University of Rhode Island

From the SelectedWorks of Amanda Izenstark

January 9, 2016

Unusual Outreach and Instruction: Examples, Tips, and Strategies

Amanda Izenstark
Rachel Hamelers, Muhlenberg College

Available at: https://works.bepress.com/amanda/32/
Unusual Outreach & Instruction: Examples, Tips, & Strategies

STS Hot Topics Discussion Group
January 9, 2016 • ALA Midwinter, Boston, MA
Welcome!
Public Service Announcement: Not on the STS Listserv? Want Notes from Today’s Session?

Please Leave Your Info on the Sign-in Sheets at Each Table
Your Facilitators

Rachel Hamelers
Head of Public Outreach and Information
Literacy Services / Reference Services Librarian
Muhlenberg College

Amanda Izenstark
Associate Professor
Reference & Instructional Design Librarian
University of Rhode Island
Table Introductions

Share with those nearby:
- Name
- Institution
- What user group do you want to reach?
- What is the most successful topic that you teach?
Let’s get started!
What do we have to offer? What should we offer?

On sticky notes, one idea/answer per note:

- What do you want to share with your potential audience (students/faculty/staff/others)?
- What does your audience want to learn about?
- What gaps in your audience’s knowledge or abilities can you fill?
Place your sticky notes in stakeholder areas
Search Savvy Seminars @ URI
Search Savvy (and More!) for the URI Community

- LibQUAL+ results showed an interest in more training sessions from the Library
- But previous endeavors were not well attended
- How do we get the word out, and get attendance this time?
Trial Balloons

- **First attempt**
  - Friday afternoon sessions, often with outside trainers
  - Great for librarians, not great for other audiences

- **Second attempt**
  - Adjust the times to M-Th sessions
  - Hosted by familiar faces: the librarians who know local researchers, their challenges, and their interests
More Trial Balloons

- Survey sent to faculty & questions in assessments:
  When would you like to attend research tips sessions?
  What do you want to learn about?

- Third attempt
  - Offer sessions Wednesday AM and Thursday PM.
  - Offer topics related to suggestions
  - Hosted by local experts (i.e. librarians!)
Search Savvy Seminars of Today!

- Librarian, or Librarian AND [Another Willing Colleague]
- Topics of “General” Interest
  - Google Drive for Research and Writing
  - Uncle Sam at Your Fingertips
  - Choosing & Using a Citation Manager
  - RefWorks
  - Fair Use & Copyright in Online Education
Logistics

- Offer times that survey respondents preferred
- Requires planning ahead during busy instruction seasons
- Get the word out: library website, social media, university events calendar, etc.
- Encourage attendance from outside the University wherever possible
Future Plans

- Timing seems to be working
- Marketing seems to be working
  - Entire classes have attended (voluntarily!)
  - Outside attendees have included a reporter, local business owners, and other community members
- Offering a session online, with a recording
- Continuing surveys and assessments
Innovative Programs?
Innovative Techniques?
What Are You Doing?
Share

- What programs are you running that are beyond the single course-integrated instruction session?

- Are you using innovative techniques to...
  - Advertise your sessions?
  - Reach a geographically distributed audience?
  - Engage attendees?
  - Something else?
Select one to work with as a group
Share what you picked
Muhlenberg College: Sessions Beyond Searching
Motivation to expand beyond the one-shot search session

- What will our students need to be successful in life after Muhlenberg?
- One-shot search sessions may not be what students need at the time
- Students start to tune out
- Reach out to different user groups
Areas of Focus

- Conceptual
  - Scientific communication
  - Comprehensive literature reviews
  - Ways different disciplines approach information literacy

- Reading
  - Parts of a primary article
  - Crazy Reading Day
  - Parsing a primary source
  - Quick reads in microbiology
  - Scanning results

- Working Sessions

- Reflective, Responsive, and Active Learning
Areas of Focus (continued)

● For Faculty
  ○ Assignment revamp
  ○ Copyright (also for students)
  ○ Zotero (also for students)

● Departmental Curricula
Areas to Grow

- Integrating literature
- More copyright!
- Consortial wide information literacy resources for faculty and librarians
- More integration with the Writing Center
Marketing

- Relationships
- Workshops
- Scaffolding curricula
- Breaking down assignments into information literacy competencies and breaking up or adding sessions as needed
Bringing Them In
Share

How would you market the session you picked?

Select a few techniques to use to get the word out to your potential audience.
Did It Work? The Joys of Assessment
Simple surveys using Google Forms

- How did you hear about this Search Savvy Seminar?
- Rate: topic relevance, content delivery, speaker preparation
- Suggestions for future Search Savvy Seminars
- Additional comments
@ Muhlenberg

- Post-session surveys
- First Year Seminar assessment project using the ACRL IL Framework
- Biology senior survey
- In class formative assessment
Which Leads to More Planning!
Develop an Assessment Plan

Unlike course-integrated sessions, not tied to a course outcome

- What do we want to know about what our audience learned?
- How will we know they did learn?
- What do we need to adjust or revise for the future?
- ...And, what should we add?
Create Your Own Assessment
With your table...

Devise questions you can use and reuse to assess sessions that don’t cover the mechanics of searching, etc.

Select your best to share with the rest of us!
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Thank You!
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amanda@uri.edu
Peter Larsen @ URI
plarsen@uri.edu

Assessment Form
http://tinyurl.com/q5hysj5