



7-24-2015

Partnering Library Research with Presentation and Writing Services at Western Michigan University's HCOB Communication Center

LuMarie Guth

Western Michigan University, lumarie.guth@wmich.edu

Marty Deming Maytnier

Western Michigan University, martha.maytnier@wmich.edu

Follow this and additional works at: https://scholarworks.wmich.edu/library_presentations



Part of the Business Commons, Higher Education Commons, and the Library and Information Science Commons

WMU ScholarWorks Citation

Guth, LuMarie and Maytnier, Marty Deming, "Partnering Library Research with Presentation and Writing Services at Western Michigan University's HCOB Communication Center" (2015). *University Libraries Faculty & Staff Presentations*. 5.

https://scholarworks.wmich.edu/library_presentations/5

This Presentation is brought to you for free and open access by the University Libraries at ScholarWorks at WMU. It has been accepted for inclusion in University Libraries Faculty & Staff Presentations by an authorized administrator of ScholarWorks at WMU. For more information, please contact wmu-scholarworks@wmich.edu.



Partnering Library Research with Presentation and Writing Services at Western Michigan University's HCOB Communication Center

LuMarie Guth, Western Michigan University
Martha Maytnier, Western Michigan University
MABL Meeting -- July 24, 2015



WESTERN MICHIGAN UNIVERSITY

History of Business Librarians in the Communication Center

- Prior to the development of the Communication Center, the Business Librarian had 2 office hours a week in the business faculty office area.
- In 2010, Kay Palan became Dean of the Haworth College of Business, and sponsored the creation of the Communication Center.
- The Communication Center opened its doors in September 2013, and in November of 2013, Librarians began holding office hours within the Communication Center.



Help in strengthening and professionalizing oral, visual and written communication skills.



Communication Center
Drop-In Hours
Tuesdays 10-12
Wednesdays 10-12
Thursdays 10-12

Librarian
Marta
Machner
Here To Help?
Thursdays
10:00-noon





-What the Consultants Can Do for You We Can Help:

- Check that you responded to the assignment (look for the right kind and enough information)
- Provide the right kind and enough information
- Tailor the information to your specific audience
- Organize the information logically
- Develop your response so that it flows smoothly
- Integrate visual elements to allow the reader/audience to see the information more clearly
- Point out and help you correct language and grammar errors
- Build your confidence as a writer

BE WELL
RETURN AT



Growth of the HCoB Communication Center

By number of appointments:

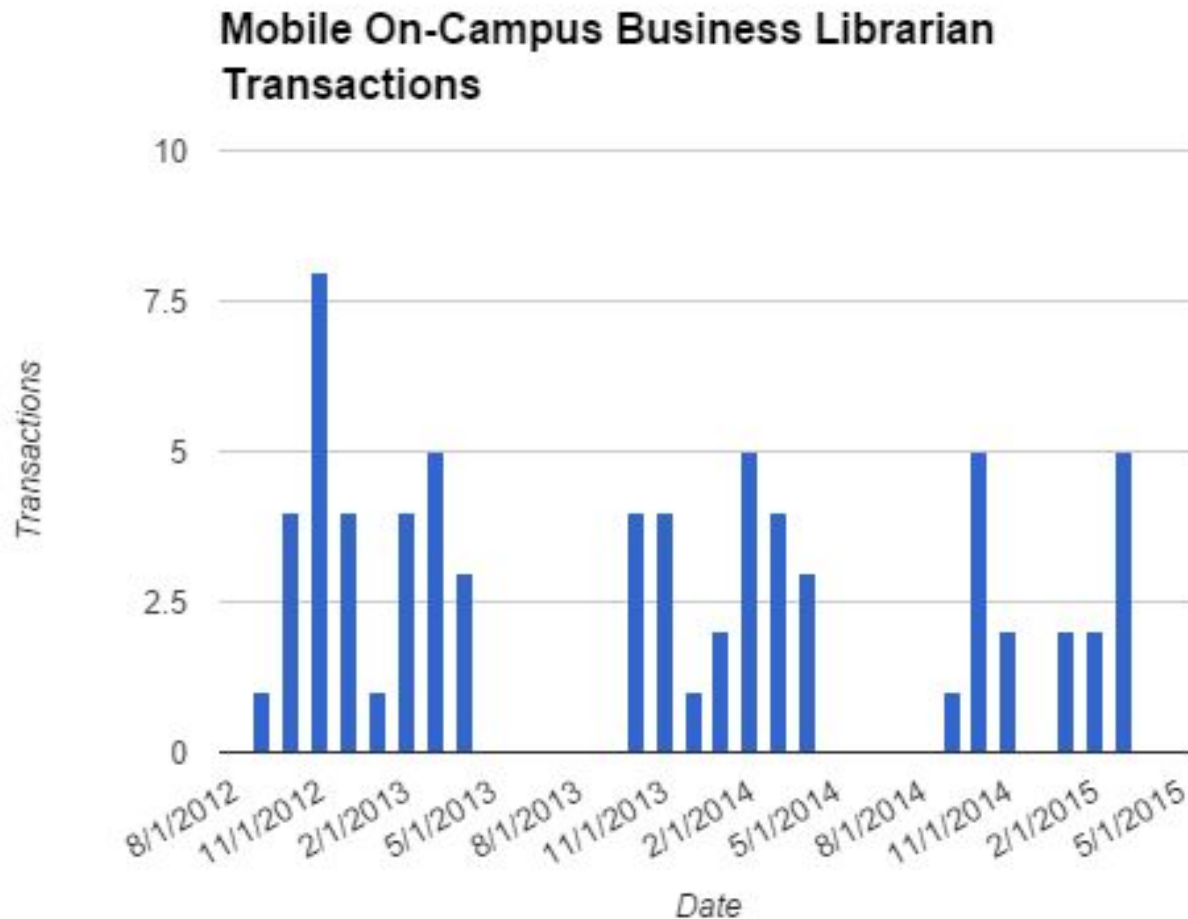
2013 375 appointments

2014 643 appointments

2015 901 appointments

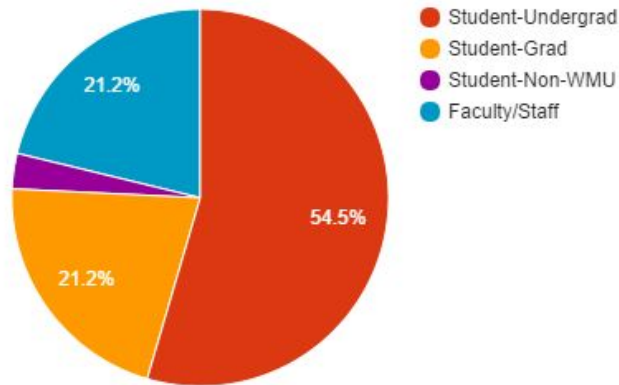
240% growth in use of the Center and
Consultants.

