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4-7-2021

### Silver Linings: Finding the Hidden Value in a Sudden Shift to Online Service Models

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#### Citation Information

Gwyn, Lydia Copeland; Whisnant, Sara Maeve; and Doucette, Wendy C.. 2021. Silver Linings: Finding the Hidden Value in a Sudden Shift to Online Service Models. *TLA Virtual Conference*. <https://sched.co/i680>

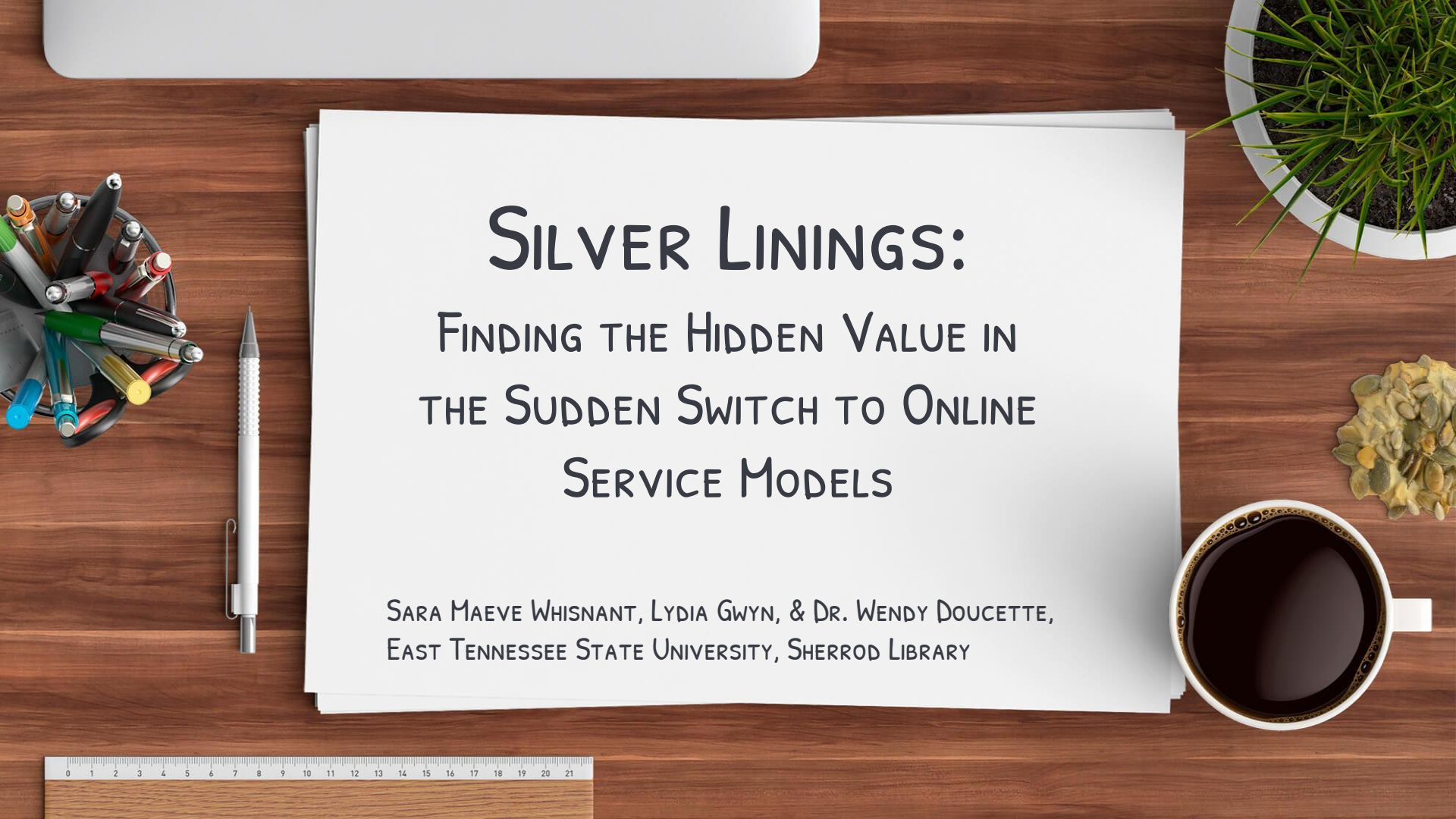
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## Silver Linings: Finding the Hidden Value in a Sudden Shift to Online Service Models

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A top-down view of a wooden desk. In the top left, a portion of a silver laptop is visible. To its right is a small potted plant with green grass-like leaves. On the left side of the desk, there is a grey pen holder filled with various pens and pencils, and a single silver pen with a white grip lies vertically. In the bottom left corner, a white ruler with black markings is placed horizontally. In the bottom right corner, a white mug filled with dark coffee sits on the desk. The central focus is a stack of white papers with text written on them in a black, hand-drawn font.

