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Roving librarian: keep taking the tablets

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Keep taking the tablets

Alison Sharman

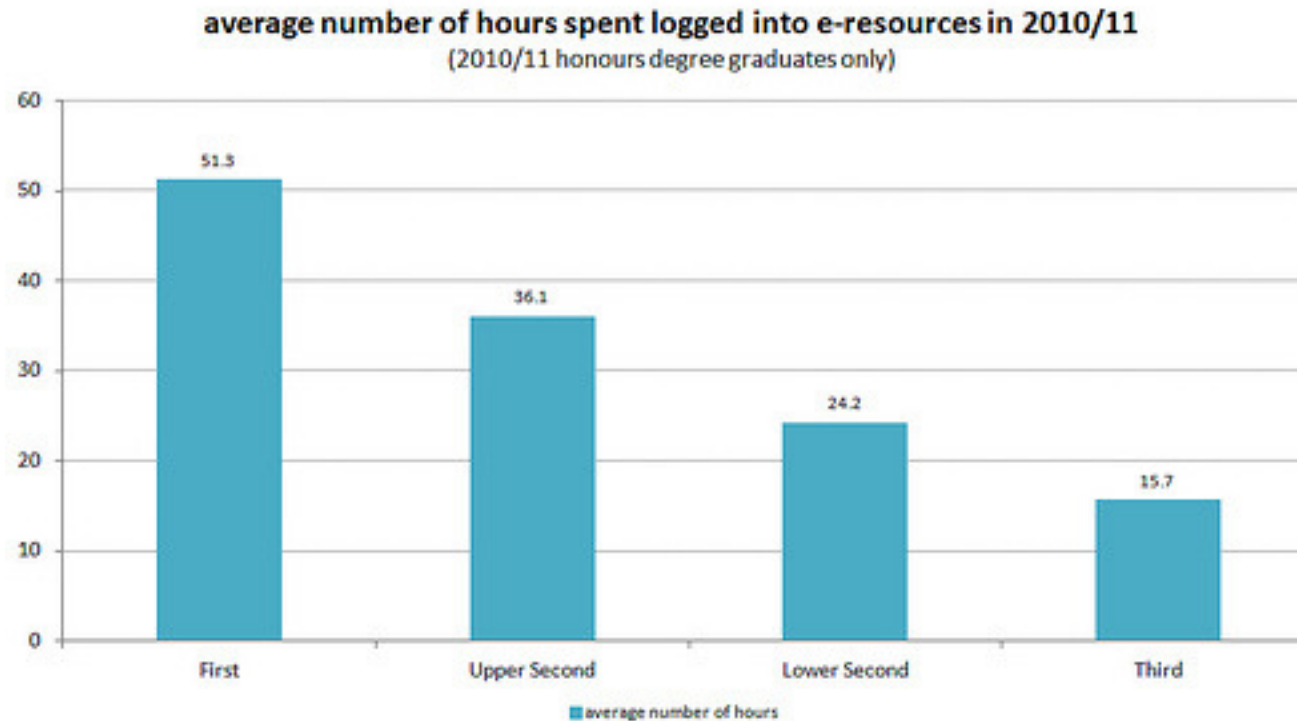
@asharman

Library Impact Data Project



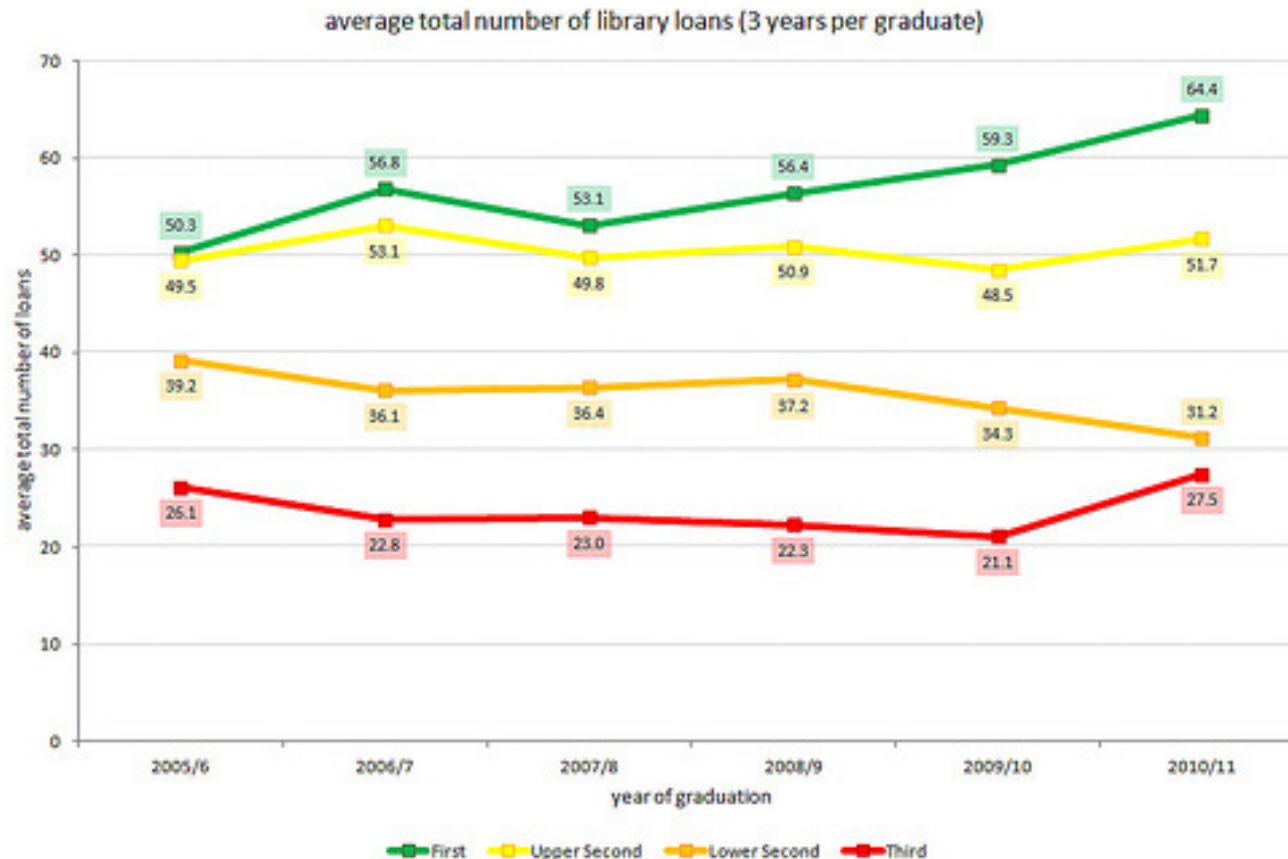
- “There is a statistically significant correlation across a number of universities between library activity data and student attainment.”
