



**ALA** san FRANCISCO

**ANNUAL CONFERENCE & EXHIBITION** June 25-30, 2015

ALA American Library Association [alaannual.org](http://alaannual.org)

## **The Collectors**

**Saturday, June 27, 2015**

**10:30 AM - 12:00 PM**

### **Cloud on the Horizon: Weathering a consortial system migration in Acquisitions**

In June 2013, the University of Washington (UW) Libraries and five other institutions became the first cohort in the Orbis Cascade Alliance to migrate to a consortial implementation of ExLibris' cloud-based Alma integrated library system (ILS). The situation was complicated by the fact that it would take an additional 18 months to complete the migration of all 37 members of the Alliance into a system that was still very much in development. Prior to migration, the Acquisitions and Rapid Cataloging Services division of UW Libraries took part in planning for the migration and prepared for anticipated processing backlogs of ordering, receiving and invoicing, and cataloging. Alma and the new consortial environment made apparent the need for new workflows as well as rethinking preexisting processes after migration. As with any large-scale project, some things went according to plan and others did not. This poster will visually present an acquisitions departmental eye-view of the migration, highlighting the complexities of moving to a truly shared ILS and describing impacts on ordering and receiving workflows over time. A timeline, statistical graphs, and screenshots will allow for comparison of productivity before and after implementation, document the overall process, and outline the challenges and learning opportunities faced with the new system as well as issues encountered in taking the consortial relationship to a new level of integration.

#### **Authors:**

- Cheryl Morrison
- Morag Stewart

### **How many followers today? Special Collections Adventures on Tumblr**

In the fall of 2014 I started work as a digital projects graduate assistant at the Rare Book & Manuscript Library at the University of Illinois at Urbana-Champaign. Expanding the RBML's social media footprint was a priority, supplementing an already bustling public outreach and public programs. Because of the vibrancy of the collection, Tumblr, the micro-blogging photography based website, became my project focus and the RBML has seen great success in the platform. What promise does tumblr hold for archives and special collections? How does incorporating Tumblr into special collections librarianship change the way in which we interact with the public, how we promote our events, and even how we view our collection? How do special collections librarians share our experiences with our colleagues? How do we stay in touch and succinct, while continuing to tell engaging yet deep stories from our vault? While there has been a lot of research done on how libraries can improve the user experience through the internet, missing here is how archives and rare book repositories can use Web 2.0 social media features not for just outreach but as a surrogate for use. How do we "open" the library and archive to potential new users across the globe? This poster examines the question: how does a university rare book library and literary archive shift to incorporate social media into larger ideals of use and users, and what does that mean for the future of outreach and instruction?

**Author:** Dylan Burns



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**If we move it will they come? Moving the DVD collection in an academic library.**

In 2012 the Sonoma State University Library found itself in a 215,000 square foot building with multiple service points and a limited number of employees to cover all the service desks. A study was made and it was determined that the media desk could be consolidated and rolled into the circulation desk. All non DVD media (cassettes, record albums, and VHS tapes) would be stored in the library's automated retrieval system. All DVDs would migrate to open stacks in a central location in the library. Decisions had to be made about what the open stack area would look like, how the items would be secured, when would the "conversion" take place (with the least amount of interruption to the user), how and who would make the conversion, and how would call numbers be changed from accession numbers to Library of Congress call numbers? Another important question – would the change make a difference in usage statistics? This poster highlights some of the considerations the library had to take into account, what changes were made and summarizes usage statistics after the change.

**Author:** Kim Wallis

**Journal Assessment in an Academic Library is not all About COUNTER Statistics!!**

This poster will provide information to demonstrate the issues associated with the use of only COUNTER statistics to make decisions regarding retention of important journals in key areas at research institutions.

It will present the metrics and other parameters used at a large research university to assess the journals of value to the chemistry and biochemistry program for retention and cancellation.

The method uses COUNTER statistics, in house use, as well as faculty publications and citations gathered from Web of science database, SciFinder, PubMed and Google Scholar, to identify which journals the faculty regularly published in and the sources they cite. These data will be presented in a way that can be used for meaningful discussion by participants.

It will also present in graphical form, a methodology that can be used to extract data from the Web of Knowledge in a format useful for manipulating for meaningful results in decision making.

**Author:** Lutishoor Salisbury



### **LibraryBox: the easy solution for checkout ebooks**

KSU Johnson Library purchased several ebooks in epub and mobi format. However these files do not have URL links and cannot be accessed via library system, nor can they be transferred to e-reader devices. How can we make these ebooks accessible for users? We contacted other libraries and some vendors, but did not get any solutions. After an extensive research, we found out that "LibraryBox" is an easy solution. LibraryBox can make the process of downloading epub or mobi files directly to e-readers. We purchased the LibraryBox in Nov. 2014. We configured it, transferred the epub and mobi files into LibraryBox and downloaded to the library e-readers. In this poster, we will demonstrate step by step how we successfully implemented it and how easily these ebooks could be retrieved from e-readers.

This poster will benefit other libraries who are facing the same dilemma to solve their problems in a much easy way by just following our procedures.

#### **Authors:**

- LI Chen
- Yongli Ma

### **The Past in the Present: Combining Analog and Digital Collections**

The "build it and they will come approach" is an accepted proposition in the library community, particularly in the area of Unique Collections. Although librarians may carefully select, preserve, and digitize research rich materials with great potential for classroom use, collections may not receive the attention and usage librarians anticipated. This poster will illustrate the innovative ways the John Spoor Broome Library at CSU Channel Islands encourages students and faculty to engage these materials and foster their awareness, and use in the classroom. Exhibiting unique collections can be an effective marketing, outreach, and teaching opportunity. Librarians from Unique Collections and Public Services collaborate to create such exhibits, and as part of these exhibits they take advantage of digital tools to create a multimedia experience for students and faculty. One such tool is Historypin. This free interactive history sharing website allows Broome Library to pin archival images to their actual location on Google Maps and superimpose those images over a present-day satellite view of the location. Thus, an exhibit patron can see the geographic breadth of the library's collection and observe the locations' changes over time. In addition to Historypin, exhibits include physical objects, access to digital objects using iPads, and audiovisual materials, thus realizing the promise of Digital Humanities. We aren't digitizing unique collections that wait to be found in an Institutional Repository. Instead, we're providing digital content to users to play with in the context of an exhibit. Maybe through that interaction, they will learn something.

#### **Authors:**

- Kaela Casey
- Matthew Cook
- Laura Worden



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### **E-books: R We on the Same Page?**

Recent years have witnessed a rapid transition from print monographs to e-books in academia. Ebrary's "2011 Global Student E-book Survey" suggests an increasing number of college students are aware of a library's e-book collections compared with the data collected in 2008. However, for academic libraries to provide e-book resources and services effectively, a thorough understanding of faculty and students' e-book needs, preferences, and usage is needed.

A campus-wide online survey was sent out to university faculty, staff, and students in Fall Quarter 2014 with a total of 630 responses received. The users indicated that they preferred e-books for personal use. There were 64 percent that indicated having read at least one e-book with 36 percent having never read one. Respondents typically read two to five e-books over a three months period. Both students and faculty preferred using e-books because they are easy to access, download, and less costly.

This study will depict a macro picture of user preferences and behaviors regarding e-books. It is unique in that it will compare the perceptions of librarians versus users. Librarians are making great efforts acquiring and promoting e-book collections, therefore understanding what value or preference users have regarding e-books will help with the library's decision making and creating a viable e-book collection policy. Librarians need to find out if they are on the same page as users when it comes to e-books.

Additional data was collected in the survey. Graphs, photos and user comments will be presented on the poster.

#### **Authors:**

- Sandra Bozarth
- Ying Zhong



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### **Towards sustainable partnership: examining cross perceptions of public and technical services librarians**

Public and technical services librarians play critical roles in support of institutional growth and development. It is unclear how librarians in the two fields perceive the role and value of their colleagues and cross-field collaboration. The authors conducted a survey in 2014 to investigate common perceptions public and technical services librarians have of each other. A total of 868 library professionals answered the survey, two thirds of the survey respondents were academic librarians and one third were public or special librarians. For the purpose of the study, both quantitative (multiple choice questions) and qualitative data (open-ended questions) were collected, carefully measured, and analyzed.

Among the noticeable initial findings of the study were recognition of the value of colleagues in other fields, persistent stereotyping among librarians, and a desire for more cross-field conversation and collaboration to promote greater support to library users. This survey is timely and adds to the recent popular discussion of librarian stereotypes through examining the perceptions librarians have of other librarians' roles and value.

The poster will illustrate key survey findings of cross perceptions of public and technical services librarians and how librarians value and envision inclusive communication and collaboration across departments. The poster will also describe how we can learn from the survey results to help foster a collaborative environment and strong partnerships.

#### **Authors:**

- Erin Ackerman
- Cathy Weng



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### **All Access in Libraries!**

This poster session will display the innovative partnership between two public libraries, various community organizations and higher education as part of ALL Access, a grant-funded initiative through the Institute of Museum and Library Services (IMLS). The poster will display the collaborative efforts of the Providence Public Library, the Cranston Public Library, the Rhode Island Family Literacy Initiative (RIFLI), and Tech Access of Rhode Island and will explain a four-tiered model for addressing digital literacy, adult education and workforce development needs in libraries. This model includes the use of one-on-one technology appointments for bridging the digital divide, a Learning Lounge concept for addressing adult education needs such as GED/test preparation and resume/career help, assistive technology stations in libraries for helping patrons with disabilities and a new website, the RI Resource Hub, that helps to coordinate statewide efforts and reduce redundancy of service throughout the state.

The presenters will also share statistics and anecdotal stories that point to the programs' success in both library settings and will also discuss challenges and lessons learned during the implementation of these programs. Program evaluation methods will also be discussed. Attendees will gain knowledge for replicating these concepts in their library and adapting the services to address the needs of their specific patron population.

### **Authors:**

- Katherine Boden
- Edward Garcia
- Jack Martin
- Deborah Mathews
- Stefanie Metko
- Karisa Tashjian



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### **Evolution of Erasmus: Creating an Electronic Resources Portal Using LibGuides 2's A-Z Database List**

The Michigan State University (MSU) Libraries has used a home-grown system, Erasmus, as an electronic resources' portal since the beginning of time (or the Internet, anyhow). Being an older system that was not intended to manage large amounts of diverse data, talks of a "redesign" ensued. Although the need for something newer and better was painfully obvious, limited staffing and time would prevent implementation of any improvements recommended by the Redesign Task Force.

As the MSU Libraries was preparing to migrate to LibGuides v2 CMS, it was serendipitous that LG2 offers an A-Z Database List, a central repository for managing and displaying electronic resources.

Furthermore, the A-Z Database List offered features recommended by the Task Force, such as assigning Subject Associations and creating Best Bets to highlight databases and librarians. So, while LibGuides v2 was not initially purchased for the purpose of replacing Erasmus, it was quickly realized that the A-Z Database List would meet the library's needs in managing our electronic resource records and serving as a portal to our wealth of resources in a user-friendlier interface.

The Erasmus/LG2 project ran the gamut of project management tasks. It was not just a simple matter of copying and pasting the entries from one system to another. This poster will map the experience: selling the vision to stakeholders (librarians), timelines, technical reports, communication and cross-collaboration, training, quality control, and creating new work flows, to redesign an electronic resources' portal that is more manageable, more organized, and more intuitive for end users.

**Author:** Christine Tobias

### **Self Service Works!**

Baltimore County Public Library (BCPL) has successfully adopted a self-service model for patrons. With 93% of circulation passing through self-checkouts, circulation reached over 4 million items last year. I conducted a research study to make sense of the transition BCPL underwent. This included policy, hiring, and philosophical changes in the day to day operations and management of all 19 branches of BCPL. The result of the adoption of self service has led to an increase in programs, partnerships, and service hours. Self-service presented these opportunities by freeing up their most valuable resource: their staff. I will present facts, figures, and quotes from the managerial interviews and patrons surveys I proctored in 2014. Visuals of the high satisfaction marks given by patrons and the large numbers generated by the extrapolation of the usage statistics even made BCPL administrators excited. Libraries and librarians have always prided themselves in customer service. The concept of good customer service is changing towards convenience and automation. My research results provide proof that libraries can automate, keep high service standards, and yet maintain the human interaction people love at the library.

**Author:** Richard Sigwald



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### **Special Collections and Archives Class Request Tool (CRT)**

In an effort to greet the rise of faculty interest in teaching with primary source materials at Houghton Library, and with the help of an Arcadia Foundation Library Innovation grant, we designed and produced the Class Request Tool (CRT) to consolidate and automate administration of teaching in special collections and archives across Harvard. As an open-source tool, compatible with Aeon, built to be adaptable in a range of organizational environments, the CRT was also designed with integrated and practical assessment features.

The most basic function of the CRT is to streamline faculty class requests and staff management (assigning staff, scheduling classrooms, arranging for presentations, etc.) of classes in a simple, shared, online environment. We also took the opportunity of the CRT's creation to launch a standardized assessment component tied into the closing of classes in the tool because we see assessment as core to administering our seminar program effectively. Also, through integration with Aeon, Atlas System's special collections circulation system, the CRT connects neatly with the collection of standardized data on use of materials in seminars, providing an opportunity to more deeply explore material selections in the classroom context.

In this poster I propose to share our experiences of building the CRT, outline its features and explore the implementation at Harvard.

**Author:** Emilie Hardman

### **Are Ebooks for Everyone? Evaluating the Accessibility of Academic Ebook Platforms**

Does ebrary work with screen readers? Can Wiley ebooks be downloaded? What ebook publishers allow printing?

This poster offers a comparative evaluation of 16 major academic ebook platforms using criteria key to accessibility such as: text-to-speech options, text enlargement, full text searching, print capability and more. Results can be used to support and inform the decisions of acquisition departments and librarians when choosing what ebook packages to buy or promote to users. The poster will include a discussion of the evaluation process, a summary of the results, and information on the online guide created to make this information accessible to the wider community.

#### **Authors:**

- Ann Agee
- Christina Mune



### **Library On Wheels**

In 2014, The Berkeley Public Library began a bicycle outreach program called Library on Wheels. The Library on Wheels is a cargo bike equipped with a wifi hotspot and iPads that gives the Library a dynamic presence in the community used to sign people up for Library cards, check out books and movies, and provide access to our online services. By forming partnerships with community organizations, museums, and schools, our staff has been able to expand outside of our brick and mortar locations and connect with our community where they play, learn and shop. Our most popular events have been farmers' markets, street festivals, and outdoor movies.

The presentation will feature iPads showing first person GoPro videos and photos from our events, social media and a poster that documents our service plan and successes. By combining multiple forms of media, we hope to tell our story and inspire other librarians to begin bicycle outreach programs in their libraries.

**Author:** Dan Beringhele

### **Nine Campus Libraries Transforming Circulation to Reflect Shifting Library Use Behaviors**

In the spring of 2012, a circulation committee was formed at Berkeley College to review the borrowing policies and circulation trends at 9 library locations. The review included benchmarking borrowing policies at other academic libraries, internal surveys and an analysis of circulation statistics. After careful review, we determined that library fines were not effective. This poster will illustrate the process that the committee used to change circulation policies, eliminate fines and increase user satisfaction.

**Authors:**

- Laurie McFadden
- Susan Van Alstyne

### **Patron Driven Acquisition: Has it Changed Our Collections?**

Three years ago a major research library implemented a PDA program for the bulk of its print and online monographic collections. This poster will illustrate the disciplinary composition of the library's collection prior to the implementation of the PDA program and contrast it to the collection created by researchers. It will address uncertainties libraries have held about PDA programs by analyzing current data including an analysis of how technical services manages the system and the changing role of the information resource manager. Lastly, the poster will illustrate how PDA has provided insight into our users' needs.

**Authors:**

- Jason Dewland
- Cynthia (Cindy) Elliott
- Teresa Hazen
- Andrew See



### **Preservation in Practice: A Survey of NYC Academics Engaged in Digital Humanities**

Digital humanities is an emerging field that has captured a wide variety of academic disciplines with continual innovations in research content and outputs. The creative manifestations of these projects, in addition to the cutting-edge tools and frameworks producing them, raise the issue of their sustained viability and permanence. While these inventive forms of scholarship imply the risk of degradation, digital preservation has been a rising concern now addressed on a national level. This survey study will involve in-depth interviews with New York area academics practicing digital humanities in order to gather information about current perspectives and practices regarding preservation of their scholarly endeavors. The investigators will attempt to identify how methodology, workflow, institutional resources, and other factors influence the outlook and emphasis on preservation, in addition to gaining a broader framework and language to support the sustainability of scholarly projects that use complex digital assets. The poster session will review the practices of several projects with accompanying visuals to demonstrate the variety and complexity of the field and compare the realities of implementing a digital preservation plan to the agreed upon best practices in the field of digital preservation. The poster will also depict a few steps that librarians are taking or can take to provide preservation support for digital humanities projects.

#### **Authors:**

- Nik Dragovic
- Allison Piazza
- Hannah Silverman
- Malina Thiede

### **Looking for Landmarks: A Citation Analysis of English Literary Scholarship for Collection Development**

Citation studies have documented the presence of landmark articles in a number of scholarly fields over the years, especially in the sciences. But can landmark works— studies of great impact that scholars consider foundational to the discipline—be documented in humanities disciplines through citation analysis? The authors of the current study test for the presence of landmark works in certain areas of English literary scholarship with collection development in mind. By conducting a citation study on specific niches within English literary studies, the authors hoped to identify core groups of scholarly works for those areas of study that could then be used as tools for collection development in support of specific teaching and research areas for their campus.

Many previous citation studies have focused on the research needs of faculty or students as reflected in scholarly publications or theses and dissertations. In this case, the authors began by identifying literary works that have been included on the reading list for the comprehensive exams for the MA in English at a public, land-grant institution over a three-year span. The authors selected a sample of studies of those literary works to map their shared citations for overlap and determine 1) if there is a core group of highly-cited titles and 2) if those titles are represented in the university libraries' collections. The authors will present the data gathered using charts and graphs to illustrate where citation patterns do or do not overlap among the works examined.

#### **Authors:**

- David Nolen



- Hillary Richardson

### **Call Me Maybe? A Tale of Two Call Centers**

What do you do when the phone is ringing, a customer is standing in front of you, and another is waiting for a response via online chat? Several public libraries are moving to a call center model to give customers undivided attention, regardless of how they connect with the library. Arlington Heights Memorial Library and Skokie Public Library, with a service population of 76,000 and 65,000, respectively, have developed a call center model in order to connect with their customers. The goal of the call center is to provide better customer service by answering as many questions as possible on the first transaction, without transferring. Arlington Heights Memorial Library began implementing a call center close to three years ago and Skokie Public Library has had a call center in place for just over a year.

The poster will compare and contrast different approaches in the creation of a call center. The presenters will offer insight into the development of their models as well as the challenges and successes they have faced. Both libraries rely on phone statistics to measure the success of the call centers. To provide insight into the evaluation of the project, the poster will contain charts and graphs that represent incoming call volume, average call time, and number of calls transferred. The libraries will also include photographs of the call centers and showcase the variety of technology tools and training methods used.

#### **Authors:**

- Jolie Duncan
- Laura McGrath

### **Improving Library Collections through Small Grant Writing**

This poster session will examine the role small grants can play in the collection development process for both academic and public libraries. In the session, several granting agencies will be examined, as will how improving collections with such grants can lead to a variety of positive outcomes. Attendees will also be exposed to best practices in grant writing, and be provided a variety of practical tips and examples of how to write a successful grant. In an academic library, building collections through small grants can lead to increased interaction with teaching and research faculty by librarians. Many collection development grants that are currently available are for quite specific topics, often aimed at allowing a library to diversify its collection and become more multicultural in nature. This can lead to increased programming for libraries and allow them to serve as a center where the public can come to learn about other cultures. Attendees will leave this session with a deeper understanding of how to write grants, the long-term value collaborations with colleagues can have on librarian grant writers, and the positive impact successful collection grants can have on a library.

#### **Authors:**

- Olga Casey
- Alyssa Martin
- Michael Pearce
- Christopher Shaffer



### **Libraries, Long Lives, and ... Louis L'Amour?**

Libraries continue to transform as we live longer. How can libraries engage with and learn from the oldest old? The Oklahoma Oral History Research Program (OOHRP) at the Oklahoma State University Library has found a way through the ongoing oral history project, "Oklahoma 100 Year Life." A joint effort between the OOHRP and the OSU College of Human Sciences, this project features interviews with Oklahomans who have lived 100 years or more. In addition to uncovering rich history, this project also serves as a venue for increasing awareness of the value of a long-lived life by recording, preserving, and making information about Oklahoma's centenarians accessible to scholars, researchers, and other interested persons through the OSU Library. OSU students and faculty members have accessed and incorporated interview materials in class assignments and conference presentations. Preliminary interview analysis indicates that this population has valued books (such as Louis L'Amour titles), reading and by extension, libraries. Overall, this work helps add to the library's collection of rich primary source materials and also serves an outreach function for the library and the university. This poster will provide a general overview of this oral history project, discuss cognitive tests involved in determining participants, highlight factors involved in working with older populations, suggest some ways libraries can serve centenarians and super-centenarians, and touch upon how this project can be replicated in your own community. Visual elements will include images from narrators, website examples, and usage statistics.

