

Seeking Synchronicity: Evaluating Virtual Reference Services from User, Non-User, and Librarian Perspectives - Schedule of Completion																											
	Year One													Year Two													Cost
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
GENERAL ADMINISTRATIVE OVERSIGHT	\$125,445																										
General Administrative Oversight																											
Travel to IMLS, professional conferences																											
PHASE I - FOCUS GROUP INTERVIEWS	\$88,698																										
Design and pre-test focus group interview questions																											
Conduct librarian focus group interviews at VRD Conference																											
Data analysis of focus group interviews																											
Conduct librarian focus group interviews at ALA Midwinter Conference																											
Conduct focus groups of users and non-users of VRS																											
Data analysis of user and non-user focus group interviews																											
PHASE II - TRANSCRIPT ANALYSIS	\$70,858																										
Randomly select 50 QuestionPoint VRS transcripts/month																											
Data analysis of 50 QuestionPoint VRS transcripts/month using Radford and Katz/Kaske classification scheme																											
PHASE III - ONLINE SURVEYS	\$84,108																										
Select sample of librarians, users, and non-users of VRS for online survey																											
Design and pre-test questions for online surveys of librarians																											
Conduct online survey of librarians																											
Resend online survey to librarians who have not responded																											
Data analysis of librarian online surveys																											
Design and pre-test questions for online surveys for users and non-users of VRS																											
Conduct online survey of users and non-users of VRS																											
Resend online survey to users and non-users of VRS who have not responded																											
Data analysis of user/non-user online survey																											
PHASE IV - INDIVIDUAL INTERVIEWS	\$80,208																										
Select sample of librarians for telephone interviews																											
Design and pre-test telephone interview questions for librarians																											
Conduct telephone interviews with librarians																											
Data analysis of librarian telephone interviews																											
Select sample of user/non-users for telephone interviews																											
Design and pre-test telephone interview questions for users/non-users																											
Conduct telephone interviews with users/non-users																											
Data analysis of telephone interviews with users/non-users																											
REPORTS AND DISSEMINATION	\$61,792																										
Complete all analyses, prepare final report																											
Attend professional conferences (data collection and dissemination)																											
Dissemination through publications																											
Direct costs requested from IMLS	\$511,109																										