



# Rooting for Success

Growing and Sustaining an Embedded Online  
Course Support Librarian Program

Matthew Buckley & Michelle Strasz  
Saginaw Valley State University - Melvin J. Zahnow Library

# History of the program

- 2007 - 1 Librarian
- 8 classes
- 2 departments:  
Education and Nursing



The Embedded Librarian program started at Saginaw Valley State University in 2007 with Off-Campus Librarian and eight classes in V-Space, which was a an open source LMS Sakai.

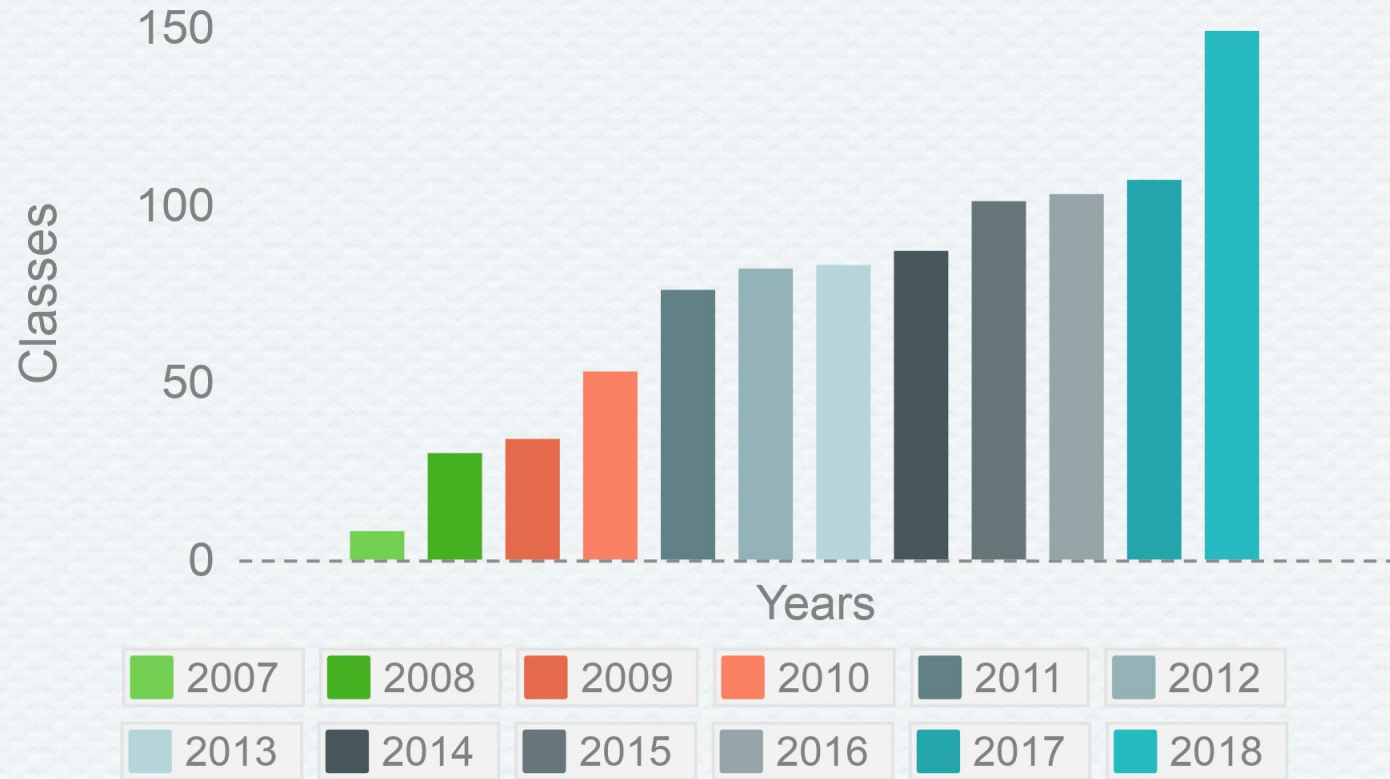
The Off-Campus Librarian also visited our satellite campuses in Grayling, Macomb, and St. Clair Shores. In 2015, after several retirements, the Off-Campus Librarian became the Head of Research Services. This position was then reclassified to the Online Course Support Librarian. SVSU transitioned from V-Space to Canvas in 2015 as well.



# Eleven years later

- 8 librarians
- 149 classes in Canvas (LMS)
- 14 departments

2017-  
2018 FY



Embedded Classes

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# Best Practices Guide

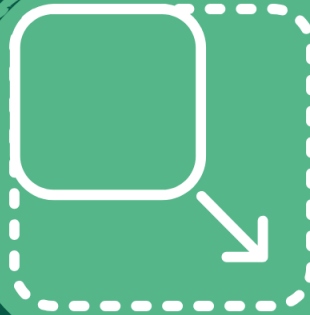
Serves as a toolkit for librarians



Best Practices



FAQs



Canvas  
Instructions/Help



Marketing



Samples

<http://librarysubjectguides.svsu.edu/bpocl>

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## Best Practices for Online Course Support Librarian Program: Best Practices



This guide gives you best practices for the Online Course Support (Embedded) Librarian Program.

