


2021

## Service Point Staff Become Content Creators: Now, that's a pivot!

M. Teresa Doherty  
*VCU Libraries*

Follow this and additional works at: [https://scholarscompass.vcu.edu/libraries\\_present](https://scholarscompass.vcu.edu/libraries_present)

 Part of the [Higher Education Commons](#), and the [Library and Information Science Commons](#)

---

**Downloaded from**

[https://scholarscompass.vcu.edu/libraries\\_present/82](https://scholarscompass.vcu.edu/libraries_present/82)

This Presentation is brought to you for free and open access by the VCU Libraries at VCU Scholars Compass. It has been accepted for inclusion in VCU Libraries Faculty and Staff Presentations by an authorized administrator of VCU Scholars Compass. For more information, please contact [libcompass@vcu.edu](mailto:libcompass@vcu.edu).

**Towson Conference for Academic Libraries**  
**July 28, 2021**

**Service Point Staff Become  
Content Creators:  
Now, *that's* a pivot!**

**M Teresa Doherty, MLIS she/her**  
**Virginia Commonwealth University**

**Hello! I'm Teresa.**



**This is Jake the Cat.**



**VCU is a large urban public doctoral  
institution in Richmond, Virginia  
This is James Branch Cabell Library**



# We are Information Services & Learning Spaces

- 12 full time staff
- 4-5 hourlies
- 24x5 library building
- Circ, reserves, research assistance, public equipment -- you name it!



Teresa Doherty  
Interim Head, Information Services & Learning Spaces



Erin Bragg  
Information Associate



Gabby Brownson  
Student Engagement and Outreach Coordinator



Laura Crouch  
Information Associate



Geda Markowski  
Information Associate



Isabella Pence-Lancot  
User Services Coordinator



Norma Jean "Jeanne" Scott  
Daytime Supervisor and Circulation Manager



Jonathan Siler  
Evening Supervisor and Assistant Circulation Manager



Denise Smith  
Information Associate



Joseph Venezia  
Information Associate





Anita Williams  
Information Associate



David Wood  
Information Associate (Overnight)

# What could service point staff do when the library closed during a global pandemic?

- Expand chat and text service 
- Support professional development 
- Not much else, right?

## To the rescue -- special projects from units across our libraries

- Management Council, composed of department heads in each division, got to work
- Created a list of projects that had been languishing on the back burner for lack of staff time, energy, and/or funding

# Shared projects/needs for COVID-19 telework

Please indicate when projects are claimed by moving them to the [Claimed projects](#) section. Thanks!

[Sample agreement for shared project work](#) - feel free to re-use - thank you Teresa D. for sharing

In this doc: [Projects](#) | [Ongoing work](#) | [Claimed projects](#)

## Projects

- **Committee help:** Service opportunities in existing standing committees or task forces
  - Shared Governance Task Force: environmental scan of staff organizations in other libraries (Hillary Miller is contact)
- **eBook education:** eBook Team, the eBook education team continues to work on the internal libguide about eBook platforms and can potentially host webinars from platform providers on ebooks while we're telecommuting. (Amanda Echterling is contact)
  - 2 people, 8 hours each (estimate)
- **Research Data.** Training projects around data/programming/research skills - Nina would like to discuss with anyone interested in this topic area to scope to their interests and comfort (Nina Exner is contact)
  - (1 claimed; could use 1 more), 5 hours a week
- **Write [Image Description:] captions** to increase accessibility of previously created Flickr albums. ([Guidelines here](#).) Descriptions would go into a shared Google doc or [spreadsheet](#). Sue Robinson is [currently contact](#).
  - 1, 2, or 3 people
- **Check Normalization Differences and Missing Functionality during Primo VE migration (Beginning after May 11) -** Instances of Primo vs the new instances of Facets/Resource Types/... additional/...



## We could do so much more!

- *Social Welfare History Project*: **Laura** has written 3 articles for the site, and is helping update other content for this collaborative knowledge site
- *Institutional repository abstracts*: **Caroline** and **Bec** have written abstracts and content notes for books in our university history collection
- *Video captioning*: **Gabby** and **Anita** reviewed and edited oral history and instructional tutorial transcripts for accessibility

## We could do so much more, part II

- *Silver Stallion site*: **David** completed a web content audit of this site devoted to the works of James Branch Cabell
- *Subscription database branding*: **Joy** reviewed and identified databases in need of library branding
- *E-journal link checking*: **David** and **William** checked links in Alma and Primo for accuracy
- *Islandora digital collections review*: **David** created consistent landing page language and did quality review

## What we discovered

- When given the opportunity, service point staff can become content creators, learn new skills, network with colleagues in other divisions, and be successful in new ways
- We can continue these projects in post-pandemic times as well

# Thanks to TCAL!

Questions? [mtdohert@vcu.edu](mailto:mtdohert@vcu.edu)

