Members Present: HelenJane Armstrong, Pam Cenzer, Gary Cornwell, Robena Cornwell, Lori Driscoll, Carol Drum, Leilani Freund, Barbara Hood, Ann Lindell, Iona Malanchuk, Tom Minton, Patrick Reakes, Jana Ronan, Colleen Seale, Jan Swanbeck, Carol Turner, and Ben Walker.


Guests: Shelley Arlen, Denise Bennett, Trudi DiTrolio, Margeaux Johnson, Marina Salcedo, Naomi Young and HSCL Net Agents.

Facilitator: Betsy Simpson

1. Reports and Announcements - all
   - There is a marked increase in the number of visitors from International Universities and a marked increase in library presentations to these groups.
   - The Public Services Steering Committee met with the Student Employees Service Quality Team (Margeaux Johnson/Convener, Mathew Daley, Michael Dietz, Tisha Mauney and Shaun Saxon). The team will review the Guidelines for Providing 5-Star Service Vision Statement, look at issues surrounding poor student service quality, and make recommendations about specific components of the committee charge.
   - The librarian at the IFAS Lake Alfred Citrus Industry Center is retiring. Due to collaboration between her, Stephanie Haas and HelenJane Armstrong the Map Library will be able to acquire aerial photos taken bi-annually from 1965 to the present for any area that grows any type of citrus. The Map Library currently has 1965 to 1977 and will be receiving 1978 to present next Tuesday, March 8th. The aerials are worth $200,000. The aerials will be cataloged, scanned and put up on the Florida Air Photography Web site.
   - Pat Haskins is out until next Tuesday, March 8th. Anything that would normally route to Pat should be routed to Carol Drum.
   - Carol Turner encouraged members to participate in the ILL Librarian candidate interviews.
   - Carol Turner is notified when library employees do not attend NEFLIN workshops for which they have registered. Currently there is no charge for library staff attendance. However if non-notification continues there is a possibility NEFLIN will begin charging. NEFLIN should be notified if an employee is not able to attend a workshop.
   - The original procedure of sending renewal courtesy notices to faculty is being reinstituted for April 1 due dates. The courtesy notice will contain instructions for the online renewal process. The notices will be distributed via email with hardcopy notices being sent to faculty that do not have a valid email in the system.

2. Report on Instruction Team – Jana Ronan
   - The Instructional/Information Literacy Team (Jana Ronan, Paul Victor, Patrick Reakes, Tara Cataldo) has been meeting bi-weekly. The team has been
discussing technology and teaching and marketing. The group has been exploring how technology could better support teaching and online instruction possibilities. The team discovered that staff members were wondering how to get help with marketing, brochures, handouts, etc. Barbara Hood will send a message to the instruction email distribution list that she can help design brochures and handouts. The team has reviewed the ACRL Information Literacy Competency Standards for Higher Education and the letter Dale Canelas wrote in response to the Provost about the University Literacy Program. The topic of the next meeting is assessment. An message was sent to the instruction email distribution list asking for thoughts (by Tuesday, March 8th) on the following topics:

- Assessment
- How to improve instruction quality
- How to determine what has been learned when working with people
- What challenges instructors are facing in the field
- How technology can be used to deliver instruction information


- Faculty members from the School of Art that attended focus group sessions held by the Library West 3rd Floor Concept Team invited the team to attend a Graphic Arts Workshop about process development in relation to libraries. LeiLani Freund provided PSC members with feedback received in brainstorming sessions conducted at the workshop. Below are some highlights from the feedback:
  - Students communicated an extremely strong desire for a coffee shop. Carol Turner explained that UF Finance and Administration wants the library to cover the cost of a coffee shop but wants the proceeds to go to campus Business Services. Additional negotiation is needed.
  - Students noted dissatisfaction with the current copy machine process. Members noted it would be useful for PS dept head to have input early in any re-negotiation process. Carol Turner will check with Barbara Oliver about the status of the Xerox contract and when re-negotiations will begin.
  - Students also expressed a strong desire for consistency with policy, procedures, computer access, and signage throughout all the libraries.
- The Library West 3rd Floor Concept Team used the feedback in their committee report.
- Carol Ross Barney (one of the LW architects) will be presenting at a UF lecture series.
- Committee members expressed concern that the most optimal furniture and fabric colors have not been or will not be selected for Library West. It was noted how important these two things are to making the library a user friendly, inviting environment.
- A suggestion was made that the Public Services department head involved with library west should meet with the directors to get an update and should start meeting more regularly.

4. Strategic Planning and Public Services Goals

- PS Department Chairs reviewed the balanced scorecards and developed the below list of basic division objectives for the 1st and 3rd scorecards:

  1.1 Improve electronic service:
• Improve Systems support for current electronic services such as RefeXpress and ILLiad applications
• Implement Gatorlink authentication for library applications (public computer sign-on, ILLiad, Aleph, etc.)
• Implement public computer sign-on authentication similar to CIRCA with a pilot Summer A & B in Documents

1.2 Positive interactions
• Develop a program to recruit, train, and recognize student assistants with a strong public service attitude (The Student Employees Service Quality Team (Margeaux Johnson/Convener, Mathew Daley, Michael Dietz, Tisha Mauney)) is working on this.

1.4 Process improvement
• Evaluate existing services by unit (RefeXpress)
• Implement ILLiad upgrade and train staff to optimize use in order to improve ILL and document delivery services
• Examine consistency of policies

1.5 Communicate the future
• Continue to promote the Tuesday Morning Update as a vehicle for all-staff communication (A suggestion was made to distribute the Tuesday Morning Update to all library departments.)
• (work of the Outreach Committee)

3.5 Equip for learning
• Improve public computing equipment and software, standardizing a basic set of applications for the Libraries.

• Concern was expressed that the new hiring process may affect a supervisor’s ability to accomplish goals due to time constraints.
• Concern was expressed that it is not clear how the branch libraries fit into the goals and objectives.
• The usefulness of the balanced scorecard system was call into question. What did the libraries do last year that wouldn’t have been done without the balanced scorecards? Perhaps Library Council needs to be informed about the significant dissatisfaction with the scorecard process.
• Carol Turner will distribute the division wide goals.

5. RefeXpress
• Jana Ronan provided an overview for the history of RefeXpress. Marilyn Ochoa is now the RefeXpress Tech Coordinator. On Friday, Marilyn, Jana Ronan, Bill Covey and Winston Harris will meet to review the technical difficulties experienced while using the system. Jana will report back to PSC and PSSC about the meeting.
• After a lengthy discussion about concerns relating to the current RefeXpress model/ system, suggestions to improve RefeXpress, alternative methods to RefeXpress, it was decided that PSSC would review the concerns and suggestions and make recommendations for the directions that should be taken with RefeXpress.
• Jana Ronan noted there are several models of staffing and coordinating a chat reference service and it is time to reconsider how we are staffing our service as the model that we have now is not working for all concerned.