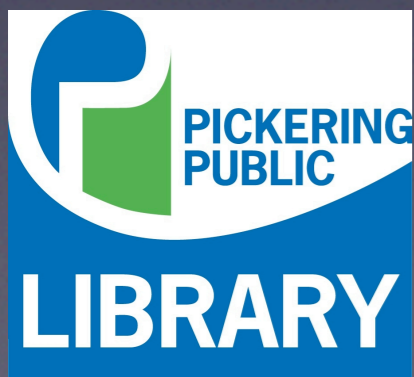




iHelp: Tech Support as the Evolution of Reference

Digital Reference at Pickering Public Library



Presentation Outline

- The “Big Ideas” program
- Inspiration: The seeds of an idea
- The wheels are set in motion: the beginnings of a project
- iHelp today: collections, services, staff
- Moving forward: iHelp in the future
- Q&A

The “Big Ideas” program

- Big Ideas criteria:
 - Fits the vision and ends of the Library
 - Must be useful and practical
 - Could improve internal operations, improve an existing service or create something entirely new
 - Contingent on availability of funding

The “Big Ideas” program

- Submissions are reviewed by a panel of managers, including the CEO and one idea is selected for implementation in the following year
- Projects are generally limited to a three month period and the employee’s position will be backfilled so they can focus on their project

Inspiration: The seeds of an idea

- Decline of reference questions (perhaps due to proliferation of broadband internet and online research databases)
- Increase in computer related questions (e.g. How do I get on the Internet? How do I print?)
- Skill-set of staff somewhat lacking for computer and technology related questions

Inspiration: The seeds of an idea

- Wal-Mart Supercentre experience
 - First visit in 2003
 - Hypermarket (a true “one-stop-shop”)
 - Almost everything under one roof (retail centre with grocery PLUS auto servicing, restaurant, hair stylist, portrait studio, banking services, insurance services, tax services, photo printing, optical centre, video rentals, etc)

Inspiration: The seeds of an idea

- The “Do you have” dilemma (e.g. Do you have scanning services? Do you have colour printing?)
- Digital commons / media centre (why can't libraries offer more than Internet and Office?)
- “One-stop-shop” (get your books, music, movies, **photo prints**, and **iPod audiobooks** all under one roof)

Inspiration: The seeds of an idea

- The future is digital
 - Card catalogues >>> OPACs
 - Print indexes >>> research databases
 - Analog media >>> digital media
 - Books on tape >>> Books on CD >>> Books on digital media players
 - Printed books >>> ? (perhaps e-books)

Inspiration: The seeds of an idea

- Apple Genius Bar (and Geek Squad)
- Genius Bar is essentially a “digital reference desk” (most other computer tech support is back-room and hidden)
- Open concept (bring your computer and questions and ask a “genius” in-person)



He said / she said

- Steve Jobs: “We think basically you watch television to turn your brain off, and you work on your computer when you want to turn your brain on.”



The wheels are set in motion

- Big Ideas Program (Sept. 3, 2008)
- iHelp proposal (Sept. 18, 2008)
- iHelp announced as winner (Nov. 12, 2008)
- Proposal requirements
 - Standard set of project requirements (description, library needs met by project, timeline, resources needed, benefits to community)

The wheels are set in motion

- Definition of this new service needed?

The wheels are set in motion

- What is iHelp?
 - A new service point that is focused solely on providing **digital reference** and **digital services**
 - Service point for clients whose digital needs are above and beyond what Pickering Public Library currently offers

The wheels are set in motion

- Mission statement
 - “To provide library clients with access to media rich resources, both hardware and software, that is normally unavailable in a public library setting and to provide a level of customer service and support that is above and beyond what a client would normally expect in accordance with the overall library service plan, ends and initiatives”

The wheels are set in motion

- Traditional versus digital reference
 - What is digital reference?
 - Helping clients with audio, video, photo and other digital requests (e.g. burn CD, make photo prints)
 - Technical questions (e.g. “How do I setup my wireless router?”)

The wheels are set in motion

- Digital reference (cont.)
 - The interaction with clients – at iHelp, staff work side-by-side with clients acting as consultant, coach and trainer
 - Knowledgeable staff familiar with current technology (e.g. MP3 players, iPods, etc)
 - Build virtual collections (e.g. audiobooks, podcasts, video tutorials, etc)

The wheels are set in motion

- Create a detailed mission and objectives document
- List all the services new centre will provide. This will determine:
 - Software needs (e.g. Video editing = iMovie and Final Cut Express)
 - Hardware needs (e.g. Scanners)
 - Network needs (e.g. Routers, switches)

