**Catalyst Fund Application**

**Due to the Creative Campus Committee by February 17, 2012. Please submit via email to the Committee Chair, Dr. Kevin Knudson, at** [**kknudson@honors.ufl.edu**](mailto:kknudson@honors.ufl.edu)**.**

Please attach the following documents:

Name (last, first, UFID): Lindell, Ann, chair and associate university librarian Architecture & Fine Arts Library.

Additional Team Members (last, first, UFID, position): Lindell, Ann, 1370-1200

de Farber, Bess, 39899140, grants manager; Hood, Barbara, 4268-9860, director of communications; Johnson, Margeaux, science/technology librarian, 9897-1330;

Clapp, Melissa, 8449-4147

Email address: Lindell@ufl.edu

College: George A. Smathers Libraries

Department: Departmental Libraries/Architecture and Fine Arts Library

Campus address: PO Box 117017, Gainesville, FL 32611

**Project goals**:

1. **Present** **four topic-based collaboration development workshops**, “Collaborating with Strangers” <http://www.uflib.ufl.edu/communications/colab/home.html> for undergraduate, graduate, Post Docs, and faculty with these interdisciplinary interests: 1) NSF/NIH grant applicants, 2) Sustainability, 3) Digital Projects in Sciences and Humanities, and 4) TBD.
2. **Improve interdisciplinary networking skills** while participants increase their knowledge of available resources/assets using the [CoLAB Planning Series®](http://www.colaber.blogspot.com/) speed-meeting processes during each two-hour session.
3. **Augment online community of participant profiles** (currently 158) to encourage ongoing discovery and resource sharing.
4. **Promote process and results** through various conference presentations, publications and [online research guide](http://guides.uflib.ufl.edu/Creativity) dedicated to collaboration and creativity.
5. **Evaluate sessions through external evaluation services** provided by David Miller, Ph.D. to determine effectiveness, improvements and potential for replication.

**Project description:**

* **Motivations:** Leverage current workshop infrastructure and [evaluation results](http://www.uflib.ufl.edu/communications/colab/oct26evaluation.html) generated during the 2011/12 series of six Collaborating with Strangers workshops, including website, online social community photos/profiles, and promotional materials and partners.
* **Content:** Facilitate 1) discovery of hidden resources and/or potential cooperative, coordinative, collaborative or mentoring relationships among participants in specific areas-of-study; 2) generation of new ideas, approaches to field-related problems or solutions, and interdisciplinary research; 3) problem-solving by leveraging untapped assets.
* **Breadth:** Increase partnership participation for promoting workshops through new relationships with Office of Sustainability and the Center for the Humanities and the Public Sphere. Continue promotional partnerships with NSF funded I-cubed Program, Graduate School, Florida Opportunities Scholars, Honors Programs, College of Education, College of Fine Arts, Dept. of Entomology, and College of Engineering.

**Creative impacts**:

* [**I-cubed Program Interdisciplinary Research Project Awards**](http://www.uflib.ufl.edu/communications/colab/researchaward.html)**:** Continue incentive for potential applicants to attend 2012/13 “Collaborating with Strangers Workshops” to receive credit towards proposal review points.
* [Click to view testimonials from previous ‘Collaborating with Strangers Workshops.’](http://www.uflib.ufl.edu/communications/colab/testimonials.html)

**Community impacts**:

Below are impacts based on workshops from October 26, 2011 through February 8, 2012. The team expects to execute similar promotional plans for 2012-13, ensuring broad impacts as listed below.

**Campus/Local Impact:**

Results from October 26,, 2011 workshop session, evaluated by Dr. David Miller, CAPES Director, College of Education (November 17, February 3 and 8 evaluations pending):

* Each “stranger” met 16 other participants.
* Among 43 participants: 25 areas of study, from 13 countries--53% from outside the U.S.: China, Taiwan, Japan, Korea, India, Iran, Saudi Arabia, El Salvador, Guatemala, Colombia, Canada.
* Participants: faculty (10); graduate (29); undergraduate (3); other (1)

Note: Plans for 2012-13 include outreach to the local community to broaden participation (target: sustainability workshop)

**Statewide impact:**

* 2011-12 team members will present “Collaborating with Strangers” poster session at the 2012 Florida Library Association Annual Conference in Orlando.

**National/International Impacts:**

* Plans for submission of articles to professional publications.
* 2011-12 team members have submitted poster session proposal for the 2012 American Library Association-Annual Conference in Anaheim, CA, June 2012. (pending acceptance)

**Evaluation**:

This proposed change in the workshop series emphasis to a topic-based workshop opportunity is based on participant and team feedback. We believe this method will produce more creative connections and collaborative relationships. Evaluation will include post-session questions, interviews with randomly selected participants to determine longer-term impacts including and discover details about new projects, shared knowledge, or continued interactions beyond the workshops.

**Brief Biographies**

**Melissa J. Clapp**, instruction and outreach librarian at Library West, coordinates instruction and outreach events for the libraries. She works closely with the Dean of Students Office, the University Writing Program and other groups on campus. Clapp earned an MS in Information Studies at Florida State University in 2007 and an MA in English at Northern Illinois University in 2002. She co-authored a recent article, “Building a Participatory Culture: Collaborating with Student Organizations for 21st Century Library Instruction,” published in *Collaborative Librarianship* (3)1 2011 and is currently co-editing a book due out in the summer 2011 from Scarecrow Press called *Tips for Librarians Running Libraries Alone*. Clapp planned the largest student outreach event in library history with 500 attendees, Capture the Info Flag, in collaboration with Student Government in 2009.

