



Professional Development Committee

Annual Report 2012-2013

Committee members: Jacqueline Solis (chair), Kurt Blythe, Emily Jack, Kristina Spurgin, and Sara Suiter.

Research Forum

The LAUNC-CH Research Forum was held on Thursday, May 9th, from 1-4 p.m., in Toy Lounge in Dey Hall. We chose May 9th as a date after finals and the Medical Library Association conference, and before graduation when we hoped many people would be able to attend.

Posters were placed along the perimeter of the room and lightning talks took place in the main part of the room. Approximately 70 librarians, staff members, and students were in attendance.

The Committee decided that to encourage the dissemination of as much research as possible we would invite proposals for posters or lightning talks, foregoing the traditional presentation of longer research papers.

The call for posters and five-minute lightning talks was sent via email to the UNC-Chapel Hill Libraries, the School of Information and Library Science, and to area universities including Duke University, North Carolina State University, North Carolina Central University, UNCG, and Wake Forest. Messages were sent to the LAUNC-CH list as well. Participants submitted their proposals via web form on the LAUNC-CH site, and were notified of their acceptance status via email. A second call for proposals with an extended deadline was sent specifically to second-year SILS students, SILS master's paper advisors, and the UNC Library Coordinator of Assessment who had worked with researchers whose work was appropriate for the Research Forum. The second call, which was sent after Master's papers were turned in resulted in many more submissions. We recommend in the future that the committee consider dates for submissions and the conference that fit well with the SILS schedule.

We secured sponsorship in the amount of \$200 from the School of Information and Library Science. Their sponsorship was noted in the event's brochure and acknowledged during the Forum's opening remarks.

We received a total of six poster proposals and nineteen lightning talk proposals. Submissions came from colleagues at UNC-Chapel Hill, SILS, Duke, UNC-Greensboro, and NCSU, Rowan Public Library, and East Carolina University. In general, the quality of the submissions was excellent. We tried to choose a variety of topics from varied institutions so there would be something for everyone. For the final program, six posters and seventeen lightning talks were presented.

Posters were available for viewing from 1:00-1:30 and between lightning talk sessions from 2:45-3:00.

Posters presented:

U.S. Cultural Institutions' Twitter Outreach to K-12 Teachers, Sara Suiter

Omeka Pilot Assessment at the CDLA, Leslie Barnes, Samantha Rich, and Jenn Riley

Conservation Treatment Solutions for a 15th-century Manuscript Binding, Andrea Knowlton

Quick Searching at the Library: A Usability Test on Combining Web Scale Discovery Tools and Online Public Access Catalogs for the Ultimate Search Interface, Sarah J. Arnold

Quantitative Methodologies for Evaluation of Digital Learning Objects in an Academic Library Setting, Dani Brecher and Megan Slemons

Mobile Explorations: Developing and Implementing a New Library Mobile Tour, Jennifer Garrett and Adrienne Lai

Lightning talks were divided into two groups of thematically similar proposals. Session 1, from 1:30-2:45 included:

GLAMming up the North Carolina Collection, Caroline Zarzar

A Case Study of Narrative Marketing and Appreciative Inquiry in a Special Library, Alexander Carroll

Authentic Engagement: Assessing the Effects of Authenticity on Student Engagement and Information Literacy in Academic Library Instruction, Kevin Michael Klipfel

Exploring the Integration of Research with Student Knowledge Through Collaborative Library and English Composition Instruction, Doug Diesenhaus
First Steps in Building Outreach for Rare Books at North Carolina State University, Elizabeth DeBold

New Media Support in the Digital Media Commons, Rick Dillwood and Armondo Collins

My #HuntLibrary: A Platform for User Engagement, Mike Nutt and Jennifer Garrett

The Accidental PR Librarian, April Everett

Signage and librarian perceptions: Assessing the reference service point, Melissa Harden

How May We Serve You? Libraries, Hospitality Management and the Creation of Leaders, Katy Kavanagh and Angela Whitehurst

The second session, from 3:00-4:00 included:

Bridging the Gap: Handling Born-Digital Records in Manuscript Repositories, Courtney Bailey

Providing Context to Web Collections: A Survey of Archive-It Users, Sara Mannheimer

Analysis of the Decision to Implement an Approval Plan at the R. B. House Undergraduate Library at the University of North Carolina at Chapel Hill: A Case Study, Ben Jahre

Cataloging Activity Logs: Data to Explain What We Do and What We Need, Lee Richardson

Assessing the effectiveness of current UARMS services for meeting campus records management needs, Lawrence Giffin

Today's Field Recordings, Tomorrow's Archives: Media Formats, Storage Practices, and Future Plans of Ethnomusicology Professors in the U.S. and Canada, Jessica Wood

What Can ReservesDirect Do For You?: UPS-like Reserve Request Tracking for Faculty, Tripp Reade

To promote the Forum, messages were sent to the same lists and contacts as those mentioned for the call for posters and talks.

Whole Foods Chapel Hill catered the event. They provided plates, utensils, and napkins. We purchased water, iced tea, and sweet iced tea from Trader Joe's and cups from Rose's. Eight 1.5 liter bottles of water, 2 1-gallon jugs of iced tea, and 2 1-gallon jugs of sweet tea were consumed. Tables are part of the Dey Hall set-up and we used tablecloths, a bowl for ice, and utensils from the Davis Library Research and Instructional Services department. Feedback on the food was extremely positive and Whole Foods was a reliable caterer.

After the event, we requested that poster images be submitted to us for archival purposes. The materials we received have been placed on the LAUNC-CH website.

Feedback

We sent an online survey to the LAUNC-CH listserv. Below is a representative summary of the responses:

- Lightning Talks are an excellent dissemination mechanism for multiple research projects.
- More, shorter sessions for lightning talks with more frequent opportunities for audience questions might have helped encourage discussion.
- Toy Lounge was a good location and size-appropriate for this event. However, if there were more than eight or ten posters it might be difficult to fit them in the room.

Recommendations for Future Research Forums:

- We recommend that future Committees approach the School of Information and Library Science (SILS) for continued sponsorship of the Forum. SILS showed a strong interest in supporting this opportunity for recent MSLS graduates to share their master's paper findings.
- If Whole Foods is used as a caterer, be sure to order extra crackers/bread to accompany the finger foods. The amount included automatically may not be enough.
- Since the 2012 organizing committee had trouble with logistics of speaker parking in the Morehead Planetarium lot, the 2013 committee chose to offer speakers general DPS parking information without arranging parking for them.