

Liaison Area Annual Report	Program Name: Media Arts & Design
This report serves as a record of liaison activities in a program area. The information collected will assist in decision making related to library collections and services.	Liaison Name: Jennifer Keach and Erika Peterson
	Date Submitted: June 21, 2012

Collection Management

- List any new majors/minors, interdisciplinary relationships or program eliminations.

There have been no changes to the SMAD program in the past year. Concentration areas include: Converged Media, Corporate Communication, Digital Video and Cinema and Journalism. SMAD offers minors in Film Studies and Creative Writing.
- Describe significant collection management activities during the past year (e.g. journal reviews, database analyses, adjusting approval profiles, special projects, moving to electronic format for reference collections, weeding, and new collecting emphasis).

This year, with the help of CDC special project funding we were able to add the entire Criterion Collection to Media Resources. This collection represents the definitive version of hundreds of important classic, contemporary and foreign films. The addition of this collection along with streaming rights for the Flicker Alley catalog and other retrospective collecting efforts have made the Media Resources collection a far more valuable tool to those engaged in film research.

Print collecting efforts focused on journalism and the history of news reporting, and the sociology of new media.

The electronic resource VideoBlocks was added this year. This is a collection of film and audio clips with full copyright clearance. This will be of particular use to filmmakers, though it is likely students in many disciplines will be able to incorporate the broad nature of the content into their work.

The Filmmakers Library collection from Alexander Street Press was added this year. This will be of particular interest to SMAD affiliates interested in documentary journalism and filmmaking, though the content is broad and will be of use to a number of disciplines.

Alternative Press Index & Archive was added back to the online collection through EBSCOhost. SMAD collaborated with History, Literature, and Communication Studies on a successful special funding request to complete our microform run of the Saturday Evening Post.

SMAD sponsored a trial for the resource Lynda.com. The trial was in response to repeated requests by the SMAD faculty. It was very successful and we received a lot of positive feedback from both faculty and students.
- List any major collection issues (e.g. areas needing additional funding, unmet information needs) including those of an interdisciplinary nature.

The single most desired content request from the SMAD department is access to Lynda.com. While the trial we conducted this semester was very successful and received many positive comments, the campus-wide pricing model for Lynda.com is unworkable at this time. In the coming year we will pursue alternative models for obtaining access, for example access in Media Resources only. This however is not an ideal solution. There are many other departments at JMU that could potentially benefit—computer science, education, art—and the best way to provide access would be through a campus-wide license.
- Please list efforts you have made during the past year to market your collection to JMU users.

We promoted new titles to the faculty, and encouraged their participation in database trials. Jennifer and Erika developed a plan for increased marketing efforts but were unable to implement it this year. It will be a significant part of their liaison activities in the coming year.

Instruction and Assessment

1. Describe how information seeking skills are integrated into the program curriculum. (Do not give statistics, just an overview.)

All majors must take either SMAD 370 Mass Communication Law or SMAD 330 Multimedia Law where they are required to complete a legal brief on a relevant case or topic. All sections of both classes visit the library for instruction in legal research, particularly in using LexisNexis Academic.

Increasingly, classes about new media (SMAD 470 New Media & Society; SMAD 231 Writing and New Media) are including information literacy through inviting the SMAD liaison to a class and collaborating in the planning of that session. The history of journalism professor incorporates information literacy skills through an assignment created with librarian input.

2. Describe innovative or significant teaching activities during the past year.

Using the assessment activities described below, Jennifer redesigned the law information literacy sessions to focus on what the students indicated was most interesting and what they appeared to misunderstand. She also incorporated more instruction on selecting a topic.

3. Describe information literacy assessment activities during the past year.

In the Fall 2011 and Spring 2012 sessions for SMAD 370, SMAD 330, and SCOM 346 (all focused on law research), Jennifer included the minute paper exercise (with analysis help from Melody Mersiovsky) as described in an information literacy workshop. Students submitted sticky notes on variations on the following two questions:

- "What do you still need to know?"
- "What are two significant points you learned?"

Doing so highlighted differences in recall between the different classes, as well as a gauge for the success of the changes made in the Spring sessions.

The Director of Library Instruction attended one instruction session and offered feedback.

Reference, Communication and Collaboration

4. List new or revised research guides, web pages, or other information resources developed for this program.

Maintained the existing guides as is without major revisions. Maintained accurate and up to date information on R2 "type" pages for video (in collaboration with Jonathan Paulo) and for book & video reviews.

5. Describe any significant reference or outreach activities during the past year.

Designed and created the May 2012 book display in the Carrier Learning Commons area about "The Other in Media." The display promoted books about films that consider racial, sexual orientation, religious, or national stereotypes and assumptions.

Met with JoAnne Holman periodically throughout the year. Assisted two students with honor's projects.

In conjunction with Jason Sokoloff and Kathy Clarke, met with the SMAD department to promote the New York Times campus subscription.

6. List any committee service, special projects, presentations, or collaboration with faculty related to

liaison work with this program.

None

Additional Information

7. Describe any additional library issues related to this program not covered in previous questions.

This year liaison duties for SMAD were split between Jennifer Keach and Erika Peterson. Though various arrangements were reviewed and considered the final decision was for Jennifer to handle all instruction activities and for Erika to coordinate collection management. Though it is still early in the collaboration, we feel that the first year was successful. We will be working together on more aggressive marketing and outreach in the coming year.

8. List any significant reports prepared during the past year (e.g. the library section of academic program reviews, the library section of accreditation reviews, information literacy assessment reports). Please append copies if available.

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