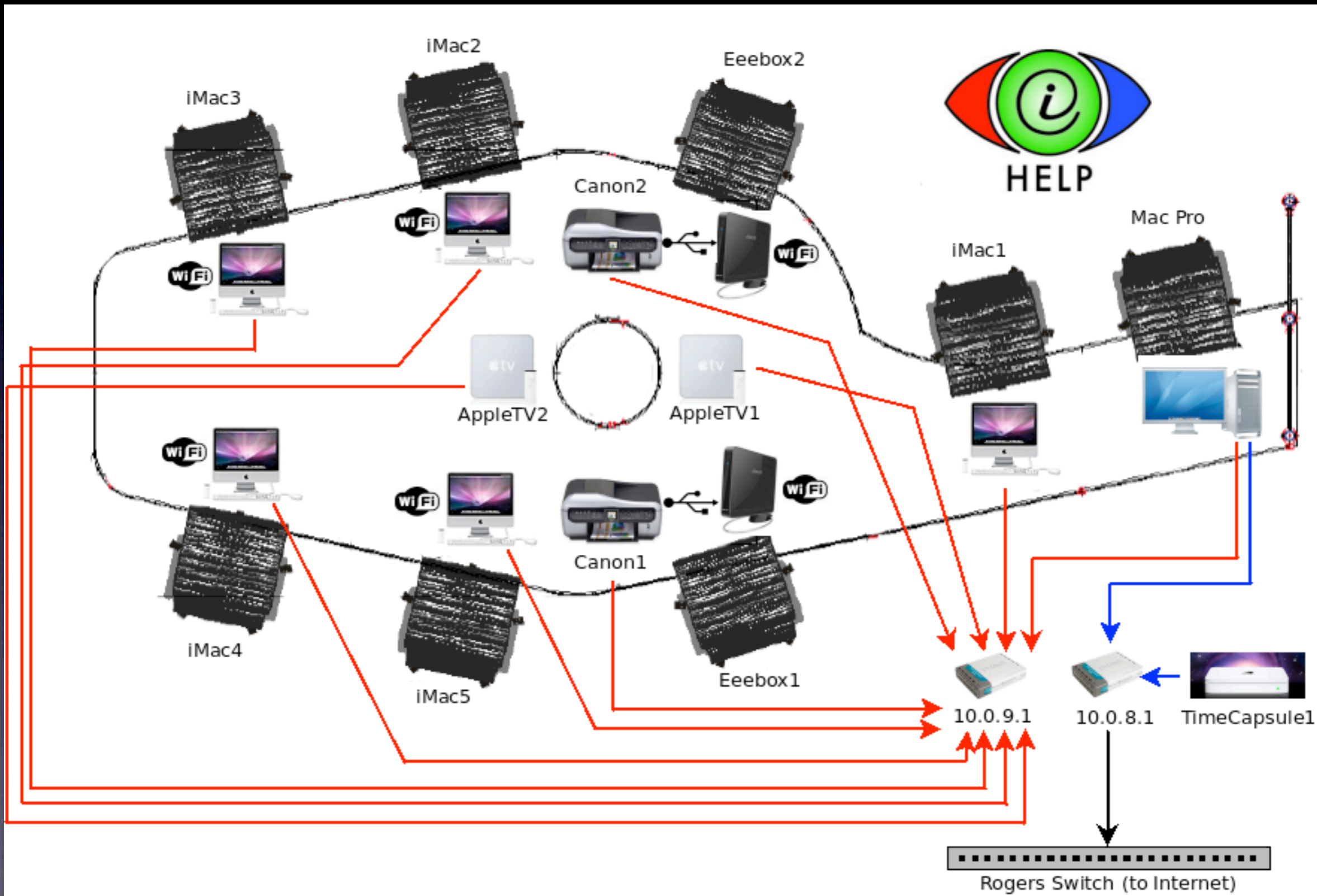
The wheels are set in motion

- Introduction of Apple Mac computers
 - Library never had Macs (Windows and Linux only)
 - Optimized for media applications (e.g. Photoshop)
 - Premium computers, good quality
 - Very user friendly
 - Mac OS X is stable and secure (BSD Unix)
 - Spyware and viruses almost non-existent in the Mac world

The wheels are set in motion

- Network design
 - Began research on hardware and software in October and November 2008 to determine draft budget
 - All hardware needed to be Mac compatible and Ethernet enabled (e.g. printers, Apple TV)
 - Design on paper first (create a network topology map to work out logistics)

