REDEFINING LIBRARY PARTNERSHIPS: SHARING PHYSICAL AND DIGITAL SPACE WITH THE CAMPUS COMMUNITY

JEANINE M. SCARAMOZZINO
COLLEGE OF SCIENCE AND MATHEMATICS LIBRARIAN

MARISA RAMIREZ
DIGITAL REPOSITORY LIBRARIAN

ABSTRACT

Cal Poly State University librarians are engaging faculty, staff and students by transforming physical and digital library spaces to better support teaching and learning. A Science Café program hosted in the Learning Commons Library Café provides informal opportunities to come together over coffee, share current faculty research, and make salient the connections that exist between the numerous and seemingly unrelated areas of study on campus: science, humanities and the social sciences. The campus institutional repository (IR), DigitalCommons@CalPoly, is an ever-growing digital archive of faculty research, student work and campus documents which has facilitated new collaborations between faculty, campus constituents and the library and has elevated the visibility of faculty and student research. Sharing of physical and digital space provides for dynamic, campus-centered programs and initiatives bringing together technology, information, and people to create a myriad of connections. These initiatives are redefining physical and digital library spaces, catalyzing renewed interest in the library and fostering communication and connections on campus.

INTRODUCTION

In pursuit of the ideal of a library that is "dynamic, campus-centered, bringing together technology, information, and people to create connections of all kinds" *(Task Group on the Future of the Library, 2007)*, the Kennedy Library has launched several initiatives supporting university-wide learning objectives such as critical and creative thinking, communication, and understanding of one's discipline in relation to the larger world of the arts, sciences, and technology.

Initiatives include Science Café, DigitalCommons@CalPoly, and building renovations that have added a Learning Commons, coffee bar, 24/7 study space, space for ongoing student art exhibits and other research-focused events.

CONCLUSION

Libraries are increasingly focused on marketing their services to students, staff and faculty in various venues. Patrons currently utilize "the library" in both physical and digital spaces. Creative use of these spaces initiates and maintains campus interest. The Science Café and the DigitalCommons@CalPoly are two examples of how the Kennedy Library is extending its identity beyond traditional library boundaries. When libraries are presented as both physical and digital collaborative and conversational spaces they expand the value of the library and change patron perspectives while maintaining the mission of the library to promote and support learning.

ACKNOWLEDGEMENTS

This work was supported by California Polytechnic State University - San Luis Obispo. We would like to thank Mike Miller and Anna Gold for their vision and commitment to these programs. Special thanks go to Nancy Loe, Vanessa Woods, Catherine Trujillo, Lynda Alamo, Science Café Advisory Board, Facilities and Information Technology Services staff and students for their dedication, hard work and contributions.

CAL POLY LIBRARY SERVICES
ROBERT E. KENNEDY LIBRARY

SCIENCE CAFE

BACKGROUND

Science Café is an international movement (http://www.sciencecafes.org) to create expert led, informal speaker series on scientific topics.

Cal Poly's Science Café is unique as its topic areas are intended to foster multi-disciplinary discussions that include science, humanities and social science. In addition, it is the only Science Café within a 200 mile radius of the campus.

Cal Poly Science Café Goals:

- to spark cross-disciplinary conversations across and beyond the Cal Poly community
- to create an ambiance that is relaxing and stimulating
- to foster an intellectual space that is open, friendly, and inclusive
- to create opportunities for student and faculty participation

SUMMARY

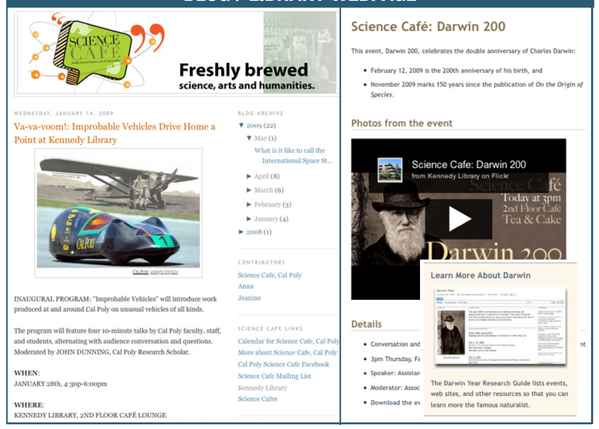
A variety of topics and formats have been presented in 2009:

- Improbable Vehicles: Panel presentations on the Cal Poly methanol motorcycle, electric car, human powered vehicle & Tournament of Roses Parade rose float. 70+ participants
- Darwin's 200: "The Galapagos: not as Darwin saw them" with Cal Poly professor, comments by Darwin [the Dean of the College of Science and Mathematics in costume], and birthday cake. 120+ participants
- The Science of Type: an Adobe executive discussing the processing of creaing a new font. 25+ participants.
- How Mindless Eating Works in Government: Brian Wansink best selling author and recent executive director of the USDA's Center for Nutrition Policy and Promotion. 60+ participants.
- nanocafé...is small the new big: Hands on demonstrations of nanotechnology products, discussions led by faculty and a UCB science educator, and the building of a large nanotube model from balloons. Part of Nanoscale Informal Science Education Network (NISE Net), NanoDays 2009. 70+ participants.

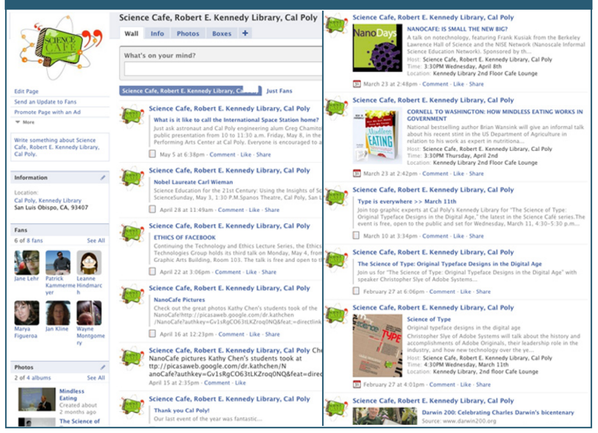
ADVICE

- Form an Advisory Board consisting of representatives from a variety of departments and administrators to get buy-in
- Choose a good moderator - crucial for stimulating the conversation, keeping the speakers "in line", etc.
- Encourage student participation in planning, presentations, etc.
- Advertise via blog, library website, posters and fliers, campus website, campus newspaper, listserv, Facebook, Twitter, outside sandwich boards, etc.
- Provide an inviting atmosphere with a greeter, café style seating, free food, etc.
- Briefly describe the idea behind Science Café at each event
- Make sure you get a head count
- Provide good IT (information technology) support
- Limit speaker PowerPoint "presentations" to images

SCIENCE CAFE BLOG / LIBRARY WEBPAGE



SCIENCE CAFE FACEBOOK



HTTP://DIGITALCOMMONS.CALPOLY.EDU

DIGITAL REPOSITORY

BACKGROUND

In the fall of 2008, the Kennedy Library launched DigitalCommons@CalPoly (http://digitalcommons.calpoly.edu) as a centralized location for digitized research, scholarship, creative work completed by Cal Poly faculty and students and campus constitutents.

A hosted software solution from Berkeley Electronic Press was selected to minimize new staffing needs and to focus on contributor recruitment and content management. Services were developed to assist contributors and grow the collections.

The goals of the repository are to:

- Provide persistent and centralized access to research at Cal Poly
- Promote research and collaboration within the scholarly community
- Preserve the history, growth and development of Cal Poly

SUMMARY

To support teaching and learning, the DigitalCommons@CalPoly makes available a broad array of resources utilized by students, professors and campus entities. The IR provides 24/7 access to scholarship, accelerates the dissemination of faculty and student research outputs and offers collaborative tools to facilitate the sharing of research in a centralized digital environment.

Specific IR collaborative tools include:

- Profile Pages featuring faculty expertise, background and publications
- RSS feeds with real-time notifications of new content, increasing the visibility of newly ingested work
- Saved searches and email notifications alert users of new content matching their criteria
- Web 2.0 tools for sharing and bookmarking (e.g. Twitter, Facebook, etc.)

ADVICE

- Market the IR with a variety of methods targeting many campus groups including faculty and campus administrators
- Sell the IR as a value-added service, not as another technology
- Approach campus constituents that share the goal of increased visibility of work or those whose needs the IR can help solve
- Reduce the time required of participants by offering a suite of services to support digitization, copyright clearance, content ingest and profile creation
- Provide live demonstrations of collaborative tools and customize these demonstrations to emphasize specific networking opportunities
- Be open to different types of content and new applications of the IR
- Feature a "paper of the day" to highlight the different types of available IR content