

Seneca College of Applied Arts & Technology

**Seneca LIBRARIES**

# **Operational Plan 2007/2008**



**Prepared by the Seneca Libraries Team**

## Table of Contents

|  |    |
|--|----|
| Seneca College Library Mission .....   | 3  |
| Seneca College Library Strategic Goals .....   | 4  |
| Enhance Student Success and Retention .....  | 5  |
| Library Initiative B1: Library Communication, Outreach, Marketing and<br>Retention Plan.....     | 5  |
| Enhance Student Literacy College Initiative.....   | 7  |
| Library Initiative C1: Information Literacy Repository.....                                      | 7  |
| Library Initiative C2: Information Literacy Opportunities for Faculty.....                       | 8  |
| Library Initiative C3: Research for Success Academic Honesty Tutorial ..                         | 9  |
| Student Access to Success .....  | 10 |
| Library Initiative D1: Digital Archive Collection for Student Degree<br>Program Theses .....     | 10 |
| Library Initiative D2: MySeneca Research Tab. ....   | 11 |
| Undertake Quality Assurance Program Across the College. ....                                     | 13 |
| Library Initiative G1: Assessment of Library Services.....                                       | 12 |
| Library Initiative G2: Review of Seneca Libraries' Collection<br>Development Methodologies ..... | 16 |
| Increase and Enhance E-learning Opportunities.....   | 19 |
| Library Initiative H1: Pilot Course Readings System.....   | 19 |
| Library Initiative H2: Electronic Classrooms .....   | 21 |
| Library Initiative H3: New Digital System Platform .....   | 23 |
| Library Initiative H4: Future of Virtual Reference Services.....                                 | 25 |
| Library Initiative H5: Seneca College / University of Waterloo E-Book<br>Research Project .....  | 28 |

## Seneca College Library Mission

To enhance and support the varied teaching and learning, research and information needs of our scholarly, academic community through innovative services, information resources, and the promotion of information literacy and life-long learning.

## Seneca College Library Strategic Goals

We will fulfill our mission through the following strategic goals:

### 1. VIABLE COLLECTIONS

In partnership with academic programs, build and maintain learning resource collections that are up-to-date, relevant and sufficient in number to meet students' research and faculty's teaching needs.

### 2. SERVICES AND RESOURCES FOCUSED ON STUDENT SUCCESS

To improve student success and retention through the delivery of library services and resources that are user-focused, relevant, progressive and of the highest caliber.

### 3. PROMOTION OF INFORMATION LITERACY

To promote the importance of information literacy and teaching our students how to effectively use current technology, access information efficiently, and develop strong critical thinking and research skills.

### 4. LEARNER CENTERED FACILITIES

To provide state-of-the-art learning centered facilities on campus at Newnham, King, Seneca@York and Markham that are conducive to studying, learning and working.

### 5. STAFF DEVELOPMENT

To foster the development of a library team that is well trained and equipped to handle the ever-changing dynamics of an academic library and work together with our students and faculty to create an environment that promotes student success.

### 6. E-LEARNING AND DIGITAL INFORMATION SERVICES

To support e-learning by creating and managing e-content, developing new and enhanced web-based services and resources, integrating our services into the College's course management system, Blackboard, and building and managing digital repositories, web and digital information services.

### 7. ASSESSMENT AND QUALITY ASSURANCE

To support the College's strategic initiative of quality assessment, the Seneca Libraries will solicit, track, understand and assess our service quality as experienced by our customers, which will assist the libraries in building and delivering our services and resources more effectively.

### 8. Strong Partnerships in the Library

To build and actively pursue opportunities with both internal and external partners, such as the Learning Centres and academic instructional technology that will bring excellence to our services and resources.

### 9. Financial Health in the Library

To support the College's strategic initiative of Financial Health, the Seneca Libraries will improve our business practices, accountability and entrepreneurship. We will strive to provide services and resources that are both cost effective, but viable and credible and support teaching-learning at Seneca College.