# SILVER LININGS:

## FINDING THE HIDDEN VALUE IN THE SUDDEN SWITCH TO ONLINE SERVICE MODELS

SARA MAEVE WHISNANT, LYDIA GWYN, & DR. WENDY DOUCETTE,  
EAST TENNESSEE STATE UNIVERSITY, SHERROD LIBRARY

## WHAT WE'LL COVER...

- > Existing, pre-COVID service models:
  - Library Orientations & Tours
  - Library Instruction
  - Research Consultations
  - Thesis & Dissertation Boot Camp and Graduate Research Workshops
- > How COVID impacted service models
- > The value in the sudden switch to online mode



1.  
Orientations and Tours

## ORIENTATIONS & TOURS--PRE COVID

- > Full building tours throughout the year to new students
- > Tours requested for FYE classes through our online form
- > Library gave ~15 tours per academic year
- > Library participated in ~15 small orientations for new & transfer students in late spring-summer

## ORIENTATIONS--DURING COVID

- > Library building closed March 20, 2020 when new and transfer student orientations were just beginning
- > ETSU quickly put together a virtual orientation dashboard
- > Virtual tour was produced from our home computers with limited resources
- > Library later purchased Camtasia licenses for librarians to use at home to make videos
- > Video received ~150 views

## TOURS--DURING COVID

- > Once the building closed, library tours ceased for spring & summer semesters
- > In collaboration with University Relations, library created a virtual building tour to place on tour request form
- > Virtual tour was professionally produced with ETSU's head videographer
- > Only ~40 video views as of March 2021



## THE SILVER LINING

- > Tours & orientations = value to online and distance education students
- > Forged relationships with other campus departments
- > Enabled library to accomplish long-held goal of creating more online content
- > Template has been created & is easy to update



2.

# LIBRARY INSTRUCTION

# LIBRARY INSTRUCTION--PRE-COVID

- > All instruction in-person at library or in instructor's classroom
- > Library has a large, full-equipped, state-of-the-art, classroom for LIs
- > Instructors requested LIs via an online form
- > Fulfilled ~50 instruction requests per academic year
- > Assessment of instruction emailed to instructor after each LI

# LIBRARY INSTRUCTION--DURING COVID

- > All instruction online via either synchronous or recorded asynchronous Zoom sessions
- > Created suite of video tutorials for high-demand instruction requests:
  - English 1010
  - English 1020
  - Speech/Communications
  - Nursing/Public Health
- > Instructors request via online form
- > Assessments continue to be emailed but only to instructors in our synchronous Zoom sessions

# LIBRARY INSTRUCTION--OUTCOMES

- > Video tutorials
  - Major time investment
  - Potential to reach more students
  - Easy to integrate into course management system
  - Posted on library's YouTube channel & webpage
  - Once produced, saves time
  - But...must be updated/maintained
- > Feedback from instructors was positive
- > Each video received an average of 200 views

## LIBRARY INSTRUCTION – SILVER LININGS & OUTCOMES

- > Fewer instruction requests, but larger variety of subjects!
  - Several factors: including increase in tutorial availability for high requested subjects, asynchronous/synchronous format
  - Professors often share tutorials ahead of time meaning more space for in-depth conversations
- > Early tech hiccups quickly resolved using language updates to the form and training



3.  
RESEARCH CONSULTATIONS

## RESEARCH CONSULTATIONS PRE-COVID19

- > New Research Help system utilizing space behind circulation desk and new RIS librarians, est. August 2019.
- > Second configuration, first had little room for collaboration.
- > Predominantly in-person and drop-in assistance.
- > Visible from Ask Us desk.
- > Service hours 8am - 7pm, M-F.



