Promoting a Rapid Deployment of New Services for Remote Reference at a National Laboratory

Elizabeth Chase Moyer
Librarian
Los Alamos National Laboratory (LANL) Research Library

Sarah Lynn Hayes
Librarian
Los Alamos National Laboratory (LANL) Research Library

Michelle Aileen Mittrach
Team Lead, Reference and Research Services
Los Alamos National Laboratory (LANL) Research Library

Abstract: Libraries around the world use Springshare library products to expand their reference and information literacy services. The scholarly literature primarily addresses the use of Springshare's LibGuides and LibChat in academic libraries. During the COVID-19 pandemic, virtual reference became the norm at all types of libraries, many turning to new tools to serve their patrons. This article describes the implementation and marketing of LibGuides and LibChat applications at the Los Alamos National Laboratory Research Library at the Los Alamos National Laboratory (LANL). These Springshare tools helped the LANL Research Library close service gaps during the COVID-19 work from home initiative at LANL.

Keywords: Springshare, LibGuides, LibChat, COVID-19, virtual reference, Los Alamos National Laboratory

Introduction

The COVID-19 pandemic disrupted many libraries and the services they provide. For some libraries, this meant pausing or limiting service offerings, organizing curbside pickup, or moving all services to a virtual environment. The majority of the Los Alamos National Laboratory (LANL) workforce became

remote workers in March 2020 to comply with New Mexico health orders; however, their research efforts still had to be supported. This article describes the LANL Research Library Reference and Research Services Team's implementation of LibGuides, LibChat, and associated marketing efforts to close reference and research service gaps during the LANL's Laboratory's COVID-19 work-from-home (WFH) initiative.

Located in Los Alamos, NM, the Los Alamos National Laboratory began in 1943 as part of the Manhattan Project, which brought together the nation's foremost scientists to end World War II by developing the first atomic bomb. Since the 1940s, LANL has operated as a nuclear science and technology laboratory that conducts research on nonproliferation, environmental safeguards, energy programs, and other areas in the interest of national security. Currently, LANL is managed by Triad National Security, under contract by the United States Department of Energy's National Nuclear Security Administration. LANL employs over thirteen thousand research and development scientific and technical staff, engineers, information technology professionals, contractors, postdoctoral researchers, students, and unionized craft workers (Los Alamos National Laboratory, n.d.).

LANL's first director, Dr. J. Robert Oppenheimer, appointed Charlotte Serber to head LANL's technical library in 1943. In complete secrecy, Serber acquired and organized the most advanced scientific books, academic journals, and technical reports available at the time, creating the technical library and documents room now known as the LANL Research Library (Research Library) (Waters, 2017).

With the end of World War II and the shift from the original mission of the Manhattan Project to the study of uses and applications of the technologies developed during wartime, the Research Library has expanded its collections to include major databases, conference proceedings, and standards and codes. The Research Library has a robust digital collection accessible by LANL employees through its website. Today, the Research Library employs thirty-one staff members comprised of library professionals, information technologists, software development programmers, administrative staff, post-masters graduate research assistants, and undergraduate students. The six functional teams that constitute the Research Library staff are Institutional Scientific Content, Library Collections and Metadata Discovery, Digital Collections, Research Prototyping, Reference and Research Services, and the Business Team. The LANL Research and Reference Services Team is the main

point of contact for reference questions, responsible for various front-facing service points for patrons, including the reference desk and the online chat service. The Research and Reference Services librarians handle approximately 5,000 reference questions per year. The reference queries are primarily for research assistance, technical reports, and help with navigating the LANL review process for releasing publications to the public.

