. The goal was to bring the digital and print environments closer together by using QR Codes to link to appropriate online content specific to the discipline in which they were displayed. A group was swiftly created to implement the QR Codes pilot in time for the start of fall quarter. The QR Code group determined the content that would be revealed, how the QR Codes were to be displayed and how the pilot would be evaluated. Utilizing a number of promotional materials such as end-panel displays, shelf guides and posters, the team provided basic textual information about QR Codes and how to read them. The end-panel displays and posters included QR Codes linking to the subject guide for the given area, to a feedback form and to vCards for the subject specialist. QR Codes on the shelf guides linked to related subject e-book collections to supplement browsing in the Math section and to a breakdown of the relevant LC Classifications to ease browsing in the Art section. The original pilot was extended to include two more subject areas, Chemistry and English Literature. This presentation will cover the creation of the pilot project including the administration portal created by the UC Irvine Libraries Web Services Team which is being used in the 2nd phase of the pilot.

Accepted as part of a panel presentation: QR Codes in Action

Engage, entertain, and enrich your community with local history photographs and snippets of information by developing mobile tours that connect places and things to collections. This panel shares their QR code secrets for promoting, browsing, and connecting; mobilizing stacks; and more.

I. ACCOMPLISHMENTS and EVALUATION

- Describe what was achieved during the time period of the grant.

I created a presentation and delivered it at Internet Librarian 2011 as part of a panel during Mobile Monday. The panel was titled QR Codes in Action and I presented on the 13 month QR code project at the University of California, Irvine. The QR code project was developed and managed as part of the Emerging Technologies Focus for the 2010-2011 academic year.

- What aspects were completed as proposed? If your study could not be completed as proposed, explain how your plans were altered.

The presentation was presented as proposed but instead of giving an in-depth presentation a more abbreviated version was given. The abbreviated presentation focused on the highlights of the 13 month project. An article on this topic has already been submitted and accepted for publication.

- Did the project accomplish what it intended? Did it make a difference?

The presentation was very well attended, with around 200 people in attendance. Attendees seemed excited and interested in what I presented and in how the UC Irvine Libraries are utilizing QR codes to connect print and electronic materials.

- Include any relevant quantitative data, if applicable (e.g. How many individuals have benefited from this project? In what way? This may include various output measures such as circulation, reference transactions, program attendance, survey responses, etc. as appropriate.) N/A
- Include any anecdotes, if applicable.
 - I was able to connect with another librarian that I have discussed QR codes with at ALA Midwinter and was able to learn about the codes she implemented at her library.
- What would you do differently next time, if anything?

Since I had to cut down the presentation to fit into the allotted time I would have put more information online for conference goers to refer to.

- What advice do you have for others applying for LAUC research grants?

I encourage other Librarians to apply and to consult with their local chapter's Research and Professional Development Committee for feedback and advice.

II. IS YOUR PROJECT COMPLETED? Yes X No

If No, what is needed to complete the project? Is more time needed? Or more funds?

III. FINANCIAL STATEMENT

Please explain how the funds received were spent. Attach your original budget and indicate how well your estimates matched with actual expenditures. Receipts are not necessary.

Expense	Original Budget	Actual Expenditures	Difference (+/-)
Airfare	\$ 225.00	\$ 292.40	+\$67.40
Conference Registration*	\$ 478.00	\$ 0.00	-\$ 478.00

Hotel	\$ 370.00	\$ 360.93	-\$9.07
Car Rental	\$ 180.00	\$ 175.63	-\$4.37
Meals	\$ 256.00	\$ 82.27	-\$173.73
Gas, Parking	\$ 0.00	\$ 55.15	+\$55.00
	\$1509.00	\$ 966.38	-542.62

*Registration waived for speakers

Total amount requested: \$500.00

Amount covered by Librarians Professional Development fund: \$466.38

IV. SHARING YOUR PRODUCT/RESULTS

What are your plans for disseminating the results of your work? If it will be a web page or product, or published article or book, when will it be available to the public? Include citations/URLs if known.

- Presentation slides were posted to Slideshare: <http://www.slideshare.net/dakane/mobilizing-the-stacks-9929214>
- Presentation slides were posted to the Speaker Presentations section of the Internet Librarian 2011 page
- Sessions were recorded and are made part of a CD-ROM available for purchase
- Some of my ideas were shared with the Technology & Libraries Lightning Round-Up! A webinar on topics in technology in academic libraries Presented by the ACRL-ULS Technology & Libraries Committee

V. NOTE

- Information included in this report may be reprinted or posted on the web for dissemination to UCOP, other UC Libraries, and future potential LAUC grant applicants.