## **Initiative B:**

### **Enhance Student Success and Retention**

#### **Library Initiative B1: Development of a Library Communication, Outreach, Marketing and Retention Plan**

The Library Marketing and Promotion Committee will be developing a marketing and branding plan by investigating marketing and promotional best practices for our library and also developing viable marketing materials and tools to assist the library in the promotion of our collections and services.

The goal of the committee will be to create an overall system plan; assist with the development of customized library marketing plans for each campus; enable the libraries to share best practices; and promote our library collections and services to our user community.

#### **Project Team:**

Tanis Fink and Patricia Presti (Co-Chairs), Laurie Hoyle, Ourania Korentis, Saira Mall, Autumn Piette, Jennifer Peters-Lise, Rhonda Roth, Alana Otis, Patti Quagliarini.

**Timelines:** April 2007 - March 2008

#### **Key Activities to Achieve the Initiative:**

1. Review marketing policies / procedures and add to the library policy manual;
2. Develop customized campus library marketing plans for each campus / selected service areas utilizing new template, as well as an overall marketing plan for the library as a whole;
3. Communicate new initiatives to all staff through a project site on the Library intranet including (but not limited to) updated policies and procedures, archive of all current and past marketing materials, copies of individual campus marketing plans and the system marketing plan;
4. Prepare a cost analysis of all required materials through marketing plan process;
5. Embed assessment of all marketing projects within marketing plans;
6. Develop a production schedule to ensure all materials are prepared and ready to support key events in a timely manner;

7. Meet twice a semester with committee members to review plans, share best practices and brainstorm marketing innovations;
8. Create a three-year master plan to support and complement College-wide marketing initiatives, and focus library marketing around key themes and/or audiences;
9. Hold annual marketing meeting with management to discuss marketing aspects of key new products and services in planning process.

## **Initiative C:**

### **Enhance Student Literacy College Initiative**

#### **Library Initiative C1: To Build an Information Literacy Repository in a Collaborative Partnership**

Develop a collaborative information literacy resource, with the Library, ITT, PD and the Office of Research and Innovation, by showcasing a repository which incorporates both internal and external information literacy best practices for faculty interesting in developing their students' information literacy skills; to provide relevant resources which assist in identifying library services to enhance and increase awareness of information literacy for the teaching and learning environment while helping to avoid duplication of time and effort spent researching and developing materials both by library staff and faculty.

#### **Project Team:**

Rosalie Waller (Chair), Joy Muller, Jane Foo, Jennifer Peters-Lise, Pamela Bolan, and Daisy Collins and the Office for Research & Innovation, various School faculty and ITT.

**Timelines:** April 2007 - March 31, 2008

#### **Key Activities to Achieve the Initiative:**

1. Determine appropriate MySeneca technological environment for housing the repository;
2. Design template;
3. Approach collaborative partners for input and support;
4. Continue to input new and revised information literacy content into existing temporary organization;
5. Revise policies and procedures to reflect new technological environment;
6. Determine pilot date for launch of repository to library community and larger Seneca community;
7. Develop marketing plan and materials to highlight this resource to Seneca College community;
8. Develop assessment tools;
9. Launch product.

**Library Initiative C2:** To investigate ways to ensure faculty are exposed to and made aware of information literacy opportunities for teaching and learning through library resources and services.

Collaboratively with individual Schools and the Department of Professional Development, create opportunities and activities that provide both new faculty with multiple pathways to library resources, services and information literacy methodologies and delivery modes, by having faculty librarians as guest lecturers, using the new faculty probationary courses as the pilot experience. The new faculty experience will provide opportunities to collaborate with individual schools to provide information sharing and liaison experiences for existing faculty.

**Project Team:**

Carmen Genuardi (Chair) Joy Muller, Rosalie Waller, Jennifer Peters-Lise, Patricia Presti, Centre for Professional Development Coordinator and faculty.

