

# **Instruction & Outreach Committee**

## **Annual Report, July 2004 – June 2005**

### **The Committee**

The Instruction and Outreach Committee (IOC) is a subcommittee of the Public Services Advisory Council (PSAC). IOC is charged with developing, implementing, recommending and coordinating UCSD Libraries user instruction and outreach policies, programs, projects, facilities, tools and budgets. The charge and member responsibilities for IOC can be accessed through LibNet at <http://orpheus-1.ucsd.edu/ioc/charge.html>

### **Evaluation of 2004/2005 Priorities and Horizon Issues**

The Instruction and Outreach Committee designated 8 items as priorities and horizon issues for the 2004/2005 fiscal year. This section will discuss actions taken by IOC to address each priority/horizon issue.

#### **1. Plan and develop IOC activities and priorities that are based on the UCSD Libraries Strategic Plan, Goal 2: Education and Outreach**

**Get Started!:** IOC subcommittee completed development and implementation of an online learning tool designed to introduce undergraduates, and other new users, to the UCSD Libraries and its website in Fall 2004. The subcommittee began internal marketing efforts with library staff and external promotion to the campus. A model for maintenance, development and marketing was submitted to and approved by the PSAC Chair/AUL for Public Services. To date, Get Started! averages 62,000 hits and 6,500 unique visitors per month.

**Audience Response System:** IOC acquired funding from various library units and purchased a second audience response system. The software is installed in both the LEC and TLC, as well as on the IOC laptop, and we now possess 60 transmitters.

**Libraries Online Instruction Calendar:** IOC Web Editor worked with Libraries ITD to upgrade the Libraries online instruction calendar software. The new software uses GroupWise to streamline the system for reserving library classrooms and adding instruction sessions to the Libraries online instruction calendar. The new online calendar is much easier to navigate and view. Lastly, a list of procedures was created for adding events to the Libraries online instruction calendar.

#### **2. Investigate methods for assessing Libraries instruction and outreach programs and activities**

**IOC Assessment Retreat:** IOC members attended a day-long assessment retreat, which was facilitated by Gabriela Sonntag, CSU San Marcos, to begin the investigation into assessment methods. At the conclusion of this retreat, it was decided that: 1. IOC would assess the activities of the committee, 2. IOC would develop shared assessment standards and tools that could be used by the committee and library units, 3. IOC would continue dialogue/information sharing in this area.

**3. Implement recommendations from the Libraries Information Literacy Task Force and the Libraries ACRL Information Literacy Immersion team**

Information Literacy Task Force: At the request of IOC, PSAC established an Information Literacy Task Force in January of 2004. The IL Task Force is on hold indefinitely at the request of the AUL for Public Services.

**4. Maintain a high level of visibility and participation in campus events**

Maintaining visibility on campus encourages usage of library services, resources, and programs by various audiences. Additionally, the libraries are positively perceived as campus partner. IOC maintained a high level of visibility on campus through on-going participation in staff and undergraduate targeted events and expanded its campus involvement to include participation in UCSD's Black History Month celebration. Through participation in two campus staff outreach events, Sharecase and People Expo, the Libraries reached 1,350 staff members. Also, through participation in 71 campus undergraduate outreach events, the Libraries reached 8,600 undergraduates.

Staff Outreach FY04-05

Sharecase: Annual event which showcases electronic tools and services that enable staff to more effectively do their jobs. In addition to a standard outreach table, the Libraries also offered three presentations designed specifically for the Sharecase audience: 1. Tools for Preparing & Managing Bibliographies, 2. Get Started with the UCSD Libraries, 3. Tools for Managing Faculty CVs. According to event evaluations, these new presentations ranked very high in the area of usefulness to staff.

People Expo: Annual event which showcases tools and services that support work and life at UCSD. In addition to the standard outreach table, the Arts & SSSL Libraries partnered to offer featured workshop titled: Incredibly Fun UCSD Library Happenings.

General Campus Outreach FY04-05

Libraries supported and participated in UCSD's Black History Month Celebration for the first time. We received a lot of praise from campus organizers on library involvement that included cross-library exhibits and events.

Undergraduate Outreach FY04-05

For a complete inventory of libraries-wide undergraduate outreach activity, see Appendix A Undergraduate Outreach Program Annual Report.

**5. Investigate additional multi-disciplinary cooperative instruction offerings following the models of the Melvyl Catalog transition and the Bibliographic Software Support Group**

Ongoing Coordination of Libraries-wide Instruction

- What the UCSD Libraries Can Do for You: 3 workshops through UCSD Staff Education and Development.
- Bibliographic Software Support Group maintains an internal distribution list and a public Website for EndNote user instruction and support.

New Cooperative Instructional Efforts

- Development of a Libraries' Instruction Support Group via an internal blog, "iLibrarian."