[Home](#)
[Best Practices](#)
[FAQs - Frequently Asked Questions](#)
[Marketing](#)
[Samples](#)
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[Canvas Help](#)
[Instructions for adding Librarian into Canvas](#)
[Creating a Library or Librarian Link in the course's Canvas menu](#)
[Try/Try Again](#)
[Copyright](#)

### Best Practices for Librarians

- Search Course Lookup for classes being offered in your liaison area each semester, make sure the class has a research component or is a CI (communication intensive) class.
- Send an email to faculty 1-2 weeks before each semester begins, offering your services both embedded and library instruction classes. Make sure to let faculty know that you will need Teaching Assistant permissions within Canvas.
- Build a Library Link on the left-hand side menu of Canvas, you can name it (Librarian - Your Name or Librarian Support, or etc), the goal is to have it linked to the LibGuide you created for that class or your LibGuide profile page with your information. Directions for creating the link are found [here](#).
- First week of class, send an email to the students via Canvas, introducing yourself and letting them know the hours you are available and how they can contact you. It is very important that librarians list their hours and research desk hours, so that students do not assume 24/7 availability.
- Post custom research guides (libguides) or tutorials in Canvas, if these were requested by professor.
- Make a copy of each class' syllabus so you are aware of important assignment dates (you can add them to your calendar as reminders).
- Add handouts, tutorials, and other relevant resources to coincide with assignments dates, so the students are getting the information at their point of need.
- Send an email to students about 1-2 weeks before projects/research papers/exams are due, to remind of them of your availability and how you can help them with their research and any new content you have added to their Canvas classroom.
- Send email to students when you are working a weekend or evening.
- Send an email to students the week before finals, listing the extended library hours and your availability.



## Best Practices for Online Course Support Librarian Program: FAQs - Frequently Asked Questions



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[Creating a Library or Librarian Link in the course's Canvas menu](#)
[Try/Try Again](#)
[Copyright](#)

### Questions and Answers

**Q:** How do I request a course librarian to join my class?

**A:** Contact your library liaison ([click here](#) and scroll to the bottom of page) or contact Michelle Strasz at [mastrasz@svsu.edu](mailto:mastrasz@svsu.edu) or 989-964-7094.

**Q:** Why do librarians need Teacher Assistant permissions within Canvas?

**A:** The Librarians need Teacher Assistant (TA) permissions in order to post/upload content such as video tutorials, subject guides, and handouts to your class. These permissions also allow us to create the library discussion board and to respond to any posts on the discussion board as well as post announcements and email the students.

**Q:** How do I add a librarian to my course within Canvas?

**A:** Please, [click here](#) and follow the instructions provided.

**Q:** Will you be sending out a lot of emails to the students?

**A:** We are willing to work with professors to determine the level of activity that is needed of the librarian.

**Q:** Will you link databases articles into Canvas for me?

**A:** Yes, we will link articles from the library's databases that you want to use in your Canvas class.

**Q:** What kind of response time can the students expect for research help?

**A:** The research desk is open 10am-7pm Monday – Wednesday; 10am - 4:30 on Thursday and Friday; and 1-9 pm on Sunday.

We normally answer chat questions within one minute. We also have email research help during the week and also on the weekends and response time is within 24 hours.

**Q:** You can create customized video tutorial on subject specific databases like CINAHL?

**A:** Yes, we will create customized tutorials on how to use different library resources including databases, as well as steps in the research process. Please contact your library liaison for further discussion about your request.

## Best Practices for Online Course Support Librarian Program: Samples










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### Canvas Email Samples

These are samples of the emails that Scott or I have sent to students (through Canvas) to introduce myself and list my contact information, as well as emails I have sent to faculty members offering the online course support librarian program. I have also included the email I sent to SOC280 students before their rough draft was due. Another sample is Scott's general email he sends to the students in each of his embedded classes when he is working a weekend.

You are welcome to use these.

-  Final Project Rough Draft Email
-  First email or announcement to students in Canvas
-  Grad Nurs Library Announcement
-  Scott's email to students
-  Scott's Sunday email
-  SOC 315 Country Profile email
-  Winter Semester email to faculty group

### Subject Guide



Michelle Strasz

[Email Me](#)

Contact:

989-964-7094

Subjects:

Computer Science, Political Science, Sociology





**Michelle Strasz, Malcolm Jenkins**  
SOC 315 90 FA17

September 11, 2017 at 2:42pm

Hello,  
I wanted everyone to know that there are several websites listed within the SOC 315 Research Guide for information on different countries. Here is the link to that page:

<http://librarysubjectguides.svsu.edu/c.php?g=719600&p=5126595>

If you need any help finding information on your country, please email me.

