

Georgia State University

From the Selected Works of La Loria Konata

June 4, 2009

Meeting an Unmet Need: Extending the Learning Commons Concept through on-campus partnerships and branding

La Loria Konata, *Georgia State University*



Available at: https://works.bepress.com/laloria_konata/8/

*Meeting an Unmet Need:
Extending the Learning Commons Concept
through on-campus partnerships and branding*

La Loria Konata

Learning Commons Coordinator

Georgia State University Library

llkonata@gsu.edu ; lakonatagsu (IM)

<http://www.library.gsu.edu/people/index.asp?ID=48>



**GeorgiaState
University**

UNIVERSITY LIBRARY
Learning Commons

Diary of a mad woman



The Need for Reinvention

When in Rome, do as the Romans



The Library's Response to Customer Demands

If you can't beat 'em, join 'em



The Transformation



LINKED IN With low-VOC finishes, recycled-content carpeting, and insulated glass, the Georgia State University Library, Atlanta, leads the green concept through to the four-story link, a glass-enclosed bridge between the two structures, at five different levels, that fills with natural daylight and makes for a transparent space for interactions of all kinds. A new Learning Commons takes center stage within the renovation/addition "transformation" that totaled \$23 million. Architect: Leo A. Daly. Photo: ©Visko Hatfield Photography

Establishing an Identity

ESTABLISHING AN IDENTITY



GeorgiaState
University

UNIVERSITY LIBRARY
Learning Commons

Mission and Vision Statements

The Georgia State University Library Learning Commons provides focused library resources, **technology**, and expert instruction to facilitate **knowledge creation** and promote **lifelong learning** centered on lower-level **undergraduate students** in the Georgia State University community.

Mission and Vision Statements

- With a focus on lower-level undergraduate students at Georgia State University, the Learning Commons will:
 - - Integrate itself into the *academic culture* of undergraduate students.
 - - Respond and adapt to trends that promote collaboration in research and study.
 - - Promote services and resources via *outreach and programming* to students, faculty, and staff.
 - - Create, oversee and house digital and print spaces for *knowledge creation*.
 - - Enhance undergraduate student success by measurable standards.
 - - Provide essential research support for the Georgia State academic community.

Outreach Statement

Outreach: (1) Maintain general **research tools** and finding aids for internal and external library customers and groups. (2) Create, implement and promote new and existing research support tools, **orientation experiences**, and ***programming initiatives*** for the University and external communities; and maintain existing collaboration efforts with other University departments and units.



Logos



Branding and Marketing

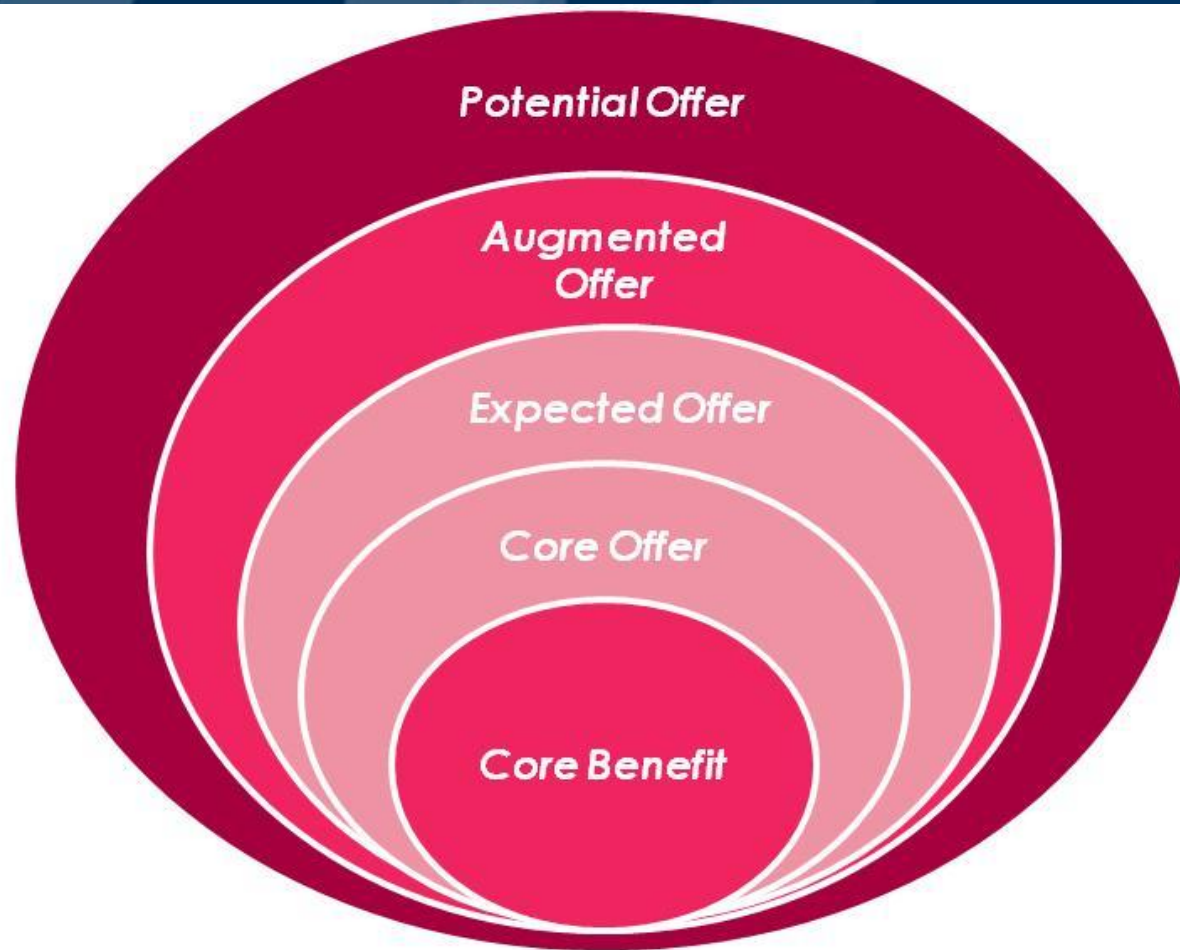
BRANDING AND MARKETING



GeorgiaState
University

UNIVERSITY LIBRARY
Learning Commons

Marketing Plan - Product



Branding Services

- Write Right
- Cite it Right
- Reference-To-Go



Promotion of Events and Services – Reaching the Students

- Flat screen
- Library Stall Times
- Posters
- Banner on homepage
- Facebook/Blog

Services


SERVICES




GeorgiaState
University

UNIVERSITY LIBRARY
Learning Commons

Save Time : Learn from Home


GeorgiaState
University

UNIVERSITY
LIBRARY



- Learn about **RESEARCH** from home
- Make your school work **EASIER**

TINYURL.COM/LIBRARYCLASS

The Georgia State University Library offers students a free online web class on research. Each session covers tips on perfecting your research topic and gives you ways to find scholarly sources that your professor will love.

SESSION TIMES AND DATES ARE AVAILABLE ONLINE

“Write Right”

WRITING TUTORS AVAILABLE

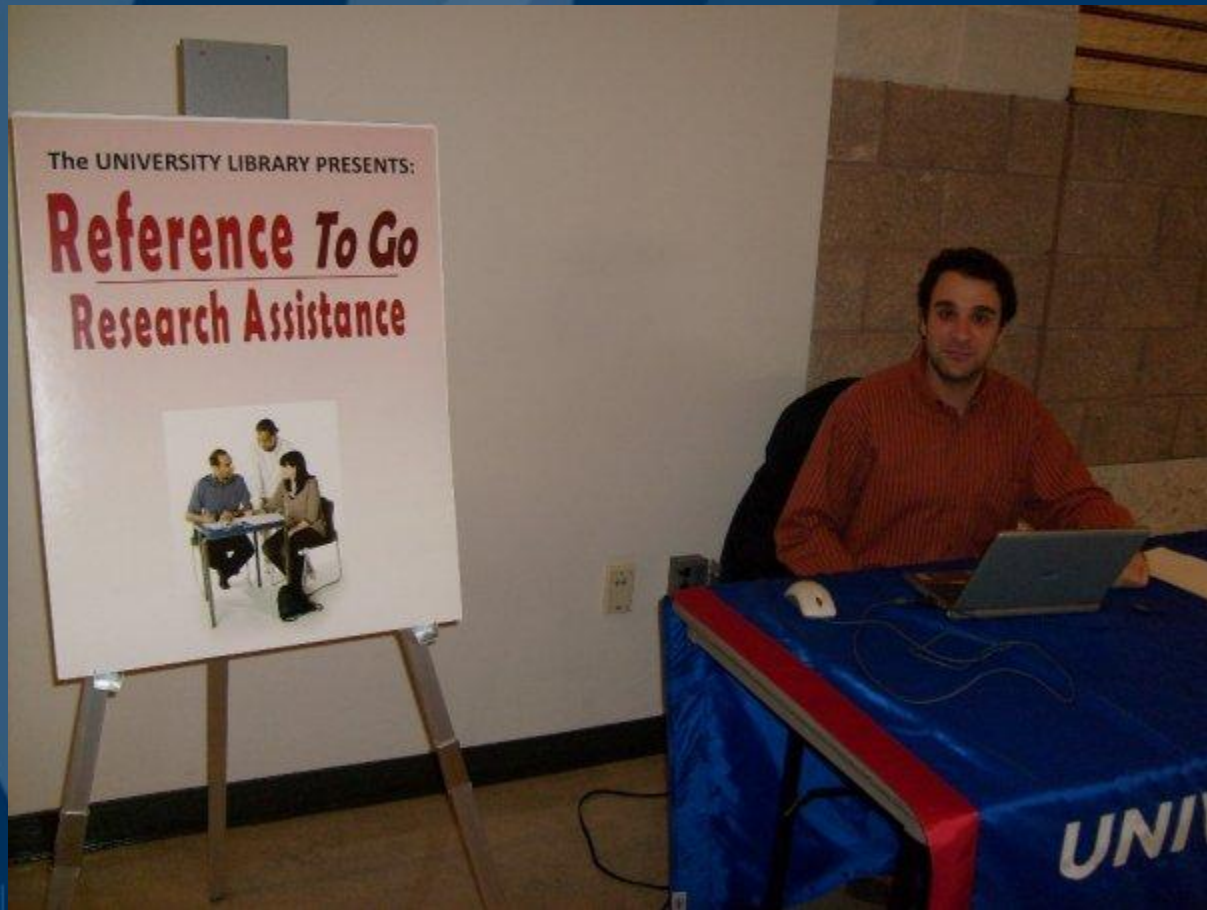
Writing support &
coaching on Library
North 2

