

Creativity & Personalization:

Freshman Orientation for the Millennial Generation



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Swarthmore College
LOEX 2006

Our Research Questions

- Who are the Millennials?
- How do we provide an effective orientation for these students?
- What can we learn from our peer institutions?

Generations in Libraries Today

	<u>Birth Dates</u>	<u>Current Ages</u>
Silents	1925 - 1942	64 - 81
Baby Boomers	1943 - 1960	46 - 63
Gen Xers	1961 - 1981	25 - 45
Millennials	1982 - 2002	4 - 24

HIGH SCHOOL SWEETHEARTS IN "THE BIG STEP"

LET'S GET
MARRIED
FIRST



MATURES

1950

LET'S GET
STONED
FIRST



BOOMERS

1970

LET'S GET
TESTED
FIRST



Gen X'rs

1990

LET'S DO
NATIONAL
SERVICE
FIRST



Millennial

2010

Who are the Millennials?

- Generation Y, Baby Boomlets, Digital Generation
- Largest generation in history
- Over 80 million entered college in 2000
- Will be entering college until 2020!



Characteristics of the Millennials

- Sheltered
- Self-assured
- Optimistic
- Respectful
- Socially engaged
- Family-oriented
- Ethnically-diverse
- Open-minded
- Academically ambitious
- Collaborative
- Team-oriented
- Multi-taskers
- Communication experts
- Blogging, MySpace, Flickr, IM, cell phones
- Want customization

Jessica



Female
18 years old
STROUDSBURG,
PENNSYLVANIA
United States

Last Login:
5/3/2006

View My: [Pics](#) | [Videos](#)

Contacting Jessica

- [Send Message](#)
- [Forward to Friend](#)
- [Add to Friends](#)
- [Add to Favorites](#)
- [Instant Message](#)
- [Block User](#)
- [Add to Group](#)
- [Rank User](#)

MySpace URL:

<http://www.myspace.com/jackinabox88>

Jessica's Interests

General

sonic



Jessica is in your extended network

Jessica's Latest Blog Entry [[Subscribe to this Blog](#)]

Bon Voyage or should I say Buen Viaje ([view more](#))

Summer time--and the living is easy ([view more](#))

[[View All Blog Entries](#)]

Jessica's Blurbs

About me:

I'm a seventeen year old who lives in Pennsylvania. I love singing and skiing and school, the 3 S's. haha. Next fall I will be attending Vassar College as a freshmen and I cannot wait! That's all folks!

Who I'd like to meet:

Hugh Grant

Jessica's Friend Space

Jessica has 171 friends.

Thom...



christina



Kristen



Cornstalk



:[michele:]



Slim Jim



Andy



Alex



[View All of Jessica 's Friends](#)

Millennial Learning Styles

- Visual learners
- Low threshold for boredom or memorization
- Need interactive, customized learning experiences
- Active learning, kinesthetic, hands-on
- “Hypertext” thinkers, not linear thinkers

How do we provide an effective orientation for our students?



What Didn't Work

- Optional attendance
- Teaching specific resources
- Lack of human interaction
- Info glut
- No articulated goals
- Limited assessment

Our New Approach

- Set Clear Goals
- Develop a Program for the Millennials
- Assess our Success

What is the most important thing for Freshman to learn?	
Students said:	<ol style="list-style-type: none">1) How to get help, including Reference Desk and Reference Librarians2) Locations in the library, esp. computer lab3) Foreign language dictionaries
Staff said:	<ol style="list-style-type: none">1) Using the OPAC2) Reserves3) LC system

Goal 1: Show the personal face of the library



Program Development:

- Positive, friendly first impression
- Staff-guided tours
- Let your personalities show, have fun!

Goal 2: “We’re here to help!”

Program Development:

- Reduce information overload
- Focus on how to get help
- Reference desk and reference librarians
- Handed out “We’re here to help” bookmarks



Goal 3: Location, location, location



Program Development:

- Campus map
- Seven libraries of Swarthmore exhibit
- Finding a book using Library of Congress call numbers
- Computer classroom, Reference desk, Reserves desk, DVDs and videos

Goal 4: Make it interactive and fun

Program Development:

- Fun reference book examples
- “What is Tripod?” quiz
- Encourage questions and feedback





Win a Free iPod Shuffle

From the Swarthmore College Library!

Answer these three questions for a chance to win.

