

Franklin University

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### Rethinking the Library's Role

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# Rethinking the Library's Role

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KAREN CAPUTO, INSTRUCTION & DESIGN LIBRARIAN

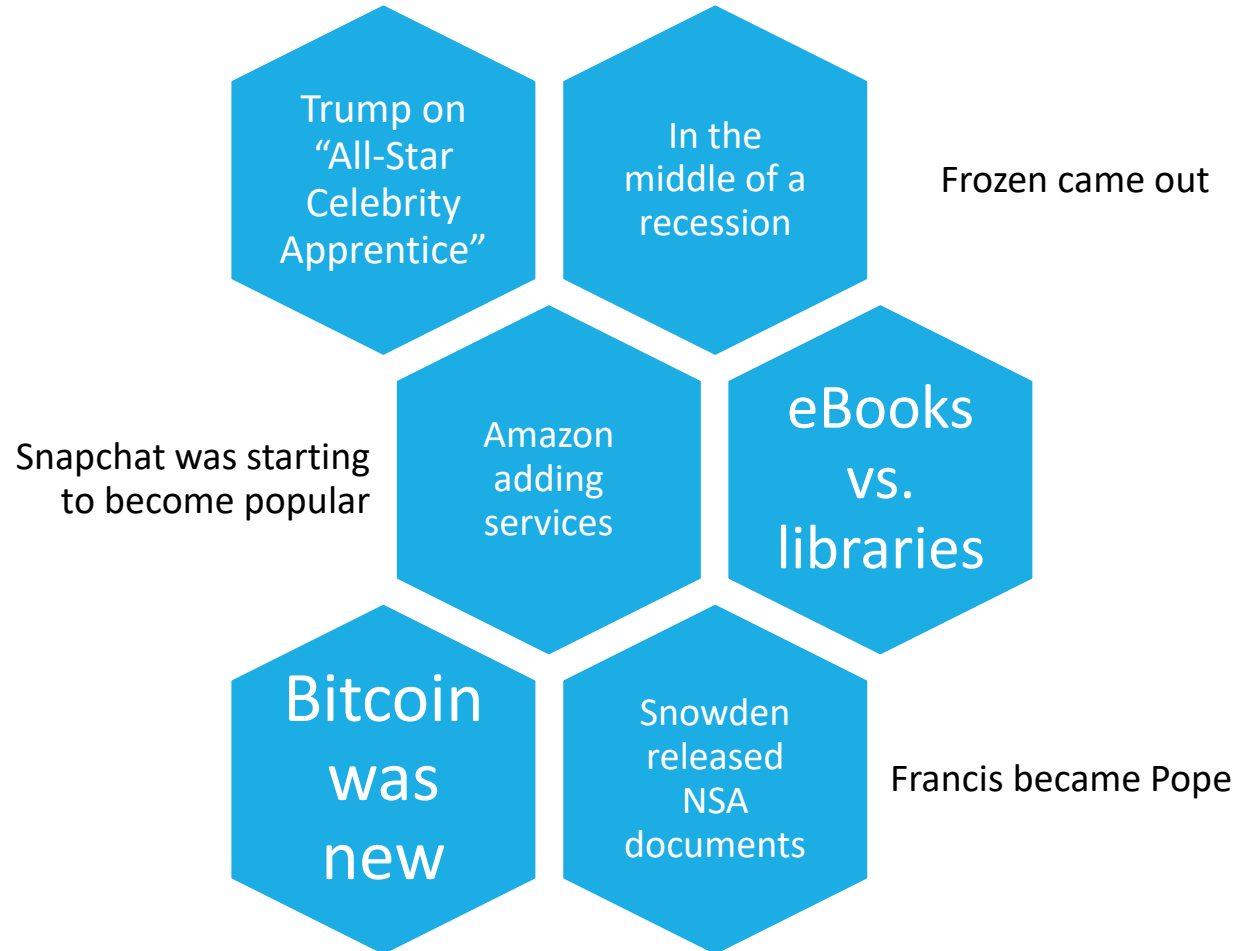
ALYSSA DARDEN, DIRECTOR OF LEARNING COMMONS

What were you doing 5  
years ago?

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# 5 years ago...

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...how have your library services changed in the past 5 years?

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# Our Guiding Beliefs

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## **Affordability**

- Textbooks

## **Convenience**

- Rapid response time

## **Accessibility**

- Video tutorials in courses
- Textbooks
- Point-of-need and to-the-point

# Affordability

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...OR HOW WE CHANGED OUR MINDS ON NOT PURCHASING  
TEXTBOOKS

# Rising Costs and an Industry Disrupted

*Affordability*

## College Affordability

- Tuition rising faster than financial aid and the rate of inflation<sup>1</sup>
- 31% of students leave school because of affordability of tuition and fees<sup>2</sup>
- Average price of textbook \$80
- Pressures from government

## Textbook industry

- Inclusive access
- Subscription models

Johnson, J., Rochknd, J., Ott, A.N., & DuPont, S..(2009). With their whole lives ahead of them. Retrieved from <https://www.publicagenda.org/files/theirwholelivesaheadofthem.pdf>

National Association of College Stores. (2017). Higher education retail market facts and figures. Retrieved from <https://www.nacs.org/research/HigherEdRetailMarketFactsFigures.aspx>



So where does the  
library fit in?