In-person Research Help Consultation Area,  
second configuration



## BY ZOOM APPOINTMENT ONLY (POST-COVID)

- > Research Consultations available only through Zoom.
- > Appointments are generally required for in-depth consultations.
- > Sometimes chats lead to Zoom appointments.
  - Addition of Part-Time RIS staff and chat services.
- > Library Ambassadors also available through Zoom rooms.
- > Increased chat hours; same appointment availability.



# APPOINTMENT STATS

205

Appointments in 2019

252

Appointments in 2020

81

So far in 2021

# AskUs STATS

Fall/Spring 2019/20

583 / 473

Fall/Spring 2020/21

468 / 206

(as of March)

## THE SILVER LININGS (AND FEEDBACK)

- > Screen share increased opportunities for student involvement and ability to follow along.
- > Positive feedback from distance students who had not previously used appointment options.
- > Increased chat support, sometimes leads to more in-depth consultations.
- > Zoom fatigue during heavy consultation periods.



4.


THESIS & DISSERTATION  
BOOT CAMP AND  
GRADUATE RESEARCH  
WORKSHOPS

# THESIS & DISSERTATION BOOT CAMP

- Started Fall 2012 (one of first 12 graduate boot camps in the U.S.)
- Friday evenings and all day Saturday four weekends per semester
- Open to all graduate students
- Cost averages \$150 with dinner, breakfast, lunch, and snacks included
- Scheduled onsite within Sherrod Library in 3rd floor suite
- Dedicated space for boot camp attendees means the library space is closed off for all others during boot camp
- Assistance provided with computing and printing
- Features workshops on motivation, searching, time and project management, IRB, editing, data management, plagiarism and other topics
- Subject faculty encouraged to drop in to meet with advisees

# GRADUATE-LEVEL RESEARCH WORKSHOPS

- Started Fall 2015
- All day Saturday two to four weekends per semester
- Open to all ETSU graduate students, faculty, and staff
- Free for attendees with breakfast, lunch, and snacks included
- Scheduled onsite within Sherrod Library (high-tech space)
- Closed, dedicated space for workshop attendees with adjoining library space open for all others
- Features workshops on the academic research process, academic searching, literature review, time & project management, organizing research, research methodologies & instruments, formatting citations, measuring research impact, medical searching, understanding data, publications & presentations, infographics, establishing professional identity and the academic job search

A top-down view of a wooden desk. In the top left, a portion of a silver laptop is visible. To its right is a small potted plant with green grass-like leaves. On the left side of the desk, there is a grey pen holder filled with various pens and markers, and a single silver pencil with a white eraser and a silver clip. At the bottom left, a white ruler with black markings is placed horizontally. In the bottom right, there is a white mug filled with dark coffee, and next to it is a small pile of green and yellow snacks. The central focus is a white rectangular card with black text.

PEOPLE LEARNED, MET,  
MINGLED. EVERYTHING  
WAS GREAT!

AND THEN COVID CAME.



# BOOT CAMP ENROLLMENT

Pre-Covid

Spring 2019: 22/17

Fall 2019: 16/14

Spring 2020: 19/12

Post-Covid

Fall 2020 67/24

Spring 2021: 37/34

First number designates students registered; second number is students attended.

## WHAT ABOUT WORKSHOPS?

In-person AY 20-21 meetings remained cancelled and were distributed into three existing venues:

- Boot Camp
- Undergraduate Library 101 Series
- ETSU GPSA (Graduate and Professional Student Association) Speaker Series

# SOME SILVER LININGS BUT STILL CLOUDY

## What we gained

- > No charge for boot camps removes cost as possible prohibition
- > Available to distance students

## What we lost

- > Peer support for students in distance programs
- > Peer and direct language support for international students



## PROJECTIONS FOR AY 21-22

- Fall 2021 F2F undetermined as of now
- Long-term post-Covid effects:
  - Probable hybrid model
  - Continued or extended consolidation of boot camp/graduate workshops

## Critical Takeaway:

Transitioning to online requires discussion and adherence to institutional policy regarding

1. Control over content
2. Privacy

(This is a legal issue, so be sure to be compliant with your institution)!



# THANKS!

## Any questions?

Find us at TLA Online!

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