Entrepreneurial Techniques to Leverage Non-Library Resources:  
A Case Study in Instructional Technology Development

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http://wp.lehman.edu/library/comics
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• The Leonard Lief Library at Lehman College formed a partnership with the college Art Department in order to:
  o Develop a web comic that could function as an information literacy learning object
  o Capitalize on the Art Department’s resources, technologies, and skills

• The first comic was developed in 2010-2011:
  o Script and information literacy learning objectives were written by library faculty
  o Graphics were created by a student intern, who received a $200 honorarium
  o Artistic guidance and equipment were provided by the Art Department
  o A WordPress blog, installed by Lehman IT, was customized by the Instructional Technologies Librarian

• The second comic was developed in 2011-2012, with new and expanded goals:
  o To establish a sustainable partnership
  o To invent a cast of characters that could be leveraged across multiple media and in future issues

• The second comic continued to be cost-effective:
  o Two student interns received $150 honoraria
  o $20 software was purchased to help format comics

• The comics have been marketed through:
  o E-mail, social media, and campus newsletters and blogs
  o A “launch party” held in the library ($60)

• Assessments of the comics’ learning objectives are underway:
  o Each comic has a writing assignment, which some faculty are using as make-up assignments for Hurricane Sandy
  o Written assignments will be assessed by library faculty

• The third comic is underway:
  o Two new student interns are apprenticing with last year’s interns
  o A graphic design class is creating a comic style guide, and visual assets are being stored for use in future comics.
  o Art and Library faculty are exploring grant opportunities to add animated modules to the comic project

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