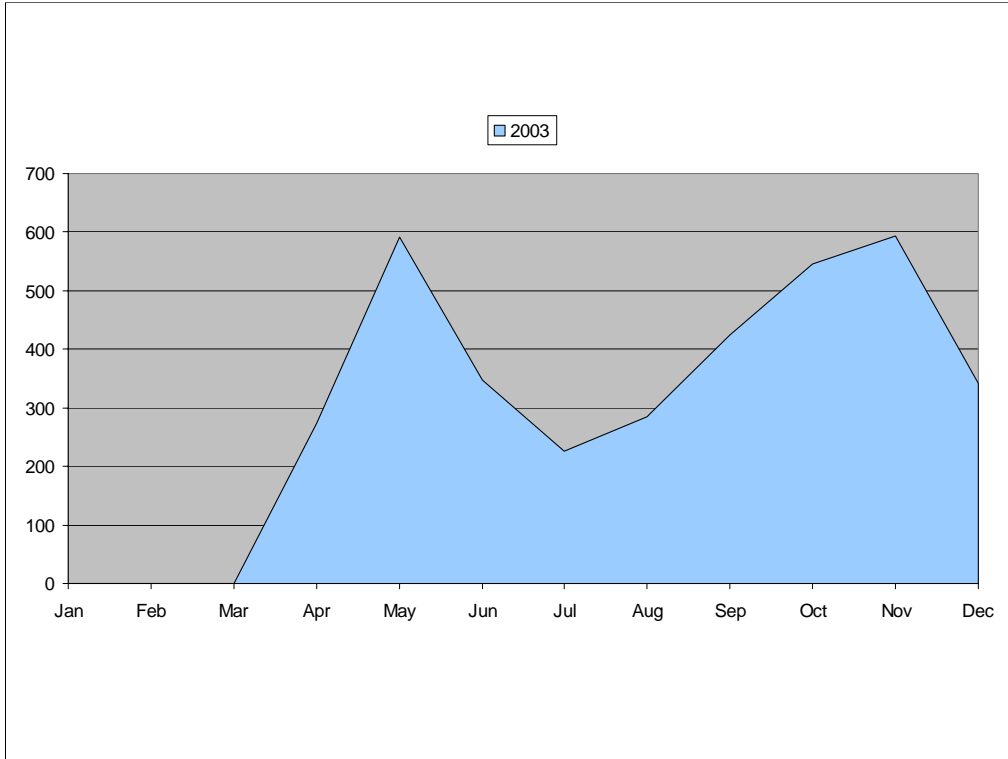


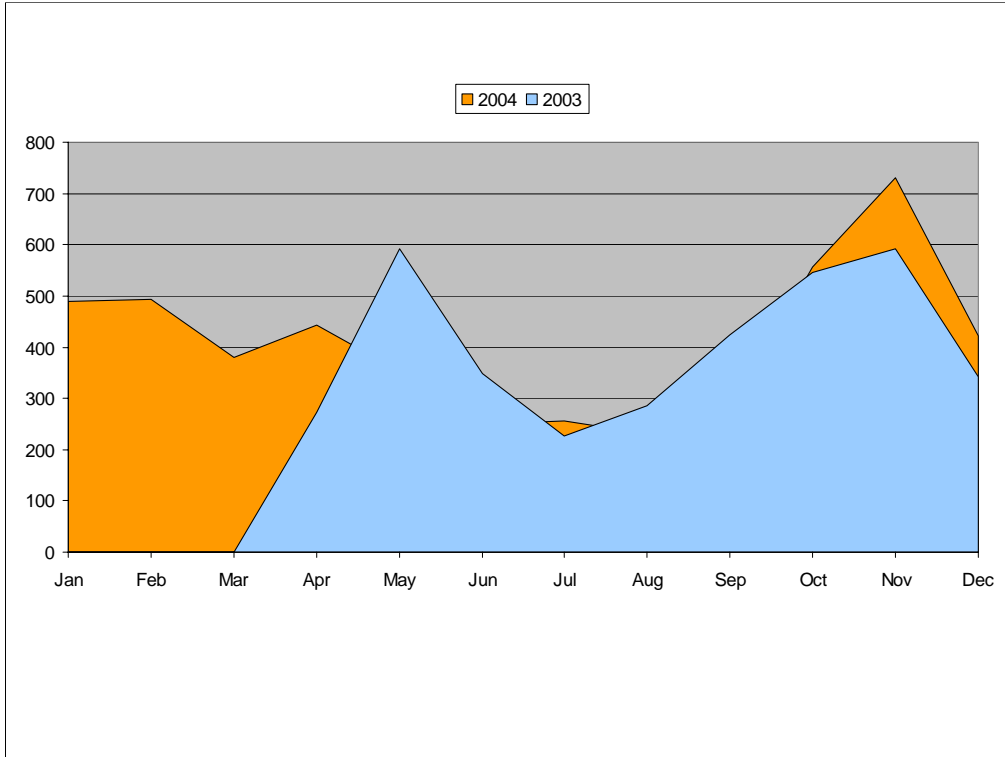


Oregon Virtual Reference Summit

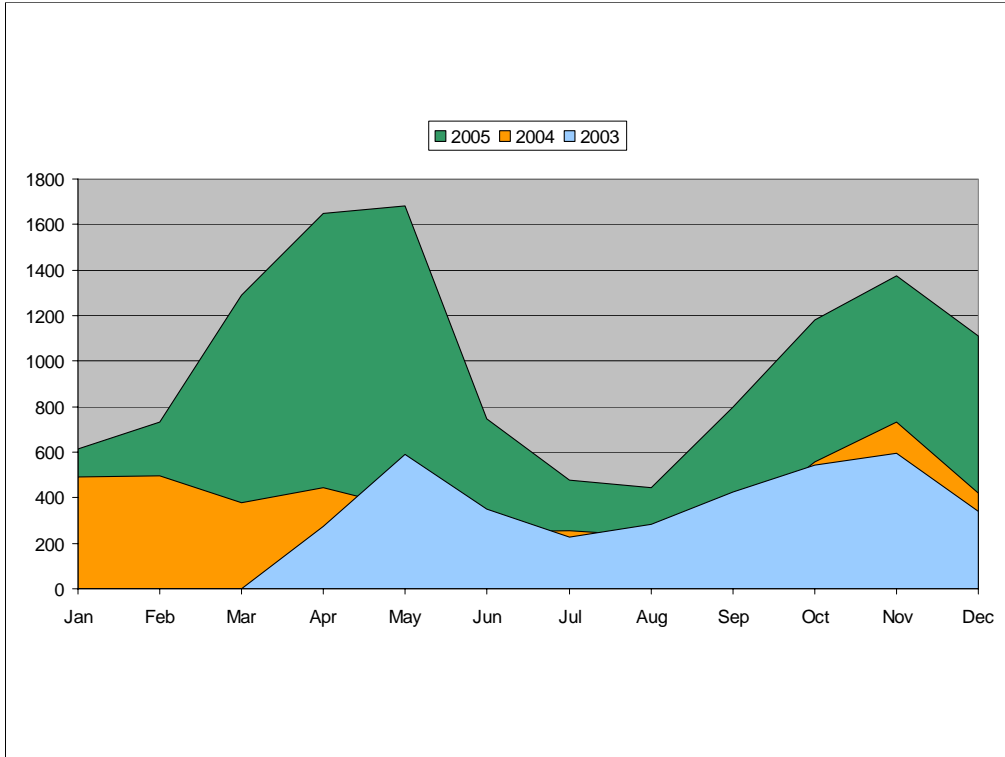
