

eTexts and Ham: The Scholar's Book Fair

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NUTRITION INFORMATION

Similar to Scholastic Book Fairs, which were carnival-like events that created an exciting environment for children to engage with books and reading, the Scholar's Book Fair is designed to do the same with getting faculty excited about affordable content and digital technologies such as eTexts, OERs, Press-books, virtual reality, and underutilized library resources. Faculty are able to drop in to the event at any time, visit the different stations devoted to a certain platform, and collect "scholar dollars" from each station, which they then exchange for prizes and a raffle drawing.

LEARNING OUTCOMES

After attending the Scholars' Book Fair, faculty will be able to do the following:

- Recognize how and where to find affordable educational resources.
- Identify which departments or people to contact with questions about affordable educational resources.
- Use affordable educational resources in teaching.

NUMBER SERVED

It is a drop-in event, so the serving numbers

are flexible and can depend on how long the event lasts.

COOKING TIME

- Cooking time will depend on the size and scope of your event, but recommended planning time is 4–6 months before the event, with 1- to 1½-hour logistical meetings spaced about a month apart.
- Suggested event time is approximately 2 to 3 hours. Can be flexible to suit the library's resources and preference.

DIETARY GUIDELINES

The purpose of this event is to promote affordable educational resources to faculty so they can better prepare and incorporate more of these resources into their curriculum. Using affordable content such as eTexts or OERs can help reduce some of the financial burden students face when pursuing their secondary degrees and can give them more time with the material before classes start and even after if they choose. It is also an opportunity to remind faculty about relevant library resources, such as reading lists, Lib-Guides, streaming videos, and other innovative technology and tools that the library and

their partners provide, to better support their courses and student engagement.

INGREDIENTS & EQUIPMENT

- Instruction/collaborative space with computer monitors
- Tables for prizes and snacks
- Swag and prizes; optional raffle
- Snacks or baked goods, drinks
- Promotional materials/channels; suggestions:
 - Digital signage (LMS announcement, marketing slide on campus TVs)
 - Email communication channels one a month before and another a week before the event via the IT department
 - A direct email to faculty (via a listserv)
 - Promote at faculty senate meeting
 - Promote via a campus or faculty/staff newsletter (see figure 1)
- Day of event materials; suggestions:
 - Poster-size parody book covers as decorations on foam core and/or on easel stands
 - Images or stuffed replicas of story-book characters
 - Scholar Dollars with campus mascot/symbol across the front (see figure 2)

Section II. Open Educational Resources



Figure 1. Marketing banner for email and digital announcements, created by Indiana University Information Technology Services

- Bookmarks designed specifically for each table topic with room to write on (see figure 3)
- Extra pens or pencils for note-taking
- Business cards of presenters

PREPARATION

- Think about what stations or topics are relevant to your campus in terms of affordable content, such as OER, eTexts, library resources, digital learning technologies, university press.
- Who can speak and demonstrate on these subjects? Partner with relevant departments or people on your campus, i.e., partnership with libraries, the learn-



Figure 2. Scholar dollar with the IU East logo

- Turn in Scholar Dollars for prizes or raffle
- Banner: “Scholars Book Fair Today!” with the parody books on it
- Sign-in sheet and/or survey (both optional)
- Any additional physical materials needed/wanted to demonstrate your resources, i.e., printed OpenStax OER text-books, VR headset, etc.
- Takeaway cards for each station (to capture info about eTexts, OERs, etc.).



Figure 3: Parody cover bookmarks with space for note-taking. Available at all stations.

ing technologies department, and/or faculty development department.

- Set a date and reserve room space and tables for the event. Check with your partners to see if additional/specialized technology requests are necessary.
- Place hospitality or food requests with the appropriate department, if necessary.
- Create marketing material. Possibly connect with your marketing department to design physical and digital signage and Scholar Dollars.
- Promote the event to faculty via email, newsletters, mailer/postcard, at meetings, etc. We recommend connecting with your marketing department to help promote the event where they can (up to a month or more in advance).

