Reduce, Reuse, Recycle: The Lifecycle of a Reference Question

See how a single reference question can be transformed from a one-on-one interaction to a group webinar with minimal time and energy.

Number of Cases Tracking Research Inquiries from 2012-2015

- 2010: Assignment designed. Inquires began. 1 librarian to one student – Email or phone call. Template Created.
- 2011: Template undergoes revision multiple times. Video tutorial script created and posted on website. 1 librarian to few students – Link sent to students.
- 2012: Inquires increase. Template revised. Video tutorial revised. 1 librarian to few students – Tutorial link sent to students.
- 2013: # of inquiries increase to highest point. 1st webinar scheduled. Faculty saw positive impact. 1 librarian to many students. Webinar attendees = 1065.
- 2014: 1st webinar scheduled. 1 librarian to many students. Webinar attendees = 1754.
- 2015: Template not used. Video tutorial removed. 1 librarian to many students. Webinar attendees = 1754.

Key:
- 1: Few
- 1: Many

Graph:
Number of cases tracking research inquiries from 2012-2015

- 2012: 727
- 2013: 963
- 2014: 634
- 2015: 329

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