**Bess de Farber**, libraries grants manager, holds a Master of Nonprofit Management from FAU, and is a certified professional facilitator through the International Association of Facilitators. de Farber has held positions in the world of philanthropy and the nonprofit sector for the past 25 years, assisting over 600 organizations. In 2001, she created the [CoLAB Planning Series®](http://www.colaber.blogspot.com/) workshops, using a “speed meeting” method for mobilizing and connecting community assets, mostly in Florida. It has been a successful facilitation tool for people working in 700+ different organizations including foundations, libraries, museums, universities, nonprofits, and governmental agencies and has served over 1,300 participants.

**Barbara Hood**, director of communications for the Libraries, generates and coordinates public relations efforts on behalf of the libraries as a whole and individual programs, events and initiatives. She works closely with the library administration, faculty and staff, UF News Bureau and UF Foundation, Inc. to disseminate information and promote the libraries to the academic, library and general public communities at the local, state and national levels. She describes library projects, especially those receiving external support, in news articles and with the university’s News Bureau to assist in releasing the information to the media, and organizes programs for developing library education and social events in conjunction with specific development efforts, educational campaigns or academic events. She earned her bachelor’s degree in visual arts from the University of South Florida. Her role will be to promote the project to the appropriate media outlets, both internal and external to the University of Florida.

**Margeaux Johnson**, Science & Technology librarian at UF, coordinates information literacy instruction for Science, Technology, Engineering, and Mathematics (STEM) disciplines and integrates technology into library learning environments. She is the library liaison for the Honors Department and teaches Information, Communication, Technology (ICT) skills in the honors courses *Discovering Research & Communicating Science* and (*Un)Common Reading for the Undead*. Her research interests include Alternate Reality Gaming, transmedia navigation, and new media literacies. She is currently a Co-PI on the NSF ethics in education grant “Gaming Against Plagiarism” and a member of the NIH VIVO Collaboration (<http://vivoweb.org/>).

**Ann Lindell** has 20 years of experience as an academic librarian. In her position at the University of Florida she serves as Chair of Departmental Libraries and Head of the Architecture & Fine Arts Library. She serves as the primary liaison to the UF College of Design, Construction and Planning, building collections and providing specialized reference and instructional services for the disciplines of architecture, building construction, interior design, landscape architecture, and urban & regional planning. Lindell holds the BA and MFA in Studio Art, and a Master of Library and Information Science and has held leadership positions in several professional organizations including the American Library Association, the Art Libraries Society of North America, and the Association of Architecture School Librarians.

**Timeline:**

Four workshops (2012-13): October, November, February and March

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| **Publicizing and Promotions**  **Pre-workshop:**   * Circulate promotional e-mailthroughout grad/undergrad departments. * Revise post for Libraries’ websites with link to more information * Revise marketing materials and use to promote at campus/community events * Make sure workshop image is on library’s public information monitors * Send press release to *The Alligator*, *Gainesville Sun*, etc: Include photos, testimonials… * Email promotional information and registration link to promotional partners for listserv distribution * Email waitlisted participants to encourage attendance regardless—due to expected “no-shows” * E-mail all registered participants with pre-workshop message including overview and questions * Post signage in workshop venue and library on day of event   **Post-workshop:**   * Contact David Miller, CAPES Evaluator, and drop off one evaluation surveys and PDF file of profiles/surveys |
| **Website**  **Pre-workshop:**   * Update workshop registration link and test for functionality * Contact DLC to let them know of project in advance to prepare for scanning profiles * Contact library web security to set up password protected folder for workshop profiles if necessary   **Post-workshop:**   * Arrange for scans of profiles at DLC * Upload photos, profiles and contact information to secure site |
| **Volunteers & Materials**  **Pre-workshop:**   * Secure 10-12 volunteers (photographers, registration, greeters) * Volunteer meeting to explain roles * Prepare profile cards, checklists, name tags, and refreshments   **Post-workshop:**   * E-mail ‘thank-you’ to volunteers and venue sponsors |

**Project Budget:**

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| **Expense** | **Amount** |
| OPS graduate student | $1,447 |
| External evaluation fee | $3,000 |
| Subtotal | $4,447 |
| RCM 12% | $534 |
| Total request | $4,981 |

The project team respectfully requests $4,447 for the following expenses related to presenting and evaluating four **Collaborating with Strangers** workshops, as follows:

**OPS graduate student** (5 hrs/week X $10/hr X 14.1 pay periods from 10/1/12 through 4/15/13 (equals $1,410) plus fringe benefits of $36.66 (based on the current fringe rate of 2.6%; this may change in the 2012-13 FY)) totaling $1,446.66. Student will follow procedures for pre- and post-workshop activities as described in instructional guides developed during the 2011-12 workshop series.

**External evaluation** will be directed by Dr. David Miller, director, Collaborative Assessment and Program Evaluation Services, School of Human Development and Organizational Studies in Education, totaling $3,000 (toward a Graduate Research Assistant's time for project period). Dr. Miller attends all sessions for onsite observation in addition to managing interview process and supervising analysis of data collected.