

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: May 16, 2016

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 support 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).

While not specific to SMAD, the addition of the Kanopy DDA pilot will have a positive impact of SMAD. It will provide high quality films to the JMU community in a convenient DDA model. The acquisition of NJVID is also an important new tool for SMAD.

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

Reference questions this past year seeking newspaper circulation data highlighted the need for a current source such as Media Intelligence Center (from the Alliance for Audited Media <http://auditedmedia.com/data/media-intelligence-center/>) or Editor & Publisher Data Bank (<http://www.editorandpublisher.com/DataBook/>). Our existing resources were inadequate to answer this simple question, and newspapers did not return phone calls.

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, hopefully the new SMAD liaison will provide needed insight.

The SMAD library rep is very interested in acquiring a resource that will serve the needs that we were looking to fill with MRI+, the acquisition of which unfortunately fell through.

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

Jennifer and Erika visited the SMAD faculty meeting this year for the first time after many years of requesting an invitation. The focus of the discussion was on resources—both the process for acquiring resources as well as promotion of new acquisitions. The meetings identified needs for the department—including facility needs—and facilitated connections with Special Collections for the relatively new artists books and faculty publications collections.

Instruction and Assessment

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

All majors continue to take either SMAD 370 Mass Communication Law in which they write case brief, or SMAD 330 New Media Law in which they write a research paper. In both classes, the students rely primarily on primary legal sources. Jennifer visited all six sections of both classes for instruction in legal research, particularly in using LexisNexis Academic. The targeted 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. For the second year, Jennifer also met with a film studies class for basic introductory skills.

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

SMAD 498 Senior Seminar once again incorporated information literacy instruction into an assignment to analyze a media text (an iconic photo). For my portion, this class has increasingly become a hands-on workshop with minimal lecture and maximum peer-learning and one-on-one assistance. In a separate session, a colleague from the Writing Center provides instruction on narrowing their topic and citing sources. In this way, the three of us (myself, the Writing Center, and the professor) have coordinated a coordinated approach to supporting the students in their writing assignment.

As with previous years, Jennifer revised the instructional design of sessions—particularly the sequencing of content—and incorporated findings from the minute papers (see below) for continuous improvement.

7. Describe information literacy assessment activities during the past 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?”

Reference, Communication and Collaboration

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

Jennifer regularly updated the research guides for SMAD (including course guides for each class taught) and the “type” page for Book and Film Reviews. She created one new guide in support of a class: [SMAD 308 / ENG 380 Introduction to Film](#).

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

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

Additional Information

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

This year was the fifth and final year in which liaison duties for SMAD were split between Jennifer Keach (instruction) and Erika Peterson (collections and outreach). The SMAD liaison responsibilities will be transferred to the new Communications and Media Studies Librarian.

SMAD is in search of an adequate screening room for film study classes of 30 or more students. Their classrooms do not permit blocking light out, quality sound, or quality projection for the typical film studies class size.

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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