Literature Review

LibGuides and LibChat are Springshare applications used by 6,100 libraries in 82 countries (Springshare, n.d.). LibGuides is an easy-to-use content management system (CMS); LibChat is a chat reference tool. Before these applications became available from Springshare, libraries hosted their pathfinding guides on local webpages and conducted chat services using a variety of instant messaging tools such as Meebo (Kerico & Hudson, 2008; Hvass & Myer, 2008).   Libraries and other institutions use LibGuides as a teaching tool, as information pathfinders, or as a repository for library resources (Castro-Gessner et al., 2015). Many institutions and libraries use LibGuides as an information literacy resource for students and as tailored learning objectives for their courses (Dalton & Pan, 2014; Van Kampen-Breit & Gould, 2018). Library vendors, such as Clarivate, and professional organizations, such as the Association of College and Research Libraries (ACRL), use LibGuides to supplement other help pages or informational resources. LibChat is a virtual reference tool enabling immediate interaction between library staff and users. The choice of LibChat over alternative reference interactions via the phone or email depends on the institution and how it implements and markets the chat service. There are institutions where there are no constraints on what kind of queries can be submitted, while others have specific rules about the types of questions posed (Hvass & Myer, 2008; Dempsey, 2017). There is a sense of immediacy using real-time, synchronous chat tools such as LibChat that is not possible with asynchronous tools (e.g., email). Teaching tasks require more time in a virtual reference setting, so a chat service may not be the best tool for instruction-related queries (Dempsey, 2017).

Springshare products are used by academic, public, school, and special libraries, including government, medical, law, and corporate (Springshare, n.d). The scholarly literature is replete with articles on LibGuides and LibChat used in academic libraries. However, there is a gap in the literature concerning

the launch, use, and marketing of LibGuides and LibChat in special libraries outside of health/medical and law.

LibGuide & LibChat Services at LANL Research Library

As a national laboratory research library concentrating on national security and STEM research, the Research Library offers a different use case for LibGuides and LibChat. Providing proactive reference and instructional services to a geographically distributed workforce, spanning approximately over 40 miles, has been a significant challenge for the Research Library in planning, implementing, and delivering reference services before the WFH mandate in March 2020. The Research Library building is located in one of the few openly accessible areas at LANL, but accessing the building in person, with its limited parking options, has made seeking in-person reference assistance a lengthy process. Email has historically been the primary mechanism for most reference interactions; however, research librarians needed the ability to offer faster and more responsive service at patrons' direct points of need. LibGuides and LibChat suited the Research Library's determined effort to add more points of service for those patrons working remotely while either on or offsite.

LibGuides

Stringent network security architecture and policies regarding access to information are imperative to LANL's operations. The Research Library needed an application available beyond the LANL's internal static webpages. Cloud-based applications were prohibited from use at LANL in the past. Library staff sought a platform that would allow for flexible access to its online resources, equally available to all researchers affiliated with LANL.

Following a shift in information technology policy in 2014 permitting the use of cloud-based applications, LibGuides was the logical tool for incorporating more dynamic content into the Research Library's subject pages. The librarians also sought to leverage the versatility of features offered in the Springshare platform.

Since August 2015, the Research Library has used LibGuides to create web pages accessible to researchers working both inside and outside the LANL environment. The fact that these guides existed on an external, third-party platform and not in LANL's internal system meant that they could be accessed without needing to log into the internal LANL infrastructure. These guides

were built to reflect the interdisciplinary nature of the scientific research performed at Los Alamos and include digital toolkits, event guides, and web pages for services and tools available through the Research Library to LANL employees for their continued work.

In March 2020, after the COVID-19 pandemic forced LANL employees to work-from-home, the LibGuides became a much more critical project for the Research Library. The LibGuides service was one of the few library-provided tools that employees could access off-site without using remote access proxies or a VPN – one of the benefits of using a public-facing service. LibGuides became an expedient way of sharing resources and information about Library services, as well as COVID-19 related research, without users having to log into LANL's internal system.

The LibGuides created during the time of COVID-19 targeted specific and new information needs that arose *because* of the pandemic and events that arose *during* the pandemic. A general *Coronavirus (COVID-19)* LibGuide was created in January 2020 by two graduate research assistants on staff. This guide compiles a variety of resources about the virus itself, breaking news related to the developing situation, research on the virus, and news aggregators that include case statistics, such as the Johns Hopkins Coronavirus Research Center's highly cited interactive dashboard.

