



# Academic Libraries: Now and Tomorrow

ALAO 36th Annual Conference - - Columbus, Ohio October 29, 2010

## Program Abstracts

### Session 1: 10:10 a.m. - 11:00 a.m.

#### **The Public Side of Technical Services**

**Location:** Buckeye Room

**Speaker:** Becky Yoose (Miami University)

**Overview:** Black box. The back room. Behind closed doors. Such is the life of a Technical Services department. Separated by principle or physically from the public side of the library can prove challenging for TS departments in communication and interaction between the department and the rest of the library staff and patrons. This figurative and literal disconnect between TS and the rest of the library not only causes confusion, misinformation, and frustration among library staff, but also decreased quality of service to patrons. How? Accessing electronic resources, reporting errors in the library catalog, OhioLINK alerts, gift policies, ordering library items, statistics, reports, serials cancellation information – the list goes on. How can Technical Services departments overcome these disconnects? Several departments have developed Web sites and tools to assist in inter-departmental communication as well as open the lines of communication between TS and patrons. This presentation will survey the different online efforts by several TS departments to facilitate communication with other library departments and beyond. The presentation will also focus on the online guide developed by the presenter's department using LibGuides, WordPress, Google Docs, and other online tools. There will be discussion on the pros and cons of the different approaches taken by different departments and considerations a department must take into account before building a public online presence.

#### **Vendor Spotlights**

**Location:** Salon A

**[10:10-10:35]** How Gale is Partnering with Academic Libraries to Foster 21st Century Research Skills and Promote Global Awareness

**Speaker:** Frank Menchaca, Executive Vice President Research and Learning Solutions, Gale|Cengage

**Overview:** Gale is blazing a trail on two fronts-intertwined-as we begin the second decade of the 21st Century: technological innovation and global content. By gaining a richer understanding of end-user research needs, we are developing a suite of electronic resources that promise to revolutionize the way academic research-especially undergraduate research--is done. In the end, it's really about a three-way partnership between Gale, Academic Libraries, and Faculty/Teachers to provide students with the tools they require to separate authoritative and relevant content from the junkyard of information they encounter on the internet, using an interface similar to what they are using in their day-to-day lives. It's about filtering out the noise.

It's about the evolution of the traditional "database" to what we are calling the "knowledge portal." At the same time, Gale recognizes the current demand for interdisciplinary resources that illuminate international issues, history, and events. Whether it's pollution in the Ohio River, the Greek economic crisis, or the history of slavery in Brazil, students will discover, through Gale's portal resources, content that is relevant, current, and authoritative.

**[10:35-11:00]** EBSCO's Custom Approach to Electronic Resource Management and Access

**Overview:** Recognizing that end user demands can vary widely by organization, EBSCO takes a custom approach to electronic resource management and access.

Our suite of services -- including ERM-Essentials, EBSCO Discovery Service, EBSCOhost Integrated Search, A-to-Z and LinkSource,- can help libraries to easily manage and allow researchers to quickly locate and link to your library's journal and database content. The fact that these services are vendor-neutral means even greater flexibility for your library.

ERM-Essentials - Created to deliver essential management tools, our system goes beyond what others offer for managing e-resources. Integration with your library's subscription history for e-resources acquired through EBSCO reduces the time needed to input order details, license terms, coverage information and other data--data that would normally require hours of staff time to enter into an ERM system. And, because ERM Essentials leverages the power of the EBSCO Integrated Knowledge Base, it provides a central source for updating information about your entire e-resource collection across multiple platforms, including EBSCO A-to-Z(r) and LINKSource(r), EBSCO's OpenURL link resolver.

EBSCO Discovery Service(tm) (EDS) creates a unified, customized index of an institution's information resources, and an easy, yet powerful means of accessing all of that content from a single search box. The ability to create these custom solutions is achieved by harvesting metadata from both internal (library) and external (database vendors) sources, and creating a

pre-indexed service of unprecedented size and speed.

### **Letting Students Take the Lead: Active Learning in the Library Classroom**

**Location:** Salon B

**Speaker:** Ann Marie Smeraldi (Cleveland State University)

**Overview:** Each fall reluctant first year students are herded into the academic library for a one-shot, sixty minute library session. Desperate to keep students' eyes from glossing over and fingers from texting, librarians have tried everything from treasure hunts and games to murder mysteries and raves. But what if you do not have the time, staff, budget, or energy to orchestrate an hour of edutainment for thousands of students? In this session you will discover how one librarian managed to engage her students and reduce her stress by surrendering control and allowing the students to take the lead in the classroom. Attend this session and find out what happens when students teach their peers about library resources and services. The librarian will explain how she used a course management system, discovery learning, and small groups to create an introductory library session for first year students that did not bore them, or her, to death. In addition to sharing her lesson plan and facilitator tips, she will discuss the methods she used to assess student learning and the unexpected insights she gained about first year students' information literacy skills.

### **Keep The Change: Faculty Roles in the Scholarly Communications System and their Impact on Open Access Promotion**

**Location:** Salon C

**Speakers:** Andrew Revelle, Jennifer Bazeley, and Meghan Gamsby (Miami University)

**Overview:** The Scholarly Communications Working Group was convened to promote issues related to open access. Not long after the formation of the group, the Dean of the College of Arts and Sciences asked the libraries to draft and present a policy requiring faculty to post their research articles to the university's institutional repository. Following the presentation of the policy, the majority of the group's activity has been focused on promotion and easing faculty concerns. In confronting these concerns, the group has learned quite a bit about the different stakes that faculty have in the traditional system of academic journal publishing. The traditional argument in favor of open access has been that because authors are not paid for their submissions, it is in their interest to preserve their copyright in order to distribute their work to the widest possible audience. What we have found is that university faculty wear many different hats and some of these give them strong reasons to maintain the status quo in academic journal publishing. These roles range from being active members of professional societies which depend on journal subscriptions to cover operating expenses to holding paid positions on the editorial boards of both commercial and society published journals. This presentation will address the history of our outreach in favor of

the OA policy and how we adjusted our strategies and tactics to address the various stakes that research faculty hold in the system of scholarly publishing.

