

Spring 2017

Library System News, Spring 2017

VCCS Library Services

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Library System News

Virginia's Community Colleges

Volume 8 Issue 1 - Spring 2017

Congratulations to Our Scholarship Winners!

The Association of College and Research Libraries (ACRL) is the association for librarians in higher education. ACRL “develops programs, products and services to help academic and research librarians learn, innovate and lead within the academic community.” In March 2017, the bi-annual conference will be held in Baltimore, Maryland. VCCS is proud to recognize librarians from around the system who won competitive ACRL scholarships to attend:

- Heather Blicher, Online Learning Librarian at the NOVA Extended Learning Institute (ELI), received a Mid-Career Librarian scholarship and is leading a roundtable discussion titled, “Going Boutique or Box Store: Scalable Solutions to Online Library Instruction Delivery.”
- Katelyn Burton, Reference

and Instruction Librarian at Virginia Western Community College, received an Early-Career Librarian scholarship.

- Heather Darnell, Technology & Reference Specialist at NOVA-Annandale Campus, received an Early-Career Librarian scholarship.
- Katie Hoskins, Public Services & Instructional Technologies Librarian at NOVA-Alexandria Campus, received an Early-Career Librarian scholarship.
- Melanie Medina, Reference

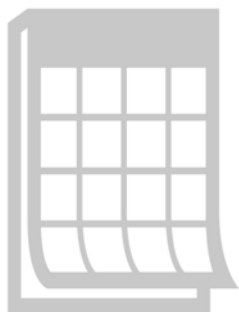
Library Specialist at NOVA-Alexandria Campus, received a Spectrum Scholar Travel Grant.

Heather Blicher, Online Learning Librarian at the NOVA Extended Learning Institute (ELI), also received the Routledge Distance Learning Librarianship Conference Sponsorship Award, honoring ACRL members working in the field of distance learning librarianship in higher education. The award includes a plaque to honor the winner’s achievements and \$1,200 to attend the ALA Annual Conference sponsored by Routledge/Taylor & Francis Group. Congratulations to all!

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Save the Date



OTN Workshop, JMU	Mar. 1
OTN Workshop, Hampden-Sydney	Mar. 21
ACRL , Baltimore, MD	Mar. 22-25
Computers in Libraries , Arlington, VA	Mar. 28-30
OTN Workshop, Marymount U.	Mar. 29
New Horizons , Roanoke, VA	Apr. 12-14
OTN Workshops, TCC	Mar. 10, 11
Innovative Library Classroom , Radford U.	May 10
VCCS Library Directors Spring Meeting, PVCC	May 17
VIVA Collections Forum , VCU	May 19
OTN Workshop (NVCC/VT Hosted), Online	May 19
VLAPF , Newport News, VA	May 22
Open Education Week	May 27-31
ALA Annual , Chicago, IL	Jun. 22-27

New E-resources From VIVA



This spring, VIVA is pleased to announce several new e-book collections from Brill (over 160 new titles in Literature, Cultural Studies, & Social Sciences), Oxford University Press (over 700 new multidisciplinary titles from selected university

presses), Taylor & Francis (over 8,000 new multidisciplinary titles), and Wiley Online Books (19,000 multidisciplinary titles).

In addition, VIVA recently launched a streaming media pilot, using a demand driven acquisition (DDA)

model, with Kanopy! Kanopy provides a collection with over 26,000 films from 800 producers, including Criterion Collection, PBS, The Great Courses, and many more. Visit your library to learn more about this exciting program.

Tidewater Chesapeake Library Recognizes Essay Contest Winners

The Tidewater Community College Chesapeake Campus held its first annual Library Essay Contest this past fall.

There were 25 entries across the contest's two categories of narrative essay and research essay. Library Coordinator Abbie Basile, along with seven faculty members from across the disciplines, served as judges.

First and second place winners, as well as honorable mentions, were selected for each

category. All entries were also submitted to the college's student writing publication, Channel Marker, for consideration.

Contest winners received prizes donated by the TCC StormCard office and the TCC Bookstore. The winners will be invited to read from their work at a new reading event the library is hosting this spring in conjunction with the campus English department. The library looks forward to holding its

writing contest again next fall!



Contributed by:

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2016 TCC Chesapeake Library Essay Contest Winners: (l-r) Joanne Teague, Charlie Sanford, Anna Williams, and Christina Michener. Not pictured: Jordan Draves, Rachad Ajaj, Jeniffer Cobb.

Planning for Social Media Success at Germanna Libraries



Contributed by

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Library social media accounts are common, but what are libraries doing with them? Does the intended audience care or interact with them? Beginning in the spring of 2016, I decided to look into these questions for Germanna Libraries' social media presence.