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# Costs vs. Benefits

*Affordability*

Cost to Student

Student Receives

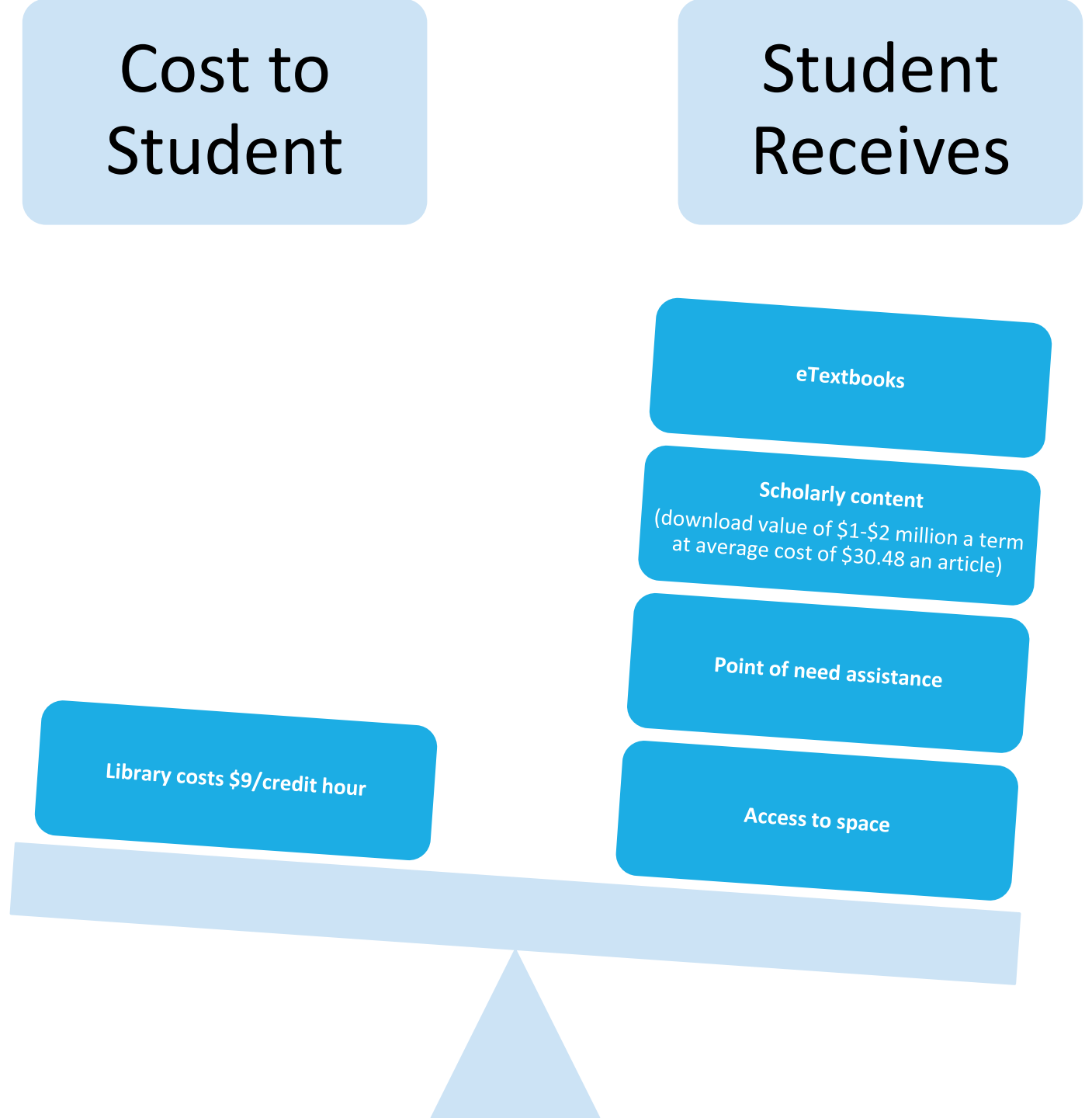
Library costs \$9/credit hour

eTextbooks

Scholarly content  
(download value of \$1-\$2 million a term  
at average cost of \$30.48 an article)

Point of need assistance

Access to space



# The Library Tradition

*Affordability*



Roughly translated from Ancient Egyptian hieroglyphics,  
**“The library does not purchase textbooks”**

# Focus on eTextbook Initiative

*Affordability*

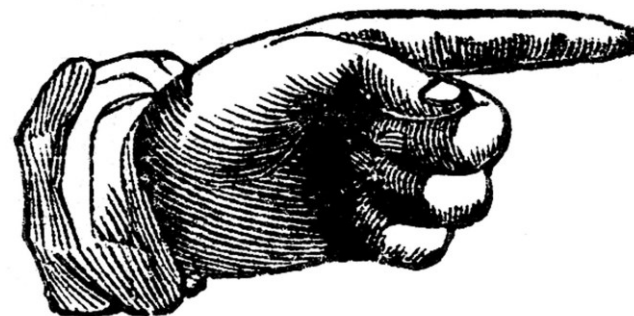
Can the library purchase the eBook as a textbook? **YES**

- We cover the cost of purchasing a single user copy, and the department pays the additional cost to make it an unlimited user copy.

