



6-27-2015

Beyond Graduation: Teaching Students about Open Access Resources

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Recommended Citation

Williams, Teresa, "Beyond Graduation: Teaching Students about Open Access Resources" (2015).
Scholarship and Professional Work. 49.
https://digitalcommons.butler.edu/librarian_papers/49

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The Opportunity

Real Life, Real Business

Librarians teach business students how to use research databases, but students often lose access to university subscription resources after graduation.

This creates a need and an opportunity for librarians to teach students about “real world” information alternatives.

In Business Research Workshop sessions, sponsored by Butler University Libraries, students learn about open access resources for business information.

Each session is taught in alignment with the “Real Life, Real Business” mission of the College of Business.

The Resources

Advanced Google



Session Topics:

- Search Filters
- Search Operators
- Licensed Images
- Google Tools
- Business Search Terms
- LibGuides for Google

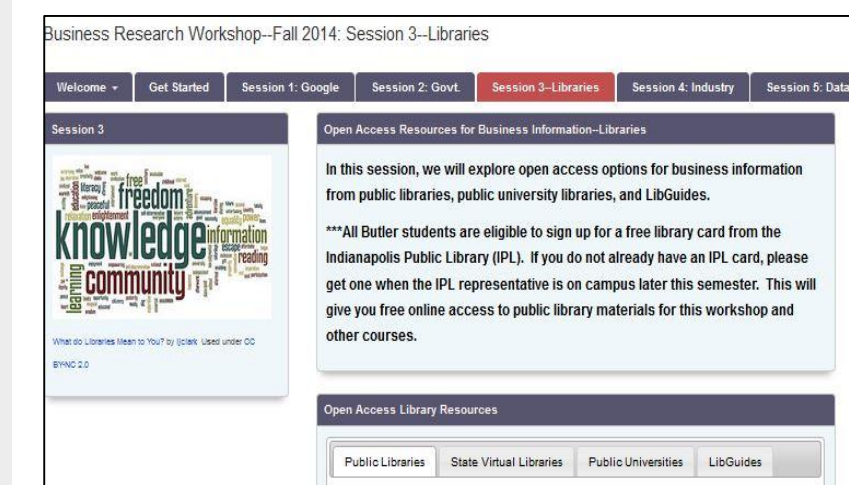
Government



Session Topics:

- Federal Search Portals
- State Data Centers
- SEC Filings
- Data Tools
- Government Apps
- Local Government

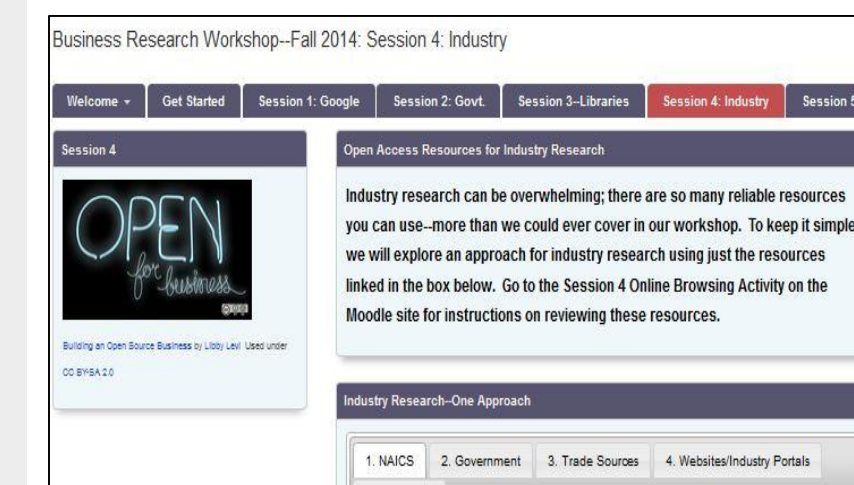
Public Libraries



Session Topics:

- Public Library Databases
- Business Networking
- Business Workshops
- State Virtual Libraries
- Public University Libraries
- LibGuides Community

Industry/Trade



Session Topics:

- Industry Research Portals
- Trade Associations
- Trade Publications
- Codes/Segmentation
- Industry Statistics
- Regional Industries

The Outcome

Twenty-one (21) students successfully completed the program last year to earn a Certificate of Completion.



