Final Project

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LIS 5253
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Description of Community Setting
Oklahoma State University (OSU), located in the city of Stillwater, Oklahoma, was created through legislation in 1890. Classes began almost a year later and since then the land-grant university has continued to thrive and grow into the grand university it is today. OSU currently boasts 21,046 Undergraduate, 4,427 Graduate, and 333 Professional students across two of its campuses including OSU-Stillwater and OSU-Tulsa for a total student population of 25,806. Of this total population, 24,551 students are on the Stillwater campus grounds for at least a portion of their studies. The population is diverse in all aspects of demographics including are, race, ethnicity, religion, and country of origin as just a few examples (IRIM, 2016).

Though not the original OSU library building, Edmon Low Library was built in 1953, and has been a central and important facility since it's completion. The Library boasts a collection of volumes numbering in the millions and provides a wealth of services to its patrons including students, staff, and faculty of OSU as well as the community it calls home (Edmon Low Library, 2016).

Description of the Community-based Program to Be Offered
Apple, a well-known electronics manufacturer, includes within its variety of services, a Genius Bar. These are located in Apple's various stores, and allow anyone to go to the 'bar' and speak with representatives about any sort of support issue. This concept has been duplicated for use elsewhere and is usually a popular event at technology conferences, where experts can volunteer their knowledge to assist anyone who may be having an issue or perhaps just needs some unusual or difficult questions fielded.

Subject-matter specialists and representatives from the various support departments can volunteer a small amount of time each week to staff a location and field questions from patrons to showcase the wealth of knowledge held by the Library's staff and faculty.
Edwards, Robinson and Unger state: "...the ABCD model starts at the grassroots level, building its foundation on the assets, or skills and talents of local residents, associations and organizations (2013, 24). One could interpret this as providing a vehicle for those with specialties to aid those who could use those specialties. This more than anything informed the suggestion of project. The staff and faculty who work within the library represent an extremely diverse set of knowledge and expertise, that can be used in additional ways to facilitate the learning and advancement of patrons. The Edmon Low Library is not just an information repository or experiential learning center, but home to a number of subject-matter librarians with backgrounds and expertise in a number of degree-related topics, and connections to an even larger variety of faculty around the entire campus.

Furthermore, as an academic library, it houses a number of specialty departments that can advise on other useful topics. The Communication department specializes in marketing and Journalism as well as being heavily involved in the production of image and video content. The Oral Histories department can advise on interviewing and audio recording/production techniques. The Systems department is familiar with a variety of technologies, software, and hardware. These and other specialty departments within the library represent yet another facet of the expertise within the library that can contribute in ways beyond their normal job functions.

By creating a time and space for individuals to directly interact with knowledge experts we are engaging the patrons in a way that simply housing books or providing technology services cannot. Furthermore, this style of interaction places those knowledge holders, usually confined to an office and out of the patron’s view, and even some times access, and places them in a casual setting with no barriers between the knowledge holder and the patron. In this way, many rungs of the participation ladder can be used, from informing all the way up to partnership, as patrons and the knowledge holders are simply discussing topics casually (Arnstein 1969).
Logic Model

Outcomes

- Improved communication among stakeholders
- Increased awareness of the value and impact of expertise within the library

Inputs

- Increased communication
- Improved information sharing

Activity

- Activity 1: Increased collaboration among library staff
- Activity 2: Enhanced information dissemination

Goals

- Goal 1: Improved information accessibility
- Goal 2: Enhanced library expertise
Program Description
The Library Genius Bar Program is intended to use knowledge workers and subject matter specialists to field patron questions in a casual setting and in a way that reduces barriers of communication between the two groups.

Program Goal
The true end result goal of this program would be to show students how many different subject matter experts work within the library to aid them and how students can reach out to library staff and faculty to solve future discipline specific problems.

Program Objectives
In order to achieve our overall goal, we have identified the following objectives:

- Objective 1 - Increase patron awareness of library staff and faculty subject matter experts that are available to assist them with subject-specific problems.
- Objective 2 - Increase the number of subject matter expert/patron interactions regarding problem solving.