The wheels are set in motion



The wheels are set in motion

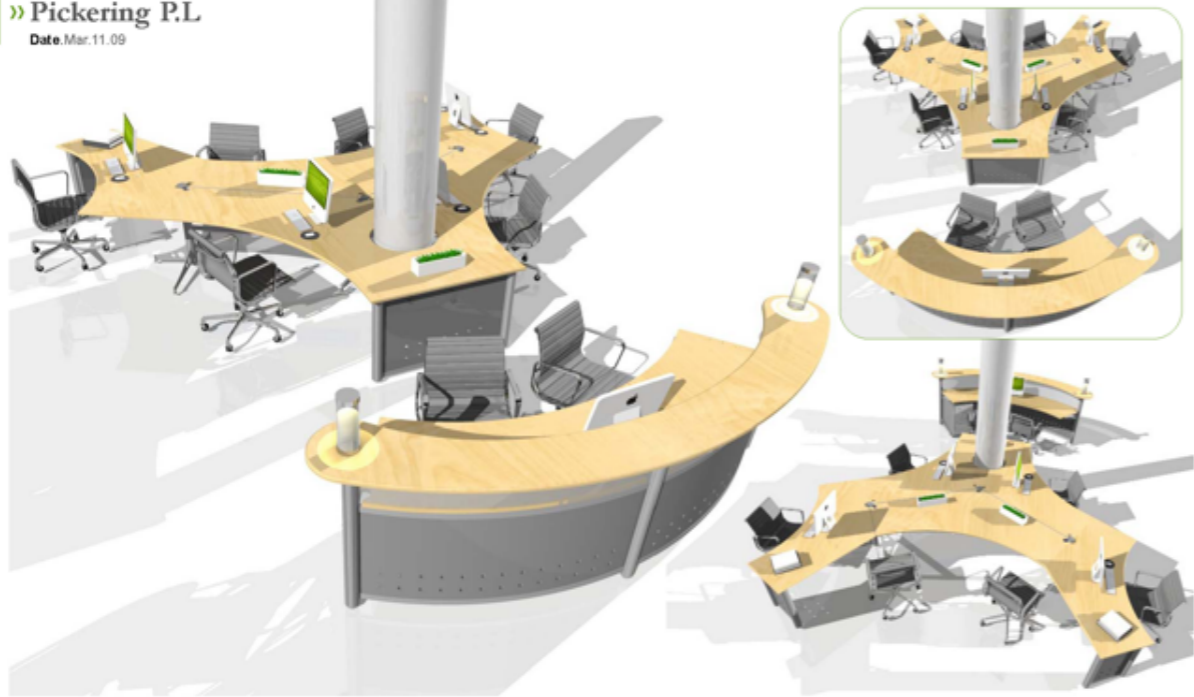
- Desk design
 - Had to make a visual statement (coolness factor)
 - Hi-tech and industrial design (not typical library furniture)
 - Had to be functional (sit 8 workstations with room for extra peripherals such as music keyboards, hard drives, etc)
 - Could not affect surrounding collections (no room to move)

The wheels are set in motion

Q902-4574 - Option 2

» Pickering P.L.
Date: Mar. 11. 09

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Quote # Ref. Q902-4571 - Option 2
Project Name Pickering P.L.
Workstation 8 Person Workstation
Client/Dealer PS Agencies
Product Line Hybrid
Designer Miguel Saa
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Q902-4574

» Pickering P.L.
Date: Feb. 18. 09

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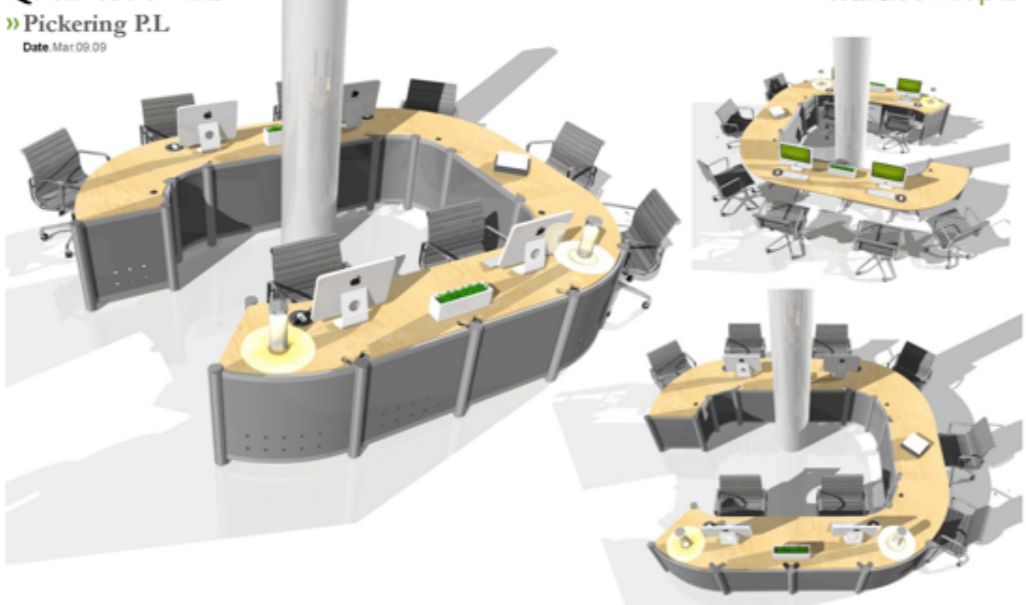
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Date: Mar. 09. 09

