Personalized Library Instruction for 500 of Your Favorite Students:
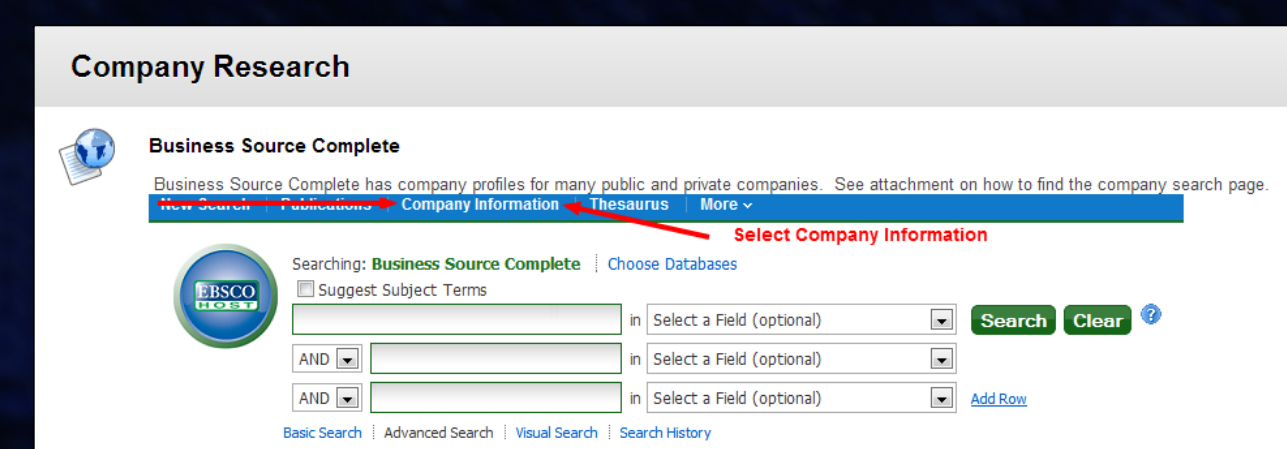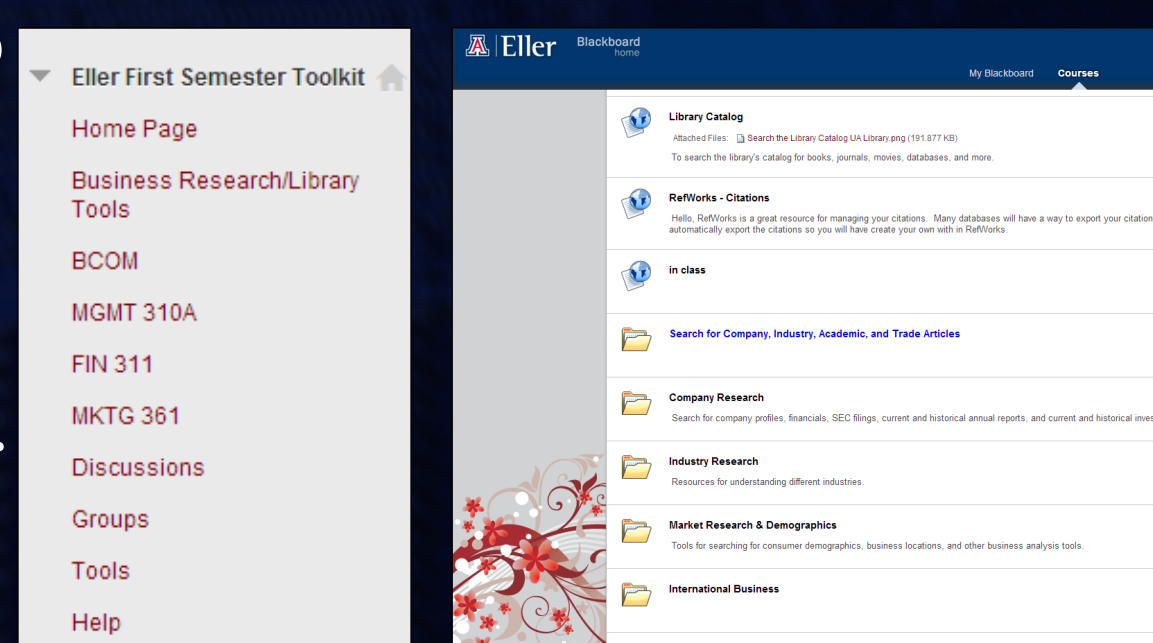## Utilizing Technology in Large Lecture Halls