#### **Authors:**

- Tanya Finchum
- Juliana Nykolaiszyn

### **Metadata Matters: A Holistic Approach to Metadata at the University of Hawaii Institutional Repository**

Libraries that maintain an institutional repository (IR) have always faced issues of metadata quality. The University of Hawaii at Manoa (UHM) Library is no exception. The issue of metadata quality at UHM is complicated by several factors: 1) metadata is produced by the IR's community members and often not trained by library staff through unmediated submissions; 2) the repository's scope is inclusive of both scholarly and non-scholarly works produced on campus; 3) the community that deposits digital objects to the IR consists of diverse members; 4) the IR has been up and running for seven years with no formal/documented workflows and/or metadata guidelines. Based on the understanding that standardization of metadata practice alone cannot achieve the goal, UHM has taken a holistic and versatile approach to improve the quality of metadata in its IR. In other words, a preset basic course of actions, ranging from standardization to outreach, has been adjusted based on contingencies and feedback. This method has worked well not only because it enables good quality metadata to be an integral part of the UHM's IR initiative as a whole, but also because it has helped make a positive impact on open access that UHM advocates and beyond. The poster illustrates the approach undertaken to show how each action aligns with the overarching goal of improving metadata, and is intertwined each other to contribute to some of the Library's larger objectives.

#### **Authors:**



- Jennifer Beamer
- Asako Shiba

### **Digital vs. Print: Reading Comprehension and the Future of the Book**

The future of books and libraries is brought into question by the increasing popularity of e-books and the use of computers as text platforms. Now that all major American publishers are making at least their newest titles available to libraries as e-books, price and availability will soon no longer be limiting factors for lending institutions wishing to expand their digital holdings. Yet collection development is not simply a matter of economics.

Librarians in charge of acquisitions and long-range planning will best serve their patrons by taking into consideration the physiological and cognitive needs of readers, and their metacognitive habits. This poster will present current research on the suitability of each reading platform—printed books, e-readers, and computers—for the comprehension needs of different readers.

Although this poster will be based on an article published in the current issue of the San Jose State University Information School Student Research Journal, (<http://scholarworks.sjsu.edu/slissrj/vol4/iss2/6/>), many of the findings of that article lend themselves to visual presentation: That e-paper is indeed the optical equivalent of print; that comprehension in the elderly is enhanced by high-contrast computer LCDs; that virtual page-turning in e-readers discourages review of previously read material; that following hyperlinks in scrolled text prevents a reader from progressing visually through a “forest of ideas;” that virtual highlighting and typed note-taking are inferior forms of metacognitive engagement.

As an aid to librarian-educators and those in acquisitions and future planning, this poster will present the strengths and limitations of each of the current reading platforms.

**Author:** Julee Tanner



### **DETROIT MEETS THE WORLD OF MANGA**

This presentation will disseminate the information aggregated by the librarian over the last year while in the process of creating an annotated bibliography exploring the various subgenres within the world of Japanese Manga (made possible with support from the American Library Association's Carnegie-Whitney Grant program.)

The goal of this presentation is to facilitate a greater appreciation of the diverse audiences towards which manga is targeted and the variety of subjects which can be explored through the medium. With a greater appreciation for this medium, it is hoped that libraries and librarians can help to change the way visual literature is viewed in American culture and open up a new path to developing life-long love of literature, language, and stories.

The presentation will consist of: an overview of the way manga is created (characters first, stories follow); for whom is manga created (groups of people the manga-ka feels would relate to their characters); who writes Manga (the emergence of women in the field); how Manga is disseminated both in Japan and in the US (serially in magazines, then collected in tankobons, then on American scintillation pages, then finally serially in translated volumes); the challenges of translation (transliteration, page and reading order issues, puns and onomatopoeia.)

These concepts will be illustrated through the presentation of images from manga materials which will be used to demonstrate key points in the main display and also through sample materials which can be examined by attendees in their original forms.

**Author:** Amy Seipke

### **Course Readings: How Libraries Provide Value**

Academic libraries are continually being asked to demonstrate their value. To do this, libraries analyze and assess their services and resources using a variety of tools and methods. One common technique involves performing citation analysis on the faculty's research output to determine which library resources were used for the research. This is often presented as a return on investment (ROI). Citation analysis has also been performed on dissertations and theses in order to calculate a similar ROI for students but the population this covers is but a fraction of the overall student population. Beyond providing resources specifically for research, libraries also provide value to students by being a source for required and suggested readings, thus, saving students from having to purchase the material themselves. With this in mind, the authors have analyzed the syllabi for one of the Texas A&M University departments in order to put a figure on these savings. Additionally, the authors have identified journal and monograph titles not available in the TAMU Libraries collections, which will be considered for future acquisitions.

The authors will be presenting the steps taken to complete this project, for those interested in performing similar analysis, as well as various statistics and graphs detailing this study's findings. Results are important not only to identify savings to the TAMU student community, but also to inform future collection development and acquisitions decisions.

**Author:**

- Eric Hartnett



- Simona Tabacaru

### **The Educators**

**Saturday, June 27, 2015**

**12:30 PM - 2:00 PM**

#### **Ghost Hunters Wanted! A Campus-Wide Library Orientation Game**

Onondaga Community College's Coulter Library is committed to orienting students to library resources and services at the beginning of the academic year. To this purpose, Coulter Library hosted a ghost hunter themed, campus-wide game during the fall 2013 semester. Developed with help from a local community game designer's group led by Syracuse University iSchool professor, Scott Nicholson, the game involved solving several mini-mysteries around campus that all led back to the library in innovative ways. To be successful, students needed to work collaboratively, rely on communication skills, and ask appropriate questions about the library. The game introduced students to different areas on campus, and involved faculty, library staff, and many volunteers. This poster session will provide an overview of planning from the game design and marketing to the collaboration with multiple college departments. It will also include details about the student survey assessments and debriefing. Several of the mini-mysteries will be available to try at the session. If you seek new and non-traditional ways to provide library orientation at your library this is the poster session for you

**Author:** Pauline Shostack

#### **Making Makers**

In the past few years, there has been a shift in thinking that libraries - being a neutral, interdisciplinary, collaborative environment - have a responsibility to provide spaces and resources for creation. With that in mind, it is important to prepare and familiarize librarians-in-making, and even current librarians with makerspaces concepts, resources, and hands-on experiences. The Mobile Makerspace Team at the University of North Carolina Greensboro's Jackson Library was created after receiving a Library Services and Technology (LSTA) grant from the North Carolina State Library for the 2014 - 2015 year. This grant helped support the goal of educating LIS students and others about the world of makers and makerspaces with the message that EVERYONE IS A MAKER. Resources include a 3D printer, Arduino kits, a laptop with open source software, and a mobile cart to hold them all - comprising a Mobile Makerspace. This Mobile Makerspace allowed the team to both travel around campus and around the state for demos and hands-on workshops. This poster will include discussion on the initiative, what we have accomplished - including workshops and assessment creation - a summary of the first ever AcadeMAKE conference, what we have learned, and future ideas. Preliminary assessment results will also be available to explore the impact our workshop sessions and conference may have had on participants' perceptions of their "maker" abilities.

**Author:** Beth Filar Williams



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## **One plan to rule them all: Attracting distance learners with a unified, multifaceted marketing plan**

If you build it, they won't necessarily come. Distance students and faculty are bombarded with emails, websites and other materials that often drown out the Libraries' marketing attempts. And libraries that struggle to entice even resident students and staff to use their resources can become overwhelmed when the additional distance student population, whose needs may be poorly understood, is added to the mix.

This poster will explore a longitudinal study of distance student and faculty awareness and usage of library services and resources. The study was conducted over three years at a large midwestern university with a significant distance population. The presenters will discuss the results of two surveys of their entire distance population and provide a "before and after" description of their distance marketing program. Overall our surveys indicate that both awareness and usage of library resources increased for off-campus students, but not for on-campus students taking distance courses or for faculty. Interesting student and faculty comments will be highlighted.

The results of a nationwide library poll on distance population marketing successes and failures will also be shared. Results will be categorized by institution size to help session attendees easily find the strategies that best suit their library/organizational setting.

Strategies, as well as concrete examples of how to market to distance patrons will be offered, as well as an invitation for participants to discuss their unique situations and get concrete feedback.

### **Authors:**

- Laura Bonella
- Joelle Pitts

## **Recipes for Success: Comparing MLIS Programs in the United States**

Discussion about the MLIS degree and what could be done to produce well-prepared new librarians for the workforce abounds in the current literature. As the ALA Committee on Accreditation re-evaluates its standards and frustrated librarians continue to add to the 157 comments on the Library Journal editorial "Can We Talk about the MLS?" by Michael Kelley, the time to re-evaluate the MLIS degree has arrived. In order to effectively move forward, however, a gap in the literature must be addressed: an overview of the MLIS as it currently stands is needed. This poster will present data about the current requirements, opportunities, and structure of the 59 ALA-accredited library science programs as a basis of comparison and a foundation for future change. The data will be gathered through investigation of program websites and direct consultation of program administration personnel. The results will show existing trends among programs in required courses, services and opportunities available for students, online vs. in-person courses offered, faculty quantity and qualifications, and admission requirements. The information gathered in this study is useful to library school administrators and faculty, those in libraries responsible for hiring and/or training new LIS professionals, recent LIS graduates, those in LIS graduate programs, and those considering which LIS program to attend.

**Author:** Amanda Goodsett



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### **An Immersive Experience: Visiting the Library in 3D**

An approach the Nevada State College–Marydean Martin Library is taking is exploring innovative approaches utilizing virtual environments. Ernesto Hernandez, the Emerging Technologies Librarian at NSC has been actively exploring how library users could benefit from using a 3-D or virtual library experience. Ernesto held a makerspace event in the Marydean Martin Library for users to build their own 3-D/virtual reality viewers from cardboard and experience this immersive technology from their own smartphones. With virtual reality transitioning from a niche market to mainstream acceptance, the Marydean Martin Library would like to provide this experience to enhance and supplement information literacy. This poster will be highlighting and presenting information related to virtual reality in libraries, the Marydean Martin Library makerspace event, and how virtual reality will be integrated at Nevada State College. Response and feedback from the makerspace event participants were assessed and recorded using an 8 question survey asking questions such as; the device the participant is using as well as soliciting feedback for ideas and real-world application for using virtual reality in their studies or assignments. Photographs from the event, sample viewers, and informational trends related to virtual reality will be included in the poster presentation. Attendees will have an opportunity to experience virtual reality using the same cardboard viewers students were able to create during our makerspace event. Virtual environments, by their nature, are engaging and may provide an alternative means of delivery for information literacy and information exploration.

**Author:** Ernesto Hernandez Jr

### **iThink iCan: Teaching Information Literacy with iPads**

The Oviatt Library at California State University Northridge has recently renovated and upgraded a library instruction classroom to incorporate new technology, including 32 new iPads, a charging cart, new furniture, an ELMO visual presenter, and projector. This upgrade has created a flexible, media-enhanced instructional space that supports hands on group learning using dedicated tablets. Inspired by the campus-wide award winning MyCSUNtablet initiative, this is the first classroom in the library to integrate iPads with library instruction. Until now, the Oviatt Library merely provided iPads for student check-out as a service of the Learning Commons.

To date, there is a dearth of information in the library science literature on how to successfully integrate iPads into a library instructional program: what apps are used for activities or teaching information literacy concepts? How are iPads used other than as a vessel to the internet? During the Spring 2015 semester the revamped classroom has been put to the test and librarians have experimented with freshman seminar students in the hopes of formulating best practices. Students will be given post-instruction surveys to assess their reactions to using iPads in library instruction as well as evaluated against the traditional computer laboratory classroom session. The poster will provide other academic librarians with best practices, tips, photographs of classroom, impact on students and a hands-on demo with iPads.

**Authors:**

- Susanna Eng-Ziskin



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- Lindsay Hansen
- Jamie Johnson

### **Public? Corporate? Academic? All of the Above! How Librarian Mobility Creates Value for Our Profession**

Whether Dewey or Library of Congress, librarians excel at classification. We often label our librarianship by the type of library we work within – academic, corporate or public. The knowledge gained through a MLS program prepares librarians to work in a variety of library environments since the foundations of librarianship offer universal application. While some librarians are content to spend their librarianship career in one type of library, others may travel between library environments to gain a wider range of experiences. Mobility can be a key factor in developing a robust portfolio and building personal sustainability. “... library students are often encouraged to choose a career path ... that focuses on one setting, and professional librarians may encounter resistance when they try to move from one setting after several years of experience in the other.” (Saunders 2013). For this preliminary study, librarians are being surveyed to identify librarians who have worked solely in one type of library environment and those librarians who have worked in various library environments. The travel-themed poster uses vibrant infographics including photos, charts and narratives and includes 4 sections: data results, hiring trends, motivating factors influencing the decision to change environments and best practices for successfully transitioning into a new library environment. Attendees will be encouraged to engage in discussions and exchange ideas.

**Author:** Tina Franks

### **Trusted Librarian: Borrowing Techniques from Corporate America to Build Customer Loyalty**

As we compete in the global market of information providers, libraries can advance by better understanding how corporations conduct business and provide services. Attendees will learn about service models and trust-building techniques discussed in David Maister’s *Trusted Advisor* and other bestselling business books. The traditional reference model during which the customer initiates contact, the librarian asks questions and the satisfied customer leaves is an example of a transactional service model which can be successful in public libraries. However, it may not be the most effective method to attract and retain customers for corporate and academic libraries. These customers may value trust and credibility more than subject expertise. An impediment to building customer relationships can be the common belief that mastery of technical content is sufficient to serve customers. Drawing on the presenter’s experience working in public, corporate and academic libraries, this poster offers a unique perspective to identifying successful service models and trust-building techniques that librarians can implement to foster relationships with library customers who return to the library time and again. Attendees will be able to identify their own preferred service model and discuss its impact on customers while learning how these components affect professional success. The poster includes 4 sections: transactional model, relationship model, building customer trust and tips for boosting your credibility. The poster presents best practices using vibrant infographics including photos, charts and narratives. Attendees will be encouraged to engage in discussions and exchange ideas.

**Author:**

- Tina Franks



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### **Who's on Next? Early-Career Librarian Participation in Professional Associations Revisited**

The rapidly changing library profession demands continuous development. New librarians in particular are challenged to find opportunities to professionally grow. As long-tenured librarians retire and disengage from professional association leadership positions, new opportunities arise for early-career librarians to gain valuable professional development experience as leaders in the field.

The American Library Association (ALA) and its various divisions have several formal mentoring programs, one of which is the popular Emerging Leaders program, where early-career librarians are given the opportunity to work closely with current ALA leaders on pertinent association-related issues. Other professional associations offer similar mentoring programs to their new or early-career members. While these programs exist as options, not all librarians new to the profession choose or are able to participate in them due to myriad reasons, with the source of funding in increasingly tight economic times remaining a constant one.

Are early-career librarians getting involved in professional associations? Six years ago a national survey was administered to determine the experience of early-career librarians, defined as having five or fewer years of post-MLS professional work experience, with professional associations. Specifically, were they attending conferences and meetings, serving on professional committees, participating in formal mentoring programs, and finding the kinds of opportunities they expected as they began their careers? Many new librarians were engaged and finding the opportunities they expected, but not all. The current study will update these findings. Six years later what are the professional development experiences of early-career librarians and how do they compare to the original findings?

#### **Authors:**

- Angela Bardeen
- Gene Springs
- Stephanie Warlick



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### **Revitalizing the ACRL Standards for Proficiencies: Evolving Expertise for Instruction Librarians**

This poster addresses the 2014-2015 revision of the 2007 Association of College and Research Libraries (ACRL) Standards for Proficiencies for Instruction Librarians and Coordinators. The Standards for Proficiencies for Instruction Librarians and Coordinators Revision Task Force was appointed to write the revised draft by January 2016.

The purpose of the poster is threefold: to educate viewers about the revision process and explain the rationale for the recommended changes; to raise awareness of the original Standards for Proficiencies document; and to invite participation in the revision process.

The intended audience for the poster is instruction librarians and coordinators in academic libraries. By highlighting the changing role of the instruction librarian, the poster will help viewers understand the evolving expertise required to be an effective instructor.

The poster will include a graphic timeline beginning in 2007 with the publication of the first Proficiencies document. The poster will highlight recommendations from the first revision task force, which include: adopting a contextual and holistic approach and wider vision which encompasses the roles and responsibilities of the instruction librarian within the academy; bridging the broader context and potential practical applications; and simplifying the document. Other recommendations for revision include replacing lists of discrete skills with higher order capacities such as relationship and team building; political savvy with regard to campus relationships; and applications of emotional intelligence.

These recommendations are in keeping with the changes made to the Information Literacy Competency Standards as evidenced by the Framework on Information Literacy for Higher Education.

#### **Authors:**

- Dawn Amsberry
- Carroll Wilkinson



### **Teaching History through Involvement: Corinth Contraband Camp Symposium**

Many of us do not realize the history in our own backyards. Corinth, Mississippi is best known for the Civil War battle that took place there, but many Americans do not realize that it was also home to the only successful contraband camp, from 1862 to 1864. In those years, slaves fled to “contraband camps” occupied by Federal troops, seeking refuge from slaveholders. General Grenville Dodge enlisted the Corinth refugees as teamsters, cooks, and laborers and trained and armed them to guard the camp. It resembled a small town, with houses, a school, and a hospital. Today, a part of the camp is a historic site with statues commemorating the contrabands.

In 2014, Shiloh National Military Park received a grant to hold a three-day symposium, and they partnered with the Ulysses S. Grant Presidential Library to organize and administer it. The partnership resulted in an educational and entertaining event attracting an audience of historians, students, and community members. Programs included a visit to Corinth Middle School from historical interpreters of Abraham Lincoln, Frederick Douglass and Ulysses S. Grant; presentations from leading historians; a guided tour of the contraband camp with local historical interpreters; a “press conference” with Lincoln, Douglass, and Grant; and a concert. Events were free to the public, and over 1200 visitors attended. The poster will include photos, promotional materials, work plan, budget summary, and final report summary and will serve as a model for libraries that wish to partner with outside organizations to plan similar events.

#### **Authors:**

- Ashley Berry
- Meg Henderson
- John Marszalek

### **Mapping Buried Treasure: Visualizing a (Re)Design of Evidence-Based Library Services**

Can librarians be more responsive in their approach to providing information services? Service assessment can be intimidating, but the data it provides can shape the effectiveness of the library in areas such as instruction, reference, and research services. Discover how one librarian implemented a needs assessment at her academic library to identify users’ information challenges, visually connect these challenges to prospective library roles and user groups, and take the first step to move from “what is” to “what can be.”

This poster will provide a step-by-step map documenting the data visualization process used to evaluate the information service needs of library users at one large four-year public land grant university. Data was collected during a series of semi-structured interviews with administrators and department library representatives. The software program Atlas.ti was used to code the data and identify where information bottlenecks existed. Next, potential solutions to these bottlenecks were translated into potential library services or collaborative roles within the served academic or research unit. Mapping the linkages and relationships among these challenges, prospective services, and the user groups involved helps shed light on user-perceived priority areas. Moreover, these connections can provide a “road map” for service design or redesign: potential augmented solutions can then be evaluated by the users who would find them most valuable. This poster will use a series of data visualization images to showcase the value of service mapping as a tool in the needs assessment process.

**Author:** Jennifer Simonsen



### **Decoding Digital Literacy: Linking Online and In-Person Education**

A foundation in digital literacy is just as necessary for success in the world today as a foundation is in reading and writing. Libraries have explored many methods to build and strengthen digital literacy in their communities, thus helping to minimize the digital divide. While books, programs and basic tech classes have their place, popularity is growing in the world of online learning platforms, especially for digital skills. Offering such resources to our customers was a good first step, but we wanted to take it further. Pierce County Library System (PCLS) leveraged existing investments in group learning and community-building to offer customers a facilitated, peer-to-peer “flipped classroom” learning model. In this program, called 6 Week Geek, participants worked through content developed by the online educational platform Treehouse™ on their own, and then met in person at weekly workshops facilitated by PCLS staff to collaborate, troubleshoot, and encourage each other to succeed. 6 Week Geek was evaluated through pre- and post-surveys of interest and ability, demographic modeling, and qualitative interviews conducted with participants. Our poster will share the results of these evaluations, as well as photographic documentation of the multiple ways participants and facilitators experienced the workshops. Our goal is to package this project in such a way that other libraries can implement 6 Week Geek programs of their own. As part of our poster session, we’ll also display our work in this area, including guides for participants and facilitators, curriculum excerpts, and preliminary graphic design and layout.

#### **Authors:**

- Laura Farrow
- Ben Haines
- Adam Jackman
- Bryan Tidwell

### **Survey Says: Expanded Library Support for Faculty Research**

The Historically Black Colleges and Universities (HBCU) Library Alliance is the consortium of White House-designated historically black colleges and universities with a mission to strengthen member libraries through leadership development, archives preservation and strategic planning and assessment. Established in 2002 and incorporated in 2006, the HBCU Library Alliance recently celebrated twelve years of progressive service to member libraries with a focus on leadership training, services and resources.

In 2013 the HBCU Library Alliance received funding from the Andrew W. Mellon Foundation for the project “Expanding Library Support for Faculty Research in Historically Black Colleges and Universities.” The goal of the project is to assess and strengthen library services in support of faculty research at HBCUs. Research is a critical component of teaching and contributes to a college’s or university’s reputation and funding, attracting top-notch faculty and students, and contributing to advancements in every discipline, impacting every sector of society.

In partnership with the HBCU Faculty Development Network, library directors and faculty from member institutions which incorporate research in their mission responded to surveys to gather information related to research interests, challenges and support needs. This session will describe survey results from library directors and faculty and innovative programs to improve and increase faculty engagement.

