

# EBSS Newsletter

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## EBSS Chair Report



**Dana Peterman**  
EBSS Chair 2013-14

Photo from: [http://www.faculty.uci.edu/profile.cfm?faculty\\_id=5383](http://www.faculty.uci.edu/profile.cfm?faculty_id=5383)

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EBSS members, we're starting a new academic year here in California. Orientations to students and faculty alike are being conducted to establish relationships that we hope will continue for years to come. For good or ill, there are fewer librarians doing those orientations, and we're making hard choices about who gets our attention when there are time conflicts. Today, I'm writing to you as members about the attention you can give to EBSS.

We need to grow and keep our membership alive and the ACRL 75th anniversary is a part of that effort. At the ACRL Leadership meeting at Annual, we discussed raising money to provide more scholarships to librarians beginning with its 75th anniversary to attend ACRL in Portland. Committee chairs and interest group leaders began to mumble among themselves, but *what's in it for us?* How do we raise money on behalf of EBSS to make our membership stronger and newer? How do we find new librarians when we no longer have face-to-face contact with one another more than once a year, and sometimes not even that? In order to address some of these issues, it is incumbent upon us to donate money in the name of EBSS following the instructions at ACRL's "how to contribute" site: [http://acrl.ala.org/acrl75/?page\\_id=272](http://acrl.ala.org/acrl75/?page_id=272) and giving any amount you can – small or large. But that is just the beginning. You make the difference by talking to people at ACRL you don't know and talking to your mid-career friends who may have lost some of their enthusiasm. You make the difference by inviting librarians to our functions and meetings whenever you can. EBSS is only as strong as we make it through personal relationships and individual stories of success and support.

Speaking of giving back, I want to encourage everyone to keep looking out for ways to engage in those enriching experiences that EBSS offers. We have had wonderful successes offering education through our free and open Current Topics webinars and you can provide topics of relevance to your Members-at-Large, Jennifer Harvey ([harvejs@bgsu.edu](mailto:harvejs@bgsu.edu)) and Mary Feeney ([mfeeney@email.arizona.edu](mailto:mfeeney@email.arizona.edu)). In addition, ALA Connect is a place where you can find resources and contribute them through your committees that go beyond what's available on our EBSS website. While using the wiki has been useful in the past, recent events have made that resource less reliable. Talk to the Publications Committee and our Web Manager about it; they know everything.

**Visit the EBSS Website @ <http://www.ala.org/acrl/ebss>**

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## Committee Reports

Check out some of the recent news from some of our EBSS Committee chairs. For complete information on all the Committees' activities check out the EBSS website: <http://www.ala.org/acrl/ebss>.

### Communication Studies Committee by Joyce Garczynski

The Communication Studies Committee held an online meeting in early August to discuss ways to adapt our *Information Literacy Competency Standards for Journalism Students and Professionals* to address the draft of the *Framework for Information Literacy for Higher Education*. The Committee is currently gathering information about the places that journalism students and practitioners get stuck in their research in an effort to better understand how to apply the new Framework to our discipline. Also, members are planning for the Committee's media tour during ALA Annual 2015 in San Francisco. Right now we are scouting possible tour sites so please feel free to contact the committee chair Joyce Garczynski at [jgarczynski@towson.edu](mailto:jgarczynski@towson.edu) with suggestions and stay tuned for more information about how to sign up for the tour.

### ERIC Users Committee – Katherine Farmer and Tiffany Baglier

At the Annual Conference, Erin Pollard, ERIC Project Manager, and Pamela Tripp-Melby, Director of National Education Library, provided an update on the state of ERIC. In August 2013, ERIC implemented a new website in response to the implementation of federal security protocols. Currently, ERIC is working on fine tuning the website, specifically, the thesaurus and the advanced search. In 2016-2017 ERIC also plans to update the website as they move to an API which will control how the website acts. In July 2014, ERIC started accepting online submission for new documents and publications. These documents and publications will be added to the collection based on the new selection policy adopted in April 2014. At the end of June 2014, all pdfs that could be scanned digitally were back online. There are two groups that can't be released. Group 1 (600 documents) can't be opened because they contain social security numbers. Group 2 (20,000 documents) are not being released because they only have bad microfiche copies. ERIC is currently working to rescan these microfiche and upload the new copies in the next year.

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## Committee Reports Continued

Finally, ERIC is currently creating ERIC Topic pages, which will cover 18 major education topics with subtopics and links to other resources. These pages will be released by June 2015. Check the ERIC website (<http://eric.ed.gov>) and/or follow ERIC on social media for more information.

### **Instruction for Educators Committee by Ann Medaille**

The Instruction for Educators Committee recently completed a rubric that can be used to assess the [Information Literacy Standards for Teacher Education](#). The Committee is submitting a proposal to the ACRL 2015 Conference for a roundtable discussion about using the rubric. In addition, the Committee is beginning to work on a model library guide that contains instructional content that is based on the rubric and standards. Finally, the Committee is keeping an eye on developments with the new [Framework for Information Literacy for Higher Education](#) and are considering ways to find connections between the new Framework and the teacher education standards.