Research - SWOT Analysis

- Strengths
  - The Edmon Low Library’s strongest contribution to community would be ready, easy, and free access to a wealth of information sources and experiential learning activities.
  - Administrative support for programs that benefit patrons is high.
  - Library has numerous subject matter experts already on staff.

- Weaknesses
  - Subject matter experts do not span entire body of knowledge.
  - Very little space is currently available for reallocation.

- Opportunities
  - Finding new ways to use faculty, staff and resources that already exist to improve patron satisfaction or experiences.

- Threats
  - State-wide education financial budget crunch is severely limiting available funds for new ideas.
Measuring Success

Objective 1 - Awareness

In order to properly assess this objective’s success, two measurements will need to be taken. First, prior to the program, a brief questionnaire regarding the availability and access to subject matter experts within the library will need to be circulated. This will be used to create an approximate current level of awareness. After running the program, a second identical brief questionnaire will be circulated to determine if awareness regarding the availability and access to subject matter experts within the library has increased.

Objective 2 - Interactions

To properly assess objective two’s success, two measurements will be needed. Again, prior to the program subject matter experts will be polled on the approximate number of problem solving interactions with patrons they currently experience. This will be used to create an approximate baseline. Once the program has concluded a second poll of subject matter experts will be circulated to see if the number of problem solving patron interactions has increased. An increased number of interactions may also be a solid indicator that objective one was also a success.
Ethics Framework

Statement of Ethics

For the purposes of this program, ethical guidelines from the ALA Code of Ethics will be followed.

1. We provide the highest level of service to all library users through appropriate and usefully organized resources; equitable service policies; equitable access; and accurate, unbiased, and courteous responses to all requests.
2. We uphold the principles of intellectual freedom and resist all efforts to censor library resources.
3. We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.
4. We respect intellectual property rights and advocate balance between the interests of information users and rights holders.
5. We treat co-workers and other colleagues with respect, fairness, and good faith, and advocate conditions of employment that safeguard the rights and welfare of all employees of our institutions.
6. We do not advance private interests at the expense of library users, colleagues, or our employing institutions.
7. We distinguish between our personal convictions and professional duties and do not allow our personal beliefs to interfere with fair representation of the aims of our institutions or the provision of access to their information resources.
8. We strive for excellence in the profession by maintaining and enhancing our own knowledge and skills, by encouraging the professional development of co-workers, and by fostering the aspirations of potential members of the profession.

Ethical Decision Making

1. Make sure the bounds of the ethical issue are defined and that only one ethical issue is being examined at a time.
2. Consider contributing factors, both internal and external. This could include laws, rules, norms, and more. Furthermore, consider if any or all of the barriers are real or merely perceived.
3. Clearly identify which value of the code of ethics best apply to the situation. Many could apply, 
   but try to limit the number to one or two at most.

4. Clearly identify all affected parties as well as in what ways and how much they will be 
   impacted by the decision.

5. Make the best decision you can and justify it based on the answers of the questions above.

Social Media Assessment

The Communications department for the Edmon Low Library is doing an excellent job of 
communicating via social media. Their creative skills allow them to properly communicate messages 
and event information across Facebook, Twitter and Instagram. Dedicated staff members and student 
employees allow plenty of availability to regularly monitor, post, and respond to inquiries. Continued 
research into additional social media channels, such as Snapchat and others will allow the library’s 
communications to remain relevant and expand our audience.

The Communication department’s methods for promoting events will allow for easy distribution 
of information about the upcoming Genius Bar program. Using normal channels in addition to the 
variety of social media channels we will be able to distribute information about the Genius Bar in a 
timely and relevant fashion. Additionally, exposure on social media may alert other knowledge workers 
who may wish to volunteer their time and expertise for the program.
Media Plan

- **Goals**
  - To inform OSU students in a timely and relevant fashion about library services and events.
  - To inform OSU faculty and staff in a timely and relevant fashion about library services and events.
  - To inform the benefactors and the surrounding community about the OSU library’s services and events.

- **Audience**
  - OSU students
  - The Library’s benefactors
  - OSU faculty and staff
  - Community members

- **Messages**
  - **We’re here to help!** We have numerous ways for students to interact with library knowledge workers to help support patron needs. Need help finding a book? We can do it. Need some help researching a topic? We can do that too! Not sure how to use a library service? No problem, just ask!
  - **Books and more!** We would have a hard time calling ourselves a library if we didn’t have a few books, but we also have public computer labs, access to a plethora of printers (including our ‘Express Print’ bank of computers), and color printing. However, books aren’t the only thing you can check out, we also have laptops, cameras, action cameras, telescopes, microphones, 3D Printing and more!

