

THINKING OUTSIDE THE BOOK

DIVERSE APPROACHES TO TEACHING, TRAINING, AND LEARNING

Friday, March 13, 2015

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KEYNOTE ADDRESS

Dogwood Room • 9:00-10:15 a.m.



Fostering Digital Literacy in the 21st Century

Dr. Jeffrey A. Greene

Associate Professor, Learning Sciences and Psychological Studies Program, UNC-Chapel Hill

What are the strengths and needs of today's learners, and in what ways, if any, do these "digital natives" differ from previous generations? How can librarians foster students' ability to learn, and best position students for success in both face-to-face and online environments? The answers to these questions are critical to understanding digital literacy, a set of knowledge and skills that students need to be successful 21st century learners. In this keynote address, Jeffrey Alan Greene will discuss the new science of learning, and how it informs our understanding of students, how to reach them, and what they need to know and be able to do. He will show that while there is little new under the sun, the keys to unlocking the enormous potential of today's learners, and the tools they use, are often little-known, and sometimes counter to common knowledge.

SESSION I • 10:30-11:10 a.m.

Dogwood Room

FROM REFERENCE TO REFERRAL: "RE-IMAGINING" BLENDED SUPPORT FOR RESEARCH & INSTRUCTIONAL TECHNOLOGY

Anders Selhorst, Heather Hans & Mimi Smith-DeCoster • Guilford College

The Research and Educational Services Team at Guilford College's Hege Library has evolved from a traditional reference service model to a blended approach. The new model supports student and faculty research, instructional design, assessment, and instructional technology. Elements of this model include embedding library instruction in the curricular missions of courses, administering Guilford's learning management system from an instructional technology and design perspective, building a campus-wide culture of assessment, and most importantly providing direct support for faculty. The team also coordinates a new commons space called the "Academic and Creative Suite," which provides support for digital media production, as well as an access point to other student services that support tutoring, writing, and basic technology. This presentation will explore the benefits and necessity of a blended model for supporting the academic mission, faculty teaching, and student learning; and steps needed to initiate this approach and reflections on the process.

Azalea Room

49ER ALERTS: MOBILE MARKETING TECHNOLOGY FOR LIBRARIES

Marc Bess & Somaly Kim Wu • UNC Charlotte

Mobile technologies present libraries with opportunities to expand outreach activities into new frontiers. This session will focus on the development of a smartphone application that utilizes mobile marketing technology to raise awareness of library resources and services. Retailers use proximity marketing to send promotional information directly to a consumer's mobile device when they enter a designated geographic area. This technology has the potential to help libraries connect users with information and services. This application will use Bluetooth technology and Apple's iBeacon to deliver information about resources, services, and events directly to a library user's mobile device. The presenters will detail the project's development process and how innovative approaches to outreach can benefit libraries in the 21st century. This project is funded by a Library Services and Technology (LSTA) EZ Innovation grant.

CONFERENCE SCHEDULE, CONT.

SESSION II • 11:20 a.m.-12:00 p.m.

Dogwood Room

THINKING OUTSIDE THE TEXTBOOK: USING NCSU'S ALT-TEXTBOOK PROGRAM TO SUPPORT INNOVATIVE TEACHING AND LEARNING

Will Cross & Greg Raschke · North Carolina State University

This presentation introduces the Alt-Textbook project, a Libraries' initiative that offers grant funding to instructors who create low-cost, open alternatives to traditional commercial textbooks. These open educational resources (OER's) are a rapidly developing model for translating the values of openness recognized in open access to the instructional space. Adoption of OER's is supported by a vibrant and growing community of librarians, scholars, and instructors and presents important opportunities to connect library services across campus units and disciplines, as well as to support innovative teaching and learning. In this session, Greg Raschke and Will Cross will introduce the project, describe our team-based approach and our support for innovative teaching and learning, and lead a discussion about the state of OER adoption at attendees' institutions and the library's role in supporting such efforts to save students money, empower instructors, and support and inform teaching and learning.