January 27, 2006



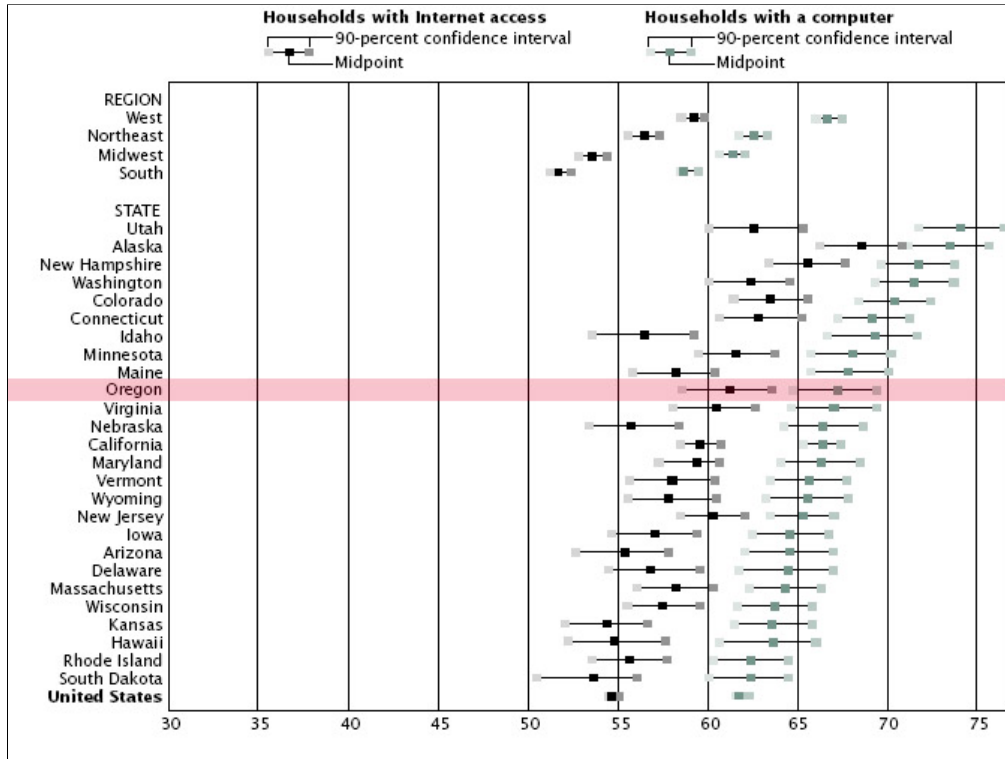
This graph shows e-mail and chat use for our first nine months.



