Re-Inventing First Impressions: Changing the Way First Year Students Interact with the Library

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RE-INVENTING FIRST IMPRESSIONS:
changing the way first year students interact with the library

Katy Parker ♦ Reference and Instruction Librarian ♦ Savannah College of Art and Design
THE SCAD ENVIRONMENT

› Art and Design students with a career focus
› 5 locations for study
› Over 12,000 students enrolled
› 2,156 First year undergraduate students
› Quarter system
THE SCAD FIRST YEAR EXPERIENCE

- Required First Year Experience Course
- Passport Stamp Assignment
  - Students collect 6 stamps
  - 20 campus departments offer a stamp
- FYE At the Jen library
  - Stamps available during open hours
  - Side by side reference and circulation desks

WHICH LEADS US TO ACTIVITY #1...
LIBRARY

BINGO!
ANALYZING SUCCESS

› Range of questions for students to answer
› Flexible Alternatives to Bingo Sheet
› High number of participants
THINKING ABOUT CHANGE

› Could our activity be better?
› How can we have more meaningful interactions with FYE Students?
› How do we teach students about the library while holding their interest?

SO BEGINS THE RESEARCH...
BRAINSTORMING NEW ACTIVITIES

TWO APPROACHES:

- Identifying engaging activities → Fitting it to our purpose
- Identifying learning objectives → Shaping an activity to meet those needs
WHAT DO YOU WANT STUDENTS TO KNOW AT THE END OF 15 MINUTES?
## Identifying Three Access Points

### Online
- Catalog and Discovery Tool
- Databases
- Interlibrary Loan
- Digital Collections
- Social Media

### Person-to-Person
- Ask A Librarian
- Chat
- Email
- Consulations
- Access Services

### Library as Space
- Interesting Study Spaces
- Individual and Group Study Rooms
- Reservable Rooms
Jen Library FYE Passport Challenge

Discover!
The libraries at SCAD provide many services and resources to help students connect with their research. Research Guides, one-on-one research consultations, and Interlibrary Loan are only a few examples of the services we offer for our students.
You can find out more about our resources and services by going to our webpage at www.library.scad.edu.
1. From the libraries homepage, identify 3 ways to connect with a SCAD librarian?

Learn!
The SCAD Libraries webpage is full of resources and information that you can access from anywhere in the world. It also contains a catalog of every book, movie, magazine, and graphic novel that we have available for you to borrow from the library.
Go to our webpage at www.library.scad.edu. Using the search box on the home page, search for your favorite artist, designer, writer, director, or creative mind.
2. Whom did you search for?

3. From your search results, identify one book about your artist or designer that is located in the Jen Library, find that book on the shelf, and bring it to the reference desk. (Hint: you will want to look at the location and call number to locate the book)
Call Number:

Explore!
The Jen Library is not just for books. It is also an excellent place to study.
4. Go explore the library and then describe your favorite Jen Library Study spot below.

5. Final Question! Tell us how you felt about this activity.

*Optional Bonus* Follow us on Instagram (@SCAD_Libraries) and show us your visit to the Jen Library using #scadlibrariesinspire. Show us your post at the reference desk to earn a prize!
THE NEW ACTIVITY IN ACTION!

Students complete the activity with their friends and engage with the library through social media.
REACHING OUT TO CAMPUS

FYE Coordinators
› What are other departments offering?
› How would our new design support the goals for FYE?
› Will you spread the word?

Library Events
› Jen Expo
› Paws in the Library
› Tabling at orientations and campus events
RESULTS!

Fall Participation

1129 / 2156
56 / 1129

Feedback

++ -
“A+++ It was lots of fun!”

“This Activity was easy and helpful. I enjoy the library and got to use its resources”

“I found that this activity helped me to understand how the library operates and will help me find books faster in the future”
“I felt like it was a great intro to the library but I needed more. Maybe consider discussing the library in FYE”

“I thought this activity was very helpful. I will admit that it was a bit frustrating looking for the book, but that always the case when searching in a library. I do believe I found my favorite place on campus now. “

“Good. First question could be worded better”
EDITS!
EDITS!
EDITS!
Jen Library FYE Passport Challenge

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4. Go explore the library and then describe your favorite Jen Library Study spot below.

5. Final Question! Is there anything about the library that you would like to know more about

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What architect/designer is responsible for the building?

What are the library’s hours?

How do I reserve a study room?

Where/How would I find DVDs?
FUTURE GOALS

› MORE OUTREACH!
› Incorporating the FYE activity into Events
› Partnering with other campus organizations
› Make the activity more visible in other quarters
QUESTIONS?

Image in Slide 11 can be found on Instagram at: https://www.instagram.com/p/BKixZ8AAkkZ/?tagged=jenlibrary&hl=en

All other images and pictured documents are original to the Jen Library.