### **Choose to Read Ohio: Read Together, Read Ohio, Read For Life**

**Location:** Salon D

**Speakers:** Janet Ingraham Dwyer (State Library of Ohio)  
Amy Korpieski (Clark State Community College)  
Julie McDaniel (Urbana University)  
Ann M. Raney (University of Dayton)

### **CMCIG Sponsored Session**

**Overview:** Choose to Read Ohio (CTRO) is a flexible framework that spotlights Ohio authors and promotes reading across Ohio. The State Library of Ohio, in partnership with Ohioana Library Association, developed this statewide initiative to connect Ohioans of all ages through the experience of sharing literature by authors native to, residing in, or associated with Ohio. CTRO is intended to be adaptable for use in classrooms, libraries, bookstores, by book discussion groups, by families, and by other groups in various community settings. The newly-announced 2011 booklist includes 20 titles by notable Ohio authors for adults and youth. Groups of readers select books from the booklist to read and discuss together. Toolkits provide support materials, including discussion questions and extension projects. Participation may be as simple as a class or student group selecting a title to discuss, or as elaborate as a multi-agency community partnership incorporating educational programming and special events. Education classes will want to consider using CTRO titles in student teaching experiences and other collaborations with K-12 schools. CTRO provides excellent opportunities to make connections with your surrounding community. Join us for an introduction to the CTRO framework, information about possible funding opportunities, and a showcase of successful CTRO projects in academic settings.

### **Supporting E-Resource Discovery: Usability Testing for Effective Web Design**

**Location:** Salon E

**Speakers:** Amy Fry and Linda Rich (Bowling Green State University)

**Overview:** How do library users find and choose research databases? With so many databases available, how can we create websites that support resource discovery? During Spring 2010, librarians at a state university completed a usability study designed to discover how students use the library's website to access electronic resources, and which website elements (A-Z lists, databases-by-subject pages, and database descriptions) students find useful. This session will report on the process of designing, testing and advertising the study, what we learned from the 15 sessions we conducted, what changes we plan to make in our website to help our users, and how we plan to assess those changes. We will also discuss our observations in the context of current research on user search behavior and the implications of such research for academic libraries going forward.

## **Goals met? Quantitative Assessment of Diversity Goals, Methods, and Tools.**

**Location:** Salon F

**Speakers:** Eileen Theodore-Shusta and Christopher Guder (Ohio University)

**Overview:** In 2006, as part of the strategic planning process, the Ohio University Libraries' developed ambitious goals in the area of diversity. In order to assess the progress in meeting those goals, the Ohio University Libraries' Diversity Committee administered a survey in 2009 that was originally developed at the another peer institution. After administering and evaluating the results of that survey the Committee felt that additional work was needed to create a more reliable and valid tool for answering two questions: Does the Libraries' staff see the environment as inclusive? and How can we improve the environment of the Libraries? A modified survey will be administered to library staff in the spring of 2010 that will attempt to be more relevant to our specific location and have an increased response rate. Our presentation will discuss recent national trends in assessing workplace climate, previous efforts at Ohio University Libraries to assess workplace climate, and the results of the 2009 and 2010 surveys. The presentation will provide a framework for participants to take back and implement in their home institutions, with an emphasis on building a survey that is location specific and not simply borrowed from another institution.

## **Session 2: 11:10am – 12 noon**

### **Teaching Tomorrow's Students Today: Keeping Library Instruction Relevant**

**Location:** Buckeye Room

**Speakers:** Sara Klink (Stark State College) and Melissa Bauer (Walsh University)

### **IIG Sponsored Session**

**Overview:** Frustrated by one-shot instruction sessions? Would you like to foster a cooperative learning experience in the classroom? This session will focus on active learning activities, tips when working with faculty members, and free collaborative tools. Motivating students during library instruction classes poses a challenge to many librarians. Most librarians are comfortable presenting library resources in a traditional lecture format, however many students both traditional and millennial, prefer hands on activities along with a variety of learning formats. This session will help you develop active learning activities, provide discussion on how to incorporate them into a one-

shot session, share tips for designing library assignments with faculty, and demonstrate free collaborative tools for the classroom. Learn how to create a supportive learning environment for current and future students without busting your budget.

## **Vendor Spotlights**

**Location:** Salon A

**[11:10-11:35am]** LearningExpress, LLC is a well-known and well-respected organization in the Public and College Library Markets. Founded in 1995, it is a leading e-learning technology company that provides career advancement and education solutions, currently helping more than one million students and adult learners annually to meet their professional and academic goals. The company offers comprehensive and fully integrated web-based platforms designed to help users assess, explore, find, prepare, pursue, and achieve their career endeavors.

The product LearningExpressLibrary is in use in over 5,000 institutions, and twenty state-wide accounts, such as Ohio, that offers a prescriptive learning path to careers requiring licensing and certification as well as Standard Assessment Testing, such as ACT, SAT, GRE, GED and more (e-learning, e-books, interactive on-line computer training). You can see the site at <http://www.learnatest.com/LEL> or through OhioLINK.

That being said, the latest offering is the product, Job & Career Accelerator, [www.jobandcareeraccelerator.com](http://www.jobandcareeraccelerator.com). Included here is a link to the press release that was recently sent out on the wires and picked up by Fox Business and Forbes. If interested, you can see a webinar demo at <http://www.foxbusiness.com/story/learningexpress-llc-announces-powerful-online-career-tool-college-students/>.

During the Vendor Spotlight presentation, the emphasis will be on the benefits of the LearningExpressLibrary (LEL) platform and what Ohio academic libraries are already receiving through OhioLINK. The benefits of Job & Career Accelerator for colleges, will be the focus, but the talk will also touch on the entire integrated platform including computer skills, GED, and more as listed above for colleges.

**[11:35am-12noon]** OhioNET, information tbd

## **Free as in Kittens: Using Free Social Media Tools to Promote Your Library and Librarians**

**Location:** Salon B

**Speaker:** Jessica Hagman (Ohio University)

**Overview:** Many librarians have run into the notion that libraries will eventually become irrelevant in the digital age when everything is “on Google.” While we know the value of our content and the library staff who make it available, students, faculty, and campus administrators may often not realize the value of their investment in the library. To continue to earn campus support, the library must demonstrate the value of its resources and services. One budget-friendly way to promote the library is through social networking sites. To use sites such as Facebook, Twitter, YouTube, and blogs is often free. These are tools to both push content to your campus community and gain valuable insight into their information needs. However, to develop and maintain a community through these sites requires a real commitment of time and creative energy. Over the past year our library PR committee has increased our efforts to bring information to our campus community and receive feedback through social networking sites. We’ve learned just how big of a commitment it is to create content and keep up with the community. The presentation will cover our experience and tips for dealing with the less obvious costs of social networking sites, such as distributing the responsibility for content creation beyond the PR staff, re-using and sharing content among networks and building social networking into your every day working schedule. The presentation will also provide suggested tools for managing social networks.

