Virtual Dave Lankes

Presentation

TITLE: Reference Guidelines
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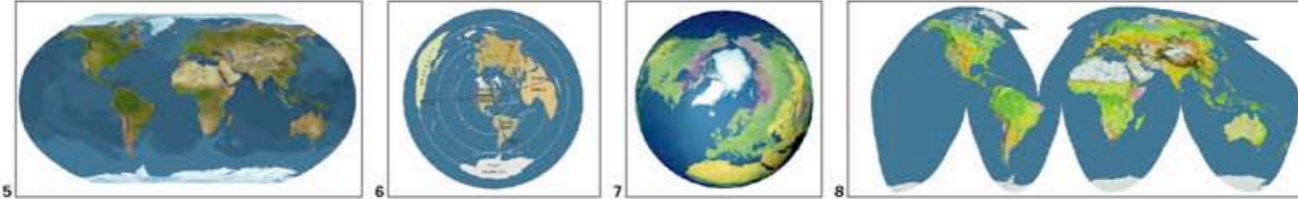**DATE:** 2006
VENUE: Guest Lecture, Information School, Seattle, WA.
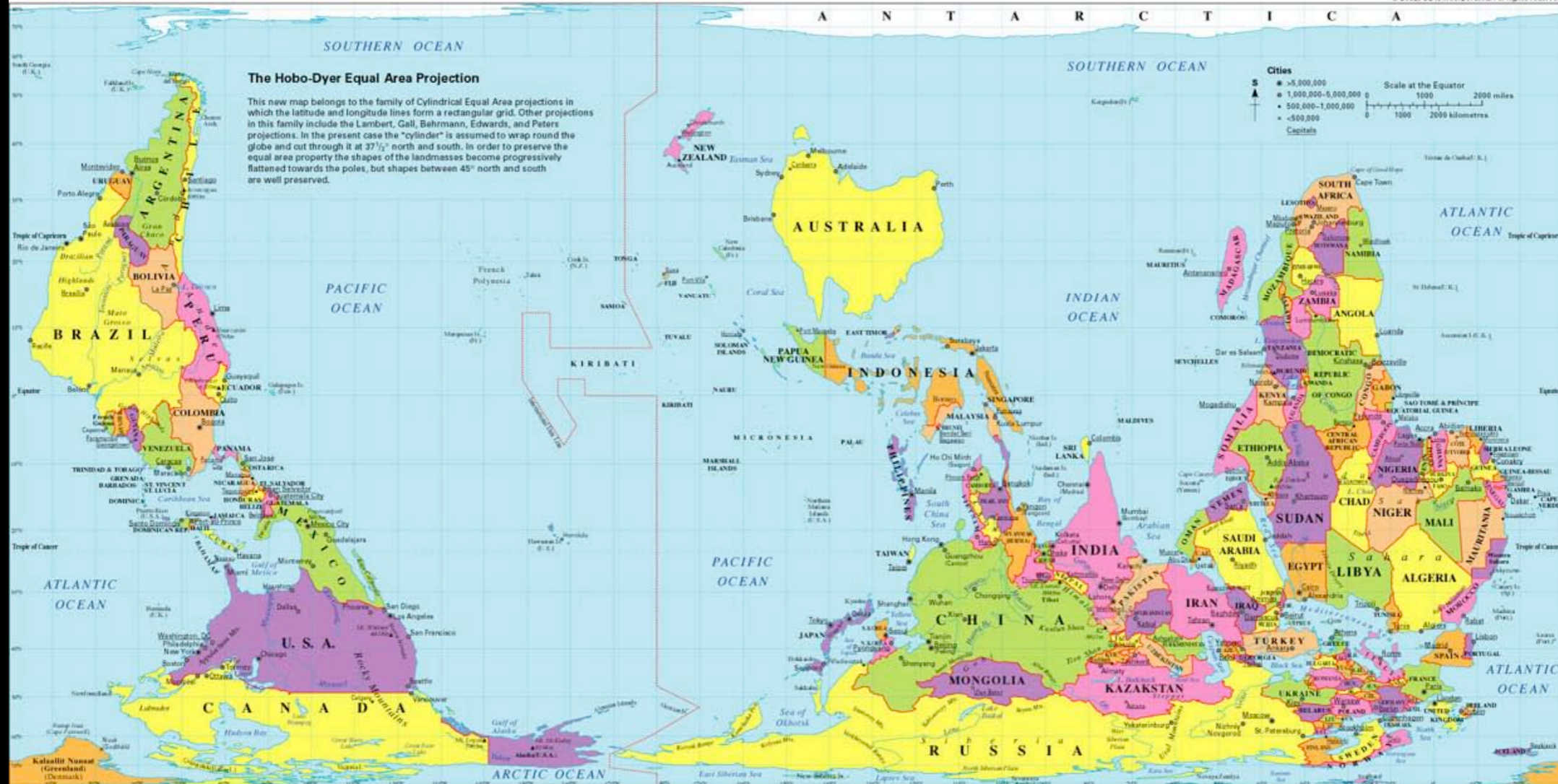**ABSTRACT:** Overview of key reference guidelines and their uses.
KEYWORDS: reference, virtual reference, guidelines

Reference Guidelines

Reference Guidelines

- Useful to Compare and Get Ideas

- Useful as Documenting Common Views of Reference

- Tend to be Processed Oriented...Not Outcome

Range of Coverage

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	Local (IntraService)	Consortial (InterService)

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Guidelines for Behavioral Performance of Reference and Information Service Providers

- RUSA (1996, 2004)

