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| **What We Know** | **What We Want**  |
| **We are busy at our Reference Desks:** **(**[**see updated summary**](https://docs.google.com/forms/d/1n-LXsC9UA19ngLuKEgTFLQrrfmCIBzXLzeMOrTy43WY/viewanalytics)**)** * We answered over 36500 questions last year
* This year, we’ve answered over 27264 questions (as of May 17)
* The vast majority of our questioners are students. (78%)
* The vast majority of our questions are Face-to-Face (87%)
* The upper reference desk handles most of the questions (57%)
* BUT the vast majority of the questions the upper desk records are 1 and 2 level.
* The research desk handles more level 4 questions than the other two desks combined.
* We get pretty consistent traffic throughout the week, with things dying off Friday-Sunday.
* We answer most of our questions between 9am and 3pm, with the biggest number from 10am-1pm
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| **Our students like Face to Face interaction** over virtual when it comes to the reference desk (IMLS) |  |
| If we want the ability to help students with more research, **we need a consistent marketing campaign involving faculty and students*** The reference librarian “helped me to find a book” in wonderful ways (IMLS)
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| **We did better** than student minimum standards in Affect of Service, but they wished that we* “instilled confidence in users,”
* “were consistently courteous,”
* “dealt with users in a caring fashion,”

(LibQUAL Service categories where we were off the desired mean by greater than .5) |  |
| **We scored better** in readiness to respond to users’ questions and “having the knowledge to respond to users’ questions.” (LibQUAL) |  |
| **Virtual Services:** * We got 1154 chat questions in the past academic year.
* Of those, 148 never got a response from us. 85 were shifted to email.
* 262 of those questions were responded to in the first 30 seconds. (23%)
* Another 178 of those questions were first responded to from 30 s- 1 min. (15%)
* Another 192 were first responded to from 1 min to 2 min (17%)
* So, we responded to 55% of our chat questions within 2 minutes
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| **Research Desk*** People are still ambivalent/confused about what this model is trying to accomplish
* If we want to continue, we need to recommit to marketing it.
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| **Changing Models*** Many institutions are changing their current reference models for reasons of budget and/or to get higher service.
* Many of these models favor consultations in some way or form—a way for librarians to work intensively with one student or group of students.
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| What else?  |  |