

COMPLETE

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Page 1: ACRL Instruction Section End of Year Report 2017

Q1	Instructional Technologies												
Name of Committee/Task Force:													
Q2	Committee chair(s) (name & email address): Melissa Mallon (chair) mallon.melissa@gmail.com 615-322-3147												
Q3	Name of Activity/Project: Use the same activities/projects you described in your Annual Planning Form. Activity/Project #1: Tips & Trends Activity/Project #2: ACRL_IS_ITECH Twitter Account												
Q4	Which objective from the ACRL Plan for Excellence did this project/activity support? Choose the ONE objective that best fits each project/activity. <table border="1"> <thead> <tr> <th style="width: 15%;"></th> <th style="text-align: center;">Objective</th> </tr> </thead> <tbody> <tr> <td>Activity/Project #1</td> <td>Student Learning: Identify innovative practices in learning environments and instruction that enable academic librarians to transform learning.</td> </tr> <tr> <td>Activity/Project #2</td> <td>Student Learning: Increase understanding of new models of information fluency as pedagogy evolves.</td> </tr> <tr> <td>Activity/Project #3</td> <td></td> </tr> <tr> <td>Activity/Project #4</td> <td></td> </tr> <tr> <td>Activity/Project #5</td> <td></td> </tr> </tbody> </table>		Objective	Activity/Project #1	Student Learning: Identify innovative practices in learning environments and instruction that enable academic librarians to transform learning.	Activity/Project #2	Student Learning: Increase understanding of new models of information fluency as pedagogy evolves.	Activity/Project #3		Activity/Project #4		Activity/Project #5	
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Activity/Project #4													
Activity/Project #5													

Q5

Describe your committee's activity/project and how each activity supported the Plan for Excellence objective(s) selected above.

Activity/Project #1:

The ACRL Instruction Section's Instructional Technologies Committee regularly publishes articles related to new tips and trends in instructional technology. The papers provide information to help alert librarians of new tools, or new ways of using technology in the classroom. General information, combined with concrete, usable ideas allow librarians to immediately put into action the new information. The Tips and Trends articles are published, and then expanded upon through various methods to help librarians more fully explore the topic or tool. For example, after an issue was published on tools for promoting interactivity, the committee held an open Adobe Connect session demonstrating the various tools and ways they can be used in the classroom. The committee will build upon the success of these sessions by developing new ways of helping the membership engage with the Tips and Trends content, and learn new skills and ideas to bring change to their communities and in student learning.

Activity/Project #2:

The ACRL Instruction Section's Instructional Technologies Committee uses Twitter to keep Instruction Section members and others in the profession informed about instructional technologies and the impact of technology on instruction. The posted articles, tools, and reports are designed to generate conversations among library professionals on enhancing their teaching (in physical and virtual environments) with digital technologies. These strategies can also be used to enhance conversations with faculty members and other campus partners such as instructional designers, student life coordinators, and more.

Q6

Describe the process of soliciting nominations/topics/other submissions for your activity/project (examples: soliciting award and candidate nominations, selecting topics and speakers, discussion group topics and leaders, soiree site, or PRIMO submissions)

Activity/Project #1:

We tweaked the writing and planning process this year by creating a more robust Tips and Trends sign-up sheet with more detailed deadlines and guidelines. Members sign up for different roles related to each publication (authors, editors, archivist) and know exactly when the deadlines are well in advance. When new members join the committee in July, they will be asked to sign up as editors/archivists in their first year (unless they want to be an author). This way there is an expectation that everyone will contribute, the weight is not placed solely on the author and the committee chairs for each publication, to ensure the burden is spread out over the full committee, and every committee member should be involved in each article in some way. The Tips and Trends publication process involves: A committee member(s) submits a Tips and Trends draft for review. The committee has a chance to review and respond with conceptual comments. Editors on the committee members review the draft. Exec and the Publications editor provide further suggested edits on the final draft. The committee chair posts the Tips and Trends on the IS website. A supplemental piece is published or if synchronous, held online. Supplemental pieces are also posted on the IS website.

Activity/Project #2:

Committee members volunteer to sign up for Twitter management shifts. We encourage ACRL members to follow & interact with the Twitter account by retweeting, favoriting, and following academic librarians on Twitter.

Q7

Provide the timeline for your activity/project (examples: sending out calls for participation, invitations, publicity, notification of awards, PRIMO selections and interviews, etc.)

