Flip this House

“back of the house” library staff engaging the wider campus community
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Grand Valley State University Libraries

- GVSU is a public liberal arts university in western Michigan
- ~25,000 students
- $4.7 million annual materials/supporting resources budget
- Overall collection of 1.5 million plus
- 70 library staff members
- KARMS team, 9 staff
- Systems and Technology team, 4 staff
Introduction

- Dean Van Orsdel comes to GVSU libraries in 2006
- 2012 reorganization for TIS division
- Call to action
- With examples!
Cross training with Operations and User Services

- GVSU libraries single service point
- Staff member at the perching station
- Six KARMS team members covering two to four hours per week
- Offers direct contact with patrons
- Other benefits:
  - 10-20 hours of week coverage for Ops
  - Change of pace for KARMS
  - Special skills of KARMS provide a teachable moment
Academic Unit Collections

- Small collections not owned by the library
- Easily fits into the day to day work of KARMS team
- Each collection gets its own location code and sometimes loan rules
- A few departments even use our LMS
- Scoped searches in LMS and discovery layer

Photo Credit: Berliner Büchertisch via http://compfight.com
Metadata and Digital Curation

- Faculty librarian position added five years ago
- Cataloging expert, but very little cataloging
- Sets policies, priorities and practices for preservation of digital content.
- Campus wide advisor for data management plans
- Staff position recently redesigned for support
Gaming and Outreach

- Digital Initiatives Librarian was interested in gaming
- Idea of using a game to orient students to the new library and library services
- Successful
- IMLS Grant to use for information literacy
  - Working with Liaisons, service desk, directly impacting student learning.
Technology Showcase

- An idea generated during the planning phase of new library
- Partnership between IT and the Library
  - We provide space and some money
  - They provide more money and manage
- Introduce new tech to students, reach new types of students
- Mutually beneficial
Website Usability

- Library in unique position of being one of a few departments with dedicated web person
- Libraries have spent years trying to make interfaces more usable
- Worked with Institutional Marketing
- Have become known as experts on campus
Chat Services

- Libraries have a lot of experience with non face to face service
- Other departments not so much
- Contacted by Registrars Office
- Offered training, software, best practices
- Expanded to College of Health Professions
- Very successful and very much appreciated
Closing

- Outreach keeps the library relevant
- Growth opportunity for “back of the house” departments
- Be careful to balance this with the standing responsibilities
- Showcases unique skill sets of faculty and staff
- Builds relationships
Citation

Questions?

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