ENTREPRENEURIAL TECHNIQUES TO LEVERAGE NON-LIBRARY RESOURCES: A CASE STUDY IN INSTRUCTIONAL TECHNOLOGY DEVELOPMENT

SOMETIME IN 2010, LEHMAN COLLEGE’S INSTRUCTIONAL TECHNOLOGIES LIBRARIAN HAD AN IDEA...

LET'S MAKE A SIMPLE, 3-PANEL COMIC.

IT WILL BE FAST, FRIENDLY, AND FUN FOR STUDENTS.

BUT THE COORDINATOR OF INFORMATION LITERACY KNEW THAT THE LIBRARY WAS LOOKING FOR A CHANCE TO WORK WITH THE ART DEPARTMENT.

THE LIBRARIANS FOUND AN ART PROFESSOR INTERESTED IN HELPING!

AND TOGETHER, THEY REALIZED THE COMIC COULD BE NOT JUST AN OUTREACH TOOL, BUT AN INFORMATION LITERACY LEARNING OBJECT!

PLAGIARISM, A HOT-BUTTON ISSUE ON CAMPUS, WAS CHOSEN AS THE TOPIC.

THE ART DEPARTMENT, TECHNOLOGY, RESOURCES, AND SKILLED STUDENTS!

THE LIBRARIAN WROTE THE STORY...

...FROM THE LIBRARY, WE DO WHAT WE CAN.

SO THE INFORMATION TECHNOLOGIST WROTE THE SCRIPT, WITH LOTS OF INPUT FROM TEAM.

SOFTWARE WAS PURCHASED TO SPEED THE LAYOUT OF THE COMIC PANELS.

$20 SOFTWARE

(WE ALSO USED IT FOR THIS POSTER.)

THE RESEARCHERS BEGAN MARKETING IN FALL 2011:

- E-MAIL BLASTS
- BLOG POSTS
- NEWSLETTER ARTICLES
- FLYERS (CREATED BY DESIGN CLASS)
- LAUNCH PARTY!!

$60 PARTY

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- BLOG POSTS
- NEWSLETTER ARTICLES
- FLYERS (CREATED BY DESIGN CLASS)
- LAUNCH PARTY!!

$150 NICE!

LIBRARIANS CHOSE A HEALTH-RELATED TOPIC TO FEATURE OUR NEW HEALTH AND HUMAN SERVICES LIBRARIAN, AND TO TIE-IN WITH CUNY'S NEW SCHOOL FOR PUBLIC HEALTH.

YEAR TWO

PLANS FOR YEAR TWO:

1. BEGIN TO ESTABLISH A FINANCIALLY SUSTAINABLE PARTNERSHIP
2. DEVELOP A CAST OF RECURRING CHARACTERS THAT CAN APPEAR IN FUTURE ISSUES
3. CONSIDER WAYS CHARACTERS COULD BE LEVERAGE IN DIFFERENT MEDIA

两年后

1. 开始建立一个经济上可持续的伙伴关系
2. 开发一个反复出现的角色，这些角色可以在未来的作品中出现
3. 考虑在不同媒体中利用角色的方法

When Life Gives You Lehman...

Goes live in Summer 2011!

WITH A NEW INSTRUCTIONAL TECHNOLOGIES LIBRARIAN...

I LOVE THIS PROJECT. LET'S TRY SOME NEW STUFF...

$200 HONORARIUM

Two new student artists were recruited as interns:

GERARD GAYLE and MELISSA PUMA.

Librarians chose a health-related topic to feature our new health and human services librarian, and to tie-in with CUNY’s new school for public health.

Year Two

1. Bring in two new student artists who will “apprentice” with Gerard and Melissa
2. Store visual assets for use in future comics
3. Move towards animation
4. Seek grant funding to expand in new directions

TOTAL COST OF PROJECT: $500

TOTAL VALUE OF RELATIONSHIP: PRICELESS

(We also used it for this poster.)

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Year Two

Writing assignments were developed to make comics more useful to faculty.

Comics are currently being assessed by analyzing written assignments.

Plans for coming Year:

1. Bring in two new student artists who will “apprentice” with Gerard and Melissa
2. Store visual assets for use in future comics
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4. Seek grant funding to expand in new directions

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ACRL/NY SYMPOSIUM 2012
CULTIVATING ENTREPRENEURSHIP IN ACADEMIC LIBRARIES
BARUCH COLLEGE, VERTICAL CAMPUS CONFERENCE CENTER
FRIDAY, DECEMBER 7, 2012

Lehman College
City University of New York

http://wp.lehman.edu/library/comics

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