

# What if you build it and they don't come?

## Promoting Library Services for Scientific Information Workflow

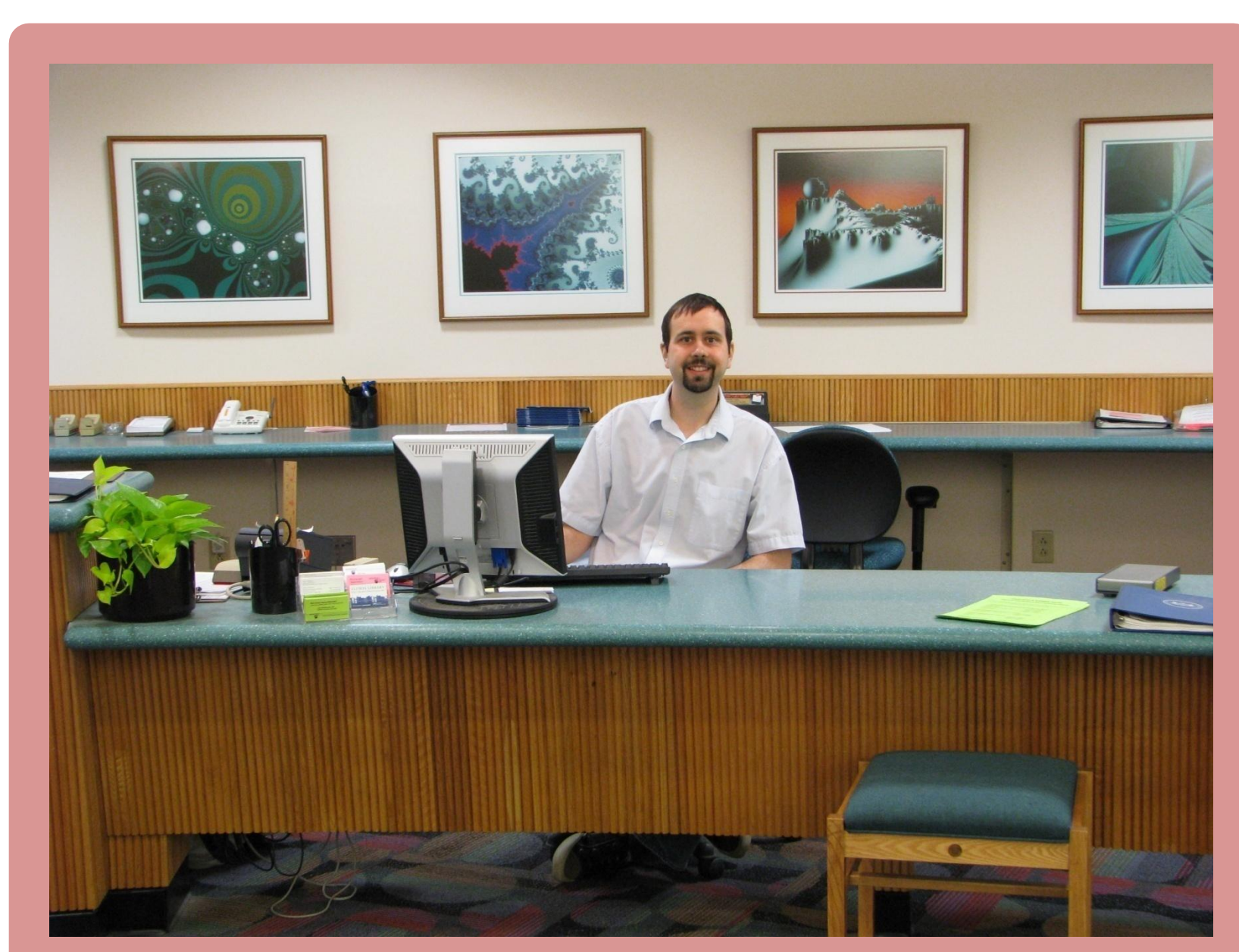
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### Promoting in the Library



