CALIFORNIA COMMUNITY COLLEGES
AND
SOUTHWESTERN
COMMUNITY COLLEGE DISTRICT

#92-0032
**92-0032 --- FII --- SUMMARY**

California Community Colleges  
Curriculum and Instructional Resources Division

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<th>FISCAL YEAR</th>
<th>ID NUMBER</th>
<th>COLLEGE</th>
<th>DISTRICT</th>
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<td>1992-93</td>
<td>92-0032</td>
<td>Southwestern</td>
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**PROJECT TITLE**

**Students Use Inexpensive, New Technology (Photo CD) to Orient Themselves to the Southwestern College Library**

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<th>ELIGIBLE PROGRAM</th>
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<td>A --- Nontraditional Instruction</td>
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<th>PROJECT DIRECTOR</th>
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<tr>
<td>Ron Vess, Instructional Services Librarian</td>
<td>William Alexander, Asso Dean Instruct Resources</td>
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**PROPOSAL DESCRIPTION**

This proposal is a grant request. GOAL: To improve the library skills of Southwestern College's (SWC) students, staff and other library users by means of an always available stand-alone technology which can also be used as a supplementary resource to improve the existing library research course and the scores of group orientation sessions given each semester to traditional students and especially the growing clientele from educationally disadvantaged populations.

Our product, itself, will not be transportable to other institutions, because the textual and visual information will be specific to SWC. However, the underlying structure of the software can be adapted for use at other institutions. Production notes will be compiled and a copy of the completed project will be made available to other libraries at a nominal cost.
Southwestern Community College District

Students Use Inexpensive, New Technology (PhotoCD) to Orient Themselves to the Southwestern College Library

GOAL: To improve the library skills of Southwestern College's (SWC) students, staff and other library users by means of an always available stand-alone technology which can also be used as a supplementary resource to improve the existing library research course and the scores of group orientation sessions given each semester to traditional students and especially the growing clientele from educationally disadvantaged populations.

SWC librarians provide many group and countless individual orientations to the library's collections and services. As enrollments rise and the number of librarians does not, it is impossible to orient all our new library users. In many colleges computers and videotapes convey some of the basic knowledge a student needs to know about campus (or library) services. Such a multimedia, bilingual program would appeal to the diverse learning styles of Southwestern's primarily first generation, multicultural student body.

The operational objectives of our project are:
1. To plan the production of a PhotoCD and controlling Macintosh program which will provide an overview of the services and their locations in our library.
2. To produce a PhotoCD which will hold 100 informational slides locating the library's collections and services.
3. To develop a controlling Macintosh software program.
4. To incorporate the project into the existing laserdisc station in the library and into the library's classroom.
5. To develop methods to in-service faculty and staff on the effective use of this new resource.

These objectives are supported by two specific performance objectives:
1. 70% of the users of the program will be more effective in their use of the library than those who do not use the system.
2. 70% of the faculty and staff who use the system will provide positive feedback on this new service.

The project staff will be two librarians, a microcomputer coordinator and the Associate Dean of Instructional Resources.
We expect that the PhotoCDs will improve all our orientation services, will always be available in its stand-alone version when the library is open, and will free the librarians to concentrate on more complex interaction with students.

Southwestern will continue to support our product as the integration of technology into our various curricula and services is mandated by our Master Plan and our recent WASC evaluation. Our product, itself, will not be transportable to other institutions, because the textual and visual information will be specific to SWC. However, the underlying structure of the software can be adapted for use at other institutions. Production notes will be compiled and a copy of the completed project will be made available to other libraries at a nominal cost. Formative evaluations are incorporated into the Beta Tests in the work plan. Summative evaluations will involve pre and post tests for the stand-alone version and will utilize control and experimental groups for the classroom version. The budget ($9737) is almost all for release time.
Southwestern Community College District

Students Use Inexpensive, New Technology (PhotoCD) to Orient Themselves to the Southwestern College Library

1. Specific Educational Program Being Addressed

Educational Services Addressed by this Proposal

Purpose of the project in relation to the funding areas authorized by AB1173, AB1725 and the 1991-92 Basic Agenda.

