Results Service Desk
Sign Surveys, Spring 2012

Prepared by the PCC Library User Experience Community of Practice
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Background
The remodel of the Sylvania library presents an opportunity to reevaluate the wording on the signs we use to identify the service desks in our library. Any changes made in sign terminology at Sylvania will be
rolled out to the rest of the district. The User Experience Community of Practice (UX CoP) was tasked with making a recommendation regarding the wording on the signs.

The UX CoP sought to use data to help inform these recommendations when possible and gathered information from a variety of sources including:

- Surveying the library staff regarding the circulation and reference desks.
- Surveying students using reserve materials about naming the reference service.
- Polling students regarding circulation and reference.
- Asking Alliance libraries what they call their desks.
- Sending a survey to Libs-OR and CJC to get a sense of national and regional trends.

**Summary of Results**

**Circulation**
“Check out” was strongly preferred in both student polling and the staff survey. Regionally, nationally, and within the Alliance, most signs read “Circulation”. Comments from all surveys revealed ambivalence around the term “Circulation”, with comments indicating that their libraries were also considering changing their signs.

**Reference**
“Reference” was the most popular answer in the student polling. Interestingly, someone wrote in “Australia” on the Sylvania poster and that term garnered the most votes at that campus. Amongst the staff, variations on “Research” were the most popular terms, including “Research”, “Research Help”, and “Research Assistance”. Regionally, nationally, and within the Alliance, most signs read “Reference”. Comments from all surveys revealed considerable ambivalence around the term “Reference”, with comments indicating that their libraries were also considering changing their signs.

**Discussion**
After gathering information from a variety of sources, the UX CoP met to synthesize these results and develop a recommendation. We felt that response around the term “Check out” was sufficiently strong that we could make a data-driven decision to recommend that term in this report. Determining a recommendation for the reference desk was a far more challenging undertaking. No term emerged as a clear choice. The CoP considered “Reference”, “Research”/“Research Help”, and “Information” as the finalist terms.

**Reference**
This was the most popular term in our small student poll and is, based on our data, still the most used term for reference desks regionally and nationally. Keeping the “status quo” was a strong option. However, the UX CoP feels that the term “Reference” is becoming antiquated and that libraries will be, increasingly, renaming these service points. To keep the signs as-is at this point represents, in the opinion of the CoP, a missed opportunity.

**Research/Research Help**
The CoP likes these terms because we feel they will help students understand better what happens at the desk in jargon-free language, particularly with the addition of the friendly word “Help”. The downside to these terms is that research help is, of course, just one of many kinds of assistance students can get at a reference desk. Reference librarians routinely offer such non-research help as reader’s
advisory, paper formatting, directions, etc. We remain concerned that “Research Help” might have the unintended consequence of leaving students wondering if their question was sufficiently a “research” question to bring to that desk.

**Information**
This term was rejected largely because there are campus information desks very close to the library in case of RC and CA. That this might introduce ambiguity about which “information desk” a student should go to was enough for us to reject the term as the final candidate.

**UX CoP Recommendations**
The UX CoP recommends that circulation desk signs read “Check out” and that the reference desk signs read “Research Help”. Further, we strongly recommend that a process be undertaken in the following year to conduct further and more rigorous study with a variety of stakeholders to reevaluate the reference desk sign and make a more data-driven decision.

**Detailed Results**

**Student Polls**

**Student Reference Desk Poll**
Students were asked to vote for what they felt the reference desk sign should say by placing stickers next to their preferred term. “Reference” emerged as the preferred term overall. Rock Creek students preferred “Research”. It is worth noting that someone wrote in the word “Australia” was written in on the Sylvania poster and was actually the biggest vote getter.

