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Making it Happen: Librarian-Faculty Collaboration to Improve Student Learning

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Importance and Feasibility of Collaboration Now

- Personal characteristics of the Millennial Generation
- Students' limitations with respect to writing and critical thinking
- Increased emphasis on accountability in higher education
- Movement toward distance education, hybrid classes, and electronic classrooms

Common Ground

- Similar goals
- Similar personalities: Myers-Briggs Type Indicator

http://www.personalitypathways.com/type_inventory.html

Source of Energy

Extraverted Characteristics

- Act first, think/reflect later
- Feel deprived when cut off from interaction with the outside world
- Usually open to and motivated by outside world of people and things
- Enjoy wide variety and change in people relationships

Introverted Characteristics

- Think/reflect first, then Act
- Regularly require an amount of "private time" to recharge batteries
- Motivated internally, mind is sometimes so active it is "closed" to outside world
- Prefer one-to-one communication and relationships

Ways of Taking in Information

Sensing Characteristics

- Mentally live in the Now, attending to present opportunities
- Using common sense and creating practical solutions is automatic-instinctual
- Memory recall is rich in detail of facts and past events
- Like clear and concrete information; dislike guessing when facts are "fuzzy"

Intuitive Characteristics

- Mentally live in the Future, attending to future possibilities
- Using imagination and creating/inventing new possibilities is automatic-instinctual
- Memory recall emphasizes patterns, contexts, and connection
- Comfortable with ambiguous, fuzzy data and with guessing its meaning.

Ways of Coming to Conclusions

Thinking Characteristics

- Instinctively search for facts and logic in a decision situation.
- Naturally notice tasks and work to be accomplished.
- Easily able to provide an objective and critical analysis.
- Accept conflict as a natural, normal part of relationships with people.

Feeling Characteristics

- Instinctively employ personal feelings and impact on people in decision situations.
- Naturally sensitive to people needs and reactions.
- Naturally seek consensus and popular opinions.
- Unsettled by conflict; have almost a toxic reaction to disharmony.

Attitudes toward External World

Judging Characteristics

- Plan many of the details in advance before moving into action.
- Focus on task-related action; complete meaningful segments before moving on.
- Work best and avoid stress when keep ahead of deadlines.
- Naturally use targets, dates and standard routines to manage life.

Perceiving Characteristics

- Comfortable moving into action without a plan; plan on-the-go.
- Like to multitask, have variety, mix work and play.
- Naturally tolerant of time pressure; work best close to the deadlines.
- Instinctively avoid commitments which interfere with flexibility, freedom and variety

I'm ready – why aren't faculty?

- Faculty Culture
- Higher education accountability
- Lack of awareness

Make it Work: Micro-level Buy-in

- Target faculty members you know or who are likely to be receptive
- Focus on adding value to a web presence
- Make presentations on “hot topics”
- Utilize e-mail, listservs, departmental newsletters, and other means of advertising
- Make yourself available
- Case Study: The PORT Experience

http://www.library.gsu.edu/tutorials/port

Make it Work: Macro-level Buy-in

- Understand university / college culture, governance and focus
- Serve on campus committees
- Promote successes at administrative levels

Marketing Basics

- Be flexible and embrace change
- Focus on intangible values that meet emotional needs
- Realize that you have nine seconds to two minutes to get your point across!
- Identify and respond to different communication styles
- Word-of-mouth is the most critical advertising format today.

Exercise

Making it Happen: Sound Bytes

In Conclusion.....

- Realize and internalize the fact that you have much to offer the faculty.
- Select your contacts carefully.
- Plan your “position statements” for maximum impact in a brief encounter.
- Adapt to the contacts’ communication styles.
- Be “agile”; assess regularly and change your approach if necessary.

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Questions

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