This project will to a greater and a lesser degree positively impact all six of the funding priority areas as authorized by AB1173. The primary purpose of the project is to utilize “non-traditional forms of instruction” (l.a) to enhance services to all users of the library, while freeing the librarians to concentrate on more complex interaction with the student. The program will also appeal to the "special learning needs of the educationally disadvantaged students" (l.c) through its multi-modal presentation. Its constant availability will offer continuous service “for new clientele including older, working adults” (l.d). A clone of the stand-alone disc will be used in the Library's bibliographic instruction class; its use there will "improve the library's traditional instructional program" (l.e). The product when used by faculty and staff (l.b and l.f) should also improve their library skills.

Southwestern College has used AB1725 funds to fortify its staff development program. In turn, staff development efforts have been applied to introducing our faculty and staff to the new instructional technologies. This mission intensified with the opening of the LRC's Instructional Technology Lab, a high tech tool room for faculty and staff. Not only could instructors produce better instructional materials, but they could explore new optical media, such as CD-ROMS and videodiscs. AB1725 funds paid for many technology workshops for faculty and staff from simple orientations to microcomputers to the repurposing of videodiscs. Then a model classroom and an optical media lab were created where students could explore this new media. Future plans, approved locally and by the State Chancellor, call for the expansion of LRC with presentation and production optical media labs.

Instructional Resources staff believe that the production of classroom media by faculty is an excellent staff development activity. Not only does such production require faculty to more
critically examine content and presentation, but the act of creation itself often reinvigorates faculty who may have been set in their ways of presenting course content.

To encourage such production, the Instructional Resources division has led the way through the following projects:

- A curriculum development grant has joined one of our microcomputer coordinators with a music instructor. They have enhanced an off-the-shelf audio CD on bebop, by creating a HyperCard control program. Students use the program for interactive, multi-media self study.
- A computer sciences instructor is working with our division to create a HyperCard program to repurpose a level one videodisc on computer basics.
- The division and Student Services are cooperating on the production of Macintosh-based interactive videodiscs for the orientation of new students and staff. This in-house production will serve to prototype future interdisciplinary projects with Telemedia and Computer Science students and serve as a continuing project for the LRC's future (1994?) Interactive Optical Media Production and Presentation Labs (number one on college's building list). Unique features will allow users to "walk around" campus via the mouse using an interactive map which is synchronized with point-of-view videodisc images. Also provided will be an option simulating an 800 m.p.h. drive to SWC's Education Center. This project will be first used by students in Fall 1992.
- The funding of this PhotoCD project will be another step in our continuing efforts to help faculty use (and produce) new media.

This project would also address the basic skills component of the Board of Governors 1991-92 Basic Agenda in the following ways.

Many of the students who begin a program of studies at Southwestern College are unfamiliar with both the library and the principles of library research. This inexperience and lack of research skills presents a serious impediment to success both here at Southwestern, and, where applicable, in their future educational achievements. A solid foundation of library understanding and skills can only be developed in a user-friendly environment. To many students the library is not viewed as user-friendly. If these students are to be successful they must be given access to information; they must understand how it is stored and disseminated.

To correct this deficiency, we work to acquaint our patrons with the most essential basics of library research in one-hour bibliographic instruction classes, arranged by individual instructors and offered during regular class time. The demand for library orientations, as instruction given in the library classroom, has been increasing by over 25% each year for the past six years. In 1986 the library faculty conducted 84 orientations. In 1991 they conducted 229 orientations. This shows a serious need whose surface is only being scratched. The sad fact remains that many of those who need these services most are often hesitant to seek assistance.
In addition to this, a one-unit class is offered in the honing of library skills. Still, these do not reach all of the students who need help. Librarians will also instruct students in one-to-one encounters.