Three types of licenses

- **Purchased (unlimited access)**
- **Purchased (limited access)**
- **Leased (unlimited access, but could go away at any time)**

**Please Notice This**



**Springer offers  
DRM-free eBooks  
with great  
usability.**

# A Look @ Inclusive Access

*Affordability*

FRANKLIN UNIVERSITY Home Shortcuts Design Email Jump To Karen Caputo Log Out Help

COMM20-F1FF (W18) Course Apps  
College: Peeping Skills  
Feb. 24, 2018 - Mar. 21, 2018

Download Course Materials Download Course PDF View Schedule PDF Total Points in Course: 1000  
Estimated Hours For Course: 60.00  
All dates and time displayed in this course are in : Eastern Standard Time

**Syllabus**  
Contains 10 Objects With 0 Points Taking 0 Hours

- BlueBall Tutorials and Help
- Course Overview
- Course Materials
- Accessing Text and Assignments
- Class Responsibilities
- Class Participation Points
- Policies and Services
- Testing Arrangements For This Class

**Pearson MyReadingLab**  
Contains 2 Objects With 0 Points Taking 0 Hours

- MyReadingLab Home
- E-Textbook

**Course Communications and Toolbox**  
Contains 5 Objects With 0 Points Taking 0 Hours

- Getting Started with Adobe Connect for CL
- Getting Started with Skype Student
- About Tutorial
- APA Resources for Students
- Skill Building Workbook

**Week 1**  
Contains 6 Objects With 150 Points Taking 11 Hours

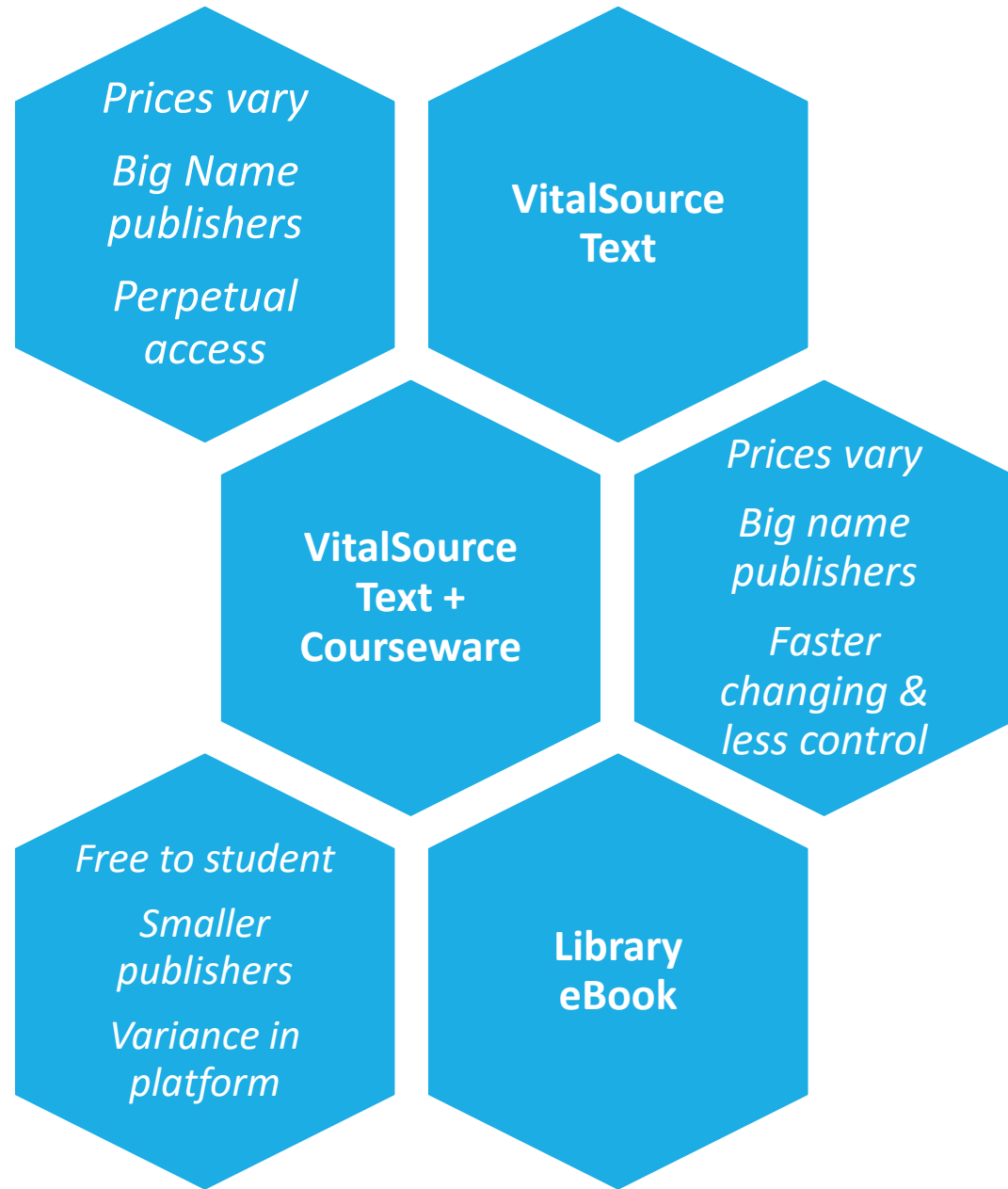
- Teaser Preparation
- Class Participation (30) WED, FEB 14
- My Reading Lab Implied Main Idea (30) WED, FEB 21
- Week 1 Textbook Homework (50) WED, FEB 21
- Article Review Assignment: Global Narciss... (50) WED, FEB 21
- Class Welcome