– <http://library.hud.ac.uk/lidp>

E-resource usage



<http://www.flickr.com/photos/davepattern/6928727589/in/set-72157629087302688/>

Average number of library loans



<http://www.flickr.com/photos/davepattern/6785023236/in/set-72157629087302688/>

Visits to the Library

2007/8 & 2008/9



Many students are missing out
on the resources we provide

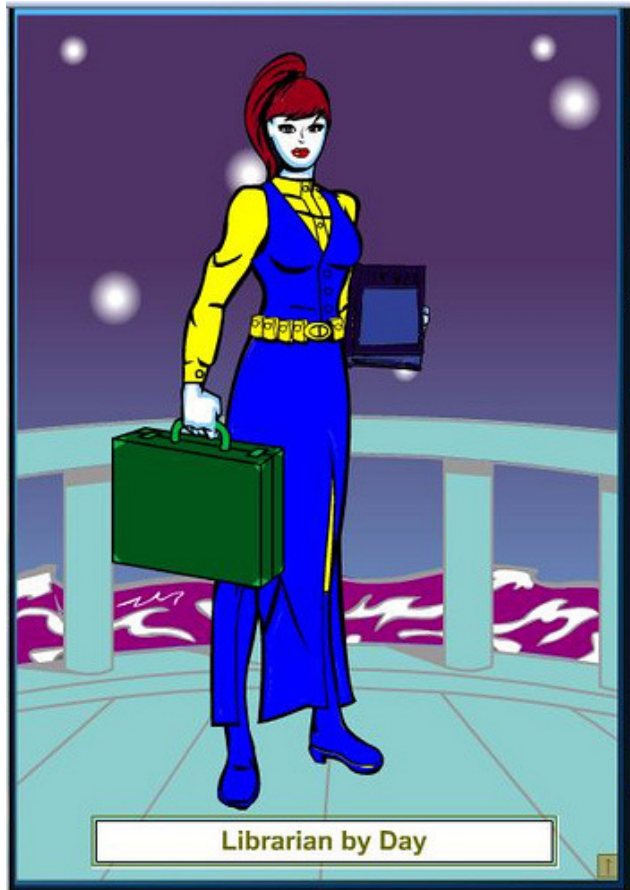
So, if Mohammed will not go to the mountain...



