“Do you want to build a snowman?”: Methods for Library Outreach and Collaboration

Melinda Livas, Winston-Salem State University
Kelly McCallister, Appalachian State University
Tamara Rhodes, East Carolina University
This session will review the following Online Librarian practices:

- **Embedded Librarianship**
  - Explain the concept of “embedded librarianship” and how to implement a comprehensive strategy to market embedded librarianship and maintain collaborative faculty relationships.

- **Online monthly workshops on demand**
  - Review the need and strategies for developing online monthly workshops and discuss the process for implementation.

- **Service-learning course collaboration**
  - What service-learning courses are and how they could be useful to libraries, how to implement a collaboration with a service-learning course, and tips for a successful partnership.
Embedded Librarianship

Melinda Livas, MLIS, MA
Distance Services Librarian
C.G. O’Kelly Library
Winston-Salem State University
What Is Embedded Librarianship???
Purpose

Connected

Connected
Observations

* Lacked connection with distance students

* Missed opportunities
**Background**

- RN/BSN largest distance education program
- 21 Sites
- Face-to-Face research session
Strategy

- Candid conversation with library director
- Prepared elevator speech
  - First meeting with RN/BSN Director July 2013
  - Provided data
  - Met with LMS administrator, August 2013
Fall Semester 2013 11 sections of Dynamics of Nursing

Used instructional design applications (ADDIE) to measure the efficacy of course content.

- What is instructional design?

Create or modify LibGuides.

Assign dates to respond to correspondences.
### Content Usage Statistics: Access / Day of Week

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<tr>
<th>Day of Week</th>
<th>Hits</th>
<th>Percent</th>
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<tr>
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<tr>
<td>SAT</td>
<td>24</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>163</strong></td>
<td><strong>100%</strong></td>
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**Embedded Benefits**

- Better connected to distance learners.
- Provide “point-of-need assistance”.
- Assessment data.
Give Embedded Librarianship a Go!!!

Images

* The Noun Project

* Google Images
“Your way, right away”: Developing monthly online workshops for Library services and resources

Kelly McCallister
Assistant Professor/Distance Education Librarian
Appalachian State University
Process

* Build an Online Workshops option for instruction
* Send out survey to faculty, staff & students to gage the wants and needs
* Research and purchase a more efficient webinar platform
* Create new website
* Marketing
* Application and best practices
Survey Results

- 54 total responses
- Representatives from various departments, primarily communication
Have you attended an online Library webinar before?

Answered: 54  Skipped: 0

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
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<tbody>
<tr>
<td>Yes</td>
<td>5.56%</td>
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<tr>
<td>No</td>
<td>94.44%</td>
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Total 54
If you have attended a webinar in the past, did it meet your expectations? Why or why not?

Answered: 16  Skipped: 38

Showing 16 responses

- Yes, on effective strategies for new faculty. I thought it was helpful, but it was also rather dull in terms of presentation style. But the information was really useful to me as a junior faculty member.
  5/27/2014 5:45 AM  View respondent’s answers  Categorize as...

- yes - it was fine; hosts were easy to hear and slides posted worked well.
  5/26/2014 5:26 PM  View respondent’s answers  Categorize as...

- No
  5/26/2014 1:51 PM  View respondent’s answers  Categorize as...

- I attended one in Anne Belk with Peter Elbow. It was good to hear and see him, so it met my expectations well.
  5/23/2014 11:06 AM  View respondent’s answers  Categorize as...

- Not exactly -- I did not have audio set up to participate via voice.
  5/22/2014 3:40 PM  View respondent’s answers  Categorize as...

- Yes
  5/22/2014 3:28 PM  View respondent’s answers  Categorize as...

- Yes, Emory Maiden ran a Webinar on using video in online courses. His explanation was clear and the...
Would you attend or recommend the following webinars should they become available?

