

Virtual Reference and Related Services

1. Project Description

- a. *What will you do and how will you do it?* In phase one, PVPL will replace its outdated Reference computer with a more powerful one that handles two monitors. One monitor will be used to keep software open that is commonly used to assist patrons inside the library and the other will be used to keep tabs on and interact in virtual Reference services, such as scanning, emailing resources and live chatting. Virtual Reference services will begin as soon as the new PC is installed. In phase two, a technical consultant will be hired to aid in configuring the server and installing LibGuides and redesigning PVPL's web pages. Phase three will commence with PVPL Librarians contributing to LibGuides content and demonstrating the use of online databases and electronic resources to local teachers and students. At least four training sessions will be recorded and posted on the Library's website.
- b. *What role will each of the institutional partners play?* There are no institutional partners in this proposal.
- c. *How will the general public participate or use this product?* Yavapai County residents and students will gain online access to the expertise of Reference Librarians and live help using online Library resources. Students and citizens will become more aware of the online databases and electronic resources available through Library membership and use them for research and ongoing lifelong learning projects.

Who will participate, and how many will directly participate in the first year? Northern Arizona University, Yavapai College, Bradshaw Mountain High School and Arizona Agribusiness and Equine Center all have campuses within sight of PVPL. Librarians will reach out to students and teachers at all three schools through personal contact and informational mailings in addition to teaching classes open to Library patrons of all ages and interests. Virtual Reference and Related Services could easily impact up to 2,000 people the first year.

How will you publicize this activity or product? The Virtual Reference and Related Services will be publicized in Prescott Valley's internal newsletter, at Prescott Valley Town Council meetings, on the Town's cable television station Channel 15, at the Citizen's Academy, in the library's rotating slideshow of events, through Library handouts, by local radio stations and newspapers, in the PVPL 2012 Annual Report, and by the library's Board of Trustees and Friends of the Library. Recorded training sessions demonstrating the use of online databases and electronic resources may be aired on Channel 15. The Friends of the Library will include information about this project in its Geek the Library campaign beginning in July 2012.

2. Justification:

- a. *What community need or opportunity does your project address?* PVPL's web pages are sadly outdated and static and patrons remain largely ignorant of online databases and electronic resources available to them through PVPL membership. This project provides the opportunity to redesign the web pages for dynamic interaction and to engage Library staff and community members in mutually beneficial learning experiences that will increase awareness and use of the Library's online resources.

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How do you know that this is a need? Every week some PVPL Librarians show individual patrons various aspects of online databases and electronic resources available from the Library's website. Over and over again, students are shown for the first time how to access information for reports and science fair projects. Patrons are amazed and appreciative when they see what they can access but they are not discovering available resources on their own. Often other PVPL Library staff members were not aware of the available resources either so the impromptu training session becomes just as much about informing other staff as it does about showing a patron what to do.

Why is this project the best approach? This project brings the issue to the front and center of the minds of staff members as a redesign of the Library's web pages using LibGuides addresses the access issue while training sessions get Librarians proactively demonstrating Library resources instead of waiting to be approached by individual patrons. Participation in this project will cause PVPL Reference Librarians and other staff to become more knowledgeable about the online databases and electronic resources available with a PVPL library card.

- b. *What audiences are you targeting with this project and why?* The proximity of PVPL to high schools and colleges creates a unique opportunity for the public Library to primarily reach out to local students and teachers with other community members also benefiting. However, LibGuides for public libraries offers guidelines we will use to make medical, job-related, hobby-related, etc. subjects easily accessible to community members.
- c. *How does this project relate to your library's mission or other plans (such as a technology plan)?* The mission of PVPL encompasses the realization that technology serves a supportive role in bringing people and resources together. By offering access to virtual Reference services and demonstrating the many uses of online databases and electronic resources, PVPL endeavors to support the mission of connecting people to resources through an expanding virtual presence.

What steps has your library taken to prepare for this project? Library Manager, Kathy D Hellman and Library Assistant Director, Ted Johnson have begun to expand training opportunities to PVPL patrons. Special presentations have been recorded and aired on Prescott Valley's cable station Channel 15 and classes teaching the use of electronic resources are under way. Additionally, Ms Hellman attended a seminar at Prescott College demonstrating the use of BigBlue Button to record and interact with participants. The Library Board of Trustees and Friends of the Prescott Valley Public Library voted to participate in OCLC's Geek the Library campaign, a campaign designed to increase community awareness regarding the assets available at the public library.

If successful, will you continue this project once the grant period has ended? If so, how will you sustain it? Yes! PVPL will continue offering virtual Reference services, updating and expanding LibGuides and sustaining a schedule of classes in the Library's learning lab.

