Instruction Near and Far:
Engaging Our Audience Where They Are!

Minute Clinics: Meeting Busy Students Where They Are

Atlanta Area Bibliographic Instruction Group
Mercer University
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Outline

• The concept & proposal
• Clinic outline
• Slogan & advertising
• Assessment
• Photos
• What we learned
• Future plans
The Concept

• Quick, informal sessions on a single topic
• Desire to reach more students than those in current classes
• No incentive except to learn a new resource
• Proof of attendance for those faculty who would reward attendance
The Proposal

• Brief: 10 minutes max for presentation
• Up to 5 minutes for individual questions
• 2 per hour
• Highly visible area of main floor to attract drop-ins
• Advertise to faculty and students
• Bookmark with schedule of all sessions each semester
• Handouts
The Proposal cont’d

• Outline for all librarians to use for planning their clinic
• Signage each week
• Assessment = 5 question survey
• Mobile/interactive table/standup station
Access

• Best to have mobile access
• Interactive table – good, but couldn’t get all applications to work
• Good to be near stand up computer - we were
• Away from research services desk (we proposed) but last minute change to very near desk in high traffic area
Template for any minute clinic topic

Structure:
1. Introduction of topic: 30 seconds - 1 minute
2. Main Content: 7-8 minutes--demonstration, ppt, etc.
3. Questions from participants: 1-2 minutes-- if more time is needed, set up a consultation or refer to appropriate liaison or see librarian at desk

• Handout: design and provide a short handout with topic/title of Minute Clinic, date, name of clinic leader/librarian, references/links to resources discussed in the Clinic.

Develop 2-3 objectives so you can focus your instruction and keep to the time limit.

Objectives:
Students will learn:

Handouts: (have appropriate handouts available)
- Paper copies of the one-page citation style guides for their discipline
- Business cards for all liaisons on table - please make sure you have enough at the Research Desk for 10-15 referrals

Laptop or Reserve stand-up PC to demonstrate appropriate online resource: LibGuide on Citations

Proof of Attendance forms - cutoff at 3 minutes past the hour. No exceptions. Invite them back for the next one.
Takes Minutes. Saves Hours!

Hendy's MINUTE CLINIC
Advertising

• To faculty
  – Logo
  – Short article in the library newsletter, *the Atrium*
  – In response to missed class days
  – On citations for end of semester
  – Collaborated with faculty to encourage student attendance
  – Proof of attendance provided
I saved hours in just a few minutes with a librarian at Club Hendy!

I attended the Minute Clinic on [topic]
Name: [Name]
Date: [Date]
Librarian: [Librarian]
Advertising

• To students
  – On-campus calendar
  – Pop-up banner to identify location of Clinic
  – Bookmarks with schedule of clinics
  – Signs in the library and academic buildings 2 days prior to event
  – Librarians promoted to students in their classes
Hendy’s
MINUTE
CLINIC

Takes Minutes. Saves Hours!

Let professional librarians help with your next assignment:

- Citations
- Choosing/narrowing a research topic
- Evaluating information / CRAAP
- Fake News! / Credible sources
- How to use/download E-books
- And other relevant topics

Each session only 10 Minutes!
Takes Minutes. Saves Hours!

Hendy’s

MINUTE CLINIC

Professional librarians can help with:

- Citations
- Choosing/narrowing a research topic
- Evaluating information/CRAAP
- Fake News/Credible sources
- How to use/download E-books
- And other relevant topics

Ask about Minute Clinics at the Research Services Desk on 2nd (Main) Floor, West of Entrance.

Thursdays @ 1 and 1:30

“Each session only 10 Minutes!”

Takes Minutes. Saves Hours!

Hendy’s

MINUTE CLINIC

SPRING 2018 SCHEDULE

February 28th
Using RefWork/EndNote

March 8th
Downloading & using E-Books

March 22nd
Using Flipster to read magazines

March 29th
Finding government information

April 12th & 19th
Citations
Topics of the clinics included:

• Refworks & Endnote
• Citing Sources
• E-books
• Flipster (digital magazines)
• Government information
• Fake News/evaluating information
• Borrowing from other libraries (ILL & GIL-Express)
The Assessment

Was this Clinic helpful?

Date___________________________________

Clinic Topic________________________________

Presenter’s Name________________________________

Please rate overall helpfulness, after you ask any specific questions you have about the topic.

1 2                  3                  4                    5

(Circle the best choice, with 5 being most helpful, and 1 being least helpful)

Comments or requests for specific topics at future Clinics:
The Assessment

- 10 Clinics
- 6 Clinics received assessment survey results
- 15 surveys back total
- 9 indicated 5 (most helpful) results for Minute Clinics
- 6 indicated 4 (helpful) results
The trade
Incentive revisited
What We Learned

• Near research services desk was too busy
• Students on way in or out were usually in a big hurry
• Students wear earphones and miss the pitch
• The students who stop to hear what we’re offering are usually interested enough to stay
• Timing within semester is bigger indicator of participation than we first thought
• Later in semester worked better
• Needing extra credit attracted most students
Plans for Fall 2018

• Fall semester
• Pop-up Minute Clinics across campus
  • The student union
  • High traffic buildings
  • Outside in high traffic areas, but not walkways
  • Collaborate with Lane Library, our Savannah campus library
  • More visible/visual
  • More Flipster/OverDrive, citations and borrowing
  • Conduct pop-up during breaks in classes
QUESTIONS? SUGGESTIONS?
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