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Quote # Ref. Q902-4571 - R3
Project Name Pickering P.L.
Workstation 8 Person Workstation
Client/Dealer PS Agencies
Product Line Hybrid
Designer Miguel Saa

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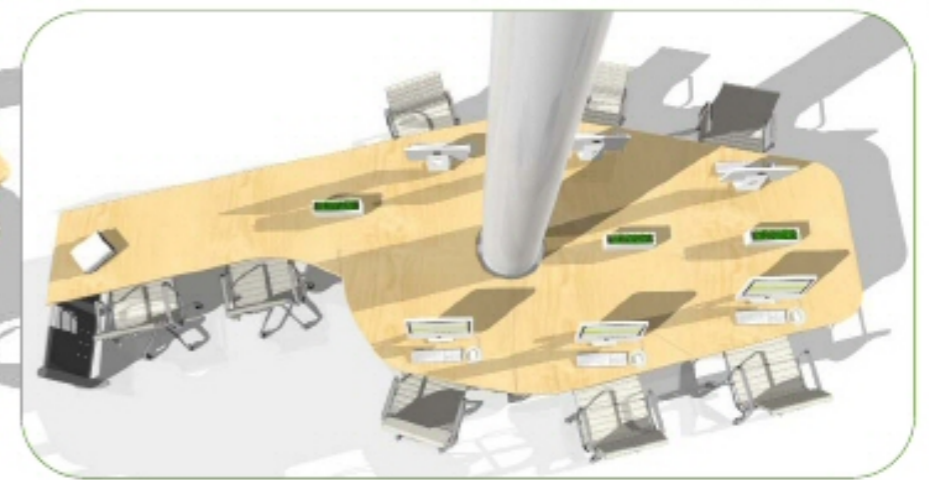
The wheels are set in motion

Q902-4574 - R4

» Pickering P.L

Date: Mar. 18. 09

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The wheels are set in motion

- Setup / test environment
 - Physical work space away from public for hardware setup, software installation, network testing
 - Optimal to have all hardware connected simultaneously for true service emulation
 - Have all hardware, software and network functionality tested and working before public launch

The wheels are set in motion

- Training and staffing
 - Determine your staffing needs
 - Staff skills audit (determine which staff are qualified to work “expert” digital reference desk)
 - Create a training / users manual (printed and online)
 - Setup training accounts with online tutorial services (e.g. Lynda.com)

The wheels are set in motion

- Marketing and promotions
 - Create a unique name for your new service (original name of iHelp was Digital Services Centre or DSC)
 - Create a custom logo (next slide)
 - Develop a marketing plan that includes pamphlets, ads (print and online), bus ads, business cards, press releases, launch party, etc
 - Workshops and seminars

The wheels are set in motion



The wheels are set in motion

- iPod audiobook service
- Apple holds approx. 80% of portable media player market (iPods, iPhone)
- Establish a check-in / check-out procedure that works for your library (form a committee)
- One-for-one relationship to stay legitimate (one copy of title per client at any given time)
- Have a good start-up collection (200+)

He said / she said

- Bill Gates: “Be nice to nerds. Chances are you’ll end up working for one.”



iHelp today

- Collections: iPod Audiobooks and iPod Shuffles
- Services: Digital Creation Software; Photo Printing and Scanning; and One-on-One Coaching
- Staff