Mondays & Wednesdays
1pm – 6pm

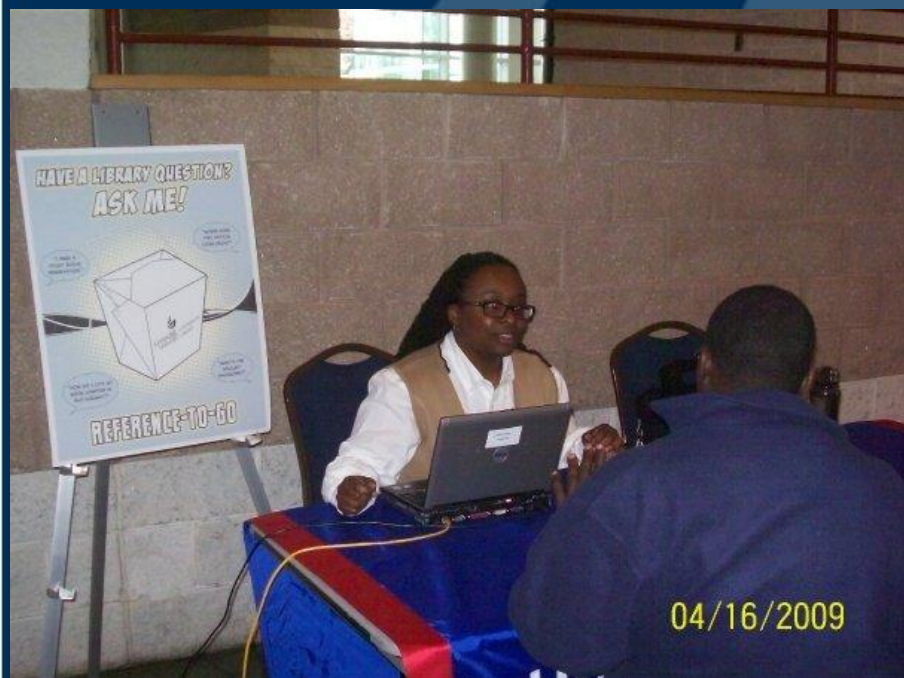
Tuesdays & Thursdays
9:30am – 2:30pm



Reference-to-GO



Reference-to-GO



EXTREME MAKEOVER: RESEARCH GUIDE EDITION

Do you need help getting started with your research for a specific class? This semester all of our Research Guides are getting an overhaul. They're a great place to start – you'll find searching tips, key resources and much more. Plus, the renovation of our pages is simple to use and will introduce you to some of our helpful librarians!

INFORMATION 2.0

blogs citation guides
databases e-journals
email_updates librarian_chat
news_feeds rss
subject_browsing
tagged_guides
virtual_reference_support

To check out the new look, go to "Start Your Research" on the library homepage.

REFERENCE-TO-GO

You can get burgers to go. You can get pizza to go. Now you can get your library questions answered to go!

We understand that commuting students only have so much time in between classes, so the week before finals we're bringing the library to you. Librarians will be available for research support on April 13-17, from 12pm to 2pm in the Student Center (across from Burger King). Drop by!



RESEARCH ANYWHERE YOU WANT

Not everyone writes papers in the library, so why should you have to be at the library to get work done? With our Virtual Reference service, you can get research assistance from anywhere: home, work, outdoors or even your local coffee hangout.



We have accounts with AIM, MSN, and Yahoo. Our buddy name on these is **gsulibref** and we're available to chat with you Monday–Thursday, 10am–10pm and Fridays, 10am–8pm.

Don't have an IM account? You can still chat live with a librarian through the library's homepage; just click the Ask a Librarian link.



Over 3 million people come through the Georgia State University Library's doors each year. It provides the university community with access to extensive information resources; assistance with research; state-of-the-art computer stations; and a comfortable space to meet, learn and relax in.

The Library is truly universal on campus. It is the center that unites the entire university.

BROWSING COLLECTION

These are just a few examples of the books available in our current browsing collection. Check the shelves just to the side of the Library North entrance for more fun reading!



CONTACT THE LIBRARY

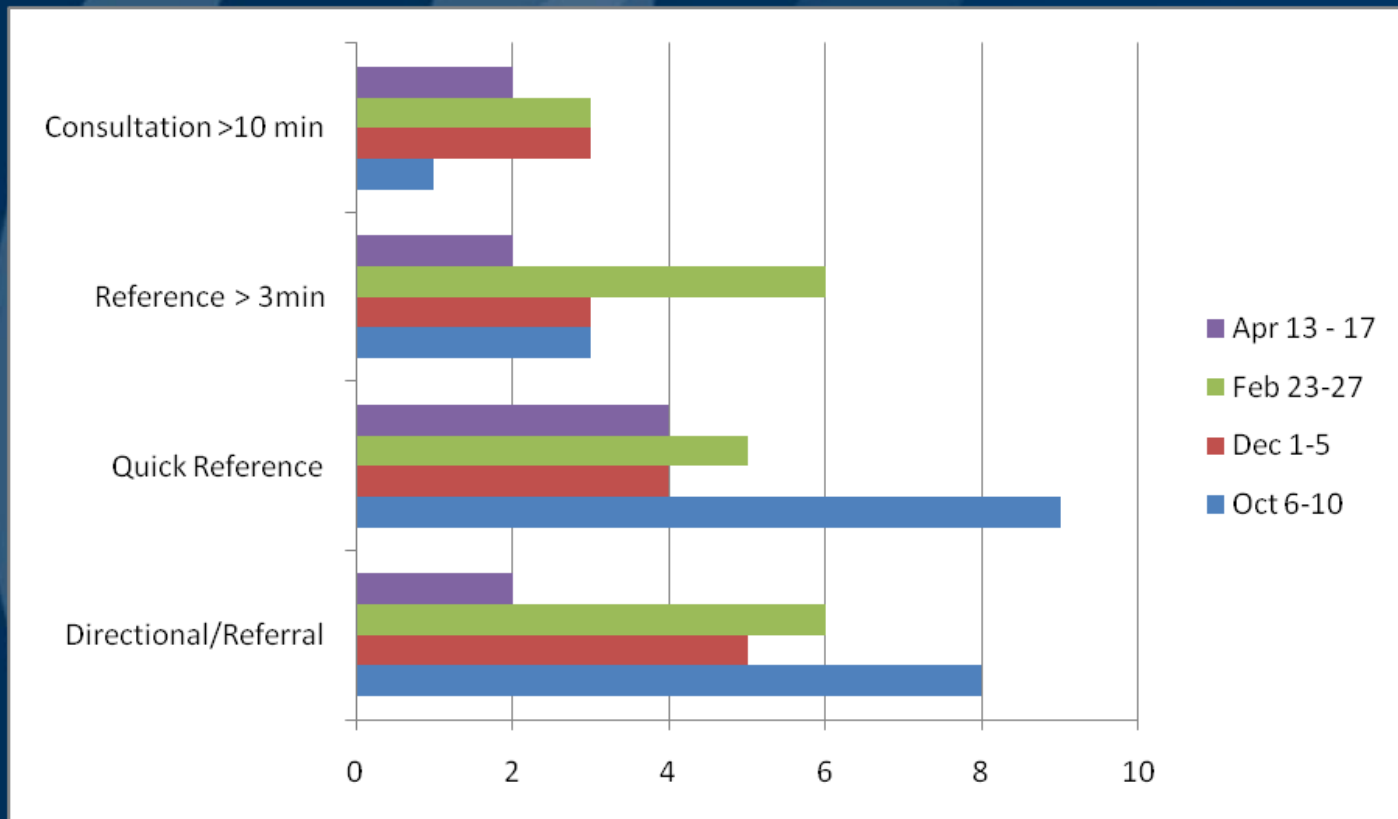
☎	404-413-2800
✉	libref@langate.gsu.edu
🌐	www.library.gsu.edu
🗣️	Ask A Librarian: www.library.gsu.edu/askalibrarian

Yahoo Messenger	Screen Name:
AOL Instant Messenger	gsulibref
MSN Messenger	

Find us on Facebook	Sign up as our fan on Facebook!
---------------------	---------------------------------

Comments? Questions? Email us at:
stalltimes@gsu.edu

Reference-to-GO



Other Services

- Endnote – “Cite it Right”
- Virtual Reference – Ask-A-Librarian
- Consultations (general research)



Developing an online relationship

Website



GeorgiaState
University

UNIVERSITY LIBRARY
Learning Commons

Library Learning Commons - Georgia State University Library - Windows Internet Explorer

http://www.library.gsu.edu/pages/index.asp?lID=108&guideID=0

Google Search

Library Learning Commons - Georgia State University ...

Find Information | Library Services | About the Library | Site Map | Site Index | Site Search

Home > Library Learning Commons

admin Library Learning Commons

Helpful Info:

- [About the Learning Commons](#)
- [English as a Second Language \(ESL\)](#)
- [One Six Right Program](#)
- [Save Time: Get Research Assistance from Home!](#)
- [Technology](#)
- [University Library Budget Documents](#)
- [Widget - Free Content](#)

Library Transformation

Research Technology

English as a Second Language

Students with Disabilities

About the Learning Commons

Announcements

Introducing EBSCOhost 2.0. This new interface begins July 2008.

Online Tutorial for 2.0:
http://support.epnet.com/training/flash_videos/ehost2/2.0.htm

EBSCOhost 2.0 New Features Help Sheet
http://support.ebsco.com/knowledge_base/detail.php?id=3856

Hours

Monday-Thursday 7:30am-12:00am
 Friday 7:30am - 6:00pm
 Saturday 9:00am-6:00pm
 Sunday 10am - 10pm

[Contact Information](#)

Photos and More Info are Available on our Transformation Page

Library North 1 - The Information Commons

Library North 2 - The Learning Commons

Favorites

[Find Books](#)

[Databases](#)

[General Research Guide](#)

[Library Video Tutorials](#)

[Find a Computer](#)

[Save Time: Learn library research skills from home!](#)

[Group Study Rooms](#)

[Write Right](#)

[ESL](#)

[Cite it Right \(Endnote/Zotero\)](#)

[Students with disabilities](#)

[Contact Us](#)

Top 5...



Doug's Top

Films

1. Santa Sangre

Assignment Calculator

Date you will begin the assignment: 5 - 27 - 2009

Date the assignment is due: - - 2009

Calculate Assignment Schedule!

Podcast



Did you know that you can view or subscribe to all the library's video and audio materials through our [iTunes U account](#)?

Library News

Learning Commons Blog

- Sarah Steiner: NextGen Libr...
- University Library to host Stu...
- Miranda Rhynes - Student E...
- Audiobooks guide
- "Text Me" Service
- Library Insider podcast episo...