➤ Students prefer mix of in-class and online sessions over an online-only workshop series.

➤ Student favorites: Learning Advanced Google tips and getting a public library card.

Based on initial success of workshop, the Business Librarian is exploring ways to further integrate it into the Butler University College of Business offerings.

The Logistics

Instructor:	Butler University Business Librarian
Students:	Butler Business Consulting Group interns & Information Commons student employees
Majors	Business Majors; freshmen to MBA
Sessions:	Four (4) in summer; Five (5) in fall
Delivery:	Mix of 90-minute in-class sessions & self-paced online learning modules administered via Moodle and Workshop LibGuide
Instruction	Instructor-led discussions and demos, hands-on research time, interactive tutorials, self-browsing activities, readings, forums
Assessment:	Weekly session worksheet
Credits:	Certificate of Completion (non-credit)

The Activities

Public Library Card Drive



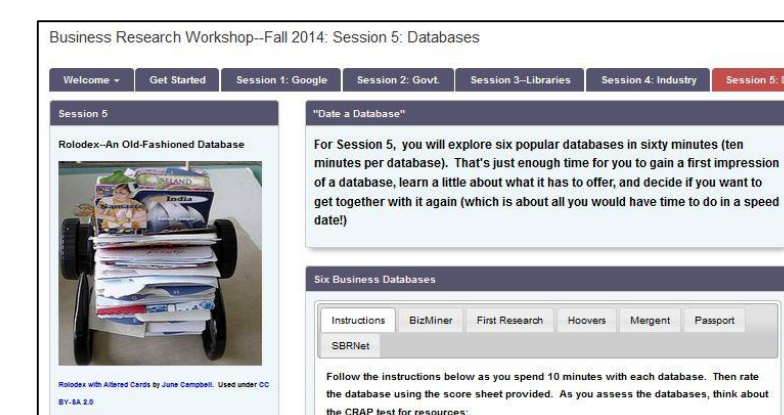
- Workshop participants signed up for an Indianapolis Public Library card.
- Card provides free access to business resources they can use now and after graduation.

In-Class/Online Research



- In-class sessions allow time for “hands-on” research.
- Online modules for readings, interactive tutorials, discussion forums, and other activities

“Date a Database”



- Session for brief “dates” with popular business databases
- Includes databases found at public libraries & universities.

Worksheets to Assess Learning

DB	URL	Access	Search	Filter	Sort	Refine	Help
EBSCO	http://www.ebsco.com	Full Text	Basic	Advanced	Relevance	None	Help
ProQuest	http://www.proquest.com	Full Text	Basic	Advanced	Relevance	None	Help
Business Source	http://www.ebsco.com	Full Text	Basic	Advanced	Relevance	None	Help
Business OneSource	http://www.ebsco.com	Full Text	Basic	Advanced	Relevance	None	Help
Business Reference	http://www.ebsco.com	Full Text	Basic	Advanced	Relevance	None	Help
Business Search	http://www.ebsco.com	Full Text	Basic	Advanced	Relevance	None	Help
Business Select	http://www.ebsco.com	Full Text	Basic	Advanced	Relevance	None	Help
Business Select Plus	http://www.ebsco.com	Full Text	Basic	Advanced	Relevance	None	Help
Business Select Premium	http://www.ebsco.com	Full Text	Basic	Advanced	Relevance	None	Help
Business Select Premium Plus	http://www.ebsco.com	Full Text	Basic	Advanced	Relevance	None	Help

- Weekly research worksheets with “real-world” questions on business resources
- Score Sheet for in-class “Date a Database” session

The Feedback

Program graduates say they have more self-confidence in their abilities to find and use reliable business information for their coursework, internships, and careers.

Student Comments:

“It has given me a big edge in classes when it comes to research projects and other assignments! I am able to share parts of what I learned with other students to help them out as well.” (Junior Marketing major/Information Commons student employee)

“I have it on my resume and when I was in a job interview the other day I was able to talk about it, and the company seemed interested in what I had done with it and learned from it.” (Senior, Entrepreneurship & MIS major)