<table>
<thead>
<tr>
<th></th>
<th>CA</th>
<th>RC</th>
<th>SY</th>
<th>Total</th>
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<td>Reference</td>
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<td>8</td>
<td>21</td>
<td>35</td>
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<tr>
<td>Research</td>
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<td>9</td>
<td>5</td>
<td>16</td>
</tr>
<tr>
<td>Information</td>
<td>2</td>
<td>6</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Ask</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>15</td>
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<td>Librarians</td>
<td>6</td>
<td>3</td>
<td>6</td>
<td>15</td>
</tr>
<tr>
<td>Australia</td>
<td>0</td>
<td>0</td>
<td>22</td>
<td></td>
</tr>
</tbody>
</table>
Student Circulation Desk Poll

Students were asked to vote for what they felt the circulation desk sign should say by placing stickers next to their preferred term. “Check out” was strongly preferred overall and was also the biggest vote-getter at each campus.
PCC Library Staff Reference Desk Survey

How do you feel about the word "reference"?

4 said "I like it" (19%)
11 said "I'm not sure users know what it means" (52%)
6 had other responses (29%)

Other responses included:
Reference is meaningful to some and meaningless to others.
I do think that users know what it means, but think that we can come with something else.
It's just what I have always called it. No strong feelings either way.
Reference Librarian
I think many users know what it means; I like it but I'm okay with changing.
I like the word personally, but don't believe it gives patrons a clear sense of what Reference does.
I'm pretty sure the sign over the desk (at each campus) should say:

3 said Reference (14%)
5 said Ask (24%)
4 said Research (19%)
9 had other responses (43%)

Other responses included:
- Research Help or just Help
- Research Assistance
- Reference OR Research work for me
- I like "Research" or, even better, "Research Help". I like "Help" "Ask" and "Information" too
- Reference Librarian
- Research seems pretty good, but I'd add the word "help" to it. And I'm not sure that's the best choice, but I think Ask is not all that helpful. Plus, nobody reads signs anyway! :)

When the “research” related responses from the comments are rolled into the results, the staff response looks like this:

Other very valid comments:
- I don't like Reference. Research or Research Help would be my first two choices. Ask or Find could work, but I am concerned that students would come there with all their questions. I hope that we can avoid becoming the general info desk for the building. Thanks!
- "Ask" could work. "Find" could work. But, it's kind of "cutie-cute". Reference is what it is, research is the function.
- I know that some folks don't like ask because of a concern that students will be drawn to the desk to ask directional questions. That may be true, but the reality is that students do come to the desk for that reason. I don't think that behavior will change that much and it gives students an opportunity to discover how wonderful and helpful librarians at PCC really are.
- I'm old fashioned-I LIKE folks to know a basic term thought out time and space—what do public and other libraries say---Reference-and so everyone knows what it means I think. Two cents, but I'll back whatever is said. I really liked ""Library"" when we were changed to LRC, but if
"Learning Spaces"-or whatever happen, at least students will learn. Just curious-why the necessity of our name?

