Dear Research and Professional Development Committee,

In the body of this letter I've included information about a presentation I will be co-presenting at this June's ALA Conference in New Orleans including the call for the presentation and a portion of my proposal. I've also included the required information requested for presentation grant submissions. Please let me know if you require any additional information and thank you for your consideration.

My colleague Holly Tomren and I have been accepted to deliver a presentation on the UCI Libraries' visual literacy education program at the ACRL Image Resources Interest Group program on **June 26, 2011** at the ALA Annual Conference in New Orleans.

Please consider my application for a LAUC presentation grant as described below.

a. Abstract of the paper or poster accepted for presentation.

ALA Annual 2011 session, "Visual Literacy Competency Standards for Higher Education: Introducing a New Interdisciplinary Information Literacy Standard for 21st Century Learners", from 4:00 -5:30 p.m. on Sunday June 26, 2011.

Proposal: ALA 2011 Presentation & Visual Literacy Standards

> Virginia Allison, Research Librarian for Visual Arts
> Holly Tomren, Head of Monograph, Electronic Resources and Metadata Cataloging
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> **A brief statement about our interest and experience with visual literacy:**
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> In the spring of 2010, the UC Irvine libraries formed the Image Services Team to meet burgeoning visual literacy needs as image use in higher education is on the rise across the humanities and sciences. I will outline our team's approach for implementing a program for Visual Literacy education.
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> The efforts of the Image Services Team have grown organically from the needs of the libraries. Over the last two years the UC Irvine libraries have seen a sharp increase in reference questions concerning the visual. Image-based research has permeated every discipline on our campus from medicine and science, to comparative literature.

We developed a survey that attempted to measure our reference staff's attitudes towards working with image-based research, and their perceived skill level in working with images.

What resulted from this survey, is a training rubric that provides a framework for initiating visual literacy education within the libraries. There are eight modular training sessions on the rubric. Each session includes one to two visual literacy objectives. There are ten training objectives in all. Our vision is to train reference librarians and staff to be visual literacy ambassadors, ready to teach and promote visual literacy awareness across our campus.

For each training module, we are developing a "takeaway" training tool that is embedded in our Visual Literacy Guide. Thus far, we have completed two training sessions, one in the fall quarter of 2010 and another this February, 2011.

Our approach has been to first train our librarians and reference staff in visual literacy, and them empower them to become ambassadors of visual literacy to our end-users. We recognize that visual literacy education encompasses all academic disciplines and does not lie solely within the purview of visual arts librarians, and that therefore our whole staff needs visual literacy training in order to effectively bring visual literacy education to our students.

The Standard(s) or Performance Indicator(s) from the draft ACRL/IRIG Visual Literacy Competency Standards for Higher Education you would like to implement:

This winter ACRL's Image Resources Interest Group or IRIG released a draft document titled: Visual Literacy Competency Standards for Higher Education. In comparing our objectives with the standards on this document the Image Services Team was excited to see that our rubric mirrors all seven of these standards (see rubric posted at end of proposal).

However, the ACRL/IRIG document goes beyond listing core standards by providing detailed measurable objectives for each standard. *This is a missing element in our rubric and will prove to be very valuable when creating evaluations for future sessions.*

We would like to demonstrate how we are merging our rubric with the standards document to create evaluations that provide more tangible data. Thanks to the ACRL Standards we can more effectively evaluate and improve our efforts, and enhance our objectives so that we can have a better framework for developing our training sessions.

Why the standards are so important for our visual literacy education program:

We have been floundering in our assessment efforts because we did not have outcomes linked to stands as the ACRL document does. We look forward to using the ACRL learning outcomes for assessment, and now have a better idea of how to organize our rubric.

We realize that our evaluations need more substantial questions to prove that we are meeting our objectives. This is where the ACRL Standards document will prove invaluable.

It is also difficult to evaluate our overall vision at this early point. We have not yet attempted to measure if librarians are applying their knowledge in reference transactions or their course guides. At the end of session 8, we plan on sending out a short answer survey to see if we can get some data to work with. We will use the ACRL Standards document's objectives to create our survey and will work to incentivize our reference librarians and staff to fill out of the survey.

There is plenty of literature that outlines the importance of Visual Literacy Education in higher learning. However, until the publishing of the ACRL Standards document, there was no real model for libraries who wanted to implement a Visual Literacy program.

b. Name and sponsoring organization(s) (if applicable) of the conference:

ACRL Image Resources Interest Group:
http://www.ala.org/ala/mgrps/divs/acrl/resources/leadership/interestgrps/acr-igir.cfm

c. Description(s) of any funds that have been requested from other sources.

Travel Expenses (June 24-27)	Cost	Funding
Flight	$437.00	$437.00 Divisional Collection Development Fund
Hotel	$420.00	
Meals	$256.00	$235.00 Divisional Collection Development Fund
Grand transportation (taxi)	$60.00	
Total Cost:	$1173.00	
Total Funded		($672.00)
Remainder		$501.00

D. Indicate whether the applicant is a member of the bargaining unit represented by the UC-AFT or a non-represented Librarian.

I am a current UC-AFT represented member of the bargaining unit.

Respectfully Submitted,

Virginia Allison
Research Librarian for Visual Arts
University of California, Irvine Libraries