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CALENDAR

- 5 July - Holiday - See individual libraries for schedules.
- 7 July - Branch Librarians area meeting - 8:30 AM, Tech Svcs. Conference Room.
- 9 July - Faculty meeting - 8:30 AM, Tech Svcs. Conference Room.

- 12 July - Library Science colloquium series (see note).
- 14 July - Tech Services area meeting - Cancelled.

ABOUT THE LIBRARIES

Reference Department role analysis completed:

(Note: The following report was compiled by John Van Willigen of the Department of Anthropology. It is based on data collected by Professor Van Willigen's students during the spring semester.)

During the past semester four anthropologists have been studying the Reference Department using role analysis techniques. The research focused on several topics: the organization of role activities in the Reference Department; the evaluation of role activities by the reference staff and patron satisfaction as it relates to certain aspects of patron-reference staff encounters.

After obtaining background information on staff training and experience the research team attempted to identify the range of activities which the reference staff performs. Following standard practice in anthropological research the staff were encouraged to describe their behavior in terms which are meaningful to them. The researchers identified 93 activities in this way.

These activities were then analyzed in terms of the staff's view of the tasks importance to the department, their interest in performing them, their confidence in performing them and their view of the complexity of the activity. The activities were also analyzed in terms of their distribution among the staff.

The research team also attempted to use role analysis techniques to evaluate patron-staff encounters. The team administered brief questionnaires to both patrons and staff which focused on various aspects of the reference encounter. While the questionnaire attempted to evaluate the outcome of encounter it also allowed the research team to identify the degree of consensus between the two parties in each encounter. The use of two related questionnaires represents a departure from standard reference services evaluation technique.

THE
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UNIVERSITY OF KENTUCKY LIBRARIES
NEWSLETTER NO.135 7/2/76
David Farrell, Editor Ext.88611

The role analysis produced a number of results which may be of interest to Green Bean readers. Below you will find summarized, selected results of the project.

Of the 93 different activities reported by the reference staff, a larger share were done by professional staff than non-professional.

Analysis of activity sharing indicates that the Reference Department has a rather low level of bureaucratization. That is the staff has a low level of functional specialization. However, there is some clustering of the professional and non-professional staff in terms of activity sharing.

Staff assessment of the importance of these activities indicated that the staff thought that instructional activities, skill maintenance activities and patron service activities were highly important. Activities done for other departments and maintenance activities had lower importance scores. Skill maintenance and instructional activities were viewed as the most interesting as well as the most complex. Maintenance activities were regarded as the least interesting. There was very little variation in confidence scores in the categories of activities compared, all had moderately positive scores.

The reference encounter survey indicated that one-third of the patron-staff reference encounters required significant patron-staff negotiation. Analysis suggests that the reference staff effectively "pinpointed" patron needs about 80 percent of the time. The staff tended to underrate their success in this area.

According to patrons' evaluations the staff provided the right amount of information in 87 per cent of the encounters. Again the staff significantly underestimated their performance in this area.

The patron-encounter survey indicates a positive relationship between instruction and patron satisfaction. All cases where the librarian and patron agreed that instruction had occurred had a successful outcome. All cases which indicate some patron dissatisfaction occur where there is consensus that no instruction occurred or disagreement about the presence of instructional activities. This suggests that reference service effectiveness in dealing with the patron can be increased by emphasizing the role of the reference librarian as teacher rather than the more passive conception of the reference librarian as information source.

Reference librarians should be encouraged to conceptualize themselves as teachers which is consistent with the view that academic librarians be regarded administratively as faculty.

Guide revision:

Instructional Services' Guide to the University of Kentucky Libraries is being revised this summer. Corrections, comments and

suggestions for improving the guide are welcome and should be directed to Larry Greenwood.

LIBRARY SCIENCE COLLOQUIUM

"Hearing it like it is!" is the topic of the Library Science Colloquium scheduled for Monday, 12 July, from 10:00 AM to Noon in the Student Center's "President's Room." A group of four former UK library science students will discuss their experience in the "real" world of librarianship.

PERSONNEL

Retirements:

Jacqueline Bull and Kate Irvine as of 30 June.

Positions open:

LT III Architecture
LT III Law
LT I SOLINET

If interested, please see Faith Harders.

PROFESSIONAL EMPLOYMENT OPPORTUNITIES

Senior Library Associate/Supervisor, Circulation Services. University of Cincinnati Libraries. 30 June. \$10,941.

Director of Reference Services. University of Virginia Library. 31 July. \$13,200-\$18,000.

Director of Libraries. University of Washington. 1 Oct.

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RETIREMENTS

Jacqueline Bell and Kate Irvine as of 30 June

POSITIONS OPEN

- 1st Lt Architect
- 1st Lt Law
- 1st Lt Scientist

If interested, please see Fair Harbor.

PROFESSIONAL EMPLOYMENT OPPORTUNITIES

- Director Library Associate/Supervisor, Circulation Services, University of Cincinnati Libraries, 30 Janet, 516, 511
- Director of Reference Services, University of Virginia Library, 21 July, 21, 200-212, 000
- Director of Libraries, University of Washington, 1 Oct.