
Vis-à-vis

Using Springshare data to expand and improve business librarian visibility

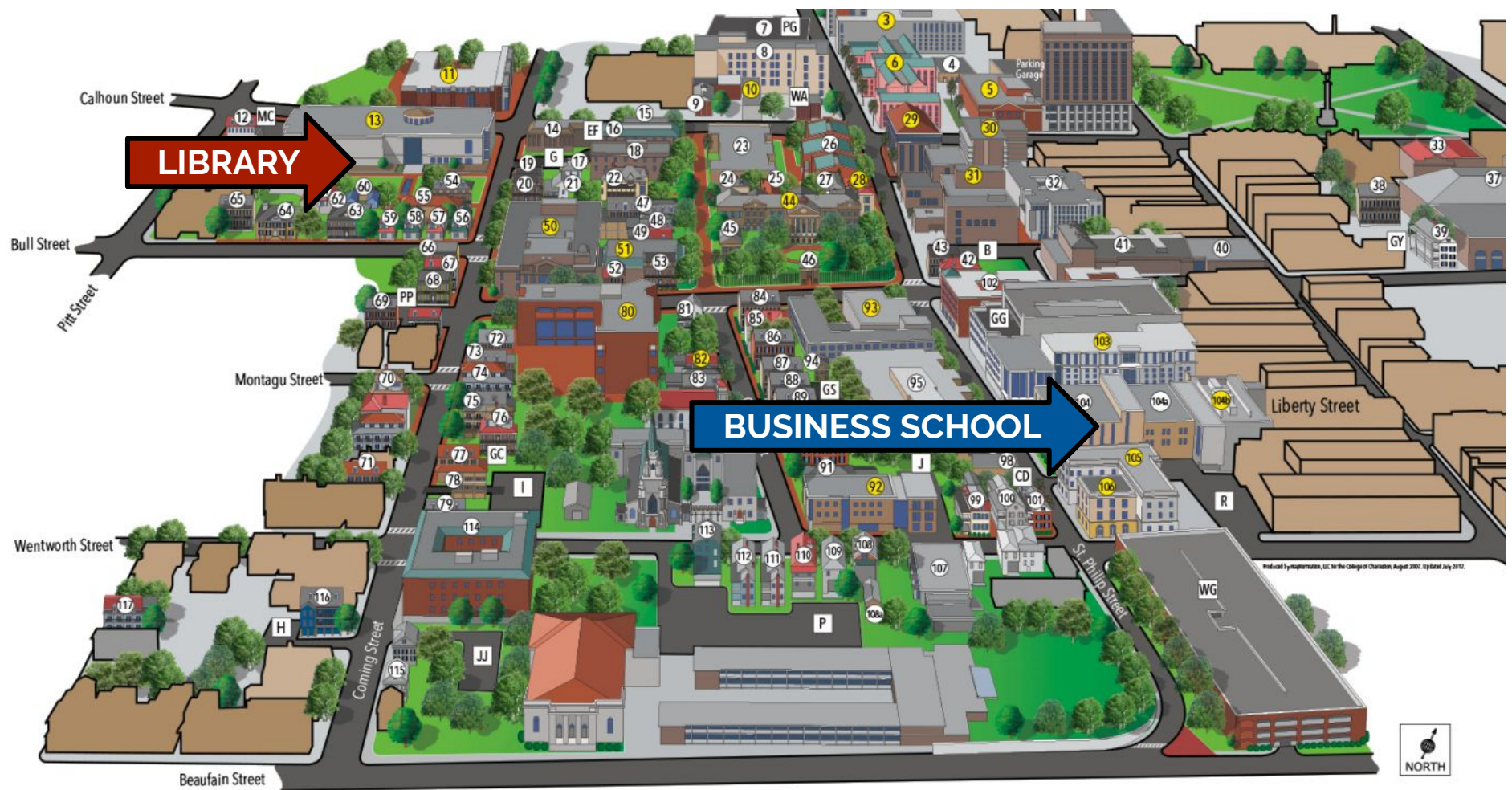


bit.ly/soucablvisavis

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User Experience Coordinator



Produced by Mapmakers, LLC for the College of Charleston, August 2007. Updated July 2011.



#SOUCABL2020

Data Collection

Springshare products

- LibAnswers & LibChat (since July 2016)
- LibCal
- LibGuides
- LibInsight (since May 2019)
- LibStaffer
- LibWizard

Springshare products

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What are point of need instruction services?