- I like "Ask Us" or "Ask" best. It's what our customers DO -- they ASK. Other words that I could be comfortable with? "Ask a librarian" "Information and Help"
- I am not sure that students would care or even know the term reference or even distinguish differences in staff duties until we point them to the person they need. I don't think that holding on to the term "reference" is necessary but keeping library terms "universal" should be considered.
- I know people worry that having a too-general sign will encourage people to view the reference desk as a place to ask "non-reference" questions but I think that's often a good thing. I know it can be annoying to field a lot of directional questions but it gives us a chance to interact and show a friendly face and I think that's great.
- At Cascade the Librarian desk sign say "Reference" "Reference Librarian" sounds better
- I'm not set on "research," but think it would be good to filter out some of the many "reserves" questions we get. What about "Librarian"? Then people could make their own assumptions about what a librarian can do for them. Thanks!
- I'd like to check what area public libraries use on their signs, and what Portland State (where many of our transfer students go next) uses on their signs.
- Whatever we call it, I am hopeful that we can also get some iconography that helps distinguish library functions from tutoring/computing functions. [...] And if we used some kind of icon set, we should learn from Millennium and never have the icons without the label!
- "Ask" will work if the librarians are willing to either have a combined desk with circ, and constantly refer questions and tasks to circ staff, or have circ staff triage questions first and refer to them. "Research" is not understood as a specific term, connected to librarians here at PCC. "Find" might work, but is sophomoric and misleading, de-emphasizing the educational aspect, implying that we are mere providers of answers, not of pedagogy. Philosophically, I prefer students being clued in to the fact that an interaction with a reference librarian will include academic decoding, information seeking skills building, and will be instruction oriented. Ultimately, though, the name of the desk is less important to me than the placement and configuration of it. We could label it "SUCCESS!" with neon lights to make it stand out, and if we are actively engaged with students which other students observe, we'll get the traffic we need.
- I feel strongly that key signs in our libraries ought to be in neon--a nice cursive in blue neon. I'm sure that they would be visible that way, and would have broad appeal. And any stuffiness that might be put out there with terms like "reference" would be offset by the vibrancy of the signs. Seriously--neon in libraries is overdue! One criterion for determining the the label of departments like "reference" and "circulation" is to do a quick survey of what other academic libraries call themselves. If there is a convention in academic nomenclature, we might want to follow that convention. We can strive to be innovative in our approaches to effectively serving students, rather than what we call ourselves.

PCC Library Staff Circulation Desk Survey
Staff preferred the term “Check out” over other choices.

How do you feel about the word "circulation"?
2 said "I like it" (10%)
17 said "I'm not sure users know what it means" (80%)
2 had other responses (10%)

Other responses included:
Indifferent
I think some of our users know what it means, but I'm not sure it's the best thing to call it.

I'm pretty sure the sign over the desk (at each campus) should say:
3 said Borrow (16%)
10 said Check Out (53%)
6 had other responses (31%)

Other responses included:
Check out / Reserves
Circulation
Customer Service
Get It
I like both Check Out and Borrow, though Borrow seems a bit "cute." Maybe even "Pick Up?"
Pick Up? Get?

Comments:
● INFO & materials to go; or perhaps Information Access
● Service. That would cover a multitude of possibilities.
● It would be wonderful to see us identify areas by using the many columns in the Library to direct patrons. Maybe using a particular color for each area and bold lettering on the column for specific resources in that area.
● Although I feel that circulation is an accurate term for what happens in this dept. I feel the term check out is more accurate for what happens at that counter.
● I'm not wild about "borrow". "Check out" i think mirrors what people are used to in retail -- the grocery checkout line, etc.
● "If the word 'reserves' appears somewhere, please change it to 'Textbooks.' Yes, I know that not all reserves are textbooks. I think the students are smart enough to figure it out.
● I had initially thought of saying "Borrow", but I think along with "borrow" comes a question mark as to whether it costs in some form or fashion. I had also thought of "Pick up" but then there is much more that happens at the desk than this word would imply, and I think that this would be confusing with the open "pick up" of holds area that is going to be created at Sylvania. The word "Check out" seems to cover what is functionally taking place most of the time at this desk.
● Keep the signage simply. The patron doesn't have to know the department names.
● I still like the common word in general use. I would be okay calling this desk by different names, but then what will the equipment check out desk be called for example?
● Borrow seems general-as going to that location to ""borrow"" anything-equipment, staff/faculty items, ADA items, etc.
● I will be sad to see Circulation go - just because it was so appealing to me as a kid. A very vivid word for what else happens behind the scenes! Still, I think with our extraordinarily diverse user population, we need something more clear. I wish I had a better answer! I am really looking forward to what we hear from the students on this one...
● I have no idea what to call this desk - I don't think Check Out is quite right either. I do fear that many of our students don't know the word "borrow" based on the number of times we're asked if they can "rent" a book.
PCC Student Reserves Survey
For a week students checking out reserve items were given surveys asking them their opinions about several options regarding terminology for Reserves including “Course Reserves”, “Library Textbooks”, “Course Materials”, “Short Loan Materials”, and “Reserved Class Materials”. Students were asked to indicate whether they liked or did not like the term. There were 131 responses total.

