

ACRL Plan for Excellence Implementation Report from MACRL

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ACRL Unit Name: Missouri Association of College and Research Libraries (MACRL)

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Value of Academic Libraries

Goal: Academic libraries demonstrate alignment with and impact on institutional outcomes.

Objectives:

1. Articulate a research agenda that communicates the value of academic and research libraries.
2. Promote the impact and value of academic and research libraries to the higher education community.
3. Build on Assessment in Action to expand community of practice and professional development opportunities.
4. Support libraries in advancing issues of equity, access, diversity, and inclusion in higher education.

The Missouri Association of College and Research Libraries (MACRL) serves as a unit of the Missouri Library Association. MACRL sponsored two sessions at the MLA Annual Conference, held in Springfield from October 5-7, 2016, that focused on academic librarians' work on assessing and increasing library impact in the campus community context. These sessions were "Give the Patron What They Want: Using LibGuides Analytics to Understand Patron Research Needs" and "Rooted in the Campus Community: Aligning Your Institution's Mission, Planning, and Assessment Models with the ACRL Standards for Libraries in Higher Education." MACRL also sponsored a luncheon with Ann Campion Riley, Vice Provost for Libraries and University Librarian at the University of Missouri-Columbia, on the topic of the opportunities and challenges facing libraries in higher education, on Wednesday, October 5, 2017.

Student Learning

Goal: Advance innovative practices and environments that transform student learning.

Objectives:

1. Challenge librarians and libraries to engage learners with information literacy skills in a way that is scalable and sustainable.
2. Increase the impact of information literacy by forming strategic partnerships with relevant higher education organizations.
3. Build capacity for librarians to collaborate with faculty and other campus partners in instructional and curricular design and delivery that will integrate information literacy into student learning.

4. Articulate and advocate for the role of librarians in setting, achieving, and measuring institutional student learning outcomes.

MACRL sponsored MLA Conference sessions related to student learning. These sessions were:

- “Give the Patron What They Want: Using LibGuides Analytics to Understand Patron Research Needs,” which examined how looking at search terms on LibGuides can help librarians discover what students and faculty are trying to find in the library.
- “Building Community with Freshmen: an Embedded Librarian Experiment,” in which a librarian was embedded in a speech course for the Spring 2016 semester.
- “Smartphones and Scavenger Hunts: a Mobile Introduction to the Library,” discussing the development and implementation of a mobile self-guided tour in response to decreased staffing and increased student enrollment.

Research and Scholarly Environment

MACRL hosted a one day seminar on April 7, 2016 at Rockhurst University, where librarians from area colleges and universities toured the Greenlease Library and watched the ACRL-sponsored webinar, “Improving Communication in Libraries Through Better Visual Design,” and then participated in a discussion about design and communication.

MACRL sponsored two MLA conference sessions related to Research and the Scholarly Environment ACRL Excellence Objectives:

- “Building Community with Freshmen: an Embedded Librarian Experiment,” in which a librarian was embedded in a speech course for the Spring 2016 semester.
- “Listening to Your Patrons: How to Design and Conduct a Student Drawing Exercise to Seek Their Vision of the Ideal Library Space,” focusing on using participatory design to help libraries understand how to create the best possible library surroundings.

New Roles and Changing Landscape

- During the Missouri Library Association (MLA) Annual Conference held in Springfield, MO from October 5-October 7, 2016, MACRL sponsored a luncheon with Ann Campion Riley, Vice Provost for Libraries and University Librarian at the University of Missouri-Columbia, on the topic of the opportunities and challenges facing libraries in higher education, on Wednesday, October 5, 2017.
- MACRL sponsored the following program sessions at the MLA conference that related to changing roles in academic libraries: “Game On--Partnering with Student Activities to host a Library Game Night.” The session focused on creating library buy-in through innovative events & partnerships and supports the objective of “articulating and advocate for the role of librarians in setting, achieving, and measuring institutional student learning outcomes.”

Enabling Programs and Services

Member Engagement: MACRL hosted a table of interest at the MLA Conference from October 5-7, 2016, in Springfield, Missouri, to inform librarians of the value of ACRL and MACRL to academic libraries and librarians.