

Plan of Action for Virtual Reference

Mission: To provide high quality, timely reference service to all patrons of the Montana Virtual Reference Cooperative's service, AskMontana.

Goal 1: Increase usage of the service

Objective 1: Increase email and chat transactions combined by 25% by 12/31/08. Lead staff: Betsy Garlish and Tracy Cook

Objective 2: Implement a marketing program targeting high school and college students by 1/15/08. Lead staff: Sara Groves w/assistance of Betsy Garlish and Tracy Cook

Objective 3: Mail marketing materials to schools by 2/1/08. Lead staff: Sara Groves with assistance from OPI, Donna Caban, and other LDD staff members

Objective 4: 75% of libraries who have websites have a link to Ask Montana by 12/31/08. Lead staff: Tracy Cook, Maggie Meredith, Suzanne Reymer NOTE: 75% is too ambitious. More realistic goal of 50% of publics and academics and 25-30% of schools.

Goal 2: Librarians feel comfortable with software and providing the service

Objective 1: Librarians receive training on software and service by 7/1/08. Lead staff: Tracy Cook and Lauren McMullen

Objective 2: Librarians meet to discuss best practices and policies by 4/12/08. Lead staff: Betsy Garlish and Tracy Cook

Objective 3: New libraries that join receive training within a month of joining. Lead staff: Tracy Cook, Sarah McHugh, and Betsy Garlish

Objective 4: Cheat sheets are developed by 2/1/08. Lead staff: Tracy Cook

Goal 3: Patrons receive excellent service

Objective 1: Institute and follow-up on an exit survey by 5/1/08. 80% of patrons who respond indicate satisfaction with service. Lead staff: Betsy Garlish and Sarah McHugh

Objective 2: Library staff receive training on providing excellent service via chat and email by 7/1/08. Lead staff: Tracy Cook and Lauren McMullen

Objective 3: Library staff receives training on software by 7/1/08. Lead staff: Tracy Cook

Objective 4: Email questions and chat follow ups receive a response within 1 business day. Lead staff: Betsy Garlish

Goal 4: 5 new libraries join the cooperative by 12/31/08

Objective 1: Contact large school districts and public libraries about joining by 10/01/08. Lead staff: Sarah McHugh

Objective 2: Have a program and a consortium meeting at the annual conference by 4/12/08. Lead staff: Betsy Garlish and Sarah McHugh

Objective 3: Present AskMontana at federation meetings and other library venues by 12/31/08. Lead staff: Sarah McHugh, Tracy Cook, Suzanne Reymer, and Maggie Meredith

Objective 4: Consider a new funding formula that makes it easier for new libraries to join by 1/31/09. Lead staff: Sarah McHugh, Betsy Garlish, and Tracy Cook

Goal 5: Software is easy to use for both patrons and librarians

Objective 1: Investigate software options by 12/31/08. Lead staff: Betsy Garlish, Sheila Bonnard, and Nansu Roddy

Objective 2: Contact OCLC about software and technical support issues by 5/1/08. Lead staff: Sarah McHugh