Thanks,  
Michelle Strasz  
Research & Online Course Support Librarian

## Sunday Library Support



**Scott Mellendorf, Michelle Strasz**  
NURS 301 70 WI18

January 28, 2018 at 8:52am

Dear Nursing 301 Students,

I am working today (Sunday, 1/28) at the library from 1pm to 9pm.  
Please chat or email me with any questions you have regarding researching your topic.

Chat Link...

[http://librarysubjectguides.svsu.edu/prf.php?account\\_id=591](http://librarysubjectguides.svsu.edu/prf.php?account_id=591)

Scott



## Best Practices for Online Course Support Librarian Program: Creating a Library or Librarian Link in the course's Canvas menu



This guide gives you best practices for the Online Course Support (Embedded) Librarian Program.

- |  |                |                                   |           |         |             |             |   |
|--|----------------|-----------------------------------|-----------|---------|-------------|-------------|---|
| Home   | Best Practices | FAQs - Frequently Asked Questions | Marketing | Samples | Quick Facts | Canvas Help | Instructions for adding Librarian into Canvas |
| Creating a Library or Librarian Link in the course's Canvas menu |                | Try/Try Again                     | Copyright |         |             |             |   |

Follow these directions to add a library/librarian entry to the Canvas course left-hand side menu

The menu items are listed on the left-hand side, I'm going to refer to them as buttons.

The only buttons you can add to the left will link to a single website. So if you wanted to create a Librarian Support button that linked to a single library web page that would work, but if you want to link to multiple web pages, you would have to create a separate button for each. I'm not sure if multiple buttons would be a good idea, depending on how many you want to add. You will need to get permission from the professor/instructor to add a menu item to their Canvas course, as they may want you to add a module instead. I often add "Librarian - Michelle Strasz" to the left-hand side Canvas menu and when they click on that menu item, it automatically takes them to the LibGuide I created for that course.

TA's do have the ability to add a button. Here is how you do it:

1. Go to "Settings" in the course.
2. Click on the "Apps" tab.
3. In the "Filter by Name" box on the right, type "Redirect"
4. Click on the Redirect tool (it is a blue circular arrow).
5. Click the "Add App" button.
6. In the Name box, **add the title you want the button to have**, this is where you are going to type "Librarian - your name" or "Library support", etc.
7. Paste the URL for the resource you are sharing into the URL Redirect box.
8. Click in the box to the left of "Show in Course Navigation" so that a new button will display on the left side menu.
9. Click the "Add App" button.

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9. Click the "Add App" button.

The screenshot displays the SVSU Canvas LMS interface. On the left is a dark blue sidebar with white icons and labels for navigation: SVSU logo, Account (with a profile picture), Dashboard (with a clock icon), Courses (with a book icon), Calendar (with a calendar icon), Inbox (with a document icon and a blue circle containing the number 6), Commons (with a circular arrow icon), and Help (with a question mark icon). On the right is a white menu area with the following items: echo360, Purchase Course Materials, Research and Adopt Course Materials, Outcomes, Modules, Collaborations, Office 365, Librarian Support - Michelle Strasz (this item is circled in red), Student Orientation to Online/Hybrid Learning, and Settings.

SVSU	echo360
Account	Purchase Course Materials
Dashboard	Research and Adopt Course Materials
Courses	Outcomes
Calendar	Modules
Inbox	Collaborations
Commons	Office 365
Help	Librarian Support - Michelle Strasz
	Student Orientation to Online/Hybrid Learning
	Settings



# Best Practices Guide

Serves as a toolkit for librarians



Basic Principles



Canvas  
Instructions/Help



FAQs



Marketing



Samples

<http://librarysubjectguides.svsu.edu/bpocl>

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## Best Practices for Online Course Support Librarian Program: Marketing



This guide gives you best practices for the Online Course Support (Embedded) Librarian Program.

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### Elevator Speech

Do you have a course librarian embedded into your Canvas course? It is a great service, your students will have a personal librarian who they can chat or email with directly. Also the librarian can create customized research guides and tutorials for your course. We can also link library resources into your Canvas course, so help is available at your students' point of need saving you time to teach.

Tagline: Less Stress = Online Course Librarian

(Less Stress equals Online Course Librarian)

### Materials

- [Online Course Librarian Program Video](#)
-  [Online Course Librarian Program Infographic](#)
-  [OCL Program Handout](#)

## The Essentials of Online Course Support Librarian Program



### Taking Research Help to the Students

Librarians working collaboratively with faculty and connecting with students through our learning management system (Canvas) to provide research assistance at the point of the students' need.

### Personal Librarian

Customized research information, tutorials, and online research help embedded within their Canvas classroom saves you valuable teaching time.



## What We Offer



### Tutorials

Research and database tutorials



### Research Guides

Subject specific research guides for each discipline and/or class.



### Chat Service

Research help via online chat service.

### Library Instruction Classes

Instruction on library databases and research processes.



### Research Consultations

Individual research help sessions with librarians

## How do I sign up for Online Course Support Librarian Program?

Contact your department's library liaison or contact Michelle Strasz, Research and Online Course Support Librarian, at [mastrasz@svsu.edu](mailto:mastrasz@svsu.edu) or 989-964-7094.