iHelp today: Collections

- iPod audiobooks



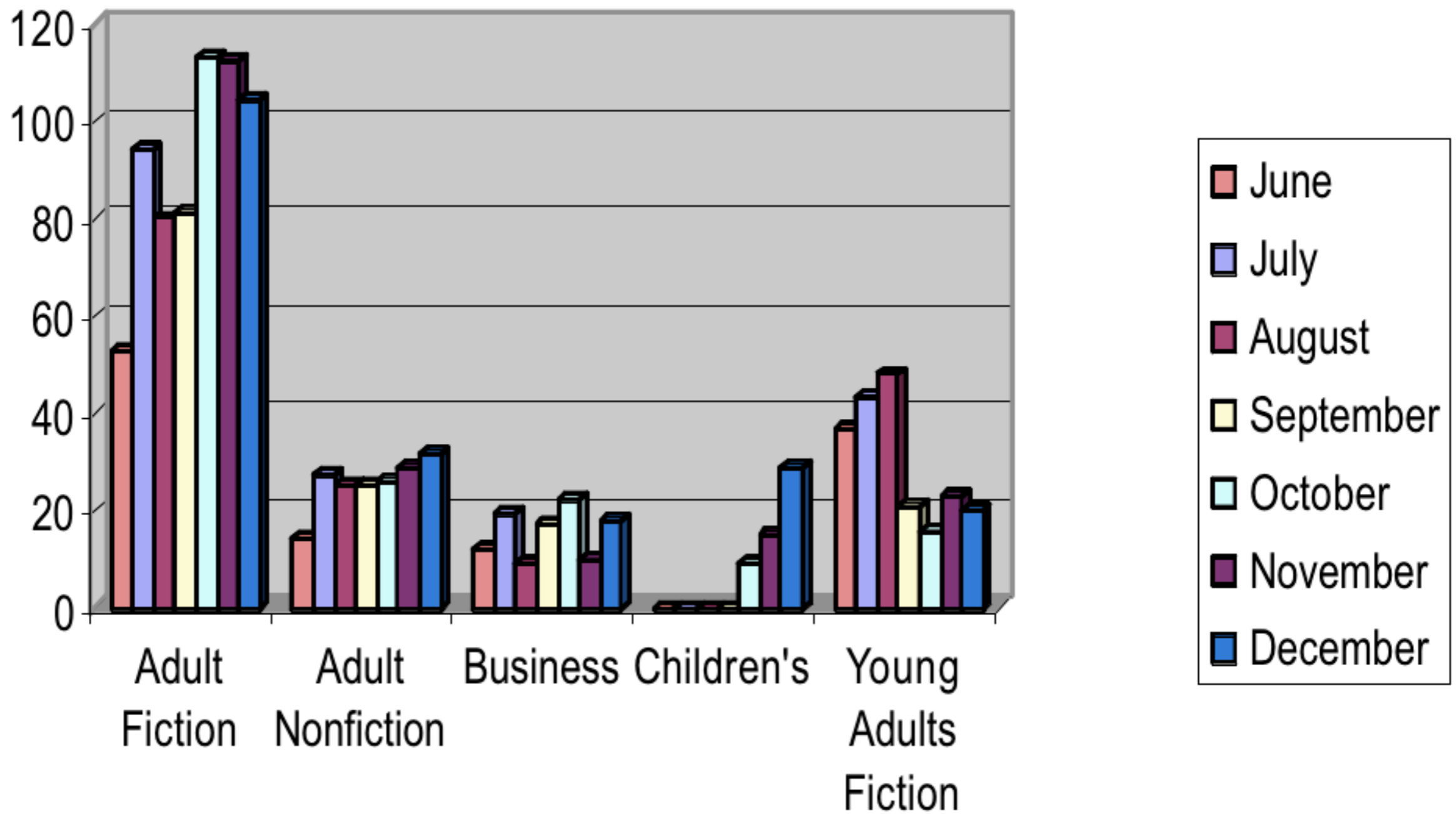
iHelp today: Collections

- iPod audiobooks: What to circulate?
- Collections would appeal to our desired client groups (those clients we recognized didn't tend to come to the library any longer) (ie, Zoomers and Business people)
- Collections that would reflect our mandate for current popular titles for a broad audience

iHelp today

- iPod audiobooks: What to circulate? (cont.)
 - Collection that would appeal to our our largest growing client group: Teens
 - Audiobooks were coupled with hardware, iPod Shuffles, available for clients to borrow
 - Added Children's titles in September

iPod Audiobook collection Circulation Monthly (2009)



iHelp today

- iPod audiobooks
 - iPod audiobooks purchased through iTunes directly based upon our criteria for collection: Adult Fiction, Adult Nonfiction, Business, Teens and in Fall Childrens
 - iTunes account needs to be setup thru email account and using a credit card for purchases
 - One staff was trained to purchase titles, from which we made MARC records and catalog entries. (all iPod books searchable through our Catalogue)
 - Identified by separate graphic in our catalogue



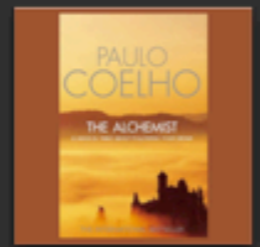
Search

Audiobooks Artists Genres

- LIBRARY
 - Music
 - Movies
 - TV Shows
 - Podcasts
 - Audiobooks** 7
 - Radio
- STORE
 - iTunes Store
 - Purchased
- PLAYLISTS
 - iTunes DJ
 - Genius
 - 90's Music
 - Music Videos
 - My Top Rated
 - Recently Added
 - Recently Played
 - Top 25 Most Played



