

UC San Diego

Presentations and Posters

Title

It Takes a Village: Managing Disruption Constructively and Authentically

Permalink

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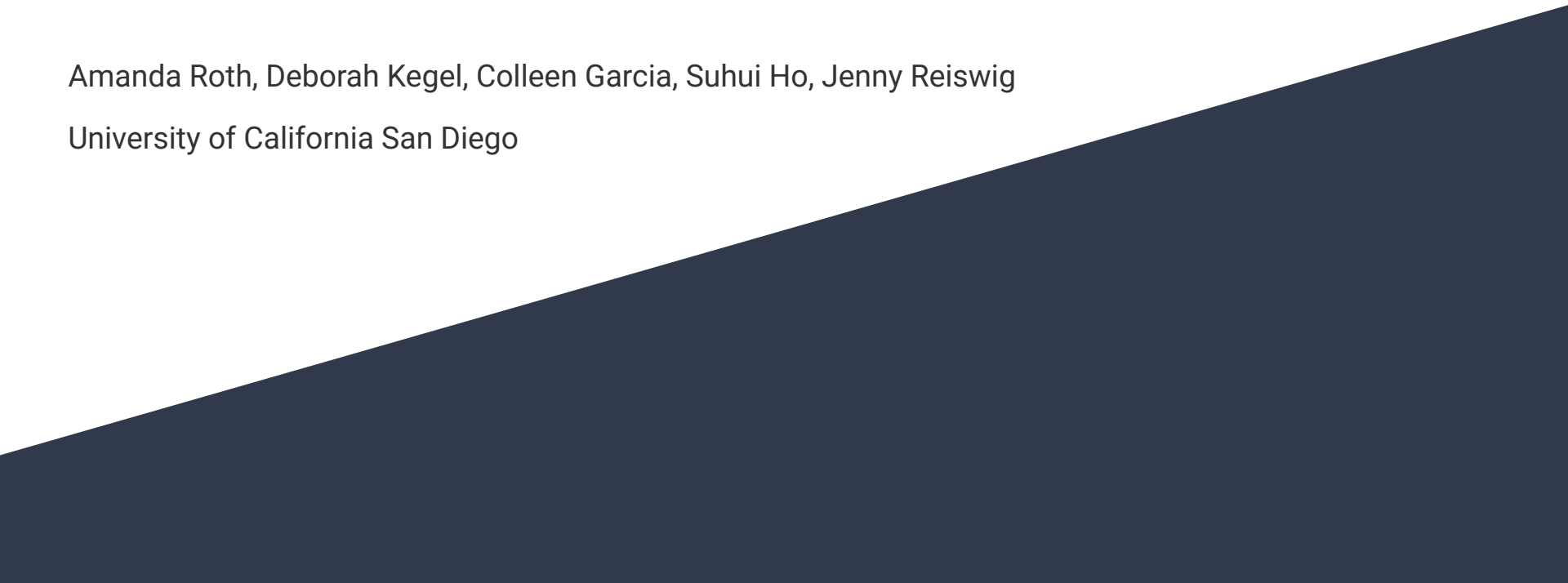
2020-12-01

Peer reviewed

It Takes a Village: Managing Disruption Constructively and Authentically

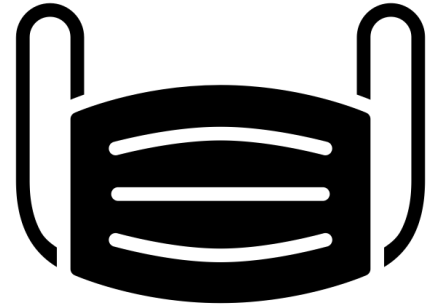
Amanda Roth, Deborah Kegel, Colleen Garcia, Suhui Ho, Jenny Reiswig

University of California San Diego

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Disruption

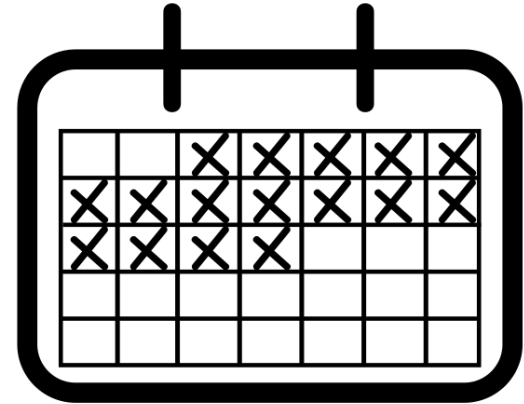
- Reorganization of programs
 - Coordination of reference services moved to 2 different programs
 - Digital User Services reimagined
- Cessation of legacy reference chat platform
- Disparate help services on website
- Move to virtual reference for all modes of inquiry
 - Phone, email, chat, consultations



Response

Large-scale 6 weeks project:

- Create a virtual service desk
 - Incorporate reference and circulation activities - one stop
- Establish a self-help knowledge base and UI (user interface)
- Configure service software (LibAnswers)
 - Integrate software into website, chat widget, email form
- Train staff on a new chat and email reference service platform
 - Coordinate those efforts with a University of California-wide co-op



Response Team

Virtual Reference Coordinator (Co-chair)