Results and Assessment of Office Hours

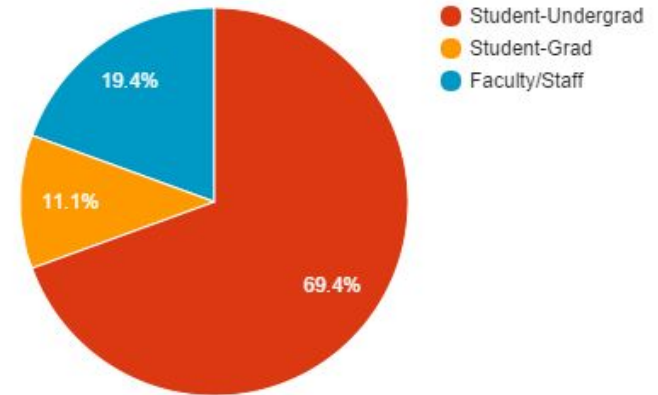


Results and Assessment of Office Hours

Patron Type Before Communication Center

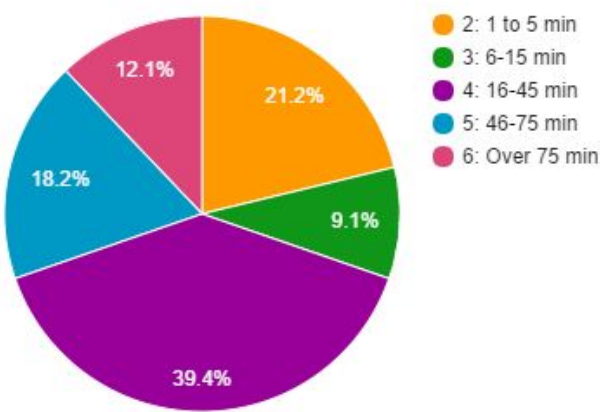


Patron Type in Communication Center

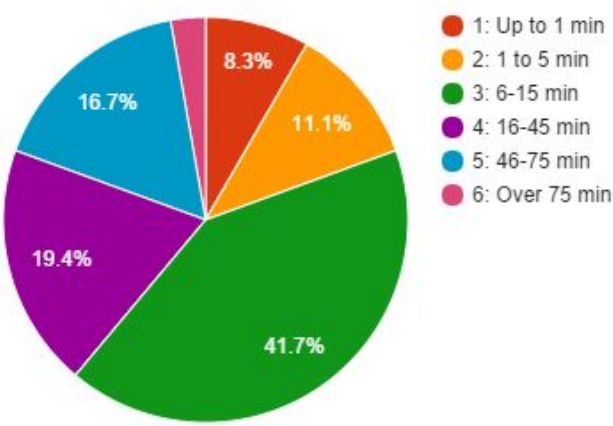


Results and Assessment of Office Hours

Time Spent per Transaction in Business Office Area Before Communication Center

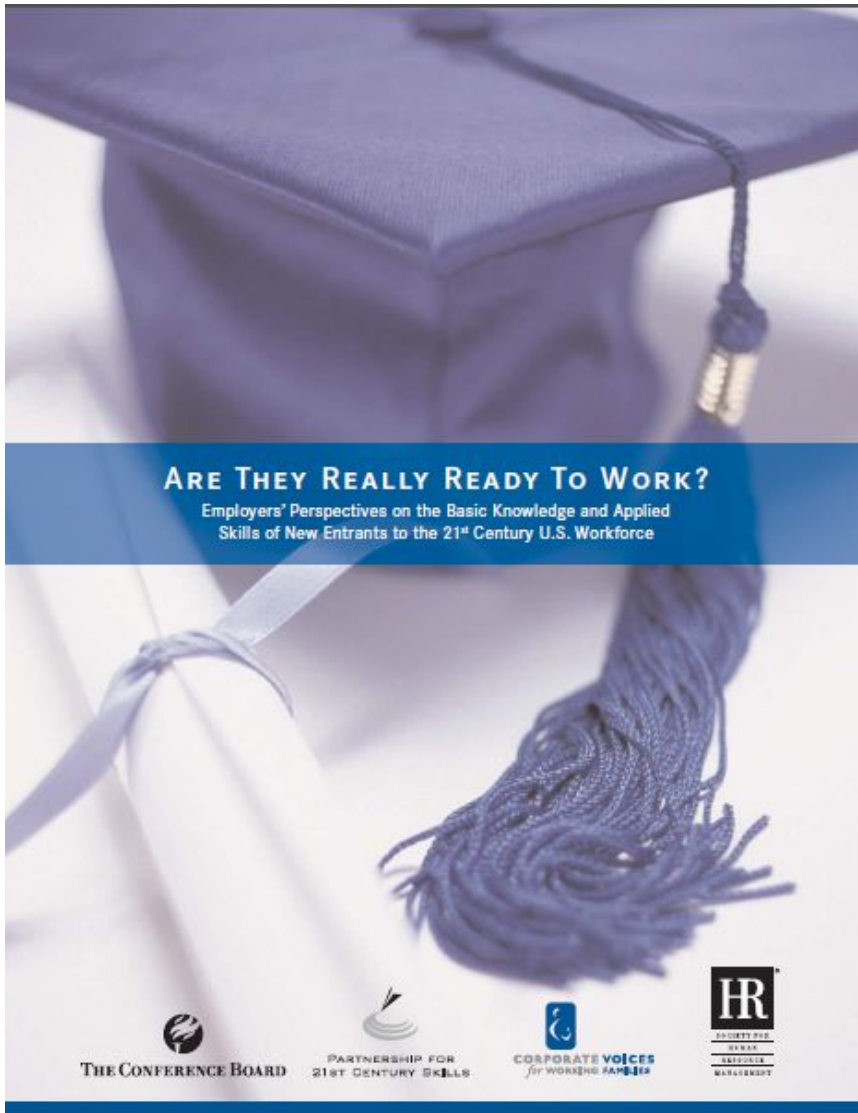


Time Spent per Transaction in Communication Center



Results and Assessment of Office Hours

- Statistics do not always show water cooler discussions and course planning meetings
- Need for log-keeping of other success measures outside of reference and instruction
- Relationship building with Communication Center director has lead to referrals to instructors
 - Introductory Management Class
 - Badge Program
- Bronco Business Bash
- Business Communications Course Instruction



From an in-depth study of over 400 employers across the U.S.

Conclusion: *Future employees are woefully ill-prepared for the demands of today's and tomorrow's workplace.*

Top skills employers look for:

- Professionalism
- Work Ethic/Teamwork
- Collaboration/Oral Communication

Writing in English:

26.2% report that new entrants with a college degree are “deficient”.

87.7% said these skills are “very important”.

Written Communication:

26.2% report that new entrants with a college degree are “deficient”.

93.1% consider written communication “very important”.

BCM 3700 Integrated Communications in Business

Mandatory for all Business Majors at Junior or Senior level. Designed to help students expand understanding of the complexities of oral and written communications in business.

Student learning goals:

- To become effective communicators
- Have effective team skills
- Acquire global business understanding
- Understand information technology systems
- Understand ethical business practices
- Become critical thinkers

My BCM 3700 Class

Student majors in my class:

Management Sales and Marketing
Marketing Supply Chain Management