Answered: 52  Skipped: 2

- Citation tools: 59.62% (31 responses)
- The Dissertation submission process: 19.23% (10 responses)
- Technology tools and Apps for teaching & learning: 61.54% (32 responses)
- eBooks training (Basic and Advanced): 51.92% (27 responses)
- Library databases training (Basic and Advanced): 71.15% (37 responses)
- Distance Education Library Orientation: 30.77% (16 responses)
- Specific Department Library resources orientation: 32.69% (17 responses)
- Grant writing: 40.38% (21 responses)
- Digital Humanities: 19.23% (10 responses)
- Institutional Repository: 10.23% (10 responses)
- How to get published: 38.46% (20 responses)
- Writing for scholarly journals: 40.38% (21 responses)

Total Respondents: 52

Comments (1)
I would find webinars related to academic publishing very useful, and I can see myself utilizing them. I can also see myself suggesting that students take advantage of the webinars on building college-level research skills.

5/27/2014 5:45 AM  View respondent's answers  Categorize as...

I like this idea, but I would suggest these seminars need a predominant amount of excitement and selling the concept. We have to compete with other online programs that deliver a high level of sales tactics.

5/26/2014 5:12 AM  View respondent's answers  Categorize as...

I appreciate all that BLIC folks do for the campus!

5/23/2014 2:50 PM  View respondent's answers  Categorize as...

My only hope is that expanded technology offerings do not lead to a decrease in in-person service/hours/etc.!!!

5/22/2014 3:40 PM  View respondent's answers  Categorize as...

some of those i would attend myself; others i would recommend for students

5/22/2014 12:31 PM  View respondent's answers  Categorize as...

sounds great :)

5/22/2014 11:12 AM  View respondent's answers  Categorize as...
Finding a webinar platform

- Acquisition of Go-to Webinar
- GoTo vs. Blackboard Collaborate
- Trial version for a year
- Generate reports, evaluations and send reminders
- Screen sharing in real time
- Chat and video chat options
- Up to 500 users at the same time
- Recording capabilities
Create a website

Upcoming Library Workshops

Online Workshops

Summer Semester Workshop List

Scroll down the page to register for a workshop.

- Library orientation for Distance Education students and faculty
- Navigating the Library databases
- Library research basics
- eBooks training
- Better Google and Google Scholar Searches in 45 minutes
- Citation tools
- Database searching problems

FAQ

What do I need to attend an online workshop?

- PC or Mac with Internet Explorer, Safari, Firefox or Chrome.
- A minimum of a 56K modem.
- Speakers or headphones are required.
- A microphone or the ability to text chat.
Marketing

* Appstate Facebook page 90K+ likes
* Belk Library Facebook page 450+ likes
* DE Facebook Page 300+ likes
* University announcement list serves
  * Faculty and Staff Workshops
  * Student Services
  * DE Program Directors
Application and best practices

* Wing- (wo)man approach
* Start with two a month and increase as needed
* Create standardized form for the creation of new workshops
* Offer tried and true monthly
* **Archive:**
* Request more user subscriptions
Results so far...

- Lots of evaluations and statistics
- Increase in attendance
- LTS is interested in the trial results
- Great feedback from students and faculty for usability and the fact it works 😊
- Request for other topics such as Appalachia resources, Individual database review, Language resources in the library
- Suggestion to use as part of chat service
The Zebra and the Bird: Service-learning Course Collaboration

Tamara Rhodes
Online Learning Librarian
East Carolina University
Learning Outcomes

- What service-learning courses are and how they can be useful to libraries
- How to implement a collaboration with a service-learning course
- The project
- Tips to ensure a successful partnership
Service-learning is a pedagogy

Complement students’ in-class learning either with relevant volunteer experience or with a....
Community-based Project
Process

* Recognize a need

* Establish list of possible courses

* Make contact
This Project – Recognize a need

Marketing and outreach to the distance education community
This Project – Establish a list

* Consult with colleagues
* Course catalog

The service-learning course:

COMM 4180 – Public Relations Strategies Capstone
This Project – Make contact

* Explain needs
  * Professor
  * Students
Our users

* Students
  * Rural
  * Military
  * Nontraditional
  * Traditional
* Faculty

Needs

* Inform and identify channels of communication
* Branding and logo
* Establish sense of community
* Webpage redesign

Results

* 2 sections of COMM 4120 capstone = 2 groups for each user group
* Public relations plan based on short survey and known issues
The Public Relations Plan

DISTANCE EDUCATION

Goals
Objectives
Strategies and Tactics

THERE ARE PIRATES IN EVERY OCEAN
Tips for Success

* Clearly defined need

* Clear expectations

* Regular meetings
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