Let's see an etextbook and online lab!

Hub

# Our Textbook Options

*Affordability*



# The Biggest Change

*Affordability*

- New colleagues and teams
  - Instructional designers + library team + faculty
- First stop on the course design process rather than last
- Acquisitions librarian role changed to “eBook Guru”
- Budget changes
- Seat at the table for negotiations with big vendors

# Convenience

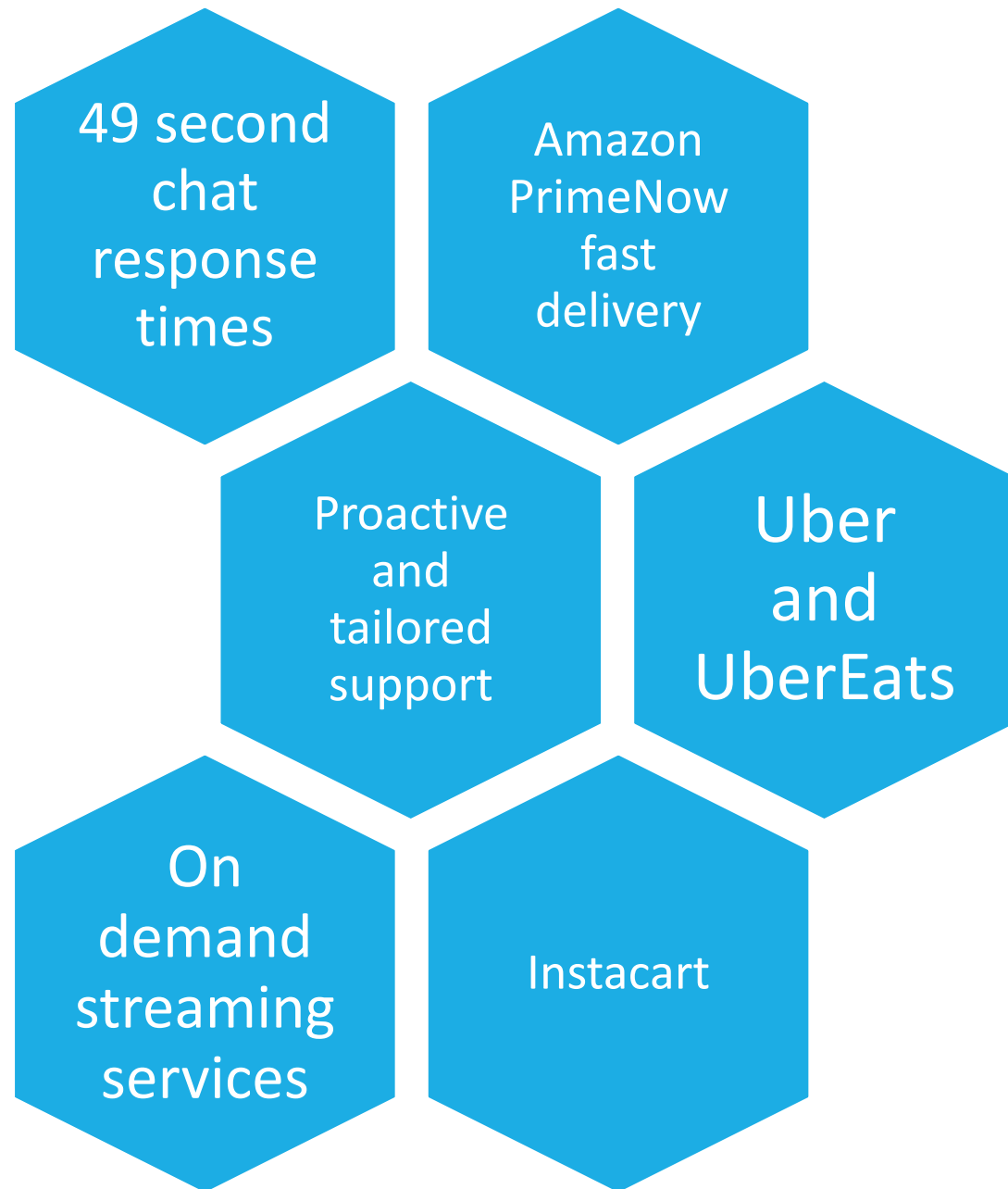
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PROACTIVE REFERENCE – RAPID ILL – POINT OF NEED AND TO THE  
POINT



