

A Framework for Access Services Librarianship: An Initiative Sponsored by the Association of College and Research Libraries' Access Services Interest Group

Approved by the A&R Board of Directors, April 2020

Introduction

This framework is a culmination of a three-year effort by Access Services professionals across the United States to define and describe a framework for Access Services Librarianship. The ACRL Access Services Interest Group, established in July 2016, produced this work through a multi-step process that began with discussing and drafting a charge (Appendix A). After group discussions at ALA Midwinter in 2018, the IG identified four primary

Expectations had changed so the library needed to change as well. The library as merely a collection of resources was no longer enough.

Hinting at the "need" Neal mentions, Schneiter points to the gains offered by consolidating the management of several units (i.e., circulation, reserve, stacks) that did not neatly fit under reference. Reduced staff cost was one need met, replacing multiple unit heads with one department head. Another was a more cohesive team, charged with improving and supporting patron services (Schneiter, 2002).

From this start, the work of Access Services expanded rapidly to include other existing services and new ones as well. In 1991, shortly after the time period Neal is writing about, the Association of Research Libraries (ARL) did a survey of ARL libraries on the subject of Access Services. Seventy libraries responded. The majority reported that over the last five years the areas of responsibility that fell under Access Services had increased.

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Circulation
Stacks maintenance and shelving
Billing
Security
Entry/exit control
Reserves (print and electronic)
Interlibrary loan
Document delivery (on campus and to distance learners)
Circulating technology
Remote shelving ingest and retrieval

1.4.7 Interlibrary Loan / Resource Sharing

when there are not security staff, Access Services staff must respond to injuries, thefts, disputes, and a variety of other urgent situations by interfacing with police or other campus or security, managing patron concerns, and determining whether and when to close all or part of the library. Managing such incidents may require skills in conflict resolution, factual reporting of events, and first aid/CPR, as well as attention to detail and capacity to remain calm. [2.2.4]

1.4.12 Space Management

The Access Services department is often involved in coordinating the use of different spaces within the library building, such as conference rooms, classrooms, and study rooms. This involves developing policies related to proper use of the rooms and procedures for making reservations for the rooms. The access services department also facilitates access to the spaces when groups who have reserved them arrive in the building. Employees in access services are often involved in maintenance the amenities in each space, such as furniture and technology. [2.2.6]

1.4.13 Stacks Maintenance

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1.5 The Broad View

Early on in this project, Section 1

Section 2: Competencies for Access Services Librarians and Managers

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2.1 Purpose

The purpose of this section is to articulate recommended skill sets, training, and best practices for effective management by Access Services librarians and managers. This articulation is of particular interest as librarians and managers in this area are often in a unique situation overseeing complex back end operations and time sensitive public service desks with myriad staffing types and levels. In addition, Access Services librarians and managers are managing frontline services in support of the use of non-traditional collections and services such as media equipment, maker spaces, and digital collections. Access Services librarians are also collecting data and providing feedback on collection metrics, facilities usage and assessment initiatives.

well as within the library (e.g., library emergency teams)

Copyright

[CopyrightX](#)

Free self-paced online course on copyright offered by Harvard Law School, and the Berkman Center for Internet and Society.

[Copyright for Educators and Librarians](#)

Online course offered regularly by Duke University and the University of Carolina at Chapel Hill. Designed to offer a basic introduction to copyright.

Emergencies/Disasters

Several organizations and agencies offer training related to different areas of disaster and emergency planning. [Emergency Management trainings](#) offered by the Federal Emergency Management Association (FEMA). The Department of Homeland Security also offers [specific training related to human threat response](#) such as active shooter situations. The Northeast Document Conservation Center offers training related to [disaster response planning](#) for cultural heritage institutions including libraries, archives, and 0. (s)12 (e)-

Section 3 - Marketing and Outreach

Jean Thoulag

surveyed listservs. The May 2018 ACRL-

outreach and marketing activities in their library. Ninety-three (93) participants representing academic libraries of various sizes responded to the survey.

Results clearly indicate a gap between Access Services involvement in outreach and marketing activities and the language used in Access Services librarian job titles or descriptions of duties. Overall, 88 percent of respondents reported there is no mention of outreach and marketing duties in their job description while at the same time 84 percent report having these type of duties assigned to them to some degree. Survey responses can serve to indicate that the majority of Access Services professionals are likely to be engaged in conducting outreach and marketing activities to varying degrees.

