UNIVERSITY OF SCRANTON

INFORMATION LITERACY PROJECT: FOR SPRING 2012

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Purpose of the project

The Tasksks-2( )4(s)-1(T)sson standards.

The present project was to create a teaching-assessment module on information literacy that can be linked to specific curriculum and program level outcomes for Kania School.

Brief description of project

A course embedded assessment exercise was used. The course chosen was MKT 351 Introduction to Marketing. This course is required of all Kania School of Management undergraduate students as a business core course. The course is offered in Fall, Spring, Intersession and Summer sessions to accommodate student needs.

A.   Standard 4, item 1 of ACRL Information Literacy Standards for Higher Education:

http://www.ala.org/acrl/standards/informationliteracycompetency

Standard Four : The information literate student, individually or as a member of a group, uses information effectively to accomplish a specific purpose.

Performance Indicators:

1. The information literate student applies new and prior information to the planning and creation of a particular product or performance.
    Outcomes Include:
        a. Organizes the content in a manner that supports the purposes and format of the product or performance (e.g. outlines, drafts, storyboards)
        b. Articulates knowledge and skills transferred from prior experiences to planning and creating the product or performance
        c. Integrates the new and prior information, including quotations and paraphrasings, in a manner that supports the purposes of the product or performance
        d. Manipulates digital text, images, and data, as needed, transferring them from their original locations and formats to a new context

Implications of Assessment: Our students appear to meet the Standard 4, item 1 of ACRL Information Literacy Standards for Higher Education. However:

1. The present study has a small sample size.
2. It appears the sample performed at a slightly lower level for the presentation powerpoint compared to the source document (segmentation study)

Closing the Loop: In order to fulfill the goals of this assessment exercise, the information gathered has been taken back to the classroom and changes made in the project instructions/requirements in order to improve future performance. The new instructions follow the example provided in the URL below, and are included in Appendix-C
: http://discover.education.purdue.edu/challenge/pbl/2002_2003/enl_progress/ppprubric.htm