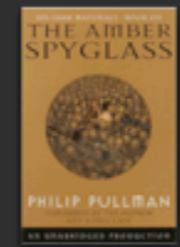
The Adventures of Huckl...
5 Items



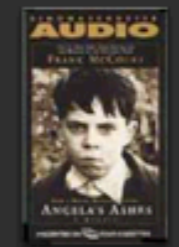
The Alchemist: A Fable ...
2 Items



All's Well That Ends Well ...
1 Item



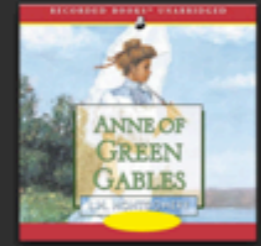
The Amber Spyglass: His...
7 Items



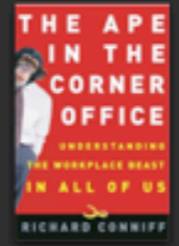
Angela's Ashes (Unabrid...
7 Items



Angels and Demons (Un...
3 Items



Anne of Green Gables (U...
5 Items



The Ape In the Corner O...
6 Items



The Appeal (Unabridged)
5 Items



The Associate (Unabridg...
2 Items



The Astonishing Life of ...
4 Items



Avalon High (Unabridged)
3 Items



Before I Die (Unabridged)
3 Items



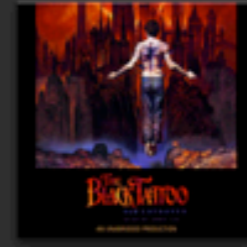
Beyond Tuesday Mornin...
5 Items



Black and Blue (Unabrid...
2 Items



Black Like Me (Unabridg...
3 Items



The Black Tattoo (Unabri...
6 Items



Blindness (Unabridged)
2 Items



Blink: the Power of Thin...
4 Items



Blood Brothers: Sign of S...
2 Items



Book of the Dead (Unabr...
6 Items



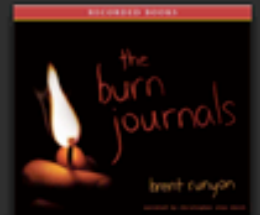
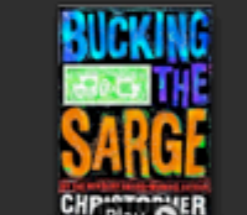
The Book Thief (Unabrid...
6 Items



Born Confused (Unabrid...
2 Items



The Boyfriend List (Unab...
2 Items



iHelp today

- iPod audiobooks

The screenshot displays a library catalog interface with search results for 'The lost symbol' by Dan Brown. The results are listed in a table-like format with columns for checkboxes, book covers, titles, authors, publishers, request counts, and format options. The fourth result is circled in red, highlighting the 'Ipod Audio Book' format.

Item	Format	Requests	Request Item	My List
<input type="checkbox"/>	Large Print	19		
2. <input type="checkbox"/>	Book	62		
3. <input type="checkbox"/>	Book	0		
4. <input type="checkbox"/>	Ipod Audio Book	0		

Taskbar details: Start, Done, stats, Information..., Downloads, OLA_Present..., OLA-Present..., 5 Microsoft..., Welcome to T..., Phone Extens..., Microsoft Exc..., 9:58 AM

