



Revolution at the LSD



Beverly Murphy, AHIP, Assistant Director, Marketing and Publications; Richard A. Peterson, AHIP, Deputy Director; Hattie Vines, AHIP, Information and Education Services Librarian; Megan von Isenburg, Associate Director of Public Services - Information Services; Elizabeth Berney, Library Service Desk Manager; Robert James, Associate Director, Access Services; and Marcos Rodriguez, Information Services Specialist, Information Technology Services

Duke University Medical Center Library, Durham, NC

Revolution at the LSD

Objective:

The Library Service Desk (LSD) was initially created to provide “one stop shopping” for patrons seeking assistance with reference questions, interlibrary loan requests, circulation of materials, and other services. In the past year, the LSD model has expanded to feature an on call reference service, integration of technical services staff, revised core competencies, and the use of innovative technologies. This poster will describe how a revolution in customer service provision has led to an evolution of library services.

Methods:

The revolution began in 2002 when the reference and circulation desks were eliminated to create a single service point. To prepare public services staff to offer both reference and circulation services, responsibilities were broadened. Core competencies in each area were developed, and staff were cross trained. In 2005, an analysis of staffing and work patterns across the library demonstrated a need to build upon the original model. To better utilize staff and ensure coverage of the LSD, a pilot project was implemented, wherein reference librarians were moved to “on call” backup roles and technical services staff were added to the LSD schedule. Core competencies were refined, and documentation for procedures was mounted and maintained within a new content management system.

Conclusions:

Library staff continue to evaluate and refine the LSD service model. Immediate plans for evaluation include implementing the LibQUAL+ Survey and conducting patron focus groups. Information from both these activities may lead to the creation of new services and roles for Library staff. The revolution continues...



FIRST SHOTS

2
0
0
2

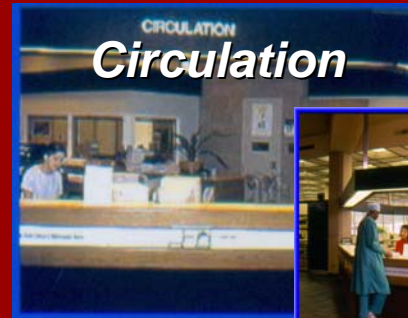
Eliminated Circulation and Reference Desks