Seven Access Services librarian job recruitment notices gathered in March 2018 do not include "outreach" or "marketing" in the job titles and varying degrees of outreach and marketing duties included in the job description. Typically, one position was advertised as "Access Services Librarian" with no mention of any outreach duties in the job description (Appendix B).

In 2011, the survey conducted by Carter and Seamans noted that "many hands" are doing outreach and marketing. Similarly, in the ACRL SIG 2018 environmental scan survey, 45 percent of respondents indicated having an "active role" in outreach and marketing for their library. An additional 39 percent reported they "sort of" have an active role with their "other duties."

Outreach by Access Services frequently occurs at the service points, circulation, ILL, reserve desks, or in the stacks. Often this point of need outreach is supported with fliers, pamphlets, maps, directional materials and signage designed by Access Services staff. Access Services staff are tasked to lead faculty and student orientations, design and staff information tables at campus events, plan and install exhibits and displays, and devise and host library based workshops and special outreach programs. To encourage participation in these events, Access Services staff are often tasked with preparing and managing event signage and promotional materials. They can help design bookmarks, flyers and brochures, directional aids, and digital signage in support of scheduled activities and event based services. Other duties sometimes given to Access Services include preparing and managing social media

- Demonstrate the value of services and outreach activities. This can be supported by the use of the routine data gathered at service points and through special outreach activities.
- Participate in assessment activities and present results to internal stakeholders in a variety of formats, including data dashboard and data visualizations.

In support of these, Access Services professionals need opportunities to develop their skills and competencies through training. Familiarity with marketing and outreach tools potentially can make outreach and marketing tasks easier and less time consuming. Training efforts should include a focus on digital tools and communication channels rather than print-based tools. Training recommendations include:

- Strategic planning and assessment for outreach and marketing
- Identifying core services/target groups for outreach and marketing
- Promotion techniques
- Branding and visual messaging techniques
- Style Guides institutional and/or departmental
- Graphic design
- Creating and using social media for outreach
- Data dashboards and data visualization tools

3.6 Basics for Outreach and Marketing Toolkit

There are many existing library-focused marketing and outreach communities of practice (links section) as well as non-library and vendor communities (canva.org, Tableau Public). ACRSIG may consider partnering with other ALA/ACRL groups (RUSA, LLAMA, LITA) to raise awareness of Access Services' role and unique contributions in outreach and marketing and highlight these opportunities to its own members.

In addition, ACRSISIG should consider hosting "share and tell" events in which Access Services professionals engaged in marketing and outreach share their materials, discuss tools and their learning processes. Several of the respondents to the survey indicated they would be willing to discuss their efforts more fully. Finally, as ACRSISIG develops the Framework for Access Services, it should consider hosting discussions of emerging trends in Access Services, of which is a blending of outreach responsibilities into Access Services. (See Appendix B)

The following Toolkit highlights existing resources that may support Access Services outreach and marketing efforts.

3.6.1 Marketing and outreach academic library communities

[ACRL Library Marketing and Outreach Interest Group](#) listserv but also a facebook group.
[ACRL University Libraries, Academic Outreach Committee](#)
[Marketing with Social Media : A LITA Guide](#). Thomsett Scott, Beth C. 2018 American Library Association.

applied research results, discussion of best practices and review of literature regarding all aspects of library resource sharing. This journal aims to support the widespread and fast paced advancement of library resource sharing by capturing the trials, research, and innovations of librarians and library professionals, both local and international, and delivering news of these endeavors to the benefit of others in the field. The journal encourages submission of scholarly papers on the history, obstacles, and innovations of all manner of library resource sharing and cooperation including, but not limited to interlibrary loan, shared storage facilities, shared virtual services, cooperative training and collection development.

[Public Services Quarterly](#) *Public Services Quarterly* covers a broad spectrum of public service issues in academic libraries, presenting practical strategies for implementing initiatives and research-based insights into effective practices. The journal publishes research-based and theoretical articles as well as case studies that advance the understanding of public services, including reference and research assistance, information literacy instruction, access and delivery services, and other services to patrons. Articles may examine creative ways to use technology to assist students and faculty. Practice-based articles should be thoroughly grounded in the literature and should situate the work done in one library into the larger context of the situation.

