

**END OF FUNDING PERIOD REPORT**  
**LAUC Statewide Grants, Research & Professional Development Committee**

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**TITLE OF PROJECT:** *Crafting Freshman Engagement: A Study of Library Orientations in the Fledgling First Year Experience Program at UC San Diego*

Time Period of Grant: 2014-2015  
Amount of Award Received: \$315

Original Abstract as Submitted:

This presentation focuses on crafting an engaging library orientation module for the First Year Experience (FYE) courses at UC San Diego. A freshly brewed endeavor for the UCSD campus, the FYE program partnered with librarians to introduce students to research skills and library resources, services, and locations. The FYE module provided a library taste test for students; they received a brief presentation about library resources during their lecture, participated in an online interactive library scavenger hunt as an in-class activity during their discussion section, and completed a homework assignment where they had to create a public service announcement (PSA) featuring their favorite library resource.

Each segment of the module was designed to both introduce students to and increase their comfort with the library and its resources in a fun and appealing way. Using an innovative mobile gaming platform as the scavenger hunt tool, UCSD librarians were able to elevate the traditional scavenger hunt model by using branching logic that allowed students to choose their own paths through the activity. This feature enabled discovery-based learning and allowed library staff to direct participants down different paths depending on selected options. When completed, students were able to then craft a PSA that highlighted a library resource, service, or location that was individually meaningful.

Using library resources for research projects is a fairly typical part of the university experience. If students are not sufficiently prepared to use these resources, it can have a negative impact on scholastic performance. First year students are a vulnerable population, with as many as one in four not returning for their sophomore year (NCES, 2009); thus an engaging, low-pressure introduction to research concepts and the services available to students may help remove some of this barrier, while giving students the tools they need to seek assistance when they are assigned a research paper or presentation.

The model offered in this presentation could be easily implemented at other institutions, if a strong partnership is established between the university library and the First Year Experience program—or another program geared toward new students—on campus. Librarians have the experience needed to provide information about what kinds of resources and services the library offers as well as an

understanding of where students often encounter problems during the research process. Course instructors can help librarians understand the assignments and performance expectations of the class, which allows librarians to develop relevant materials for the module. Blending their expertise, librarians and course instructors can decide together which concepts to familiarize students with and which library locations or services would be the most relevant.

UCSD librarians found that the game-like dynamic of a library scavenger hunt introduced students to library locations and important research skills in an engaging way. Adding a PSA assignment, which emphasized the student's favorite part of the library, reinforced this positive experience. Over 500 first year students participated in the UCSD library module, and data collected in the module, along with best practices and pitfalls, will be shared during this presentation.

## **I. ACCOMPLISHMENTS and EVALUATION**

- Describe what was achieved during the time period of the grant.  
This grant contributed to my travel expenses so that I could present this study at the LOEX conference in May 2015.
- What aspects were completed as proposed? If your study could not be completed as proposed, explain how your plans were altered.  
This presentation was completed. Presentation slides are available:  
<http://www.loexconference.org/sessions.html#goldman>
- Did the project accomplish what it intended? Did it make a difference?  
Our presentation was very well received and generated a lot of interest in using scavenger hunt-like activities for orientations. We had well over 50 people attend, with 43 completing conference evaluations for our presentation. We received mostly "4s" and "5s," indicating that most people found our presentation to be excellent. Many commented on our creativity. I answered four emails asking for more information about our process from people that attended the presentation within the first week after returning from LOEX.
- What would you do differently next time, if anything?  
Our presentation went very smoothly and I can't think of anything I would have done differently.
- What advice do you have for others applying for LAUC research grants?  
Do it! I have found LAUC to be extremely supportive of librarians doing and presenting research.

## **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.

	Original Budget	Actual Spent
Conference Registration	\$290	\$290
Airfare	\$200	\$194.20
Hotel	\$300	none (paid in full by roommate)
Transportation	\$50	\$28
Food	\$50	\$51.43
<b>Total</b>	<b>\$900</b>	<b>\$563.63</b>

### 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.

Our presentation and proceedings will be available on the LOEX web site: <http://www.loexconference.org/sessions.html#goldman>. The presentation is already available and the proceedings will be available by August 2015. We also plan on submitting our study for publication in the near future.

### 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.