

Library/Business Partnership Proposal

Fall 2018 Prototype

Who:

- Librarian and library (as instructor and client)
- Business students (and by extension, business faculty and department)

What:

- A partnership between departments where faculty and librarians work together to offer an experiential learning opportunity for students where they use the library as a client to create a marketing plan as one of their class assignments.
- Structurally, this includes a librarian (separate from the client representative for the library) being assigned to the class for the semester to provide both formal and informal instruction regarding business information literacy and available resources, including hands-on research assignments/quizzes/assessments that use those resources.

When:

- Preparation: Summer '18
 - Client representative(s) and librarian liaison will work with faculty to build library instruction and subject-oriented activities into syllabus and/or class schedule.
- Implementation: Fall '18 Semester

Why:

- With a 23.5% enrollment rate, Business is the most popular major on campus. This project is an accessible way to reach the highest number of students and provide them with applicable skills and experiences employers look for that they can carry into their professional career.
- Program will not only build bridges and foster communication between departments across campus, but also bolster information literacy of business students and provide opportunities to build critical thinking skills including the ability to evaluate and synthesize information related to their class or major.
- By gaining an actionable marketing plan and integrating relevant resources (including the expertise of staff) into specific classes or majors, the library and the business department will increase their visibility on campus and assert their value in contributing to successful student outcomes.

Library/Business Partnership Proposal

Fall 2018 Prototype

High Level Strategic Results

Strategic Result 3: Create infrastructure for innovation and successful adaptability to changing environments inside and outside higher education

3.1 Students faculty and staff will experience and engage in a culture of innovation

Strategic Result 4: Increase organizational health and efficiency

4.4 Organization health will be achieved (building partnerships and improving communication)

Strategic Result 5: Increase the Value of a Centenary education for students

5.3 Centenary will graduate career-ready students

5.4 A learner-centered teaching environment will be developed where it does not exist and enhanced where it does exist

5.7 Students will experience success at Centenary while formulating and achieving personal and professional goals

Department Level Goals/Results (Academic Affairs)

Goal 1: *Continue to align Centenary's academic practices, policies, and procedures, with best practices of other institutions of higher education (High Level 3 & 4)*

Goal 2: *Improve the overall Centenary experience of faculty, staff, and students (High level 4)*

Goal 4: *Ensure that the institution assesses the effectiveness of academic programs (High level 4 & 5)*

Goal 5: *Ensure that academic programs reflect student demand as well as institutional mission (High level 5)*

Library Level Scorecard Strategic Results (Aligns with High Level 4 & 5)

Result 1: *Library – Faculty communication/collaboration*

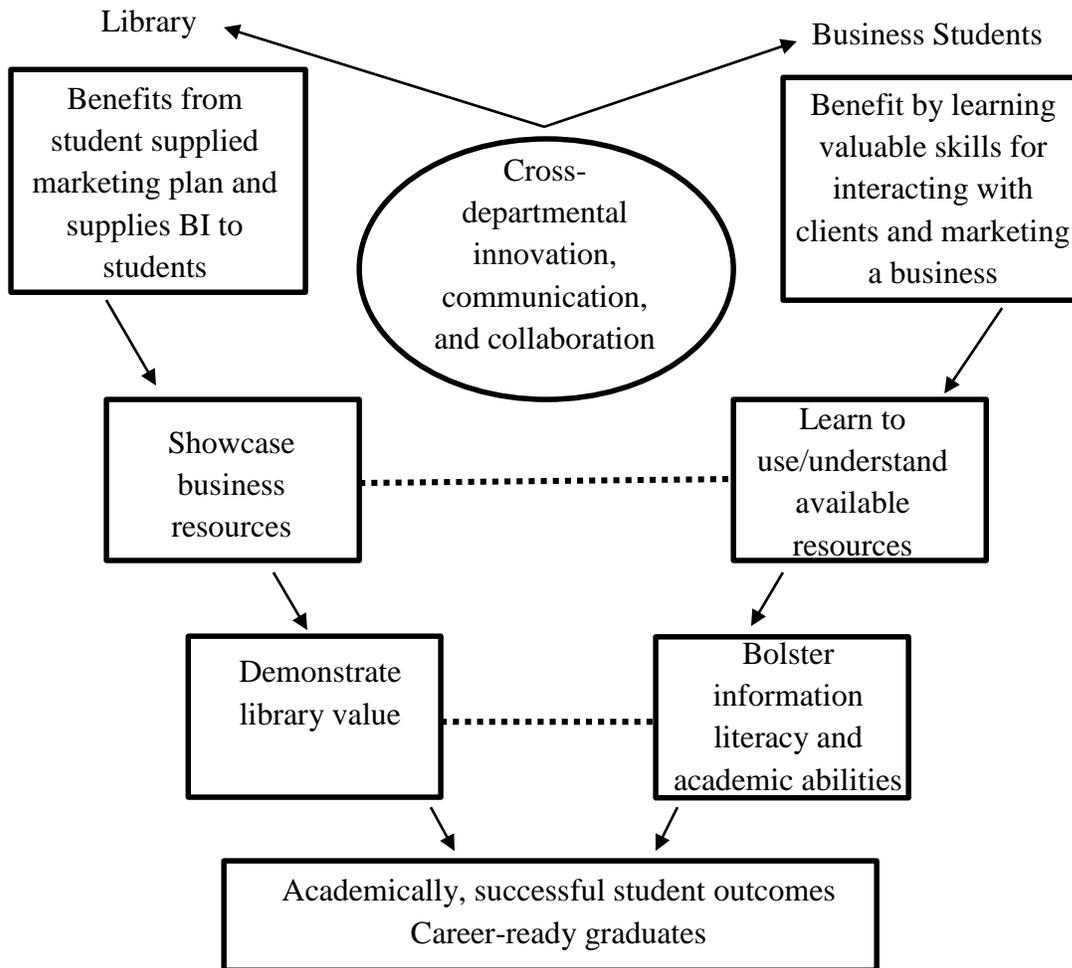
Result 2: *Embedding in individual courses (includes ongoing data collection for assessment)*

