"Working the Problem" and Proving our Value with Chat Reference

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Alyssa Valenti, Raritan Valley Community College

This is not news! Others are talking about this

September, 2018 Michael Epstein: '*That thing is so annoying: How proactive chat helps us reach more users*' College & Research Libraries

April, 2014 Jie Zhang and Nevin Mayer: '*Proactive chat reference: Getting in the users' space*'

Springshare Buzz / Newsletters
August 2018: *Did You Know Proactive Chat Leads to More Engagement? It's Okay To Make The First Move*
October 2018: Springshare Webinar: *LibAnswers Proactive LibChat Helps You Reach More Users*
September 2014: *New Chat Widget - Proactive Chat is Here!*

Stevens

No Disruption . . .

- Maintenance

- Tweaking

- Assessment

Samuel C. Williams Library
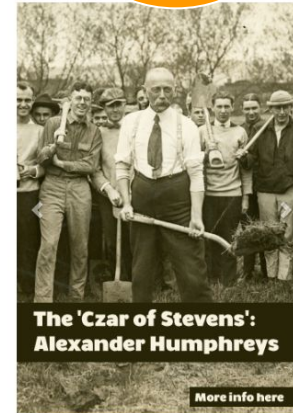
Search for articles, books, journals and more.

[   ] Search

Advanced Search >>   Journal Finder >>   A-Z Database List >>

STEVENS.EDU   MYLIBRARY ACCOUNT

FIND | RESEARCH HELP | SE... STEVENS ARCHIVES | ABOUT

Library Hours

Fall 2018
Monday-Thursday: 8:00 AM - 2:00 AM
Friday: 8:00 AM - 12:00 AM
Saturday: 9:00 AM - 12:00 AM
Sunday: 9:00 AM - 2:00 AM

Here For You

Research Help

Interlibrary Loan

Study Spaces

How to Cite

Subject and Course Research Guides >

Chat

The 'Czar of Stevens':
Alexander Humphreys

More info here

Locations of most Chat (Ask a Librarian) widgets.

NEWS
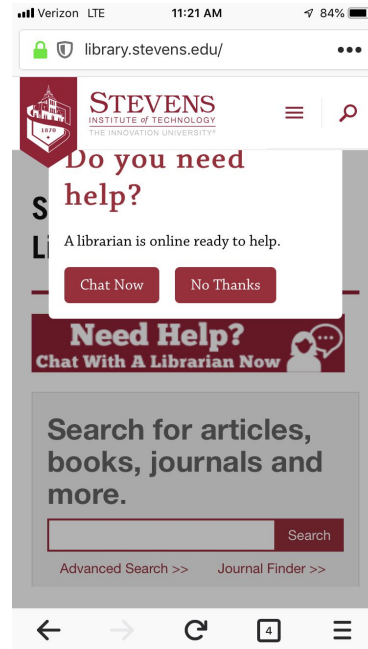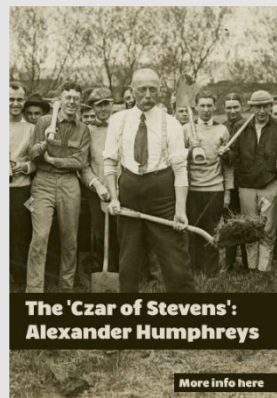
Desktop

Mobile

LibChat Widget Creator

Widget Name & Type

Widget name ⓘ

Chat Now

Who monitors the widget ⓘ

1. List All Depts (& let user choose)   **Edit**

Widget Type (examples)

○ In-page chat   ● Button pop-out   ○ Slide-out tab   ○ Floating

Widget Appearance

Width ⓘ   90%   **Height** ⓘ   275   px

Custom CSS ⓘ

```
.s-la-widget {
    font-family: sans-serif;
    -ms-text-size-adjust: 100%;
```

Widget Options

Queue ⓘ   Default   ⇕

Before the Chat

Autoload Delay (in seconds) ⓘ   10

Preview/Text Customization (more help)

Below is the live preview of every pane of this widget. Customize the UI Elements ("Welcome to LibChat" text, labels inside form fields, buttons, colors (background and text_, etc.) by clicking on the given label/area inside the widget.