<table>
<thead>
<tr>
<th>Term</th>
<th>Like</th>
<th>Don’t Like</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Reserves</td>
<td>98</td>
<td>24</td>
</tr>
<tr>
<td>Library Textbooks</td>
<td>95</td>
<td>16</td>
</tr>
<tr>
<td>Course Materials</td>
<td>77</td>
<td>27</td>
</tr>
<tr>
<td>Short Loan Textbooks</td>
<td>70</td>
<td>31</td>
</tr>
<tr>
<td>Reserved Class Materials</td>
<td>92</td>
<td>18</td>
</tr>
</tbody>
</table>
**Totals for all campuses:**

### Reserves Survey Result

![Reserves Survey Result](image)

### Alliance Libraries Service Desk Survey

A survey was sent to someone at each Alliance library and there were 21 responses. Most reference desks currently have signs reading “Reference” and most circulation desk signs say “Circulation”. See Appendix 1 for a detailed listing of which schools used which names for their signs.

#### Reference Desk

*The sign above your reference desk says:*

- 52% Reference/Reference Desk/Reference Services (12)
- 13% said Information (3)
- 13% Ask/Ask us/Ask here (3)
- 9% Research/ Research Help (2)
- 9% No sign (2)
- 4% Multiple terms/signs (1)

![Reference Desk Survey Result](image)
Circulation Desk

“The sign above your circulation desk says:”
41% Circulation/Circulation desk (9)
18% No sign (4)
14% Circulation/Reserves (3)
9% Check out (2)
9% Circulation/Information (2)
9% Multiple signs/terms (2)

Comments

- As you may recall, we're not big on signs at Reed. This could possibly change .... I have preliminary thoughts of "information" at circ (although "front desk" also seems to work) and "research assistance" at reference. But we have not yet opened the conversation. Please let us know what you come up with!

- We have had our signage since 2006. It is quite big and hangs from the ceiling. We also have a reference desk in our music library (an area of the main library) and it has no signage. The signs for circulation desk and information desk are right next to each other and this is the same desk.

- Access Services is the official name for the Circ area (changed from Circulation over 10 years ago), but we never changed the sign and now we mostly refer to it as the Circulation Desk.

- We've been discussing this ourselves. Please share your findings with everyone. I'd love to know what you find out. Thanks!

- We just re-did the reference desk, and did a sort of combo desk, where in the evenings there is computer help on the other side. So there is a pillar in the middle, one side has Research Help and the other Computer Help. On middle facing front side of the pillar we have a large question mark.

- Admin likes ""Research Desk,"" all the librarians say ""Reference Desk"" ... students come up to our ref. desk and look at us, and then look up at the poor signage above the desk, and then look at us and say, ""is this where I get help?"

- We also have very poor signage, because the library is against "excessive signs"...

- We're thinking of changing our reference desk name as well.

- We don't actually have a traditional reference desk or service. We have an information / circulation desk staffed by students, and we have an information desk staffed by students in our Learning Commons.
• Liaison (subject) Librarians are scheduled for on-call hours throughout the day and we are available in our offices during that time. We also make research consultation appointments with students which are very popular and also take place in offices. However, we spend no time sitting at a public desk.

• At the Information Desk there is an electronic kiosk, and on the screen it displays a photo of the librarian on-call with a floor map highlighting where they’re located. We also spend a lot of time training students on when/how to address questions, and when to refer.

• The Reference desk is in the Learning Commons. We have talked about renaming it but decided not to.

