

AskUs 24/7 Advisory Board Meeting
April 11, 2011, held via WebEx

Attending:

Mike Daly, Fulton Montgomery Community College
Sally Gillich, Southern Adirondack Library System
Beverly Choltco-Devlin, Mid-York Library System
Colleen Kehoe-Robinson, Mohawk Valley Community College
Joan Pellikka, North Country Library System
Mara Thacker, Paul Smith's College
Bill Drew, Tompkins Cortland Community College
Nora Hardy, South Central Regional Library Council
Andy Yeager, Medaille College
Dawn Peters, Buffalo & Erie County Library
Jaclyn McKewan, Western New York Library Resources Council

The meeting was called to order 2:05 p.m.

Waiting Messages:

Jaclyn reported that QuestionPoint has a new feature allowing custom "wait" messages to appear to the patron at intervals of 50, 80, 120 and 190 seconds. One set of messages can be created for the public form, and one for academic.

The board decided to have the same message for both queues, and agreed that friendly, informal language is best. The board decided to have messages at 50 and 120 seconds, as too many messages may be annoying to the patron.

Mike volunteered to draft possible messages and share them with the board later via email.

Text Messaging:

Jaclyn brought up the possibility of Ask Us 24/7 starting its own text-messaging cooperative.

Few libraries have expressed interest in providing cooperative text-messaging reference. At most, 4 libraries have expressed possible interest, not enough to maintain a cooperative.

WNYLRC will look into the "My InfoQuest" cooperative to get more information on how this existing cooperative works and if it would be a viable option for our members.

Beverly stated that the Mid-York library is currently researching texting options, and that she will report their findings to the advisory board.

Marketing:

Jaclyn asked for input on what WNYLRC can do to assist member libraries with marketing the service, and if anything can be added to the marketing toolkit at <http://www.askus247.org/marketing/marketing.html>

A few public librarians mentioned the difficulty of getting all librarians and library branches/locations on board with the service.

Andy reported that having the chat link on multiple webpages on the Medaille site has been helpful. Jaclyn will re-send information on link placement to the Google Group.

Jaclyn mentioned the bookmark distribution plan from last year – where WNYLRC would send bookmarks to local organizations/businesses suggested by our participating librarians. Only one librarian accepted the offer. Some advisory board members suggested trying again, so Jaclyn will repost the offer.

Other business:

Bill brought up the difficulty in helping other patrons find database articles when the policy page does not have a guest login for the chatting librarian. Other board members agreed.

Jaclyn stated that the reason many libraries do not include this information is because they are not allowed to, due to their interpretation of their license agreements, or because the school's IT department will not allow for the creation of guest accounts.

The meeting was adjourned at 2:48pm.