

Title: Learning Commons Badge Initiative

Facilitators:

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Audience: University of Iowa undergraduate students

Dates: The badge program will begin starting Fall 2014. Marketing will begin at the end of Spring 2014 and pick up in earnest at the start of the fall 2014 semester.

Goals:

- We hope to engage students in programming, resources and services offered in the Library/Learning Commons
- We hope to continue to foster relationships between the Library/Learning Commons and other academic partners on the University of Iowa campus
- We hope to emphasize collaboration, interaction, creativity and intellectual activities in the Learning Commons/Library.

Concept:

The 2013 NMC Horizon Report states that “the workplace demands skills from college graduates that are more often acquired from informal learning experiences than in universities” (8). By using badges we hope to train students to recognize informal learning practices in their daily lives. Our badge system will also be another way University Libraries can reach out to and collaborate with our academic partners across campus.

We will implement this initiative in a series of phases.

Phase 1: During the first few weeks of the fall 2014 semester all undergraduate students will be able to sign up for the badge program. Students will be able to earn badges for the following activities:

- Check out library material including books and laptops
- Attending a program or training session
- Participating in a program or event
- Logging into a computer in the library or learning commons
- Reserving a group study space
- Commenting on the Library/Learning Commons Facebook or Tumblr pages

Students will also have the opportunity to win surprise badges for

- Hanging out in the Food for Thought café located in the Learning Commons
- Studying in the library

Students will be able to display their badges via social media outlets. Students will be able to collect most badges using a QR code.

Phase 2: During Spring 2015 we will add a second level of badges. These badges will target undergraduate students at the sophomore level and up. New students will continue to receive badges designed in Phase 1. All other students will have to perform more complex activities in order to receive badges. These students will be able to earn badges for the following activities:

-]Checking out a certain number of library material over a period of time
- Attending a predetermined number and/or type of programs.
- Meeting with a research librarian
- The Learning Commons Coordinator will work with select faculty and librarians to create badges for class projects that require the use of resources and services in the learning commons and library.
- The learning commons coordinator will work with library departments, branch libraries and other academic groups to create badges that support select programming, services and resources that are held in the learning commons or library
- IM a librarian
- Get a librarian's business card

Select badges will have a learning goal or outcome attached to it as well as metadata supporting their earning of the badge. More difficult badges will be evaluated and awarded manually. All other badges will be awarded using a QR code.

Phase 3: Beginning in the Fall of 2015 once a student obtains a certain number of badges they will be eligible to earn badges that are subject specific.

Select badges will have a learning goal or outcome attached to it as well as metadata supporting their earning of the badge. More difficult badges will be evaluated and awarded manually.

Promotion:

- Cambus Posters
- Posters in the Library
- Link on the Library Homepage
- Registration table @ IMU and Learning Commons
- Flyers
- Mass e-mail to students
- Facebook ads

To encourage wide participation, we will have a couple of registration days at the Main Library and at the IMU each semester.

We hope to use the marketing grant to promote Phase 1 of our badging initiative.