Learning Management Systems & Librarians

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Computers in Libraries 2017
March 30, 2017
About Kaplan University

Key Facts:

• Online population
• 33,253 students (AY15/16)
• Students over the age of 30 – 60%
• LMS: Pearson eCollege, migrating to D2L’s Brightspace (2017)
About the KU Online Library

Key Facts:

• Started in 2011
• Use LibGuides CMS as Library Website
• Adopted EBSCO Discovery Service in 2013
• Only library in system
• Operated by small team of three
Business Case for Library in the LMS
**Need: Get Students to Us**

Go where they are: Student Portal & LMS

Entire Population relies on LMS

Path to Library from Student Portal & LMS confusing

Embedded guides as library website
Before Embedded Guides
Plan

- Micro-level integration
- Start at program-level
- Start with simple, one-page guides
- Implement code in course templates
• Convinced manager to champion
• Meetings with curriculum to determine design & logistics
• Plan implementation with curriculum production team
• Initially thought to involve many
• Gained access at admin level in order to help with project
• ...now I’m an admin.
Sweet Deal
The Kaplan Online Library offers access to over 50,000 ebooks, the Kaplan University onsite library catalog, and articles from professional, scholarly and trade journals. Services include book delivery and interlibrary loan services, reference assistance via toll free phone, e-mail and chat, real time and multimedia instructional materials, and research collaboration with online library staff. The library can be accessed, as always, through the Kaplan University portal in the right hand navigation under the library link.
If you are not redirected to the correct page in five seconds, please click <a href="https://kucampus.kaplan.edu/library/open?url=http://library.kaplan.edu/ug_business">here</a> to go to the correct page.
First Rollout

GB512: Business Communications

ONLINE LIBRARY RESOURCES FOR MBA COURSES

Search for Articles, E-Books & More

Search by Journal & E-Book Title   F.A.Q. & Help

BASIC SEARCH | ADVANCED SEARCH

Keyword  Title  Author  Peer Reviewed

Major Business Library Databases

Books24x7
Books24x7 offers full text access to over 18,000 leading professional books from top industry authors and publishers, including the “Business Pro” e-book collection.

Business Source Complete
Business Source Complete is a scholarly business database, providing the leading collection of bibliographic and full-text content on marketing, management, MIS, POM, accounting, finance and economics.
ANATOMY OF A GUIDE

• Initial page has all info a student needs
• Emphasizes discovery search and subject-specific databases and instruction
• Points to reference services and FAQ
ANATOMY OF A GUIDE

- LibGuides
- Google Analytics
- Inspectlet (heat map)
- Snagit
- Adobe: Acrobat, Connect & Captivate
- Camtasia
- Plain text editor
**Drawbacks**

- Manual work
- Correcting live courses can be intensive
- Control content in future courses
- Limited to one page of content
**Topic Level**

- Topic-Level start page
- Standard set of other resources
- Reference services, Tutorials & FAQ
Course Level

- Required Readings
- Assignment level help
LibGuides 2 LTI

LTI Tool Builder

LTI Manual Mode    LTI Automatic    LTI Instance Details    Guide Metadata    ER Course Metadata    Subject Metadata

Automatically add key library content to your LMS courses: add a related LibGuide or a Library Page, which can include LibGuides, LibAnswers and LibCal information. You’ll need to work with your LMS Administrators to add the tool at the Account level / in a master course shell in your LMS so the link appears in the navigation for each course. For more information, please read our LibApps LTI guide.

LTI Automatic Setup Options

Set up the basic options for the Automatic tool, including the Name, whether or not your LibGuides site customizations are displayed, and Default Content Matching Behavior (i.e., what is displayed when students click the link in their courses in your LMS).

Please take care when setting up these options. While the other options here will automatically update the behavior in your LMS, the Name field will not automatically update after it's been added to your system. Choose wisely!

Name: Library

Description: The KU Online Library offers access to thousands of journals, magazines, newspapers, ebooks and other materials from databases curated to meet curriculum needs. Trained, professional library staff are also available to assist students and faculty with their research needs and develop training content linked throughout our guides.

Content Display Behavior

Choose what you want to display when students click the link for the Automatic tool in the navigation.

- [ ] When no matches are found, display the following guide: ONLINE LIBRARY RESOURCES by Matt Stevons
- [ ] Display the library LTI page when a single matching guide / course is found.
- [ ] When displaying the library LTI page, display a link to the following guide if no matching guides are found.
Guide Title: ONLINE LIBRARY RESOURCES for BUSINESS GRADUATE STUDENTS

[Click to enter a description]

Last Updated: Feb 9, 2017 4:50 PM  Type/Group: Course Guide/College Course Guides (CURRENT)

Subjects: [none]  Tags: [none]

PAGE URL: http://library.kaplan.edu/mba_business/home

Best Bets
- Databases A-Z
- Document Delivery
- F.A.Q. & Tutorials
- Reference Management
- APA & Writing
- Contact the Library

Using the Library

Major Business Library Databases

Keyword: Enter words or phrases

SEARCH
Assigning metadata to a guide can help identify the guide internally or when integrating with an external website. Check the "Public" box to make the name/value pair available to search engines and other data harvesting services.