The Research Library's first COVID-19 LibGuide was the *Library Resources During the COVID-19 Outbreak*, published on March 17, 2020. This *Library Resources* guide became a lifeline for LANL employees wishing to keep track of the services that the Research Library provided, such as how to access library subscription resources remotely, as well as a variety of openly available scholarly resources that employees could easily access and take advantage while working from home. A new LibGuide for research assistance facilitated better patron access to resources, and the expertise of library staff, which included live online chat and opportunities to sign up for personalized library instruction sessions via email or an online form.

The LibGuides created during 2020 were in response to current events and topical situations. In the wake of the death of George Floyd at the hands of the police and the renewed national conversation on race and police violence that emerged from this event, the Research Library developed three LibGuides covering anti-racism, the social bias in artificial intelligence, and the holiday Juneteenth. In response to the rising stress levels among employees dealing

with life during a pandemic, library staff also curated resources for a new self-care LibGuide. Librarians also worked with staff at the LANL's classified library to create a LibGuide for the 75th anniversary of the Trinity Test, a historical milestone for Los Alamos National Laboratory.

Ease of access by remote employees became a top priority in terms of resource and asset creation. Initially, LibGuide assets were not created with remote users in mind, and any issues with access from off-site users were addressed on a case-by-case basis. Access became untenable as the majority of LANL employees shifted to remote work and needed an easier way to retrieve subscription resources. Assets linked on the pages created during COVID-19 were explicitly chosen so they could be accessed by off-site users, with built-in discovery layers and library proxy prepends in asset URLs so LANL employees could fully access subscription content with as few obstacles as possible.

As yet, reference librarians have not developed best practices for the LANL LibGuides, but each new guide created conforms to a general standard of appearance. LANL LibGuides are primarily text-based, with active links to subscription services accessible by LANL employees, including databases, ebooks, journals, and discipline-specific tools such as SciFinder for chemistry research. Subject guides can be distinguished from other library guide types by their formatting, with contact information for the specific subject librarian in the right-hand column and lists of all other subject guides and databases available through the Library in the left-hand navigation sidebar. The Research Library staff is currently developing best practices for the creation and maintenance of LibGuides.

LibChat

When the WFH initiative started, the research librarians knew they needed another tool to reduce service shortcomings since users were no longer physically on-site. There was a compelling case for implementing LibChat, the cloud-based application integrated with the Research Library's ticketing system, Springshare's LibAnswers.

There had been two previous attempts by the Research Library to introduce a chat service at LANL. The first chat service was accessible via a single computer terminal. Due to security concerns, the chat service needed to be contained on its own network, and in order to comply, the network was located in a closet. Unsurprisingly, the service was discontinued due to low

usage. A second attempt to establish a chat service called LibraryH3lp in 2015-2016 was abandoned, again due to slow uptake by users and did not integrate well with the service model at the time. The previous chat services did not benefit from marketing measures taken and the overall user demographics. Revisiting chat as an additional service point would seem strange given that previous iterations were unsuccessful. However, the use of LibChat meant an additional service point for library patrons to get immediate assistance with any queries they had while working from home. The need for this service became apparent with the shifting of LANL population demographics where more early-career researchers were hired, and the need to adopt a new service model was paramount. LibChat came to mind immediately due to being an on-demand service and its availability as a feature bundled into Springshare LibAnswers ticketing system and easily accessible for off-site researchers given that LibChat is a cloud-based application.

The Research Library acquired LibChat in mid-2019. Initially, LibChat consisted of placing the widget on the Research Library's LibGuides. Due to competing priorities, full implementation of the service had not taken place. Workflows and the marketing of library services became low priorities, sidelining LibChat as a project the Research Library would get to when other projects were near completion or an immediate need became apparent. The COVID-19 WFH order was the impetus for the immediate implementation of LibChat, going from a project on hold to full use in only a week.

