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LAUC Research & Professional Development Committee  
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To the members of the LAUC Professional Development Committee:

My colleague Virginia Allison 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**

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. We will outline our team's approach for implementing a program for Visual Literacy education.

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 then 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.

This winter ACRL’s Image Resources Interest Group (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.

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.

**B. Name and Sponsoring organization(s) of the conference**

American Library Association Annual Conference  
Program sponsored by the ACRL Image Resources Interest Group  
June 23-28, 2011  
New Orleans

**C. Description(s) of any funds requested from other sources**

Budget:

Airfare	\$483.40
Hotel (5 nights)	\$954.85
Meals	\$256.00
Total	\$1694.25

Funding requested from UCI Librarian Professional Development Fund: \$648.15  
Remainder: \$1046.10

**Funding requested from LAUC presentation grant: \$500.00**

Thank you for your consideration.

Respectfully submitted,

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