Online and Offline Buttons

Autoload View

When a widget is set to automatically open after a certain period of time, this is what the patron will see. Note: for the button widget this will pop up as a small modal and so will look slightly different than the preview below.

Department Name

Do you need help?

A librarian is online ready to help.

Chat Now   No Thanks

First Impressions

1. Immediacy

2. Location, Location, Location

3. More interactive, engaged with your users

4. Real world, experiences

But . . .

1. What's the difference.

2. Would it be annoying?

3. Would it interfere (slow things/people down)?

Samuel C. Williams Library

Timeframe	Total Chats
Sept 2016 - May 2017	205
Sept 2017 - May 2018	490
	139% Increase

RVCC - Site specific integrations

How do our users get help?

Help!

In-person

Telephone

Email

Chat!

A life raft for students

RARITAN VALLEY
COMMUNITY COLLEGE
EVELYN S. FIELD LIBRARY

Ask us!

Live chat

RVOneSearch

Results will come from the Library's Catalog and Databases.

[   ] Search

◉ Keyword ○ Title ○ Author

Limit Your Results:

☐ Peer Reviewed

☐ Full Text

Frequently Asked Questions

Databases
24/7 online collections of info

Books & Media
Books, textbooks, audiobooks, and DVDs

Do you need help?

A librarian is online ready to help.

Chat Now   No Thanks

...rnals

...specific publications online and in print

Find
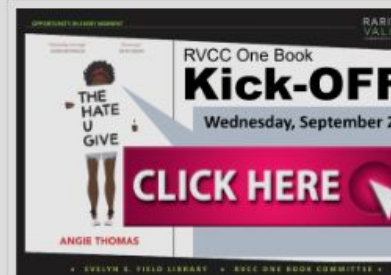
Scholarly Articles

Works Cited Help

Course & Assignment Guides

Streaming Videos

Services

Information Literacy Instruction

Interlibrary Loan

For Faculty & Staff

For Students

About

Us

Hours & Directions

Library Policies

Library Events

Today's Hours 8:00am – 9:00pm

Library Calendar

« **September 2018**

S	M	T	W	T	F
2	3	4	5	6	7
9	10	11	12	13	14
16	17	18	19	20	21
23	24	25	26	27	28
30					

Upcoming Events:

The Hate U Give One Book Kick-Off
Wednesday, September 26, 2018 4:00pm

10 Things Google Won't Tell You About Research
Thursday, September 27, 2018 1:00pm

LIONX - Meta Theatre
Thursday, September 27, 2018 4:00pm

RVCC One Book
Kick-OFF
Wednesday, September 2

THE HATE U GIVE

CLICK HERE

ANGIE THOMAS

EVELYN S. FIELD LIBRARY • RVCC ONE BOOK COMMITTEE

Searching: **RVOneSearch**

RARITAN VALLEY

| Keyword ▾ | dogs ✕ | Search |

Basic Search   Advanced Search   Search History ▸

VOneSearch

Ask Us

Reference Librarians

Do you need help?

A librarian is online ready to help. Please use this chat service appropriately.

Chat Now   No Thanks

Refine Results

Current Search ⌄

Find all my search terms:

dogs

Expanders

Also search within the full text of the articles ✕

Apply equivalent subjects ✕

imit To ⌄

☐ Full Text

☐ Peer Reviewed

Search Results: 1 - 20 of 3,551,080

Research Starter

Dogs, wolves, and coyotes.

Dogs, wolves, and coyotes represent eight out of thirteen genera and which also includes... **More**

Salem Press Encyclopedia of Science, 2016

Other Topics: Dog Training., **Dogs** in Native American culture., Dog p

1. **Dogs** : their fossil relatives and evolutionary history / Xiaoming Wang, Richard H. Tedford ; illustrations by Mauricio Antón.

