



## **REDRESSING THE DUCK:**

Rethinking Information Literacy and Professional Practice

**CAVAL REFERENCE INTEREST GROUP**

**2010 Seminar**

# Redressing the Duck: Rethinking Information Literacy and Professional Practice

Tuesday 23<sup>rd</sup> November, 2010

Angliss Conference Centre,  
William Angliss Institute  
Melbourne, Victoria



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## Program

### Morning

- 9.00 - 9.30am: Registration
- 9.30 - 9.45am: Welcome / Introduction
- 9.45 - 10.45am: **Keynote** Associate Professor Gregor Kennedy,  
University of Melbourne  
**Satisficing Searching of the Digital Natives**  
**A recipe for disaster or the road to success?**
- 10.45am: Morning tea
- 11.15am: Kristen Blinco, Team Leader, Client Services  
University of Wollongong  
**Learning in a virtual world:**  
**engaging students for information skills**
- 12.15pm: Lunch
- 1.15pm: Light Entertainment Josh Earl - comedian
- 1.45 - 4.00pm: **Concurrent sessions**
- a) e-learning smorgasbord
  - b) Marketing presentations
  - c) Communication Skills workshop
- 4.00 - 4.10pm: Summary and evaluations

**Associate Professor Gregor Kennedy**, *University of Melbourne*

**Satisficing Searching of the Digital Natives: A recipe for disaster or the road to success?**

Dr Gregor Kennedy is an Associate Professor in Health Informatics and Virtual Environments in the Faculty of Medicine, Dentistry and Health Science at the University of Melbourne. He has developed strong programs of research in the areas of educational technology and human computer interaction, particularly in higher education and health professional settings. He has recently led a number of large scale, empirical investigations of so called 'Net Generation' students, and these have provided significant insight into how students use technology based tools in higher education.

His current research interests include the use of 3D haptic, immersive virtual environments for education and training, the use of emerging technologies for learning, the development of digital literacy, and interactions in intersected virtual and physical environments.

**Kristen Blinco**, *Team Leader, Client Services at the University of Wollongong*

**Learning in a virtual world: engaging students for information skills**

Kristen Blinco is currently the Team Leader for Client Services at the University of Wollongong Library. Previously, Kristen worked in the Library's Information and Research Services Team, most recently as the Faculty Librarian for Wollongong College Australia and Team Leader for the Library's eLearning team. Kristen originally joined UOW Library as one of its first Library Professional Cadets in 2006. Prior to that, Kristen worked in the corporate sector. Kristen holds a Bachelor of Arts Informatics from the University of Sydney and a Master of Applied Science (Library and Information Management) from Charles Sturt University. Kristen's interests lie in emerging technologies and their applications for information literacy.

## Concurrent Sessions

### a) e-learning smorgasbord

*Sue Little/Steven Yates, Monash University*

#### **Creating the online 'Amazing Library quest'**

**A practical discussion about the process of creating an online orientation to the Library**

*Julia Leong, RMIT University*

#### **Three Keys to a Successful Online Forum**

*Katie Wiese, La Trobe University*

#### **Beyond subject guides: pushing the boundaries of LibGuides software, a Health Sciences perspective**

*Kim Tairi, Swinburne University of Technology*

#### **A pinch of creativity: tools for adding some fun to your classes**

## Biographies

**Sue Little** is Subject Librarian for Anthropology, Sociology and Communications at Monash University Library and has been involved in creating and providing online Information Literacy Tutorials and assessments for a number of years.

**Steven Yates** is the e-learning coordinator at Monash University Library. Amongst other previous roles he has worked as e-learning developer, instructional designer, and educational IT consultant in both the corporate and higher education sectors in three different countries.

**Julia Leong** is currently Librarian, Staff Development at RMIT University. Previously she has worked extensively in information services in university libraries as a liaison librarian and a manager. In 2006 she was a recipient of a Citation for Outstanding Contribution to Student Learning, Carrick Australian Awards for University Teaching for her work with eSKILLS UNE, an online information literacy resource. In 2010 she has an RMIT University grant for a project to better equip library staff, particularly those in RMIT University International Vietnam, to provide effective learning support.

**Katie Wiese** is Faculty Librarian for Health Sciences at La Trobe University Melbourne campus. Although a relatively new librarian, Katie is passionate about information literacy and positive user experience particularly for undergraduate students. She is also excited by the huge challenges and changes facing the profession. At La Trobe University Library, *LibGuides* software has been used not only for subject guides but also for liaison, student skills training and class instruction. This session will be a reflection of the successes and feedback from these initiatives.

