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Rethinking the Library's Role

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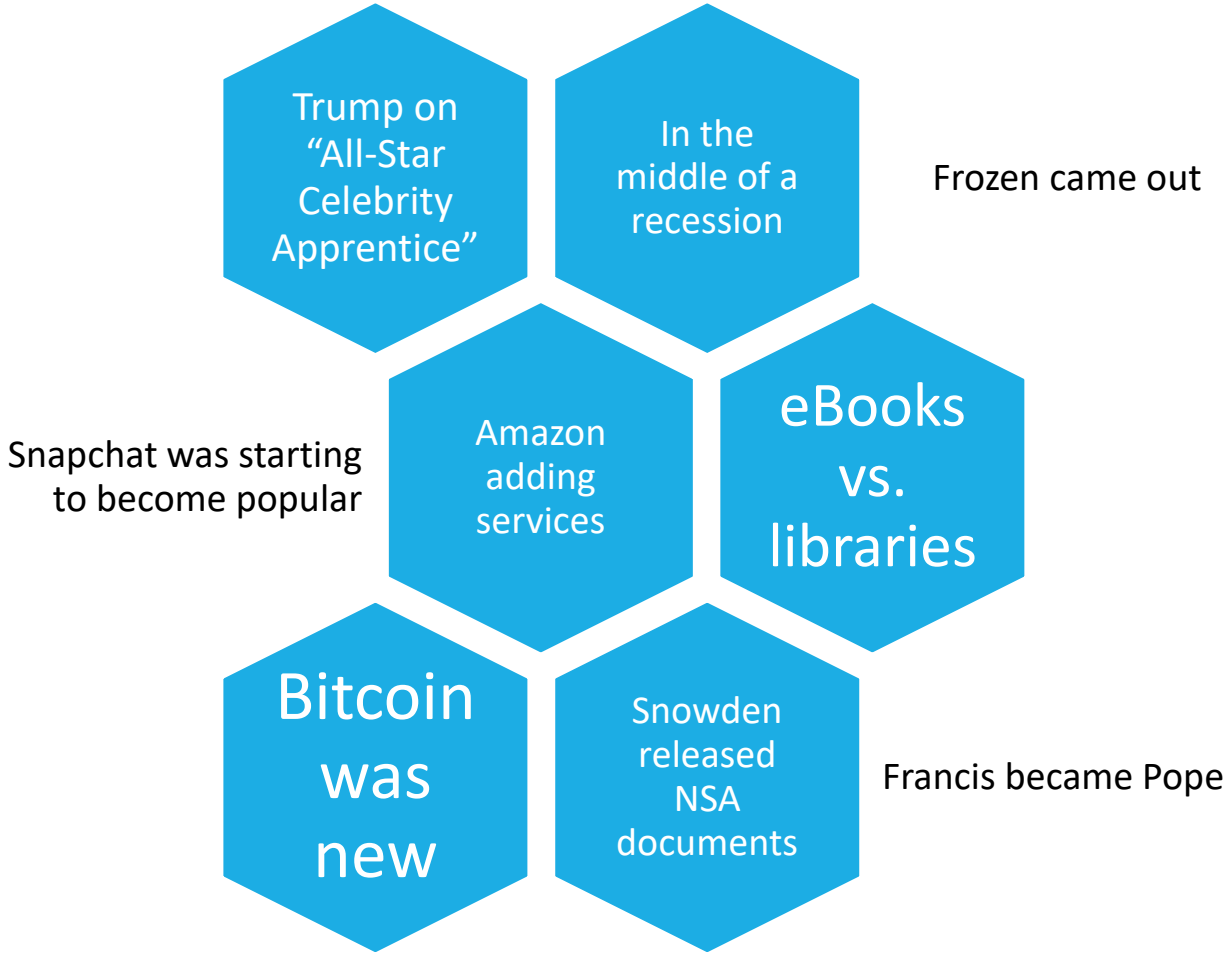
Rethinking the Library's Role

KAREN CAPUTO, INSTRUCTION & DESIGN LIBRARIAN

ALYSSA DARDEN, DIRECTOR OF LEARNING COMMONS

What were you doing 5 years ago?

5 years ago…


Trump on "All-Star Celebrity Apprentice"
In the middle of a recession
Frozen came out
Snapchat was starting to become popular
Amazon adding services
eBooks vs. libraries
Bitcoin was new
Snowden released NSA documents
Francis became Pope

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

Our Guiding Beliefs

Affordability

- Textbooks

Convenience

- Rapid response time

Accessibility

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

Affordability

…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[1]
- 31% of students leave school because of affordability of tuition and fees[2]
- Average price of textbook $80
- Pressures from government