### **Streaming Media Reserves: Legality and Logistics in the Academic Library**

**Location:** Salon C

**Speakers:** Carla Myers and Lisa Lazar (University of Akron)

**Overview:** Members of our library staff were asked to address faculty and student demands for more convenient and accessible media reserves. Commercial programs were reviewed but did not meet service expectations; instead, we created a copyright compliant service policy and collaborated with campus Information Technology Services to develop a web-based program interfaced through course management software through which media reserves can be delivered. The new program is being tested during the summer of 2010 and will be implemented on a limited basis in the fall 2010 semester. The services will be fully implemented in the spring 2011 semester. Our presentation will cover:

- Exploration of demands that resulted which resulted in the development of the Streaming Media Reserve (SMR) program.
- The development of the SMR policy and process
- Our examination of the copyright issues involved in offering streaming media reserves.
- Our collaboration with Information Technology Services in developing the technology, metadata and administrative tools which supports SMR.
- Testing and Implementation of the SMR service on campus.

The presentation will conclude with an open mic session where attendees can ask questions and share their thoughts.

### **Get the Word Out: How to Advertise Your Library and its Services!**

**Location:** Salon D

**Speaker:** Karen Evans (Indiana State University)

## **SSIG Sponsored Session**

**Overview:** Money is tight and you need a great idea to advertize your services? How about a Library Extravaganza? Every fall, our library hosts a welcome event for students, staff, and faculty. The event highlights the services and materials at the library. Throughout the first floor, booths are set up to display library activities. Booths have included Inter-library loan, Circulation Services, Government Publications, Sage Criminology, Proquest (every year, different databases are shown), Primary and Secondary Sources, Endnote, and Plagiarism. Librarians or staff at each booth explain the services. Booths have brochures with information about the service for patrons to take (some keep the brochures in a 3-ring binder). When students enter the library for the extravangza, they are given a card with the number of each booth displayed. Students must have a certain number of squares stamped at the individual booths to be eligible for prizes. The event is not one percent academic; we have a few fun events included. A lamination table with numerous stickers allows students to create luggage tags or fun tags to attach to book bags or purses. A Count The Candy Jar has been an unbelievable success (a large jar is filled with candy and students guess the number of candy pieces in the jar). A band playing outside and plenty of free food and drinks help attract the students. The event is free and gives students a chance to explore the library and its services; many professors require their students to attend.

## **Designing a Mobile Experience: Open, Accessible and Functional**

**Location:** Salon E

**Speakers:** Jason Michel and Kwabena Sekyere (Miami University)

**Overview:** Our library recently launched a mobile version of its website. The site values accessibility and functionality and was developed using core features and custom modules of Drupal's Content Management System, an open source product. The site can be accessed using any mobile browser but is optimized for the iPhone and other Javascript-enabled mobile devices. The mobile site emphasizes core functionality above all else. It features a catalog search with hyper-linked metadata and also includes a link to Ebsco's mobile interface for basic journal searching. It also includes a variety of communication venues for research and basic questions: Text, IM, email and voice are options that are built-in to the interface and do not require leaving the site to utilize. Also included are the hours of all libraries and service points; Google maps of branch libraries; and content from the library's Twitter feed, Facebook fan page and library blog. This presentation will discuss the elements involved in the design, the css theme, the Drupal infrastructure and the reception of the site

## **Joining Forces with Faculty to Foster Information Literacy Best Practices in the Classroom**

**Location:** Salon F

**Speakers:** Eric Resnis, Lindsay Miller, Kathleen Pickens-French, and Elizabeth Sullivan (Miami University)

**Overview:** Faculty often complain about the quality of student research, including lack of scholarly sources, poor evaluation skills and unethical use of resources. Throughout the course of an academic year, librarians worked with faculty to explore the above concerns. Faculty discovered the information literacy skills of their students via survey tools, focus groups, and class observation. Disturbed by the results, faculty pondered over how to make the situation better. Work then began on a “best practices” list for integrating information literacy skills into the classroom. Looking at in-class experience, the literature, and anecdotal evidence from faculty and students alike, the faculty members created a list of best practices and tied them to a list of competencies based on ACRL guidelines. The list also contained examples of practical assignments that could easily be implemented in the classroom. The best practices were then shared with the university community via several events hosted by the university's Center for the Enhancement of Teaching and Learning. This presentation will detail the process, successes, and future prospects for this project as well as its implications for librarian/faculty collaboration. Attendees will also learn how they can implement such a project at their own institutions.

## **Session 3: 2:00-2:50pm**

### **Building a Cross-Institutional Infrastructure for Technical Services: The OhioLINK CollaboraTeS Project**

#### **TEDSIG Sponsored Session**

**Location:** Buckeye Room

**Speaker:** Margaret Maurer (Kent State University)

**Overview:** Academic libraries in the 21st century must forge new cross-institutional service models based on the knowledge and expertise gained by years of building the shared bibliographic environment. Specific tools, such as cross-institutional best practices, must be developed. OhioLINK's Database Management and Standards Committee (DMSC) is building the infrastructure that will enable OhioLINK libraries to look across institutional boundaries for inspiration and opportunities. In the spring of 2009 DMSC surveyed OhioLINK libraries to inventory cataloging and technical services expertise. The results are in and are available for use on a day-to-day basis by OhioLINK libraries. OhioLINK's CollaboraTeS Project facilitates cross-institutional projects by providing information on which libraries are willing to assist others, barter or trade for assistance, or contract for assistance, skills or work. The project will include supportive best practices documents including boilerplate contracts, project specification patterns, cost models and sample memorandums of understanding. The researchers will present what they discovered and provide an update on the status of CollaboraTeS. Ohio academic libraries will become more aware of resources available to them via the CollaboraTeS project, and other libraries will be encouraged to consider the model.