# Expectations from Industry

*Affordability*



# The Library Tradition

## What is “reference”?



## I NEED TO:

▶ Meet With A Librarian

▶ Renew My Book

▶ Book A Room

## SHORTCUTS:



myLibrary Account



Contact Us



Policy Info

# Get A Room. Literally.

Book a study room today! Study rooms are great if you are looking to meet with a group or just have an area that allows you to focus on your writing, reading, and test prep.

[BOOK A ROOM](#)



Book a Study Room Now!



## Search Library Resources

Search Articles, Books &amp; More...

Search Journals

Search articles, books & more! Need help? Ask a librarian! 

Need Help? Just Ask! (Live chat only available during hours of operation. Please send your chat as an email if the library is closed. We will respond after opening the following day.)

What can we help you with? Please give us as much info as possible.

[Send Chat Request](#)

# Point of Need Reference

*Convenience*



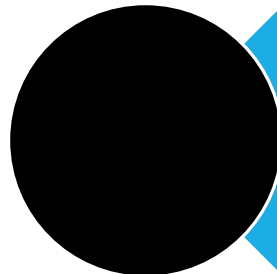
6 second average response time



97% of our reference interactions are rated positively



We're able to help most (31%) students in 6-10 mins., saving hours



Research coaching for more in-depth overviews and assistance at student's convenience

## The biggest change

- Quadrupled our reference interactions with students
- Opened up conversations with our faculty and staff
- Better assistance to our global students
- Better understanding of where students are getting lost



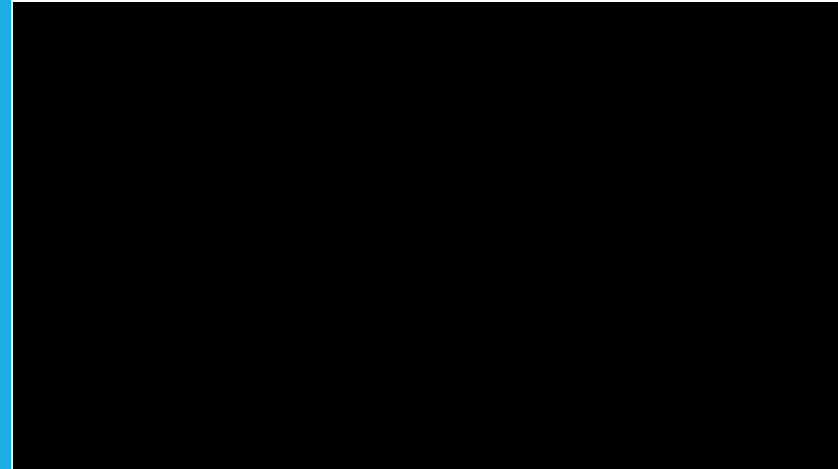
# Accessibility

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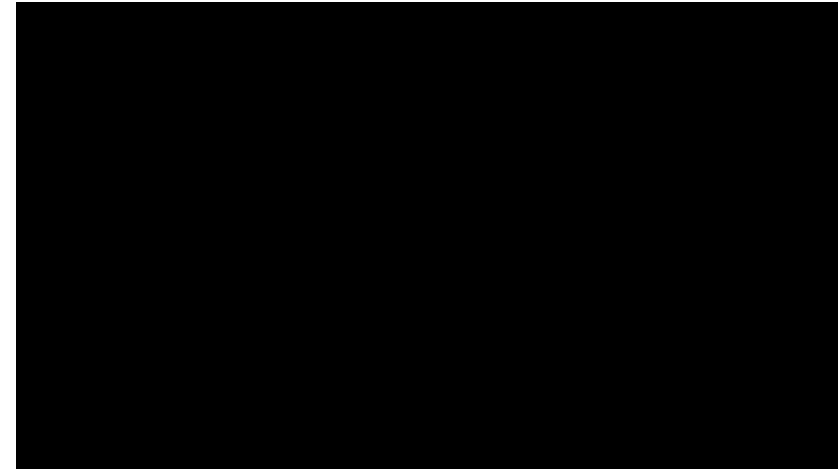
POINT-OF-NEED AND TO-THE-POINT VIDEO TUTORIALS

# The Expectation from Industry

*Accessibility*



Cooking videos on social media



TED Ed videos



Library

**Description:** Knowing the library resources and services available to you as a student, staff or faculty member of Franklin University will help you get the most out of your research, study time and work efforts - whether online or on-campus. This module provides instruction on multiple topics to increase information literacy and improve research skills.