# Marketing the OCL Program

- Email Faculty beginning of every semester
- Two minute informational video on the OCL Program
- OCL Infographic
- Department meetings
- Faculty/Adjunct Faculty orientations
- Center of Academic Innovation
  - Present to Faculty during their Online Certification
  - Show them OCL program in Canvas, show customized tutorials & LibGuides
  - Show OCL Program Statistics

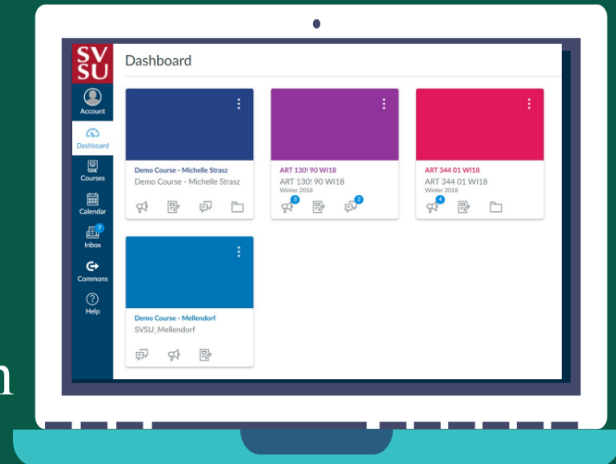
# Liaison Work

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288 Full Time Faculty  
700+ Adjunct Faculty  
All courses in CANVAS

- 
- \*100 to 1 Faculty/Librarian Ratio
  - \*Few Programs Have Constant & Consistent Library Instruction
  - \*Persistent & Flexible
  - \*When Possible, Provide a Personal Touch



# What We Are Doing For Faculty

Share **Embed**

Embed this video

```
<iframe width='640' height='390' src='http://svsu.kanopy.com/embed/137622'
frameborder='0' allowfullscreen webkitallowfullscreen mozallowfullscreen></iframe>
```

Options

## Embedding Library Products into CANVAS

## Helping with Permalinking

Result List Refine Search 3 of 2,013

Permalink <http://o-search.ebscohost.com.library.svsu.edu/login.aspx?direct=true&db=aft&AN=112507910&site=eds-live>

**Shipwrecks** as Archaeological Signatures of a Maritime Industrial Frontier in the Solomon Islands, 1788-1942.

**Authors:** Korsgaard, Annika<sup>1</sup>  
Gibbs, Martin<sup>2</sup>

**Source:** International Journal of Historical Archaeology, Mar2016, Vol. 20 Issue 1, p105-126, 22p

**Document Type:** Article

**Subjects:** Underwater archaeology; Cultural landscapes; Archaeology & history; Solomon Islands -- History; Shipwrecks -- History

**Author Supplied Keywords:** Frontier  
Maritime cultural landscape  
Shipwrecks  
Solomon Islands

**Abstract:** This paper examines the nineteenth- and twentieth-century non-indigenous presence in the Solomon Islands as an example of a maritime industrial frontier. In particular it employs a combination of frontier and maritime cultural landscape theories to consider the material and cognitive elements that inform us about how a maritime industrial frontier was shaped and operated, including the relationships between **shipwrecks**, maritime infrastructure, nodal points of activity and indigenous agency. The integrated analysis of these elements reveals distinct maritime patterns considered indicative of the broader economic, political and social concerns occurring on this frontier on the peripheries of the Western European World System. [ABSTRACT FROM AUTHOR]

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**Tools**

- Google Drive
- Add to folder
- Print
- E-mail
- Save
- Cite
- Export
- Create Note
- Permalink
- Share



# What We Are Doing For Faculty

## Creating Customized Course Guides



Library / LibGuides / LS 580: Human Resources Development / Required Readings

LS 580: Human Resources Development: Required Readings

This guide was developed to support students enrolled in LS 580

[Home](#) [Required Readings](#) [Chat & Contact Info](#)

Required Article Readings

- Gitlow, H. S., & Gitlow, A. L. (2013). Deming-based lean six sigma management as an answer to escalating hospital costs. *The Quality Management Journal*, 20(3), 6-9.
- Ding, J., Zheng, Q., Wang, X., Zhu, H., & Zhang, J. (2016). Assessment of innovative performance management in chinese police system: A case study of zhejiang province. *Public Personnel Management*, 45(1), 6-25. doi:<http://0-dx.doi.org.library.svsu.edu/10.1016/j.bushor.2010.04.004>
- Heisler, W. J., & Hannay, M. (2015). A question of ethics: An examination of stakeholder perspectives in the performance appraisal process. *Journal of Leadership, Accountability and Ethics*, 12(4), 31-44.
- Kivland, C. (2014). Your future gets brighter with emotional intelligence. A high EQ is essential to keeping your career on an upward path. *Healthcare Executive*, 29(1), 72.
- Launching and leading intense teams
- Bordia, P., Holman, E., Jones, E. et al. *Journal of Business and Psychology* (2004) 18: 507. doi:10.1023/B:J0BU.0000028449.99127.f7
- Smith, William P., Kidder, Debora L., (2010), "You've been tagged (then again maybe not) : Employers and Facebook," *Business Horizon*, 53.3, p. 491-499. Retrieved from: <http://0-dx.doi.org.library.svsu.edu/10.1016/j.bushor.2010.04.004>
- Trahan, B., Steckler, F., & Sonnesyn, C. (2007). Elements of successful strategic human capital planning. *Public Manager*, 36(2), 45-50. Retrieved from <http://0-search.proquest.com.library.svsu.edu/docview/236315589?accountid=960>
- Perino, M. A. (2002). Symposium enron and its aftermath: Enron's legislative aftermath: Some reflections on the deference aspects of the sarbanes-oxley act of 2002. *St John's Law Review*, 76(4), 671-698. Retrieved from <https://0-search.proquest.com.library.svsu.edu/docview/236315589?accountid=960>