Jason Dewland, Research Services Team
University of Arizona

Cheryl Cuillier, Instructional Services Team
University of Arizona

Erica DeFrain, Information and Instruction Services
University of Vermont

Eller First Semester Cohort

• 400 to 500 juniors enter business school every semester; very competitive admissions process between sophomore/junior years.
• All students take the same 4 classes: business communication, finance, marketing, management, plus an elective.
• Business communications, marketing, and management classes are closely coordinated.
• Business communications has 3 tracks: traditional management, global business, and consulting services group.
• Team consisted of 2 finance professors, 1 marketing professor, 1 management professor, 8 writing instructors, and 3 librarians.
• Major milestones: first day of class kick-off in main auditorium, 2 or 3 team projects, kick-off for case competition, and end-of-semester case competition.
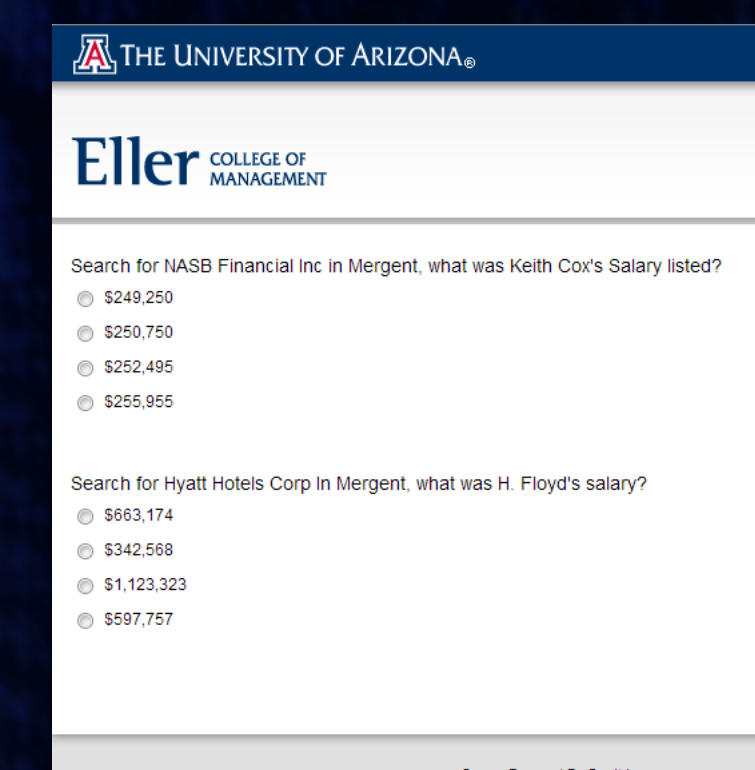
Blackboard First Semester Toolkit

• Resources organized into 5 topic folders.
• Same resource could be in multiple folders.
• All training docs available at point of use.
• Screen shots give step-by-step guidance

First Semester Kick-Off

• Two classes of about 250 students each.
• Jason led a 50-minute session on business research. Erica & Cheryl provided roving help.
• Students were asked to bring laptops to class.
• Got hands-on practice using databases.
• Questions were randomized to thwart cheating.