Result 3: *Marketing improvements*

*This new proposal will add an additional prototype to next year's scorecard, in addition to those already in process, all hinging on superior customer service.

Library/Business Partnership Proposal

Fall 2018 Prototype



Library contribution questions:

- *Liaison and/or embedded librarian in class?*
- *Level of interaction?*
- *Research consults vs. client rep. (separate individuals?)*
- *Revamped research guide*
- *Course specific guide?*
- *Business-oriented research workshops? (to improve current numbers)*

Library questions for Business:

- *What is the department already doing?*
- *Is there a set part of the curriculum that is designed to measure and test IL for business students?*
- *Has there been a similar campus collaboration in the past?*
- *Does this project align with department goals?*

Library/Business Partnership Proposal

Fall 2018 Prototype

References

- Atwong, C. T., & Heichman Taylor, L. J. (2008). Integrating Information Literacy into Business Education: A Successful Case of Faculty-Librarian Collaboration. *Journal of Business & Finance Librarianship*, 13(4), 433-449.
- Bowers, C. M., Chew, B., Bowers, M. R., Ford, C. E., Smith, C., & Herrington, C. (2009). Interdisciplinary Synergy: A Partnership between Business and Library Faculty and Its Effects on Students' Information Literacy. *Journal of Business & Finance Librarianship*, 14(2), 110-127. doi:10.1080/08963560802362179
- Camacho, L. (2015). The Communication Skills Accounting Firms Desire in New Hires. *Journal of Business & Finance Librarianship*, 20(4), 318-329. doi:10.1080/08963568.2015.1072895
- Griffis, P. J. (2014). Information Literacy in Business Education Experiential Learning Programs. *Journal of Business & Finance Librarianship*, 19(4), 333-341. doi:10.1080/08963568.2014.952987
- Klusek, L., & Bornstein, J. (2006). Information Literacy Skills for Business Careers: Matching Skills to the Workplace. *Journal of Business & Finance Librarianship*, 11(4), 3-21. doi:10.1300/J109v11n04-02
- Makani-Lim, B., Agee, A., Wu, D., & Easter, M. (2014). Research in Action: Using Rubrics to Assess Information Literacy Skills in Business Education. *Journal of Business & Educational Leadership*, 5(1), 3-17.
- Matveev, A. V., & Judy, X. (2012). Information Literacy in Business Education: A Case of Faculty-Librarian Collaboration in Teaching an Undergraduate International Management Course. *Proceedings of the Northeast Business & Economics Association*, 219-221.
- McCarthy, P. R., & McCarthy, H. M. (2006). When Case Studies Are Not Enough: Integrating Experiential Learning Into Business Curricula. *Journal of Education for Business*, 81(4), 201-204.
- Spackman, A. (2016). Client-based experiential learning and the librarian: Information literacy for the real world. *Journal of Business & Finance Librarianship*, 21(3/4), 258-273. doi:10.1080/08963568.2016.1226616
- Strittmatter, C. (2012). Developing and Assessing a Library Instruction Module for a Core Business Class. *Journal of Business & Finance Librarianship*, 17(1), 95-105. doi:10.1080/08963568.2012.630645