3. Outcomes/Activities/Evaluation:

Outcome	Activity	Evaluation
Students, teachers and other community members of all ages find access to available	The PVPL web pages will be updated with LibGuides for access to information for all	a)-Surveys of local students, teachers and community patrons show that users are finding what

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online databases and electronic resources appropriate to their interests/needs.	ages and interests. Classes demonstrating the use of online databases and electronic resources will be recorded and posted to the Library's web page.	they need on the Library's web page. b)-Surveys of class participants show increased awareness of online databases and electronic resources available with a PVPL card.
Students, teachers and other community members use virtual Reference services available from the PVPL Reference desk.	PVPL Reference services will expand to provide virtual access to Library resources to patrons via phone, email or online chat.	a)- statistical data will be collected and tracked showing use of virtual Reference services at the PVPL Reference desk.

4. Project Personnel:

- a. *Provide a list of the names of project personnel, the organization they represent and their title, and a description of their duties for this project.*
1. Kathy Hellman, Library Manager PVPL
Duties: grant writer, project manager, hire consultant, schedule classes, teach classes
 2. Ted Johnson, Assistant Library Director PVPL
Duties: handle publicity, support Reference Librarians, teach classes
 3. Casey Danner & Sean Jones, Town of Prescott Valley IT Department
Duties: consultants on hiring technician and installation and maintenance of hardware and software needed to implement BigBlue Button or iTunes U
- b. *Identify the project director, and explain why he or she is appropriate for this project.* Kathy D Hellman is the Library Manager and has experience as a former Systems Librarian for the Yavapai Library Network. She has been wanting to update PVPL's virtual Reference services and increase patron awareness of online databases and electronic resources for years.
- c. *If special skills/expertise are necessary for a participant, briefly list his or her qualifications. Provide a brief resume for any consultant for whom you are requesting LSTA funds. Not applicable.*

5. Timeline/Schedule of Activities

- a. *What are the major steps you'll take to reach the outcomes you've listed? Provide a timeline that includes planning, implementation and evaluation.*

Planning

Task	Description	Date
1.	Get quotes for Reference Desk computer and printer/scanner	June 15- 30, 2012
2.	Setup a schedule of classes for the Library's training room and begin Reference Librarians' participation	June 1 – December 30, 2012
3.	Prepare for interview and hiring technical consultant	July 1-30, 2012
4.	Begin planning redesign of Library web pages	August 1, 2012
5.	Plan for content to populate LibGuides	August 1- December 30, 2012
6.	Get quotes for server and software	September 1-15, 2012
7.	Publicize efforts to increase public awareness of online resources	June 15, 2012 – June 30, 2013

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Implementation

Task Description		Date
1.	Announce program at Town Council Meeting	June 15 – July 15, 2012
2.	Purchase and install new Reference Desk Computer and printer/scanner	July 1-30, 2012
3.	Train Reference Librarians in virtual Reference services and begin to use	August 1-30, 2012
4.	Begin series of classes offered to Library patrons	July 1, 2012
5.	Interview and hire technical consultant	August 1-30, 2012
6.	Purchase and install new server and software	August 15 – October 1, 2012
7.	Install and configure LibGuides on Library website	September 1 – December 30, 2012
8.	Train Reference Librarians to use BigBlue Button or iTunes U	November 1 – December 30, 2012
9.	Use software to record and archive training in database and electronic resource use	January 1, 2012 – June 30, 2013

Evaluation

Task Description		Date
2.	Begin statistical analysis of virtual Reference services	September 1, 2012
3.	Begin survey of PVPL class participants	July 1, 2012
4.	Survey Library patrons using LibGuides on the redesigned Library website	February 1-28, 2013
5.	Conclude statistical analysis of virtual Reference services	March 30, 2013
6.	Conclude survey of PVPL class participants	January 30, 2013
7.	LSTA Final Report due	September 6, 2013

6. Budget

- a. *Complete the budget form for the project described in this application.* Included.
- b. *As part of the narrative, provide a detailed explanation and justification of the proposed LSTA expenditures.* As part of the preliminary investigations into implementing Virtual Reference and Related Services, quotes for, items 1-5 are in line with equipment routinely purchased by the Prescott Valley Information Technology Department for PVPL. The current Reference Desk computer could not handle online reference services since it is underpowered and outdated and must be replaced. The estimated cost of LibGuides was provided by other Yavapai Library Network Librarians who have implemented LibGuides. The consultant fees estimate is based on an estimated average annual salary of \$50,000 for an experienced hardware and software technician. \$20,000 would allow a 4-month contract with an experienced IT consultant.

	Item	Mid-Range Unit Price	Quantity	Extended Price	Notes
1.	Dell Computer	\$2,500	1	\$2,500	
2.	Widescreen Monitor	\$1,500	1	\$1,500	
3.	Server	\$3,500	1	\$3,500	
4.	Software	\$500	1	\$500	

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5.	All-in-one printer/scanner	\$500	1	500	
6.	2-year subscription to LibGuides	\$2,000	1	\$2,000	
7.	Consultant fees	\$20,000	1	\$20,000	
	TOTAL Estimated Cost			\$30,500	