### **Embedded Librarian: Co-Teaching the Research Process**

**Location:** Salon A

**Speakers:** Mary E. Thompson and Lindsay Milam (Cuyahoga Community College)

**Overview:** In order to actively engage students in writing the English research paper, we created the Embedded Librarian project, which gave students an opportunity to work toward their final projects by completing task-based, sequenced assignments. Students also participated in mini-lessons covering information-seeking skills for lifelong learning. Because of the collaboration, 75% of students passed the course, and all reacted positively to the project. In fact, the quality of sources used and the comprehension of cited materials dramatically improved from the control class to the embedded librarian class. As one student commented in the end-of-semester evaluation, "It was nice to have two instructors be able to clarify any complications that we were facing." Although some modification is necessary, having the librarian embedded in the 1020 class was extremely beneficial to students and faculty alike.

### **Orientation Redesign: A Simple Plan**

**Location:** Salon B

**Speakers:** Julia Glynn Warga, Nina Clements, and Aimee Jenkins (Kenyon College)

**Overview:** In recent years, reference and instruction statistics at our small, liberal arts college library have been static and disappointingly low, despite a staff of enthusiastic and proactive liaison librarians. Over the summer (2009), the librarians strategized ways to better promote our services and developed a simple, inexpensive, yet comprehensive, plan: Move reference desk to a more accessible location, utilize pre-existing campus orientation programs, and develop new programs as well. Liaison librarians arranged to meet individually with new faculty members upon their arrival on campus to introduce themselves and provide a personalized tutorial of our library's wide range of services. Library staff attended campus-sponsored Academic and Student Activities Fairs during orientation week, where staff distributed promotional materials and information about traditional and non-traditional library services (e.g. the reference desk and the ability to check out AV equipment). During the first week of classes, librarians hosted library tours three times daily, which emphasized the reference desk's new, more central location. The orientation program concluded with an all-campus game night in the library, aimed primarily at students. Library staff served food, led video game competitions, and even coordinated a life-size version of Monopoly. As a result, the library's reference and instruction statistics doubled (Fall 2009). During the presentation, three librarians will present a brief history of our library's orientation programs, our redesign process, discuss the pros/cons of the new orientation program, display graphs demonstrating our statistical increase, and present our plans for the future (including Fall 2010).

### **Doing Less with Less: A Case Study and Strategies for Reducing Services in Libraries**

**Location:** Salon C

**Speakers:** John Millard and Belinda Barr (Miami University)

**Overview:** Tight budgets require continuous examination of existing services, which if approached honestly, may result in decisions to eliminate or reduce services we provide to our clients. In our case that examination resulted in elimination of our Electronic Reserves and public Poster printing services and a reduction in main library hours beginning with the Fall 2010 semester. This presentation will discuss approaches to planning, transitioning, implementation and ultimately the opportunities that arose from our experience decommissioning and reducing these services. Carefully evaluating services in light of usage, costs, and continued relevancy to the Libraries' mission is essential in the worst of times and often neglected in the best. Our hope is that participants will leave with a renewed knowledge that continued relevance of Libraries to the academic mission requires an inward looking and honest assessment of our services, resources, and fundamental mission.

### **Town and Gown: Collaborations Between a Public Library and an Academic Library**

**Location:** Salon D

**Speakers:** Krista McDonald (Miami University – Hamilton)  
Carol Bowling (Lane Public Library)

### **DLIG Sponsored Session**

**Overview:** Partnerships and collaborations have become increasingly important for all types of organizations during the recent economic downturn. This is especially true in both public and academic libraries throughout the state of Ohio. Although we have different missions and serve a different clientele, this public library and academic library have found ways to work in tandem to provide more seamless library support for the community. In this session, we'll discuss some of those projects. Specifically, we will discuss our collaboration on programming, co-sponsoring an annual poetry reading in celebration of National Poetry Month and a session of the African-American Read-In Chain. We'll also describe our joint efforts to address the influx of distance learners seeking academic level research assistance and materials at the public library. Finally, we'll talk about the academic library's activities in support of the public library's operating levy campaign.

### **Monographic Acquisitions in the Digital Age: Book Buying in the 21<sup>st</sup> Century**

**Location:** Salon E

**Speaker:** Scott Alan Smith

**Overview:** Changes in bookselling - the number of domestic vendors, both book and serial, continues to shrink. Gone are such once-familiar names as Faxon and Blackwell's, as well as many smaller companies, e.g., Ballen, Franklin, Taylor-Carlisle, Scholarly Book Center, Academic Book Center - the list goes on. Moreover, the two primary approval vendors, Coutts and YBP, are now subsidiaries of other companies, Ingram and Baker & Taylor respectively. Approval vendors benefit from large upon-publication purchases; this enables them to maximize publisher discounting practices.

However, vendors need a minimum number of copies per title to justify including them in the approval program. As libraries trim their approval plans, it seems likely that vendors will respond by reducing coverage of publishers' output, eliminating certain publishers from approval plans altogether, or adding service charges for low discount/low activity material (this has already begun to happen). This presentation will take all of these factors into account; audience participation and discussion will be encouraged.

### **Cases and Controversies: Current Issues in Intellectual Property Law for Libraries and Librarians**

**Location:** Salon F

**Speaker:** Anne Gilliland (Ohio State University)

**Overview:** Some of the most important cases in intellectual property law, especially in the area of copyright, have a connection to libraries. This session focuses on current litigation and legal controversies in this area that are of interest to librarians. The actual content of the presentation will depend on the status of current litigation at the time of the conference, but cases and controversies that are likely to be highlighted include: \*The Google Book Search litigation and settlement, its status, and implications for all types of libraries \*The Muchnick decision, a recent Supreme Court case on the rights of freelancers that may have a significant impact on many digitization projects \*Litigation between publishers and Georgia State University over e-reserves \*Controversy between the Association for Information and Media Equipment and UCLA over UCLA's practices for streaming video \*The Association of Research Libraries' three-year project to write a code of best practices in fair use for academic and research libraries The presentation's emphasis is on the implications for libraries, and information will be presented in a manner that is understandable to the non-lawyer..

## Session 4 (3:10 – 4:00 pm)

### **21<sup>st</sup> Century Learning Commons: Engaging Pre-service Teachers in Web 2.0 using INFOhio**

**Location:** Buckeye Room

**Speakers:** Jillian Maruskin (Ohio Wesleyan University) and Paula Nespeca Deal (INFOhio)

**Overview:** Prompted by state initiatives and INFOhio's Go Further campaign, librarians and teachers have been partnering with one another more than ever. Attendees of this session will learn about the "Go Further" campaign and 12-13 Task Force and their efforts to provide librarians and teachers with tools and skills necessary to incorporate 21st century skills into the daily curriculum (in particular the INFOhio Learning Commons, the Research Project Calculator, TRAILS information literacy assessment, and electronic resources). An academic librarian will share the model for a workshop conducted for pre-service teachers at her institution in which students were introduced to the INFOhio resources, 21 Essential Things, and practical examples for how to incorporate Web 2.0 technology into the curriculum. A school librarian will highlight examples from across Ohio of K12 and higher education collaborations that introduce students to academic libraries and research, supporting students transition to college. Attendees will be given the opportunity to ask questions, as well as give examples of collaboration in their own libraries..

### **First in their Families: Understanding the Needs of First-Generation College Students**

**Location:** Salon A

**Speakers:** Stacy Brinkman, Katie Gibson, Jason Paul Michel, and Jenny Presnell (Miami University)

**Overview:** When first-generation college students experience information failure, what do they do? We hear of Millennials asking their parents for help with research, but what is the next step for students who are the first in their family to attend college? This presentation discusses two studies conducted at our university that examine the information needs of first-generation students, and also reveal assumptions held by library staff, faculty, and other people in a position to help them. First generation college students are a growing population on university campuses, but little is known about their information seeking behavior. If students can't seek advice from their parents about the college experience, to whom do they turn? Do first-generation students experience different sets of anxieties about college, research, or information seeking as their peers? Are there ways that libraries can better serve first-generation students? This presentation discusses the results of research conducted with a 2008 ALAO Research Grant. We will present a focus group study of first-generation college students' experiences of the academic library, and a mixed-methods analysis of how librarians, faculty, and staff see first-generation students. Participants can expect the following three "take-aways" from attending this presentation: 1. Discover

questions and anxieties that first-generation students may have about academic libraries based on a focus group pilot study 2. See how faculty/staff assumptions about first-generation college students correlate to how first-generation students view themselves 3. Consider how academic libraries and librarians can create an environment that is more welcoming to first-generation and non-traditional students

### **Low Budget Library Guides: Creating an Assignment Center using Wikispaces**

**Location:** Salon B

**Speakers:** Kathy Fisher and Polly Wilkenfeld (Ursuline College)

**Overview:** At our small college, we prided ourselves on customized handouts for library instruction sessions. We were looking for a way to provide the same information to students in an online format. We wanted web pages that were customizable but relatively easy to create and update. We also lacked funds to purchase software and had little expertise using html. Our solution was to create web pages using a free wiki. They are easy to create and update. They save paper and can include live links. Our faculty were quite excited by them, and many students have come to rely on them. In our session, we hope to share our experience and brainstorm with participants about other ways to improve the library's online presence in individual classes.

### **Relationship Building with Students and Instructors of ESL: Bridging the Gap for Library Instruction and Services**

**Location:** Salon C

**Speakers:** Julia Martin, Elaine Reeves, Ryan D. Wright, and Kathleen Reaume (University of Toledo)

#### **Diversity Committee Program**

**Overview:** Increasingly, academic librarians have become aware of the needs of international students. Expanding international student populations and a heightening awareness of learning styles allows librarians to develop programs and services targeted for this unique population. This program advocates for relationship building as the context for creating and offering programs and services that might otherwise seem abstract and impersonal to students whose non-Western cultures emphasize social relationships. International students continuously look for opportunities to interact with Western faculty and students. They are extremely receptive to having the librarian attend student events and also in attending library events. Librarians can build relationships and become part of the international student community by participating in events and opportunities offered through American Language Institutes and international student associations. Participation allows the librarian to be perceived by students in terms of a supportive relationship beyond the classroom environment. Building collegial relationships with instructors of English as a Second Language opens a conversation for collaboration and support between instructors and librarians. Along with understanding class assignments, librarians can learn from and support instructor efforts to understand cultural barriers to learning. The

experiences of two librarians and two ESL/ALI instructors will be shared. Attendees of the program will take an interactive survey that identifies opportunities for relationship building. Some of the successful service outcomes that emerge within the context of relationship building include teaching, film screenings, book club discussions, inclusion of the library in student orientations, and enhanced opportunities for research support.

### **Using Emotional Intelligence to get through the Tough Times: Why Feelings Matter more than ever to 21<sup>st</sup> Century Libraries**

**Location:** Salon D

**Speakers:** Emily Hicks and Joan Giglierano (University of Dayton)

**Overview:** During times of tight resources, cultivating the emotional intelligence (EI) of employees at all levels, in all areas of the library, can be a way to maintain service quality, reduce stress, and cope with change. Emotional intelligence includes characteristics such as self-awareness, adaptability, empathy, ability to work collaboratively, and communication skills. While the concept of EI has been a standard component of leadership development and management literature for almost two decades, relatively little research has been done on its applicability in libraries. Recent studies of library job ads have found demand for EI competencies, though they are seldom labeled as such. Emotional intelligence is just as important for existing staff as it is for new hires, since it significantly affects customer service, team effectiveness, and communication within the organization. This presentation will discuss EI from both a public services and a management perspective, and will offer suggestions on measuring and developing these less tangible, but vitally important, "soft" skills.

### **Stressed for Success: Academic Librarians Confront Stress in the Workplace**

**Location:** Salon E

**Speaker:** Mary Wilkins Jordan (Simmons College)

**Overview:** It is not a surprise to anyone in the library field that librarians are feeling stressed at work. Any discussions between librarians seem to turn to the issues they are facing and ways they are solving problems, or not solving them. There have been many articles published with vague suggestions for reducing stress, including "take deep breaths" or "smile more often" - not helpful advice for many librarians attempting to deal with increasing patrons pressures and decreasing funding. This seminar will present the results of a nationwide Q study of academic librarians, which identified some of the most common sources of stress in the academic library workplace. Once some of the most common stressors have been identified, libraries and library organizations will be able to take organized steps to help alleviate or eliminate these stressors. It is time to get past the idea that workplace stress is an issue affecting librarians on just an individual level, and to begin to look at stress as a widespread issue we can address on a large scale to help librarians to better cope with it and to be more productive at work.