**Timelines:** April 2007- March 31, 2008

**Key Activities to Achieve the Initiative:**

1. Collaborate with partners, (CPD, School Chairs, library sub-committees) to develop ongoing plan for the promotion of information literacy skills development with new faculty;
2. Develop activities and timelines;
3. Develop assessment tools;
4. Deliver measurables;
5. Apply assessment tools;
6. Ensure ongoing communication and flexibility based on assessment outcomes.

**Library Initiative C3:** To develop a Research for Success Academic Honesty tutorial that provides the Seneca College user community with standards and guidelines to enhance student understanding of copyright and plagiarism issues.

Through the expertise and partnership of librarians and faculty at Seneca College, the Library will design an information literacy tutorial entitled Research for Success: Academic Honesty. With technology enhanced development and delivery methods, through collaboration with ITT and the Centre for Research and Innovation, the Research for Success tutorial will become a generic product offered to the whole Seneca College academic community.

**Project Team:**

Joy Muller, Kelly Donaldson, Jennifer Peters-Lise, Jane Foo, Centre for Research & Innovation, ITT

**Timelines:** April 2007 - March 2008

**Key Activities to Achieve the Initiative:**

1. Determine technological platform required in collaboration with ORI and ITT;
2. Conduct research as required;
3. Determine date for launch of pilot product;
4. Approach selected faculty for pilot;
5. Develop preliminary training plan and materials;
6. Launch pilot;
7. Utilize assessment tools;
8. Develop product further based on assessment outcomes;
9. Launch additional pilot for further assessment;
10. Develop marketing plan and materials to highlight this resource to Seneca College community.

**Initiative D:**

**Student Access to Success**

**Library Initiative D1: Creation of a Digital Archive Collection for Student Degree Program Theses.**

The Library will be creating an online digital archive collection in which selected Degree Program theses will be stored. This resource will assist our faculty in teaching Seneca students how to evaluate information and its sources critically; how to integrate information effectively to accomplish a specific purpose, while teaching students to understand the ethical issues surrounding the use of information. Faculty will be able to assign readings and assignments based on previous research examples while students will have the opportunity to evaluate, report and utilize Seneca students' past research as models. Records in this archive will be one-of-a-kind sources for direct relevancy to ongoing Degree Program student learning.

**Project Team:**

Jane Foo, Jennifer Peters-Lise, Joy Muller, Borrower Services staff, faculty librarians and faculty and/or Chair representatives from each degree program.

**Timelines:** April 2007- March 31, 2008

**Key Activities to Achieve the Initiative:**

1. Determine appropriate technological environment for housing the digital archives;
2. Design template;
3. Approach collaborative partners for input and support;
4. Develop policies and procedures to reflect process for the new technological environment and selection methodologies;
5. Determine pilot date for launch of archive to pilot group before larger Seneca community;
6. Develop marketing plan and materials to highlight this resource to Seneca College community;
7. Develop assessment tools;
8. Launch product.

## Library Initiative D2:

### **Creation of MySeneca Tab for access to Research and Library Resources.**

Through the Seneca College portal MySeneca, the Library, ITT, Office for Research and Innovation and Department of Institutional Research will be designing a customized tab to offer the students, faculty, staff and outside guests a one-stop access point to all the research activities and information at the college and also the ability to integrate their selection of library resources for a more direct and personalized access to the tools they need for a successful academic experience.

#### **Project Team:**

Jane Foo, Tanis Fink, Jennifer Peters-Lise, Santo Nucifora, Valerie Lopes, Terrence Verity, Vivian Ngo, Tet Lopez-Rabson, and MySeneca Portal Committee.

**Timelines:** April 2007- March 31, 2008

#### **Key Activities to Achieve the Initiative:**

1. To establish a working committee comprised of representatives from the library, ITT, ORI and Department of Institutional Research to work on the My Research tab.
2. To investigate best practices amongst other academic sites.
3. To determine who are the client groups that will be accessing the MySeneca Research tab and ask the individual areas to identify what content will be available on the tab by client group for each area.
4. Each area will submit their ideas for modules to be part of the My Research Tab to ITT for each user group.
5. Create and keep up-to-date the Seneca Libraries MySeneca Intranet project site.
6. Provide portal committee with architectural layout for new My Research portal tab for approval.
7. Pilot study will be conducted in the fall with user ability studies.

