Doe/Moffitt Reference Services Annual Report for July 2006/07 rev. 8/27/07

The Doe/Moffitt Reference Services department is comprised of ten staff members, who through their activities, support Doe/Moffitt's reference and public service mission. Staff also support the collection-building and outreach work of Research and Collections (HSS and IAS) selectors, and oversee the Doe Library Reference Center, Moffitt Reference, Morrison Library, and Newspapers & Microforms. Staff work to provide access for students, faculty, staff, visiting researchers, and others, to a complex array of facilities, services, and collections: DREF, MREF, GREF, MORR, CPER, NEWS and MAIN. As part of the Doe/Moffitt organizational and service matrix, staff participate in certain broad or overlapping aspects of Doe/Moffitt. Reference Specialists within the department provide reference service at Doe and Moffitt Reference desks, consult with UC Berkeley undergraduates on term papers and research projects through the Research Advisory Service, and respond to queries via Ask A Reference Question and Gov Info IM/Chat services.

Reference Services

- Doe Reference desk service was available an average of 50-55 hours/week; for many weeks during fall and spring semesters, the desk was open 7 days a week, including 4 evenings. During 2006/07, the desk was open 2,397 hours; staff recorded 17,274 interactions, including approving 174 reference cards and issuing 1,828 Gardner Stacks access passes. Staff averaged 7 interactions an hour. Reshelving statistics indicate at least 2,020 DREF and 1,289 GREF volumes were consulted during the year. Upgrades include the capability to scan fiche content and save it in digital form, and the installation of a copy card vending machine, conveniently located in the Reference Hall.

- Moffitt Reference desk service was available an average of 44-56 hrs/wk; for many weeks during fall and spring semesters, the desk was open 7 days a week, including 4 evenings. For the year, the desk was open 2,127 hours; staff recorded 11,776 interactions, averaging 5 interactions an hour. MREF reshelving was absorbed by Moffitt Circulation staff. Statistics are not available.

- Research Advisory Service was offered for approximately 10 weeks during both fall and spring semesters. Appointments were available 20 hrs/wk. Over the two semesters, staff advised 207 students. During fall semester, 18 of 93 appointments were for history courses; in spring, history accounted for 56 of 114 appointments. Considering that the service hours offered 400 appointment slots, RAS was underutilized, and therefore overstaffed.

- Staffing (desks and RAS) – coverage was provided by HSS, IAS, IS and RS.
  - 13 staff were scheduled 2,387 hrs; 25 librarians were scheduled 3,332 hrs
  - 4 RS staff were scheduled 933 hours
  - 3 IAS staff were scheduled 521 hrs and 5 IAS librarians were scheduled 574 for a total contribution of 1,095 hrs
  - 2 HSS staff were scheduled 270 hrs and 9 HSS librarians were scheduled 1,277, contributing a total of 1,547 hrs; 2 part-time, temporary, HSS librarians were scheduled 680 hrs, bringing the total contribution to 2,227 hrs

- 3 IS staff were scheduled 604 hrs and 8 IS librarians were scheduled 683 hrs for a total contribution of 1,287 hrs
- 1 Bancroft staff was scheduled 59hrs and 1 Collections librarian was scheduled 118 hrs

- Ask A Reference Question email service remained robust with questions received either directly from inquirers via the email form, or as referrals from Webman for questions received via Comments or Pathfinder. Ask A Reference Question is linked from the Library Home page > Help > Research Assistance > Ask…, and the D/M pages > Reference & Instruction > Reference Assistance. The Request Access to Gardner (MAIN) Stacks form also funnels to the eref mailbox. Three staff are dedicated to monitoring the eref mailboxes daily with the exception of weekends. They fielded 1,236 inquiries, answering or referring as appropriate. For example, one librarian reported answering 480 questions, while referring 65 to D/M reference staff, 38 to D/M service units, and 75 to subject specialty libraries responding to a total of 658 eref questions. Significant improvements have been made in shared monitoring and service responsiveness.

- Trends in Reference Contacts

	Doe *	Moffitt	Total
2002/03	23,643	15,074	38,717
2003/04	25,450	17,547	42,997
2004/05	21,810	16,462	38,272
2005/06	24,275	11,346	35,621
2006/07	23,502	11,758	35,260

*includes RAS + off-desk

- Trends in Collection Use/Items Reshelved by Staff*

	DREF	GREF
2002/03	18,789	3,360
2003/04	15,117	2,929
2004/05	9,738	721
2005/06	4,249	2,163
2006/07	3,693	1,289

*MREF 'sweeps' were absorbed into the Moffitt Circulation workload.