At that point, the library was using two different platforms: Twitter and Facebook. However, the library staff were not regularly posting to social media, and no one staff member had responsibility for library social media. Seeing the need to organize the library's efforts, I enlisted a couple of part-time staff members (Kaitlyn Seastead and Lauren Holt) to help create a schedule and post

regularly.

I researched best practices and explored the activities of other libraries on social media. Using the information I gathered, the part-timers and I decided to post according to the following guidelines:

- 1) Post at least twice a week during the spring and fall semesters. Post once a week over the winter break and the summer semester.
- 2) Content of the posts should focus on building rapport with the students, not instructing them. Posts will highlight a holiday, local events and resources, prizes, inspirational quotes, and occasionally library resources, events, and services.

In the spring of 2016,

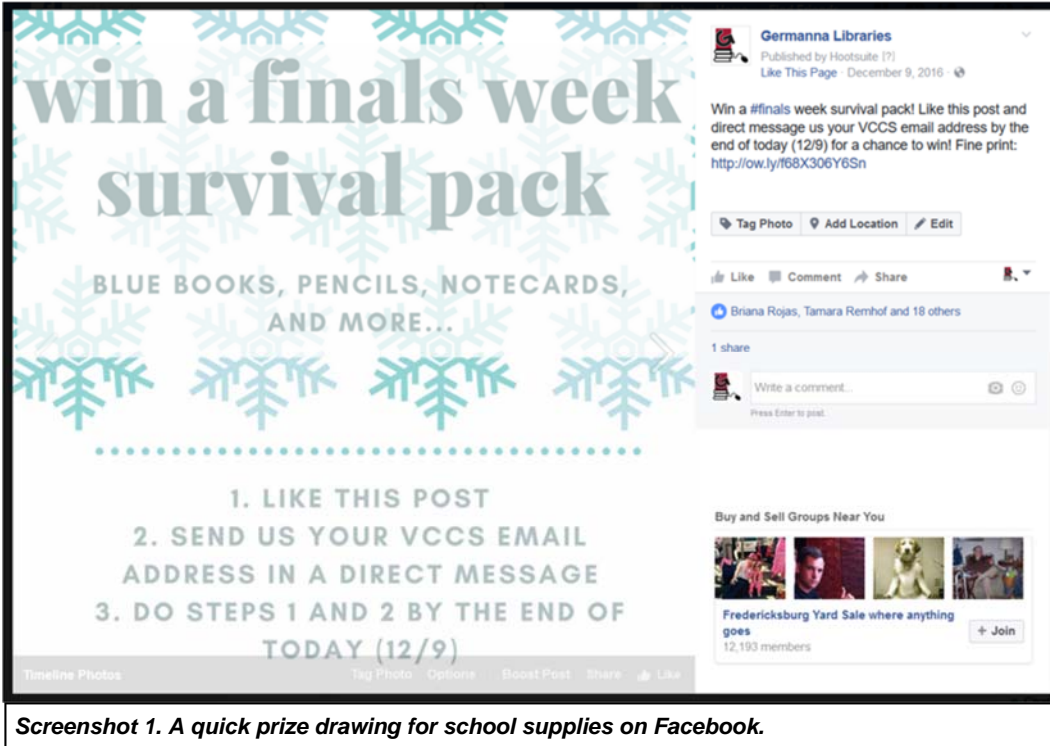
we created our posts and posted them week to week. The idea was to start a habit of regularly posting before beginning to advertise the library's social media presence more. The post schedule in the spring semester was on the fly, which made it hard to manage. To prepare better for the summer, I created a tentative post schedule that would highlight local activities and sites.

The assumption was that most students would not be in class or on-campus for the summer, so we should focus on community activities and resources. During the summer, I also created a tentative post schedule for the fall semester, using the guidelines mentioned earlier.

<i>Social Media Followers</i>			
Platform	July 2016	December 2016	Increase
Twitter	99	175	77%
Facebook	43	247	474%
Instagram	0	98	N/A (new in the fall)

Table 1. Growth in the number of social media followers from spring to fall 2016.

Germanna Libraries, continued



Screenshot 1. A quick prize drawing for school supplies on Facebook.

Creating a schedule ahead of time eased the problem of needing ideas for posts with little time. In addition, over the summer we decided to add Instagram as a social media platform.

The plan was to use Instagram to highlight artistic and fun photos of the library, so the content would usually be different from the other two platforms. The decision was also to post to Instagram once a week rather

than twice.