Preparing the service desk providers to implement LibChat within a week was challenging. The Reference and Research Services (RRS) Team developed a workflow to make the service desk providers comfortable using the application. Training documentation took the form of instructions uploaded to the LANL Research Library's Google drive. An internal LibGuide for service desk providers was created and is actively maintained. The documentation was an extension of training that the RRS Team delivered to the service desk providers. Once training and documentation were in place for service desk providers to use LibChat, the RRS Team began to market the service, assuring that users were aware of the service and how to use it.

Marketing Initiatives

LANL Research Library staff developed marketing initiatives concurrently with creating the new LibGuides and the implementation of

LibChat. The WFH situation did not give library staff adequate time to develop a formal, comprehensive marketing plan. However, librarians took advantage of outlets available to them: LANL's newsletter, *LANL Today*; the *Research Library News Blog* that serves as its departmental newsletter; internal Library webpage alerts; virtual training sessions and other opportunities to liaise with different Employee Resource Groups (ERGs) and other LANL groups.

The Research Library opted not to use general social media sites such as Twitter to promote its new services as LANL Research Library patrons do not regularly engage on these platforms. The Research Library does not have the overarching communication program needed to propel such a social media presence, nor was it feasible to delay postings awaiting the required approvals from the LANL communications group for social media posts. Instead, the Research Library staff took advantage of other means of communication, including an organization-wide newsletter distributed daily via email to all LANL workers. To market the new LibGuides and LibChat service, the Research Library staff sought a more direct partnership with the team responsible for the organization's internal newsletter emailed each day to all organization employees.

LANL Today includes articles on research, events, and services offered at the Laboratory. The Research Library competes with other departments for limited space in the organization's daily newsletter. In the past, the competition made it difficult for Research Library content to get published quickly. The WFH initiative gave the Research Library more sway for the timely publication of library-related news. The reason: to do their jobs, principal investigators and other LANL staff members required remote access to research materials and professional development webinars.

With its extensive reach, *LANL Today* is an ideal outlet for departmental news. Delivery to each employee's inbox means that interested parties can click on the newsletter email and scan its content, including items from the Research Library. Research Library staff submits stories via email to the Communications Office publishing the newsletter. Direct contact with Communications staff has led to a marked decrease in wait time between story submission and publication. Submitting Research Library news items for publication in *LANL Today* does not guarantee publication, but the frequency of library news articles appearing in *LANL Today* compared to pre-2020 is much greater. Fourteen news stories submitted by the library for publication in LANL Today during 2020 were approved for publication. The Research Library staff

knew that the organization-wide newsletter could benefit the Research Library due to its broad reach. However, it recognized that other marketing measures were needed to maintain visibility, reminding patrons about the library's changes and new services offered. The Research Library blog acts as a departmental newsletter published on the LANL Research Library web page, and emailed to individuals who opt-in as subscribers. The Research Library staff uses the WordPress MailPoet extension and MailPoet statistics to see when subscribers open the Research Library's newsletter; statistics for *LANL Today* are not available to Research Library staff.

Aside from the LANL's organization-wide newsletter and Research Library blog, a web page alert on the Research Library's internal homepage offers a primary means for promoting the library. Unlike many academic institutions, the LANL Research Library does not have an online learning management system (LMS) such as Canvas or Blackboard. The primary way to promote new resources or announce service changes is via the Research Library's internal web presence. As the Library cannot embed the LibChat widget in the LANL content management system (CMS), a webpage alert was deemed the next best option available. Staff created two alerts at the beginning of the pandemic: one announcing how to access the Research Library's resources while working from home and the other to introduce the Research Library's new chat service, LibChat. Both alerts appear above the fold on the Library webpage, easily accessible to all who use the Research Library's webpage, similar to measures taken by libraries at other institutions regarding the accessibility of guides (Castro-Gessner et al., 2015). These alerts provided links to Library resources so patrons could easily access them, such as the Research Assistance LibGuide where LibChat is located and the *Library Resources During the COVID-19 Outbreak* LibGuide. The webpage alerts, along with the newsletters, are core measures used in promoting these and other Library services.