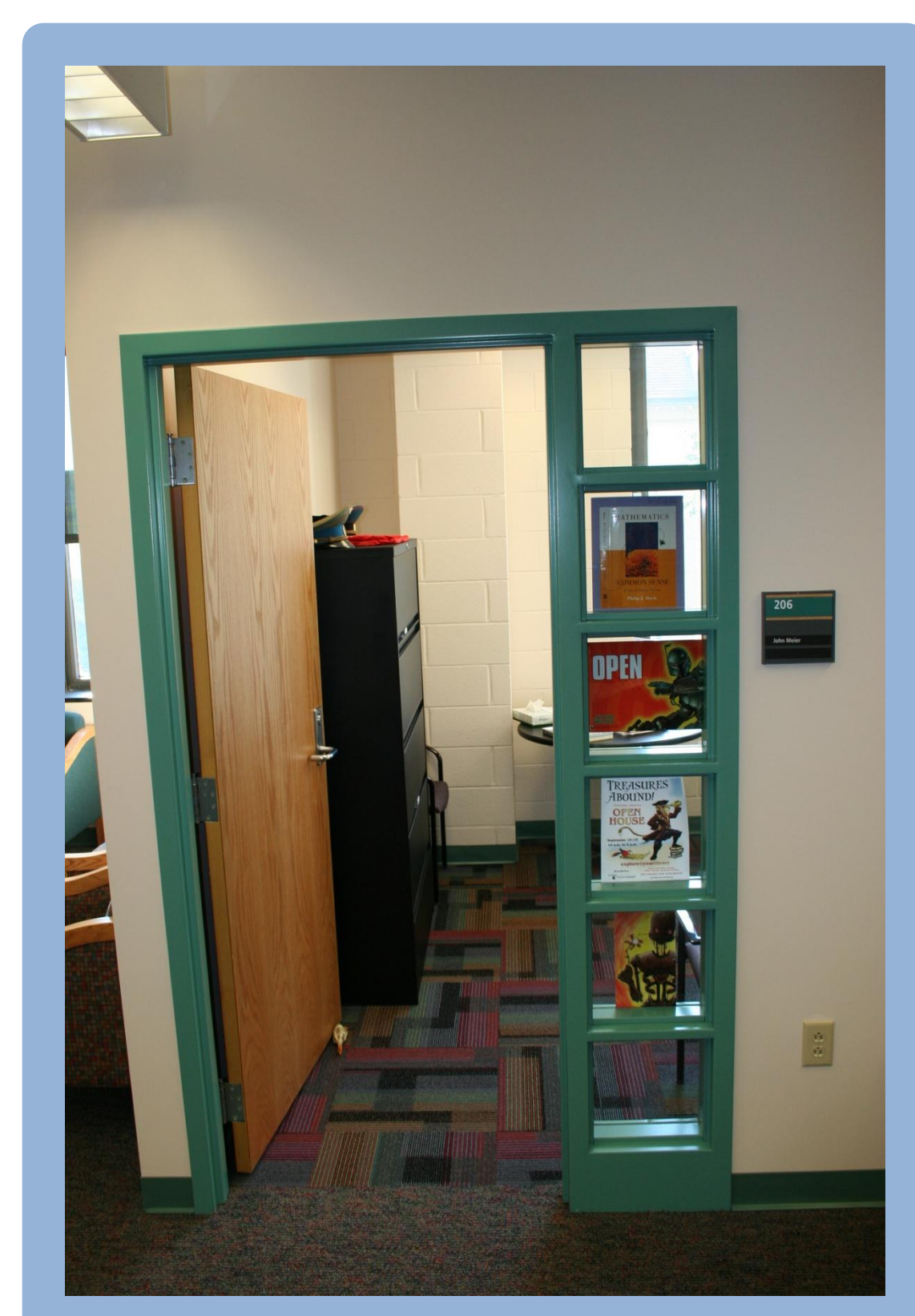
#### Entrance

The picture on the left shows the entrance to the recently renovated Physical and Mathematical Sciences Library. Visible through the large windows are librarian offices, artwork, computer workstations, the new book and journal areas and comfortable seating area. Signs (not pictured) just inside the entrance are used to advertise library services, library events and campus events.