- Introduction   
- Research Resources    
- Research Strategies    
- Information Tools    
- Database Searching    
- Searching the Web    
- Time Saving Tips    

Business Research Modules

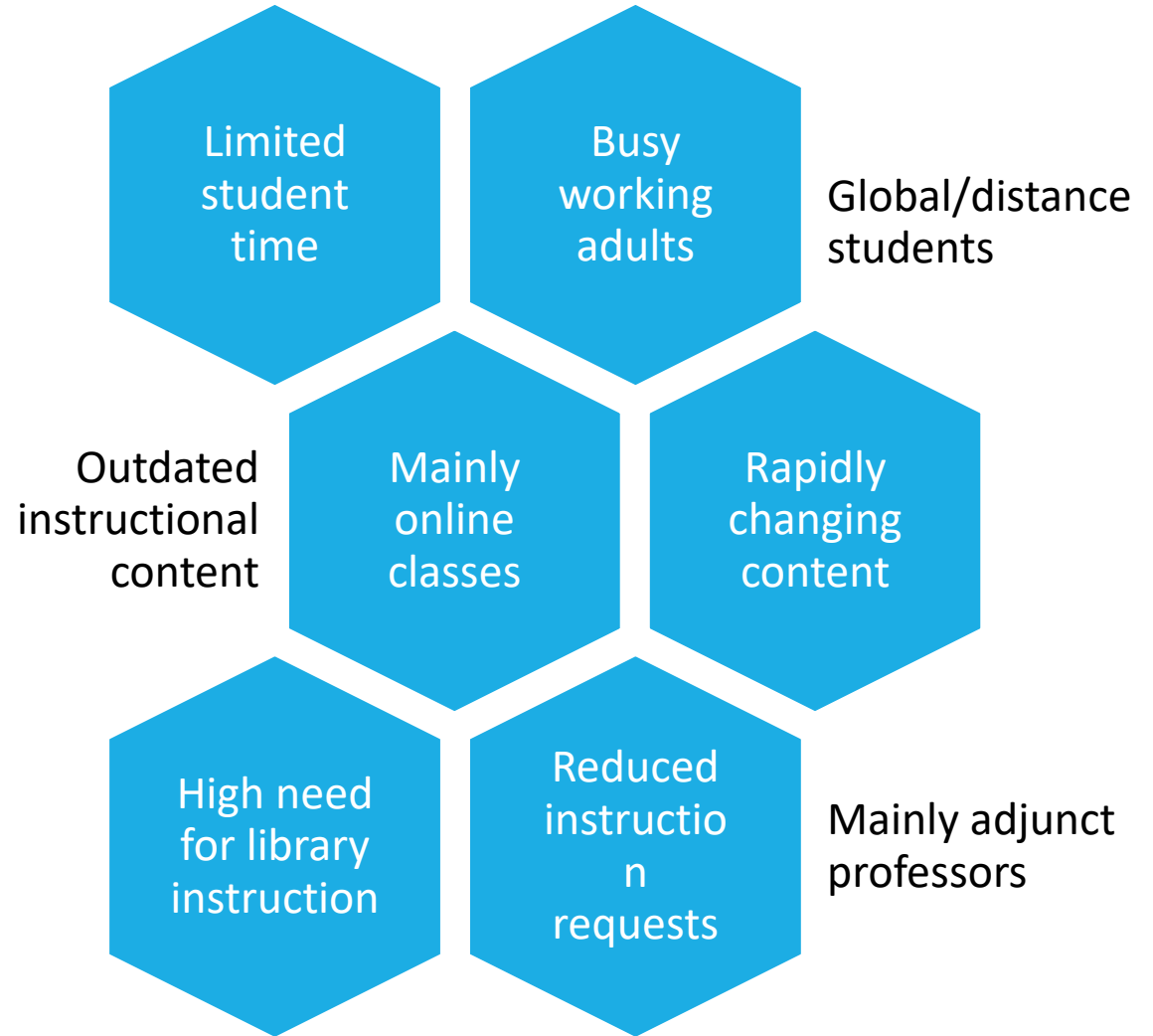
Library Web Site

Old Library Passport



# Our Environment

*Accessibility*



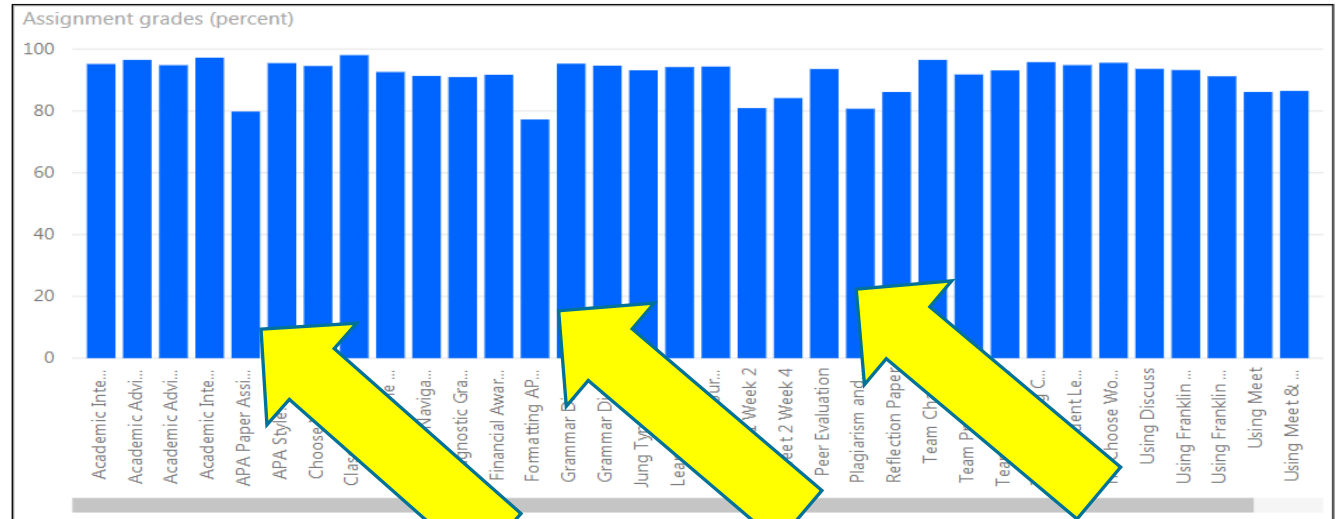


*ENRICHING LEARNING  
THROUGH ACCESS*

# Analytics

Affordability

## Course Data Analytics - Assessments (Graded)



Filters (CTR + Click for more options) Filter by the start of the next academic year

Major	Course	Trimester	Section	Assignment Name
<input type="checkbox"/> COMM	<input type="checkbox"/> 121	<input type="checkbox"/> 16/WI	<input type="checkbox"/> 01	<input type="checkbox"/> Academic Integrity Statement of U...
<input type="checkbox"/> COMP	<input checked="" type="checkbox"/> 321	<input type="checkbox"/> 16/SU	<input type="checkbox"/> 02	<input type="checkbox"/> Academic Advisors
<input type="checkbox"/> ECON		<input type="checkbox"/> 16/FA	<input type="checkbox"/> 03	<input type="checkbox"/> Academic Advisors and Personal D...
<input checked="" type="checkbox"/> PF		<input type="checkbox"/> 17/WI	<input type="checkbox"/> 20FF	<input type="checkbox"/> Academic Integrity Statement of U...