Azalea Room

HUMANITIES INFORMATION LITERACY: DEVELOPING AND IMPROVING A FOR-CREDIT COURSE

Ellen Daugman, Leslie McCall & Kaeley McMahan · Wake Forest University

For over 10 years, the librarians at Z. Smith Reynolds Library at Wake Forest University have taught for-credit introductory research courses for undergraduates. In 2008, our offerings expanded to include advanced, discipline-based research methods courses. One of these courses was LIB250: Humanities Research Sources and Strategies, which incorporated the subjects of Religion, Art, Literature, Music, History, Philosophy, and Classics, and has been taught by departmental liaisons to those subjects. In preparing to teach this course, the instructors found few, if any, models which encompassed these subject areas in a single course. This presentation will discuss the development of the initial offering of this course, and its evolution. Topics covered will include: design of the course and syllabus; lecture content; assignments and grading structure; how technology was incorporated (or unincorporated); marketing to faculty and students; student evaluations; and successes, challenges, and areas where improvements need to be made.

LUNCH • 12:00-1:30 p.m.

Trillium Dining Room

DIGITAL PETTING ZOO • 12:45-1:15 p.m.

Magnolia Room

Mobile research and productivity applications, which provide a way for users to interact with library resources on their mobile devices, will be demonstrated during this interactive session.

SESSION III • 1:30-2:10 p.m.

Dogwood Room

THE LIBRARY STORIES PROJECT: CAPTURING AND PROMOTING EVERYDAY INNOVATION AT THE NCSU LIBRARIES

Kim Duckett, Anne Burke & Jason Evans Groth · North Carolina State University

Every day, academic libraries enable their users to do new things and accomplish goals through the rich combination of collections, services, spaces, technologies, and staff expertise we offer. Too often, however, the evidence of our impact on our users disappears. But what if library staff, on the ground and in touch with our users, helped to capture engaging stories and examples of teaching, learning, and research that make the library come to life? Come learn about NCSU's Library Stories initiative, which focuses on how staff are capturing stories of the "everyday innovation" and collaboration taking place in our libraries and how we're leveraging our website and social media to share them.

Azalea Room

THE RESEARCH HUB @ DAVIS LIBRARY: REFLECTIONS ON OUR FIRST SEMESTER

Jill Sexton, Amanda Henley & Thu-Mai Christian · UNC-Chapel Hill

The Research Hub @ Davis Library opened in August 2014, bringing together services for geographic information systems, numeric data services, data management and curation, data visualization, statistical consulting, and digital humanities. Librarians and Research Hub partners brought existing expertise to many of these service areas. Still, in some emerging service areas, Hub staff have found themselves exploring and learning new tools and methods side by side with patrons; we are training ourselves and others simultaneously, and assessing the process along the way. In this session, staff from Davis Library and the Odum Institute will describe some of our experiences teaching and learning new skills, rapidly training a team of student specialists, and developing an active series of programs and events to promote our services. We will share the results of assessments we have performed to date, reflect upon early successes, and share ideas for improvement.

CONFERENCE SCHEDULE, CONT.

SESSION IV · 2:20-3:00 p.m.

Note: each of these sessions will include two 20-minute presentations. There will not be time to move from one room to the other between presentations.

Dogwood Room

NEW VOICES AND FRESH PERSPECTIVES: TOOLS AND METHODS FOR COLLECTING SOCIAL MEDIA

Jason Casden & Brian Dietz · North Carolina State University

In order to develop accurate historical assessments, researchers must have access to primary materials that represent multiple voices contributing to a topic of study. Social media platforms have become a venue where serious discourse takes place, but much of this critical content is lost to researchers because few institutions are collecting and preserving it. Tools are surfacing that will enable cultural heritage institutions to preserve social media, but there are limited guidelines for developing curatorial policies around these tools. The NCSU Libraries is building on its work harvesting social media by exploring best practices for integrating social media into existing collecting strategies. The results will be shared in a free, web-based documentary toolkit. This session will present examples of how the toolkit can have a meaningful impact on archival researchers by promoting the inclusion of a more diverse set of perspectives found on social media platforms in the historical record.