DOGS

By: Wang, Xiaoming. New York ; Chichester : Columbia University Press, 2010. 1 online resource (viii, 219 pages) Language: English, Database: Raritan Valley Library Catalog

Subjects: Dogs; Canis, Fossil; **Dogs** -- Evolution; NATURE -- Animals -- Mammals; SCIENCE -- Life Sciences -- Zoology -- Mammals;

Staffing chat services

Click on the grid in the Calendar View to add/edit shifts. Buttons and options on the right provide additional Schedule options.

Auto Scheduler   ✉▾   ⏱   ⚙▾

‹   ›   Today   Day   Week   Month

October 28 – November 3

& Staff Timeline   ☰ Shift Timeline

	Sun 10/28	Mon 10/29	Tue 10/30	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3
8am							
9am		8:30am - 10am Early AM Janelle Bitter	8:30am - 10am Early AM UNFILLED	8:30am - 10am Early AM UNFILLED	8:30am - 10am Early AM Alyssa Valenti	8:30am - 10am Early AM Janelle Bitter	
10am		10am - 11:30am Mid AM UNFILLED	10am - 11:30am Mid AM Janelle Bitter	10am - 11:30am Mid AM Janelle Bitter	10am - 11:30am Mid AM Alyssa Valenti	10am - 11:30am Mid AM Megan Dempsey	
11am							
12pm		11:30am Late AM UNFILLED / 12pm - 1pm Noon UNFILLED	11:30am Late AM UNFILLED / 12pm - 1pm Noon UNFILLED	11:30am Late AM UNFILLED / 12pm - 1pm Noon UNFILLED	11:30am Late AM UNFILLED / 12pm - 1pm Noon UNFILLED	11:30am Late AM UNFILLED / 12pm - 1pm Noon UNFILLED	
1pm		1pm - 2:30pm Early Afternoon Alyssa Valenti	1pm - 2:30pm Early Afternoon UNFILLED	1pm - 2:30pm Early Afternoon UNFILLED	1pm - 2:30pm Early Afternoon Janelle Bitter	1pm - 2:30pm Early Afternoon Alyssa Valenti	
2pm							
3pm		2:30pm - 4pm Mid Afternoon UNFILLED	2:30pm - 4pm Mid Afternoon Alyssa Valenti	2:30pm - 4pm Mid Afternoon UNFILLED	2:30pm - 4pm Mid Afternoon Megan Dempsey	2:30pm - 4pm Mid Afternoon Alyssa Valenti	
4pm		4pm - 5pm Late Afternoon UNFILLED	4pm - 5pm Late Afternoon UNFILLED	4pm - 5pm Late Afternoon UNFILLED	4pm - 5pm Late Afternoon UNFILLED	4pm - 5pm Late Afternoon UNFILLED	