Now that the social media platforms were better organized, I decided that we should make an effort to gain new followers. The plan was to offer students entry into a prize drawing if they followed the library on social media.

The library offered three prizes, all including a backpack with school-related supplies (notebooks, notecards, blue books,

highlighters, etc.).

One grand prize also included a \$20 gift card to the campus bookstore. The bookstore graciously donated the \$20 gift card to the library when asked for a contribution.

I crafted an eye-catching email to send to students asking them to follow the library on social media within the next week for entry into a drawing for the prizes. This method of solicit-

Connect With GCC Libraries:

Facebook:
<https://www.facebook.com/gcclibraries/>

Twitter:
<https://twitter.com/germannalibrary>

Instagram:
<https://www.instagram.com/germannalibraries/>

Germanna Libraries, continued

ing followers was more successful than we anticipated, and library followers increased by significant amounts from spring 2016 to fall 2016, primarily on Facebook (Table 1).

Since the initial contest, the library has run other smaller contests through social media. The prizes so far have been \$5 gift cards (Starbucks, Wal-Mart, etc.) and school supplies. The way these contests work is that the student must like the social media post

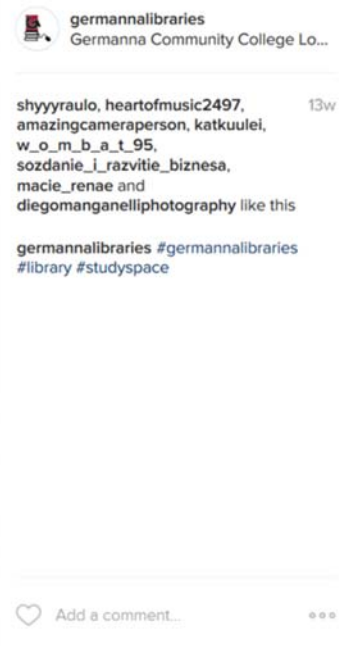
and then send the library a direct message telling us his/her VCCS email address.

Using this strategy allows us to contact the student by his/her VCCS email address and in the process make sure they are a VCCS student. When the student picks up his/her prize, we ask them to provide a photo ID and student number to confirm identity.

During the fall of 2016, I handed off more of the management of social media to the two part-timers, now Kaitlyn Seastead and Zoe Page.

Zoe created the post schedule for the spring 2017 semester, and now I check-in occasionally and handle the prize drawings. In addition, Kaitlyn and Zoe track new followers and engagement with the library posts so that we can assess our effectiveness over time.

Ultimately, the goal with these activities and posts is to build rapport with students and a sense of Germanna community, especially since our students are not residential. In addition, because we can easily include all campus



Screenshot 2. One of the photos of the Locust Grove Campus library for Instagram.

Germanna Libraries, continued

locations, students who attend primarily at the smaller sites can get involved.

A few of our prizewinners have been from Culpeper, one of our more remote locations, and we are encouraged

to see them participating. Moving forward, the plan is to provide a big prize drawing every fall to solicit new student followers. This step is necessary to ensure that new students at Germanna are aware of our social media presence.

Once students follow us on social media, our hope is that they soon come to see the library as a friendly, helpful, safe place and one that they value in their educational journey.



Organized by  OPEN EDUCATION CONSORTIUM
The Global Network for Open Education

 Open Education Week 2017

Join the world wide movement
March 27-31
For more info go to
www.openeducationweek.org

The poster features a central illustration of a blue graduation cap with a white tassel. The cap is positioned on a large, stylized world map. Numerous smaller blue graduation caps are scattered across the map. In the foreground, a set of white stairs leads up to the base of the cap, with several colorful figures of people walking up the stairs. The background is a solid orange color.

Northern Virginia Woodbridge Library Offers Tech Petting Zoo

NOVA

Contributed by

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Kerry Cotter welcomes students to the Technology Petting Zoo.

On February 21, the Woodbridge campus of Northern Virginia Community College hosted Tech Day. Presented by the Woodbridge Information Technology Showcase, this event offered students hands-on experience with the diverse array of technology available at NOVA.

Workshops on GoPro cameras and coding practice with Dash robots were provided in

the campus open computer lab. The tutoring center provided workshops on the Google Apps for Education suite of tools to create spreadsheets, presentations, documents, web sites, and more.

The Cook Library's contribution to the event was to provide a technology petting zoo. This provided a dedicated venue for students to learn about the various hardware available for checkout,

software, and other online resources that support and facilitate the learning experience. Students got to know hardware tools such as MacBooks and laptops, microphones, graphing calculators, display adaptors, and power packs.