  - General

  - In Person

  - Remote

http://www.ala.org/ala/rusa/rusaprotools/referenceguide/guidelinesbehavioral.htm
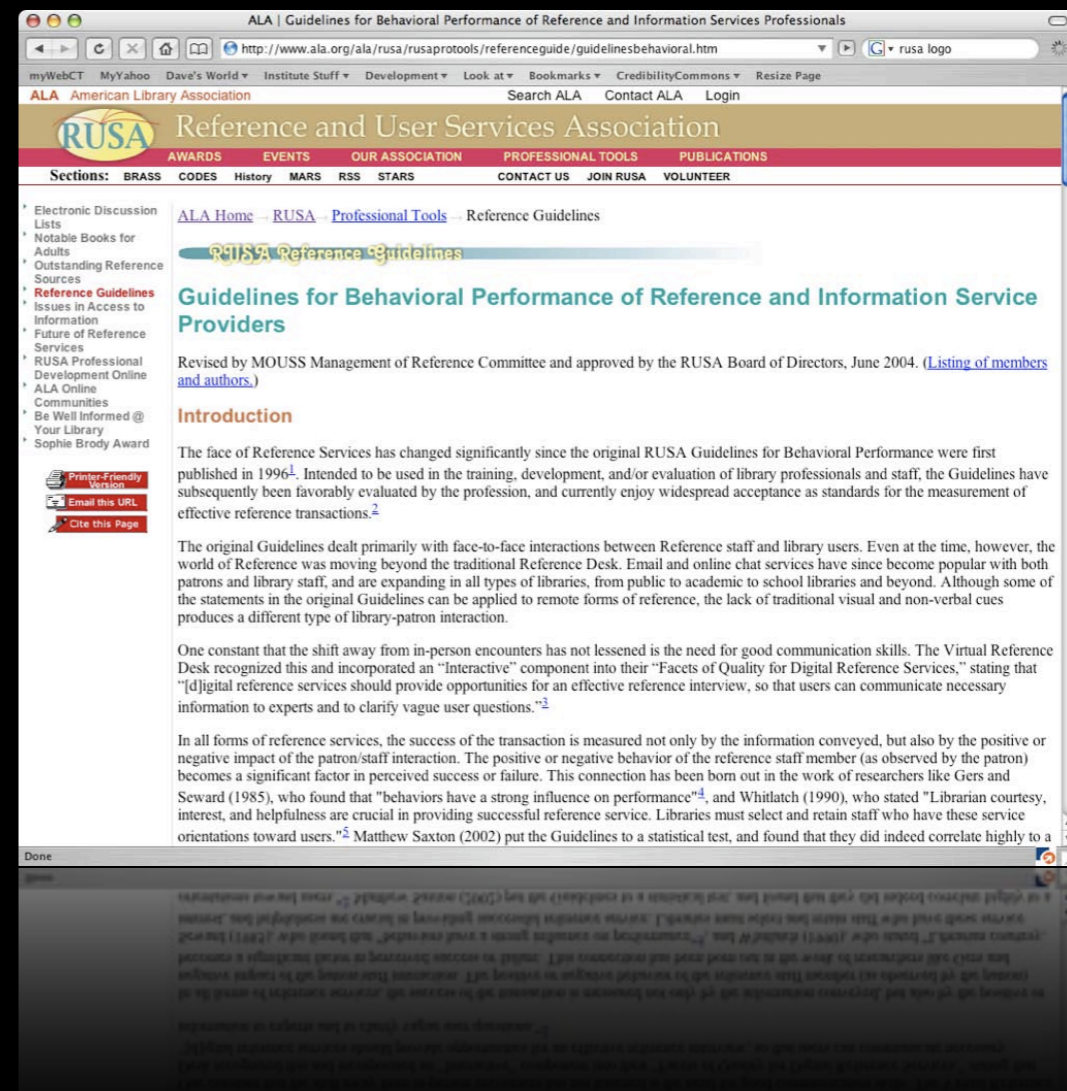
RUSA Guidelines

1.0   Approachability

2.0   Interest

3.0   Listening/Inquiring

4.0   Searching

5.0   Follow-up

1.0 Highlights

- 1.7.1   Be mobile. Get the patrons started on the initial steps of their search, then move on to other patrons.

- 1.8   Should provide prominent, jargon-free links to all forms of reference services from the home page of the library's Web site, and throughout the site wherever research assistance may be sought out. The Web should be used to make reference services easy to find and convenient.

2.0 Highlights

- 2.6   Maintains or re-establishes "word contact" with the patron in text-based environments by sending written or prepared prompts, etc., to convey interest in the patron's question.

3.0 Highlights

- 3.9	Maintains objectivity and does not interject value judgments about subject matter or the nature of the question into the transaction.

- 3.10	Uses reference interviews or Web forms to gather as much information as possible without compromising user privacy.

4.0 Highlights

- 4.8   Recognizes when to refer patrons to a more appropriate guide, database, library, librarian, or other resource.

5.0 Highlights

- 5.4   Consults other librarians or experts in the field when additional subject expertise is needed.

Facets of Quality for Digital Reference Services

- 2003 (v.5)

  - User Transaction

  - Service Development and Management

  - Essential

  - Recommendations

http://data.webjunction.org/wj/documents/11812.pdf

Facets of Quality

User Transactions
- Accessible
- Prompt Turnaround
- Clear Response Policy
- Interactive
- Instructive

Service Development and Management
- Authoritative
- Trained Experts
- Private
- Reviewed
- Provides access to related information
- Publicize

Conclusion

- Guidelines are Essential to Create
  - Help Create and Reinforce Service Values
- Guidelines are Helpful to Adopt
  - Impossible to Adopt Someone Else's Culture

I THINK MAGNOLIA WOULD LOOK LOVELY IN HERE!

PAINT CHART

Guide Dog for the bland