<table>
<thead>
<tr>
<th>ID</th>
<th>Name</th>
<th>Value</th>
<th>Public?</th>
<th>Actions</th>
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</thead>
<tbody>
<tr>
<td>25398</td>
<td>Ims_course</td>
<td>GB</td>
<td>☐</td>
<td>Delete</td>
</tr>
</tbody>
</table>

**Add Record**

Empty
**Minimal Tech Support**

- Custom domain required help from internal tech with DNS when v1 site setup
- Migration to LibGuides 2 required help with DNS again
- Needed help from internal LMS team for setting up LTI
- SpringShare support handled other questions and problems
Website Traffic Total Page Views 2016

Source: LibGuides
**Library Reported Satisfaction & Usage Up**

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>I am satisfied with the resources and services in the Library:</th>
<th>During this Course, I used the Library:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agree or Agree</td>
<td>Once or More per Week</td>
</tr>
<tr>
<td>11/12</td>
<td>75%</td>
<td>36%</td>
</tr>
<tr>
<td>12/13</td>
<td>75%</td>
<td>43%</td>
</tr>
<tr>
<td>13/14</td>
<td>80%</td>
<td>46%</td>
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<tr>
<td>14/15</td>
<td>82%</td>
<td>46%</td>
</tr>
<tr>
<td>15/16</td>
<td>83%</td>
<td>48%</td>
</tr>
</tbody>
</table>
- Fix bad links and information
- React to assignments in courses
- Link to reading lists
- Respect licensed IP
Copyright & Intellectual Property

• Fair Use
• Creative Commons
• Copyright Clearance Center
• Licensing
• Embedded Guides: Platform for Delivery

Copyright Clearance Center

WHAT IS THE COPYRIGHT CLEARANCE CENTER’S ANNUAL ACADEMIC COPYRIGHT LICENSE?

Kaplan University holds an Annual Academic Copyright License (AACL) from Copyright Clearance Center (CCC). This license enables Kaplan University faculty and staff to reproduce and distribute legally obtained copyrighted content for educational and research purposes, in both print and digital form, across campus with the confidence that sharing is being done lawfully.

TRAINING

Video Walkthrough

To assist with your ethical and copyright compliant sharing of intellectual property and works within our courses, watch the following training video about the CCC and follow the activity to practice how to check permissions.

Click here to launch the tutorial.
1. Student question addressed by reference librarian
2. Librarian reviews assignments, syllabus and course content
3. Librarian creates guide based on content
4. Guide embedded in course
Experiments in Instruction

College Composition II study

• Developed in-depth guide with faculty input
• Research project based on it in collaboration with Educational Research team

Outcomes:

• Need to require use for experiment and change assignments
• Statistics show average homepage views of 1258 per month, unit content accessed 343 times on average
• Broader reports on library usage created after to give level-setting data for future studies
Course Guide Example

Online Library Resources for CM220: College Composition

About this Guide

Welcome to the CM220 Library Research guide! This guide links to relevant instructional videos, article and e-book databases, websites, and more. Use the menu on the left to choose the Unit you’re on this week to start.

Search the Online Library

Keyword: Enter words or phrases

Limit to: Peer Reviewed

Basic Search | Advanced Search

Need assistance? Contact the Library!

Email a Librarian | Chat with a Librarian
Online Library Resources for CM220: College Composition

Unit 3: Video Tips & Training

In this unit, you will generate research questions that will help you create a logical and persuasive thesis statement. Below are videos on developing a good research topic and questions, as well as some suggestions on where to start your research.

Forming Searchable Keywords from a Researchable Question
Watch this video to see tips on creating searchable keywords out of researchable questions.

Picking a Researchable Topic
Need some tips on picking a topic that's "just right" for your project? Watch this video to see tips on picking an appropriate, researchable topic that will carry you throughout your entire research project.

Pre-Research: Best Resources and Strategy to Start Research

In order to create a research question, you may want to take a few minutes and do some "pre-research" on your topic. Pre-research is when you get a general overview of the topic, learn key facts about it, and test out how much research and literature is available to you on it. Change your research topic if you don't have enough material.
Embedded Marketing

- LibGuides are marketing
- Links advertise sources
- Faculty & Students see guide content immediately
- Assignments best way to drive traffic
- Announcements in portal and social media are supplement
**Example: E-Books**

- Added large e-book subscriptions in 2013
- Required use drives access statistics
- Started with a few early adopters, but now very common throughout School of Business & IT
**User Log Analysis**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage of Students who used Library Databases</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>75.16%</td>
</tr>
<tr>
<td>A-</td>
<td>68.12%</td>
</tr>
<tr>
<td>B</td>
<td>69.40%</td>
</tr>
<tr>
<td>B+</td>
<td>66.28%</td>
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<tr>
<td>B-</td>
<td>64.19%</td>
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<tr>
<td>C</td>
<td>63.50%</td>
</tr>
<tr>
<td>C+</td>
<td>62.85%</td>
</tr>
<tr>
<td>C-</td>
<td>59.42%</td>
</tr>
<tr>
<td>D</td>
<td>57.57%</td>
</tr>
<tr>
<td>D+</td>
<td>58.86%</td>
</tr>
<tr>
<td>F</td>
<td>49.09%</td>
</tr>
</tbody>
</table>

**Terms covered:** Four terms in 2016

**Median Undergrad frequency:** 3 sessions

**Median Grad frequency:** 6 sessions
STUDENTS GIVE THE LIBRARY HIGH MARKS

4 out of 5 students are satisfied or very satisfied with the resources and services provided by the online library.


USING THE LIBRARY REALLY PAYS OFF

Students who use the library the most have higher grades.

Outcomes

• Established and improved on relationships with curriculum, faculty and tech teams
• Convinced our student community to use our sources more
• Opened up new projects based on success of this one
Contact

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