

# Mapping the Undergraduate Curriculum for Information Literacy Outreach and Instruction in Communication

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## Background

1. A multi-year project, part of instruction program planning
2. Involves a group of subject librarians and members of the instruction management team

## Purposes

1. Find a systematic way that can be used in other disciplines to identify high impact courses for subject librarians to target for information literacy outreach.
2. Use the findings to improve our teaching: Do learning outcomes in library instruction align with teaching faculty's learning outcomes?

## Process

### Step 1: Create a master list of courses for each discipline

#### Data Source:

- Course listings
- Syllabus
- Core skills required for undergraduate students (ACRL standard, or local skills identified by librarians)
- Previous instruction statistics

#### Sample Communication Spreadsheet:

	COMM 1301: Media and Society	COMM 1302: Introduction to Communication Theory	COMM 1332: Fundamentals of Public Speaking
prerequisites		ENGL 1303	
Syllabus available (Y/N)	Y	Y	Y
# of times offered FY2012 & FY2013 (course X/6)	6	6	6
# of sections offered in Spring 2012	3	3	16
# of sections offered in Summer 2012	1	1	2
# of sections offered in Fall 2012	4	3	14
# of sections offered in Spring 2013	4	7	16
# of sections offered in Summer 2013	1	3	2
# of sections offered in Fall 2013	5	3	14
# of sections offered FY212 & FY213	18	20	64
Requires follow up with Liaison (Y/N)	N	N	N
Multiple instructors with necessary skills varying too much to generalize	Y	N	N
Requires IL skills (Y/N)	Y	Y	Y
Conducted IL session for course (Y/N)			Y
<b>BASIC SEARCHING</b>			
Identify keywords(s) based on a topic	Y	Y	Y
Develop keyword(s) from natural language into search language	Y	Y	Y
Develop an effective search by combining keywords with basic AND/OR function	Y	Y	Y
Differentiate between keyword and phrase searching	Y	Y	Y
Differentiate between top level library search tools and identify correct tool for a particular need (ie Onesearch vs databases)	Y	Y	Y
Apply keyword(s) to any search tool		Y	Y
<b>ADVANCED SEARCHING</b>			
Utilize discipline specific controlled vocabularies or subject terms to formulate advanced searches			

### Step 2: Create departmental requirements for graduation

#### Data Source:

- Curriculum map for academic departments (UH in 4)

#### Example of an Advertising Track

From



YEAR	Semester 1 Fall	Semester 2 Spring
YEAR 1	ENGL 1303 First Year Writing I* 3	ENGL 1304 First Year Writing II* 3
	MATH 1310 College Algebra* 3	COMM 2300 Comm Research Methods 3
	HIST1376/77 The United States to 1877* 3	HIST 1378/79 US Since 1877* 3
	POLS 1336 US & TX Constitutions & Politics* 3	POLS 1337 US Government* 3
	COMM 1301 Media and Society 3	Core Creative Arts* 3
	Semester Hours 15	Semester Hours 15
YEAR 2	COMM 1302 Intro to Communication Theory* 3	COMM 2310 Writ. for Print & Dig. Media 3
	Core Math / Reasoning* 3	Core Life & Physical Sciences* 3
	Core Life & Physical Sciences* 3	Core Social & Behavioral Sci* 3
	Core Language, Philosophy & Culture* 3	CLASS CLASS Block 3
	Foreign Lang Elementary Foreign Language I 3-5	Foreign Lang. Elem. Foreign Language II 3-5
	Semester Hours 15-17	Semester Hours 15-17
YEAR 3	COMM 3360 Principles of Integrated Comm 3	COMM 3361 Advertising Copywriting 3
	Major Elec. Group Elective Requirement 3	COMM 4360 Media Planning Placement 3
	COMM 4303 Communication Law & Ethics 3	Minor Minor Requirement 3
	CLASS CLASS Block 3	Minor Minor Requirement 3
	Foreign Lang Intermediate Foreign Language I 3-5	Foreign Lang. Inter. Foreign Language II 3-5
	Semester Hours 15-17	Semester Hours 15-17
YEAR 4	Semester 1 Fall	Semester 2 Spring
	Major Elec Group Elective Requirement 3	Major Elective Group Elective Requirement 3
	Campaigns Major Campaign: 4361, 4363, 4366 3	Minor Minor Requirement 3
	Minor Minor Requirement 3	Elective Minor Req. or Gen Elective 3
	Minor Minor Requirement 3	Elective Minor Req. or Gen Elective 3
	Semester Hours 15	Semester Hours 15