## **Come Early, Come Often: Getting First-Year Students in the Library**

**Location:** Salon F

**Speakers:** Maureen Barry (Wright State University), Lindsay Miller (Miami University)

**Overview:** Reaching first-year students is important for all academic libraries. Research shows that college students often feel library anxiety in their first year and are also lacking many of the research and information literacy skills they need to succeed in college and beyond. Reaching students early in their academic careers can help ease anxiety and increase success. Some libraries are creating positions devoted to first-year student outreach – but many institutions do not have that luxury. This session, led by two first-year experience librarians, will address simple practical strategies any academic library can adopt to help market the library and its resources to first-year students. Presenters will focus on innovative ways to get students into the library such as game nights and special events as well as collaboration with other campus organizations and departments and capitalizing on existing relationships. Attendees will also brainstorm ideas together in small groups.

## **Posters (1:15-2:00 pm)**

### **Changing Perceptions: Opening the Treasure Chest and Seeing Special Collections in a New Way**

**Presenter:** Sue Hanson (Case Western Reserve University)

**Overview:** In the past, Special Collections, the rare book and manuscript room, has been viewed as a place where only vetted scholars could gain entrance. That has changed with an emphasis on acquiring inclusive collections that mirror the diversity of our country and culture. Our collections are available to multi-generational age groups with varied interests and research skills. We have introduced middle school students to Latin texts, assisted high school students with their History Day projects, asked college students to touch a vellum page from a 12th century manuscript, as well as assisted researchers from around the world. We have engaging collections - from the artifacts in the Reading Room, the prints on the walls, to the collections in the stacks. Our resources can be of interest, perhaps inspiring to all our visitors by opening a door to further knowledge and study. We support and promote the mission of our library by making our rich collections known through the online catalog, electronic finding aids, digital exhibits, blogs and other connections. This poster session demonstrates traditional and cutting-edge methodologies in the ways we reach out to our community, replacing the old exclusive model with one of greater access.

### **Communication and Collaboration: Dealing With a Multi-Campus Library System**

**Presenters:** Ruth Elder, Olga Knyaz, and Erin Boyd (Troy University)

**Overview:** The challenging first decade of the 21st century has led to much turmoil in libraries. Building strong lines of communication is essential. In our situation, we were establishing this line of communication between technical service units at a multi-campus institution. Our goal was to ensure consistency and uniformity of bibliographic records in the library's catalog, processing procedures, and designing other procedures that will help each library streamline workflows and provide guidance for tasks. Being three new librarians, one at each library, a strong line of communication has helped to build a foundation for future collaboration and problem solving. Utilizing an in-house wiki to create and update procedures has helped to keep each library's collection uniform. Also, by having regular meetings to discuss questions, concerns or ideas has assisted in finding ways of completing routine responsibilities in new ways. This poster session will discuss different tools and methods to help strengthen communication between cataloging units at a multi-campus institution setting.

### **Culture Showcase Series: Meeting the Diversity Challenges of the 21st Century Academic Library**

**Presenters:** Araba Dawson-Andoh, Anita Grant, and Terri Nelson (Ohio University)

**Overview:** The population of the United States is increasingly becoming diverse. Communicating effectively across cultures is becoming crucial, especially in academic environments where co-workers, roommates, and classmates may see the world differently. An academic library setting provides a unique opportunity to interact with members of a diverse community and experience the challenges involved. To effectively serve the needs and demands of this community, specific skills, knowledge and training are required to engage that community. The Culture Showcase Series, a series of culturally stimulating programs and services is aimed at creating an inclusive environment and enhancing the academic experience of the University community. Programs are designed to promote diversity awareness on campus; library staff and the university community allowing them to gain a better understanding of cultures, race, religion, ethnicity, gender, and disability; creating a climate where all are valued and respected. This poster will visually share Culture Showcase Series themes, programs and activities for preparing library staff and University community in reaching out to an increasingly diverse community, including program development, theme selection, marketing and presentations. Using images, photos and You Tube video presentations we will discuss some of the inclusive programs that have been successful in stimulating diversity and cultural awareness, creating an atmosphere of acceptance and a culturally competent staff. It is hoped that this poster will engage librarians and others in a dialogue on

diversity in the 21st century and our roles in creating an inclusive environment in the academic library and our communities.

### **Digitization of Large Scale Items**

**Presenter:** Alexander Papson (Wright State University)

**Overview:** The poster will discuss the methods used to digitize large scale items such as maps and posters. The main focus will be on a project done for the American Legion National Headquarters where the collection of military posters from World War I and World War II were digitized.

### **Librarian as Recruiter: How the Library can Support University Admission**

**Presenter:** Lindsay Miller (Miami University)

**Overview:** Successful undergraduate admission and recruitment efforts are vital to every university. A strong student body improves the quality of academic programs and the prestige of the university. And since most institutions depend heavily on tuition revenue good recruitment ensures that the university and the library have enough funding for services and staff. Recruitment cannot be only on the shoulders of the university admission office, but is the responsibility of the entire campus. It is in the library's interest to take a role in process of recruiting and connecting to prospective students. Through information sessions and campus or library tours, students and parents can learn the importance of the library to the overall academic experience. Following recruitment data can help the library identify trends in student populations and can help with planning future programming. Enthusiastic involvement can also lead to more collaboration with related student service offices such as orientation or first-year programs. This session will cover various recruitment strategies and activities and ways to market the library to parents and prospective students.

### **Making Libraries Mobile: QR Codes and Libraries**

**Presenter:** James Clarke, Jason Michel, Kwabena Sekyere, (Miami University)

**Overview:** As use of smart mobile devices continues to grow amongst college students, it is imperative that libraries are able to deliver content and services via this medium. One aspect of smart mobile devices that is gaining interest and traction is the use of QR (Quick Response) codes. QR codes are unique 2D bar codes which, when scanned by cameraphones equipped with QR-reader software, automatically directs readers to web-based content on their phone. This content can include videos, images, web or mobile web pages, or any other information that can be displayed on a phone. In Europe and Asia, businesses, news sources, and other organizations have used QR codes to embed video, web, and other multimedia content into print articles, signs, websites, and even clothing. Our library recently launched a program that utilizes QR codes to deliver content and services to our patrons. By using QR codes, patrons can instantly access information about software on computers, available library help options, event pages, instructional videos,

and more. This presentation will discuss the technical aspects of QR codes, current uses of QR codes in libraries and future possibilities.

