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. This past year, staff also participated in the HSS/IM Chat Pilot.

During the past year, I was responsible for considering DMRS activities in light of Doe/Moffitt’s guiding themes: service excellence and responsiveness, teaching and learning, collection vision and access, and staff support and engagement.

Service Excellence and Responsiveness

‘The Doe/Moffitt Libraries serve a wide range of library users who represent various campus and academic communities, and who have diverse visions for the role of the library. We must ensure that we are aware of user’s expectations and experiences, able to design and adapt accordingly, and prepared to provide high-quality public service contacts through all our exchanges.’

Reference and Public Services

Doe and Moffitt reference desks consistently met established service hours with librarians and classified staff engaging with members of the campus community throughout the year. For FY 2007/08, reference service statistics were collected on a sample basis with distinction made between ‘directional’ and ‘reference’ in conformity with Library Administration reporting categories. Sampling occurred two weeks in October, February, and June. Figures were collated and annualized for reporting to Library Administration based on a formula developed by the Public Services Task Force. Details http://tinyurl.com/53jqbh

Reference interactions over the past several years show a steady, but not precipitous decline in personal contacts.

<table>
<thead>
<tr>
<th></th>
<th>Doe *</th>
<th>Moffitt</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002/03</td>
<td>23,643</td>
<td>15,074</td>
<td>38,717</td>
</tr>
<tr>
<td>2003/04</td>
<td>25,450</td>
<td>17,547</td>
<td>42,997</td>
</tr>
<tr>
<td>2004/05</td>
<td>21,810</td>
<td>16,462</td>
<td>38,272</td>
</tr>
<tr>
<td>2005/06</td>
<td>24,275</td>
<td>11,346</td>
<td>35,621</td>
</tr>
<tr>
<td>2006/07</td>
<td>23,502</td>
<td>11,758</td>
<td>35,260</td>
</tr>
<tr>
<td>2007/08</td>
<td>21,613</td>
<td>10,552</td>
<td>32,165</td>
</tr>
</tbody>
</table>

*Doe reference statistics include RAS ( e-ref, off-desk reference, and chat).

The following breakdown brings reference activities into relief:

<table>
<thead>
<tr>
<th></th>
<th>Doe Desk</th>
<th>Moffitt Desk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reference questions</td>
<td>7,296</td>
<td>4,304</td>
</tr>
<tr>
<td>Directional questions</td>
<td>9,816</td>
<td>6,248</td>
</tr>
<tr>
<td>Total</td>
<td>17,112</td>
<td>10,552</td>
</tr>
</tbody>
</table>

Doe reference is responsible for permitting visitor access to Gardner Stacks which is restricted to directly-affiliated members of the UC community. Reference staff issued 1,928 stack passes, and approved 254 One-Month Reference Card applications, during FY 2007/08. The pace of issuance was fairly steady.
Librarians and classified staff reported 2,699 off-desk reference interactions for FY 2007/08. This compares to 4,402 in FY 2006/07. Departments reported thusly: HSS 1,094, IAS 1,380, IS 74, and RS 151.

Research Advisory Service met established service hours, over the course of a ten-week period during the fall and spring semester, most of the time. There were a few times when staff availability was shallow. In those instances, the guideline followed was to staff both desks, first, and then cover RAS shifts. In general, 40 half-hour appointment slots were offered. In the fall, 58 undergraduates showed up for appointments. In the spring, there were 99. This compares to last year: fall, 93 and spring 114. While in the past, history topics were the majority. This spring, students of Boyle’s Theater R1B course stood out. RAS was promoted much as in prior years, with mailings and by staff promoting during instructional sessions and through their liaison work. As with the reference desk, in many cases, students waited until pretty far into the semester before asking for assistance, making online resources highly valued, since often books needed were checked out, and there was not enough time for recalling or obtaining through interlibrary borrowing. View a list of recent topics, here http://www.lib.berkeley.edu/doemoff/ras_topics.html

In staffing the desks, and RAS, I relied on the support of librarians and classified staff who made themselves available for a certain number of hours, and certain days and times, from week to week. Over the year, 37 individuals contributed 4,694 hours; 26 librarians were scheduled 2,805 hours, while 11 staff were scheduled 1,889.

