Reference Services Committee Meeting Minutes

December 9 2015, 9:30—11:00am
Alice Moulton Room—Gerstein Science Information Centre

Present: J. Logan (Chair, Robarts Reference), C. Crichton (UTSC); H. Cunningham (Gerstein); D. Dearborn (Physics); M. Fulford (Laidlaw); H. Inglis (BIC); M. Lalonde (ITS); J. Links (Media Commons); C. Lundrigan (Graham); T. Neufeldt (Music); C. Sewerin (Engineering); M. Valant (UTM); R. Vine (Faculty & Student Engagement); K. Wishart; M. Elayyan (New College); N. Gill (OISE); K. Everall (Robarts Reference); V. Skelton (CIHR); E. Lenton (Gerstein); H. Buchansky (Faculty & Student Engagement); A. Sparling (Robarts Reference).

Regrets: N. Singh (Inforum), A. Bell (Gerstein), G. Luciani (St Augustine’s)

1. Selection of a minutes-taker
   
   Rita Vine accepted.

2. Minutes of the November meeting
   
   Accepted without revisions

3. Business Arising from the minutes
   
   Election of a new chair - postponed until “Other Business”

4. Report from ITS
   
   M. Lalonde reported that ITS continues to work on existing projects, including campus library web site migration; a major paleography project; migration of LibAnswers FAQs.

   J. Logan reviewed the genesis of the project to relocate LibAnswers content to the Drupal environment, the result of a decision by Springshare to migrate to LibAnswers 2.0. An analysis was undertaken of the new LibAnswers 2.0 environment as well as future plans by Springshare to sunset the existing LibAnswers environment. It was then determined that the best course of action would be to migrate the content out of the LibAnswers product into Drupal.

   The project is now underway and will be completed in a month. Upon migration of LibAnswers content, the content will be searchable from the Library search box and delivered through the FAQ block in the results listing. A new Drupal form will replace the current intake form. Google Analytics will be used to track queries that have no answers.

   Library staff will need to review existing content on various platforms to ensure that any legacy LibAnswers links are replaced with links to the new options. Additional information on this will be forthcoming closer to the launch date.
5. **Subjects A-Z preliminary findings**

J. Logan reported that discussions have been ongoing since April with library stakeholders on how to transition the A-Z listing, as the Cold Fusion environment needs to be migrated to another platform. She outlined the steps involved to acquire evidence of use and need for the current environment. 2 surveys were launched in November to gather evidence on how A-Z is being used - 1 for library staff, and 1 that was embedded in the Subjects A-Z online space. In addition, a pilot project was undertaken by two TALint students to test the effort and results of tagging the content for use in Libguides, which can provide an option for migration of A-Z. Preliminary results were shared. In the tag test, indexes transferred well, but encyclopedias and primary sources were more problematic. User studies also revealed that A-Z is used quite a lot by undergraduates, that databases are most often clicked on, and that the number of resources was generally viewed as “just right”. The vast majority of users are in Humanities and Social Sciences.

K. Everall reviewed the results of the qualitative responses in the user survey, which suggested that users see A-Z as a starting point; that the structure could be revamped to provide fewer clicks to resources; and that users wanted options to provide suggestions to the compiling team.

See the accompanying slide presentation for additional details.

6. **Reference in the Rotman Business Information Centre**

H. Inglis reviewed how reference is undertaken in BIC.

See the accompanying slide presentation for details.

7. **Faculty survey on RDM interests and needs**

C. Sewerin and D. Dearborn presented the preliminary findings of a survey conducted earlier this year in selected engineering and physical sciences to identify faculty interests and needs in research data management. Additional analysis is underway to better understand the data in order to identify areas where the library could advance this area.

See the accompanying slide presentation for additional details.

8. **UTL Undergraduate Research Prize**

H. Buchansky introduced the newly-announced prize to celebrate innovative use of library and information resources in undergraduate assignments. The prize is the result of ongoing work by a tri-campus library team, which included faculty advisors. She asked for librarian assistance to reach out to build awareness of this prize. Full prize details can be found by searching the keyword “prize” on the library web page or go direct to [http://go.utlib.ca/libprize](http://go.utlib.ca/libprize) for full information.
9. **Other Business - Election of a new chair**

Carey Toane has agreed to stand for the chair of this committee. This was approved by those in attendance. The chair congratulated and thanked Carey for her willingness to serve.
Appendix 1: Presentation slides from agenda item #5: “Subjects A-Z Preliminary findings”

Subjects A-Z surveys

Judith Logan & Kyla Everall

User survey

Embedded in Subjects A-Z landing page

Nov 19-Dec 1

86 responses
Presentation slides from agenda item #5: “Subjects A-Z preliminary findings”

What’s your status at U of T?

