Public Service Council
Minutes
March 26, 2003

Members Present: Shelley Arlen, Rich Bennett, Pam Cenzer, Gary Cornwell, Robena Cornwell, Lori Driscoll, Carol Drum, LeiLani Freund, David Fuller, Barbara Hood, Ann Lindell, Iona Malanchuk, Marilyn Ochoa, Richard Phillips, Alice Primack, Patrick Reakes, Jana Ronan, Robert Shaddy, Colleen Seale, Jan Swanbeck, Carol Turner

Members Absent: Helen Jane Armstrong, Jim Liversidge, and Robert Singerman

1. Marketing Library Services – Discussion with Barbara Hood

- Suggestions for marketing the Libraries and Services:
  - Publish library articles in the different colleges newsletters
  - Put information about the libraries in the videos that are aired in the dorms
  - Produce brochure aimed at faculty
  - Visit Honor dorms
  - UF Portal - My UF (portal) will be live starting next Monday. This will provide a vehicle for the Library to post announcements, service, etc. Barbara Hood is scheduled to attend training.
  - CLAS’s weekly email announcement – Barbara Hood is getting the email about this.
  - Participate in assembles
  - Participate in new faculty orientations
  - Barbara Hood will start attending the PSC meetings
  - Revamp Library homepage
  - Place ad on RTS buses – Jana Ronan will check on this
  - Displays and/or information in Reitz Union
  - Videos
  - Fillers in the Alligators – Barbara Hood believes there is now a charge for this service
  - Tie the Libraries into TurnItIn.com – Plagiarism software being instituted by Academic Technology
  - Find an effective approach to convey to users that our resources are authoritative
  - Get into the formal structure of UF. Get faculty Senate to say that there is going to be an information literacy requirement. If we could get into the classes for which students are graded then they have to come to the libraries. This would be hard to accomplish, perhaps a more attainable goal would be to get library information inserted into class syllabi.

- Things that have been done in the past:
  - Classes conducted in the Athletic Department
Iona Malanchuk spoke to graduate students at the Institute of Black Culture and the Institute of Islamic Culture. Found that these students frequently have no understanding about some of the Libraries special collections. These types of events are good opportunities to promote the libraries and librarianship.

- Articles in the Alligator
- Door hangers
- Book bags
- Education Library teaches classes to Junior/Seniors in the School of Teaching and Learning because the faculty feels that their students have poor research skills. These classes will be a permanent part of the curriculum for Juniors and Seniors
- Education Library has set up information tables for alumni to visit during homecoming.

Barbara Hood reminded the committee members that she is always available to help with ideas/projects to market the Libraries.

2. QuestionPoint Documentation – Introduction by Marilyn Ochoa

- QuestionPoint is a collaborative online reference service developed by the Library of Congress and OCLC. Service is provided by a wide range of libraries in the US and other countries. The Library of Congress began planning the service and introduced it as the Collaborative Digital Reference Service (CDRS) in the summer of 1998. The goal was to involve libraries of all types to develop a service that would "...capitalize on the strength of the Internet to convey information...provide unprecedented access to global resources, create an archive of questions and answers as a resource for its members...add value to information on the Internet, enable 24/7 service, and redefine the role of librarian in the Internet Age.” The initial pilot focused on using LC’s Remedy help-desk software to route questions among a small group of member libraries according to their profiles of services and collection strengths and to build a Knowledge Base (database of questions and answers that could be used as a resource by members). Smathers Libraries joined the next stage of the CDRS pilot in November 2000, but our participation was minimal -- largely because our profile was very narrowly defined.

QuestionPoint, the “next generation of CDRS” was implemented in July 2002. It offers many improvements over CDRS. These include: QuestionPoint is a collaborative reference service the Library of Congress and OCLC worked together to develop, with input from participating members of the Global Reference Network (a group of libraries and institutions worldwide that are committed to digital reference.)

- Improved web-based question and answer forms
- Ability to track the routing and status of questions and answers
- Usage statistics and reports
- Customized administrative module
- Fully searchable global knowledge base
- Comprehensive database of library profiles participating in the service
Local/regional digital reference interface supporting email and chat reference service using Convey software

- Marilyn Ochoa and Ericka Hirsch have been working on QuestionPoint documentation. The documentation is available at http://www.uflib.ufl.edu/hss/qp/qpdocument/qp321.html

3. Update Handouts – Discussion of recommendation by Alice Primack

- Alice Primack reviewed the general library handouts. She recommends that for now we discontinue the WEBLUIS series handouts because of the scheduled implementation of Aleph in May.
- Alice will be make changes to the master handouts replacing WEBLUIS with UF Libraries Catalog. Old handouts will be recycled.
- Library staff should be reminded that printing request for handouts should be small in quantity.