Reference Services, Instructional Services, and Research Collections, International and Area Studies and Humanities and Social Sciences departments provided reference service coverage:

- RS - 4 staff - total 848 hrs
- IAS - 3 staff - 456 hrs | 6 IAS librarians – 617 hrs – total 1,073 hrs
- HSS - 2 staff - 200 hrs | 9 permanent HSS librarians - 936 – total 1,136 hrs;
  2 part-time, temporary, librarians - 569, bringing the HSS total contribution to 1,705 hrs
- IS - 2 staff - 323 hrs | 8 IS librarians - 595 - total 918 hrs
- 1 Bancroft classified staff member - total 62 hrs
- 1 Collections librarian - total 88 hrs

These figures do not include hours staff were scheduled for H/SS chat, GovChat, UC chat or at reference desks of other campus libraries.

Ask a Reference Question email service, as in prior years, operated independently from reference desk service. One RS classified staff member, supported by the two part-time HSS librarians, had primary responsibility for monitoring and handling the e-ref mailbox. Two RS staff were back ups. The e-ref was on a daily monitoring cycle with weekend mail carrying over to the following Monday. Last year, e-ref migrated from a shared Eudora account to a shared CalMail account. The switchover to a web account enabled anytime, anyplace monitoring. This year, 935 email questions were handled in comparison to last year’s 1,236. Most often the questions were answered by the monitors, with some referrals to subject specialists or other library services, in particular to Interlibrary Services, Bancroft, Music, and Business. Those with questions best responded to by other subject specialty libraries were asked to write to them directly to avoid Doe/Moffitt setting up a service expectation that may not be able to be met by a sister library.

Doe/Moffitt continued to experiment with methods for making it more convenient for students to connect with librarians and classified staff. Over the fall and spring semesters, a chat service for humanities and social science topics was piloted with a degree of success in that staff gained experience working with instant messaging in the context of responding to ‘reference’ questions, and used tools such as Meebo, learned about ‘widgets’ and ‘qwidgets’ – in a common purpose. Staff from all sectors, IS, RS and RC HSS and IAS contributed to the pilot.
While the pilot demonstrated that instant messaging is a viable communication method, and it created an opportunity to promote more deftly the various methods for connecting to staff for research help, it also demonstrated what can happen when two similar services are advanced simultaneously to indistinguishable audiences. The HSS chat pilot went online at the same time UCB committed to the UC chat service, drawing on the same pool of staff, promoting in the same places, and trying to distinguish between the services, caused the pathways to blur. At the end of the year, learning that Berkeley’s commitment to the UC chat service would continue at least through FY09, it was decided to end the H/SS chat pilot in favor of supporting and promoting UC chat. All the same, during the year H/SS chat logged 36 chat sessions in the fall, and 66 in the spring. This compares to GovChat which reported 55 chats in the fall, and 42 in the spring. H/SS Chat details are here http://tinyurl.com/4agfjh

Welcome Week Information Desks in Doe Library during the first few days of fall semester, continued to be very successful means of glad-handing between staff and new and returning students. Staff recorded high levels of engagement that have been maintained since the 2005 pilot when staff recorded 746 interactions. In 2006 there were 814, and in 2007, there were 884. Of the 884, 776 interactions occurred at the north desk; 118 occurred at the south desk. The full report for Fall 2007 is on the Doe/Moffitt web page http://tinyurl.com/3pjoy9

Doe/Moffitt’s Tour Program shifted from Instructional Services to Reference Services last summer. Mendoza, the Tour Coordinator reported:

- 72 guided tours were given with 753 attendees, averaging 10.4 per tour
- 29 tours were regularly scheduled drop-in tours with 145 attendees, averaging 5.1 per tour
- 26 tours were scheduled by special request with 298 attendees averaging 11.4 per tour
  - Cal Summer Debate Institute
  - CalSO counselors
  - English 1A
  - Early Academic Outreach program
  - Visiting Scholars from Norwegian University of Science and Technology
- 17 Cal Day and Welcome Week tours were given with 310 total attendees, averaging 18.2 per tour
- 8 staff, in addition to the coordinator, served as tour guides; most were from Doe/Moffitt with a couple from other Library units.

Services to Users with Disabilities is coordinated by Doe/Moffitt. Last summer, this responsibility shifted from Instructional Services to Reference Services. The printed Library Guide was completely rewritten, minor changes were made to the web page, and Cullimore surveyed campus libraries to confirm ADA compliance for wheelchair access to public computers and work tables. Signage needs are underway to be met.