Initiative E:  
**Integrated HR Plan**

**Initiative E1: Develop the Seneca Libraries' staff conflict management skills through their participation in the College's Prepare Training Program.**

This initiative will include all library staff both full-time and part-time.

**Project Team:**

Carolyn Lam (Chair), Yanti Darmohusodo, Daniel Michniewicz, Susan Ludwig (Organizational Effectiveness).

**Timelines:** January 2007 – August 2008

**Key Activities to Achieve the Initiative:**

- Assess program to determine appropriateness for library staff;
- Discuss delivery/rollout options;
- Develop a rollout plan;
- Select a pilot group to initially participate in the training;
- Assess the outcomes from the pilot group;
- Determine viability of delivering training to the remaining library staff.

Initiative G:

## **Undertake Quality Assurance Program Across the College.**

**Library Initiative G1: Assessment of Library Services through the five year quality assurance service review and LibQUAL Survey Results Analysis.**

### **Background:**

Last year the Seneca Libraries, as part of the College's strategic initiatives of Quality Assessment and Access for Success, embarked on soliciting, tracking, understanding and assessing our service quality as experienced by our customers. Meeting the Seneca College community's demand for innovative new services and resources necessitates the need for us to focus on what our users would like and what they need to succeed during their time at Seneca as well as when they leave our halls. In order to begin this large undertaking, the Seneca Libraries utilized a well-known web-based survey used across North America called LibQUAL, enabling us to:

- assist the Seneca Libraries in the assessment of our services;
- to identify best practices at other academic institutions;
- analyse where the gaps are in our service delivery and determine where library resources should be better allocated;
- to obtain information from our user community as to what services need improvement and what services are meeting our user's needs and expectations.

A Library LibQUAL working committee was established comprising of library management, faculty librarians and library technicians. The survey was conducted during a two week period of October 30<sup>th</sup> to November 10<sup>th</sup> 2006 and the survey consisted of 27 core questions. The library sampled the entire Seneca College community and 933 surveys were completed. The survey results were compiled and the report was received by the Seneca Libraries in March 2007.

With this QA work completed, there will be two phases of work around the assessment of Library Services. Phase one will involve the *analysis of the LibQUAL survey results* and phase two will be the *Five Year Quality Assurance Service review*.

## A. Analysis of the LibQual Survey Results

### **Project Team:**

Tanis Fink (Chair), Cynthia Mckeich, Patricia Presti.

Timelines: April 2007-September 2007

### **Key Activities to Achieve the Initiative:**

1. Investigate best practices around preparation of LibQUAL reports;
2. Determine how the LibQUAL reports should be distributed to the user community;
3. Assign the creation of the report analyzing the survey results;
4. Library management will review the survey results for the preparation of the five year review.

## B. Five Year Library Service Review

The Service Directors Group (SDG) asked for volunteers from the service areas to be part of the Five Year Service Review Pilot project, and the library has volunteered. As outlined in the policy, the objective is to obtain an in-depth analysis of the service alignment with College values and service philosophy as well as with 'industry standards'. The Five Year Service Review is based on existing internal data (Student Feedback Surveys, KPI, employee survey, etc.), but includes, as well, a formal collection of service specific data including but not limited to:

- Service specific survey;
- Stakeholders interviews and focus groups and;
- Industry specific standards and evaluation process.

Completion of a final proposal of approach and timelines is to be submitted to the appropriate Vice-President for approval. The Service Review Report, which consists of an analysis of the data and recommendations for improvement, is to be submitted to appropriate Director and / or Vice President.