DIGITAL HUMANITIES AND DIGITIZED NEWSPAPERS

Stewart Varner · UNC-Chapel Hill

Thanks to a partnership with Newspapers.com, UNC now has access to digital images, OCR text, and metadata from more than three million pages of historical North Carolina newspapers. Newspapers.com already allows users to browse and search this collection, so what should UNC do with this digital windfall? In early November of 2014, representatives from the Libraries, Information Technology Services, the Digital Innovation Lab and Newspapers.com met for three days at the Mellon Foundation-funded Scholarly Communications Institute (SCI) to think through this question. At the end of the Institute, the team had devised a plan to securely store and provide access to the text and image data for sophisticated computational research such as text mining/distant reading, topic modeling, spatial analysis and network analysis. In this presentation, team member Stewart Varner will discuss the project, its challenges and opportunities and report on the progress that has been made since November.

Azalea Room

DOES FORCING STUDENTS TO ASK FOR HELP WORK? ASSESSING THE EFFECT OF REQUIRING TERM PAPER CONSULTATIONS

Stephanie Willen Brown & Lynne Jones · UNC-Chapel Hill

Students in the Media Management and Policy class at UNC's School of Journalism and Mass Communication are required to meet individually with librarians as they research their 12-15 page paper. We surveyed students and the professor in fall 2014 regarding their experiences with this approach to interaction with a librarian. Once the assignment was completed, we surveyed students in an attempt to determine if the experience of one-on-one assistance for an assignment of this type helped to ease library anxiety on the part of students. This presentation will discuss the consultations, covering responses from students, changes to future assignments, and feedback from the professor. We will also discuss the survey results, including students' self-reported likelihood that they will seek out a librarian in the future.

HAPPY HOUR TRAINING: PARTY HATS OPTIONAL, THINKING CAPS REQUIRED

Jason Richmond & Anne Pusey · Orange County Public Library

How do you provide staff throughout the entire library - full-time to part-time, Tech Services to Reference - with the time and support to pursue professional development? The Orange County Public Library (OCPL) recently launched a pilot training program that solves this problem. Self-directed achievement, also known as Happy Hour, was pioneered by the Tooele City Library and the Morrison Regional branch of the Charlotte Mecklenburg Library as a flexible training initiative that can be tailored for each organization. Staff members are provided with a regularly-scheduled hour to devote to training on a topic or skill of their choosing. This approach allows for individualized goals while minimizing disruptions to services. After OCPL's three-month pilot concluded in January, the program was evaluated and the results used to adapt the program for ongoing success. This presentation will provide a staff member's and a supervisor's perspective on the Happy Hour planning, implementation, and evaluation process.

LIGHTNING TALKS · 3:15-4:15 p.m.

