

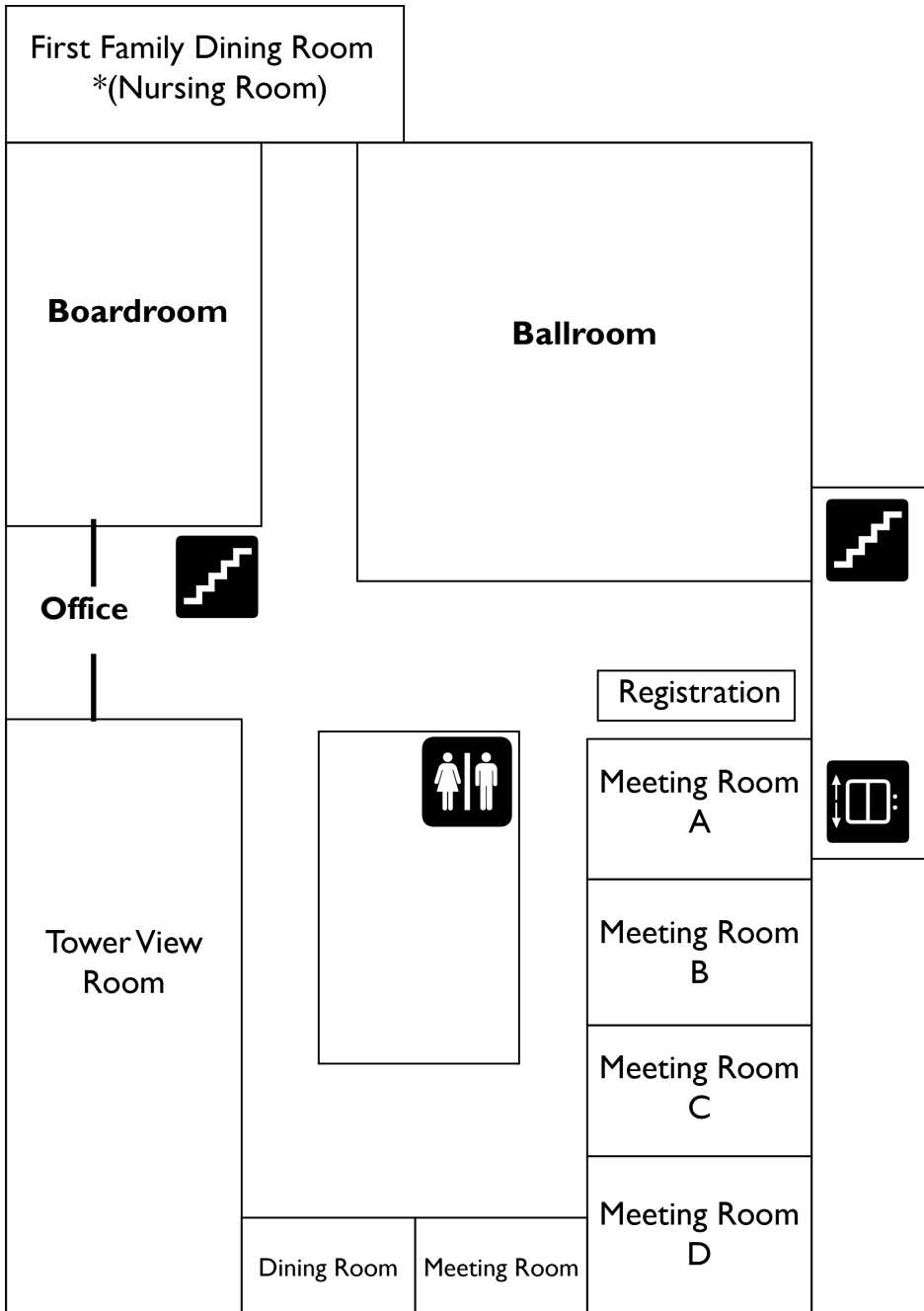
24<sup>th</sup> Annual

# Brick & Click



An academic library conference

Northwest Missouri State University  
Maryville, MO  
November 1, 2024



\* Nursing Room is located in the First Family Dining Room

**Thank you for attending!**

**We hope to see you at next year's  
25th Conference (online)**

**Brick & Click Conference  
November 7, 2025**

**You will be receiving an email with a link to our  
evaluation form. Please complete it for a chance to  
win a free registration to next year's conference.**

