

Penny Coppernoll-Blach
LAUC Research & Professional Development Committee
UC San Diego Libraries
9500 Gilman Drive, 0-175
La Jolla, CA 92093-0175

January 13, 2012

To the members of the LAUC Professional Development Committee:

Please consider my application for a LAUC presentation grant as described below. Along with my colleague Amy Butros, I have been actively involved with reference services at UC San Diego. We submitted a poster session proposal for the American Library Association Annual Conference in June 2012. Amy is not an ALA member and will not be attending this conference. She will be a co-presenter and help prepare the poster. If it gets accepted, I will be the only one going to ALA. If it does not get accepted, I will withdraw my grant application.

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

Current research references the increase of mobile devices amongst college students. Students use their mobile devices as their calendars, phones, cameras, etc. According to the Pew Research Center's Internet & American Life Project 2010 (<http://www.pewinternet.org/Reports/2010/Teens-and-Mobile-Phones.aspx>), 96% of undergraduates have a cell phone. The report also states, "Text messaging has become the primary way that teens reach their friends, surpassing face-to-face contact, email, instant messaging and voice calling as the go-to daily communication tool for this age group." If the Libraries want to meet our users where they are, offering reference help through text messaging seemed like an obvious choice.

The UC San Diego Libraries were aware of the changing environment, but wary of adding a new service when we have less staff and resources available. After doing an environmental scan, we decided that using an outside vendor and system compatible with our existing email service made more sense than purchasing a phone for reference providers to pass around. We decided to launch a pilot of a Text a Librarian reference service from August 2010 to June 2011.

Collaboration was the key to making this project sustainable. We created a team of 20+ librarians and library staff to help monitor and answer the text questions. We branched out beyond staff in public services. We noted that many articles on text reference mentioned the higher rate of directional questions. Since there was a combination of staff on the listserv, the odds that someone would know the answer were higher! In addition, we're a multi-building library system, and at the time of the pilot we had 9 Libraries in 6 physical buildings. It helped to have staff from a variety of locations to help answer location specific questions.

The Text a Librarian services allows us to reach our users where they are. A number of factors lead to a successful pilot. Once they add us to their list of contacts, sending a question is easy. Using a team of people 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.

We have submitted a poster session proposal, *Calling Yesterday, Texting Today: Starting a Text a Librarian Reference Service*, that would include: statistics of mobile use and text messaging, an overview

of how the Mosio texting service works through QuestionPoint, share service guidelines and standards, provide marketing ideas, and share results from evaluating our transcripts.

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

The activities to be funded by the presentation grant would include travel from June 21-26, 2012 to Anaheim, CA to present a poster, *Calling Yesterday, Texting Today: Starting a Text a Librarian Reference Service*, at the American Library Association Annual Conference 2012. I do not need any release time.

C. Summary of the budget

Conference Registration: \$215
Travel (parking & gas): \$200
Printing (poster): \$150
Total: \$565

Amount of funding requested \$500

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

Represented librarian

E. Abstract of the paper or poster accepted for presentation

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.

F. Name and sponsoring organization (if applicable) of the conference

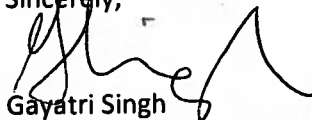
American Library Association

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

No other funding has been requested. I receive professional development funds, but there are other conferences I plan to attend this year, including CARL Conference 2012 in San Diego, and LOEX of the West in Pasadena.

Thank you for your consideration.

Sincerely,



Gayatri Singh

Reference Services Coordinator & Librarian for Communication
Social Sciences & Humanities Library
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
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-  Uncheck your attendance.
-  Peek into some details without opening session page.

Closed = Open to group members only

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

WHEN: Saturday, June 23, 2012 - 3:00pm to 4:30pm

Download to my calendar

LOCATION: Anaheim Convention Center
Exhibit Hall Poster Area Table 1

PRESENTERS: Speaker: Amy Butros
Speaker: Gayatri Singh, Social Sciences & Humanities Library at UC San Diego

DESCRIPTION: Current research references the increase of mobile devices amongst college students. Students use their mobile devices as calendars, phones, cameras, etc. According to the Pew Research Center's Internet & American Life Project 2010, 96% of undergraduates have a cell phone. The report states, "Text messaging has become the primary way that teens reach their friends, surpassing face-to-face contact, email, instant messaging and voice calling as the go-to daily communication tool for this age group." If libraries want to meet users where they are, text messaging seems like an obvious choice. The UC San Diego Libraries, aware of the changing environment, were wary of adding a new service when we have less staff and resources available. This poster discusses the UCSD Libraries Text a Librarian service pilot. This poster will highlight and share the implementation, staffing, marketing plans, and evaluation of the service. Many factors lead to a successful pilot. Once users add us to their list of contacts, sending a question is easy. We used a team of librarians and staff as well as an email notification system to spread the workload around so one person or unit was not overwhelmed. Using an online product helped ensure everyone had easy access to the tool.

MEETING TYPE: Poster session

INTERESTS: Emerging Technologies
Reference Services
Technology

TYPE OF LIBRARY: Academic
All

SPONSORS: ALA

COST: Included with conference registration

TAGS: mobile
mobile phones
text messaging
texts

LAST UPDATED: Tuesday, May 15, 2012 - 3:42pm PDT

ATTENDEES: 32 people interested in attending (View all)

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