Unlocking Student Engagement: Success and Failure in Redesigning a First-Year Library Orientation

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Unlocking Student Engagement
Success and Failure in Redesigning a First-Year Library Orientation
ABOUT US

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Merrill-Cazier Library
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LET’S GET ACTIVE!

Demonstration of lockbox activity
LOCKBOX RULES

• This activity will explore the LOEX website. http://www.loexconference.org/
• Each clue will provide you with one of the four numbers to unlock this box.
• You will be split into groups and each group will compete to win glory and the prize within the box!

Rules
1. Stay with your group
2. One person grabs one clue at a time
3. The first 3 clues can be solved at your seats
4. NO Running
MAY THE ODDS BE EVER IN YOUR FAVOR

http://www.loexconference.org/
Freshmen Orientation

@ USU
2000+ students
In 80 sections

3 day intensive
2-credit course

7 workshops
Happening in library at one time
LIBRARY WORKSHOP

- 30 minute session
- Logistical constraints
- Past presentations
Workshop Revamp

Desire to improve & feedback from Connections Committee
What the committee wanted

- Books! Books! Books!
- Scavenger hunt or interactive component

Struggle to find the balance between what committee wanted & what was feasible.
Redesign: Phase One

SPOILER ALERT: IT FAILS
Phase One

Balance committee requests, librarian expertise & feasibility. Solution = gamification

Survey
To explore the library’s virtual spaces

Scavenger Hunt
To explore the library’s physical spaces
Virtual Exploration

Survey that would guide students through:

- Library catalog
- Study rooms
- Subject librarians
Physical Exploration

Scavenger hunt activity in which students were given sheet of paper then directed to:

- Library stacks
- Study rooms
- Instructor’s favorite spot in the library
Mapped out entire library stacks

To minimize disaster and spread out students in the library

Scavenger Hunt – Part 2

1) Find the ND 553 – ND 1304 call number range (Lower Level) and answer the question below:

   a. What Greek word does the word "ceramic" originate from?

   _____________

2) Find Study Room 107 and write down the code word ________

3) Locate your instructor or Peer Mentor in their favorite library spot and give them this card!
Failure to Launch

- Technological complications
- Shifting stacks project
- Lack of cohesion between activities
- Missing librarian as friendly face
- Gamification without incentive

Two months to go and we needed a completely new workshop.
Redesign: Phase Two
Phase Two of Redesign

Fresh Ideas  →  Engaging | Simple | Active  →  Clear Session Goals
Like all millennials I turned to the mecca of ideas... Pinterest
Thank you Kathy Schmidt

Engaging
Fun
Incentivizing
Scalable?
Childish??
Logistics?!?
LockBox Activity

4 clues
- Focus on **essential** things students need to know
- Balancing act
- Incorporate physical and virtual spaces
The third number of the code is:

| The number of the floor where the book **Emoji Dick**, or, the **Whale** can be found |

Hint: Use the search bar on the homepage to look up the title of a book.
Add all the Digits and Divide By two; your room number will solve the final clue
Get organized

- Purchase materials (first)
- Organize materials (second)
- Organize clues (third)
- Manage Logistics (fourth)
Test | Learn | Revise
Implementation of lockbox activity
Procedures
Before | During | After

Script & Training
For library facilitators

Physical Setup
Add technology, stage room
LockBox GoTime

- Organize! Organize! Organize!
- Have backup materials
- Helpers
2,172

Students took Connections in 2017
Connections

Experiences

Competition → Fun → Mystery
Assessment
of lockbox activity
### Students 2016

**q26 Because of the library workshop, I am more likely to ask the library staff for assistance.**

<table>
<thead>
<tr>
<th>Response</th>
<th>%</th>
<th>Count</th>
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<tbody>
<tr>
<td>No Response</td>
<td>0.9</td>
<td>(18)</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1.2</td>
<td>(23)</td>
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<tr>
<td>Disagree</td>
<td>2.1</td>
<td>(42)</td>
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<td>2.4</td>
<td>(47)</td>
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<tr>
<td>Neutral</td>
<td>10.0</td>
<td>(196)</td>
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<tr>
<td>Somewhat Agree</td>
<td>17.8</td>
<td>(350)</td>
</tr>
<tr>
<td>Agree</td>
<td>29.8</td>
<td>(586)</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>35.8</td>
<td>(704)</td>
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</table>

Total Responses: 1,966
## Students 2017

q26 Because of the library workshop, I am more likely to ask the library staff for assistance.

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Response</td>
<td>0.5%</td>
<td>9</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>2.0%</td>
<td>38</td>
</tr>
<tr>
<td>Disagree</td>
<td>2.0%</td>
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<tr>
<td>Somewhat Disagree</td>
<td>3.5%</td>
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</tr>
<tr>
<td>Neutral</td>
<td>11.5%</td>
<td>221</td>
</tr>
<tr>
<td>Somewhat Agree</td>
<td>18.2%</td>
<td>351</td>
</tr>
<tr>
<td>Agree</td>
<td>24.6%</td>
<td>474</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>37.9%</td>
<td>730</td>
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Total Responses: 1,928
Connections Instructors

The library workshop provided useful information about how the library is organized, how to find materials, and how to get help from library staff.

<table>
<thead>
<tr>
<th>Year</th>
<th>Agreement</th>
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<tr>
<td>2016</td>
<td>82.86%</td>
</tr>
<tr>
<td>2017</td>
<td>66.83%</td>
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</table>
Library Instructors
Takeaways & more
what we learned and where we go from here
Takeaways for redesigning orientations

- Don’t be afraid to try new things
- Plan ahead
- Balance outside criticism/advice with librarian expertise
- Provide context to activities
- Be meticulous and organized
- Do multiple practices & trainings
- Learn from failures
Going forward with Connections

1. More librarian interaction at beginning
2. Additional clues
3. Improved evaluation questions
Thanks!

Any questions?

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Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
- Photographs by Unsplash
SlidesCarnival icons are editable shapes.

This means that you can:
● Resize them without losing quality.
● Change fill color and opacity.
● Change line color, width and style.

Isn’t that nice? :) 

Examples: