



# “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*

# Purpose

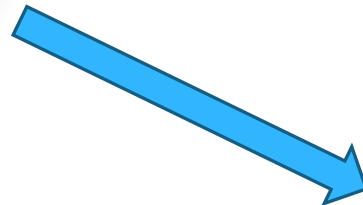
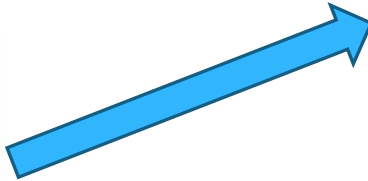
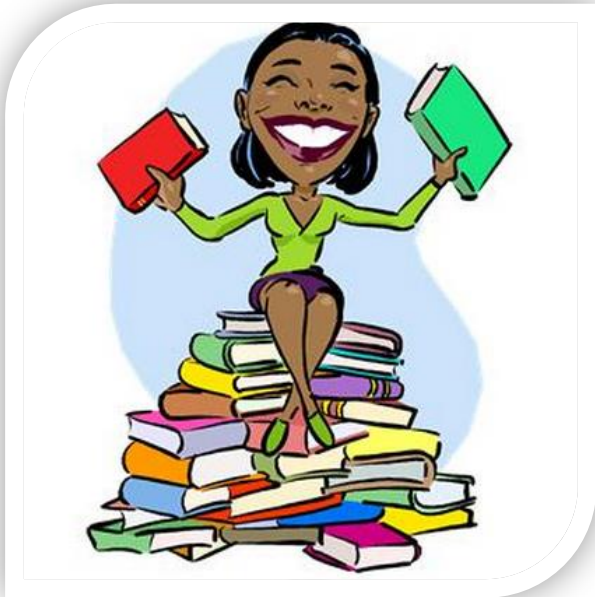
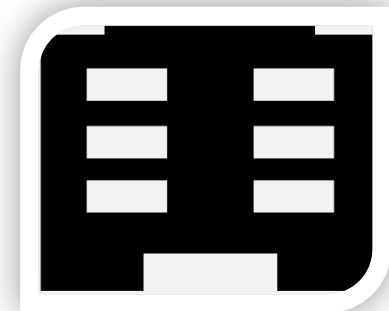
This session will review the following Online Librarian practices:

- 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???



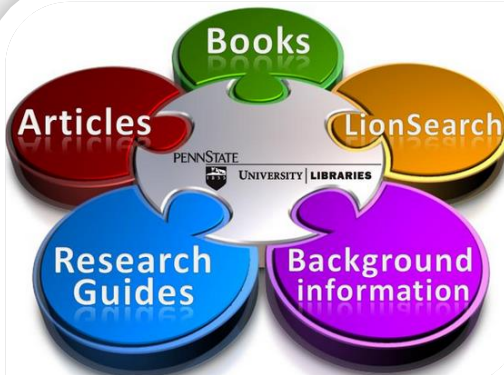
# Purpose



Connected



Connected

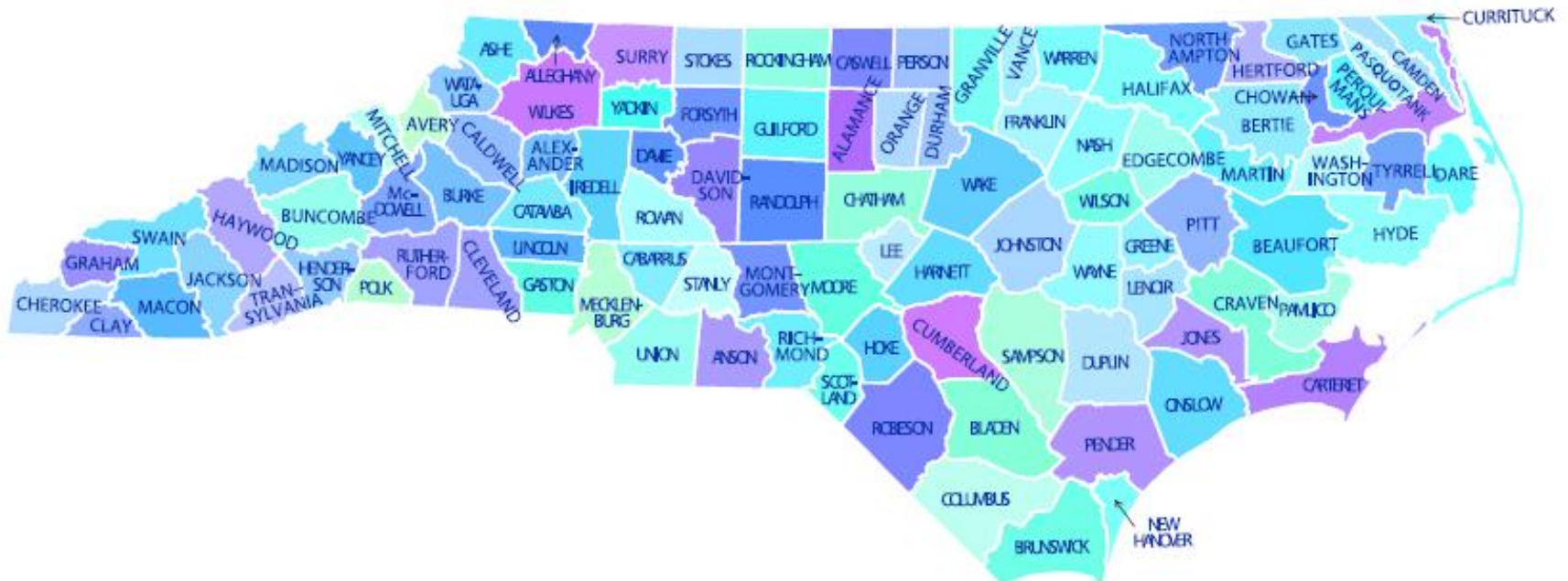


# Observations

- \* 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



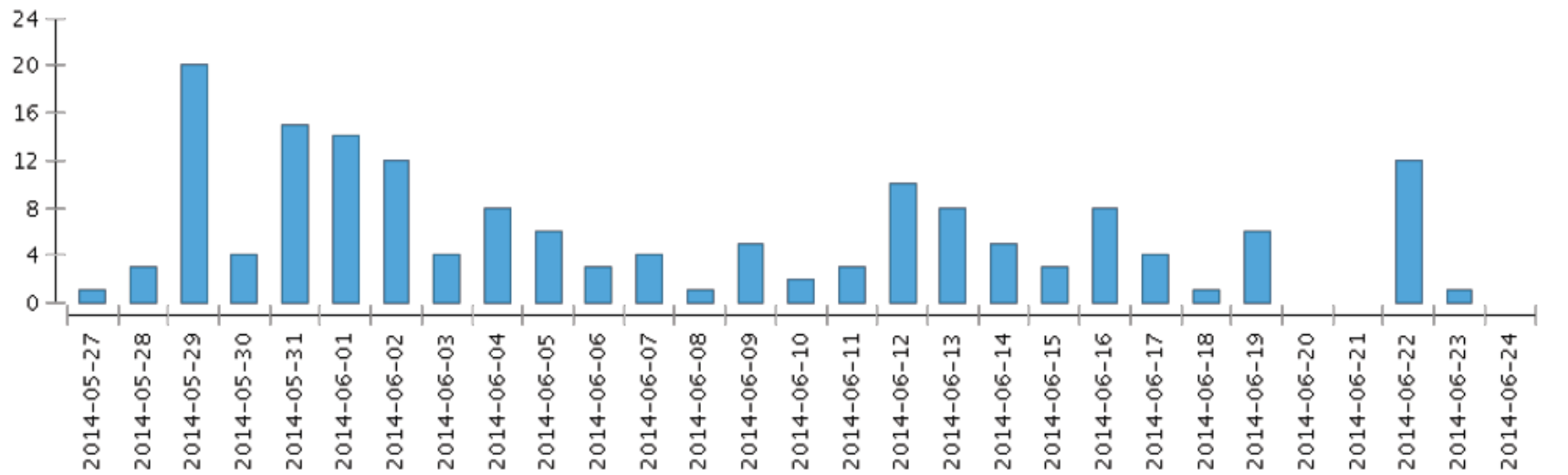
# Embedded!!!