• We call the Reference desk all kinds of things. Right now, the sign on it says "Ask Here." But my understanding is that everyone hates that and it's going to change (besides, the link on the website says "Ask Us," the page title says "Ask a Librarian" and the desk on the website is referred to as the "Information Desk"

• We are stuck with legacy signage for now and will be redesigning our service points when we redesign under the Learning Commons project. I'm a fan of Pierce College's signage: "Ask" for Reference, "Connect" for tech help/computers, and "Borrow" for Circulation.

• The signage will change in our renovated building, but that conversation hasn't begun yet. I'd love to see the results of your survey as that may help us down the road.

• We changed the name of the people who work at the reference desk from "Reference Librarians" to "Research Librarians"

• At Concordia we have a combined ref/circ counter on the first floor of the library (prominently located near two main entrances). Ref is at one end of the desk and circ is at the other. The way we differentiate them is with an 8.5"x11" desktop sign at the ref side which says, "Need research help? Ask me!" Patrons do get confused where to go for ref help v. circulation functions, but it's easy to point them in the right direction due to our proximity. When we do instruction, we refer to the desk as "the desk in the lobby" and describe the functions performed by the student workers and librarians there. It's a little different from the norm, but students seem to get it. Good luck with your planning! Exciting times at PCC!

• On the Yamhill Valley Campus, we have a sign outside the library and tutoring area that says "Library and Tutoring" and we do not have a sign by the one service desk (it is a very small space).

National Survey Results
A survey was sent to various regional and national list-servs including Libs-Or and CJC. There were 73 responses, most of which were from community college libraries.

73 total responses
   57 Academic
      4 College
      43 Community College
      9 University
      1 Other
   14 Public
   2 Other

Reference Desk

"The sign above your reference desk says:"
Reference/Reference Desk  24
Information/Information Desk  12
No sign  7
No desk  6
Research/Research Help/Research Assistance  5
Reference AND Information  3

Other responses  11
Library Help Desk (ref/circ combined desk)
Service Desk
Answer Desk
Ask a Librarian
Ask Here
Information Services/Research Assistance
Integrated into the Circulation Desk
Need help with your Research Assignment?
Reference Information Center above desk on wall (in Adult area. No sign on desk)
Reference with a smaller sign on some of them that says "Ask us."
Research and Information Desk

Circulation Desk

“The sign above your circulation desk says:”
Circulation/Circulation Desk  28
Check Out  11
No sign  11
Service/Service Desk  4
Circulation/Reserves  4
Other responses  11
Customer Service
Information Desk
No desk
Check out /circulation
Checkin/Checkout
Checkout Reserves
Checkout/New Cards
Library Help Desk (combined ref/circ desk)
The signs above the desk just say Check in and Check out in English and Spanish, but we refer to it as the Circulation Or Main Desk.
There really isn't a sign - we have small signs that say Reserve Desk / Check-out / Check-in / Library Cards.
Access Services: Circulation, Interlibrary Loan & Course Reserves

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**Comments**

- I too still struggle with using correct library terms because I don't want to "dumb down" the terminology but I also want to ensure that our resources are accessible to all people. I don't have an answer and would be interested in what you learn.
- Research Help could work too.
- I personally think that Information works well for the Reference desk. Interestingly enough, people seem to be confused by the Check out signs for circ because of the self check stations.
- What have 1 Circulation Desk, but we have 2 desks that serve as reference areas. They are spread out from each other and not within view of each other. The one we call "Information" is closest to the majority of our computers (40+ stations), and students tend end up there for technical type questions. We have either a librarian or a library assistant staffing that desk, depending on the schedule that day. The 2nd desk, called "Ask A Librarian", is closest to the stacks, and tends to receive more of the "real" reference questions. We notice that most students don't even read the signage, however - what seems to be most important to them is which desk is closer, and that is totally fine by us! I am thinking of changing the signs above both these desks to read "Information".
- "Information" brings us all kinds of questions, not just reference questions. It's a pretty general term. "Checkin/Checkout" is self-explanatory, and you don't have to explain what a circulation desk is to non-native speakers.
- Although we've had these signs for 12 years, the library staff STILL refer to the desks as Reference Desk and Circulation Desk, amongst ourselves. When we mess up and use those terms with students they get really confused.
- In my experience the function of a service should be apparent without signs, since signs are so often ignored.
- We only have one desk at each of our 2 campuses. That is why there is the same sign.
- We made the change to the above names when we remodeled our building 3 years ago. Now
the students understand the functions of the desks better.

