

Innovative Reference Services in College and University Libraries

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Jason Coleman, Undergraduate Services Librarian

Kansas State University | coleman@k-state.edu

Melissa Mallon, Director of Peabody Library/Director of Liaison & Instruction Services

Vanderbilt University | melissa.mallon@vanderbilt.edu

Leo Lo, Head, McClure Education Library

University of Alabama | leolo@ua.edu

Poster available at: <http://bit.ly/refinnovationsposter>

Selected Strategies for Maintaining Quality Reference Service

Develop a bank of brief library tutorials covering commonly asked questions

Hire and train a cohort of students to provide peer-to-peer research support and referrals to librarians

Enhance and expand advertising and marketing of reference services

Develop workshops focused on specific audiences

Join a reference consortium

Increase outreach to departments by subject liaisons

Implement proactive or pop-up chat throughout the libraries' website