

Emerging Partnerships in Academic Libraries



October 18-19, 2012
Nova Southeastern University
Fort Lauderdale, FL

Fall Conference 2012 Poster Sessions

Hello Dali: Creating partnerships for Cultural Outreach

Karen Doster, Tallahassee Community College

This poster will highlight the partnership between the Tallahassee Community College Library, the Global Learning Initiative, and members of the college's humanities department to promote cultural events on campus. Cultural events, like art exhibits, are wonderful educational opportunities outside of the classroom for students. A mission, both faculty and librarians share at Tallahassee Community College, is to encourage student learning outside the classroom. To fulfill this mission the Tallahassee Community College, Global Learning Initiative, and faculty members have coordinated to host the Salvador Dali museum's "Dali on Tour" exhibit. This poster will discuss the formation of the partnership, how the project and event was developed, and the results of the event.

Developing a Process for Faculty Members at a Distance to Obtain a University Identification Card

Bonnie DiGiallonardo and Allison Deluca, Florida Atlantic University

The Medical and Health Sciences Collections & User Services (MHSC&US) department within the S.E. Wimberly Library at Florida Atlantic University (FAU) has created a partnership with several departments on-campus in order to expedite the process of clinical faculty members gaining remote access to library resources. In order for clinical faculty to access the library's resources, the faculty member must obtain an OWL card, which is the university's identification card that also serves as the library card. In the past it was required that the faculty member come to the FAU campus in order to have their picture taken and an OWL card generated. Due to the fact that clinical faculty are practicing physicians and are typically located off-campus, this was often a problem such as distance and time factors and thus lead to noncompliance. The MHSC&US medical librarian developed a system in collaboration with other departments where the affiliate faculty members do not have to come to the campus to obtain their OWL card. In doing so, it has created more opportunity to communicate and build relationships with the affiliates. This also improves relationships among the clinical community and allows the library to better understand the information needs of our affiliates and thus our students whom they are mentoring.

Get Together! How Utilizing Library Skills and Career Services can be the Winning Combination in the Classroom

Alyssa Diekman and Elizabeth Woloszyk, ITT Technical Institute

The Librarian and Director of Career Services (DOCS) at the ITT Technical Institute of Bradenton, FL collaborated to teach an 11 week Professional Procedures and Portfolio course to its undergraduates. This general education course, taken by students approaching their graduation dates, provides training in resumes, cover letters, interviewing skills, and job searches, as well as compiling both physical and online career portfolios. The librarian was able to implement job searching strategies using print and online resources, apply information literacy skills related to job searching, and demonstrate to students that, as lifelong learners, library skills are beneficial outside of the classroom. In addition, the DOCS brought in keynote guest speakers on topics such as preparing for interviews and appropriate professional dress attire, how to obtain internships with employers and how to strengthen a positive attitude when career searching becomes difficult. The students also took a field trip to Staples with the instructors to view professional resume and cover letter paper and review hard cover portfolio options. By combining the utilization of library resources and career services, the instructors were able to successfully prepare students for entering the workforce upon graduation, while evaluating and applying current career preparation practices and teaching methods.

Save Time & Energy: Management & Marketing Strategies for a Small Academic Library

Salena Collier, Sanford-Brown Institute - Fort Lauderdale

When working in a small academic library one needs to develop management and marketing strategies that make the most of one's limited resources. There are five strategies for effectively managing and marketing a small library: frequently communicating with colleagues, fostering partnerships with staff and faculty, selecting the right student worker for the job, creating a training manual for new staff, and taking advantage of every marketing opportunity. During the poster session these five strategies will be discussed in detail.

Working Together: Cultivating Collaborative Partnerships for On-campus Events

Sarah A. Norris and Natalie Teske Rector, New College of Florida / University of South Florida - Sarasota-Manatee

In 21st century academic libraries, it is important to explore creative ways to foster new partnerships and collaborate with on-campus and external constituencies in order to be effectively engaged in the academic environment. During the AY 2011-2012, the librarians at the Jane Bancroft Cook Library, a dual-use service of New College of Florida (NCF) and the University of South Florida - Sarasota-Manatee (USF-SM), coordinated with various on- and off-campus organizations at both institutions to create programming that highlighted and promoted a full range of library services. Working with the Gender Studies Program, Office of Student Affairs, Residence Life, the Center for Career Education and outside constituencies such as the Peace Corps, the library was able to provide a well-rounded and distinct series of events that fulfilled each of the organizations' missions while accomplishing the common goal of helping students succeed. This poster session presents the background for developing such programming and includes examples of evaluation and assessment, as well as anecdotal feedback from students, partnering organizations, faculty, and library staff. Attendees will learn guiding principles for success in their own distinct collaborations and how to maintain partnerships fostering additional opportunities to grow.

