

ASKAWAY ADVISORY COMMITTEE
Monday October 3, 2011, 9:30 am

SFU Harbour Centre
Rm 3100
515 West Hastings Street
Vancouver, BC

In attendance:

Christina de Castell, VPL (Guest)
Anita Cocchia, BC ELN
Debra Flewelling, DC/Member-at-large
Marjory Jardine, JIBC / Member-at-large
Leva Lee, BCcampus
Todd Mundle, SFU (Chair)
Sunni Nishimura, AskAway Coordinator
David Pepper, BCIT / Regional Universities

In attendance by phone:

Christina Nilsen, TRU/Member-at-large
James Rout, ECUAD/Small Universities
Tracie Smith, UVic
Ross Tyner, OC/Urban Colleges
Melanie Wilke, NWCC / Rural Colleges (Recorder)

Regrets:

Sheryl Adam, UBC

1. Adoption of agenda
2. Items for Information
 - A. *JustAsk Public Library Virtual Reference - Update*
 - Virtual Reference started for InterLink libraries (Richmond PL will be launching complementary chat reference service staffed by RPL only)
 - Smaller project than before
 - Using Ref Chatter, a supported version of the open-source product Library H3lp
 - Staffed only by participating libraries, no auxiliary staff
 - No centralized coordinator position; shared by participating libraries
 - RefChatter server placed in Canada
 - B. *Coordinator's Report*

Deferred due to time - report available here:
<http://www.eln.bc.ca/askaway/documents/AACoordRep20111003.pdf>
3. Items for Decision
 - A. *2013 Software Selection Process*

Debra Flewelling will chair the Software Selection Committee and Sunni will also sit on Committee.

ACTION: Debra and Sunni will poll the Emerging Technology Committee for interest in membership on the Selection Committee. They will come back to the Advisory Committee with suggestions for committee membership and a timeline.
 - B. *Advisory Committee Executive*

The Executive is made up of the Chair, a representative from the AskAway Administrative Centre and one additional member. Marjory Jardine has agreed to be this additional member for a one year term.
4. Items for Discussion
 - A. *Text Message Reference Pilots*

Text message projects have been running in Langara, Douglas, SFU and UVic.

 - Douglas: 17 calls - mostly since September; integrated into email reference staffing model; Upside Wireless \$36/month with shared line; students must preface messages with code LIB - could be a barrier?
 - Langara: 60 calls - picking up in September; constant and active promotion; feel that promotion and quick response time are vital, dedicated line \$250/mo; worth investigating provincial approach to improve service hours and response time

- SFU: 102 calls - marketing service extensively, quick response important (SFU average 6-10 min), dedicated line \$250/mo, too early to speculate whether or not we should look at a provincial service
- UVic: 26 calls - advertising didn't begin until September; dedicated line \$250/mo, need to look into a staffing model, turnaround time quite good, many site specific questions so still cautious about provincial approach

The Committee will wait for pilots to be done (3 months UVic, SFU 9 months, Douglas 6 months). Institutions will give another update at the next meeting. The information gathered from these pilots will offer information whether or not we should look into this as a provincial service.

ACTION: Sunni will follow up with Question Point to see how text message integration is coming along.

B. BCcampus Funding

Anita reported back from recent meetings with BCcampus. There is increased clarity about service models and collaborative services and shared services. AskAway is a Collaborative Service and QuestionPoint is a Shared Service. BCcampus has suffered some funding cuts. \$69,500 funding from them cannot continue. However they do appreciate and understand the AskAway service.

ACTION: The Admin Centre will bring an updated expenditure plan for the coming year to the next meeting for discussion.

C. Summer Benefits & Responsibilities

Different institutions use the service in different ways during the summer. In the past, summer schedule has been ad hoc - depending on what libraries said they could manage. To compensate for this, auxiliary staff was used to a larger extent. Currently, there is not a clear set of benefits and responsibilities for summer - a new summer commitment model is being looked at.

BRAINSTORMING POSSIBILITIES:

- If using fall/winter commitment model, could libraries make up the summer hours in the fall/winter terms?
- Need clear messages to the institutions that the impact of not enough staffing levels is the use of auxiliary staff - at a cost.
- Libraries that do not staff to their levels (if using fall/winter commitment model) then could be charged for auxiliary staff.
- Maybe not the same tiers as fall/winter - instead tiers based on who has summer sessions
- Research what other organizations are doing in this situation.
- Changing hours and/or length of term.
- Bringing in Library school for staffing (may already be happening).
- If reducing hours is an option, then applying Service Continuity Plan hours reduction strategy to the summer schedule (as it is already been created).
- In the summer - do we need dedicated staff or can staff be engaged in other reference activities during shifts?

ACTION: If anyone has other ideas, please send them to Sunni. Sunni will take away these ideas, create some preliminary scenarios and bring them back for the January meeting.

5. Circle Time: Newsworthy items from committee members - Not enough time.
6. New Business - None
7. Next Meeting - January 2012