- The names above the desks still seem somewhat obscure to the students, but the term "research assistance" works the best.
- We only have one desk but I'd like to just rename it Service Desk or something more inclusive.
- If it's possible to have the desks separated or at least designed to show a separation, it will be much less confusing to the students, and the reference staff can concentrate efforts on helping students with assignments and other research activities and note directing people to the checkout/Reserves area. We also like having side-by-side computers available near the reference desk so we can sit down with a student and give more detailed "hands on" help.
- We're so small we don't think we need a sign--the ref/circ desk is clearly the only place to check out and ask questions. Definitely in favor of a shared "i" icon through the OCA library system though!
- We have three desks in our main library located in Adult Services, Youth Services, and Main Lobby. Each are full service desks where customers can get a library card, checkout or ask a question. Each desk may have a specialty area (ILL for example) and when customers pick up ILL materials it is only in the lobby service desk. If customer has specific children's lit question and they ask at the lobby desk, customer may be referred to children's area. If customer has a great concern about their account that can't be sufficiently answered in the adult services area, they may be referred to to lobby service desk area.
- If your library is small enough (i.e. one floor) consolidating circulations and reference in one desk is usually easier for students. Plus the majority of our students don't know what reference or circulation mean, so I recommend simply calling it the information desk or even the help desk.
- We have the least signage I have ever seen in a library. We are ordering signs this summer and I think we are going with a traditional reference/circulation. We verbally refer to the main desk as the circulation desk and most patrons seem to understand what we mean. I do think 'check-out' is much clearer, however.
- We generally refer to the desk as the "service desk" but staff did not like this so the new signs--circulation and research were created to replace the ones that had been removed. Students generally don't read the signs and just go to the central area where staff are standing to ask all questions and are then triaged to the appropriate person.
- There are probably more communicative ways of identifying our desks/services, but that seems a national professional conversation as we also need to prepare students for learning at other institutions that use naming conventions currently in use. Consolidating service points and the ability to scale service during non-peak hours should also be considered when remodeling (e.g. Is it feasible/safe to provide late night study spaces and reserve items without most of the staff being present or most of the building being accessible?).
- When we get remodeled in the next couple of years, the administration will likely have us rename the Reference Desk the Information Desk.
- We've pondered signage and what to call Reference especially. We're getting new signs - I think they will say Reference Help.
- These signs are a bit dated. In retrospect, I would have called them by names like "Check out material here" and "Ask questions here"
- We would like to combine our service points. However, there are layout issues, 2 entrances, and some other location issues that have yet to be resolved. Since we have a new Circulation Desk (2 yrs.), it is hard to think about changing it, but it is modular and could be re-designed to incorporate Reference. We would have to change staffing patterns, actually have someone right at the desk, not adjacent to service points. Interesting discussions about it, however.
- I am an old school librarian and reference and circ have meaning for me. I think when I retire,
the young folk will probably change the names to keep up with the times. Maybe they'll use Information Desk for Ref. I don't know what they'll call circ.

- I'm not convinced these words mean much to new (or returning after many years) students, but don't know what good alternatives are.

- The Ref desk is also known as "the desk with the lava lamps" and the Circ desk is also known as "the big desk in the corner".

- The current signage does not make it clear to all students which desk to use. "Check Out" seems more informative than "Circulation", but I think "Reference" does not make sense to most. I will be curious to see what you decide!

- The sign for reference points around the corner to where the desk is. There is no actual sign on the desk itself. However, we're planning on hanging a sign over the desk saying "Research Help".