Statistics over 3 years

	17 - 18	**16 - 17**	**15 - 16**
# Chats	1,401	400	389
% Change	250%	2.8%	-27.6

Ratings since January 2017

Ratings

unrated: 0.35%

1: 3.85%

2: 1.75%

3: 17.13%

4: 76.92%
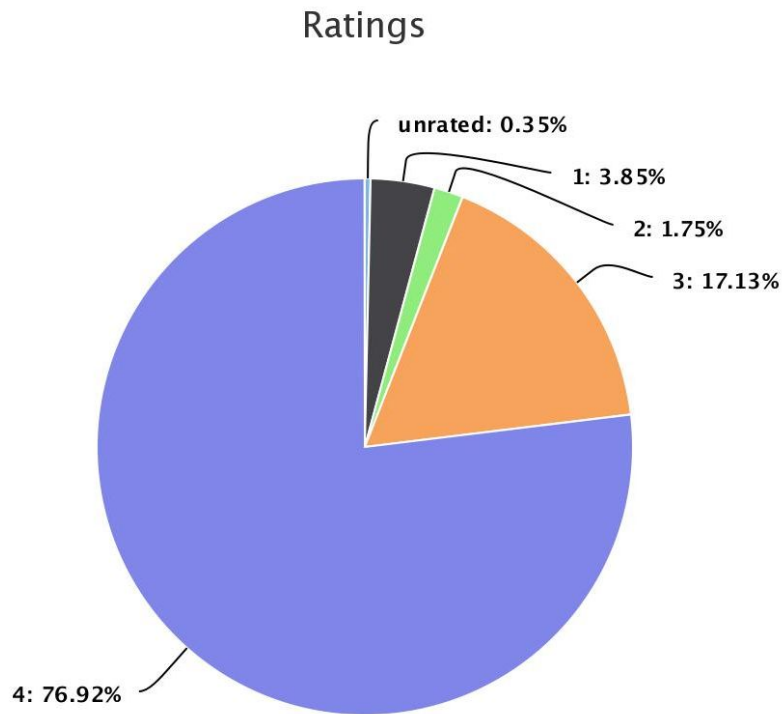
Unrated = submitted

1 = Bad

2 = So-So

3 = Good

4 = Excellent

IMPACT ON OUR USERS

- Thank you :) Sometimes, I don't feel comfortable talking face to face so I prefer the chat.
- great assistance in a prompt timing! RVCC librarians rocks
- Very direct and to the point, I got what I needed help with right away
- I got what i needed easily, thanks to the librarian
- thorough and patient with explanations!
- the librarian was fantastic. i got everything i needed
- provided lost of articles to choose from
- Very quick and my problem was immediately solved. Thank you

Fall 2018 statistics

Fall 2018 (8/28 - 12/11) raw stats:

Status	AUG	SEP	OCT	NOV	DEC
Answered Chats	8	73	109	197	83

Improving Chat Participation with a Data Dashboard

The Stony Brook Experiment

A monthly leaderboard
shown at the liaison meeting
visualizing chat statistics and
a leaderboard for discussion.