#### **Authors:**

- Mantra Henderson



- Sandra Phoenix

### **Copyright and LIS Programs: Is it Time for a Formal Introduction?**

Demands on libraries and librarians routinely change, but the curriculum of many Masters of Library Science programs do not necessarily keep pace. An analysis of course content in current LIS programs gathered from online course descriptions revealed that none of the 50 ALA-accredited MLS programs in the United States have a course dedicated to copyright / intellectual property and only 10 have an elective dedicated to these subjects. This presentation will detail the results of a survey distributed nationally to professionals working in academic, public, school/media, and special libraries that asked respondents to rate their daily copyright and intellectual property knowledge needs vs. their actual knowledge and education in this area. The results were then compared with current LIS course content to determine whether there is evidence pointing to a need to alter the curriculum of LIS programs to better prepare graduates for the copyright and intellectual property demands they will face on the job. The combined data will inform Library Science colleges and educators as to whether an instruction deficit exists in their current curricula and will give these colleges and educators data to support the development of new programs.

#### **Authors:**

- Michael English
- LeEtta Schmidt

### **Empowering the Frontline: A Dynamic Online Reference Manual and Training Session for Student Library Employee Reference Skills**

Patrons often turn to the circulation desk for research questions. Student library employees serving at these frontlines are challenged to respond or refer when librarians are unavailable. To cultivate students' reference skills, the Engineering and Physical Sciences Division of the UC Berkeley Library developed an active training program based upon a dynamic online reference manual continuously improved based on student feedback. This program's development was evidence based. After a systematic month-long audit of the reference questions asked at the libraries' five service points, common questions were identified. Afterwards, a reference manual was written to codify procedures with step-wise directions and sample dialogue for response to these questions. Prepared in Google Docs, the commenting feature enables immediate capture of student feedback with notification to librarians of needed revisions. In a subsequent problem-based and active training session, student employees followed the manual to solve reference case studies with librarian feedback. From the end-of-session instructional evaluations, students demonstrated accomplishment of the learning objectives and reported greater confidence and awareness of their reference and public service skills. A one-month post-session survey found consistent adoption of the reference manual as well as perceived value in the training program. Moving forward, this turnkey program for documenting and training on reference procedures will develop students' skills to meet evolving reference services. This presentation showcases graphs of the reference audit and training outcomes; there will be a live demonstration of the online reference manual and training materials.

#### **Authors:**

- Jeffery Loo
- Lisa Ngo
- Susan Powell



- Brian Quigley
- Samantha Teplitzky

### **Before and After the Flip: The Effects of Inverting Consultations on Student Satisfaction and Librarian Workload**

For ten years, librarians at CSU Monterey Bay provided hour-long, one-on-one capstone research consultations with seniors in the social & behavioral sciences major. The mandatory sessions were scheduled by appointment, required substantial preparation, and doubled over time to nearly 50 consultations per year. As upcoming retirements increased the need for a more sustainable model, librarians looked to the flipped classroom for inspiration.

Flipping (or inverting) instruction allows expository content to be delivered outside of scheduled face-to-face time, leaving that time for activities that focus on higher-order cognitive skills, such as analysis and evaluation. The authors created a series of short videos demonstrating searching techniques that students are required to watch prior to the consultation. The in-person portion of the consultation, a dialogue between librarian and student about the unique aspects of the research topic, now takes half as long (30 rather than 60 minutes). While video production involved a significant investment of time, the shorter consultations free up librarians during peak times of the school year.

Student satisfaction with the flipped consultation model was assessed through surveys administered one semester after the consultation, timed to allow students to put what they learned into practice. Results were mixed, indicating that while students are open to videos for delivery of information about library research, students participating in flipped consultations found the content of the consultation somewhat less useful than students under the traditional delivery model.

#### **Authors:**

- Sarah Dahlen
- Eddy Hogan

### **Beyond graduation: Teaching students about open access resources for business information**

While academic librarians spend a great deal of time teaching students how to use subscription databases, the unfortunate reality is that students often lose access to these resources upon graduation. Without adequate training on reliable alternatives, new graduates may find themselves at a disadvantage when trying to resolve information needs in the workplace. To address this, the Business Librarian at Butler University Libraries developed a workshop series on open access resources for business information. The workshop was first offered in the summer of 2014 as a series of four sessions. At the request of students, it was expanded to a five-week series in the fall, and will be offered again this year. Workshop participants received training on resources they can freely access after graduation, including federal and state government search portals, industry and trade sites, public library offerings for the business community, and advanced Google search techniques for business research. Instruction was provided through a combination of face-to-face sessions in the classroom and online modules accessed through the university's course management system. The poster session will include narrative text and visual examples of instruction materials to provide an overview of the workshop series and identify the open access resources participants used to find reliable business information. The poster will also feature excerpts of tutorials, sample lesson plans, and tools created to assess student learning and collect feedback from participants.



**Author:** Teresa Williams

### **And the Winner Is ... Creating Award-Winning Collaborations to Embed Information Literacy into a General Education Curriculum**

At the University of North Carolina Wilmington (UNCW), collaboration has been the key to creating an information literacy (IL) program that is embedded into the required general education curriculum. Specifically, this poster will showcase the successful collaborations that have transformed the singular “library session” of First Year Seminar (FYS) into an award-winning, multi-faceted IL “experience” for first year students. Awards include the “Outstanding Partnership Award” given by UNCW’s University College to Randall Library and the “National Resource Center for First-Year Experience and Students in Transition for an Institutional Excellence Award for Students in Transition” presented to UNCW. Collaborations between Randall Library and UNCW’s University College, the general education advisory committee, Faculty Senate, the Director of Assessment, University Learning Services, the Dean of Undergraduate Studies, the Common Reading committee, the Honors College, the Department of English, various faculty and instructors (and more!) will be showcased through images, descriptions, and outcomes. Practical strategies will be provided for librarians seeking similar partnerships and who are looking to improve or expand IL in the first year experience and beyond. The IL course requirements of the general education curriculum will be presented as well as the associated partnerships that were key to their creation. Assessment of the IL experience is crucial and assessment findings from previous years will be shared. These assessments include student quizzes, questionnaires, out of class assignments, instructor surveys, and campus-wide assessments for IL at all course levels. Demographic information and details about the IL components of FYS will be included.

#### **Authors:**

- Lisa Coats
- Anne Pemberton

### **Expedition Information Literacy: Adventures in Puppetry & Library Instruction**

In order to navigate the terrain of college-level research, students must be equipped with tools for success. The library staff (Information Sherpas) at the ITT Technical Institute’s Henderson, Nevada campus worked to create an engaging and unique library instruction program. The name “Expedition Information Literacy” (EIL) was chosen to reflect the feelings students have towards IL instruction. Mountaineering terms have been incorporated throughout (the homepage is “Base Camp”, while skill-building activities are “Anchor Exercises”). The broad EIL project is housed on an ePortfolio platform which allows incorporation of text materials, videos, Prezis, and digital images. Why puppets? It was important to find an engaging and creative way to bring IL into classrooms as well as the digital environment. While brainstorming ideas, thoughts turned to how many learn to read and write as children: teachers at school, bedtime stories with parents, story hours at the public library, and from programs like Sesame Street. Sesame Street conjures memories of songs, skits, and favorite characters. Based on extensive literature reviews it was discovered that colleges and universities have and are using similar concepts in their classrooms and that puppetry is even becoming a fad among the hipster generation. Puppets are still fun! Evaluation of the program’s success is done with student surveys, faculty feedback, and ePortfolio usage statistics. This poster presentation will illustrate the techniques used, resources developed, and obstacles overcome to establish an interactive and sustainable IL program that promotes lifelong learning. Puppets will also be available to share their experiences!



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**Authors:**

- Jessica Ordich
- Chanelle Pickens

**Minding the Gap: Ensuring Transfer Student Success in Information Literacy within a General Education Program**

This poster will outline the Information Literacy (IL) requirement of the General Education program at the University of North Carolina Wilmington (UNCW) and will demonstrate how UNCW transfer students and “native” students differ in IL skills. The steps in the creation of an IL exam for general education competency credit for transfer students, identification of campus partners, results from student test groups, discussion of test versioning and the compilation and use of psychometric data to improve the exam will be shared through graphics and bulleted text. Unique aspects of the IL test, including the inclusion of a research essay, which is scored by librarians and English department faculty, will also be provided. Librarians seeking to create an IL test for their campus or who are looking to embed IL into the general education curriculum at their institution will benefit.

**Authors:**

- Anne Pemberton
- Vonzell Yeager

**Community Resource Lab: Libraries Linking People to Vital Social Services**

DC Public Library (DCPL), a recipient of the Knight News Challenge Prototype Award, is building an inquiry-based interface to navigate health and human service provider data, enabling librarians to make informed, reliable referrals. Through an iterative process, library staff will work with social workers to develop a decision tree and test the logic model with real health and human service referrals. This will provide the information architecture for the prototype which will connect to DC’s Open211 initiative.

The poster will showcase the process of building a network of local providers, the training process for library staff, and highlight the mapping, accuracy and usefulness of the logic model halfway through our testing period. Making use of graphs, photographs, sample inquiries and a sample decision tree, and post-referral librarian and patron follow up, the poster will illustrate the impact the program has had to date in connecting library users to needs-based services. The poster will also include a “next-step” section that visualizes the adjustments to be made to the logic model and the estimated reach of the project when taken from the testing phase to a fully launched system-wide program. The ultimate goal of which is to not only better serve the needs of our local population, but build an open source model and toolkit for library systems across the country to adapt and employ.

**Author:** Kimberly White



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### **Highlighting Media Literacy as Vital to Student Health**

How well do school administrators and parents know what “media and information literacy” means? Do they understand how, in our media-saturated environment, these literacy skills can play a vital role in teaching students to think critically and analytically, develop independence, and make healthy choices?

At New York’s Ethical Culture School, the librarians brought their expertise to an interdisciplinary team of educators collaborating on a Health and Human Sexuality curriculum. The task force included the guidance department, the technology and science teachers, and the physical education department; the purpose was to enrich and connect students’ learning about health across the subject areas.

They focused on three strands crucial to healthy development: identity, responsibility, and relationships. By mapping the connections, the team demonstrated how a holistic understanding of health education includes a wide area of subject areas. Subsequent audio-visual presentations provided a rich understanding to the parents and other stakeholders.

In this display, the librarians will elaborate on the Media Literacy piece of the jigsaw puzzle, showing how the lessons intersect with science, technology, nutrition, ethics, creative and expository writing within the larger health initiative. Pictures, lesson artifacts, and diagrams will show connections and intersections between specific lessons and the overarching threads in the curriculum.

Handouts will include articles and book lists. A survey will measure the impact of this curriculum’s implementation on the school community.

**Author:** Jennifer Still



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### **Transforming Library Information Literacy Instruction to Support High Impact Practices: A Model Redesign**

California State University, Fullerton (CSUF) is a designated Hispanic-Serving Institution (HSI), with over 38,000 full-time enrolled students making up its diverse student body. Instruction librarians responded to institutional goals to design curricula based on High Impact Practices (HIPs), the pedagogical approaches of which engage students in active learning to promote critical thinking via deep learning practices. HIPs correlate to increased retention and graduation rates.

This poster will illustrate the planning, development, and assessment of a redesigned information literacy (IL) program to support Freshman Programs, CSUF's first-year experience program supporting successful student transition to college via learning communities and cohort curriculum models. Consultations with Freshman Programs faculty and administrators led to developing a three-part IL program that contributes to and supports the HIPs model underlying Freshman Programs.

The IL redesign includes (1) a flipped classroom online module featuring active learning practices to assess student mastery of information literacy learning outcomes based on the ACRL Framework; (2) training peer mentors to provide supplemental instruction to support student mastery of IL learning outcomes; and (3) scaffolding of targeted IL outcomes via traditional face-to-face instructional sessions.

Examples of instructional design principles used to develop online modules, training materials used for peer mentors charged with providing supplemental instruction, and IL lesson plans to scaffold targeted learning outcomes will be included.

An assessment plan measuring impact on student retention by the HIPs-grounded online module and peer supplemental instruction will show how this redesigned model holds potential for scalable implementation to support other library IL programs.

#### **Authors:**

- Lindsay O'Neill
- Lettycia Terrones



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### **Point-of-need resources in the LMS: Providing performance support to thousands of online graduate students**

How can one library serve thousands of global adult learners in an online graduate program? Large distance education programs require efficient responses to information literacy needs. Taking a cue from the field of performance support as well as adult learning theory, librarians can create point-of-need resources that are directly embedded in online subject curricula. These resources serve as “job aids” that facilitate assignment-level success in graduate level coursework.

Point-of-need resources embedded in the curriculum answer learner questions preventatively and improve librarian and learner efficiency. By utilizing video, audio, and web technologies, instructional design models, components of universal design for learning, and adult learning theory, point-of-need resources can simplify complex and unfamiliar research skills. Each resource is relevant to an assignment and usually answers only one or two specific question, such as, “What are seminal sources and how do I find them?” They help students complete a task with the least amount of time and least number of clicks possible.

This poster is relevant to anyone interested in building videos, tutorials, and other point-of-need resources, especially distance education librarians and others educators who work with online students. It will also be appealing to librarians interested in practical library applications of instructional design theories.

The following will be used to engage the audience:

- Examples of point-of-need instructional resources
- Best practices
- Ideas borrowed from the field of performance support
- Tips for collaborating with non-library faculty and staff

**Author:** Kim Read



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## **Outreach**

**Saturday, June 27, 2015**

**2:30 PM - 4:00 PM**

### **Great Diseases to Great Partnership: Promoting Information Literacy Skills in an Open Access Science Curriculum**

This poster will describe the collaborative process and goals of creating an information literacy (IL) module for use with an online science curriculum, and will include feedback and reflection from teachers who attended summer training sessions and used the module in their courses. We will showcase the online curriculum and IL module during the presentation.

The Great Diseases curriculum is a set of modules being designed by faculty at a New England university, aimed to enhance and modernize the education of high school science students. A major objective of the curriculum is to increase student's self-efficacy in learning about science topics. Pilot courses of the Great Diseases curriculum revealed that students needed access to high-quality health and life science information in order to study health science topics outside of the classroom.

This prompted faculty to contact the university's health sciences librarian to have her build a list of credible, free resources for student use; but interest on both sides led to the development of an entire learning module. Along with tailored resource lists, a module discussing the most important aspects of IL was included for optional use with the curriculum.

The librarian also gave IL skills training sessions embedded in optional summer workshops to help educators and introduce the module. It is hoped that this collaboration will motivate high school STEM educators to include IL in their own learning objectives, and spark those teachers to partner with librarians and other science resources in their local communities for more holistic learning.

#### **Authors:**

- Kathryn Houk
- Stephanie Tammen



### **Who Do We Think We Are? Using Ethnic Newspapers to Reach Out Beyond the Academic Research Library**

In 2014, an LSTA grant enabled the George A. Smathers Libraries to find ways to broaden access and use of its huge database, the Florida Digital Newspaper Library. The project team identified a hidden ethnic newspaper, the Jewish Floridian, as an ideal candidate from which to create a new ethnic newspapers database in order to engage an underserved section of the population.

To facilitate effective outreach to the ethnic communities of Florida, the team focused on a range of tactics. A tutorial on how to find and use the new database was constructed, and included effective search methods for identifying personal histories. The tutorial was presented to public libraries, museums, local history groups and groups of genealogists. Flyers and notices about the new collection were mailed to several hundred historical societies, shared electronically with public and synagogue library members of the Association of Jewish Libraries, and posted on a range of social media sites.

This poster will show how the team continually adapted its approach in order to engage the various constituents, and how this targeted outreach challenged previously defined roles for the academic library and the ways in which it can serve its patrons.

The success of the George A. Smathers Libraries' non-traditional outreach is demonstrated by the fact that the new ethnic newspaper database has since received over 2 million hits. The project continues to grow with material now being added from external sources.

#### **Authors:**

- April Hines
- Rebecca Jefferson

### **Prioritizing Library Instruction in Teacher Education Through Subject Librarian Collaboration**

Team teaching and collaboration often happens between a librarian and an instructor or professor, but sometimes a session comes along that requires subject librarians to put together an instruction session that covers more than one subject. The purpose of this poster session is to advise how to collaborate and team teach with other subject librarians to provide the best possible instruction session for interdisciplinary topics.

The education and history librarians at a large, public university had the opportunity to collaborate on research instruction for a university-supported teachers' institute that offers professional development for local K-12 public school teachers. This collaboration was a unique opportunity to discuss open-access resources that teachers can integrate into classroom instruction activities as well as scholarly library resources that teachers can use to develop their own knowledge of a historical topic. Feedback from the students and instructors will be displayed, in addition to the inter-disciplinary resources compiled for library instruction. Instruction methods, best practices, and recommendations for future library collaborations with the teachers' institute will be highlighted.

#### **Authors:**

- Amanda Binder
- Abigail Moore



### **Exploring Peer-to-Peer Library Content and Engagement on a Student-Run Facebook Group**

Student-run Facebook groups offer librarians a new means of interacting with students in their native digital domain. Facebook groups, a service launched in 2010 enables university students to create a virtual forum to discuss their concerns, issues, and promote events. While still a relatively new feature, these groups are increasingly being utilized by students in universities and colleges throughout North America. Little research has been done on these groups and how they may be changing the way that students interact with each other and with their university on social media.

A student-run university Facebook group was monitored for a year to measure library content and types of engagement. The purpose of this research was to systematically explore whether outreach to these new virtual forums are of value to librarians in term of effort and outcome, and to provide research-based insight into the best practices for librarians when confronted with similar unofficial student-run Facebook groups. Our findings suggest that library employees strategically focus on key periods during the semester and use photographs and contests to increase virtual engagement and spontaneous in-library event participation. Students used the Facebook group both as a source for library information and to thoroughly answer their peers' general library questions; when confronted with more research-based questions, the students referred each other to the library for help. We conclude, that library outreach on a student-run university Facebook group is manageable and can complement in-house marketing and reference efforts.

#### **Author:**

- Camielle Swenson
- Kaya van Beynen

### **Making it with Rural Libraries: The New Mexico Makerstate Initiative**

The Makerstate Initiative is a travelling makerspace program serving New Mexico's network of 100+ public and tribal libraries. This presentation will include photographs, video, and hands-on components. The Makerstate Initiative is sponsored by the New Mexico State Library and developed at the community level in NM's nationally recognized makerspace, Parachute Factory. Parachute Factory has created its curriculum in collaboration with various institutions from museums and libraries to New Mexico Highlands University (NMHU).

The Makerstate Initiative represents a new model for connecting libraries to emerging technology. Beyond curriculum like 3D printing, the program builds community engagement by offering curriculum rooted in traditional art, craft and intergenerational collaboration found in NM communities. Through statistics, informal interviews and questionnaires, the program has demonstrated the need to expand to include rural libraries that don't often have access to the opportunities provided in cities. Last summer the program received a site visit from Harvard University's AgencyByDesign and was invited to be a participant in their project to develop frameworks for maker education.

The NM Makerstate Initiative also serves as a training ground for recent college graduates from NMHU, who are interested in pursuing careers in cultural technology, the emerging field at the intersection of digital media and cultural content. Through its partnership with NMHU, Parachute Factory employs a team of paid AmeriCorps interns who serve as the road crew for travelling makerspace programs. The New Mexico Makerstate Initiative is a replicable and adaptable model for library-community-university partnerships that promotes learning through maker programs.



**Author:** Mariano Ulibarri

### **Maybe My Friend Can Help: A Roaming Peer-to-Peer Service Model at Atkins Library**

How many service desks does one university library need? In the Atkins library, there is a circulation desk and an information/reference desk – desks that are staffed with both full-time staff and student workers. However, research shows that students are often more comfortable seeking help from their peers as opposed to the “authority figures” at a desk. Therefore, our roaming program focuses on peer-to-peer service delivery with minimal staff time on the floor. Instead, full-time staff will train students on access and general reference services as well as provide oversight to the student roaming team. Roamers will use tablet computers, instant messaging, and wireless barcode scanners to provide circulation, reference and technical support to library users where they are – not where we think they should be. The pilot project allows us to explore the following questions: Do we need the large traditional desks, how is the service impacting research and access questions, and is a peer-to-peer model appropriate for our institution? With the goal of enhancing user services in mind, we hope to discover if the roaming services program will make library resources and services more accessible while adding a personal touch to the interactions.

#### **Authors:**

- Beth Martin
- Abigail Moore

### **Reaching Out to Transform Communities**

Seguimos Creando Enlaces is a free, grant-funded conference now in its fourth year. It is held in San Diego, CA and brings together all types of librarians from the US and Mexico to share ideas and build connections. In 2015, the theme of the conference was “Start Up Outreach at YOUR Library” and gave participants skills to reach underserved Latino and Spanish-speaking populations in their communities. There was a panel that shared successful examples of outreach programs as well as a hands-on workshop portion that gave participants tools to identify groups and create marketing and outreach plans.

The poster will showcase the outcomes of the Seguimos Creando Enlaces conference. Outcomes include examples of outreach plans generated at the workshop that were successful in engaging and strengthening librarian relationships with new communities, and the results of participant evaluation of the conference. This poster will be of interest to librarians from academic and public libraries that are interested in thinking about new ways to reach diverse communities.

#### **Authors:**

- Kristina Garcia
- Ady Huertas
- Zoe Jarocki
- Leslie McNabb
- Abby Morales



### **Ready, Aim, Outreach: Outreach Targeted to User Groups**

This poster presents details on a variety of outreach efforts implemented by librarians in the Information Literacy and Outreach (ILO) department at the University of Central Florida. A main role of the ILO department is to identify opportunities for outreach to targeted user groups. Three of the populations we have targeted are graduate students, local high school students and teachers, and regional campus faculty. Outreach programs aimed at these groups will be detailed in the presentation: the Publishing in the Academy workshop series for graduate students, partnerships with local high schools, and hosting a conference for regional campus faculty.