<http://www.flickr.com/photos/corvillegroup/4476474971/>

- Students Union Coffee bar
- Stand with laptops
- Engaged with the students
- Tablets required

Vision of the Roving Librarian



<http://www.flickr.com/photos/librarianbyday/2744512265/in/pool-846852@N21/>

Inspiring tomorrow's professionals

- Info on the **move**
- at the point of **need**
- Go out **to** the students
- Move **from** the traditional library environment
- Reach potential library **“non users”**

Librarians – get out of the library!

- “if librarians and their staffs remain in libraries, they will soon be placed on the list of endangered species... Librarians should get out of the library and into classrooms as instructors and into offices and conference rooms as participants in the curriculum-building process.”
(Leonard, 1994, p. 29)

The plan...

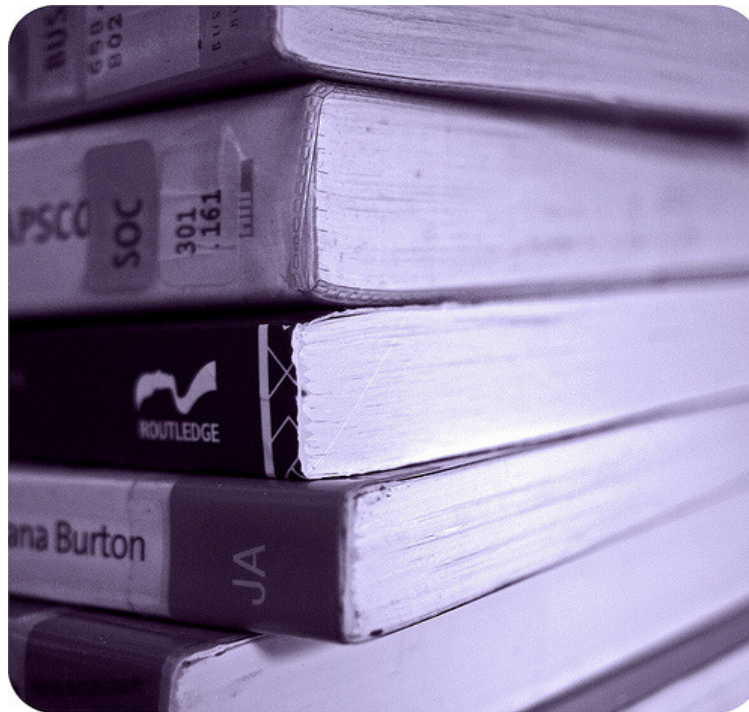


<http://www.flickr.com/photos/jnicho02/2637002496/>

- Apply for internal funding
- Set up informal sessions
- Equip librarians with slates
- Promote sessions
- Evaluate the impact
- Publish findings

Inspiring tomorrow's professionals

What does the literature say?



<http://www.flickr.com/photos/carowallis1/4297460415/>

Find out more at:

<http://www.mendeley.com/groups/2075353/roving-librarians>

Inspiring tomorrow's professionals

Tablets: choice of two



<http://www.flickr.com/photos/yto/4891249900/>

iPad

Most librarians
chose the
Android tablet
over the iPad



<http://www.flickr.com/photos/whichtechology/5337338563/>

Android tablet:
Asus Eee Pad
Transformer

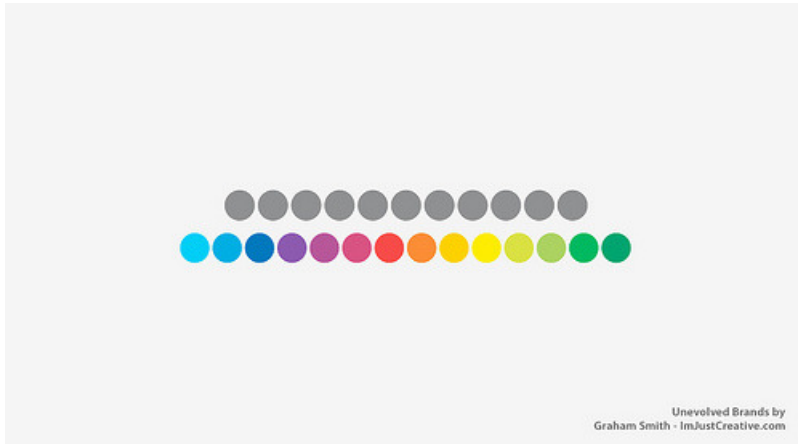
Time to play...