**Shuttle to parking lots 59            3:00 p.m. - 4:15 p.m.**

**Join us for the post-conference social at The Palms  
Bar & Grill, 422 N. Buchanan St. at 5:00 p.m.**

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- Breakfast..... 8:00 a.m. - 8:45 a.m. ....Page 2
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- Lunch/Networking ..... 12:00 p.m. - 1:20 p.m.....Page 15
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Frank Baudino

Brandy Brady

Jacob Dudley

Sara Eckstein

Juno Hallock

Joy Huddleston

Sarah Jones

Lori Mardis

Becky Meneely

Abha Niraula

Eylul Damla Oktay

Jessica Vest

Congwen Wang

**7:30 a.m. - 9:00 a.m.**

**Check-in (3rd Floor Lobby)**

**Breakfast: (Ballroom)**

- Scrambled eggs (GF)
- Fried potatoes w/ onions (GF/V)
- Bacon (GF)
- Turkey sausage (GF)
- Butter croissants
- Danishes

**Assorted drinks (coffee, water, iced tea) will be available all day**

**8:35 a.m. - 8:45 a.m.**

**9:00 a.m. - 9:50 a.m.**

**I. Love it or Leery? Rapid AI Aided Instructional Design for Library Learning**

*Boardroom*

Sean Cordes, Professor & Instruction Services Coordinator  
Western Illinois University—Macomb, IL

Artificial intelligence is impacting everything, everywhere, including library instruction! This presentation explores the use of generative AI in instructional design, focusing on the Rapid Instructional Design (RID) model as a framework for content creation. By leveraging AI prompts, library instructors can create engaging designs that meet the needs of modern learners. This presentation includes steps for applying RID, the role of AI prompt engineering in the design process, and example prompts for guiding development. Attendees will gain knowledge of RID and AI prompt creation, along with strategies and prompts for immediate implementation in the library.

**2:30 – 5:00 p.m.**

**3:30 - 4:15 p.m.**

Meet at the reception table between 3:20 pm - 3:30 pm. A golf cart is available for transportation between buildings if needed.

**5:00 - 6:30 p.m.**

Join us for a casual post-conference dinner. Relax and network with other attendees and presenters. Located at 422 N. Buchanan Street.

**Shuttle (Lots 59/60)**

**8:00 a.m. - 8:45 a.m.**

**8:00 a.m. - 8:45 a.m.**

**Welcome**

**Concurrent Session I**

**Afternoon Shuttle**

**B.D. Owens Library Tour**

**Social at The Palms Bar & Grill**

Concurrent Session I

9:00 a.m. - 9:50 a.m.

## 2. What to Do When You're New: Lessons for New Managers of People or Programs

*Meeting Room A*

Amanda B. Albert, Campus Library Manager  
Saint Louis Community College—St. Louis, MO

Being a new manager of people or programs is exciting and challenging. Sometimes we seek out these roles, and other times they are thrust upon us. Either way, it is crucial to have both a foundational philosophy of leadership and a plan of action that will set us and our new reports or programs up for success. This presentation will discuss a unique philosophy of leadership and how concepts from servant leadership, intersectional feminism, critical pedagogy, and parenting can be applied to various roles as a way of informing empathetic managerial practices. The presenter brings personal experience as a manager of an information literacy instruction program at an RI and a manager of people at both a liberal arts college and community college and will highlight mistakes and successes in each role. Participants will engage in discussion and active learning to identify opportunities and challenges new managers may face. Participants will also reflect on their own leadership and management styles, creating a 90-day action plan with tangible strategies for securing early wins.

## 3. Lessons Learned: Nurturing Student-Led Initiatives for Enhanced Library Engagement and Learning

*Meeting Room C*

Sarah McCall, Undergraduate Engagement Librarian  
Amber Ovsak, Undergraduate Engagement Librarian  
University of Kansas—Lawrence, KS

Student-led initiatives in academic libraries can provide meaningful and reciprocal opportunities for connection and engagement among students and librarians. Librarians with programming responsibilities are well positioned to facilitate student-led initiatives. However, supporting the development and implementation of a student-led program requires intentional planning, relationship-building, and the flexibility to pivot when barriers arise. This presentation will describe the experiences of two undergraduate engagement librarians who collaborated with four student library ambassadors to plan and launch a library program. The processes and lessons learned highlight strategies and considerations for academic library staff who are interested in supporting student-led library programming.