1. What is your name?

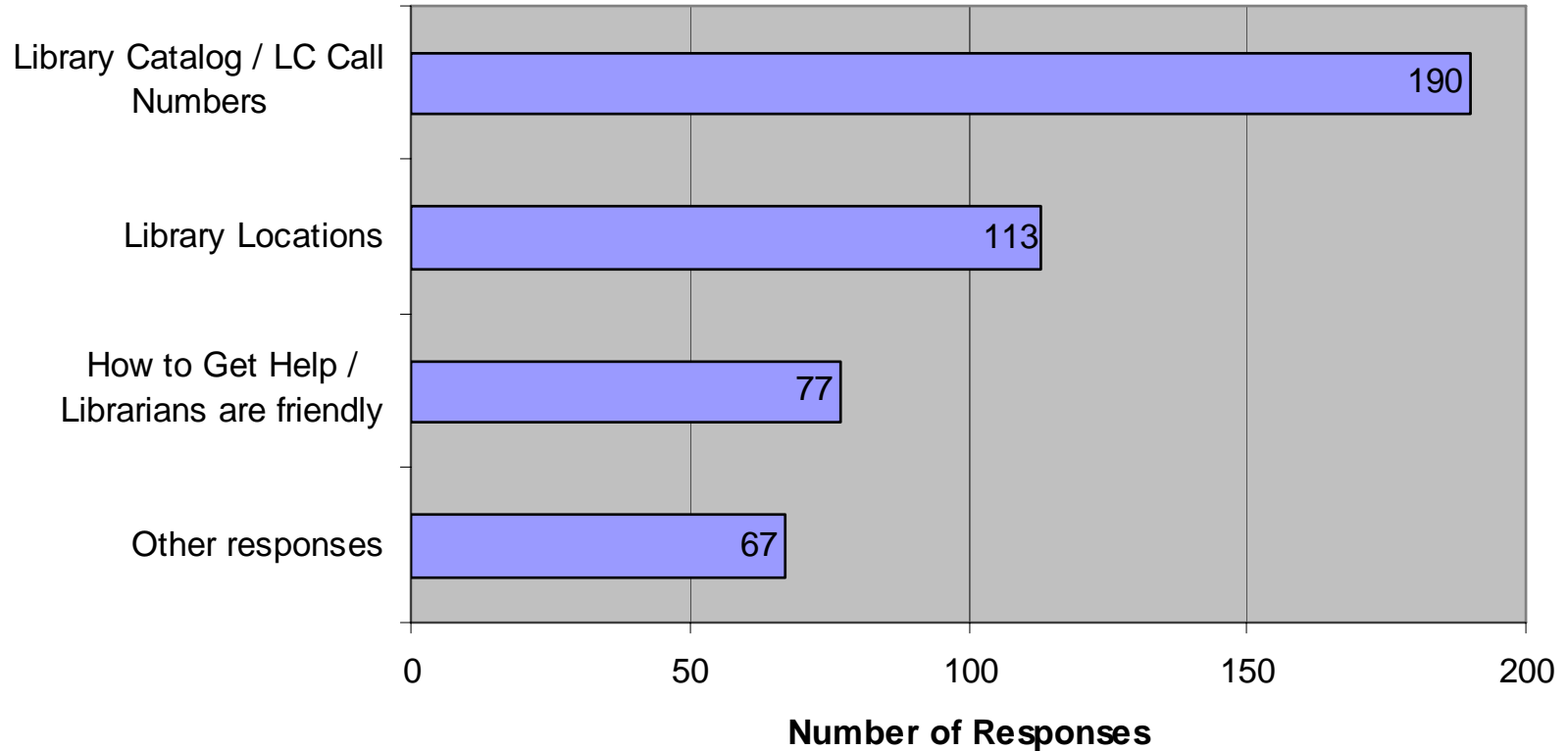
2. What is your email address?

**3. What is the most important thing
you learned about the library today?**



What They Learned

What is the most important thing you learned about the library today?



What can we learn from our peer institutions?

- www.surveymonkey.com
- 22 questions sent to instruction librarians at 75 Oberlin Group libraries
- 58% response rate
- About 50% have a library freshman orientation, 50% do not

The screenshot shows the SurveyMonkey interface for a survey titled "Oberlin Group Freshman Orientation". The survey is currently in "Design Survey" mode. The theme is set to "Blue Metal". The survey content includes a welcome message from Ann Wheeler and Pamela Harris, both from Swarthmore College Library. The first question is "1. How would you describe the library's information literacy program at your institution? Please choose one." with a radio button selected for "Formal information literacy program that is embedded in the curriculum".

SurveyMonkey.com
because knowledge is everything

Home New Survey My Surveys List Management My Account

Design Survey Show All Pages and Questions

To change the **look** of your survey, select a choice below. Click 'Add' to create your own custom theme.

Theme: Blue Metal Add

Oberlin Group Freshman Orientation Edit Title Edit Numbering Add Logo

Add Page

1. Welcome!! Edit Page Delete Page Copy/Move Add Logic

In this survey, we would like to know about the freshman orientation program at your library. There are twenty-two questions and a space at the end for open comment. It takes about fifteen minutes to complete.

Your responses are valuable to our research on library freshman orientation at Oberlin Group colleges. Results from this survey will be presented in May at the LOEX 2006 conference. We greatly appreciate your participation.

Thank you,

Ann Wheeler
Reference and Instruction Intern
Swarthmore College Library
awhee2@swarthmore.edu

Pamela Harris
Instruction and Outreach Librarian
Swarthmore College Library
pharris1@swarthmore.edu

Add Question Add Page

2. Library Programming Background Edit Page Delete Page Copy/Move Edit Logic

Add Question Add Page

Edit Delete Copy/Move Add Logic

1. How would you describe the library's information literacy program at your institution? Please choose one.

Formal information literacy program that is embedded in the curriculum

Similarities of “Very Successful” Orientations

- “Revisionist” planning style
- Mandatory orientation
- Coordinated with other groups on campus
- Included many types of library staff
- Set clear, attainable goals
- Used multiple assessment tools

Goal Statements of “Very Successful” Orientations

- “Have fun, meet some new people, and learn a little about the library.”
- “Spend a fun hour meeting our staff, enjoying delicious refreshments, and learning your way around the IS sites on campus.”
- “Introduce the first-years to the building, the people, and let them have fun.”
- “Introduce all First Year students to the physical space, to show the library homepage and catalog access, and teach how to locate a book with LC classification.”

Putting It All Together: Best Practices

- Collaborate
- Get Staff Involved
- Set Clear Goals
- Address Millennial Learning Styles
- Evaluate Your Program



“That Tripod is NOT a 3-eyed green alien.”

“Librarians are the greatest resource we have. And they are very nice, too.”



“How the Library of Congress system works 😊”

“They like us!”