The Publishing in the Academy workshop series is derived from topics identified in the Research Lifecycle developed by the UCF Libraries Research Lifecycle Committee. It is presented in collaboration with UCF's Graduate Studies Office to support Graduate Outreach. A campus collaboration with The Office of Undergraduate Research opened doors to library partnerships with local high schools. Library sessions were created with an emphasis on academic research for International Baccalaureate Students. The Central Region Faculty Conference was a day-long event with four sessions and a keynote Author attended by faculty members from UCF's Regional Campuses.

#### **Authors:**

- Corinne Bishop
- Renee Montgomery
- Carrie Moran
- Rachel Mulvihill

### **Secret Shopping as User Experience Assessment Tool**

Assessment of public services in libraries typically focuses on user interactions with reference staff. Experiences with circulation and other public services are occasionally included, especially when "traditional" reference desks are integrated with other public services or disbanded completely. This poster reports on a recent secret shopping study conducted at the two main service desks in an undergraduate library.

Secret shopping, aka mystery shopping or unobtrusive evaluation, is a research method traditionally used in business and marketing. Proxies, or secret shoppers, engage in a typical transaction and record their observations of the interaction. Depending on the needs of the organization, shoppers focus on various aspects of the interaction, which might include behavioral aspects of the interaction or the "correctness" of an interaction.

This poster will provide an initial report on a secret shopping study conducted at a small (2,000 student) university library's two main service points. The Circulation Desk is staffed by one full-time staff member, one 10-month staff member, and approximately 20 students. The other desk has been staffed entirely by students since the fall of 2012, and is a fully integrated IT help and research support desk. Students answer basic IT, informational, and library questions, and refer appropriately to library faculty and IT staff.



**Author:** Crystal Boyce

### **Seeking to Know Sikhs**

This project investigated ways to use new technological tools such as social media, websites, Facebook mixed with textbooks to enable scholarly endeavors regarding the presentation of the religion of Sikhism. Sikhism is the world's fifth largest most-practiced religion, the fourth largest monotheistic religion, and the third largest religion to have originated in India following Hinduism and Buddhism. This project involved the conducting of the content analyses of the most-used elementary, middle grades, and high school level world history social studies textbooks for the presentation of Sikhism. Thirty-five textbooks (5 elementary level textbooks, 12 middle grades level textbooks, and 16 high school level textbooks) were analyzed by the author and a team of graduate students. The results of the study were abysmal as only 1 elementary textbook mentioned Sikhism and 6 out of 12 middle grades textbooks mentioned Sikhism. The high school level textbooks had the "highest" percentage of presenting Sikhism. Eight textbooks mention the founder of Sikhism or key beliefs, but 6 of those 8 textbooks misrepresented Sikhism as a blending of Hinduism and Islam. The lack of knowledge regarding Sikhism has led to misconceptions, bigotry and discrimination with deadly consequences. This poster will present information from textbooks, social media, LibGuides, Facebook and related multimedia sources that explore and share different technological means at presenting positive and accurate information regarding the history of an underrepresented religion.

### **Authors:**

- Danielle Colbert-Lewis
- Sean Colbert-Lewis
- Matthew Cook
- Karen Grimwood
- Hafsa Murad
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### **Tweeting Our Patrons: A New Core Competency for Virtual Reference?**

Now that tweets are being treated as equivalent to texts and email by Virtual Reference (VR) providers such as LibAnswers, do VR Librarians need Twitter training to be able to answer these reference questions effectively? The MSU Libraries implemented LibAnswers in August 2014, integrating virtual reference services for the first time with its Twitter account of more than 3000 followers. The library had already included Twitter on its front page and advertised it as a way of asking questions of the library. With LibAnswers, it became fully integrated into the virtual reference offerings. For LibAnswers, all tweets that mention the library (or whatever Twitter handle a library sets up in the product) come into the central Dashboard along with email, text messages, etc. For a library with a very active Twitter account, this means a large volume of tweets that need to be processed. Those that are reference questions must be sorted out and then responded to using the library's tweeting conventions and Twitter rules through the LibAnswers interface.

This presentation will determine if tweeting has become a new VR core competency, offer potential staffing models, and propose a structural framework for categorizing and analyzing this new VR data.



The research presented will come from surveys of the VR librarians, as well as a grounded theory analysis of the 600+ tweets ingested from August - December 2014 at the MSU Libraries.

**Authors:**

- Sheeji Kathuria
- Amanda Clay Powers

**ANTswers: an interactive library FAQ**

ANTswers, introduced in March of 2013, is an interactive beta chatbot that responds to frequently answered library questions for the University of California, Irvine Libraries. Many of the questions at a library reference desk are repetitive, such as: how to print, where the bathrooms are, and where the study rooms are. Utilizing a chatbot allows the library patron to ask questions 24/7 through an easy to access webpage and it allows the library to provide consistent answers to routine questions. Chatbot transcripts can also be text mined to learn how library patrons are asking questions, this information can be utilized in marketing or in updating library websites. ANTswers utilizes the open source program Program-O to manage the chatbots and the Artificial Intelligence Markup Language (AIML) to develop the back-end programming. This poster will introduce the basics of AIML and the process to implement and maintain a library chatbot for your institution. Included in the poster will be information on the assessment of the ANTswers pilot and charts and graphs of our key statistics. The UCI Libraries has made the ANTswers files publicly available and downloadable through eScholarship, this will allow other institutions to edit and modify already created library files.

**Author:** Danielle Kane

**User engagement and outreach in scholarly communication issues in the STEM, education and behavioral sciences**

Libraries are constantly changing their service model to meet the evolving needs of scholars and in exploring new ways of producing, sharing, communicating and measuring the impact of their research.

Librarians in education, behavioral sciences, sciences, technology, and engineering disciplines have arguably felt the impact early on as evidenced by pioneering advances in open publishing in STEM fields and the well-coordinated response of the STEM library community to the federally mandated open access policies.

While change and capacity building are taking place to meet the expanding information and data needs in all types of libraries, little is known about how these trends are impacting current services on libraries, or what the community perceives as the emergent and pressing issues.

Three scholarly communication committees (ALA/STS, ALA/EBSS and the AEED) collaborated to design and administer a survey to their respective membership with the aim of identifying the pressing issues that need attention. The objectives of the survey are to identify: 1) the areas in scholarly communications that are emerging as areas of special interest and concern; 2) the state of practice in scholarly communications outreach, education, and service activities among librarians at their institutions; and 3) the questions that still exist as identified by these communities.



In addition to presenting the results of the survey in table and graph format, we will offer insight into how best to address the professional needs of members that they can use to advance the scholarly agenda at their institutions.

**Authors:**

- Mel DeSart
- Brian Quinn
- Lutishoor Salisbury
- Julie Speer

**“Making” connections across campuses: the Library Lego Playing Station**

As libraries continue to grow and change in the 21st century we are seeing outreach, engagement, and innovation becoming a more common language for libraries and their communities. Creating innovative projects and engaging events can help stimulate broader conversations of what the library is or can be. The Lego Playing Station was created to stimulate creativity, innovation, and a broader conversation within an academic library.

This poster will briefly look at makerspaces and the art of “making” in academic libraries. The author will address working with the press, as well as the importance of developing community and departmental partnerships. This poster will document the creation and implementation of the Lego Playing Station as well as a series of events and happenings involving the use of the station. These include a video created by campus media, a Block Party, Lego character contest, Create you ideal library contest, lego workshop with academic coaches, a collaborative project with 100 freshman from the Department of Landscape Architecture who experienced the Lego Playing Station as a means to learn more about the libraries and Information Literacy, and more. This poster will be presented in a visually dynamic way using images from a collection of over 500 models made at the lego playing station.

**Author:** Megan Lotts

**Cleaning House: Using the LibGuides 2 Migration to Clean Out the Old and Adopt the New**

Just as moving to a new home prompts individuals to clean and re-organize, the LibGuides 2 platform migration proved a viable avenue for wide-scale cleanup and standards adoption at our institution. Because the migration signified a new beginning on a new platform, library staff were less skeptical of content standards than they had been in the past. A LibGuides StandardsTask Force guided the creators to update stale, text-heavy content and get rid of unused guides, while ensuring the new platform was locked down enough to provide a standard user experience for their patrons.

Due to the combination of migration and standards training, content creators were guided through a successful revision of their own libguides. The task force offered additional one-on-one training sessions for anyone needing additional help with their revision. The task force was, with the cooperation of public services department heads, also able to integrate evaluation of the Libguides to content creators’ annual evaluations, making standards-based guides and revisions an important required duty for each rather than optional task.

Additionally, the results of a national survey of institutions which have already migrated will be shared and will focus on the combination of migration and standards adoption, but will include general best practices for migration across a variety of institutions.

Presenters will explain the process of creating the LibGuides Standards Task Force and implementing the standards organization-wide, research-based best practices for LibGuides, effective communication strategies for staff, outline of training sessions, and overall lessons learned throughout the process.

**Authors:**

- Melia Fritch
- Joelle Pitts

**Creating Effective Instructional Materials with I-LEARN**

Given the proliferation of information and the lifelong importance of information literacy and critical thinking skills, librarians need to know how to best design information literacy instructional materials in order to help students locate, evaluate, and use information effectively. This poster will describe an experimental research study conducted to determine how instructional materials designed using the I-LEARN model could increase student understanding and application of information literacy concepts. The I-LEARN instructional design model is built upon information science and instructional design theory and practice. In addition to its strong theoretical foundation, what also sets the I-LEARN model apart from others is that its core is information, and the model is focused primarily on information use.

The findings from the research study show that I-LEARN can be particularly valuable in designing online course guides and provides an easy-to-use framework for developing reusable guide content. While I-LEARN was developed with K-12 in mind, the initial experimental study was conducted in a composition course for first year undergraduate students at a mid-sized public university.

This poster will show numerous colorful examples of how to design course guides and online learning modules using the I-LEARN instructional design model as the framework. Springshare LibGuides from multiple universities in a variety of subject disciplines will be displayed as well as Blackboard learning modules designed using I-LEARN as the framework. Visiting this poster will provide attendees with inspiration and specific examples to create their own materials using the I-LEARN template.

**Author:** Stacey Greenwell

**Foster the People: the Public Library as a Model for Social Advocacy**

Last year, Contra Costa County Library (CCCL) branches hosted 14 programs focusing on Muslim culture and experience as part of the Let's Talk About It: Muslim Journeys reading and discussion series, thanks in large part to the eponymous grant made possible by the National Endowment for the Humanities (NEH) in cooperation with the American Library Association (ALA).

While the grant was initially pursued as a means for improving diversity in the library's programming, staff quickly recognized the potential for the library to serve as a safe place for exploring misunderstood or hot-button topics that correlate to social injustice within the community. Thanks to the recruitment of a nationally renowned Islamic Studies scholar who also happened to be researching the social injustices currently present in the Bay Area, staff discovered a specific and alarming injustice that demanded addressing: Over 60% of Muslims in the Bay Area feel they have been discriminated against



since 9/11, while almost 25% believe they have been victims of a hate crime (Senzai, “Bay Area Muslims Study”, <http://www.ispu.org/portal/82/ourpage.aspx>).

This display will explore how staff structured these programs to be as constructive and inclusive as possible for our community. It will include examples of the diverse reactions to the lecture and discussion series, the impact the programs had on the community, an exploration of the evaluation process and participant feedback, and strategies for implementing public programs that address and target social injustices.

**Author:** Jeff Gibson

### **License to ILL: Interlibrary Loan and Course Reserve Services Support the University Mission to Reduce Costs for Students**

Each semester students inundate academic interlibrary loan (ILL) units with requests to borrow required course materials. Historically those requests were cancelled by ILL borrowing offices due to high demand, short loan periods and the ability for the lending library to recall.

The solution developed into a pilot project, beginning, first, with the decision to process borrowing requests for course materials. Materials requested were limited to libraries within the consortium, which had agreed to longer loan periods between members. Since ILL already selected items on-demand for the collection, permission was granted to also begin selecting course materials and, working closely with Course Reserves, place the items on reserve. Course Reserves added links to the newly purchased electronic resources to library course pages and worked with course instructors to communicate the availability of the materials to the class.

To support e-learning initiatives, ebooks with multiple user access were preferred over single user access and print. A workflow and procedures were developed to streamline the process and ILL and Course Reserves collected data on the number of ILL requests borrowed, format selected, price, usage, method accessed, patron status and course. A survey was sent to students registered in the classes for which materials were purchased and responses from instructors were collected in order to determine the success of the pilot.

Learn how an ILL department and Course Reserves unit collaborated to develop an innovative program that provides students access to their required readings through patron-driven acquisition, resource sharing and ingenuity.

#### **Authors:**

- Melissa Eighmy-Brown
- Emily Riha

### **Map It! Strategic Ways to Target Essential Learning in Your Discipline**

How can librarians incorporate innovative practices into student learning experiences to facilitate information literacy and critical thinking skills? This poster will demonstrate techniques for developing an information literacy curriculum within a particular Major or program of study. At Loyola Marymount University (LMU), a new core curriculum requires students to take a course that integrates advanced information literacy skills into disciplinary coursework. This poster will chronicle how the Business librarian used the “curriculum map” technique to support this high-impact educational initiative for the College of Business. The curriculum mapping process required the analysis of Business course syllabi and



the identification of relevant information literacy learning outcomes at LMU's institutional, departmental, and course levels. Additionally, national standards and "threshold or transformative concepts" from the Business literature were evaluated. As a result of the curriculum mapping analysis, the "Accounting Information for Decision Making" course (required for all Business majors) was selected as a high-impact course to embed advanced information literacy skills into. Essential information literacy learning outcomes were identified for the course, and the librarian collaborated with a faculty member on the information literacy assignment and corresponding rubric. In order to evaluate the success of the curriculum mapping process, the librarian distributed a survey asking students about their information literacy skills, as well as evaluated the course assignment using the corresponding rubric. The poster will provide librarians with a step-by-step approach to the curriculum mapping process so that information literacy skills can be "mapped out" for any discipline.

**Author:** Nataly Blas

### **The No-Space Makerspace: geeking out with students in their own STEM learning environments**

How can a library encourage creative, hands-on learning with technology and science curriculum materials when space is at a premium? Librarians at this university curriculum materials center and lab school library decided to take the material to the makers. Building on statewide initiatives to incorporate more active-learning and engagement into science, technology, engineering and math (STEM) teaching, librarians created student-driven technology electives and clubs in lab school spaces. This poster will showcase how librarians and teacher-partners worked with middle school students as they learned the components of computers, built and programmed Raspberry Pi computers, used Scratch programming, soldered and tested electrical circuits, and created their own movies. Photographs will highlight how circulating materials were used, including Raspberry Pi computers, circuit sets, iPads, instructional books, and more.

During this project, regular formative assessment revealed that students increased their knowledge and vocabulary about hardware, software, and programming languages. Use of STEM materials at the curriculum materials center increased, as did requests for purchase of additional materials. Teachers collected evaluative data for grant reports and summative assessments for student grades.

Next steps of this initiative include partnering with education faculty to offer an after-school technology club in the library for pre-service teachers; collaborating with a new College of Education makerspace on campus; continuing to encourage students to be technology creators and experts via electives and clubs; and increasing efforts to share lessons and materials with local schools.

### **Authors:**

- Cassandra Kvenild
- Shannon Smith

### **Evidence-Based Collection Management in Psychology: A Comprehensive Analysis of PsycBOOKS**

Over the past decade, academic and research libraries have widely incorporated e-books into collections, but have yet to determine if e-books can realistically replace their print monographs or whether print and e-books should co-exist as hybrid collections in order to satisfy various user information needs. While most assessments have addressed general collections, there is a need for in-depth subject-focused studies which will better inform monograph collection decisions. Lacking an in-depth study in the literature specifically focused on PsycBOOKS, the authors examined usage patterns of psychology e-books and equivalent print titles held in Texas A&M University Libraries collections. The authors determined that PsycBOOKS is a critical resource for a large academic library, that the Library of



Congress subclasses represented in PsycBOOKS support the university user population, and that users value the older “classic” titles in PsycBOOKS. E-books should not replace equivalent print titles in the collection as the results show there is no format preference according to collection age and user groups. A cost-analysis revealed that PsycBOOKS is a cost-effective investment when compared to purchasing annual APA Books E-Collections or equivalent print titles.

The authors will present the steps taken to complete this study, the research methods used, data collected and all graphs and figures showing the results. The research methods and findings are useful to anyone dealing with collection analysis and management.

**Authors:**

- Diana Ramirez
- Simona Tabacaru

**LGBTQ Services: Improving Library Service From the Bottom Up**

In January 2014 five Los Angeles Public Library librarians met to create the Lesbian Gay Bisexual Transgender and Questioning (LGBTQ) Services Committee. The committee’s goal: to ensure that everyone in Los Angeles, regardless of sexual orientation or gender identity, has access to the best information, whether for research or entertainment. Over the course of one year the group created a plan to improve service to LGBTQ patrons by making LGBTQ library materials more visible, implementing staff sensitivity training, offering programs celebrating LGBTQ heritage, and establishing a visible library presence at local LGBTQ community events. Currently, the committee includes eighteen members, including City Librarian John Szabo.

The proposed poster session will inspire anyone who has tried to affect change from the bottom up by outlining the grassroots structure of the committee. Membership includes staff of all ranks, from clerks to the City Librarian. Goals are broken down by sub-committee, with staff members collaborating on projects remotely, using cloud-based technology.

The goals and outcomes will be measured by committee membership, staff participation in outreach, the number of LGBTQ programs offered before and after staff education, staff surveys before and after training, and outreach statistics. Data will be gathered in upcoming months and presented in graphics comparing 2014 and 2015.

Vivid photographs of outreach, programs, and staff training will be used to illustrate the story. The poster will also include some of the vibrant and informative materials that committee members designed to share with the public.

**Authors:**

- Mary Abler
- David Hagopian
- Xochitl Oliva
- Rudy Ruiz

**Sustaining the Information Literacy Cycle in the University First Year Experience**



**ALA** **san FRANCISCO**

**ANNUAL CONFERENCE & EXHIBITION** June 25-30, 2015

ALA American Library Association [alaannual.org](http://alaannual.org)

First year experience courses offer tremendous opportunity for academic librarians to reach a large number of undergraduate students early in their academic careers, yet there are situational factors inherent in these courses that can impact the continuity of information literacy integration. The University of Nevada, Las Vegas Libraries were challenged with how to sustain and continue the progress of information literacy instruction and assessment in first year experience courses spanning a variety of academic disciplines taught by a variety of instructors. This poster is intended to provide tools and strategies to help library personnel who are charged with integrating information literacy into first year high enrollment courses. The poster will share best practices for maintaining consistency of information literacy instruction and assessment in high enrollment multi-section courses with multiple instructors. Specifically, this poster will share how the Information Cycle has been incorporated as a learning outcome in first year experience courses across multiple academic disciplines to increase consistency of information literacy instruction and assessment. This poster will display Information Cycle learning outcomes, lesson plans, learning activities and assessments that have been incorporated into first year experience courses at the University of Nevada, Las Vegas.

**Author:** Patrick Griffis

### **Use of Dissertations and Theses as Tools in the Assessment of Library Collections and to Improve Library Instruction**

This poster will report on the data gathered from the citations of dissertations and theses in the Department of Chemistry and Biochemistry at a medium sized-university for the last ten year. Through citation analyses, we assessed these publications and modeled the needs of researchers in specific areas (organic, physical, inorganic and analytical) and quantitatively verified the comprehensiveness of the collection.

We will highlight the information in the poster session, starting with the objectives of the project, the methodology and the findings. We will demonstrate the findings through tables, graphs and charts to show the types of sources (i.e. books, journals, conference papers, patents, reports, web resources etc.) and their peer-review status; the multidisciplinary areas in which the citing sources fit, the age of the publications they are citing, the ratio of serial publications to monographic material and the citation differences among the various areas of chemistry and biochemistry. Based on their citation patterns, we will model the core collection of the different types of material (including databases, journals and other serials, monographic items, etc.) that will be useful to support the research needs in specific areas of this discipline. The poster will also bring attention to the sources of information that students have missed with the aim to demonstrate them in instruction sessions to inform future students and to list them as useful sources in the relevant LibGuides.

**Author:** Lutishoor Salisbury

### **Ensuring the Crown Jewels Are Shared: Building a Shared E-book Environment Throughout the University of Wisconsin System**

The University of Wisconsin System (UWS) educates approximately 200,000 students at nearly 30 campuses. The libraries on these campuses strive toward a "One System, One Library" mantra to develop and sustain world-class collections that advance the unique missions of each campus. This guiding tenet has allowed the System libraries to deliver cost effective services in an environment of static budgets and rapidly escalating costs.



# ALA **san** FRANCISCO

ANNUAL CONFERENCE & EXHIBITION June 25-30, 2015

ALA AmericanLibraryAssociation [alaannual.org](http://alaannual.org)

Since 2000, libraries in the University of Wisconsin System have been investigating how best to either augment or entirely replace paper books with e-books. This poster illustrates the many processes associated with how this went from initial investigations by a System-wide e-book committee to a pilot project in which ebook publishers were selected to provide consortial e-book purchasing and system-wide access. It will demonstrate tools developed for vendor evaluation including a weighted rubric and targeted vendor surveys that allowed collection representatives to efficiently compare options and balance stakeholder demands. It will also illustrate the process used to select individual e-book titles to balance the diverse needs of a large university system.

The information in this session can be adapted for individual institutions evaluating e-book packages or other cooperative purchases. Attendees will be encouraged to think about the place of e-books in relation to consortial agreements and discuss how libraries' combined purchasing power can facilitate long-term, widespread access to e-books.

