Supporting students through bite-sized electronic media at UCD Library

Susan Boyle, James Molloy and Gerard Walsh

http://www.youtube.com/watch?v=UdUQtUpRUoQ

E-learning products are gaining more support in the academic environment as library service enhancements. This poster details the process of designing a suite of e-learning tools to support student needs at University College Dublin. This library initiative was set up in the summer of 2011 and takes the form of videos and online tutorials aimed at supporting the basics of accessing information resources. The objective was to provide online support for students as they need it and from a space where they are most likely to use it. The videos and tutorials provide orientation, showcase our resources and services, and demonstrate how to navigate through the library and locate reading list materials. The content was initially aimed at new students, it is also of benefit to distance learners, adult learners, international students and CPD users.

Who
Developed for a diverse student population. The e-learning initiative was developed by UCD Library e-learning group, comprised of staff from different units with a mix of grades, skills and experience. Collaboration with UCD Media Services and a graphic artist. Input from library staff and students in filming.

Why
10% more students and 16% less library staff. To progress UCD Library’s strategy on e-learning. To provide support where and when it is needed. To relieve pressure at information desks. To provide additional solutions for queries.

What


Where

How

Positives and innovation
Low cost, high return. Content created in tailored, bite-sized segments. Mural provided a professional, unified branded look. High level of YouTube hits. Videos on UCD mobile app.

Challenges
No voiceover on tutorials. Editing and re-editing tutorials and videos slowed production progress. Future proofing in a time of organisational change and website redesign.

Lessons learned
More software licences are needed. Carry out filming during term time when campus is much busier. Detailed editing better at the storyboard stage. Incorporate content into a toolkit approach to e-learning.

Next steps
Create a new website page to showcase the suite of e-learning content. Develop content with the future in mind. Plan for feedback from staff and students and evaluation. Horizon scan for new e-learning objects.

Conclusion
This poster has looked at the initial stages of developing an e-learning strategy in UCD Library. With the first year complete, a solid foundation has been put in place to facilitate future developments to enable e-learning material to evolve over time. There has been a very positive response to the content by University staff and students with over 5,000 hits within six months. However, there are still lessons to be learned; content must be relevant, easily accessible and up-to-date. A team based approach has meant that we have acquired many new skills which can now be cascaded throughout the group. Maintaining a momentum is vital to keep the project fresh and incorporate new ideas. Continuing to work with our academic colleagues, horizon scanning and listening to feedback from our users will help shape future e-learning content. This project has demonstrated, that while working with a limited budget, and resources, high level content can be developed using the creativity, experience and professionalism of library staff.

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For more information about this initiative please contact James.Molloy@ucd.ie