

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: January 16, 2014 due to snafu; written September 2013

Collection Management

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

This year, the Corporate Communication concentration started to have an increased emphasis on strategic advertising.

SMAD 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).
- List any major collection issues (e.g. areas needing additional funding, unmet information needs) including those of an interdisciplinary nature.

Lynda.com continues to be a strong need for SMAD. We are hopeful that an alternative funding method has been located.

There are several resources SMAD needs to fully support the restructured Corporate Communication concentration. Notably, the resource MRI+.
- Please list efforts you have made during the past year to market your collection to JMU users.

Jennifer and Erika attempted to move forward with their marketing plan—a major part of which was Starbucks gift cards. JMU Dining Services was unable to provide this incentive this year. We will try again next year.

Instruction and Assessment

- 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 either complete a legal brief on a relevant case or write a research paper on a relevant topic. All sections of both classes visit the library for instruction in legal research, particularly in using LexisNexis Academic. The skills included finding legal primary and secondary literature and legal citation.

This year, the following classes incorporated information literacy instruction into assignments to create a media proposal (for a game or other new media concept):

 - SMAD 470 New Media & Society
 - SMAD 231 Writing and New Media

The skills included finding relevant literature, legal use of information, finding experts in the field to

interview, and citing sources.

The following two classes have incorporated a more traditional analysis of a media text:

- SMAD 498 Senior Seminar
- SMAD 373 Media Analysis and Criticism

The skills included finding a media text of interest and finding relevant historical, biographical, and critical secondary literature.

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

For SMAD 498 and SMAD 373, Jennifer collaborated with the professor as well as a colleague from the JMU writing center to create two complementary guest lecture sessions—the first focused on defining a topic and critical analysis, and the second focused on research.

3. 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 continued to highlight differences in recall between the different classes, as well as inspire changes in delivery style.

Reference, Communication and Collaboration

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

Erika and Jennifer migrated the SMAD guide to LibGuides, revamping our philosophy of how many resources to list in the guide versus in Research Databases & Resources. We then maintained the content in both LibGuides and Research Databases & Resources.

We maintained accurate and up to date information on R2 “type” pages for video (in collaboration with Jonathan Paulo), for book & video reviews, for news, and the video content on the [Free Media for Creative Use](#) guide (in collaboration with Jonathan Paulo).

5. Describe any significant reference or outreach activities during the past year.
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 was the second one in which liaison duties for SMAD were split between Jennifer Keach and Erika Peterson.

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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