<http://www.flickr.com/photos/andrewpescod/272080926/>

- Time to play with new technology
- Use tablets
- Compare apps/tools
- Librarians better equipped to support mobile technology

Need a recognisable brand



<http://www.flickr.com/photos/grahamsblog/5169357774/>

- Librarians out of context may not be recognised
- Need a logo/image that students can associate with the roving librarian
- Martini advertising slogan: information anytime, anyplace, anywhere

The Result!



Inspiring tomorrow's professionals

Logo



Used this logo for

- Stickers
- Adapted for School Plasma screens
- Advertising on library Facebook page

Plasma Screen Advert



The advertisement features a vibrant green and yellow sunburst background. At the top left is the 'Roving Librarian' logo in a stylized, multi-colored font. To its right is the tagline 'Bringing information skills to you.' Below the logo, the text 'When & Where' is written in a red, cursive font. Underneath this, a white rounded rectangle with a blue border contains the event details: 'Monday 5th December // 11.00 – 13.00' and 'Street Café'.

Roving Librarian

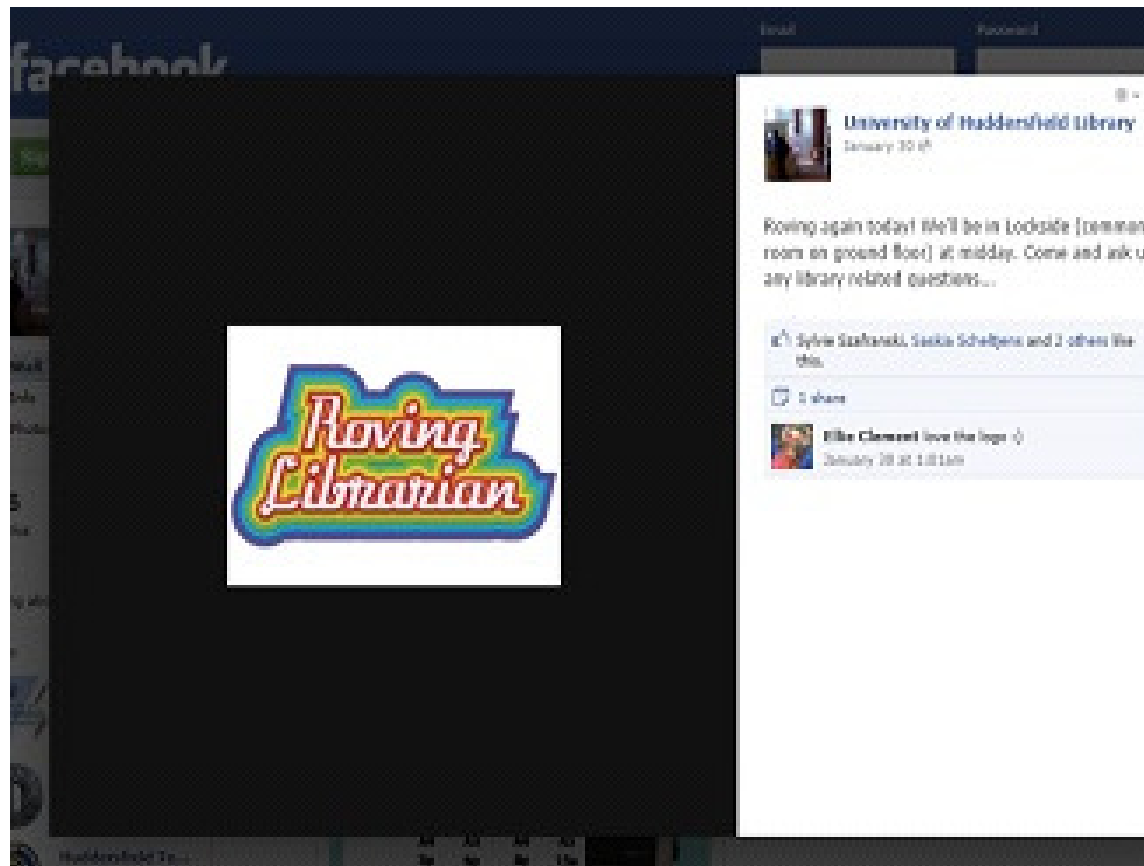
Bringing information skills
to you.