Get more widgets

Hours

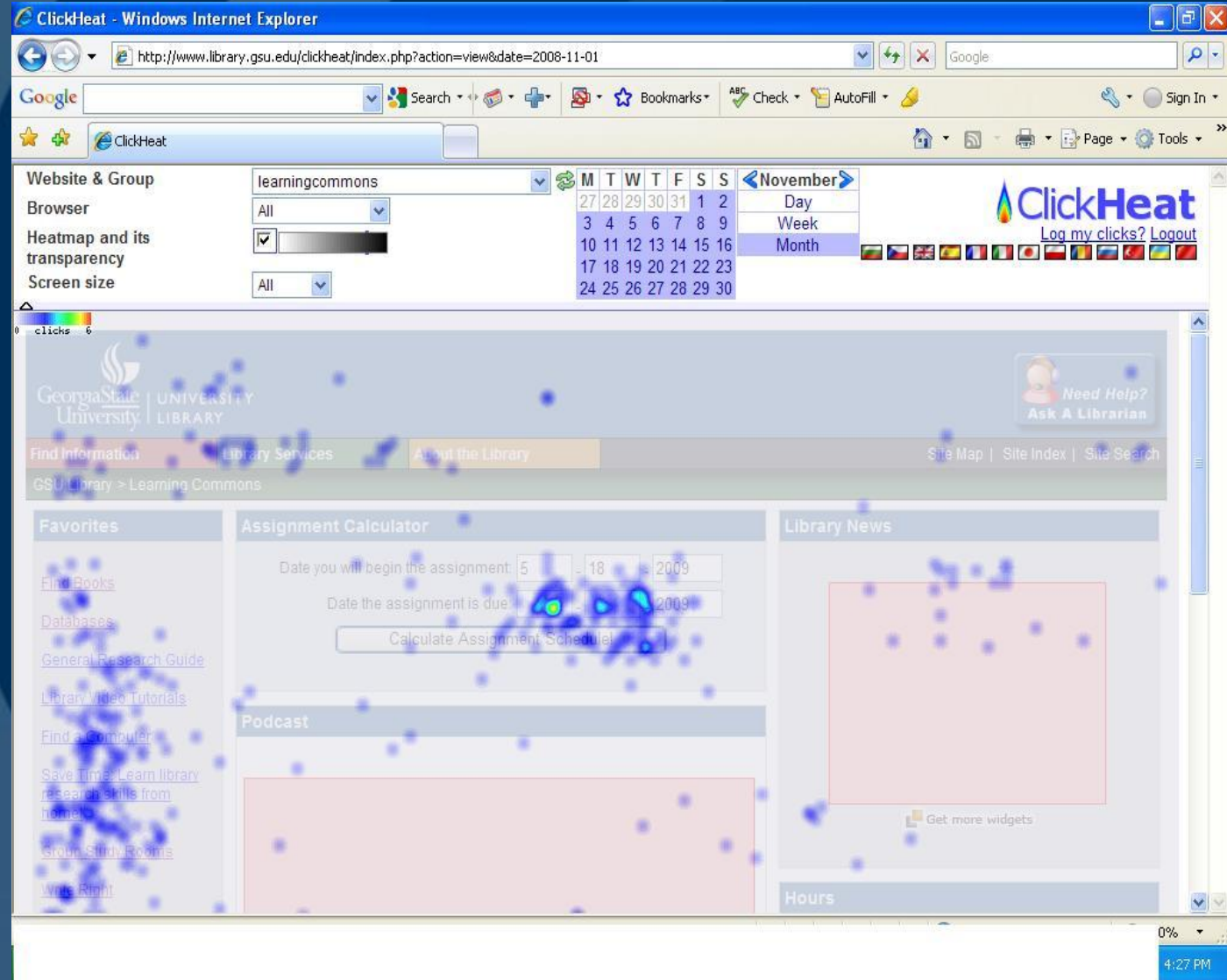
Days	Hours
Monday - Thursday	7:30am - 12:00am
Friday	7:30am - 8:00pm
Saturday	9:00am - 6:00pm
Sunday	10:00am - 10:00pm

[Extended Exam Hours](#)

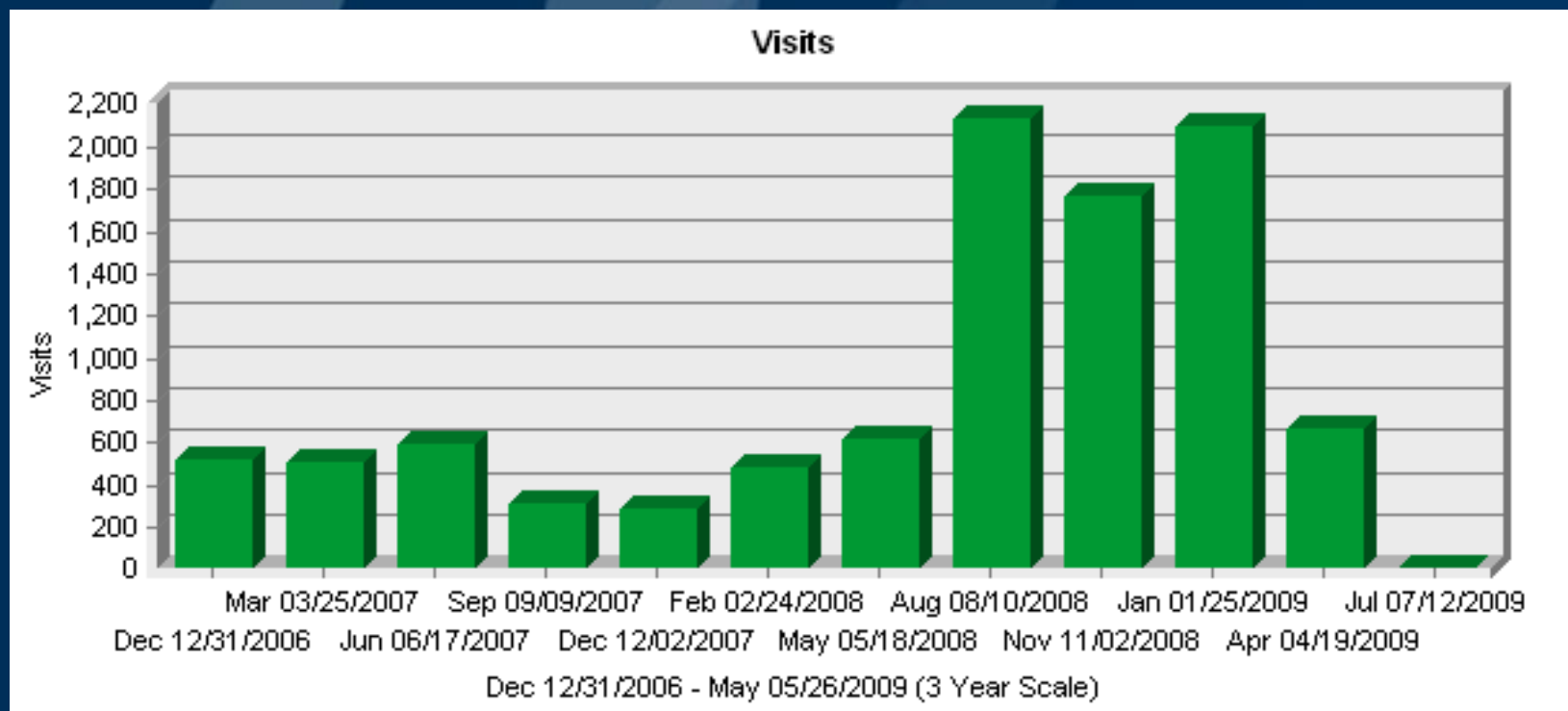
Got Questions?

Available **Live Help**

Webpage via Click Heat



On & Off-Campus Visits



Off-Campus Visits Only



Campus Collaborations

CAMPUS COLLABORATIONS



GeorgiaState
University

UNIVERSITY LIBRARY
Learning Commons

Outreach Activities

- **Campus Units**
 - **New Students (Incept-Orientation)**
 - **Family Weekend (Parents Association)**
 - **SGA**
 - **OAASSP (Bridges to Success)**
 - **Athletic Department (Office Hours)**
 - **Honors Program Recruitment Event**
 - **Career Services (Veterans)**
- **Freshmen Friday**
- **Panther Preview**
- **Film Screenings**
- **Reference-to-Go**
- **Finals Study Break**



New Students



Bridges to Success

- Using the Library Catalog (**GIL-icious**)
- Using Databases Efficiently
- Put your Best Facebook Forward
- General research help session