		<input type="checkbox"/> 17/SU	<input type="checkbox"/> 21FF	<input type="checkbox"/> APA Paper Assignment
		<input type="checkbox"/> 17/FA	<input type="checkbox"/> 22FF	<input type="checkbox"/> APA Style: What, Why, How?
		<input type="checkbox"/> 18/WI	<input type="checkbox"/> 23FF	<input type="checkbox"/> Choose Work Time & Movie
			<input type="checkbox"/> 24FF	<input type="checkbox"/> Class Participation
			<input type="checkbox"/> 25FF	<input type="checkbox"/> Complete the Presentat...
			<input type="checkbox"/> 26FF	<input type="checkbox"/> Course Navigation Scavenger Hunt



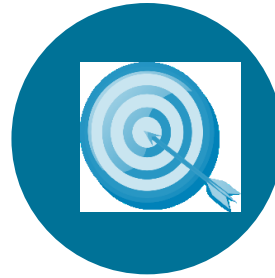
### **CAPTIONS**

ADA and ESL friendly and reduces editing time.



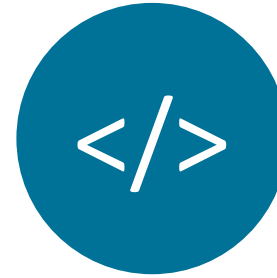
### **FASTER UPDATES**

Direct control to update content in real time, and takes less time to edit due to length of video.



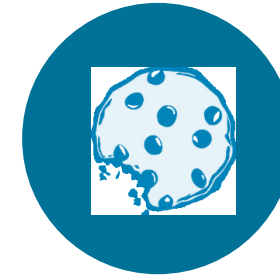
### **TARGETED POINT OF NEED**

Use course analytics to pinpoint assignments students perform poorly on, and adding left-hand navigation.



### **EMBED IN COURSES**

Ability to place tutorial directly next to the academic content it supports.



### **BITE-SIZED INSTRUCTION**

Easier to digest information at multiple points throughout their coursework at the point of need.

