Immersion Program Committee

1. Welcome & Introductions

Leslie Hurst – committee chair
Bethany Herman – (via Skype) vice chair
Chris Cox – incoming committee member
Laura Hibbler – committee member
Beth Woodard – Immersion Faculty
Jennifer Corbin – committee member
Julia Ferrari – incoming committee member

2. Volunteer for note taking – Bethany

3. Announcements/Reminders

• Bethany incoming chair, John Cosgove incoming co-chair
• ACRL Leadership Council meeting updates
  o Information Literacy Framework being integrated in job descriptions
  o LibGuides are available as tools for committees would not replace ALA Connect
    Space for private communication
  o Goal Area – Student Learning and Info Lit Committee – future goals – examining
    partnership with AACNU
  o CRL News – Column featuring the Framework, possibly something to feature the
    Immersion Faculty
  o ACRL Board officially rescinded the Standards
  o Global Information Literacy Standards – will be examining how is information
    literacy developed around the world with different library and information
    professional associations
  o HIPS – how does instruction/information literacy map to high impact practices
  o Intersections of Information Literacy and Scholarly Communication – Road Show
    that will be occurring.
  o We are seeing more focus on information literacy in iSchool curriculum/library
    school curriculum

• Incoming Immersion Faculty Co Coordinators
  o Michelle and Wendy Holliday – incoming Co coordinators for faculty immersion

4. Report from the Immersion Program Faculty Coordinators (Anne Zald/Beth Woodward)

• Faculty are currently in the middle of a curriculum review process. There is the possibility of
  not having Immersion next Summer due to faculty availability
• They held 4-5 regional immersion programs this past year
• Thinking about having something more manageable for faculty members –
• They had sent out a survey to alumni and those who have not attended Immersion – good
  response rate to get an environmental scan for the Immersion Program.
• Faculty reflective evaluations/program evaluations – currently reviewing what has been
  published on the Immersion Program about the experience and looked at publications about
  job descriptions to see how the environment has changed since the beginning of the
  Immersion Program.
• Interest amongst faculty to make it a participant driven experience, to make the program more flexible and responsive (changes with the new Framework, new literacies, Critical Pedagogies, etc.) also an attempt to try to vary the audience a bit with new participants outside of just academic librarians.

• Assessment program in November is usually held, however not this year due to Assessment Conference.

• Faculty have questions about how to make program more participant driven and make the curriculum more adaptable to this.

• They are committed to having the Teacher Track this summer – will offer Classic/Teacher Track as it currently is in 2017.

• There may be a need to recruit more faculty, so far it is to be determined.

• Regional programs – issues with regions cherry picking outcomes across the tracks for a 2 day workshops that does not necessarily provide a cohesive program.

5. 2015-16 committee report & 2016-17 work plan

• Leslie will have report drafted due July 15ht and Bethany will be drafting the work plan due Aug. 1st.

6. Immersion Planning

• Summer application review process for Teaching with Technology Track
  
  o Due June 30th, Review start early July- Early Aug. notifications out by Sept 2nd.

  o Review the Learning Outcomes for the Teaching with Technology compare with rubric, possibly share applications for accepted participants

• Upcoming application review cycles for 2016-17

7. Marketing Immersion

• Video testimonials project – by June 2017
  
  o Video Testimonials project

  o Soundbites, possibly from the ALA program/social mixer….maybe at ACRL 2017, but if it is at Annual, which is in Chicago

  o Bethany to reach out to Margot to see if ALA would be able to participate/help facilitate the videos

  o Anne – low tech ways to collect soundbites, crowdsourcing, generate a call to submit have booth at ALA/ACRL (ask Margot about standards)

  o Emerging Leaders project (future or have them develop a marketing plan) as a possibility.

  o We need something more than sending out applications to the list serves to promote applications and participation in the program

  o What are we doing for social media presence? Possibilities to keeping alumni involved

  o Michelle – we need faculty for the brain power to develop new curriculum but am still not sure what the need will be for face to face teaching of the Immersion Program

  o Will be teaching in 2017 – marketing to focus on what they will be including in the programs

  o Social Media Platforms for Immersion – something consistent for marketing, currently only groups on social media that have organically formed.
Participants liked the in the moment for individual faculty/participant interaction that social media has offered.

IPC to market programs – using social media – possible item on the committee plan for 2016-2017.

Bethany to ask Margot about requirements for social media plans.

- Bringing Immersion Back Home Program at Annual 2017
  - Possibly have a Teaching with Technology showcase
  - Maybe add the survey/research report from the Immersion Faculty about where the program is going and demonstrate significance of the program.
  - Program for ALA 2017 proposals due Sept 1st – possibly change the format to have it be more workshop/include round table discussion or like a reunion.
  - Possibly host an Immersion Reunion? – Social portion of a program
  - Immersion Faculty were asked to do a free workshop at ACRL pre conference for Immersion alumni only, teaching demo, etc. This may be something to model a program after
  - Perhaps changing the title, maybe change the overall format to a facilitated round table discussion. Bethany to work with Wendy and Michelle on drafting a proposal.

8. New Business

- After the holiday – mid to late July for virtual meeting. Bethany will be sending out doodle for meeting times.

9. Adjourn