



ESTIMATING THE COSTS

Implementing a real-time online reference service will include short-term, start-up expenses, as well as long-term costs for sustaining and growing the service. Costs will be both direct and hidden and will vary depending on your service model, the type of software selected, level of staffing and hours of operation.

Here are some costs to consider when doing your budget for a new chat reference service.

CATEGORY	SHORT TERM?	LONG TERM?
Software license	<input type="checkbox"/>	<input type="checkbox"/>
Project coordination	<input type="checkbox"/>	<input type="checkbox"/>
IT support	<input type="checkbox"/>	<input type="checkbox"/>
Designing Web interface	<input type="checkbox"/>	<input type="checkbox"/>
Hardware and equipment	<input type="checkbox"/>	<input type="checkbox"/>
Recruiting and selecting staff	<input type="checkbox"/>	<input type="checkbox"/>
Space, furniture, and supplies	<input type="checkbox"/>	<input type="checkbox"/>
Day-to-day administration and scheduling	<input type="checkbox"/>	<input type="checkbox"/>
Writing policies and procedures	<input type="checkbox"/>	<input type="checkbox"/>
Staffing the service	<input type="checkbox"/>	<input type="checkbox"/>
Training staff	<input type="checkbox"/>	<input type="checkbox"/>
Outsourced reference services, if applicable	<input type="checkbox"/>	<input type="checkbox"/>
Marketing	<input type="checkbox"/>	<input type="checkbox"/>
Other?	<input type="checkbox"/>	<input type="checkbox"/>
Other?	<input type="checkbox"/>	<input type="checkbox"/>
Other?	<input type="checkbox"/>	<input type="checkbox"/>

Put a check in front of the costs that will be hidden because work is absorbed by current staff.