Suggested human resources search topics:

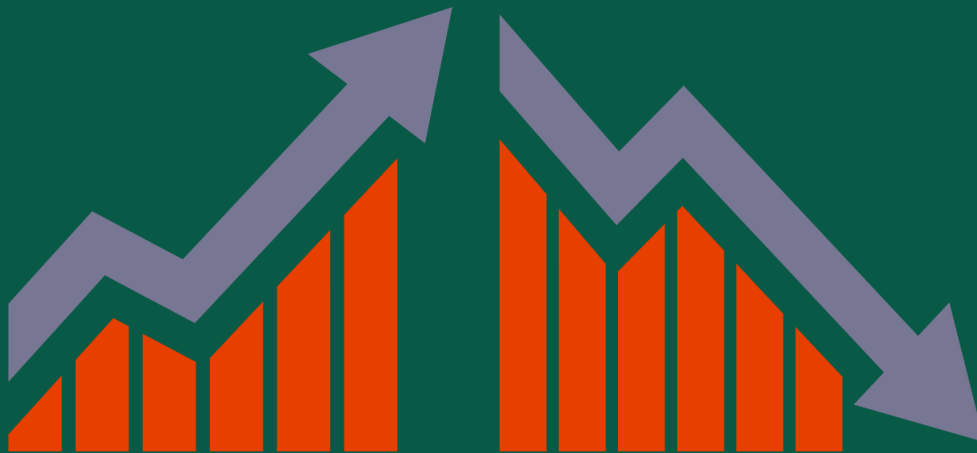
Click on the **search topics** below to see online journal articles:

- \* employee motivation *use* "employee motivation"
- \*teams in the workplace *use* team building AND creating
- \*employee selection *use* "personnel selection"
- \*corporate leadership *use* "leadership skills" AND recruiting
- \*accepting and embracing change *use* "organizational change" AND psychology
- \*discrimination issues within the workplace *use* "workplace discrimination"
- \*what employees want from an employer or organization *use* "work value" AND "job applicants"
- \*strategic planning for human resources *use* succession planning
- \*recruiting international employees *use* recruiting "international employees"

# TURNING IT AROUND

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Usage is going up... Enrollment is declining.