**6. Formalize the UCSD Libraries Undergraduate Outreach Program**

Undergraduate Outreach Task Group: May 2005, the AUL for Public Services convened a task group to define undergraduate outreach and develop a structured outreach program for

the UCSD Libraries that is library-wide and encompasses the various units. For more info on undergraduate outreach program goals and activities, see [Appendix A](#).

**7. Develop a UCSD Libraries' position on K-12 outreach that is synchronous with UCSD practices and policies**

IOC is awaiting advisement from AUL for public services on K-12 involvement. Without a position, the Libraries provided outreach and/or instructional services to approximately 22 K-12 groups reaching approximately 1,529 students during FY 2004/05. Twelve of the K-12 groups were UCSD affiliated. For a complete list of UCSD Libraries K-12 activity for FY 2004/05 see [Appendix B](#).

**8. Investigate the feasibility of duplicating the Navigator in an html format**

Upon advisement from the AUL for Public Services, the editor of the Navigator will wait to see if Vignette CMS is capable of presenting electronic newsletter content.

### **Charge Revision: Instructional Improvement Responsibilities**

In spring 2005, upon consultation with the PSAC Chair and Library Human Resources, IOC added the following responsibility to its charge: partner with Library Human Resources Department to provide instructional improvement training and collaboration opportunities for UCSD Libraries staff responsible for user education. Since then, IOC has taken the following actions:

- Organized and partially sponsored a 3 hour teaching and learning workshop with Dr. Jeff Liles on May 9, 2005. The workshop theme was, "It's NOT about time: making the most of one-shots."
- In June 2005, an IOC task-group commenced to investigate and plan the development of a Libraries wide instructional support group.

### **Goals for 2005/2006**

IOC has set the following goals for FY05/06 as a first step towards assessing IOC activity.

1. Determine the direction (mission and vision) of IOC
2. Conduct IOC strategic planning (3 year plan)
3. Identify and implement methods for assessing current IOC activity

Respectfully Submitted by the Instruction & Outreach Committee  
August 2005

**UCSD Libraries**  
**Undergraduate Outreach Program**  
**Annual Report**  
**July 1, 2004 – June 30, 2005**

**Introduction**

The Undergraduate Outreach Program exists to heighten awareness and increase usage of the Libraries. It serves as the initial effort to begin the education of undergraduate students about the range and depth of services, collections, and programs provided by the UCSD Libraries. The reach of this nascent program this past FY: 8,600 through in-person events, 11,500 online through Study Break discussion forum pilot, 17,500 printed copies and 2,875 electronic visits through Navigator Newsletter.

**Environmental Assessment**

- 2.3 percent increase in undergraduate population from previous year; 20,339 total undergraduates in 2004<sup>1</sup>
- 5,199 new freshman and transfer students 2004-2005<sup>2</sup>
- Most popular majors chosen by incoming class, in order: biology, chemistry, bioengineering, political science, and economics
- SIO indicated increased undergraduate level teaching is a short-term resource priority<sup>3</sup>
- 3 UCSD Libraries (CLICS, BML, S&E) have positions with explicit undergraduate services (i.e. outreach & instruction) responsibilities at this time

**Departmental Goals for FY Immediately Past**

1. *Formalize Undergraduate Outreach Program within the UCSD Libraries, Strategic Plan Goal 2, Objective 2*
2. *Increase, enhance library exposure within UCSD programs designed to orientate undergraduates to student services, Strategic Plan Goal 4, Objective 5*
3. *Identify and investigate strategies which enable undergraduate outreach activity to scale across campus and the colleges, Strategic Plan Goal 2, Objective 2*
4. *Conduct preliminary evaluation on the effectiveness, impact of undergraduate-targeted outreach/communication activities, Strategic Plan Goal 2, Objective 2*

**Progress Toward Departmental Goals for FY Immediately Past**

1. *Formalize UCSD Libraries Undergraduate Outreach Program Strategic Plan Goal 2, Objective 2*
  - Accomplishment 1: Undergraduate Outreach Task Group established to develop a structured program and clarify staffing roles/responsibilities across & within libraries<sup>4</sup>
  - Accomplishment 2: Task Group produced inventory of regular undergraduate outreach activity library-wide and unit-specific by quarter

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<sup>1</sup> UCSD Student Research & Information Data <http://studentresearch.ucsd.edu/sriweb/enroll/total.pdf>

<sup>2</sup> UCSD Admission Statistics 2004-2005 <http://studentresearch.ucsd.edu/sriweb/enroll/admit.htm>

<sup>3</sup> State of the Institution Report 2003

[http://sio.ucsd.edu/about/directors\\_office/presentations/03SpringStateofInst.pdf](http://sio.ucsd.edu/about/directors_office/presentations/03SpringStateofInst.pdf)