The newsletters and web alerts offer a broader reach to promote Research Library services, but additional promotional measures were needed. All training sessions developed by librarians for delivery during the period of WFH promote new LibGuides and LibChat, along with a review of how to access the services.

Earlier in the year, the Research Library began establishing relationships with Employee Resource Groups (ERGs) and other LANL groups as alternative means of communicating the Research Library's services. ERGs were

developed to support the inclusion of underrepresented populations. These relationships offered the Research Library additional opportunities to market LibGuides and LibChat. The liaison work resulted in Research Library staff customizing instructional sessions for the different ERGs, developing LibGuide content specifically for them, and receiving feedback on specific LibGuides. The relationships that the Research Library built with the ERGs affords another avenue for the new services to be delivered and library staff can now better fine-tune marketing efforts in response to employees' needs based on feedback received from ERGs. All of the marketing initiatives employed led to increased use of these products.
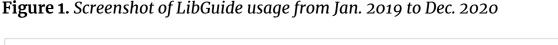
Usage and Feedback

The following sections present statistics for LibGuide usage before the pandemic and during the initial months after the WFH mandate, as well as data and feedback on the implementation of LibChat as a new application at the Research Library. It is essential to appreciate the usage of Library research guides and reference services before the WFH situation. The LibGuides were re-marketed and Libchat officially launched when LANL employees began working from home. The Research Library's marketing efforts contributed to the expanded use of the LibGuides and document the introduction of LibChat to LANL employees/workers/scientists in the middle of a pandemic.
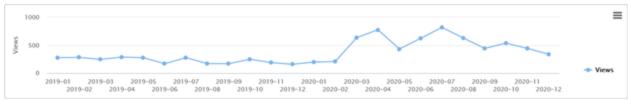
LibGuides

The Research Library published five new LibGuides in 2019: *Copyright and Open Access*, *Earth Week at LANL*, *History of Los Alamos National Laboratory*, *NASA and LANL*, and *Robust Links*. In 2019, the total number of views for the 28 LibGuides published was 2,774, averaging 228 views per month. The 277 views in January dwindled to 158 in December, a 43% decline in LibGuide views in 2019. However, this is a 108% increase from the 1,335 views for the 18 LibGuides during the year that the Research Library started using the Springshare platform (2015). On average, all guides' total number of views per year was 2,400 and 2,700 between 2016 and 2019.

Between January 1, 2020, and August 31, 2020, the Research Library published 11 LibGuides, eight of which were created and published WFH: *Library Resources During the COVID-19 Outbreak*; *Research Assistance*; *Gartner Research for Information Technology*; *Self-Care*; *Social Bias in AI*; *Anti-Racism*; *Juneteenth*; and *Trinity Test*. Three additional LibGuides developed in 2020 will

be released in 2021. In 2020, there were a total of 6,075 views for all guides, beginning the year with 198 views (January 2020), peaking in April with 776 views, and 338 at year-end (December 2020), as depicted in Figure 1.

Figure 1. *Screenshot of LibGuide usage from Jan. 2019 to Dec. 2020*

Direct feedback from Los Alamos employees and Research Library patrons, unsolicited comments via email and during demonstrative instructional sessions was overwhelmingly positive, particularly from librarians directly involved with LibGuide creation. Those groups involved in resource gathering and guide creation, such as the Ombuds Office and the ERGs, let Library staff know via email threads sent during creating the subject guides that the LibGuides were a success. Patrons interacting with the LibGuides during instructional sessions commented on the wide variety of resources available, the level of effort put into the guides, and the look-and-feel of the LibGuides, particularly noting the ease of navigating between the different boxes and tabs on the pages.

LibChat

LibChat became available to 13,137 LANL Research Library patrons on March 23, 2020. From that day through the close of 2020, 157 chat interactions took place and of them, 140 were handled expeditiously. Seventeen chats were missed due to technical difficulties and overlooked chat notifications, but staff followed up on them within 24 hours. The top three directorates using the LibChat service were Science, Technology, Engineering; Weapons; and Operations. Topics covered most frequently during LibChat sessions were "how-to" access Research Library materials remotely (15% of all LibChat sessions), reference questions (13%), and book requests (13%); other topics included resolving access to electronic resources and requests for documents requests. The total number of tickets received in LibAnswers registered 904 tickets, including LibChat interactions, email, text messages, and interactions outside the ticketing system that were entered manually in that same time frame.