## **Project Team:**

Tanis Fink (Chair)

Team membership will be created as based on the policy's recommendations as outlined below:

- a. One person from another department. This person would be considered external and ideally, would be from a team to be reviewed in the next year.
- b. Manager of designate from the area to be reviewed.
- c. Up to 2 support staff from the area being reviewed.
- d. One representative from an Academic area.
- e. One student where appropriate.
- f. One person external to the college, where appropriate.

**Timelines:** April 2007-March 2008

## **Key Activities to Achieve the Initiative:**

- a) Establish a library review team with membership outlined in policy;
- b) Seek approval from Associate Vice-President, Academic on review team;
- c) Select a team leader;
- d) Establish a plan and time frame to complete the review;
- e) Seek approval of review plan from the Associate Vice-President, Academic;
- f) Chief Librarian to develop library standards based on college service standards (Appendix A from QA policy);
- g) Chief Librarian to gather all data necessary for the review;
- h) Chief Librarian to identify missing information and collect it for the team;
- i) Analyze all data, assessing practices against standards, completing Appendices B, C and D from QA Policy;
- j) Produce an Action Plan as per Appendix E from the QA Policy; and,
- k) Keep the Associate Vice-President, Academic informed at each stage of the review;
- l) Develop a communication plan in order to update the college community, appropriate stakeholders and the staff;
- m) Write and submit report, which would include an action plan and recommendations to the Associate Vice-President, Academic.

## Initiative G2:

**Undertake a review of Seneca Libraries' collection development methodologies with the objective of streamlining practices, establishing a new and current vision and policy for collection development and ensuring that the operational processes are in place to support the new vision.**

The Seneca Libraries have been using the "collection profile" process for over 10 years to develop print, electronic and multi media collections in our four campus libraries. During this time there have been a number of significant developments that have taken place in academic institutions, scholarly publishing, and with library service providers that have had an impact on the type and format of collections developed by academic libraries, as well as the methodologies used to acquire these materials. In order to ensure that the Seneca Libraries policies and procedures reflect current practices and standards used in academic libraries for collection development, an in-depth review of the policies and procedures will be undertaken over the next 18 months.

The following lists the key topics that will be addressed through this review:

1. Learning resources budget - appropriate allocation of funds to the various collection areas, academic programs/schools/faculties and campuses.
2. Quality of ordering - selection methodology and processes; balance between electronic and print collections; duplication of collections between campuses and between electronic and print; Centres/campuses of excellences in subject collections; level of coordination between campuses for collection development.
3. Level of collections - requirements for elementary to university level of materials; balance between general education and professional level of materials; and the requirements of special collections such government documents.
4. Usage of collections - analysis of usage data and user expectation.
5. Collection reporting- reporting methodology

## Project Teams:

**YBP Implementation Project Team:** James Buczynski, Kelly Donaldson, Tanis Fink, Carolyn Lam, Rosina Leung (Chair), Cynthia McKeich, Joy Muller, Patricia Presti, Cathy Richardson, Sophia Apostol.

## Collection Review Project Team:

James Buczynski (Chair), Kelly Donaldson, Tanis Fink, Carolyn Lam, Rosina Leung, Tracy MacMaster, Cynthia McKeich, Angela Heath and Alana Otis.

## **Implementation Project Team:**

Library Management: Tanis Fink, Joy Muller, Carolyn Lam and Jane Foo

**Timelines:**

|                |                             |
|----------------|-----------------------------|
| <b>Phase 1</b> | April 2007 to December 2007 |
| <b>Phase 2</b> | January 2008 - April 2008   |
| <b>Phase 3</b> | April 2008 - June 2008      |

## **Key Activities to Achieve the Initiative:**

### **Multi-Phase Plan:**

#### **Phase 1 - Update of current learning resources selection and acquisition practices and processes:**

- Implementation of YBP for selection, ordering and acquisitions;
- Integration of YPB acquisition processes within Voyager;
- Training of selection and Technical Services staff on YPB and GOBI;
- YPB slip plan implementation;
- Evaluate YBP's standing orders service through the initiation of a pilot project;
- Monitoring of learning resources budget to ensure new practices and processes result in the full expenditure of the 07/08 learning resources budget;
- Documentation of acquisition processes and workflows;
- Documentation of budget expenditures by subject, program and Faculty;
- Review of ordering between campuses - duplication of orders/subject areas between campuses;
- Review requirements for the ordering and maintenance of electronic resources;
- Review of processes used to develop special collections such as government documents;
- Review of usage data of print and electronic resources;
- Review LibQual data regarding library collections;
- Review of the profile process used by the Seneca Libraries to determine current status and practices used by the 4 libraries.

