



**ASK A LIBRARIAN
LOCAL CHAT DESK
UNIVERSITY OF CENTRAL FLORIDA**

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THE BEGINNING

- 1988-1989 Phone removed from Ref desk
Telephone Information Service is born
- 1991 Librarian dedicated 50% to Telephone Information Service & full time Sr. LTA assigned
- 1996 named Quick Reference Service (QRS), web page with Internet Resources
- 1997-1998 QRS E-mail and link to QRS added to Library homepage



CHAT

- 2000 Name changed to Ask A Librarian
- 2001 Chart comparing chat software features; trials of chat software
- Staff Training (Sr. LTA & Ref librarians)
- Jan 2002 Chat launched with Livehelper software
- Advertising/ Name the Chat contest



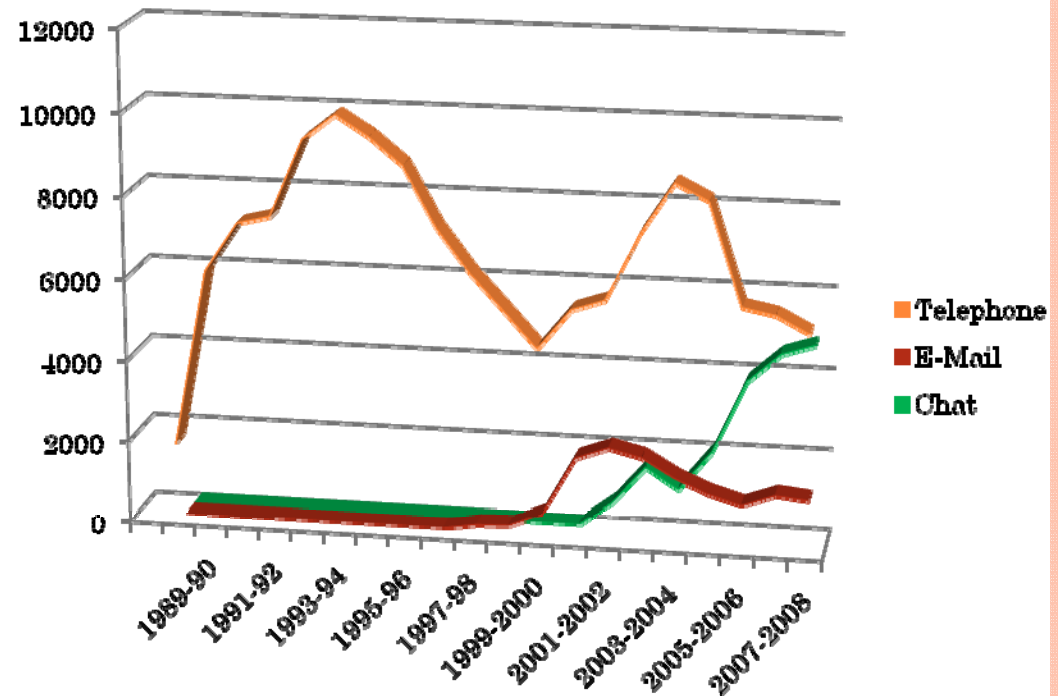
ASK A LIBRARIAN SERVICE GROWS

- 2003 Popularity of chat, added toll-free telephone number
- Extended local AAL hours/additional staff needed
 - Added evening hours and Saturday afternoon hours
- Joined ASERL (Assoc of Southeastern Research Libraries)
- Sr. LTA (AAL) & additional Reference librarians hired
- ASERL collaborative chat (QP) launched Jan 2004
- 9 libraries covered chat approximately 8 hrs. per week



20 Years Old!

FY	Phone	E-Mail	Chat
1988-89	2,037	0	0
1989-90	6,273	0	0
1990-91	7,468	0	0
1991-92	7,661	0	0
1992-93	9,525	0	0
1993-94	10,146	0	0
1994-95	9,651	0	0
1995-96	9,003	0	0
1996-97	7,552	0	0
1997-98	6,505	126	0
1998-99	5,645	151	0
1999-00	4,768	481	0
2000-01	5,745	1,906	0
2001-02	6,009	2,200	598
2002-03	7,623	2,005	1,522
2003-04	8,851	1,541	1,007
2004-05	8,453	1,202	1,995
2005-06	5,992	966	3,757
2006-07	5,835	1,254	4,462
2007-08	5,422	1,172	4,719



WHAT'S NEW

- May 2008 ASERL collaborative chat ended, UCF joined Florida Ask a Librarian
- Instant Messaging (IM) chat added Summer 2008 (Meebo widget on AAL page and library computer desktops)
- Fall 2008 first time chats out-numbered phone calls, IMs 35% of total chats