MAKERSPACE OUTREACH: MAKING NEW CAMPUS CONNECTIONS

David Romito, UNC-Chapel Hill

A/V GEEKS AT THE HUNT LIBRARY: CONNECTING COMMUNITIES AND ENGAGING INTERDISCIPLINARY SCHOLARSHIP

Josephine McRobbie, North Carolina State University

ENGAGING AND CREATING: PODCASTS AT THE SOHP

Jaycie Vos, UNC-Chapel Hill

BEATS THAT COLLECTED DUST: HIP-HOP SAMPLING & ACADEMIC METADATA

Jaci Paige Wilkinson, School of Information and Library Science, UNC-Chapel Hill

THE TEACHING PORTFOLIO: A TOOL FOR SELF-ASSESSMENT, DEVELOPMENT, AND COMMUNITY BUILDING

Julia Feernar, Virginia Tech

CONFIDENTLY MAKING GOALS: ASSESSING STUDENT-ATHLETE SELF-EFFICACY WITH LIBRARY MATERIALS

Sarah Morris, School of Information and Library Science, UNC-Chapel Hill

EXPLORING OPEN SCIENCE

Bret Davidson, North Carolina State University

DATA VISUALIZATIONS FOR THE ARTISTS' BOOKS COLLECTION AT THE SLOANE ART LIBRARY

Morgan McKeenan, School of Information and Library Science, UNC-Chapel Hill

SPEAKER BIOGRAPHIES

**Dr. Jeffrey A. Greene** · UNC-Chapel Hill

Dr. Jeffrey A. Greene is an Associate Professor in the Learning Sciences and Psychological Studies program at The University of North Carolina at Chapel Hill. He has focused his research on student digital learning and literacy, and in particular, the ways in which students' cognition, metacognition, and beliefs interact to affect their acquisition of conceptual understanding in science and history. He has published numerous articles and book chapters on digital learning and literacy, and his work has been funded by the National Science Foundation, the Institute for Education Sciences, and the Spencer Foundation. He serves as Associate Editor of *Metacognition and Learning* and is an editorial board member of several top-tier journals including the *Journal of Educational Psychology*, *Educational Psychologist*, *Science Education*, and *Contemporary Educational Psychology*. Dr. Greene holds a PhD in Educational Psychology from the University of Maryland, as well as a master's degree in Measurement, Statistics, and Evaluation.

Marc Bess · UNC Charlotte

Marc Bess is Instruction Librarian at J. Murrey Atkins Library at the University of North Carolina at Charlotte. In addition to his role as a teaching librarian, he designs digital learning objects such as interactive online learning modules and point-of-need instructional tools. These resources aim to engage students and facilitate efficient academic research. He received his MLS from North Carolina Central University.

Stephanie Willen Brown · UNC-Chapel Hill

Stephanie is the director of the Park Library, a small branch library at UNC-Chapel Hill. She does reference, instruction, collection development, as well as anything else that needs to be done in the library. She graduated from Simmons Graduate School of Library and Information Science and taught reference at Simmons for six years prior to moving to North Carolina. Follow Stephanie @JoMCParkLib on Twitter and Instagram.

Anne Burke · North Carolina State University

Anne Burke is the Undergraduate Instruction and Outreach Librarian at North Carolina State University. Her work focuses on helping novice researchers navigate a complex information landscape.

Jason Casden · North Carolina State University

Jason Casden is the Lead Librarian for the Digital Services Development group at the North Carolina State University Libraries. He has served as a project or technical lead for several projects designed to help the NCSU and wider library community interact with library resources, services, and spaces in new ways, including the "My #HuntLibrary" community-driven photographic student documentation project. Jason is co-principal investigator, with Brian Dietz, on an LSTA-funded project to explore archiving social media.

Thu-Mai Christian · UNC-Chapel Hill

Thu-Mai Christian has served as the Archival Research Associate for the Odum Institute since 2012. She is responsible for the day-to-day operations of the Odum Institute Data Archive as well as establishing and enforcing policies in accordance with archival standards and best practices. She received her MSIS degree with a concentration in Archives and Records Management from the UNC School of Information and Library Science.

Will Cross · North Carolina State University

William M. Cross is the Director of the Copyright and Digital Scholarship Center at North Carolina State University where he provides advice and instruction to campus stakeholders on copyright, licensing, and scholarly communication issues. He serves as an adjunct instructor in the UNC School of Information and Library Science and lectures nationally on free expression, copyright, and scholarly communication.

Ellen Daugman · Wake Forest University

As Humanities Librarian in Z. Smith Reynolds Library, Ellen serves as liaison to the English Department and the Interdisciplinary Humanities Program, reference librarian, and information literacy instructor. Prior to coming to Wake Forest, she was a reference librarian at the University of Wisconsin-Madison. She has a BA in English from the College of William and Mary, the MA in English from the University of Virginia, and the MLS from the University of Wisconsin-Madison.

Bret Davidson · North Carolina State University

Bret Davidson is currently a Digital Technologies Development Librarian at the North Carolina State University Libraries. He serves as technical lead on "Suma," an open-source, tablet-based physical space and service usage assessment toolkit, and is a developer on several other active NCSU projects including "My #HuntLibrary," a community-driven photo application built on Instagram, and "Library Course Tools," a custom application for integrating course-specific resources into the library web site.

SPEAKER BIOGRAPHIES, CONT.