Point of need instruction (PONI)

PONI services are defined at CofC Libraries as information literacy and/or research transactions **initiated by students** rather interactions facilitated through prearranged or scheduled instruction—usually in the form of one-shot library instruction—or credit-bearing courses.

Include this transaction in the public knowledge base. [What is this?](#)

See if similar questions are already in the public knowledge base:

 Search

Time Stamp: Current Edit Date/Time

Answered By:

Internal Note: [?](#)

Location of Transaction

ILL Office
Information Desk
Research Office
Other
Scholars Studio

Method of Transaction

Email
In-person
Instant Message (IM)/Ch.

Telephone
Text Message (SMS)

Primary Research Question

Catalog/Find Books
Database/Find Articles
General Information
Reference
Research
MyCharleston
ILL/PASCAL
Circulation/Reserves
Streaming Media/Media
Cougar Card

Secondary Research Question

Catalog/Find Books
Database/Find Articles
General Information
Reference
Research
MyCharleston
ILL/PASCAL
Circulation/Reserves
Streaming Media/Media
Cougar Card

Directional Question Type

within the library
on-campus
off-campus

Computing/Equipment Questions

Lab Printing
CampusWide Printing
Public Printer
Color Printer
Printer Jam
Printer out of Paper/Tone
Printer Network/Server
Office Supplies (stapler,)
Affiliate Login
Wireless Mac
Wireless PC

Referral To

Circulation/Reserves
ILL
Student Computing Supp
Special Collections
Research Consultation
Library Administration
Friends of the Library
Center for Student Learn
Help Desk
Other CofC Libraries (Av
Other CofC Locations)

Consultation (15 minutes or longer)

Consultation

Academic Program

BIOL 211
COMM 280/281
ENGL 110
FYE Seminar
FYE LC

HIST 115/116
Arts
Business
Education, Health & Hurr
Humanities & Social Sci

User Group

Undergraduate
Graduate
Faculty
Staff
Administration
Alumni
Parent
General Public
Undergraduate (Non-CofC)
Graduate (Non-CofC)
High School

Submit

Submit &
Clear

[What's the difference?](#)

Support

NOTE: If any of the fields above do not apply, simply leave them blank. [Click here to unselect the above fields.](#)

Start Date ?Location * ?Method * ?User Group ?Referral ?Equipment Turnaways ?

- 3-Day Laptop
- 6-Hour Laptop
- Battery Pack
- Calculator
- Digital Camera
- Macbook Charger
- Laptop Charger (non-Mac)
- iPhone Charger
- Other Phone Charger
- iPad
- Other

If Other, please explain.

General Questions ?

- General information
- Directional
- Receiving room door access
- Office supplies
- Lost and found
- Cougar Card
- Study room reservations
- Complaint
- Inappropriate

Access Questions ?

- Borrowing Information
- FOL Membership
- Holds
- ILL/PASCAL
- In Processing Request
- PC Reservation
- Renewals
- Reserve Items
- Transcript/Registration Block
- Treasurer's Account

Research Questions ?

- Catalog/Find Books
- Database/Find Articles
- Research
- Streaming Media
- Citation
- Ebooks
- Production Lounge
- One Button Studio

Technology Questions ?

- Lab printing
- Mobility Print
- Public printer
- Color printer
- Add money to print account
- Printer problem
- Wireless
- Cmail
- MyCharleston
- OAKS
- KIC scanner
- Microform reader scanner
- iPad/tablet apps
- Installing MS Office
- Lab Computer
- Software-Lab Image Software
- Software-Other
- Hardware-NonLab

Consultation Instructions

Enter data for the following questions ONLY if the transaction took longer than 15 minutes.

Consultation ? YesNumber of students/patrons ?Academic Program ?

