

INFORMATION ARCHITECTURE: *Transforming Educating Campaigning*

HBCU Library Alliance Leadership Institute
November 8-11, 20



SAINT AUGUSTINE'S
UNIVERSITY

Transform. Excel. Lead.

OUTLINE

- Introduction
- Transforming
- Educating
- Campaigning
- Review
- Conclusions



INTRODUCTION



Abstract



This project builds on previous work done to combat the twin problems of skill redundancy and professional stagnation. We have developed three themes that emphasize action: *transforming*, *educating*, and *campaigning*. We expect to change the perception and relevance of the Library. In addition, we expect to establish the Library as a key stakeholder in sustaining the evolutionary growth of our institution.

Goals and Objectives

1. Develop minor projects within one major project.
2. Emphasize the importance of action and activism in improving the library's social/resource reliability and credibility in our campus community.
3. Change the organizational cultural perception and relevance of the Library.

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TRANSFORMING



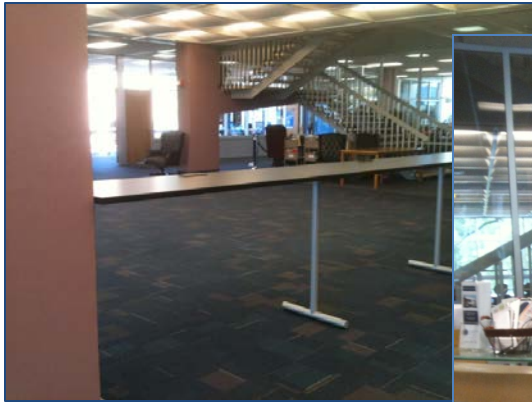
Physical Spaces: Before



Physical Spaces: During



Physical Spaces: After!



Out with the old... ..and in with the new!



Inventory By Suffix			
Year	Month	Total Inventory	Sold to Date
2012	(1 months)	348	1
Totals		348	1

Environmental Metrics								
Account	End Destination of Book	Total Books ReUsed or Recycled	Books (lbs)	Trees	Water (g)	Green-house Gases (lbs)	Landfill Space (cu yd)	Electricity (kwh)
Saint Augustine's College-NC: Library		432	591	6	2,552	908		1,403
	Recycled	426	583	6	2,474	895		1,383
	Reused	6	8		78	13		20

EDUCATING

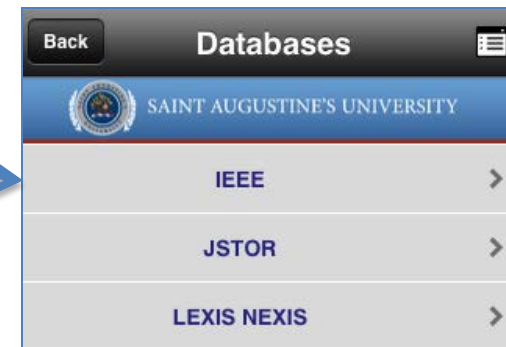
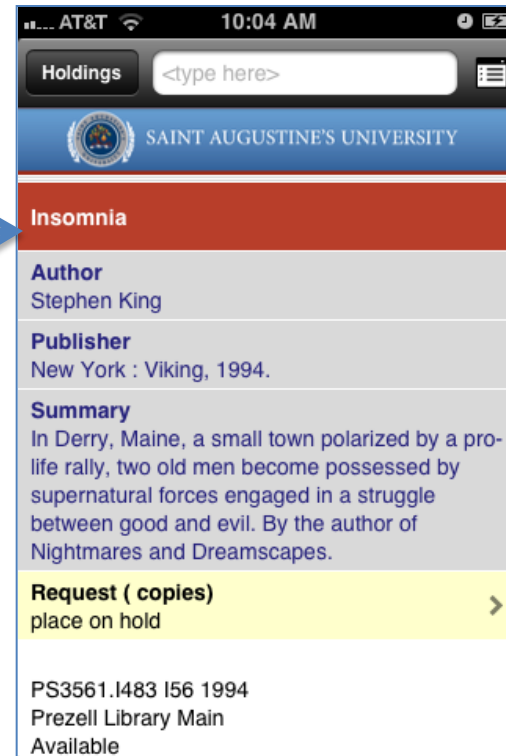
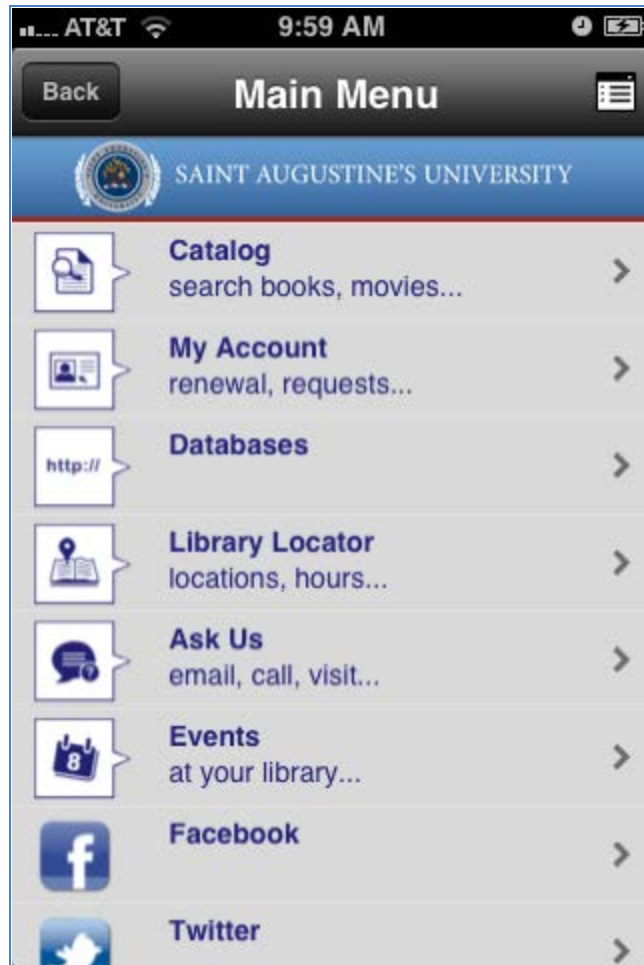


