Grand Canyon University

# of students:
- 14,000 ground (traditional)
- 60,000 online (non-traditional)

School website: http://www.gcu.edu

GCU Library

# of staff

1 Reference Manager
- 12 Reference Librarians
  - No subject specialists
- 4 Library Supervisors
  - 40 student workers

1 Director of Library Services
- 1 Electronic Resources Librarian
- 1 Technical Services Librarian
  - 1 Library Assistant
- 1 Curriculum Librarian
  - 1 Library Assistant

Total staff = 23

Library website: http://library.gcu.edu

Ask a Librarian hours
Mon. – Fri. 7am – 10pm
Sat.-Sun. 10am – 10pm

Building hours
Mon.-Thur. 7am – 12am
Friday 7am – 10pm
Saturday 10am – 10pm
Sunday 10am – 12am

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

See how one library took a popular question and recycled it into a weekly webinar.
How a single reference question can be transformed from a one-on-one interaction to a group webinar with minimal time & energy.

Why?
The Grand Canyon University Library was contacted through email and phone, by frustrated students, starting in 2010. They were overwhelmed with an assignment that required critical thinking skills and knowledge of the library databases.

Impact:
A librarian would work one-on-one with the individual student through phone or email, explaining the ways to think through the assignment. This tied up a lot of time for the librarians, as well as repeating the same material over and over again to a different student each time.

Reduce
In order to reduce the number of emails and phone calls in 2011, the library came up with a solution to find the most effective way to reach the most students providing as much information as possible while not exhausting the library staff: A Template

The template was created in a wiki to help the librarians know exactly what resources to point out to students while talking with them on the phone. This also allowed them to quickly send an email response.

This saved time and frustration on the library’s side. Still, the questions came in.

Reuse
A video tutorial was created from the template, also in 2011, to help guide the students to the correct resources and to use their critical thinking skills to answer the assignment question.

Recycle
There was a request for a weekly webinar to be held, focusing on the assignment in 2014. This was a unique situation where the library and faculty could seamlessly come together for the success of the students. The library staff were able to recycle the script already in place from the tutorial and with very little additional time produce the webinar script.

Revisit
In 2015, the assignment was updated so we reviewed our script and updated it accordingly.

Results
Within days of the webinar, the faculty began to see a positive impact on their students. The webinar was scheduled and advertised on the library web page as well as in the learning management system and is well attended, week after week.