McNair Scholars



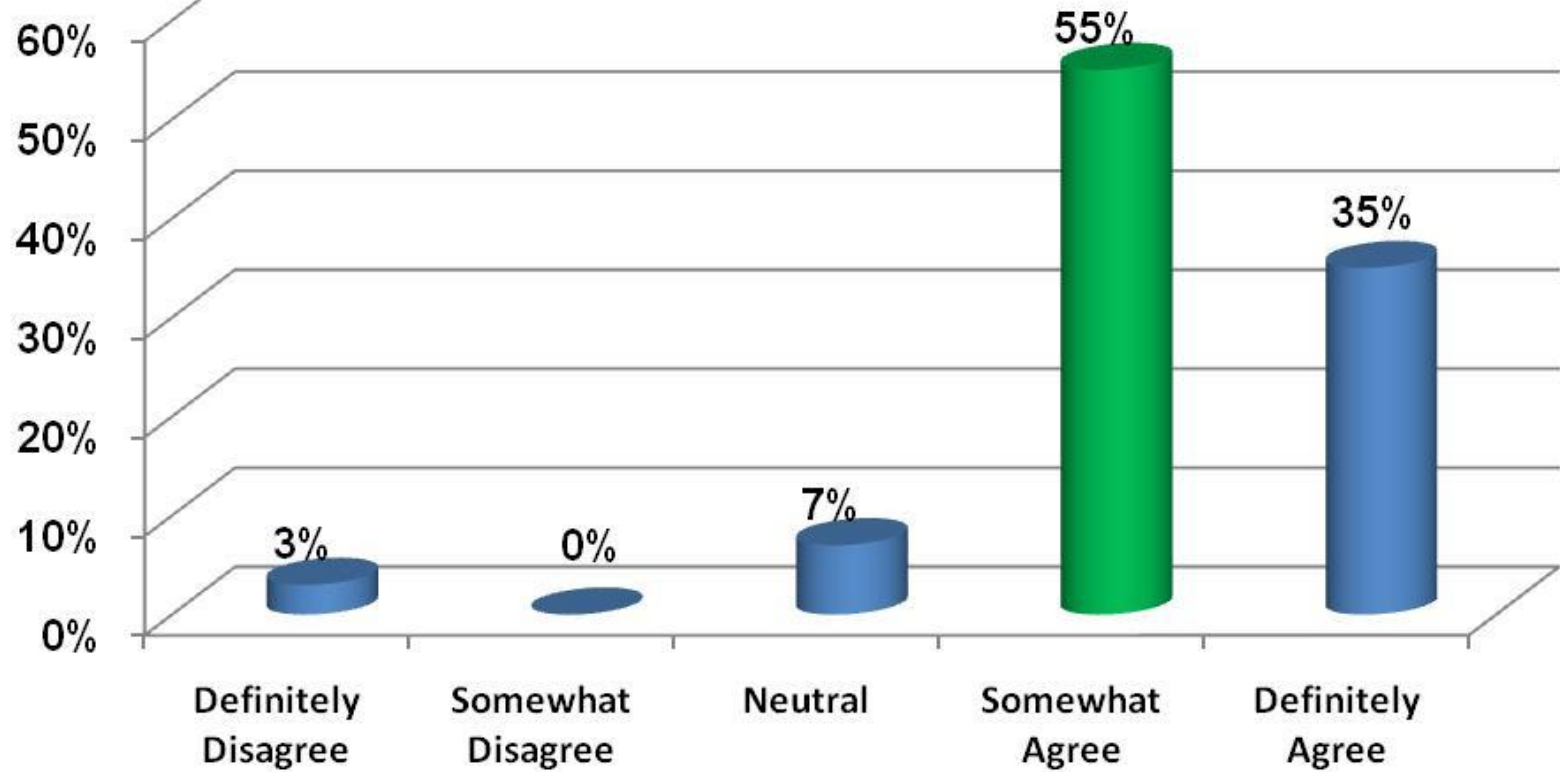
GeorgiaState
University

UNIVERSITY LIBRARY
Learning Commons

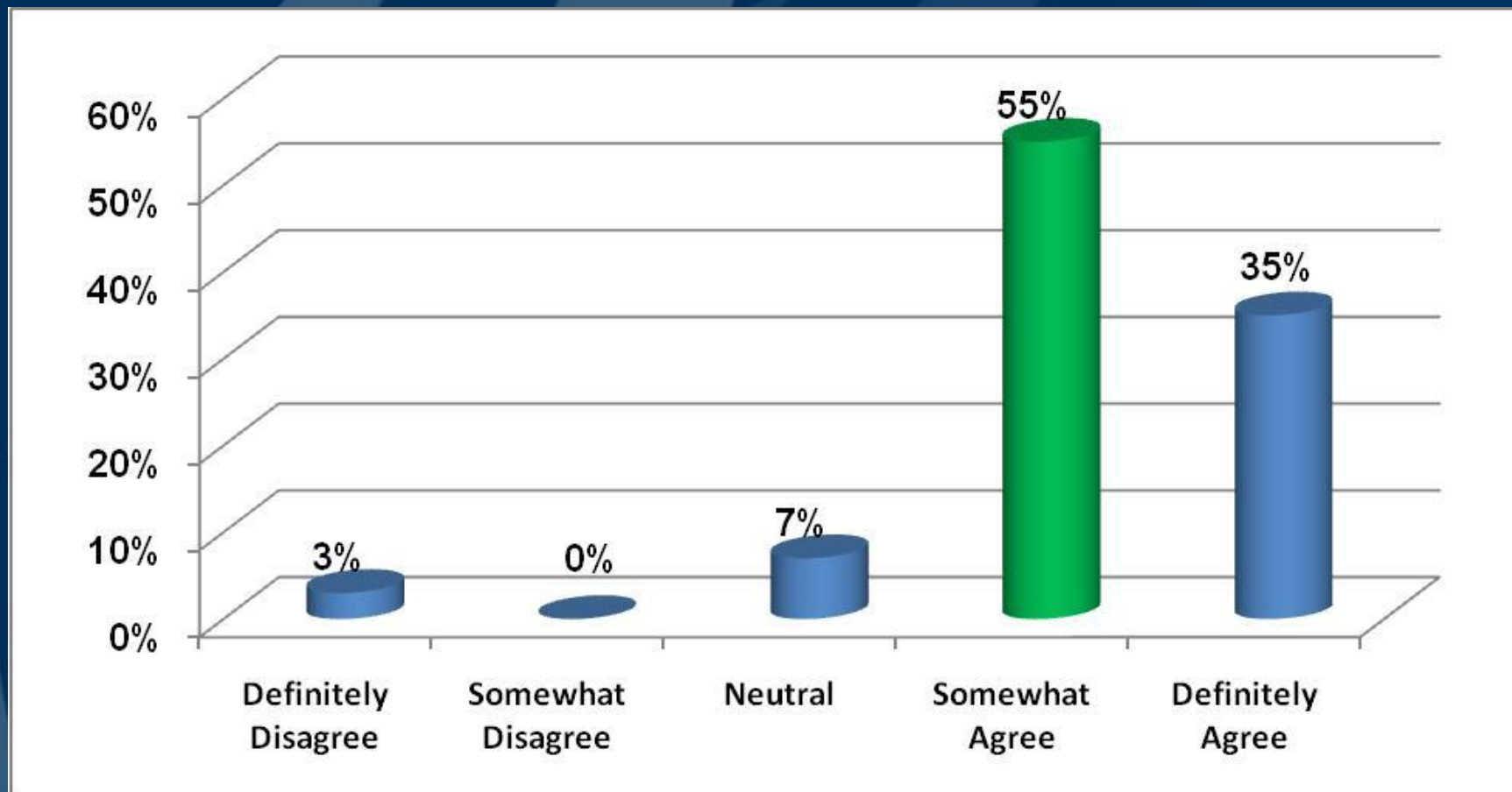
Black Sorority Project – film screening



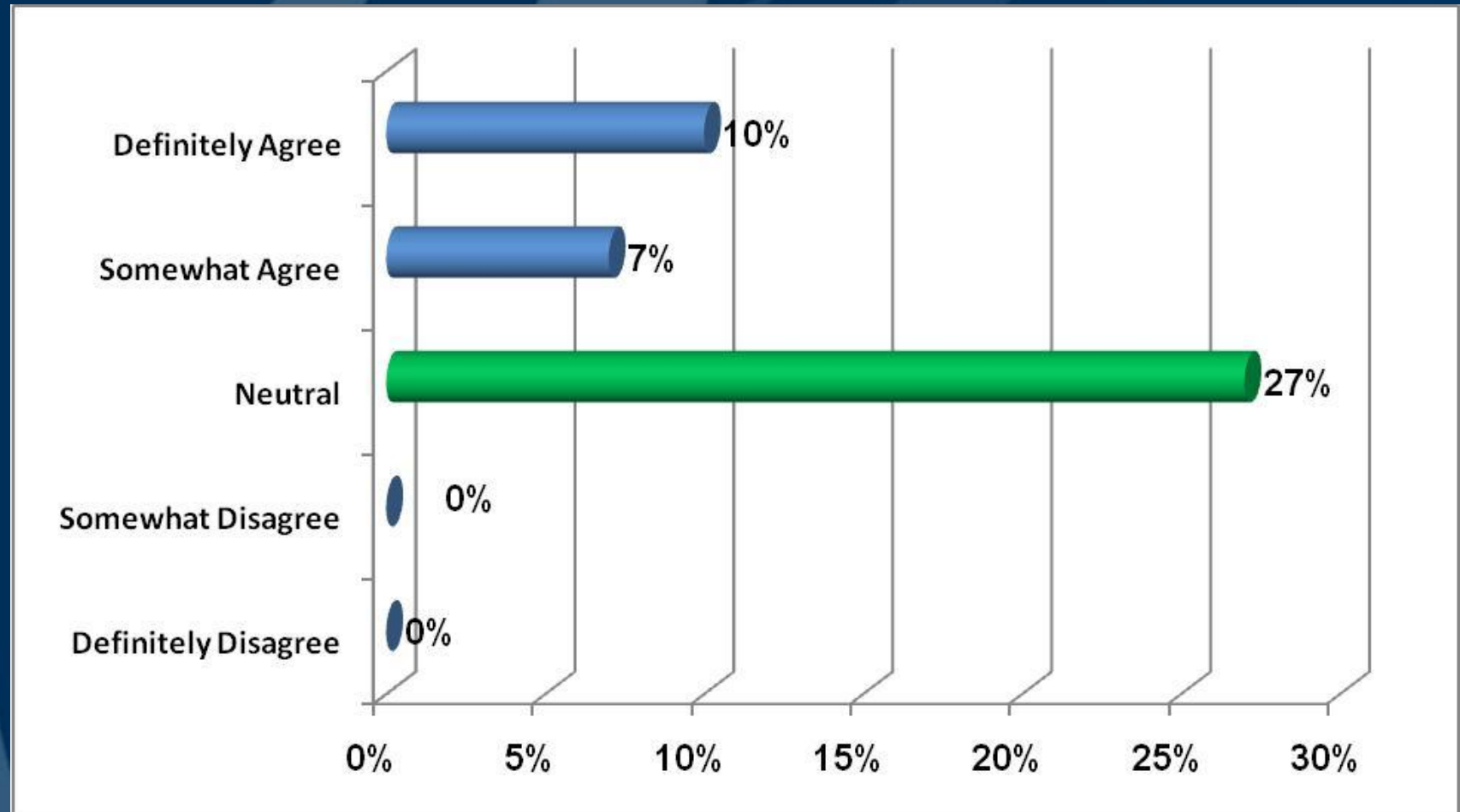
The program, Black Sorority Project, promoted scholarly discussion among the GSU Community:



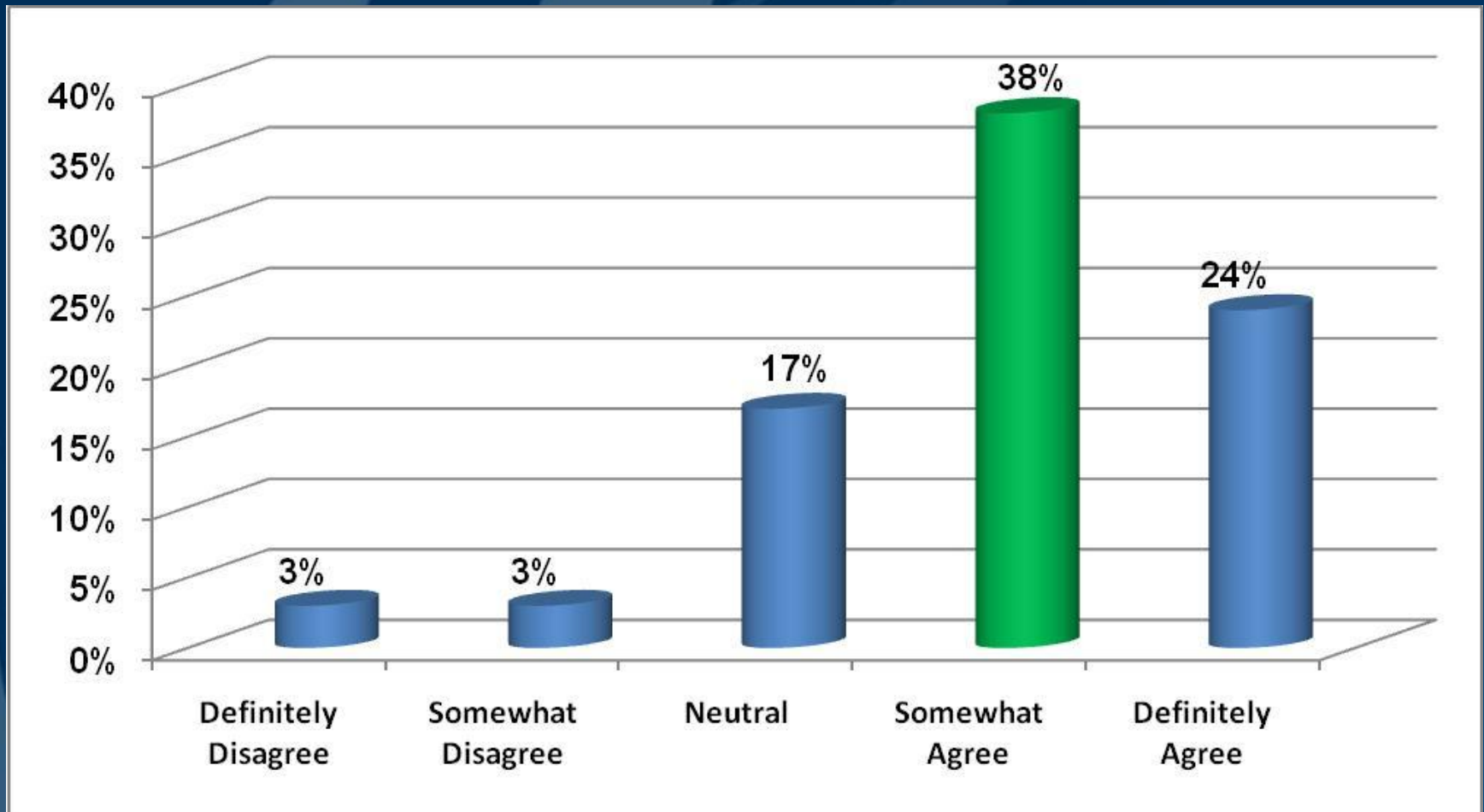
The program provided an opportunity for you to meet individuals/groups you might not have otherwise met:



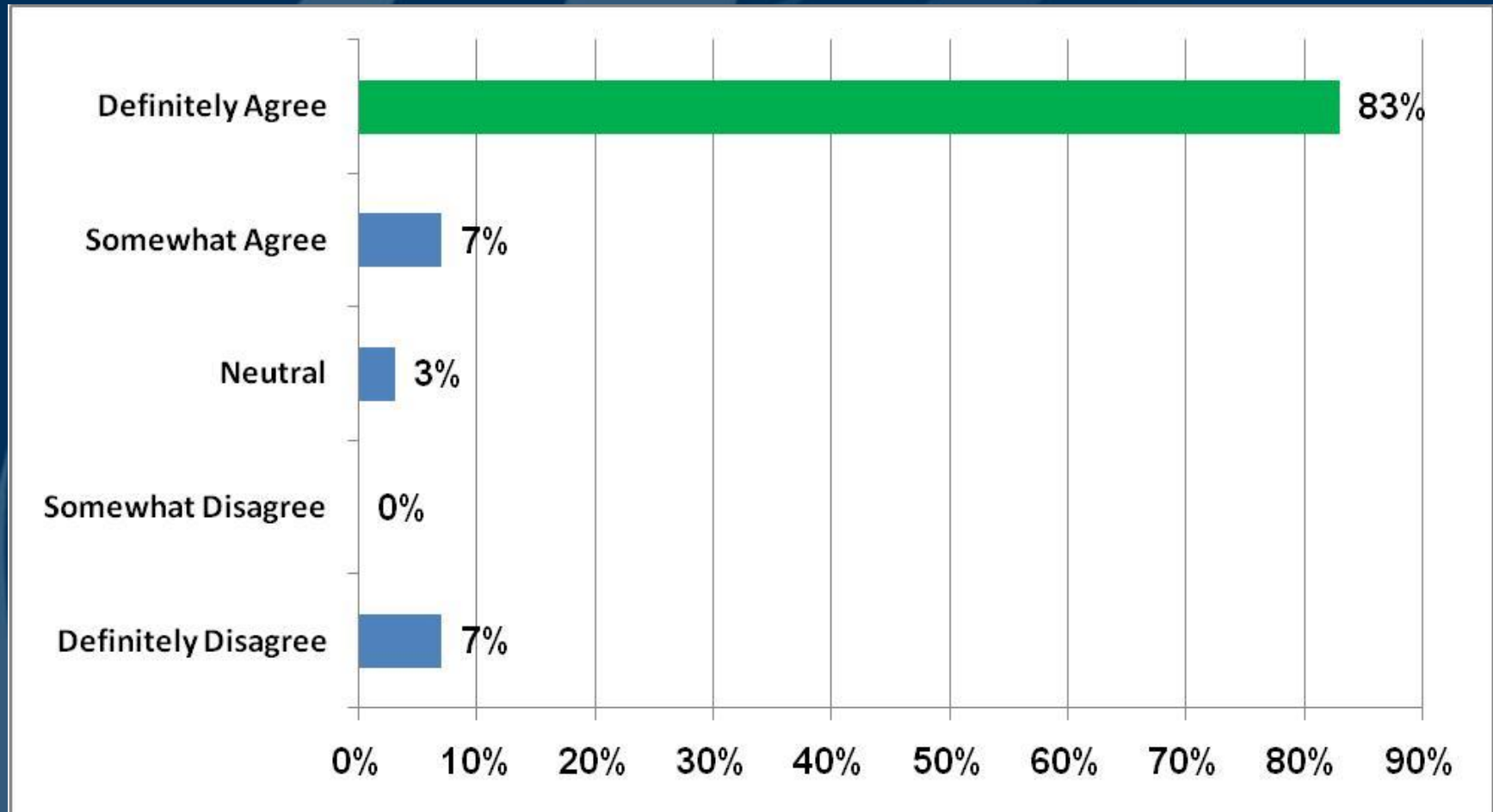
If you are a faculty member, this program gave you new ideas for teaching content or research:



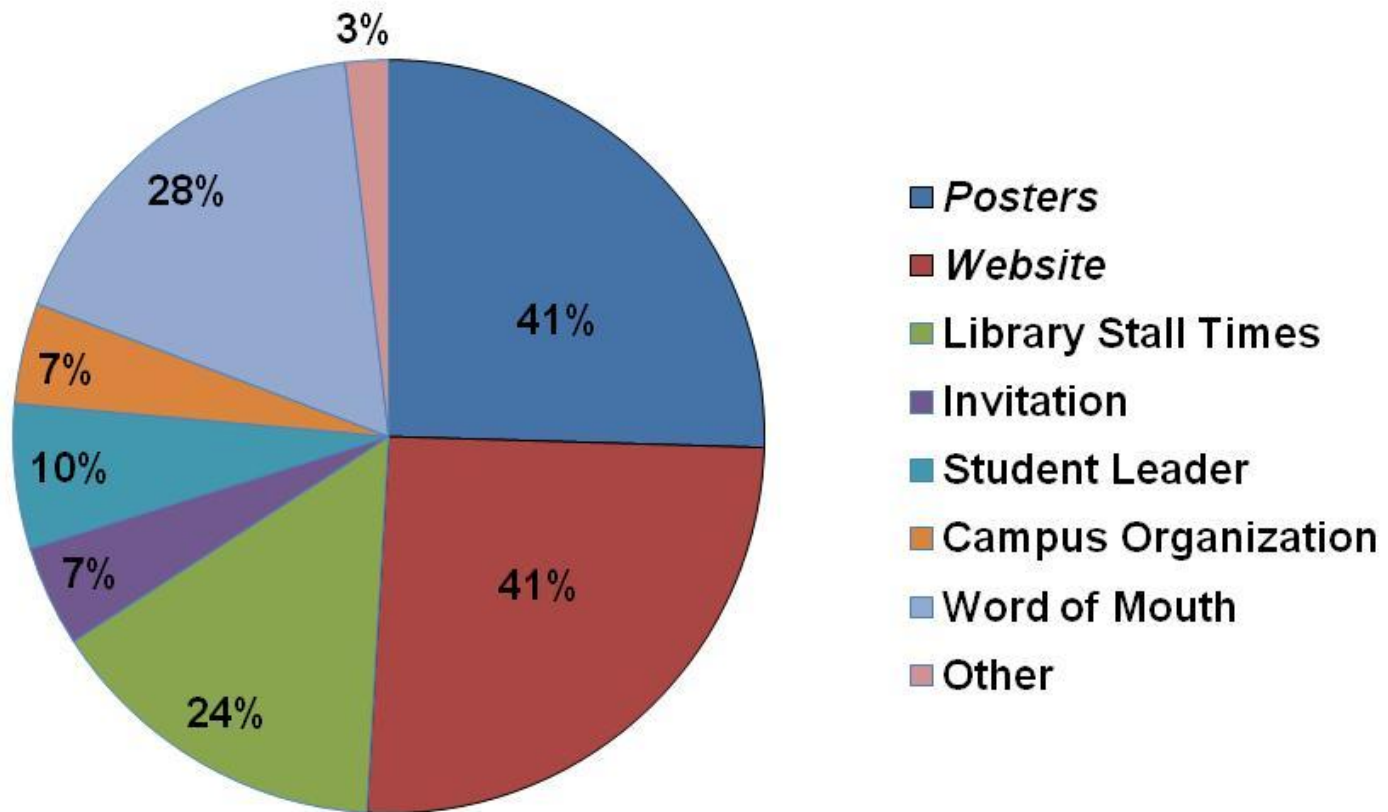
If you are a student leader, this program gave you new leadership and activity ideas for your organization:



You would like to see more of this kind of programming at University Library:



How did you learn about this program (Check all that apply):



Georgia State University Library - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Print Copy Paste

Address http://www.library.gsu.edu/ Go Links

Google women suffrage movement Go Bookmarks Popups okay Check AutoLink Send to Settings

GSU | Site Search | uLearn | OoSolar | Student Links | Library Blogs

 **GEORGIA STATE UNIVERSITY LIBRARY**
Your Source for Research and Learning

 Need Help?
Ask A Librarian


ONE SIX RIGHT FILM SCREENING
The University Library's Southern Labor Archives and Learning Commons presents
a screening of "One Six Right: The Romance of Flying" on November 6th at 6:00 PM. RSVP Now!




[Read More About This Event](#)

Find Information	Library Services	About the Library
Password Info Books Articles Journals Special Collections Research Guides Course Reserves GALILEO More...	Ask-a-Librarian Learning Commons Subject Librarians Faculty Services Borrow Materials Interlibrary Loan Study Rooms Patrons with Disabilities More...	Hours Library Staff Directory Travel Directions Visitor Information Collections Career Opportunities Alpharetta Center Policies More...

