

The E-Quality Service Model:

Collaboration between the Reference and Circulation departments as a means to improve the library experience for distance education patrons in an academic library



Lilly Ramin and Julie Leuzinger

University of North Texas Libraries

Distance Education Background as the Motivation to Create the E-Quality Service Model



Reference: Lilly

M.L.S. 2006 from TWU

- ~ Former Distance education student & SLIS teaching assistant
- ~ Coordinator of Virtual Reference: Chat & E-mail
 - System: Docutek
 - Many VR patrons are distance education students
- ~ Phone reference (toll free & local)

Circulation: Julie

M.L.S. 2006 from TWU

- ~ Current Distance education student
- ~ Circulation Stacks Manager
- ~ Circulation Services:
 - TexShare
 - Online reserves
 - Library delivery service
 - * E-mails articles
 - * Mails books to patrons

The E-Quality Service Model



- **The E-Quality Service Model** strives to achieve excellent patron services to remote users as well as traditional face-to face users.



- * There are six components that comprise the philosophy of this model.
- *The model is used as a guide for analyzing services

The E-Quality Service Model

~ Collaboration ~



- * **Circulation and Reference are interdependent.**
- * **No committee? No problem.**
- * **Size doesn't matter—dedication level does**



The E-Quality Service Model

~ Communication ~



* E-mail Overload?

When reading E-mail feels like a full-time job...

Reference and Circulation can communicate via:

~ Wiki

~ Blog

~ Discussion boards or forums

~ Face to face (coffee or lunch)



The E-Quality Service Model

~ Professionalism ~



* Netiquette –

Encouraging “tone of voice” in electronic communication



* Service –

Be aware of policies that dictate procedures in both departments

The E-Quality Service Model

~ Staffing ~



- *** Is there sufficient staff to carry out proposed services?**



- *** Representatives from Circulation and Reference who can:**
 - ~Explain and market proposed services to staff
 - ~Interact with patrons frequently

The E-Quality Service Model

~ Marketing ~



*** How do you market to users that you do not see?**

- ~ Outreach department; seek their feedback about marketing
- ~ Promotional items (buttons, bags, bookmarks with logo)
- ~ Contact the departments and faculty who are involved with distance education

Example: Center for Distributed Learning (<http://cdl.unt.edu/index.cfm>)



The E-Quality Service Model

~ Assessment ~



- * **What works? What doesn't?**

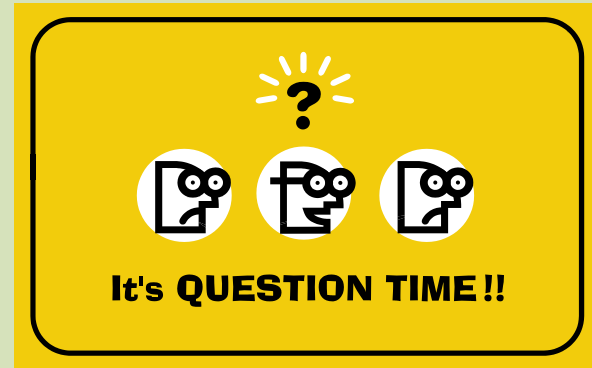
- ~ Traditional assessment may not work for distance education students

- * **Alternative assessment ideas:**

- ~ Electronic survey

- ~ Online quizzes and games

- ~ Give a webcast and ask for feedback discussion board or a blog



The E-Quality Service Model

~ Suggestions ~



- *** Request feedback from peers (include G.L.A.s)**
- *** Be proactive. Have alternative plans. Be prepared to change.**
- *** Realize that respective departments have unique goals based on the strategic plan**





The E-Quality Service Model - Our Approach

~ Comparative analysis of peer institutions with UNT:

1. Website navigation
2. Classification of distance education/learning students and services provided based on this classification
3. Professional guidelines

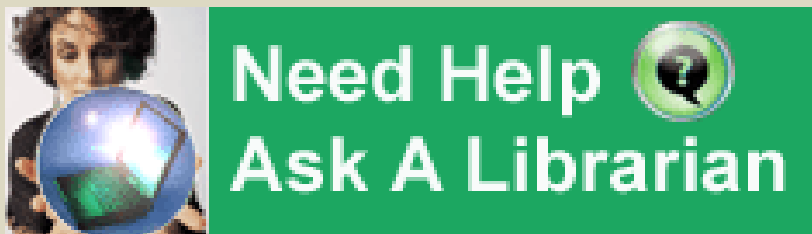
Current Project:

- Library 101 module
- Continued analysis

Library 101... in progress

The E-Quality Service Model

Questions or Comments?



Please Contact Us:

Lilly (Lilly.Ramin@unt.edu)

Julie (Julie.Leuzinger@unt.edu)

University of North Texas Libraries (<http://www.library.unt.edu>)