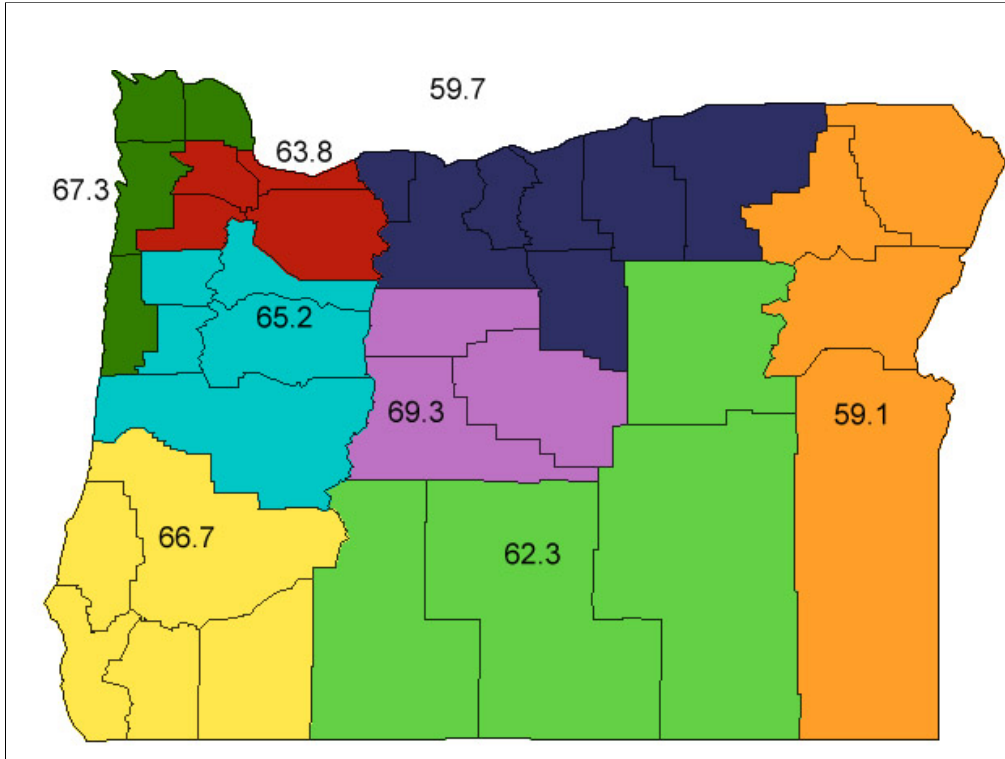
This graph shows our first nine months in front of our year 2004 – you can see we dipped below 2003 levels from May to September, and this was cause of some concern. We went 24/7 in November, 2004.