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<table>
<thead>
<tr>
<th>Status</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>2</td>
</tr>
<tr>
<td>Library staff</td>
<td>14</td>
</tr>
<tr>
<td>Instructor or faculty member</td>
<td>5</td>
</tr>
<tr>
<td>Graduate student</td>
<td>17</td>
</tr>
<tr>
<td>Undergraduate student</td>
<td>35</td>
</tr>
</tbody>
</table>

How often do you use Subjects A-Z?

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<table>
<thead>
<tr>
<th>Frequency</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every day</td>
<td>12</td>
</tr>
<tr>
<td>A few times a week</td>
<td>26</td>
</tr>
<tr>
<td>Once a week</td>
<td>14</td>
</tr>
<tr>
<td>Once a month</td>
<td>10</td>
</tr>
<tr>
<td>Every few months</td>
<td>8</td>
</tr>
<tr>
<td>Once a year or less</td>
<td>1</td>
</tr>
</tbody>
</table>
Presentation slides from agenda item #5: “Subjects A-Z preliminary findings”

Do you think the lists of resources are...?

- Too short: 11%
- Too long: 16%
- Just right: 73%

Do you think the lists of resources are...?

<table>
<thead>
<tr>
<th>Category</th>
<th>Just right</th>
<th>Too long</th>
<th>Too short</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Library staff</td>
<td>80%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Undergraduate student</td>
<td>45%</td>
<td>45%</td>
<td>10%</td>
</tr>
<tr>
<td>Graduate student</td>
<td>30%</td>
<td>50%</td>
<td>20%</td>
</tr>
<tr>
<td>Instructor or faculty member</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Library staff survey

Qualitative results

How often do you click on...

<table>
<thead>
<tr>
<th></th>
<th>Never</th>
<th>Seldom</th>
<th>Sometimes</th>
<th>Often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article databases</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research guides</td>
<td>3</td>
<td>7</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Primary sources</td>
<td>7</td>
<td>6</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Reference works</td>
<td>2</td>
<td>3</td>
<td>13</td>
<td>14</td>
</tr>
</tbody>
</table>
How often do you use Subjects A-Z?

- Every day: 14
- A few times a week: 7
- Once a week: 4
- Once a month: 9
- Every few months: 4
- Once a year or less: 3

Which discipline best describes your library?

- UTSC: 1
- UTM: 2
- Theology: 1
- Science and engineering: 4
- Humanities and social sciences: 26
- Health sciences: 3
- Arts: 2
Presentation slides from agenda item #5: “Subjects A-Z preliminary findings”

Library staff survey

Qualitative Results

Why would you recommend it?

“Why would you recommend Subjects A-Z to a U of T student or researcher?”

Starting Point
Ease of Use
Reference outside your subject area
Presentation slides from agenda item #5: “Subjects A-Z preliminary findings”

Other Comments

“Is there anything else you’d like to say about Subjects A-Z?”

More love for the resource
Could be revamped
   Too much clicking
   Search functionality
Ability to give feedback on resources
Appendix 2: Presentation slides from agenda item 6: “Reference in the Rotman Business Information Centre”

Rotman Business Information Centre

Photos taken by Sanja Ujkavcic, 2014.
Reference/Circulation Desk

- Most in person queries are related to collection/circulation
- Rotman students and faculty contact the librarians directly, usually via e-mail
- We also receive reference queries from faculty through our BIC Connects and BIC Delivers e-mails and they are forwarded to librarians

Staff

Full Time
- Director
- Public Services Librarian
- 2 Library Technicians
Full time staff have at least one (two hour) reference shift a day

Part time (evenings and weekends)
- 4 Business Reference Assistants (iSchool students)
Primary Users

- MBA students, PhDs, and Rotman faculty
- Commerce use is increasing
- Public use significantly declined when the BIC moved in 2012 and building policy is very strict about evening/weekend access
- There are several graduate programs with Saturday classes – Master of Finance, EMBA, OMNI MBA, etc.
- There are also the morning and evening MBA programs (7-9 AM or 6:30-8:30 PM classes)
Collection Highlights

- Print: Career Collection, International, Joseph L. Rotman Collection and Michael Bliss Canadian History Collection
- Electronic: SDC Platinum, ARGUS, Bloomberg, Finance Lab Terminal

Statistics

- Tracked through Google Forms
- In May 2015 we started tracking weekend visits because the building is only open to Rotman graduate students on weekends
- Continued weekend tracking into the Fall/Winter semesters for analysis
Sample reference questions

- Where can I find daily intraday currency exchange data for Canada and the US prior to 2008?
- I’m looking for industry information on pajama sales in the U.S.
- Where can I find a global market research report on printers? I want to know how much of a market share HP has.
- How do I find the penetration rate (% of potential users) buying flowers in Canada?
- Where can I find all print ads from Nike that feature Joanne Ernst?
The Future of Reference

- Changes due to weekend tracking
- Changes due to restructuring at Rotman – librarians becoming more embedded in programs, additional visibility means more questions

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