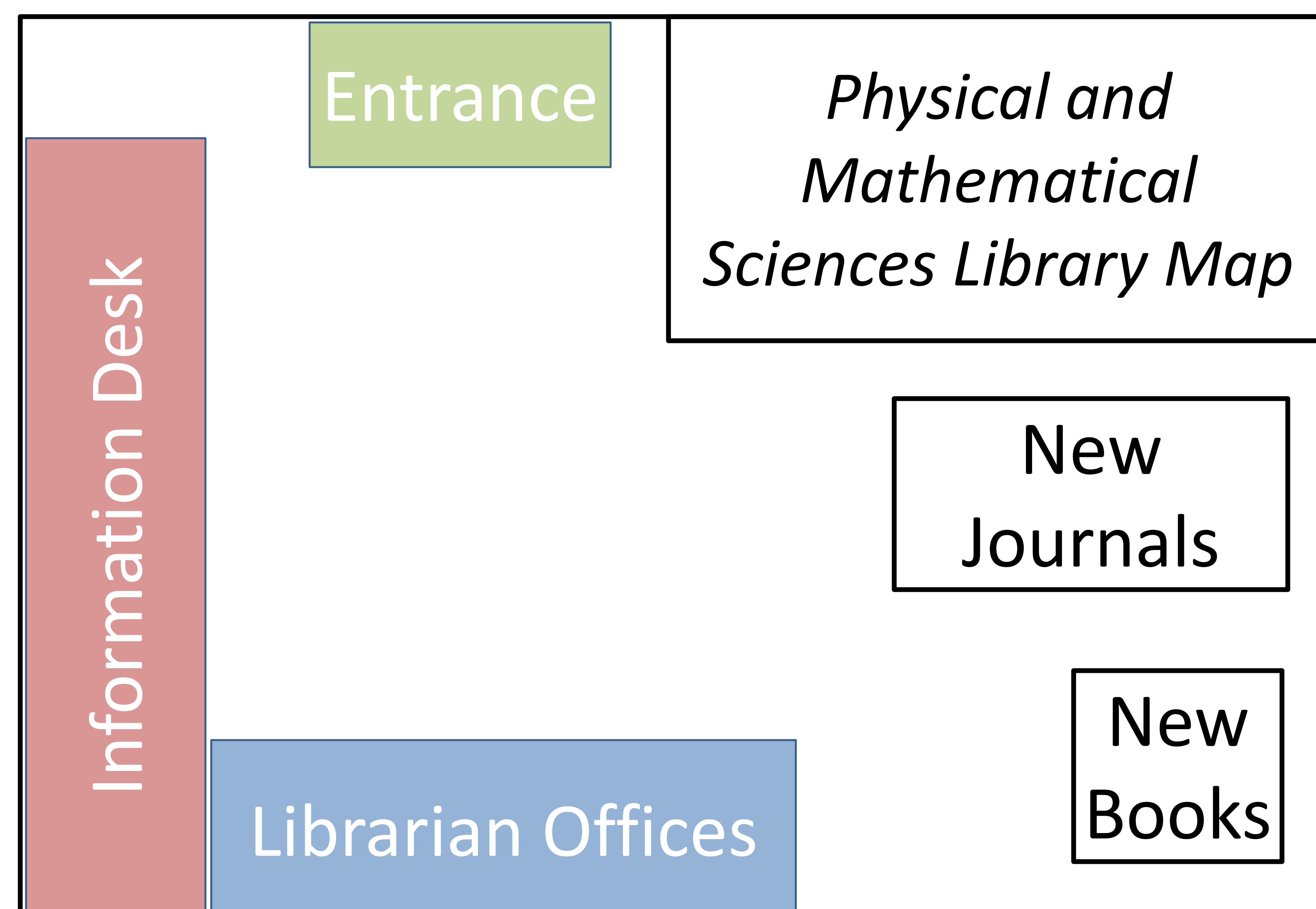
#### Information Desk

The picture on the left shows the information desk that is staffed at all open hours by librarians and staff. It is positioned so anyone entering the library will see the staff member on duty. The desk also circulates materials, so there are many opportunities for interacting with visiting users.