Purpose: to diversify the chat
schedule

RUTGERS
University Libraries

Leaderboards and Edtech

Landers, R. N., & Landers, A. K. (2014). An empirical test of the theory of gamified learning: The effect of leaderboards on time-on-task and academic performance. *Simulation & Gaming, 45*, 769–785. https://doi.org/10.1177/1046878114563662
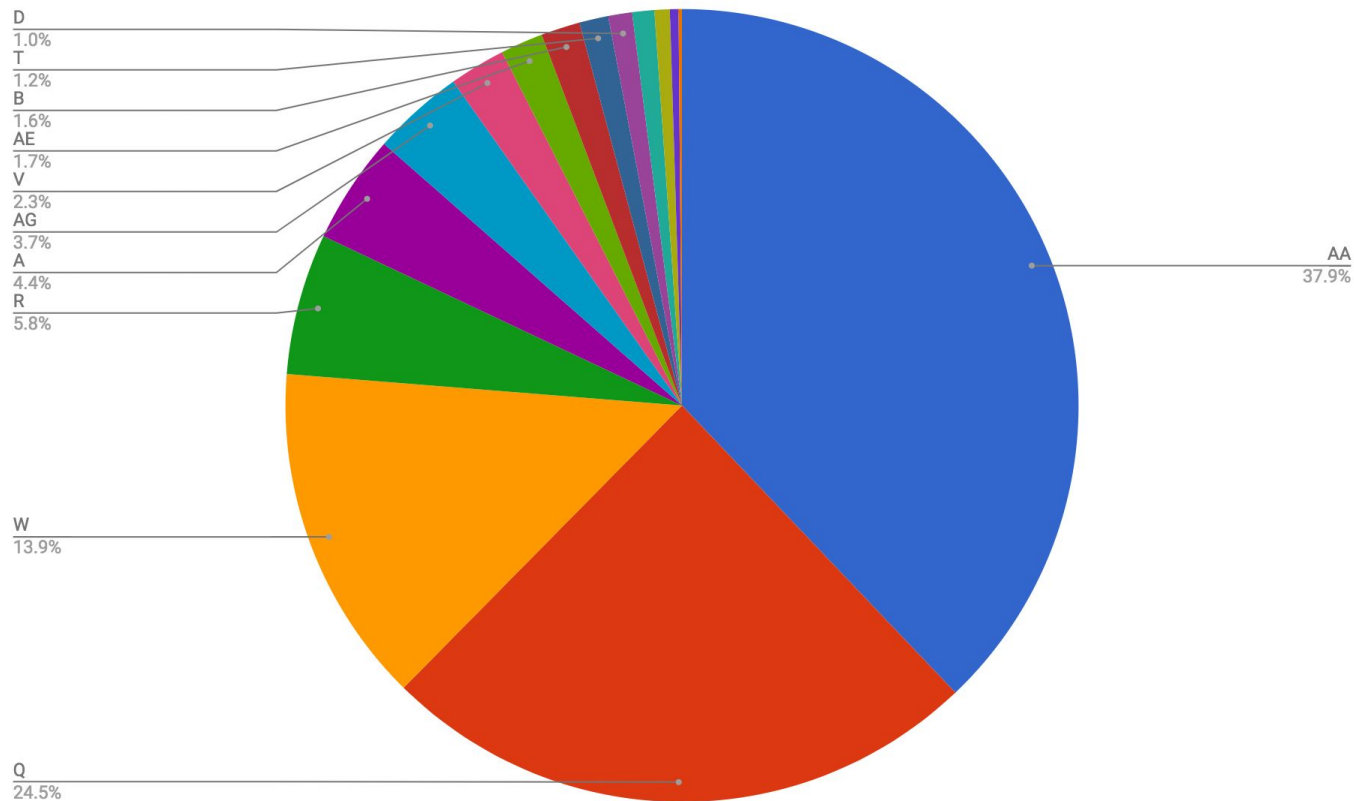
- Inspiration for this project came from education technology
- Leaderboards inspired students to spend more time on projects
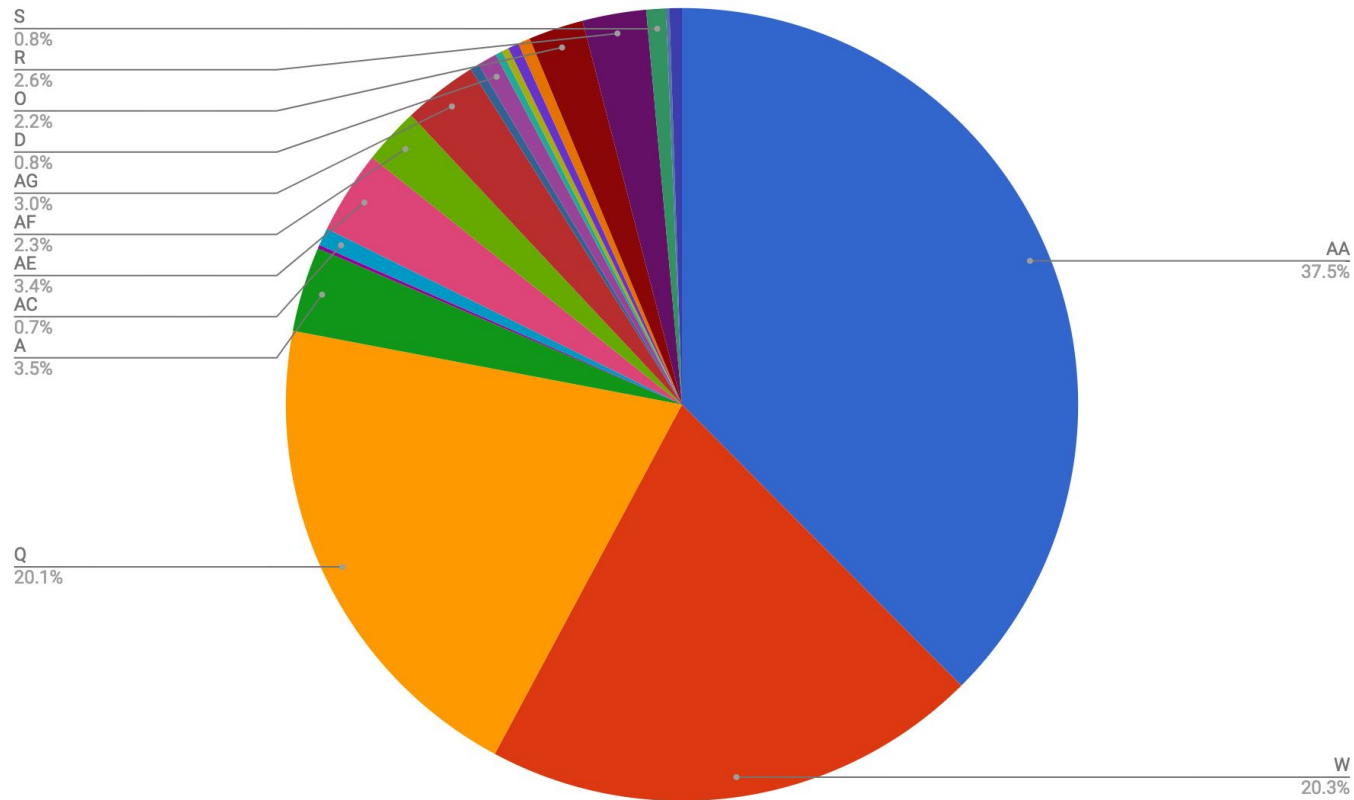
RUTGERS
University Libraries