End-of-Session Feedback

• Had technical problems with Wi-Fi access.
• Student suggestions:
  • Add more practice problems
  • Speed up pace of class

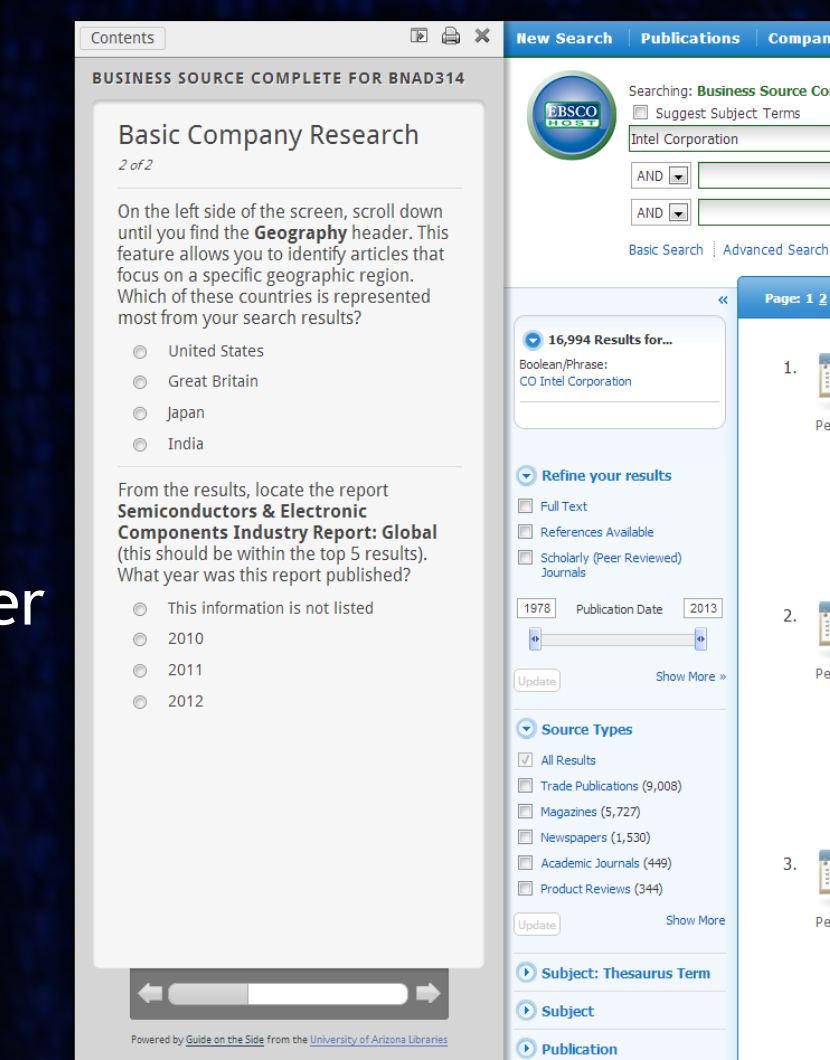| #	Answer	Response	%
1	Very useful	291	79%
2	Somewhat Useful	70	19%
3	Neutral	7	2%
4	Not Useful	2	1%
	Total	370	100%

End-of-Semester Feedback

• Add more self-help tools
• Do more training
• Had trouble accessing certain databases or confused about restricted access (Mergent had a limited number of seats).

