**Selling the Library from Access Services Desk**

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Nov. 6 – 8, 2013

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**Agenda**

- Changemaking Campus
- Users = Customers
- Services = Products
- Librarians = Marketers
- Strategies & Success
- Conclusion

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**University of San Diego (USD)**

<table>
<thead>
<tr>
<th>Demographics</th>
<th>2003</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>FTE</td>
<td>7262</td>
<td>8321</td>
</tr>
<tr>
<td>Female</td>
<td>59%</td>
<td>58%</td>
</tr>
<tr>
<td>Male</td>
<td>41%</td>
<td>42%</td>
</tr>
<tr>
<td>Minority</td>
<td>25%</td>
<td>33%</td>
</tr>
<tr>
<td>International</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Engineering</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>Nursing</td>
<td>1%</td>
<td>107%</td>
</tr>
<tr>
<td>Peace Study</td>
<td>0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

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**Changemaking Campus**

- USD selected into the network in 2011  
  http://sites.sandiego.edu/changemaker/  
- Exceptional manifestation of its commitment to the mission and values, and to promote entrepreneurship, collaboration, and innovation for student experiences

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**Changemaking Culture**

- Outreach librarian joined the Faculty Learning Community for Changemaking  
- EVERYONE can be a changemaker, on changeteam, become changeagent, make a difference

http://ashokau.org/programs/changemaker-campus/#more

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Do We Need Change?

- 21st Century challenges
  - Diverse users
  - Higher expectations
  - Ever changing learning styles
  - Technology advances
  - Desire for user satisfaction
  - Budgetary challenges
  - Organizational changes

Access & Outreach Services

- Stats in 2011
  - Minimal & traditional services
  - No workshops taught by this department
  - No outreach activities
  - Missing items in 1000s
  - Unshelved/misshelved items in 10000s

Past Practice

- Lack of procedures, policies
- No visibility on/off campus
- Low or not tracked service stats
- Unhappy users
- Messy bookstacks

Who Are Our Customers?

<table>
<thead>
<tr>
<th>Participantes</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>54.50%</td>
</tr>
<tr>
<td>Staff</td>
<td>16.30%</td>
</tr>
<tr>
<td>Administrator</td>
<td>10.40%</td>
</tr>
<tr>
<td>Graduate</td>
<td>9.40%</td>
</tr>
<tr>
<td>Faculty</td>
<td>5%</td>
</tr>
<tr>
<td>Alumni</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

How Our Customers Use Us?

<table>
<thead>
<tr>
<th>I use the Library</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly (once a week)</td>
<td>22%</td>
</tr>
<tr>
<td>Monthly (once a month)</td>
<td>19%</td>
</tr>
<tr>
<td>Semesterly (once a semester)</td>
<td>14%</td>
</tr>
<tr>
<td>Daily (everyday)</td>
<td>13%</td>
</tr>
<tr>
<td>Bi-weekly (every two weeks)</td>
<td>13%</td>
</tr>
<tr>
<td>Never</td>
<td>10%</td>
</tr>
<tr>
<td>Yearly (once a year)</td>
<td>5%</td>
</tr>
</tbody>
</table>

What Are Popular Products?

<table>
<thead>
<tr>
<th>I go to the Library for</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>50%</td>
</tr>
<tr>
<td>Study areas</td>
<td>46%</td>
</tr>
<tr>
<td>Study rooms</td>
<td>32%</td>
</tr>
<tr>
<td>Internet WIFI</td>
<td>31%</td>
</tr>
<tr>
<td>Printers</td>
<td>31%</td>
</tr>
</tbody>
</table>
iINITIATE - Services

- RapidILL
- Get It Now
- Patron Initiated Holds
- Copyright permissions
- Circulate iPhone chargers, mac chargers, USB drives, extension cords, scissors, markers...

iINITIATE - Workshops

- Research skills for international students
- Copyright for faculty, staff and administrators
- Mobile APPs
- ILL
- Amazing race

iINNOVATE - Outreach

- Alcala Bazaar
- Open house
- Homecoming
- New student orientation
- Culture exchange event
- International education week
- Concert night

iINNOVATE – Marketing

- Personalized photo ID card
- Copley is your library | I am your librarian | How can we help you succeed?
- Work with HR, International Office, Admission Office
- USD event page, email blast

iINSPIRE – Redefine Access Roles

- Marketer
- Advocate
- Liaison
- Advisor
- Instructor
- Educator
- Changemaker

iINTEGRATE - Access...

- Collaborate with other department
- Promote best practices
- Focus on point of demand/need
- Develop procedures & policies
- Assess and collect stats
- Start inventory
- Engage both student and staff employees
iNTEGRATE - ... also Outreach

- Office visits, onsite demo, face-to-face assistance, one-on-one consultation
- Non-academic groups
- Non-traditional users
- International students/scholars
- Neighborhood communities
- Prospective students and parents
- All USD employees

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iNTEGRATE - Environment

- Suggestion box presence
- Exhibits and themed displays
- Quiet zones vs. group study areas
- Study rooms
- Rearranged furniture
- Water dispenser with hot water
- Candies for the finals

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New Stats

Jan. – Sept. 2013
- 277,386 Persons Entered the Library Building
- 69,452 items circulated
- 26,246 items re-shelved
- 150,241 items inventoried
- 22,290 ILL requests filled
- 196 copyright clearance requests
- 8,928 physical reserves items circulated
- 22,456 documents on e-reserve

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Our Results

- Happy customers
- Quality products
- Innovative outreach
- High visibility
- Effective collaboration
- 100% student worker graduation rate
- Awarded staff on/off campus

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Conclusion

- As needs change, so must we
- Librarian by profession, changemaker by default, advocate in practice
- Producing quality products is our passion
- Making our customers happy is our mission
- As approach, changing things up for the 21st Century customers

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Thank You!

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Copley Library: Explore • Discover • Succeed

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