

END OF FUNDING PERIOD REPORT

LAUC Statewide Grants, Research & Professional Development Committee

Primary Applicant(s): Gayatri Singh

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TITLE OF PROJECT:

Time Period of Grant: 2011/2012

Amount of Award Received: \$500

Original Abstract as Submitted:

Calling Yesterday, Texting Today: Starting a Text a Librarian Reference

Are you thinking of expanding your Ask a Librarian services? How do you start a new service with less staff and resources? This poster discusses the UC San Diego Libraries Text a Librarian service pilot. This poster will highlight the implementation, staffing, marketing, and evaluation of the service. A number of factors lead to a successful pilot. Once users add us to their list of contacts, sending a question is easy. Using a team of librarians and staff, and an email notification system spread the workload around so one person or unit wasn't overwhelmed. Using an online product helped ensure everyone had easy access to the tool.

I. ACCOMPLISHMENTS and EVALUATION

- Describe what was achieved during the time period of the grant.
Poster presentation at the ALA Annual Conference, June 21-26, 2012, in Anaheim, CA
- What aspects were completed as proposed? If your study could not be completed as proposed, explain how your plans were altered.
It was completed. The poster presented the research findings.
- Did the project accomplish what it intended? Did it make a difference?
 - Yes. According to the ALA scheduler, 73 people said they were interested in attending.
- What would you do differently next time, if anything?
Nothing
- What advice do you have for others applying for LAUC research grants?
It's a gamble because you might not get the funding, but the process to apply for the grant is pretty simple.

II. IS YOUR PROJECT COMPLETED? Yes_X_ No__

III. FINANCIAL STATEMENT

The funds were spent on housing (hotel) in Anaheim, CA.

IV. SHARING YOUR PRODUCT/RESULTS

The poster is available through the ALA website--

<http://ala12.scheduler.ala.org/files/ala12/ala%20text%20a%20librarian%20poster%20final.pdf>

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.