

**MAY  
24  
2012**  
9AM-4PM

# **DIGITAL NATIVES OR DIGITALLY NAIve: LESSONS ON DIGITAL AND MEDIA LITERACY**

*The PaLA College & Research Division invites you  
to join us at Bucks County Community College!*

Full event details at <http://crdpala.org/upcoming-events/>

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#### **Keynote: So You Want to Get Started with Digital & Media Literacy?**

**Considering the Why, Wherefore and How**

*Renee Hobbs, Professor and Founding Director,  
Harrington School of Communication and Media, University of Rhode Island*

#### *Discussion: The Four Dimensions of Digital Literacy*

#### **Breakout: Collaborating to Revitalize Student Learning**

*Jackie Fritz, Faculty Liaison for Learning Technologies, Bucks County Community College*

#### **Breakout: The Knowledge Commons at Penn State**

*Joe Fennewald, Head of the Tombros and McWhirter Knowledge Commons & Emily Rimland,  
Information Literacy Librarian and Learning Technologies Coordinator, Penn State University Libraries*

#### **Breakout: Student Multimedia Research Center at UDel**

*Shelly McCoy, Head Morris Library & Hannah Lee, Assistant Librarian, University of Delaware*

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*Continental breakfast, lunch, and tour of Bucks County Community College included*

#### **WORKSHOP OBJECTIVES:**

- \* Develop an understanding of how critical fundamental media skills are for today's students.
- \* Understand how to determine the effectiveness of media assignments and how to bring students and faculty to a basic level of competence.
- \* Gain practical knowledge from the experiences of other institutions through participatory opportunities.

#### **PRICING**

PaLA Member \$35

Student \$20  
(must show ID at event)

NonMember  
or Late Registration \$55

**OVER** 

## SO YOU WANT TO GET STARTED WITH DIGITAL & MEDIA LITERACY?

### CONSIDER THE WHY, WHEREFORE AND HOW

In this session, librarians who are considering starting a media and technology support program will get a solid introduction to the value of digital and media literacy concepts in relation to program design, implementation, outcomes and assessment. Renee Hobbs, Professor and Founding Director of the Harrington School of Communication and Media at the University of Rhode Island, will address the big question of "why media?" and examine some of the common concerns with launching a program (Is a media production project rigorous enough?) and strengthening critical thinking skills with regard to media (Does this YouTube video have the facts right?). Hobbs will also lead an interactive discussion session on the emerging definitions of digital literacy and share her experience as a 2012 Policy Fellow at ALA's Office of Information and Technology Policy.

### COLLABORATING TO REVITALIZE STUDENT LEARNING

Well-designed assignments guide students in using media resources and technology tools successfully. Librarians lead the way on this path to obtaining learning goals by teaching instructional design, media literacy, and transliteracy skills to both faculty and students. Student and faculty products from New Media Literacy and Transliteracy professional development institutes demonstrate this approach.

### THE KNOWLEDGE COMMONS AT PENN STATE

A key element in the implementation of 'Commons' are the partners libraries build to create the 'one-stop shop' for students. These can be internal (lending, reference, instruction) as well as external (information technology, media, writing and math tutors). Additionally, each partner may have different priorities ranging from day-to-day operations to creating programs and outreach. In this session, the presenters will share their recent experience at Penn State but welcome and encourage you to share yours. The discussion will include the different types of partners libraries have established, problems encountered, and solutions explored in providing effective student-centered learning spaces in libraries.

### STUDENT MULTIMEDIA RESEARCH CENTER AT UDEL

The Student Multimedia Design Center at the University of Delaware Library has the space, hardware, and software for students to create multimedia. Adding a multimedia literacy component is the next step. Join Shelly McCoy and Hannah Lee as they present their thought process and strategy in starting their multimedia literacy program. Attendees will review and discuss ideas and considerations and be able to start outlining a multimedia literacy program for their library.

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### HOTEL

Reserve before May 11th (Hampton Inn & Suites Newtown). Mention Bucks Media Literacy Workshop for rate of \$119

**PaLA**

College & Research  
Divison (CRD)

## REGISTRATION

Register online at  
<http://bit.ly/diglit12>  
by May 17!

Contact CRD Vice  
Chair Paul Proces  
with any questions:  
[pproces@gmail.com](mailto:pproces@gmail.com)