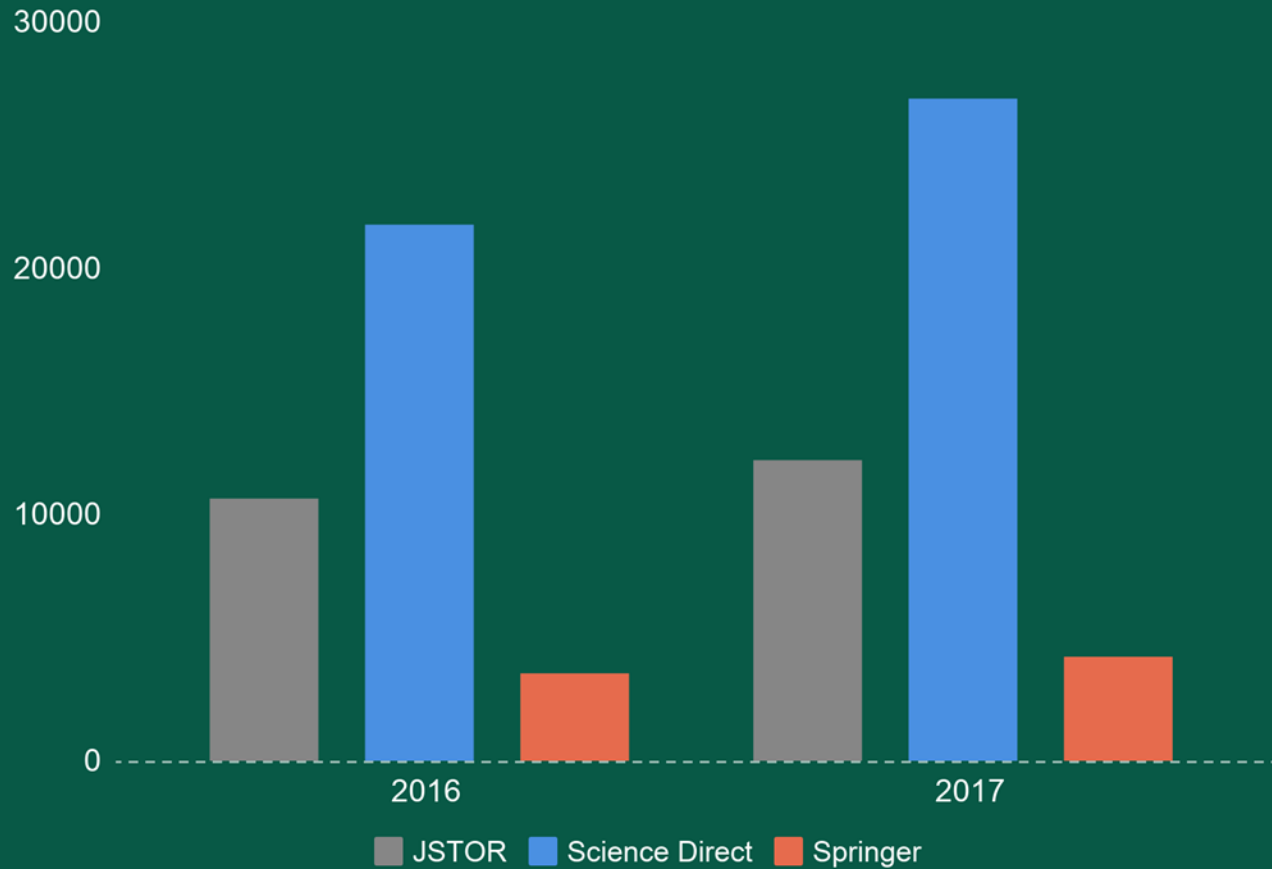


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Enrollment 10,790 (2011) ---> 8,662 (2017)

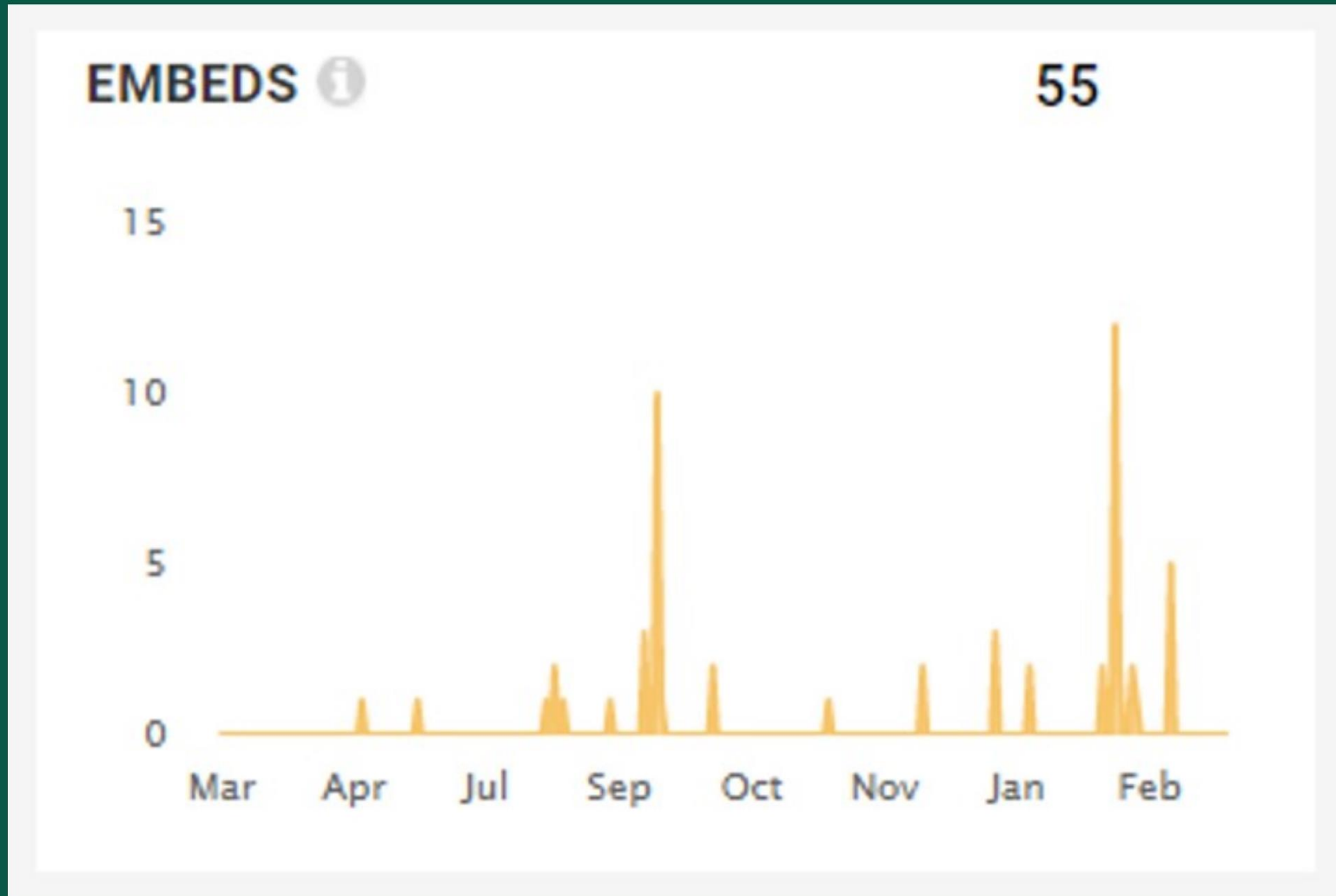
- Comparison of 2016-2017
- JSTOR is up
- EBSCO platform is up
- Science Direct is up
- Kanopy usage is strong

