

END OF FUNDING PERIOD REPORT

LAUC Statewide Grants, Research & Professional Development Committee

Primary Applicant(s): Christy Caldwell, Ann Hubble

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TITLE OF PROJECT: Multimedia Exhibits: Getting the Most Bang for No Buck

Time Period of Grant: 2012

Amount of Award Received: \$500

Original Abstract as Submitted:

Library exhibits are an excellent way to connect users to Library materials. With QR codes, smart phone users can connect to those materials instantly and at their point of need.

The collaboration between the UCSC Science & Engineering Library and the UCSC Natural History Museum will illustrate how QR codes were used to provide patrons a low-budget multimedia experience, while also highlighting library resources. How to track usage of QR codes, and how to plan for smart phone compatibility with various digital file types and institutional authentication protocols will also be explained.

Finally, there will be suggestions for providing similar access and information to users without smart phone access.

I. ACCOMPLISHMENTS and EVALUATION

- Describe what was achieved during the time period of the grant. We were able to travel to San Diego and present our poster at the CARL 2012 Conference.
- What aspects were completed as proposed? If your study could not be completed as proposed, explain how your plans were altered. All aspects were covered as proposed.
- Did the project accomplish what it intended? Did it make a difference?
 - Include any relevant quantitative data, if applicable (e.g. How many individuals have benefited from this project? In what way? This may include various output measures such as circulation, reference transactions, program attendance, survey responses, etc. as appropriate.)
 - Include any anecdotes, if applicable.

The poster was very well received, with many people saying they would try implementing it right away. We also learned of other QR code efforts at other libraries. Our poster has been downloaded from escholarship 33 times.

- What would you do differently next time, if anything? N/A
- What advice do you have for others applying for LAUC research grants? Print out and read this report when your grant is awarded, so you know what you will have to report later.

II. IS YOUR PROJECT COMPLETED? Yes_X_ No__

If No, what is needed to complete the project? Is more time needed? Or more funds?

III. FINANCIAL STATEMENT

Please explain how the funds received were spent. Attach your original budget and indicate how well your estimates matched with actual expenditures. Receipts are not necessary.

The budget below, included in my grant application, is accurate.

Costs of attending CARL 2012 conference:

\$ 40 CARL membership

\$225 Early Bird conference registration

\$300 Airfare

\$385 Hotel

\$950 TOTAL

IV. SHARING YOUR PRODUCT/RESULTS

What are your plans for disseminating the results of your work? If it will be a web page or product, or published article or book, when will it be available to the public? Include citations/URLs if known.

It has been uploaded to eScholarship.org: <http://escholarship.org/uc/item/7dj2w0kg>

V. NOTE

Information included in this report may be reprinted or posted on the web for dissemination to UCOP, other UC Libraries, and future potential LAUC grant applicants.