Morrison Library

Morrison Library’s interim reservation policy (July 2006-August 2008) enforced this past year, ensured that Morrison’s public service hours were given high priority in considering reserving Morrison for special events during regular hours. This is a significant service improvement from prior years when Morrison was closed quite often for special events cutting off access by its primary constituents. It helped immensely that Library Administration secured sites such as the Bancroft Hotel and the Toll Room for many of the New Directions events that occurred over the year. Service hours can be maintained if the new guidelines and procedures are adhered to by all, including Library staff.

The Graphic Arts Loan Collection circulating program received full attention throughout the year in preparation for service resumption.

- GALC’s 50th anniversary (1958-2008) was celebrated with a special exhibit at the Berkeley Art Museum. The Museum exhibited thirty-two prints from the original collection in the theater gallery this summer.
• A workflow was developed for digitizing and cataloging incoming prints. An Excel inventory spreadsheet was created and delivered to Library Systems Office who used it to develop the GALC web page.
• Prints too valuable to circulate have been accounted for, unframed and stored according to museum standards.
• Policies and procedures were developed, adopted and put into place.

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.

Recurring literary, social and cultural public events, such as Story Hour in the Library and the Morrison Library Inaugural Lecture series, populated the Morrison Special Events contributing to the Library’s public service mission.

Newspapers & Microforms

The only method for getting daily newspapers is to schedule a student worker to make a pick up run each day. Analog Books, Euclid Street, is the only vendor near the campus that can supply the desired titles, and that has been willing to set up an account with the Library.

Microform scanning has been mostly routine. Equipment challenges have occurred from time to time. Computer processing is sometimes slow or doesn’t work the way envisioned, and it is often impossible for NM staff to determine what’s not working properly. Because the SCSI card did not fit into some of the mini pcs, LCIS used a P4 2.2 Ghz system which should be fast enough to process scans, but these pc’s with the scanning software are old, and slow. It has been very frustrating to the staff and students in NM to have to help debug and fix the frozen and slow pc’s. They pretty much have to urge patience.

It had been suggested early last fall that the eight pcs be upgraded with new ones that one imagines would handle the scanning kits more efficiently. The CERF program would probably apply with the expense picked up by Library Systems. The ability to scan microform was a great leap forward. Quicker processing capability represents the next leap.

It has been suggested the Library purchase a few portable microfiche viewers. At the time of the suggestion, costs were $400 per unit. The idea is to have these available for check out from units that have large fiche collections. Details may be available at http://www.indususa.com/456_elite.php

Teaching and Learning

‘The Doe/Moffitt Libraries are strategically positioned to make significant contributions to teaching and learning initiatives on campus through our services and spaces. We need to identify the most effective and meaningful approaches to cultivating students’ habits of mind of successful learners and scholars and creating the associated physical and online environments for supporting student learning and research.’

The Teaching and learning theme does not have direct application within the Reference Services department. Individually, staff have contributed in a small way to IS programs, for example, periodically teaching one or more Know Your Library Workshops.

Collection Vision and Access

‘The collections in the Doe/Moffitt Libraries cover a diverse range of disciplines, formats, and languages and are located in nine locations. Working in collaboration with the AUL and Director of Collections, we need to continue to refine our approaches to developing the collections and associated funding and support. We need to determine how to manage our changing collection needs, articulate approaches for
balancing access to and security for these collections, as well as methods for enhancing users’ ability to identify and utilize collections for disciplinary and interdisciplinary research needs.’

Reference Services department supports DREF, GREF, MREF, and NM collection development and maintenance decisions, and engages in local processing activities. Morrison Library collections are developed and maintained by the Morrison Library head.

**Doe Reference, Moffitt Reference and Government Reference**

The print reference collections appear to be seldomly used as reflected by steep declines in the number of items reshelved by staff over the last several years. While it is the case that some used materials are reshelved by users, it’s pretty clear that print sources are not perceived as valuable or necessary to sundry ‘research.’ In my observation, staff are less inclined to refer to and or use print sources to address questions raised at the reference desks. My sense that the Moffitt Reference collection is of little consequence has no evidentiary basis. I am very interested to learn the results of a survey of staff in their use and opinions of the print reference collections.

