



1. Introductions and "How's it Going?" for each library - around the table sharing:

- a. Dover-Katie reported that Michelle is on maternity leave and should be back at the end of March
- b. LBPH/DDL-Steve reported that his chat shift seems slow on Fridays at 3pm. Also mentioned was the State of Delaware's filtering of some websites.

The State of Delaware's Library site is known as a framebuster; Steve will check into this with Christine and Beth-Ann. (note: Steve notified webmaster Christine and Beth-Ann on February 3 – CC)

Discussion about Internet trend moving from text-based to image-based (ie: Google owns YouTube, moving into Internet channels).

Discussion also concerning dropped calls due to framebuster sites. Resolution now is to know of the sites that cause this (on QP's home page, under "Known Framebuster Sites" on right) and let customers know to copy/paste web address, but do not push web page (don't use <http://> in URL) when using National Geographic, NPR, State of Delaware, etc.

- c. Milton-Pam B. noted that they lost a person and she has taken over the shift. Pam's settings may be causing multiple "dings" when new patron arrives.
- d. DTCC-Laurel reported that she alternates with colleagues on chat. Cathay mentioned that DTCC Owens are moving forward on new staff training.
- e. Millsboro-Beverly mentioned she is concerned about picking up queries about unfamiliar topics and likes students' questions. She is visible to others when on chat, so uses a headset as a visual message that she is busy.
- f. Laurel-Wendy reported that keeping up the policy pages has been an issue for her, and is thinking of having a staff member who works on the library's site take this over. She is also a provider on chat, so this would work out. It was mentioned that sometimes, when on chat, she will IM another librarian and receive no response when trying to see if a transfer is possible. Cathay will relay this to QP. Cathay will also provide refresher training at next liaison meeting regarding how to IM/Transfer as well as focusing upon how to deal with tough questions/rude patrons. Cathay requests that liaisons bring samples for the next meeting's discussion.
- g. Selbyville-Pam would like to change her hour. She has substituted for others and finds there is a difference with day/hour chosen. It was noted that QP doubles our credit (for the contractual budget) if the hour is after 6pm on weekdays or anytime on the weekends.

Working on chat from home was discussed: It is agreed upon that if staff has permission to provider chat from home as per their regular library duties, it's acceptable (staff are paid for their time as part of their employment with provider libraries).

Pam also requested refresher training on policy pages. *(note: this is set up for 2/16 after the regular DDL meeting located at DelTech in Dover – CC)*

- h. Georgetown-Bonnie provides chat pre-open hours.
- i. Seaford-Rachel is hoping fellow staff member Rose will be able to take chat soon; **she is also wanting to switch time slots from 11am on Fridays.** She mentioned taking train the trainer for eBooks, and that OneClickDigital is difficult. Looking to move the Ask a Librarian Delaware logo to a prominent area on their site.
- j. Wilmington/New Castle County-Renee is back up liaison for Kevin (on vacation). She offered to help with any last minute coverage needs, and that her colleague Chris in Wilmington offers the same. Discussed some 'lewd patron' issues and how to deal with these (see item f. above).

Cathay asked that if any provider is referring to specific questions, please provide their ID number.

- k. Appoquinimink-Susan attended this meeting although not a liaison.

2. Recount of 2011 (report) and looking forward :

- a. AaLDE update; January's report shows almost 400 chat sessions requested, up from 306 in record-breaking December.
- b. Would like to create long-term planning (2-3 year plan with goals) and a marketing plan with measurable goals. Some points:
 - AaLDE was introduced publically during the December 19, 2011 eBook announcement, with Governor Markell
 - Beth-Ann oversees all Delaware Libraries' marketing plans
 - AaLDE is grant-funded (LSTA) and governed by those perimeters
 - Would like to increase partnerships with Delaware's schools (goal)
 - Every public library in Delaware to provide chat service by end of 2014 (goal)
 - Partner with schools/school libraries (se #3 below)
 - Integrate into LALI training
- c. Brain-storming marketing goals and ideas:
 - i. Have every student know about AaLDE
 - ii. Have every Delaware student use AaLDE
 - iii. Create an app and other ways to reach customers on devices they use, where they are *(note: QP announced they are now working on apps and interface upgrades at the Advisory Board Meeting on 2/3/12 – CC)*