The History of Florida's Four HBCU (Historically Black Colleges & Universities) Libraries

Ana Guthrie, Frances Ba, and Cheryl Wilcher, Florida Memorial University

Based on a journal article of the same title, this poster presentation will display archival photographs and historical facts pertaining to Florida's HBCU campus libraries: Bethune Cookman College's Swisher Library; Edward Waters College's EWC Library; Florida A&M University's Coleman Library System; and Florida Memorial University's Collier Library. The presenters will emphasize the role that these campus libraries have played in educating Florida's minorities. The goal is to highlight how these libraries continue to thrive. Special mention is given to the HBCU Library Alliance, an important national consortium that exists to strengthen HBCU Libraries. The HBCU Library Alliance is currently celebrating its 10th Anniversary.

Foundations and Grants Workshops

Sarah Cisse, Nova Southeastern University- ASLRITC

This poster will present the steps taken to organize, market, and conduct the workshops for the Alvin Sherman Library's Foundations and Grants cooperating collection. This collection is made available through the library's partnership with the Foundation Center in New York City, providing a small print collection of relevant materials, along with two grants databases available to patrons in the library. The corresponding workshops are offered in the fall and the spring, giving our campus community an opportunity to learn about and use the services made available through this synergistic partnership.

The Trending Academic Library Job Market: An Analysis of Position Announcements from 2011, with Comparisons to 1996 & 1988 Studies

Penny Beile and Therese Triumph, University of Central Florida

This study describes the number, types and titles of jobs, and qualifications and requirements found in academic library positions advertised in 2011. Results also are compared to findings from earlier studies (Beile & Adams, 1996 and Reser & Schuneman, 1988) to document changes in academic library job positions over time. Job advertisements for four year institutions that were advertised on the ALA JobList and ARL Job Announcements web sites and in the *Chronicle of Higher Education* were collected, and duplicate positions removed, resulting in 957 unique position announcements. Similar to the 1996 study, which reported 90.6% of job postings required an ALA-accredited degree, the requirement was present in 90.7% of ads in 2011. The most interesting trend noted by the authors is the increase in the number of job titles over time (12 in 1988, 22 in 1996, and 30 in 2011), which serves as an indication that the profession today requires new and specialized job skills. Some of the new titles that emerged in 2011 include digital, electronic resources, emerging technologies, metadata, scholarly communication, and web services librarians, thus indicating that the primary drivers of this trend are new technologies and digital materials.

UCF Campus Connections Program – Collaboration Across the University

Peter Spyers-Duran and Hal Mendelsohn, University of Central Florida

The University of Central Florida Libraries initiated a program called Campus Connections in 2008. One day a week, up to three different student services offices staff a table at the entrance to the Main Library and tell students about their services. Over 26 separate offices now participate in the Campus Connections program. It has become very popular with university offices as it offers an unparalleled opportunity to tell students about services in one of the highest foot traffic areas of campus. The UCF Libraries view the collaboration as fulfilling its service mission as well as the President's goal for UCF to be America's leading Partnership University.

Give it a WAC!: Enlightening Nursing Students using "Outside the Box" Faculty- Librarian Collaboration at a Regional Campus Setting.

Nuria Curras, University of Central Florida

This poster session will share the experiences of collaboration between a nursing faculty and a librarian at a University Regional Campus setting (UCF-Valencia College). One of the highlights of this collaboration consisted on the development of a grant proposal and the creation of various assignments for an online nursing course. These assignments were geared towards helping nursing students understand the value and importance of writing for the profession, the use of APA and how to effectively critique their peer's work. The grant proposal was approved and funded by the UCF Writing Across the Curriculum (WAC) program in spring of 2012. During the poster session, I will showcase some of the assignments that were developed, talk about how this type of collaboration originated and share insights (lessons learned) from the point of view of the librarian and faculty member.

Configure Online Platforms with Positive, Campus Partnerships for an Optimum Learner Experience.

Debi Cheek, Rasmussen College Land O' Lakes/East Pasco

According to a report published by the Sloan Consortium, over 6 million students across the United States took at least one, online course, in Fall, 2010 (Allen & Seaman, 2011). Most institutions of higher learning would concede that online course enrollment continues to increase and that this modality has become an intricate part of their college fiber. Although enrollment is up, the success of these courses continues to be questioned. For many students, school is more than just a place to learn. They are looking for an "experience." For older students, this experience may be networking; for younger students, they may be looking for more of a social experience. In either case, most students do not want to feel like they are alone on an island. Through the online platform, there are numerous ways to successfully connect online students to campus through partnerships with different individuals and different departments. At Rasmussen College we use the following connections: embedded librarians; webinar series; built-in writing lab; one-click live tutors and an active student lounge.

