



HUMAN CENTERED LIBRARIES

Crafting Value and Relevance

2017 Conference Program





2017 LAUNC-CH Conference

Monday, March 13, 2017

William and Ida Friday Center for Continuing Education
Chapel Hill, NC

Conference evaluations can be completed online at
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launcch.web.unc.edu/events/annual-conference

Welcome

This year, we'll explore how we in the library and archives community are creatively solving problems by focusing first on the people we are serving. **How are we creating services and spaces that are in harmony with the needs and desires of a diverse community of users?**

Conference Schedule

8 : 30 - 9 : 00

Registration and Refreshments

9 : 00 - 10 : 15

Opening Remarks and Keynote Address

10 : 15 - 10 : 30

Morning Break

10 : 30 - 11 : 10

Session 1

11 : 20 - 12 : 00

Session 2

12 : 00 - 1 : 15

Lunch

1 : 15 - 1 : 55

Session 3

2 : 05 - 2 : 45

Session 4

2 : 45 - 3 : 00

Afternoon Break

3 : 00 - 4 : 00

Lightning Talks

Keynote Address



Relevance, Connection, Expressing Values: The Atkins Ethnography Project

Donna Lanclos

Donna Lanclos is an anthropologist, a researcher, a facilitator, and a writer who has been working in higher education and library contexts since 2009. She has done projects in the US and the UK, and her work informs policy in libraries, centers for teaching and learning, and university learning space planning.

Session 1

10:30 - 11:10

DOGWOOD ROOM

Stand in their Shoes: Applying UX & Design Thinking to Community Initiatives

Meeghan Rosen, Molly Luby

UNC - Chapel Hill

As librarians, our instincts are to jump in and help where help is needed—whether that help is in the realm of early literacy, under-served populations, workforce education, or small business development. However, that help is amplified if we can more deeply understand the groups we want to serve and what their lives are like, what challenges they face, and what they aspire to do. In the first half of this session, participants will learn how UX (User Experience) mindset and design thinking can add value to large- and small-scale efforts around community improvement. In the second half, participants will get an inside look at how the Chapel Hill Public Library used UX and design thinking in collaboration with residents from the local homeless shelter.

AZALEA ROOM

Using Predictive Models for Better DDA Management

John Vickery

NC State

Demand Driven Acquisitions (DDA) programs have become an integral part of academic libraries' collecting strategies. While DDA programs provide an effective way to build a just-in-time collection, it can be difficult to anticipate how many titles will be triggered for purchase and what the financial impact will be. This presentation will describe a project to build a predictive model to flag DDA titles that are likely to be triggered for purchase within the first year of being added to the catalog. We will discuss how we combined text analytics and structured data as inputs to the model using a combination of SAS and Python. In addition to the benefits of implementing a predictive model, we will also discuss the drawbacks and limitations involved.

Session 2

11:20 - 12:00

DOGWOOD ROOM

Let Your Conscience Be Your Guide: Taming Online Research Guides at the NCSU Libraries

Lillian Rigling, Andreas Orphanides

NC State

Online research guides are a common feature of the academic library's web presence, but their design is often at odds with typical users' information-seeking behavior, which centers around automated discovery tools and just-in-time information access. We present an early report on our work to revisit online guides creation at the NCSU Libraries, with the goal of making guide content easier to maintain and more compatible with current best practices in web content creation. Our project includes a comprehensive review of existing guides content; a plan for elevating and enhancing discoverability of core guides; establishment of best practices for guide creation; and novel changes to site architecture (currently being developed) that continue to provide the freedom to create open-ended content as needed.

AZALEA ROOM

Can RDA Content, Media, and Carrier Coding Improve Discovery Facet Mapping?

