User Services Future Search Conference, 11/2/11 analysis:

Question 1a: Looking three years into the future, what would you want our users to be saying about the ULS user services?		
Highly Characteristic	**Somewhat Characteristic**	**Unique**
1. Customer service (helpful, friendly, amazing, etc.) 2. Technological infrastructure is reliable, accessible, and easy to use 3. Expert staff working collaboratively across all service units to execute teaching, instruction and services	1. Physical space creates an environment that makes people want to come in and stay for private study, group study, and socialization	1. Decision to attend Pitt because of ULS 2. Library is a strong collaborator

Action Plan:
1. Create system-wide training program to address customer service, new technology, teaching skills and cross training

2. Consult with students and faculty to make the physical space more inviting and conducive to user needs

3. Create programming to raise awareness and develop relationships that bring in students and foster relationships with teaching departments

Overarching Themes Key:

Technology	Users/User-centered approaches	Internal training
Instruction	Marketing/Outreach	Space
Communication		

Question 1b: Looking three years into the future, what would you want our users to be saying about the ULS user services?		
Highly Characteristic	**Somewhat Characteristic**	**Unique**
• Available & easy to use • Successful and highly satisfied transactions • Library staff knowledgeable, interested in user needs	• Tech savvy library staff • Students aware of the multitude of library services • Further develop relationship with faculty, especially regarding assignments	• Diversity in faculty and staff • Same level of service at all service points • New term for library • Library services determine application to university • Increased access to storage materials • Have budget to get what user needs when they want it • Services so successful they become ubiquitous

Action Plan:

- Person help that is easy to use and available
  - More training/workshops
  - Better inter-departmental communication
  - Obvious online presence for on and off campus populations
- Faculty and students know our services and how to use them
  - More integration into courseweb
  - More outreach and collaboration with faculty
- Efficient, available, functioning services
  - Streamlined processes for requesting material
  - Increased shuttle services
  - Create space to use materials at Thomas (incl. weekends)

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Question 2a: What would you say are the major strengths of the current ULS user services? What recent accomplishments or aspects of user services are you most proud of?		
Highly Characteristic	**Somewhat Characteristic**	**Unique**
1. Knowledgeable, dedicated staff 2. Services are good – "Get it!" 3. Patron oriented 4. Great resources both electronic and print 5. Library instruction 6. Proud of quality of service with amount of staff	1. Feedback – surveys/stats 2. Rapid response to ILL, Get It! EZ borrow 3. Anticipating changes and needs of our patrons 4. Proud of digitization efforts 5. Libguides, PittCat+ 6. Finding aids in archives 7. Rapid ILL innovation in ILL 8. Liaison work	1. Patron driven acquisition 2. OA 3. Lib. director is an exceptional asset 4. Cup and Chaucer 5. Money + time to attend conferences 6. Public services site on SP

Action Plan:
1. Increase liaison librarian work
   - Engage more with faculty and university community
   - Listen to faculty input
2. Increase coverage of new resources in university newspapers or dept. newsletters

3. Collect better stats to see what is working and what is not

4. Better communication within ULS departments

5. Invite staff from different units to attend and learn of any new practices

6. Proposed new ULS newsletter to distribute to university community

7. Cross training

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Question 2b: What would you say are the major strengths of current ULS user services? What recent accomplishments or aspects of our user services are you most proud of?

Highly Characteristic	Somewhat Characteristic	Unique
• Ask a Librarian • Good response time • Good resources/collections • Friendly/knowledgeable/committed staff • Instruction/IAS • Leaders in technology/Electronic Acquisitions/online materials • Lib Guides	• Open Access • Engaging users • Lib Guides • ILL/EZ borrow • IM • Great Leadership (Rush) • Get it/Libraries to Go	• Cup & Chaucer • Professional Dev't • Media Collection

Action Plan:

- More staff
  - Bring departments together to use departments
- Get It/ILL/IM/EzBorrow should be better promoted
  - Recommended to students, more emphasis
- Staff/faculty retention (career growth & investment)
- Updating or revamping physical space
- ULS social gatherings (holiday party)

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Question 3a:		
What would you say are the major threats, limitations or internal barriers facing the ULS user services? What aspects of user services need to be improved?		

Highly Characteristic	Somewhat Characteristic	Unique
1. PittCat – clean and accurate • Periodical holdings • Minimal records 2. Webpage in general: • Too many clicks • Students don't know how to get databases/use the webpage • Staff need to help faculty with forms 3. Budget 4. Adequate staffing 5. Internal communication • Learn about changes when they happen 6. Identity crisis – the age range that we're serving • Both librarians and users 3. Keeping up with tech. in a smart way • Alldred type books vs. ebooks • Disciplines at Pitt that prefer print 4. We are too compartmentalized 5. More cross training • Ending open, ref closed, but lending gets asked question 6. Bermuda triangle: patrons go to circ, ref, ILL, etc.	(Group did not identify "Somewhat Characteristic" points)	1. People don't know what we offer 2. More outreach • Every freshmen should take a library/info. searching class 3. Voyager • Time-out is too quick 4. Ebrary number • Limitations about how many pages can be printed 5. No help late at night 6. Staffing levels in departments are disproportionate 7. Textbooks are too expensive for students to buy

Action Plan:
1. As we restructure:
   • Cross-training (is flexible training a possibility)
   • Training for everyone
   • Staff inventory needed on a regular basis (based on the activity of the academic year)
2. Communication:
   • Monthly "address" of what's happening: changes, staff announcements (new hires, people leaving), decisions made and communicated
   • Freedom given to everyone from Sr. Staff to take risks

3. Technology:
   - Frequent training
   - Identify one person in each unit to take the lead in training that unit
   - Dedicating staff to PittCat cleaning (and webpage simplifying)
4. Collections:
   - Routine inventory required
   - Change the policy of no textbook purchase
   - We will consider user-friendly e-books