When & Where

Monday 5th December // 11.00 – 13.00

Street Café

Library Facebook page



Inspiring tomorrow's professionals

Spread the word: Roving librarian is coming to YOU!



<http://www.flickr.com/photos/59461128@N00/456554634/>

- Tweet on Hudlib
- Retweeted by other Uni tweeters
- UniLearn
- Emails to academic staff
- Emails to students

Email from Computing Lecturer



Sent: 10 November 2011 09:14

To: N455 - BSc (Hons) Computer Games Programming;
N655 - BSc (Hons) Computer Games Programming FT
route

Subject: FW: Roving librarian coming to Canalside West

Importance: High

Do you know what a library is? Did you know we have one? Do you understand the concept of a book, with actual old fashioned paper in it!? So retro!

Only kidding guys, but if you don't use our library you are probably missing out on some pretty awesome services, check out the [email] below, and go see them if you have questions.

Roving Strategies



<http://www.flickr.com/photos/mawts-1comcam/6256228473/>

- Times and locations
- Regularity
- Method of roving
- Opening line
- Questionnaire
- Freebies

Roving, roving, roving



- All librarians have been roving
- Varying degrees of success
- Proactive approach
- Trial and error
- Mostly positive response from academics
- Relationships established

Response from students

1. How often do you physically visit the library?

Practically all the time! Regularly Occasionally Rarely or Never

2. Do you currently use Summon or any of the other electronic resources we buy for your studies?

Practically all the time! Regularly Occasionally Rarely or Never

3. Are you more likely to use the physical library or our electronic resources (including Summon) after talking to our roving librarian today?
(select all that apply)

Yes - I'll come into the library more often. Yes - I'll use Summon or other electronic services more often No - I already use the library too much. No - Google rocks!

- Questionnaire: will encounter with roving librarian result in increased resource usage?

Effectiveness of tablets in supporting teaching on the move



<http://www.flickr.com/photos/yto/4891249900/>



<http://www.flickr.com/photos/whichtechology/5337338563/>

- Highly portable (both)
- Flexible (both)
- Attractive to students/
Conversation starter (both)
- Can do other work (both)
- Sometimes problems with
network strength/Speed(both)
- Disadvantage not having a
keyboard (iPad)
- Screen not as responsive as
iPad (Asus)
- Problems charging it up
(Asus)

Some keys to success



<http://www.flickr.com/photos/happylobster/3228866041/>

Inspiring tomorrow's professionals

- Be proactive
- Engage the students in conversation
- Know your subject
- Make it personal
- Experiment
- Timing
- Go out in pairs
- Freebies help
- Use colleagues

And there's more...



<http://www.flickr.com/photos/liits/3507805843/>

Inspiring tomorrow's professionals

- Rove with a database trainer (they usually bring great freebies!)*
- Promote a service
- Gather feedback about the library
- Rove with students*

*Choose wisely

Student feedback



Positive

‘...clearly making the Library more accessible to students’

Freebies helped

Librarians enthusiastic and knowledgeable

To work on

‘Be a little more ‘ruthless’ and engage people when they come over to see what the freebies were’

Branding

Suggestion: Employ a student

Inspiring tomorrow’s professionals

Roving librarian: the future



<http://www.flickr.com/photos/42438552@N00/6762367425/>

- Work on the brand
- More call for roving in library?
- Develop the strategy
- Continue to up skill librarians in using tablets
- Training for staff

More sources

- *Sharmana* <http://sharmana.wordpress.com/>
- *Library Impact Data Project*: Just another JISC Activity
Data project blog!
<http://library.hud.ac.uk/blogs/projects/lidp>
- Sharman, A. and Walsh, A. (2013) Roving librarian at a mid-sized, UK based university. *Library Technical Reports*: tablets in reference and instruction. ALA Jan 2013
- Sharman, A. (2012) *The Roving Librarian*. ALISS Quarterly, 8 (1).