Brian Dietz · North Carolina State University

Brian Dietz is the Digital Program Librarian for Special Collections at NCSU Libraries. Dietz is a member of the Libraries' My #HuntLibrary Instagram harvesting and archiving project team, and he is currently a co-principal investigator, with Jason Casden, on an LSTA-funded project to explore archiving social media. He moderated the "Getting Things Done with Born Digital" session at the Society of American Archivists' 2014 annual conference.

Kim Duckett · North Carolina State University

Kim Duckett is Associate Head for Digital Technologies and Learning in the Research and Information Services department at the NCSU Libraries. She leads a team focused on library instruction, outreach, and e-learning and collaborates with colleagues throughout the organization on many other initiatives.

Julia Feerrar · Virginia Tech

Julia Feerrar is Learning Services Librarian at Virginia Tech University Libraries. As a member of the library's teaching and learning team, she contributes to strategizing and implementing information literacy instruction, particularly for first year undergraduates. She completed her MSLS at UNC-Chapel Hill in May 2014 and owes so much to the wonderful librarians she worked with there.

Jason Evans Groth · North Carolina State University

Jason Evans Groth is a North Carolina State University Libraries Fellow. As part of the User Experience department he provides support for the James B. Hunt, Jr. and D.H. Hill Library Music Rooms, Media Production Studios, Digital Media Lab, and other creative multimedia spaces. He is also working on a two-year born digital curation and preservation project in the NCSU Libraries' Special Collections Research Center.

Heather Hans · Guilford College

As the Instructional Design & Assessment Librarian at Guilford College, Heather Hans leads the library instruction program and teaches more than half of all library instruction sessions. She collaborates with faculty to embed information literacy into the curriculum, and she is developing a strategic plan for library assessment while building a culture of assessment within the College. She loves to bake, speaks terrible French, and spends hours in art museums.

Amanda Henley · UNC-Chapel Hill

Amanda Henley has worked as a GIS Librarian in Davis Library since 2002. She has a BA in Geography from the University of South Carolina and a MA in Geography from the University of North Carolina at Chapel Hill, and has been a certified GIS professional since 2008. She enjoys helping others integrate geographic resources into their research and instruction.

Lynne Jones · UNC-Chapel Hill

Lynne Jones is a second-year MSLS student at UNC-Chapel Hill with a concentration in special libraries and knowledge management. She currently works at UNC's School of Journalism and Mass Communication as a graduate assistant in the Park Library and in technical services at Wilson Library as a state and local documents cataloger.

Leslie McCall · Wake Forest University

As Cataloging Librarian and music specialist in Z. Smith Reynolds Library, Leslie serves as liaison to the Music Department, catalogs music materials and general monographs, performs collection development in the subject area of music, and assists in information literacy instruction. She received her undergraduate degree in music education from Salem College, a MA in music history studies from the University of North Carolina at Chapel Hill, and her MLS also from Chapel Hill.

Morgan McKeehan · UNC-Chapel Hill

Morgan McKeehan is completing master's degrees in Art History and Library Science at UNC-Chapel Hill, and works as a graduate research assistant at UNC's Sloane Art Library. Her areas of research include new media art, and participation by college and university Studio Art departments in academic institutional repositories.

Kaeley McMahan · Wake Forest University

As a Research & Instruction Librarian at the Z. Smith Reynolds Library, Kaeley serves as liaison to the Art, Theatre & Dance and Religion Departments and the School of Divinity, as well as an information literacy instructor. She received a BA in Archaeological & Near Eastern Studies from Wheaton College, a MA in Religion from Wake Forest University and a MLIS from the University of North Carolina at Greensboro.

Josephine McRobbie · North Carolina State University

As a Libraries Fellow at NCSU, Josephine McRobbie is both a subject specialist for the social sciences and humanities, and a qualitative researcher focused on inclusive environments, intuitive wayfinding, and resource discovery. She holds her MLS and MA in Folklore and Ethnomusicology from Indiana University, where she worked as a graduate student at the IU Libraries Moving Image Archive and the Media Preservation and Digitization Initiative.