<table>
<thead>
<tr>
<th></th>
<th>DREF</th>
<th>GREF</th>
</tr>
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<tbody>
<tr>
<td>2002/03</td>
<td>18,789</td>
<td>3,360</td>
</tr>
<tr>
<td>2003/04</td>
<td>15,117</td>
<td>2,929</td>
</tr>
<tr>
<td>2004/05</td>
<td>9,738</td>
<td>721</td>
</tr>
<tr>
<td>2005/06</td>
<td>4,249</td>
<td>2,163</td>
</tr>
<tr>
<td>2006/07</td>
<td>3,693</td>
<td>1,289</td>
</tr>
<tr>
<td>2007/08</td>
<td>2,886</td>
<td>259</td>
</tr>
</tbody>
</table>

*MREF ‘sweeps’ were absorbed into the Moffitt Circulation workload, however, in my observation, very few MREF books actually showed up in the reshelving area.

This year, we did not survey the North Reading Room and Reference Hall volume capacity since in the two prior years, the collection hovered around 80% of capacity, a situation within which we could work. Of course, while growth in particular areas generally has been unpredictable, predictably, newly-assigned area studies librarians assiduously rethink holdings and make decisions to weed out and transfer in materials that affect specific classification areas. So far, small shifts have accommodated new decisions.

In last year’s Annual Report, I raised the issue of the negative effect the arrangement of the DREF and GREF collections has on locating specific, known titles, and on browsing for discovery. My view has not changed. The division of the collection by certain types (Biographies, Directories, Gov/Stat, etc.) is not particularly meaningful for searching for information. Related and auxiliary materials that ought to be in close proximity are not. Each of several discrete areas are arranged from A-Z. One is informed of where a particular item is shelved by a special shelving location note in Pathfinder. How does one process DREF, DREF Govt/Stats, or DREF Biographies, or GREF Census, or GREF (a statistical source with no special shelving location note -- in terms of where to look? Maintaining special shelving locations factors into the workload, too, as items assigned a location are marked with a location notation and a Suffix note is added to the GLADIS record. Everything about the item takes more time, searches – must look in all the discrete areas; before reshelving any item, one must confirm if it should be shelved along the NRR perimeter or in one of the discrete areas. While there’s no guarantee that use of the print collection would increase if the collections were integrated and arranged in a single call number sequence, students and others would have a better chance of discovering useful print reference materials.

**Newspapers, Microforms, Current Periodicals and Back Set Serials**

Recruited an experienced library assistant as Binding Assistant. With creative funding, the position is supported at 90% FTE through early spring ’09. Loss of funding will result in the position dropping to 50% FTE.

Several students were trained to do binding tasks (GLADIS updates, running slips, tying units, processing trucks and delivering them to BPD, etc.)
Essential processes have been documented.

A satisfactory workflow is in place to allow staff to complete other technical services procedures related to binding (i.e. CLOSING Titles, Back Set serials processing, cleaning up records.

Binding quota pattern resulting from erratic staffing levels:

- July 1, 2007-Dec 31, 2007 (6 mos.) bindable units completed: 893
- Jan 1, 2008-Feb 29, 2008 (2 mos.) bindable units completed: 450
- Mar 1, 2008-June 30, 2008 (4 mos.) bindable units completed: 3536
- July 1, 2008-Present (@ 2 ½ mos.) bindable units completed: 2423

Stable staffing is clearly needed to maintain a steady flow of bindable units to the Bindery. The Bindery cannot operate without a predictable workflow. Their work halts when material stops flowing.

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. Last year, C. Eckman, AUL for Collections, in conjunction with the heads of IAS and HSS, adopted a funding model that would help chip away at identified newspaper preservation projects. This year, he offered to make funds available to cover 70% of the cost of replacement film from AUL collections funds, if the selector agreed to cover the remaining 30% out of their funds.

Several filming projects continued or commenced last summer. Preservation was already engaged in replacing, by in-house film, pre-WW2 Berkeley newspapers stored at NRLF. Osinovsky contacted selectors to make similar decision about post-war newspapers that would be sent to ProQuest to film for Berkeley. Osinovsky, critical to the preservation process, recently reported on several PRES newspaper projects underway and identifies outstanding issues:

- Filming remaining old newspaper backfiles from Tier 9 that have been kept at PRES or moved to NRLF for temporary storage to vacate Tier 9 for Bancroft (12 titles, about 450 bundles to be filmed and discarded after filming).
  Status: Not finished; approximately half way through.

- Filming old newspaper backfiles on regular deposit at NRLF for which commercial film is not available (82 titles, over 200 bundles or bound volumes; they have been deaccessioned from NRLF, filmed, and discarded with the exception of four early-19th-century titles that have been taken by Bancroft).
  Status: This project started before FY 07/08. Completed.

