

BC Library Trustees' Assoc.

From: BC Library Trustees' Assoc. [admin@bclta.org]
Sent: Friday, January 05, 2007 5:04 PM
To: BCLTA - Library Board Chairs (lib-bd-chairs@interchange.ubc.ca); BCLTA-Liaisons (bclta-liaisons@interchange.ubc.ca)
Subject: BCLTA - AskAway - December Update

To: Library Board Chairs and BCLTA Liaisons

For your information - below is an update on the AskAway service launched in October 2006. This note also includes information regarding promotion materials that are available to all public libraries.

Regards,
 Maureen Black
 Executive Director, BC Library Trustees' Association

----- Original Message -----

From: "Michele Pye" <michepye@vpl.ca>
 To: <bcla-list@lists.bclibrary.ca>
 Sent: Wednesday, January 03, 2007 4:16 PM
 Subject: [BCLA-List] AskAway - December Update

> AskAway - December Update

>

> STATISTICS

> It's true. If you offer a service like AskAway, it will be popular. Our
 > busiest day so far was December 13th with 214 sessions for the public
 > libraries. On average, there are 125 sessions per weekday from public
 > libraries. Kudos to the many public library and post-secondary library
 > staff that cover the service each day (and quick response to 'I'm Swamped'
 > calls when we get flooded with questions).

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> Starting in January, we will issue a monthly update for library
 > administrators, detailing how many questions were answered for each
 > institution.

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> A reminder: We're submitting the statistics for AskAway directly to PLSB,
 > so don't include them in your individual library submissions.

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> PROMOTIONAL MATERIALS

> Public libraries received posters, bookmarks, magnets, and t-shirts to
 > either giveaway or for prizes. There were 4 versions of bookmarks and
 > posters for public libraries aimed at 4 specific target markets (parents,
 > seniors, students, and small business users); the post-secondary library
 > version targeted post-secondary students.

>

> Expect additional bookmarks in the New Year. Other materials, such as
 > posters, can be printed in-house. Go to:

> http://www.bcpl.gov.bc.ca/vrmgmt/index.php?option=com_content&task=view&id=23

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> If you have suggestions for other promotional materials or comments on the
 > materials already distributed, let us know. Contact either Phil or Sunni.

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- > TRAINING DATES
- > We have upcoming training dates, including January 5th, 2007 at Langara College in Vancouver. Contact Phil or Sunni to register.
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- > POST-SECONDARY SERVICE
- > The post-secondary virtual reference service has had an amazingly successful first term. Between September 25th and December 1st, over 120 post-secondary librarians from 20 partner libraries answered 3,700 questions from patrons around the province. Patron feedback was overwhelmingly positive, and librarians from partner libraries are excited to staff the new service. Huge thanks to service providers for their awesome work!
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- > The service is now closed, but will reopen January 15th. Post-secondary participation will have increased to 27 partner libraries, allowing us to offer 67 hours of reference service per week. Also in January the post-secondary Marketing toolkit will be available to libraries, including posters, flyers, press kits, fridge magnets, adhesive notepads, bookmarks and doorknob hangers, all sporting the eye-catching AskAway logo and the post-secondary purple colour-scheme.
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- > COMMITTEE CHANGES
- > With the New Year, comes changes to the committee. We'd like to thank the committee members finishing in December for their contributions to this project:
- > * Ilka Abbott - Greater Victoria Public Library
- > * Karen Anderson - Hudson's Hope Public Library
- > * Michelle Chou - Vancouver Public Library
- > * Debra Flewelling - Douglas College
- > * Ann Goodhart - West Vancouver Memorial Library
- > * Ene Haabniit - Public Library Services Branch
- > * Katie Heung & Mandy Ostick - BC Courthouse Library
- > * Simon Neame - Ike Barber/UBC
- > * Annie Pope - Okanagan Regional Library
- > * Pat Rorick - Grand Forks Public Library
- >
- > Starting in January, the members of the AskAway Advisory Committee are:
- > * Katherine Anderson - Grand Forks Public Library
- > * Kristen Andrews - Surrey Public Library
- > * Janice Banser - Vancouver Island Regional Library
- > * Louise Broadley - Fraser Valley Regional Library
- > * Anita Cocchia - BC Electronic Library Network
- > * Karen Filipkowski - Houston Public Library
- > * Deb Hutchison - West Vancouver Memorial Library
- > * Suzy Caird - BC Courthouse Library Society
- > * Michele Pye - Vancouver Public Library
- > * Trish Rosseel - Simon Fraser University
- > * Marc Saunders - Prince George Public Library
- > * Julie Spurrell - New Westminster Public Library
- > * Dawn Stoppard - Public Library Services Branch
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- > WHAT ARE THE HOURS?
- > Public Libraries:
- > * Sunday through Thursday, 10 am - 10 pm
- > * Friday and Saturday, 10 am - 5 pm
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- > Post-Secondary Libraries:

- > * Sunday through Thursday, 10 am to 9 pm
- > * Friday and Saturday, 11 am to 5 pm
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- > STILL HAVE QUESTIONS?
- > Public Libraries:
- > For general information, contact:
- > Deb Hutchison <604-925-7443 or dhutchison@westvanlib.org
- > Michele Pye <604-331-4058 or michepye@vpl.ca
- >
- > For scheduling, training or setting up a link on your website, contact:
- > Philip Hall <604-331-4123 or philhall@vpl.ca
- >
- > Post-Secondary Libraries:
- > Sunni Nishimura <604-268-6937 or sunnin@eln.bc.ca
- > -----
- > BCLA is a member of The Partnership,
- > Canada's national network of provincial and territorial library associations
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- > _____
- > BCLA-List mailing list
- > BCLA-List@lists.bclibrary.ca
- > <http://lists.bclibrary.ca/mailman/listinfo/bcla-list>

"To develop and support library trustees to advance public library service in British Columbia"

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BCLTA

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