

College of Media Faculty Focus Group
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Participants:

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Questions (with major point summarized):

Question #1: What programmatic changes have been going on during the past few years or will be going on in your departments within the next few years?

- The Institute for Comm Research will soon become the College of Media's Media and Cinema Studies Department. Roger Ebert is planning on donating \$ for the new department.
- Students are required to do more group work, because that's the way they will work in the industry. Students need a convenient space where resources, Internet access is available
- More Focus on new media and how it is used in advertising. Students need exposure to new media and the Internet to examine advertisements
- There is more focus on global/international advertising
- All freshmen in the College take the Media 100 class which includes an orientation to the library, but transfer students get lost in shuffle
- Online advertising class encourages use of gov docs for primary data
- Name change (from Dept of Speech Comm to Dept of Comm) isn't reflected in library resources
- The Department of Communication restructured major and minor, made tracks of specialization added a minor to pull intro and specialty courses together, more undergraduate enrollment likely
- The students getting a minor in Communication may be from colleges outside of LAS and the College of Media and, as a result, may not be familiar with communication studies research. These students may need more assistance with how to find information and that the Communications Library exists.

Question #2: What new areas of research have the faculty in your departments been developing/focusing on?

- Knight Foundation Chair for Investigative Journalism; Bran't investigative journalism class
- Growing international focus and PhD student from abroad (close to 50% are from East Asia) in the Institute for Comm Research
- In advertising, focus on gender and diversity and how it factors into/influences advertising. Advertising and sports is a developing area. Several faculty do research on branding.

Question #3: Describe how you do library research, what types of resources do you rely on, etc.

- Start online with electronic databases, go to library for items that aren't full text
- First approach is to use specific core journal articles or books. I get other resources and keywords from these core items which help me do additional research/searching

Question #4: Is there anything we currently do that we should keep doing or a service we don't currently offer that should be offered?

- Digitize special collection like D-Arcy
- Give session for graduate proseminar, push resources and information source at key times (e.g. in august, when faculty create syllabi) [from #3]
- Equipment for viewing media in the Communications Library could be updated for students and researchers [from #1]
- The development of modules (library handouts, lists, tutorials) will help with teaching – rounded up resources journalists are likely to use [from #1]
- Limited seats on Knight Ridder database a problem, as well as access to online newspapers after the move to HPL [from #1]

Question #5: Lisa explained that the idea of moving the collections and services supporting Speech Communications from the Education and Social Science Library to Communications is being considered. How would this change affect your research and instruction?

- Students don't understand why communication studies resources are in different places; having them collocated would make it easier for faculty doing research

Question #6: What do you think of the current Communications Library hours?

- Need longer Saturday hours and more summer hours

Question #7: Is quarterly new book list helpful?

- Yes. It helps with staying up-to-date with current research.

Question #8: Does the library communicate enough about what's available and what's new?

- Emailing faculty about new resources and services helps create a community, once a month would be good