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ACRL Effective Practices -- University of Calgary (article retrieval service)

Effective Practices in Academic and Research Librarianship

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Practice 2003-2

Institution Name	University of Calgary, Business Library, Haskayne School of Business
Library Type	University
Submitter	Arden Matheson, Head, Business Library, arden.matheson@haskayne.ucalgary.ca, 403-220-5084
Address	Business Library, 301 Scurfield Hall, Haskayne School of Business, University of Calgary, Calgary, Alberta, Canada T2N 1N4
URL	**http://www.haskayne.ucalgary.ca/businesslibrary**
Title	MARS - Management Article Retrieval Service
Program Summary	The Business Library is a Branch within the University of Calgary Library system and is located in the Haskayne School of Business on the University campus. Serving 2000 undergraduate, graduate and PhD students, 85 faculty and a variety of distance and executive education programs, the Library is staffed by 3 professional librarians and 3 support staff who work with 40 + databases, 4500 paper and full text electronic journals, and a large collection of reference/ circulating books. MARS (Management Article Retrieval Service) is one activity among a group of specially designed, effective practices that provide our clientele with a varied collection of high quality services. The Library's excellent reputation and positive support within the Business School is, in part, due to the service aspects of the MARS practice. Retrieval of articles and books are often the most time-consuming activities of the research process. To assist faculty and PhD students, the Business Library has created a service for these users enabling them to order books, print or electronic articles regardless of location. To take requests and copy electronically available articles accessible from a desktop may be considered (by some) to be contrary to the rationale for acquiring full text e-journals; the success of this service proves otherwise. Requests can be submitted via a specially designed online form (**http://www.haskayne. ucalgary.ca/businesslibrary/bl_doc_delivery.html**), fax, e-mail, phone or in-person. Business Library staff then gather books and/or copy articles from paper or electronic formats and deliver directly to offices within a 48 hour time period. If an item is not available locally, staff will fill out appropriate interlibary loan requests for submission to the Document Delivery Service dept. in the main library and then retrieve items as received.
Benefits	For extremely busy faculty and PhD students, this service saves time and has proven to be very popular among our researchers. It creates high visibility for the Library within the School, demonstrates the Library support for teaching and research activities, and is mentioned in faculty recruitment as a very beneficial service.
Costs	The number of requests received per year average approximately 4500. Staffing needs require .5 library assistant to receive requests, organize, gather and distribute items or order interlibrary loans. Assistance for retrieving items, photocopying articles and delivery is also provided by temporary and casual (student) employees for several hours per week and, if necessary, evening circulation staff (when not busy with other duties) assist with photocopying.
Alignment	MARS supports one of the key goals of the Business Library: to provide users with information they need whenever they need it at (almost) whatever the cost. This integrates with the University Library's vision to "provide quality information and services, foster scholarship and learning and contribute to the research culture of the university" and stongly supports the Business School's mission to "improve the practice of management and leadership through excellent teaching and research."

Measurability	With increasing emphasis on publishing by faculty and PhD students and more involvement in the busy world of teaching and service commitments in an academic setting, MARS statistics indicate high usage and slight, but steady increases each year. Success can be determined by testimonials: • "an invaluable service" (faculty member); "a researcher's dream in time savings and convenience" (PhD student); • "amazing assistance" (potential candidate for faculty position).
Sustainability	Recognizing the good will, excellent public relations and positive attitudes from users, we will try to ensure that our practice continues. Combined with continued funding for staffing and the ability to adjust our priorities accordingly, the practice is expected to be sustainable within the current environment.
Transferability	The success of the MARS service has led to a very recent investigation and proposal to institute article copying service for faculty on campus for all Faculties and depts. Requests will be submitted via webform, fax, phone or e-mail with a turnaround time of 48 hours for items within campus libraries' holdings. There will be a specific charge per request to be paid either individually by the faculty member or a dept. fund.
Responsiveness	The Business Library's objective is to serve our clientele. In today's world of desktop delivery of an ever-increasing number of full text journals, the expectation is that faculty will easily and personally conduct all steps in the research process. Taking a proactive approach and providing assistance with the time-consuming activity of gathering documents, regardless of location, is an easy but very effective way to support our users and ensure efficiency in their research and teaching.