

Welcome Week Information Tables Fall 2006

Drawing on the experience of the fall 2005 pilot, informational tables were set up for the second year at the north and south entrances to Doe Memorial Library. *Welcome to the Library* banners provided visibility and hospitality. A diverse array of handouts attracted attention and proved to be helpful and of interest.

During Welcome Week and beyond, August 21-31, the tables were staffed weekdays between 11am and 3pm. D/M reference staff provided coverage. Traffic was brisk during these 8 days with a total of 814 interactions, averaging 101 questions per day. Research information interactions accounted for 32 of these interactions, or almost 4% of the total. For comparison, last year there were 746 interactions for 7 days, averaging 106 questions per day. Questions encompassed many areas of library services: directional questions, how to navigate the library, information on library tours and student jobs in the library, and general questions on library research.

Observations

- the north lobby had more traffic than the south
 - tours convened on the north (and were seriously oversubscribed)
 - students came from Know Your Library sessions held in Moffitt
 - Morrison attracted passersby
- mid-morning seemed busier than later in the afternoon; the 11am-3pm schedule seemed to be just about right; the south desk might be closed a bit earlier
- the mix of handouts was good, ranging from informational leaflets and schedules to general interest postcards and bookmarks (see complete list, below)
- a single attractive banner was created *very* in-house by a student assistant; expense was negligible; the handmade appearance was actually quite adorable
- the small round table on the north was barely adequate to hold handouts (space was a challenge on the north); a larger rectangular table was provided by Alex from the Morrison Library
- the larger table on the south side was borrowed from Graduate Services and worked well in the space

Staffing Welcome Week tables at the entrances to Doe is a visible outreach effort that should be replicated each Fall. Steve Mendoza coordinated the fall '06 tables, and is expected to continue this role in the future. It is essential to contact key staff early to ensure a smooth set up, confirm staff coverage, and build rapport with Library Security Desk staff who have ongoing responsibility for providing directional and very basic information. Collaboration with Library Security is a larger issue which should be addressed separately from the Welcome Week observations and this report.

Key staff/issues:

- Graphics for banner/sign design
- Library Security to clarify roles and expectations, and to develop a team mentality
- DM Reference Services Head for scheduling staff
- Space Planning to confirm that our set up is in compliance with Fire Marshall codes
- Graduate Services (elsewhere) for loan of furniture
- Library Development for general interest give-aways (postcards, bookmarks, etc.)
- Selected campus services for specific non-Library handouts
- Publicity venues: CU News, allusers, Library News and Events

List of Fall 2006 Welcome Week Information Table Handouts:

- Campus maps
- Doe Library maps
- Gardner stacks maps (MAIN collection)
- Visitor information OLs
- An undergraduate's guide to the Library OLs
- Know Your Library schedule of classes
- Lunch poems posters
- UC Berkeley IST bookmarks
- Cal Webfiles bookmarks
- Cal B-Safe bookmarks
- UCPD Safety counts pocket folds
- Bear Transit System Guide pocket folds
- IST client services guides
- A visitor's guide to the Architecture and History of the Doe Library booklets
- Library Development Office Postcards: campus scenes (4), and historical library rooms (4)
- Library Development Office Library bookmarks
- Academic calendars Welcome Week edition

Connecting @ Berkeley packets

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10/25/06