


**Library
2.0
PDQ:**

Meeting the Challenges of
the Rapid Growth of
Distance Learning and
Off-site Courses at a
University Regional
Campus

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The Challenge


DELIVERING LIBRARY SERVICES TO DISTANCE
LEARNING AND OFF-SITE COURSE FACULTY AND
STUDENTS



Hurricane Ike Hits the Midwest

LANDLOCKED OHIO PUMMELED BY
LEVEL 1 HURRICANE WINDS
IN SEPTEMBER 2008

UNEXPECTED POWER FAILURES AND STORM DAMAGE!



“Perfect Storm” Converges on Miami University Middletown

DURING 2007 AND 2008:
NEW MANDATES FROM THE STATE
NEW EXPECTATIONS FROM OUR MAIN CAMPUS
NEW MISSION FOR MIAMI MIDDLETOWN



Miami University Middletown: Our Campus

- Regional campus of Miami University, Ohio
- One of two regional campuses (Hamilton)
- Founded in 1966
- Commuter campus
- State-assisted; open-access



Miami University Middletown: Our Students

- Students: 2500
- Average age: 24
- Minority enrollment: 10.4%
- The majority work at least part-time
- Half receive financial aid



Miami University Middletown: Our Programs

- Certificate programs
- Associate degrees
- Bachelor degrees in professional fields
 - Nursing
 - Engineering technology
- Workforce and continuing education
- Many students relocating to the Oxford campus

The State

- New University System of Ohio
- Changing role of public regional campuses
- Partner with region's community colleges offering two year degrees
- Focus on completion of four year degrees

The University

- Creation of focused Regional Campus System: three sites, one course schedule, one marketing plan
- New VOA Learning Center location to open in January 2009
- Presidential support for state bachelor's completion mandate


The Campus

- Regional campus strategic assessment (Fall 2007)
 - Innovate in learning & service delivery
 - Online and hybrid courses
 - Offer bachelor's completion degrees
- Bachelor of Integrative Studies (BIS) degree approved by Miami University and Ohio Board of Regents (July 2008)
- Online BSN-completion nursing program launched (Fall 2008)

Charting Our Course: Planning

COURAGE IS WHAT IT TAKES TO STAND UP AND SPEAK;
COURAGE IS ALSO WHAT IT TAKES TO SIT DOWN AND LISTEN.

WINSTON CHURCHILL



Library Services 1.0

- Customized, in-class instructional sessions
- Walk-in reference service
- Creative control of library web site
- Faculty collaboration in collection development
- Electronic reserves
- Focus on commuter campus students: remote access has always been important
- Shared resources with Miami University Libraries
- OhioLINK consortium member

What We Knew A Year Ago

- Small staff . . . Big job
- Increase support for web-based courses (doubling)
- Provide library services at new Learning Center
- Initiative to create online nursing program
- Re-tool library services for more upper division courses

Gathering Input

- Join learning community of online nursing faculty
- Survey students on current/prospective services
- Hold focus groups of web-based and off-site faculty
- Survey those same faculty members
- Converse with administrators about our role

Our Goals

- Improve/promote IM reference service
- Redesign library site to better feature new services
- Create screencasts and other online instructional tools
- Embed ourselves in Blackboard courses

Sailing into the Wind: Action Steps

THE FIRST RULE IS TO KEEP AN UNTROUBLED SPIRIT.
THE SECOND IS TO LOOK THINGS IN THE FACE AND
KNOW THEM FOR WHAT THEY ARE.

MARCUS AURELIUS



Maximize Library Staff

- Just the few of us
- Realign staff responsibilities
- Outsourced cataloging to main campus; transition to new acquisitions vendor
- Learn to use Library 2.0 tools
- New librarian hired in Summer 2008



Serving and Learning on Campus

- CoOL: Center of Online Learning
- Center for Teaching & Learning
- Best Practices Group



Gather Ideas and Experiment

- PBWiki
- [ANimated Tutorial Sharing Project \(ANTS\)](#)
- 13th Off-Campus Library Services Conference (2008)
- Wink, CamStudio, Captivate, Audacity, iTunes U

Be Involved

- Academic Library Association of Ohio (ALAO)
- Southwestern Ohio Council for Higher Education (SOCHE) Library Council
- Southwest Ohio and Neighboring (SWON) Libraries, Technology Interest Group
- OhioLINK

Campus Survey Results

- **Fall 2007 TFAQ:**
 - 85% of students knew they could email us; 60% knew we had a blog; 31% knew we used IM
 - 93% of students reported having Internet access at home
- **Summer 2008 Student Survey:**
 - 82% had used our web site; 71% of those found it user-friendly
 - Students were twice as likely to search Google than library databases
- **Web-based & off-site faculty survey:**
 - One-third already using e-reserves and linking to library site
 - Two-thirds would like both screencast instruction sessions or an embedded librarian in their Blackboard classrooms

Market Library 2.0 Services

- Library blog & many emails to campus lists
- Library [newsletter](#) (Fall 2008)
- Library open house (September 2008)
- Many class presentations & orientations
- Featured resources on the library website

Land Ho!: Initial Results

BEGIN AT THE BEGINNING AND GO ON TILL YOU COME
TO THE END; THEN STOP.

LEWIS CARROLL

Library 2.0 @ [Gardner-Harvey](#)

- Staff Wiki
- Information literacy screencasts (both ours and ones shared through ANTS)
- IM reference (in transition from Meebo to libraryh3lp)
- Blogs & RSS (GHLibraryNews, "What's the Hap?")
- Google Custom Search Engines
- GoogleMaps mashup: map of MU Libraries

Services Ready for Off-Campus Users

- IM reference
 - [ASKGHL on Meebo](#)
- Instructional screencasts
- Embedded librarians and services in Blackboard
- Research consultations

The Screencasts

- [Introduction to the Gardner-Harvey Library](#)
- [The Ins and Outs of Searching for Information](#)
- [Searching Library Databases](#)
- [Evaluating Web Sites](#)
- [Copyright, Citation, and Preventing Plagiarism](#)

Ship's Log: Lessons Learned

START BY DOING WHAT'S
NECESSARY, THEN WHAT'S
POSSIBLE, AND SUDDENLY YOU
ARE DOING THE IMPOSSIBLE.

FRANCIS OF ASSISI



Rough Waters: Expect Obstacles

- Technical difficulties – learning new software
- Database interface changes created delays with screencasts
- Man overboard!
- Economic uncertainties
- Resistance to change from all sides

Salty Sayings: What We've Learned

- Create and innovate in all things technological
- Connect with guides within and beyond the campus
- Say “no” more – prioritize!
- Find time to experiment
- Teamwork tips the scales
- Cast a vision for faculty and students

Voyages Yet to Come

- Implementation of library services at the new VOA Learning Center – 25 courses offered in Spring 2009
- Connecting with web courses – 20 offered each semester – embedded librarians
- More screencast tutorials to build

- Distance Education Technologies-SWON Libraries 12/2008
- Off-Campus Library Services, Cleveland, 2010
- What we're learning at LITA this weekend