To

Key: IL = yellow highlight; non IL = no highlight; pre-req = italics; L following course # = lab (CHEM 1322L)

Communication	Discipline	Requirement	Electives	Advertising
CORE	Requirement	Electives	Requirements	Electives
ENGL 1303	COMM 1301	3 hours Creative Arts	COMM 2310	12 hours comm elective
ENGL 1304	COMM 1302	3 hours Math reasoning	COMM 3360	
MATH 1310	COMM 2300	6 hours life science	COMM 3361	
HIST 1376/1377	COMM 4303	3 hours language, philosophy, culture	COMM 4360	
HIST 1378/1379		12-20 hours foreign language	COMM 4361/4363/4366	
POLS 1336		3 hours social behavioral sciences		
POLS 1337		6 hours CLASS		
		9 hours general electives (6 hours can be in minor)		
		15 hours minor elective		

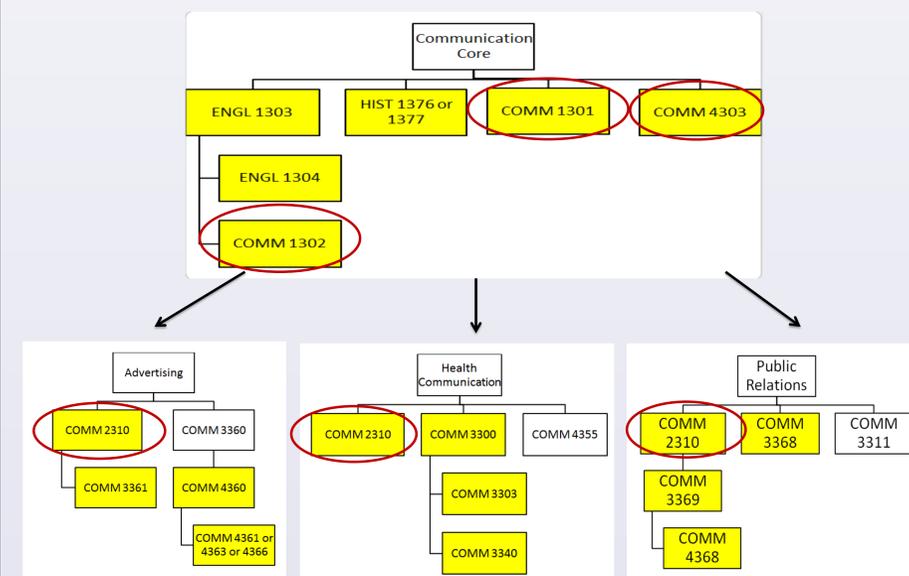
#### What you can get:

- Courses required for graduation
- Courses with information literacy requirements
- Prerequisites

#### What you can't get:

- Course sequence

### Step 3: Create maps for the department



## Implications

- Target core courses with information literacy requirements (COMM 1301, COMM 1302, COMM 4303).
- Find common courses with information literacy requirements from different tracks to target (COMM 2310).
- Strategically allocate instructional efforts. For COMM 1332, we devote a lot of time, but it is not required by communication majors. It is not a good target.
- Examine if current course learning outcome is consistent with information literacy skills outlined in the syllabus.
- For targeted courses, think about redesign library instruction sessions if needed, or collaborate with teaching faculty to create assignments with information literacy requirements.

## What's next

- Use the findings to outreach to communication faculty.
- Integrate the new information literacy framework into teaching.
- Close the loop. Assess students' information literacy skills to see if targeted outreach really works.
- Reexamine the data every few years. Course listings change, as well as syllabus. Keep the data up to date.

#### Acknowledgements

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