 **Off Campus?**
Login and Password Info

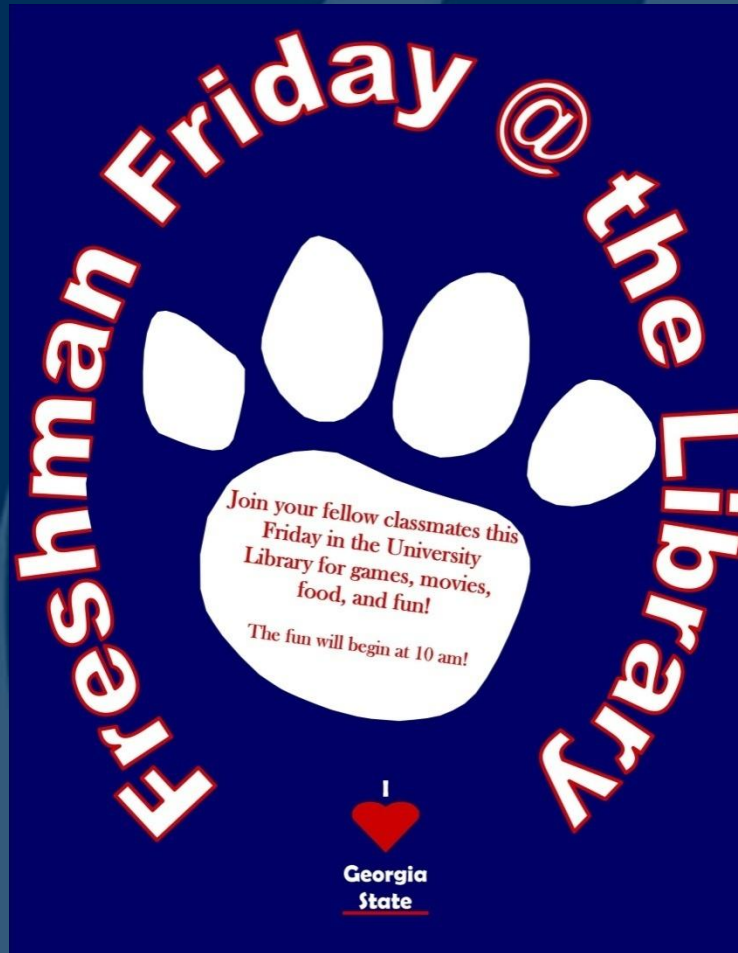
 **Start Your Research**
Resources by Subject

 **Find Books & More**
GSU Online Catalog

 **Find Articles & More**
Electronic Resources & Databases

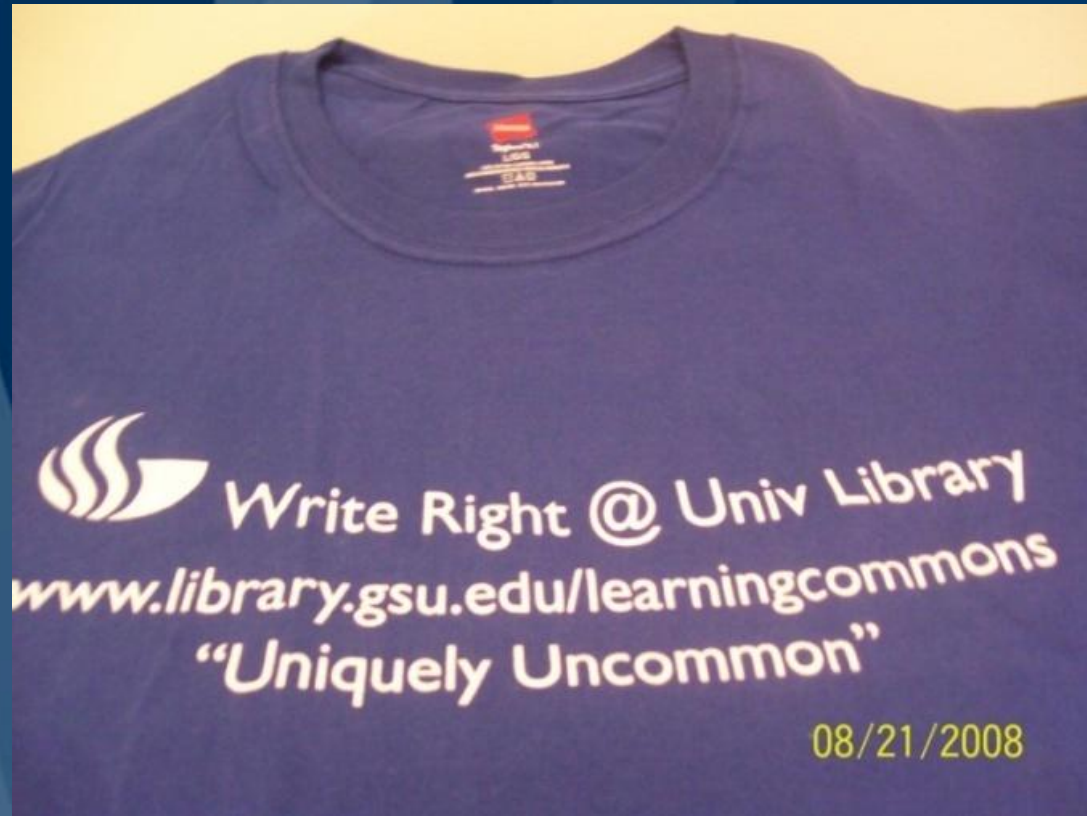
 **Find Journals**
Electronic Journal Locator