#### **Phase 2 - Establish a vision for Library Collections:**

- Undertake research on collection development standards, methodologies and visions implemented by other academic libraries;
- Review findings from phase 1 and develop recommendations;
- Develop a vision for collections at Seneca that addresses the level of collections, types of collections, quality of ordering, collection usage, reporting requirements and budget implications;
- Develop a new or revise current profile methodology to reflect the new vision;
- Present findings and recommendations to collection staff for feedback and revisions;

- Develop documentation as required.

### **Phase 3 - Implementation**

- Review staffing implications and new roles to support the vision of collections for Seneca Libraries;
- Develop an implementation plan and timelines.

**Initiative H:**

**Increase and Enhance E-learning Opportunities.**

**Initiative H1:** Enrich student e-learning experience through the implementation of a pilot course readings system and the integration of course reading materials into program subjects.

The Seneca Libraries will pilot a course readings system. The pilot will include courses from Newnham, Seneca @ York, Markham and King. Pilot activities will include the creation of Library policy and procedures for the processing, maintenance, and use of course readings, staff training, retroactive conversion of print reserves, user testing, faculty and student promotion and training.

**Lead Advisory & Technical Project Team:**

Jennifer Peters-Lise (Chair), Daisy Collins, Yanti Darmohusodo, Britta Jessen, Jane Foo, Sharon Tait

**S@Y Project Team:**

Dina Paratftsis (Chair), James Buczynski, Alana Otis

**Newnham Project Team:**

Yanti Darmohusodo (Chair), Rosalie Waller, Daisy Collins

**Markham Project Team:**

Patricia Presti (Chair), Angela Heath

**King Project Team:**

Julie Cain (Chair), Carmen Genuardi, Autumn Piette

**Timelines:** January 2007-March 2008

**Key Activities to Achieve the Initiative:**

1. Develop policies and procedures for workflow, maintenance, and copyright requests.
2. Perform staff training for scanning materials, the course readings system, and copyright.
3. Retroactively process (scan and catalogue) reserves currently held at each campus reserves desk, including faculty notes, test solutions, articles and book chapters (with copyright clearance).

4. Merge all current "Research by Course Pages" into the course readings system.
5. Perform user testing with faculty and students.
6. Create a plan to market the service to academic and student communities.
7. Evaluate outcome of pilot.

**Initiative H2:**

**Support Faculty Use of E-Learning in the Classroom Through the Provision of Electronic Classrooms at all Campuses.**

Currently there are over 170 electronic classrooms available across 4 campuses of the College. Also, each A.V. department offers portable and mobile presentation technology as part of their standard inventory of equipment. In the fiscal year 2007/2008, the electronic classroom plan (as part of the Academic IT Plan) calls for upgrade and/or replacement of equipment in 18 classrooms at 3 campuses.

As well, in the 2007/2008 year, the College will be developing a new 3 year Academic IT Plan. In collaboration with the Academic areas of the college, it will be incumbent upon the A.V. department to determine the electronic classroom capital and operational requirements for the three year period 2008 - 2009 to 2010 - 2011 and submit these requirements for discussion and review.

**Project Team:**

Carolyn Lam, Bob Murphy, Mark Olearo, Christopher Ioannou, staff from Facilities Management, Purchasing and Information Technology and Telecommunications

**Timelines:**

April 1, 2007 - August 30, 2007 for 07/08 electronic classroom project  
May 2007 - October 2007 for the development of a new 3 year e-classroom plan within the Academic IT Plan.