# Tutorial Sample

*Accessibility*



<https://www.franklin.edu/learning-commons/help-support/learning-commons-passport>

# Coming up...

*Accessibility*



Seamless part of our website



Some audio



Interactivity



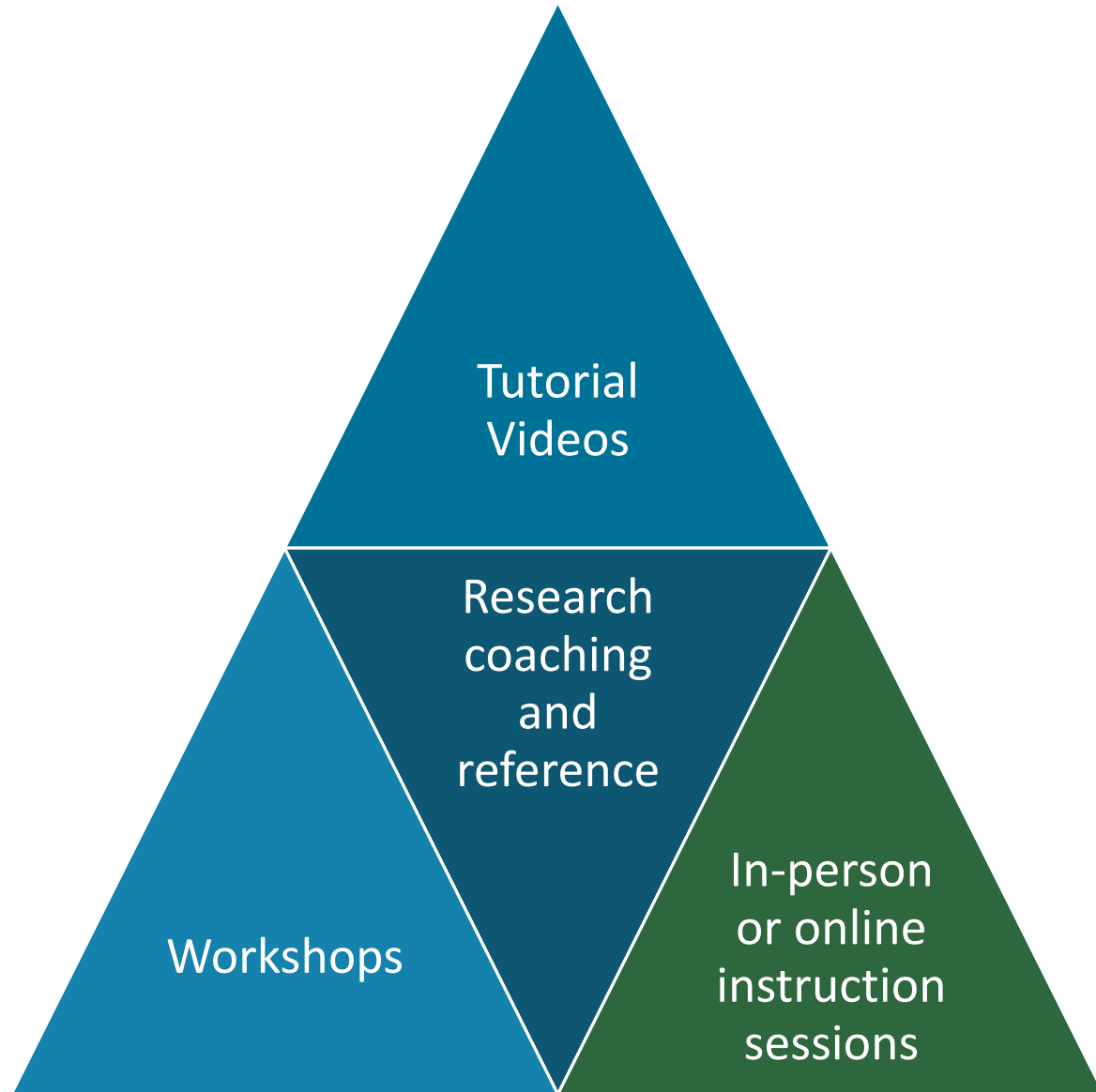
Filming more targeted, course-related videos



Assessment (Course Analytics)

# Other Services

*Accessibility*



## The biggest change

- Inserting library instruction at point of need rather than waiting for a request
- We know we are teaching to the right concepts based on analytics
- Better able to measure improvement



# The Takeaway

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AFFORDABILITY – CONVENIENCE - ACCESSIBILITY

# Where Libraries Already Shine

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## Affordability

- Making connections across the university
- Finding/leading on affordable learning alternatives
- Demonstrating how the library saves the university & students money
- Leveraging library eBooks as eTextbooks

## Convenience

- Providing great customer service
- Understanding what students struggle with
- Meeting the expectations of our students & faculty

## Accessibility

- Knowing what support students need in courses
- Working with faculty on assignments
- Reaching students where they are because they will continue to need us even in the online classroom

# Questions?

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FOLLOW US ON FACEBOOK @ FRANKLIN UNIVERSITY LEARNING COMMONS

614.947.6550

[LIBRARY@FRANKLIN.EDU](mailto:LIBRARY@FRANKLIN.EDU)