Freshmen Friday





Freshmen Friday





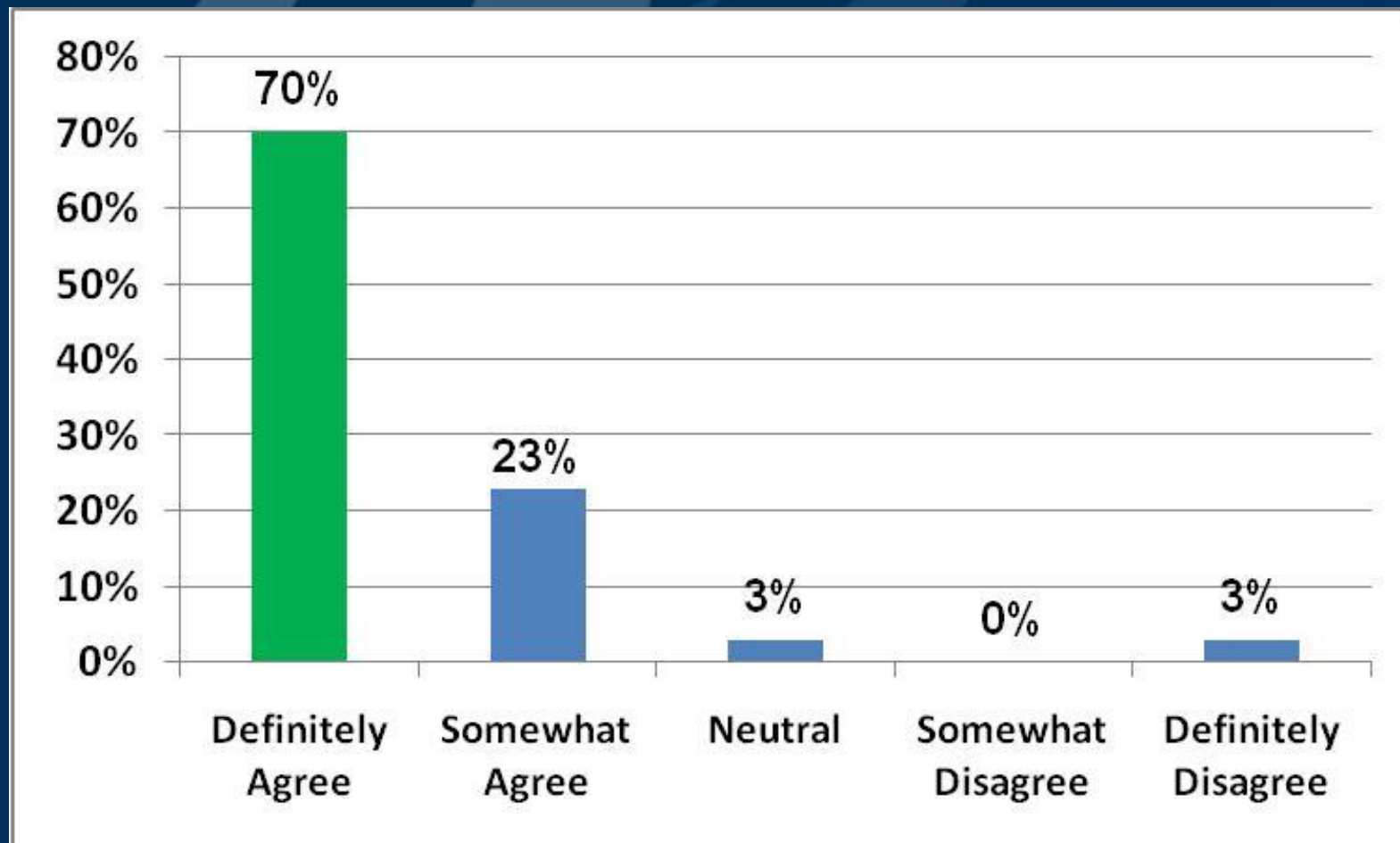
Family Weekend



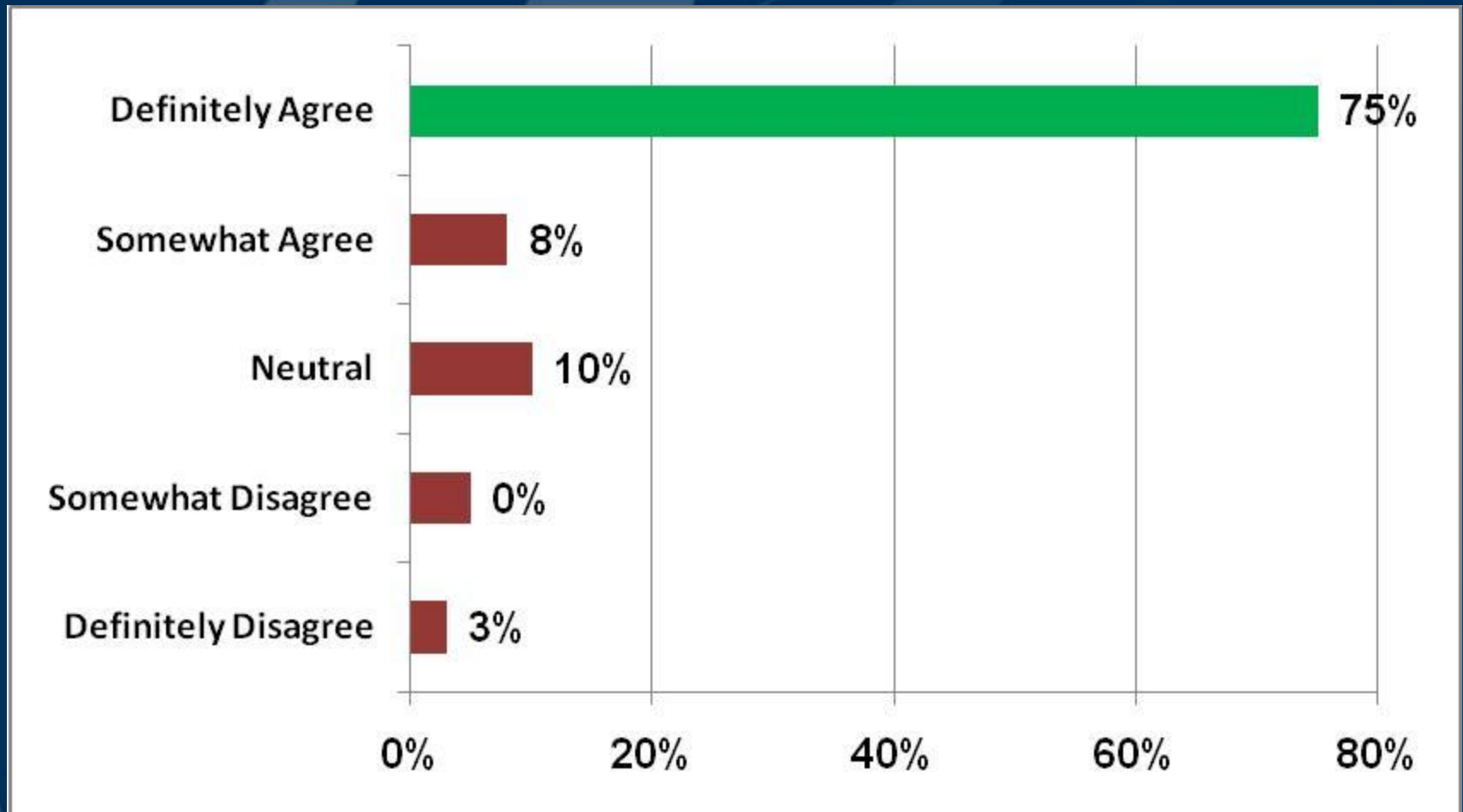
Finals Study Break - Chillax



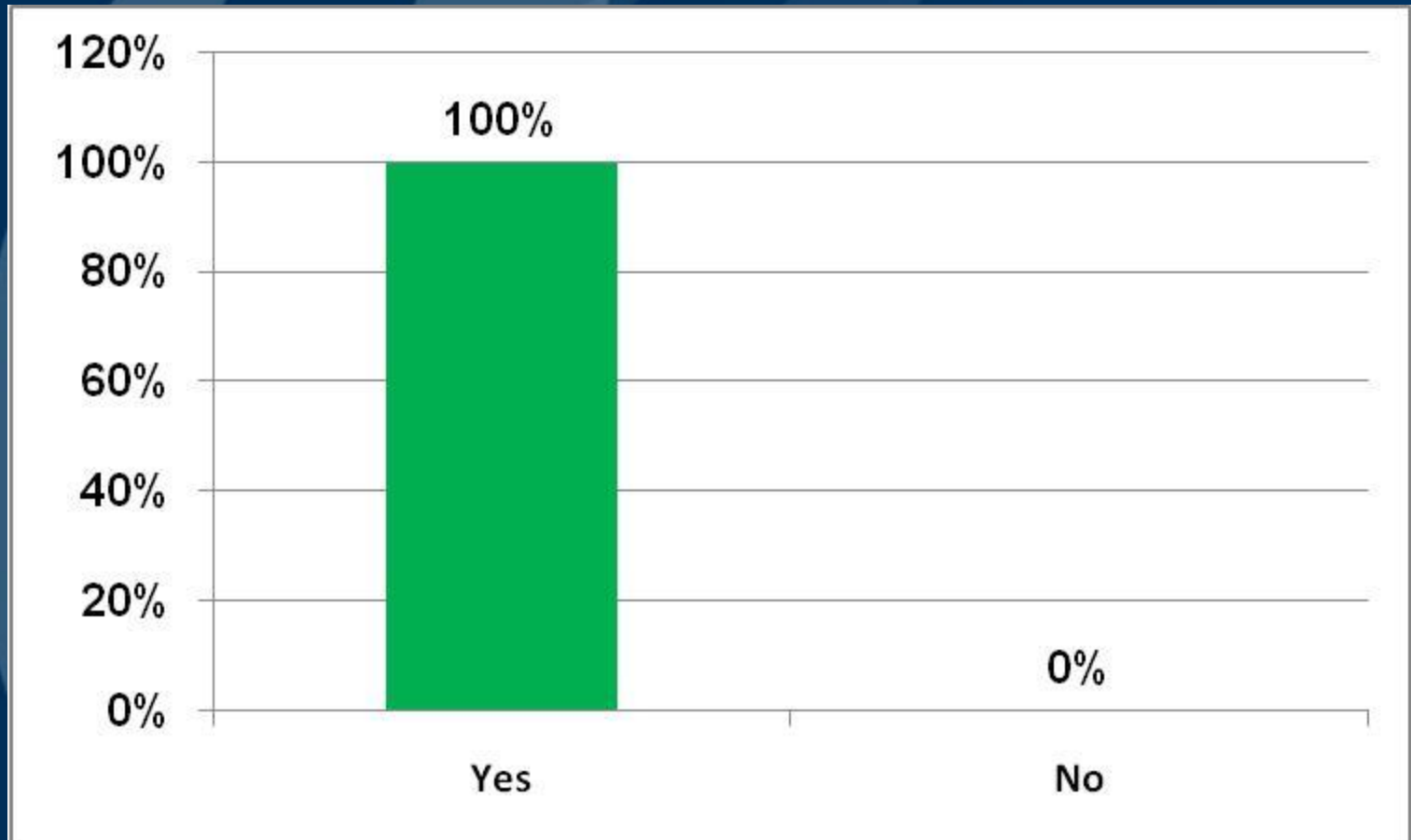
This event [Study Break, both] offered the experience you expected:



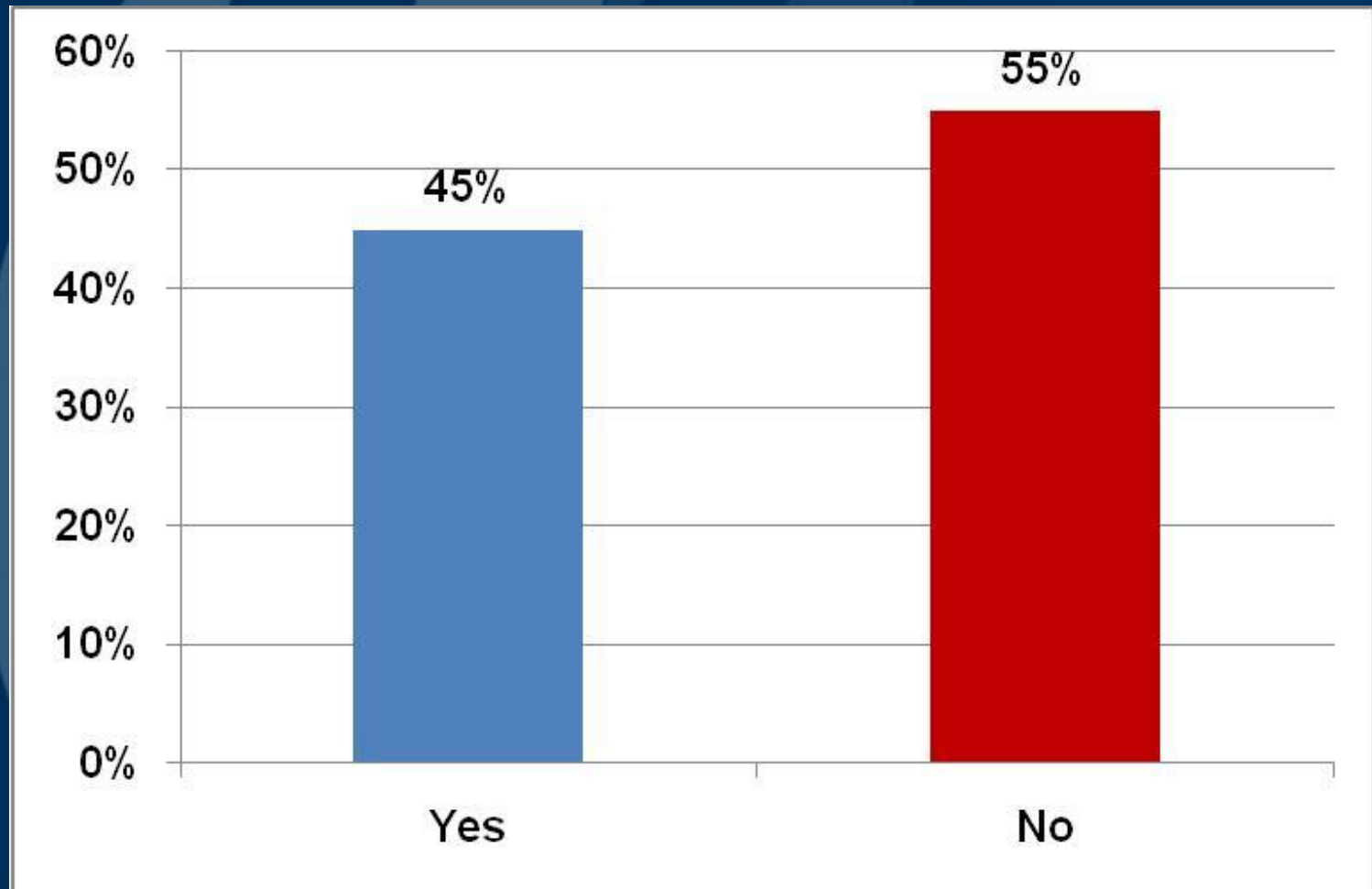
The activities offered at this event were appropriate:



