

# Face-to-Space

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

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# A Little Bit About My Environment

## Librarians

7 FT, 3 PT, assorted others  
At 3 campuses  
Teaching a lot

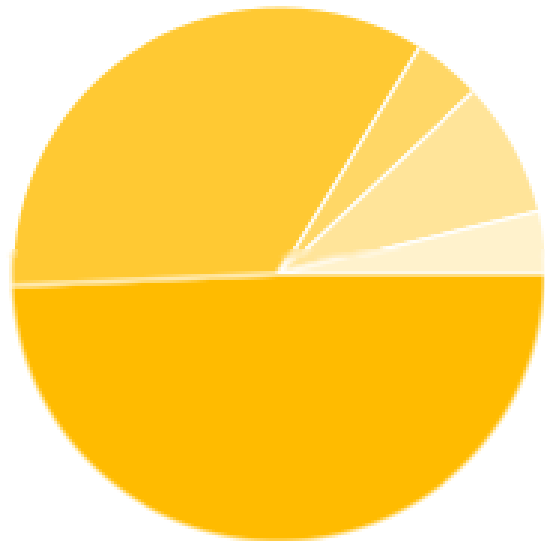
## Students

Headcount: 86,730  
Credit students: 42,368  
Lower Division Transfer: 11,511  
All other students combined: 32,851

## Reference

E-mail  
Phone  
Face to Face

# Come Prepared: Why **Virtual Reference**?



## **New Students (Background Education)**

*Percentages may not add to 100% due to rounding.*

**49.3% No previous college**

**34.5% Some college**

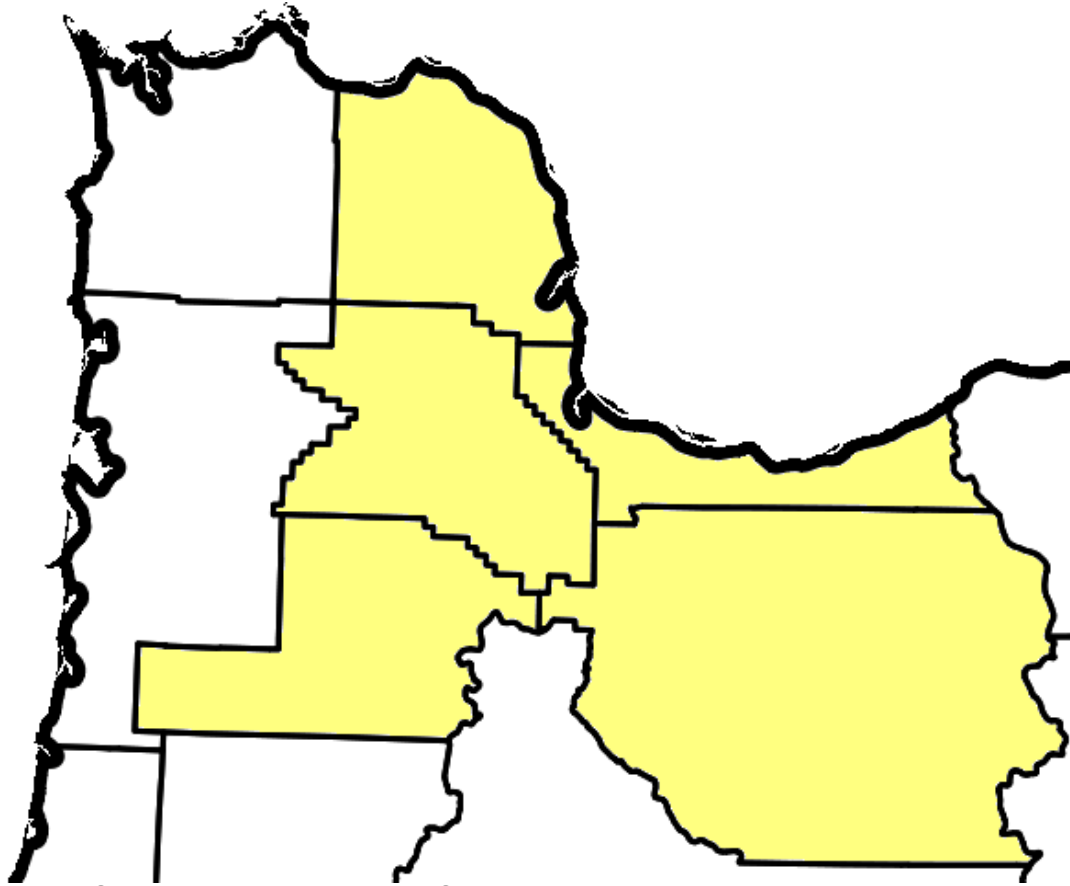
**4.2% Associate's degree**

**8.2% Bachelor's Degree**

**3.8% Master's / Doctoral degree**

65% employed full or part time

# Come Prepared: Why **Virtual Reference**?



Library users in 5 counties across 1500 square miles

# Do it on the Cheap

- + IM software is free
- + Bells and whistles can be purchased later
- + Easier to get support for cheap projects

# NOTHING VENTURED, NOTHING GAINED & (NOTHING LOST)

- + Hitch a ride on an existing project
- + People love it when your great idea makes their project look successful

$$F2F = F2S$$

Reference is reference.