Textbook industry

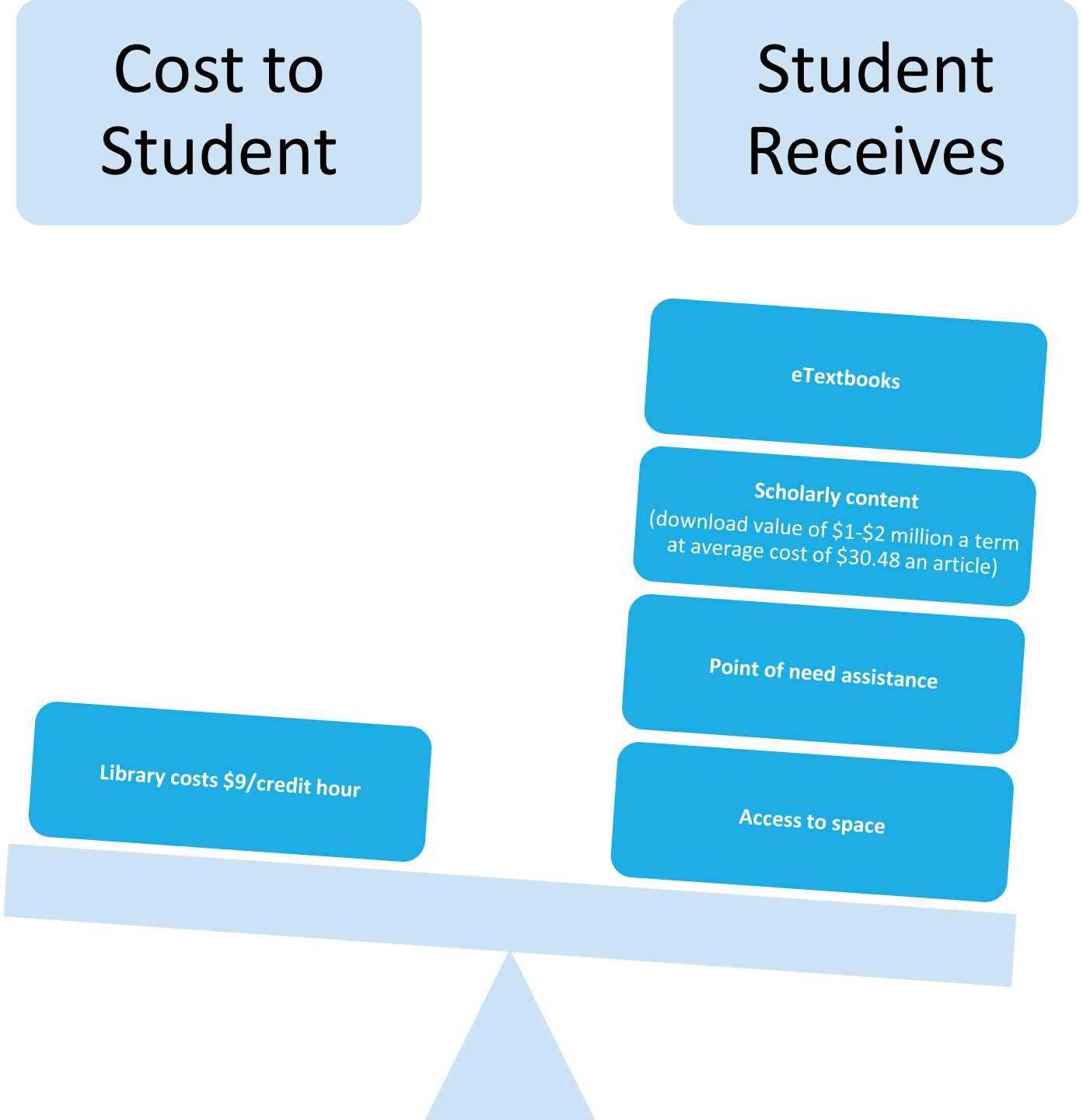
- Inclusive access
- Subscription models

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?

Costs vs. Benefits

Affordability



The Library Tradition

Affordability

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

Image from https://commons.wikimedia.org/wiki/File:Minnakht_01.JPG

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.