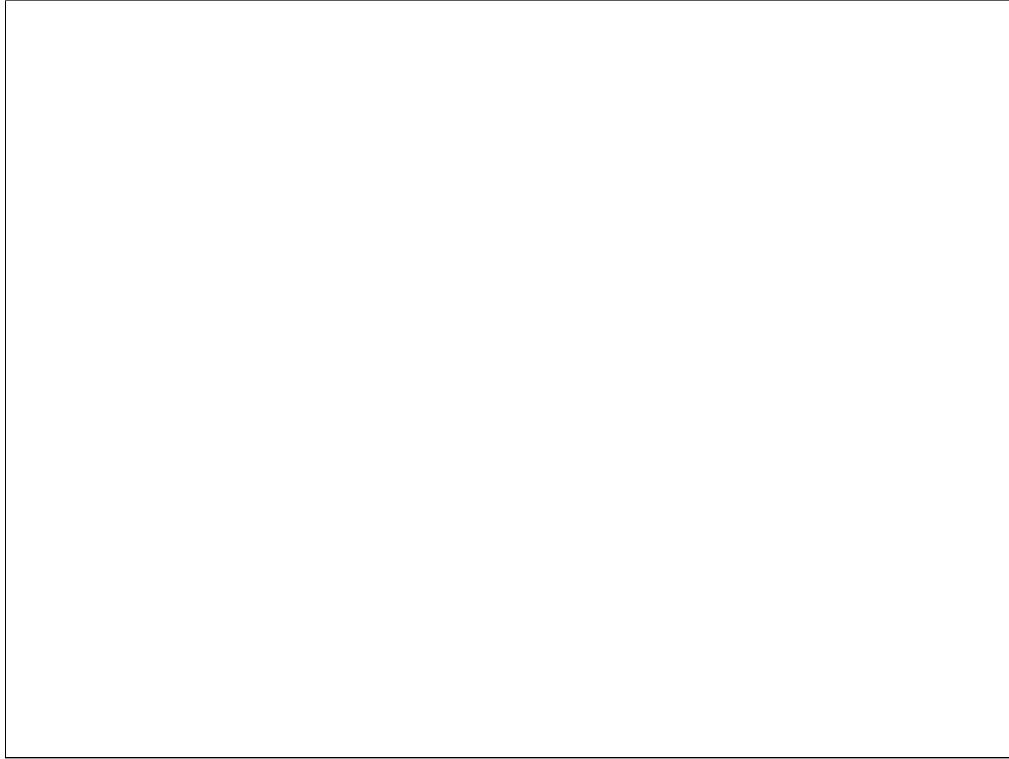
This graph shows 2003, 2004 and 2005. We have been growing and growing and if we want, we can keep growing.



Why is it successful? Oregon ranks 10th among all 50 states in the percentage of households with a computer and 8th in the percentage of Households with Internet access. Source: US Census Bureau, www.census.gov/prod/2005pubs/p23-208.pdf.

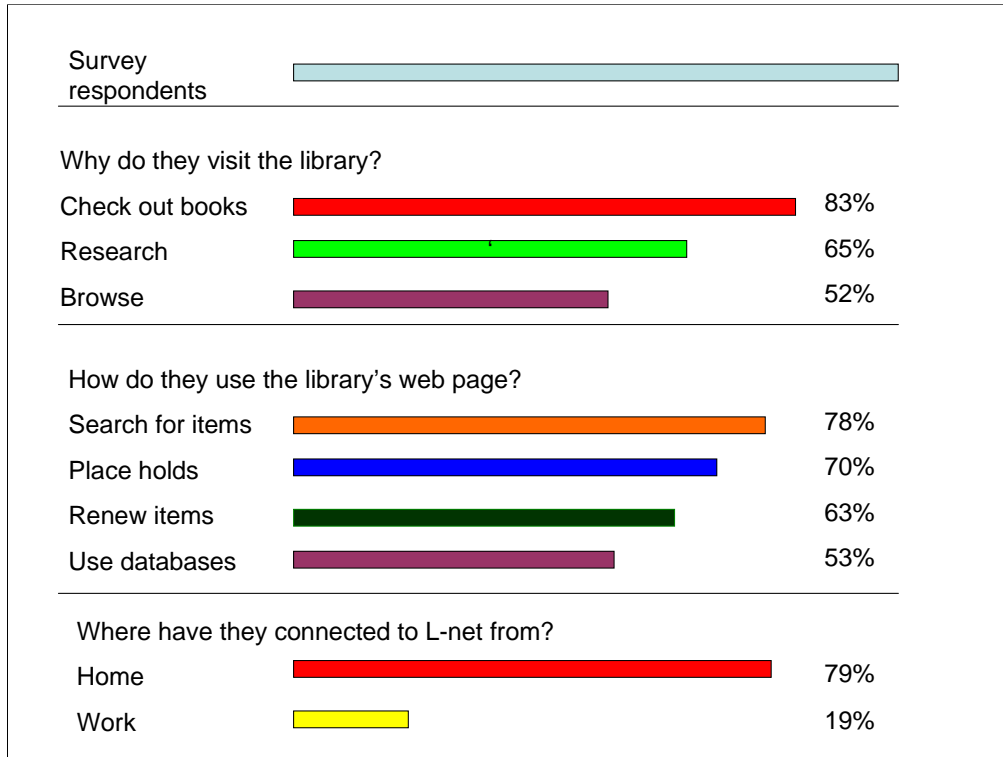


But does this mean that everyone in the Willamette Valley has internet access and no one else does? Oregon varies at most by 10% from any one region to another. Source: data interpolated from The Oregon Progress Board's 2004 Oregon Population Survey, <http://www.oregon.gov/DAS/OPB/popsurvey.shtml>.