**Kim Tairi** is the Information Service Manager for Prahran Campus Library of Swinburne University. She is a self-confessed lover of gadgets and enthusiastic user of social media. Kim has worked in libraries for sixteen years in various guises and is excited by some of the thinking around user experience, creativity and transliteracy that are shaping the libraries of the future. She is also a fan of buzz words. Kim will be demonstrating educational technology and open-source tools that rock her world.

## b) Marketing presentations

*Katrina Barlow, Quality Improvement and Communications Coordinator,  
Deakin University*

### **The art of selling your message**

You're a highly competent, hardworking liaison librarian. You've just walked out of your manager's office, having agreed to hold a series of 'brown bag' lunchtime sessions for higher degree by research students.

What happens next?

This hands-on session is designed to help library staff gain an appreciation for why marketing and promotions are becoming increasingly important in university libraries. You will hear a range of promotional tips, tricks and techniques in a scenario-based session that will give you the confidence to sell your message.

In this session, participants will:

- understand the value of marketing and promotion in a university library
- identify a range of promotional tools and strategies that will assist you to sell your message
- identify the strategies that will be more effective for the scenario you are given
- engage with fellow participants to end up with a room full of eager HDR students!

## **Biography**

**Katrina Barlow** is the Library Communications Specialist at Deakin University. Prior to joining the Library in 2009, she worked in a number of editorial positions, including Deakin's Knowledge Media Division; publisher of Who's Who in Australia, Crown Content; and the closed captioning unit at Seven Network. She brings an editorial approach to her communications work at Deakin University Library, and is always on the look-out for words and communications channels that will resonate with Library clients.

### c) Communication Skills workshop

*Sharee Crocker, Teaching and Learning Librarian and Liaison Librarian (Education), Deakin University.*

*Sharon Chua, Business and Law Liaison Librarian, Deakin University*

#### **Understanding Tertiary Students: bringing communication barriers to the surface**

Communicating with our clients, we do it every day, but are we doing a good job? Are we communicating effectively? Are we meeting our clients' needs? Sometimes we need to take a step back and analyse our communication skills, it often helps if we can reflect on the issues that may be causing us to communicate ineffectively. Our clients come from a diverse range of foreign and domestic backgrounds, a clients' culture and expectations will have a large impact on how they communicate. The same is true for Librarians our ability to support and communicate with clients can change from day-to-day depending on our own attitudes and cultures.

Sharon and Sharee have designed a workshop designed to allow participants to interact in personal groups and draw out barriers with the potential to impact negatively on client and librarian communication. Participants should be prepared to engage in role play and lively discussions. Drawing out and discussing communication barriers will allow participants to become aware of ineffective communication traps. Participants will be encouraged to come up with potential solutions to communication barriers.

### **Biographies**

**Sharee Crocker** is currently a Teaching and Learning Librarian and Liaison Librarian for Education at Deakin University Library. Sharee has been a Liaison Librarian at Deakin for three years and holds a Bachelor of Science Library and Information Management from Charles Sturt University. Sharee also has a further 3 years of experience working in TAFE libraries in a combination of client services and technical services roles. Sharee's current interests are effectively communicating and embedding information literacy skills into university curriculum through the use of digital learning objects.

**Sharon Chua** is currently a Liaison Librarian for Deakin Business School and has a Masters degree in Information Studies from Nanyang Technological University, Singapore. Sharon also has several years of experience working in business and academic libraries in both Singapore and Australia. Sharon is currently involved in training and supporting students from the Faculty of Business and Law's post-graduate and undergraduate mentoring programs. She is also a member of the faculty's Student Experience and Engagement Committee. Her current interests are in library outreach and in supporting higher degree research for both staff and students.



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## Acknowledgements

The CRIG-IL seminar committee wishes to acknowledge the contribution of Heather Coutts who stood down from the committee at the start of 2010.

2010 committee

La Trobe University Graeme Oke (Chair)

Deakin University Sharee Crocker

Monash University Caroline Knaggs

Swinburne University Maha Abed

University of Melbourne Jennifer Warburton

CAVAL Jaime McCowan

The committee would also like to thank: Meredith Badger for the graphic.

This seminar has been created taking into account environmental considerations and sustainability.

