

To: Lucia Orlando, Chair, LAUC-SC Research & Professional Development Committee

Re: LAUC Presentation Grant Proposal -- UC-Santa Cruz

From: Ann Hubble – Science Librarian, University of California, Santa Cruz

Date: January 13, 2012



***A. Summary and current status of the research project/activity***

The exhibit space at the UCSC Science & Engineering Library is a small, conventional glass case, but with this project we have been able to modernize its function at no cost. We partnered with the campus natural history museum, and encouraged students to install their senior projects in the glass case. Two of these exhibits were titled "The Owls Around Us," and "Raptor Rapture." The displays included animal specimens and signs with brief information about each species, all provided by the students. We then added a library layer to the exhibit by adding QR codes to connect our patrons who had smart phones to videos of the displayed species' behaviors as well as to audio files of bird vocalizations. We also used the QR codes to link to the library's online catalog records for the books on birds of prey in our collection. Library resources we linked to included field guides and encyclopedias, both print and electronic. This made our collection come alive to patrons as we brought the relevant parts of it to them, at their moment of highest interest in the topic, in a new way, and from a source (the library's catalog) that risks becoming irrelevant in our Google-dominated world.

Additionally, we used the link shortener bit.ly to track how many times each QR code was scanned. Our poster would include lessons learned such as smart phone compatibility issues with various multimedia file formats and with the campus authentication system, and how to provide for users without smart phones.

The project was innovative and very low-budget, as well as collaborative. It supported student learning using the interest in the specimens and videos to bring new awareness to library resources, and supported each student individually as they were able to interact with the Library as a collaborator.

***B. Description of and timetable for the activities to be funded by the Mini-Grant or Presentation Grant.***

I am requesting a \$500 presentation grant for presenting a poster at the California and Academic Research Libraries (CARL) conference April 5, 2012 in San Diego, California. Call for Proposals:  
<http://www.carl-acrl.org/conference2012/submit.html>

The conference planning committee will notify accepted poster proposers by

February 10, 2012. The poster session is scheduled for April 5, 2012.

**C. Summary of the Budget**

Costs of attending CARL 2012 conference:

\$225 Early Bird conference registration  
\$300 Airfare (approx)  
\$385 Hotel (approx)  
\$860 TOTAL

**Amount Requested from this Mini-Grant: \$500.00**

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

Yes.

**E. Abstract of the paper or poster accepted for presentation.**

Multimedia Exhibits: Getting the Most Bang for No Buck  
(Co-presenters are: Christy Caldwell and Christy Hightower, both from UC Santa Cruz)

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.

**F. Name and sponsoring organization(s) (if applicable) of the conference.**

California and Academic Research Libraries (CARL), a state chapter of the Association of College and Research Libraries (ACRL)

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

None at this time. R&PD will be requested based on actual expenditures after the conference.

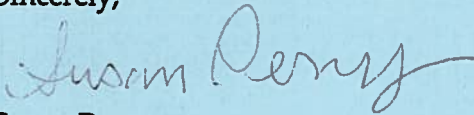
January 24, 2012

Lucia Orlando  
LAUC-SC Research and Professional Development Chair

Dear Lucia,

I support Ann Hubble's poster presentation at the CARL 2012 conference in San Diego, by authorizing release time for the conference starting Thursday 5th and including but not limited to Friday the 6th of April 2012.

Sincerely,

A handwritten signature in cursive script that reads "Susan Perry".

Susan Perry  
Head of Digital Initiatives  
UC Santa Cruz University Library