While these are certainly positive and worthwhile programs, they are not a perfect solution to this serious problem. Those students who cannot, for whatever reason, attend that particular class session remain ignorant of these essential academic research skills. Also, because of space limitations within the library building, it is impractical to guide the students through the actual library collections. Thus, while they may gain some familiarity with the basic theory of library research, they remain unfamiliar with the physical arrangement of the library itself. Lastly, the necessity of presenting a large amount of information within the constraints of a one-hour session precludes the possibility of spending much time with individual students. In particular, this negatively affects those students whose native language is Spanish, and who may consequently have difficulty assimilating the principles presented in such an accelerated, compressed program.
2. Specific Problems Being Addressed

Specific Problems Being Addressed in the Proposal

Having identified the problem we have in orienting 18,000 plus students to our library, a small literature search was done to see how other colleges orient students to their colleges and, specifically, to their college library. The following are the results of our search:

**De Anza Campus Orientation Videodiscs:** "Our plan is to develop information kiosks located throughout the campus which would contain the balance of the information included in our traditional class. Students could then access this information whenever it is most useful and convenient for them. We believe the advantages of this self-paced orientation include: easy and timely access, periodic testing and remediation, part-time and evening students are able to get oriented at their convenience, counselors are free to perform professional duties other than the dissemination of information." from De Anza self-description.

**Southwest Missouri State University:** "A HyperCard library tour that includes voice recordings superimposed on a floor plan of the library with staff members explaining what happens in various areas, such as the circulation department. A Hyper Card stack that teaches students how to use InfoTrac, an extremely popular CD-ROM index. The stack shows what each key on the InfoTrac keyboard does, so students can use the index without tying up the dedicated InfoTrac station." Query: An Information Source on Administrative Computing, Fall 1991, p. 11.

**Ohio State University:** "Several years ago, the Ohio State University Library faced a tough challenge: to help its 53,000 students acquire the information-handling skills they needed for both their current academic work as well as their future roles as citizens in the 'information society.' The resulting software package, named The Gateway to Information, features a easy-to-use graphics-based interface and... provides on-screen maps to help users locate library materials." Query: An Information Source on Administrative Computing, Fall 1991, pp. 14-15.

An interactive, multimedia library skills tutorial based on the Southwestern College Library and freely accessible to students during regular library hours would help to solve some of our orientation problems. This type of system would be an ideal partner to the campus orientation program which is being developed to guide the new student through the campus facility. Those students unable to attend bibliographic instruction classes would not be lost within the system but rather integrated into it. They would be able to learn much of the basic material by working with the interactive tutorial.

While an interactive videodisc is one answer to our problem, it also has a $2500 price tag for a first pressing. This is far too expensive a solution, especially since the full motion video found
on a videodisc is not a necessity for our proposed product. The much less expensive (less than $50) PhotoCD technology would provide the photos necessary for a visual, physical awareness of the various areas and collections within the library. A toggle between English and Spanish language texts within the interactive tutorial, used at an unhurried pace, would make these critical academic skills available to more students. Such a system would allow those students who desire to use the system at a slower pace to do so. This would facilitate a broader base to improve comprehension, as well as a refresher course for the orientations provided by library faculty.

The interactive library tutorial will improve educational quality by allowing the student to retrieve the information needed to complete classroom assignments, and to have information close at hand for personal, business, school, and improvement of the quality of life. In addition, it also promotes the educational quality of students by allowing them problem-solving abilities not currently in place on any library system. We would not only be promoting quality of instruction, but promoting excellence within and without the classroom. It has been proven that where the student is encouraged the institution retains more students. Hence the matriculation function is enhanced, as is the transfer function.

The focus of this grant is to serve the student population in a way heretofore unavailable to them. A system as suggested would produce a "user-friendly" product which could be used anywhere on the campus: in the library, in the classroom, or as an introduction to the Southwestern College Library by those who seek to promote the college and its services.
3. Population To Be Served

Identify the Population(s) to be Served by the Project

Southwestern College is located in the southern portion of San Diego County and serves a diverse ethnic population of some 350,000 people. The community college is located 12 miles south of the City of San Diego and eight miles north of the U.S.-Mexican border. Over 17,000 students take classes at this campus. Because of its location, SWC attracts a wide range of students from all ethnic origins, including those with limited-English proficiency.

As of Fall 1991 about 68 percent of SWC students come from minority groups, the largest of which (42 percent) is Hispanic. While SWC enrollment is growing in absolute numbers, the percentage of minority enrollment is also steadily increasing (up from 48 percent in 1980). This trend is expected to continue as indicated by 76 percent minority students currently enrolled in the area junior and senior high feeder schools.