Support

Data Analysis

Key fields / filters

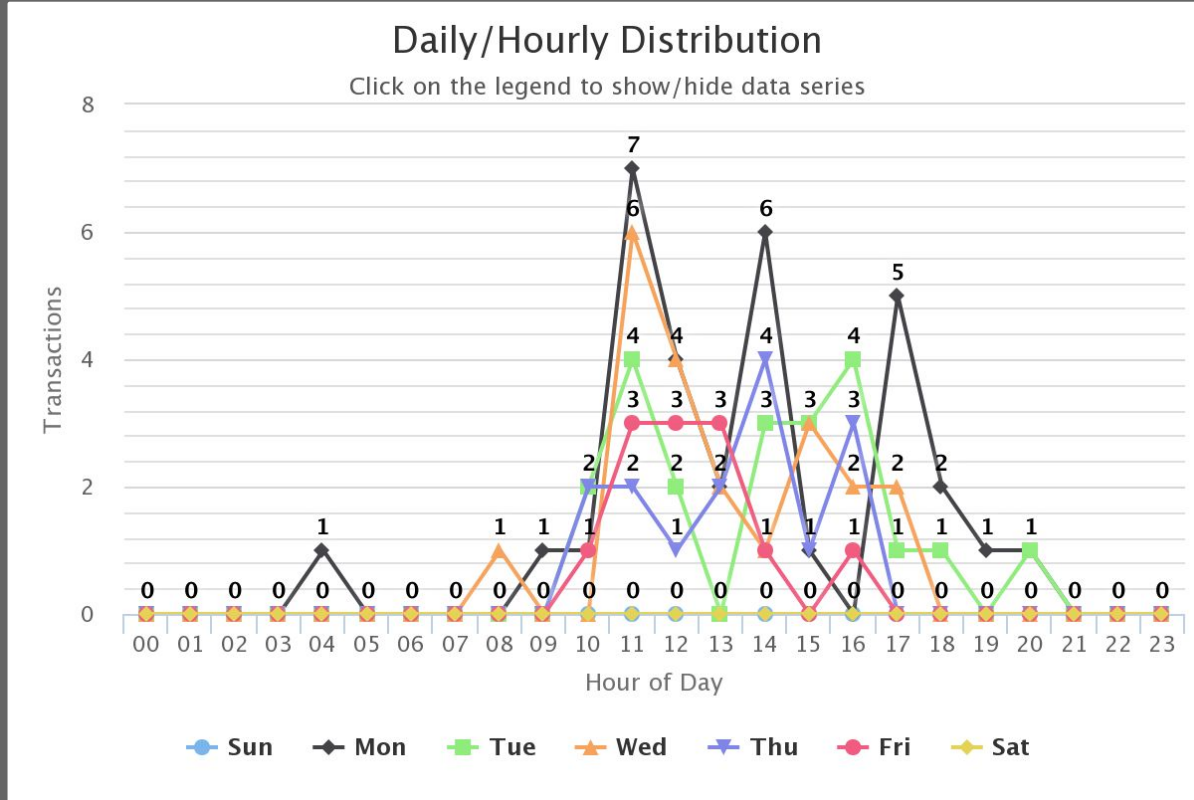
LibAnswers:

- Timestamp / Time Period
 - Edit date/time
- Method of transaction
- Consultation (15 minutes or longer)
- Academic program
- User group

