



The New New AskAway

May 31, 2012

Virtual Reference in Wisconsin



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Attitude and Approach

- Trying to plan for the future of WI VR
- Not forcing anyone in to any slots or products
- Can we move towards an ideal VR service for the state and beyond?
- Success from adversity?

Survey

- Old money going away, so asked what liked about the old and what might want in the future
- Coming from a long association and use of OCLC's QuestionPoint service
- Did some quick analysis
- Confirmed that various webinar meet up attendees responded the same as the survey takers <yup>

Rate the "Importance" of the following aspects of virtual reference on a scale of 1 to 5, "Not at all Important" to "Extremely Important".

	1 - Not at All Important	2 - Somewhat Important	3 - Moderately Important	4 - Very Important	5 - Extremely Important	Response Count
The virtual reference service is available 24/7	0.0% (0)	18.8% (3)	18.8% (3)	6.3% (1)	56.3% (9)	16
The virtual reference service is available as a statewide service	6.3% (1)	18.8% (3)	25.0% (4)	31.3% (5)	18.8% (3)	16
Virtual reference is provided by a consortium of librarians	0.0% (0)	25.0% (4)	12.5% (2)	31.3% (5)	31.3% (5)	16
Questions are answered by librarians in the state	18.8% (3)	25.0% (4)	43.8% (7)	6.3% (1)	6.3% (1)	16
Questions are answered by librarians at the local institution	18.8% (3)	12.5% (2)	31.3% (5)	31.3% (5)	6.3% (1)	16
Questions sent to institutions are routed to other institutions as appropriate	6.3% (1)	6.3% (1)	37.5% (6)	18.8% (3)	31.3% (5)	16
The service includes service via text messaging	6.3% (1)	18.8% (3)	31.3% (5)	18.8% (3)	25.0% (4)	16
What other aspects are important to you? Show Responses						7
answered question						16

Rate your "Satisfaction" with the following aspects of the existing AskAway service on a scale of 1 to 5, "Very Dissatisfied" to "Very Satisfied"

	1 - Very Dissatisfied	2 - Moderately Dissatisfied	3 - Satisfied	4 - Moderately Satisfied	5 - Very Satisfied	Response Count
The answers from other WI institutions of the same type (academic or public)	0.0% (0)	7.1% (1)	28.6% (4)	14.3% (2)	50.0% (7)	14
The answers from other WI institutions of a different type	0.0% (0)	14.3% (2)	21.4% (3)	21.4% (3)	42.9% (6)	14
The answers from librarians in other states	0.0% (0)	21.4% (3)	14.3% (2)	28.6% (4)	35.7% (5)	14
The answers from the contract employees	0.0% (0)	0.0% (0)	50.0% (7)	7.1% (1)	42.9% (6)	14
The features provided in the software	7.1% (1)	21.4% (3)	14.3% (2)	28.6% (4)	28.6% (4)	14
The ease of use of the software	7.1% (1)	14.3% (2)	21.4% (3)	28.6% (4)	28.6% (4)	14
Comments. If not an AskAway library indicate your software or service. Show Responses						2
answered question						14

Survey Results

- Librarians prefer to have librarians answer their patrons questions, but not specific beyond that
- Therefore librarians “trust” other librarians
- Want to be able to answer, question and route sessions where ever necessary to get good answers to help local librarians help local patrons if needed

If money were not a concern, would you be interested in continuing with AskAway as it exists now?

		Response Percent	Response Count
Yes		80.0%	12
No		20.0%	3
If "No", would you be interested in continuing with virtual reference in some other form?			3
			Show Responses
answered question			15

**For your institution, what days and hours are the most important to cover?
Make multiple choices as appropriate.**

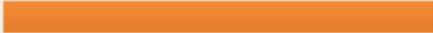
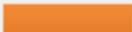
		Response Percent	Response Count
6am - 9am, before business hours		40.0%	6
9am - noon, morning business hours		46.7%	7
noon - 5pm, afternoon business hours		53.3%	8
5pm - 10pm, evening hours		60.0%	9
10pm - 6am, night owl hours		60.0%	9
		answered question	15

How much money, as in dollars per year, could your institution contribute to a virtual reference service?

		Response Percent	Response Count
\$0 - \$500 per year		50.0%	7
\$500 - \$1000 per year		35.7%	5
\$1000 - \$1500 per year		7.1%	1
\$1500 - \$2000 per year		0.0%	0
\$2000+ per year		7.1%	1
answered question			14

Past and current non-LSTA paying AskAway individual member libraries paid \$800 per year.

How many hours of staff coverage, total per week, could your institution contribute to a virtual reference service, assuming the service would have a consortial component

		Response Percent	Response Count
0 - 5 hours per week		71.4%	10
5 - 10 hours per week		21.4%	3
10 - 15 hours per week		7.1%	1
15 - 20 hours per week		0.0%	0
20+ hours per week		0.0%	0
		answered question	14

Keep in mind that your staff could be responding to your own patrons questions as well as other institutions' patrons?