Distributed Leadership Theory

Jones, S., Lefoe, G., Harvey, M., & Ryland, K. (2012). Distributed leadership: A collaborative framework for academics, executives and professionals in higher education. *Journal of Higher Education Policy and Management, 34*(1), 67-78. https://doi.org/10.1080/1360080X.2012.642334

- Empowering a team of leaders toward self-reflection
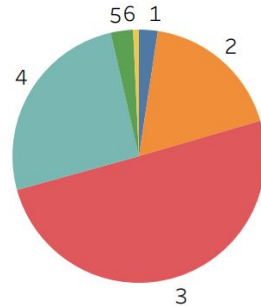- Collaborative leadership and learning within a team

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University Libraries

25

Control Year 2016

RUTGERS
University Libraries

26

S
0.8%
R
2.6%
O
2.2%
D
0.8%
AG
3.0%
AF
2.3%
AE
3.4%
AC
0.7%
A
3.5%

AA
37.5%

W
20.3%

Q
20.1%

Experimental Year 2017

27

Comparing Chat Participants

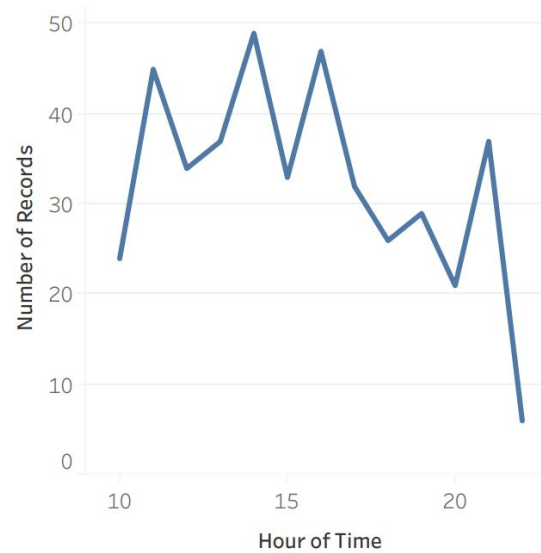|	Potential Participants	Actual Participants	% Participating
2015	24	14	58.3%
2016	22	15	68.2%
Ex. 2017	26	20	76.9%

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University Libraries

Librarian Survey

- People hated it!
- Feelings were strongly tied to the position on the list
- Some people did find it motivating
- People liked the data

RUTGERS
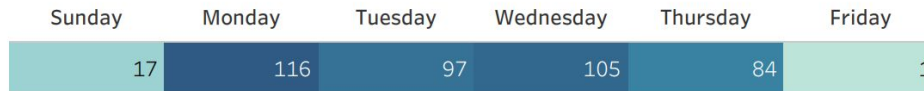University Libraries

Questions on the READ Scale

Questions by Hour

Questions by Day of the Week

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
17	116	97	105	84	1

Current Practice

Questions / Discussion

Thank you!