

2015 ARLD POSTER SESSIONS

Beyond Butts in Seats: Creating Meaningful Outreach Activities

Shannon Farrell, Natural Resources Librarian, and Kristen Mastel, Outreach and Instruction Librarian; University of Minnesota - Twin Cities

In order to stay relevant and meet the needs of our existing and potential users, libraries are forming partnerships and engaging users in numerous ways outside of the classroom. How do we measure the impact of our outreach programming? High attendance numbers may show that we had excellent swag and food at an event, but is counting heads a meaningful assessment measure? This poster will share examples of various kinds of outreach, discuss opportunities for forging partnerships, consider the impact of different outreach activities, and examine new assessment strategies to move beyond simple head counts.

Tumblr Enriches Exposure to and Use of Art Special Collections

Deborah Boudewyns, Arts and Architecture Librarian, and Lindsay Keating, Special Projects Assistant to the Arts and Architecture Librarian; University of Minnesota Libraries

This poster reflects the recent implementation of Tumblr, its value to exhibiting rare art book collections and enhancing community engagement with special collections. In a comparative analysis of social media, Tumblr emerged as the most effective and visually performative for the needs of the University of Minnesota's Rare Art Book Collection. Value and preservation present barriers to patron engagement of special collections. These barriers can be mitigated by creative use of social media, such as how the University of Minnesota Libraries use Tumblr to expose its rare art book collection. This poster illustrates Tumblr's unique combination of blogging and social networking, image uploading, discoverability and tagging, indexing and re-blogging. Weekly blogs with themes feature sub-genres of the collection, providing an appealing context for followers. The Tumblr provides a sustainable and consistent platform for presenting and documenting library exhibitions that showcase items from the rare art book collection. Regular input of collection data creates a visual and virtual catalog that is fluid and generative. Goals presented point to ideas about increasing engagement and use of the collection, gift donorship, and networking with libraries and arts institutions, while future goals point to facilitation of user interaction.

A Strengths Approach to Research

Amy Riegelman, Librarian of Government Information, Psychology, Educational Psychology, and Child Development, and Kate Peterson, Undergraduate Services Librarian; University of Minnesota Libraries

Strengths U is an established initiative at the University of Minnesota. Using Clifton's StrengthsFinder®, this initiative is designed to support the undergraduate experience and Student Learning Outcomes. Amy Riegelman and Kate Peterson, librarians at the University of Minnesota-Twin Cities, connected the 34 unique Strengths with library research suggestions. We will explain why this approach is effective; research on metacognition that has shown that having an awareness of your strengths before you begin a task or project may help you to learn more effectively and suggestions on partnering with co-curricular units on campus.

Undead in the Stacks: Humans vs. Zombies as Library Outreach

Adam Brisk, Emerging Technology Librarian; University of Minnesota, Duluth

The Kathryn A. Martin Library at UMD collaborated with its Students in Transition Office to host a late Evening Humans vs. Zombies event during our Bulldog Welcome Week for incoming and transfer students. Opening up three floors of the library to a Horror Infused Game of Tag required planning, teamwork and openness. This poster will provide logistical considerations, positive and negative outcomes, outreach and future plans for programming.

Saving Change Through Ch-Ch-Changes: How a Small Academic Library Saved a Bunch by Challenging the Status Quo

Anne Mackereth, Director of Library Services, and Krista Jacobson, Public Services Librarian; Northwestern Health Sciences University

Most libraries face budget tightening whether through lack of growth or cuts. As a small academic health sciences library, Northwestern Health Sciences University is not immune to this threat. In the fiscal year 2014-2015, we achieved significant reduction in costs through small cuts and larger changes such as switching from EBSCO to W.T. Cox and dropping the RefWorks citation management software for a freely available option. This poster will show our decision making and transition processes for these two changes, including the pros and cons resulting from each decision.

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Islandora: A Digital Repository for Edible Books and Accreditation Documents

Vi Bergquist, Library Director, St. Cloud Technical & Community College; Alex Kent, Cataloging and Metadata Support and Training Specialist, PALS, and Linda Richter, Innovation Coordinator, PALS

St. Cloud Technical and Community College needed to have a digital repository solution to enable easy access to important college documents, and documents of historical significance to the college. Starting in March 2015, PALS worked with St. Cloud Technical and Community College to build their digital repository using the Islandora open source software. Islandora leverages three core components: Drupal for the user interface, Solr, for indexing and searching, and Fedora as the digital asset management software. This enables a flexible, highly customizable, and easy to use online platform for St. Cloud Technical and Community College's digital assets, such as movies, photos, and documents.

Into the Woods: A Journey through Metadata and Music Therapy

Jossel Franco, Digitization Assistant, and Rebecca Ganzel, Cataloging and Metadata Librarian; Augsburg College, Lindell Library

This poster describes the journey of one Augsburg College sophomore as she learned to assign meaning to an influential music therapist's library. Jossel Franco's project initially examined a recent 2,000-volume donation to Augsburg's Music Department, comprising the personal library of a national music-therapy pioneer. As she proposed it to the Augsburg URGO (Undergraduate Research and Graduate Opportunities) program, the summer 2015 project started out as a broad survey of interdisciplinary influences on the development of music therapy as a profession. In the course of meeting with her URGO library mentor, Rebecca Ganzel, and developing her ideas, the project changed dramatically. The conversation shifted toward using Library of Congress classification to identify individual threads in the donor's understanding of music therapy. Franco's 30-page paper and presentation in July ended up transforming what had been a random assortment of 2,000 books into a synthesized whole -- and transforming Franco's understanding of metadata and classification. What had been a scary forest is now a useful intellectual tool.

Space as a Service: Advancing the Library's Mission through Campus Collaborations within Library Spaces

Janice Jaguszewski, Director, Health Sciences Libraries; Lisa McGuire, Associate Director, Nicole Theis-Mahon, Collections Coordinator, Emily Reimer, Operations Manager, Erinn Aspinall, Strategic Initiatives Librarian, Frank Sayre, Pharmacy Liaison, and Lois Hendrickson, Curator, Wangenstein Historical Library; University of Minnesota

As academic libraries remove print collections and develop plans to repurpose their spaces, they are now seeking collaborative relationships with academic departments and other campus units by inviting them to have a presence in the library. But how does a library ensure that the collaboration is truly of mutual benefit and that the relationship is more than just handing over space? The Health Sciences Libraries at the University of Minnesota will share its experience as part of a larger renovation effort within the Academic Health Center, offering a clearly articulated plan to provide leadership as an information and technology hub within a larger Learning and Education Center.