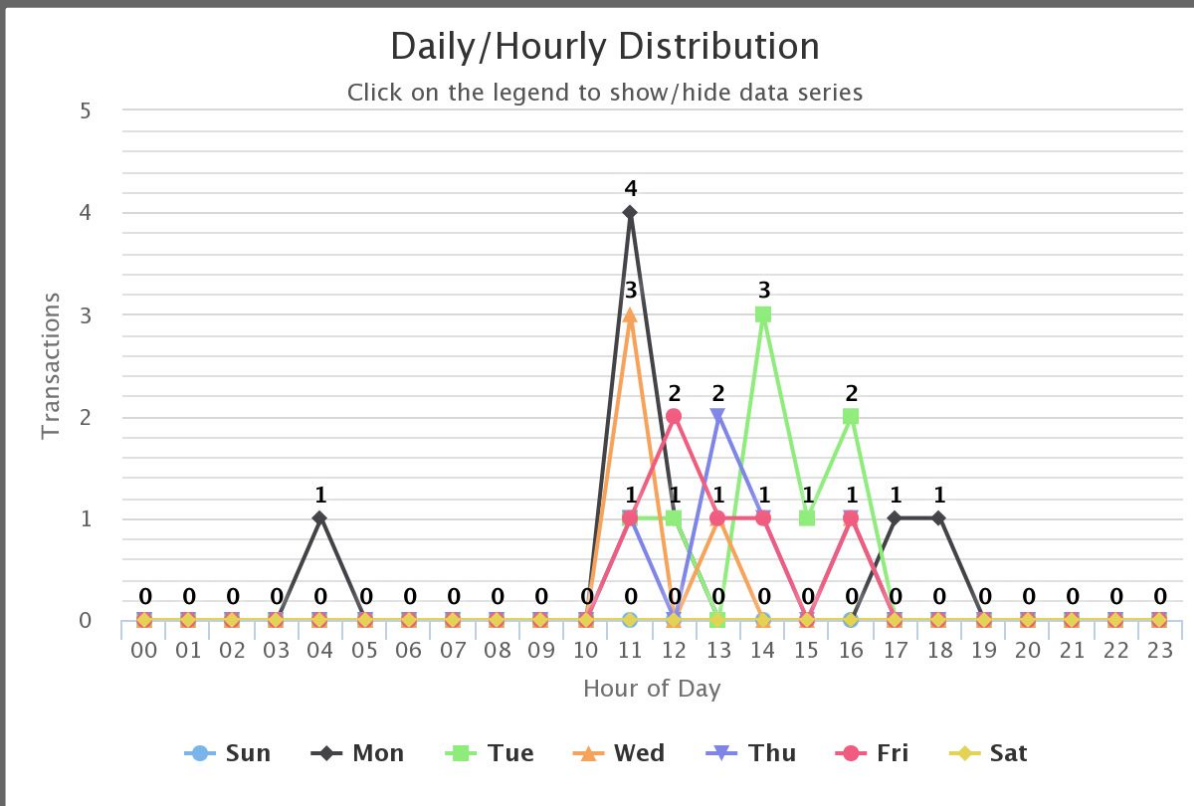
LibInsight:

- Start date
- Method
- User group
- Consultation
 - Academic program

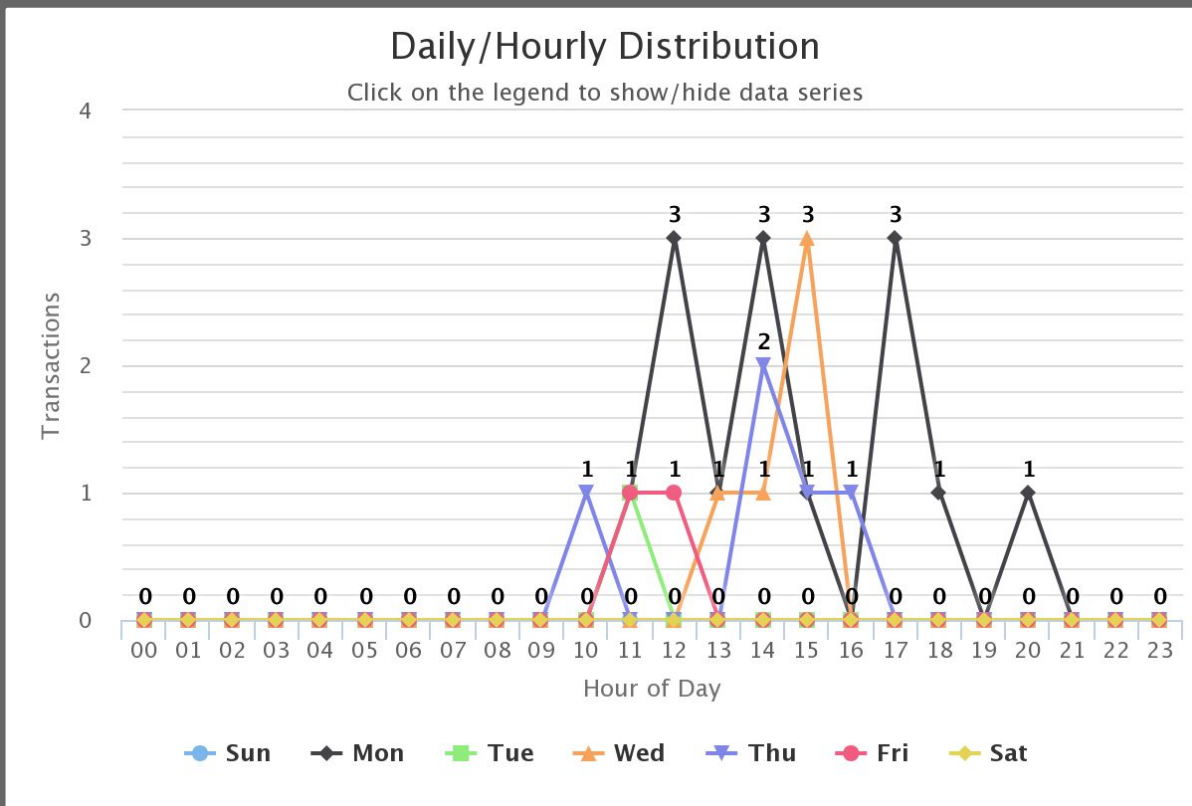
LibAnswers (July 2016 - May 2019)