The petting zoo included conversations about other supports like cloud printing capabilities, the Springshare Libcal study room reservation system. It goes without saying that an introduction to the plethora of research e-resources available through NOVA such as Safari eBooks and the Visible Body Human Anatomy Atlas were also a highlight.

Attendees enjoyed food and beverages, and entered a raffle to win excellent prizes like a Freefly VR headset, Amazon Tap, and Fit-bit Charge 2!



Mark your calendar for April 12 – 14, 2017 and come to the Hotel Roanoke & Conference Center in Roanoke, Virginia for the premier teaching and learning conference of the Virginia Community College System!

Choose from over one hundred sessions and hands-on computer labs, be inspired by thoughtful keynotes and featured plenaries, connect with your colleagues from across the state, and learn about the latest innovations and technologies to support you, your institution, and student success.

[Register to attend](#) by March 27, 2017

Questions? Contact the New Horizons Conference Team at newhorizons@vccs.edu

Supporting Complete 2021 With Guided Pathways and VIP-PASS

Contributed by

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What do the Student Success Leadership Institute, Guided Pathways, VIP-PASS, Student Success Action Plans, and Complete 2021 have to do with one another? The answer is, everything! These terms are a continuum of one driving goal across the VCCS, to increase student success. To better understand how it all fits together may require a little reordering.

Think of it this way: At the center of all that we are doing is **Complete 2021**, our strategic goal. This goal is essentially focused on tripling earned credentials for the economic vitality of the Com-

monwealth. It's a goal that recognizes that the value of a well-educated and highly-skilled workforce is greater than the institution.

When our friends, family, and neighbors thrive, the economic impact drives our institutions, improves our education system, and enhances the quality of life in our communities. To reach this goal, requires more than the development of small scale initiatives that only impact limited numbers of students.

It requires that we evaluate institutional and systemic barriers that impede student

success, and give every student a clear pathway to a workforce credential, certificate, or degree, based on their career goals.

In the fall of 2015 and spring of 2016, all 23 colleges participated in the Student Success Leadership Institute. This institute was the catalyst for introducing the Guided Pathways framework to our colleges.

During the institute, small college teams placed a critical eye on data, discussed college strengths, opportunities, weaknesses and threats, explored the Guided Pathways framework, and developed a series of action plans.

At the conclusion of the institute, each college submitted a final Student Success Action Plan, articulating their goals for improving student outcomes over the next five years.



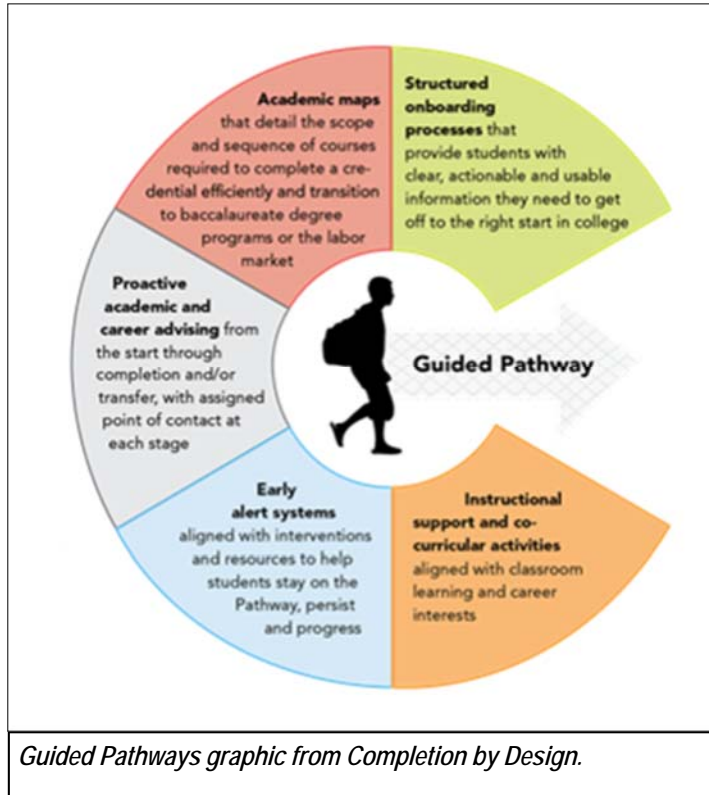
Guided Pathways, continued

What is guided pathways?

Guided Pathways is an umbrella term used to describe highly structured student experiences that guide a student on the path to completion. Very simply put, Guided Pathways is not some program or thing that a college does to suddenly improve student outcomes.

It is the thoughtful consideration of internal and external factors that influence our college communities and the willingness to take a systemic approach to addressing those factors in the interest of student success. Guided Pathways is purposefully designed to shepherd our students from connection through completion.

In a Guided Pathways approach, incoming students are given support to clarify goals for college and careers, choose a pro-



gram of study, and develop an academic plan with predictable schedules. Embedded advising, progress tracking, and feedback are integrated into pathways leading to successful transfer or entry into the labor market.

A Comprehensive Guided Pathways Approach

Don't we already do this? For some students, the answer is yes. At each of our

colleges there is a high touch program or two that addresses specific populations of students with embedded advising and coaching to ensure they stay on-track and onto completion.

For the vast majority of our students, self-advicing is the norm and there are no embedded or intrusive support services. For these students, they are doing the best they can to navigate our

Guided Pathways, continued

institutions, and far too often, they are unsuccessful.

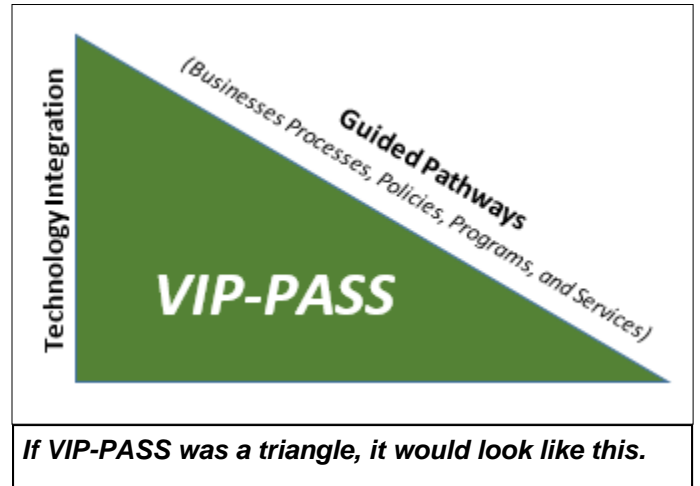
What we know for sure is that we must find a way to streamline our programs and services, and scale our support efforts to ensure that faculty and staff have a clear understanding as to the goals of each student.

From there, we can do our best to target limited resources on high touch services and supports for those who need them most.

How does VIP-PASS fit into the picture?

Remember the Student Success Action Plans described earlier? Once all plans were submitted, a team was assembled to better understand the goals of each college.

After reading and comparing all 23 college action plans, a number of emerging themes developed.



There were four main areas identified as challenges and opportunities for our colleges. These areas are:

1. Onboarding and Advising,
2. Structured Programs and Optimal Scheduling,
3. Targeting Risk and Intervention, and
4. Completion and Employment or Transfer.

After discussing these common themes with the colleges, VIP-PASS was developed.

VIP-PASS stands for the **Virginia Integrated Program of Planning**

and Advising for Student Success.

It is based on Achieving the Dream's Integrated Planning and Advising for Student Success (iPASS) strategy. Achieving the Dream's model accomplishes holistic transformation of the full student experience by integrating technology solutions with a guided pathways approach.

VIP-PASS, very simply, is the way we will operationalize our Guided Pathways framework. It includes integrating technology, not as a means to solve student success challenges, rather, as

Guided Pathways, continued

a means to help us scale our strategy.

VIP-PASS is comprehensive, but it is not magic. To improve student success throughout the VCCS, we have to focus on doing the work at the campus level to evaluate policy, programs, advising, support services, and business processes.

Over the next year you will hear a lot about VIP-PASS. You will also hear a lot about comprehensive steps your college is taking to improve student outcomes. This will touch every area of the college and every area of the student experience.

If you haven't been engaged in conversations or planning around Guided Pathways at your college, it's time to get engaged. VIP-PASS is poised to be a game changer for the VCCS, but only if we all do the

critical work needed to ensure we are addressing student success at every level and in every role at our colleges.

There is no one area that addresses student success in isolation. Every person, every process, every policy, and every program should work in concert to help our students reach their ultimate goals.

This is not a one-off initiative, it is mission critical work.

Stay tuned for more information and additional resources coming this spring! §



The inaugural edition of the VCCS student journal, [Exigence](#), is now available. This new journal showcases the finest VCCS student academic research, most compelling ideas, and exceptional writing from disciplines across the curriculum.

Volume 1, Issue 1 features 13 original articles, representing seven VCCS colleges and 19 student authors. [Exigence](#) is hosted at [Digital Commons @VCCS](#), a service of VCCS Libraries.

<http://commons.vccs.edu/exigence/>