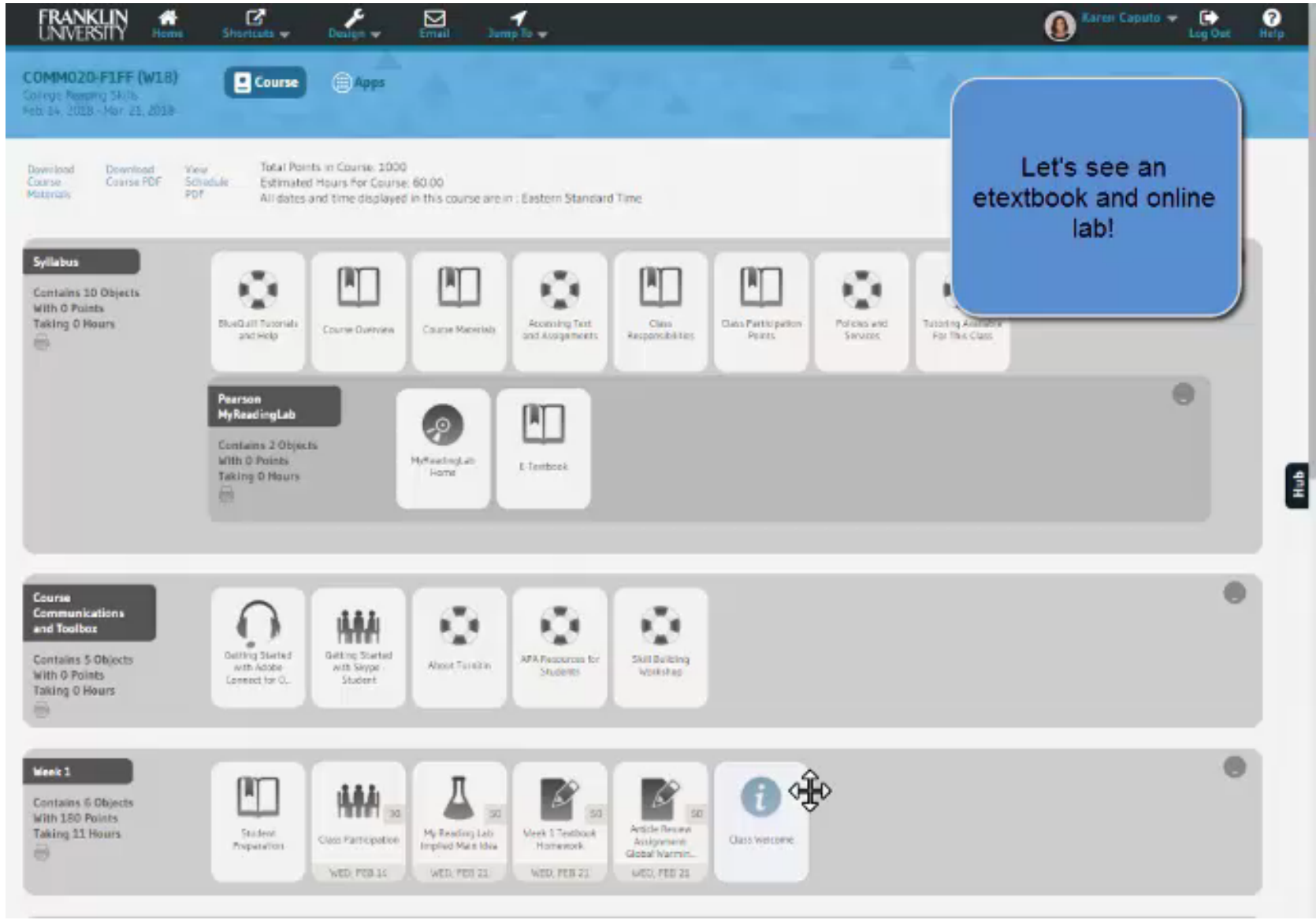
Three types of licenses

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

Springer offers DRM-free eBooks with great usability.