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**Session I Notes****3. Did Video Kill the Text-Based Tutorial Star? Creating a Video Research Tutorial for University Students***Meeting Room A*

Rachel Hammer, Assistant Professor, Research &amp; Instruction Librarian

Todd Jensen, Assistant Professor, Web Services &amp; Engagement Librarian

University of Nebraska—Kearney, Kearney, NE

While information literacy instruction from a librarian benefits students in myriad ways, face-to-face instruction cannot always occur. The gap between the students that can be reached with in-person instruction and those that cannot may be filled by online tutorials. At the University of Nebraska Kearney, the Instruction and Reference Librarian partnered with the Web Services and Engagement Librarian to produce a series of video tutorials focusing on various aspects of the research process. The number of views for the video research tutorial and the LibGuide containing its text-based counterpart suggests that students prefer the video format, but there is still a place for a text-based approach. Because academic literature on the creation of videos for student use provides a wide range of differing best practices, this presentation will explore a case study of video creation to provide guidance to other librarians. The presenters will also discuss their hope to expand on the success of their video tutorial by exploring additional aspects of information literacy and their plans to further develop the series.



## 1. Oh, the Noise! Facing the Challenges of Exponential Growth in Student Population

### *Meeting Room C*

Christopher Edwards, Head of Research Services  
Travis Goode, Assistant Director of Public Services  
University of Texas—Dallas, Dallas, TX

The University of Texas at Dallas has experienced extraordinary growth over the past 15 years, with enrollment increasing from 14,944 students in the fall of 2008 to 30,885 students in the fall of 2023—a 106% increase. This growth has presented challenges for the Eugene McDermott Library in maintaining services and adequate study space for students. Overcrowding, combined with less-than-ideal furnishings and a higher student-to-staff ratio post-pandemic, resulted in a surge of inappropriate behavior and conflict within the library. This presentation will explore the library's efforts to address these challenges, including strategies used to identify problem areas, create study spaces that better align with expected student activity, and to efficiently address conflict when it arises. Additionally, we will discuss difficulties caused by the lack of physical space, assess the impact of these changes, and propose strategies for future improvement.

## 2. When the Whole is Greater than the Sum of its Parts: Statewide Consortia Collection Development

### *Boardroom*

Rob Ross, Executive Director NC Live  
Jennifer Brosek, Collection Strategist  
University of North Carolina—Charlotte, Charlotte, NC

In times of flat budgets, collection development can be intensive, painful, thankless work, and it only increases when one is charged with determining the collections of an entire state. This presentation will share an insider's view of how large-scale collection development decisions are made, including best practices on resource evaluation, consensus-building, quantitative and qualitative considerations, vendor negotiation strategies, and how to communicate about difficult decisions.

10:00 a.m. - 10:50 a.m.

Concurrent Session II

## 1. Elevate Your Online Instruction: Developing Engaging Student-Centered Information Literacy Tutorials

*Meeting Room D*

Katherine Arndt, Online Experience Coordinator

Claire Bowling, Library Assistant IV

University of Northern Iowa—Cedar Falls, IA

The Rod Library at the University of Northern Iowa has seen a growing need for asynchronous e-learning content in recent years, due to the increased adoption of educational technology, the prevalence of online courses, budgetary constraints, and staffing challenges. Join us and discover how our Library adopted Articulate 360, an industry-standard e-learning authoring software, to develop accessible, responsive, narrative-based learning experiences. During the session, you will learn strategies for fostering a user-centered online learning environment for students, including software selection, assessment, the application of instructional design principles, and the integration of emerging technologies, such as AI text-to-speech generation. We will also outline how we have implemented the ADDIE (Analyze, Design, Develop, Implement, Evaluate) model in a highly collaborative development environment.

## 2. Fostering Belonging and Community Building with a Wellbeing Collection

*Boardroom*

Megan Ballengee, Community Engagement Coordinator

Jill Kline, Student Success Librarian

University of Missouri—Columbia, MO

Librarians from University of Missouri Columbia will share how they created a small Wellbeing Collection of books that have been used to boost library student engagement through outreach and programming. The book categories were created intentionally to reflect student interest, support student success, and provide access to popular reading titles that the MU Libraries do not currently collect. Students can access books that include support student success topics such new adulting, learning about person finance, navigating college campus services and research skill building. With mental health concerns rising on college campuses, the collection also addresses ways to incorporate stress-relief within academic life on campus.

