Using Multimedia to Communicate: Libraries Collaborating with Researchers, Teachers, and Learners

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Goals

- To inspire others

- To illustrate how library professionals can serve as multimedia project facilitators and collaborators

- To provide ideas for others interested in developing similar collaborations

Establish a Pilot Program

Start with…

- a small, manageable, enthusiastic group

- a group able tolerate a learning curve

- an established relationship (e.g., library liaison) or a prior, positive collaboration

- a discipline that lends itself to multimedia

Translate broad goals & priorities

- Listen/read "between the lines" for unexpressed needs

- Draw connections between their goals and what you can offer

- Think creatively; help them dream

- Be innovative

- Be flexible

Exploring potential projects

- Bring menu of ideas

- Help them envision how to apply ideas to their environment

- Go where the interest is

- Expect evolution and change

- Engage faculty and other key stakeholders
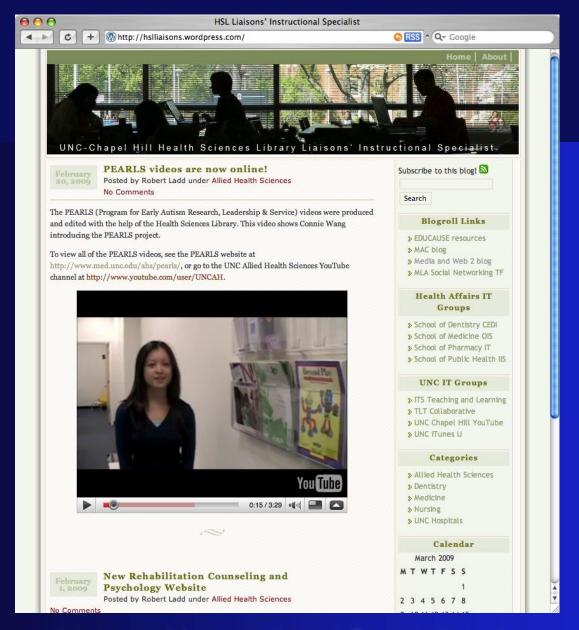
Occupational Science poster session

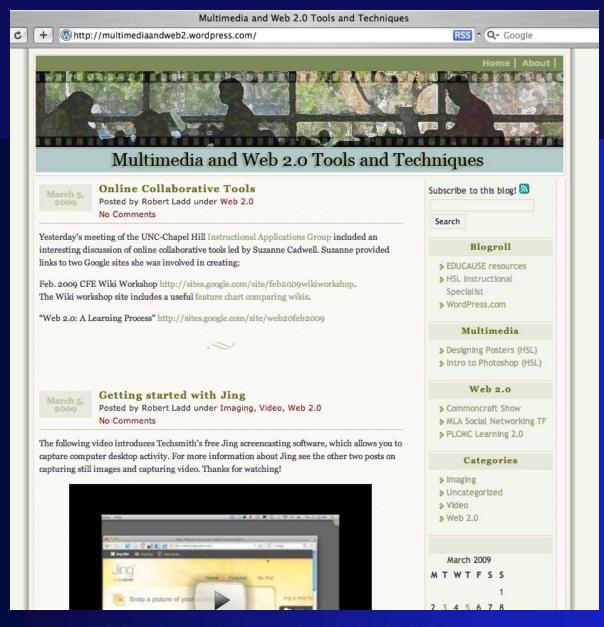Physical Therapy Student Research Day poster session