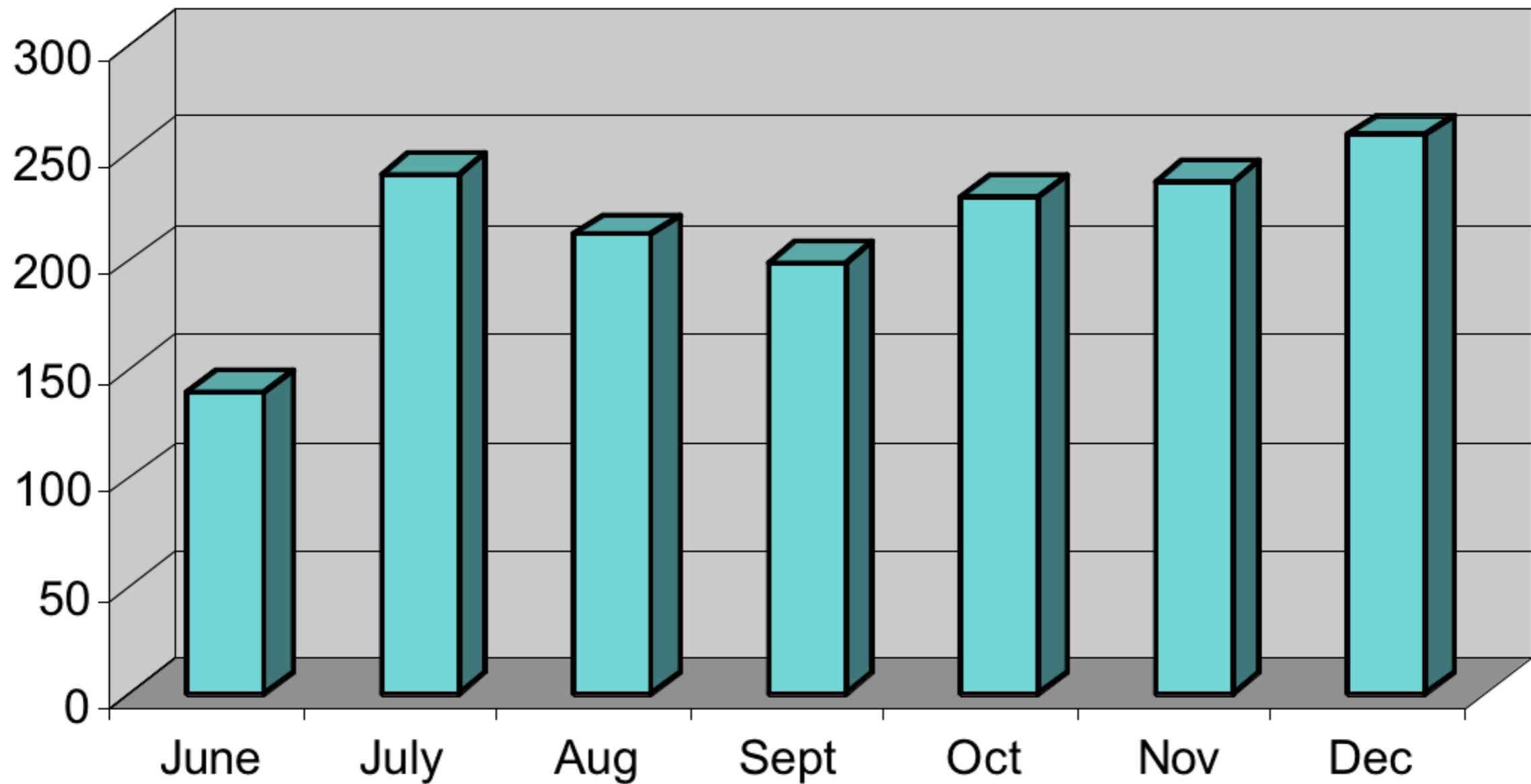
iHelp today

- Borrowing iPod audiobooks
 - Available 1-9 Monday to Friday, 1-5 Saturday and Sunday
 - How to guarantee collection is not available during off hours was to make collection mobile on temporary shelving
 - “Dummy” cases solved two problems: allowed clients to physically check out something; and provided physical item to remind clients they had an item checked out.