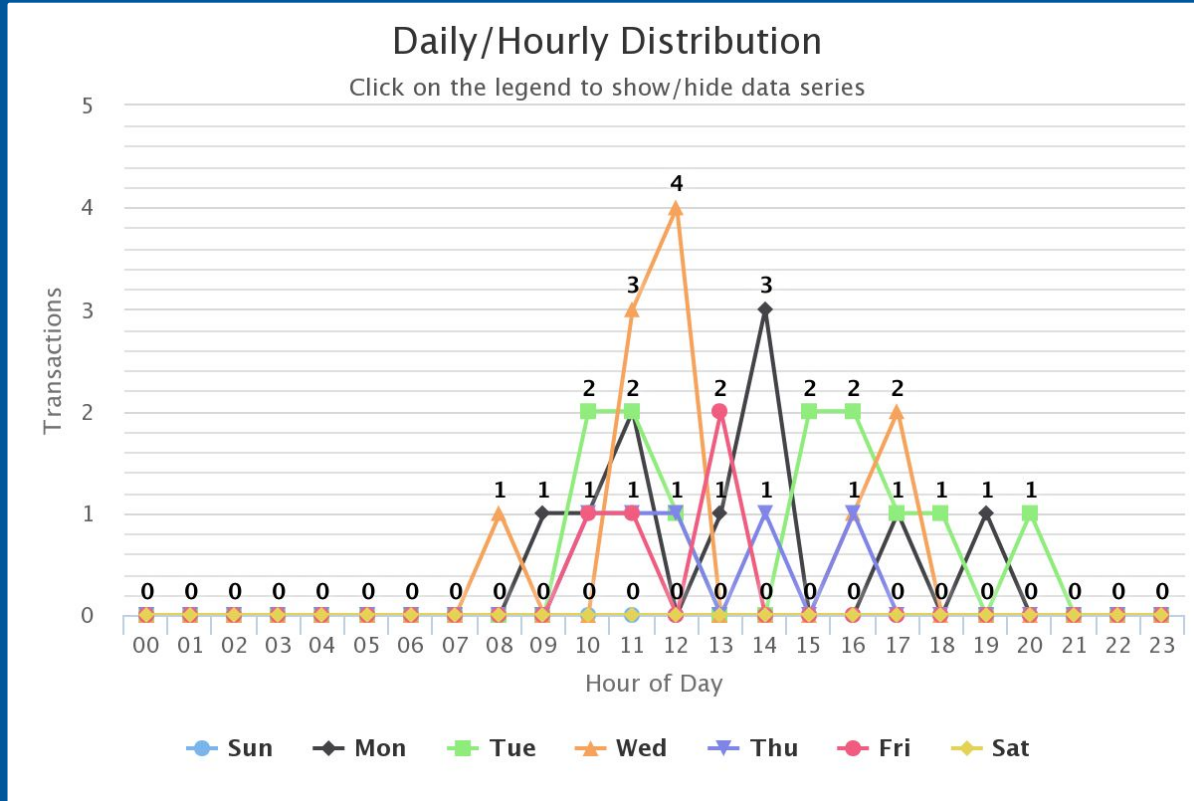
LibAnswers (July 2016 - June 2017)