Rehabilitation Counseling & Psychology poster session

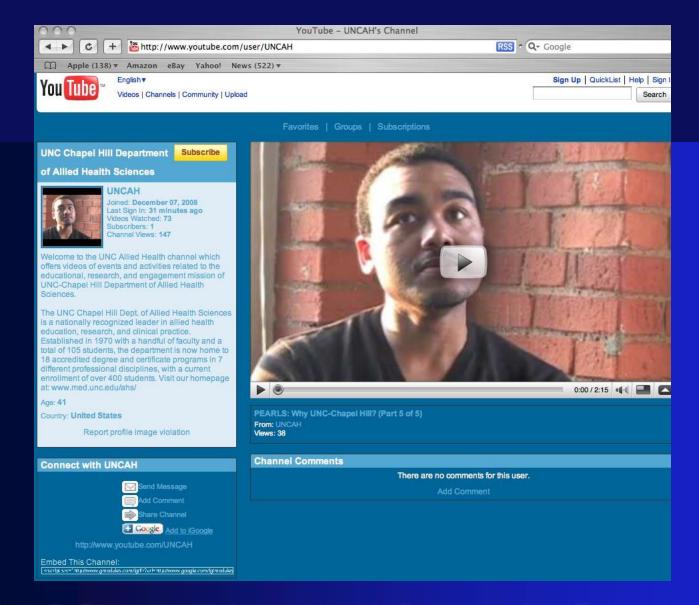# Important factors in complex projects

- Clarify roles; clarify services you can provide

- Teach and facilitate project planning

- Be sure participants have adequate time and commitment

- Have a student leader or coordinator

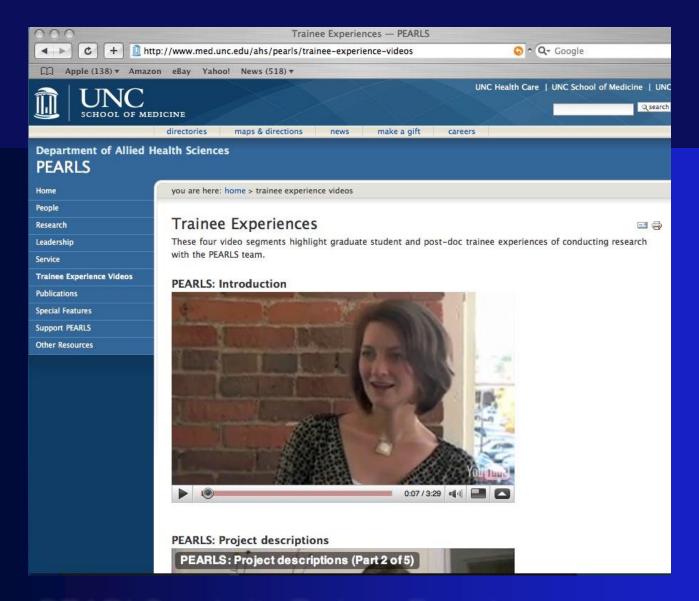- Have a faculty or administrator champion

Liaisons' Instructional Specialist blog
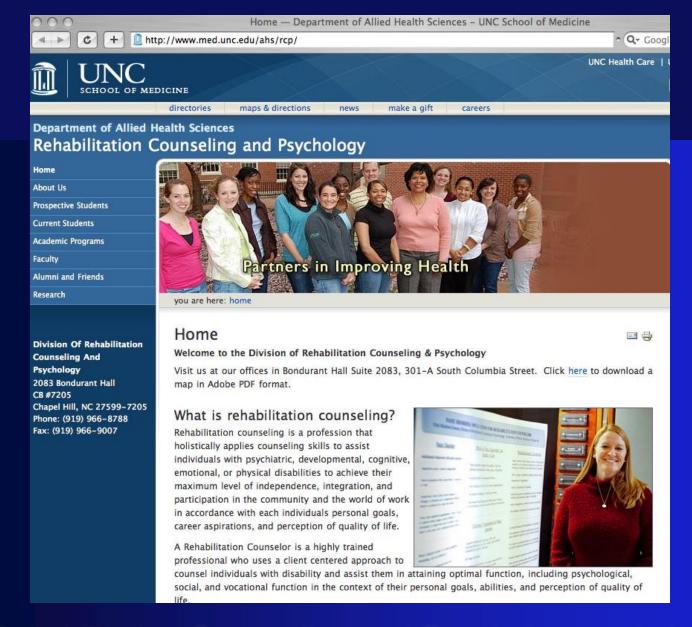
Multimedia and Web 2.0 blog

UNC-Chapel Hill Allied Health Sciences YouTube channel

PEARLS website Trainee Experiences page

PEARLS: **Program for Early Autism Research, Leadership & Service**

Rehabilitation Counseling and Psychology website

Issues

- Copyright and public domain
  - **http://creativecommons.org/about/**

- Budget needed for multimedia projects

- Comfort with new approaches

- Envisioning what is possible

- Choosing the right tools:
  Ease of use, cost, appropriateness

Lessons Learned

- Use successes as demonstrations

- Capture products for portfolio

- Nurture relationships with campus resources; facilitate connections

- Allocate time to explore, evaluate, and learn to use new technologies

Lessons Learned

- Pilot, reflect, adjust

- Adapt to new contexts and evolving technology

- Be patient!

Future Plans

- Expanded use of blogs, wikis, and other Web 2.0 technologies in projects

- Course-integrated activities to facilitate active student and faculty use of these technologies

- **Images from poster sessions:**
  - PT Research Day http://laddrob.zenfolio.com/p288128316
  - OT / OS poster sessions: http://laddrob.zenfolio.com/p157928092
  - Rehabilitation Counseling poster sessions: http://laddrob.zenfolio.com/p25454750
- **Websites:**
  - PEARLS website: http://www.med.unc.edu/ahs/pearls
  - Rehabilitation Counseling and Psychology website: http://www.med.unc.edu/ahs/rcp/
- **UNC Allied Health YouTube channel:** http://www.youtube.com/user/UNCAH
- **Multimedia and Web 2.0 blog:** http://multimediaandweb2.wordpress.com/
- **HSL Instructional Specialist blog:** http://hslliaisons.wordpress.com/