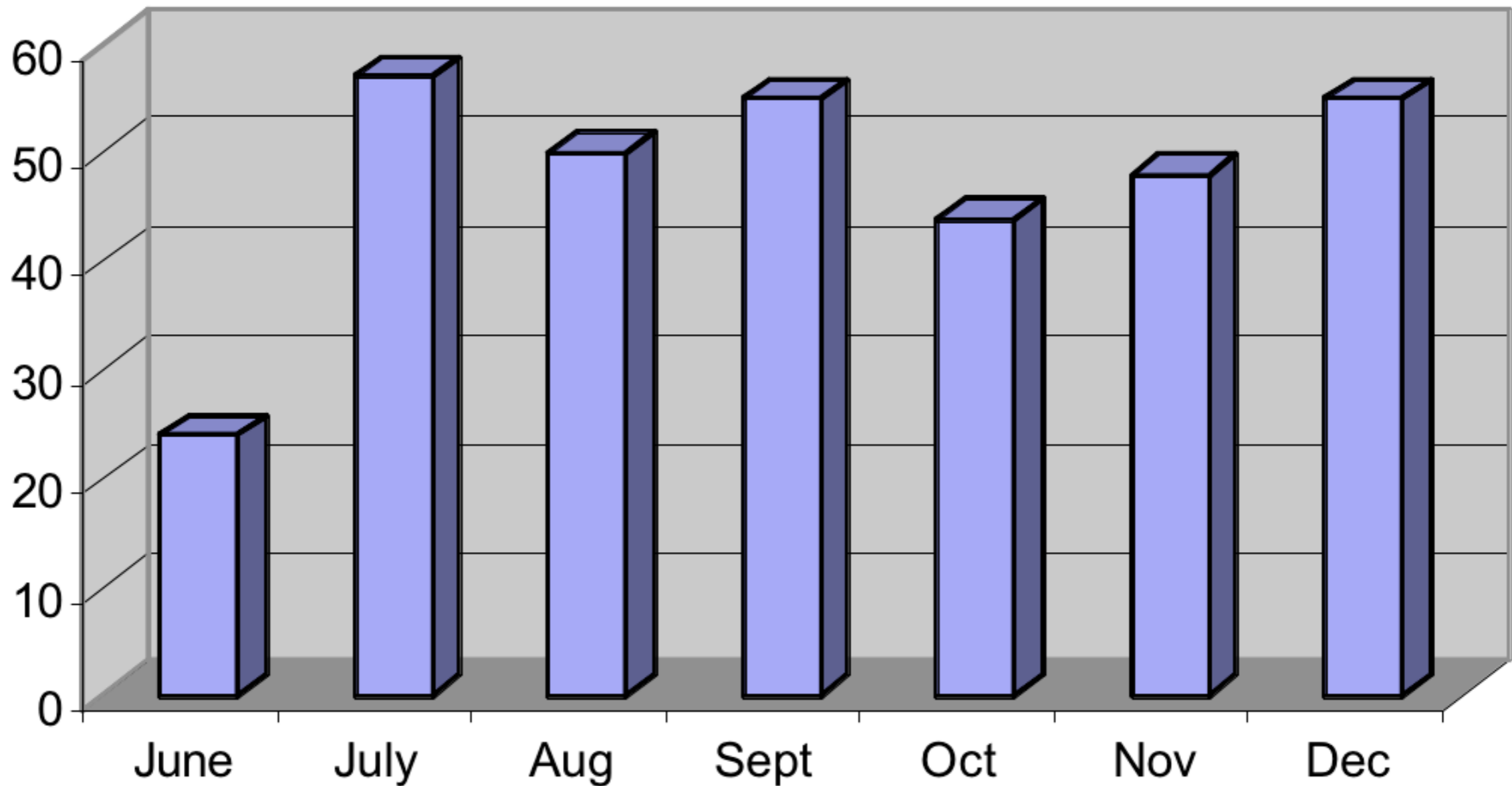
iHelp today

iPod Audiobook Circulation by month (2009)



iHelp today

iPod Shuffle Circulation by month (2009)



iHelp today

- iPod audiobooks: Challenges
 - Cases need to be returned to iHelp
 - Clients with their own iPod/iPhones need to return to iHelp (limited hours) Solved problem by training up more staff to do check ins and check outs
 - Clients with their own iPod/iPhones need to have settings that will share iTunes libraries
 - Only support for Apple devices
 - Overdrive

iHelp today

- Digital Reference Services
 - Providing clients with audio, video, photo and other digital requests with the availability of high-end digital creation software
 - Providing clients with One-on-One training
 - Workshop featuring software

iHelp today



Garageband



iMovie



Final Cut



Illustrator



Photoshop



InDesign



HELP

iHelp Desk Hours
The iHelp Desk will be open the following hours:
Monday - Friday
1:00 p.m. - 9:00 p.m.
Saturday & Sunday
1:00 p.m. - 5:00 p.m.
Starting on
Tuesday, May 19th
www.abundant.com





iHelp today: Programs

- Skills workshops
 - Added 3 months after launch to coincide with September Programming
 - Programs covered iPod audiobooks, Digital Photo Editing with Photoshop and Tech Zoo

iHelp today: Programs

- Digital Photo Editing (with Photoshop)



iHelp today: Programs

- Digital Photo Editing (with Photoshop)



iHelp today: Programs

- The Tech Zoo: Technology 101
 - It's a "virtual" jungle out there. What's the difference between a notebook and a netbook? GSM and GPS? DRM and DSLR? iHelp presents The Tech Zoo, a program for boomers and seniors to help cut through the confusion and help people understand today's most commonly used gadgets and technologies



iHelp today

- One-on-one coaching



iHelp today: Staff



He said / she said

- Marissa Mayer: “What you want, when you want it. As opposed to everything you could ever want, even when you don't.



Moving forward

- Software
 - Computer programming (e.g. XCode / Cocoa, iPhone / iPad SDK, etc)
 - Web design (Adobe Dreamweaver, Apache / MySQL / PHP to enable CMS development such as Drupal, Joomla and WordPress)
 - 3D Modelling / Animation (Blender, Cinema4D)
 - Special effects (Adobe After Effects, Jahshaka)

Moving forward

- Services
 - Support multiple ebook readers (Sony Reader, Amazon Kindle, Apple iPad)
 - Support iTunes movies and music on Apple portable devices
 - Podcasting station (equipped with microphone and USB sound mixer)
 - Computer restoration service (donate your old computer to less fortunate youth)

Moving forward

- Workshops and programs
 - Guerilla filmmaking blitz (9-5 full production of short 10-minute DV film for teens)
 - Tech Zoo to-go (technology 101)
 - Social networking (Facebook, Twitter)
 - Music production with Garageband

Q & A



Contact Info

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