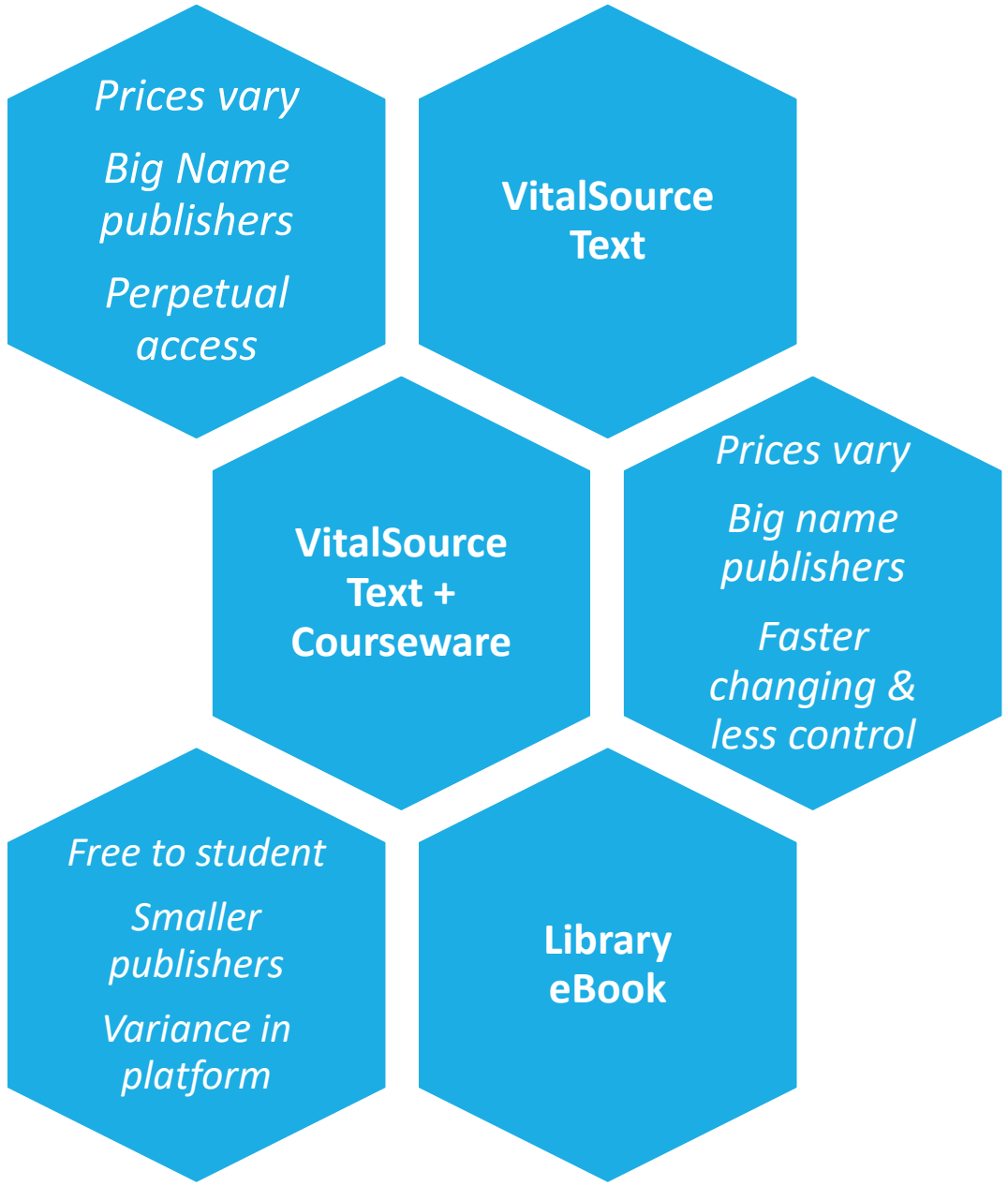
A Look @ Inclusive Access

Affordability



Our Textbook Options

Affordability



The Biggest Change

Affordability

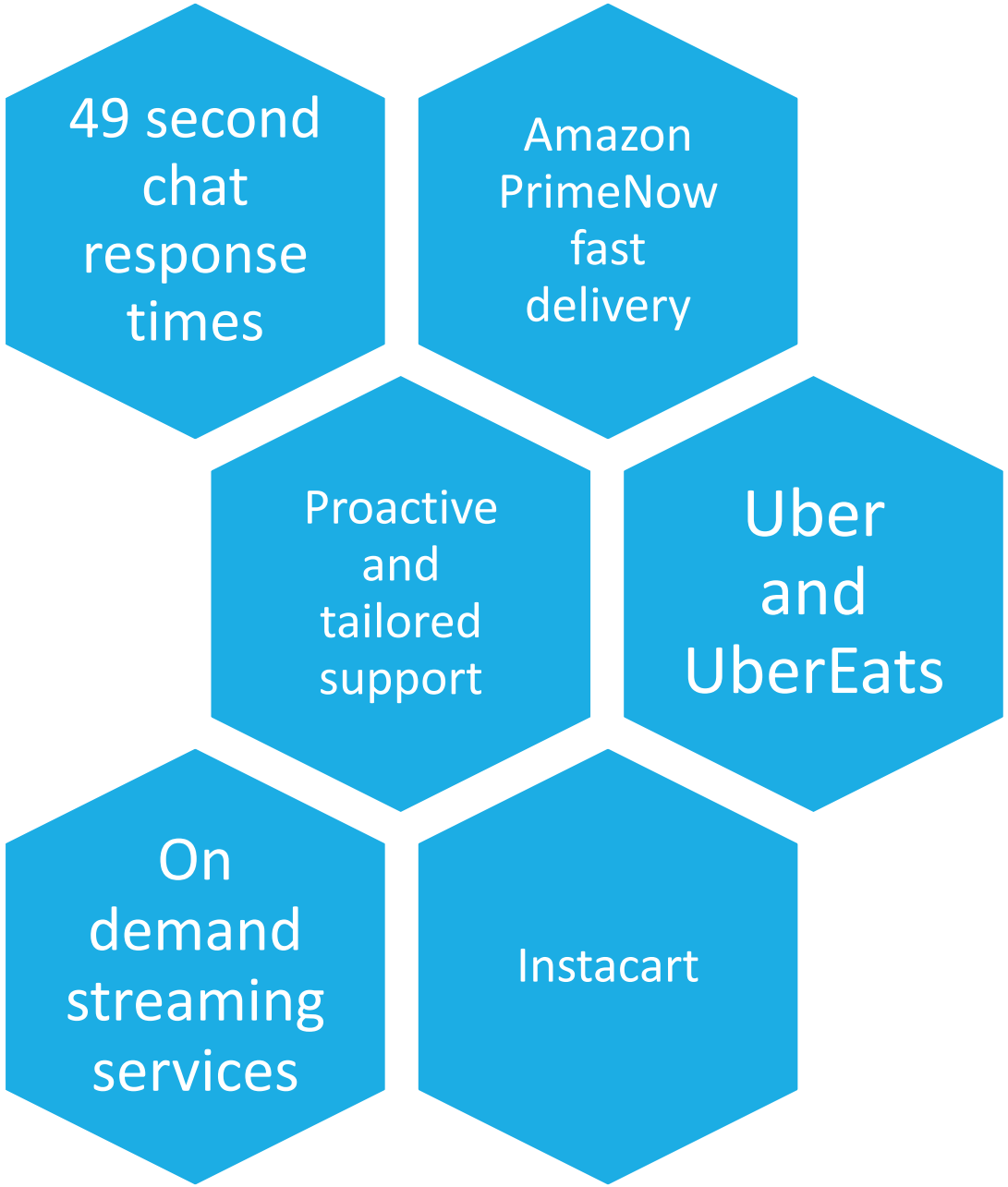
- New colleagues and teams
  - Instructional designers + library team + faculty
- First stop on the course design process rather than last
- Acquisitions librarian role changed to “eBook Guru”
- Budget changes
- Seat at the table for negotiations with big vendors

