

Liaison Area Annual Report	Program Name: Media Arts & Design (SMAD)
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 & Erika Peterson
	Date Submitted: June 25, 2014

Collection Management

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

The Corporate Communication concentration has been recast as the Integrated Advertising and Corporate Communication concentration. An emphasis of the new program is new media. New classes are Introduction to Advertising & Corporate Communication, Creativity in Advertising & Corporate Communication, Functions of Corporate Communication, and Producing Creative Advertising.

SMAD Concentration areas now include: Converged Media, Digital Video and Cinema Integrated Advertising & Corporate Communication, 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).

A significant addition in support of SMAD this year was Lynda.com through CIT and IT funding. Although not an addition to the library collection, per se, it is a significant addition of a resource in support of the SMAD curriculum. The SMAD response to the subscription has been strongly positive. Use started even before the subscription was announced (users discovered it on their own in the first few, unadvertised, days of the subscription) and has continued to grow even before a major promotional campaign.

For monograph collections, it was a year of steady growth. In anticipation of SMAD's new concentration, we added several titles on marketing through new media. As this is still a relatively new field of study there was not much retrospective collecting that was possible. Many Media Education Foundation titles with expired licenses were renewed in the Spring, these title have a particularly strong impact on the SMAD faculty and students.
- List any major collection issues (e.g. areas needing additional funding, unmet information needs) including those of an interdisciplinary nature.

As the SMAD department's needs continue to evolve we're hoping to look at creative ways to acquire the resources they need. Often these are not traditional monographic and serial titles. MRI+ continues to be a major subscription need in support of their new concentration. I'm optimistic, though, that working with Collections Management and liaisons in other clusters that we'll be able to move in a positive direction for the department.
- Please list efforts you have made during the past year to market your collection to JMU users.

Developed the Lynda.com landing page using WordPress, and coordinated a soft launch of the subscription. Through collaborations, promoted Lynda.com through labs around campus (screensavers and desktop shortcuts), the Learning Commons (desktop shortcuts and digital signs),

within workshops (IT Training, CIT), and bulk emails to students in SMAD and Computer Science. A promotional campaign is planned for next year with assistance from public relations students.

Instruction and Assessment

5. 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 New Media Law where they are required to either complete a legal brief or write a research paper. A SMAD liaison visited all seven sections of both classes for instruction in legal research, particularly in using LexisNexis Academic. The skills include identifying legal primary, searching secondary literature, interpreting legal citation, and recognizing the value of legal research outside of class.

This year, SMAD 498 Senior Seminar also incorporated information literacy instruction into an assignment to analyze a media text (an iconic photo).

Additionally, three sections of SMAD 201 included information literacy instruction, specifically about copyright.

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

Used Gagne's 9 steps of instruction to guide the creation of new instruction sessions for SMAD 201, and revise instruction for SMAD 330 New Media Law. Created new instruction sessions for SMAD 201 based on Gagne's 9 steps of instruction.

Redesigned instruction for SMAD 498 Senior Seminar to use constructivist theories of learning—and increase hands-on exploration of physical materials and online searching.

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

Throughout the year, Jennifer continued to include the minute paper exercise (with analysis help from Melody Mersiovsky). 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 what worked—and what didn't—with the redesigned instruction.

Reference, Communication and Collaboration

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

- Collaborated (following Desirae Zingarelli-Sweet's lead) on a new Advertising Guide.
- Created a new class guide in collaboration with SMAD professor, Sabrena Deal, for SMAD 201 Fundamentals of Media Arts & Design.

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

Collaborated with SMAD Honors Committee Chair to better understand SMAD Honor student needs. Met with five students working on their honors project proposals. Met with 3 graduating honors

students as they were finishing their honors project. Met with the SMAD Honors Committee twice. Will report findings out to Librarian Faculty assembly.

With Desirae Zingarelli-Sweet, met with the student public relations club and provided instruction related to a public relations competition.

10. List any committee service, special projects, presentations, or collaboration with faculty related to liaison work with this program.

Attended as guest to the Blended Learning Institute, October 25, 2013. This led to collaborating with Sabrena Deal on instruction for SMAD 201.

Additional Information

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

This year was the third one in which liaison duties for SMAD were split between Jennifer Keach (instruction) and Erika Peterson (collections and outreach). We meet to keep each other informed, and collaborated on Lynda.com promotion.

12. 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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