# Usage as a Gauge





# Embedding Stats



Embedding Stats from AVON/VAST

# Referral URLs

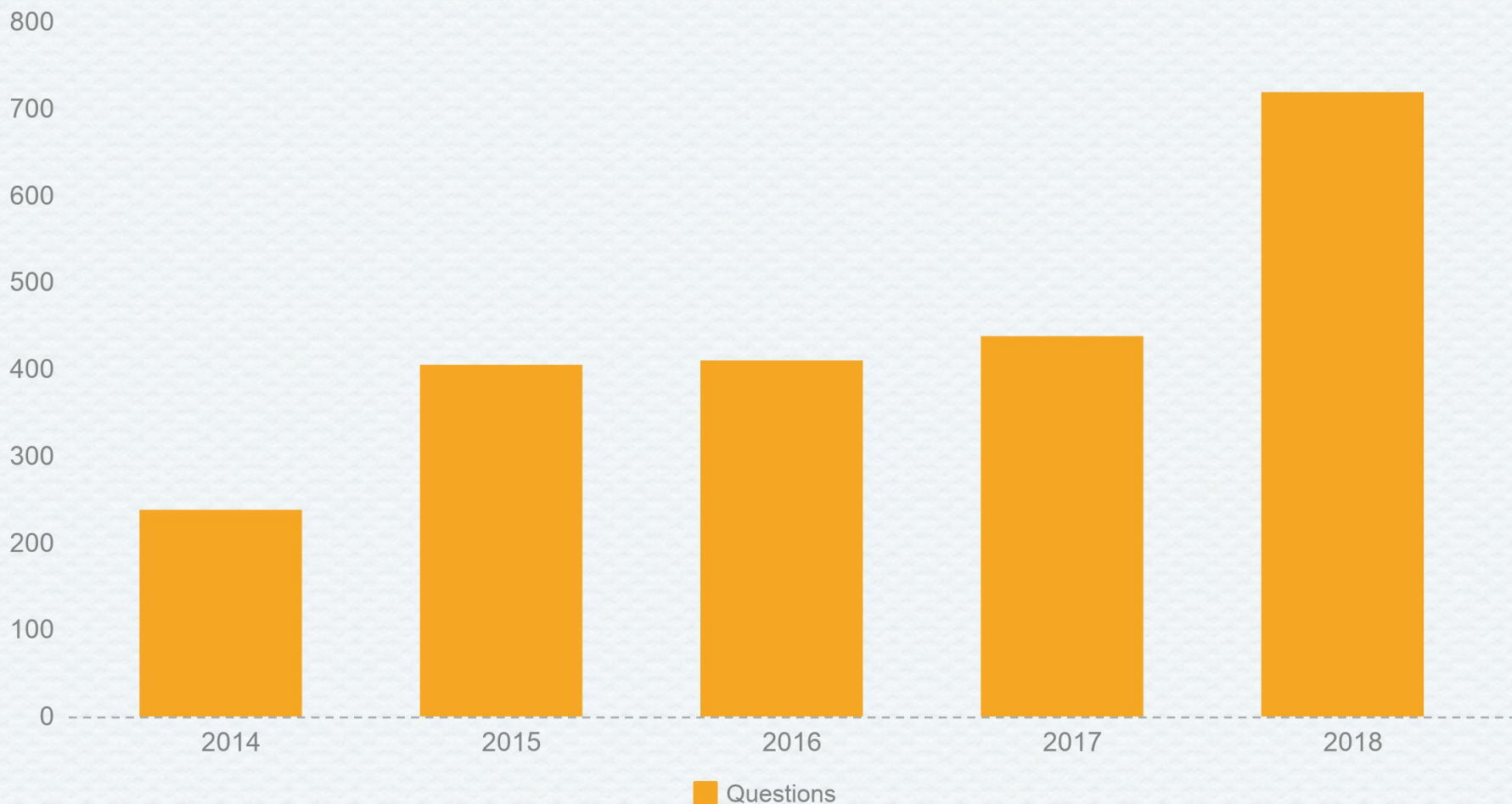
---

Site	Pages	Plays	Mins
0-svsu.kanopystreaming.com.llibrary.svsu.edu	340	174	3,918.07
llibrarysubjectguides.svsu.edu	134	66	1,162.65
library.svsu.edu	52	36	424.50
canvas.svsu.edu	31	8	66.72

Referral URLs from Kanopy

# Embedded Research Statistics

The numbers for our research team continue to rise.