- \* 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.

# Assessment

## Content Usage Statistics Access Date

Access / Date



2014-05

1

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3

4

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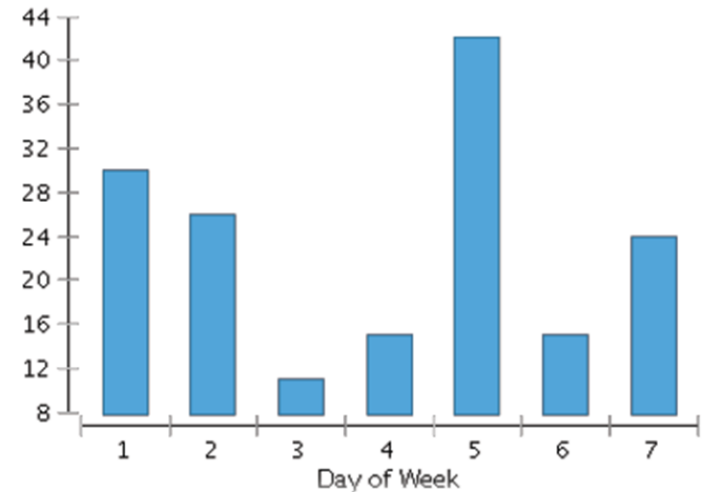
Total

# Assessment Cont'd

## Content Usage Statistics Access/ Day of Week

Access / Day of Week

Day of Week	Hits	Percent
SUN	30	18.40%
MON	26	15.95%
TUE	11	6.75%
WED	15	9.20%
THU	42	25.77%
FRI	15	9.20%
SAT	24	14.72%
<b>Total</b>	<b>163</b>	



# Embedded Benefits

- \* Better connected to distance learners.
- \* Provide “point-of-need assistance”.
- \* Assessment data.

# Feedback

Give [Embedded Librarianship](#) a Go!!!

# References

Edward, M. (2011). *Online embedded librarian case study:*

*A descriptive evaluation.* (Doctoral dissertation).

Retrieved from Dissertations and Theses  
databases.

York, A.C., & Vance, J. M. (2009). Taking library

instruction into the online classroom: Best  
practices for embedded librarians.

*Journal of Library Administration*, 49(1), 197-209.

