Assessing the Reach and Impact of the iPod Touch Library Tour on Incoming Undergraduates

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Questions

• Does the iPod Touch Tour serve as an effective means of introducing students to the library’s services, space, and resources?

• What is the reach of the tour and what does it tell us about incoming students?

Background

• an independent audio-visual walking tour with follow-up assignment

• available on iPod Touches at the library services desk; downloadable to one’s own device

• first offered in fall 2009 after receiving a grant from the Center for Research on Teaching Excellence (CRTE)

• incorporated by Writing faculty into their WRI classes

Sample Assessment Strategies

• Tracking participation rates

• Grading follow-up assignments

• Surveying student in Writing classes, administered by the Merritt Writing Program (MWIP) and by Students Assessing Teaching & Learning (SATAL)

Participation Rates

Scores on Follow-Up Assignment

Preferred Methods for Learning about the Library (fall 2010)

Contribution to College Student Success (fall 2011)

Student Self-Evaluations of Library Knowledge (fall 2011)

Conclusion

The lines of evidence suggest that the iPod Touch Library tour is an engaging and effective way in which to reach a good portion of incoming freshmen students with basic library information which supports their academic work.

Note: Information included based on WRI I findings unless otherwise indicated