**Key Activities to Achieve the Initiative:**

**07/08 E-classroom Project:**

- Develop a plan and timelines for the 07/08 project using processes developed in previous years' electronic classroom projects;
- Initiate project team with representatives from A.V Services, Facilities Management, ITT and Purchasing;
- Prepare purchasing documentation and complete tendering process;
- Select vendor and award contract;
- Work with vendor through the implementation and address problems as they arise;
- Project assessment and wrap-up.

**E-classroom submission for the Academic IT Plan:**

- Gather data on e-classrooms across the campuses;
- Create a spreadsheet outlining e-classroom equipment upgrades or replacements requirements on a 5 year cycle;
- Develop a 3 year e-classrooms financial plan to be used in discussions and decision making during the development of the Academic IT Plan.

### **Initiative H3:**

### **Implementation of a New Digital System Platform (Ex Libris)**

To expand digital library services and access to library resources, Seneca Libraries will migrate its existing digital access and repository systems (Endeavor's ENCompass) to a new software platform (Ex Libris' SFX / Metalib / Digitool). SFX / Metalib will enable an integrated approach to digital information search-and-retrieval while Digitool will provide the basis for any ongoing and future projects requiring digital repository and archiving functions. This initiative will serve as a key element in the development and implementation of future innovative library services that will offer better integrated access to quality research information for students, faculty and staff.

#### **Project Team:**

Jane Foo, Britta Jessen, Jennifer Peters-Lise, Sharon Tait, ITT, Ex Libris Implementation and Customer Support.

**Timelines:** April 2007-March 2008

#### **Key Activities to Achieve the Initiative:**

1. Create Intranet project site.
2. Develop migration plan for digital products with Ex Libris Implementation.
3. Develop timelines for migration of SFX, Metalib and Digitool.
4. SFX and Metalib migration.
  - 4.1. Migrate existing configuration and data from local ENCompass for Resource Access and Linkfinder Plus installations to hosted Metalib and SFX implementations.
  - 4.2. Test Metalib and SFX access and connections.
  - 4.3. Customize Metalib and SFX interface.
5. Digitool migration.
  - 5.1. Backup and export current Course Readings metadata from ENCompass for Digital Collections.

- 5.2. Uninstall ENCompass.
- 5.3. Install Digitool and configure software.
- 5.4. Import Course Readings metadata into Digitool and test.
- 5.5. Customize Digitool functionality and user interface.
- 5.6. Set up Digitool for Information Literacy Repository and Thesis Repository projects.
6. Train staff
7. Develop documentation (procedures, manuals, policies, etc.)
8. Evaluate system migration and performance and investigate opportunities for improvement and usage expansion.

#### **Initiative H4:**

### **Investigation of the Future of Virtual Reference Services and Participation in the Ask Ontario Virtual Reference Project**

The Seneca Libraries have been involved in a successful consortium virtual reference service called *Ask Us Now* for the past five years. The consortium partnership was with Algonquin, George Brown, Mohawk, and St. Clair colleges. Each partner contributed time, expertise and staff to cover the hours of the virtual desk. The consortium has been successful, not only in its service, but in the originality of the partnership in the college system, which was nominated for the 2004 ACATO Innovation Group Award and the excellent relationship it has created with our college library partners.

Several variables, such as declining usage, performance issues with the virtual reference software, popularity of instant messaging and other software tools used by our students and alternate consortium partnerships have precipitated the development of a new Virtual Reference Services (VRS) plan by the Seneca Libraries and our partners. The VRS plan will comprise of two projects: development of new Seneca Library Virtual Services and participation in the Provincial consortium, Ask Ontario.