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Question 3b: What would you say are the major threats, limitations or internal barriers facing ULS user services? What aspects of ULS user services need to be improved?		
Highly Characteristic	Somewhat Characteristic	Unique

• Use limited resources effectively
  o Employee versatility
  o Cross training
  o Collaboration
 	
• Empower ULS employees
• budget
	• Tear down the Tech Wall
	  o User frustration
	    ▪ Summon
	    ▪ Broken links
	    ▪ Remote access
	    ▪ Frequent changes
	    ▪ Lack of external/internal updates
		• Communication breakdowns
		  o Chain of command barrier
		  o Internal disintegration
		• UIS employees don't feel valued
		• Frequent policy changes without adequate training

Action Plan:

- Positive reinforcement
- Better internal/external communication
- Creative/collaborative staff resources
- training

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Question 4a: What are some of the most important new opportunities for the ULS user services over the next three years?		
Highly Characteristic	Somewhat Characteristic	Unique
1. Improving marketability • ULS presence within the community 2. Understanding user-centeredness 3. Liaison – department, faculty, students, staff 4. Communication • Internal/external 5. Technology • Mobile apps. 6. Liaison • Job description with training and tools, flexibility to respond to faculty, departments and student groups	1. Education of new faculty, students, etc. 2. Embedded librarianship 3. Piggyback with existing initiatives (OA-DRL), and exploring alternatives 4. Collaborating/partnerships in learning community 5. Instruction and information literacy 6. Surveying users 7. Space and homepage re-design 8. Reference re-figuring	1. Try out our services so you can understand the user's experience 2. Texting or IMing for notifications

Action Plan:
1. Create marketing for new and existing services (i.e. showcase workshops)
   • Internal
   • External
2. Promote via social media
   • Improve communication – i.e. facebook, university newspaper
   • Formal and informal
   • Mobile apps

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Question 4b: What are some of the most important new opportunities for ULS user services over the next three years?		
Highly Characteristic	**Somewhat Characteristic**	**Unique**
• training staff • ease of access • website navigation	• developing mobile app • student critique • space redesign o more study rooms • how students apply technology • service redesign	• help faculty recognize impact • cleanliness • grants • networking with community resources • automation • 24 hour services vs. Reduce services • Millennium students • Continue to incorporate change/ evaluate

Action Plan:

- Outreach to students
  - o Assess expectations
  - o Assess services
  - o Assess space
- Study space design according to patron expectations
  - o Physical space
  - o Hours
  - o Collections
  - o Virtual appearance
- Asses library technology for:
  - o Accuracy
  - o Ease of use
  - o Meeting students expectations
  - o Awareness of services: locally/globally
- Staff development

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Question 5a:
What strategies, objectives, projects, programs, or new initiatives related user services should the ULS pursue over the next three years?

Data analysis:

- Advertise and promote resources, our expertise to students, faculty and staff
- Seek input form students faculty and staff
- Educate one another on what we do (internal marketing)
- Improve web services and sremote
- More frequent and open communication with ULS (transparency, experimentation)
- Cross-training among employees and departments
- Open discussion of staff roles and librarians. The "user's" experience needs to be the priority
- Printers, scanners, fax – all of these must work and be accessible (frequent Q's)

Action Plan:

1. Internal
   - One SharePoint site with updates
   - Cross training and education among departments
   - Investigate methods of achieving more open communication and gathering input from all employees
   - Trust in decision making process
   - Public services employees should be on web committee (to give input and communicate back to others)
2. External
   - "One form" (one stop shop)
   - Student advisory board
   - Faculty advisory board
   - Market/educate resources and expertise of employees

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Question 5b: What strategies, objectives, projects, programs, or new initiatives related to user services should the ULS pursue over the next three years?		
Highly Characteristic	Somewhat Characteristic	Unique

<u>Action Plan:</u>

- Outreach
  - o Marketing/promotion/ education of resources & services, includes utilizing social media integration and classroom liaison
  - o Finding out what our users want and need
- Improve interdepartmental communication & training (within user services & entire ULS)
- Consolidate points of service
- Implement mobile technology
- Improve remote access to services and collections (including chat)

<u>Overarching Themes Key:</u>

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| Question 6a: |
| What are some of the skills and competencies related to the digital library that ULS staff will need to develop further in the coming 2 or 3 years? Which of these skills and competencies will be most important to our continued success? |

Highly Characteristic	Somewhat Characteristic	Unique
1. Technology • Includes social networking 2. Cross training 3. Adaptability	1. Customer service 2. Speaking presentation and instruction	1. Entrepreneurial skills 2. Maintaining subject expertise 3. Political/diplomatic skills 4. Info policy (copyright, OA, licensing)

Action Plan:
1. Identify key technologies (skills)
2. Assess individual and department needs
3. Develop training plans for meeting needs
4. Annual assessment

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Question 6b: What are some of the skills and competencies related to evolving user services that ULS staff will need to develop further in the coming 2 or 3 years? Which of these skills and competencies will be most important to our continued success?

Highly Characteristic	Somewhat Characteristic	Unique
• Technology skills • Communication skills • Outreach & promotion skills	• Improve instruction competencies • Improve reference interviewing skills for all staff • Continuous learning • Merging/changing roles • Being flexible, adaptable, innovative	• Project management skills • Grant writing • GIS skills • Understanding changing information-seeking behavior

Action Plan:

- Technology skills
    - Monthly workshops to improve skills
    - Training and experimentation
    - Purchases of new devices for staff
- Communication skills
    - Increased internal awareness
    - Sharepoint 101, adoption by more departments
- Outreach and promotion skills
    - Improve promotions by cross-training
    - Service first! quality

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