- The North Reading Room and Reference Hall volume-capacity, measured and calculated in October, was found to be at 79.25% capacity. The previous capacity survey, in July 2003, put the collection at 82% of capacity. Continuous weeding and attention to keeping the collection within bounds has provided breathing room in that we did not experience difficulty integrating incoming material, a major problem in past years. Still, there are a few compacted areas that could use shifting. While capacity is manageable, the arrangement of the collections (DREF and GREF) is less than ideal for locating specific, known materials, and for browsing and discovery. Related and auxiliary materials that one might expect to be in close proximity are shelved across several discrete areas, such as, the North Reading Room perimeter, center index cases (which include Periodical Indexes, Dictionaries, Abbreviations, and Atlases sections); the Government Reference book ranges (which include the 'regular' collection in the center ranges, and Census, Indexes, and Folios on the outer ranges); the Reference Hall sections (which include Biographies shelved around the perimeter and on free-

standing ranges, Directories and Government Statistics which are on free-standing ranges next to one another). Each special shelving location is arrangedby LC, A-Z. As well as a hindrance to access, the arrangement adds to workload as each item must be assigned a location, marked thusly, and during reshelving, each book has to be opened and checked to determine its shelving location.

- Collection and Access
  For DREF, MREF, GREF, MORR and NEWS statistics covering size, circulation and on-site use, amount and types of material handled, etc., see appendix.

- Reference Manual – The Doe and Moffitt print reference manuals have been converted to a merged online version using wiki software. The manual is linked from the Reference Services section of the D/M Staff page, and for ease of access, a Reference Manual icon has been placed on the desktop of each reference computer. The manual includes key information regarding reference desk policies, practices and procedures; quick access to campus contact information, schedules & locations; and general information needed by those working the desks; and it links to the Reference blog, a potential vehicle for staff to post announcements, highlight resources, and share information relevant to the reference desk service and operations.

- Individual off-desk reference interactions, reported by HSS, IAS, IS, and RS for 2006/07, amounted to 4,402 (IS 335; RC HSS 1,737; RC IAS 1,891; RS 604).

- Welcome Week Information Desks, a highly visible public relations effort, met with great success as a means of engaging new and returning students at the start of fall semester. This past fall over an 8 day period, staff interacted (with mostly Cal students) 814 times, averaging 101 contacts a day. , Over 7 days in fall 2005, staff were engaged 746 times, averaging 106 contacts per day. Interactions chiefly related to library services, how to navigate the library system, questions about the broader campus, library tours, student jobs, and general research. Not surprisingly, most of the action has happened at the north desk, as Memorial Glade is a prime site for campus Welcome Week events, such as Calapalooza, and there's a natural flow of traffic from Moffitt Library and the FSM Cafe.

- 190 Doe Library, after serving as surge space during periods of seismic work and being neglected for a couple of years, has been redesigned as an online research and study area suitable for both individual and group study. The modifications included removing the free-standing bookcases, bringing back the tables and chairs designed for the space in the late '90s, and installing electrical conduits to support the use of laptops. With these changes, combined with the existing public computers, Pay-to-Print station, and access to Airbears, this high traffic area offers basic functionality.

Morrison Library

Morrison Library's interim reservation policy covering July 2006-August 2008 was implemented last summer. New guidelines, procedures, and an online reservation request form were put into place resulting in a drastic reduction in the number of times Morrison was closed in favor of special events this past year. Additionally, as of January 1, 2007, Admin increased the Morrison Library rental fees to $750 for receptions and $900 for dinners. The rental fee charged for University Relations events was increased to $750-$1000 based upon the complexity of setting up and accommodating the specific event.

- The Graphic Arts Loan Collection is on a deliberate pace toward the resumption of its loan program. Work was able to proceed after an professional appraisal was completed. (The appraisal was submitted in January 2006). Digital images of GALC prints have been captured and stored in a

Filemaker Pro digital images database. Over half of the prints have been cataloged based on guidelines provided by Bancroft Pictorial Collections staff. Eventually, images in the database will be converted to provide links to online images within Pathfinder; an online reservation feature is envisioned, as well.

