

<b>Liaison Area Annual Report</b>	Program Name: <b>Media Arts &amp; Design (SMAD)</b>
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: <b>Jennifer Keach &amp; Erika Peterson</b>
	Date Submitted: <b>June 30, 2015</b>

## **Collection Management**

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

SMAD Concentration areas are the same as last year: Converged Media, Digital Video and Cinema, Integrated Advertising & Corporate Communication, and Journalism. SMAD faculty provide coordination for interdisciplinary minors in Film Studies and Business Communication and Media, and encourage minors in Art, Sport Communication, Creative Writing, Music Industry, Political Communication, and Theatre. (see [SMAD programs website](#))

2. 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).

Erika participated in the journal review both in her role as co-SMAD liaison and as Cluster rep to CDC. Very few SMAD specific resources appeared in the journal review tool, and therefore the department was able to avoid significant cuts. This is also indicative of how well-used SMAD resources are in general.

CDC approved the acquisition of MRI+. This has been a much sought after resource by the SMAD department and they are excited to put it into use. There have been licensing delays that will hopefully be dealt with this summer so the resource will be available for Fall.

There is a new library rep for the SMAD department, who has brought new energy and enthusiasm to the role. This has been most noticeable in an increase in monographic requests from the department. We would anticipate this trend to continue into next fiscal year, as she becomes more experienced in her position.

3. 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. There is great potential in increased collection collaboration between SMAD, WRTC and SCOM.

4. Please list efforts you have made during the past year to market your collection to JMU users.

Provided direction and information to PRSSA students promoting [Lynda.jmu.edu](http://Lynda.jmu.edu) through biweekly meetings with both Erika and Jennifer in the Fall 2014 semester, and with an internship with Erika in the Spring 2015 semester. Supported students in distribution of survey by reviewing drafts, alerting stakeholders, forwarding to SMAD director, WRTC and SCOM liaisons. Participated in student-led coffee/donut give away to promote [Lynda.jmu.edu](http://Lynda.jmu.edu) in Harrison Hall.

## **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 complete legal research in order to complete a legal brief or write a research paper. Jennifer 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.

Additional classes throughout the curriculum incorporate information literacy instruction, particularly related to media criticism, copyright, and (new last year) journalism.

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

Partnerships started in previous years continued, and Jennifer started two new collaborations. This year as in past years, SMAD 498 Senior Seminar incorporated information literacy instruction into an assignment to analyze a media text (an iconic photo). This instruction is designed in collaboration with the professor and the Writing Center.

The partnership started last year with one professor of SMAD 201 continued this year with one section each semester focusing on copyright basics for creative professionals. This year, we redesigned the session to incorporate the 8 Key Questions for Ethical Reasoning.

Two new partnerships started this year for journalism and film studies. Jennifer developed new content and visited journalism students through two classes (SMAD 210 and SMAD 409) and created online instructional content in collaboration with another journalism professor to support additional sections. Presented a mockup of an online tutorial to 10 journalism faculty members and department head. Through this work created new working relationships with 2 faculty members and the department chair.

Jennifer also provided a brief instructional session to film students in SMAD 460 for the first time this year, creating a new working relationship with one faculty member.

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 Bethany Mickel). 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.

In addition to regular updating of content for existing guides, Jennifer created a new class guide for [SMAD 210 News Reporting & Writing](#) in collaboration with two SMAD professors, Ryan Parkhurst and Nan Zheng.

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

Jennifer continued the increased connection with SMAD Honors students started in the 2013-14 year. She shared with Librarian Faculty Assembly her findings from the 2013-14 investigation into SMAD Honors student needs. She also continued to attend SMAD Honors Committee meetings to offer input on viability of student honors project proposals.

With Desirae Zingarelli-Sweet, Jennifer met with the student public relations club and provided instruction related to a public relations competition. We also attended a meeting last year, too, and are maintaining a subject guide.

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

Collaborated with faculty on instruction sessions and online instructional materials. Attended SMAD Honors Committee meetings.

### **Additional Information**

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

This year was the fourth one in which liaison duties for SMAD were split between Jennifer Keach (instruction) and Erika Peterson (collections and outreach).

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.

SMAD prepared an APR this year, and the document will be appended here when it is made available.