In terms of educational needs, a major characteristic of the college population is the predominance of many first-generation college students. As has been well documented in institutional studies, this population requires diverse support services designed to orient students to higher education systems. One of the most critical supports is to provide tutorial assistance to students needing guidance on how to approach college level assignments requiring use of the library. The proposed orientation package would address this need.
4. Objectives

Proposal Goal

To improve the library skills of Southwestern College's library users by means of an always available stand-alone technology which can also be used as a supplementary resource to improve the existing library research course and the scores of group orientation sessions given each semester.

Proposal Objectives:
1. To plan the production of a PhotoCD and controlling Macintosh program which will provide an overview of the services and their locations in the Southwestern College Library.
2. To produce the PhotoCD which will hold 100 slides taken of the interior of the library, locating its collection and services.
3. To develop a Macintosh Director software program providing control of the PhotoCD as well as providing text, graphics and bilingual audio to accompany the displayed photos.
4. To incorporate the PhotoCD and its Macintosh program into the existing automated orientation laserdisc station in the library and to facilitate its use into the Library's classroom sessions.
5. To develop methods to in-service faculty and staff on the effective use of this new resource.

Performance Objectives:
1. 70% of the users of the program will be more effective in their use of the library than those who do not use the system.
2. 70% of the faculty and staff who use the system will provide positive feedback on this new service.

The results of the performance objectives will be collected and analyzed by the project director and such information will be used to assess the effectiveness of the program prior to institutionalization.
Work Statement

The project work plan/matrix on the following pages describe in sequence how the project will be conducted and describes the following:

- Project Objectives
- Scheduled Activities
- Target dates/timelines for activities
- Personnel required
- Budget by objective
6. Expected Outcomes

A. Evaluation by Objective

Formative and summative evaluation will be conducted to determine project effectiveness. The following summarizes project evaluation by objective. The project is scheduled to last sixteen weeks.

Objective 1:
To plan the production of a PhotoCD and a controlling Macintosh Director program which will provide an overview of the services and their locations in the Southwestern College Library.

OUTCOME:
By the end of the first week, two librarians, a microcomputer coordinator and the associate dean of instructional resources will meet to finalize the objectives and content of the program.

By the end of the second week, a task analysis will be performed, a rough storyboard will be produced and a shot list for 100 slides numbering 100 will be detailed.

Objective 2:
To produce a PhotoCD which will hold multiple resolution images of 100 slides taken of the interior of the library, locating its collection and services.

OUTCOME:
By the end of the third week slide film will be shot.

By the end of the fourth week slides will have been processed and examined for use in the product. One hundred or less slides will be taken to be pressed into a PhotoCD.

By the end of the fifth week the PhotoCD will have been examined and if correct the slides will be sent for a second processing into the classroom disc.

Objective 3:
To develop a Macintosh Director software program providing control of the PhotoCD as well as providing text, graphics and audio to accompany the displayed photos.

OUTCOME:
By the end of the sixth week initial control and menu screens will have been developed and accepted by the design group. Work on the English narrations will begin.

By the end of the eighth week the program will be sufficiently completed to set up a testing station, allowing the design group and selected others to evaluate the interface, substantiate the content and provide general comment on the project. Work begins with the college's translator who will provide Spanish equivalents of the text and narrations.

By the end of the twelfth week the English language version will be sufficiently complete to enter Beta testing where the testing station is opened to an audience similar to the expected user base.

During thirteenth and fourteenth week Beta testing will continue while the Spanish version is produced. The Spanish version will begin Beta during the fifteenth week.

By the end of the fifteenth week the product will be finished.

Objective 4:
To incorporate the PhotoCD and its Macintosh retrieval engine into the existing automated orientation laerdisc station in the library and to facilitate its use into the library's classroom sessions.

OUTCOME:
During the fifteenth week one of the PhotoCDs and its player will be incorporated into the current Library Skills classroom. During the sixteenth week the other disc and its player will be incorporated into the existing campus orientation station in the library.

Objective 5:
To develop methods to in-service faculty and staff on the effective use of this new resource.

OUTCOME:
By the end of sixteenth week the librarians will develop a Spring 1993 flex day session demonstrating the advantages this new technology brings.

