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# Charting the Course of Reference Toward a Preferred Future



Hosted by:  and 

Virtual Reference Desk Conference 2002

# Thanks to the Conference Team

- Joann Wasik
- Blythe Bennett
- Joanne Silverstein
- Marilyn Schick
- Erik Jul
- Keith Stubbs
- George Needham
- Pat Grisham
- Mary Ann Semigel
- Donna Gehring
- Scott Milewski

# Thanks to the Extended Team

- Veterans
- Newbies
- International

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# VRD Setting the Agenda

- More than a conference, once a year the library and AskA community come together as a body to share information, seek best practices and set the agenda for the coming year.
- Your opinions matter, your agenda is active, you are setting the course for reference

# VRD Setting the Agenda, Examples

- Quality Metrics and Means
  - Facets of Quality
  - Quality Study
- NISO Standards Committee
- A Digital Reference Marketplace
- The First Mature Digital Library Application
- The Advent of Networked Reference

# VRD Setting the Agenda, Last Year

- Question Negotiation in an Electronic Environment
- Education for Digital Reference Services
- Standards, Systems and Software for Digital Reference
- Policies and Standards for Digital Reference in Consortia
- Fit of Digital Reference into the Digital Library Arena



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# VRD Setting the Agenda, Last Year

- Digital Reference Research Symposium
  - Information Institute of Syracuse, National Library of Canada, Association of College and Research Libraries, OCLC, Library of Congress, Harvard's Graduate School of Education
- Commissioned White Papers
  - Janes, Lankes, Smith, McClennan, Pomerantz, Whitlatch
- ACRL Monograph
  - Lankes, Goodrum, Nicholson

# VRD Setting the Agenda, Last Year

- Digital Reference in LIS Education
  - QuestionPoint for LIS Education
  - Curriculum Integration: Syracuse, Michigan, San Jose, Buffalo, Maryland, Illinois...
  - Syracuse, Michigan, Washington, 24/7, NLC, UWub Library: Internet Public Library, Virtual Reference Desk Learning Center
    - <http://quartz.syr.edu/Education>
    - Competencies, Certification, Internships, Training Modules, Integrated Research Agenda

# VRD Setting the Agenda, Last Year



- Digital Reference from Service in Digital Libraries to "Core"
  - Virtual Reference Desk Becomes Part of the Core Integration Team of the National Science Digital Library
- Virtual Reference Desk Incorporated into U.S. Department of Education's Digital Library Initiative

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# Trends & Things to Watch

- Peer Networks
- Reference Management Systems
  - QuestionPoint Approach
  - Integration into Integrated Library Management Systems and OPACs
- Reference Bundling
  - Databases and Service
- The End of “Seed” Money
  - LSTA Funds, IMLS Grants, etc...

# Trends & Things to Watch

Convergence. Virtual question-answering services linking to virtual collections, virtual collections linking to virtual reference, communication and sharing among all of us.

A "civilian" (non-librarian) in my family was on the LC virtual reference site--amazing enough for this person--and said, "hey, do you know they recommend lii.org as a key reference tool?" Good for us, good for them, and that whole compound-interest thingy going on... Geometric growth.

To Being taken seriously as library services--a real biggy.

For lii.org, "sales" (hits) are up--way up. I think most of y'all can say that too.

– Karen G. Schneider <http://lii.org>

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# Digital Reference Events

- Google Answers
- Wall Street Journal

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# Charting the Reference Revolution

- The Bar has been Raised
  - The Profession is Watching
  - The Scholars are Watching
  - The Public is Watching
  - The Press is Watching
- This is Our Moment
  - We asked for this
  - We want this

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# The Reference Revolution

Be Brave, Be Bold, Be Right!

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