4. Instruction Statistics

- Alice Primack reviewed the instruction statistics for 2002.
- There are three major levels for the library instruction program:
  - User awareness
    - What we wanted to accomplish in 2002
      - Sessions and handouts for new faculty, staff, and students
      - Presentations in non library locations
      - Radio, TV, and articles in the Alligator and Gainesville Sun
    - What was accomplished in 2002
      - General orientations
        - 4 in spring
        - 5 in Summer
        - 14 in Fall
      - Involved in special events
        - People Awareness week
        - One City One Story
        - Campus Awareness Day
        - National Library Week
        - Special Collection display - Talkies
      - Participated in specialized orientations
        - In summer created new handouts for 10 colleges for transfer student orientations
        - New faculty, new grad student, minority student, and disabled student
  - Orientation
    - What we wanted to accomplish
      - Tours
      - Orientation seminars
      - Basic WEBLUIS instruction
      - Train the trainer
    - What was accomplished in 2002
• Tours
  o Education Library did tours with lectures. 5 in spring, 2 in fall

• Orientation seminars
  o Minorities – AIM program, Engineering minorities, and graduate student minorities
  o Foreign students – ELI, Scholarly writing for international graduate students in science and engineering

• Train the trainer
  o One session with secretaries from various departments

• English 1101
  o Spring – 17 sessions offered, 11 taught
  o Summer – 36 sessions offered, 26 taught
  o Fall – 77 sessions offered, 42 taught

  o Instruction
    - What was accomplished in 2002
      • 2 UCET seminars
      • Break out sections by subject
      • Building construction had session for faculty
      • Journalism held session for faculty
      • Undergrads in Biology Major
        o Taught 14 sections in spring, 5 in summer, 28 in fall
      • Writing In Classes – upper level undergrads in their major
        o Pre-med
        o Engineering
        o Physical Science
        o Sociology
        o Fact finding in Public Relations – Journalism
        o Physical Chemistry – MSL
        o Elementary teachers – Music
        o Grad student sessions
          - Education students – Education
          - English
          - Art History
          - Music
          - Africana credit course

• Total count for all libraries (including HSCL and Law) in 2002
  o Spring – Taught 204 hours for 3056 people
  o Summer – Taught 175 hours for 3631 people
  o Fall – taught 410 hours for 8000 people
  o All hours added up equate to 16 – 3 credit courses

• Alice will be distributing apples to the 63 individuals who taught in 2002
• Staff should notify Alice if there are things that are not listed in the instructions stats that should be.

5. Faculty Evaluation Committee update – Carol Drum
The Faculty Evaluation Committee (Michele Crump, Carol Drum, Colleen Seale, Bob Singerman, and Denise Bogart-Caballero) was asked to review the evaluation criteria in the career development handbook. Upon reviewing that documentation the committee discovered that the career development handbook itself needed to be updated.

The table of contents was updated. The updated version is available at [http://www.uflib.ufl.edu/msl/facultyeval/cdh.html](http://www.uflib.ufl.edu/msl/facultyeval/cdh.html)

Suzy Covey is developing forms that can be downloaded and filled out electronically.

The committee recommended that evaluations be completed each year by May 15th and that activities be projected through April 30th. It will be up to the discretion of the department chair as to how soon before April 30th the activity reports will be due.

The May 15th deadline was recommended because that is the time that administration is asked for recommendations for merit, bonus, etc and evaluations are the basis for awarding such items.

This document will be taken to the Library Council on Thursday, March 27th.

6. Reports, announcements, and future agenda items

- Carol Drum encountered a man coming out of the ladies restroom. Prior to that a girl student claimed that someone had looked over the stall at her. The man claimed to be there by mistake. Given the coincidence with the girl’s statement the police were called. The man was also video taped leaving the library.
- The Carillon Towers were re-opened and students are practicing there from 11:00a – 2:30p non-stop. If students (or anyone) complains about being distracted or disrupted during class by the practicing please email Willis Bodine, Professor School of Music and copy John Duff, Chair of the Music Department.
- Carol Turner hopes that we will be filling vacant positions soon. A new recruitment strategy has been developed. Steve Shorb, Denise Bogart-Caballero, Marilyn Ochoa, and Patrick Reakes will be visiting library schools at Pitt, Michigan, Illinois, and North Carolina.
- The architects were here last week. Dale has sent the consultant’s report to David Colburn stressing the need for a storage facility. She has not received any feedback.
- The SUL-PSPC will be reviewing library fines at the request of the directors.
- If you are unable to download the Client contact Rich Bennett.
- The Library will have a reading tent in the Plaza during National Library week, April 7-11. Local faculty, authors, staff, etc will be reading.