Steve Kelley, Carolyn McCallum, Kevin Gilbertson

Wake Forest University

Faceted searching in online public catalogs is often difficult, because the default facet mapping provided by discovery systems can be inadequate regarding the faceting of bibliographic formats. We worked extensively to revise this mapping by creating complex decision trees that require the system to consult multiple fields and subfields in bibliographic records in order to assign more precise format facets. When our authority control vendor offered to add RDA coding to our bibliographic records, including the new Content, Media and Carrier fields, we wondered whether this coding might improve format faceting in our public catalog. And if not, what coding might improve faceting? This presentation will explore these questions, as well as describe the process of having a vendor add RDA coding to catalog records.

Session 3

1:15 - 1:55

DOGWOOD ROOM

I Need Space! Responding to Students' Requests for Diverse Spaces and Furniture

Emily Daly, Joyce Chapman

Duke University

This talk will highlight several low-cost methods Duke University Libraries staff use to gather students' suggestions and feedback related to library spaces and furniture in particular. We will describe ways we have been able to partner with campus organizations and respond to students' requests and thereby demonstrate Duke Libraries' value and relevance to the campus community. Finally, we will detail a few of the most successful changes to library spaces over the past academic year and the ways we continue to evaluate and improve library spaces and furniture to meet our users' evolving and increasingly diverse needs.

AZALEA ROOM

I Wish I'd Known That Earlier: Connecting Students to Research Services

Arianne Hartsell-Gundy, Brittany Wofford, Melanie Sturgeon

Duke University

Libraries frequently struggle to make their services and resources known; typically, patrons only engage with a small portion of what we offer, and "I wish I'd know about that earlier!" is a familiar complaint. During the 2015-16 school year, Duke University Library's Research & Instructional Services department formed a communications team to bridge the gap between user and library. In this presentation, we will explore the initiatives undertaken during this first year, including pop-up outreach, marketing during new student orientations, and how we used a recent student survey to tailor our outreach. We will also discuss work the team has undertaken to improve interdepartmental event coordination and to better connect student project work with research services.

Aren't They A Little Young to Be Freshmen? Touring K-12 Students in Hunt Library

Lisa Ruth

NC State

In the Human Centered Library, we start with people. But how does an academic library design for people who aren't yet part of the university community? How can we not only support an increasingly diverse constituency, but also address the "pipeline problem" in our universities and profession?

When Hunt Library opened, we were inundated with requests for K-12 student tours, and many of the students come from under-represented and at-risk backgrounds. Through a partnership with the Institute for Emerging Issues, what began as a small subset of tours has evolved into a program designed to introduce these students to the role of academic libraries and civic engagement. Our goal is to inspire them to consider attending college, knowing the library is there to support their success.

Session 4

2:05 - 2:45

DOGWOOD ROOM

The Lab-Integrated Librarian: A User-Centered Engagement Strategy for STEM Communities

**Alex Carrol, Bertha Chang,
Honora Eskridge**
NC State

In an attempt to demystify the enterprise research process and to try out a novel model of faculty engagement, a group of science librarians embedded themselves into research groups at their institution by attending lab meetings. This presentation will provide an overview of this new service, and discuss some of the findings of this pilot project. While this initiative started as a means of supporting faculty research and encouraging team science, it has revealed that important student learning occurs during the course of routine lab meetings. This presentation will suggest that attending lab meetings enables librarians to deliver point-of-need research support and to provide instructional services in authentic contexts that highlight the utility of information literacy skills to faculty and students alike.

Enabling Student Success through Library Immersion into the Research Curriculum

Mira Waller, Shaun Bennett
NC State

At the NCSU Libraries, we are taking advantage of an increasingly pedagogical emphasis on active learning and media technology to work collaboratively with faculty in developing curriculum and contributing to student success. This session focuses on our work with an assistant professor in the Department of Anthropology and Sociology as a case study on how librarians can actively collaborate with faculty on coursework and student engagement through integrating multimedia technology and visualization spaces into the curriculum.