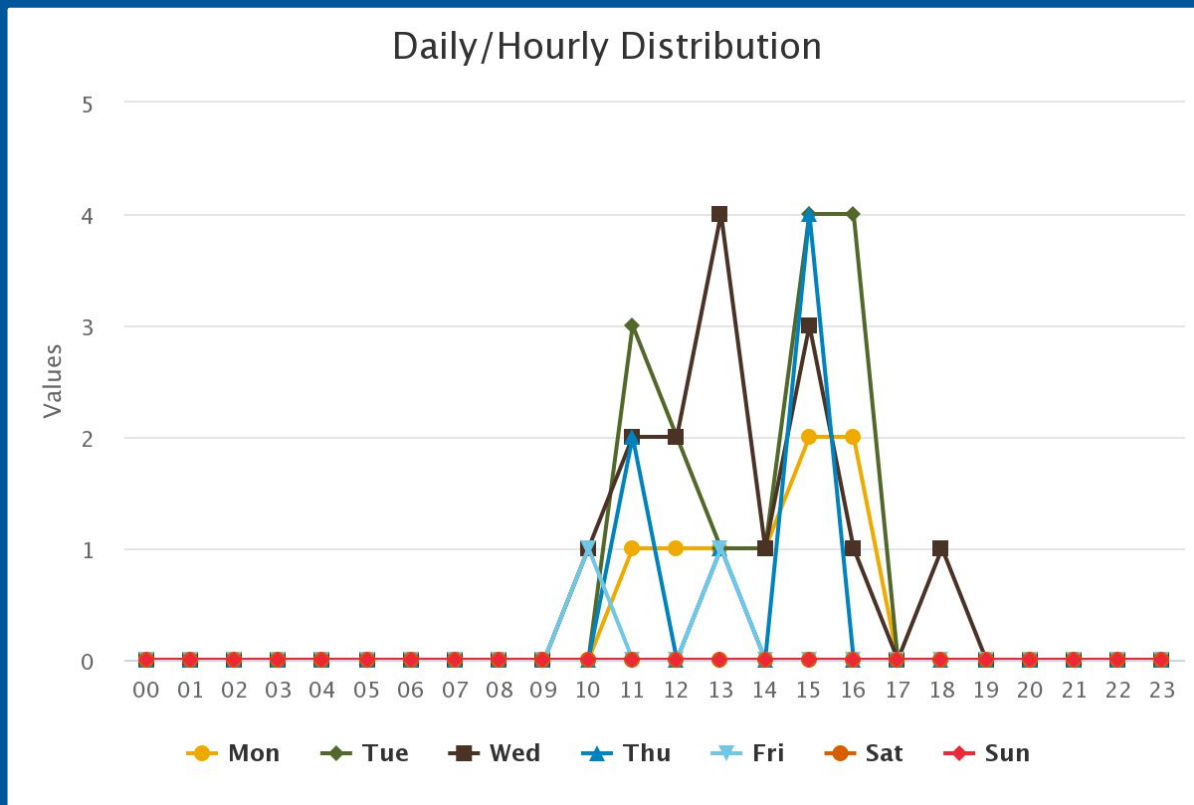
LibAnswers (July 2017 - June 2018)



LibAnswers (July 2018 - May 2019)



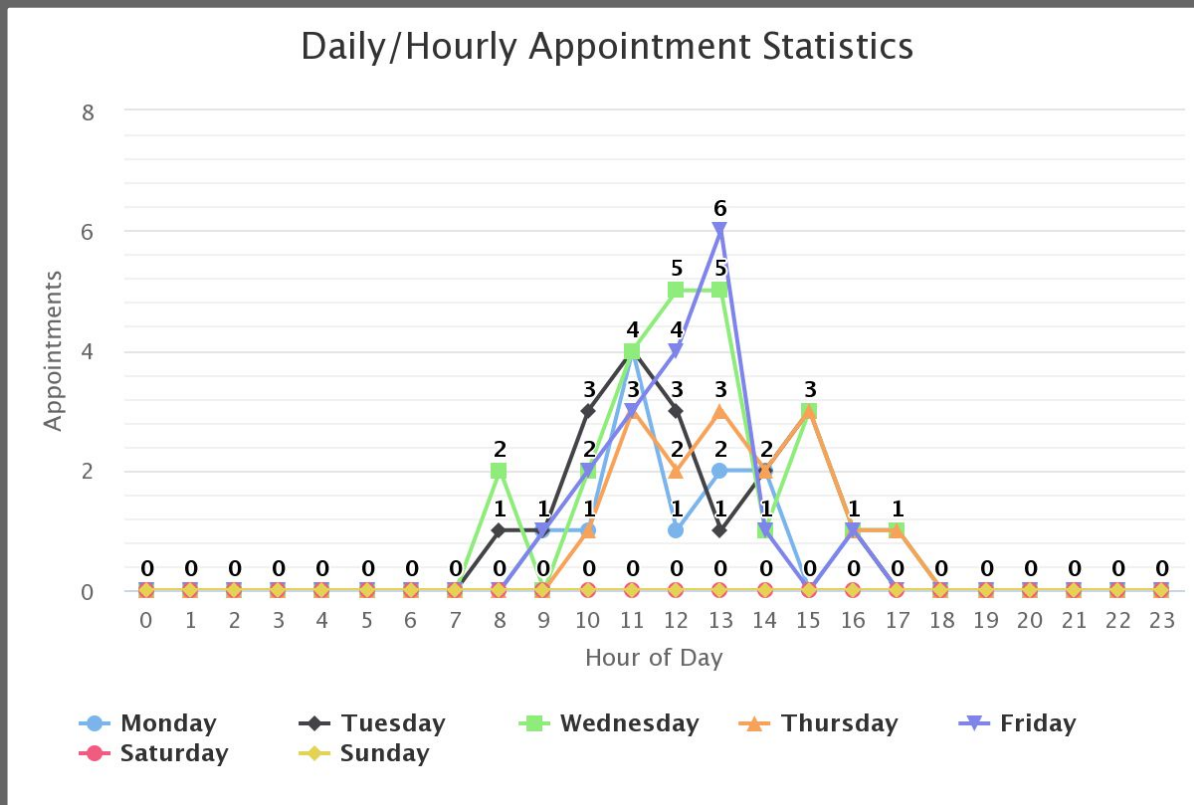
LibInsight (since May 2019)