**Authors:**

- John Jax
- Janet Padway

**Global Solutions**

**Sunday, June 28, 2015**

**10:30 AM - 12:00 PM**

**Adopting the Next Generation Library Management Systems in an Ontario Institution**

The cloud based library services platforms not only eliminate the needs for locally hosted servers and applications, but also enable libraries to manage all print, electronic and digital contents in one place. This type of library systems are entering into library automation replacing the traditional integrated library systems (ILS). In May 2014, the University of Windsor Library went live with Alma, one of the newly developed library services platforms. This system replaced a number of legacy systems, including the Evergreen open source ILS (shared with Conifer Consortium), the SFX link resolver (shared with Ontario Council of University Libraries Consortium) and a home-grown course reserve system, etc. This presentation will share the Library's experience with the selection, implementation and post-implementation of the new system, including the benefits and issues with the new systems. It will also discuss the unique challenges the Library encountered as a member of Conifer open source ILS consortium, as well as being the first institution adopting the new type of systems in Ontario, the largest province in Canada.

**Author:** Guoying Liu

**Establishing National Regional Resource Centers to Integrate Resource Development of Public Libraries**

Public libraries play important role in providing access to knowledge. However, faced with the long-term condition of limited budgets and human resources, most public libraries in Taiwan cannot afford to acquire a sufficiently large quantity of library materials or undertake a comprehensive plan for



acquisition. They are often forced to buy popular materials on best-seller lists with limited available funds, making it nearly impossible for the public libraries to fulfill their mission of providing the public with life-long education.

To help public libraries integrate resources and develop services, the National Central Library started the “Project for the Resource Integration and Development of Public Libraries” in 2013. Four Regional Resource Centers and eight Sub-Regional Resource Centers in the northern, central, southern, and eastern regions would be selected and established in the public libraries around the country. With the acquirement of large amounts of quality materials, reading promotion programs, circulation and sharing of holdings, we hope to improve the impact of public libraries on society and reading literacy of citizens.

### **Authors:**

- Mei-Jhen Huang
- Yi-Rong Lee
- Shu Hsien Tseng

### **Liaison 2.0 - From curriculum mapping to assignment design**

The University of Toronto Scarborough (UTSC) Library has a robust liaison librarian program, where librarians are embedded into departments across the university. The liaison librarians in the Department of Management currently provide information, data & financial literacy instruction for assignments, co-curricular clubs and Management Co-op tied to course work, career readiness, and competitions.

UTSC Library undertook a substantial curriculum planning project with the Department of Management to embed requisite academic skills into the core required courses of the Bachelor of Business Administration and required courses of the Finance Specialist program courses, and to scaffold the instruction of these skills at the appropriate level. The academic skills include information literacy, quantitative and qualitative research skills, data literacy and spreadsheet skills, presentation skills, and academic writing skills.

As a direct result of the curriculum planning project, the liaison librarians developed and assessed an assignment and grading rubric focusing on the specific skills that were identified as lacking. The assignment included a quiz and a written component, designed to measure students’ understanding of three areas: academic skills (how to formulate a thesis statement, evaluate sources, and understand citation), critical thinking and analysis on a topic in business, and academic writing skills.

Our presentation will include an analysis of the assignment results (student grades), and we will relate grades to attendance at the preparatory workshops we taught; the correlation between the quiz grade, paper grade, and final grade; and a high-level comparison of student achievement in 2013 and 2014.

**Author:** Stephanie Perpick



**ALA** **san FRANCISCO**

**ANNUAL CONFERENCE & EXHIBITION** June 25-30, 2015

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### **Acquisition, Access, and Discovery of Streaming Media for Libraries**

Streaming videos are available for all libraries in many different ways. This poster provides the process of selecting and acquiring streaming videos from distributors; discusses Resource Description and Access (RDA)—new cataloging specifications with an emphasis on the user’s needs to find, identify, select, and obtain resources—and its impact on discovery of streaming media; and shows how the library users would view and have access to the streaming videos through the online library catalog.

**Author:** Cyrus Ford

### **The Freedom to Read: An Ongoing Struggle That Transcends Nationalities**

Throughout the past century, many countries have encountered censorship and book banning due to government restrictions. This poster will focus on two countries, the Czech Republic and China. The Czech Republic was once under Communist rule, and China is currently under Communist rule. This presentation will take a look at how censorship has affected library information seekers over time, both under the communist rule and post-communism conditions. Visuals within this presentation will include photographs of various libraries, such as the “Libri Prohibiti” in Prague, and also an academic and public library in China.

This presentation will help to answer the following questions:

How has the censorship of library information affected the reading patterns of people in those countries?

What types of subjects were or still remain forbidden?

What happens to those who break the law?

What efforts have been taken by citizens to gain access to “forbidden” texts?

How do people react to the information access restrictions?

#### **Authors:**

- Rachel Hooper
- Jeff Simpson

### **Bridging the gap between library services in academic libraries worldwide: a visiting librarian model**

The colleges and universities in the U.S. have experienced a surge in international students and studying abroad programs. As the higher education community expands globally, the needs for bridging the gaps in academic libraries worldwide and creating more comparable library services grow exponentially. One large university library in the U.S. attempts to meet these needs through a visiting librarian program, where a librarian from a large top-rated Chinese academic library is hosted for a year. This program



represents a model different from the traditional visiting librarian programs that tend to be project focused. In this model, broad based learning and training in critical service areas, such as digital and metadata services, acquisition & collections, and research & information services, are provided to both the hosting and the visiting librarians. The goals are to promote dialogues and understandings between the academic systems in the two countries, and ultimately to enhance the international users' library experience in their quests of studying in foreign institutes. Assessments at both universities are planned to follow up the program.

This poster session describes the unique program setup and development, and discusses experience and lessons learned in detail. With flow charts and visual tools, the presenters hope to share a model that enables academic libraries to bridge the gaps in library and information services and to better serve a global learning community.

**Authors:**

- Sai Deng
- Jing Xu
- Ying Zhang

**Design of an indigenous intercultural library in Colombia**

In this research, the authors propose the design of a community intercultural library for the Nasa people of the Sath Tama Kiwe territory, in order to preserve, retrieve and disseminate traditional knowledge within the community. The design is done through an intercultural dialogue that promotes the dissemination of collective documents.

The approach was Participatory Action Research to explore the sociocultural context and to establish the information needs of the population, and to promote the production and dissemination of documents within the community to nurture the library, designed with community participation. The methods included observation and participation techniques, interviews, life stories, and conversations with community members. The research was conducted in three phases: 1-Understanding and sociocultural interaction, which aims at identifying the specific socio-cultural dynamics of the Nasa people of Sath Tama Kiwe. It attempts to answer questions such as: What are the cultural traits specific to this community?, What traditions are preserved? , What are the most effective ways of transmission of information in the community? For this first phase talks were held with traditional authorities, and community leaders and public servants were interviewed; 2-Design of library and information services, to formulate with community participation the services, projects, and activities that meet community needs, in order to propose a pilot model to be evaluated with the community; and 3-Document production Plan, to promote creation of documents by the community.

This research was submitted to Colciencias, the Colombian government agency that promotes scientific research. Colciencias approved and funded the project.

**Author:** Leonardo Melo

**Reading Resource Exhibition Tour— A Transformed Model of Promoting Reading for Public Libraries in Taiwan**



To encourage resource sharing among public libraries in Taiwan and decrease the reading resource gap in rural areas, the National Library of Public Information (NLPI) has been carrying out the “Reading Resource Exhibition Tour” service since 2012. NLPI has planned and provided a package of reading resources, promotional materials, and activities on different themes for the exhibition tour. County/city public libraries that applied to join the exhibition as the display space combined local resources with creativity and organized relevant activities, thus the resources from NLPI and county/city libraries have been widely shared. By the end of 2014, among a total of 22 counties/cities in Taiwan, 53 public libraries in 19 counties/cities have participated in. 260 related activities have been held, with more than 200,000 participants; 90% of the participants were satisfied with the exhibition.

With this service, NLPI has successfully transformed the model of guiding more than 520 public libraries in Taiwan to promote nation-wide reading, from the individual library promotion model to an itinerary promotion model. The transformed model is more cost-effective and the duration of effects is extended; each participating library’s individuality and originality are retained. The national-level and county/city level libraries have therefore achieved the goals of sharing resources. The poster will illustrate this service model through a series of pictures, charts, and feedback from the participating libraries. The achievements of this innovative reading promotion and guidance model will be presented, and the challenges that have been encountered will also be discussed.

#### **Authors:**

- Yu-Chen Chung
- Hsiang-Ping Huang
- Chung-Chiao Lu

#### **Library as a Meeting Place and Third Place, and her Contribution to Users' Social Capital and Perceived Outcome**

In addition to a location for storing and providing information resources, public libraries ought to play a social-cultural role, such as a meeting place or a third space outside home and workspace. Through the provision of information and services, and organizing social activities, public libraries may be beneficial for citizens to accumulate their social capital. And the ultimate goals for public libraries as a meeting place or third space, or to help the accumulation of social capital, lie in bringing outcomes in education, work, daily activities and leisure to citizens.

This poster explores the perceived outcomes of public libraries in Taiwan, and discovers how public libraries play the role as a meeting place and the third place, and contribute to social capital. This poster was conducted through questionnaire survey, with 733 responses. The survey results show that finding educational opportunities (85%), self-education during leisure time (82%), reading non-fiction (74%), health (67%), and reading fiction (65%) are the top five outcomes that patrons obtain from public libraries in Taiwan.

In addition, public libraries in Taiwan own several characteristics of a third place, including neutrality, leveler, accessibility and accommodation, regulars, playful mood, and a home away from home. Public libraries in Taiwan play a low-intensive meeting place as well. Furthermore, Public libraries in Taiwan contribute most to bonding social capital and to users’ individual social capital. This poster contributes to articulate the value and impact of public libraries on the community that they serve and on the whole society.



# ALA **san** FRANCISCO

**ANNUAL CONFERENCE & EXHIBITION** June 25-30, 2015

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**Authors:**

- Tzu-Tsen Chen
- Wei-Ning Cheng
- Hao-Ren Ke



### **Collaboration or Competition?: The Relationship between INGO's and Domestic Efforts to Support Libraries in Developing Countries**

International Non-Governmental Organizations (INGOs) are active in creating and/or supporting libraries in developing countries. But to what extent do they collaborate with the country's domestic efforts to create/support libraries, build human capacity, and obtain government support? The researchers behind this poster proposal have traveled to several developing countries to investigate the collaboration between INGOs and domestic efforts to support libraries: Riecken Foundation (Honduras and Guatemala), Osu Children's Library Fund (Ghana), Lubuto Library Project (Zambia), and Room to Read, READ Global, and The Nepal Library Foundation (Nepal). They conducted site visits of libraries; interviewed key players within national library associations, Library Science educators, library staff, municipal leaders, and INGO leaders; and analyzed documentation to compare programming, goals, and achievements.

Overall, the national library leaders are very receptive to the work of the INGOs but desire increased collaboration. Interviewees shared concerns about INGOs not requiring professional certification for librarians, a shortage of professional development for children's and municipal libraries, the gulf between current MLS education and the needs of rural libraries, and pay scale differentiation. But interviewees also shared stories of success in collaboration, at many levels: collaboration with national library associations (LLP), with municipalities (OCLF and the Riecken Foundation), and with individuals such as library professionals or community leaders (Nepal).

The poster session will include photos from site visits, as well as selected quotes from the interviewees. It will also have an illustrative chart comparing the programs, goals, extent of collaboration, and quantifiable outcomes from the six library development INGOs.

#### **Authors:**

- John Boyd
- Elizabeth Cramer

#### **ContentMove, towards making an Open Access e-library platform and mobile e-reader applications.**

Cost of the software platform that provide access services from any e-content vendors are always hidden within those e-content. The goal of this project is to remove that hidden cost so libraries can spend more effectively on paying to purchase the contents itself, not the software systems.

ContentMove project has started in Thailand with libraries participating in EIFL-Electronic Information for Libraries. Start with developing a web based e-library platform for the libraries in Thailand since 2005, commercially named 2ebook. Now the system have grown and include many useful functions iOS/Android/Windows8 document e-reader application with Epub2/3, pdf and multimedia files support. PDF files security uses public key technology with strong AES 256 bit encryption, DRM (digital rights management) controls capabilities are also included with local USB drive or dynamic watermark are also included. The system is been widely used in more than 80 libraries in Thailand and some in China. Currently suit for various size of libraries and organizational repository. Libraries can be able to freely manage and control their own contents and users. They can host institutions own copyrights or acquired commercial publisher content.

**Author:** Adisak Sukul



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### **Information Services for Ethnic Minority Seniors in South Korea**

This poster attempts to shed light on current public library service terrains for the ethnic minority seniors in South Korea, through the illustration of several cases as observed in public library communities. South Korea, which has been ethnically homogenous society, is rapidly becoming more diverse. It has fastest aging population among advanced economies as well. In this poster, growing multi-ethnicity and aging are considered as challenges for libraries.

The poster focuses on barriers to access that ethnic minority seniors experience in their everyday life. Particularly it aims at older people who have difficulty accessing mainstream information services due to language and cultural barriers. Advice and support around social welfare, health, housing rights and accessing other local services are regarded as 'the information.' While public libraries in South Korea are generally enthusiastic enough to encourage the understanding toward cultural diversity, they also have to cope with difficulties due to low expertise and budget, while they are also reducing such problems by cooperation with other public agencies and NGO's.

In detail, this poster presents several cases of public libraries which support ethnic communities; investigates the main difficulties or challenges libraries face in providing services for ethnic minority seniors; surveys the quality and the quantity of multi-cultural and senior services that libraries perform; and, envisions the role of public libraries in such a fast changing landscape

**Author:** D. H. Chang

### **New spaces, new learning behaviors, results of an unobtrusive study**

How do informal learning spaces in an academic library support learning? Library learning spaces are cropping up everywhere in response to demand for more informal learning spaces on campus. This unobtrusive study of student learning behaviors in informal learning spaces in a new academic library resulted in data which identifies the new and not so new learning activities of students in new spaces. The poster will illustrate the methodology, data and results of an unobtrusive study of students working in informal learning spaces in the new Taylor Family Digital Library. Over 7 days in March 2014, students at a large academic library were observed to determine what learning behaviors they exhibited in the informal learning spaces. This new library has many informal spaces with a variety of space designs meant to support a range of student learning behaviors including individual study and collaboration. But are the spaces being used as expected? The results of this study are compared with previous similar studies conducted in the old library to determine if there are any new behaviors new spaces and how the old behaviors have changed. This poster will illustrate the changes in behaviors that are related to the use of technology as well as the preferences students show for various types of learning spaces. Participants will consider the question " how does informal learning space design influence learning behaviors and outcomes?" Handouts with a summary of the study will be available.

**Author:** Susan Beatty



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### **The Struggle is Real: Access to Knowledge in an Academic Library in Ghana**

In fall 2014, I traveled from Duquesne University, Pittsburgh, Pennsylvania to Spiritan University College in Ejisu, Ghana. These are both higher educational institutions founded by The Spiritans, a Catholic Community. I received a faculty research grant to conduct a fact finding mission to further a long-lasting and sustainable relationship between our libraries. During this trip, I was able to gain an understanding of the challenges that are faced by librarians and faculty in developing and maintaining a library collection that supports student learning. The challenges include frequent power outages in the country, slow or unreliable internet service for the library, a collection that has been mostly created from donations, and the availability of books to purchase in Ghana, in addition to many others. In this poster, I will present a SWOT (strengths, weaknesses, opportunities, threats) analysis of the current library situation and lay groundwork for strengthening the relationship between our libraries. The poster will include photos and data about the library and university. The poster will create more dialogue between librarians and others who are interested in global outreach.

**Author:** Terra Merkey

### **Pushing limits: Library e-Hub**

The poster demonstrates innovations that push limits to ensure access to library services and resources in rural areas. The focus is on how to overcome the challenge to enhance access to basic information resources in areas with limited access to internet and its wealth of information.

This visual presentation will include a colourful poster with text, photo's and illustrations to demonstrate the "Librii: a library designed and delivered in emerging markets". It will be enhanced by interviews and videos displayed on an iPad (mounted to the poster).

Librii is an e-hub in a shipping container with computers, printers and training materials. It is connected to a simple, low-cost study centre. Users can access information, print books and other materials and also contribute back to the project and the web at large. Librii is an NGO and the libraries are fully self-supporting and seek local sponsorships It is run by local entrepreneurs and staffed by librarians. The focus is on knowledge creation and much more than just the Internet. It packages cutting-edge, locally-tailored, open-access content that encourages users to learn, create and disseminate their knowledge. The presentation is based on research done on various innovations in libraries internationally, but will focus on the Librii. The concept was presented at a residential continuing professional development programme funded by Carnegie and rated very positive by the participants (reports available) It will be of interest to participants at the conference.

**Author:** Judith Henning



### **Excellent library! – A Holistic Quality Model and Certificate for Transforming Libraries: Concept and Experiences from Germany**

Achieving a better financial performance, making processes more efficient and enhancing customer satisfaction – more and more libraries are facing these challenges by establishing quality management concepts. More than fifteen public and academic libraries in Germany (e.g. Berlin State Library) are operating successfully with the quality model “Excellent library!”; ten of them are awarded as “Excellent library!”. They are part of a research project at Stuttgart Media University Germany, where the quality model and certificate “Excellent library!” has been developed since 2008. It is based on the Business Excellence Model of the “European Foundation for Quality Management” (EFQM) and its adaptation to the public sector, the “Common Assessment Framework”. Participating libraries are evaluated at the basis of international standards which go beyond the library sector. The quality model “Excellent library!” provides a highly structured self assessment technique to identify library's strengths and areas for improvement. Passing an external assessment, libraries can be awarded as “Excellent Library!”. Project evaluation results validate the applicability of the model for public and academic libraries. Besides, the results approve a high impact of the model on organizational improvement and visibility. Using text, graphs and pictures an overview of the quality model “Excellent library!” will be given; the experiences of the implementation process within the libraries will be summarized. Moreover, the impact of the quality model on the library’s organization and its image improvement will be specified. From the research perspective, lessons learned out of the developing process and future developments will be outlined.

**Author:** Maria Bertele

### **Interdisciplinary Teams as a Model for Comprehensive Internationalization**

A group of faculty and librarians successfully wrote a grant to bring a group of Iraqi Fulbright Scholars to study at the University in the summer of 2014. Working with the group, we identified effective teaching strategies related to diversity, multiculturalism and social justice. We also used an NEH/ALA “Muslim Journeys” grant to highlight an international context that, combined with the work of the Fulbright Scholars, led to enduring collaborations with area groups. We will highlight how these initiatives align with the University’s mission and work to internationalize its campus through a formal Internationalization Task Force, which provided the framework for sustained international work in the classroom and the community.

The poster will highlight experiences working with students and scholars from Muslim majority societies. The poster will also discuss the timely programming and partnerships that were established to help facilitate the critical dialogue necessary in working with culturally vibrant and diverse populations from the Middle East and beyond. The poster will outline connections, dialogues, communities and initiatives that will facilitate strategies for other libraries and librarians to initiate strategies to internationalize their library.

**Author:** Zachary Newell



### **How do you take your books? Print? Digital?**

About 6 years ago, an ambitious group of Materials Librarians at the Teachers College, Columbia University library drastically altered their acquisitions policy, adopting an entirely patron-driven digital acquisitions program. Not only did these librarians completely transform their long-established collection development plan, they never stopped to find out if the amended policy was actually a good idea. Fast forward to 2014, and the patron-driven acquisitions program is going strong, with 40-60% of the budget allocated to single-title e-book purchases alone. In order to accurately assess the success (or failure) of this pioneering acquisitions initiative, a comparison analysis was conducted on print and digital materials of the same title within the collection. The results concluded that print and e-books can coexist in an academic research library and patrons will still find value in both formats. Additionally, the decision to drive all acquisitions based on patron-specific requests ensures that every item the library acquires, in print or electronic format, is used at least one time.

#### **Authors:**

- Laura Costello
- Alex Eibuszyc Lederman
- Dana Haugh
- Meredith Powers

### **How they search, how they feel, and how to serve them? Information Needs and Seeking Behaviors of Chinese Students Using Academic Libraries**

Among the total amount of Chinese students studying abroad, the number of Chinese students enrolling into United States universities/colleges is increasing. The library, as a relevant institution on American campuses, plays an important role in a student's academic life. Chinese students often experience difficulties utilizing library materials in a "second-language-academic-library", and some articles argue that the language and cultural barriers may be two of the potential problems for Chinese students in using English materials efficiently and effectively.

This study focuses on three research questions: what are Chinese students' strategies of finding library resources, will international feel comfortable when using materials or facilities in the library, and what particular library services do they need and want.

As the first step taken by the University of Southern Mississippi Libraries (USM Libraries) to explore its international user groups, this research has been supported by the Libraries, and the USM Chinese students. Within one month, more than 50% USM Chinese students filled out the survey, and more than one hundred survey responses, with detailed explanations on information needs, search strategies, and library services, have been received across campuses. This research hopes to explore Chinese students' search strategies in locating library resources, their satisfaction with current library facilities and services, and what kind of assistance that Chinese students need the most. The findings of the study are expected to help offer "customized" libraries service to Chinese students, or even to generalize more studies related to other groups of international students.