Activity/Project #1:	Tips and Trends are published on a quarterly basis. Due dates and projected month of publication are: Summer - April 1 (draft) / June (publish) Fall - July 1 (draft) / September (publish) Winter - November 1 (draft) / January (publish) Spring - January (draft) / March (publish) Twice yearly (summer and winter), Committee members: Review a list of topics and discuss possible Future Tips and Trends topics. Sign-up for the next two Tips and Trends.
Activity/Project #2:	- Twice yearly (summer and winter), Committee members will sign up for Twitter management shifts and backup positions. - During their shift, they will post 5-15 tweets per week at a frequency of at least one every other day. We will tweet consistently every week of the year. - At our Midwinter and Annual virtual meetings, we will evaluate our Twitter statistics and determine whether any changes should be made. - Guidelines for monitoring the Twitter account are reviewed and updated each summer.

Q8

Budget for the activity/project, if applicable.

Activity/Project #1:	N/A
Activity/Project #2:	N/A

Q9

Describe the publicity for the activity/project. Please also provide URLs to publicity, calls for proposals, etc. for your project/activity. If not currently available online, please post materials to your committee's ALA Connect page and enter the URL below.

Activity/Project #1:	Tips and Trends are publicized on the: ILI-L listserv IS section website IS advisory committee Committee Twitter account IS Advisory committee C & RL News American Libraries Direct Committee members' regional library organizations
Activity/Project #2:	Examples of tweets can be seen at: https://twitter.com/ACRL_IS_ITECH Example of tweet advertising a Tips & Trends: https://twitter.com/ACRL_IS_ITECH/status/865205712431054849

Q10

Please provide URLs to evaluations of the project/activity (if not currently available online, please post materials to your committee's ALA Connect page and enter the URL below).

Activity/Project #1:

Hits on the Tips and Trends articles are averaging about 1500 each issue, and the most successful supplemental piece, a video on Graphic Design Tools (<https://www.youtube.com/watch?v=Mr-SBZA4BYA&feature=youtu.be>), has 495 views (430 in the first month). The Digital Labs Google Album (https://photos.google.com/share/AF1QipNKHI_WsEBb6ZrCY3DZVGPH74C3fKlbezVB9VRjz4aeALzuQ-m7AwKSE4DhVRhi-A?key=aXBnaFFCZ05DRDFaMFp4SG5renVqM21CYjNfUTFB) was joined by librarians at ten different libraries, and received a small number of diverse contributions.

Activity/Project #2:

Over the course of the year, we increased Twitter followers by 84% (168 new followers). We've been added to one more list since last year. Each year, we have consistently increased the numbers of favorites and retweets. For example, from July 2016-February 2017, we had 300 mentions, 511 retweets, 472 favorites, and 282 clicks on links in tweets. While these numbers have increased since February, lack of access to free Twitter analytic tools results in difficulty obtaining exact numbers.

Q11

Number of RSVPs/attendees at events (examples: Soiree, online discussions). For Soiree, include first time attendees requesting matches.

Activity/Project #1:

There were no events related to Tips and Trends this year, but there are 495 hits on our video, ten librarians contributing the the Digital Lab album, and 4,477 clicks on this year's articles.

Activity/Project #2:

Currently, the @ACRL_IS_ITECH Twitter account has 820 followers (an 84% increase since summer 2016).

Q12

For Nominations committee only: number of nominees, reasons for declining, statistical/demographic info, final slate, final election results.

Respondent skipped this question

Q13

Based on the action plan and measurement(s) of success you provided in the Annual Planning Form, describe what success your committee had in meeting each objective:

Activity/Project #1:

We have seen an increase of 37.8% in hits on Tips and Trends articles. The asynchronous supplemental pieces are new this year, so while we have no data to compare, the almost 500 hits on the graphic design tools video is considered a success.

Activity/Project #2:

Since 2014, we have consistently increased the numbers of favorites and retweets. The Twitter account is successful in steadily gaining followers (an 84% increase since summer 2016). Committee members are successfully posting new content each week, and engaging with followers via comments and Retweets.

Q14

Advice to incoming chair for project continuation or next steps:

Activity/Project #1:

Tips and Trends, while valuable, are burdensome for the entire committee, especially when (as has happened a few times this year), volunteers fail to fulfil their commitments on time, if at all. Advance planning and clear expectations is critical to ensuring articles and supplemental pieces are completed on time and in an efficient manner. During the Tips and Trends template revision process for next year, consider focusing on more practical and less text-based Tips and Trends formats.

Activity/Project #2:

The Twitter account is successful, but make sure to continue monitoring Committee members to make sure they are tweeting on a regular basis (approximately 1-2 tweets per weekday). We will rely on the back-up Twitter management volunteers more heavily for monitoring tweet frequency. Further utilize Hootsuite for scheduling tweets in advance. It might be useful to work with Exec to identify methods of obtaining analytics that do not cost money.