- Current newspaper backfiles (through 2006 or 2007) from the Newspaper room.
  Status: This is a standing project with no set end date. The rationale behind the project is to continually replace older backfiles with microfilm and keep in the current newspaper stacks only one year plus current for titles which are not available in commercial film. Currently it covers 15 titles for most of which the backfiles have been filmed through 2006.

- Several special newspaper filming projects—anew small ones and a large one. The large one would film a large number (over 100) of Iraqi newspapers received by Shayee Khanaka through the Library of Congress.
  Status: No filming has been done in FY 07/08. We plan to film these titles in FY 09/10.

- PRES would need two more years (FY 08/09 and FY 09/10) to finish #1 and #4 and another year (FY 10/11) to catch up with current backfiles (#3). After that we would keep filming current backfiles annually to maintain paper holdings for selected titles on the one-year-plus-current level. Hopefully, sometime in the future the Library would be willing to address remaining newspaper issues:
Replacing with microfilm for titles stored at NRLF for which commercial film IS available. This project turned out to be very expensive and has not been funded.

Setting up standing commercial microfilm orders for neglected current titles for which old issues are piling up.

Possibly adding some more current titles to the in-house filming list (#3 above) for which commercial film is not available. In addition to the 15 titles mentioned above, there are some other overlooked or neglected titles which selectors want to be filmed and a few titles dropped by California Newspaper Project (since they have finished filming operation).

Actual filming is being done by our own Photo Lab (currently known as Preservation Microfilming Laboratory) and by ProQuest's Contract Newspaper Microfilming unit for us.

- Per current preservation microfilming guidelines, we and ProQuest produce three generations of film for each microfilm reel: a master negative (stored at SRLF), a duplicate negative (stored at NRLF), and a positive service copy (shelved in the Newspaper room).
- Funding comes from the Library's 19990 funds.

While all unbound/bundled newspapers at NRLF received a blanket "restricted circulation" designation and therefore are exempt from the persistence policy, the circulation status (and therefore the persistence status) of bound newspapers are determined on a title-by-title basis. Review status cycles through Abalos, the selector and NRLF when the title is requested for circulation. While only a few titles have needed this attention, to avoid that the ILL request expires while in process at NRLF, we are asked to respond as quickly as possible.

We did not make any headway in dissolving the PERI collection, including the massive bundles of deteriorating newsprint materials housed at NRLF. We need to develop a spreadsheet of titles organized by selectors so that they can review and make decisions about their titles. This means revisiting initial, legacy decisions to put specific titles into PERI. Very few would recall that PERI was a shelving location created many, many years ago as a temporary 'holding pen' for material that was to be held for a while in the unbound periodicals area and then discarded. Loathe to toss the material, over the years, it was bundled up and shipped off to storage. As the titles are represented in GLADIS/Pathfinder, periodically, items are requested. When that happens, the material is sent to NM for staff to appraise whether it can withstand handling since in many cases, the paper is exceedingly brittle. It is believed that there are 400 PERI titles. We will request a log from Library Systems to ensure that all titles are retrieved. Titles will need to be searched to find determine if they are unique to Berkeley; decisions will need to be made including discarding (recycling), acquiring commercial film if available, or filming in-house, assuming the paper will withstand the process. The goal is to preserve the content of those titles selectors want archived, and rid NRLF of the rest. If it turns out that there are currently received titles in PERI, those titles will need to be transferred to CPER if they are retained.

Staff support and engagement

'The people who work in the Doe/Moffitt Libraries are one of the most valuable resources the library offers to the campus community. From the moment people apply for staff and student positions, and throughout their tenure in the library, we need to work together to create a respectful and collegial environment that supports individuals’ growth and encourages team-based initiatives.'

Staff contributed to a variety of task groups, committees, and Councils, including cross-departmental interview panels, and to their degree of interest, engaged in New Directions activities, and contributed to a team effort through work on several Moffitt Renovation and Revitalization Think Tanks. In nearly all that we have accomplished this past year has involve engagement with staff of other units. Often engagement is on the fly and informal, other times it has been formalized as working groups are formed around a specific objective or goal. Many are or will be involved in planning or other activities related to Millennium, the integrated library system.
Staff members are H. Cullimore, G. Dong, G. Gillespie, L. Johnson, V. Jourdan, S. Mendoza, Giulia Sacco-Trujillo (Hd. NM), A. Warren (Hd. Morrison), and N. Waugh.

Respectfully submitted,
    Imani Abalos, Head, Doe/Moffitt Reference Services