- iv. During our Delaware libraries' computer classes for public and staff, incorporate AaLDE
- v. For any relevant library program/event, give a plug about AaLDE
- vi. Use local media outlets, such as NCCTV
- vii. Face-to-face promoting by staff.
Suggestion to have staff try it out as a patron (secret shopper or practice patron with chatting librarian).
Chatting librarians also experienced Anne Arundel County Public Library's Nook Contest for Maryland AskUsNow! as chatting librarians and liked the idea for our service, too. (Kindle Fire was preferred over Nook.) Cathay noted that due to LSTA grant requirements, a system-wide contest is not possible, but local libraries can opt for this.
- viii. Swag ideas
 - 1. USB Flash Drives
 - 2. Highlighters
 - 3. T-shirts
 - 4. Desk signs/Tent signs
 - 5. For chatting librarians – "Chat Hats"
 - 6. Sticky notes – the small flag type
 - 7. Magnets
 - 8. Buttons
 - 9. Mousepads
 - 10. Placemat advertising
- ix. Printed materials
 - 1. "When your library is closed- Ask a Librarian Delaware is always open" signs
 - 2. Bookmarks, incorporating all Delaware e-Resources and services
 - 3. Posters
- x. Google and FB ads (Beth-Ann suggested)
- xi. We need a snappy tag line – makes our library services relevant. It would be good to break out the work "librarian" and what this means to everyone, to make it relevant. "Real questions" (not just 'librarian' type").
- xii. PSAs "I'm a chatting librarian"
- xiii. Testimonials for town meetings in person – have chatting librarians do this
- xiv. Put a sticker on the back of library cards with logo and web address
- xv. Friends' groups > put in newsletters, attend meetings, demo to them
- xvi. Have examples of questions asked in our marketing materials
- xvii. Video clips (YouTube) for testimonials
- xviii. Bus advertising
- xix. Window clings for libraries
- xx. Online presences in FB and Twitter

- 3. School class visits (*note: Cathay has met with Dickenson HS library media specialist and will use their classes as a pilot program in the spring 2012*).
- 4. Volunteer/Intern Update: AaLDE has two interns! One is from UMD-College Park and the other is from Syracuse Univ. Each will help on projects and also provide 2 hours of global coverage per

week, beginning 2/7/12 through the first week of May.

5. Staffing-any issues? Dover has been hard-pressed for staffing but this should improve in about a month (return from maternity leave).
Regarding library holidays – if the provider library will be closed for a regular holiday (see the staff support site under “schedule” for a list of holidays), no make up shift is needed. The statewide coordinator will send out an email requesting your library’s information (if the library will be closed and if it provides a global hour that day and when). She’ll let QuestionPoint know so that adequate back up staff is scheduled, as per our contract.
6. Training – New staff training is scheduled for March 1, at the Georgetown Public Library. Refresher training on ‘handling tough questions’ and the IM/Transfer process will be offered at the next liaison meeting. Individuals who need refreshers on policy page updating, email follow up, etc. – please contact Cathay.
7. Next meeting is on May 2, 2012 at the Training Center in Dover/DDL. Time is either 10-12:30 or 10:30 to 1:00 and will be determined by the group (using Doodle).
8. Meeting adjourned at 1:20pm.

List of Attendees:

Renee O’Donnell – Wilmington Library/New Castle County
Susan Hengel – Appoquinimink/New Castle County
Beverly LaFazia – Millsboro
Katy Goff – Dover
Bonnie Bly Elliott – Georgetown
Pam Munro – Selbyville
Steve Newton – LBPH/DDL
Rachel Wackett – Seaford
Wendy Roberts – Laurel
Laurel Ferris – DTCC
Pamela Batten – Milton
Cathay Crosby – Ask a Librarian DE/ DDL

Notified Absences:

Jim McCloskey – Wilmington U.
Susan Upole – Delmar
Heather Gore – Delmar
Kevin Turner – NCC
Sheila Mikkelson (Delaware City is not yet a provider, but she had planned to attend)

Kristen Gramer – Lewes
Lynne Haines – SDOL

Notes taken by Pam Munro; compiled by Cathay Crosby