- The Permanent Poetry Collection has been weeded to focus on the works of contemporary American poets, 1950-present; weeded works are to be offered to M. Burnette for decisions on final disposition. Bancroft may be offered works that fall within their collection scope.

- The Lunch Poem Series continues to be a popular, successful collaborative program. Support for this series is provided by Mrs. William Main, the Library, The Morrison Library Fund, the dean's office of the College of Letters and Sciences, and the Townsend Center for the Humanities, and also partially supported by Poets & Writers, Inc. through a grant it has received from The James Irvine Foundation. Readings are broadcast on UCTV, and Media Resources Center maintains an archive of readings.

- The Books on CD Collection has continued to grow in popularity. This unique campus collection has tripled in size with the recent addition of 160 new titles. The collection has been relocated within Morrison to accommodate growth and for enhanced visibility. CDs are ordered shelf-ready in attractive, sturdy cases of much better quality than jewel cases. Copy cataloging is performed by Morrison staff.

- The Music CD Collection was recently updated with the addition of 50 or so new classical music albums. Listening stations in the balcony, were revisioned and revamped to meet demand and to create a more comfortable and serene listening environment. Three center alcoves are set up and reserved for listening; each alcove has two armchairs with foot stools, and a coffee table with a lamp. The alcoves, bookends to the listening alcoves, remain as traditional reading areas with regular 'study' tables and chairs.

- The Travel Collection has not been used as envisioned. It will be weeded and very selectively updated as collection space in Morrison is limited. Prime space has beenn allotted to growing collections, such as Books on CD. Since the Travel Collection was revived a few years ago, usage has consistently been very low, and there has been no discernable interest by students in this collection.

- Additional facilities upgrades included replacing window coverings; refinishing two oak tables; acquiring a new, modern, easy-to-use, PA system and podium; and replacing two badly worn rugs which were deaccessioned and redeployed one each to Graduate Services and SSEAL.

Newspapers & Microforms

- The ability to scan and capture microform (film and fiche) content was implemented. Workstations were reconfigured and relocated to accommodate the new set up.

- Exhibits of the front pages of selected daily newspapers is a new, attractive feature in NM. Staff coordinate daily receipt of pages (a la Moffitt news kiosks) with Canon Copy Service.

- Daily receipt of selected newspapers has been a challenge as Cody's and other nearby vendors have shuttered their operations. Arrangements are underway to work with Analog Books on Euclid Street.

- Bundling capability was re-established for newsprint returns to NRLF.

- The HVAC system was corrected after periods of either stifling heat or extreme chilliness.

- Analyzed the impact of the Library's decision to downsize staffing for the periodicals binding operation and relocate, in every respect, MAIN binding operations to News Micro. Serials binding has proven to be impossible to keep current with an ideal of 1,000 bindable units per month prepared and put into the Binding Preparation workflow. While the collection was reduced in size, from approximately 8,700 titles to approximately 4,600, to fit a much smaller shelving capacity with much less flexibility, and to implement the policy that transformed the Periodicals collection to a Current Periodicals collection, the winnowed titles were 'dead' titles that had not been closed out and pulled, or were annuals that are now handled as 'Bind on Receipt' bypassing CPER. The remaining titles are regularly received with bindable units accruing apace. The binding operation is complex; knowledge of receipt patterns and significant record work is integral. Decoupling receiving (check-in) expertise i from collating expertise has created a defective operation and challenging predicament.

    - In FY 2005/2006, 3,927 bindable units were prepared and sent to the Binding Preparation Division; FY 2006/2007, over 5,400 bindable units were handled. At a rate of 450 per month, this represents less than half the ideal of 1,000 per month.
    - Since the collection was moved to the Heyns Reading Room two years ago, 200 new titles have been added to the MAIN collection shelved in CPER, resizing the collection from 4,600 to 4,800 titles.
    - Adding to the workflow challenge are backfiles (unknown to NM staff) that arrive unexpectedly. Since backfiles are not appropriate for CPER, and there is no holding space, they must be immediately processed for binding -- drawing attention from binding current periodicals.
    - One permanent .5 fte was provided to the unit to handle the binding operation.

