Doe/Moffitt Public Service Statistics Task Force

The Doe/Moffitt Advisory Group (DMAG) seeks volunteers for a task force to make recommendations on tracking public service interactions that occur at our service desks and through off-desk appointments. The work of the group will help determine how we might measure and report workloads within the Doe/Moffitt departmental annual reports and to the Library Administration. Ultimately, the data will be used for planning and promotional purposes.

Background
Library Administration compiles public service data for use in the following kinds of projects:

- responses to national and statewide surveys;
- information for presentations and reports to campus;
- Library tours and information leaflets; and
- internal budget and workload forecasts.

With respect to reporting workload statistics to Library Administration, all public service units are required to report statistics annually on the Library Unit Statistics form, units are asked to report **Reference Services**, as either **Directional/Informational** (includes questions about how to find locations, services, buildings, call numbers and people), or **Reference/Information** (includes individual library consultations; research advisory contacts, dissertation advisory sessions, subject research, format navigation, bibliographic verification, holdings location, information about services, the campus, etc.). Currently, variation across D/M units in how these data are captured and reported is significant. The group is to look at methods for bringing units into alignment to ensure that the information reported to Library Administration accurately reflects D/M workloads.

Reporting data to Library Administration is one aspect to examine. A second, equally important aspect is Doe/Moffitts needs for and uses of data. The basic data captured for Library Administration are not sufficient for D/M purposes, and currently, we do not have a method for capturing data that paints a vivid picture of our direct public service activities and contacts. In addition to examining what types of data are needed to illustrate service desk and off-desk public service contacts, the group is to propose timing and methods.

Areas for the group to examine include, but are not limited to:

- should we be tracking daily statistics?
- should we be tracking snapshots at certain periods?
- how often should off-desk one-on-one consultations be reported?
- how should email interactions be captured?
- how might data be captured and made available online/in a database for ease of access and making reports?

By April 13, the task force will submit a final report and recommendations to DMAG with one or more suggested forms to consider for capturing basic statistics required by Library Administration, and for capturing subsidiary data useful to Doe/Moffitt Libraries.

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