AZALEA ROOM

THE NC AHEC Library Network Measures Value & Creates Key Performance Indicators: Three Examples

Diane McDuffee, Lauren Tomola, Mary Beth Schell
UNC - Chapel Hill

The AHEC Library and Information Services Network staff located at the UNC Health Sciences Library are implementing three studies to demonstrate the value and impact of AHEC library services for their core constituency of NC health professionals. Each study uses a different method to gather data, allowing the AHEC librarians to demonstrate value, impact and outcomes for the services they provide for the community hospitals and healthcare providers they work with throughout the state. Together, these value studies will explore the effectiveness of services and resources, test methods of measuring new resources, and demonstrate different ways librarians improve clinicians' care experience.

Lightning Talks

3:00-4:00

Making Space – Increasing Inclusion through Targeted Programming and Outreach

Lauren Di Monti, Marian Fragola

NC State

Wolf Tales: Documenting Voices of Diversity at NC State

Virginia Ferris

NC State

Reaching New Audiences through the UNC T-Shirt Archive

Jennifer Coggins

UNC - Chapel Hill

Finding their Way: First-Year Seminar Scavenger Hunts at Davis Library

Joanekke Elliott, Jasmine Plott

UNC - Chapel Hill

Using Tableau to Visualize Your Data

Natalia Lopez

UNC - Chapel Hill

Streaming Media from the Southern Folklife Collection: Affordances, Challenges, and Future Opportunities

Aaron Smithers

UNC - Chapel Hill

Is It Useful?

Grace Sharrar

UNC - Chapel Hill

Long Night Against Procrastination: Reaching Students in the Residence Halls

Alena Principato

UNC - Chapel Hill

Unending Tech Lending: Virtual Reality and Beyond

Pete Schreiner, Abigail Nickels

NC State

Speakers

Shaun Bennett • *NC State*

Shaun Bennett is a Library Technician at the NCSU Libraries. He is currently pursuing a Masters in Library and Information Science at UNC-G, and works primarily on demand-driven acquisitions, usage statistics, data visualization, and digital humanities. He previously studied Medieval History at Penn State and NC State, and attempts to meld together librarianship and digital humanities whenever possible.

Alexander J. Carroll • *NC State*

Alex Carroll is currently the Research Librarian for Engineering and Biotechnology at the NCSU Libraries, where he works with the College of Textiles and the College of Engineering in areas that intersect with human and animal health. He has an M.S. from the School of Information and Library Science at the University of North Carolina at Chapel Hill, and a BA from James Madison University.

Bertha Chang • *NC State*

Bertha Chang is currently Research Librarian for Engineering at the NCSU Libraries where she works with the College of Engineering and College of Textiles. She holds an M.S. from the Graduate School of Library and Information Science at the University of Illinois in Urbana-Champaign, and an S.B. and Ph.D. from the Department of Materials Science and Engineering at the Massachusetts Institute of Technology.

Joyce Chapman • *Duke University*

Joyce Chapman is the Assessment Analyst & Consultant at Duke University Libraries and an adjunct instructor at the North Carolina Central School of Library and Information Science. Prior to her current position, Joyce was the statewide Data Analysis & Communications Consultant at the State Library of North Carolina.

Jennifer Coggins • *UNC - Chapel Hill*

Jennifer Coggins is Collection Management and Engagement Archivist in the University Archives at UNC Chapel Hill. She has an MSLS with a concentration in Archives and Records Management from UNC-SILS and a BA in history from Wofford College. She is completing a graduate certificate in Digital Public Humanities from George Mason University.

Emily Daly • *Duke University*

Emily Daly is Head of Assessment & User Experience and Librarian for Education at Duke University Libraries in Durham, NC. She leads Duke Libraries' website and assessment teams and plans and conducts user research related to the Libraries' website, services, collections, and spaces.

Lauren Di Monti • *NC State*

Lauren Di Monte is an NCSU Libraries Fellow working in Administration and Learning Spaces & Services. In this role, she develops programs that facilitate critical and creative engagements with technologies, leads projects to bring physical and traditional computing into scholarship across the disciplines, and collaborates with colleagues to create more vibrant and inclusive library spaces and services.

