

BUILDING OUR SOCIAL LANDSCAPE IN CYBERSPACE

FOSTERING STUDENT ENGAGEMENT IN ONLINE
PROFESSIONAL COMMUNITIES IN LIBRARY MEDIA
EDUCATION

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Introduction: Effective Practice

- “Effective library media programs are creative, dynamic, enthusiastic, and committed to the development of a community of learners that is centered on the student.
- Library media specialists provide the essential link in this program connecting students, teachers, and others with the information resources they need.
- The effective library media specialist draws upon a vision for the student-centered library media program that is based on three central ideas: collaboration, leadership, and technology.”

- Sharon Reynolds <Reynolds.Sharon@brevardschools.org> from Brevard Public Schools in Viera, Florida, cited in Johnson, D. (2008). *Best practices for school library media programs*. Retrieved from <http://doug-johnson.squarespace.com/blue-skunk-blog/2008/5/4/best-practices-for-school-library-media-programs.html>

Strategies for Best Practices

- Student-centered, authentic, engaging, and motivating
- Connects the academic program, professional practice and K-12 learning environment
- Develops skills and knowledge in collaboration, leadership and technology
- Best Practices in school library programs mirror best practices in e-learning

Implementing Best Practice in Cyberspace

- **Collaboration** using Facebook: to develop a virtual community of students and alumni for communication and information sharing
- **Leadership** using professional Toolkits: using the online Advocacy Toolkits from professional librarian and technology organizations to engage students in professional advocacy and leadership activities
- **Collaboration and Leadership** using Blogger: to engage students and faculty in academic program improvement initiatives
- **Collaboration and Technology** using Wordpress: to engage students in the development of an online professional resource for 21st century school libraries

facebook

The screenshot shows a Facebook browser window with the URL <https://www.facebook.com/groups/48322271965>. The page is for the 'WKU Library Media Education Program' group, which has 74 members. The main content is a post by Mona Martin Batchelor from July 15, 2011, asking if anyone is attending the KSMA Summer Refresher. The post has 5 comments from other members like Angie Powell Hawkins, Renee Diamond Hale, and another Mona Martin Batchelor. Below the main post, there is a section for 'OLDER POSTS' featuring a post by Michelle Arnold from July 11, 2011, about her new assignment at Central City Elementary. The right sidebar includes a 'Members (74)' section with a grid of member photos, a 'Friends' Photo Albums' section with two photo thumbnails, and a 'Sponsored' section for 'Dr Oz - Lose 9lbs Week'.

- facebook.com
- Online social networking site
- WKU Library Media Education Program Facebook group has 74 members
- Students/Faculty /Alumni share professional information
- LME Program faculty marketing and communication tool

Professional Advocacy Toolkits

← → ↻ 🏠 🌐 www.ala.org/ala/mgrps/divs/aasl/aasliissues/advocacy/advocacy.cfm

AASL American Association of School Librarians
a division of the American Library Association

LOGIN | JOIN AASL | SUPPORT AASL | CONTACT US | ALA

SEARCH AASL: GO

for MEMBERS PARENTS ADMINISTRATORS SCHOOL LIBRARY STUDENTS

Advocacy

Advocacy tools and resources for school librarians.

Resource Guides

Essential Links

AASL's wiki offers resources for school librarians.
aasl.ala.org/essentiallinks

AASL Toolkits

The key to successful advocacy for your school library program.
[more](#)

Join AASL

The only national organization advocating for the needs of school librarians.
[join](#)

Add It Up

Libraries make the difference in youth development and education.

Advocacy

ALA Resolution
Definitions of Advocacy PR Marketing

CIPA & School Libraries

ESEA Reauthorization

Position Statements

School Library Month

Toolkits

SEND PRINT CITE

SHARE

A Nation Without School Librarians

Created by Shonda Brisco on March 26, 2010, this Google map marks the cities, towns, communities, and states that have made the decision to either eliminate certified school library positions (indicated in blue) or require one school librarian to work with two or more school library

-Informational toolkits developed by professional societies to assist school librarians with program advocacy

-AASL

-ALA

-IASL

-ISTE

-Students choose a toolkit and use the information to develop and implement an advocacy plan on a selected issue.

