

TO: Michael Yonezawa  
FROM: Cathy Palmer (UC-Irvine), LAUC Statewide Representative to HOPS  
DATE: March 3, 2011

SUBJECT: Report on Heads of Public Services

During the period between August, 2010 and February, 2011, The Heads of Public Services held six conference calls. Approved minutes from the HOPS calls are posted to: <http://libraries.universityofcalifornia.edu/hops/>.

#### Heads of Public Services (HOPS) Charge:

- Identifies and analyzes public services innovations, strategies and trends that require action for planning, problem-solving and resolution.
- Advises SOPAG and the University Librarians on public services policies and issues and recommends appointees to SOPAG functional groups.
- Identifies and implements system-wide public services programs to increase efficiencies, stretch our resources and leverage the power of the ten campuses.
- Identifies and shares information on best practices in public services in the UC libraries, toward the goal of building on successful efforts.
- Identifies and addresses educational needs of public services staff across the UC libraries.

#### HOPS Membership

Isabel Stirling (Berkeley) Ellen Meltzer (California Digital Library) Amy Kautzman (Davis) Carol Ann Hughes (Irvine) Cathy Palmer (LAUC) Kevin Mulroy (Los Angeles)	Donald Barclay (Merced) Ann Frenkel (Riverside) Catherine Friedman (San Diego) Gail Persily (San Francisco) Sherry DeDecker (Santa Barbara) Elizabeth Cowell (Santa Cruz)
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#### HOPS 2010-2011 Goals

- **Goal:** *Advance diverse new methods of delivering services through such avenues as digital reference, social networking tools, delivery of services via a variety of communication tools, and integration of library-supported electronic tools into campus learning environments.*
  - Continue 'Ask a Librarian' digital reference services at the system-wide level and identify ways to incorporate additional service modalities.
  - Implement and assess a pilot project which adapts an award-winning online instructional tutorial (from UCI) for use by all UC libraries.
  - Create and encourage the use of "best practices" for UC Libraries homepages in order to create a more consistent experience for library users and UC Library staff assisting users from other campuses.
  - Explore and monitor technologies such as services for mobile devices; share information, and identify where campuses can collaborate on services.
- **Goal:** *Support progress toward, integrated, user friendly and robust access to library resources across the UC system.*
  - Evaluate UC Library ILL sharing practices and identify opportunities to increase sharing of materials in all formats across UC. Work with RSC as appropriate.
  - Monitor the public service implications of UC Libraries shared collections services (such as new RLF policies and "shared print in place") and respond as appropriate.
  - In recognition of the interconnectedness between ILL, collection development strategies, acquisitions and reference/instruction, reexamine the interplay among these functions in partnership with RSC. What synergies are there between ILL and acquisitions? What place is there for just-in-time acquisitions? Is it an improvement? Are there less expensive and faster ways to get an item to a user than ILL?
  - Provide regular feedback and guidance on the Next Generation Melvyl Pilot and respond to questions from the UC/OCLC Pilot Implementation Team including recommending priorities for adding content.
  - Monitor the development of the Shibboleth implementation across the UC Libraries ensuring that ease of use remains a priority.
  - Respond and provide feedback to the initiatives of the Next Generation Technical Services.
  - Identify service efficiencies across campuses that will allow for budgetary savings without diminishing services.

- Goal: *Advance the value of assessment and the application of service quality research methods to both inform decision making about public services within the UC libraries and to improve public service activities across the UC libraries.*
  - Assess and discuss impact of local decisions on system-wide activities and mitigate negative impacts as much as feasible.
  - Contribute resources towards assessment activities that will result in improved system-wide public services.

Major initiatives led by HOPS during this period include:

1. UC Library Home Pages Best Practices Task Force Report. In May 2010, the UC Libraries Heads of Public Services formed and charged the UC Library Home Pages Best Practice Task Force. The Task Force issued their final report on October 29, 2010. The summary recommendations are:

- Standardize home page elements and nomenclature across library web pages
- Consider recommendations for home page elements on emerging mobile platforms
- Further investigate a shared technical infrastructure for library websites to support a common home page layout

2. UC Begin Research Tutorial. HOPS charged a group comprised of one instruction librarian from each campus to revise UC Irvine's Begin Research tutorial for use by all campus libraries. The group completed their work in August, 2010. Each campus received the source files for the final tutorial. The final version, as received by each campus, is available here: <http://www.lib.uci.edu/uc-research-tutorial/begin.html>

3. HOPS members provided feedback on the University Libraries Strategic Directions/Priorities document. The final document includes the following priorities suggested by HOPS:

- *Maximize information discovery and access*
  - *Support and promote the Shibboleth implementation.*
  - *Support and promote collaborative reference services*
  - *Support and enable enhanced Library delivery systems (text, media, images, etc.)*
  - *Create instructional materials that can be shared across all campuses.*

4. In addition, HOPS provided input and feedback on the following initiatives and reports:

- University Librarians Advisory Structure
- Print on Demand project
- Next Generation Melvyl Pilot
- NGTS reports
- Bx Recommender Service project (enhancement to UCeLinks)
- Shared Print in Place Access Policy

5. CLA Snapshot Day. HOPS members coordinated their campus libraries participation in the California Library Associations Snapshot Day on October 4, 2010.