**Author:** Xiaojie Duan



### **Paris Principles and Pierogi: Intercultural Communication in Cataloging Courses at the University of Warsaw, Poland**

In 2012-13, the author taught four cataloging courses at the University of Warsaw, Poland. The courses, designed for master's students and utilizing American teaching methods, covered e-books in libraries, subject analysis, Resource Description and Access, and an introduction to metadata. Classes were taught in English. Despite students' English fluency, cultural differences were evident throughout each course and required special attention to ensure quality communication between instructor and students. Some communication obstacles included the use of American-centric textbooks, students' lack of knowledge of U.S. library vendors and the instructor's lack of knowledge of Polish librarianship, and students' lack of library work experience. Students were also not accustomed to American teaching techniques, such as group work, classroom discussion, oral presentations, and written homework assignments.

To facilitate comprehension and communication, the instructor's lecture slides were posted to a web-based slide storage service; students were frequently asked for feedback on their understanding of presentation material; and students with superior English skills were asked to translate difficult concepts into Polish for classmates. Ample time was allowed for comparison of U.S. and Polish librarianship, with students providing their understanding of Polish librarianship. Lectures frequently used examples drawn from Polish culture, an especially important aspect of the subject analysis course. The successful completion of the courses by the students and their positive course evaluations confirmed the success of these various strategies.

Course syllabi, instructor and student slide presentations, sample assignments, and photographs will be used to illustrate the techniques used to facilitate intercultural communication.

**Author:** Richard Sapon-White

### **A Tale of Two Spaces: Applying Lessons from a Large Construction Project to a Small Renovation Project**

Building a new library or renovating a facility is an exciting yet daunting experience. How will students interact with the new space? How do we want them to interact with the space? How will staff work within the new space?

The University of Calgary opened the Taylor Family Digital Library (TFDL) in September 2011. This new collaborative learning space was unlike anything students, faculty and staff had experienced before and settling into the building was not without its challenges. Furniture had been selected for design elements and flexibility so that students could create their own learning environments. Behavior expectations around noise, work space, and food consumption previously understood in our old space were no longer respected in this new, more open facility.

The last three years have been spent adjusting to our new space and shifting furniture as well as student and staff expectations. The renovation of the Gallagher Library, a small branch library, in 2014 was the perfect opportunity to reflect on what we had learned from the TFDL experience and to apply our new knowledge. Whether you are building a new library or renovating a smaller space, come benefit from the lessons we have learned.

**Authors:**

- Claudette Cloutier



- Leanne Morrow

### **What do Management, Human Resources, Staff Development and International Collaboration have in Common?**

The internationalization of higher education and the continuing expansion of technology as a means for learning and sharing information have radically changed the way in which academic and research libraries offer services and perform outreach. These realities indicate the need for new and vital competencies and flexible management styles, as well as creative approaches to defining and organizing roles, hiring personnel and retraining existing staff that can conceive, build and implement change. While a substantive body of literature addresses large and small-scale global collaborative efforts in areas such as direct services and archiving, the areas of human resources, staff development and management have traditionally been addressed within the local, regional, and national contexts. What do we know about past international collaborative efforts and opportunities for dialogue between library association members globally on these topics? Is there a need and desire for increased exposure to perspectives outside traditional boundaries?

This poster reports findings from an international exploratory study that was conducted to create a better understanding of current and past international collaborative efforts, and to gauge interest in increased dialogue between library associations in the areas of management, human resources, and professional development in the academic library. Using a survey and focus group the author collected data on the thoughts of 35 library associations from 17 countries, the results of which present opportunities for further research, creative dialogue and opportunities for learning on a global scale to meet the needs of the radically evolving academic library world.

**Author:** Bonnie Smith

### **Adapting Peace Corps' training package for sustainable library projects**

The Sustainable Library Development Training Package was designed to provide Peace Corps Volunteers with standardized training and guidance for library activities. In 2014, the training was adapted for Peace Corps' posts which requested additional training on innovative library practices and non-traditional libraries. The training was also utilized to train post staff in managing and promoting their information resource center (IRC), which is meant to have a collection of technical and training resources that support their Volunteers. The training includes stand-alone sessions and a sequence of sessions that can be delivered as a 3-day workshop. Topics include: Intro to Sustainable Library Development; Info Resources for Library Projects; Steps for Setting Up a Library; Organization and Classification; Borrowing and Lending; Supplementary Services; Digital Collection Development; Innovative Practices and Non-traditional Libraries; and Info-Sharing: Communication and Marketing Principles for Promoting Your Materials and Services. This poster will illustrate the changes that were made to update the package. Feedback from the first version of the updated training package will be available as input from the four posts overseas (Guyana, Cambodia, Paraguay and Nepal) that received the training in 2014 in addition to the review by other experts after this updated package went through Peace Corps' formal publication review process. A looping slide show with photos of Peace Corps



Volunteer library projects will be presented on a laptop, and a sample print version of the training package will be on display with available electronic copies and handouts containing further details.

**Author:** Elizabeth Karr

### **Re-integration of Prison Inmates in Nigeria: Advocating for Library Support**

Prison inmates are those who are regarded to have violated the laws of the land and have been found guilty by a competent court of law established by the government. The prison is supposed to be a place for reformation, rehabilitation and re-integration of inmates. Re-integration programs are designed to prevent recidivism. This study sought to establish the available programs and the level of library support for the re-integration of prison inmates.

Ninety-three inmates in two prisons in two states in South Western Nigeria were included in this study. A pre-tested questionnaire which included both closed and open ended questions was administered. The SPSS data analysis software was used to analyse the data generated.

Majority of the prison inmates (97.8%) were male, 77.4% were in their prime years (18-35 years) and the level of education completed prior to admission ranges from primary school to postgraduate degree.

The study indicated that the prison authority afforded the inmates re-integration programs such as employment counselling, reading and basic life skills, mathematical skills, vocational training and community adjustment like conflict management and personal finances. Only one of the prisons has a library but not well equipped for re-integration programs. Majority of the inmates sourced information from newspaper (60.2%) and responded that books were not readily accessible.

The support provided by libraries for the re-integration programs of inmates in Nigerian prisons surveyed is very limited, hence the need to advocate for a better library services.

#### **Authors:**

- Omobolade Adeagbo
- Bukky Asubiojo

### **From a Traditional Library to an Information Center. The importance of the staff members participation: The case of Pemex Information Center**

Today's libraries have had to adapt and update their activities and services offered, not only providing information but also implementing innovative services for today's users.

This poster shows all the changes that have been taking place inside the Petroleos Mexicanos (PEMEX) library in order to transform its traditional activities into a specialized Information Center.

The implementation of new collaborative multimedia areas has been well received among traditional and new users, encouraging teamwork, brainstorming and their creativity.

Some of these changes were directly performed by staff members, this brought to develop a sense of belonging in staff.

In addition, this poster shows the increased number of the library users and their well perceived opinion about the new and traditional services. These results were obtained using surveys of user satisfaction, through observation and conducting focus groups.



Finally this poster shows the steps to follow to reach all the changes that the librarians did possible the transformation.

**Author:** Luis Mario Galland

## **Connections**

**Sunday, June 28, 2015**

**12:30 PM - 2:00 PM**

### **Keep Safe & Study On: Hosting Late Night Safety & Services Information Fair in the Library**

The Overnight Study Commons in UC San Diego's Geisel Library opened in Fall 2012 and quickly became a hub of student activity. By Fall 2014, headcounts taken between 1:00-3:00 am peaked at 473, while those between 5:00-7:00 am reached 185. Clearly, the space serves a need. But do students know how to stay safe when visiting the library late at night, and do they know the library and campus services available to them at those hours (or anytime)?

In December 2014, the library hosted a student information fair called Geisel After Dark to raise awareness about both student safety and a variety of library and campus services. Twenty-five library or campus units (referred to as 'academic partners') provided information and interactive activities at the event.

Highlights included 3D printing and a self-defense demonstration by campus police. Snacks were provided to the 273 students completing a comment card on how to improve the Overnight Commons or what they liked best about the overnight space. After the event, academic partners were surveyed about their goals, the value of their participation, suggestions for future such events, and their likelihood of future participation.

Through event photos, participant feedback, and other textual material, this poster session will detail event planning, goals, participants, costs, attendance, and logistics. Session attendees will learn how to host a similarly successful event, and hear how the UC San Diego Library will enhance what it now plans to be an annual event.

### **Authors:**

- Kymberly Goodson
- Nancy Relaford



### **But I found it on Google: Teaching college students Critical Digital Literacy**

Three library faculty members at San Diego State University participated in a year-long campus learning community to explore critical digital literacy (CDL). This cross-disciplinary group of faculty explored ways to improve the quality and value of CDL across the curriculum. The community met bi-weekly to share and discuss scholarship, ideas and experiences teaching CDL; discuss the current and forecasted evolution of the meaning of information literacy in the digital age, including its relationship to rapidly evolving digital technologies and the emergent fields of CDL and digital communication; and to design and implement a specific innovation for teaching CDL.

Using the ACRL Information Literacy Competency Standards and Visual Literacy Competency Standards, the librarians developed a self-paced, modular, online tutorial that teaches students to find, evaluate, cite and ethically use visual and digital information when creating digital projects for a class assignment or their own personal use. Quizzes assess learning, collect data on who is using the tutorial and to give teaching faculty a way to give credit for completion. Subject faculty from the learning community are piloting the tutorial when they assign a digital project.

Included in this poster will be a description of the learning community and resulting tutorial, our formative assessment of the impact and effectiveness of librarians participating in such a community, and preliminary results on student learning measured by quiz results on the tutorial.

#### **Authors:**

- Pamela Jackson
- Zoe Jarocki
- Jenny Wong-Welch

### **College student engagement in information literacy activities across the disciplines**

Information literacy is a key learning outcome for all college students. However, the information literacy skills required for academic success in college vary by discipline. This poster will examine how engagement in information literacy activities varies across academic disciplines. It will use data collected from over 25,000 college seniors at 76 U.S. postsecondary institutions who responded to the National Survey of Student Engagement's Experiences with Information Literacy module. The module investigates how often students engaged in a variety of tasks that demonstrate information literacy competency and how much instructors emphasized the access, evaluation, and use of information sources. While the poster will go into more detail, the results generally show that students in the physical sciences and engineering disciplines are the least likely to demonstrate high levels of engagement with information. Students in these fields also report that their instructors are the least likely to emphasize good information literacy practices. In contrast, social science majors had the highest levels of engagement with information sources.

#### **Authors:**

- Carrie Donovan
- Kevin Fosnacht



### **Do Your Homework @ the Library: Developing a City-Funded K–8 Full Service Homework Assistance Program at 18 San Diego Public Library Locations**

In 2014, the San Diego Public Library was allotted \$500,000 by San Diego Mayor Kevin Faulconer to develop the Do Your Homework @ the Library Program, an after-school homework assistance initiative established in 18 library locations across San Diego during the 2014–2015 school year. Each homework center was staffed with paid, professional teachers as well as volunteer “homework coaches” to serve K–8 students. All homework centers were open 5 to 7 days (14 to 21 hours) per week and stocked with school supplies, reference materials, and instructional aids. This service was free to the public and available on a drop-in basis.

This poster will describe the planning and development of the Do Your Homework @ the Library Program, while providing statistics and anecdotal data on the student users. Initial findings show a better than expected attendance rate, with most homework centers averaging 10–25 students per day. The San Diego Public Library expects to continue the program for the 2015–2016 school year, given the overwhelming demand for homework help services. More information about the Do Your Homework @ the Library Program can be found at [SanDiegoLibrary.org](http://SanDiegoLibrary.org).

#### **Authors:**

- Marina Claudio-Perez
- Hoan-Vu Do
- Jayne Henn
- Marika Jeffery

### **One-Shot Assessment on the Fly: Using Free Mobile Technology and Polling Software**

Assessment is a buzzword nowadays in the library and information science profession: collection assessment, library instruction assessment, even assessment of librarians! Assessment for one-shot library instruction sessions can be hard and daunting for first-time librarians. At College of Charleston Libraries, the instruction librarians are using Poll Everywhere, a free online polling software, coupled with mobile technologies, to assess one-shot sessions on the fly. In this poster, we will showcase what we are doing to improve the teaching of one-shot library instruction sessions and boost students’ library research skills. We will discuss the limitations and constraints of using these technologies for library instruction assessment purposes. Graphics, word clouds, text clusters from past two semesters will be included in the poster, as well as assessment examples for library instruction of Biology, History, and English composition classes. In conclusion, you will find that a traditional 3-2-1 assessment method, together with mobile and web technologies as assessment means, is easy to implement in an academic library setting.

#### **Authors:**

- Dongmei Cao
- Katie O'Connor



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### **Sustainable Assessment: Using Google Forms for Library Instruction**

Instruction librarians, especially in the social sciences, are often called upon to teach research sessions to large groups of students. Planning what to teach in these sessions can be overwhelming, but designing a method of assessing student learning over multiple class sections can feel next to impossible.

This poster will illustrate how Google Forms can be utilized in library instruction as an effective tool for engaging students and assessing learning in an efficient and sustainable manner. The presenters will share an assessment instrument developed at their institution, along with two semesters worth of data to demonstrate how Google Forms can provide instruction librarians with a time saving, versatile and sustainable tool that combines ease of result analysis with a high level of student accessibility. The presentation will also cover benefits and concerns regarding this online tool, and touch on best practices for using Google Forms for student assessment. The poster will include screenshot examples of an online form used for assessment, and the spreadsheet results it generates. The poster will also include a series of graphs generated from the results to illustrate the ease and quality of data analysis available with this tool. Finally, the presenters will utilize tablet computers to demonstrate the form in action.

#### **Authors:**

- Shonn Haren
- Melissa Mallon

### **"Aliens, Astronauts and Asteroids" Bringing Space Exploration to your Library**

The Lafayette Library & Learning Center, part of Contra Costa County Public, is an innovative model for libraries of the future. First of its kind, home of the Glenn Seaborg Learning Consortium, this partnership is comprised of distinguished educational and cultural resources, leading to a wealth of STEAM programming, including the future of space exploration.

This session will feature the successful "Mission: Mars" program which included a series of activities culminating in a visit from Dr. Pascal Lee, Chairman of the Mars Institute, award-winning author of Mission: Mars and planned presenter at the upcoming ALA Conference. Children were encouraged to participate in varied learning activities: Mars fact-finding, astronaut training exercises, telescope viewing, a "Gravity" event presented by Lawrence Hall of Science, and a presentation by NASA scientist, Dr. Margaret Race, discussing the search for life, followed by a "Make a Martian" challenge based on atmospheric conditions on Mars. Children wrote essays detailing why they would be the best candidate for future missions to Mars, with responses judged by NASA scientists. Participants received prizes and completion certificates signed by Dr. Lee. Program sponsors included NASA, SETI Institute, Mars Institute, Chabot Space & Science Center and Lawrence Hall of Science.

The display will focus on visually providing ideas for libraries to adapt for their own Space Science programming. It will include "Mission: Mars" promotional materials, the program's "Training Manual," photographs from the events, and anecdotal and statistical outcomes.

#### **Authors:**

- Ginny Golden



- Ann Miller

### **“Achieving the Dream” Library Workshops: Enhancing Student Success through Collaborative Instructional Programming**

The presentation will describe the Rowan University “Achieving the Dream” (AtD) Library Workshop series, which is the result of a partnership between library departments (Research and Instruction, Outreach and Programming) and student success centers (the Writing Center and the Academic Advising Center).

The AtD scholarship program introduces a select group of high-achieving, underprivileged students to college-level assignments through a series of engaging, high-impact programs to position them for academic success. In the Library workshop series, librarians develop programs, each packed with short, interactive lessons to be delivered by the Writing Center and Library staff, which aim to demonstrate the value and practical application of information literacy, writing and research skills. Two evaluation instruments have been developed– one for freshman-level researchers, and one for sophomores– to measure outcomes and evaluate each student’s level of comprehension and critical thinking skills.

#### **Authors:**

- Aileen Bachant
- Bruce Whitham

### **How to Succeed in Community Business Partnerships While Really Trying**

Have you ever thought of providing research support services for local entrepreneurs? You have, but have no idea how to find them? This poster explores the process one academic library went through to partner with a local Small Business Development Center (SBDC) Office to provide a workshop series on basic business resources for South Carolina residents and government information sources to such a group of local entrepreneurs.

During the two and one half hour workshop session business professionals were familiarized with resources to aid in business planning, demographic research, competitor and industry performance, and regional economic information. A mixed methods approach was used to measure the learning of workshop participants through a combination of pre and post testing as well as analysis of qualitative commentary directly from workshop participants.

This poster will provide a review of existing literature on partnerships between business professionals and libraries, suggestions for instituting such a workshop series at any library, and present the results from the existing workshop session. Future directions for the SBDC and library collaboration will also be explored.

#### **Authors:**

- Kathy Karn-Carmichael
- Kari Weaver



### **Drum Circle to Square Drum: Engaging Toddlers to Elders Using Hand-drums and Onomatopoeia**

These inter-active hand-drum programs promote literacy and/or introduce participants to basic hand-drum rhythm instruction using elements of onomatopoeia. Used by Shakespeare and Dr. Suess, “Onomatopoeia”, as described by the Concise Oxford Dictionary of Linguistics is “A word or process of forming words whose phonetic form is perceived as imitating a sound.” The cajón, or “box drum” from South America produces distinctive sounds that work well with the content of the two children’s books used as the foundational component at the onset of the program. Young children are captivated as a book is read aloud once, while the drummer accompanies the reader and then further engaged when encouraged to play along the second time the book is read providing repetition; reinforcing literacy skills. Studies have demonstrated the value of music in language development. It has been said, “If you can say it, you can play it.” The guagaunco, an Afro-Cuban rhythm and onomatopoeia itself, serves as program introduction for older participants. Seniors can duplicate rhythms or certain striking sounds more easily when described in onomatopoeic terms. Feedback has been favorable in schools, camps, churches, libraries and assisted living centers. In a survey conducted by museum staff of participants, nine out of ten participants indicated it was “the best thing they did in the DZ (Children’s Discovery Zone) that day.” This poster session will be presented using still photographic prints, a model drum and two books as props.

**Author:** Alfredo Pinto

### **Unvexed by Visitors: De-Mystifying Service to Unaffiliated Patrons**

Academic libraries know how to serve their primary users. Collections, services, webpages, and staffing are created and refined to meet their needs and expectations. But what about visitors—the unaffiliated? They include the general public, students from other schools (pre-college through post-docs), alumni, prospective students, local business people, etc.

Where the public college/university library is the biggest game in town, unaffiliated readers often turn to their local, largest collection. Are their needs different from those of the primary clientele? Is the library consistent in the type, level and amount of service it gives to visitors?

At the University of California, Irvine, Libraries, the staff had only anecdotal information on how many unaffiliated users were visiting the service points, and how much time staff spent with them. Were visitors coming mostly in the evenings and on weekends, when parking was easier, and when reference staff could give them more time?

What were they asking? How were staff responding? How could staff become more consistent in serving them? What was an appropriate level of service, and should there be limits? How could the library’s website prepare visitors to have a productive experience? The poster’s charts, graphs, and before/after webpages will show how the staff collected data; held in-house discussions; contacted local, referring libraries; collected “visitor” information from similar academic libraries; and improved webpages and in-person service accordingly. Some of the data outcomes were surprising.

#### **Authors:**

- Jeff Schneidewind
- Carolyn Seaman

- Christina Woo

### **Engaging Customers with Creative and Cutting-Edge Music Programs**

What do a Battle of the Recorded Bands, a Jazz Funeral March, and GuitArduino have in common? These are just three ways Arlington Heights Memorial Library has brought unique music enjoyment and education to customers. Learn how to combine hands-on learning with digital technology to foster creativity and engage kids, teens, and adults around music appreciation.

Learn how to partner with local businesses, schools, and musicians to extend these learning opportunities. All programs were evaluated by user satisfaction survey, but the high amount of participation and engagement illustrated on the poster, and in the music, tells the most powerful story.

Music samples, a short video, handouts, and lots of great visuals ensure a rocking time will be had by all who stop by to view.

**Author:** Amy Pelman

### **Flipping the One Shot: reviewing two years of flipped-classroom library instruction**

Introduction to Library Research Strategies is a web based course hosted in the campus learning management system, developed to supplement or replace the traditional one-shot library instruction session for freshman in two introductory courses, English Composition II (ENC1102) and Strategies for Success (SLS1501) students are automatically enrolled in the course and may be assigned by their ENC or SLS instructor to complete it for a grade.

Implemented as a pilot in Summer 2013, the course has now been completed by over 6000 students. Statistics show how use of the course has impacted the number of students and classes reached by the instruction program. Results from a survey of ENC1102 and SLS1501 instructors will be displayed, showing levels of satisfaction with the course and perception of student learning. A separate survey of librarians evaluating the impact of the course on their teaching experiences will also be presented.

Details of the development and maintenance of the course will be highlighted in the poster, along with the challenges and successes of collaborating with multiple departments across campus. Finally, tips for flipping the classroom will be shared, allowing the audience to learn from our experience with this project.

#### **Authors:**

- Corinne Bishop
- Renee Montgomery
- Carrie Moran
- Rachel Mulvihill



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### **Health Happens in Libraries through Community Engagement**

Health Happens in Libraries magnifies the role of public libraries as key contributors to our personal health goals, the health of the communities we live in, and our collective goal of a healthy nation. The U.S. IMPACT study found that 28 million people in the United States use public library computers and seek assistance from librarians for health and wellness issues, including learning about medical conditions, finding health care providers, and assessing health insurance options.

The demand and opportunity to meet community health needs is clear, and the IMLS-funded Health Happens in Libraries project serves to connect libraries to the resources to make it happen. This session will share the processes, experiences and outcomes of five U.S. public libraries of various size and location that developed, planned and implemented community-focused health activities in partnership with local organizations. These activities were designed to engage community members with the library, build strong local partnerships, and emphasize pragmatic and effective ways for libraries to address health-related service needs. The session will also highlight the project's curated collection of resources and materials that all libraries can use to confidently provide health information and services to their patrons.

