Picture this: Students discovering libraries via Instagram[1]

Seeking a way to engage students with the libraries on the CU-Boulder campus, Megan Welsh, an interdisciplinary arts and humanities librarian, and her colleague, Grace Haynes, who works in circulation and outreach at the Howard B. Waltz Music Library, used a social media platform to help new and potential students become more comfortable with the important storehouses of information.

Current students have told Welsh and Haynes that the campus libraries are too confusing and too complicated to navigate.

If students who had used the library felt that way, “we wondered what it would be like for a freshman coming in or for a transfer student – those in transition who haven’t really encountered a big academic library,” Welsh said. “We have a number of partnerships with faculty throughout campus to integrate library instruction classes into their courses, but we wanted another avenue to introduce the library to the community.”

So they turned to Instagram, a photo-sharing platform that has become increasingly popular with the 18- to 24-year-old age group.

During last fall’s orientation, Haynes and Welsh integrated Instagram with a scavenger hunt to help students navigate their way around Norlin Library. Students were given a list of clues and were directed to photograph their finds then upload the “answers.”

“We developed clues that highlighted some of the spaces and service points in the library, including the research desk and individuals who students could turn to for help,” Welsh said. Some of the clues were informational and entertaining: The students were instructed to take a “selfie” with George Norlin, former president of the university for whom the flagship library is named. (A bronze bust of Norlin, who headed the university for 22 years, sits in the library.)

“It’s a fun, low-stakes endeavor not associated with a grade to engage students,” Welsh said. The exercise also met several objectives. First, the students learned to navigate the library. Secondly, the scavenger hunt helped students understand that the library is a place where they can find people who are eager to help them. And finally, Welsh said, the students were able to identify items in the library and locate them, including the online catalog, for future use.

This past spring, Welsh and Haynes also conducted a similar event for 75 high school students from a local charter school.

“The students were struck by how huge Norlin is, and we wanted them to get used to what a college library looks like,” said Haynes, who is working to create new ways to build long-lasting relationships with students through positive experiences in the campus libraries.

The use of Instagram and other social media platforms can be applied to other educational settings, whether an online university, a college course or a high school classroom, Welsh said. She and Haynes discussed the use of social media as a learning tool in a workshop titled “Picture This! Instagrammable Education” during the 2015 COLTT (Colorado Learning and Teaching with Technology) conference in August.

Attendees at the conference were from a variety of educational backgrounds, including higher education and K-12 instructors. “It was really exciting for us to present to people who would use social media in a wide variety of settings,” Haynes said.

Welsh said the social media/scavenger hunt has been used at other universities, including North Caroline State University. A journalism school used it to help connect journalism students across the country.

Welsh and Haynes may have had as much fun conducting the scavenger hunts as the students had participating.

“We monitor the accounts where the photos are posted so we can follow the participants along the way,” Welsh said. “It’s sort of instant gratification to see what they are learning and how they are engaging.”

CU Advocates mark anniversary, honor exceptional members[2]
[3]

The CU Advocates[4] program on Tuesday marked its fourth anniversary with a reception and awards presentation where five exceptional members were honored for their advocacy on behalf of the University of Colorado.

About 100 people gathered at the Denver Country Club for the event, hosted by President Bruce and Marcy Benson. The program has grown to include about 3,000 members around the world and has presented educational programs to more than 5,000 people.

In past years, the anniversary reception culminated with recognition for the Advocate of the Year. That tradition continued, with the new addition of specialty awards for four others.

Colin Finch was chosen from among the group’s 3,000 members as Advocate of the Year. Michele McKinney, assistant vice president for external affairs and advocacy, said Finch has recruited more than 20 new CU Advocates and led a partnership with CU Advocates and the Forever Buffs Boulder Alumni Chapter to establish CU Scoop, a near-monthly series of educational programs for members of both groups in Boulder. Besides serving as president of the Boulder Alumni Chapter, he is a board member of the CU Director’s Club and CU-Boulder alumni advisory board.

“I am overwhelmed and honored by receiving this award but this is really for all of you who are here tonight,” Finch said. “You go above the call of duty to support this program and we would not be where we are today without you. Your support helps us further the goals of CU, allowing it to strive and accomplish great things.”

Other honorees:

Jane Dillon, CU Advocate Volunteer of the Year: She was recognized for volunteering to represent the CU Advocates at many events in Pueblo, Colorado Springs and Denver. She serves on several committees at the University of Colorado Colorado Springs and recently was named to the board of trustees for the CU Foundation.

Wendy Fiedler,CU Advocate Informant of the Year: She was recognized for attending multiple educational events and gathering facts and figures about CU and higher education to share with state and local government officials.

Kimbirly Orr, CU Advocate Marketeer of the Year: The president of the Denver Metro Forever Buffs Alumni Chapter promotes joint events with the CU Advocates and works to advance the CU Advocates via social media, marketing concepts and regular attendance at CU events.

Bernard Slack, CU Advocate Recruiter of the Year: As part of TIAA-CREF, he has leveraged the company’s sponsorship of the Buffalo Bicycle Classic to promote the CU Advocates program to event participants. He also facilitated President Benson speaking to TIAA-CREF employees. He promotes membership in the group whenever possible and has recruited 15 new CU Advocates in one year.