Created Single Service Point

Broadened Responsibilities

Developed Core Competencies

Cross-Trained Staff





The Battle Wages

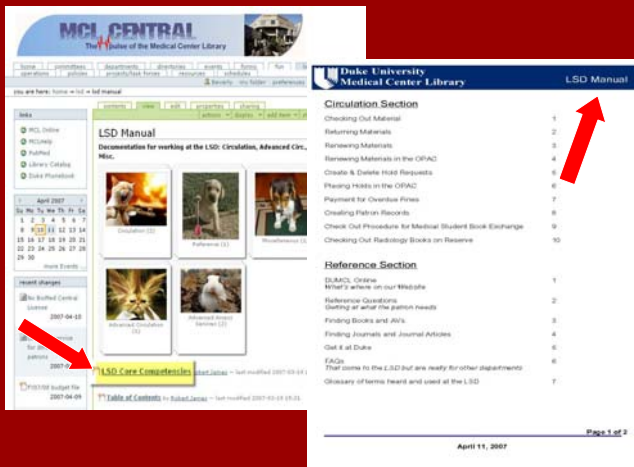
2005

Analyzed Staffing Patterns

Discovered Need to Build Upon LSD Model

Expanded Core Competencies

Initiated On Call Pilot Project



Added Technical Services Staff to Schedule

On-Call Reference LSD Schedule
April 9-15, 2007

MONDAY				WEDNESDAY				FRIDAY										
04/09				04/11				04/13										
REF	LSD	ILL/DD	STKS	REF	LSD	ILL/DD	STKS	REF	LSD	ILL/DD	STKS							
8	EB/RM							SJ	RM	GS								
9	CS EB/ MDN	RM						HV	SJ/ MDN	RM	GS-mail							
10	*MVI EB	LW/ RM mail						*SJ	BB/MJ	RM/LW/ GS								
11	BT	BB/JW	RM	LW	BM	GS/JW			LW/RM	GS	RJ	BB/LW	RM	GS				
12	BM	BB/TH	RM/LW		AP	RM/TH	LW					HV	RM/TH	LW	\$BB			
1	KG	EB/RJ	RM/LW		*CS	SJ	LW/RM /GS					*MVI	SJ	LW/RM /GS				
2	GC	BB/EB	RM		BT	SJ/BB	RM/GS LW-mail					*BT	SJ	RM/GS/ LW-mail				
3	AP	BB/CKS	AB/ LW mail	\$LB	SJ	CKS/ AB	LW/GS /LB					CS/ AB	LW/GS /LB		BT	GS/SJ	LW	
4	RJ	LB/CKS	LW/RM	\$AB	RJ	LB/CKS	GS/RM /AB					LB/CKS	RM/GS /AB	LW	*BM	LW	RM	GS
5- 11	LB/CKS	LW/AB			LB/CKS	LW/AB	\$CKS					LB/CKS	LW/AB			GS/LW		



Revolution to Evolution

2007

Evaluated and Refined LSD Service Model

LibQUAL Survey

What Is It?

LIBQUAL is a research and development survey that provides a method to define and measure library service quality across institutions. It allows the Library not only to find out what's important to you, but also to see how well we are meeting your needs.

How can you help?

- An email invitation with a link to the LIBQUAL+ survey will be sent to Medical Center students, faculty, House Staff and other Library users. If you receive the email, please follow the link and complete the survey!
- If you do not receive an email with the survey link, we will want your input! You may access and complete the survey from a link on the Library's Website.
- In the survey, you will be asked to enter demographic data and respond to 48 questions related to service quality.
- The survey should take no more than 10 minutes to complete.
- The survey will run from February 19th to March 2nd.
- Confidentiality is ensured since email and network addresses are separated from the survey responses.

Why is your feedback important?

- In this survey, you will be asked to rate your minimally acceptable and desired service quality levels. You will then rate our current services on the same scale.
- Survey results will be used to identify gaps between desired, perceived, and minimum expectations of service.
- In order for the Library to accurately identify service areas which need improvement, we need your input.
- Those who complete the survey will have the option to be included in random drawings for an iPad shuffle or more.

For more information, visit <http://www.mclibrary.duke.edu/temp/libqual2007>

Focus Groups

Free Lunch for Your Feedback!

The Duke Medical Center Library is conducting several focus groups in April to help us offer the best services and collections to our patrons.

We need your input!

Participate in a Library Focus Group and tell us what you think about our resources and services...

Focus Group Schedule
Medical Center Library
Time: 12:00 - 1:30 pm

- April 3 (Students Only)
- April 12 (Faculty Only)
- April 13 (Students, Staff, Housestaff, Faculty)

Sign up today!
<http://www.mclibrary.duke.edu/temp/focusgroups>
Forms are also available at the Library Service Desk

For questions or more information, please contact Beverly Murphy at beverly.murphy@duke.edu or (919) 660-1127

LSD Survey

Library Service Desk Survey

We appreciate your comments and suggestions for improving services at the Library Desk

1. Generally, I receive the information I need from staff at the Library Service Desk.

Strongly Agree Somewhat Agree Agree Disagree Somewhat Disagree Strongly Disagree

2. Please include any comments related to receiving information that you need from staff at the Library Service Desk.

3. Staff at the Library Service Desk are generally prompt.

Strongly Agree Somewhat Agree Agree Disagree Somewhat Disagree Strongly Disagree

4. Please include comments about staff promptness at the Library Service Desk.

Mobilized Task Forces



LSD Gateway

Patron Needs Assessment

Potential Launch of New Services



Business Center
Internet Messenger
Book Retrieval



The Revolution Continues...