Librarians in the Classroom



- Research Methodology classes
- First-Year Experience
- Faculty Institute

Establishing a Digital Identity: Mobile Library



Establishing a Digital Identity: Mobile LibGuides



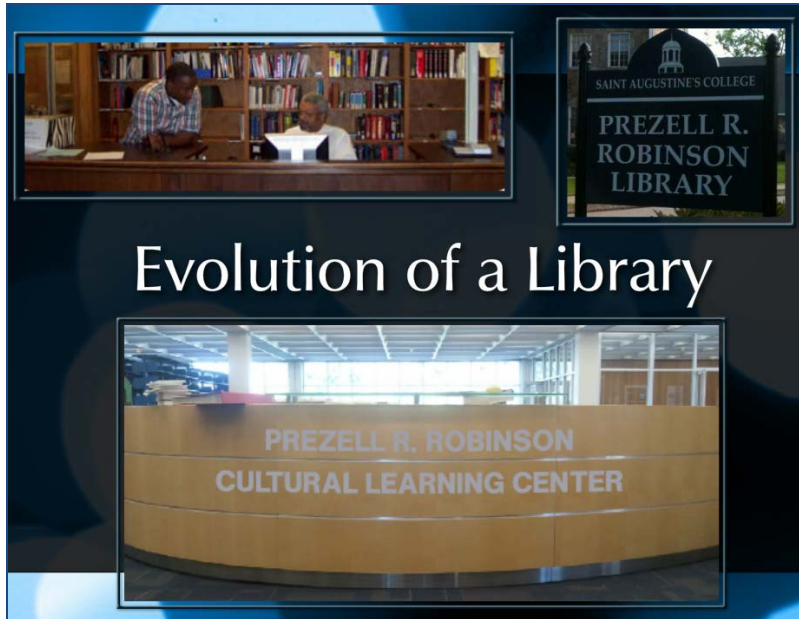
CAMPAIGNING



Classes Held in the Library



Presentations



<http://portal.sliderocket.com/AUGOP/Cultural-Resource-Center>



<http://portal.sliderocket.com/AUGOP/AALT-June-23-2011>

REVIEW



Have We Achieved Our Goals?

1. Develop minor projects within one major project.
Major Project: Information Architecture
Minor Projects: Transform, Educate, Campaign
2. Emphasize the importance of action and activism in improving the library's social/resource reliability and credibility in our campus community.
3. Change the organizational cultural perception and relevance of the Library.



Challenges

Solutions!

1. Budget



Solution:



Carpeting came from another budget.
Went with used furniture.
Educated ourselves about Title III.

2. Manpower



Solution:



Relied heavily on work-studies.
Revisited expectations.
Had professionals come in as needed.

3. Resistance to Change



Solution:



SHOW UP.
Emphasize teamwork and group goals.
Staff changes.

CONCLUSIONS



Assessment

- How has the campus culture changed?
- What is the response from faculty, students, and the executive council?

QUESTIONS?



THANK YOU!

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