Media List

O’Colly
108 Paul Miller
Stillwater, OK 74078
(405)744-6363
editorinchief@ocolly.com

Stillwater Newspress
PO Box 2288
Stillwater, OK 74074
(405)372-5000
events@stwnewspress.com
References


Appendices

Memo to the Director
Memo to Co-workers
Press Release
Presentation Slides
Memo to the Director
To: Sheila Johnson, Dean of Libraries
From: Ross Bowman, Computer Specialist II
Date: November 07, 2016
Subject: ELL Social Media Assessment / Genius Bar

Upon completion of my social media assessment for the Edmon Low Library (ELL), I am happy to report that the Communications department is performing admirably. Each of our social media channels is being monitored and updated regularly. The communications employed on these channels are timely and by all accounts appear effective.

I would like to recommend that we include promotional advertisements for the upcoming Library Genius Bar to increase awareness and increase the potential number of interactions at the event. Regular updates for future Genius Bar hours and topics could also be added to keep our audiences informed about future topics and remind them of the time and location of the event.
Memo to Co-workers
To: ELL Library Faculty and Staff
From: Ross Bowman, Computer Specialist II
Date: November 07, 2016
Subject: Genius Bar

We will be launching our Genius Bar program this Friday from 1:00p.m. to 5:00p.m. in the Browsing Room on the second floor. The topics for this week’s session will be 3D Printing, Biology, Engineering, and Chemistry.

Volunteers will want to arrive a little bit early to setup any laptops that may be necessary to aid with answering incoming questions. If you would like to volunteer to field questions over a relevant topic of interest for future sessions or have any questions, please notify Ross Bowman at (405) 744-5494.
Press Release

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Oklahoma State University  
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Library Genius Bar

Stillwater, OK: This Friday, the Edmon Low Library will launch its Genius Bar program. Students of the OSU Stillwater campus are welcome to join us in the Browsing room on the 2nd floor from 1:00p.m. to 5:00p.m. to ask questions in a casual, come-and-go setting. The topics we plan on covering this Friday are: 3D Printing, Biology, Engineering, and Chemistry. Come ask our subject matter experts anything about this topic and they’ll help you find an answer! Don’t see the subject you’re looking for? Come by anyway and our team will make a note of your question and locate the best person to answer it and get back with you personally. We’ll also have a new set of subject matter experts available next week, so keep checking with us!

The Edmon Low Library is the main branch of the OSU-Stillwater Library System and is located in the center of the OSU campus. Students, staff, faculty and community members are all welcome to enjoy our services.

For questions, contact Ross Bowman at (405) 744-5494
Advocacy Plan

Primary Objective

To increase awareness of the wide variety of resources offered by the Oklahoma State University Edmon Low Library

Key messages

There is more to the O.S.U. Edmon Low Library than just books.
Stakeholders

Students
Campus Faculty and Staff
Surrounding Community

Why is this important?

The word 'library' conjures images of books almost immediately however, in today’s fast-paced society books are often thought of as a leisure item as opposed to a knowledge resource.

Do libraries still have books?
Certainly, but they aren't just book repositories they are a thriving hub of the community that also provides access to technology, subject matter experts, and many other tools and experiences.

Supporting your local library is supporting everyone’s ability to access knowledge and resources.

How Stakeholders should: Think? Feel? Do?

When you think about a library it’s OK to think about books, but remember that there is a lot more than just books!

Supporting your library should make you feel great because you’re not only increasing your access to resources but you’re increasing the access of everyone around you such as Students, Faculty, Staff and the Community.

Go by your library and ask around to see what kind of new experiences they have for you!
Examples that Support Our Message

- The library is constantly obtaining new technology for patrons to use
- The library has many knowledge workers versed in a wide variety of topics
- The library is always here to help in any way we can

Determining Success

Metrics for determining success are already in place, as we can simply observe use of items, services, and interactions for an increase.