doi:10.1080/01930820802312995

# 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

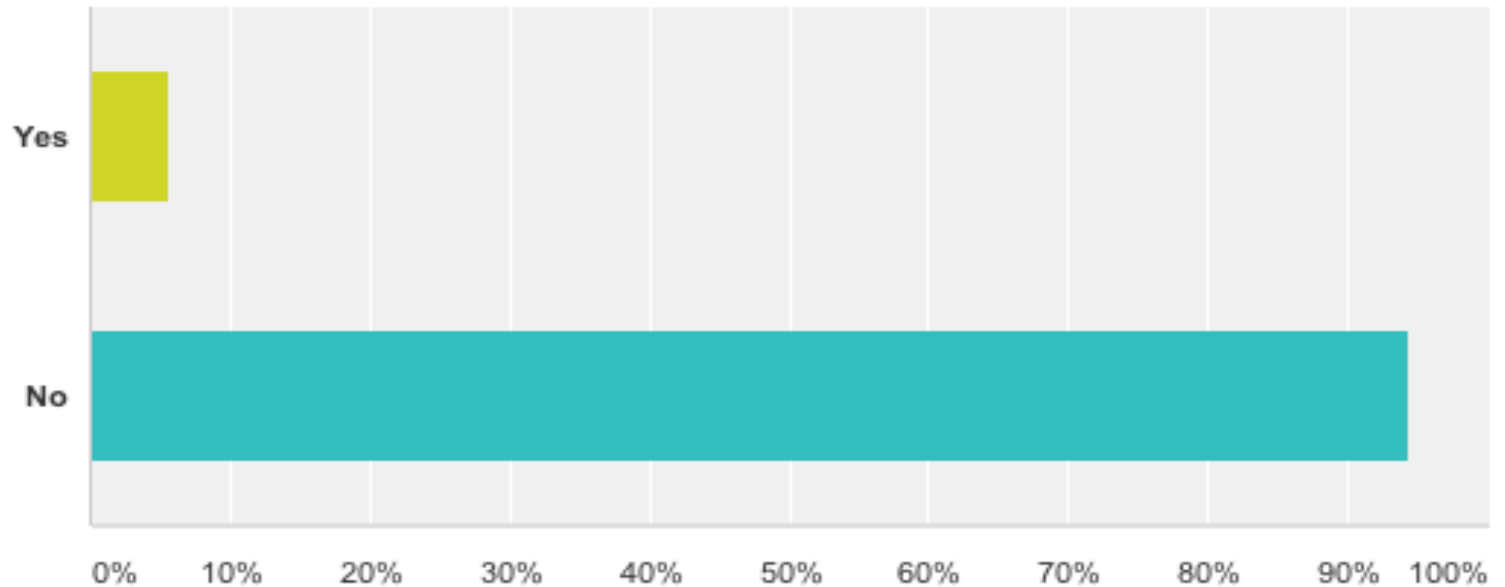
- \* Build an Online Workshops option for instruction
- \* Send out survey to faculty, staff & students to gauge the wants and needs
- \* Research and purchase a more efficient webinar platform
- \* Create new website
- \* Marketing
- \* Application and best practices

# Survey Results

- \* 54 total responses
- \* Representatives from various departments, primarily communication

## Have you attended an online Library webinar before?

Answered: 54 Skipped: 0



Answer Choices	Responses
▾ Yes	5.56% 3
▾ No	94.44% 51
Total	54

[Comments \(2\)](#)

## If you have attended a webinar in the past, did it meet your expectations? Why or why not?

Answered: 16 Skipped: 38

Responses (16)

Text Analysis

My Categories (0)



Categorize as... ▼

Filter by Category ▼

Search responses



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](#)

