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

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Available at: https://works.bepress.com/laloria_konata/8/
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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
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.
Branding and Marketing

BRANDING AND MARKETING
Marketing Plan - Product

Potential Offer

Augmented Offer

Expected Offer

Core Offer

Core Benefit
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
Save Time: Learn from Home

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

TINYURL.COM/LIBRARYCLASS

- Learn about RESEARCH from home
- Make your school work EASIER
**“Write Right”**

**Writing Tutors Available**

Writing support & coaching on Library North 2

- Mondays & Wednesdays
  - 1pm – 6pm

- Tuesdays & Thursdays
  - 9:30am – 2:30pm

[Georgia State University University Library Learning Commons]
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!

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

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**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 this 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!

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**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!

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**CONTACT THE LIBRARY**

- **Phone:** 404-413-2800
- **Email:** libref@gsu.edu
- **Website:** www.library.gsu.edu
- **Ask A Librarian:** www.library.gsu.edu/askalibrarian
- **Yahoo Messenger**: Screen Name: gsu.libref
- **AOL Instant Messenger**: Screen Name: gsu2000
- **MSN Messenger**: Screen Name: gsu.libref

**Find us on Facebook**

Comments? Questions? Email us at stalltimes@gsu.edu
Reference-to-GO

- Consultation >10 min
- Reference >3min
- Quick Reference
- Directional/Referral

Colors:
- Apr 13 - 17
- Feb 23-27
- Dec 1-5
- Oct 6-10

Graph showing data for different categories over various time periods.
Other Services

• Endnote – “Cite it Right”

• Virtual Reference – Ask-A-Librarian

• Consultations (general research)
Developing an online relationship

Website
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

Photos and More Info are Available on our Transformation Page

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 2009.

Online Tutorial for 2.0:
http://support.sparc.com/training/flash_videos/ebcohost2.0.html

EBSCOhost 2.0 New Features Help Sheet
http://support.sparc.com/knowledge_base/detail.php?id=3925

Hours
Monday-Thursday 7:30am-12:00am  
Friday 7:30am - 6.00pm  
Saturday 9:00am-6:00pm  
Sunday 10am - 10pm

Contact Information
Webpage via Click Heat
On & Off-Campus Visits

Visits

Dec 12/31/2006 - May 05/26/2009 (3 Year Scale)
Off-Campus Visits Only

Visits

Dec 12/31/2006 - May 05/26/2009 (3 Year Scale)
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
Bridges to Success

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

- Definitely Agree: 83%
- Somewhat Agree: 7%
- Neutral: 3%
- Somewhat Disagree: 0%
- Definitely Disagree: 7%
How did you learn about this program (Check all that apply):

- Posters: 41%
- Website: 28%
- Library Stall Times: 10%
- Invitation: 7%
- Student Leader: 7%
- Campus Organization: 24%
- Word of Mouth: 3%
- Other: 3%
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
Freshmen Friday

Join your fellow classmates this Friday in the University Library for games, movies, food, and fun! The fun will begin at 10 am!

Get 5 Passport Stamps for your chance to play on Library North 2nd Floor!
Freshmen Friday

Write Right @ Univ Library
www.library.gsu.edu/learningcommons
“Uniquely Uncommon”

08/21/2008
Family Weekend
Finals Study Break - Chillax
This event [Study Break, both] offered the experience you expected:

- Definitely Agree: 70%
- Somewhat Agree: 23%
- Neutral: 3%
- Somewhat Disagree: 0%
- Definitely Disagree: 3%
The activities offered at this event were appropriate:

- Definitely Agree: 75%
- Somewhat Agree: 8%
- Neutral: 10%
- Somewhat Disagree: 0%
- Definitely Disagree: 3%

[Bar chart showing percentages]
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?

![Bar chart showing 45% yes and 55% no.](chart.png)
Before attending this event, did you know you could reserve Group Study Rooms online?

Yes: 73%
No: 28%
How did you learn about this program (Check all that apply)?

- Website: 33%
- SGA: 3%
- Table Ad: 10%
- Word of Mouth: 35%
- Other: 28%
Finals Study Break

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!

Georgia State University Library

UNIVERSITY LIBRARY

Need Help?
Ask a Librarian

Off Campus?
Login and Password Info

Start Your Research
Research by Subject

Find Books & More
GSU Online Catalog

Find Articles & More
Electronic Resources & Databases

Article Search
Catalog Search

Article Search:

Find Information
Password Info
Books
Journals
Special Collections
Research Guides
Course Reserves
GALILEO

Library Services
Ask-a-Librarian
Learning Commons
Subject Librarians
Faculty Services
Borrow Materials
Interlibrary Loan
Study Rooms
Patrons with Disabilities

About the Library
Hours
Library Staff Directory
Travel Directions
Visitor Information
Collections
Career Opportunities
Alpharetta Center
Policies
Podcasts/Vodcasts)

• Learning Commons Theatre 2: Rude Computer
• Learning Commons Theatre 1: Ghost Book
• iTunes U
Assessment

ASSESSMENT
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