Convenience

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

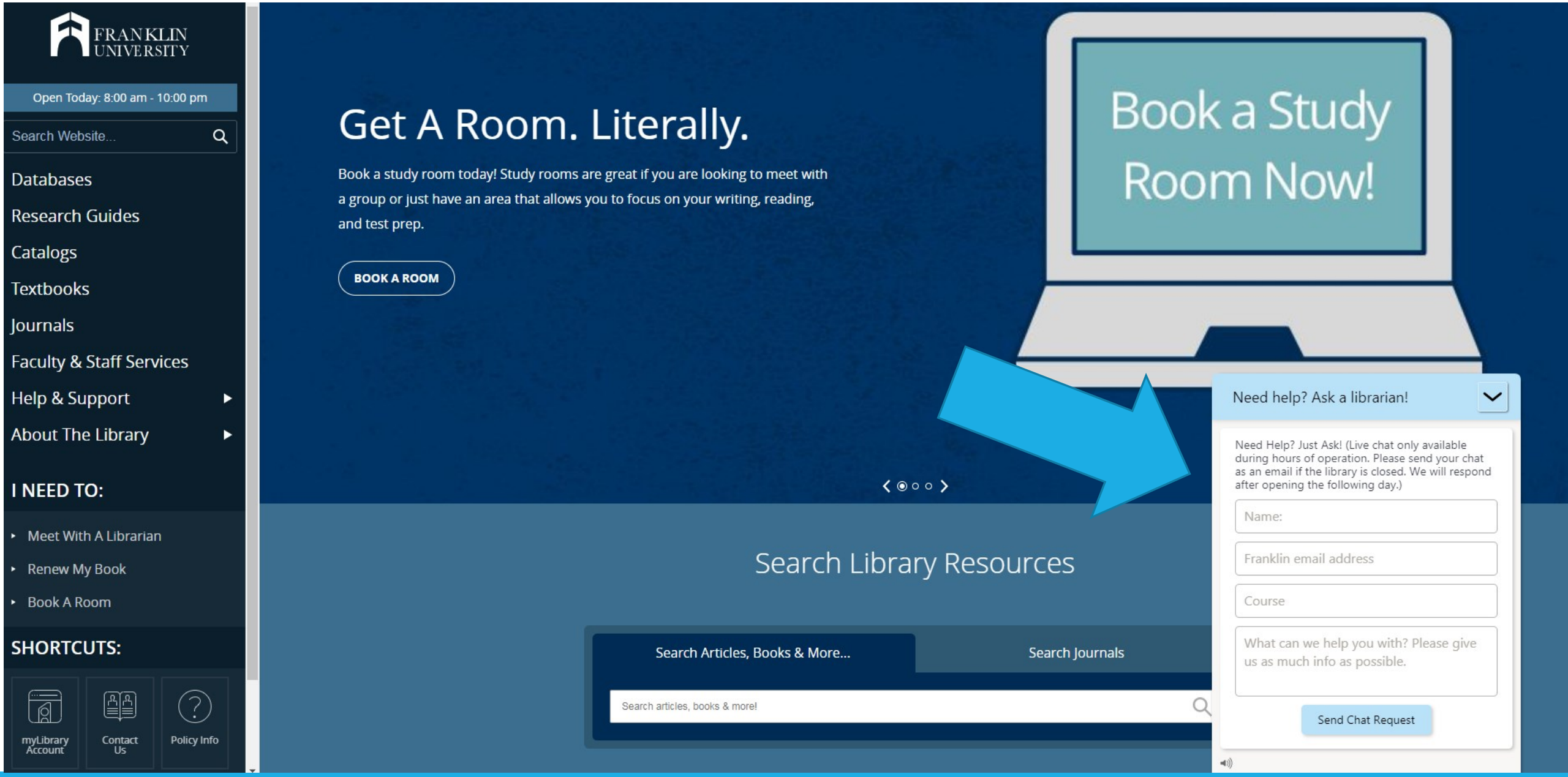
Expectations from Industry

Affordability



The Library Tradition

What is “reference”?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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.
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Book a Study Room Now!
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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.)
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Franklin email address
Course
What can we help you with? Please give us as much info as possible.
Send Chat Request
Search Library Resources
Search Articles, Books & More...
Search Journals
Search articles, books & more!