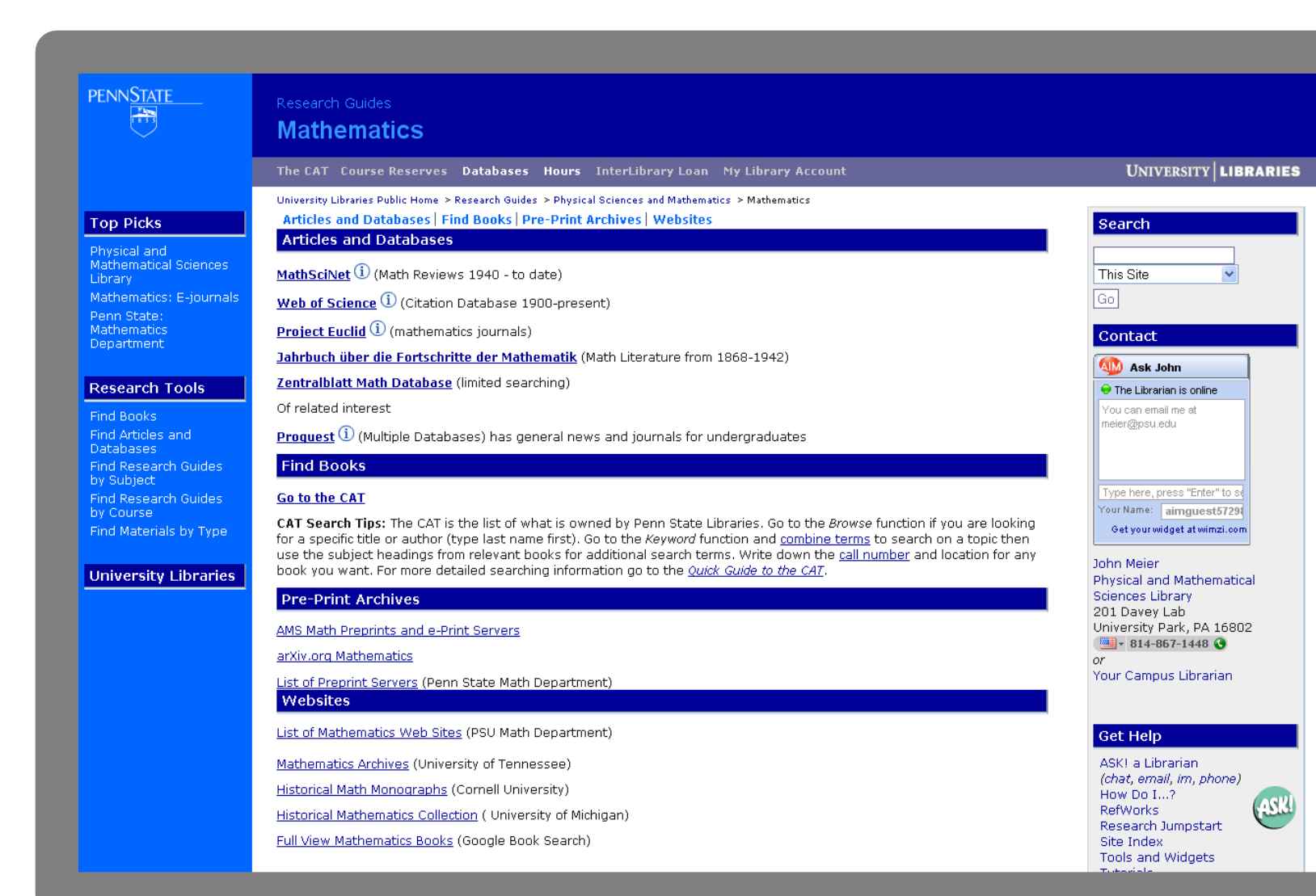
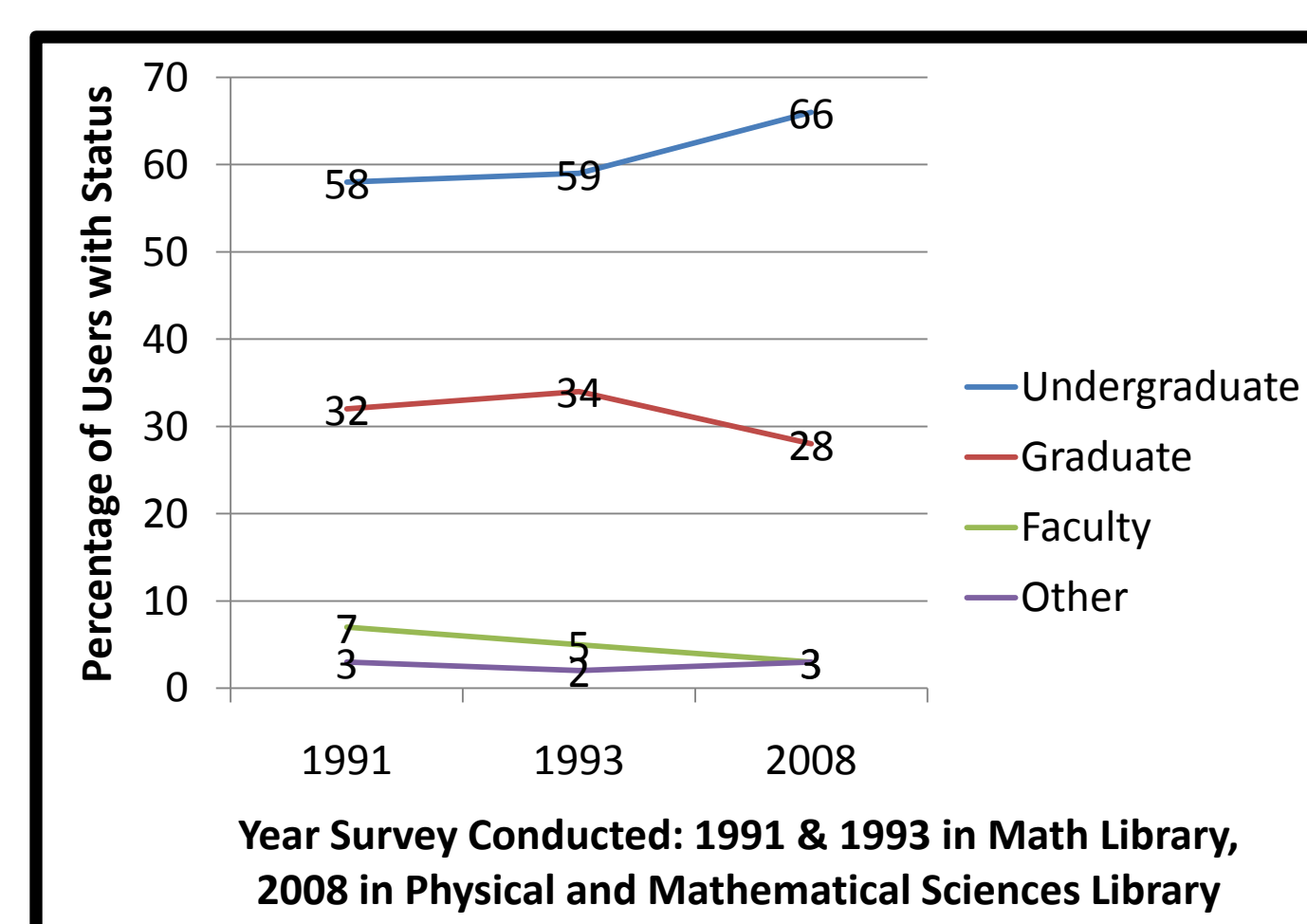
#### Librarian Offices