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When are students scheduling appointments?

LibCal (since July 2018)



Implementation

PONI versus tabling versus “office sharing”

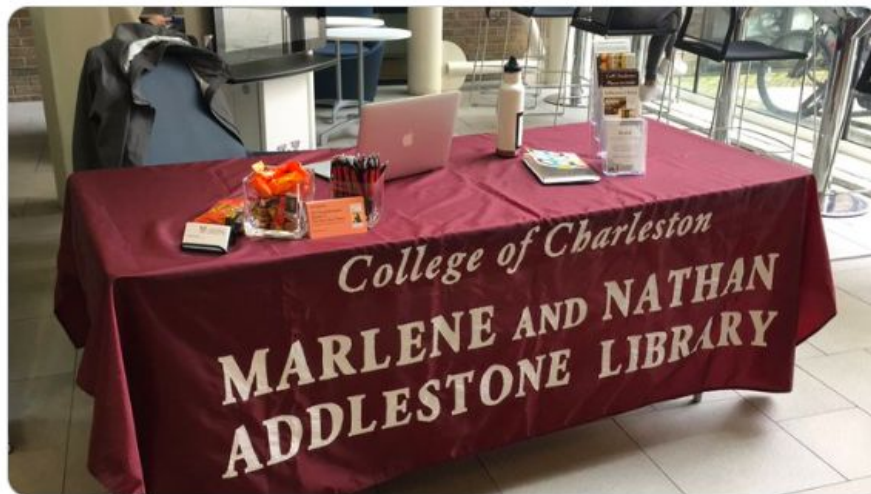
- Explaining PONI / reference / research services to staff outside of the library was hard.
- Explaining PONI / reference / research services to faculty was just a little bit easier.

CofC Libraries Retweeted



Amanda Kraft
@theamandalk

Just hanging out at the #CofC School of Business. Come talk to me about #bizref services at @CofCLibraries. I have pumpkin-shaped peanut butter cups and “spooky eyeballs.” Not to mention help for research assignments!



11:18 AM · Oct 7, 2019 · Twitter for iPhone

2 Retweets 11 Likes

Next steps following office construction

- Reanalyze the data at the end of Spring 2020.
- Coordinate a drop-in schedule with the Student Success Center.
- Add the Student Success Center as a location in LibCal, and assign me to it.
- Advertise both the drop-in schedule and perpetual availability at that location.



COLLEGE of
CHARLESTON

College of Charleston / LibCal / Appointments

Make an Appointment - College of Charleston Libraries

CofC students, faculty, and staff are encouraged to meet with our librarians and archivists regarding their research and instruction needs. Appointments are available in person and via video conference to accommodate your schedule. Select a day and time to find the next available librarian or find the **librarian assigned to your subject**. We look forward to working with you!

1. Select a librarian:

Adlestone Library Research & Instruction Services

Scholars Studio

Marine Resources Library and Department of Biology

North Campus & School of Professional Studies

Special Collections

Questions?