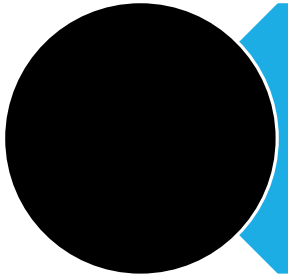
Point of Need Reference

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

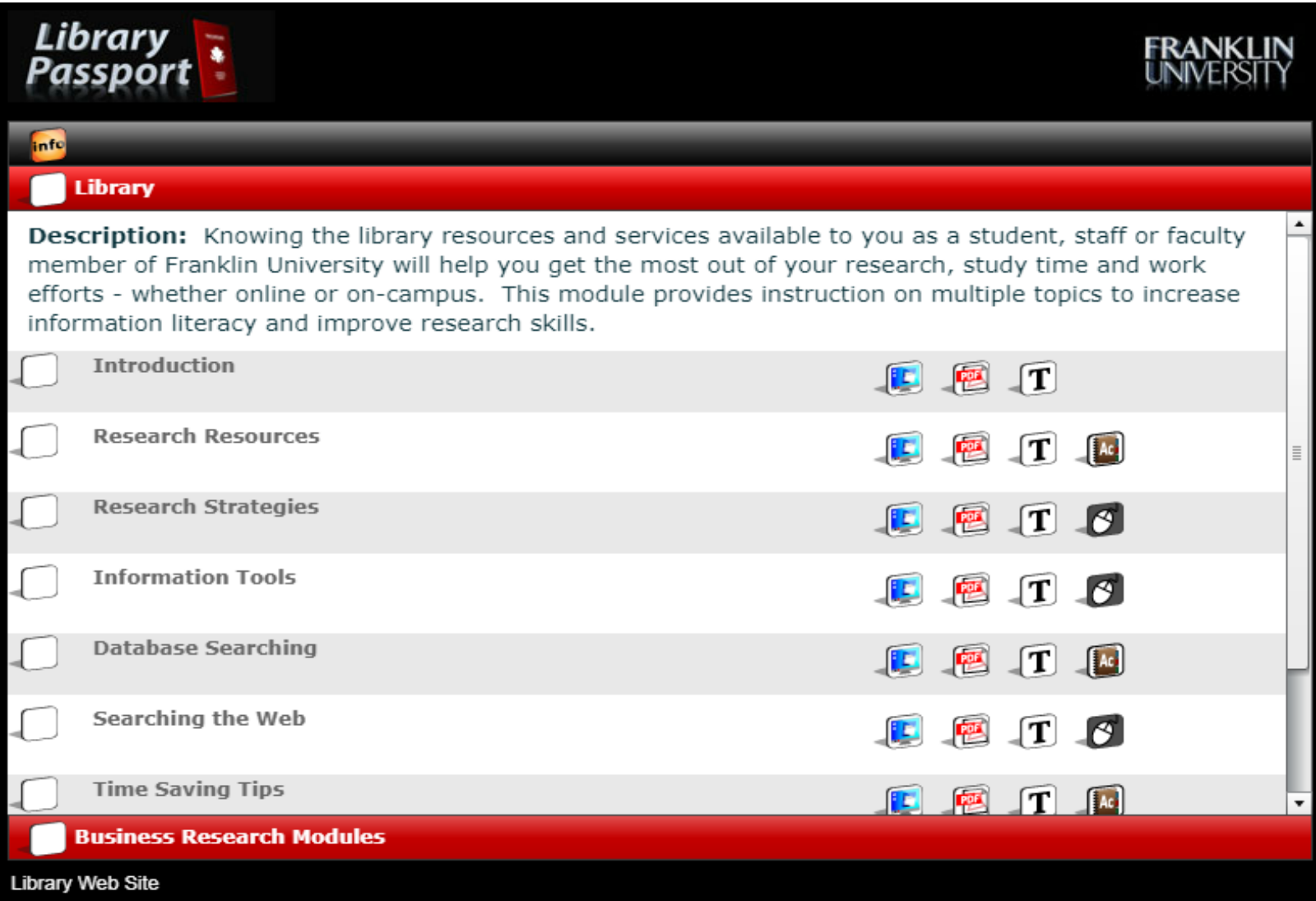
POINT-OF-NEED AND TO-THE-POINT VIDEO TUTORIALS