Approximately 17% of reference interactions at the Research Library were conducted via LibChat from the initial product launch on March 23, 2020 – to December 31, 2020. Seventeen percent is lower than anticipated given the measures taken to provide greater visibility than was possible using the internal CMS system at the Research Library. The librarians surmise that the inability to embed the LibChat widget in the intranet made it difficult for users to find the new service. To compensate for the lack of links to LibChat, the Research Library staff created a LibGuide as a chat portal, linked to the internal website. This move allowed users to see that LibChat is available to them. The LibChat widget also was embedded in all the publicly available LibGuides. Given the available resources, the Research Library staff did their best to make the service accessible; that they succeeded is evident from user feedback.

Feedback from LibChat users was overwhelmingly positive. Users, in general, liked the synchronous nature and the quick turnaround to their queries via LibChat. Other users noted that it brought the Library's service offerings into the 21st century. Additional feedback was obtained via the LibChat ratings service, where users are allowed to rate their interactions with staff at the finish of a chat. Fifty-seven of the 157 interactions (36%) received a rating of 4 (Excellent); the remaining 100 (64%) LibChat sessions were unrated due to no response from patrons or missed chat sessions.

Lessons Learned

In the middle of a pandemic, under unusual circumstances, the Los Alamos National Laboratory Research Library staff re-implemented Springshare LibGuides. Along with the launch of LibChat, library staff learned many lessons about implementing and marketing library services. The development of a comprehensive marketing plan was not possible due to the ad-hoc nature of LANL research requests and the need for immediate response. Library staff had to be creative with its promotional efforts, sometimes succeeding while other times not. The following are the lessons the Research Library staff learned and what to avoid in future marketing endeavors: The importance of staff instruction and buy-in, promotion through email, and ongoing marketing campaigns.

1.   **Library staff instruction and buy-in.** The lead members of the LibChat implementation project assembled best practices and instructional materials. They also conducted an instructional session for the reference librarians on how to use LibChat. For the most part,

Library staff quickly learned how to use the tool and employ it, at least initially. With an increasing number of missed chats, it was evident that library staff was not following best practices. As a remedy, best practices for LibChat were reviewed during weekly staff meetings reminding staff to refer to the LibChat best practices resources. Service team providers were advised to have multiple chat operators logged on to minimize missed chats. The Research Library staff now recognize the importance of having several staff resources to refer to when introducing any new service. Also, strong buy-in from staff can contribute to the likelihood of a successful product launch. Weekly staff meetings can reinforce both concepts.

2. **Promotion through email.** The Research Library built a stronger connection with the LANL organizational newsletter staff during the pandemic. Through this partnership, it was able to expand its audience. Later, library staff realized that it could not rely solely on the organization's newsletter for promotional purposes. Anecdotal evidence showed that employees might not even read the organization newsletter, choosing to delete the newsletter email without a glance.

The sharp increase in emails received by LANL employees since WFH started has led to email fatigue. Near-daily emails from the larger organization could eventually prove to be detrimental to improving the marketing and outreach efforts of the Research Library. Future library marketing efforts must avoid relying on email to disseminate information about Library services. While it is easy to send an email during this WFH initiative, there must be a more innovative way to reach potential new library patrons who might benefit from LibGuides and LibChat services. The Research Library will be creating a targeted marketing plan suitable for a virtual environment that does not rely upon a single means of information delivery, specifically emails.

3. **Ongoing marketing campaigns.** Once the initial round of promotional efforts concluded, there was a noted drop-off of usage for LibChat and LibGuides. Even with reminders posted on the Research Library homepage, such as alert banners on the top of the page and links to the Springshare applications in the contacts information and elsewhere on the page, usage plateaued. To assure

continued use of library services, patrons need regular reminders. Therefore, there is a need to create a continuous marketing campaign to sustain high use of these services, ideally to match the high usage levels as when first introduced.