Human Resource Management
Small Business Management
Economics Electronic Business Marketing
Finance Computer Information Systems
Accounting General Business

My BCM 3700 Class Syllabus

Part One: Career Materials

- Create a Blog and adapt your Personal Biography.
- Find 2 job postings or internships from a job website for your major.
- Create a Resume and use your Resume to address the job qualifications.
- Create a Linked-In Profile.

Part Two: Standard Business Communications

- Three-step writing process
- Promotional messages
- Negative/Positive messages
- Direct and Indirect modes of communication
- Message design

Part Three: Report and Presentation

- Digital Revolution
- Big Data
- Net Neutrality

Incorporating Threshold Concepts into BCM 3700

Research as Inquiry

- Questions in both academic and personal life are increasing complex.
- Ability to engage in self-directed learning encourages a broader world view.

Authority as Construct

- Depends on origin, information need, and context.
- Determines the level of trust.
- Importance of assessing content critically.

Format as Process

- Understanding how tangible knowledge is disseminated.
- Why does format matter?
- Quality and usefulness of a given piece of information can be determined by the process that went into making it.

Incorporating Threshold Concepts into BCM 3700

Searching as Exploration

- No “one size fits all.”
- Discovery requires the use of a broad range of information sources.
- Effective use of resources is predicated on understanding those resources.

Information has Value

- Creation of information and information “products” requires the commitment of time, original thought, and the understanding of authority.
- Intellectual property and the responsibility of consumers and creators of information based on the work of others.

Faculty who receive more services or communication from their liaison are more satisfied with their liaisons than those who receive less contact...It is not possible to overemphasize face-to-face contact, hallway conversations, roaming and office visits.

(Silver, 2014)