

Programming for media literacy and social justice:

Experience from the field in a joint-use partnership library

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Overview

- Partnership Logistics
- BC Librarians: Instruction & Professional Development
- Collaboration Timeline & Examples
- Current Plans & Outlook

Partnership

- Broward County & Broward College
- North Campus vs. South Campus vs. Central Campus
- North Campus
 - *2 faculty librarians*
 - *6 Reference & 3 YS Librarians*



Programming

Public

Existing Public Library Programs

Book clubs

Film screenings

Computer classes

Language cafes

Art installations/
Displays

College

- Academic Success Center – 1st floor
- All BC campuses (IPEDS)
 - 71% PT
 - Top 3 racial/ ethnic categories:
 - Black/ African American 33%
 - Hispanic/ Latinx 35%
 - White 18%
 - 64% are under 25 yo

Existing ASC Events

Group Study

Late Nights
@ ASC

Hosting
Student
Services

Library/ College Outreach Committee

- Formed in Academic Year 2014/15 with representation from the college and county library, including librarians and administrators from institutions.
- Precedents include joint efforts for the college's annual Welcome Back Marketplace to display library and ASC resources and services. Also, we had worked together on events, such as "The Big Read," from the NEA, and presentations of college service trips outside the country to student and public library patrons.
- Ideas generated include collaboration between the library and the Art Department for an ArtFest hosted in the library, and the Human Library during the English Department's annual literary festival, "The wRites of Spring."
- The Committee was dissolved in the Fall of 2015.

Professional Development @ North Campus

- As the committee dissolved, the Faculty Librarians were asked to give workshops on Information Literacy to faculty as part of a lunch and learn series.
- We gave two workshops on North Campus that year, and presented at Professional Development Day, all on the topic of Information Literacy, and specifically evaluating information from different sources.
- County Librarian Positions were changed to include more responsibility for programming.
- Demonstration held to support diversity and inclusion on North Campus, which librarians participated in. Statement from the Faculty Senate in support of diversity and inclusion.

Media Literacy Series 2017

★ Foundation of Familiar Formats + Compelling Content ★

Analyze



Evaluate



Access



Empower



North Regional/BC Library presents:



How to Survive the Media

Learn tools and techniques to sharpen your eye for identifying reliable vs. misleading information.

The Series

Collaborative Creation to Implementation Timeline – 4 Weeks

Marketing Plan : Local Clubs, Community Centers, Student Organizations, Faculty, Individual Library Visitors

- How to tell the Facts from the Fakes (Instruction) - 38 participants
- Science vs. Sensationalism (Panel) - 40 participants
- “Constructing Public Opinion” Film and Discussion - 52 participants
- “Killing Us Softly 4” Film and Discussion - 29 participants
- Has Good Journalism Flat-lined? (Panel) - 38 participants

Attendees : Mostly retirees with a small number of students. The majority of student attendees were enrolled in either a science or math course.

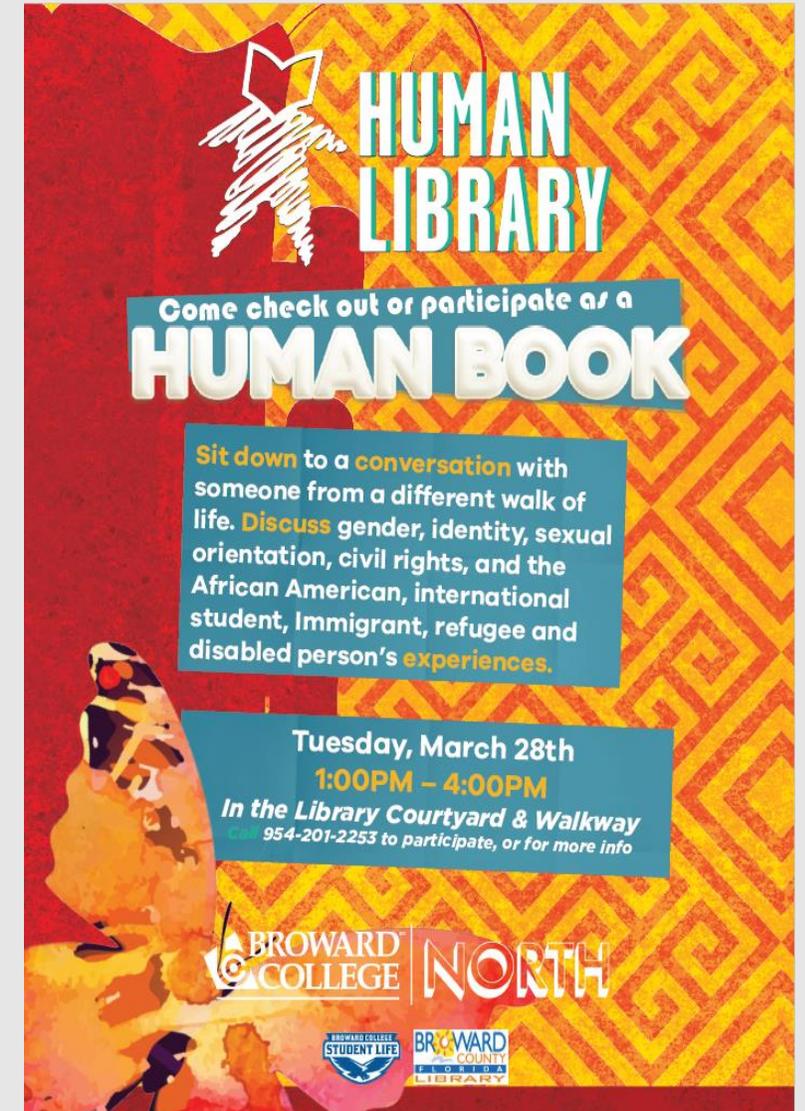
***Note :** A shortened version of the series was held at another regional library location. The attendance was greatly diminished, largely because neither side was able to utilize marketing strengths.