4. **The importance of collaborative development of Research Library products.** Creating LibGuides via a collaborative process with LANL groups has been successful not only for creating resources but also for creating working relationships with other entities across the LANL organization. In the future, collaborative development could ideally be a part of the workflow for other Research Library-created products, depending on the nature of the product and what groups are available for collaboration. The process behind the collaboratively created LibGuides could be used as a model for these future cross-group projects.

Next Steps

The Los Alamos National Laboratory Research Library Reference and Research Services (RRS) Team's next step is to continue improving its communication and marketing strategy by focusing on what worked and what did not work during the re-implementation of Springshare LibGuides and LibChat. Additionally, the Research Library will continue to expand and innovate the use of the LibApp suite as a whole. Other special libraries considering using LibGuides and LibChat to help close service gaps in their reference should review the lessons the Research Library staff learned to increase usage of applications and provide better overall marketing to their patrons. The COVID-19 global pandemic changed how the Research Library provides services to its patrons and, in doing so, also changed how the Research Library will approach problems in the future.

References

Bier, L. (1999). Atomic wives and the secret library at Los Alamos. *American Libraries, 30*(11), 54–56. Retrieved from http://www.jstor.org/stable/25637414

Castro-Gessner, G., Chandler, A., & Wilcox, W. S. (2015). Are you reaching your audience? *Reference Services Review*, 43(3), 491–508. https://doi.org/10.1108/RSR-02-2015-0010

Dalton, M., & Pan, R. (2014). Snakes or ladders? Evaluating a LibGuides pilot at UCD library. *The Journal of Academic Librarianship*, 40(5), 515–520. https://doi.org/10.1016/j.acalib.2014.05.006

Dempsey, P. R. (2017). Resource delivery and teaching in live chat reference: Comparing two libraries. *College & Research Libraries*, 78(7), 898–919. https://doi.org/10.5860/crl.78.7.898

Hvass, A., & Myer, S. (2008). Can I help you? Implementing an IM service. *Electronic Library*, 26(4), 530–544. https://doi.org/10.1108/02640470810893774

Kerico, J., & Hudson, D. (2008). Using LibGuides for outreach to the disciplines. *Indiana Libraries*, 27(2), 40–42. Retrieved from https://journals.iupui.edu/index.php/IndianaLibraries/article/download/17127/pdf_578

Los Alamos National Laboratory. (n.d.) *Facts, Figures*. Retrieved from https://www.lanl.gov/about/facts-figures/index.php

Springshare. (n.d). Retrieved from https://www.springshare.com

Van Kampen-Breit, D., & Gould, R. H. (2018). Lessons learned from a failed research project: An informal examination of LibGuide design and use became a professional growth opportunity. *The Journal of Academic Librarianship*, 44(6), 747–752. https://doi.org/10.1016/j.acalib.2018.10.001

Waters, M. (2017). The librarian who guarded the Manhattan Project secrets. *Atlas Obscura.* Retrieved from https://www.atlasobscura.com/articles/manhattan-project-library-charlotte-serber-oppenheimer-fbi

About the Authors

Elizabeth Chase Moyer (she/her**)** is a librarian on the Reference and Research Services Team at the Los Alamos National Laboratory Research Library. She led efforts in deploying the Research Library's chat service and is a contributor on the Research Library's Communications and Marketing Team.

Sarah Lynn Hayes (she/they) is a librarian on the Reference and Research Services team at the Los Alamos National Laboratory Research Library. She is the lead on the Research Library's Communications and Marketing Team. They are also the communications officer for the Laboratory's disability-oriented employee resource group, DiverseAbility.

Michelle Aileen Mittrach (she/her) is the team leader for the Reference and Research Services team at the Los Alamos National Laboratory Research Library. She coordinated implementation and administration of Springshare LibApps and is a contributor on the Research Library's Communications and Marketing Team.