- Newspapers (current print and microfilm replacement), pose a continuing challenge as the goal is to adhere to the newspaper policy as selectors work to build and maintain a research-level collection of newspapers. Coordination between NM staff, Preservation Replacement and Gardner Stacks selectors, and timely decision making are essential. The good news this year, is that C. Eckman, AUL for Collections, has offered to provide funds for filming (purchase or in house) this coming fiscal year.
    - Eckman's offer would cover 70% of the cost of replacement out of AUL funds if the selector agreed to cover the remaining 30% out of their funding sources.
    - Selectors will be working with M. Osinovsky (Preservation Replacement), to make sure that all titles in the newsprint section are on the list of titles for potential replacement with film, should the selector feel they require permanent retention. The original list of titles in this category was developed during the planning stages for the NM move to 40 Doe. Osinovsky continues to provide essential support in maintaining the spreadsheet.

- Dissolving the PERI collection, including the massive bundles of deteriorating newsprint materials housed at NRLF has yet to be accomplished. Plans are to involve selectors in a decision-making process and develop procedures by the end of the calendar year.

Miscellaneous

- Web pages owned by the department have been updated on a page-by-page basis. There has been no opportunity for me to review methodically all of the 26 pages owned, although the standard imposed

by DMAG is for all pages to be reviewed on an annual basis. My web pages were put into the Stellent Content Management system, and web page updaters were equipped with Dreamweaver 8, given in-house training, and added to relevant lists to keep abreast of practices. The page updaters reviewed all of the pages for grammatical inconsistencies, suggesting changes and editing.

- PC Expert work is better managed within the department. Two additional staff members were added to the PC Experts roster and they participated in the CalMail migration training. I expect LCIS to engage the PC Experts with greater regularity so that they are poised and equipped to be responsive to LCIS requests for assistance on workstation transitions and upgrades.

- Upgrades to Windows XP remain outstanding for two staff workstations. Staff who required Adobe Acrobat Pro 8 and Dreamweaver 8 received installations.

- Budgets, including GA and Supplies & Expenses, are shared by RC HSS, RC IAS and RS. Heads have worked together in allocating, tracking, and approving expenditures, since January 2006. This arrangement has worked out very well given our overlapping responsibilities and functions. The Supplies & Expenses allocation is pretty much devoured by monthly recurring, chiefly telecommunications, expenses.

- Personnel and staffing remained stable throughout the year. One staff member left in December 2006 to take advantage of a promotional opportunity at another campus library. The position was replaced in April 2007. Student worker staffing has been fairly stable. We experienced the usual turnover of highly skilled, trained students who've left because they've graduated. All units have fared well with their student crews and were able to implement the student pay increase program without much ado.

- Staff contributed to departmental, Doe/Moffitt, Library and campus task groups, committees, and Councils.

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Appendix

Collection and Access						
2006/2007 FY						
	DREF	**MREF**	**GREF**	**MORR**	**NEWS**	**TOTALS**
Vols	18,995	2,269	9,968	15,420		**46,652**
Serial subscriptions - purchased	406	28	161	36		**631**
Serial subscriptions - not purchased	0	0	363	0		**363**
Microfiche	87,648	0	942,533	0		**1,030,181**
Monographic CD-ROMs	958	0	95	0		**1,053**
Serial CD-ROMs	984	0	0	0		**984**
Maps	0	0	1,881	0		**1,881**
Audiocassettes	0	0	0	25		**25**
Compact discs/Digital audio	0	0	0	710		**710**
Pictorial items	0	0	0	847		**847**
Initial circulation	0	0	0	4,218		**4,218**
Renewals (excludes self renewals)	0	0	0	5,199		**5,199**
Sweeps (Reshelving)	3,693	0	1,289	1,492		**6,474**
Holds placed				118		**118**
Search requests taken	15	0	9	29		**53**
Items declared missing	3	0	0	0		**3**
Volumes sent for initial binding	91	3	611	0		**705**
Mends or rebinds	33	0	5	0		**38**
Items relabeled	1,147	122	0	0		**1,269**
Directional/informational				812		**812**
Reference and information	23,502	11,758	0	176		**35,436**
Monograph volumes added	496	117	158	0		**771**
Bound serials volumes added	545	0	450	0		**995**
Serial pieces entered	1,250	28	0	0		**1,278**
Microfiche added/filed	0	0	22,999	0		**22,999**
Loose leaf sheets filed	1,072	0	50	0		**1,122**