The picture on the left shows the open door of one librarian office. As users travel from the entrance to the new book and journal area, as well as group study rooms and comfortable seating, they pass directly in front of the librarian offices. Though the desk is not easily visible from all angles, it is easy for the librarian in this office to observe users at the current journal shelves while they are browsing or reading. Librarians may have users visit in the office, or they can take a short walk out when they see a familiar face.



#### User Surveys

Below is a table showing the change in user demographics for the library between 1991 and 2008. A Math Collection Development Survey was also conducted indicating 86% of Math faculty would "like to be informed of current library acquisitions, events, and other information"



#### Website

The picture above is a screenshot of the Mathematics Research Guide on the University Libraries website. It was revised to include a chat widget on the right to provide live help from the Science Librarian for mathematics.

### Promoting in Their Space

#### McAllister Building

The picture on the right shows the building for the Department of Mathematics on the Penn State University Park Campus. It is directly across the road from the Physical and Mathematical Sciences Library. It was also recently renovated to remove the Mathematics Library, which was merged into the new PAMS Library.



#### New Opportunities and an Octacube

The picture on the right shows the interior of the McAllister Building on the first floor. Just behind the sculpture is a large meeting room used for many departmental meeting, seminars, and conferences. Library services and events are posted on physical bulletin boards on the first floor. Faculty and graduate student offices are on the upper and lower floors of the building.



#### Departmental Tea and Colloquium

The picture on the right shows the liaison librarian for mathematics attending the weekly departmental tea, which precedes the weekly colloquium. Since food and drinks are served, many members of the department stop in or stay for the lecture. The librarian announced "office hours" starting 30 minutes prior and including the tea time to offer in person assistance. A laptop was used to access library online services, send and receive email, and resolve user concerns. The department's wireless network was used, so library circulation and acquisitions systems could not be accessed. Interactions and reference questions increased dramatically with physical presence in the social setting of the department.