Joanneke Elliott • *UNC - Chapel Hill*

In addition to her position in monographic services, Joanneke Elliott is also the coordinator for the First Year Seminar (FYS) Scavenger Hunts and am the interim library liaison for Germanic Studies. She is passionate about information literacy and identifying new ways to introduce users to the library.

Honora Eskridge • *NC State*

Honora Nerz Eskridge is currently Director, Centennial Campus Research Services with the NCSU Libraries, where she leads library services to the Colleges of Engineering and Textiles. Eskridge has a Master of Library and Information Science from the Catholic University of America and a Bachelor of Engineering from Manhattan College.

Virginia Ferris • *NC State*

Virginia Ferris is Outreach and Engagement Program Librarian for Special Collections at NC State University Libraries. She holds the MLIS from the UNC - Chapel Hill, and was an NCSU Libraries Fellow, 2014-2016. She has worked in archives, oral history, and community engagement at New York University, the Lower East Side Tenement Museum, and Wilson Library at UNC - Chapel Hill.

Speakers, Continued

Marian Fragola • *NC State*

As the Director of Program Planning and Outreach, Marian Fragola fosters community engagement through a suite of public programs that showcase the creativity, interdisciplinarity, diversity, and value of student and faculty work to the campus community and beyond. These programs build upon communities of practice on campus and strengthen connections between the university and the region.

Kevin Gilbertson • *Wake Forest University*

Kevin Gilbertson is Web Services Librarian at Z. Smith Reynolds Library at Wake Forest University.

Arianne Hartsell-Gundy • *Duke University*

Arianne Hartsell-Gundy is the Head, Humanities Section and Librarian for Literature and Theater Studies. She currently leads the Research and Instructional Services department's Communication Team at Duke University. Her research interests include information literacy, graduate student pedagogy, collection analysis, and digital humanities.

Steve Kelley • *Wake Forest University*

Steve Kelley is the Head of Continuing Resources and Database Management at the Z. Smith Reynolds Library at Wake Forest University. He is a former President of NASIG.

Natalia Lopez • *UNC - Chapel Hill*

Natalia Lopez is a second-year Masters of Science in Library Science student at the University of North Carolina at Chapel Hill. She is a Carolina Academic Library Associate (CALA) at Davis Library with the Digital Research Services department.

Molly Luby • *Chapel Hill Public Library*

Molly Luby works in Adult Library Experiences at Chapel Hill Public Library. She is pursuing her MLS online after spending too many years grading papers as an English teacher. She is most interested in working with under-served groups, staff development, and digital literacy. Her article on UX and a local homeless shelter library was featured in *Library Journal* in September 2016.

Carolyn McCallum • *Wake Forest University*

Carolyn McCallum is the Cataloging Librarian for Nonprint Resources at Z. Smith Reynolds Library at Wake Forest University.

Diana McDuffee • *UNC - Chapel Hill*

Diana McDuffee is the Head of the AHEC and Outreach Services Department of the Library and the Network Director for NC AHEC Library and Information System.

Abigail Nickels • *NC State*

Abigail Nickels is a Library Technician at North Carolina State University, coordinating the day to day operations for the technology lending program. Before working at NCSU, she supervised book digitization operations for the Internet Archive, a nonprofit digital library in San Francisco, CA. Abigail has also worked in museums and as a web designer for several small arts organizations.

Andreas Orphanides • *NC State*

Andreas Orphanides is Associate Head, User Experience at the NCSU Libraries. His work focuses on developing high-quality, thoughtfully designed technology solutions to support teaching, learning, and information discovery. He holds a BA from Oberlin College and an MS in library science from UNC-Chapel Hill.

Jasmine Plott • *UNC - Chapel Hill*

Jasmine Plott is a dual-degree student for library science and law, and is the Carolina Academic Library Associate (CALA) for Davis Library's Research and Instructional Services (R&IS). Providing R&IS services is one of her primary interests, and she enjoys brainstorming different means of library outreach.

Alena Principato • *UNC - Chapel Hill*

Alena Principato is a second-year graduate student at the School of Information and Library Science at UNC Chapel Hill with a passion for community engagement and outreach. She has enjoyed working with Jennie Goforth to coordinate the Long Night Against Procrastination events.