### **Membership and Orientation Committee by Marilia Antunez**

The Membership & Orientation Committee met and attended the EBSS Social held at The Pub at Monte Carlo during the ALA Annual Convention held in Las Vegas. About 13 people attended the social. The Committee reminds members that it welcomes posts on the EBSS Facebook page. Upcoming discussions will address suggestions for a mentoring program and 2015 ALA Midwinter meeting events.

### **Psychology Committee by Jennifer J. Elder**

The Psychology Committee is in the process of migrating their content from the ACRL wiki to PBworks. After the migration is complete, the Committee will begin revising the wiki sections that need to be updated. The Committee is also organizing some sub-groups to work on: 1) a revision of the [Psychology Information Literacy Standards](#) to incorporate the new [Framework for Information Literacy for Higher Education](#) and 2) a survey of the instructional practices of psychology librarians.

### **Reference Sources and Services Committee by Kate Angell**

The Reference Sources and Services Committee elected two new chairs at ALA Annual 2014, Christina Cicchetti of the University of California Riverside and Katelyn Angell of Long Island University, Brooklyn Campus. The Committee is in the midst of planning a virtual meeting to discuss plans for future initiatives. The Committee is currently working on updating the [Statistical Directory for Education & Social Science Librarians Wiki](#) and the [Education Librarian's Toolbox](#). During ALA Annual the Committee brainstormed several project ideas including compiling a list of top online reference works for education and social sciences, surveying ALA members on the relevance of reference sources in the digital age, and possible work on the inclusion of open access reference and instruction sources to research guides. The Committee is actively looking for new members. If interested in joining please email Katelyn at [Katelyn.Angell@liu.edu](mailto:Katelyn.Angell@liu.edu) or Christina at [Christina.Cicchetti@ucr.edu](mailto:Christina.Cicchetti@ucr.edu).

## News From ALA Annual

### ANSS/EBSS 2014 Supporting Community Transformation Program



Presenters at the 2014 ANSS/EBSS program engaged the audience with great information about Library and Community partnerships. In the photo from left to right Claytee White, Jarmilla McMillan-Arnold, Patrick Griffis, Lora Hendrickson, Sally Weimer — Photos by Laura Koltutsky

#### Thoughts On My First ALA by Lucinda Rush, Education Reference Librarian, Old Dominion University

ALA Annual in Las Vegas was my first national library conference. I was not at all prepared for how awesome it would be or the number of people that were there. Though it was exhausting, both physically and mentally, it was a wonderful, worthwhile experience and I hope to attend again. Every session that I went to was packed, each time I entered the exhibits hall it was filled with people and even the halls during sessions were busy with activity. I was impressed numerous times with how well everything was organized. Even the long lines moved very quickly. I think I made a rookie mistake in trying to go to everything that I was interested in, which was really impossible since there were so many great things going on all of the time. I picked up way too much swag -- but now I have lots of new books and pens. I was reminded that I am not alone in the world of librarians, and many of us, no matter what type of library we work in, are facing similar challenges and care about a lot of the same things. Attending the conference made ALA seem a little bit smaller, and allowed me to figure out where I might fit in with and contribute to such a huge organization, as well as discover the benefits of membership.

## News From ALA Annual

### **Session Report – “*Mad Men: The Business of Advertising*” by Ericka Arvidson Raber Research and Instruction Librarian, The University of Iowa Libraries**

There was a packed house for Monday morning’s *Mad Men: The Business of Advertising* program, sponsored by RUSA-BRASS. A welcome continental breakfast was provided by S&P Capital IQ, but the content of the session was the real attraction. Dale Skarl, Search Engine Marketing Manager at MGM Resorts International, walked attendees through the online hotel-selection process experienced by visitors to Las Vegas. Skarl uses Google Analytics to analyze what keywords are used where, and this information is used to develop his team’s brand-dominant strategy in which “conversion” is the goal. Conversion examples include a room booking, ticket sale, or restaurant visit. Wendy Diamond, Business & Economics Librarian at California State University, Chico, followed Skarl with a thorough discussion of sources for advertising information including tried and true IBISWorld and Redbooks.com, as well as some recent promising additions like SNL Kagan. For more information, see Diamond’s libguide: [http://libguides.csuchico.edu/BRASS\\_Advertising\\_Sources](http://libguides.csuchico.edu/BRASS_Advertising_Sources).

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### **Session Report – Opening Session with Jan McGonigal by Lucinda Rush, Education Reference Librarian, Old Dominion University**

The first session that I attended at the ALA Annual Conference in Las Vegas was the Opening General Session, featuring Jane McGonigal. I began reading McGonigal’s book, *Reality is Broken: Why Games Make Us Better and How They Can Change the World* (2011) on the plane earlier that day. While I haven’t finished the book yet, Jane’s talk and the details that she provides in the book have been really enlightening and useful in regards to thinking about the value of games in academic libraries and specifically, games in the information literacy classroom.

