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DON'T REINVENT THE WHEEL

- + Bedwell, L. (2009). Making chat widgets work for online reference. *Online*, 33(3), 20-23.
 - + Bridgewater, R., & Cole, M. B. (2009). *Instant messaging reference: A practical guide*. Chandos information professional series. Oxford: Chandos.
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 - + Library success: A best practices wiki. <http://www.libsuccess.org>
 - + Meert, D. L., & Given, L. M. (2009). Measuring quality in chat reference consortia: A comparative analysis of responses to users' queries. *College & Research Libraries*, 70(1), 71-84.
 - + Taddeo, L. (2008). R U there? How to reach a virtual audience through affordable marketing strategies. *Internet Reference Services Quarterly*, 13(2), 227.
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Face to Space



Creating Buy-in for New Reference Mediums @Your Academic Library

Oregon Virtual Reference Summit

Portland, Oregon

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DO IT ON THE CHEAP

- + The economy is unavoidable.
- + Projects are more likely to gain support when creating little or no financial impact.
- + Pilot projects can be done cheaply. IM software is free.
- + Bells and whistles can be purchased later.

COME PREPARED

- + Do your homework. Colleagues respond to evidence.
- + Understand the environment and users. Sure they need virtual references services. Prove it.
- + Look for the ripples when you drop your pebble in the pond. Who else will be impacted by your new virtual reference service?
- + When in doubt cry, "Distance learners!" You won't be wrong.

NOTHING VENTURED, NOTHING GAINED (& NOTHING LOST)

- + Hitch a ride on an existing project. It's low-cost and benefits multiple stakeholders.
- + Library faculty and administration are receptive when your great idea makes their project look successful.



F2F = F2S

Reference is reference.



FACE TO FACE IS FACE TO SPACE

- + Virtual reference services are a modification of the librarians' existing skills.
- + Virtual reference is not any more optional than telephone reference or face to face reference.

SOME THINGS TO CONSIDER

- + How long will the pilot run?
 - + How will you know if the project is successful?
 - + What are your expected outcomes?
 - + Does this require policy change or development?
 - + Other departments to notify...IT?
 - + Marketing?
 - + Text messaging?
 - + Training?
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