Lightning Round Sessions IV-VI

1:30 p.m. - 2:20 p.m.

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## Section IV Notes

**Lightning Round Sessions IV-VI****1:30 p.m. - 2:20 p.m.**

multiple accounts for projects, and the ability to share item records so that anyone (inside and outside of UNMC) could access these citations.

When ProQuest announced that it would retire legacy RefWorks and require all users to transition to the newest version of RefWorks, the Education & Research Services (E&RS) librarians at UNMC met to discuss options for future citation management support. The big question was: should the library stay with RefWorks or look at other available options that could be quickly rolled out to the university communities? After discussion, it was quickly decided to pivot away from RefWorks and support Zotero and End-Note as the campus primary citation management software packages. This paper describes how the McGoogan library systematically approached this change to support library users, ensuring they were prepared before the subscription ended.

### **3. Targeted Research Guides to Improve Student Engagement (2:00 -2:15 p.m.)**

*Boardroom*

Joseph Taylor, Access Services Coordinator  
University of Nebraska—Kearney, Kearney, NE

This lightning talk presentation provides an overview of how to structure, design and target research guides specifically for major class assignments and projects. While the general practice of building research guides is to provide an overview of all resources available throughout a given course, this method takes a scaffolding approach by introducing resources and reference material through each stage of the learning process. Evidence will be presented based on a study conducted comparing course expansive or driven research guides versus research guides that are specifically designed to support major course projects, research, and assignments. The results of the study concur with a review of current literature on research guide design.

**Concurrent Session II****10:00 a.m. - 10:50 a.m.**

This presentation will discuss how the selection of books impacted the outreach efforts for marketing the Wellbeing Collection to students on campus connections with campus partners and the co-creation of programming with the First-Generation Initiatives office.

### **3. You Want Me to Do What? But I can't Read That... Cataloging Soviet Russia Space Exploration Books**

*Meeting Room B*

Katherine Loving, Assistant Professor, Collection Management & Tech Services Librarian

Phillip Fitzsimmons, Assistant Professor, University Archivist & Special Collections Librarian

Southwestern Oklahoma State University—Weatherford, OK

The Al Harris Library received a donation of the archive of retired astronaut General Thomas P. Stafford. Among the collection were 700 books used for research by Stafford and his co-author Michael Cassutt to write his memoir, approximately half of which are written in Russian. This program will discuss the struggles of cataloging materials in a language we do not read or speak, and the unique solutions developed to ensure these items were cataloged properly.

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## Session II Notes

### I. Building Committed Curiosity with Valentine's Day and Books (1:30 – 1:45 p.m.)

*Boardroom*

Todd Jensen, Web Services and Engagement Librarian  
 Kelsey Baxter, Access Services Associate  
 University of Nebraska—Kearney, Kearney, NE

Over the past four years, the Calvin T. Ryan Library at the University of Nebraska Kearney faced limited accessibility for both the campus community and the public. In response, we have prioritized outreach as a key initiative this year. Our library recently adopted LibConnect, a marketing tool provided by Springshare, which enabled us to kickstart a creative campaign. In an upcoming presentation, Professor Jensen will delve into the technical tools and promotional channels we employed to engage with our audience. Our marketing strategy included leveraging social media, optimizing the library website, distributing posters and handouts, utilizing the existing campus newsletter, and strategically placing advertisements on campus networked kiosks to launch and advertise a Valentine's "Blind Date with a Book" giveaway.

### 2. A New Chapter: Our Library's Change in Citation Management Tool Support (1:45 – 2:00 p.m.)

*Boardroom*

Danielle Westmark, Associate Professor, Education & Research Services Librarian  
 Teresa Hartman, Professor, Head of Education  
 University of Nebraska Medical Center, Omaha, NE

University of Nebraska Medical Center (UNMC) Leon S. McGoogan Health Sciences Library had been a long-time subscriber to RefWorks, starting in the early 2000's. The library utilized legacy RefWorks with many of the services offered to faculty, students, staff, and affiliate clinical partners at Nebraska Medicine and Children's Nebraska. These services include mediated literature searching, systematic review and scoping review support, instruction, and troubleshooting support. UNMC librarians appreciated the ease of sharing articles by folders, the option to create

**I. Retrain, Retrain and then...Retrain!***Meeting Room B*

Kayla Reed, Discovery, Systems, & Digital Strategy Librarian  
 Ellsi Mertens, Access Services Assistant  
 Grinnell College, Grinnell, IA

Student employee training for Access Services post-pandemic continues to experience changes to workflow, services offered, on-campus policy, and the culture surrounding student employment. Challenges due to both the pandemic and major staffing changes requires a consistent, easily updated approach to the training process. This presentation will discuss experiments in online and in-person training methods to adapt to these changes, as well as the journey to our current student worker training procedures.