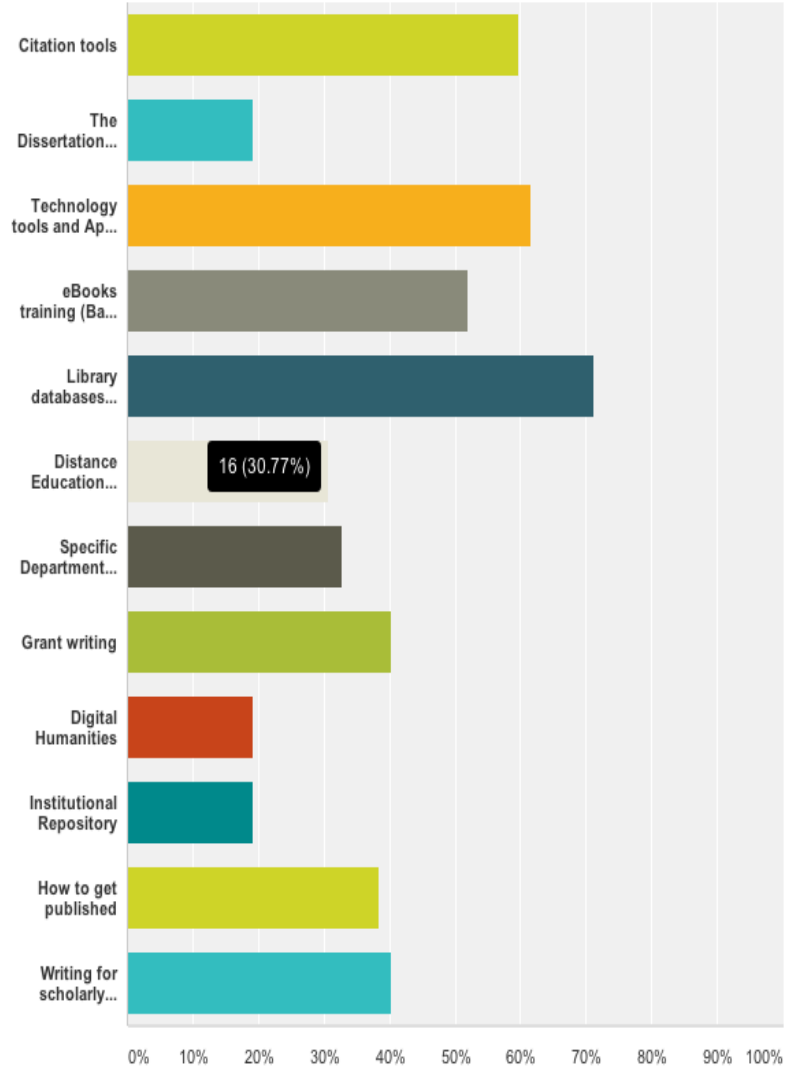
[Categorize as... ▼](#)



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



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

Total Respondents: 52

Comments (1)

## Comments or suggestions?

Answered: 12 Skipped: 42

**Responses (12)**

Text Analysis

My Categories (0)



Categorize as... ▾

Filter by Category ▾

Search responses



Showing 12 responses



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



Belk Library and Information Commons



Hours



My Account



Search



Chat Now

[Find](#)

[Get Help](#)

[Collections](#)

[Services](#)

[About Us](#)

[Home](#)

## 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 a 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

# Academic Service-Learning

- \* Service-learning is a pedagogy
- \* Complement students' in-class learning either with relevant volunteer experience or with a....

The image shows the exterior of the J.Y. Joyner Library. The building is constructed of red brick with horizontal bands of light-colored stone or concrete. The name "J.Y. JOYNER LIBRARY" is mounted on the brick wall in white, serif capital letters. In the foreground, a wide set of concrete steps leads up to the entrance. Patches of snow are scattered on the steps and the ground. To the right, a modern glass entrance is visible. The scene is captured in bright daylight.

J.Y. JOYNER LIBRARY

**Community-based Project**

How?

**ASK!**



# 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

# Results

## 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



THERE ARE PIRATES IN EVERY OCEAN

Goals

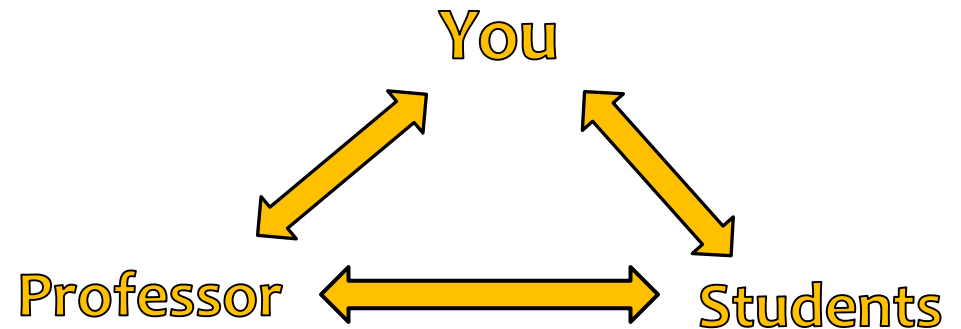
Objectives

Strategies and Tactics

# Tips for Success

- \* Clearly defined need

- \* Clear expectations



- \* Regular meetings



# Questions??

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