<sup>4</sup> UG Outreach Program TG Members: Leslie Abrams, Lynda Claassen, Katy Farrell, Susan Shepherd, Jeff Williams, Marlo Young

2. *Increase, enhance library exposure within UCSD programs designed to orientate undergraduates to key resources and services, Strategic Plan Goal 4, Objective 5*
  - Accomplishment1: Participated in 6/6 colleges new student orientation programs; first time Libraries received invite from all six colleges; included working with 3 college student orientation leader training programs on Libraries info (ERC, Revelle, Warren)
  - Accomplishment2: Provided a library orientation/component for the Campus Student Tour Guides training program so as to enable tour guides to better understand and speak about the UCSD Libraries
  - Accomplishment3: Designed customized workshop for the Office of Academic Support & Instructional Services new Learning Community Program that's designed to familiarize at-risk undergraduates with UCSD services/resources, empower them with success skills, and serve as social network/learning community
  - Accomplishment5: Worked with an undergraduate student to design 3 high-quality, student friendly "ads" that are placed in new student, orientation-related UCSD publications which feature campus resources and services
3. *Identify and investigate strategies which enable undergraduate outreach activity to scale across campus and the colleges, Strategic Plan Goal 2, Objective 2*
  - Accomplishment1: Piloted, *Study Break*, an online discussion forum about the Libraries & conducting research, to virtually reach students through Sixth College's digital community/content management system<sup>5</sup>. In 10 months, the forum received 11,500 views
  - Accomplishment2: CLICS & SSSL trained and utilized small cadre of library student Employees to staff undergraduate outreach events and conduct library tours
  - Accomplishment3: Trained and utilized student orientation leaders, campus tour guides, and Express to Success Program students to deliver library content; continuing to explore feasibility and interest in formalized relationships in this area
  - Accomplishment4: Identified electronic outreach/communication strategies that have the potential to serve as tools that enable scalability. Include: 1. downloadable PodCast, MP3 file which is a self-guided audio tour of Geisel that's based on the the Self-Guided Tour Brochure (could be used in conjunction with college-specific orientation programs, campus tours, library tour requests, and various UCSD courses and information literacy instruction), 2. web-based, high-quality, audience appropriate streaming video orientation to the Libraries that could be utilized during new student orientation programs or by any course, college, department, or librarian
4. *Conduct preliminary assessments on the effectiveness, impact of current undergraduate-targeted outreach/communication activities, Strategic Plan Goal 2, Objective 2*
  - Accomplishment1: Compiled data on Study Break online discussion forum pilot project. Includes usage statistics as well as qualitative data from Sixth College students and key administrators<sup>6</sup>

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<sup>5</sup> Study Break discussion forum

<http://sixth.ucsd.edu/index.php?name=PNphpBB2&file=viewforum&f=29&sid=4d50b540a26b95f13612b75febef6f36>

- Accomplishment2: Compiled comprehensive data on Navigator Newsletter distribution rates, production costs, campus usage, and library usage<sup>7</sup>
- Accomplishment3: Prepared current FY inventory of library-wide undergraduate outreach activity, includes total reached and total expenditures<sup>8</sup>

### **Additional Accomplishments**

- Accomplishment1: Undergraduate Outreach Program participated in 71 campus events this FY and more than 10 UCSD librarians volunteered time
- Accomplishment2: Coordinated special carillon dedication for Sixth College at the request of students and administrator. Pictures and student comments posted on Study Break forum. In one student's own words:  
Honestly, thank you for organizing that for Sixth! I left class for a few minutes to listen to it at 6:15p and it was awesome!!! I mean, there were people stopping to listen to it. This one guy on a bike was riding by two other guys and stopped to ask them if that was Stairway to Heaven. Another guy was walking by and he stopped to talk to them about it, too. So I took the opportunity to brag and say that it was dedicated to Sixth, and they thought that was great. For people at UCSD to stop and talk to other people that they don't know is really something, and it happened when Stairway to Heaven was played over the carillon. It was an amazing experience and something I'll remember from my college years.
- Accomplishment3: Coordinated library partnership with the Associated Students to co-promote a UCSD student voter registration drive and voter awareness campaign that was state-wide.
- Accomplishment4: Designed two new library-related workshops for UCSD's Passport to Leadership Certificate Program: 1. Information and Leadership: Knowledge is Power 2. Effectively Communicating Knowledge. Reached 100 undergrads
- Accomplishment5: Added 45 outreach event records to the Knowledge Base outreach scope, and established access for the chair of IOC. Continued dialogue with ITD, IOC chair on procedures and issues associated with cross-library utilization of this web-based tool
- Accomplishment6: UC Riverside asked to "clone" the Navigator Newsletter

### **Concerns and Constraints**

- Campus-wide, library-wide event staffing model needs to be established. Presently, rely on library unit volunteers through IOC, but librarians express that due to unit priorities they're often unable or not interested in volunteering given library-specific responsibilities. Cannot expand outreach without cutting outreach.
- Maxed out outreach/instruction librarians and no library-wide coordinator of undergraduate instruction makes it impossible to serve all six colleges (student and academic affairs) and the growing undergraduate academic programs and student body.
- No in-house IT assistance for outreach and communication projects.