### **One Librarian's Experience on an International Service Learning Trip**

**Presenter:** Roger Kosson (Denison University)

**Overview:** In the winter of 2010, a librarian became an adviser to a student group's trip to a Latin American country. The trip was part of a for-credit, independent study experience, where nine students took part in six class sessions to learn about the country. The librarian created an online class page that compiled resources the students could utilize to learn more about the country. During the first class, the librarian introduced the students to the class page and the various library resources. For the remainder of the class sessions, the students utilized some of these resources to research various topics, and then present their findings to the class. But the heart of the experience was the trip, where we helped build a house for a woman who, along with her young daughter, lacked adequate housing. This poster session describes the librarian's experience both before and during the trip, and offers ways that such an experience can benefit libraries and librarians. This librarian believes that the students' experience with the librarian will positively influence the students' perceptions of libraries, and hopefully the students will become less reluctant to seek research assistance from a librarian. In addition, the librarian's experience on the trip has motivated the librarian to become involved with the student group and its local volunteer activities, continuing to build a working relationship with the group and its students, creating more opportunities for the librarian to demonstrate ways that the library can be a valuable resource to the students.

### **Outreach for Librarians: A Step-by-Step Approach**

**Presenter:** Tony Nguyen

**Overview:** A good amount of academic library literature is devoted to the necessity of outreach to maintain the importance of the library. Unfortunately, there's little guidance for librarians in order to effectively communicate and collaborate with faculty members, student groups, campus organizations, and outside organizations. I propose that the six steps to consultative sales can be utilized by librarians to build effective relationships. 1. Research to develop a relationship 2. Understand and negotiate needs 3. Ask questions 4. Develop a proposal and/or plan 5. Inform the client of resources 6. Follow-up An effective consultant will be prepared with content, engage the customer, carefully listen and discuss ways to help. Librarians that utilize the consultative sales approach as part of their outreach methods should see a greater interest in the academic library and the services offered. I've personally utilized these steps with great success when used on educators, professors and administrators. The details of the six steps to consultative sales will be outlined on the poster session along with available handouts.

## **Reuse & Recycle: Best Practices for Design & Use of Digital Objects in Library Instruction**

**Presenter:** Ellen Armstrong

**Overview:** A case study of the institutional practices regarding the creation and use of digital learning objects within a library instruction program, including face to face, blended and distance online instruction in both for-credit and non-credit courses. The intended purposes and contexts of online instruction should be considered as these tools are created, as well as the potential for assessment, evaluation and analytics. Student learning must be assessed, programs and instructors must be evaluated as well analysis of site traffic. Some digital learning objects may be intended to supplement or complement face to face instruction, while others may be designed to replace it entirely. In addition, online tutorials allow more detail than can typically be covered in class and function as a resource for students to revisit as needed. This also constitutes a type of reuse, as material that can be reviewed later in more detail are multi-use learning objects for that group of students. Reuse may be assumed to be a desirable end goal of learning object design, if for no other reason than the fact that librarian and instructional designer time and resources are finite. There are a number of factors to consider for future growth and expansion of library instruction and the online tools that will be needed to support this growth. This case study explores those factors within the context of a large library with a well-established and varied instruction program.

## **RDA: What will it mean for public services?**

**Presenter:** Kiffany Francis (Cleveland State University)

**Overview:** The Anglo-American Cataloguing Rules, 2nd edition (AACR2) is about to be superseded by a new set of cataloging rules called Resource, Description, and Access (RDA). This poster session will highlight some of the differences between RDA and AACR2 and some of the changes that public services staff may see in the catalog. The session will also briefly cover what implications this new content standard will have for future catalogs and other digital library services.

## **Student Employee Appreciation Program**

**Presenter:** Peggy Rector (Denison University)

**Overview:** Student employees are with us for a short time but they are an essential part of the campus library work force. The purpose of this poster is to present a pictorial view of the events, gifts and rewards provided to student employees in this library. It aims to give ideas to like libraries who wish to provide additional stimulus to their student employee. Using a timeline framework the information provided reflects how this library creatively rewards its 70+ student employees who are willing to work in the

library. The idea that students prefer working for other departments with less demanding jobs for the same pay is not unique to this campus. Because the library jobs require extensive training, using incentives to entice students to return after their first semester is crucial to the library workforce. Providing incentives that are economical and rewarding is difficult but this poster will provide examples which may be both. The library student employees' paid work balanced with the college experience is not a complex dichotomy but is mutually rewarding. By providing incentives, treating them as respected colleagues and teaching them good work ethics we are a valuable resource for our student employees as well.

### **Tech for the rest of us**

**Presenter:** Jacob Koehler and Jessica Clemens (College of Wooster)

**Overview:** One ongoing challenge that libraries often face is how to be proactive rather than reactive when dealing with new technologies. Traditional library staffing models lean toward some staff becoming more technologically adept than others. However, as colleges move towards more tech-focused teaching and learning environments, it is becoming increasingly important that new technologies are embraced at all levels of library staff. With that in mind, I propose a poster session focusing on showing how libraries can effectively train technology skills to staff at all levels of technological proficiency through engaging, hands-on workshops. At my library, these workshops have had successful results, and I plan to use this case study as a starting point to inspire others who may be interested in this sort of training.

### **Technical Media Recycling Initiative: Providing a Recycling Service for Digital Media and Electronics.**

**Presenter:** Michael Wells (Miami University)

**Overview:** In March of 2010, our library system was awarded a grant of \$500 from our local Recycling and Solid Waste District to help purchase and promote special recycling containers designed to allow disposal of used electronics items and media. Because of the challenges in recycling DVD's, CD's, VHS Tapes, and items such as old cell phones, these containers were purchased from Greendisk.com, who specializes in this area of recycling. As noted in an article in the September 2009 edition of National Geographic, unwanted CD's and DVD's alone are disposed of in the millions each year. With students leaving old disks in library computers, or by simply providing an obvious point of disposal for these items, libraries can assist in the effort to curb this massive waste problem. Though not always obvious, recycling requires extra effort for certain materials, and electronic media prove to be very challenging. Thanks to this grant, we have been able to purchase these disposal containers and simply mail them back to Greendisk.com. The cost of the containers and shipping were covered by this grant, and Greendisk provides a metric report for each shipment that is sent back. This information is then provided to the grant provider along with evidence of our promotion of this service on campus. Because of this service and the minimal effort

required to oversee it, we feel our library is better able to serve our community in a new and important way.