B. Anticipated Project Impact

The immediate impact of the completed project will be that library users will have continual access to an effective and efficient means of learning the basic skills necessary to best utilize the campus library. Its multimedia nature will appeal to the diverse learning styles of our multicultural student body. By providing a path for users to link academic knowledge and
learning outside the classroom, the problem solving abilities of our clients should be improved. The product when added to the existing orientation station will further satisfy the matriculation requirement to orient all new students to all the services of our college. As the campus orientation package frees the counselors from some of information delivery required, this PhotoCD will do the same for the librarians allowing them to concentrate on the more complex tasks involved in teaching library skills.

The long-term effect will continue to be of value as Southwestern works to take advantage of the benefits offered by the new technologies. The production team will continue to increase its multimedia production skills in preparation for the remodeling of the LRC in two years which will add presentation and production optical media laboratories. This production experience will also be of value in the creation of future interdisciplinary courses offered by our Telemedia and Computer Sciences curricula. And, of course, the project will serve to demonstrate the benefits of these new technologies to faculty and staff. Hopefully, this kind of demonstration will encourage other instructors to begin thinking about such projects in conjunction with new production skills gained by the Instructional Resources division.

C. Continued Support After Project End

The College has made a permanent equipment commitment through the placement of the campus orientation station in the library previous to this project. In addition, two PhotoCD players are also committed by the college for this project. As the product is built to stand-alone within the library additional staff time should be minimal. The product will continue to be supported by the college’s Student Services as an enhancement to their matriculation-directed orientation program and by librarians and Instructional Resources staff as part of their master plan to integrate the newer instructional technologies where effective and efficient.

D. Adaptation of Project by Other Institutions

All colleges in the system face the burden of orienting thousands of students each year to their particular library’s configuration of services. Most work with a combination of group and individual sessions supported by text materials. Others use some form of technology from video or audiotapes to computer-assisted orientations. Our proposed project lays the groundwork for a new kind of pathway for orientations. As mentioned previously, the new PhotoCD concept is quick and very inexpensive, providing an easy way to incorporate technology when orientations do not require full motion video.

Project reports will be distributed upon request. In addition, the developed Macintosh Director software would be available and might serve as a template for other libraries, thereby cutting the development time substantially. The PhotoCD, itself, is replicable, but somewhat costly (estimated at $30.). However, as the material it contains is unique to Southwestern College, other colleges would certainly prefer to create their own disc.
7. Evaluation Plan

Evaluation Plan

In addition to the stated evaluation milestones noted for each objective in section 6A, the evaluation will entail the participation of the production team, designated earlier, as well as the librarians not involved in production. Formative evaluation will take place all along the sequence of activities, especially during the Beta testing sessions scheduled. Summative evaluation will be conducted to assess outcomes and continuation.

Evaluation measures will include a variety of techniques ranging from judging face validity or program objectives (e.g. have these been accomplished?) to identification by the librarians of appropriate data elements, which will be used with a pre-installation control group and a post-installation experimental group. Discrepancy analysis will be a basic technique used to assess consistency between pre and post-project outcomes.

A project log will be maintained by the Project coordinator to provide an on-going record of project activities, revisions and outcomes. Anecdotal data from users will also be collected.
Dissemination Plan for the Project

Even though this is a small FII grant, SWC is committed to disseminating project results to county colleges as well as to other community colleges in the state through the established Chancellor’s Office network. Southwestern College faculty and staff have a proven record of participation in statewide conferences and Chancellor’s Office Task Force activities. Dissemination would be ensured through these channels.

Beyond these official networks, college staff, faculty and administration are active in a variety of professional organizations such as C.L.C.C., A.C.C.C.A., L.A.R.C., A.L.A., D.E.T./C.H.E., A.E.C.T., EDUCOM, and the League for Innovation in the Community College. Participation in these organizations and the conferences sponsored by them would provide the opportunity for project dissemination.

The dissemination plan would thus consist but not be limited to the following elements:

1. Writing up project results for inclusion in Chancellor’s Office public relations publications (F.I.I.).
2. Submission of conference presentation proposals to a minimum of three professional organizations to identified by project staff.
3. Provision of consultancy services on an as-needed basis.
9. Budget Narrative

Budget Summary

The total budget for this project is $19,846 of which $9,737 is being requested from FII. A total of $10,109 is being provided by SWC as its share (51%) of the project support. The details of the budget expenditures are displayed on the Proposal Budget Detail Sheet.