The Expectation from Industry

Accessibility

Cooking videos on social media

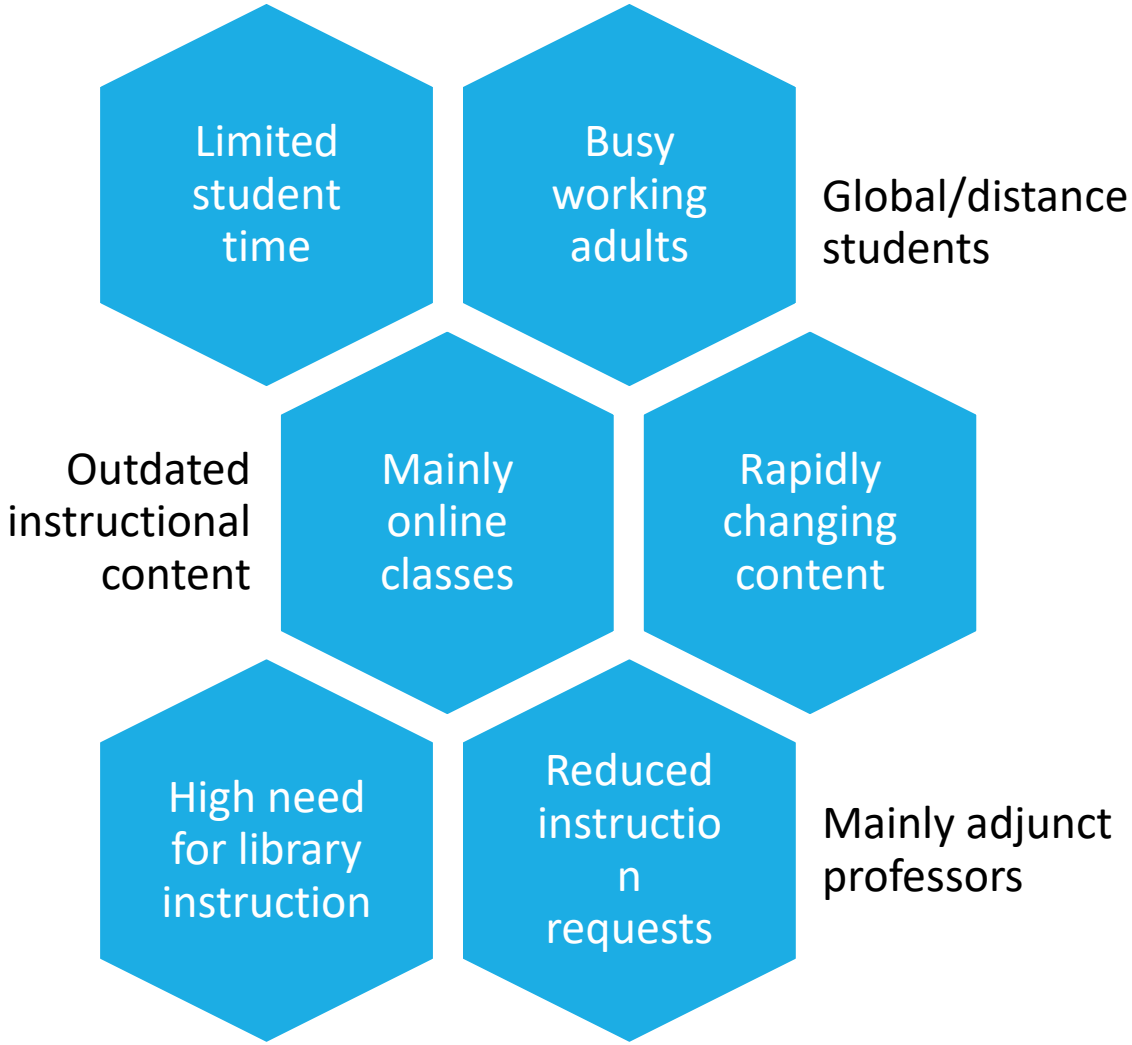
TED Ed videos



Old Library Passport

Our Environment

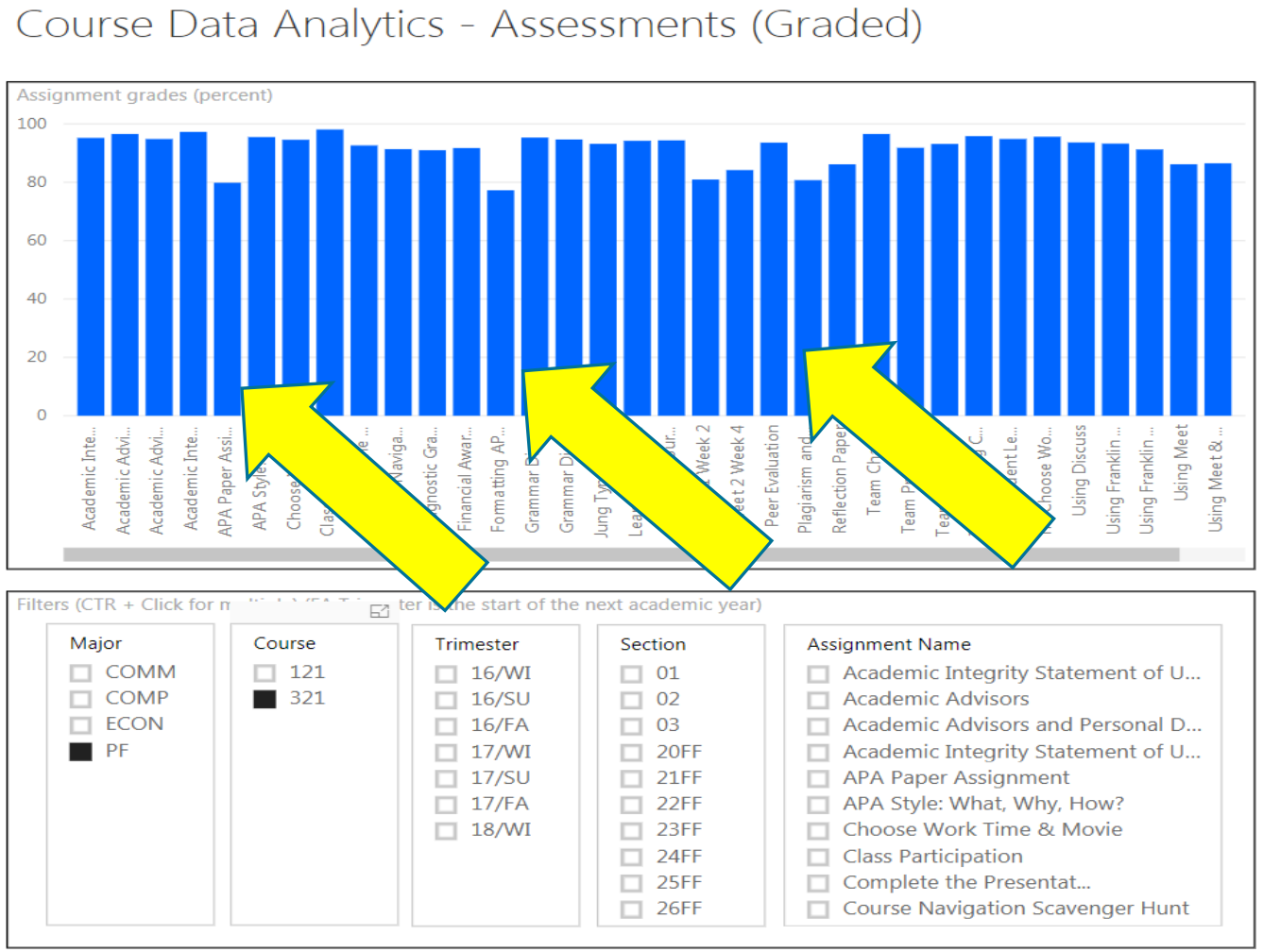
Accessibility



ENRICHING LEARNING THROUGH ACCESS

Analytics

Affordability



CAPTIONS

ADA and ESL friendly and reduces editing time.