[Reference and User Services Quarterly](#) *Reference & User Services Quarterly (RUSQ)* is the official journal of the Reference and User Services Association of the American Library Association. The purpose of *RUSQ* is to disseminate information of interest to librarians in areas such as reference services, collection development, readers' advisory, resource sharing, technology for reference and user services, and other aspects of user services. The scope of the journal includes all aspects of library services to adults in all types of libraries. In response to the nature

through scholarship and service. Access Services librarians are encouraged to review programs for the following conferences and attend, contribute to, and participate in these events when possible. While attendance to all conferences is understandably not feasible for any one Access Services librarian, and

References and Resources

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library users, are often not in the highest area of development and investigation by the organization. Access services librarians recognize the importance of effective marketing to library users and possibly the broader community in which their institution is located. They also advocate for staff support necessary to provide these core services while also finding unique outreach opportunities. Access Services librarian, managers, and staff can be a valuable marketing and outreach tool for the academic library. The task force is charged with developing tools and training for effective marketing and outreach efforts by Access Services librarians, managers, and staff.

Focus Area 4 Professional Engagement through Writing, Conferences and Service to the Profession

Access Services librarians have multiple outlets for engaging with the profession and interacting with other professionals in their area of expertise. The task force is charged with identifying those avenues and making recommendations on the appropriate activities and level of engagement for Access Services librarians in their specialty and the broader field of librarianship.

Timeframe:

It may be more efficient to divide the task force into operational areas of focus. However, because of the broad scope of the task and the need to identify other volunteers, it is expected that the task force will do the following:

Discuss framework and open questions to determine scope of charge: ALA Annual, June 2017 - Completed

Determine method of approach and divide up areas of responsibility: September 2017 - Completed

Identify and recruit other volunteers to work on each Focus Area: October/November 2017 - Completed

First draft of responses or discussion topics ready for feedback at Midwinter: February 2018 – Delayed. Chairs designated and volunteers assigned in January 2018. Topics to be discussed broadly at February Midwinter meeting. This may delay completion of first draft submission at Annual.

First draft completed: June 2018

Revise and review: 2018-2019

Final Report completed: ALA Annual 2019

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ASIG Executive Committee

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Reporting to the Director of the Library, the Access and Outreach Services Librarian will manage the

offerings. The Access, Outreach, and Public Services Assistant offers responsive services at the circulation desk; creates a welcoming atmosphere; hires, trains, and supervises student library assistants; organizes stacks maintenance projects and procedures; and assists with focused programming and outreach. Responsibilities include collaborating with the Circulation Supervisor to coordinate the daily workflow; participating in the interlibrary loan process; helping to manage the ILS including course reserves; helping to create library marketing materials; assisting students in the use of library technologies, including printers, scanners, and catalog; and assisting the librarians in providing information about library resources and services online, in person, and through social media.

Simmons University SLIS Jobline (March, 2018)

Access Services and Outreach Librarian

University of Mary Washington Libraries
Fredericksburg, VA

The Access Services and Outreach Librarian supervises staff in the access services unit and coordinates the use of student assistants in circulation and interlibrary loan. The librarian also coordinates the Libraries' outreach and marketing efforts. Responsibilities include: coordinating policies and procedures for public services for the UMW Libraries, communicating and interpreting library policies to faculty, staff, and students, and establishing workflow and quality control measures in the Access Services units. The Access Services Librarian is responsible for services in Simpson Library throughout its hours of operation and coordinates with appropriate personnel regarding library security.

Catholic University LIS Jobline (March, 2018)

Circulation and Outreach Specialist

Bowling Green State University Libraries
Bowling Green, OH

The Circulation and Outreach Specialist works to promote the Access Services department and the University Libraries (UL) main collection, encourages patrons to use UL services, and educates current and potential users. This person will work with other UL departments and the UL Dean's office to promote the main collection and library space and serves as the primary coordinator of student orientation events on behalf of the UL. The Specialist will create training materials and opportunities to ensure excellent customer service, create and manage relevant patron education and marketing materials, and supervise student employees at the desk. Works some evening and weekends and is the primary contact for circulation students when the library is open. This position has many other related duties and is in Bowling Green, Ohio.

ALA Joblist (March, 2018)

Outreach and Public Services Librarian for Special Collections & Archive

University of California, Irvine
Irvine, CA

The Outreach and Public Services Librarian is responsible for coordinating instruction, outreach, programming, reference, and access services for Special Collections and Archives. Reporting to the Head