Viability: Key Factors

- *Shared Communal Interest*
 - Clear concern and interest in both public and academic populations.
- *Open Communication*
 - Professional and Casual communication concerning librarianship issues at organizational various levels.
 - Continuous updates and dialogue throughout the process.
- *Field Level/Grassroots Impetus*
 - Planned and implemented with very little help from administrative input or oversight.
- *Common and Complementary Librarianship Values*
 - I.E. - Guiding populations in how to think critically about information found in all forms of librarianship.
 - Understanding of the inherent strengths in academic librarianship and public librarianship and utilizing both where appropriate.

Human Library 2016 & 2017

- Organized in conjunction with English & Art Departments to include Human Library on theme related to selected book, student art exhibition, author readings and workshop, panel discussions and film screenings and discussions.
- After first year, and after email consultation with Human Library Organization, decided to stop focusing on one theme.
- This year, will make sure to include topics around immigration, the theme of the selected book, “The Distant Marvels,” by Chantel Acevedo, but will also include other social justice issues.
- Always start early reaching out to community organizations for the human books.



Human Library Books & Readers



BROWARD COLLEGE | NORTH CAMPUS | ENGLISH DEPARTMENT PRESENTS

WRITES OF SPRING 2016

Humantopia

THE FUTURE IS NOW!

MARCH 29 • 1P.M. - 4P.M.
IN THE NORTH REGIONAL/BC LIBRARY

BARE WITNESS TO

THE HUMAN LIBRARY

INTERACT WITH LIVING, BREATHING BOOKS ON SUBJECTS SUCH AS:

- CREATION STATION / EDUCATION / ELDERLY SERVICES
- ELECTRONIC COPYRIGHT ISSUES / ELECTRONIC ARCHIVES
- ENERGY SOURCES OF THE FUTURE / FIRE FIGHTING & PREVENTION / GAMING
- GRAPHIC DESIGN / MARKETING / PHILIP K. DICK / ROBOTICS
- VIRTUAL LIBRARIES, SPACES & SERVICES

bedford/st.martin's
Macmillan Learning

BROWARD COLLEGE

BROWARD COLLEGE
STUDENT LIFE

BROWARD COLLEGE
LIBRARY

Current Plans for Collaboration & Outlook

- Public library film series (radical & social justice themes)
 - *BC faculty speakers/ discussion facilitators*
- College Read 2017-18: “Spare Parts” by Joshua Davis
 - *Eventide Book Club (November) – North*
 - *College-wide film & discussion series – North & South public libraries*
- wRites of Spring 2018 – “The Distant Marvels” by Chantel Acevedo
 - *Human Library – Issues related to migration*
 - *Student Art Exhibits*

Beyond Joint-use: Tips for Partnerships

- Never be afraid to ask about prospective collaborations. Don't hesitate to voice concerns or ask about challenges.
- Working with a Regional/Flagship library is easiest.
 - The larger the location, the more likely they are to have librarians with the freedom to work with you.
 - Larger libraries are more likely to encounter college students, making partnering more likely.
- Be aware of the public library programming in your area.
 - Areas for collaboration become apparent.
 - Join public library mailing lists.
- Public libraries may be slower to act than academic ones.
 - Most public librarians have less autonomy, getting approval can take time. Plan for delays.
- Consider developing professional development/ training for public librarians in order to make a first connection and get to know the librarians in your community.
 - How can you get the most out of your law collection?
 - How can they utilize your libguides?