There is lots of potential for more growth using this current model

We chose OCLC to help us do that – cooperative coverage means an additional 4-6 librarians online at all times. While we want to encourage more Oregon librarians to participate, joining the OCLC cooperative gives us an immediate boost in backup staff. Of course, we have to share, and we have to give back.



There are two typical users of L-net. Middle school students and adult library users. I don't know a lot about middle school users, except that they keep using it and telling their friends.

I surmise:

They are starting to get good keyboarding skills

They are starting to get assignments that require library research

They are interested in socializing online

They like to tell their friends

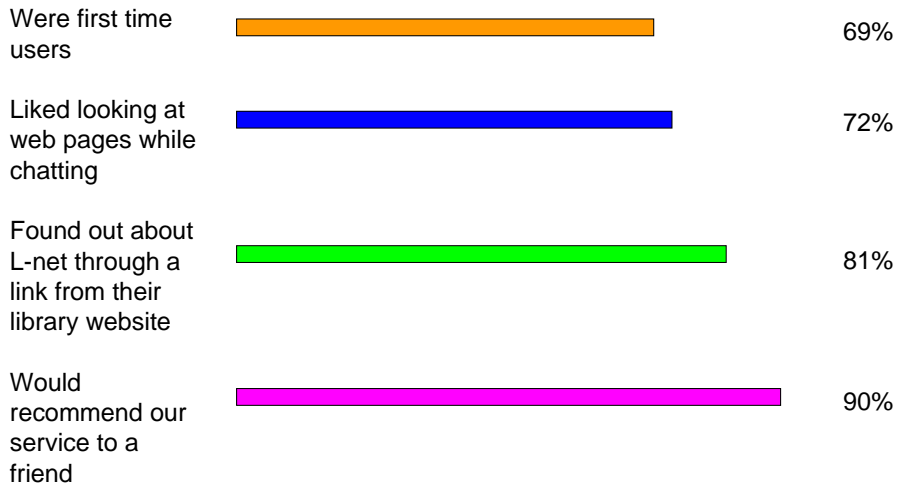
Some of them really, really love us

What do we know about adult users?

Adult library users are the ones who happened to respond to our chat exit survey follow-up survey. Results of that survey are on this slide and the next.

Survey respondents

What did they think of L-net?



Vision 2010

We believe that citizens of Oregon are best served if libraries remain at the center of our communities and campuses as primary providers of information services.

Explicit goals

16,800 questions in 2005-06; 18,480 in 2006-07

Increase usage in all 36 counties by 25%

Increase partner libraries by 25%

Oregon librarians online 55 hours per week with in 2005-06;
65 hours per week 2006-07

User satisfaction rate of 80% or better



We started from the Vision 2010 and have a few explicit goals to reach in the next 18 months.

Other than that, now what? We can keep doing what we are doing, stay with this “rocket ship” model and climb as high as we want.

Space Stations

Try to reach more kinds of people

Share what we've done, every library should benefit from what we've accomplished and learned

Is digital reference still "digital"? Is it "virtual" or is it just reference? Help libraries incorporate it into daily work



Explore Instant Messaging in addition to web-based chat and e-mail digital reference

Another model is a "space station". We could take the role of a hub for all things virtual reference in Oregon. This slide shows some things we would do as a space station.

Nicolaus Copernicus
(1473-1543)

Lets the library join the patron's community

Reaches patrons already using this tool

Free in dollars - expensive in privacy

Middle and High school students

College and graduate students

Software prohibits large collaborative
models (so far) - but is it necessary?

Is 24/7 necessary?



Copernicus theorized that the Earth revolves around the Sun. In Instant Messaging, the librarian revolves around the patron. It's a revolutionary idea and challenges our current model, and it could help us reach patrons we aren't already reaching. However, it may prohibit us from reaching the ones we already have – you need the software installed, and students whose primary access to the internet is from schools certainly do not.

Thanks