STAFFING

- 8 librarians cover 1 to 5 hours per week
- AAL Coordinator & 2 Sr. LTAs cover 15-17 hours per week, including evenings
- All AAL staff answer telephone & InstantService chat, some also answer IM



WEEKLY CHAT SCHEDULE

Also tallies the phone calls under the person's name for that time period

AAL Schedule 01/12 01/17													
Academic Desk IM													
File Location- I:\AAL\Forms\ 2009 - AAL Schedule 01.12_01.17.xls													
	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00
Mon 01/12	Nola	Nola	John Ven	Robin Nola	Aysegul	Nola	Robin	Rachel MCS	Robin	Hal	MCS	MCS	MCS
Tue 01/13	Cindy	Robin	Ven	Ven Renee	CB	Robin	MCS	Rachel	Robin	MCS	Nola	Nola	Nola
Wed 01/14	Nola	Nola	MCS	MCS	Nola	Renee	Nola	Rachel	MCS	Hal	Robin	Robin	Robin
Thu 01/15	Nola	Nola	Ven	Ven	Aysegul	Renee	MCS	Nola	Robin	MCS	Robin	Robin	Robin
Fri 01/16	Nola	Nola	John MCS	Robin MCS	Nola	Robin	MCS	Rachel	MCS				
Sat 01/17						Melinda	Melinda	Melinda	Melinda				

Ask A Librarian Hours							Calls=>	January
	January			January		January		0
CB	1		MCS	15		John	2	
Aysegul	2		Rachel	4		Nola	17	
Hal	2		Renee	3		Robin	15	
Linda	0		Ven	5			0	
Melinda	4							

2009 - AAL Schedule 01.12_01.17.xls

DAILY CHAT LOG

Time of the chat, whether chat or IM, and subject

Operator	Time of Chat	IM	Subject of Question			
	:	<input type="checkbox"/>	ID <input type="checkbox"/>	Netlibrary <input type="checkbox"/>	Bk Title <input type="checkbox"/>	
	:	<input type="checkbox"/>	ID <input type="checkbox"/>	Netlibrary <input type="checkbox"/>	Bk Title <input type="checkbox"/>	
	:	<input type="checkbox"/>	ID <input type="checkbox"/>	Netlibrary <input type="checkbox"/>	Bk Title <input type="checkbox"/>	
	:	<input type="checkbox"/>	ID <input type="checkbox"/>	Netlibrary <input type="checkbox"/>	Bk Title <input type="checkbox"/>	
	:	<input type="checkbox"/>	ID <input type="checkbox"/>	Netlibrary <input type="checkbox"/>	Bk Title <input type="checkbox"/>	
	:	<input type="checkbox"/>	ID <input type="checkbox"/>	Netlibrary <input type="checkbox"/>	Bk Title <input type="checkbox"/>	
	:	<input type="checkbox"/>	ID <input type="checkbox"/>	Netlibrary <input type="checkbox"/>	Bk Title <input type="checkbox"/>	
	:	<input type="checkbox"/>	ID <input type="checkbox"/>	Netlibrary <input type="checkbox"/>	Bk Title <input type="checkbox"/>	
	:	<input type="checkbox"/>	ID <input type="checkbox"/>	Netlibrary <input type="checkbox"/>	Bk Title <input type="checkbox"/>	
	:	<input type="checkbox"/>	ID <input type="checkbox"/>	Netlibrary <input type="checkbox"/>	Bk Title <input type="checkbox"/>	
	:	<input type="checkbox"/>	ID <input type="checkbox"/>	Netlibrary <input type="checkbox"/>	Bk Title <input type="checkbox"/>	
	:	<input type="checkbox"/>	ID <input type="checkbox"/>	Netlibrary <input type="checkbox"/>	Bk Title <input type="checkbox"/>	
	:	<input type="checkbox"/>	ID <input type="checkbox"/>	Netlibrary <input type="checkbox"/>	Bk Title <input type="checkbox"/>	
	:	<input type="checkbox"/>	ID <input type="checkbox"/>	Netlibrary <input type="checkbox"/>	Bk Title <input type="checkbox"/>	
	:	<input type="checkbox"/>	ID <input type="checkbox"/>	Netlibrary <input type="checkbox"/>	Bk Title <input type="checkbox"/>	



TIPS

- Begin with 4 or 5 hrs.
- Marketing
 - Library webpage, AAL webpage
 - iPod contests
 - Posters, bookmarks, Ask A Librarian brochure
 - Attend new student orientations (academic desk)
 - Library Instruction classes



THANK YOU!

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