COOKING METHOD

1. On the day of the event, set up stations and space them apart enough where 3 or 4 chairs can be provided at one station without overlapping with another. Provide computer monitors at every station or, in the case of 3-D printing or virtual reality, provide a laptop with the appropriate software—usually provided by the person or department who is presenting on these topics.
2. Label the stations and decorate them appropriately with their corresponding marketing material/book parody covers. This does not need to be extensive by any means.
3. Set up the prize table and the snack table

near the event entrance to help draw people in and catch people on their way out. Someone is needed to act as a greeter and command the prize table as people exchange their Scholar Dollars when they are done. If you have a sign-in sheet or survey to give out, this is a good place to keep these materials. (See figure 4.)

4. For presenters, be friendly and be prepared to give a short demo and/or explanation on whatever topic you're presenting on. Be flexible on your presentation as some participants may know nothing about your topic or they may use it already and just want questions answered.
5. Participants can go up to any station they want, stay as long as they want, and

engage with anyone. There is no order or line required. During quiet times with little or no participants, station presenters are encouraged to engage with each other and ask questions about each other's stations, if they so desire. We certainly did and learned a lot ourselves! (See figure 5.)

6. When participants are ready to leave a station, give them a Scholar Dollar for participating, which they then can exchange at the prize table on their way out.
7. It's a fair! Relax and have fun. The main goal is to engage with faculty and to bring awareness of affordable learning content and innovative technology. It's educational, but it does not need to be in-depth or comprehensive.



Figure 4: Prize table, which included IU branded playing cards, sunglasses, carabiners, notepads, selfie sticks, 3-D printed IU logos, and a raffle for a stainless-steel water bottle.



Figure 5: IU East Faculty members at the Pressbooks station

ALLERGY WARNING

Timing of the event is key. Since the event is aimed at faculty, think of a time, day, month, or event where a lot of faculty are on campus or more readily available. We scheduled our event as a post-faculty senate workshop that included lunch in order to accommodate a time most faculty are willing to stick around and engage with faculty development education. Try to schedule this event before textbook orders need to be placed for the following semester as the goal of this event is to encourage more faculty to look more into eTexts, open textbooks, and/or other more affordable courseware.

CLEAN-UP

If you had a sign-in sheet or a survey, go through who participated and/or the re-

sponses to the survey. This is a good time to reflect on what worked, what stations were the most popular or valuable, or even which faculty or departments to reach out to in the future.

From the survey responses we received, all the reviews were positive, with participants either “extremely satisfied” or “somewhat satisfied” with the event. The topics that were found to be the most valuable to our participants were OER, Pressbooks, and virtual reality.

CHEF’S NOTES

Even though the event was geared toward faculty, we didn’t prohibit others from participating. In the case of students who dropped in, we directed them to the technology stations that we thought they would find interesting or didn’t know we had available on campus, such as the virtual reality and 3-D printing stations.

This event is flexible enough that it can be scaled down or up. It all depends on what stations you want to offer, how long you want the event, and the skills/specialties of the library staff involved. A small, regional campus library may need to partner with other departments to present on all the topics they want to provide. However, some libraries may be able to host this event entirely on their own.

For our event, this was a multi-campus, multi-department collaboration, and this event has taken place at most of the Indiana University

campuses. All were similar but unique to each campus and varied in different ways in terms of time, location, stations, participant turnout, marketing, etc. All of the parody marketing material for our Scholar’s Book Fair events were created by Indiana University Information Technology Services (UITS) Communications Office.

The stations presented at our event on February 4, 2020, were:

- OER: Beth South, Assistant Librarian of Access & Technical Services, IU East
- Reading Lists (EBSCO Curriculum Builder): Sue McFadden, Associate Librarian of Research, IU East
- LibGuides: KT Lowe, Assistant Librarian for Instruction, IU East
- Canvas Commons: Zihang Shao, Instructional Technology Consultant, IU East
- Pressbooks: Tom Mason, University Information Technology Services (UITS), IU Bloomington
- eTexts: Noma Maier, UITS, IU Bloomington
- VR: Jeannette Lehr, UITS, IU Bloomington
- 3-D Printing: Todd Kirk, UITS, IUPUI
- Greeter/prize table runner and primary Scholar’s Book Fair coordinator: Michele Kelmer, UITS, IU Bloomington

ADDITIONAL RESOURCES

Scholar’s Book Fair. <https://bookfair.iu.edu/>
The Scholastic Book Fair (inspiration and ideas). <https://www.pinterest.com/scholasticfairs/>