**2. Creating Partnerships with Instructional Designers to Facilitate Online Learning***Meeting Room B*

Danielle Theiss, Collection Development Librarian  
 Johnson County Community College, Overland Park, KS  
 Camille Abdeljawad, Director of Library Services  
 Park University, Parkville, MO

Park University is a mid-sized, private university located in Parkville, Missouri. The majority of our student population is nontraditional, with many of our students based in military centers around the globe and/or taking classes entirely online. Over the past few years, the Park University librarians have been developing a close partnership with the school's Digital Learning Team, consisting of educational technologists and instructional designers. This session will share insights about this new partnership, outreach and engagement strategies for working with faculty and others focused on course development, and future directions.

11:00 a.m. - 11:50 a.m.

Concurrent Session III

## 1. Hallucinated Sources: An Analysis of Student-Submitted AI-Generated Citations at the University of Mississippi

*Meeting Room A*

Alex Watson, Research & Instruction Librarian & Associate  
Professor  
University of Mississippi—Oxford, MS

When asked to generate a citation, generative AI chatbots like ChatGPT will falsely construct one by combining the most likely terms that would appear in any such citation for the given query, including nonsense information or a distortion of some other work alongside real information. This type of false citation is often termed a "hallucination." This presentation analyzes a number of suspected hallucinated citations that were turned in with student papers or submitted to the library chat helpdesk in the spring of 2023.

## 2. Hosting a Mini ComicCon at Your Academic Library

*Boardroom*

Jessica Omer, ILL Circulation Supervisor  
Bellevue University—Bellevue, NE

Library Comic-Cons are a form of student engagement that is taking the academic library world by storm. These conventions bring together groups of people to share their interests, talents, knowledge, and skills to create an event that reaches everyone. For the last two years, Bellevue University Library has designed and facilitated BruinCon, the library's own Mini Comic-Con event, to bring together staff, students, and the community. This presentation will discuss how to design, build, facilitate, and grow a mini Comic-Con at your library. Focus points will include what to include in your Comic-Con, who to partner with internally and externally, and how to grab people's interest and secure funding for the event.

12:00 p.m. - 1:20 p.m.

Door Prizes at 12:30 p.m.

### Soups:

- Broccoli cheese (GF)
- Chicken tortilla

### Garden salad and assorted dressings

### Sandwiches:

*\*Any sandwich can be made with gluten free bread*

- **Turkey cheddar w/chipotle ranch:** turkey, cheddar cheese, lettuce, tomato, chipotle ranch, on wheatberry bread
- **Smoked ham and brie:** smoked ham, brie cheese, baby arugula, dijonaise, on sourdough bread

### Wraps:

*\*Any wraps can be made without cheese and/or mayo to be vegan*

- **Lemon-basil w/roasted vegetables:** roasted zucchini, squash, peppers, onions, provolone cheese, lemon-basil aioli, on roasted vegetable wrap (GF)

### Desserts:

- Pumpkin bars (V)

### Drinks:

- Regular/decaf coffee, iced tea, & water

11:00 a.m. - 11:50 a.m.

Concurrent Session III

**3. Cataloging a Collection of Unusual Things: Creating a Library of Things Collection from Conception to Circulation***Meeting Room C*

DeAnn Isenhower, Cataloging & Technical Services Librarian  
Missouri Southern State University—Joplin, MO

Creating any new collection in an academic library can be exciting and challenging for library staff. The challenge is amplified if the items in the collection have not typically been borrowed from libraries and the catalog records are not discoverable in a bibliographic utility. The idea of libraries circulating items that are not informational media is growing. This presentation will discuss the idea of a library of things in an academic library, from conception to its current state of circulation. The presenter will provide information and lessons learned each step of the way and how your library can begin a similar collection to provide a needed service to your patrons.

11:00 a.m. - 11:50 a.m.

**Schedule**

**Concurrent Session III**

**Schedule**

11:00 a.m. - 11:50 a.m.

**Concurrent Session III**

**Section III Notes**