Speakers, Continued

Lillian Rigling • *NC State*

Lillian Rigling is an NCSU Libraries fellow, cross-appointed in the Copyright & Digital Scholarship Center and the User Experience Department. She coordinates outreach, instruction, and engagement around scholarly communications issues. She also works on developing a robust and user-centered web presence for teaching & learning at NCSU Libraries.

Meeghan Rosen • *Chapel Hill Public Library*

Meeghan Rosen is the Assistant Director at the Chapel Hill Public Library. She and her family live, work, and play in Orange County, NC. A graduate of SILS at UNC-CH, she values curiosity, collaboration, and transparency. Current interests include design thinking, leadership development, and juicy data.

Lisa Ruth • *NC State*

Lisa Ruth is the Associate Head for Recruiting and Visitor Relations at NCSU Libraries. She oversees the Libraries' Visitor Relations Program, which has led over 40,000 visitors on tours since the opening of the Hunt Library in 2013. Additionally, she leads all of the Libraries' hiring efforts and also manages the NCSU Libraries Fellows Program. She holds the MLS and BA from UNC-CH, and the JD from Harvard Law School.

Mary Beth Schell • *UNC - Chapel Hill*

Mary Beth Schell is the director of the NC AHEC Digital Library, which provides access to health information resources and services for more than 37 North Carolina hospitals. Mary Beth facilitates access to library resources for off-campus faculty and preceptors of UNC - Chapel Hill students.

Pete Schreiner • *NC State*

Pete Schreiner is a Libraries Fellow at North Carolina State University, working in Access Services, and Learning Spaces & Services. Prior to NCSU, he was Assistant Archivist at Lewis & Clark College in Portland, Oregon. Before librarianship, Pete ran a carpentry business, worked in media and design, and was a touring musician. Pete earned his MLS from Emporia State University in 2015.

Grace Sharrar • *UNC - Chapel Hill*

Grace Sharrar is a second-year Masters in Library Science student at UNC with a focus in academic librarianship. Currently, she is working as the user experience research assistant at the Undergraduate Library, where she enjoys the pleasure of working with patrons on their research projects, and with other librarians in the assessment of library services.

Aaron Smithers • *UNC - Chapel Hill*

Aaron Smithers is a folklorist who has worked with the Southern Folklife Collection since 2002. He is an instructor of audio documentary at the Center for Documentary Studies at Duke University and serves as Music Editor of Southern Cultures, a journal published by the Center for the Study of the American South at UNC-Chapel Hill.

Melanie Sturgeon • *Duke University*

Melanie Sturgeon is the Librarian for Engineering, Physics and Computer Science and a member of the Communication Team. She has a background in mechanical engineering. She worked for 14 years as a design engineer in the furniture, automotive and computer hardware industries.

Lauren Tomola • *UNC - Chapel Hill*

Lauren is the AHEC Knowledge Management Librarian, Health Sciences Library, UNC Libraries. She works with the North Carolina Area Health Education Centers (NC AHEC), serving as an embedded knowledge management librarian for the NC AHEC practice support program.

John Vickery • *NC State*

John Vicky is an Analytics Coordinator and Collections & Research Librarian for Social Sciences at the NCSU Libraries. He is interested in applying analytical methods to library data for better organization in matters such as collections and service optimization.

Mira Waller • *NC State*

Mira Waller is Associate Head of Collections & Research Strategy at the NCSU Libraries. She shares responsibility for overseeing the collections budget and articulating the Libraries' collection development vision; provides guidance, direction, and support for current initiatives aimed at re-envisioning the subject specialist role; and advances the Libraries' efforts in research engagement and student success.

Brittany Wofford • *Duke University*

Brittany Wofford is the Coordinator for The Edge and Librarian for Research & Instructional Services at Duke University Libraries. She connects users of the library's research commons to library staff and resources and provides research support to the Sociology and Cultural Anthropology departments. She is also a member of the Communication Team.

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