**Author:** Kendra Morgan

### **On Their Own Turf: Library outreach to first-year student athletes through the NCAA's Life Skills**

First-year student athletes often have different academic needs and course loads from other first-year students. For that reason, most University of Idaho student athletes miss out on library instruction incorporated in the freshman composition course (English 102). Librarians discovered that, in fact, none of the university's first-year student athletes were enrolled in English 102. Providing outreach was challenging; previous attempts to establish a library presence with the Athletics Department had fallen flat. Coincidentally, a news item alerted librarians to sanctions against the football team for not meeting the NCAA's Academic Progress Rate standards. Discovering an open door, librarians approached the director of Vandal Athletic Support Services with a plan for supporting academic progress and NCAA eligibility. Together, they arranged for librarians to provide two library workshops through the NCAA CHAMPS Life Skills program – a mandatory course for all freshman athletes – in the university's domed stadium classroom. Using this fresh approach to introduce the library to athletes on their own turf, the collaboration proved to be a win-win for all involved. The library addressed the research needs of a greater percentage of first-year students, the students gained necessary tools for academic success, and Vandal Athletic Support Services made gains toward rebuilding NCAA eligibility. This poster will chart the project from inception to completion, using graphs and images to illustrate the transformation of an unreached area of campus into a library partner. Assessment included student evaluations, LibGuide statistics, and average GPA for freshman athletes before and after library workshops.

**Author:** Beth Canzoneri



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### **Put the “YOU” in YouTube: Video Booktalks for San Diego Public Library’s Read and Ride Program**

In 2014, the San Diego Public Library (SDPL) partnered with the Metropolitan Transit System (MTS) for Read and Ride, a program that encourages public transit passengers to download select free eBook titles from SDPL’s eCollection. The program is advertised onboard busses and trolleys. Riders can scan a QR Code to link to the Read and Ride website, where they can watch video booktalks about the featured titles. The video booktalks give viewers an idea about each book, promote the program, and advertise the prizes for participating. The first videos were created by San Diego’s CityTV station, but SDPL librarians were up to the challenge to create their own using City TV equipment and other library resources. Using video is a new way for SDPL to promote, but staff members believe in its effectiveness: 93% of surveyed staff felt the booktalks successfully promoted the books, while 82% thought the booktalks were effective in promoting the entire Read and Ride program. Furthermore, surveyed staff showed interest in having more videos produced, such as book recommendations (71%) and highlighting programs (66%). As only 30% of surveyed staff have experience in creating videos, this is an opportunity for staff members to learn new skills and be exposed to new technology. This poster session will highlight ideas for future videos, and also feature the projects marketed for the Read and Ride program. Presenters will discuss the experience, and offer advice to any librarians interested in creating videos at their locations.

#### **Authors:**

- Gina Bravo
- Monnee Tong

### **A Research Data Call to Action: The Case of the Proselytizing Professor**

Research begets data. That is a given. However, when the White House Office of Science and Technology Policy mandate requiring researchers to better manage and share the digital data resulting from federally funded scientific research was announced in February 2013, it became more than just a given for researchers – it became a potential crisis. In response, academic libraries across the country started seeking creative solutions to avert disaster. When it became apparent that research data management training was lacking at the campus-wide level at North Carolina State University (NCSU), the NCSU Libraries developed an easily adaptable workshop on Data Management Planning Basics. Subject specialists were recruited to spread the word, and the program was soon being delivered in various venues, including departmental seminars. However, a clear disconnect quickly surfaced between what researchers needed and what was being delivered to them. As designed, the standard presentation fell well short of meeting users’ greatest need, i.e. for hands-on training on writing data management plans (DMPs) and how to manage their data better. In collaboration with a professor on a mission, the authors set out to develop and pilot a customizable hands-on data management training program, with the long-range goal of mainstreaming data management training throughout the professor’s college, and ultimately the university. The fruits and perils of this ambitious collaboration will be on full display in this poster, via text and graphics, including workshop development, negotiations with the college, and user feedback.

#### **Authors:**

- Debra Currie
- Mohan Ramaswamy
- Bob Sotak



### **Engaging Students Through Opportunistic Outreach**

On college campuses, students seek out common spaces where they feel a sense of ownership. By giving students a voice in the library, we can help to fill this need and develop a shared sense of space. Like many librarians, we increasingly spend more time on outreach. But we have found the most success observing students to see what's trending, then striking while the iron is hot. Recently, this has revolved around two things: a well-loved "Question of the Week" (QOTW) board, and a cardboard cutout of our building's somewhat stodgy namesake.

Last year, while punching up our Recreational Reading area, we used a big whiteboard to ask students which magazines to purchase. The results were surprising not in their choices, but in their desire to participate. We had no idea that writing on a whiteboard would bring such delight. The QOTW board was born. We have had a life-sized cardboard cutout of our namesake for years. Students have long had just a smiling affection for him. But when one student made off with him, that all changed. Leveraging that event and the campus "whodunit" associated with it, we built a series of activities that somewhat anthropomorphize the library. This helps convey the warmth that students desire, and helps make librarians more approachable.

We know our core services and programming are solid. But what we needed was more engagement. Giving the students a role to play has given us that, and we look forward to more.

#### **Authors:**

- Tiffany Hebb
- Rick Provine

### **Silicon Valley Grows: Seed Libraries Unite**

This poster will present an innovative collaboration that breaks down jurisdictional barriers in order to unite the larger community in a common cause. Silicon Valley Grows re-envisioned the community read as a community grow. Patrons from participating libraries receive free seeds and attend programs that promote growing, using, and saving seeds. The community unites in cultivating the same plant, and creates a locally adapted pool of saved seeds that retain genetic diversity.

In 2014, Silicon Valley Grows involved 5 libraries and a master gardener. SVG gave away more than 5 pounds of bean seeds, and sponsored 15 programs. In 2015, SVG has grown to encompass 8 libraries, 4 community gardens, and a food-focused non-profit.

This poster session will present the story of Silicon Valley Grows: how participants work together, how we create programs, and what patrons say about the project. It will provide analysis and advice for those wishing to embark on a similar venture.

#### **Authors:**

- Marlene Iwamoto
- Lisa Liu
- Angela Ocana



- Hillie Salo
- Emily Weak

### **The Rare Books Experience, Flipped**

“Flipping the classroom,” where students are exposed to concepts in advance and then use class time with the support of their peers and instructor to process and refine their learning, is a growing trend in the academic classroom and in information literacy sessions. For workshops held in Special Collections involving hands-on experience with original rare books and manuscripts, a flipped classroom environment has proven to be rewarding to both students and faculty. While first-exposure to rare materials is still facilitated by librarians and faculty, students in the flipped special collections classroom are given broad leeway to investigate and interpret these materials on their own.

This poster will illustrate how two academic librarians plan and conduct flipped classroom experiences in special collections incorporating active learning and assessment tools for courses in the humanities. Students actively interpret artifacts during the first part of the session and then follow with a “gallery walk” where they are responsible for introducing their classmates to the materials. Questions from librarians and faculty serve as catalysts for student-led engagement and discussion. These active learning exercises double as immediate assessments of student learning. Formal feedback from students and faculty confirm the value of this approach. The poster will include session photographs, sample exercises, and assessment tools that can be adapted for use at other institutions. By flipping the special collections classroom for students, this academic library has created a laboratory style setting with broad potential for student-led learning across many areas in the humanities.

#### **Authors:**

- Kasia Leousis
- Greg Schmidt

### **Beyond Fetching Coffee: The IDEA Lab Tech Team Internship at San Diego Public Library**

Committed to preparing underserved youth with 21st century skills, San Diego Public Library opened the IDEA (Innovation and Digital Expression Activity) Lab, a multimedia space for teens that provides instruction, experimentation, creation, and collaboration. In its inaugural year, the IDEA Lab has partnered with e3 Civic High, the charter school housed in the same building, to provide a paid high school internship program to develop future arts and technology leaders: the IDEA Lab Tech Team Internship.

The first cohort of interns in the spring of 2014 presented 11 public workshops about multimedia for over 50 teens. At the end of the semester, 100% of interns surveyed reported improved multimedia skills, and 67% wanted to pursue STEM careers. During the 2014/2015 school year, the IDEA Lab Tech Team Internship is focusing on creating projects to promote San Diego Public Library, including animated GIFs and videos for the library’s YouTube channel. This session will illustrate the development of the program and how it has evolved with photos, 2014/2015 survey results from students, and video and graphic examples of the interns’ work. The poster will capture the nuts and bolts of sustaining a successful internship program that teaches teens new skills that not only prepares them for future careers, but also contributes to the library and the community.



**Author:** Monnee Tong

### **Getting Kids Ready for Kindergarten: Libraries Empowering Families**

Ready for Kindergarten! (R4K!), designed by Providence Community Library and Ready to Learn Providence, is a school readiness program based on the Rhode Island (RI) Early Learning and Development Standards. R4K! was funded by the Institute for Museum and Library Services. Other partners include Providence Public School Department and RI Family Literacy Initiative. Learn about the 9-session workshop series designed to empower parents/caregivers to play with, talk to, and read to their children. R4K! is designed for children who have not had formal preschool education. Strategies for empowering adults with low literacy skills will be shared as well as Storytelling/Story Acting – a technique created by Vivian Paley– to guide children through creating and acting out their own stories. The poster will highlight partner roles, recruitment, program design, and evidence of success including statistics and changes in at-home literacy behaviors collected via pre-and post-surveys, family activity logs, and conversations with staff. In the first year, 66 families participated in R4K!. In the 2nd year of this pilot, the library has changed the evaluation materials to more accurately collect changes in parent/caregivers' interactions with children around early literacy skill development. The display will include results collected in year two. Bilingual handout packets will include registration forms, recruitment flyers, family activity logs, surveys, and a program materials list. A video of the Story Telling/Story Acting will play on a laptop. This poster session will enable librarians to have the information and tools they need to start their own school readiness program.

#### **Authors:**

- Michelle Novello
- Cheryl Space

### **Grocery Store Zombies: Pop Culture Programming on a Budget**

Drawing an average of 17-20 tweens and teens per session, Grocery Store Zombies was one of the most successful Summer Reading events at the Norristown Public Library (Pennsylvania). It was also one of the least expensive, costing only \$50 dollars of supplies for 2 sessions. Libraries with minimal programming budgets will be able to recreate this popular program and inspire young ghouls to come the library.

During the program, tweens and teens had the opportunity to create rotting teeth with food coloring, blood and gore using corn syrup and corn starch, and finally delicious organs using panty hose and various stuffing such as cotton balls and paper towels.

The poster session will present images of the gruesome results as well as directions, via handouts, for recreating these effects. There will also be supply lists, receipts showing costs, and ideas on how to use supplies the library already owns and/or donations from library staff. Finally, there will be ideas on how to improve or alter the program in the future depending on the library size, budget, and staff constraints.

**Author:** Maureen Langley



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**Moving on up: Developing scaffolded programming to support a multi-year outreach program to middle-school students in the STEM disciplines**

This poster shares lessons from academic librarians' second year of involvement in a multi-year outreach program, which supports cohorts of low-income school children for seven years, from 7th grade through their first year in college.

In collaboration with the University of Nevada, Las Vegas (UNLV), the Nevada State Gaining Early Awareness and Readiness for Undergraduate Program (GEAR UP) provides educational support to students and their families to increase students' likelihood of college enrollment and success, particularly in science, technology, engineering and mathematics (STEM). During the previous year's visits, librarians implemented an active-learning, inquiry-based activity for 7th and 8th graders, whose visit to campus was their first introduction to the independence and rigor of college.

Reversing the traditional library-tour model, students were instructed to act as ethnographers and observe library activities. The librarians' primary goal in the first year of the program was to introduce the services and support an academic library can provide for college students. For this second year, the librarians attempted to transition from a focus on the library space to a focus on the role of librarians in college academic life, integrating an activity which introduces students to the threshold concept that information has value.

The poster will share details about this year's activity in the context of what will eventually be a 7-year outreach effort, including photographs from this year's visits and descriptions of developmentally appropriate activities tied to threshold concepts. Attendees will gain materials they can use in their own outreach and instruction.

**Authors:**

- Nancy Fawley
- Samantha Godbey
- Xan Goodman
- Susan Wainscott



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### **Plotting a new “maptastic” course: building community and unearthing collections through pop-up exhibits**

Subject specialty libraries thrive on active user communities, but building support can be slow and time-consuming. In Fall 2014, two new librarians in the Earth Sciences and Map Library at UC Berkeley introduced a series of pop-up exhibits called “Maps and More” in order to help build that community. Held at regular intervals, the show-and-tell sessions were designed to lure users into the library and spark new connections between patrons, librarians, and collections. Librarians experimented with format, from self-guided exploration and casual conversation to collaborative digital map making and presentations from a digital history class.

Topics included local trail maps, mapping your Thanksgiving meal, and geologic atlases. Dedicated libguides (shared at <http://guides.lib.berkeley.edu/mapsandmore/>) preserved the curated content of the temporary exhibits and allowed for continuing engagement. Sessions were advertised using the library and university public calendars, as well as departmental email lists, posters in the library, and word of mouth. At the start of each Spring 2015 session, participants were surveyed regarding their familiarity with the library and its collections.

The program was then evaluated at the end of the academic year with an email survey designed to assess the impact of “Maps and More” (in terms of visitors’ perception of the events and awareness of library services) and the future opportunities that might grow out of its exchanges. The poster will include pictures of the events, examples of the libguides and interactive sessions, and data from user surveys.

#### **Authors:**

- Susan Powell
- Samantha Teplitzky



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## **Infrastructure**

**Sunday, June 28, 2015**

**2:30 PM - 4:00 PM**

### **3D Printers in Library Learning Spaces**

The use of 3D printers has the potential to enhance kinetic and experiential learning for youth (Kostakis, Niaros, & Giotitsas 2015). With the proliferation of 3D printers and new theories of informal learning, librarians can provide students with opportunities to participate in the entire creative process from idea conception to creating a finished product (Stager 2014).

In 2014, the Institute for Museum and Library Services funded a meteorology-themed Learning Lab in Oklahoma with the University of Oklahoma School of Library and Information Studies, Norman Public Schools, and the Oklahoma Climatological Survey. The project extended over 12 weeks at a middle school library enabling 19 students to learn about science and technology. The 3D printer purchased for the project played a key role in the development of students' individual projects. The poster will address

- 1) student perceptions of the 3D printer,
- 2) tools used by students to master its use,
- 3) the role of mentors in using the 3D printer, and
- 4) 3D printers as a tool for information creation.

The poster will contribute to existing literature by conceptualizing 3D printers as tools that extend to three dimensions: student acquisition of knowledge (focus on self), student-mentor relationships (focus on existing relationships and collaboration), and student creation of information to share with peers and on public sharing platforms (external focus beyond the walls of the Learning Lab). Recommendations for school librarians and Learning Lab professionals will be presented in order to maximize 3D printer use in learning and information creation.

#### **Authors:**

- Katherine Hickey
- Shaun Klee
- Kyungwon Koh



### **The Undergraduate Experience: Is it Enhanced Through Employment as a Library Student Worker?**

Student employment on campus can be one of the best predictors of academic success. There are many implied benefits for students working in the libraries, including greater understanding of library resources, as well as proximity to services and people with expertise. This poster will present the findings of a study about undergraduate student workers employed at a major university Research Library. The authors surveyed approximately 350 student workers, and received 120 responses and 64 completed surveys. The survey gathered information about undergraduate student workers, including who they are and how they engage with university clubs, organizations, and partnering units, such as residence halls and tutoring centers. The authors will investigate the library contribution to the undergraduate experience of student workers. They will investigate if there is a correlation between academic success (perceived or real) and working in an academic research library. Further the authors will address whether working in an academic research library helps students form community or provides them with valuable peer networking opportunities. This project's raw data was evaluated using Qualtrics. The results of this survey will inform new programs and activities to enhance the experience of the undergraduate library student worker and provide additional mentorship and professional development. To highlight the major findings of this study the authors will include a dynamic visual presentation including text, citations, graphs, and images. While there have been other studies on undergraduate student workers, the success of our response rate makes this project a unique contribution to the profession.

#### **Authors:**

- Leslin Charles
- Megan Lotts
- Lily Todorinova

### **All in a Day's Work: Workplace Information Literacy from a Student Perspective**

Employers and librarians have identified workplace information competencies and expectations (Klusek & Bornstein, 2006; Selingo, 2012; Sokoloff, 2012) but little research has been done to discover what skills and tools individuals employ when faced with workplace information challenges. A qualitative content analysis of 100 undergraduate, business students' written reflections about workplace information use and behavior—completed while in corporate internships—is being conducted in order to identify needed research skills, as well as themes and patterns in tool and source usage. Content analysis is a flexible method for analyzing textual data. Information is classified into categories, which can be analyzed to draw conclusions about the information in the text. The texts being analyzed are 250-word, written reflections on information use and behavior within each student's particular company, industry, or internship. These reflections were submitted in summer 2014 while these individuals were enrolled in and internship for credit course at Indiana University-Bloomington.

This poster will detail the initial outcomes of this content analysis in order to provide librarians with insight about required information competencies in a workplace setting and to inform their teaching, outreach, and other activities. Brief background and methodology sections will be given. A majority of the poster will represent results data in chart and/or graph format. Sample reflections will be provided. Limitations of the research study (self-reported data; glossing; population sample) will be presented.

**Author:** Christina Sheley



### **Can You Kern? Librarians as Graphic Designers**

Words and images surround people from the time they wake until they go to sleep. Whether librarians are consciously aware of it or not, graphic design influences the ease and efficiency of sharing information, successfully completing tasks, and assisting patrons. Many librarians are tasked with being graphic designers on top of their other duties, especially during lean budget times when hiring a graphic designer is not a high priority. How do librarians learn graphic design? What graphic design projects are librarians tasked with creating? How do librarians improve their design skills with limited time and resources? Librarians may not have gone to school to become graphic designers, but that does not stop them from creating beautiful and useful posters, flyers, handouts, webpages, logos, etc. for their libraries. This poster serves two purposes to: 1) present results from an exploratory research project on the training and duties of librarians who design graphics for their libraries and 2) present resources, best practices, and suggestions for graphic design in libraries. The poster will be intentionally designed as an example of applying best practices of graphic design in a library setting to artfully convey research results, design resources, and design samples. Examples of well-executed library graphic design will be highlighted and a link to an online handout of resources for more information on graphic design will be provided to help librarians who want to increase their graphic design skills and bring new design ideas back to their libraries.

**Author:** Diana Wakimoto

### **Free Web App Trello: Your Key to Institutional Memory in Your Subject Librarian Role**

A new subject-liason assignment carries with it a daunting information-management challenge: Who are the faculty members in this department, and how have they worked with the previous subject librarian? Often librarians step into such a role completely blind to this history, but with an easy-to-use online tool, helpful information such as faculty photos, CVs, syllabi, assignment descriptions, research interests, collection needs, teaching schedules, notes on planning meetings and library-instruction sessions, and more can be given to a librarian along with their new subject assignment. Legwork to gather the information from department websites and personnel is required up front, but Trello, a free online application, serves as a powerful and accessible single location for storing key data in a searchable and highly visual format. And once the "board" for the department has been created and populated, it is a simple matter to attach files and summarize interactions on an ongoing basis. Although this new system for tracking departmental information has not undergone any formal assessment, it was presented to the body of subject librarians at Utah State University and is being eagerly adopted by a few intrepid subject librarians who immediately saw that it was an immense improvement over scattered Excel sheets, emails, and notes on paper. Their experience will be evaluated in preparation for the poster session. This poster utilizes the visual nature of the medium to show screenshots with callouts for key features--attachments, comments, labels, checklists, collaboration, searching, and filtering--along with explanatory text.

**Author:** Robert Heaton



### **Study Room Reservations: An Open-Access Solution**

Study rooms have become an important component of academic libraries and the WVU Libraries have had study rooms available to their users for more than 15 years. In that time, the libraries used different software programs and other innovative methods to reserve and track the use of the rooms. However, high demand and a limited number of rooms always resulted in very unhappy users. Two WVU Access Services librarians searched for a software solution but couldn't find one that included all the features they needed. When they joined forces with a software engineer at WVU to design and develop their perfect software in-house, they succeeded in both solving their problem and making their users very happy. In an effort to help other libraries, they decided to make the room reservation program available as open source software. This poster will show how two different libraries at WVU handled study rooms in the past, why they needed to find a different way moving forward and how they ultimately solved their problem by developing their own software. The poster will include statistics showing the increased use of the study rooms and information about how other libraries can use the software for their own study rooms.

#### **Authors:**

- Hilary Fredette
- Martha Yancey

### **The ABCs of Strategic Assessment: Building Blocks for Creating a New Plan in Challenging Times**

The University of Maryland Libraries embarked on a journey to create a new assessment plan while a leadership transition loomed and campus budget cuts promised new priorities. The Libraries needed to harness its many assessment activities into a strategic coordinated program. The foundation of the new program derives from key building blocks: research, stakeholder engagement, best practices, skills and resources, and integration with strategic planning. To support this growth, the Libraries created a new model for developing assessment capacity: Assess-Build-Cultivate (ABC). The ABC model defines how the Libraries will identify their needs for assessment skills and resources, build their capacity, and cultivate a culture of strategic assessment. Building the new plan and program from the ground up required extensive collaboration inside and outside the organization. The Libraries formed a task force to coordinate this work and recommend how assessment can be deeply integrated into both everyday work and the organization's strategic planning cycle. The results of the task force's internal and external research revealed a dire need for coordination, training, and resources. The task force recommended best practices, a new assessment development plan, and the framework for a strategic assessment plan—to be evaluated soon by library management and staff. These building blocks represent what a library in a challenging environment can potentially do moving from limited resources and rapidly changing priorities to the promise of a new vision supported by assessment. The poster will provide charts of the team's research and figures illustrating the ABC model and strategic framework.