30 Years of Excellence: Partnering to Celebrate Rosen College's 30th Anniversary through Learning Opportunities

Kelly Robinson, University of Central Florida - Universal Orlando Foundation Library

A committee formed of representatives from the University of Central Florida's Rosen College of Hospitality Management (Rosen) met with a mission – to create a roster of events for the year 2013 that would celebrate the college's 30th anniversary, while at the same time fostering dynamic new learning opportunities for students and increasing engagement amongst the university community. This poster session will graphically summarize the project, highlighting the benefits and intended outcomes of the Universal Orlando Foundation (UOF) Libraries' role in this campus-wide celebration and initiative. Members of the all-volunteer committee included representatives from the college Public Relations Department, Alumni Services Department, Admissions Department, Faculty, and Library. In a chart such as a radial cycle, the poster will depict each committee representatives' interrelated role and strengths their disparate units brought together to the planning process. Prior to the event, members are currently deciding on everything from branding the event to learning opportunities for students. Since Rosen is a hospitality college, the committee decided that several annual student projects would be enhanced for the 2013 school year to include the "30 Years of Excellence" theme, and that new student projects would be created to assist with fundraising and event planning. This will augment hands-on learning opportunities for students, increase student engagement, and provide a benefit for the college community as a whole. Photos depicting upcoming events will be included on the poster as well as brief descriptions of each event and related learning outcomes for students. Each department will play a crucial role in the events. For the UOF Library's role, research support will be provided for students endeavoring to execute more complex projects than in years passed. Additionally, the library is working closely with Public Relations to provide the main exhibit for the event incorporating the "30 years of excellence" theme. Through strengthened partnerships, many items are already loaned to the library for display; a photo of these artifacts will be included in the poster. Most importantly, the library was tasked with putting together a timeline of significant university events. This timeline will be used within the exhibit, and for inclusion in a university-wide timeline for the University of Central Florida's 50th anniversary. A part of this timeline will be featured on the poster. The "30 Years of Excellence" project will be assessed in several ways, including event attendance statistics and funds raised. For student-run events, these criteria will be crucial in determining student achievement. The library exhibit will be evaluated based on interest, with online exhibit information being tracked using Google analytics. We will also look at reference statistics for any changes related to project events. A short chart of assessment measures will be included in the poster. For those interested in beginning a similar project at their university, sample materials and brochures with information about this exciting project will be available during the poster session.

Vokis and Vettes: Preparing Students for Library Research Via You Tube

Dennis J. Phillips, Penn State Lehigh Valley

By using a voki and segments from a commercially produced video by a leading automotive website, the Library at Penn State Lehigh Valley in collaboration with the Media Commons produced two learning modules to teach students the value and role of the library in undergraduate research. A voki, an online animated avatar, teaches students basic research concepts including how to recognize a valid research hypothesis and how to revise a thesis statement. A second module, in the form of a commercial video produced by Edmonds.com, introduces students to the Pyramid of Understanding which illustrates the importance of the library in their research. This collaborative effort included a librarian who wrote the script for both modules, and Media Commons staff who produced the videos and obtained permission to use the commercially produced video incorporated in the program. A written assignment is connected to each module. These assignments require students to write a valid research hypothesis, prepare a short research proposal, and build their own Pyramid of Understanding. These instructional modules are made available to faculty teaching a First Year Engagement 3-credit course. Examples will be shared with conference attendees of the written work submitted by students in these courses. The actual modules will also be shown during the poster session.

Extending the Library and Information Literacy Partnerships Beyond the Box

Jeanne Larsen & Dorothy Mitchell-Danzy, Seminole State College Library

Communication and collaboration are essential elements to building, sustaining and increasing academic partnerships outside the library. With emerging trends in technology and changing realities within the academic structure, librarians at Seminole State College searched for outreach opportunities to increase library awareness and information literacy to students, faculty, and staff. These explorations have resulted in the launching of an expanded Librarian Liaison program in the fall 2012. This program has created more collaborative opportunities to strengthen awareness of the library's resources and services. Instructional collaborations have included information literacy sessions for students in the library's instructional lab, the teaching classroom, and online using embedded librarians. In addition, librarians and faculty have co-developed and taught specialized classes for students and for faculty workshops. Continued explorations to expand library awareness and partnership opportunities have resulted in new activities for the Seminole State Library, such as participation in events like the faculty Tech Expo, student club recruitment, orientations for new students and faculty, the International Book Club, and co-sponsoring a Poetry Reading program featuring a poet laureate. With every new opportunity to strengthen our collaborative partnerships, we look forward to sharing information that will benefit our students, faculty, and staff.

The Research Lifecycle at UCF: A Library-led Institutional Collaboration to Develop a Mental Model of Research Support & Services

Corinne Bishop, Lee Dotson, and Penny Beile, University of Central Florida

UCF Libraries developed a mental model of institutional support and services provided to researchers at the university in response to a charge from the Vice-Provost. Librarians consulted the Office of Research and Commercialization, the Institute for Simulation and Training, and the Faculty Center for Teaching and Learning in creating a model of the research lifecycle. The resulting product, a poster-sized infographic, includes four distinct subcycles of research: the traditional planning, project and publication cycles, and the addition of a 21st century digital scholarship cycle. Along with clarifying roles and bringing services together in one place, the graphic has been used to illustrate unmet needs and advocate for new services, such as an institutional repository and data hosting services. Other, unexpected opportunities arose while partnering with the campus units. Library faculty were invited to present sessions on literature reviews and data management plans to grants writers and worked with the Faculty Center for Teaching & Learning to support new faculty who are writing for publication. Creating the infographic led to substantive collaborations with other campus units and highlights on-going opportunities to further integrate library services into the institution's research processes.