

Although the content more than delivers on the title's promise, the text would have benefited from tighter copyediting. A number of fantastic resources are scattered throughout the notes and works cited. Future editions would profit from a collated appendix of useful websites.

Readers who work in settings without resident copy-right advisors will especially appreciate this volume. Moreover, it will be invaluable for use in library and information studies coursework. In addition to print, this book is available as an open access publication through the Association of College and Research Libraries website (<http://bit.ly/1ziN4ax>). Highly recommended for all educators and researchers.—George Gottschalk, *Collection Development Librarian, Rogers State University Library, Claremore, Oklahoma*

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***The Personal Librarian: Enhancing the Student Experience.***

Edited by Richard Moniz and Jean Moats. Chicago: ALA, 2014. 152 p. Paper \$58 (ISBN: 978-0-8389-1239-3).

*The Personal Librarian: Enhancing the Student Experience* champions the personal librarian concept as a revolutionary solution to many of the issues currently facing academic libraries, revealing what a personal library program can do for a library and how such a program should be built. The book is well crafted, flowing and connecting exceptionally well, despite the fact that each chapter embodies a completely separate essay. In particular, the book's organization provides readers with an easy transition from skeptical critic to enthusiastic participant, as each chapter transfers the energy and optimism of the authors to the reader.

Building on the evolving role of reference librarians as liaisons and educators, a personal librarian program seeks to go beyond reference interactions and library sessions to intentionally “build long-term one-on-one connections that allow students to have the confidence and resources to be successful in the skill sets that librarians particularly seek to instill in them” (9). The libraries that have already established personal librarian programs, such as Sam Houston State University, Yale University, and Drexel University, have used their programs as a means to further connect with their student population and remind them what librarians can do for them. In particular, the personal librarian program is meant to combat the issue of low student retention facing academic institutions by establishing strong relationships with students from their freshman year onwards. If a student can enter higher education with a personal librarian, who contacts the student before the academic year starts and who serves as someone the student can rely on for any assistance he or she may need throughout the year, Moniz and Moats believe that the often overwhelming stress of the transition to college can be reduced. More than anything else, the personal librarian “serve[s] as a point of contact for students” by keeping in constant communication with students, providing personal research assistance whenever needed, and connecting students with their subject specialist librarians once a major has been chosen (21).

In a world in which the librarian's role is in a state of transition, the concept of the personal librarian presents itself as an intriguing asset. Predominantly invaluable for librarians searching for the means to “make personal connections with students that can begin to stand outside the classroom” (47), such librarians will find all of the tools and encouragements they need within the pages of *The Personal Librarian: Enhancing the Student Experience*.—Calantha Tillotson, *Graduate Reference Assistant, Bizzell Memorial Library, University of Oklahoma, Norman, Oklahoma*

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***Putting the User First: 30 Strategies for Transforming Library Services.***

By Courtney Greene McDonald. Chicago: ACRL, 2014. 104 p. Paper \$30 (ISBN: 978-0-8389-8732-2).

User experience (UX) is serious business. Ultimately UX is what makes or breaks our success. This book, however isn't particularly serious, if by serious you mean academic and neutral in tone, narrated in the third person, and dispassionate. The best user experiences deeply impact both the agent of delivery and the customer; they are highly individualized, very specific to a place or situation, and (we hope) enjoyable.

This passage from the introduction sums up nicely the purpose of *Putting the User First*, a brief but densely packed book of workable strategies to improve the user experience of those served by libraries. The author is quick to point out that UX is not just for websites, but for in-person visitors to our libraries as well. The first strategy in the book is a real eye-opener: “You are not your user—so forget thinking that you are.” The author makes a strong case that we information professionals, because of our knowledge and training, are impaired by it and will struggle to understand the approach to our services that the average user has. Unless, of course, we *admit* that we don't really understand and are willing to make changes *not* based on our perspective and training.

After reading the first strategy, I was drawn into the content, expecting to see some “recipes” for improving the user experience. Instead, I found stimulating commentary followed by short reading lists (including TED talks and blogs as well as journal articles and books) that provide valuable insight on new ways of looking at the issue being discussed. All of the strategies are handled in the same manner. This approach initially frustrated me since it offered insights, exercises, and suggestions on thirty different strategies, but didn't seem to have any concrete answers, just lots of food for thought for improving UX. The value of a book like this is that it is not meant to be read cover-to-cover and then just implemented. It is more of a “talk amongst yourselves” kind of work, with great topic suggestions. Each strategy could serve as a starting place for library staff discussions or as a concrete tool to help those implementing collaborations with faculty and students.