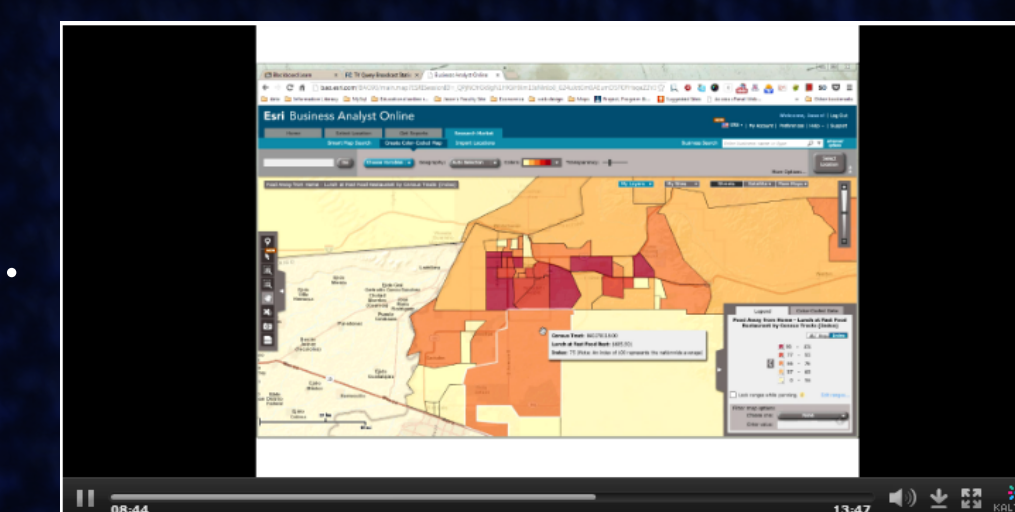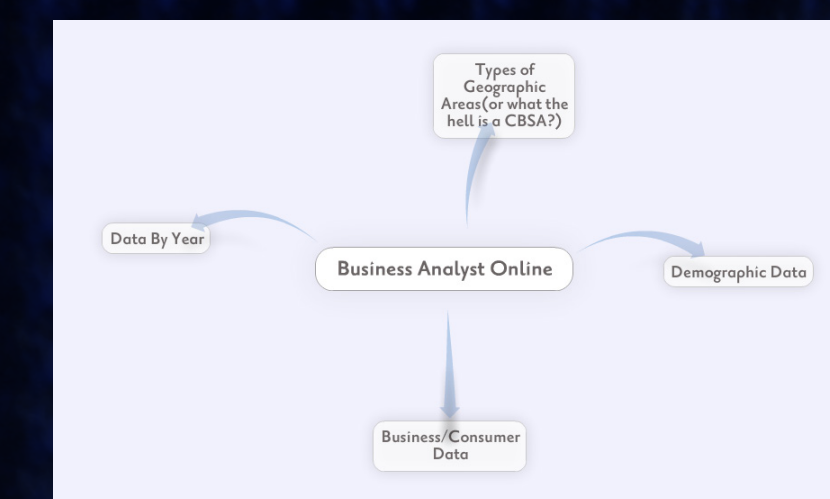| #	Answer	Response	%
1	Very useful	11	39%
2	Somewhat Useful	16	57%
3	Neutral	0	0%
4	Not Useful	1	4%
	Total	28	100%

Post-Class Assignment

• Required to complete 4 side-by-side tutorials and 3 quizzes within 2 days.
• Each quiz had 5 blocks of randomized questions.
• Students were required to answer 4 out of 5 questions correct.
• BSC tutorial averaged around 22 minutes, Mergent around 15 minutes, NAICS & Ibis 4 minutes each.

Case Competition

• End of semester capstone consulting project.
• Used a data visualization tool called "Spicy Nodes" (top right) to show available data.
• Created three tutorials between 8 and 14 minutes with Blackboard Collaborate.

Outcomes

• Now a part of the Eller First Semester Team.
• Expanding online self-help resources.
• Part of the design for the planned online undergraduate curriculum.
• Library tab will be added to every course in Blackboard.

November 13, 2012	November 16, 2012	December 12, 2012	January 7, 2013	January 9, 2013	April 10, 2013	April 26, 2013	May 7, 2013
Invited to join Eller's First Semester Team	First meeting with Eller's team - laid out plan for instruction	Created 3 side-by-side tutorials, quizzes, and Business Research/Library Tools Tab for Blackboard	Designed in-class assignment	Kick-off instruction to 500 students	Case Competition kick-off presentation	Case Competition	First semester Team wrap-up