- Videography by Jon Arnold

$2 million gift to accelerate research in cancer stem cell biology [5]

Tea for the Turf [6]

Homecoming to celebrate Mountain Lion pride, 50th anniversary[7]

CU Denver teams with Historic Denver to preserve the integrity of mid-century Denver homes[8]

Former Interior Department assistant secretary joins CU-Boulder's Getches-Wilkinson Center[9]

Anne Castle, who served as assistant secretary for water and science in the U.S. Department of the Interior from 2009 to 2014, has joined the Getches-Wilkinson Center for Natural Resources, Energy and the Environment – part of the University of Colorado Boulder law school – as a senior fellow.

Schwartz named acting provost[10]

Terry Schwartz, associate vice chancellor, Academic Affairs, will become acting provost beginning Oct. 19.

Chancellor receives El Pomar award[11]

Chancellor Pam Shockley-Zalabak received the Russell T. Tutt Award from El Pomar Foundation during an Oct. 5 awards presentation in Black Hawk.

Vote S. Gail Eckhardt for President! (of the American Society for Clinical Oncology)[12]

The American Society of Clinical Oncology (ASCO) recently announced the short list of candidates running for organization leadership, including S. Gail Eckhardt, MD, FASCO, associate director for translational research at the University of Colorado Cancer Center and the Stapp Harlow Chair in Cancer Research at the CU School of Medicine.

Bostick to present at TEDx Colorado Springs[13]

Dani Bostick, adjunct instructor, College of Education, will present at the 2015 TEDx Colorado Springs conference scheduled for 10 a.m. to 4 p.m. Oct. 17 at Library 21c, 1175 Chapel Hills Drive.

HealthCircle Primary Care Clinic hires new director[14]

A nurse practitioner with more than 16 years' experience, will direct the UCCS HealthCircle Primary Care Clinic.

Seventeen join in September[15]

Seventeen people accepted teaching and non-teaching positions at UCCS in September, according to the Department of Human Resources.

POSTPONED: 8th Annual Women's Health Research Day: The NIH Policy to Balance Sex in Cell and Animal Studies [16]

Postponed: More info at http://www.ucdenver.edu/academics/colleges/medicalschool/centers/WomensH...[17]

Art & Wine (discount for CU faculty and staff)[18]

Are you looking for a great night out? Have fun and check out the newest location in the CU family at the third annual Art & Wine festival at CU South Denver. We cordially invite you to join us on Friday, Oct. 9 from 6 p.m. – 10 p.m. at the Liniger Building (near Park Meadows Mall, one mile east of I-25 along Lincoln Ave.). Enjoy unlimited wine and food tastings with over 200 bottles of wine to try, visit our art galleries and meet the featured artists from the two newest exhibits, listen to live jazz music from the CU Denver College of Arts and Media faculty trio, CAM3 and create your own piece of art to take home with you. CU alumni, faculty and staff from any campus can receive a special $5 discount per person by entering the code, "CUSouthDenver" when purchasing tickets. Purchase online here: cusouthdenver.org/art-wine or call our reservationist, at 720-488-3344. We hope you'll take this opportunity to visit CU South Denver and see this unique facility for yourself.

More info: http://southdenver.cu.edu/events/event/art-wine/[19]

Take Faculty Council's communication survey for chance at prizes[20]

Links
[1] https://connections.cu.edu/spotlights/picture-students-discovering-libraries-instagram[2] https://connections.cu.edu/stories/cu-advocates-mark-anniversary-honor-exceptional-members[3] https://connections.cu.edu/sites/default/files/cu-adv-awards_top.jpg[4] https://www.cu.edu/cu-advocates[5] https://connections.cu.edu/stories/2-million-gift-accelerate-research-cancer-stem-cell-biology[6] https://connections.cu.edu/stories/tea-turf[7] https://connections.cu.edu/stories/homecoming-celebrate-mountain-lion-pride-50th-anniversary[8] https://connections.cu.edu/stories/cu-denver-teams-historic-denver-preserve-integrity-mid-century-denver-homes[9] https://connections.cu.edu/people/former-interior-department-assistant-secretary-joins-cu-boulder-s-getches-wilkinson-center[10] https://connections.cu.edu/people/schwartz-named-acting-provost[11] https://connections.cu.edu/people/chancellor-receives-el-pomar-award[12] https://connections.cu.edu/people/vote-s-gail-eckhardt-president-american-society-clinical-oncology[13] https://connections.cu.edu/people/bostick-present-tedx-colorado-springs[14] https://connections.cu.edu/people/healthcircle-primary-care-clinic-hires-new-director[15] https://connections.cu.edu/people/seventeen-join-september[16] https://connections.cu.edu/events/postponed-8th-annual-womens-health-research-day-nih-policy-balance-sex-cell-and-animal[17] http://www.ucdenver.edu/academics/colleges/medicalschool/centers/WomensHealth/GetInvolved/NewsEvents/Documents/Call%20for%20Posters%202015_WHRD%20-%20Extended%20Deadline.pdf[18] https://connections.cu.edu/events/art-wine-discount-cu-faculty-and-staff[19] http://southdenver.cu.edu/events/event/art-wine/[20] https://connections.cu.edu/stories/take-faculty-council-s-communication-survey-chance-prizes