Sarah Morris · UNC-Chapel Hill

Sarah Morris is a second-year MSLS student at UNC-Chapel Hill. Her interests span academic libraries, outreach, programming and instruction.

Anne Pusey · Orange County Public Library

Anne is the Head of Adult and Teen Services at the Orange County Public Library. She graduated from SILS in 2008.

SPEAKER BIOGRAPHIES, CONT.

Greg Raschke · North Carolina State University

Greg Raschke is the Associate Director for Collections and Scholarly Communication at the NCSU Libraries where he leads programs to build, manage, and preserve the Libraries' extensive collections. His responsibilities include overseeing the collections program and the development of digital collections. He leads the Libraries' partnerships in developing new and sustainable channels for scholarly communication. Raschke also administers the Friends of the Library channels for scholarly communication.

Jason Richmond · Orange County Public Library

Jason is a Library Associate with the Orange County Public Library. His duties include leading technology training and instruction for patrons and staff. He graduated from SILS in 2013 and is a veteran of the UL ref desk and the DPC's Zeuschels.

David Romito · UNC-Chapel Hill

David Romito is a Science Librarian in the Kenan Science Library at the University of North Carolina at Chapel Hill and manages the Library's Makerspace. He is a long-time maker, crafter, cook, gamer, tinkerer, and petty dabbler in sundry diversions. He received his MS in Library Science in 1992 and BS in Biology in 1987, both from the University of Illinois Urbana-Champaign.

Anders Selhorst · Guilford College

Anders leads the Research & Educational Services team that supports faculty development, instructional technology, assessment, instructional design, embedded library instruction, and research consultations. In addition to supporting all academic and instructional technology (including Moodle), the team also coordinates support for digital initiatives and scholarship. He enjoys reading *The Economist*, hiking, woodworking, edible landscaping, and other hobbies.

Jill Sexton · UNC-Chapel Hill

Jill Sexton is Head of Digital Research Services at the University of North Carolina at Chapel Hill Libraries. She leads the Library's Research Hub initiative (<http://library.unc.edu/hub>), coordinating staff, services, and programming to support technology-reliant information services, engaging with UNC faculty and students, and developing strategic partnerships with other service providers.

Mimi Smith-DeCoster · Guilford College

Mimi Smith-DeCoster is the Instructional Technology Librarian at Guilford College. She is the Moodle admin for the college, teaches library instruction sessions, and collaborates with faculty to support their use of instructional technology. As a Chapel Hill native, she loves hometown conferences!

Stewart Varner · UNC-Chapel Hill

Stewart is the Digital Scholarship Librarian and American Studies subject specialist at the University of North Carolina at Chapel Hill. As part of the Research and Instructional Services team, Stewart partners with faculty and students who want to incorporate technology into their research and teaching. He earned his PhD in American Studies from Emory University and his MLIS from the University of North Texas.

Jaycie Vos · UNC-Chapel Hill

Jaycie Vos is the Coordinator of Collections for the Southern Oral History Program at the University of North Carolina at Chapel Hill, where she works with faculty, students, archivists, activists, and all areas of southern community to preserve and share the South's rich history. She earned her master's in Library Science at UNC in 2013. Vos's research focuses on archival description and metadata standards in oral history collections, and usability and accessibility in digital collections.

Jaci Paige Wilkinson · UNC-Chapel Hill

Jaci Paige Wilkinson is a graduate of Luther College in Decorah, IA where she received a BA in English and music. Currently Jaci is a second-year MSLS student at University of North Carolina at Chapel Hill. Jaci is a Carolina Academic Library Associate and works for the UNC Music Library and Music Cataloging departments. Formerly, Jaci worked for KidzNotes, the Norfolk Chamber Music Festival at Yale University, and North Carolina State University's Library.

Somaly Kim Wu · UNC Charlotte

Somaly Kim Wu is the Digital Scholarship Librarian at J. Murrey Atkins Library at the University of North Carolina at Charlotte. Somaly coordinates digital scholarship projects and publications, including e-journals, virtual exhibits, and research-related media projects. She also directs the Library's Usability Lab. She received her MLIS from Wayne State University in Detroit, Michigan.

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