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<sup>6</sup> Planning to present & discuss data with IOC and/or UG outreach task group to further determine internal usefulness and interest in this outreach/communication tool

<sup>7</sup> Planning to present & discuss data with IOC and/or UG outreach task group to further determine internal usefulness and interest in this outreach/communication tool

<sup>8</sup> Planning to present & discuss data with IOC and/or UG outreach task group in order to determine value of various undergraduate outreach efforts

### **Horizon Issues**

- UCSD Campus Five-Year Perspective for Academic Programs, Academic Units, and Research Units: 2005-2010 report states 6 new B.A./B.S. degrees and majors to be established within next 5 years, include: Environmental Systems, Marine Biology, Marine Science, Pharmacological Chemistry, Physiology & Neurosciences, Visual Arts with specialization in Public Culture
- Need for additional undergraduate-focused librarian positions in order to service growing population, new programs, and all six colleges
- New undergraduate services position for S&E and new liaison for BML. Need for cross-library coordination, communication, and work group in order to enhance services, leverage staffing resources, and avoid duplicative efforts
- Co-curricular and service learning programs/opportunities are an emerging trend across colleges and universities. Need for cross-library position/policy on serving UCSD undergraduate co-curricular programs (i.e. Passport to Leadership Program, Express to Success Program, Office of Academic Services & Instructional Support Programs) vs. curricular programs?

### **Departmental Goals for Upcoming FY**

- Re-prioritization of current undergraduate outreach activity
- Determine and implement staffing model for library-wide outreach activity which utilizes non-librarians
- Assess library awareness and outreach activity with Sixth and Warren College undergrads
- Continue to compile evaluative data on various outreach/communication activity

**UCSD Libraries**  
**K-12 Instruction & Outreach**  
**7/1/04-8/1/05**  
**Total Reached: 1,529**

***UCSD Affiliated Groups & Programs***

**Academic Achievement Program (AEP)**

**SSHL**

**33 participants**

**Academic Connections –UCSD Extension Summer Residential Program**

**Extreme Ichthyology –SIO Library**

**12 participants**

**California State Summer School for Math & Science Program (COSMOS)**

**Cluster3 –SIO Library**

**Computer Science & Engineering –S&E Library**

**Mechanical & Aerospace Engineering –S&E Library**

**Structural Engineering –S&E Library**

**63 participants**

**Office of Vice Chancellor for Student Affairs, Community Relations & Special Initiatives, Special K-12 Visit (coincided with Black History Month)**

**CLICS**

**300 participants**

**UCSD Algebraic Thinking Institute**

**Social Sciences & Humanities Library**

**87 participants**

**UCSD Early Childhood Education Center**

**Arts Libraries Teeny-Tiny Pit Orchestra**

**185 participants**

**UCSD Center for Research on Educational Equity, Assessment, Teaching, and Excellence (CREATE) -San Diego Area Writing Project, Young Writers Camp (staff request)**

**Arts Libraries Teeny-Tiny Pit Orchestra**

**25 participants**

**UCSD Preuss School**

**Lung Express Peer Training Program -Medical Center Library**

**Senior Research Project Workshop (2) –CLICS**

**143 participants**

***Non-UCSD Groups & Programs***

**Advancement via Individual Determination Program (AVID) –**

**Mar Vista High School, Mesa Verde Middle School (staff request), Granger Middle School**

**CLICS, SSSL**

**70 participants**

**Balboa Park Museum of Art Family Festival**

**Arts Libraries Teeny-Tiny Pit Orchestra**

**350**

**California School Library Association-SD Chapter**

**CLICS**

**10 participants**

**Francis Parker Middle School**

**CLICS**

**30 participants**

**High Tech Middle School (faculty request)**

**CLICS, SSSL**

**40 participants**

**High Tech High School**

**SSHL**

**51 participants**

**La Jolla Country Day School**

**Arts Libraries Teeny-Tiny Pit Orchestra, CLICS (CLICS request from Mo Latimer to work with pilot course and LJDS librarian)**

**74 participants**

**La Jolla Science Upward Bound Program**

**SIO Library**

**22 participants**

**San Diego Science Alliance –Better Education for Women in Science & Engineering Program**

**CLICS, S&E Library**

**15 participants**

**Title1 Seminar School**

**SSHL**

**19 participants**