- We are considering merging our service points so reference and circulation services would be provided at the same desk. I'm not sure what we will call this desk if we make the transition.

- Our reference desk statistics show the predominant questions are related to software. How to format a Word document, where is this in Moodle, etc. I might be wrong, but I don't think an MLS is necessary. Actual research or teaching is really small. so, if I had unlimited space I would add a lab assistant desk.

- I look forward to seeing the results you get from this survey.

- Please share your results with the list. We are getting a makeover next year. I do know that as clunky as Circulation is, Access Services really seems absurd.

- Willamette has a combined research help and technology help desk that sits close to the entrance of the library and across from the circulation desk. We just renamed our reference desk to the research help desk in March, so many of the students and librarians still refer to it as the reference help desk. It will take a bit to change the mentality--probably 1-2 years to cycle the juniors & seniors through before the majority of collective knowledge (the BORG) goes away and with it the old name. :)

- My old school called it Access Services. I think Circulation and Reference are simple and already known names. No need to reinvent the wheel.

- Perhaps "Check Out" or "Check Out Here" would communicate better than "Circulation". Likewise, "Information" or "Answers" might work better than "Reference".

- We are thinking about changing our name because the University's computer technical support group is called Help Desk and we don't want students to get confused. Be interest in your results.

- During our 2007 renovation, the architect chose the name Service Desk without consulting the library, and put the name "Service Desk" in a permanent sign over the desk. We used to call it the Circulation Desk, and some still do.

- We found that our patrons had difficulty distinguishing our (former) circ desk from our (former) service desk, so combined them into a single service desk.

- We're trying to get to an "any service at any desk" model of customer service. We call the desks "service desks" but when needing to differentiate with staff or others we tend to say "upper desk" and "lower desk" referring to the physical locations.

- Before our recent revamping so two librarians can have a small place OFF the desk, it didn't seem to matter what signage was placed (such as arrows pointing to the next 'station'), whomever was at the desk, got the question. The only visible deterrent was if the librarian was wearing headphones.

- We're also planning a remodel, and I'm considering "Borrow here" and "Ask here"

- If I were hiring a new "circulation assistant" the job description would be changed to "public services assistant" or something of that nature.
- We are small enough that the one desk is sufficient, and I do not want to pin people to a single location.
- I think we, too, will soon be rethinking names, signs and functionality for these desks due to budget and staffing issues and the impending implementation of RFID.
- We have one combined reference and circulation desk. We refer to it as the library service desk in all communications. We actually do not have a sign identifying our desk. The desk is located directly in front of people when they enter the library and visitors understand that is the place to ask questions.
- Our libraries are so small that our reference, circulation are the same. We call it the front desk!
Appendix 1 – Alliance Survey details

Reference desk signage
Reference/Reference Desk/Reference Services
  Whitman College
  Southern Oregon University
  Clark College
  Lewis & Clark
  Chemeketa Community College
  University of Washington engineering library
  Central Oregon Community College
  George Fox University
  MHCC
  OHSU
  Lane Community College
  Pacific University

Research/ Research Help
  University of Oregon
  Willamette

Information
  University of Oregon
  Seattle Pacific University
  University of Puget Sound

Ask/Ask us/Ask here
  OSU
  University of Portland
  Lane Community College

No sign
  Reed
  Concordia University

Multiple terms/signs
  Lane Community College

Circulation desk signage
Circulation/Circulation desk
  OSU
  Southern Oregon University
  Lewis & Clark
  Chemeketa Community College
  Seattle Pacific University
  Lane Community College
  OHSU
  Willamette
  George Fox University

Circulation/Information
Pacific University
University of Puget Sound

Circulation/Reserves
  Whitman College
  Central Oregon Community College
  university of washington engineering library

Check out
  University of Oregon
  Clark College

No sign
  University of Portland
  MHCC
  Concordia University
  Reed

Multiple terms/signs
  Clark College
  Lane Community College