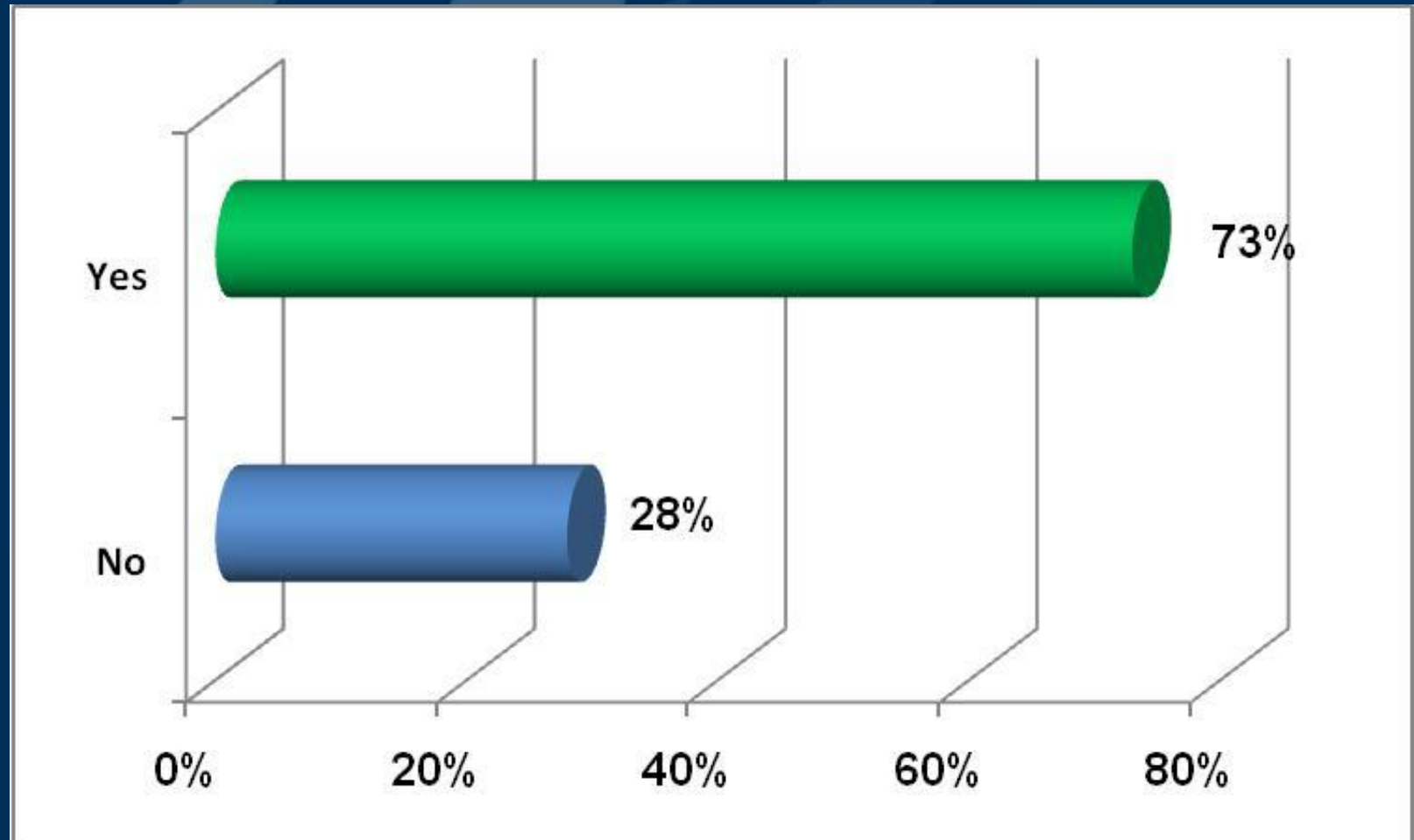
You would like to see more of this kind of programming at University Library (UL):



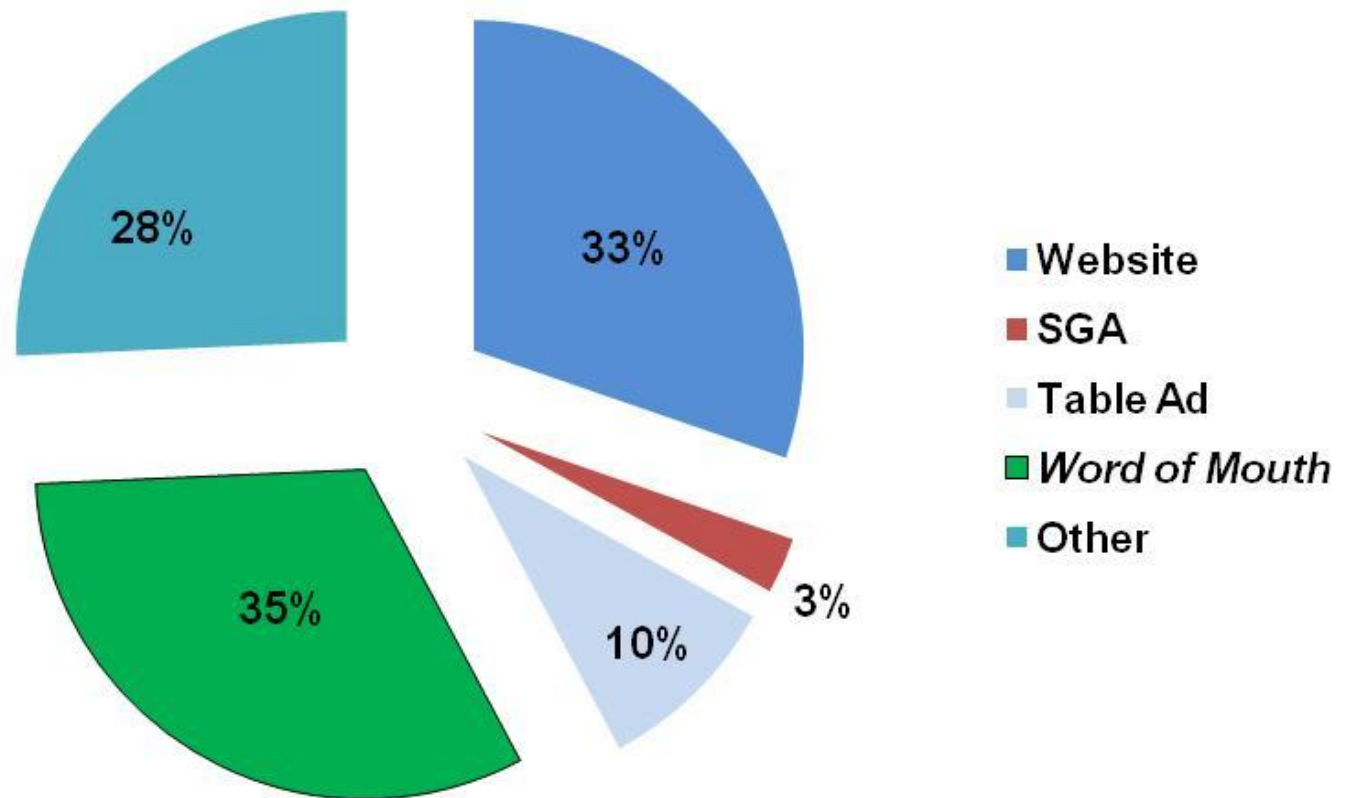
Before attending this event, did you know about the Ask a Librarian (chat) Service?



Before attending this event, did you know you could reserve Group Study Rooms online?



How did you learn about this program (Check all that apply)?



Finals Study Break

Georgia State University Library - Windows Internet Explorer

http://www.library.gsu.edu/

Google

Search

Bookmarks

Find

Check

AutoFill

Sign In

Georgia State University Library

GSU | PAWS | uLearn | GoSOLAR | Student Links | Library Blogs | Site Search


Home (Alt+M)

CHILLAX AT THE LIBRARY

WHEN: Thursday • April 23 • 3pm – 5 pm
Monday • April 27 • 5 pm – 7 pm

WHERE: Classroom One • Library North 1

- Take a **study break!**
- Watch **TV Shows!**
- Eat **pizza & dessert!**



Need Help?
Ask a Librarian

Off Campus?
Login and Password Info

Start Your Research
Resources by Subject

Find Books & More
GIL Online Catalog

Find Articles & More
Electronic Resources & Databases

Article Search **Catalog Search**

Article Search:

GO

You are searching:
Academic Search Complete [info]
Business Source Complete [info]

We are **BETA** testing this new search tool.
Please try your search and tell us [what you think](#).

Find Information	Library Services	About the Library
Password Info	Ask-a-Librarian	Hours
Books	Learning Commons	Library Staff Directory
Articles	Subject Librarians	Travel Directions
Journals	Faculty Services	Visitor Information
Special Collections	Borrow Materials	Collections
Research Guides	Interlibrary Loan	Career Opportunities
Course Reserves	Study Rooms	Alpharetta Center
GALILEO	Patrons with Disabilities	Policies

Facebook | Georgia State University Library - Windows Internet Explorer

http://www.facebook.com/pages/Atlanta-GA/Georgia-State-University-Library/39050816399

Google | Search | Bookmarks | Check | AutoFill | Sign In

Facebook | Georgia State University Library

facebook Home Profile Friends Inbox LaLoria Fontaine Konata Settings Logout Search

Georgia State University Library

Wall Info Photos Boxes Events +

What's on your mind?

Share

Georgia State University Library Just Fans Settings

Georgia State University Library Remove

Study Break 2, April 27
6 new photos
April 27 at 7:09pm · Comment · Like · Share
Fri 1:25pm · Comment · Like · Share

Georgia State University Library
Kaetrena Kendrick's "Kaleidoscopic Concern" is published
The Kaleidoscopic Concern highlights the development of the myriad of issues surrounding racial and ethnic diversity in librarianship, and gives insight into concerns, goals, and strategies surrounding the recruitment, retention and advancement of librarians of color...

Information

Location:
100 Decatur Street SE
Atlanta, GA, 30303

Phone:
404-413-2800

Mon - Thurs:
7:30 am - 12:00 am

Fri:
7:30 am - 8:00 pm

Sat:
9:00 am - 6:00 pm

Applications | Chat (5)

Advertise
Find Your Target Audience
book has over 200 n active users. Quickly out how many of them th your target audience ree!

utiful Valley demy
School Reunion Coming Up July 2010 Portland Oregon You dont want to miss this Event. Great music, Great Activities,

Podcasts/Vodcasts)

- Learning Commons Theatre 2: Rude Computer
- Learning Commons Theatre 1: [Ghost Book](#)
- *iTunes U*



Assessment

ASSESSMENT



GeorgiaState
University

UNIVERSITY LIBRARY
Learning Commons

Failed Attempts

- Student Advisory Group
- Mystery Shopper
- One Six Right Screening
- “old skool gaming”
- Online Drop-in Classes

Measurable Successes

- Website usage
- Podcast downloads/views
- Consultations
- Instruction Classes
- Endnote classes/consultations
- Virtual Reference Statistics (chat)
- “Write Right”



Future Collaborations



- Office of International Students and Scholars
- African-American Male Initiative
- Honors Program
- Project Grad
- Posse Foundation

Bibliography

- Academic Library Buildings 2008. *Library Journal*, <http://www.libraryjournal.com/info/CA6622730.html>
- Berthon, P., Pitt, L and Campbell, C. (2009). Does brand meaning exist in similarity or singularity? *Journal of Business Research*, 62, 356-361.
- Chernatony, L. (2009). Towards the holy grail of defining 'brand.' *Marketing Theory*, 9, 101-105.
- Mathews, B. (2009). *Marketing Today's Academic Library: a bold new approach to communicating with students*. Chicago, IL: American Library Association.
- Kapoor, J. (2001). *24 Brand Mantras: finding a place in the minds and hearts of consumers*, New Delhi, Thousand Oaks, Calif.
- Rhoades, J. and Hartsell A. (Aug 2008). Marketing First Impressions: Academic Libraries Creating Partnerships and Connections at New student Orientations. *Library Philosophy and Practice*, <http://www.webpages.uidaho.edu/~mbolin/rhoades-hartsell.htm>
- Rowley, J. (2003) Information marketing: seven questions. *Library management*, 24, 13-19.
- Shafique, F. (Jan 2009). Marketing Research as a Tool for Finding Library Users' Needs and Demands: Application of Three Party Theory. *Library Philosophy and Practice*, <http://www.webpages.uidaho.edu/~mbolin/shafique.htm>
- Wong, H. and Merrilees, B. (2008). The performance benefits of being brand-orientated. *Journal of Product & Brand Management*, 17.6, 372-383.