-Students learn about advocacy and engagement and develop skills for developing strategies and taking action on important issues

Wordpress Blog

The screenshot shows the homepage of the 'Dig the Library!' WordPress blog. The browser address bar displays 'digthelibrary.com'. The site header includes 'Home' and 'About' links, the title 'Dig the Library!', and the subtitle 'Digital Resources for your P-12 Virtual Library'. A navigation menu contains links for 'Websites', 'Digital Libraries', 'Blogs', 'Videos', 'Podcasts', and 'Ezines'. A featured post titled 'The Feminist eZine' by 'faithmeguffin' is dated 'July 9th, 2011'. The post includes a link to 'http://www.feministezine.com/feminist/historical/Biographies-of-Great-Feminists-02.html' and a 'We Can Do It!' image. The post text describes the eZine as a resource for feminism and historical articles. A sidebar on the right lists 'MEDIA CATEGORIES' (Blogs, Digital Libraries, Digital Reference, Ebooks, Ezines, Podcasts, Videos, Websites) and 'GENRES & TOPICS' (19th century, 20th century, 21st century curriculum, 21st century learning, 21st century teaching, animals, art blogs, book recommendations, book reviews). A search bar and an 'Archives' section are also visible.

-wordpress.com

-DigtheLibrary
www.digthelibrary.com

-Students create entries for digital K-12 resources and review entries of others

-As subscribers, they have growing online source for digital resources

-Fosters interaction with other professionals and exposes students to 21st century information resources

Google Blogger

The screenshot shows a web browser window displaying the 'WKU LME Undergraduate Minor Blog'. The browser's address bar shows 'wku.lme.undergrademinor.blogspot.com'. The page has a blue header with navigation links like 'Share', 'Report Abuse', 'Next Blog', 'Create Blog', and 'Sign In'. The main content area features a title 'WKU LME Undergraduate Minor Blog' in a large, white, serif font on a dark blue background. Below the title, there is a 'BLOG ARCHIVE' section with a dropdown menu showing '2011 (6)' and 'March (6)'. The main post is dated 'FRIDAY, MARCH 25, 2011' and contains a paragraph of text: 'Thank you for participating in our online brainstorming group for developing and marketing our undergraduate minor in Library Media Education at Western Kentucky University. Please review the information on the right about our program, other LME programs across the country, and educational requirements for Kentucky public library employees. Contribute your thoughts and ideas often to the posts listed on this blog. If we need more "blog posts" or informational "pages" posted on the right side, please let me know!'. The author is identified as 'Cindy Houston, WKU Library Media Education' with the email 'cynthia.houston@wku.edu'. Below the post is a 'Posted by' line with social media sharing icons. To the right of the main post is an 'INFORMATION PAGES' section with a list of links: 'WKU Undergraduate Minor Information', 'Kentucky Public Libraries Certifications', and 'Other undergraduate LME programs'. Below that is a 'FOLLOWERS' section with a 'Join this site' button and a list of four members with profile pictures. At the bottom of the page, there is another post dated 'WEDNESDAY, MARCH 23, 2011' with the text 'Questions to be addressed: What would we like students in our LME minor to know and be able to do?' and a 'Posted by' line with social media sharing icons and a 'Links to this post' link.

-www.blogger.com

-Discussion forum for improving undergraduate minor in WKU Library Media Education

-Fosters a professional community of faculty, students and alumni

-Develops and nurtures an online community of stakeholders

-Widens participation in professional strategic planning

Collaboration, Leadership, Technology

- Foundation of Best Practice across the library profession in physical and virtual settings
 - ▣ School library programs and preparation programs
- Freely available Internet social networking tools allow online programs to build a professional community of students, faculty, and alumni
 - ▣ Widens community of stakeholders
 - ▣ Increases communication and information sharing across the profession