#### **Project 1. Development of New Seneca Library Virtual Services**

##### **Project Team:**

Cynthia McKeich, Jane Foo, Jennifer Peters-Lise, Sharon Tait, and Tanis Fink

**Timelines:** May 2007-March 2008

##### **Key Activities to Achieve the Initiative:**

1. To explore alternatives to our traditional virtual reference service.
2. To ensure that the new virtual reference service addresses the following existing virtual reference features: statistics, co-browsing, meeting room, log/transcripts, privacy concerns, auto page load at beginning and end of session, URL bookmarks, multiple participants, college specific queues, canned responses (scripts), and transfer/referral of client to another library staff member.

3. To investigate freely available software and instant messaging tools for use in virtual reference, e.g. MEEBO, LiveLook and WebHuddle with Mohawk College.
4. To set up a test of the selected tool and simultaneously run with our current virtual reference service.
5. Launch a pilot project in January 2008.

## **Project 2. Participation in the Ask Ontario Project**

Ask Ontario is an initiative of Knowledge Ontario which has received funding from the provincial government to provide Ontarians with the digital tools they need to build stronger and healthier communities. There are four projects that are part of the Knowledge Ontario project and the goal of Ask Ontario project is to provide a province-wide professionally staffed virtual reference service to assist Ontarians in the use of electronic resources and information. The service will be provided through the cooperation of librarians from all library sectors from the Province in two official languages.

With the promise of *Ask Ontario*, a provincial virtual reference project, Seneca College Libraries will be participating in this new consortium project which will involve a broader spectrum of libraries and users.

### **Project Team:**

Tanis Fink (Advisory Committee), Cynthia Mckeich (Implementation team), Patricia Presti (Marketing team), Jane Foo (Training team).

**Timelines:** April 2007-March 2008

### **Key Activities to Achieve the Initiative:**

1. The Ontario Library Association will create an AskOntario Advisory Committee composed of representatives from college, university, school, public and government libraries, TVO, TPL and other partners.
2. To undertake an environment scan/needs assessment to help establish if there is a need for a user-focused 24/7 reference service that the Ontario citizens will use.
3. To prepare a detailed inventory of e-reference services currently providing vetted material and analyze the structures and technologies in place to run these services.

4. To conduct province-wide focus groups to collect input from the appropriate stakeholders to ensure the service meets the needs of everyone.
5. To propose a direction and project plan for the delivery of virtual reference services to the Ontario citizens.
6. To prepare a marketing plan, timelines, costing structure and potential partnership opportunities.
7. To identify and create taskforces which will report to the Advisory committee (standards and service, marketing and communication, technology, training, evaluation and assessment and implementation). Staff from the colleges will be asked to sit on the individual task forces.
8. To launch a pilot study for virtual reference services in Winter 2008.

## **Initiative H5:**

### **Seneca College / University of Waterloo E-Book Research Project**

In order to address a product/service gap in the Canadian publishing industry, a research project on the feasibility of a joint academic press has been launched. By capitalizing on the digital arts and content production strengths of the two partnering institutions, this project will specialize in the area of e-books and e-textbooks, supporting student and faculty success by lower-priced access to appropriate teaching and learning materials.

#### **Project Team:**

Tanis Fink, Patricia Presti (Library), Jocelyn Piercy, Santo Nucifora, Katharine Janzen, Dawn Mercer, James Humphreys, Mark Jones, Deb Cooper, Kevin Pitts, representation from University of Waterloo (Canadian Centre of Arts and Technology).

**Timelines:** April 2007 - March 2008 (ongoing)

#### **Key Activities to Achieve the Initiative:**

1. Confirmation of committee members ensuring representation from across Seneca College and strong partnership with University of Waterloo;
2. Development of project charter, vision, mission and objectives, as well as the roles of each institution;
3. Investigation of appropriate technologies for pilot project(s);
4. Identification of textbook content for pilot project(s);
5. Research of appropriate production workflow for pilot project(s), including digital rights management, licensing and financial model;
6. Creation of pilot project(s), including iterative prototyping and testing;
7. Launch and assessment of pilot project(s);
8. Discussion of long-term viability of overall project, and feasibility of joint academic press model.