Making Magic in Witch City: Improving Information Literacy at Salem State University

What is the impact of information literacy on student work across various disciplines?

By conducting information literacy sessions, Salem AiA librarians will improve the quality of students’ work products.

Literature Review

Methodology / four projects
- Marketing Research (MKT241, MKT445, & MKT466)
- Marketing Visual Presentations (MKT241, MKT445)
- Earth Day Research (GPH371, PHL224, & POL304)
- Public Health Nursing Research (NUR415)

Project Dates
September 2013 – May 2014

Number of subjects: 130

Treatments
- Multiple information literacy sessions (Marketing, Nursing courses)
- Single shot information literacy sessions (Earth Day courses)
- One-to-one follow-up sessions (Marketing, Nursing courses)
- Presentation software instruction (Marketing courses)
- Information use surveys (Nursing courses)

Evidence

Marketing Information Literacy Assessment Summary of Findings

Marketing: Overall quality of bibliographies using a 6-point scale by percentage of assignments

Evidence

Next steps
- Earth Day Information Literacy Project: data to be analyzed in Summer 2014.
- Public Health Nursing Information Literacy Project: data to be analyzed in Summer 2014.
- Marketing Visual Presentations Project: data will be analyzed in Summer 2014.

Conclusion and Campus Impact

This project is part of the program “Assessment in Action: Academic Libraries and Student Success” which is undertaken by the Association of College and Research Libraries (ACRL) in partnership with the Association for Institutional Research and the Association of Public and Land-grant Universities. The program, a cornerstone of ACRL’s Value of Academic Libraries initiative, is made possible by the Institute of Museum and Library Services.

Team Leader: Nancy Dennis, Senior Librarian
Team Members: Nate Bryant, Assistant Dean; Cathy Falvey, Associate Librarian; Tara Fitzpatrick, Assistant Librarian; Nancy George, Senior Librarian; James Gubbins, Associate Professor; Marcela Isuster, Assistant Librarian; Zach Newell, Associate Librarian; Jason Soohoo, Assistant Librarian; Carol Zoppel, Associate Librarian.

Analysis of fall 2013 marketing course data showed that students in treatment groups assembled higher quality works cited than students in control groups. Despite these differences, the marketing professor and business librarian felt that works cited could/should be much better.

The following changes in spring 2014 were made in an effort to improve upon fall 2013 results:
- The business librarian employed active learning activities to teach information literacy.
- The business librarian developed spatial instructional sessions on cultural tolerance.
- The marketing faculty member modified the assignments to specify a certain number of sources in bibliographies.
- The marketing faculty member requested the business librarian’s involvement in grading of works cited for fall 2014.

As a result of these changes in instruction and faculty expectations, works cited in spring 2014 were of a higher quality than works cited in fall 2013.

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