

CAREER INFORMATION LITERACY FOR FRESHMAN BUSINESS STUDENTS

A Librarian/Faculty Collaborative Project at Penn State University Daniel Hickey & Gary White

DESIGN: BUSINESS 1ST YEAR SEMINAR

Goals:

1. Cultivate career information literacy in all freshman business students.
2. Work collaboratively with the College of Business to integrate the skill set into the curriculum.
3. Enhance awareness of library resources and services related to career development.

Fall 2007 User Base:

- 936 students, 24 instructors, 37 sections

Instruction Sessions:

- 50 minutes in length
- Held in large group sessions
- One librarian plus 3-4 other staff members /session
- Library homework assignment graded by instructor

Web-based Career Guides:

- Dashboards approach
- Specifically constructed to address 1st year Seminar assignments
- Supplements to the skill set imparted by the instruction session



The Career Information Literacy module is the result of cooperative planning between the College of Business and the University Libraries.

IMPLEMENTATION

Class:

- Librarian explains:
 - Selecting resources
 - Searching resources
 - Importance of citing resources
- Staff distributes and collects clickers
- Librarian and staff provide facility tours



An information literacy instruction session in the Schreyer Business Library's computer lab. Currently, sessions take place on-site in the College of Business.

Content Delivery & Engagement:

- Content integrated into course materials
- Podcast summarizes session content
- Clickers used to dynamically garner feedback from students during session
- Tours familiarize students with the physical space and activity

On-Site Reference:

- One-on-one reference assistance
- Located on-site in the College of Business
- Assisting patrons at their point of need



Information literacy sessions highlight the Library's extensive career resource collection.



Career resources are placed in close proximity to student study areas and the computer lab.



The link to career information is placed prominently on the Business Library's website to facilitate easy access to the oft-used electronic career databases and guides to business-related professions.

Career Services Collaboration:

Penn State's Career Services prominently links to the Business Library's website, pushing students to resources they may not have otherwise discovered. It also integrates library content, such as the *Vault Online Career Library* database, directly into their pages.

The Business Library promotes Career Services resources, as well, such as the *Weflow Career Resource Library*.



ASSESSMENT & COURSE REVISION

Instructor Assessment Survey:

1. Did the module cover the information you expected?
2. Are there resources that you think the students would find more relevant to their studies that we should incorporate?
3. Did you find the library assignment meaningful to students? If not, please explain.
4. Did students use the Business Major Career Guides for both the library assignment and the Business Major Group Project?
5. Other comments and suggestion?



Business librarians are deployed from 1 to 3 on weekdays for on-site reference at the College of Business. The service is heavily used by undergrads and graduate students alike.

Instructor Feedback:

- Only 25% (6 of 24) respond, but all agree sessions are helpful
- Request tweaks to the library assignment and emphasis on online resources

Course Revision:

- College of Business reduces 1st Year Seminar from 2 credits to 1
- Enrollment grows: 7 week course, 57 sections, 1400 students

Changes to Library Module:

- Sessions take place in-class, with smaller groups of students
- 50 minute, full-class length session reduced by half
- Some material shifted to the Libraries' popular Open House event

ADAPTATION: IST 1ST YEAR SEMINAR



The Business 1st Year Seminar information literacy instruction session model is being applied to the College of Information Sciences and Technology's 1st Year Seminar.

Content:

- Shift in subject focus: career and employment to information science and technology
- Additional module on academic integrity
- Additional module on study skills and lifelong learning
- Librarians take leadership role in creating and teaching modules

Delivery:

- Imparted over several classes (as opposed to one)
- Replaced staff assistants with TAs
- Podcast replaced with RSS feed

Engagement:

- Problem-Based Learning approach to engagement:
 - Academic integrity quiz
 - Database vetting team exercise
 - Competitive information retrieval exercise
- Library-specific assignment replaced with assignment-integrated requirements and grading rubrics
- Clicker participation retooled
- Tour removed