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# Reference By the Numbers - Embedded Courses

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417

Research

187

Info/Direction

108

Reference

7

Machine/Software

# Assessment of the OCL Program

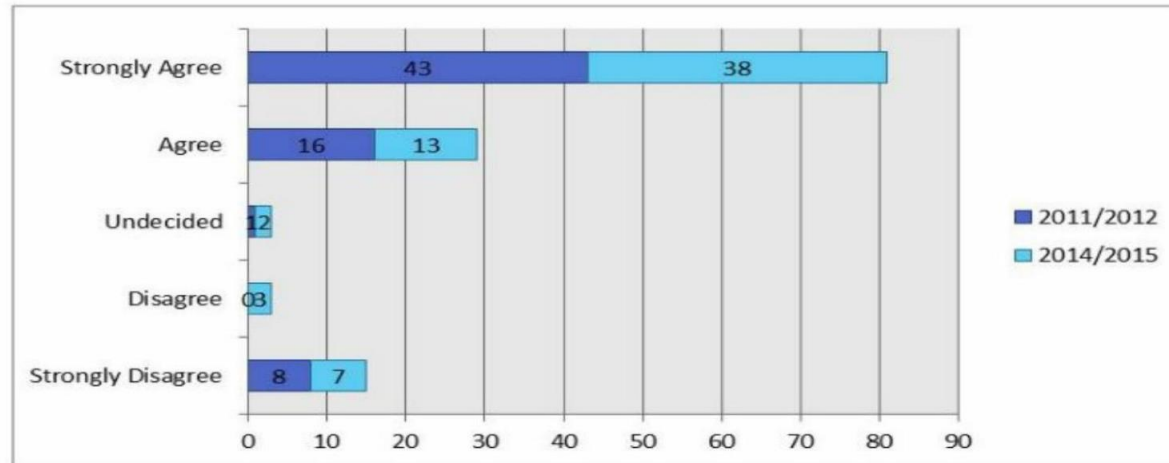
- Completed in 2012 & 2015

## Quick Facts

### About the Online Course Librarian Program

**52%** of students used the Online Course Librarian!

Working with the online course librarian improved my research skills and my understanding of available library resources and services.

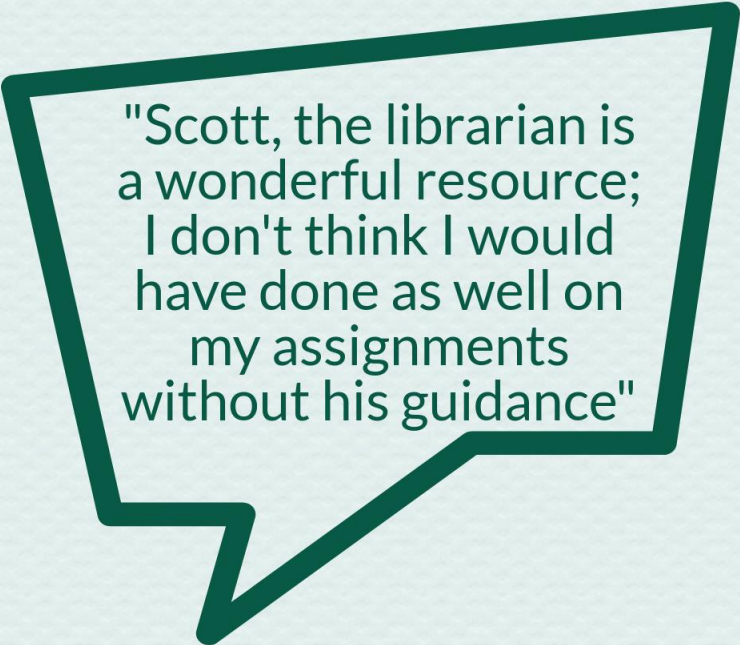


<http://librarysubjectguides.svsu.edu/OCL2012-2015>

2018 Assessment Survey is currently underway.

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# Survey Quotes



"Scott, the librarian is a wonderful resource; I don't think I would have done as well on my assignments without his guidance"



"The best thing since sliced bread!"



"The librarian was really quick and enthusiastic about helping me!"



"Hi Michelle, You have been extremely helpful to the students in this class. I have heard several compliments from the students who have worked with you. Thanks." Karen



# Questions?

## Contact Information

Matthew Buckley  
Research & Collection  
Development Librarian  
mjbuckl1@svsu.edu

Michelle Strasz  
Research & Online Course  
Support Librarian  
mastrasz@svsu.edu

Best Practices Guide:  
<http://librarysubjectguides.svsu.edu/bpocl>