

AskUs 24/7 Advisory Board Meeting

March 3, 2010, held via WebEx

Attending: Jessie Blum, Tina Chan, Virginia Cole, Paula Haven, Anne LaBelle, Jaclyn McKewan, Sarah Sachs, Barbara Shaffer, Meg VanPatten. **Absent:** Linda Beins

The meeting was called to order 1:38 p.m.

Scripts:

The desirability of using formal scripts was discussed. The consensus was that a friendly script is helpful for establishing first contact with a patron. A favorite was suggested and adapted for a common greeting script:

“Hello and welcome to AskUs 24/7. I’m from a library collaborating with your library. I’m reading your question and will be right with you.”

Jaclyn gave an example of a locally used phrase that would make a useful script:

“Can I just ask what grade you’re in? It will help me find more appropriate sites for you.”

Virginia Cole suggested that advice for using scripts be a focus when training new librarians.

Librarian Resources:

Jaclyn provided links to both the old and a new librarian resource page. The response was divided, with members feeling strongly about the use of features of each example. Jaclyn will work on the design based on that input and will present the results for consensus through email.

Bookmark:

Jaclyn presented a marketing campaign idea in which local businesses would be recruited to promote the service through the distribution of bookmarks. Bookmarks requested for this program would be provided free of charge.

Board members felt that this was a good idea for promoting the use of the public library cue. Promotion ideas for the academic cue were discussed, focusing mainly on the creation of an amateur video, perhaps uploaded to YouTube. The search for a clever filmmaker was discussed and members were encouraged to suggest people they know. Jaclyn will also explore using students from the library school at University of Buffalo.

Webinar:

Jaclyn introduced the idea of the creation of a webinar to increase librarians’ familiarity with other libraries in New York State. It was suggested that subject libraries could be identified by the amount of traffic their patrons were producing. Bryant and Stratton was identified as a library the members wanted to know more about.

Jaclyn thanked members for participating in the meeting.

The meeting adjourned at 2:34 p.m.