### **Transition Issues for New Librarians**

**Presenter:** Shelly S. Miller (Kent State University)

**Overview:** In these tight economic times, pressure mounts to creatively streamline all internal library practices—management and personnel procedures are no exception. The process of recruiting, selecting, hiring and training new staff members exacts a toll both in terms of time and resource commitments. Welcoming and retaining new staff members or newly reassigned work team members, especially where complex and lengthy commitments of a tenure structure are involved, represents an opportunity to foster a lasting investment in and for both the employee and the library. In the terminology of management and human resources, this process is known as newcomer socialization and has been linked to a wide variety of positive outcomes: increased job satisfaction, increased organizational commitment and decreased turnover. Based on a thorough review of the relevant literature, as well as years of experience on both sides of the managerial relationship, I collocate and summarize well-studied strategies and factors that emerged from the research and organize them into two categories: those addressing role or resource knowledge and those dealing with social or supervisory relationships. Through thoughtfully crafted orientation programs and easily implemented strategies, academic libraries can not only encourage lasting investment in current and future employees but can also foster the professional development of newcomers to the field—a invaluable outcome for us all.

### **Using a Database to Increase Efficiency in Weeding Decisions**

**Presenter:** Tammy Stitz (University of Akron)

**Overview:** When removing items from the collection or selecting them for storage, many quantitative and qualitative conditions are considered. Applying the criterion to each item individually can be very time consuming and errors can be made easily. To provide more consistent and time efficient analysis, a Microsoft Access database was developed. There is additional collection development functionality built into the database; however, weeding decisions will be the focus of the poster. Local data is exported from Millennium and imported into the Access database. Tables contain the data necessary to make the quantitative analysis including local circulation data, special types to be considered (i.e. standards), identifying bibliographical information, and consortial holdings. Consortial holdings must be entered manually and forms were created to easily facilitate entering new and editing existing information. Queries collocate all necessary information and perform calculations automatically. A form contains all information needed for the evaluation. The user can accept the quantitative system recommendation or override based on qualitative analysis. Reports were created by subject area

in order to acquire feedback from liaisons for subject areas. The poster will provide a map of tables, queries, reports, and visual basic for applications code interaction in order to illustrate the function that it performs. Since local information for items is no longer accessed individually and the quantitative analysis is performed automatically, it results in standard application of the criteria and less time (reduction of a third or more) than before developing the database. to students faculty and researchers, and its current uses in instruction and scholarship..

### **Inexpensive Upgrades for the Small College Library**

**Presenter:** Anna Jones (Southwestern College)

**Overview:** This poster details steps taken by small career college library to become more technologically relevant. The students of our urban campus have a wide range of technological abilities, and it was necessary to present our resources in a way that was more accessible and less intimidating. Additionally, many of our user interfaces were dated and visually unappealing. Our main tasks were to upgrade both our website and online public access catalog. Of our small staff of librarians with no technical support department, two librarians contributed time and knowledge to our upgrades. Several tasks were incorporated in updating our online resources; the most important tasks included the following: Transitioning Marc records our former catalog to a new Koha Express library catalog, Using HTML, XML and CSS to customize our new catalog interface, Designing our new Library website, Creating and customizing graphics using free image editing software, and Implementing library campus blogs using free software. Rather than focusing on specific technical details, this presentation will provide an overview of the technologies used and the reasons that each product or service was selected.

### **Using Open Source for Digital Collections: The Case of a Student Newspaper**

**Presenter:** Elias Tzoc and John Millard (Miami University)

**Overview:** Digitized newspaper collections -given their complex layout- often bring challenges for both end-users and collection administrators. In the past, a high quality scanned image of a newspaper page usually satisfied the researchers' expectations; however, now researchers expect to search, view and print pages from newspaper archives. With the support of an LSTA MiniGrant, we are currently in the process of migrating a newspaper collection and adding new functionality such as: a) single multi-page file for every issue, giving users the ability to print pages or entire issues of the collection; b) high quality OCR for full-text search at the issue or collection levels; and c) a robust search and browse interface for a newspaper collection. This poster session will illustrate the workflow of migrating a newspaper collection from a commercial to an open source platform. The presenters will also share the documentation and lessons learned from the migration process, which we hope will be useful to others planning similar projects.

## **Why Academic Librarians of the 21st century must be Conversant with Online Governmental Resources**

**Presenter:** Thomas Sneed (Ohio State University)

**Overview:** As librarians, our instruction to students often involves the commercial databases and print materials provided by the library. But what will these students use after they graduate and move on to the real world? Their research needs will change, but they will still need reliable resources for their work and personal use. In both the classroom setting and during reference desk duties, I have tried to include instruction on freely available online resources, and whenever possible focus on governmental web sites. This has proven to be popular and effective. Students have appreciated learning that these resources are available, as few think of governmental web sites during the initial stages of research, while also gaining a greater understanding of why these sites are reliable for the information they provide. This poster presentation will examine the reasons why academic librarians must be conversant with online governmental resources, and then specifically focus on two types of governmental web sites: sites that concentrate on research, such as GPO Access / FDSys, regulations.gov and Lawriter, along with web sites that provide public information collected by the government, including Secretaries of State and local government offices such as the county auditor and recorder. Simple tips for directing students to these web sites and basic search functions will be covered, along with a reminder of the tools students need to assess the veracity of any internet resource.

## **Using Problem-Based Learning (PBL) as a Method for Teaching Library Instruction and Information Literacy.**

**Presenter:** Mollie L. Wahman (University of Cincinnati – Raymond Walters College)

**Overview:** Teaching library instruction classes can be challenging with limited "one-shot" library instruction in the classroom, teaching students who believe they know everything they need to know about conducting research and striving to engage students in the learning process. Problem-Based Learning (PBL) presents the opportunity to create a learning environment that emphasizes problems-solving, collaboration, and individual responsibility for learning. This case study explores the use of PBL as a method for teaching library instruction and information literacy. During the winter and spring of 2010, classroom data was gathered in six sections of an undergraduate English Composition II course. Each section received one in-person library instruction session. Three sections were taught using PBL which included a real-life problem, worksheets for recording group results, and a structured class design to keep students on track. The other three sections received instruction using a combination of lecture and demonstration. Blackboard, the course management system, was utilized to supplement the library instruction. A Library Research button was created in the course site and was populated with links to library resources. A Pre and Post Test were created in Blackboard to gauge what students thought they knew about doing research before and after the library instruction sessions.

This poster session will highlight Pre and Post Test results, instructional materials, observations, and lessons learned during the case study as well as changes for future use in classes.