McGonigal emphasized the ten positive emotions that motivate people: joy, relief, love, surprise, pride, curiosity, excitement, awe, contentment and creativity. Gamers are motivated to play by these emotions, and while they spend 80% of their time failing they continue to play. She talked about the concept of “flow,” which was introduced by psychologist Csikszentmihalyi, and how it applies to gaming. The short definition of flow, is that it refers to the positive emotions that are felt when one is focused on a specific task. Because of these positive emotions felt and the experience of flow, a billion people worldwide spend time playing games.

My favorite part of McGonigal’s talk was when she told us about her project with the New York Public Library system, “Find the Future”. The game involved having players use smartphones and laptops to find QR code clues to teach them about items that were in the historic Schwarzam library and think about how they may impact the future. For the kick-off of the event, 500 people age 18 and under spent 24 hours in the library for a scavenger hunt and book writing project. After participants

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completed the scavenger hunt/QR code game portion of the project they wrote their entries for the book. The result was a physical book that was printed and bound during that 24 hour time frame that will stay at the library. The young people in this community were benefited by this project in all kinds of ways. They learned about their library and the history behind the artifacts and books stored there. They played a game that involved collaboration, use of technology and connecting the past with the future. The game part of this project still exists for anyone with a smartphone or laptop to play, so it will continue to benefit the community and bring people into the library.

McGonigal also gave examples of how collaborative games have been successful in fields like science and engineering, citing an example of the game built around the concept of protein folding, “Fold It,” that had information published about it in *Nature*. She gave some other examples of games that look really interesting, including *Ora Saves the Forest*, *Whale FM* and *Minecraft for Education*. She talked about the importance of asking “what goals players can achieve that can change their lives” when developing a game.

McGonigal reminded the audience that games are not a waste of time, and games cannot be ignored in regard to future possibilities of collaboration and research. My role as an academic and instruction librarian allows me to experiment with adding elements of gaming into my teaching. Even if a game isn’t as high tech or complicated as *World of Warcraft* or *Fold It*, thinking about the ten positive emotions and which of these emotions can be tapped into by even a short, simple gamified classroom element can be effective and memorable for students. Games can also give them skills and knowledge that could change their lives and futures for the better.

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### **Communication Studies Committee Goes Downtown for Their Annual Media Tour by Joyce Garczynski**

What would happen if city planning was managed like a start-up company? This is the question that Downtown Project, an organization committed to revitalizing Downtown Las Vegas is attempting to answer. The EBSS Communication Studies Committee got a first-hand look at their progress during a tour at the 2014 ALA Annual Conference.

Downtown Project began a couple years ago when Zappos’ CEO Tony Hsieh made a personal investment of \$350 million dollars to make the area surrounding Zappos’ new headquarters in Downtown Las Vegas a more livable, walkable, and workable community. Since Tony Hsieh has such a personal connection to Downtown Project, the tour involved a walkthrough of his apartment. Downtown Project’s Pixie of Positivity (yes, that is her actual job title) HeidiNoelle Stamper led the group through a variety of living and working spaces, including a jungle room with live tropic plants covering the walls, as she explained the variety of initiatives that Downtown Project has supported. The bulk of the organization’s spending is going to purchase decaying real estate in Downtown Las Vegas in order that these spaces can be transformed into gathering places and

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small businesses that enhance the community of the neighborhood. An example of this is Downtown Container Park, a shopping and gallery space that is made of shipping containers. Downtown Project also invests in education initiatives; they established the 9<sup>th</sup> Bridge school that has a curriculum based in neuroscience and focuses on social emotional learning for children in preschool through second grade.

After the tour concluded, the group had a question and answer session with members of Downtown Project's marketing team. They responded to questions about how they conduct their research, how they measure the success of Downtown Project's initiatives, and what advice they have for students.

Downtown Project staff also asked those on the tour about what services a 21<sup>st</sup> century library offers and the role that libraries play in their communities. The Communication Studies Committee is looking forward to hosting another media tour in conjunction with ALA 2015 in San Francisco. The committee is currently scouting out locations now so stay tuned for more details!

## News From EBSS Members

**Mona Anne Niedbala**, University of Rhode Island Libraries, published a paper with two of her colleagues in the School of Education which received the 2014 Best Paper Award from the ACRL/NEC (New England Chapter).

Fogleman, J., Niedbala, M. A., & Bedell, F. (2013). Writing and publishing in a blended learning environment to develop students' scholarly digital ethos. *Behavioral & Social Sciences Librarian*, 32(2), 71-85. doi:10.1080/01639269.2013.787251

Mona Anne also presented on June 6th, 2014 at the New England Library Instruction Group Annual Meeting on "Working with Different Skill Levels: Individualizing Information Literacy Instruction for Graduate Students." She also did a poster session at the ALA Annual Conference on "Tailor It to Their Needs and They Will Come: Designing Information Literacy Instruction for Large Class Settings".

**Mary Feeney**, Associate Librarian in the Research & Learning Department at the University of Arizona Libraries, co-presented in August at the IFLA World Library & Information Congress in Lyon, France. Mary and colleagues, Chris Kollen and Veronica Reyes-Escudero, presented on the "Historic Mexican and Mexican American Press Collection: Expanding Access to a Different Point of View." Their conference paper is available at <http://library.ifla.org/1040/>.