Public Services Council Meeting of November 28, 2023

Student Technology Committee Listening Session on 11/7/2023
Salwa Ismail and Beth Dupuis met with the Student Technology Committee that is part of Student Affairs IT which has graduate students and undergraduate students to advise the campus CIO and other IT leaders about the student experience related to technology. There are approximately 15 student members. The Student Technology Committee meeting on Nov. 7 to hear student feedback related to technology-related experiences in our libraries. Salwa and Beth took notes from that listening session that informed today's discussion.

Discussion:
- Difficult to find information about what the library offers in person and online
- Do not have people at public desks to help users navigate
- Service effectively disappears when a unit/location is closed or by appointment
- User feedback shows that reference staff need to be on campus (need to address the way the service has been provided)
- Students need help to interpret how to use services (such as printing) and explain the different choices to users
- Agree on a standard for conveying access rules quickly on the web site (red = need IDs, green = all welcome, yellow = special situations)
- Laptop loans considered very helpful, though want even more to be provided
- Need to spend time marketing the services we offer/have to get the word out there
- In the future may do more articles/paragraphs/Instagram/each semester to promote services and options to catch new students and people who have forgotten
- Students confused about how to drill down to get more information about what offered
- Focus on messaging (such as with ILL about turnaround time, and bills/fines)
- Focus on wayfinding and signage throughout the academic year (not just at start of semester), especially difficult with Doe Library
- Surprised how little students knew about what libraries offer and do besides checkout books and place to study
- Difficult to find right strategies to reach students but asked for newsletter/list of services with links and brief description and send it regularly to them
- Library Communications does already do some outreach such as Library 101 article goes to Cal Central, Berkeley Life Roundup, Berkeley News at start of semester, event and workshop email includes it also -- not comprehensive since it is easy to overwhelm people with all we do; are there ways to send email to all students, reach more people?
- Remember rule of seven that information needs to be repeated several times before people take in and process information
- Currently rely on website to passively provide information that people might seek out, but also need to draw upon serendipity to push information and services to people, actively

conduct outreach to student and faculty lives. Catch people when interested and invested, in the moment, in finding a solution.
- Zone defense for providing information when/where the user may have the idea/question for which they may not actively seek out that information; especially related to users from other countries, as first generation students, from environments that did not offer these types of services, from users acculturated to not asking questions
- Restoring the effective referral training for students at desks, requiring students/staff at desks to focus on users (not on their devices), need to have people available at the desks for triaging questions (not just signs for directing people online) - when people walk in the door are we available and attentive to their needs
- Developed content from a central source would be useful to many units; perhaps share with student supervisors group for people to be able to make great use of it
- Consider how surveys could be helpful to guide students to events of interest and to help us determine when to offer them
- Consider roving concierge to actively talk with people and address questions, rather than sitting passively behind a desk which can be intimidating
- Did not hear students with great desire for the web site to be improved
- Students expressed understanding that services are different from different units, but just want to know what is offered, what to expect, value the communication/response
- Note that equipment such as scanners may be broken but now may not get reports that something is broken/referral to fix; now with fewer people to be checking on and proactive for these things
- Celebrate the people who were personally recognized by students as being very helpful/responsive, would be great for them to know that feedback as well as for other colleagues to know it is welcomed.

These comments can help inform future projects that we choose to do in specific libraries/units or as initiatives within the Public Services Council.

Wrapup

Our next meeting is scheduled for Jan. 23, 2024. If you have thoughts about topics for future agenda items, please share that with Salwa and Beth anytime.