#### **Authors:**

- Lulu Barnachea
- Jamie Edwards
- Rachel Gammons



- Madhu Singh

### **The building blocks: Analysis of which 3D printing resources librarians are promoting to patrons**

Libraries of all types are acquiring 3D printers for patron use, but many of these patrons have no previous interaction with this technology and are looking for guidance and instruction. Librarians are in a unique position to not only offer this technology, but to inform the public about it. Thousands of resources exist relating to 3D printing, but which resources are librarians currently promoting to their patrons regarding this technology? LibGuides have been used by libraries to inform and curate resources on particular subjects including 3D printing. An analysis was performed of fifty LibGuides related to 3D printing from public, school, and academic libraries. The structure of these LibGuides, the subtopics, and the resources provided in them were analyzed. Resources included online repositories of 3D models, 3D modeling software, tutorials, books, and outside links. This poster will present the findings from this analysis and will be presented in tabular and graphical format. This project will be of interest to librarians working with 3D printers, those thinking about acquiring a 3D printer or librarians who are interested in making sure their patrons know the latest about this technology.

**Author:** Jennifer Horton

### **Can You Print That? Collaborative 3D Printing Projects Drive Curricular Innovation**

“How might educators take advantage of 3D printing to enhance curricula and promote student learning?” Stetson University librarians and Chemistry faculty collaborated to explore this question. The library supplied the Chemistry Department with a 3D printer to design curricular activities. In return, Chemistry students became proficient in 3D printing, experimented with learning applications, and collected data on the use and maintenance of 3D printers. Students provided librarians with data regarding set-up, ease of use, and maintenance; learning curve of software; level of mediation required; and the cost of supplies. With these data, librarians determined the operating budget, and levels of staffing and service needed to provide an innovative technology to students and faculty. As much as academic libraries provide essential support to academic programs, it is relatively rare to have a direct curricular collaboration of this type. The Chemistry Department and library are now enthusiastically moving forward with the 3D printing technology housed and supported in the library. The success of the Library-Chemistry collaboration, as measured by laboratory exercises created, research projects completed, and library and chemistry assessment, has encouraged librarians to take a leading role in integrating technology into the curriculum by seeking new partnerships with other departments for pedagogical applications that involve 3D printing. The presentation will use photos and 3D molecular structure models to demonstrate the scope of the project; laboratory projects developed; research and learning outcomes; and both the rewards and challenges of providing 3D printing in academic libraries.

#### **Authors:**

- William Grubbs
- Susan Ryan



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### **Casting a Wider Net: Student Research in the IR**

Institutional repositories (IRs) typically include faculty research and graduate theses and dissertations. What about the scholarship of undergraduate researchers? Many universities and colleges have robust undergraduate research programs in which students are active researchers and producers of scholarship in the forms of posters, presentations, and papers delivered at campus events, national conferences, international venues, and more.

Should IRs capture this scholarship as well? Are IRs equipped to capture it with the current resources allocated? What are the perspectives of IR librarians on this issue?

A study is underway to investigate the benefits and challenges to incorporating undergraduate student research in IRs. Undergraduate Research Program Directors (URPDs) and IR Librarians have already been surveyed. Faculty and undergraduates will be surveyed soon. This poster presents IR librarians' perspectives on collecting and archiving student research, and some of the challenges they face.

Surveys were sent to 272 IR Librarians, with 77 completed (28%). An overview of the landscape of responding IRs will be presented, including information on platforms used, staffing, and quantity and nature of student research collected.

Concerns from IR Librarians, the concerns they have heard from other stakeholders, and their insights about the views of other campus groups will be included.

Finally, drawing from both the IR Librarian and the URPD surveys, and if available, data from faculty and student surveys, benefits and directions for the future will be presented.

#### **Authors:**

- Danielle Barandiaran
- Scott Bates
- Betty Rozum
- Becky Thoms



### **Is That Really My Job?: School Librarian Perspectives on the Implementation of Technology in Schools**

This poster reports the results of a study designed to determine the types of technology leadership behaviors school librarians participate in and the enablers and barriers that impact their technology implementation practices. Emails were sent to 1,000 librarians currently employed in Texas K-12 schools to invite them to take an online survey. The survey used the ISTE School Library Media SIG's statement on the role of school librarians in the promotion of educational technologies as a framework for the questions. A total of 401 librarians responded from elementary (42%), middle (26%), and high schools (21%). Most of the librarians had Master's degrees (85%) and were female (95%).

The results indicate that school librarians participate in a variety of technology implementation leadership activities. These activities include mentoring (55%), being early adopters of technology (82%), always or frequently providing professional development (63%), always or frequently serving as role models (97%), and ensuring equitable access (86%) to technology. While school librarians participated in several leadership activities, a majority (75%) of the participants never or rarely included parents in technology training opportunities. Fifteen percent (15%) responded that it was not their job to do so. Responses highlighted supportive administrators and well-equipped schools as the top reasons for school librarians being able to implement technology. Conversely, limited budgets and time were identified as the leading barriers for lack of technology implementation. This poster will provide quotes from survey responses, charts, and tables to examine additional details from the survey results.

**Author:** Daniella Smith

### **Predicting user data needs in an innovative way using altmetrics**

Given the abundance of United States government information on numerous topics, and widespread reliance on its federal statistics for research, policy, and activism, a librarian must be able to prioritize data and agencies for developing expertise to provide strong user support and services. Government data is invaluable to students, researchers, policymakers, and the public as it provides context for identifying problems, allocating public resources, and assessing program effectiveness. As such, it is commonly incorporated into librarian outreach and support in diverse institutions.

How can a librarian identify government data that are most commonly used and how they are used, in order to help predict user needs? This poster will showcase how altmetrics captures data usage in online communications across different Internet platforms and communities; and will discuss the use of altmetrics as a novel method for assessing past data use and identifying data to prioritize for librarian training and user outreach. Though altmetric measures of impact, and concerns like, what defines impact and is it possible to manipulate impact, are still in their infancy and being evaluated, the strengths of information aggregation based on alternative metrics to citation (e.g. downloads, usage, social media mentions) are being leveraged for this study. The poster will summarize the study findings and provide examples of how they can be used for innovative library outreach and support. Snapshots of online communication that underlie altmetrics, and graphs for study findings, will be displayed on the poster.

**Authors:**

- Tara Das
- Chubing Hong



### **Replacing the Tour Guide With a Cell Phone: A Comparison of a Guided and a Self-Guided Library Tour**

With reduced staff in recent years the San Diego State University Library faced a challenge in providing guided tours to hundreds of freshman students in residence hall learning communities each Fall. A solution was found in Fall 2014 with the development of a self-guided tour designed to lead students throughout the library using their own smartphone, or a library tablet. Posters were placed at 9 stations within the library with a QR Code, NFC tag and short URL linking to a responsive web page with information about services and directions to the next tour stop. Student progress was tracked and at the end of the tour they completed a short assignment and were sent a receipt by email to be submitted to their instructor. The self-guided tour was completed by 580 students during the Fall 2014 semester. This poster will examine the tour completion rates of past guided tours as compared to the self-guided tour, student reactions to the self-guided tour, how students chose to load the tour at each stop (QR, NFC or Short URL), technical issues found in supporting a variety of smartphones and finally provide a comparison of assignments submitted after Fall 2013 guided tours and those submitted after the Fall 2014 self-guided tours.

#### **Authors:**

- Carolyn Baber
- Zoe Jarocki
- Keven Jeffery

### **Wikipedia: Metaliteracy in the digital landscape**

Undergraduate students work to master information literacy skills, which encompass concepts such as resource-based learning, effective research and information use. In addition, these students must also develop the ability to effectively collaborate, produce, and share content across the increasingly complex digital information landscape. Together, these skills can be considered "metaliteracies."

Since 2012, librarians have worked with NCF faculty to leverage Wikipedia as a tool to facilitate student development of metaliteracy skills. Students taking humanities and social science courses critically analyze existing Wikipedia articles, assess information gaps, identify and evaluate sources, add new content using WikiCode, and develop a deeper understanding of collaborative authorship. During the January 2015 term, the first Wikipedia Independent Study Project (ISP) was offered, where students developed expertise in an area of interest and made substantive contributions to Wikipedia under the supervision of a librarian.

In this poster, the authors will illustrate the myriad ways that Wikipedia-based assignments and ISPs facilitate student achievement of metaliteracy skills as well as the information literacy skills set forth in the Information Literacy Competency Standards for Higher Education (ACRL, 2000) as well as the Framework for Information Literacy for Higher Education (ACRL, 2015).

#### **Authors:**

- Theresa Burress
- Maribeth Clark



- Sarah Hernandez
- Nova Myhill

### **23 Mobile Things @ NEFLIN – Exploring Mobile Apps for Library Services**

The Northeast Florida Library Information Network (NEFLIN) implemented a 23 Mobile Things program for member libraries in 24 counties throughout northeast Florida from January 12 – June 19, 2015. Inspired by the original 23 Things project at Charlotte Mecklenberg Library and The 23MobileThing project for the Guldborgsund library system in Denmark, it was translated into English by the State Library of New South Wales, and so began 23 Mobile Things. Since then there have been similar programs world-wide.

NEFLIN's 23 Mobile Things, licensed under Creative Commons Attribution-NonCommercial 4.0 International License, seeks to add something new to the process by offering a key continuing education component. NEFLIN's 23 Mobile Things encourages participants to engage in self-discovery, allowing for experimentation with mobile trends and app technology tools. Each week, NEFLIN introduces a new Thing, offers a mid-week, optional webinar on that Thing taught by a knowledgeable instructor, and offers weekly online Appy Hour sessions for library staff to share their successes and frustrations with that week's app and activity. 489 library staff have registered for the program so far and are on their way to completing each of the 23 Things. This poster will offer a description of the program, feedback from NEFLIN members, participation statistics, frank discussion from the program's implementers, and suggestions for adapting and replicating the 23 Mobile Things program. Sample materials, images, and content created by 23 Mobile Things participants will be highlighted.

#### **Authors:**

- Jennifer O'Neill
- Heather Sostrom

### **Leadership Aspirations of Asian American Academic Librarians**

Asian Americans are disproportionately underrepresented in leadership positions in American academic libraries. Many factors have attributed to this phenomenon, including racism, language barrier, lack of collective power, Asian cultural traditions, etc. This study takes a different look at this phenomenon. Specifically, it asks the question: Do Asian American academic librarians aspire to become academic library leaders? This presentation presents the results of an in-depth study of 33 Asian American academic librarians, who entered the library profession between 2007 and 2012, concerning their leadership aspirations.

Attendees of the session will gain valuable information concerning (1) the status of Asian American academic leadership, (2) the leadership aspirations of Asian American academic librarians, and (3) the academic library leadership attributes that culturally-centered Asian American academic libraries need to develop in order to attain leadership positions in academic libraries. While the main focus of this presentation is on Asian American academic library leadership, this presentation will also benefit aspiring Asian American library leaders in other types of libraries.

This presentation will be presented in the traditional poster format.

**Author:** Binh Le



### **Mapping Collaboration: Using Social Network Analysis (SNA) to Support Collaboration in Academic Libraries**

Over the past decade or so significant transformative changes in teaching, learning and research practices have resulted in devising new expert services, work spaces, and technologies in libraries. In the new strategic cycle, Columbia University Libraries/Information Services (CUL/IS) plans to continue to play an expanded role to support a diverse constituency of students, faculty, global community of scholars, and alumni in a rapidly evolving academic environment. Success of new initiatives depends on joint ventures, collaborative relationships, and alliances to develop scalable teaching, learning, and research support services. As the libraries continue to support university's core functions, work increasingly occurs through networks of informal or non-traditional relationships. A critical but often invisible area of our organization, where we have done little to assess, is the collaborative network of professional staff.

The goal of our research project is to understand how collaboration happens among professional staff of CUL/IS. To gather information about relationships between and among individuals, we decided that social network analysis (SNA) is the best fit to our research goal. By exploring collaborative social network of professional staff, we expect to gain insights into relationships among our staff, joint efforts expended toward various goals, and alignment of our organizational operations with our stated strategic vision. This poster will outline our conceptual approach as well as highlight some of preliminary findings. Our poster will include social network diagram, descriptive information about existing relationships among individuals and clusters, and suggested strategies for enhancing network structures in line with organizational goals.

#### **Author:**

- Nisa Bakkalbasi
- Ashley Jester

### **Merging, Managing and Money: The three M's of creating a new medical library in South Texas**

The University of Texas-Rio Grande Valley will open its doors in the fall of 2015, merging two existing UT system schools in south Texas, and spanning the entire Rio Grande Valley. UTRGV will house the first school of medicine in the region, and contain a medical library. This initiative will have an enormous impact on the border area, a region of Texas that contains two of the poorest metropolitan areas in the country, by providing more doctors and better health care to an under-served population.

As one of the librarians at the merging institutions and the current subject bibliographer for Health Sciences, the creation of a medical school opens up exciting new possibilities for collection development. It also presents logistical challenges as my colleagues and I try to navigate our role in developing a comprehensive collection from two existing academic libraries for a third library still in its conception phase.

Currently, subject bibliographers work in tandem with departmental faculty liaisons to purchase library materials based on set criteria and faculty recommendations. While the university's new medical school and library are being developed, it will continue to be the responsibility of subject bibliographers and faculty liaisons to develop a comprehensive collection that will supplement the medical library. This



poster will highlight the opportunities and challenges of developing a comprehensive collection for an incoming medical school and the area constituents it will serve.

**Author:** Stefanie Lapka

### **Building the Future of Libraries with #Homemade Digital Tools**

EdLab's main goal is to develop, produce, and provide resources for a better learning experience for the Teachers College community. With that in mind, management systems and software products have been developed, designed, and tested by EdLab. Library materials are requested by and delivered to students and faculty via DocDel, a library materials management system. The TC Community uses Vialogues, a dynamic discussion platform that proves that videos are both powerful teaching resources and the ultimate conversation starters. The New Learning Times (NLT) provides daily coverage of the transformation of learning opportunities in the information age for those shaping the future of education. Pocket Knowledge (PK) is the social archive of Teachers Community. Pressible is a network of sites optimized to display and share educational content while making publishing easy, personal, and fun. EdLab continues to think about the future of our learning experiences by prototyping systems and products for the Teachers College community. The products EdLab has created will be displayed through photographs, screenshots, analytical graphs, and an iPad for user experience.

#### **Authors:**

- Laura Costello
- Alex Eibuszyc Lederman
- Dana Haugh
- Meredith Powers

### **Simplifying Library Value for Non-Library Development Officers and Staff**

With the rise of evidenced based budgeting the need for non-technical illustration has become increasingly important for telling the story of library place within the academic community. Because librarians tend to speak their own language, how do you translate librarian-speak for non-librarians when it comes to discussing library value? During Fall Semester 2014, Auburn University Libraries faculty and staff produced a series of infographics for use during a successful presentation by the libraries' development officer to the non-library development officers and staff. These infographics clearly laid out in non-library jargon the costs and returns on investments for the three major divisions of Humanities; Social Sciences; and Science, Technology, Engineering and Medicine (STEM).

**Author:** Barbara Bishop



### **Take a Seat: Hosting a Furniture Demo Lounge in the Library for Student Sampling of Vendor Furniture**

Following its establishment in July 2013 through a library-wide reorganization, UC San Diego's Learning Spaces Program put forth a mission stressing the roles of student centeredness, user ownership and engagement, and feedback gathering in support of designing more inviting, collaborative, and varied library spaces. Anticipating the refurbishment of a large library study commons (now planned for 2015), staff hosted a "Furniture Demo Lounge" in Fall 2014 to learn about student preferences for library furnishings. Working primarily with a single, selected vendor, 21 pieces were placed on the public floor for student use, accompanied by comment posters for each item. Benefits included not only gathering insight to inform future furniture purchases, but also supporting an environment in which students help to design the spaces intended for them, building user excitement for the future refurbishment, and providing valuable feedback to the vendor. The event proved such a success that the library hopes to establish a more permanent "furniture showcase" in which vendors may show their pieces on a rotating basis. While students overall enjoyed the ability to try various pieces and provide comment, preferences for some pieces over others were abundantly clear. Through photos, charts, and other textual material, this poster will share result of the student feedback, as well as logistics and details for the event itself. Session attendees will learn both about furniture preferences among the 100+ students rating or commenting on the pieces and how to replicate a similar event.

#### **Authors:**

- Kymberly Goodson
- Keith Langford

### **The Alabaster Ceiling – where are the minority librarians in higher education?**

The librarian profession is predominantly white and female. In 2000, African Americans made up only 5% of the profession, and Latinos only 2%. And though libraries and librarians have a long history of advocacy for social justice, as well as a laundry list of recruitment initiatives, there has been little change to the appearance of librarianship. This ongoing qualitative research examines the woeful disparity in the numbers of minority librarians in higher education in comparison to the number of teaching faculty and students. Exploring minority librarianship through the lens of critical race theory adds another dimension to the discussion by addressing the subject with a responsibility to address injustices in the profession. By talking with and listening to, minority librarians, and hearing and reading their stories, I will continue to build upon the work of Cynthia Cole Robinson and Pauline Clardy, and Teresa Neely, among others, to determine the perceptions that minority librarians in higher education have of their journeys to and through the profession.

The poster session will include several pictorial elements including graphs and charts, and photographs and quotations. In addition, poster session attendees can add to the discussion by adding their own written impressions, feelings and experiences to the poster.

**Author:** Kelli Johnson



### **Glossopoeia: The Preservation and Maintenance Tolkien's Fictional Languages**

Linguist David Salo developed research data and analysis of J.R.R. Tolkien-invented language for about 30 years. By adding annotations, classifications, and categories, his research allowed him to contribute to the The Lord of the Rings and The Hobbit films series translating songs, dialogue, and inscriptions into Quenya and Sindarin, and developing or expanding languages for Men, Dwarves and Orcs. Salo had to create many 'missing' Sindarin and Quenya words while grammatically and semantically fitting in with known material. Other languages used in the movies, Khuzdul and the Black Speech were not really developed, so Salo created entire new languages which fit in with the known words, often called neo-Khuzdul and neo-Black speech to set them apart from Tolkien's original languages.

However, Salo's research was created without intent for preservation or re-use. Because Salo was desirous to share his research data and findings, UW-Madison Library and Information Science students developed a digital curation plan to organize, annotate, preserve, curate, and share Salo's research with fellow linguists and Tolkien enthusiasts. The poster presented will depict the process of planning for digital preservation and curation with regards to research data. Such poster is relevant for preserving endangered languages and cultural artifacts, both fictional and real.

**Author:** Kaitlin Springmier

### **Two Birds, One Stone: Improving Library User Services and Reinvesting in UCLA campus independent bookstore**

In an effort to improve turnaround time from point of order to receipt by user, the UCLA Library Print Acquisitions Department evaluated existing vendors to determine if unique materials needed by patrons could be quickly acquired from a non-traditional vendor source. To better serve patrons and re-focus staff resources, the Print Acquisitions department began using the Associated Student of the University of California, Los Angeles (ASUCLA) bookstore for unique and one time orders. The bookstore on campus has long served as the primary ordering source for course reserve material. The bookstore has now evolved from a UCLA Library book vendor used almost exclusively for course reserve materials to a multi-faceted vendor supplying materials from international and local suppliers in a variety of formats. The bookstore is now the supplier for local newspaper subscriptions and the sole source for many unique one time purchases in a variety of formats. The flexibility of the bookstore as a vendor has enabled staff to focus on specialized purchasing needs such as the newly developed community collections and Special Collections payments. The expansion of the ASUCLA bookstore as wide ranging vendor has resulted in better library and user services with quicker turnaround time, much faster and efficient performance in handling rush orders by faculty and grad students, and better collection management with constant supply of replacements and out of print purchases. Acquisitions related data from the local acquisitions client will be presented in addition to feedback received via user surveys.

**Authors:**

- Osman Celik
- Roxanne Peck



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ALA American Library Association [alaannual.org](http://alaannual.org)

### **Undergraduate Diversity Scholar Program: A Proactive Approach to Creating an Inclusive and Multicultural Workforce**

The University of Kentucky (UK) Libraries approved a statement in September 2013 to cultivate and encourage diversity and inclusivity in its personnel policies and in its collections, programs, and services. The library subsequently developed an Undergraduate Diversity Scholar Program to provide two students with a paid internship in the 2014/15 academic year. UK undergraduates interested in diversity issues were encouraged to apply. Applicants were evaluated based on their work experience, volunteer or service activities, recommendations from two referees, and an essay about their belief in the benefits of a diverse society.

The successful candidates started the Program in Fall 2014 and have since developed and/or led activities and research that promote the benefits of inclusivity and multicultural awareness in the UK community. Meanwhile, they have opportunities to explore career options in academic librarianship through working in different library units. They also receive mentoring on building their résumés and preparing for future employment. For the assessment purpose, the Diversity Scholars maintain a blog or journal related to their internship assignments and provide the library's Diversity Taskforce with feedback and testimonials. Additionally, they will develop a diversity-themed project and present their thoughts in a library-wide program.

With the aid of images and the students' deliverables, this presentation demonstrates that a small innovative investment can generate significant impact on raising awareness of diversity issues on campus and in the library. It also helps foster an inclusive and multicultural workforce for academic librarianship.

#### **Authors:**

- Adrian Ho
- Judy Sackett