What would your ideal virtual reference service look like?

- Very easy to use for people of all ages and all levels of computer literacy
- More coverage by local librarians here, with 24/7 as a backup
- Easy to use software, 24 response guarantee, automatic referral to local library
- Outsourced and fully staffed by professional reference librarians.
- 24x7, accessible via mobile devices, via chat, IM, and texting
- It would have a component of chat reference for most hours the library was open, as the first line of answers. This would involve other librarians in each institution in our system being logged in and answering chat as a normal course of duties every day. I would see all libraries in our system or even our multitype shared catalog system being involved to some extent. Beyond the normal hours, and the hours monitored as coop, the QP system would back us up 24/7, as it does now.

OCLC Pricing – Current group

- Current group, state wide price
 - \$83,000
- Current group, no contract coverage
 - \$50,000

Library H3lp

- For the entire state, all libraries
 - \$8,600
 - <http://libraryh3lp.com/new-index>

- Other groupings
 - Academic Libraries by FTE for 10,000 to 60,000
 - \$275 - \$650
 - Public Libraries by service population 100-000 to 600,000
 - \$275 - \$650

Library Help

- The winner
- Cost and flexibility
- Check out the Video
 - <http://screencast.com/t/ZB9isCp3PGd>

What we're likely to charge

- Consortium members
- \$250 a year – minimum
- \$350 a year – maximum
- That's per library entity
- An entity is a library or group of libraries that would act as one for virtual reference: have one administrator, one queue, one staffing schedule for hours, etc.

Start Up

- AskAway.
 - New name possible later to fit marketing needs.

- WiLS will
 - create the group
 - negotiate with LibraryH3lp
 - bill members
 - administer initial service setups and patron interfaces
 - train library administrators
 - establish a training system for virtual reference librarians.

Continuing

- WiLS will work with the consortium members to establish a self governed and - as much as practical - a self-run group framework to continue AskAway.
- WiLS would continue to be the central point for the consortium functions.

New Approaches

- New Service = New Ideas = New Possibilities
- Examples:
 - Widget based, easier to cover more time in background, as reasonable for local situations of course
 - Coverage expands naturally to meet patrons at demand, similar to desk times and open hours
 - Someday expanded hours through contracts, or interns, or library students
 - Someday expanded agreements with other consortium, such as NC
 - Text message service

Resources

➤ LibraryH3lp

➤ <http://libraryh3lp.com/>

➤ LibraryH3lp blog

➤ <http://libraryh3lp.blogspot.com/>

➤ LibraryH3lp docs

➤ <https://docs.libraryh3lp.com/>

➤ AskAway demo widgets

➤ <http://wilsorama.org/demowidgets/>

Demo

- <http://libraryh3lp.com/admin>
- <http://libraryh3lp.com/webchat>
- <http://wilsorama.org/demo>

- Separate browsers to demo coverage and patron interfaces

LibraryH3lp Mini-Admin

- Any account can create it's own Queues and Users
 - Admin your own service
 - Run your own reports
 - Only see your own users/queues/transcripts
 - Overall Admin (WiLS) sees all
 - Multi-layered hierarchy possible
- Can establish top level queue that all can be users, therefore becomes the common shared queue for the entire service

Resources

- LibraryH3lp Videos, old style
- Basic and Embed
 - <http://www.screencast.com/t/pe1lTcmH7>
- Popup
 - <http://www.screencast.com/t/qYLovUhZjW>
- Follow Me
 - <http://screencast.com/t/CzRtGDo9>
- Service Rollover
 - <http://screencast.com/t/GpuM4YhQOy>

Widget Principles

- Different widgets to different queues
 - As many queues as you want, also ...
 - As many widgets as you want
- Same widget to different queues
 - Gather it all back together
- Same widget rolls over
 - Prioritize service levels

Avatar Principles

- Each queue gets it's own Avatar
 - Makes it easy for librarians to tell where the patron came from
 - Easier to handle multiple chats
- Each Librarian User becomes able to directly contact others
 - Specific other librarians
 - Anyone monitoring a specific queue

Avatar Example

 23782413351324334033420856 -> wisconsin 

Email Transcript Tag for Followup Transfer Chat Send File

 **IP Address:** 144.92.126.240

2:30 23782413351324334033420856\40libraryh3lp.com@chat.libraryh3lp.com hey I have a question... can you see my avatar?

2:30 me I sure can, thanks!!!!

Profile Principles

- Each queue gets it's own Profile
- Each user gets their own Profile
- They are merged into a single display upon use
- Uses the Avatar, click that button

Desired Outcome

- RUSA VR user group meeting, Jan 2012.
 - There were 75+ in room.
 - How many cover while on the ref desk or working in the back room, not dedicated VR coverage, but running VR “in the background”?
 - 90% said yup!
- What’s the big idea?
 - Can we create new approach to VR that creates a fully integrated approach to reference free of location and communication method?



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