FASTER UPDATES

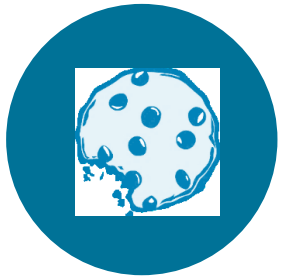
Direct control to update content in real time, and takes less time to edit due to length of video.

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

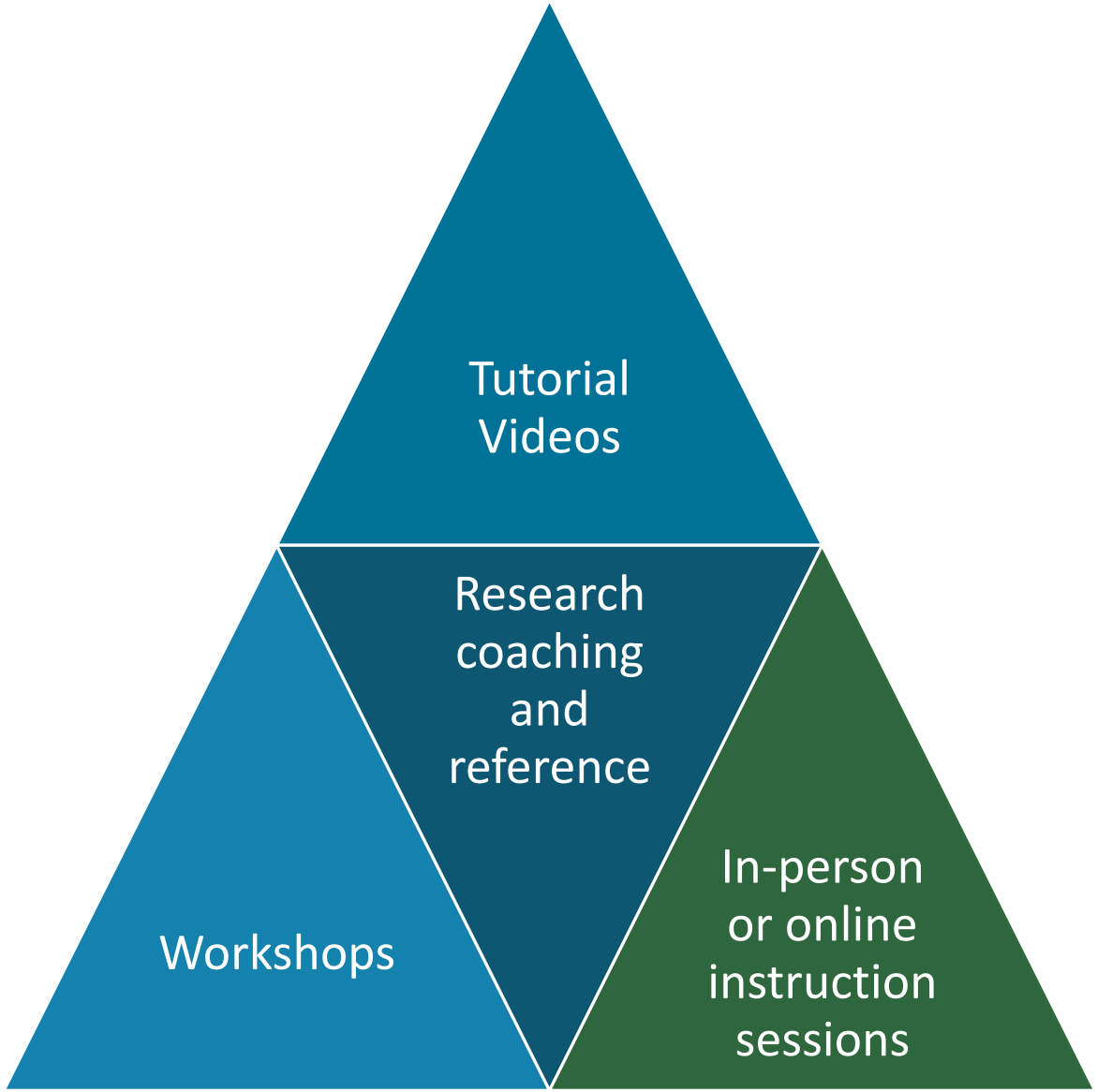
Interactivity

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

AFFORDABILITY – CONVENIENCE - ACCESSIBILITY

Where Libraries Already Shine

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?

FOLLOW US ON FACEBOOK @ FRANKLIN UNIVERSITY LEARNING COMMONS

614.947.6550

LIBRARY@FRANKLIN.EDU