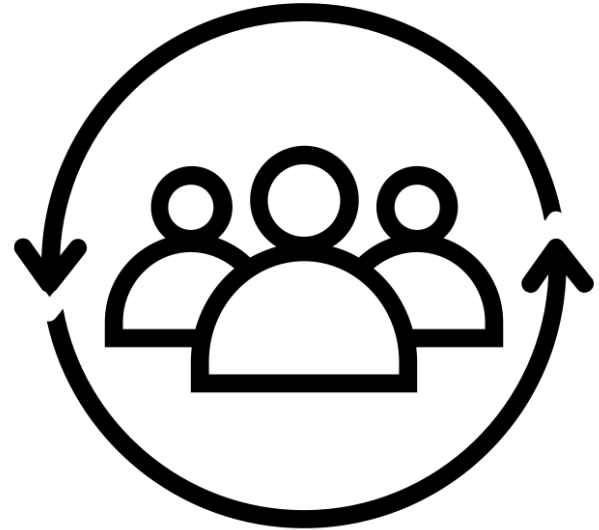
Customer Experience Strategist (Co-chair)

Digital User Experience Librarian (Co-chair)

Instructional Technology Librarian

Biological Sciences Librarian/Liaison Services

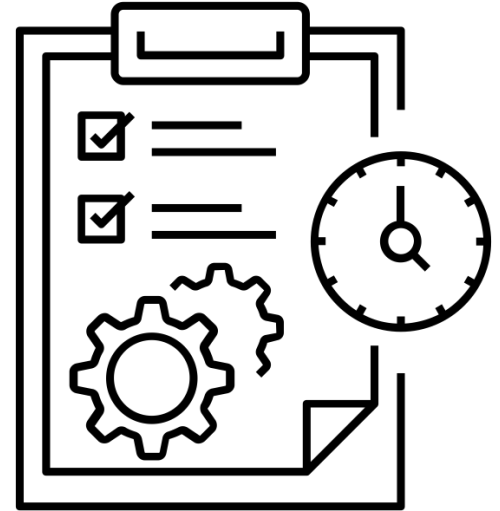
Customer Experience Specialist



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Project Management / Communication

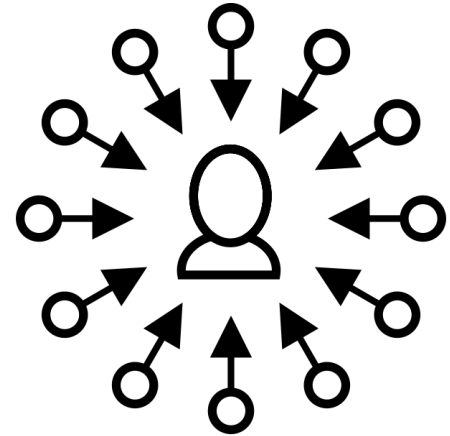
- Weekly team meeting (Zoom synchronous)
- Master task list with responsibilities
 - Intranet pages to document process
 - Google docs to manage task lists
- Communication channels
 - Slack instant messaging
 - Targeted group emails for training
 - Targeted email updates for service providers
 - Updates at larger program meetings
- Ticket system to coordinate work with internal IT developers and Springshare support
- Co-chair communication with program heads for problematic areas



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Staying Service Centered

- Moving towards a more user-friendly virtual experience for help
 - Integrating help channels
 - UX Design Process/Design Thinking
 - Utilize past user studies to help inform the new project
 - Interviews, surveys, journey maps, heat maps
- Research solutions at other libraries
- Adaptation based on user feedback
 - What to add to FAQ
 - What to emphasize in training
- Attention to staff needs
 - Training (synchronous/asynchronous options)
 - Confidence building (practice)
 - Variable work needs



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Bridging Virtual Roadblocks

Challenges:

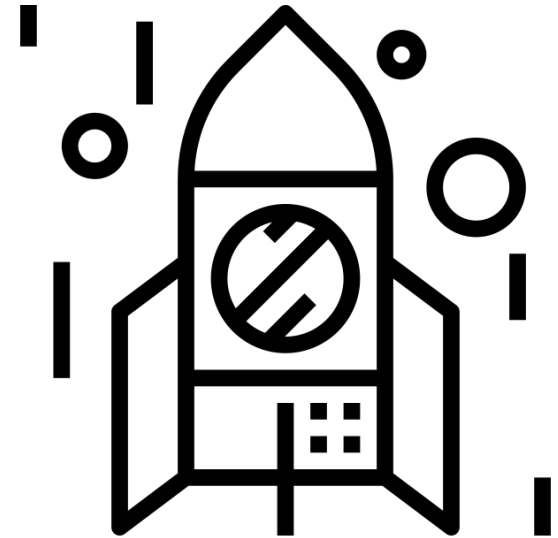
- Establishing roles of new programs within project
- Consortial decision making processes
- Decision making in crisis mode
- Communication with Springshare (on our end!) and clarifying license details
- Timeframe
- Complexity of project

Solutions:

- Constant communication
- Proactive work by folks who foresaw the project coming their way
- Identified phases for workload
- Clarifying work roles and expertise within team as well as external expertise
- Acknowledgement of crisis mode
- Contact for consortium
- Continuity with next phases

Moving Forward

- Mindful digital first experience
 - Continued user experience analysis to refine services
 - Enable quicker changes to systems to reflect feedback
- Identifying new services based on new capabilities
 - Using software to manage curbside services
 - Email services related to reference
 - Expanding integration with other Springshare products and into other Library systems
- Mainstream operations for ongoing use
 - Empowering collaborative internal work processes
 - Across different programs
 - Within programs



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Questions?



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